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"Mr. Sparrow has been responsible for establishing many of the major industrial equipment training programs at Ford," said Mr. Grommersch, general sales manager, "and he will be well suited to help expand our industrial sales even further."

Max Elbin, president of the PGA, announced recently that Fred J. Corcoran has been appointed public relations advisor for the association. Mr. Elbin said, "Mr. Corcoran will be called upon from time to time by the officers of the PGA to advise them on matters which may have an impact on the public image of PGA."

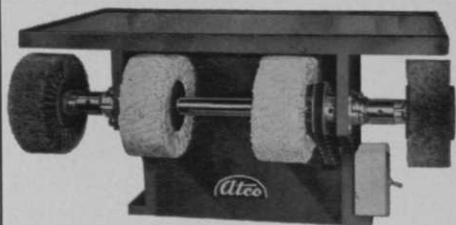
Corcoran will not be an administrative officer of the association, but will operate out of his present offices in New York City where he will continue to engage in the performance of comparable duties for the National Hockey League, and other organizations.

Corcoran served as PGA tournament manager from 1937-1948 and as promotional director from 1952-1955.

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## Coming Events

Twentieth Annual Southeastern Turfgrass Conference, Rural Life Building, Abraham Baldwin College, Tifton, Ga., April 11-13.

5th Annual Florida Turf Grass Trade Show, Plantation Field Laboratory and Sheraton Hotel, Ft. Lauderdale, Fla., April 28 and 29.

New Orleans Annual Golf Show, Municipal Auditorium, New Orleans, La., May 13, 14, 15.

National Golf Day Round of Champions, Gary Player vs. Dave Marr, Firestone C.C., Akron, Ohio, May 30.

Golf & Fine Turf Field Day, Rutgers U., August 12.

Second Annual Turfgrass Management Conference for the State of Hawaii, U. of Hawaii, August 25 and 26.

Turfgrass Sprinkler Irrigation Conference, U. of California Conference Center, Lake Arrowhead, Calif., Aug. 26 through 28.

## PIPE SYSTEM BROCHURES

Three comprehensive new brochures on irrigation pipe are offered by Certain-Teed. "High-Head Asbestos-Cement Irrigation Pipe"; "High Head Asbestos-Cement Irrigation pipe specifications" and "Low Head Asbestos Cement Irrigation Pipe" are the titles. These brochures may be obtained by writing to Certain-Teed Products Corporation, Pipe Division, Lea Building, Ambler, Pa.

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## People in the News

Walter C. Davidson, vice president of sales for the Harley-Davidson Motor Co., has announced the appointment of Kermit A. Krieger as a district manager for the company.

Mr. Krieger comes to the company with varied sales experience. A 33-year old family man from Colorado Springs, Col., he was recently the owner and manager of Teletronic Enterprises. He was also sales representatives for Charles Pfizer and Co. for over seven years, and sold life insurance for the Home Life Insurance Co.

Krieger, a University of Denver graduate and an army veteran, has been a motorcycle rider for many years. He will begin his training immediately.



Krieger



Uptegraft

Kenneth E. Uptegraft, 42, has been named vice president (marketing) of Fore Motor Cart Co., St. Claire Shores, Mich. The company manufactures the Model Tee one-man electric golf cart. Uptegraft will be responsible for expanding Fore's national distribution program, according to Maurice M. Miller, company president.

A 41-year career in the sporting goods business came to an end when Walter Crowe retired at Wilson Sporting Goods, February 1. Crowe brought 11 years experience as a golf salesman when he joined Wilson in 1936. With the exception of brief assignments at Nashville and Dallas, he worked at the company headquarters in Chicago and, in 1957, in suburban River Grove, throughout his tenure with the company.

In addition to being well known as a salesman among midwestern professionals, Crowe has quite a record as a participant in the sport. He won the Cook County Amateur title in 1919, 1922 and 1923. He won his first county championship at 17 and, in the semi-finals, fired a record 26 which was never broken on the old (par 31) Garfield Park Course.

Crowe, a lifelong Chicago resident, lives with his wife and two daughters at 1777 Central Ave., in suburban Des Plaines.



Crowe



Hawkins

Arnold Palmer Enterprises announces the appointment of Fred Hawkins, popular touring pro for nearly two decades. Fred's new job will keep him in constant contact with what is closest to his heart, and that is golf.

He will be directly responsible for the hiring and training of golf professionals who will run the Arnold Palmer Indoor Golf Schools now being franchised throughout the United States, and other countries.

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Designer and Builder**

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Canton, Mass. Tel. 617-828-1065

For more information circle number 168 on card



Already one of Southern California's fastest growing public links, the less-than-a-year-old San Joaquin Golf Course on Irvine Ranch in Orange County took another step forward with the recent appointment of Cliff Halstead as manager.

Halstead has moved quickly in his new post, speeding the 18-hole course's advance to maturity with a fertilizer air drop. Greenkeeper Fritz Howell was quite pleased with the results, pointing out that the air drop saved time and was cheaper than hand application.

The fertilizer was sprayed from heights of 40 to 50 feet over the 163 acres, with the Urea pellets covering a 60' wide area. Two course employees used 8' x 8' white flags at the start and finish of each run as the plane completed area coverage, missing not an inch of terrain, in less than 90 minutes.

Other advantages were less interference with play and heavy watering for only one night instead of localized watering for three nights. Almost seven tons of Urea pellets were used at a cost of \$1.50 per acre.

Halstead says that the challenging 6,428-yard course has now reached the stage of playing condition not usually enjoyed by a new layout until its third year. He looks forward to a marked increase in play this summer.

The new manager came to San Joaquin from the Las Posas Course in Camarillo Hills, where he served in the same capacity for five years. Previous to that, he managed the La Jolla Country Club. He has been a fixture on the Southern California managerial scene since 1945.

# CLASSIFIED

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Need young, single man desiring to learn golf business for combination 2nd Assistant and Back-room Man. Send Resume and snapshot to Bill O'Hara, Westbrook Country Club, Mansfield, Ohio.

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ESTABLISHED 1927

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GOLFDOM CIRCULATION DEPARTMENT  
800 Second Avenue, New York 10017, New York

Club or Course Name \_\_\_\_\_ No. of Holes \_\_\_\_\_

Mail Address \_\_\_\_\_ Number of Members \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

### TYPE OF COURSE

Please check below

- |                                       |   |  |   |
|---------------------------------------|---|--|---|
| Pitch & Putt <input type="checkbox"/> | Established Course <input type="checkbox"/> | New Course <input type="checkbox"/>                              | Driving range <input type="checkbox"/>        |
| Private <input type="checkbox"/>      | Semi-Pvt. (Fee) <input type="checkbox"/>    | Municipal (city, county or state owned) <input type="checkbox"/> | Public <input type="checkbox"/>               |
|                                       | Resort Course <input type="checkbox"/>      |  |   |
| Par 3 <input type="checkbox"/>        | Military <input type="checkbox"/>           | School <input type="checkbox"/>                                  | Company owned <input type="checkbox"/>        |
| Restaurant <input type="checkbox"/>   | Bar <input type="checkbox"/>                | Pool <input type="checkbox"/>                                    | Tennis Court <input type="checkbox"/>         |
|                                       |   |  | Hotel Accommodations <input type="checkbox"/> |

President \_\_\_\_\_ Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Manager \_\_\_\_\_ Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Course Superintendent \_\_\_\_\_ Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Professional \_\_\_\_\_ Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

SEE REVERSE SIDE FOR BUYERS' SERVICE INFORMATION