

Jacobsen Buys Worthington Mower Company

★ RACINE, WIS.—Negotiations have been completed for the purchase of Worthington Mower Company, Stroudsburg, Penn., by Jacobsen Mfg. Co., Racine. This was announced by O. T. Jacobsen, President.

This acquisition gives the combined companies a total annual sales volume of over three million dollars, making Jacobsen Mfg. Co. and affiliated concerns the largest in the power mower industry. A third member of the group is the Johnston Lawn Mower Corp., Ottumwa, Ia., large producer of hand and light-weight power mowers, acquired by Jacobsen in 1940.

Established in 1914, the Worthington Mower Co. has specialized in a tractor-drawn gang-type mower for large mowing operations such as golf courses, air fields, etc. During the war, thousands of Worthington "Grass Blitzers" were purchased by the armed forces. Speed in mowing air fields was a prime urgency and the Grass Blitzer established outstanding records, attaining mowing speeds of over fifteen miles per hour.

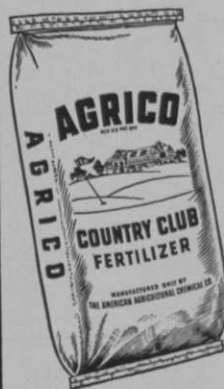
Present manufacturing and distributing operations will be continued at all three

plants. Jacobsen power mowers for golf courses, parks, cemeteries, industrial users and home owners, will continue to be manufactured in the Jacobsen plant in Racine and distributed through established Jacobsen sales channels. The Worthington line of mowers will continue to be produced at Stroudsburg. Mr. E. R. Sawtelle, Vice-President and Sales Manager of Worthington, will continue to direct sales of Worthington products. The Johnston hand and light-weight power mowers, produced at Ottumwa, will be distributed through established jobber outlets.

Overall sales policies will be coordinated and directed in Racine. Parts facilities for Jacobsen, Worthington, and Johnston units will be established in all principal cities, resulting in improved customer and dealer service.

"I feel that this move represents a distinct forward stride in the power lawn mower industry," said Mr. Jacobsen. "The coordination of engineering and production abilities should result in even finer and more efficient machines than we have produced in the past under individual managements. Dealers and owners of our machines will also benefit from a broadened policy of unified service facilities for all three divisions."

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