

WM. KEATING-Greenkeeper, Clive, Ia.

dication that results of McGregor's introduction of Tommy Armour clubs this year as pro-only line is to be pushed strong.

TORO MFG. CO., MINNEAPOLIS, announces the appointment of Cape Motors, Ltd. of Cape Town, South Africa, and Oscar Taves & Co. of Rio de Janeiro, Brazil, as general distributors. For the Hawaiian Islands the company has appointed Theodore H. Davies & Co., Ltd. of Honolulu.

In addition to these places, Toro now has distributors in Japan, Philippine Islands, Venezuela, Chile, the West Indies, Argentina, Bermuda and Canada.

HORTON MFG. CO., BRISTOL, CONN., believes the Japanese are going in for golf in a big way, and our stars must look forward to some serious competition from Nipponese golfers in the near future. Following a survey of the Japanese market, recently completed by Irwin Vladimir, Maxon Inc. executive, advertising agents, the Connecticut firm has released an extensive advertising campaign to sell Bristol Golf Clubs throughout Japan.

HILD FLOOR MACHINE CO., 108 W. LAKE ST., CHICAGO, has carpet and upholstery washing outfit that is well suited for club interior work.

ACUSHNET PROCESS CO., NEW BEDFORD, MASS., has adopted a proonly policy on all golf balls bearing the Acushnet name. Previously the company had one line of balls for pros and another for general sale. The latter line is being discontinued.

A spokeman for Acushnet commenting on the new policy remarks: "Our decision to cast our lot entirely with the professionals has been made at a time when our store business was showing a steady and large increase, just as our pro business has been growing. It was becoming increasingly apparent, however, that store sales of the Acushnet line were based on the excellent public recognition of the brand that followed pro endorsement of Acushnet merit.

"Our primary objective and achievement was to make fine golf balls. After making a line of balls of high performance we found that our success involved us in unhealthy retail price-cutting situations through store distribution and in other affairs over which merchandising method control could not be exercised by us. Rather than attempt the expensive and continuous job of trying to protect our brands in stores with a ruinous policy, and rather than risk the loss of pro good will and cooperation which had established