

Combine Jacobsen, Worthington Sales Organizations

Consolidation of sales of the Worthington Mower Co., a subsidiary of Jacobsen Manufacturing Co., Racine, Wis., under the direction of Charles A. Livesey, Jacobsen vp, sales, has been announced by Pres. Einar A. Jacobsen. Worthington, the country's oldest producer of large acreage grass mowing equipment, was purchased by Jacobsen in 1945. Manufacture of Worthington products will continue in Stroudsburg, Pa., under the supervision of H. G. Sanborn, Jr., general mgr.

With the combining of Jacobsen and Worthington sales, Livesey announced a reorganization of the Jacobsen sales dept. and creation of new divisions for consumer and commercial products. Orville R. Lawson, former Eastern div. sales mgr. has been named general sales mgr. of the company. John W. Reihman, salesman in Southeastern N. Y., has been appointed field sales mgr. Frank C. Ranney has been named to the newly-created position of consumer products mgr. Prior to his pro-



Reihman



E. A. Jacobsen



Lawson

motion, Ranney was Western div. sales mgr. Previously in charge of sales promotion, Roger J. Thomas has been appointed to the new post of commercial products mgr.



Ranney



Thomas

Exhibitors at Clearwater

Exhibitors at the annual PGA meeting in Clearwater, Fla. in Dec., included Wilson Sporting Goods Co., The MacGregor Co., Bowen, Inc., E-Z-Go Golf Car Co., Munsingwear, Golcraft, Inc., Acushnet Process Sales Co., First Flight Co., Spalding and U. S. Rubber Co. Bowen, Inc., maker of Wm. Joyce shoes, Munsingwear and E-Z-Go sponsored the most elaborate show of the conference, a cocktail party at which Joyce shoes and Munsingwear apparel were modelled and E-Z-Go cars were on display.

BUYER'S SERVICE • P. 103

WASHINGTON

COHANSEY (C7)

CONGRESSIONAL (C19)

ARLINGTON (C1)

TORONTO

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Make Your Work Worthwhile

Regardless of the strain you prefer, you'll find Godwin stolons true to name, weed-free and vigorous.

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BIRD VALVES & SPRINKLERS

WHOLESALE

Send for Catalog

RETAIL

LARCHMONT ENGINEERING

LEXINGTON, MASS.

22 YEARS IN THE IRRIGATION BUSINESS



Soft, smooth-skinned Terra-Tires, manufactured by Goodyear, provide insurance against damage to fairways by golf cars. Because of high flotation and low ground-bearing pressure of Terra-Tires, cars, it is said, can be driven through sand traps (not a recommended practice) without digging into the sand. The tires will not sink into the turf or leave ruts even when fairways are rain-drenched.

Flexibility is Feature of Uscolite

Uscolite plastic pipe, made by U. S. Rubber Co., is noted for its flexibility, according to the manufacturer. Light in weight, it is said to be easier and quicker to install with less manpower than many types of pipe and because of its flexibility, it can be curved without fittings. Uscolite has high impact resistance and is said to be ab-

solutely impervious to corrosion by soil or water. Complete information about its use for courses can be obtained by writing to Dept. USCO, U.S. Rubber Co., Rockefeller Center, New York 20.

Two West Point Appointments

Appointment of Horace C. Shuman as vp and general mgr., and William J. Leighton as sales mgr., has been announced by Tom



Leighton



Shuman

Mascaro, pres. of West Point (Pa.) Products Corp. Shuman came to West Point last year from Conoflow Corp., and Leighton formerly was a territory mgr. for F. J. Stokes Co. of Philadelphia.

BUYER'S SERVICE • P. 103

Schram Succeeds Carlson as Comptometer President

J. A. (Jack) Schram, head of the Burke Golf div. of the Comptometer Corp., Chicago, has been elected pres. of the parent firm, succeeding A. E. Carlson, who resigned the latter position because of poor health. Comptometer acquired Burke last year. Schram attended University of Illinois, served four years in the Air Force and is an officer and director of several companies including PGA Distributors. He says that Comptometer will continue its acquisition and diversification program which was begun in 1958. Carlson will remain as a Comptometer director.



Schram

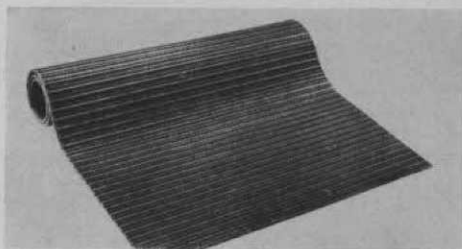
Spalding Makes Change to New Catalog Format

For easier reference and visibility, A. G. Spalding & Bros. has gone to an 8½ by 11 inch size for its golf professional catalogs. The new catalogs are handier for filing. Cover is four-colored and features the famed Spalding bird atop the Dot. Among the many features are greater detail

on the construction of the clubs; emphasis on the new Distance Dots to which an entire page is devoted; a golf bag section in full color; a page on the Spalding Tee-Slax and Walking Shorts; and pictures and biographies of consultants.

New Nyracord Compound Strengthens AMC's Floor Matting

Ameritred, American Mat Corp's new floor matting, is made of the newly developed Nyracord compound which is said to offer unequaled



resistance to wear, scoring, denting and puncturing. It also helps reduce noise, is slip resistant when wet or dry and is easy to clean. It comes in various colors, rolls 35-in. wide, 3/16 in. thick and 40 ft. long. Descriptive literature can be obtained from American Mat, 1802 Adams st., Toledo 2, O.

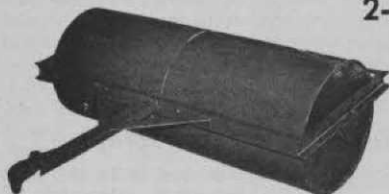
3-SECTION ROLLER

An 80 inch roller with full oscillation for all sections. Water ballast 12-gauge welded steel rollers with rounded edges. Sand and dirt resistant alemite equipped hardwood bearings. Filled weight 600 lbs. per section. Frame of heavy welded steel construction complete with ball type hitch and mud scrapers. Painted rust resistant dark green.

Shipping weight, 480 lbs.



2-SECTION ROLLER



A compact easily stored five foot water ballast roller of simple rugged construction. Welded and tested 12 gauge steel rolls with rounded edges. Grease fitting equipped, replaceable hardwood bearings. Welded steel frame complete with ball type hitch and mud scrapers. Filled weight 1200 lbs. Painted rust resistant green. Shipping weight 325 lbs.

Also, we have five-section rollers

For fast, clean-plug aerifying — THE NIGHT CRAWLER — now available — plugging ½" holes spaced 2 inches by 3 inches apart.

Write for nearest dealer's name or write us direct

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B-SPEE-D

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KEEP YOUR GREENS GREENER AND CLEANER.

- 1—Will apply all liquid insecticides & fungicides.
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Time required 5 to 10 minutes for each green.

Write to — B-SPEE-D MFG. CO.

P.O. BOX 4634, PORTLAND 2, ORE.

Price
\$34.95
F.O.B.
Factory



Gibbs Named Sales Manager of Dunlop Sports Division

Appointment of Paul Gibbs as sales mgr. of the sporting goods div. of Dunlop Tire & Rubber Corp., Buffalo, N. Y., was made in November.



Gibbs

For five years prior to his promotion, Gibbs had been asst. to the late Vincent Richards, vp of the sporting goods div. At the same time he also served as Eastern regional mgr. Since joining Dunlop 23 years ago, Gibbs has been very close to both the golf and tennis business. At one time he served as

tour manager for Vinnie Richards, Bill Tilden, Fred Perry and other noted tennis pros. His office is at Dunlop's New York headquarters.

West Point to Introduce Battery Operated Greensmower

One of the new products to be introduced at the GCSA Houston show will be the battery operated Lectro Greensmower (Model WP-3) that has been developed by West Point (Pa.) Products Corp. It runs from a 12-volt industrial storage battery made by Auto-Lite that is rechargeable from 500 to 800 times. Of aluminum construction, it has roller chain drive, dual wheel powered transport and is equipped with a 12 blade reel, 20 ins. wide that will drop out for easy maintenance. The mower runs up to 4 mph and weighs 132 lbs. 60- 70 and 90-amp batteries, weighing from 49 to 66 lbs, are available. Tom Mascaro says the Lectro has been thoroughly tested and will be ready for spring delivery. These advantages are claimed for the mower: No vibration and thus no compaction; simple on and off switch; constant, even power and 50 per cent reduction in noise.

BUYER'S SERVICE • P. 103

Johnston & Murphy Describes Shoe Merchandising Setup

Johnston & Murphy, 511 Main st., Nashville 1, Tenn., in business since 1850, has long been a fashion leader in men's shoes. It has



Johnston & Murphy display rack and sign.

adapted its golf line, the Airflator, to a combination of the best of the old and best of the new, which includes a wrap-cushion insole construction. To help pros who can't carry a large shoe inventory, the company stocks Airflator styles in depth so that they can be shipped within 24 hours. J & M also has a package deal for pros that makes it easy to stock its line and there also is available a display rack and display table. Details covering inventory, ordering and display units can be obtained by writing J & M.

B-Spee-D Firm Markets Light, All Purpose Sprayer

B-Spee-D Mfg. Co., PO Box 4634, Portland 2, Ore., makes the following claims for its sprayer and liquid fertilizer applicator: (1) Can be used to apply all liquid insecticides and fungicides; (2) will apply all liquid fertilizers and wettable and granular powders; (3) will wash all grass cuttings, leaves, etc., from greens. The sprayer weighs only 14 lbs. and there is no tank to be carried with it. The applicator can be raised or lowered so that it is no trick to spray the turf as well as flowers and shrubs.

AMERICA'S FINEST GOLF PRACTICE NET

made with United States Rubber Company's shock absorbent ENSOLITE

—a tough expanded cellular plastic pad sewed to heavy duck and designed to withstand the terrific impact of high velocity drives. Prevents ball rebound.

- Easy to set up — INSIDE OR OUTSIDE • Back drop 8' wide 9' high • Ensolite pad 4' x 6' • Side nets 8' x 9'\$98.00 F.O.B. Factory
- 8' x 9' back drop and Ensolite Pad.

Please enclose check, money order or purchase order.

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1422½ Mishawaka Ave. South Bend, Indiana



Leading Country Clubs
Use South Bend Golf Practice Nets

Dawson Returns to Spalding

George Dawson has returned to A. G. Spalding & Bros., as dir. of public relations. He had



Dawson and Spalding pres., E. L. Parker

been with the firm from 1936 to 1957. After serving as Chicago dist. mgr. for several years, Dawson transferred to New York in 1951 as asst. to the pres. A year later he was made national sales mgr. and shortly after this vp and a member of the board of the parent company. In his new position, Dawson will act as liaison man between Spalding and golf pros.

Motor Appliance Develops New Relay Tester

A new TVR Relay Tester for automatic battery chargers has been developed by Motor Appliance Corp., 5737 W. Park ave., St. Louis, 10. Called the B-316, it is designed to simplify the adjusting of TVR relays. In Motor Appliance chargers, when the gassing point of a battery under charge is reached (at about 85 per cent of full charge), the TVR relay automatically reduces the charging current to about five per cent of the amp hour rating. The B-316 is designed to make the relay setting as simple as a clock setting.



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International Danuser all-purpose blade can be angled to left or right to furrow excess material to one side. All adjustments for angle, pitch, tilt and depth of cut are made by single-handle control from tractor seat.

**Larson Designs Broad-Caster
to Reduce Mechanical Failures**

A minimum of moving parts to reduce mechanical failure is claimed for the Broad-Caster, made by Larson Machine Co., Princeton, Ill. A specially designed feed opening slide connection eliminates the need for disconnecting control parts

when removing units. An exclusive "Jabitator" agitator maintains a constant flow without causing violent material churning. There are no chutes or tubes to clog. The new Broad-Caster has 15 cu. ft. displacement.

Shag Net Takes Full Shot

Shag Net, which is 6½ ft. wide and 6½ ft. high, will take full shots off any club. Top quality canvas is framed with 16 gauge steel tubing



and shock absorbing curtain hangs four ins. from the back panel. Shag Net is light in weight and easily disassembled. Profitable distributorships for professionals are available through Midwest Golf Supply, 300 Fleming Bldg., Des Moines, Ia.

NOW AN UNBREAKABLE TEE MARKER

DURABLE CAST STEEL

DIA. 8 in. • HGT. 3½ in. • WT. 5½ LBS.

PRICE \$3 each \$5.95 pair

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Shipping charges prepaid for 18 prs. or more

"TIGER" TEE MARKERS are unconditionally guaranteed against breakage.

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WITH SPIKE-RESISTANT PNEU-MAT RUNNERS

Protect your floors from spike holes with rugged Pneu-Mat Runners. Absolutely spike-resistant, they provide a comfortable walking surface—improve the appearance of your club house.

Woven of rubber-impregnated fabric, Pneu-Mat Runners are tougher than rubber runners. Reversible for double wear.

Money Back Trial Offer: Order a trial section. Test it on an area which gets especially hard wear. Money back if not satisfied.

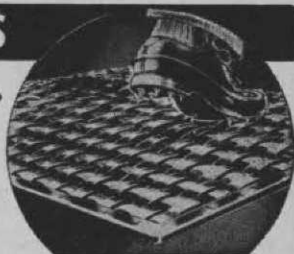
STANDARD WIDTHS

20" - 24" - 30"
36" - 42" - 48"

Trial Section

24" x 60"
\$12.50 postpaid

Write today for illustrated folder



SUPERIOR RUBBER MFG. CO., INC. • 145 Woodland Ave., Westwood, N. J.

Asthalter Gets New MacGregor Marketing Position

Jack H. Asthalter has been appointed to the newly created position of vp, marketing by the MacGregor Co. Asthalter served with Wallace Silver-smiths and W. A. Sheaffer Pen Co. in a marketing and merchandising capacity. He is a graduate of the University of Iowa and went with Sheaffer after leaving school in 1936. He remained with this firm until 1952, working up to Eastern general mgr. At Wallace he was a vp. In his new position, Asthalter will coordinate activities of the pro golf and athletic equipment sales depts., merchandising, ad and marketing services.



and are being forced to subsist on shrubs and garden products. TAT-GO, sprayed on the plants, keeps the deer traveling.

Aero-Thatch, Inc., Lists Dealer Appointments

A basic dealer organization in key areas of the U.S. has been established by Aero-Thatch, Inc., according to Robert Wiley, general sales mgr. Each dealer is equipped and qualified to explain features of Aero-Thatch equipment and demonstrate the CHIA method of turf renovation and maintenance.

Dealers are: Cale's Lawn & Golf Supply Co., Jacksonville, Fla.; Crenshaw-McMichael Seed Co., Tampa; George A. Davis, Inc., Chicago; Fertl-Soil Co., Rahway, N.J.; Golf & Garden Equipment Co., Elm Grove, Wisc.; Graubau's, Inc., Rockville Centre, L.I.; Laffkins Lawn & Golf Supply Co., White Plains, N.Y.; The Magovern Co., Inc., Springfield, Mass. with branches in Wetherfield and Stratford, Conn. and Pittsfield, Mass.; Kenney Machinery Corp., Indianapolis, Ind.; Sawtelle Bros., Denver, Mass.; Sessions Lawnmower Sales & Service, San Diego, Calif.; Ed Short Co., Seattle; Toro & Turf Supply Co., Atlanta; and Turf & Garden Suppliers, Norfolk, Va. Aero-Thatch is represented throughout Canada by Duke Lawn Equipment, Ltd., Burlington, Ont.

Linck's TAT-GO OK'd by U.S.D.A.

TAT-GO, made by O. E. Linck Co., Inc., Clifton, N. J., has been approved for marketing by the U.S.D.A. It is an animal repellent that protects crops up to 10 mos. It specifically repels deer and rabbits. Linck points out that deer, for example, have been driven from their feeding grounds by the onrush of civilization



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The HENRY GOLF BALL WASHER

Used On Leading Golf Courses Throughout The World

You get more ball washer for the money with The Henry. It costs less initially. Course Supts. will find it requires minimum upkeep. Golfers throughout the world have found that The Henry, with its rubber squeegee and gasket, cleans their balls faster and more efficiently.

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K & M Dedicates Head Office and Research Center

Keasbey & Mattison Co., Ambler, Pa., dedicated its new office headquarters and research



center, both located in Ambler, last fall. The buildings were designed by G. M. Ewing Co., Philadelphia. The office building contains 20,000 sq. ft., is completely air conditioned and houses the executive, financial, purchasing and statistical depts. The research center is said to be one of the most modern in the industry. It has 11,000 sq. ft. devoted to asbestos, asphalt and heating insulating product research and development. Special rooms here are equipped to simulate various climatic and weather conditions and there are several labs for individual product research.

Manufacturer's Specialty Awards

Diamond rings given by Manufacturer's Specialty Co., Inc., 2736 Sidney st., St. Louis 4, in connection with the sales of Pro-Grip Non Slip and Pro-Grip Wax have been awarded to the following pros: Billy Wilson, Bob Jones GC, Atlanta; Bill Martin, Forest Hills, Cornelius,

R. A. DUMAS COMPANY, INC.

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Midland, Myers & Marlow Pumps

Aqua-Dial Automatic Systems

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Ore.; Martin Colombo, Pelham Split Rock, Bronx, N. Y.; Frank Stiedle, Sunset, Biloxi; Al Michael, Webb Memorial, Baton Rouge; Bob Fiori, Woodlawn, APO 12, N. Y.; L. D. Barnes, Cedar Hill, Victoria, B. C.; Pete Doll, Iroquois, Louisville; Tom Keane, Hanover (N. H.) CC; Chuck Smith, Jackson (Mich.) CC; Lafayette Franks, Glen Lakes, Dallas; A. E. Heidorn, Hillside (Ill.) GC; George Lake, Recreation Park GC, Long Beach, Calif.; Russ Baeli, Breathnach, Cuyahoga Falls, O.; Walt Phillips, Butler GC, Elizabeth, Pa.; Herb Thienell, Lake Worth (Fla.) GC; Ed Sochacki, Oahu CC, Honolulu; Ken Kuhn, Columbine CC, Littleton, Colo.

Skibbe Applicator Has Numerous Uses

The Skibbe Applicator, which has been manufactured by Skibbe Mfg. Co., Sodus, Mich., for 15 years, is built to broadcast seed, fertilizer, insecticides, herbicides and fungicides. Up to 3,000 lbs can be handled on the trailer and the applicator's hopper has actual capacity of 560



lbs. Bed and hopper are made of marine type plywood for corrosion- and weather-proof service. Adjustable, stainless steel feed spouts control spread pattern. Two different materials can be broadcast at the same time and spread can be adjusted to cover range of from 2 to 40 ft. Full details can be obtained from the manufacturer.

Fairway Brush Does Two-Way Cleaning Job

Fairway Brush & Mfg. Co., 38368 S. Beachview dr., Willoughby, O., markets a two-way

brush that it recommends for cleaning woods and irons. Called the Fairway Brush, it combines a durable Tynex Nylon brush with a plastic scraper which can be easily attached to a bag. Pros are invited to investigate the Fairway Brush card display plan on which they can realize a profit of more than 40 per cent.

New Gas Driven Utility Car for Superintendents

Terra-Car Corp., 2207 Big Bend blvd., St. Louis 17, is marketing the Utilicar, a gas driven vehicle which has been designed for supts. Featuring the Goodyear Terra-Tire, the Utilicar



is said to be capable of being driven over ground too soft to walk on without doing damage. The tire (16 x 15 x 6 ins.) spreads weight over a large area and helps give the Utilicar exceptional traction. The car is powered by a 7 hp engine and travels 2 to 9 mph. It has rear wheel steering, weighs 800 lbs. and has hydraulic brakes with hillholder.

Etonic Names O'Brien Sales Manager

Appointment of Richard D. O'Brien as sales mgr. for Etonic golf shoes for men and women has been announced by Robert A. Eaton, vp, Charles A. Eaton Co., Brockton, Mass. O'Brien, formerly divisional sales mgr. for Dunlop Tire & Rubber Co., and sales mgr. for Bowling Machine, Inc., will head the Etonic sales force covering the U. S.



New PGA Line Launched

The new PGA line of golf equipment and wearing apparel was launched in October in Newark, O. Merchandise in the line was approved by the PGA emblem specification committee. Distribution is being made by National PGA Distributors, a wholly owned subsidiary of Comptometer Corp., Chicago. W. D. Schaffner is pres. of the Distributors organization which has a sales office at 38 S. Dearborn St., Chicago, in addition to the main office in Newark.

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 NEW YORK, N. Y.

Cushman Improves '60 Electric Golfer

Improvements in the 1960 Cushman Electric Golfer include a new foam cushion seat, new



Cary Middlecoff endorses Cushman.

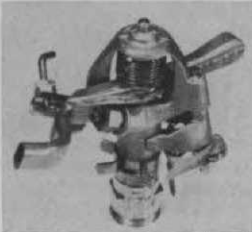
motor mount, new steering dampener for greater stability and enclosed foot control (speed) switch. These refinements plus the old, reliable features in Cushman cars have prompted Cary Middlecoff (in photo) to select the Electric Golfer for rental operations at Diplomat CC, Hollywood Beach, Fla. The car is said to give 36 or more holes per charge and a 22 amp charger is included with the car as standard equipment. A 30 amp charger is optional.

Precision Jet Sprinkler

RainBird PJ (Precision Jet), a new sprinkler head has been developed by National Rain Bird Sales & Engineering

Co. The exclusive curved arm design accurately controls the water pattern and provides uniform coverage without puddling. The Precision Jet is available in three models: part circle (25PJ); full or part

circle (25 PJ-FP); and part circle with the "Do-All" nozzle baffle for distance control (25 PJ-DA). Details can be obtained from Rainly Sprinkler Sales, 609 W. Lake, Peoria, Ill., or National RBS & E, PO Box 547, Azusa, Calif.



Victor Appoints Coons to Service Manager Post

Appointment of Clarence H. Coons to the position of service mgr. of Victor Electric-Car Rentals, Inc., has been recently made. He comes to the national golf-car rental firm from a similar position with Import Motors, Chicago. Coons has had training at four Air Force automotive maintenance service schools and three civilian schools. His new position with Electric-Car Rentals will

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Golf Course Architect

35 White Street
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MADDOX CONSTRUCTION COMPANY

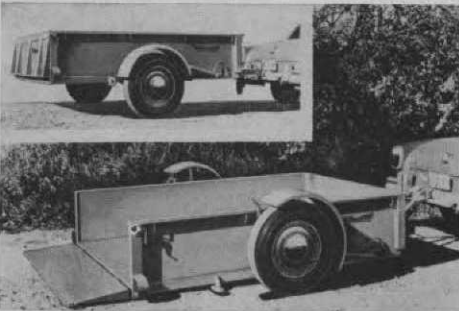
Phones: EXport 7-6600
Hickory 2-2411

Rankin, Illinois
Danville, Illinois

include supervision of maintenance for the nationwide Victor Electri cars operated on a fleet rental basis by the wholly-owned subsidiary of the Electri-Car Div. of Victor Adding Machine Co.

Magline Introduces Self-Lowering Trailer

Trailevator, a self lowering, self elevating hydraulic trailer for general utility hauling, has

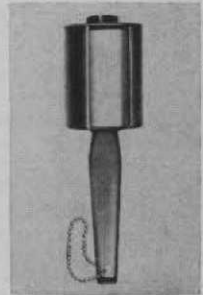


been introduced by Magline Inc., 1900 Mercer st., Pinconning, Mich. The new trailer permits one-man handling of bulky material or equipment since the bed can be lowered to the ground and then lifted and locked in hauling position. The tailgate can be used as a ramp.

Trailevator is available in $\frac{1}{2}$ or 1-ton models with rated load capacities of 1,000 and 2,000 lbs. Both units have hitch assemblies that make uncoupling unnecessary when the trailer is lowered or elevated.

Perma Lint Remover

A lint remover with 3-in. roll of special white hi-tac tape is being distributed by Gordon Diversified Dist. Co., 6915 Michigan ave., Detroit 10 (Dept. B-59-1.) Perma Lint Remover has a smooth rolling action with snap-on pry-off knob and serrated cutting edge. The latter two features make removal of old tape and replacement of new an easy job. The tape is about 12 ft. long. The Perma Lint Remover comes in six colors. Gordon has a fund raising program for organizations, details of which are available from the company.



Atlantic Products Sales Corp., Trenton 5, N. J., is now marketing a matching golf bag-club bag combination set. It is made in Singapore Red, Taboe Blue and British Tan. Details can be obtained from the manufacturer.

Wm. F. Mitchell Golf Course Architect

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and

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Kilties Available with Etonic

Genuine white buck is set off with Cordstone saddle and top binding in the new Etonic Staff Model golf shoe. It has heel to toe cushion inner-sole and glove leather lining. Matching kilties are available. Etonic, made by Charles A. Eaton Co., Brockton, Mass., is available only in pro shops.



Pedersen Improves Clubs

Pedersen Sales Co., Wilton, Conn., says that an improved plate design gives better protection for the soles of its wood heads. The laminated woods are built to resist splitting and cracking. No extra charge is made by Pedersen for building woods as well as irons to specifications. Irons made by the company have thicker soles for correct weight distribution. Each club in a set of irons is said to be triple checked for loft, lie and identical feel.

BUYERS' SERVICE • P 103

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Trade BRIEFS

Kathy Cornelius, who won the Women's Open in 1956 and one of the leading players on the LPGA tour, has been added to the advisory staff of Kroydon Corp., Melrose Park, Ill. . . . Mark Cox, Golfcraft vp, has announced that Bob Brue, who turned pro last fall after shining as an amateur, has joined the staff of the Glasshaft manufacturing company . . . H. Smith, former supt. of Manufacturers' GC, Oreland, Pa., is now with the Clapper Co., West Newton, Mass., as a sales rep. . . . Crouse-Hinds Co., Syracuse, N. Y., has released its latest bulletin on area floodlighting . . . Ask for Bulletin 2719 if you request this release . . . Scan, Shell Chemical Age News publication, reports that two California researchers are using a giant vacuum sweeper to collect nematodes, etc. from the soil . . . Floyd C. Snyder, chmn. of the board of Ace Rubber Products, Arkon, O., died in October. . . He headed Ace since its founding in 1935 and prior to that was pres. of the predecessor company, American Rubber & Tire.

Bristol Golf Sales, Inc., recently opened at 866 N. Garfield, Montebello, Calif., is exclusive distributor for all lines manufactured by Kroydon Corp., and Sportsman's Golf Corp. . . . A. G. Spalding & Bros. cooperated this fall with

GOLF PRACTICE NETS

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REASOR-HILL CORPORATION
BOX 366C, JACKSONVILLE, ARKANSAS

White House Correspondents Assn. in giving Pres. Eisenhower an exact duplicate of Bob Jones' "Calamity Jane" putter. . . The presentation was made by Jones himself. . . International Harvester has approved use of 4 kw 110/220 Power All Pac generator and portable 180 amp Power-Arc Welder, made by Gibbs-Leherissey Co., Chicago, with its Lo-Boy and Farmall Cub tractors. . . Another new Golcraft staff addition is Shirley Ruth Englehorn, who turned 18 in December and will play the LPGA tour this year.

Toro's top salesman of institutional power mowers was T. W. Dawson of Richmond (Va.) Power Equipment Co. . . Northrup, King & Co., Minneapolis, says this year's supply of Penn-cross bent won't be sufficient to meet demand and suggests that supts. get their orders in early. . . Norton Co., 1817 E. Indian School rd., Phoenix, moved into new quarters last fall which give the firm Arizona's largest display of lawn equipment and course supplies under one roof. . . Tolex golf bags, made by General Tire & Rubber Co's Pennsylvania Athletic Products div., have been completely restyled and the line, available in all price ranges, has been expanded.

Wyandotte (Mich.) Chemicals Corp., J. B. Ford div., has added the following reps: R. A. Helderman, L. B. McMullen and F. E.

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Wilson in Atlanta; Robert Montgomery, Cincinnati; C. T. McIntosh, Jr., Dallas; Joseph Allred, Los Angeles; J. C. Anderson, New York; and J. J. Watson, Philadelphia. . . Roger E. Martin, formerly chief metallurgist, is now research dir. of Triangle Conduit & Cable Co., New Brunswick, N. J. . . Other recent Triangle promotions: Stephen Belansky and P. E. Johnson have been named dir. and asst. dir. of the industrial relations dept. . . John F. Bahr has been advanced to general traffic mgr., succeeding the late Henry Hahn.

Golcraft's promotion campaign for 1960 was started with a four-color folder on the Art Wall story. . . Keasbey & Mattison, Ambler, Pa., has appointed Louis Voges project engineer in the central engineering dept., and T. A. Dougherty, Jr. is now asst. to the vp, production. . . Another K & M promotion involves W. H. Mackey, who has been named merchandising mgr. of the asphalt products dept.

The Big Challenge

Jacobsen Manufacturing Co., Racine, Wis., has selected the theme, "The Big Challenge" for 1960. New models such as the Ram, the Mow Mobile 34, Pow-R-Edger and Turf King 76 are expected to increase the sales range. In Jacobsen ad literature "The Big Challenge" is emblazoned on likeness of a Viking warrior.

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