



JACOBSEN SALES REPRESENTATIVES GET NEW KAISER TRAVELERS

New fleet of Kaiser Travelers to augment present fleet of Willys Jeep Station Wagons, shown flanking the new Travelers, was issued to Jacobsen sales representatives at recent sales meeting. Large interior of Kaiser Traveler (see page 112) easily accommodates four Jacobsen mowers enabling representatives to make on-the-spot demonstrations and immediate deliveries.

HPRO-X for extra stiff action; HPRO-S, stiff action; HPRO-M, medium action; HPRO-F, flexible action; and HLPPO, ladies' action.

Each is mounted with a stainless steel band with the identifying action stamped thereon. John Heddon, pres. of the company, adds: "We feel that with these various shaft actions the club manufacturer is in a position to furnish a golf club for every type of player."

THE WORTHINGTON BALL CO., Elyria, O.—J. C. Brydon, V.P., says: "Our 1950 pro line of golf balls will feature our Supercharged Sweet Shot, Wonderball, Worthy and TNT grades that are sold exclusively to the golf professionals. We intend to feature our pro line of golf balls with a strong advertising campaign for 1950 supporting the pros and creating a consumer demand in the pro shop."

"We appreciate the increased business received from the golf professionals this year and we would like to see the golf professionals go after the remaining business available on golf balls for Christmas selling. We refer to personalized golf balls in dozen lots on our Supercharged Sweet Shot and Wonderball."

K. L. BURGETT CO., Peoria, Ill.—Pres. Ken Burgett advises: "We felt that our line this past year brought to the golfing trade the best line of golf gloves we have ever seen, and we will again next season offer the same numbers. We are adding to our line a new deluxe glove which will be offered in colored leathers with a knit-

ted nylon content back. This makes a very flashy and appealing item and a comfortable golf glove. This glove will combine style, comfort, and a reasonable amount of durability. The glove will retail around \$2.75 to \$3.00 each and is already being accorded a very fine acceptance."

HOWARD SCOGGINS GOLF CO., Dunedin, Fla.—Scoggins' 1950 pro shop lines of golf equipment and sportswear will be shown in attractive new Scoggins showrooms at Douglas and Main, Dunedin, where five of the company's nine pro golf salesmen will be on the job to care for pros visiting Florida this winter. The company is making this showroom in its new building a demonstration and test place for pro shop merchandising ideas as well as a display of its line. Howard says in talking to club members this year he found they are aware that the pro shop is coming into its own as a retailing outlet that has best value golf goods at prices that compete with downtown stores. Golfers have told him that for the first time this year they noticed that pro shops are selling highest quality sportswear at competitive prices. Scoggins remarks that the number of comments from women golfers is a particularly significant endorsement of progress in pro selection, display and selling as the women are expert shoppers and their pro O.K. will carry a lot of weight with men.

BURKE GOLF, INC., Newark, O.—Burke has extended its line of clubs for