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Full details may be obtained from the Resident Manager, Gleneagles Hotel, Perthshire, Scotland, or from British & Irish Railways Inc.:

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RTC/344

tank sprayer followed by a thorough drenching of approximately 1 in. of water. Lyons got what he thinks are near 100 per cent results.]

Course Toughened

As a result of close cooperation between the architect, directors of the club and Lyons, Firestone boasts one of the finest 18 holes in the country. Jones' suggestions included two new greens, two strategically placed ponds, and enough traps to provide sand piles for an entire generation of two-year olds. The course was lengthened 600 yds. and now measures 7,165 yds.

Three holes may be long remembered: the 3rd, par 4; the 16th, par 5; and the 18th, par 4. The third measures 450 yds. with a 6,000 sq. ft. pond directly in front of the green. The sixteenth is 625 yds., has been carefully trapped, and it, too, has a pond directly in the line of approach. The eighteenth, 465 yds., is said to be one of the finest finishing holes in the country. It dog-legs to the left to a spectacular 8,500-sq. ft. green.

About \$750,000 was spent in getting Firestone CC ready for the PGA Championship. Besides making wide improvements on the course, the club installed an underground communication system, one of the first of its kind in U. S.

Golf Writer Memberships Listed Under Two Classifications

Membership in the Golf Writers Assn. of America hereafter will be under two classifications: Regular members covering full-time newspaper and press service men, regular employees of golf publications, columnists and sports editors; Associate members covering free lance writers, manufacturers' public relations staff men and others not regularly employed in writing everyday golf.

The GWAA also is considering establishment of a golf hall of fame.

Deadline for entries in the fourth annual Burke-PGA golf writing awards has been extended to Oct. 15 to include articles submitted as the result of coverage of the International Amateur team matches to be played at Merion. As in the past, \$1,000 is being put up for what are judged to be the best news and feature articles.

International Miniature

The finals of the International Miniature golf tournament, to be played Sept. 10-11, will be held in Asbury Park, N. J. and not on Atlantic City's boardwalk as stated in June Golfdom (page 46).



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That 30-Day Difference

(Continued from page 38)

Midwest — Rain and cold weather kept golfers pretty much indoors in May and sales suffered accordingly. But the pros started to find the way back over the Memorial Day weekend and business either returned to normal or was up slightly over what it had been the year before.

Northwest — Weather was spotty in this sector during May, but where sales were down 20 per cent farther east, they were only 10 per cent below 1959 figures in the Northwest. A month later, the 10 per cent deficit had been converted to a 10 per cent gain.

Sportswear Sales Increased

As for the different items, pros in the southern part of the country and Arizona and California reported that sportswear sales continued to show a quite noticeable increase, clubs and balls were up slightly over the year before and accessories were at least holding their own. "Same as last year or slight increase" was an oft-used term in describing all items.

In the northern half of the country, all items suffered accordingly in May with golf balls probably being the biggest casualty. But toward the end of the month, when the weather righted itself, sales generally made a comeback with balls, in the opinion of most pros, making a valiant effort to even up the previous month's deficit.

Central Plains Field Day

Tenth annual field day of the Central Plains Turfgrass Foundation was held in Wichita, Kans., June 6th. Theme of the conference was "Beat the Summer Slump." Speakers and panelists included Eliot C. Roberts, Iowa State University; John Gaddis, Wichita University; Robert E. Lester and Emory Cox, City of Wichita Park dept.; Roy Rasmussen, Boys Town, Neb.; and Ray A. Keen, Kansas State U.

1,000th Evans Scholar

An Evans Scholar Foundation milestone was reached late in June with the selection of the 1,000th caddie for a scholarship. Dave (Red) Williams, 17, of Butterfield CC, Hinsdale, Ill., won the distinction of being the 1,000th youth picked by the Western Golf Assn. to receive aid in getting his college education. Within the next month, WGA will boost the total number of scholarships to 1,100.

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Visual Merchandising

(Continued from page 47)

their welcome, but the overall result from a dollar and cents standpoint will weigh heavily in your favor.

The Vestavia shop is not a large one, especially when you consider that much of the potential display space is occupied by windows. But that center panel makes up for this. It is merchandised on both sides, yet the unit is a look-through affair that doesn't close off any part of the room. The beauty of an arrangement like this is its flexibility. There are a thousand merchandising mixtures that can be woven around it.

There are numerous other features about this shop that I would like to describe in detail in calling them to your attention, but space doesn't permit this. But I do want to point out these highlights:

All clubs are displayed at eye level with the exception of putters and wedges;

The shoe dept. is an open-end arrangement. Shelves for display can be added or subtracted here, depending upon need;

There isn't a showcase in the shop. You

may or may not like this. It has one advantage, though, in that everything is kept out and within reach of the customer.

There is quite a bit of vertical staggering of shelves in Murphy's shop. This is in keeping with what we said before — leading customers to look from one item to another and forever tempting them to buy;

The shop at Vestavia has complete perimeter lighting. This does away with dark corners and in effect, enables every item merchandised to stand on its own. Every pro shop should strive for this.

Visual Merchandising is a salesman who never stands around doing nothing. He'll work for you from the minute you open the shop until closing time — but first, as Jack Murphy has done — you have to put him on the payroll.

Just off the press is the new PGA Tournament Sponsors' Manual, revised and rewritten to conform to present conditions and rules. More than 100 pages long, it covers everything from Admissions to Transportation. Copies can be obtained from PGA headquarters in Dunedin, Fla.



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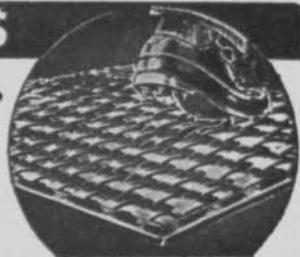
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SUPERIOR RUBBER MFG. CO., INC. • 145 Woodland Ave., Westwood, N. J.

Larchmont Demonstrates New Automatic Sprinkling System

Larchmont Engineering, Lexington 73, Mass., recently held its first demonstration of its patented full automatic sprinkling system for courses,



Larchmont sprinkler at operating position

parks, etc. It showed a typical installation of what is said to be the largest self-rising sprinkler in the world and covers an area of 200 ft. in dia. Sprinkler installation layouts for several courses have been drawn up by Larchmont.

No Lugging or Tugging with Moto-Caddy Cart

Moto-Caddy, made by Motor Caddy Corp., 4425 N. Sheridan rd., Chicago 40, is a battery powered caddy cart with a hermetically sealed motor that requires no maintenance, according to the manufacturer. The battery has a built-in

charger and draws less than one amp when recharging on a standard 110 volt line. Moto-Caddy's speed is matched to that of the golfer on flat or hilly terrain. It has finger touch control, low center of gravity that prevents tipping and is a lightweight unit that rolls on four smooth rib tires. Pros and clubs are urged to get in touch with the Motor Caddy Corp. regarding its cart purchase or lease plan.

Southwestern Folder Describes Low Cost Pipe Installation

How money can be saved with a plastic pipe sprinkler system is the theme of a folder recently published by Southwestern Plastic Pipe Co., PO Box 117, Mineral Wells, Tex. In addition to the low cost of installation, the system is said to minimize water loss and to keep maintenance expense at a low figure because the pipe resists most chemicals and soil elements. Southwestern Plastic Pipe offers job engineering assistance.

The Vapo-Cool golf cap, which is said to lower head temperatures 15 or 20 per cent, is just as practical for women as men, according to the manufacturer, Henschel Mfg. Co., 1602 Locust st., St. Louis 3, Mo. Water poured on the outside of the cap is absorbed by a sweatband. Quick evaporation reduces heat approximately 15 degs. and a paper-thin aluminum liner transfers cooling action and keeps the head dry.

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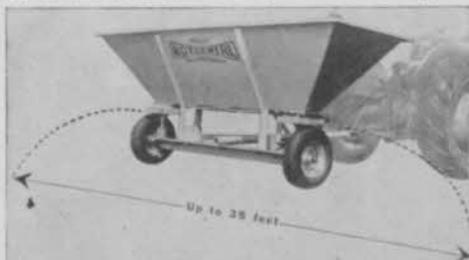
Branch Nurseries in Farmington, Iowa — Camarillo, Calif.

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THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES

Hatfield Builds Larger Roto Werl Spreader

Hatfield Roto Werl Spreader, Hatfield, Pa., is marketing a new "Agricultural Model" spreader. Similar to the firm's original model in appear-



ance and operation, it has been increased to 3 ft., 9 ins. in height, has a different wheel bearing system and tire size (now 600 x 12). It can cover 10 acres in an hour with even spread rate and it can cover up to 35 ft. in a single run. Distribution rotors are of open design to prevent clogging and to give a "double umbrella" pattern. An 8 ft. hopper carries up to 1,500 lbs.

Sprinkler Engineering Show

Larchmont Engineering, Lexington, Mass., staged what it calls the first automated turf irrigation show ever held, June 6-8, near Lexington. Shown were the world's largest pop-up sprinklers. (cover 200 ft. circle), Febco clocks and valves, Larchmont's new tankless pumping system and modern installation equipment.

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Carbon Arc Spot for Entertainment Attractions

A powerful carbon arc follow spotlight has been installed in I.B.M. Corp. CC, Johnson City, N. Y., to provide the brightest possible spot on entertainment attractions. Its lens system eliminates light waste. A brochure describing the equipment may be had from The Strong Electric Corp., 427 City Park ave., Toledo 1, O.

Kar Kover for Driving Ranges

Dallas Iron & Wire Works, PO Box 35105, Dallas 35, Tex., manufactures Kar Kover, an aluminum canopy with steel post supports and



framework of alloy steel that it recommends for driving ranges. The canopy has a 9-or 12-in. fascia for advertising purposes and can be obtained in a combination encompassing a choice of 12 colors. The Kar Kover is of all nut and bolt construction, is built to withstand 90 mph winds and supports a roof load of from 3 to 5-ft. of freshly fallen snow. Water runs off quickly and freely from both sides.

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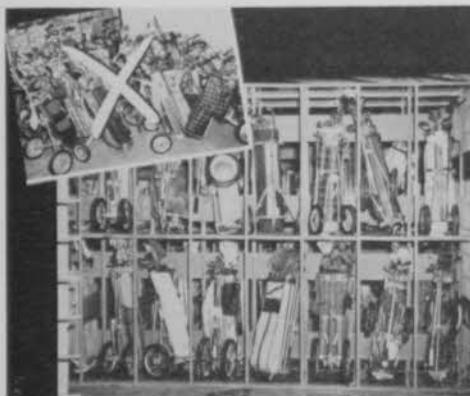
20 Vesey Street

Tel: Beekman 3-1023

NEW YORK, N. Y.

Kusel Builds Rack for Cart, Bag Storage

Kusel Dairy Equipment Co., Watertown, Wis., is manufacturing metal racks for the storage of golf carts. Two bags and carts can be stored in



a space 1½ ft. square of floor space in the rigid, all steel Kusel racks, which can be aligned in single or double tiered or back to back units. All edges that can come in contact with a bag are hemmed to eliminate any damage and a roll-ridge in the base of each unit prevents a cart from roll-

ing out. Single tiers are 4 ft. high and double tiers, 8 ft. Overall cubicle size is 18 ins. x 18 ins. x 4 ft. Racks are shipped knocked down with complete assembly directions.

Bradley Catalog Available

Available from Clinton Kent Bradley, Grassland Supply Agency, Wayne, N. J., is a catalog describing a wide variety of maintenance items that can be obtained from this firm. These include golf towels, trap rakes, whipping poles, hydraulic feeders for fertilizers, etc., and plastic hose. A convenient order form is enclosed with the catalog.

New K & M Office in New York

Keasbey & Mattison Co., Ambler, Pa., has opened a new sales office in the recently completed Time-Life Building in New York. The company is a longtime tenant of Rockefeller Center, having occupied offices there for 25 years. D. W. Frasier and G. G. Parker are New York dist. mgrs. for K & M.

Lloyd L. Lusk has been named sales rep for General Tire & Rubber Co.'s Pennsylvania Athletic Products div. He makes his headquarters in Chicago and covers parts of Ill., Ind. and Mich.

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Use of Ford Equipment in Construction Described

Tractor and Implement Div. of Ford Motor Co., has just published a booklet describing the use of Ford tractors and equipment for various construction projects. Use of the tractor with Ford's heavy duty loader and backhoe for light excavation is described in photos and text. Also described is the use of the Dearborn Landscaper and an angle dozer attachment for scraping, leveling and grading.

Balanced Feeding Recommended in Hercules Article

In a recent article, "Blue Chip", publication of Hercules Nitroform, Wilmington 99, Del., points out that the steady release of nitrogen promotes utilization of other nutrients. With nitroform applied alone or mixed with phosphorous and potash, the nitrogen element stimulates bacterial activity which, in turn, releases locked-up nutrients, especially phosphorous. For best results in growing turf it is recommended that tests be made to determine if straight Nitroform shouldn't be used for two or three consecutive applications to bring it into optimum balance with other nutrients.

BUYERS' SERVICE • P. 95

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and

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Rowe's New Model Brushcutter

Rowco Mfg. Co., Inc., Keene, N. H., has a new model portable power brushcutting machine which has 50 per cent more power than earlier



models. Called the Brushking and known as Model 660, the unit provides 3 hp. The added power is said to virtually eliminate any tendency of the blade to bind even when cutting through dense brush or trees up to 9-ins. dia. Vibration also is said to be effectively minimized.

John Brooks, a member of the PGA, has been named sales rep for Great Lakes Golf Ball Co. and covers northern Wis., Minn., Ia., N. D., S. D. and Neb.

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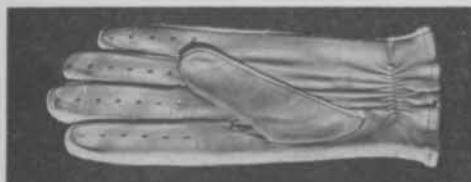
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Par Mate Adds New Glove Line

Most recent addition to Par Mate's line of golf gloves is its No. S-88 Stretch Glove. It is hand-crafted leather with knitted nylon panels that



stretch to fit every hand. Fingers are perforated and elastic band at the wrist is said to keep the palm wrinkle-proof. The S-88 is available in six different color combinations and is made in one size for men and one size for women. Pros can obtain information about Par Mate from Jack D. Levine, Inc., 10 W. 33rd st., New York 1.

**Penfold Pamphlet Explains
Qualities of a Golf Ball**

Penfold Golf Balls, Inc., 34 S. 17th st., Philadelphia 3, has issued a pamphlet, "Let's Talk About Golf Balls," that explains several things about distance, playing qualities, construction and selection of balls that the average person knows

little about. The pamphlet strongly urges the golfer to buy from his pro because the latter has the experience to help him make wise selections not only of balls but of all kinds of playing equipment. A history of the Penfold ball is included in the pamphlet and five reasons why a person doesn't go wrong in buying this brand are listed.

**MacGregor Carryall
Matches Golf Bags**

The MacGregor Carryall bag of kangaroo skin matches the colors of the "sweep flare" line of MacGregor golf bags. The finest materials and craftsmanship are said to be embodied in the Carryall. The kangaroo leather is light in weight but is highly scuff resistant and durable, according to the manufacturer.



Golfcraft Golf Caps

Among the accessory items supplied by Golfcraft, Inc., Escondido, Calif., and Chicago, Ill., are a variety of golf caps. Nine different cap styles, plus four hat models, are available in a choice of colors and sizes.

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Whitehall 4-6530

Betty Hicks to Fly in Powder Puff Derby

Betty Hicks, playing and teaching proette who is a member of Wilson's advisory staff, is going to team up with Claire Walters, her flying in-



Betty Hicks (l) and Claire Walters

structor, in the cross-country Powder Puff Derby that will take the two from Torrance, Calif. to Wilmington, Dela., in a Cessna 172. They are given from July 9th to 13th to complete the trip. Betty took up flying in order to cut down on traveling time between golf clinics. She ex-

changed golf lessons for flying lessons with Claire, who has flown in five previous Derbys and has logged more than 13,000 flying hours.

Moser Expands Sales Territory

Bobby Moser, who has been covering Georgia and central and northern Florida for Ernie Sabayrac, Inc., is taking over North and South Carolina and will continue to work the Georgia territory. His former accounts in Florida will be handled through the Sabayrac home office in Hialeah. Moser, a graduate of the U. of Georgia, was golf captain there and won the Southern Intercollegiate in 1958. Clyde Allen, who formerly covered the Carolinas for the Sabayrac firm, has resigned.

Kirsch Card Service Has Wide Variety of Nameplates

Kirsch Card Service, Box 426, Elmhurst, Ill., supplies approximately 225 country clubs with locker nameplates. Many club mgrs. have expressed extreme satisfaction with the nameplates because they give lockers a neater appearance. Kirsch also has pin-on plastic nameplates for waitresses, attendants, etc., that come in red, maroon, blue and green. Self-adhesive and gold or silver nameplates also can be obtained from this firm which, in addition, can supply custom built handicap and directory boards. Prices upon request.

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West Point Products Acquires Roxy Lawnshear Corp.

West Point (Pa.) Products Corp. has acquired Roxy Lawnshear Corp., manufacturer of drag-type gang mowers for large turf areas, according



Pres. Tom Mascaro and VP Horace Shuman of West Point get ownership deed from Albert Bailey, Lawnshear pres.

to Tom Mascaro, West Point pres. Distribution of the equipment, to continue to be made by Roxy, will be under the name of West Point Lawnshear. West Point Products Corp. produces and distributes the Aerifier, Verti-Cut, Aer-Lift trailer and the new battery powered Lectro greens-mower.

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Constructed of anodized aluminum frame with base brush of hard wood and heavy duty plastic bristles. Side brushes high quality Tampico Fibre — hard wood base. All brushes removable, reversible, replaceable and carry one-year warranty. Neat in appearance and attractive to the eye.

Available in Grey, Orange, Yellow. 1 unit \$19.95; 3 or more \$17.95 ea., FOB Huntington Park, Calif. Ship. Wt. 5 lbs. NOTE: Postage paid if check received with order. Guaranteed satisfaction or money refunded. 3" x 8" reminder sign "Clean Spikes Here" with each unit. The GOLF SHOE VALET is the shoe cleaner that gets the job done! A proven product.

GOLF COURSE SPECIALTIES
P.O. Box 388, Huntington Park, California

New Wide-Lite Flood

Wide-Lite Corp., Box 191, Houston, Tex., is producing a new quartz-iodone incandescent lamp to project a band of light with a vertical



beam spread of only 8 degs. and horizontal beam spread of 100 degs. The 1,500 watt model (in photo) operates on 277 volts and has an output of 33,000 lumens. Called the Lumitor, the lamp has a cast aluminum body with deep cooling fins, stainless steel screws and hardware and $\frac{1}{4}$ in. tempered glass lens. It has wide floodlighting use — for driving ranges, miniatures, billboards, runways, etc.

Koehler Gets USR Promotion

Frederick P. Koehler has been appointed mgr., field sales promotion, golf balls for United States Rubber Co. He is working with the field sales organization and USR pro staff in promotion of U. S. Royal balls. Koehler started with USR in 1951 as a salesman and was promoted to Los Angeles dist. sales mgr. three years later. He held this position until his recent promotion.



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