

happiest exhibit of the business genius of John MacArthur, president of Bankers Life and Casualty Co., richest of four gifted brothers . . . A smart publicity program could have had the Palm Beach Gardens-PGA combine selling lots of lots by now even though the Florida real estate situation is lagging.

A bad part of the affair for PGA members is that it explodes as an unbusiness-like mess when a number of the more successfully operated clubs are making use of pro business talent in directing club operation . . . Pro golf needs the Palm Beach Gardens mix-up corrected.

Recently there has been given to PGA officials a recommendation by a business engineering firm, which also is an employment agency, that the pro group employ a sort of boss like pro baseball and pro football have . . . Considering the differences in employment conditions between pro golfers and baseball and football players, this is a recommendation to be given a second look.

We remember when Albert Gates, a former president of the Western Golf Assn. and a highly successful corporation lawyer, was hired by the PGA as a "commissioner" on the order of baseball's Kenesaw M. Landis . . . That was around 1929 . . . The late Alex Pirie was PGA president then . . . The Gates arrangement didn't work out . . . Everybody



If you're a little weary of damnyankee weather at this stage of the game, here's a scene that may cheer you up for a moment, at least. It's of the back nine at DeAnza Desert CC in Borrego Springs, Calif. George Kuhrts is in the foreground. Seen with him are Mr. and Mrs. A. A. Burnand. Don't lose heart. Spring will come to places like Ishpeming, Mich., within the next six months.

was happy, though . . . The PGA, with a ball income deal that was worked out by shrewd Scotch-American pros, was in a comparatively better financial position than it's been since . . . Gates got his money but nobody took his advice.

The late George Sargent, who was PGA president from 1921 to 1926, laughingly told me why the Gates deal didn't work out: . . . "We seem to have to boss somebody like members boss the pros," he said. . . . "It will take us some time before we can treat a commissioner differently than we treat a caddie."

That recollection doesn't need to embarrass professionals . . . The USGA then had Thomas J. McMahon as executive secretary . . . Tom, as I recall, had been in the Senate press gallery at Washington in some sort of a management capacity and did nicely working with and for Senators and Washington correspondents, but he didn't have the smoothest time in the world with USGA officials who were paying him to be an executive caddie . . . The USGA didn't always have good press or public relations then because Tom wasn't permitted to do the job he knew how to do and ostensibly was hired to do . . . Then, when old age and wear and tear retired Tom, Joe Dey was hired . . . Joe was picked by executives who knew that business success results from the "Organize, Deputize, Supervise" formula.

PGA Winter Tournaments

- Feb. 13-16—Tucson Open, 49'ers CC \$30,000
- 13-16—Maracaibo Open, Maracaibo (Ven.) CC \$10,000
- 20-23—Caracas Open, Valle Arriba \$11,000
- Feb. 27-Mar. 1—Greater New Orleans Open, Lakewood CC \$50,000
- 27-Mar. 1—Los Lagartos International, Bogota, Col. \$11,000
- Mar. 5-8—Pensacola Open, Pensacola, Fla. \$30,000
- 5-8—Puerto Rico Open, Dorado Hilton Hotel & CC \$9,000
- 12-15—St. Petersburg Open, Lakewood CC \$25,000
- 19-22—Doral Open, Doral CC, Miami \$50,000
- 26-29—Azalea Open, Cape Fear CC, Wilmington, N.C. \$20,000
- Apr. 2-5—Greater Greensboro (N. C.) Open, Sedgfield CC \$35,000
- 9-12—Masters, Augusta National \$20,000 (minimum)

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Caddy Car, until recently made by Chamberlin Metal Products and now produced by Allis-



Chalmers, Frankfort, Mich., delivers smooth power without resistors, solenoids or rheostats. According to the manufacturer, Caddy Car features "solid state" components with no moving parts, no wear and no deterioration. It is claimed that Caddy Car is 30 per cent more efficient than conventional electric cars.

**Coming Up! GOLFDOM'S
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**J-M Finance Plan
 for Course Irrigation**

A plan for financing golf course irrigation systems has been announced by Johns-Manville. Under the plan, J-M pipe or new irrigation systems consisting of J-M pipe, pumps, engines, fittings, sprinkler heads, and other accessories for a system, can be financed. It also provides for the purchaser to include the cost of installation. Terms of the plan are available from Johns-Manville, 22 E. 40th St., N. Y. 16, N. Y. Dept. 1201.

**Al Di Julio, Hogan Clubmaker
 Dies of Heart Attack**

Al DiJulio, 53, chief clubmaker and quality control manager for the AMF-Ben Hogan Company, died at his home in Fort Worth following a recent heart attack. He is survived by his wife and four children. Funeral services were conducted in Fort Worth, and burial was in Charlotte, N.C. As a memorial to Al, employees of the Ben Hogan Company have founded the "Al DiJulio Scholarship Fund" to benefit his young children.



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**Wilson Sporting Goods Company
Observes 50th Anniversary**

The 50th anniversary of Wilson Sporting Goods Co., 2233 West St., River Grove, Ill., is being marked by an elaborate advertising program and special promotions throughout 1964.



Wilson executives are (l to r) William P. Holmes, pres., and Harry W. Colburn, Mike A. Behrendt, and Raymond L. Icely, vps.

Originally a by-product division of a Chicago meat-packing firm, Wilson has expanded until today the sports equipment company includes 15 domestic and 3 foreign factories with 27 sales divisions covering worldwide sporting markets. Steady expansion has been guided by executives promoted from within Wilson's ranks.



Overall view of the national headquarters of Wilson Sporting Goods Co., River Grove, Ill.

Pres. Holmes and vps, Colburn, Icely and Behrendt, average 34 years each of company service. Headquarters have been located in River Grove, Ill. since 1957. Expansion in the last two years has included golf club and ball factories in Scotland and a baseball factory in Puerto Rico.

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New Use for Turface

Wyandotte Chemicals' Turface, developed for use on greens and tees, is recommended by the manufacturer to promote growth of grasses, plants, flowers and shrubs. Turface acts as a separator that breaks and aerifies the soil, and stores moisture at root growth. On greens and tees, Turface improves drainage and playability after heavy rains, according to Wyandotte. This new recommendation for Turface is based on recent studies by Michigan State U. horticulturists. Information on Turface is available from Wyandotte Chemicals', J. B. Ford Division, Wyandotte, Michigan.



Robert E. Hoffner is covering Eastern Pa. for Jack Levine golf gloves and accessories and the Golf Products Manufacturing Co's line of clubs and accessories. The latter are made and distributed by Frank Mitchell and Bert Lysk and the Ed Manley Co. Hoffner is a widely known pro sales rep.

Koonz Named Sales Manager

William F. Koonz has been named sales manager of Doggett Fison Co., Springfield, N. J. He has been a sales rep with the firm since 1954 and now is responsible for expanding D-F's sales program in professional turf and horticulture markets.



Outstanding Crabgrass Control Promised by Hercules' Azar

A new selective pre-emergence herbicide for crabgrass control is being marketed by Hercules Powder Co., 910 Market St., Wilmington, Del. Called Azar, it is claimed to offer economy and effectiveness as well as being practically non-toxic to humans and warm-blooded animals. Red fescue, bent, Bermuda, Dichondra, common Kentucky blue, and Merion bluegrasses under normal conditions, are said to be tolerant to Azar. Used in spray or granular form in the spring, Azar gives seasonal crabgrass control even if applied several months prior to germination.

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Krueger Heads PAR-TEE

Jerry Krueger has assumed control of PAR-TEE, Inc. (formerly PAR, Incorporated) 860 East 75th St., Chicago 60619, from Fernly R. Harris, who organized the company nearly 40 years ago to manufacture and distribute the "PAR-TEE" automatic driving range tee. Krueger has already introduced several important innovations to the PAR-TEE operation. These include a broadened line of driving range equipment and supplies.



Krueger

Air-Dome Pulsation Dampener Now on Hudson Power Sprayers

H. D. Hudson Manufacturing Co., 589 E. Illinois St., Chicago 11, Ill. claims that the new air-dome pulsation dampener now used on 5 and 10 gpm pumps assures a smooth flow of liquid. According to the firm, a pre-load of air pressure, separated from the liquid by a rubber diaphragm, cushions the pulsating liquid from the pump. All metal in Hudson pumps, with which spray liquid comes in contact, is stainless steel to assure long life.

Classified Ads • P. 132

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and

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Par Golf Equipment Catalog

"Golf Supplies", a catalog describing all types of equipment for ranges, miniatures, Par 3s and standard courses, can be obtained from Par Golf Manufacturing Co., Milan, Ill. Information on the installations of such as golf centers also can be obtained from this company. Featured in the catalog are such items as ball painting equipment, display racks, lighting fixtures and poles, nets, range equipment and supplies, resale items, insect control machines and the Par Golf construction services. Earl Wilde, president of this company has been a professional for more than 15 years.

New Thread Developed for Ben Hogan Ball

Searching for a golf ball that takes off faster, goes farther and is more accurate, the Ben Hogan research staff has developed a new thread with a reserve energy recoil factor. Resembling a fine spring tightly wound in hundreds of coils, thread with this factor snaps the ball into forceful action on impact, according to the AMF-Ben Hogan Company, 2912 W. Pafford, Fort Worth, Tex. The company claims that under comparative tests conducted on an actual course, a significantly higher percentage of Hogan golf balls grouped themselves within a tighter pattern around a hole or target area than any other ball tested.

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**Verkamp's Golf Pal Is
 Mentholized Foot Spray**

Golf Pal foot spray, sold exclusively through pro shops by Verkamp Corp., Cincinnati 37, O., is a mentholized deodorant. It is said to instantly refresh shoe-sore, sweaty feet when the golfer changes from spikes to street shoes. The deodorant can be sprinkled through a player's socks or directly on his feet. Verkamp, which has been manufacturing chemical products for 50 years, also markets Golf Pal, an insect repellent.



**E-Z Go Car Marketing Now
 Tied In with Homelite**

Jared F. Harrison, former marketing and planning coordinator of Homelite, a division of Textron, Inc., Port Chester, N. Y., has been named vp, marketing of the E-Z-Go Car division of Textron. Homelite manufactures chain saws and construction equipment and E-Z-Go, an electric golf car. Their products are manufactured in plants in Gastonia, N.C. and Greer, S.C. and marketing facilities of the two divisions have recently been combined.

Distribute Catalogs

AMF-Ben Hogan Co., 2912 W. Pafford, Fort Worth, Tex., Golfcraft, Inc., 1021 W. Grant, Escondido, Calif., and First Flight Co., 99 Tremont, Chattanooga, Tenn. 37405, recently issued 1964 catalogues of their complete lines of golfing equipment . . . Allis-Chalmers Mfg. Co., farm equipment division, Milwaukee, Wis. 53201, will send its '64 tractor catalogue on request.

**Capeskin Gloves for
 Cold Weather Golf**

Chilly weather calls for Par-Mate's S-82 all leather golf glove, according to Paul Hahn. The expertly-cut tan or black Capeskin glove has an elastic band at the wrist for a firm and comfortable fit. It is lined for extra warmth with Dacron and wool blend. Par-Mates S-82 comes in all sizes for men and women. Another popular Par-Mate cold weather style is the S-84 leather and wool tweed stretch glove in tan or black. Two men's sizes and one woman's cut the need for large Pro shop stock. Available from Par-Mate, 10 West 33rd Street, New York 1.



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Lay Out Red Carpet For Your Customers

American Mat Corp., 1802 Adams Street, Toledo, Ohio, 43601 suggest a low cost, practical way of putting Red Carpet in the pro shop. According to the manufacturer, this durable carpeting completely dries wet shoes, cleans easily even with a hose and dries quickly. A new type cut pile of continuous filament nylon and a pliable grease-resistant solid vinyl backing makes use of the carpet in high traffic areas practical. It is available in red, 36 and 48-inch widths in rolls up to 20 yards.

Verne Fish Service Manager for Toro Manufacturing

Verne Fish was recently promoted to service manager for Toro power mowers, snow-throwers and vehicles. A graduate of Bradley University, Fish joined Toro in 1954 and has worked in field engineering and demonstrating. Assuming Fish's previous responsibilities as product manager for Toro's institutional mowers, is Charles T. Willey, head of Toro's vehicle sales.



Market Mickey Wright Clubs

Mickey Wright woods and irons are being distributed by Wilson Sporting Goods Co., River Grove, Ill.

Moisture resistant, Strata-Bloc heads in the Wright woods are finished in sherry tone and have Reminder-grips of embossed black and scarlet calfskin. The irons feature sparkling chrome-plated blades with a specially sandblasted face. Woods and irons are said to be perfectly matched.



Colorbond Vinyl-Clad Steel Chain Link Fencing

By combining the beauty of vinyl and the strength of steel, Colorguard Corp., 107 E. 38th St., New York 16, N.Y., produces an attractive, economical and maintenance-free chain link fence. According to the manufacturer, Colorbond fencing is now being used on all types of courses. It is available in seven colors and four two-tone combinations and can be installed on any standard fence structure. Spec sheets can be obtained by writing to Colorguard.



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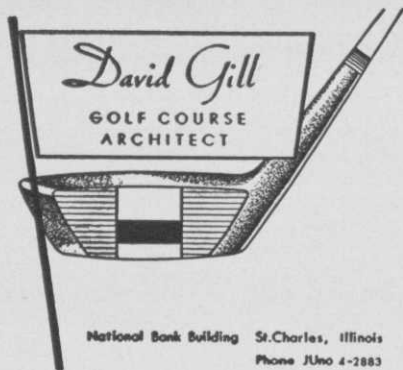
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Storm King Brush Mats Clean Winter Slush from Shoes

According to The Slater Co., 300 W. Hubbard St., Chicago 10, Ill., Brush Mats protect floors from slush, snow, salt and dirt. Available in many colorful tweeds and in 4- or 6-ft. widths, Brush Mats are made of tough Acrylic yarns backed by pliable five-ply rayon and Latex.

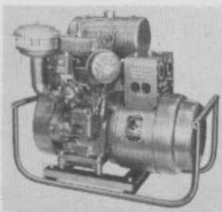
New Bristol Victura Pro-Golf Clubs for '64

Now being introduced to pro shops, the 1964 line of Victura woods and clubs features fine pro-line quality, according to Bristol Pro-Golf, Inc., 2020 Indian Boundary Drive, Melrose Park, Ill. Each Victura club is precision-designed and then matched, registered and swing weighted. Golf Pride chevron grips, True Temper Pro-Fit shafts, 4-ply laminated wood heads and square-toe designed irons are special Pro-Golf features. Iron sets include 2 through 9 and pitching wedge. Matching sand wedge, dual wedge, approach and driving irons are also available. The clubs are available in men's or ladies' right hand models only.



Wide Range of Winco Engine Generators Now Available

The recently expanded line of Winco generators made by Wincharge Corp., Sioux City, Ia. 51102, includes five new series of heavy duty 4-cycle engines. According to the manufacturer, 4000 and 3000 watt 2-pole generators, 3500 and 2500 watt 4-pole generators and a 3000 watt 180 cycle model are now available. These new wide range of manual, electric and remote starting generators with various types of mountings for portable, stationary and standby power needs.



with various types of mountings for portable, stationary and standby power needs.

Safety Liner Marking Device

Safety Liner is a three wheel cart that holds a three-gal. hand-pump tank that delivers a smooth-flowing, trouble-free spray in two- or three-in. widths for line marking. According to the Carlson Company, P. O. Box 1465, Madison, Wis., one man can mark up to four miles in eight hours with the Liner. It is useful for out-of-bounds or parking space markings.

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Jacobsen Appoints Griffith Field Service Supervisor

Ambrose Griffith has been appointed field service supervisor by the Jacobsen Manufacturing Co. of Racine, Wis. Griffith represents the power lawn equipment company in the west, operating out of San Francisco. Prior to joining Jacobsen in Jan. 1963, Griffith was employed by the J. I. Case company.



Fate-Root-Heath Machine Converts to Portable Drill

A unique lapping machine that quickly converts to ½-in. portable drill or drill press has been introduced by Fate-Root-Heath Co., Plymouth, O. Called the Simplex Lapping Machine Model 175, it features a reversing switch, adjustable height and variable speed that allows the lapping-in of any size reel mower at exactly the best speed. Model 175's power unit is a ½-in. electric drill with reversing switch. The chuck holds a driving coupler with fittings to connect to any reel shaft. An optional drill press stand is available to convert the portable into a precision drill press.

Mallinckrodt Issues '64 Turf Fungicide Chart

The 1964 chart for recording turf treatments has been released by Mallinckrodt Chemical Works, St. Louis, Mo. Designed to help supts. in day to day prevention of fungicide, the chart contains directions for use of the Mallinckrodt products, Calo-clor, Calocure, Cadminate and kromad.

Spalding Appoints R. J. Kemp General Merchandising Manager

A. G. Spalding & Bros. has appointed Robert J. Kemp general merchandising manager. In his new position Kemp is responsible for the formulation and merchandising of Spalding's line for golf pros and sporting goods dealers. The newly created marketing research department at Spalding's main office in Chicopee, Mass. also is under his supervision. In addition, Kemp continues to administer export, premium and special market sales. Since joining Spalding in 1953 with degrees from Bowdoin College and the Harvard Business School, Kemp has served in various sales and merchandising positions.



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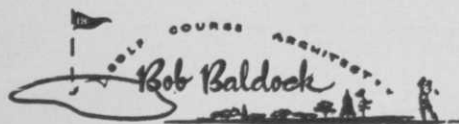
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Two Appointments Made by Certain-teed Pipe Division

Certain-teed Products, Ambler, Pa. has announced the appointment of Merrill Garret as chemist of the research and development department, and the appointment of Charles Polin as general traffic manager. Garret concentrates on chemical analysis, water analysis and contributes to the production of Certain-teed's "K&M" asbestos-cement pipe. Polin was formerly traffic manager of Certain-teed's Ambler plant. In his new position, Polin supervises and coordinates the activities of plants in Pa., Tex., Mo. and Calif.



Garret

Polin

West Point Perfects Vertifier

In its "West Pointers" for January, West Point Products Corp., West Point, Pa., says that it has finally perfected the Vertifier. Guide arms have been eliminated and two crankshafts do all the work and practically eliminate the need for grease on the '64 model. Most important, a spring-loaded pad for the tines has been worked out and tested successfully. This enables the Vertifier to punch a clean hole anywhere, even on bare ground.

Valentine-Red Ladies' Glove from AMF-Ben Hogan

Its supple leather ladies' glove fits so smoothly that it provides a "bare-hand" feel, according to AMF-Ben Hogan Co., 2912 W. Pafford, Fort Worth, Tex. Hand-crafted to Ben Hogan specs., this glove comes in five color combinations as well as Valentine-red and pearl to match AMF-Ben Hogan's Fashion/Colour woods for color-coordinated ladies' golfing attire. Small, medium and large are available for right or left hand. The gloves are sold through pro shops only.



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