

Golf Business News

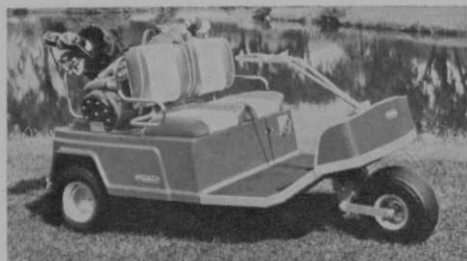
Cyclone Seeder Develops Pull-Type Seeder-Spreader

Model 99 is available from the Cyclone Seeder Co., Urbana, Ind. This new pull-type broadcast spreader-seeder is ground driven. It spreads fertilizer, seed, granular herbicides and insecticides, ice melters, soil conditioners, etc. The hopper, made of galvanized steel, finished in baked enamel, has a capacity of 100 lbs. of average material. Wheels are 12 in. in diameter. The drawbar mounting is adaptable to all popular lawn and garden tractors. The 99 gives a spread width up to 10 ft. wide, depending on material.



Dunbrook Corp. Produces New Gasoline Golf Car

Dunbrook Corp., 710 Skokie Highway, Northbrook, Ill., produces a new model 71 gasoline golf car, featuring a Kohler 8 hp



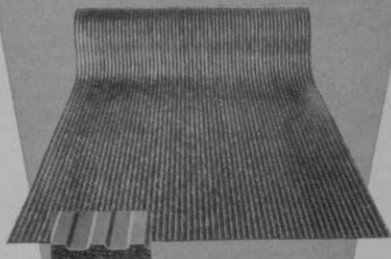
engine coupled into a power train through a glide ride suspension system. The new design is said to reduce torque, improve riding quality and extend engine life. Dunbrook also produces an electric car model. Both cars are equipped with bucket seats designed to eliminate fatigue.

Smith-Douglass Price List

Smith-Douglass, 5100 Virginia Beach Blvd., Norfolk, Va. has a product description and price list for its Nutro turf products for courses and other operations. Listed are both bag and one-truck-load prices.

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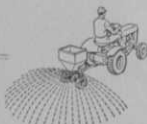
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NEW Cyclone Model 99 Spreader/Seeder is designed for spreading fertilizer, seed, granular herbicides, pesticides, ice melters, soil conditioners, etc. Rugged galvanized steel hopper holds up to 100 lbs. Drawbar mounting is adaptable to all lawn and garden tractors. Ground driven with 12-in. diameter wheels.



For further information,
see your distributor or write:



NEW Cyclone Model 100 Spreader/Seeder is push-type version of Model 99. Patented spreader design gives uniform tapered-edge spread, ends stripes and streaks. Micro-Dial Rate Control provides extremely accurate rates. Rates are not affected by rough use or use on bumpy ground. Positive shut-off is at your fingertip on handle.

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A Spray For Helping The Golfer Who Hooks and Slices

Gunderson Golf Equipment Co., 1910 8th Ave., Lake Worth, Fla., 33460, has a no hook-no slice spray in a can that a player adds to the surface of ball and woods. Called Par Spray, the product reportedly reduces wind drag and air friction as well as the "drifting" of the ball.

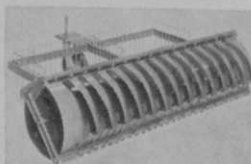


Febco Has Booklet on Protecting Potable Water

Febco, Inc., 1921 Glenoaks Blvd., Sun Valley, Calif., has a "Handbook of Cross Connection Control", a comprehensive 36-pg. publication dealing with the problem of protecting potable water lines from contamination when interconnected with potential pollution sources such as vats, toilets and process tanks. The book, in its 11th printing, has been updated. The price is \$1 per copy.

Par Golf Ball Picker Retrieves in All Kinds of Terrain

After several years of research and field trials, Par Golf Mfg. Co., Milan, Ill., has developed a golf ball picker which it is now marketing.



Known as the Par-Ball Picker, the unit has a floating-ball guide that enables it to effectively retrieve golf balls regardless of terrain. The Picker is four feet wide and has two large baskets attached. It is said to be ruggedly constructed, light in weight, has no wheels to adjust and special tools aren't required in maintaining it.

Toro Has California Test Center

A permanent proving ground for power mowers and automatic underground sprinkler systems has been added to the facilities of Moist-O-Matic, Inc., a subsidiary of Toro Mfg. Corp. The new test center is located on a 20-acre site in Riverside, Calif. In addition to testing, the center will provide facilities for research and development of new equipment. Personnel will be available at the center to work with supts. to help them solve sprinkling and mowing problems.

Locke-Devere Division Offers Two Rotary Mowers

Locke-Devere Div., 1085 Connecticut Ave., Bridgeport, Conn., offers the Devere-Locke VR series of rotary mowers. The VR mowers come



in 24- and 32-in. cutting widths. Cutter arms of both the VR-24 and VR-32 are three-piece with heat-treated replaceable blades and are formed for greater suction lift. The frame is of seven-gauge welded steel construction, reinforced by two angular members.

Handles are of welded steel tubing with motorcycle type handle grips. Controls are center mounted near handle, and cutter height is adjustable from one to four inches. The VR-24 weighs 350 lbs.; the VR-32 weighs 460 lbs.

Bamboo Shortage Expected

Course Kept Best Products, Box 360, Dunedin, Fla. 33528, expects only one shipment of top quality control kept bamboo (from overseas where weather and political events have curtailed supply and shipment) for green-whipping this spring. After the shipment is sold, the supplier will have only open market, government bamboo poles with no guarantee as to quality. Fiberglass telescoping and jointed Dew-flicker whips and fiberglass whiptips are available only on pooled production orders, taking at least 30 days for delivery.

Shot Measuring Device

Pedometer Corp., Newark, N. J., manufactures a device called the Golfmeter, which measures the distance of a golf shot and enables the golfer to determine the remaining distance to the green. The device is an adaptation of the pedometer. The Golfmeter also has a built-in stroke counter.

Wyandotte Acquires Subsidiary

Wyandotte Chemicals Corp. has acquired Subox Inc. of Hackensack, N. J. On March 1 Subox became the Coatings Div. of Wyandotte's J. B. Ford Div. Subox will continue to make its line of metal protective paints and coatings.

1965 Golf Guide

Snibbe Sports Publications, Inc., 30 E. 38th St., New York, N. Y. 10016, has released the "1965 Golf Guide" compiled by Joe Gambatese. Featured are tournament dates and records plus putting tips and pointers for women. Copies are available at quantity rates.

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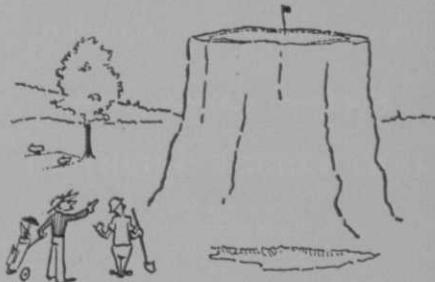
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DeLuxe Bag With Accessories from AMF/Ben Hogan Co.



AMF/Ben Hogan, 2912 W. Pafford St., Ft. Worth 10, Tex., has a new deluxe horned lizard kangaroo bag. Trimmed with bay alligator grain cowhide, the bag features 10 in. round styling, leather divider system with shields, and a hidden umbrella well. It is available in black only, with gold welt. Coordinating head covers, putter cover, shag bag, carry-all and umbrella afford an array of matching accessories. Sold exclu-

sively in pro shops.

New Scavenger Suction Cleaner From Parker

The Parker Sweeper Co., Springfield, Ohio, markets the Scavenger, a multi-purpose indoor-outdoor suction cleaner. The unit gulps paper,

leaves, grass clippings, trash and debris of all kinds. A 10-cu.-ft. heavy-duty fleece lined bag (to minimize dust) holds eight bu. of leaves and debris. Optional accessories are an adjustable clamp - on Roller Kit that mounts front center

for turf sweeping, and adjusts from $\frac{1}{8}$ in. to $3\frac{1}{2}$ in., and a bag platform that is easily installed under bag to support heavy loads. Other accessories include a snap-on hose attachment, 4 by 10 ft., with a metal wand and handle to clean under shrubs and plantings.



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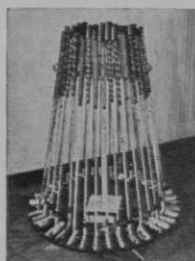
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Self-Selector Putter Revolving-Island Rack

Wittek Golf Range Supply Co., 5122 W. North Ave., Chicago, Ill. 60639, has a revolving



putting putter rack that occupies less than 2½ sq. ft. of space and displays 36 putters. Utility clubs may also be displayed in combination with putters. The rack is a package deal, consisting of rotating mounting post and four sets of self-selector fixtures (90 degree). The unit is made completely of metal with putter head-partitions

coated with baked Vinyl to eliminate marring of putter heads.

Magline Introduces Vehicle for Ground Care Equipment Hauling

Trailevator Div., Magline Inc., 1900 Mercer St., Pinconning, Mich., produces Trailevator, a self-lowering, self-elevating hydraulic trailer



designed for grounds equipment and general utility hauling. The manufacturer claims that the trailer permits one-man handling of heavy, bulky items that normally require two

or more men to handle. This unit is equipped with a mechanical-hydraulic system that lowers the trailer to ground level for easy loading, then lifts and locks into hauling position. The tailgate serves as a heavy-duty loading ramp as well as a box enclosure. Available in three models, one half and one ton, Trailevators are of all-steel construction with rated load capacities of 1000 and 2000 lbs. The units have a split-hitch assembly that permits lowering and elevating without uncoupling from the towing vehicle.

Pest Control Guide on Velsicol Wall Chart

Velsicol Chemical Corp., 341 E. Ohio St., Chicago, Ill. 60611, offers a Turf Pest Control Guide in the form of a 4-color wall chart. A total of 28 turf diseases, insects and types of weed damage are quickly identified through the chart. Velsicol also has available a catalog of its full line of insecticides, herbicides and fungicides. Among the new products are the turf herbicide combination, Banvel D+2, 4-D, that reportedly gives broad weed control with one application. Bandane 15G for pre-emergence crabgrass control and Banavel D4S for weed control in either cool or warm weather also are available from Velsicol. Free copies of the wall chart and/or the catalog may be obtained by writing to the company.

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Country Club Ball Display
for Pro Shops from PGA

PGA Golf Equipment Co., 8350 N. Lehigh Ave., Morton Grove, Ill. 60053, offers a Country Club golf ball display unit containing 6



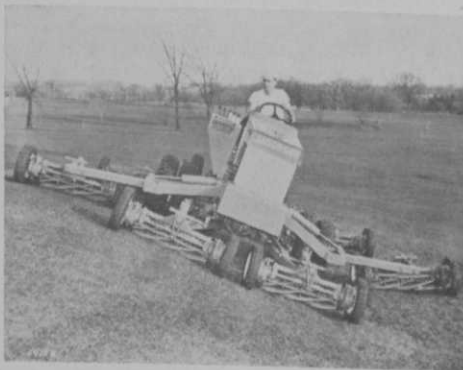
doz. balls. The new Country Club ball reportedly has a cut-resistant cover and a white finish that is protected with polyurethane. The liquid center ball offers a uniform high-compression. The ball is sold through pro shops only.

Royal Catalog Offered

Royal Golf Equipment, U. S. Rubber, Rockefeller Center, New York, N. Y., has issued its 1965 catalog. The 16-page booklet features Royal Registered golf balls, and irons that come in a choice of two different shaft lengths and three different head angles. Seven putters in a wide selection of styles are offered. The full Royal line of balls, clubs, bags, shoes and clothing also is shown.

Jacobsen Introduces
F-10 Turf Tractor

Jacobsen Mfg. Co., 1721 Packard Ave., Racine, Wis., has introduced a new model F-10 wing-lift mowing tractor. Incorporated into the



tractor is the "out front" principle, whereby mowers are mounted ahead of wheels. This provides full view of overlap and obstructions while eliminating the hazard of continually looking back to determine the position of pull-type or rear-mounted mowers. Combinations of 3, 4, 5, 6 or 7 units cut swaths from 7 to 15 ft. eliminating unsightly wheel marks. The unit mows steep side hills without skipping or streaking. Wing mowers can be positioned hydraulically for overhang cutting of sand traps without scalping turf or damaging reel blades. The design incorporates heavy gauge tubular steel frames to hold the patented 6-blade and 5-blade reel mowers.

All-Weather Carpet Can Be Used As Putting Green

The 3M Company, 2501 Hudson Rd., St. Paul, Minn. 55119, has developed all-weather carpeting for porches, patios and putting greens. Called Tartan brand turf, it consists of synthetic



fibers imbedded in a flexible plastic base material. It is available in three fade-proof colors—grass green, brilliant red and black. Grass green, designed for putting greens, has the same appearance and roll as bent grass and gives a true putting surface. Tartan has been used to provide red carpet service portal to portal, rain or shine. Its backing is non-slip and it can be bonded to any hard surface with a proper adhesive.

Pennsalt Pool Chemicals

Pennsalt Chemicals Corp. has unveiled its 1965 merchandising program covering its Pennswim line of pool chemicals. One of the featured items is a new 16-oz. can of Knox-Out, a poolside aerosol insect repellent. For a limited time this spring, distributors and dealers will be able to offer Knox-Out at no charge to those who buy PerCLORon calcium hypochlorite early in the swimming pool season.

Cushman Injects Humor in Car Promotion Kit



A humorous kit of promotional materials has been introduced by Cushman Motors, 1009 N. 21st St., Lincoln, Neb. Called the Cushman rental-booster kit, it is designed to increase golf car rental business. The kit of various two-color materials contains

cards, bulletin board notices, envelope stuffers and locker room bulletins (with cartoons and poems) designed to convince more players to rent golf cars. Local Cushman golf distributors supply the kits upon request.



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Par-Mate Offers 22 Golf Glove Styles

Par-Mate, 10 W. 33rd St., New York, N. Y. 10001, has released its 1965 catalog. It features Par-Mate's entire line of 22 golf gloves, plus a selection of golf hosiery, golf umbrellas, ladies' club loungers and ladies' golf purses. Among the glove style variations offered are a wide selection of slip-ons, snap-backs, Velcro closings, side snaps, half-fingers, stretch and winter gloves in imported capeskins, Nyama leathers, pig grains and chamois suedes. For ladies there are five different styles of golf socks, which are trimmed with pom-poms, tassels, bows and crochet trims in matching and contrasting colors.

GE Sauna Booklet

General Electric, 1 Progress Rd., Shelbyville, Ind., has issued a booklet that shows installation plans (framing, insulation, planking and flooring) for commercial and other types of saunas, using the GE sauna heaters. The sauna, a type of dry-heat "bath" in a wood-paneled room with a wooden bench, has recently gained wide popularity. Other items in the booklet include the trim, exterior finish, benches, door and frame, lighting fixtures, heater screen and heater installation.

AMF/Ben Hogan Club Covers Available in Company's '65 line

Protection for golf clubs is afforded in horned lizard kangaroo head covers from the AMF-Ben Hogan Co., 2912 W. Pafford, Ft. Worth, Texas.



Form fit, the black with gold trim covers are available in sets of three or four. Covers coordinate with a Hogan golf bag, putter cover, shag bag, carry-all and umbrella. Hogan equipment is sold exclusively at pro shops.

Rain-Stain Resistant Golf Wear for 1965

Du Pont Co., 350 Fifth Ave., New York, N. Y., 10001, has developed a new Zepel fabric fluoridizer that reportedly makes treated fabrics



both rain and stain resistant. Pictured are various manufacturers' products treated with Zepel. The lady golfer has a skirt, jacket and blouse by Sacony. The male golfer is wearing a jacket by Wm. Barry and slacks by Esquire Sportswear. Both wear porous plastic shoes by Etonic and Zepel-treated hats by Knox.

Pro Develops Practice Devices

Dan Halpern, a pro who established the Swing-Tip Co., 112 Parkview Terrace, Newark 12, N. J., has generated a rapidly growing business with his Chip 'N Run-back, a resilient target with mat, and his Swing-Expander. The Chip 'N Run-back target for chip shots, with its rig-saving mat, is a practical practice device that helps the user learn the finesse of chipping as well as provides entertaining wagering possibilities for those interested. The Swing-Expander is helpful in demonstrating and practicing the swing theory of Ernest Jones.

Hudson Has New Sprayer and Duster Catalog

The new full-color catalog No. 659 of the H. D. Hudson Mfg. Co. may be obtained by writing the company at Dept. 65, 589 E. Illinois St., Chicago, Ill. 60611. The catalog covers the company's line of manual sprayers and dusters and compact power sprayers. Some of the new items are the Spra-Boy 10-gal. power sprayer, designed for yard and clubhouse grounds, and the new Thrustless spray control valves. One of the most important product improvements is a mechanical agitation system in the Matador power sprayers.

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Calamity Jane Rides Again

A. G. Spading Bros., Chicopee, Mass., is producing the Calamity Jane putter, an exact replica of the famous putter used by Bobby Jones, golf's only Grand Slam winner. The putter has the classic blade style with gleaming chrome



finish, front and back, and the black sightline across the top line. Topgrade round executive leather grip (black with red-center stripe) and a white hickory shaft that has the famous black nylon whipping, which became the trademark of this putter, are featured. The putter is available for right hand players only.

Soil Amendment For Greens and Tees

Wyandotte Chemicals Corp., J. B. Ford Div., Wyandotte, Mich., produces Turface, soil amendment for use on greens and tees to reduce watering requirements, prevent burn-out of grasses in hot weather and speed up drainage after heavy rains. A calcined mineral aggregate, Turface is composed of a balanced segregation of coarse and fine particles that provides moisture retention qualities and aeration of soils. The product is effective in sticky, gummy soils because it acts as a separator. Turface is also reported to stimulate a deeper sturdier root structure and reduce danger of disease caused by high moisture or drought conditions. A free bulletin F-6789 gives directions for topdressing Turface into greens.

SaddleMaster Casuals Designed for the Pro

Bowen, Inc., 35 Fillmore St., Pasadena, Calif., 91105, has a new line of SaddleMaster men's casual shoes designed especially for the pro. The sole is of waterproof neoprene crepe (platform or heel type) that is said to give a buoyant step. Uppers are of the same leathers as Bowen golf shoes and the styling is for either evening or daytime wear. Styles available are: Series A, moccasin toe loafer with one piece van and snug-fitting top; Series C, two-eyelet tie blucher with moccasin toe; Series D, two-eyelet tie blucher with proportioned plain toe. All casuals are made to order, allowing approximately three to four weeks for delivery. The shoes are sold only at special golf pro personal use prices.

TRADE BRIEFS

W. Herbert Williams, controller of the First Flight Co., Chatanooga, Tenn., since 1963, has been elected to the board of directors . . . He came to First Flight from AMF-Ben Hogan Co., where he was secretary-treasurer for a number of years . . . **John C. Baduini** has been appointed assistant to the president of the Plymouth Golf Ball Co., Plymouth Meeting, Pa. . . . Baduini directs national sales of the Plymouth line of balls . . . **J. R. Meehan** has been



Meehan

Williams

Mitchell

Baduini



Peyton

Farwell

Brown

Jones

appointed sales manager of the Chemstone Corp. . . . He has headquarters in Menlo Park, N. J. . . . Cushman Motors has promoted **Joseph C. Mitchell** to regional sales manager of its eastern U.S. region . . . In his new position, Mitchell, a former district manager for six years, is responsible for Cushman's utility vehicle and golf car sales east of the Mississippi.

Harley-Davidson Motor Co., Milwaukee, Wis., has appointed **Hugh Peyton**, former head of the L. A. police force motorcycle academy, as district manager of the Wy., western Neb., western Kan., Colo., Utah, Ariz. and northern N. M. territory . . . Harley-Davidson has also announced two new promotions . . . **E. Marvin**



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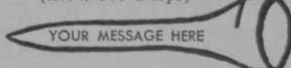
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Farwell, formerly sales office supervisor, becomes the company's sales promotion manager . . . David Brown replaces Farwell as sales office supervisor . . . Former western district manager, Harrison Jones, has been named national sales manager of Febco, Inc., Sun Valley, Calif.

Mallinckrodt Chemical Works, St. Louis, Mo., has a product information sheet available on Pre-San, pre-emergence control for crabgrass, goosegrass, poa annua and other weeds . . . Rainy Sprinkler Sales, Peoria, Ill., has completed its new sales office and warehouse building at 1012 W. Pioneer Pkwy. . . Par-Mate, New York, N. Y., has appointed Pat Norton to be sales rep in upper New York state and



Waters Larsen Condon MacDonald

Frank Daples to cover Colo., Utah, Wyo. and N. M. . . Wide-Lite Corp. has provided the floodlights that illuminate the 7745 sq.-ft. mural mounted on Notre Dame's 11-story library, which is but a short distance from the Notre Dame golf course.

The newly created post of vp of national marketing for Western Rain Bird Sales and National Rain Bird Sales & Engineering, Glendora, Calif., will be filled by Anthony W. Lafetra. . . Chet Condon, who has been representing Northwestern Pro Golf, Inc. in its New England territory, has been promoted to sales manager, with headquarters in Chicago . . . Paul R. MacDonald has been appointed sales manager of the sports div. of Dunlop Tire and Rubber Corp., New York, N. Y. . . Frank P. Waters has joined the Pedersen Mfg. Co. as vp and the Pedersen Sales Co. as general manager . . . Other Pedersen Mfg. changes include the appointment of Gino Baldaserini as supt. of clubmaking and Oliver B. Fullerton as plant manager and asst. general manager . . . The Charles A. Eaton Co., Brockton, Mass., has named John E. Larsen product manager of its Etonic lines of golf shoes and sports clothing . . . Larsen has been sales manager of the firm's incentive division.

Di Fini Originals, Inc., Bronx, N. Y., has appointed Jerry Cooper to be representative for pros in the Mid-Atlantic states . . . Fore-Par Mfg. Co., Laguna Beach, Calif., has enlarged its facilities with the full operation of its new plant at 733 Broadway. . . Fore-Par is seeking distributors for its course equipment in various territories in the U. S. . . The B. Hayman Co., Inc., Los Angeles, Calif., continued to set sales records as it achieved a new high and won the 1964 award as Jacobsen turf distributor for



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the western region . . . B. Hayman has also completely remodeled its service department to give faster and more efficient service.

General Battery and Spark Plug Co., Reading, Pa., has named Jeff



Justin



Gorbea

Shea manager of brand sales; D. R. Wickman is sales manager of the industrial division; R. W. Herbel is assistant sales manager of the industrial division; Arvid E. Halla has become sales manager of national

accounts of the Northeastern region; T. J. Lawrie has been promoted to market manager automotive batteries and spark plugs; J. R. Knobloch is now sales manager of national accounts; J. J. Croghan is sales manager of branded sales; W. G. Yedlicka is promoted to marketing manager-export, U. S. government and special application batteries; A. R. Taylor is sales manager of national accounts, southeastern region; and R. E. Hilton has been promoted to advertising and sales promotion manager . . . Manuel R. Gorbea is manager of the new Price Battery Corp. branch warehouse in Puerto Rico . . . Moody Sprinkler Co., Inc., Arcadia, Calif., has assigned responsibility for product research and development to Frank R. Justin, Jr., electronics engineer.

Ralph S. Hull has joined Cal-Turf as customer service rep for the stolon market in the West . . . Richard H. Shutt is sales manager of C. E. Griener Co., Inc., Indianapolis, Ind. . . Morton Salt Co. has appointed Herbert A. Williams regional manager, agricultural chemicals, with headquarters to be established in Atlanta, Ga. by mid-1965.

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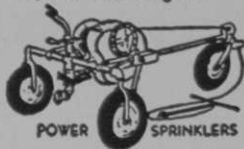
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