Laher Lists 14 Selling Features on the Masterpiece

Laher Spring & Electric Car Corp., New Albany, Miss., and Oakland, Calif., list 14 features that makes its Masterpiece golf car what it describes as an outstanding vehicle. Here are some of the selling points that are highlighted: Every wearing part runs in oil; drive is enclosed; Air-Vac springs give soft, easy ride; plenty of room even for outsize or oversize players; powerful batteries that give 36 to 54 holes to a charge; no rattles in unitized body; built-in charger; and large 8-in. soft tires for a comfortable ride. The Surrey top (in photo) is additional equipment, according to Laher.

Golfcraft Distributes '62 Catalog

Golfcraft, Inc., Escondido, Calif., has distributed its 1962 catalog to pro shops throughout the country. Men's and women's irons and woods, complete sets for lefthanders, and utility clubs are displayed in an artistic splash of color along with putters, the new Golfcraft Staff ball and umbrellas. A section is devoted to the "glasshaft story" along with another describing the history of the 18-year old firm directed by E. R. (Ted) Woolley.

U. S. Rubber Expands Plant to Produce More Vyrene

U.S. Rubber Co. has expanded its Gastonia, N.C. plant for the second time in a year to increase production of Vyrene, the new spandex thread, used in production of sportswear and other products. The expansion has resulted in increased production capacity of 50 per cent.
Hagen Kangaroo Ensemble Has the Executive Touch

This black Kangaroo leather golf bag ensemble from Walter Hagen Golf Co. is referred to as an executive item. Golf bag, carry-all and cover set are crafted of supple, black leather with handsome gold trim. Items are available as a set or individually in pro shops.

Hogan Co. Markets Two Lines for Junior Players

The Ben Hogan Co., American Machine & Foundry Co. subsidiary, is marketing two lines of matched clubs for young players. One is the "Little Ben" for kids between the ages of seven and ten, and the other, the Ben Hogan Junior for 10 to 14-year olds. The Little Ben set has a wood with select persimmon head finish and includes the 3, 5 and 9 irons and a scaled-down Hogan Exact Balance putter. The Junior clubs feature No. 1 and No. 3 woods with Dura-Ply heads in mahogany and include the 3, 5, 7 and 9 irons and the Exact Balancer putter. Both lines will be sold only through pro shops.

Fairway Specialties Markets Golf Cart Handwarmer

The "Snappy," a handwarmer for golf carts that readily slips on or off the handle, is offered by Fairway Specialties Co., 5335 N.E. Sandy blvd., Portland 13, Ore. It comes in five assorted colors and plaids and is packaged in clear polyethylene with a colorful, descriptive header. The washable Snappy has nylon pile lining and its nylon cover is water repellant. It is held in place with an elastic snap-band. Unsnapped, it may be used as a muff.

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Ardco Roto-Werl Has Summer and Winter Use

The Ardco Roto-Werl spreader is designed for applying granular and pelleted fertilizers, seed, insecticides and herbicides. It also has a winter application for spreading rock salt, calcium chloride and other chemicals for melting snow. The unit is maintenance free since it has no engine, belts, rollers, gears, etc., and requires no extra attachments. This spring Ardco will introduce two new products — a barrow spreader and a topdressing spreader. Tommy Mascaro, Ardco pres. who designed and holds all patents on the Roto-Werl, has been in the turf equipment business for 20 years. He helped found West Point Products and later was vp of Hatfield Roto-Werl Spreader Corp. He is now devoting full time to research and development work on the Roto-Werl line.

Big Backlog Prompts Crawford to Expand Production Facilities

Crawford Mfg. Co., Meadville, Pa., has added 7,000 sq. ft. of floor space to its manufacturing facilities. The addition was prompted by a large backlog of orders for the two-passenger Kiltie Car (photo.) In the last year, Fort Mead Sales, Inc., which handles sales of the Kiltie Car, has set up a national group of more than 300 dealers to sell the vehicle. With the addition, Crawford Mfg. will turn out 50 cars a day at peak production. It also plans to build an industrial version of the Kiltie Kar for material handling and personnel transport.
Par Aide Products Moves Into New Building

A building that is just as slick looking as the golf equipment it produces has been completed by Par Aide Products Co., 296 N. Pascal st., St. Paul, Minn. The structure contains 10,000 sq. ft., and according to Joseph S. Garske, pres., gives Par Aide a good deal more production room than it previously had and thereby facilities to handle orders more quickly than before. The St. Paul company manufactures more than 20 pieces of course equipment and accessories in addition to a full line of furniture for the course, lockerrooms, terraces, etc. Its products are described in a 12-page booklet that can be obtained upon request.

Borm's Automatic Scorekeeper

The new Golfer's Pal scorekeeper, manufactured by Borm Mfg. Co., Big Timber rd., Elgin, Ill., is worn like a watch on a leather wrist band, records strokes per hole and total strokes per game at the press of a plunger. A reset pin clears the score for each tee. Complete retailing information can be obtained by writing to Borm.

Iron Clad Produces Plastic Covers for Iron Clubs

A new item, Iron Clad Protective covers, has just been introduced by Iron Clad Products, PO Box 550, Menlo Park, Calif. The covers, made of bakelite plastic, come in sets of nine. A twist of the wrist enables the player to insert or remove them. Iron Clads come in highland red, satin black, pearl white or powder blue with personally monogrammed letters in contrasting colored numbers which permit easy selection of the iron to be played. The purchaser may select a total of 27 free monogram initials when he buys a set of Iron Clads.
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President & Gen'l. Mgr.

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**First Flight Markets Copies of Doug Sanders Clubs**

Duplicates of the clubs that Doug Sanders used so successfully in winning five 1961 tournaments and amassing around $60,000 for the season are being manufactured by First Flight Co., Chattanooga 5, Tenn. First Flight custom made the original set to Sanders' specifications, and now is turning out the duplicates from the original designs. Modified sets of the Sanders' clubs are available for women. First Flight also is introducing the Doug Sanders ball. Both clubs and balls are available only in pro shops.

Sanders demonstrates copy of his clubs for Gordon Ramsey, First Flight sales manager.

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**Bowen Heads Spalding Marketing Department**

E. Lee Bowen has been appointed manager of the new marketing services dept. of A. G. Spalding & Bros., Inc. The dept. handles sales analysis and forecasting, inventory planning and branch and customer order services. Bowen has been with Spalding since 1955 in market and sales research, working in a managerial capacity. He attended Purdue and Miami (Ohio) Universities and, upon graduation in 1954 from the latter school, served as an instructor while doing graduate work.

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**Daggett on Toro Board**

Albert H. Daggett, board chmn. of Gould National Batteries, Inc., St. Paul, has been named a director of Toro Manufacturing Co., Minneapolis. He also is a board chmn. and director of three other large firms. Announcement of Daggett's most recent directorship was made by David M. Lilly, Toro pres., at the company's annual meeting.

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**TRADE BRIEFS**

A. G. Spalding & Bros., Inc., has placed operation of its Canadian, English and Australian plants under the "Commonwealth Division", managed by A.S. Ballingall, pres. of Spalding of Canada . . . Power mower sales declined by about 8 per cent in 1961, but Toro Manufacturing Corp. kept its sales close to its 1960 record level of $19.4 million . . . Poor weather that slowed housing starts was the main reason for the sales decline, but David M. Lilly, Toro pres., is predicting a strong comeback in '62 . . . Harvey E. Hamilton, with the company since 1953, has been named traffic mgr. for Kessbey & Mattison's asbestos-cement pipe plant in Santa Clara, Calif. . . . K & M also puts its multi-million dollar asbestos-cement pipe plant in Hillsboro, Tex., into operation in October.

Trading in Victor Comptometer Corp. common stock was started on the N.Y. Stock Exchange late in Oct., shortly after Comptometer Corp. was merged into Victor Adding Mehe. Co. . . . Bristol Pro-Golf, Inc., a div. of Sportsman's Golf Corp., Melrose Park, Ill., has named Jackson Swift asst. sales mgr. . . . Triangle Conduit & Cable Co., Inc., New Brunswick, N.J., is developing a revolutionary type of heat insulated piping system . . . The "golf bag", holding four balls, that Hopple Plastics, Inc., made for MacGregor Xmas gift packaging, made such a hit that it's going to be continued as a premium.

R. W. (Bud) Plummer has been named mgr. of Brunswick Corp.'s new MacGregor plant that will go into operation in Albany, Ga., in March . . . Consolidated Pipe Co. of America has started operation in a new $750,000 plant in Stow, O. . . . Plastic pipe and fittings, polyethylene tubing, nylon and styrene fittings are being manufactured in the 45,000 sq. ft. plant where 150 persons work . . . Tri State Toro, Davenport, Ia., has acquired the inventory of the turf dept. of Globe Machinery, Des Moines and offices, warehouses and service facilities will

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be maintained in both cities. Robert (Mike) Benson heads the Des Moines sales outlet.

Chamberlin Metal Products, Frankfort, Mich., has acquired the assets of Powered Products Cos. of Mich. and Texas, and will continue to manufacture golf cars under the "Caddy Car" name. Equipment from the Austin, Tex., plant has been moved to Frankfort where production on the 1962 line has been started. Chamberlin also is continuing to use Powered Products' former Rothbury, Mich., plant for production. The cover on MacGregor's 1962 catalog, done by Ted Drake, is an oil painting reproduction of a typical fairway scene. The many items in the top golf line are in color and are set off by eye-catching black and white product photos. Particularly appealing also is the inside cover color inset index page.

American Machine & Foundry Co. brought some of its national magazine and newspaper ads to life with window display reproductions on Fifth ave. in New York during the Christmas season. Included among them was a Ben Hogan Co display, an exact reproduction of an ad that was concurrently seen in print.

... Western Turf News of Agriform Chemical Co., Woodland, Calif., recently described a Blue Chip planting tablet for fertilization of shrubs, trees, etc. It's taken practically like aspirin.

All Star Handles English Glove

All Star Industries, 10 W. 33rd st., New York City 1, has been appointed sole distributor of the golf glove manufactured by Taunton & Thorne, Ltd., Somerset, Eng., according to Harold A. Jason, pres., and Arnold Palmer, vp. Distribution is being made under the supervision of Norman Bender, vp. Taunton & Thorne consultants who wear the glove include Palmer, Jay Hebert and Gary Player.

Scott Spreader Efficient

According to O. M. Scott & Sons, Marysville, O., its new 8-ft. Professional spreader can be used to make precision application on five acres in one hour with only one man being employed to handle the job. Using various products, it is said that there is no need to calibrate. The operator merely selects the rate setting shown on the package for whatever Scott product that is being applied.

Kill WATER WEEDS!

Water hazards and lakes now may be cleaned of all rooted aquatic weeds, Lily, cattail, milfoil and many other aquatic weeds are easily killed with one application of R-H GRANULAR WEED RHAP. It is easily applied — will not harm fish or animals. This inexpensive application usually lasts from 18 to 36 months. Write for further information or ask your dealer.

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JOBS WANTED

GOLF PROFESSIONAL — 25 YEARS EXPERIENCE IN ALL PHASES — WILL ACCEPT MODERATE SIZE CLUB THAT NEEDS BUILDING UP AND MAINTAINED BY GOOD RELIABLE AGGRESSIVE MANAGEMENT. JUNIOR GOLF AND CLUB REPAIR A SPECIALTY — NO JOB TOO HARD — HIGHEST REFERENCES — LOCATED ANYWHERE AVAILABLE IMMEDIATELY OR LATER DATE. SALARY OPEN. ADDRESS AD 128 C/O GOLFDOM

GOLF PRO — Club manager, greens knowledge in Midwestern local. Fine teacher, good character. Wife can help in shop or manage kitchen. Address Ad 101 C/O Golfdom.

Head Locker Attendant, presently handling 350 members, desires winter club or would consider year around club. Can travel. Experienced all phases of locker room work. Best references. Address Ad 102 C/O Golfdom.

CADDYMASTER SEEKS POSITION AT FINE CLUB. MANY YEARS EXPERIENCE WITH FINEST REFERENCES. ADDRESS AD 103 C/O GOLFDOM

Golf Professional — Age 47, married, no children, desires head pro job. 14 years teaching experience, 6 years as head pro at large country club. Will answer all inquiries. Best of references. Address Ad 104 C/O Golfdom.


Golf Pro-Manager and Wife team. 10 years experience efficient operation all private club departments — golf, golf course, clubhouse. Excellent golf instructor, merchandiser, food and beverage manager. Now at Midwest club; will relocate. Address Ad 108 C/O Golfdom.

CLUB MANAGER — age 48 — Hotel and Restaurant training — 16 years experience in restaurant management — 8 years in Country Club — excellent references if necessary, Available January 1st. Address Ad 109 C/O Golfdom.

Young man, twenty-one years old, thirteen years experience, with a two handicap the past four years, seeks immediate employment as a golf professional. Will relocate. Address Ad 110 C/O Golfdom.

Pro-Supt. Age 46, at Four Seasons Club, Pembine, Wis from 1941 through 1961, desires change for 1962 season. Address: Chuck Hermann, Pembine, Wis.

To the Board of Governors or Directors: Are you having personnel problems? PGA Pro Manager and wife fully experienced in all phases of Country Club Management — Greens — Pro Shop — Dining Room Cost Control, etc., desire a change. Satisfactory working relations with present club. Address Ad 111 C/O Golfdom.

Golf Professional — Age 28 — married — 10 years experience as assistant and pro. Fine instructor and player. Desire teaching assistant or club pro position. Address Ad 120 C/O Golfdom.

Assistant Pro — desires position as assistant — experienced — 22 years of age — single — highest references. Attended PGA school. Will locate anywhere. Address Ad 121 C/O Golfdom.

A-1 GREENKEEPER — AGE 42, WIDOWER. FIFTEEN YEARS EXPERIENCE IN ALL PHASES. DESIRE SMALL COURSE JOB IN WISCONSIN, MICHIGAN, MINNESOTA. SEASONAL ONLY. MODERATE SALARY AND HOUSING. ADDRESS AD 124 C/O GOLFDOM

Professional desires new location — Age 41 — Class A PGA — 23 years experience — excellent instructor and player — would consider good seasonal or average year round position — clean, neat, aggressive, clean habits, A1 credit, family man. Address Ad 125 C/O Golfdom.

JOBS OPEN

Pro or Pro-Greenkeeper wanted for new New York Metropolitan area country club. Send complete resume. Address Ad 111 c/o Golfdom

Wanted: An additional salesman to sell golf course equipment and supplies for established supply house in South-Central State. Give essential personal information, educational background, previous experience, reference. Address Ad 112 c/o Golfdom

SALESMEN WANTED — Several territories open for established manufacturers representatives for all or part of advertised line of golf shoes, putters, gloves, caddy carts, and quality accessories. FAIRWAY & FIELDS, Ltd., 1 Main St., Roslyn, New York.

Pro-Manager to supervise and direct golf play at a new golf course in California. Applicant should be well versed in all phases of golf operation with heavy emphasis on administration and golf course relations. Include in resume information on past experience in promoting new golf course operations. Address Ad 114 c/o Golfdom

WANTED GOLF CLUB MANAGER — FOR WELL EMBEESHED NORTHERN CALIFORNIA 18 HOLE PRIVATE GOLF AND COUNTRY CLUB. MUST HAVE EXPERIENCE IN GOLF CLUB MANAGEMENT, BAR, TERRITORY, SOCIAL AND CLUB ACTIVITIES. BOOKKEEPING BACKGROUND ESSENTIAL. APPLY IN WRITING STATING EXPERIENCE, REQUIREMENTS, QUALIFICATIONS, AND SALARY EXPECTED. ADDRESS — PRESIDENT — SANTA ROSA GOLF AND COUNTRY CLUB, 1059 SECOND ST., SANTA ROSA, CALIFORNIA.

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NEW SALES POLICY — FLORIDA MANUFACTURER OF GOLF HEAD WEAR now has openings in most states. TOP COMMISSION HIGH VOLUME line. Established reps only. Give full resume. All replies confidential. Address Ad 127 c/o Golfdom


SALESMEN WANTED — Several territories open for established manufacturers representatives for all or part of advertised line of golf shoes, putters, gloves, caddy carts, and quality accessories. FAIRWAY & FIELDS, Ltd., 1 Main St., Roslyn, New York.

RARE OPPORTUNITY — COMPLETELY MODERN GOLF RANGE with hole, large driving course. TRAMPOLINES DRIVE-IN RESTAURANT WITH ACRE WOODED PICNIC GROVE, ALSO 30 ACRES — IDEAL FOR LIGHTS. FURTHER EXCELLENT LOCATION, 35 acre plot, ESTABLISHED IN PROSPEROUS OHIO COMMUNITY. FULL DETAILS TO INTERESTED PRINCIPALS. ADDRESS AD 130 C/O GOLFDOM

For Lease — Midwest — Nearly new 9 hole course, grass greens, clubhouse, on U.S. highway. Couple can handle easily. Address Ad 117 c/o Golfdom

For Sale: 9 hole golf course in operation 4 years and 9 months, almost 35 acres, located in Mid-South, Year round play. Only course in county near city of 22,000 population. During peak season 250 rounds/day. Great family area for recreation. State Route 1, Gulf Breeze, Florida.

Two baseball pitching machines used only 3 weeks with 50 dozen rubber balls. Was $1,000 but will let go for $500. Address Ad 138 c/o Golfdom

SALESMAN WANTED — Several territories open for established manufacturers representatives for all or part of advertised line of golf shoes, putters, gloves, caddy carts, and quality accessories. FAIRWAY & FIELDS, Ltd., 1 Main St., Roslyn, New York.

For Sale: Beautiful 9 hole golf course. Marion blue grass tees, watered fairways, Seaside bent greens, driving range $125,000.00 clubhouse fully carpeted. Liquor license $100.00 per year. Includes land for additional 9 holes with water rights. Modern pro shop with golf buggy and storage facilities. Modern heated swimming pool. Total sale price $150,000.00. Ten years on balance at 6% with $50,000.00 down. Rocky Mountain Area. Address Ad 123 c/o Golfdom

FOR SALE: 15 CUSSMAN 1960 model 36-volt electric Golf Carts (used, scarse). Immediate delivery. $350.00. Contact Drake-Scruggs Equipment Co. 600 S. 31st Street, Springfield, Ill. Phone 528-2556

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For Sale — Nine hole year around golf course at edge of growing Southern California retirement city. Complete Golf Club and pro shop with 150 club members, owner's home. Address Ad 122 c/o Golfdom

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