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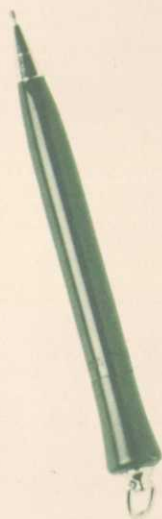
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# NEWS OF THE INDUSTRY

## 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*

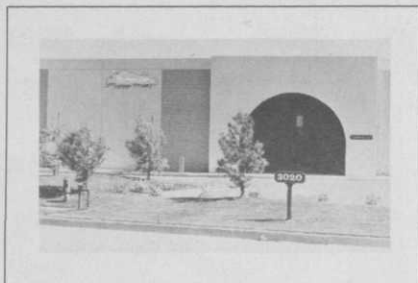


Company's Special Vehicle Div. has introduced a "prestige" golf car, which may be used by clubs as a VIP vehicle. Called El Presidente in honor of Lee Trevino, the special electric car features personalized canopy, television set, eight-track stereo tape deck, an AM-FM radio and built in bar.

"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.



### 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.*



### 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.

# RYAN GREENSAIRE II CORE PROCESSOR.

Attach it to your Greensaire II and you can aerate *and* process aerator cores in one simple operation.

The self-powered Greensaire II Core Processor conveys cores and plant matter over a perforated grate, breaking them up. Most of the loose soil is sifted back onto

the turf through the grate as top dressing.

The remaining plant, thatch, roots and soil are carried to the top of the conveyor, where they are sifted a second time. Remaining plant and thatch then go into a large removable bag. Up to 1000 square feet of greens may be aerated before the bag needs emptying. An optional trailing dragmat works the sifted soil back into the turf.



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EQUIPMENT

The Greensaire II Core Processor saves you time by combining two operations into one. No need to rake up windrowed cores after aeration. That saves you money. And because it saves time, your greens are back in play sooner, which keeps the players happy.

For more information, write RYAN TURF EQUIPMENT, OMC-LINCOLN, a Division of Outboard Marine Corporation 2109 Cushman Drive P.O. Box 82409 Lincoln, Nebraska 68501

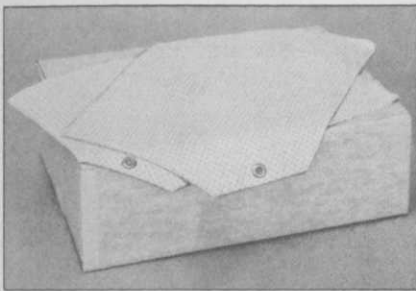


# The once-over greens machine.

Circle No. 178 on Reader Service Card

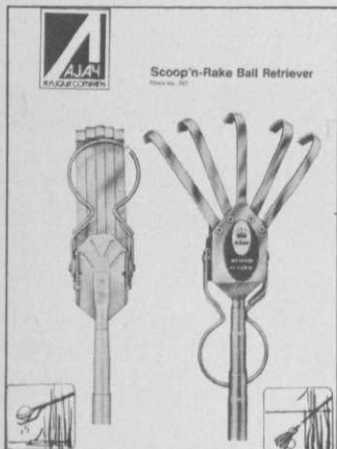
# NEW PRODUCTS

STANDARD MFG. COMPANY has released Blu-Wiz disposable towel with extra wet strength and absorbency. Blu-Wiz is a durable tee towel that can be used repeatedly, according to the company. Towels have two layers of bulky, high wet tissue, a lamination of soft, polypropylene scrim for strength plus two more layers of tissue. Original cost is much less than cloth or other types of towels, according to the manufacturer. Available in reshippable cases of 200 each.



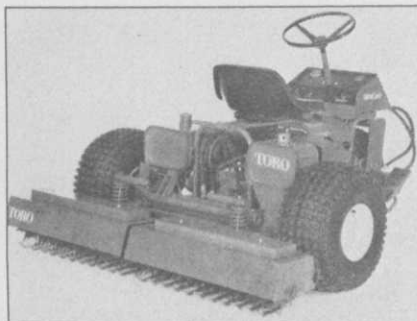
Circle No. 101 on Reader Service Card

DOUBLE EAGLE PROFESSIONAL DIV., Ajay Enterprises, introduces the Scoop-N-Rake golf ball retriever. The lightweight, polished aluminum retriever has a full 12 foot reach, yet telescopes to 38 inches. Fits into any size golf bag, according to the company. Patented loop opens to become a rake and scoops a ball out of the water or over a fence with the loop back.



Circle No. 102 on Reader Service Card

THE TORO COMPANY introduces two accessories for the Sand Pro three-wheeled rider mower: a greens spiker and a finish-grader. The finish-grader is a quick-mounted box plow and scarifier for grading, shaping and contouring seedbeds. According to the company, it eliminates hand-shoveling and raking in small areas. Unit is closed at both ends preventing windrows; is automatically self-relieving across the 66-inch width of the scraper to produce a smooth, even surface. The spiker, with a special profile-tooth blade, penetrates cleanly because "hold-down fingers" prevent lifting the turf; greens are said to be immediately playable after spiking. No rolling or cutting is necessary, according to the company.



Circle No. 103 on Reader Service Card

HYDRO SYSTEMS, INC., is featuring a 1.0 hp floating aerator designed for small ponds that require aeration to avoid stagnation and algae build-up. The completely assembled, pre-wired unit with mooring cable and screw auger anchors utilizes 1.0 hp, single phase, 115/230 volt motor. Pump rate is approximately 1,900 gallons per minute.

Circle No. 104 on Reader Service Card

REFLECTOR HARDWARE CORP.—SPACEMASTER is offering Clubmaster, a two piece golf club displayer with enough room for displaying nine irons with clubheads up and fanned out and four woods with heads down, giving full exposure to all

clubs. Available in black, white or green, the all-metal displayer may be ordered for use on perforated panels, crossbars or for screw-mounting to walls, panels or posts. Also available is a revolving model, which displays four sets of clubs. Uses three square feet of space and comes in black, white or green.



Circle No. 105 on Reader Service Card

HMC, INC., introduces The Half-Price Trucks line of one-man grounds maintenance vehicles designed to provide basic, minimum cost transportation. The Jobber, at \$450, features four hp motor, automatic shift torque converter with chain and sprocket drive, 205 pounds weight and 300 pounds of payload. The Jobmaster, \$775, has a six hp motor, electric start, heavy-duty torque converter w/differential, disk brakes, 390 pounds weight and 500 pounds of payload. Optional reverse transmission, mud tires and dump body. Models feature three Terra Tires; automatic shift and all-steel construction. Options for both models include lights, turn signals, LP gas conversion and a 300-pound capacity trailer.

Circle No. 106 on Reader Service Card



# GOLF COURSE ARCHITECT'S GUIDE

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Circle No. 153 on Reader Service Card

## COMPETITIVE EDGE from page 35

made to special order, he must explain this to the customer and encourage him to wait a reasonable amount of time while his clubs are being made to the specific measurements.

### KEEPING UP WITH THE TIMES

The golf equipment industry is not static: each year, new concepts and innovations are introduced to it. If the professional is to maintain his superiority over the sporting goods store, he must keep up with the changes; must know what each new club has been designed to do and how each new line of clubs can aid the golfer.

For example, some golf clubs now selling on the market are specifically designed to help the high handicapper lower his scores. Other clubs benefit the low handicapper, who is more interested in adding distance to his already excellent accuracy.

The professional can keep abreast of innovative techniques used in design and in the manufacturing process by attending the Professional Golfers' Assn. Merchandise Show, where major club makers, with their sales representatives, display their equipment. The professional can also visit his suppliers' factories to see firsthand how the clubs are made. Often, on these visits, the professional can pick up valuable information which will help him in his sales approach.

Because the professional's livelihood depends on his ability as a diagnostician and because information is vital to him, he should insist on being kept technically informed by his suppliers through newsletters or sales representatives. The manufacturer, in turn, should recognize his obligations to the professional and be willing to accept the role of informant. Ultimately, both will benefit. □

## WILLIAM JAMES SPEAR

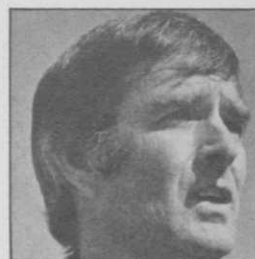
GOLF COURSE ARCHITECT

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584-8200

Circle No. 169 on Reader Service Card



PAT SIMMONS' peripatetic career has encompassed amateur and professional baseball, the construction business and

amateur and professional golf, as a player and head professional, and now the design and manufacture of golf clubs, using the facilities of his own company, which he started in 1969.

# CLASSIFIED

## BUSINESS OPPORTUNITIES

**GOLF BOOM IN GERMANY.** Need capital for first public Driving Range-Golf Course; Development assured! Equipment sales included in profit! Write % DONALD FIEBING, 11051 Meads Ave., Orange, Calif. 92669.

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## GOLF EQUIPMENT-NEW

**GOLF CAR TIRES.** Absolutely supreme quality. Toughest, heaviest tire ever made. Money returned if you don't agree. 18 X 8: 50 X 8 or 18 X 9: 50 X 8 Rib, \$10.00. Traction \$10.50. Tubes \$3.95. NORTH WEST SALES, 931 MacKenzie, Sunnyvale, CA 94087.

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## MISCELLANEOUS

**GOLF CAR TIRES** First line 18 x 8.50-8, \$11.39; 18 x 9.50-8, \$11.62. Send for our complete tire line. All sizes available. GOLDEN TRIANGLE SPORTS, INC., 6317 Library Road, Library, Pa. 15129. Phone (412) 835-6898.

## REAL ESTATE

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RATES: Minimum at \$13.44—20 words or less; additional words 81¢ each; in boldface type 91¢ per word. Ads Payable in Advance. CLOSING DATE: 20th of 2nd month preceding issue. No classified advertising offering new merchandise or equipment will be accepted.

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Send ad copy and payment to: GOLFDOM, Attn. M. C. Ansbro, Class. Adv. Mgr., 380 Madison Ave., N.Y. 10017.

## ORGANIZE from page 32

must not get inside cart signs or off car paths where provided;

2. Two bags and two riders only on all cars;

3. Repair all ball marks and replace all divots;

4. Help find lost balls;

5. Explain "letting people through" and demonstrate where necessary;

6. Act always in a courteous manner as an arbiter of rules. Example: Shirts must be worn on the course at all times;

7. At times, we must remove people from the golf course because of their misconduct or lack of skill. Removal should be a last resort. This can be done effectively. Example: We have group lesson plans available and would like to have you play when you are more skillful;

8. A positive program to encourage proper pace of play must begin on the first tee and continue with management supervision being extended to the entire course;

9. Maintenance practices that tend to encourage slow play must be submitted in writing to the management at the close of your shift;

10. The utmost discretion and diplomacy must be coupled with the necessary degree of firmness to perform effectively as a golf ranger;

11. Periodically we will time our golfers on various holes with a stopwatch, beginning when the foursome tees up. They will be told after holing out the elapsed time for playing the hole, and suggestions for improvement will be given in a diplomatic way.

Although the task of writing a procedures manual may seem formidable, don't put it off. The initial effort and investment in time will be returned many fold. □



# BUYER'S ✓ SERVICE

GL4-6

FOR INFORMATION ON PRODUCTS LISTED, CHECK APPROPRIATE BOX.

## GOLF COURSE

### MAINTENANCE EQUIPMENT

- 301  Aerifying machines
- 302  Blowers/Sprayers
- 303  Edging machines
- 304  Hole Cutters
- 305  Mowers
- 306  Pumps
- 307  Rakes (trap)
- 308  Rollers
- 309  Sod cutters
- 310  Soil screeners
- 311  Soil shredders
- 312  Spikers
- 313  Sprayers
- 314  Spreaders
- 315  Sweepers
- 316  Sweepers-mulchers (turf)
- 317  Thatch cutting machines
- 318  Thatch cutters and vacuum removal
- 319  Tractors
- 320  Trailers (utility)
- 321  Trucks (utility)

### CHEMICALS

- 350  Algae killer (ponds)
- 351  Fertilizers
- 352  Fungicides
- 353  Herbicides
- 354  Insecticides
- 355  Wetting agents

### FURNISHINGS

- 375  Ball washers
- 376  Benches
- 377  Comfort stations
- 378  Course shelters
- 379  Flags and poles
- 380  Refreshment stands
- 381  Score Card Box (metal)
- 382  Signs: yardage and direction
- 383  Tee markers
- 384  Vending machines
- 385  Water coolers

### CONSTRUCTION AND SUPPLIES

- 400  Humus and peat
- 401  Irrigation systems and equipment

- 402  Lighting equipment
- 403  Matting-seedbed protection
- 404  Pipe
- 405  Sand
- 406  Seed
- 407  Soil conditioners
- 408  Stolons
- 409  Trees and shrubs
- 410  Tree care service
- 411  Stone Pickers

### 420 GOLF COURSE ARCHITECTS

### 421 GOLF COURSE CONSTRUCTION

- 504  Club repair supplies
- 505  Floor covering (spike resistant)
- 506  Handicap racks
- 507  Handicap cards

### RANGE SUPPLIES AND EQUIPMENT

- 525  Balls (range)
- 526  Ball dispensers (coin)
- 527  Ball strippers
- 528  Ball washers (range)
- 529  Clubs (range)
- 530  Mechanical range ball retrievers
- 531  Practice driving nets
- 532  Range mats

## PRO SHOP

### APPAREL AND ACCESSORIES

- 425  Blazer crests
- 426  Caps and hats
- 427  Golf apparel (men's)
- 428  Golf apparel (women's)
- 429  Golf shoes
- 430  Socks
- 431  Sport jackets and blazers
- 432  Tennis apparel
- 433  Trophies
- 434  Business forms
- 435  Stationery/Bags/Giftwrap
- 436  Favors/Prizes
- 437  Display fixtures

### GOLF EQUIPMENT AND ACCESSORIES

- 450  Bags
- 451  Bag tags
- 452  Balls (regular)
- 453  Clubhead covers
- 454  Clubs
- 455  Golf gloves
- 456  Golf practice devices
- 457  Grips
- 458  Pull carts
- 459  Graphite shafts

### FIXTURES AND EQUIPMENT

- 501  Bag storage racks
- 502  Ball washer detergents
- 503  Club cleaners and polishers

## GOLF CARS

### CARS, ACCESSORIES

- 550  Batteries
- 551  Battery chargers
- 552  Golf cars, new
- 553  Golf cars, reconditioned
- 554  Tires

## CLUBHOUSE

### FOOD, LIQUOR AND SERVICE EQUIPMENT

- 575  Soft drinks, mixers
- 576  Beer and ale
- 577  Liquor
- 578  Wines
- 579  Cooking equipment
- 582  Sanitation and maintenance equipment (dishwashers, disposals, steam cleaners and floor maintenance equipment)
- 584  Holding equipment—hot and cold
- 585  Supplies (china, glass, plastic, paper, pots and pans, cutlery, tools, flatwear, locker-room)
- 586  Furnishings (furniture, wall coverings, floor coverings, lamps, decorative accessories, interior design consultants)
- 587  Lockers
- 588  Locks for lockers
- 589  Locker room supplies
- 590  Scorecards
- 591  Business Forms & Stationery
- 592  Shoe bags

Mail page to GOLFDOM, P.O. Box 7591, Philadelphia, Pa. 19101

I. Is your golf course:

- |   |   |   |
|---|---|---|
| A. <input type="checkbox"/> Private                                 | D. <input type="checkbox"/> Resort        | H. <input type="checkbox"/> Par 3         |
| B. <input type="checkbox"/> Semi-private                            | E. <input type="checkbox"/> Public        | J. <input type="checkbox"/> Military      |
| C. <input type="checkbox"/> Municipal (city, state or county owned) | F. <input type="checkbox"/> School        | K. <input type="checkbox"/> Pitch & Putt  |
|   | G. <input type="checkbox"/> Company owned | L. <input type="checkbox"/> Driving Range |

II. Size of course:

1.  9 holes 2.  18 holes 3.  27 holes 4.  36 + holes

III. Acreage of Golf Course

- A.  under 100 B.  101-200 C.  201-350 D.  351-500  
E.  501 + over

IV. Has your course opened in the last six months? Yes  1  
No  2

V. Is your course due to open in the next six months? Yes  A  
No  B

Send information on products checked to:

Name \_\_\_\_\_

Title \_\_\_\_\_

Club \_\_\_\_\_

Address \_\_\_\_\_

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

A.C. \_\_\_\_\_ Tel. \_\_\_\_\_

# ADVERTISER'S INDEX

# PEOPLE IN THE NEWS

Acme Iron Works .....	50
Acushnet Process Sales Co. ....	24,25,28
Ajay Enterprises .....	34E
American Cyanamid .....	5
Ault, Edmund B. ....	57
Bean, John, Div. FMC .....	49
Bellante & Claus .....	57
Chicopee Mills, Inc. ....	14
Club Car, Inc. ....	39
Con-Sole Golf Corp. ....	34G
Cushman Golf Cars .....	CVII
Cushman Turf .....	41
Dedoes Industries .....	46
Displayarama, Inc. ....	34D
DuPont Agri Chemicals .....	22
Eastern Golf Co. ....	11
Gilison Knitwear .....	34H
H & E Sod .....	40
Harley-Davidson .....	31
Heath Gates .....	11
Hercules, Inc. ....	19
Hillerich & Bradsby Co. ....	34F
Hogan, Ben .....	33
Iberia Earthmoving Service, Inc. ....	57
Jacobsen Mfg. Co. ....	16
Jones, Robert Trent .....	57
Jordan, Bob .....	57
Lee Company .....	34C
Mader Products, Inc. ....	10
Maddox Construction Co. ....	57
Mallinckrodt Chemical Works .....	15
Maximum, Inc. ....	14
Miller Golf Co. ....	CV IV
North Central Plastics .....	40
Northwestern Golf Clubs .....	34
Par-Aide Products Co. ....	43
Philadelphia Carpet .....	4
Rac / Me Golf .....	50
Rainbird .....	50A
Ryan Turf .....	55
Spear, William .....	57
Stafford, A. G. ....	14
Toney Penna Co. ....	27
Toro Irrigation .....	12
Trojan Battery Co. ....	9
Vermeer Mfg. Co. ....	18
Westinghouse Golf Cars .....	CV III
YKK Zipper Inc. ....	6

HENRY B. EVERHEART has been appointed southwest regional manager for Turf-Vac Corp., Long Beach, Calif., as part of the company's current drive to provide more field assistance to its North American distributors. Everheart, who will maintain offices in Garland, Tex., will provide sales and service support to Turf-Vac distributors in Texas, New Mexico, Oklahoma, Kansas, Missouri, Arkansas, Louisiana, Mississippi, Alabama and the western section of Tennessee. He was formerly sales manager of Mott Corp., LaGrange, Ill.



Everheart



Singleton

JOHN T. SINGLETON has been appointed to the new post of director of national institutional sales with The Toro Company, where he was national sales manager, and, previously, manager of golf courses sales for Toro's Irrigation Division. He will deal primarily with landscape and golf course architects and developers of leisure-oriented communities, representing all Toro product lines. Before joining the Toro Company in 1967, Singleton operated a contract irrigation business for 12 years. He installed the world's first automatic underground irrigation system on a golf course at the Haverhill (Mass.) GC.

JOHN MARTIN has been appointed regional sales manager with Ram Golf Corp., where he will be serving dealer accounts in Nevada, Utah, and northern Calif. Martin, who can be reached through Ram's new Reno warehouse, was formerly warehouse manager at Ram's City of Industry, Calif.

MICKEY SHAW has been appointed regional sales manager of Ram Golf Corp, Elk Village, Ill. Shaw, an excellent golfer experienced in golf sales, will be serving pro and dealer customers in Washington, Oregon, Idaho and Montana. He is the brother of tour professional and Ram advisory staff member Tom Shaw.

JIM CLAUDE has been appointed marketing services manager with Victor Golf Company, Morton Grove, Ill., where he will assume full responsibility for advertising and sales promotion. Claude, formerly public relations specialist with Baxter Laboratories, replaces KEN BOYCE, Victor's new international marketing manager.

FREDERICK M. TAYLOR has been named executive vice president of the Recreation Products Group, Victor Comptometer Corp. He was formerly corporate vice president in charge of administration for the Winchester Group, the Olin Corp., which he joined in 1955.

LOU SKOVVAN, a PGA teaching professional, has been named assistant professional at the Oaks North Executive GC, Rancho Bernardo, Tex., where he will teach and assist in the direction of the golf shop. A golf professional since 1970, Skovvan formerly was associated with the Lake San Marcos CC, the Paradise Valley CC, Casper, Wyoming and the Meadow CC, north of Escondido, Calif.



Skovvan