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NEWS from the MANUFACTURERS

SLIM JIM, NEW BALANCED BAG

Balanced Golf Bag, Inc., North & Noble Sts., Chicago, are in production on a new model light weight golf bag known as Slim Jim. Like its standard model team mate, the Slim Jim is made of strong duck and has the distinctive hickory stick balance feature, but differs in that it has individual compartments for nine clubs. The standard model Balanced Golf Bag, over a half million of which have been sold, is now made in the popular oval shape. Literature and prices from the company.

NEW PLANT FOR MAT COMPANY

What is said to be America's most modern floor mat assembly plant has just been completed at Whitehouse, Ohio, by the addition of 10,000 sq. ft. of floor space to be used by Toledo Rubber Products Corp. for making Ezy-Rug colored rubber link floor mats and plastic link floor mats. These products will be sold exclusively by American Mat Corp., Toledo, according to D. W. Moor, Jr., V.P., Toledo Rubber Products Corp. and pres. of American Mat Corp.

SPALDING PROMOTES JACK SPEHN

Jack Spehn, several years inside salesman in the Pro Golf Department of A. G. Spalding & Bros., has been recently trans-

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ferred to Pro Golf Sales and will cover southern Illinois, Iowa, Kansas and Missouri. A native born Chicagoan, Jack had the distinction of being captain of both the high school football and basketball teams. Following high school he went to the Univ. of Detroit where he played basketball and football. After serving in the Philippines with the U. S. Army Signal Corps, he played professional basketball in the Professional Basketball League, Waterloo, Iowa, before joining A. G. Spalding & Bros.

LITTLE CADDIE, FASHIONABLE ITEM FOR PRO SHOP SALE

Janalan Craftsman, 7618 Eastlake Terrace, Chicago 26, Ill., presents a new quality item designed for the woman golfer of discriminating taste. Little Caddie, a handy compartmented bag, is



made of genuine pigskin with fully adjustable matching belt. Outside compartment holds tees and scorecard. Inside for things a golfing lady needs. Fits snugly to the waistline, slides easily out of the way and back again when needed. Attractively and individually boxed. Popular as a prize item. Write Janalan Craftsman for pro discount information.

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"BAG PIPE", NEW COMPARTMENT BAG

Hughes Consolidated, Inc., 1270 Broadway, New York City, have introduced a new compartment type golf bag in their 1951 line known as the "Bag Pipe." The 14-club bag holds 4 woods and has individual sleeves for 10 irons. Available in canvas, DuPont nylon, Tackle-Twill and leather, the "Bag Pipe" features a newly developed wrap-around cover that protects the outside sleeves and adds to appearance and life of the bag. Among other features are a rainproof hood, large shoe and sweater pocket, selector ball pocket, and padded sling. "Bag Pipe" is the latest addition to the

Hughes line of golf bags which features full length sleeves for irons and woods in its well known "Pipe Organ" bags. The 1951 "Pipe Organ" models are either in



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nylon or leather in a range of prices that offer pro customers a selection to meet their purses. Complete information on both these bags from Hughes or their pro distributors.

NELSON ON NATIONAL TV NETWORK

Byron Nelson, member of the MacGregor Golf Co. Advisory Staff, starts a series of six golf clinics on Ed Sullivan's TV Show "Toast of the Town" on March 4, the first time in history that a golf lesson has been given on a national TV network. The retired "Lord Byron" recently made headlines by coming off his Texas ranch to win the annual Bing Crosby Tournament in California.

FREE BOOKLET ON AERIFICATION

Theme of the discussion of the Philadelphia Assn. of G.C. Supts. at their 1951 meeting last December was — Aerification and Efficient Turf Maintenance. A summary of the informative discussion, led by Charles Hallowell, has been prepared in booklet form. A free copy may be had by writing: West Point-Lawn Products, West Point, Penna.

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TWO NEW JACKETS BY WHITEWATER

Whitewater Raincoat Co., Whitewater, Wisc., is featuring as a leader in its 1951 pro line of golf apparel the Jerry Glynn Golf Jacket. This year's models follow the same design as the original Jerry Glynn jackets of wide popularity several years ago. Made of fine combed Pima



yarn mercerized, in single ply as well as two tone reversible, with English button style neck. Another new Whitewater item exclusively for pro shop retailing is their popular priced "World Pattern" golf jack-

et, a lightweight, durable plastic fabric on which is printed a map of the world. The jacket, in one plain color for men, has an attractive color assortment of four colors for ladies and is available in small to x-large sizes. Details of both jackets from Whitewater.

MOORE NEW LITHOX PRESIDENT

The Lithox Corporation of Wapakoneta, Ohio, whose many underfoot surface products include Country Club floor tile, household mats and stair treads, has just announced the election of D. W. Moor, Jr. as president. Moor is also pres. of American Mat Corp. and D. W. Moor Company, Toledo, and v.p. of Toledo Rubber Products Corp. Other Lithox officers elected were T. K. Zuber, v.p.; Clyde N. Latridge, secy.; H. E. Sheets, treas.

BALL-WHITE, NEW BALL CLEANER

Lew Waldron, many years a golf pro active in the promotion of golf and new pres. of Columbia Chemical Co., 154 E. Erie St., Chicago, announces the development of a new golf ball cleaner for use in all types of ball washers. Ball-White, newest of Columbia's many sanitation products, comes in paste form in 10 lb. containers. It contains no abrasive chemicals to harm

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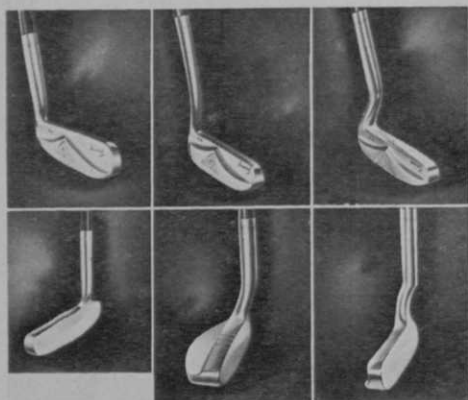
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skin or ball paint, cleans quickly while renewing lustre of cover paint. Tests have proved Ball-White also excellent for cleaning white wall tires. Soon available thru golf supply houses.

MacGREGOR'S 1951 PUTTERS



New in MacGregor's 1951 line of putters are the six new models shown. Top row, left to right; M2, M3, M4—note that each carries the unique "MT" design. Bottom row, left to right: the Louise Suggs,

Toney Penna and Krook models. Each one of these new putters is suited for particular styles of putting strokes.

ROSEMAN MOWER STRENGTHENING NATIONAL SALES ORGANIZATION



Joseph A. Roseman, Jr., v-p in charge of sales for the Roseman Mower Corp. of Evanston, Ill., gang mowing equipment makers, announces that his firm will soon inaugurate a more aggressive dealer program. Certain territories not now properly represented, offer opportunities that merit attention. Inquiries are welcomed from established concerns in the lawn equipment business interested in adding quality gang mowing equipment to their present lines. Inquiries will be held in strict confidence and should be addressed to Roseman Mower Corp., Evanston, Ill., personal attention: Joseph A. Roseman, Jr., Vice-pres. and state firm's qualifications, present lines handled and territory desired.

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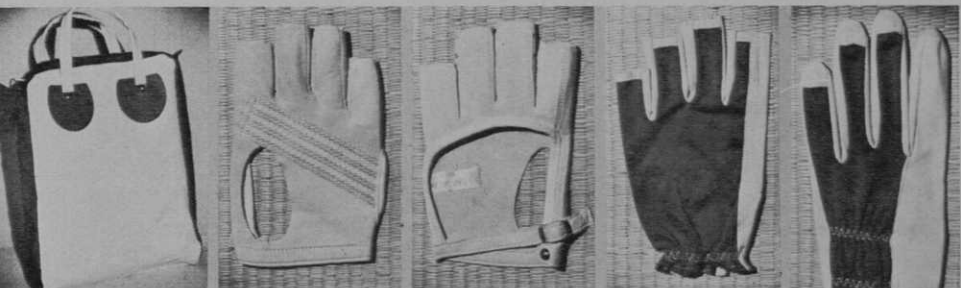
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NEW PARGLOV LINE FOR 1951 READY FOR PRO SHOPS

In the new Parglov line, service and smart styling are combined to lure more glove customers into pro shops in 1951. Illustrated, left to right: attractive new shag bag; G3W Parglov—short finger, with gripper in capeskin palm, chamois back, adjustable snap fastener; A2 Par-

glov—same as G3W but without gripper palm; A3 Parglov—short finger, capeskin palm, colored nylon back, elastic wrist; B3 Par-D-Lux—same as A3 but full fingered with eggshell colored capeskin palm. Details of line including counter display boxes from The K. L. Burgett Co., Peoria, Ill.

LANTZ SICKLE GRINDER

This new Lantz Grinder is new in design, in that the grinding stone is mounted on a swinging arm which can be moved

point angles—from standard mower bars to garden tractors. It is available with or without an electric motor, or it can be equipped with your own 3/4 horsepower engine. No bench space is required in a shop, for the entire outfit can be mounted on the wall. A spring loaded table keeps the sickle bar close to the stone, while the sickle bar itself is moved right or left. Information from Lantz Manufacturing Company, Inc., Valparaiso, Indiana.



back and forth, toward the sickle bar, grinding coming and going.

The unit handles sickle bars from 1 to 7 feet in length, with extension arms to support bars of greater length. Two stones are available to grind sickles of varying

KROYDON ELECTS OFFICIALS

Camille L. Gairoard was re-elected president of The Kroydon Company, Maplewood, N. J. at the company's recent annual meeting held last month. Other officers and directors include Miss Marie Louise Gairoard, vice-president, Clifford W. Reeve, secretary-treasurer, William H. Hall, asst. treasurer, Frank E. Mitchell and Henry J. Anderson, directors.

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(Continued on next page)

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