

NEWS OF THE INDUSTRY

WHITE TURF OPENS BRANCH OFFICE AND DISTRIBUTION CENTER

WESTWOOD, MASS.—White Turf Engineering, Inc., specialists in underground sprinkler and irrigation systems, has opened a branch sales office and distribution center in the Industrial Park here. Based in Winchendon, Mass., the 10 year-old firm has recently entered the field of design consultation and become a distributor for Rain-Bird, Weather-matic and Safe-T-Lawn irrigation products. They also are manufacturing their own Big Red prefabricated variable speed pumping stations and Irriguard enclosure units for automatic controllers for irrigation systems.

HAHN MODERNIZES EQUIPMENT

EVANSVILLE, IND.—A 28 per cent increase in sales for 1973 and a predicted sales increase of 25 per cent for 1974 gave Hahn, Inc., the green light to complete its \$250,000 equipment modernization program. The new equipment includes some large punch presses and automatic bar chuckers that will enable the company to step up production in the three Hahn divisions: Outdoor Products, Agricultural Products and Turf Products. A company source said that employment is at a peak 650.

PENN STATE RECEIVES GRANT FROM PBGA

UNIVERSITY PARK, PA.—The Penncross Bentgrass Growers Assn. of Oregon presented a \$12,000 grant to Pennsylvania State University to aid in bentgrass research. The grant was awarded at the annual Turfgrass Conference held here at the university. Left to right, Dr. Guy McKee, professor of agronomy; Dr. Walter I. Thomas, associate director of the agricultural experimental station; W. L. Rose of Woodburn, Ore., president of the sponsoring association; and Dr. Joseph

M. Duich, professor of turfgrass science.



BEARD AWARDED GRANT BY NOER FOUNDATION

EAST LANSING, MICH.—Frank I. Shuman, secretary-treasurer of the O. J. Noer Research Foundation, presented a continuing \$4,000 grant-in-aid check to GOLFDOM columnist Dr. James B. Beard at the Michigan State Turfgrass Conference held here on January 15. The grant helps support detailed thatch investigation by Dr. Beard, who heads the turf research work here, and his staff.

The foundation also is supporting at Michigan State the first international turfgrass library known as the O. J. Noer Memorial Collection and has proffered financial support for Dr. Beard's forthcoming Bibliography of Turfgrass Literature.



Frank I. Shuman (left) presents a continuing O. J. Noer Research Foundation, Inc., grant-in-aid check to GOLFDOM columnist, Dr. James B. Beard.

"TEST DRIVE THE NEW HONEYCOMB" THEME OF SIMMONS AD CAMPAIGN

TORRANCE, CALIF.—Simmons International Corp. has kicked off a major campaign aimed at introducing its Honeycomb clubs to golfers. In two-page, full color ads, which ran in the May issues of national golf publications, Simmons invited the golfer to "Test Drive the New Honeycomb" by offering the use of a new driver and seven-iron to hit a free bucket of balls at participating pro shops or driving ranges.

The Honeycomb clubs use cellular sandwich structures, hence the name, adapted from the aerospace industry. The hitting zone is wider, providing more control and in many instances, more distance, according to the golf club company.

To get in on the offer, the golfer fills out a coupon and gives it to the participating professional, who gives the golfer the driver, the seven-iron and a bucket of balls to hit. Coupons may be clipped out from the ad or picked up at point-of-purchase signs in pro shops.

According to the company, the pro will be compensated for the buckets of balls if he countersigns the coupons and turns them over to his Simmons representative no later than July 15.

To participate in the campaign, which started in late April, professionals purchase from Simmons special packages which contain the Honeycomb driver and seven-iron. Along with the two clubs, professionals receive four-color point-of-purchase display cards and the coupons.

The company is now in full production on both men's and women's Honeycomb woods and irons. The ads and point-of-purchase materials, said a spokesman, will generate national interest in the Honeycomb line.

OTIS UNVEILS DE LUXE GOLF CAR

STOCKTON, CALIF.—The Otis Elevator

continued

Company's Special Vehicle Div. has introduced a "prestige" golf car, which may be used by clubs as a VIP vehicle. Called El Presidente in honor of Lee Trevino, the special electric car features personalized canopy, television set, eight-track stereo tape deck, an AM-FM radio and built in bar.

"El Presidente . . . can also be a revenue-producing factor for any country club," said Jim Munn, general manager of the division. "We see it being used by clubs for visiting dignitaries and on a reserve basis, by members for entertaining their special guests. That's where the revenue-producing part comes in. Clubs can help pay for the El Presidente by the revenue they earn through rental of the El Presidente to members."

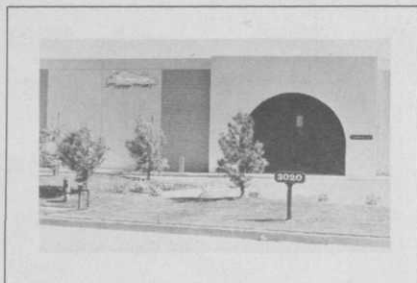
The car has the basic design of the Otis golf car, but features strips of chrome to accent the powder blue Cylolac body, giving the car a racy look. In addition, the car has a welded tubular steel frame, four-wheel stability, automotive type steering, battery power for more than 54 holes of golf and its own built-in battery charger, as well as interior deep pile charcoal carpeting.

A prototype of the El Presidente was driven by entertainer Sammy Davis Jr. at the Greater Hartford Open last Labor Day.



NEW PLANT FOR MOODY

COSTA MESA, CALIF.—Moody Sprinkler Company, Inc., has moved to a new modern plant at 3020 Pullman Street here. The expanded manufacturing facility is geared to step up production of irrigation company's Customline and Rainmaster lines to meet increasing demands from turfmen throughout the country and abroad, according to the company. Warehousing and distribution are now computer controlled for greater service efficiency.



CARBONITE EXPANDS GRAPHITE LINE

EL CAJON, CALIF.—Carbonite Corp. is producing a graphite shaft for irons in addition to its line of no-twist graphite shafts for woods. The new shafts may be fitted for all iron lengths and cover both regular and stiff flexes. Reportedly, the last eight inches of each shaft are not tapered, making it possible to trim the tip end to fit each numbered iron.

"The flex curve of each iron progressively becomes stiffer to match the increasing weight as the irons go higher in number," explained company president Bob Basso. "By trimming the non-tapered tip from shafts that are identical in construction, a uniform feel is achieved for the whole set of irons." Similar to Carbonite's no-twist graphite shafts for woods, the new irons remain square to the line of flight before, during, and after impact, thereby rewarding the golfer with better directional control, according to Basso. "Only pure (aerospace quality) graphite is used in all our shafts, which have a softer feel than conventional steel but, unlike steel, absorb vibration and shock at impact."

Tip diameter of Carbonite's iron shaft is .370 and butt diameter is .600. The dimensions are identical in all shafts.

TEUTONIX ACQUIRES BALL-O-MATIC

SOUTH BEND, IND.—Teutonix, Inc., manufacturer of Bucket Boy range ball dispensing equipment, has acquired the exclusive marketing and manufacturing rights to all Ball-O-Matic products. The terms of the agreement were not disclosed. In making the announcement, Roland L. Eckmayr, president of Teutonix, stated that the company will continue making the Ball-O-Matic products with the same degree of quality as before the takeover.

WELCOME *from page 10*

As a columnist for GOLFDOM, Rickey actually will be returning to an earlier career. After graduating from Northwestern University's School of Journalism in 1943, he worked for the Chicago Daily News and Dayton Daily News.

Few people in golf can match Rickey's credentials and his contributions to the industry. In addition to his duties on GOLFDOM, Rickey will also be special projects director for our sister publication, GOLF Magazine.

Both magazines are indeed privileged to have Bob Rickey aboard.

RICKEY *from page 11*

long time ago, I now can chuckle when I recall it. Perhaps you can appreciate now why I have had the unique experience of feeling sympathy for competitors recently.

Unfortunately, I am afraid that this kind of thing will happen again, as long as golf is played competitively and as long as confidence in equipment is so heavily weighed by psychological factors and the intangibles of "feel" and "click." As trying and frustrating as this kind of experience may seem at the time it occurs, it is one of the oddities that makes the golf business so different from other businesses and so much fun to be a part of. □

EDITOR'S NOTE: *With all the self-congratulations expressed on page 10, you, our readers, may have felt slighted at not having been mentioned. Of course, we haven't forgotten; you are the reason for the new column.*

"*Inside the Industry,*" we think, fits in perfectly with our concept of the golf industry as a whole entity; we do not think each sector within it exists as an autonomous unit—nor do we think it should.

We feel now is the time to pull back a few paces and, from this longer perspective, look at the shifting kaleidoscope that is the golf industry.

Participate with us in this venture. If something—a thought, a gripe or a compliment—moves you, write to us. We'll see that Bob Rickey gets the message.

The address: Bob Rickey, % GOLFDOM Magazine, 380 Madison Ave., New York, N.Y. 10017.