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The high class of the Canada Cup international annual pro competition and the international business standing of the event's sponsors, compared with the nature of a golf event conducted to sell beer, provide a contrast that has golfers, pro and amateur alike, thinking . . . Clifford Roberts, chairman of the Masters, has said pro golf has to be careful and foresighted in its choice of sponsors or it will quickly lose prestige, earning power and desirability when commercial sponsors change their minds . . . Another point popping up in the use of golf by commercial sponsors is the possibility of private club status being legally relinquished by clubs that rent their property to outside commercial interests.

PGA removed remainder of its belongings from "PGA National GC", Palm Beach Gardens, Fla. on Aug. 1 even though John D. MacArthur, the builder, had tried to get an injunction preventing the move . . . The PGA and MacArthur have countersuits pending involving breach of contract.

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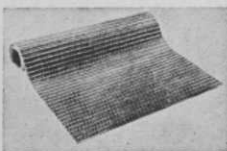
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V-Bar Entrance Matting Removes Dirt, Dust

Dirt and dust is cleaned from shoes and retained in deep V-shaped recesses molded into the cross ribs of the V-Bar Mat, manufactured by the American Mat Corp., 1802 Adams St., Toledo, O. 43601. Described as spike and heel-resistant and long-lasting, the V-Bar Mat provides comfort and safety in wet or dry weather. Five color combinations are available in 36-in. and 48-in. wide rolls.



Trophy & Medal Shop Offers Distinctive Golf Award

A figurine golf award designed to stand out on a crowd-ed trophy shelf is available from the Trophy & Medal Shop, 10 S. Wabash Ave., Chicago, Ill. The sunray finished base and figure are complemented by walnut-grained plastic on the base and an engraving plate. The trophy is packaged in a handsome presentation box.



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Several golf car experts participated in a free golf car maintenance clinic recently sponsored by Chicagoland Cushman Sales, Inc., Chicago Heights, Ill. Representatives from 21 courses attended the clinic. Seated in golf car are Frank Olivieri and Ralph Proetti, general manager and sales manager for Chicagoland Cushman. Standing (l to r) are: Dave Mader, Cushman Motors; Lanny Carrier, Lester Co.; Vern Goering, Cushman Motors; Don Wilson, Lester Chargers, Los Angeles; Bill Hauseman and Bill Ydleicka of Bowers Battery, Reading, Pa.

A colorful, 22-page catalog describing the Byron Nelson, Pro-Only clubs has been issued by Northwestern Pro Golf Co., 4701 N. Ravenswood Ave., Chicago, Ill. 60640. The firm manufactures seven lines of woods and irons for pro shop sales.



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The annual sales meeting of Golfcraft, Inc., was held in August in Chicago, with President Ted Woolley playing host to more than 25 sales reps, company officials and guests. The 1965 line of clubs, bags and accessories was displayed for the sales force. Special attention was given to Golfcraft's new sports apparel line, manufactured by Pringle of Scotland. During the three-day sales gathering, Golfcraft's new warehouse in Rosemont, Ill., was officially opened with more than 300 persons attending the Open House.

Gerald B. Crawford succeeds G. K. Petritz as works manager of Allis-Chalmers Sports Products, Inc., Frankfort, Mich. The wholly owned subsidiary of Allis-Chalmers, acquired

in 1963, manufactures golf cars, carts and material handling vehicles. Crawford joined Allis-Chalmers in 1951 and has held various jobs in its industrial engineering department.

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Hook-Ups Make Christmas Decorating Easier

Pros, who already are thinking of decorating their shops for Christmas shopping business, probably will be interested in Hook-Ups, a new pressure sensitive fastener that makes it easy to put up point of purchase displays anywhere. Made by Lectro-Stik Co., 4545 N. Clark st., Chicago 60640, Hook-Ups are made of plastic, have a combination metal hook and clip and permanent adhesive back. Available with them is a two-section, seven-foot telescopic pole for maneuvering the hooks and decorations.



West Point Develops Spiker

West Point Products Corp., West Point, Pa., has developed the FS-1 spiker which covers a six foot swath with 140 blades pruning roots to stimulate new growth. Spiking discs are 18-in. in diameter for least soil disturbance and individually mounted for free-wheel turning.

Rain-O-Mat Issues New Price & Data Lists

Fact sheets containing complete details on lawn and turf spray units manufactured by Rain-O-Mat, 11701 E. Washington Blvd., Whittier, Calif., were recently released. Information on each unit is clear and concise to make ordering as simple as possible. The lists include Rain-O-Mat sprinklers to meet the most stringent lawn specifications.

Mallinckrodt Offers Cure for Bermuda Spring Dead-Spot

Mallinckrodt Chemical Works, St. Louis, which has been working for several years to develop a chemical that controls spring dead-spot in Bermudagrass, says that it has found the answer in Spring-Bak. It suggests that application be started in the fall and made regularly thereafter. Dead-spot, described last February by Stan Frederiksen, manager of distributor products, at the GCSA convention, has baffled agronomists for many years. The fungus which causes it goes to work six months or so before the onset of the disease and that is why fall treatment is recommended. Spring-Bak controls the fungus, giving the Bermuda a chance to develop a healthy root system.

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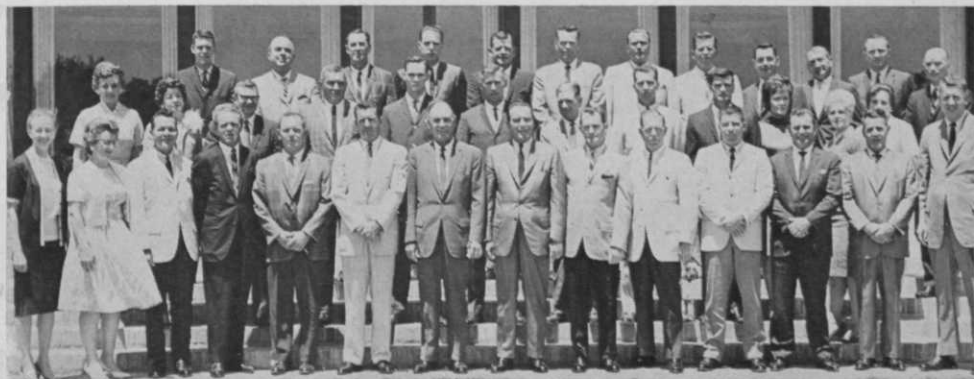
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Officials and sales reps of the AMF/Ben Hogan Co. previewed the 1965 line of Hogan golf equipment and accessories at the annual sales meeting in Fort Worth, Tex., in August. The four-day meeting was highlighted by a golf tournament and an awards dinner. Pictured (l to r, front row) are Jane Campbell, Erma Douglas, Lee Smith, Max Baker, Dick Baker, Billy Phillips, Ben Hogan, Jack Blades, Bill Dettling, Joe Oppenheimer, Fred Armstrong, Dick Morley, Lyne Price and Richard J. Sargent. (Second row) Mary Louise Pace, Sue Thompson, Tom Martin, Don Gray, Mike Allen, Chris LaCaruba, Willard Crenshaw, Gill Barnett, Gene Sheeley, Fannie Myers, Elizabeth Hart and Patty Kubala. (Back row) Dave Sargent, Jack Owens, Charles Harmon, Ted Galgano, Morgan Barofsky, Harvey Conley, Pete Poore, Archie Lee, Louis Moretti, John Martino, Dick Kazmaier, Jr., and Jack Holmes.

American Mat Corp. 1802 Adams St., Toledo, O. 43602, has issued a catalog containing full information on floor matting for commercial, industrial and institutional use. Products described include non-slip matting for providing

safety underfoot; scrapeage matting for better sanitation; standing mats for comfort underfoot and retarding fatigue; mats for floor and entrance beautification; and runners for carpet protection.

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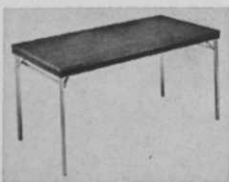
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Folding Executive Table
Introduced by Monroe

The Monroe Co., Colfax, Ia., has introduced the folding Executive table, attractively finished for use with or without linens. As with all products described in the catalog issued by the firm, the Monroe Executive carries a 20-yr. unconditional guarantee covering its legs as well as a similar guarantee on the table top.



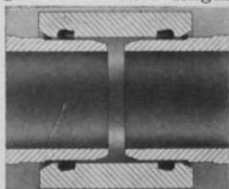
The complete line of Monroe folding products includes many sizes of tables, chairs and partitions of use to clubs and pro shops.

Speedway Golf Course
Installs Moody System

A Rainmaster automatic sprinkling system was installed this summer at the Indianapolis (Ind.) Speedway golf course. Rainmaster is manufactured by Moody Sprinkler Co., Inc., Arcadia, Calif. Actual installation of the system on the 18-hole course was done by A. J. Miller, Inc., Royal Oak, Mich. The Speedway installation was the 152nd on courses using Rainmaster equipment exclusively.

Certain-Teed Develops
Pipe-Positioning Band

After extensive field-testing, Certain-Teed Products Corp., Ambler, Pa., has introduced an automatic pipe-positioning band to each length of Certain-Teed asbestos-cement pressure pipe. The device is said to make pipe assembly fast, easy and completely secure. Positive separation of pipe ends to allow space for expansion and contraction as well as deflection is guaranteed. Leak-proof connections are assured and connection of Certain-Teed pipe with other brands of asbestos-cement pipe is simplified.



Moist Hand Problem
Solved by Dri-Grip

A comfortable, natural grip without any stickiness or drying of the skin is said to result from rubbing a few drops of Dri-Grip over both hands. Manufactured by Cosom Corp., 6030 Waysata Blvd., Minneapolis, Minn. 55416, Dri-Grip will keep hands dry and natural for two hours or more. A pocket-size plastic squeeze bottle makes Dri-Grip convenient to carry.

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Brunswick Names Mark Cox Corporate PR Director

Mark Cox has been appointed corporate director of public relations for Brunswick Sports Div. He was promoted from merchandising and marketing director for the firm. His new job includes responsibility for the development and administration of all corporate public relations. Cox coordinates and directs the public relation activities of the various divisions of Brunswick. Prior to joining Brunswick, Cox had organized the original public relations department in the recreational field for Wilson and administered it for 14 years.



Motor Appliance Moves Plant

Motor Appliance Corp., manufacturer of electric motors and battery charging equipment, recently opened a new plant in Washington, Mo. The move is described as the first step in an expansion program designed to improve service. The executive and sales offices of MAC will remain at 8301 Maryland, St. Louis, Mo.

Mobile Shredder Processes Soils, Organic Materials

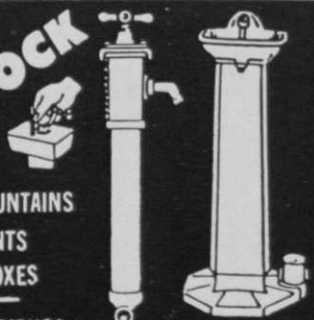
Manufactured by Royer Foundry & Machine Co., 160 Pringle St., Kingston, Pa., the new "180" shredder processes soils and organic material at the rate of 25 cu. yds. an hour or more. Designed for mechanical loading and direct truck-loading of the finished product, the "180" is said to give substantial savings in operating costs. The "180" is driven by a 14-HP air-cooled engine, has a 5-ft. by 5-ft. receiving hopper with a 6-ft. loading height and discharges at 7-ft. 5-in.



Seasonal Discount Offered on Milorganite Bulk Purchases

The Milwaukee Sewerage Commission is offering a \$2 per ton discount during Sept. and Oct., and a \$3 per ton discount during Nov. and Dec. on carload purchases of Milorganite. The Commission suggests application around Thanksgiving on dormant bluegrass, bent and fescue turf at 100 and 200 lbs. per 1000 sq. ft. Fall application is said to promote early spring greening without over-succulent growth.

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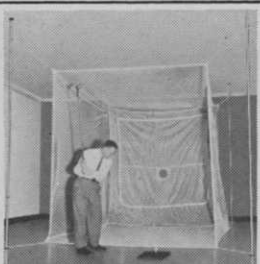
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Ben Hogan (r), president of the AMF/Ben Hogan Co., Ft. Worth, Tex., presents his company's first Master Salesman Award to Jack Owens of Salem, Ore. In addition to a plaque, Owens received \$500 and a one week, all-expense paid vacation in Las Vegas for himself and his wife.

Betasan[®] Recommended For Fine Turf Care

Stauffer Chemical Co., 380 Madison Ave., New York, N.Y. 10017, recommend late summer applications of Betasan pre-emergence herbicide to prevent poa annua, crabgrass and goosegrass. With these over-wintering pests stopped, desirable perennial grasses can spread and maintain a good cover throughout the fall playing season and into the spring, according to Stauffer. Applications exceeding twice the recommended rate are said to have been applied to bentgrass, fescues, bluegrasses and other turf grasses without injury. Betasan is available in granular or liquid form.

Compact Office, Shop Unit Stores Food and Drink

The Hostess, a new addition to the refrigerator line of the Acme Sales and Supply Co., Suite 1167, Merchandise Mart, Chicago, Ill. 60654, can be a handy extra in many offices and shops. Only 24-ins. wide, 16-ins. deep and 18-ins. high,



the unit is said to freeze three trays of ice cubes in minutes while providing ample storage for food and beverages. Smartly-styled, the Hostess comes in white, black or beige and is available in blond, walnut or mahogany wood-grained finishes.

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Pictured is the sales staff of the Walter Hagen Golf Co. at its recent meeting which was held at the firm's factory headquarters in Grand Rapids, Mich. Highlighting the occasion was the introduction of the 1965 line of Hagen golf clubs and balls by J. R. Duvall, sales and promotion director. Attending were (standing, l to r): Bill Carr, Jim Burn, Kim Thurston, Russ Van Overan, Carl Smith, Francis Nixon, Ab Wilson, Joe Dragoon, Mel Englesma, Ed Sakovits, and Bill Henning. Seated (l to r) are Blaine Bridenball, Charles Banks, Dick Link (factory manager), Gordon Lofgren, J. R. Duvall and Pat O'Grady.

John W. Glass of Dunedin, Fla., has been elected vp of Bowen, Inc., Pasadena, Calif., manufacturer of golf shoes. Glass is in charge

of Bowen sales and service east of the Rocky mountains in conjunction with other lines of golf equipment his sales organization handles.

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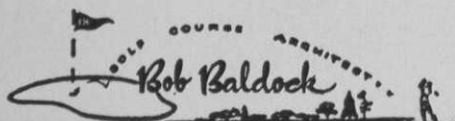
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Trade Briefs

James L. Ramsey, former New England sales manager for Wyandotte Chemicals Corp., Wyandotte, Mich., has been named manager of the company's Detroit operation . . . George E. McCord has replaced Ramsey in New England . . . Ramsey has been with the chemical firm for 18 years . . . He succeeds Tom Mc-



McCord



Ramsey



Corless

Cormick, who recently retired after 38 years in Wyandotte's sales and service division . . . General Battery and Ceramic Corp., Reading, Pa., recently purchased Vitalic Battery Co., Dallas . . . This gives GB a nationwide network of manufacturing facilities.

First half sales of Allis-Chalmers were \$314 million, up \$43 million from a similar 1963 period . . . Net earnings amounted to \$6.2 million . . . Consolidated Pipe, Stow, O., has just issued a marketing chart that lists the 12 most common applications of plastic pipe . . . Myron E. Fuller, with Certain-Teed Products Corp., Ambler, Pa., for 15 years, has been named Albany, N.Y. district sales manager . . . Leon D. Horowitz also was recently appointed safety supervisor for the firm.

Orangeburg Manufacturing Co., division of Flintkote Co., New York, has named P. Joseph Corless sales engineer in its N.Y.-N.J. district . . . A civil engineer, Corless formerly was product engineer in the Flintite sales department . . . Rowco Mfg. Co., Keene, N.H., recently introduced a medium duty portable power brushcutter known as Brushking Model 330 . . . Certain-Teed has announced plans to install additional machinery in its Ambler, Pa. plant that will double output of asbestos-cement pipe.