



WORTHINGTON MOWER SALESMEN PLAN '53 PROGRAM

Worthington Mower Co., had 62 representatives of 32 Worthington dealers in a 3-day session at Pocono Manor hotel, near the factory at Stroudsburg, Pa., mapping out the 1953 sales campaign on the company's large-area mowers and tractors. Demonstrations of new models were conducted at Mount Pocono GC. The Worthington salesmen assembled for this photo at Pocono Manor GC with a Worthington model G tractor and 5-gang mower unit in the foreground.

and in the fall of 1917 entered the United States Army.

Pete was with the Fisk Company until 1930 and joined Spalding in early 1931. He was on the pro golf sales staff until he recently retired and has now opened a golf fairway in the Los Angeles area.

LUMEX ANNOUNCES NEW RENTAL CART



Lumex, 112 101st Ave., Richmond Hill 19, N. Y., makers of 3-in-1 seat-equipped folding carts are in production with a new, sturdy, steel frame golf cart designed specifically for rental service. Weighing 14 lbs., the rental cart features 12 in. disc wheels with ball bearings, semi-pneumatic

tires, wide u-shaped axle, long handle, and two durable supporting straps. Designed to nest for easy storage with wheel assembly folding for indoor storage. Details from Lumex.

SWIFT HAS NEW WATER SOLUBLE "INSTANT VIGORO"

A new, high analysis, water soluble plant food, "Instant Vigoro," is announced by Swift & Co., Plant Food Division. With 54 years experience in the manufacture of farm plant foods and Vigoro, Swift & Co. has designed new "Instant Vigoro" as a companion product to Vigoro for use by golf courses and others.

"Instant Vigoro" was developed by Swift's research organization for either soil or foliage application. It will be packaged in 8 oz., one lb. and 3 lb. cans and 25 lb. bags. This new product, like regular Vigoro, is a complete plant food.

US RUBBER MAKING NEW SPORTS WEAR MATERIAL

United States Rubber Co. is introducing thin, strong waterproof fabric film in two nylon constructions, George Callum, sales mgr. of coated fabrics, has announced. The new cast vinyl coated material, called nylon Fiberfilm, will be made in fine knit tricot, and knitted mesh nylon constructions. It is soft, light in weight, reversible, and highly resistant to tearing, abrasion, splitting and cracking. It can be washed or laundered with soap and water and ironed with a low temperature iron.

Applications foreseen for nylon Fiberfilm include rainwear, umbrellas, golf jackets and other sports clothing.