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# Golf Business News

### Wilson Markets Betsy Rawls Matched Clubs

Clubs for the lady golfer, designed by Betsy Rawls, are available from Wilson Sporting Goods Co., 2233 West St., River Grove, Ill. 60171. The woods have heads finished in Imperial Venetian tone. The club-heads are treated to seal out moisture. Grips are crafted of black and tan calfskin leather. The Country Club irons combine style and budget price. Power-Flare designed heads are plated in sparkling chrome. Both woods and irons are matched.



### Mark-A-Ball Makes and Sells Advertising and Promotion Tees

Mark-A-Ball, Inc., P. O. Box 22154, Portland, Ore. 97222, makes Mark-A-Tee tees with an advertiser's or club's name or trade-mark printed in a choice of colors. The tee's triangular shape reportedly makes it easy to set into the ground and makes it hold firmly in soft, wet ground. Two Portland pros, Ted Longworth and Charles Sullivan, developed the Mark-A-Tee.



### Plastic-Metal Locker and Travelling Shoe Tree

Allsop Automatic, Inc., 6 Prospect Mall, Bellingham, Wash., produces the Shoe-In portable shoe tree-carrying rack for golf shoes. Made of and is held securely from the outside, allowing air to circulate freely. Any size shoe will fit the adjustable Shoe-In.

Allsop also has Shoe-In shoe trees of plastic and metal that fit on the ordinary locker door or stand up-right on the floor. These units provide the same firm holding and allow free air circulation as does the portable model.

## Shakespeare Co. Makes Fiberglass Shaft Clubs

Shakespeare Co., Kalamazoo, Mich., makes matched sets of Power-Mated clubs with shafts that contain 501,000 strands of fibrous glass bonded into a patented tubular shaft. Reportedly there is no recoil shock with these shafts, because, like a coiled spring, the tiny strands of fibrous glass interact to generate a progressive build-up from the hands down to the clubhead. There is no shaft glare from the sun and the clubs are completely rust and waterproof. Color is impregnated permanently in the shafts.

## Rain Bird Catalog Illustrates Operation Principles

A 56-page catalog covering the complete line of Rain Bird turf irrigation equipment has just been issued. Specifications and recommended usage of Rain Bird sprinklers and accessories, with diagrams and photos, illustrate principles of operation and construction. Described are system controllers and all models of turf sprinklers. Each model has an accompanying chart explaining coverage diameter, rate of discharge, nozzle sizes available and effect of basic water pressure on discharge rate and coverage. Copies are available on request from Rain Bird, Glendora, Calif.



## Allis-Chalmers Dickers for Simplicity Company

Allis-Chalmers Manufacturing Co., Milwaukee, and Simplicity Mfg. Co., Port Washington, Wis., have made a tentative agreement under which Allis-Chalmers will acquire all assets of the lawn and garden equipment firm. Final details are being worked out and are subject to the approval of directors and stockholders of both companies. Terms of the proposed acquisition call for Simplicity to continue as a separate operation. The firm employs 400 people and in 1964 had sales of nearly \$17 million.

## More and More Supts. Depend on Mallinckrodt Forecasts

According to Mallinckrodt Chemical Works, Second and Mallinckrodt sts., St. Louis, its "Weather News" is being increasingly used by supts. who depend on it to tell them what to expect in the way of precipitation and temperatures. Both are presented in color charts, with different tints indicating whether above average, normal or subnormal rainfall and temperatures are to be expected in the coming month. The charts are prepared for Mallinckrodt by Weather Trends, Inc., New York and reach the supts. about a week before the 30-day forecasts go into effect.

## LOCKER NAMEPLATES GREETER PINS



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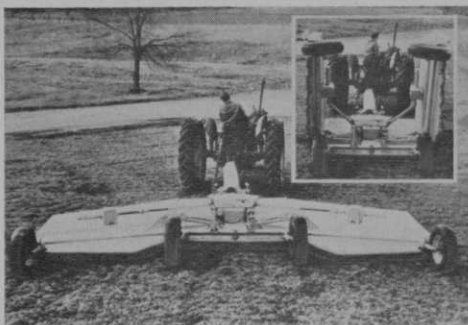
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## Wood Bros. Markets New 15-Foot Mower

Wood Bros. Mfg. Co., Oregon, Ill., manufactures model 315 hinged 3-section, gear-driven rotary mower. It has a 13 acre per hour cutting capacity. The giant batwing mower has



an auto-leveling feature that enables it to retain the same cutting angle when the cutting height is adjusted. The wing units mow on embankments down to 22 deg. below horizontal and upward to the vertical position. With the wings in the up position, the unit is less than 8 ft. wide for travel. Supporting wheels travel inside cutting a swath for mowing close to fence posts and other obstacles.

## Hogan Wedges Feature Choice of Grips

AMF-Ben Hogan Co., 2912 W. Pafford St., Ft. Worth 10, Tex., makes Sure-Out and Sure-On wedges, available with either a Hogan leather grip (black with red stripes) or a slip-proof grip (black with white fill). Handsomely gift boxed, the wedges are available in pro shops exclusively. Photo background shows Hogan Reserve Energy Recoil (B85) golf balls.



## Par Aide Flyer Describes Company's Equipment

A 2-color, 4-page product brochure is available from Par Aide, 296 N. Pascal St., St. Paul, Minn. The flyer shows pictures and gives descriptions of the company's ball washers, tee accessory group, benches, putting green markers and other items including turf menders, spike bush guard rails, spike brushes, flags and flag poles, signs and plaques, and sand trap rakes.

Classified Ads • P. 117

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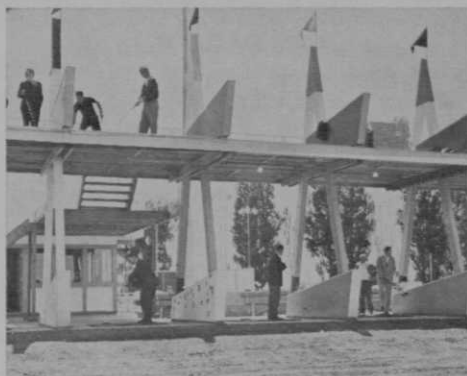
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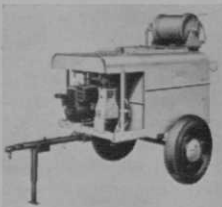
Youngstown 9, Ohio



An Arnold Palmer driving range and miniature was recently opened at Suffolk Downs in East Boston, Mass. The double-deck layout is located on the Revere Beach Parkway.

### **John Bean PCO Sprayer Used For Pest Control**

John Bean Div., FMC Corp., Lansing, Mich. 48909, manufactures model PCO 150 sprayer for pest control. The unit has a 10 gpm at 400 psi pump, and includes a hose reel with 100 ft. of one-half inch hose. The 150 gal. tank is bonded and the heavy-duty auto-type springs help provide smooth over-the-road traveling. Tail lights and turn indicators are standard equipment.



### **West Point Combines Spiker, Slicer, Renovator**

West Point Products, West Point, Pa., manufactures the MVG-1 Verti Grove, which slices, spikes and renovates. With a width of five ft. and a weight of 745 lbs., the unit has discs that are 18 in. in diameter from blade to tip. A PTO may be engaged for slicing and renovating or for thatch removal or it may be disengaged for the spiker to go to work. Blade changing is easy as it can be done in the field without removing the reel.

### **Complete Line of Nutro Pesticides**

Smith-Douglass, Div. Borden Chemical Co., P. O. Box 419, Norfolk, Va., now features a complete line of Nutro pesticides. Nutro Turf Fungicide reportedly protects grass from brown-patch, copperspot, dollarspot, leafspot, etc. Nutro Turf Weed Killer kills dandelion, chickweed, plantain, clover, wild onions, lawn pennywort, knotweed, henbit and other undesirable vegetation.

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## Paul Hahn Golf Glove Made by Par Mate

Par-Mate, 10 W. 33rd St., New York, N. Y. 1001, manufactures the Paul Hahn glove, specially designed to correct many grip and hand control faults. The glove's superior gripping power is claimed to help the golfer increase his accuracy. A feature is the 10 inner rows of elastic that assure a smooth snug fit by eliminating palm wrinkles and bulges. The glove is styled with a wide color range in all sizes for men and women, in left, right and pairs.



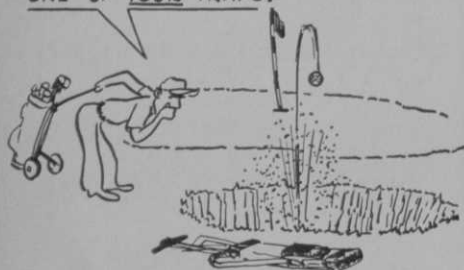
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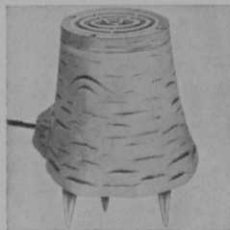
## Highway-Type Pitmanless Mower

Allis-Chalmers, Milwaukee, Wis., makes a new hydraulic side-mounted highway-type mower, model 82 SH, that is available for the Allis-Chalmers I-40 industrial tractor. The mower features twin-wheel pitmanless drive and is powered by a hydraulic motor rather than a PTO drive line. The twin-wheel drive is hydraulically adjusted from the ground to more than 11 in. The mower may be raised to vertical position for traveling.



## Steber Introduces New Garden Light

Steber Div., The Pyle-National Co., 1334 N. Kostner Ave., Chicago, Ill. 60651., markets a new lighting unit called the tree-stump Flor-lite. The unit is designed for use in lighting up trees, bushes and the vertical surfaces of buildings, fences, walls, gates. A vertical adjustment of as much as 20 deg. is made by removing the glass cover and retaining ring.



## Golf Dial from Pro Training

Professional Training Aids, 8430 Grand River, Detroit, Mich. 48204, sells *Ask The Pro* golf dial, which is 6 1/2 in. in diameter. One side of the vinyl plastic dial covers the causes and corrections of the 10 problem shots of golf. The reverse side of the white-black-and-green dial tells how to play 36 difficult shots and troublesome lies.

## Ryan Mole Lays Tubing, Piping or Cable

A tool for installing flexible tubing, piping or cable as deep as seven inches underground without disturbing surface turf is made by Ryan Equipment Co., 2055 White Bear Ave., St.



Paul, Minn. 55109. Called the Mole, the attachment works with the Ryan Jr. Sod Cutter. The unit consists of a vertical cutter blade with a bullet-like terminal to which the material to be laid is chain attached. The Sod Cutter, operated by one man, then pulls the tubing (any dia. up to 1½ in.) beneath the surface and through the ground at speeds up to 100 ft. per min. Laying tubing in a radius as tight as 2 ft. is possible.

## Brunswick Expands Production Facilities

Brunswick Corp., 69 W. Washington St., Chicago, Ill., has approved an expansion program that will double the tubular shaft production facilities of the Union Hardware plant of the Brunswick Sports Div. The plant is located in Torrington, Conn. The tubular shafts are for golf clubs and other sports equipment. Plans call for work to begin immediately, with the plant addition scheduled to be completed and in production by early 1966.

## Jacobsen Edge-R-Trim

Jacobsen Mfg. Co., Racine, Wis., makes an Edge-R-Trim special mower for edging and trimming. The unit is powered with the Jacobsen 321 No. 3 hp engine and reportedly can finish edges at a rate up to 90 ft. per min. It trims from 0 to 3¼ in.

## Safari Shirt from Izod

Safari shirt from Izod, 498 Seventh Ave., New York, N. Y. 10018, comes in desert sand color only and in small, medium, large and extra large in regulars and longs. It has four big buttoned pockets and a belt that adjusts to each waistline. Fabric is daeron and cotton poplin.

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## Two Models of Walker All Purpose Truck

Walker Mfg. Inc., Fowler, Kan., has designed and built a small-wheel truck for course maintenance. With available accessory equipment, the unit reportedly can be adapted to grading, cultivating, plowing, grass-cutting, as well as transporting tools, equipment



and personnel to and from work sites. Overall length is 100 in. and overall width is 48 in. Two basic models are available: the Super 600 has a two cylinder, four-cycle, 50-cu-in. Onan air-cooled engine, and the standard 600 model is available with a smaller one-cylinder Kohler engine.

## Moody Sprinkler Manufactures Waterproof Solenoid Valve

Moody Sprinkler Co., Inc., Box 240, Arcadia, Calif., produces a waterproof solenoid valve, vacuum-sealed in epoxy resin. A plastic housing eliminates corrosion and shorts in the underground controls of electrically operated Rainmaster sprinkling valves. Lead-out wires are UL approved, meeting all local codes where UF wire is specified.



## Announce Second Annual Hogan Design Board Tourney

The second annual Ben Hogan Design Board tournament begins this month with regional tournaments throughout the nation, followed by the championship tournament Oct. 13-14 in Ft. Worth, Tex. Over 300 golf professionals, all members of the design board, will compete for first place in area tournaments, with the medalists advancing to the championship, which offers \$3,000 in first prize money. A total of 21 regional tournaments will be played in June and July. The design Board serves to advise the Hogan Co. in research and development of golf equipment.

## Etonic Cardigans

As part of its 1965 line of casual clothes, Charles A. Eaton Co., 147 Centre St., Brocton, Mass., is featuring all-wool worsted cardigan sweaters in grey, beige, blue or banana colors, set off by two contrasting suede diamonds.

## Trade Briefs

A. E. (Bert) Alpine is director of engineering for the pipe division of Certain-teed Products Corp., . . . Joe Wolfe, national director of golf promotion for Wilson Sporting Goods Co., River Grove, Ill. was re-elected president of the National Association of Golf Club Manufacturers



Simpson

Fraser

Formato

Alpine



Slater

Yates

Zimmerman

at the organization's annual meeting in New York City. . . Wolfe is also secretary of the National Golf Ball Manufacturers Association.

Richard A. Formato, Asheville, N. C., has been promoted to general manager, standard sales div., for Carlon Products Corp., with headquarters in Cleveland . . . Formato will be responsible for Carlon's nationwide distribution and sales of plastic pipe and fittings for turf irrigation and other uses . . . Marvin Nelson has been appointed assistant regional aquatic biologist and Donald R. Colbert, biological assistant of Pennsalt Chemicals Corp's. Agricultural div. . . Nelson works at the biological labs. in Tacoma, Wash. and Colbert is connected with Pennsalt's northern agricultural chemicals offices in Aurora, Ill.

Robert F. Zimmerman is the newest member of the MacGregor golf advisory staff of the Brunswick sports div. of Brunswick Corp. . . Howell Fraser of the Panama City (Fla.) CC has also been named a member of the MacGregor advisory staff. . . Orangeburg Manufacturing Co., a division of Flintkote Co., N. Y., has appointed Marvin E. Simpson sales engineer for Flintite pipe in Western Ohio.

Jim McNicholl, for 20 years an upper Midwest pro, is now a manufactures' rep. selling to pros in Ill., Wis., Mich., Minn., Ia., and Mo. . . Jim is affiliated with Green Tee Associates handling apparel, shoes, gloves, bags and umbrellas . . . He also represents Viking golf car . . . McNicholl's base is 1848 Preble Ave., Green Bay, Wis. . . Jack Slater is new assistant manager of the golf division and Bill Yates is his assistant at the Shakespeare Co., Kalamazoo, Mich.



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Kunik Kasuals, 6818 Ventnor Ave., Ventnor, N. J. is tripling its warehouse space to accommodate the company's increasing volume . . . The new Bristol-Kroydon manufacturing and warehouse facility at Pontotoc, Miss. will begin operations in Aug. . . Head covers and clubs will be produced in the 53,000 sq. ft. plant. Headquarters for the company remain in Melrose Park, Ill.

The Chicago and North Western Railway Co.'s. The Norwest Corp., a wholly owned subsidiary formed for the purpose, has entered into a contract to purchase all of the capital stock of the privately owned Velsicol Chemical Corp. for 90 million dollars . . . Velsicol also owns 53 per cent of Michigan Chemical Corp.



Taylor



Spears



Offringa

The Price Battery Corp., Hamburg, Penn., has named Archie R. Taylor sales manager of national accounts . . . Taylor was with Humble Oil and Refining Co. for 23 years and took an early retirement in 1961 . . . Since that time he has been engaged as a consultant in marketing research and analysis . . . For the past two years he has been connected with the battery industry.

William Douglas Spears has been elected to the board of directors of the First Flight Golf Co., Chattanooga, Tenn. . . Spears is a member of the Chattanooga law firm of Spears, Moore, Rebman and Williams . . . Robert J. Offringa has been elected executive v-p of A. G. Spalding & Bros., Inc., Chicopee, Mass. . . . Previously he held executive positions with Kawneer Co. of Niles, Mich.

Golf Imports, Ltd., Tulsa, Okla., has appointed the following sales reps: Brown Enterprises, River Forest, Ill. for Ill., Wis., Mich.; Carl A. Anderson, Parma, O., for Ohio; J. T. Jones, Balcam, Co., Abilene, Tex., for Ark., La., Okla. and Tex. . . . Shakespeare Co. has appointed Ross Roy, Inc., Detroit, as Shakespeare's advertising and merchandising counsel, effective July 1.

### Stauffer Chemical Co. Markets New Selective Herbicide

Stauffer Chemical Co., 380 Madison Ave., New York, N. Y. 10017, sells Betasan, a relatively new selective herbicide, that is designed to control two winter annual weeds—poa annua and henbit. The new herbicide is best applied in late summer or early fall. Betasan is reportedly safe for use on all turfgrasses, including bentgrass, fescues, bluegrass and Bermudagrass hybrids.