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Three Rivers, Michigan

Trade Briefs

Bob Hornung of Pro Golf Sales, Fond du Lac, Wis., and his wife, Gretchen, plan to set a new mileage record with a pro shop trailer which was parked in front of one of the exhibit tents during PGA Seniors' Week . . . Amazing how much pro shop stock a trailer carries . . . It also provides attractive living quarters . . . Bob's father and mother were among the pioneers in this phase of selling to pro shops.

Johnson and Murphy, shoemakers, have introduced their golf shoe by restricting its distribution beyond the pro-only stage . . . Bill Richards of J&M said at Dunedin that the golf line is to be handled by a selected group the company rates as "top professional merchants."

Sammy Sigh, veteran pro salesman, at Wedgemere display at Dunedin, says there's a strong trend toward careful and thorough study of their markets by smart pros . . . These market surveys are reminding pros to spend wisely within their budgets instead of overstocking by haphazard buying.

Bob Lutz, widely known salesman for Golfcraft, showed old and young pros at Dunedin some helpful tricks for using lead-weighted adhesive tape in club fitting and in changing weight distribution in clubheads . . . The idea of the tape is to locate patches of it on clubhead until it has the desired feel and action.

Bea Gottleib, Box 3262, Palm Beach, Fla.,

at the Dunedin exhibit, did a lot of business in her Lucky Penny ball marker and other golf novelties she manufactures . . . Bea is one of the first American girl amateurs to turn pro.

Geiberger with Spalding

Allen Geiberger, University of Southern California graduate and captain of a college golf team which won a record 51 straight matches, has been signed to the Spalding golf advisory staff. The 22-year old Geiberger looms as one of the best young prospects in years as his fourth place in the San Diego Open recently indicates. Last year, as an amateur, he placed fifth in the Los Angeles Open. He was national Junior C of C champion in 1954, victor in the International Jr. title play that year and a member of the first U. S. Junior Walker Cup team, also in 1954.

For Grooving the Swing

What is said to be a new way to groove a golfer's swing is offered by Groove-Master, a training device made by the company of the same name, 1328 Wright ave., Sunnysvale, Calif. The device is actually a floor chart that supposedly teaches correct grip, proper clubhead path and essential basic motions. It is designed for home practice, inside or out.

TIFTON BERMUDAS

Tifton 328 (Tifgreen) — Tifton 57 (Tiflawn) — Ormond
Planting stock you can rely on

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Tifton, Georgia

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The South's Producer of Tifton Bermudas
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Swan Super 20 Water Hose

Swan Rubber Co., Bucyrus, Ohio, developed this heavy duty water hose to withstand the most severe conditions of prolonged watering and service. The hose is reinforced with two braids of high tenacity rayon yarn to withstand working pressures in excess of 150 lbs. per sq. in. without any detrimental effects. This working pressure far exceeds water pressure found in city mains and ordinary deep well systems.

The tube is high grade synthetic rubber especially compounded to withstand the effects of hardness due to dissolved chemicals or minerals often found in watering systems used on golf courses. The tube will neither peel, flake nor swell regardless of the severity of service. The outstanding feature of this hose is the protection afforded by the cover. The green, high tensile cover stock is compounded with Hypalon, duPont's newest chemical rubber. Prolonged testing under adverse conditions have proven that the Hypalon cover is unsurpassed in regard to abrasion, weather resistance and color retention. After years of continuous exposure under actual golf course condition and use, there is no sign of fading, cracking, or other visible defects.

This product is available immediately. Ask your local source of supply.

"Turflex" Spike-Resistant Flooring

Rubber Products, Inc., 4521 W. Crest Ave., Tampa, Fla., report many golf club inquiries for its "TUFLEX" live rubber spike resistant floor covering. Its toughness and resistance works

well in the "19th Hole," grills and other areas subjected to golf spike traffic.

Specific styles have been developed to serve specific purposes, although "TUFLEX" is a widely versatile floor covering. For clubhouse installations the 3/8" thickness "TUFLEX" in Textured Grain or Chiptone Patterns are recommended. A selection of "TUFLEX" colors enables club planners to accentuate the decor of their particular club areas. This 3/8" gauge absorbs golf spikes without giving a penetration point for tearing action, and springs back into place when foot pressure is released.

Cushioned "TUFLEX" yields readily for greater comfort, yet rebounds fully to its original surface . . . even after subjected to heavy weights over extended periods. "TUFLEX" also has acoustical qualities which bring quiet to lockers and other excessively noisy club areas. It's non-slip surfaces assure safe traffic and its cushioning action reduces loss due to breakage.

"TUFLEX" TA-10 adhesive assures permanent floor installation. For details and color brochure write Rubber Products, Inc.

**Master Verti-Cut Said
to be Versatile Machine**

The Master Verti-Cut, made by West Point (Pa.) Products Corp., is said to be a versatile, rugged machine for large scale control of thatch, leaf removal and weed control. The complete machine has 3-gang Verti-Cut mowers, Triplex hydraulic transport and vacuum bagger. It can be purchased without the bagger, as a Triplex unit and in single units.

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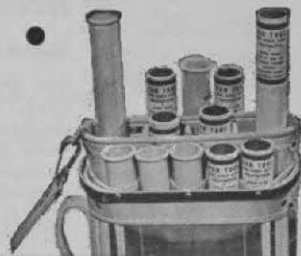
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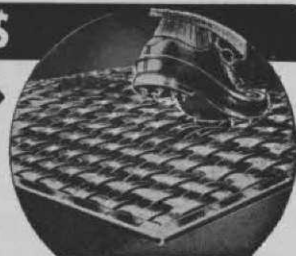
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Protect your floors from spike holes with rugged Pneu-Mat Runners. Absolutely spike-resistant, they provide a comfortable walking surface—improve the appearance of your club house.

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.



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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.

Levels, Scarifiers, Rolls, Seeds

A new 4-foot Viking "Roller Blade" has been approved by International Harvester for mounting on the IH Cub and Lo-Boy Tractor. It levels any rough-graded area simply by driving over



it, and can also scarify, roll, seed and compact it.

The manufacturer claims it will turn 600 sq. yards of rough-graded land into a level, clodless, fine graded seed bed in 15 to 25 minutes. No additional hand raking required. Then, using this same machine with mounted seed dispenser, the operator can seed, fertilize, cover and compact this same area in about 10 minutes.

Accuracy is built into the machine and does not depend upon the skill of the operator. He just sets the blade at the desired level, and drives around.

The heavy blade floats between the rear wheels of the tractor and the grid roller. It thus maintains its straight line level regardless of how the front wheels go up and down.

For additional details, contact Viking Mfg. Co., at Manhattan, Kansas.

Holds Irrigation Clinic

The Clapper Co., 1121 Washington st., West Newton, Mass., held an irrigation clinic recently for supts. and others interested in installing a system or in improving their knowledge of the subject. The clinic was not intended to make engineers out of those who attended, but to give them details as to the mechanic of automatic installations and operation, costs, etc.

How Insects Winterize

"Scan," published by Shell Chemical Co., 50 W. 50th st., recently pointed out that insects winterize by isolating themselves with glycerine, which they of course produce. Tests have shown that their glycerine content goes up by about 10 per cent when they are subjected to chilling weather but this is reduced to near zero when body heat is increased.



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The HENRY GOLF BALL WASHER

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Exclusive Features Focus Pro Interest on New Golf Shirt

A new item that promises lively sales potential in 1960's increased pro softgoods volume is the modest priced Wilton Action-Knit line of golf shirts. Jack Lust, sales manager of Di-



Gene Sarazen likes new Wilton Action-Knit golf shirt he's wearing on visit to Wilton booth at merchandise display at recent PGA Seniors' championship event.

Fini Originals, Inc., has taken over national distribution to the pros with several DiFini reps soon to be showing the shirt line. The easy swinging freedom of Acton-Knit golf shirts is attained by a combination of special action-knitted fabrics and flexible action construction in the back across the action area of the shoulders. Fore and aft placement of arm seams eliminates underarm chafing.

Short sleeve, fully washable with minimum shrinkage, the shirts come in cotton and Dacron and in Arnell and cotton, with six fast colors in each model, retailing at \$4.95. Attractive wrought iron fixture for 12 shirt display, is a sight-seller merchandise help furnished free with minimum order of 3 dozen. According to Charles Maxwell, Wilton's pres., the new Action-Knit golf shirts promise to be one of the most successful lines in the company's shirt making history that dates back to 1891 and now figures in the millions annually. For free catalog write direct to: Wilton Mfg. Co., Ware, Mass., attention, Jack Lust.

Fahey, Shaughnessy Get Dunlop Appointments

Paul Gibbs, Dunlop sales mgr., has announced appointment of Howard S. Fahey as Northeastern regional mgr. and Richard W. Shaughnessy as New York area sales rep for the sporting goods div. Fahey has been with Dunlop since 1952, starting as a sales rep. He takes over the position formerly held by Gibbs, directing sales in 12 northeastern states. Shaughnessy, Fahey's successor in New York, recently joined Dunlop following overseas service with the Air Force.

Buyers' Service • p. 175

ESTABLISHED - 1910

AMERICA'S FINEST SPORTSWEAR

LADIES SEMI-TAILORED BERMUDAS from \$6.95
(Little or No Ironing)

LADIES STRICTLY TAILORED BERMUDAS \$6.95

LADIES BLOUSES —
FEATURING THE RIVERIA COLLAR
Dacron & Pima Cotton 6.25
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LADIES CO-ORDINATES 12.95

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PRICE MAY BE OVERLOOKED—QUALITY NEVER



ELECTRIC GOLF CAR

Beautiful, extra strong laminated fiber glass body—8 colors available. Body tilts for easy servicing of electrical system. Heavy duty 2 HP motor, 36 volt electrical system. Built-in charger. Turf-saving "no spin" drive mechanism. Low center of gravity, high flotation tires. Seats foam rubber over springs. Differential 2-wheel drive. Many other quality features. Write today for details, Dept. GD6.



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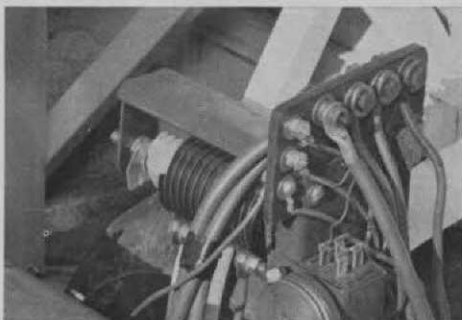
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PRICE MAY BE OVERLOOKED—QUALITY NEVER

New Features for 1960 Pargo Cars

One of the exclusive features of the Pargo "Sizzling Sixty Series," manufactured by Columbia Car Corp., Grovetown, Ga., is the Electronic Change-A-Panel. This comes as standard



equipment and eliminates field repairs. In case of operational failure while the car is in use, the entire panel is easily removed and replaced with a spare panel putting the Pargo back in immediate use. Panel repairs may then be made in the shop. Pargo points to the Change-A-Panel as a means of increasing rental revenues and saving maintenance costs for their fleet owners.

Another new 1960 Pargo feature is the "Four Turf-Saving Tire Widths," which makes it possible for the superintendent to select the tire appropriate for his turf and drainage conditions. These four tire widths include the widely used Standard 6 inch tire; the Deluxe seven inch tire which has the Standard tire features with added width for more turf protection; the Pargo Turf-Tire which offers a combination of low-pressure and Pargo coil spring suspension for smooth riding on any terrain — and the Goodyear Terra-Tire which makes Pargo's use practical under most all conditions that permit play.

Tie-in Brings Style Coordination for Women's Shorts and Blouses

By arrangement with Lady Bucknell of New York, manufacturer of high fashion blouses, Di Fini Originals, now coordinates several styles of "Lady Golfer" bermuda short with single needle Drip/Dry blouses tailored by "Lady Bucknell."

According to Jack Lust, sales mgr. of Di Fini Originals, this cooperative effort has created considerable added interest in the line. Spring bookings are considerably ahead of last year and judging from the wide acceptance of Coordinated Styles, the ladies department of most pro shops is in for a real "boost."

Blouses are available in Drip/Dry sleeveless model (styled for great comfort) or roll-up sleeve; also in full-fashioned Banlon especially dyed to match with Di Fini man-tailored Amell bermuda shorts.

"Coordinated Catalog" showing multiple choice match-up ideas was released Mar. 1st.

For complete blouse selection, write to "Lady Bucknell" 1407 Broadway, New York City, or ask your Di Fini salesman.

Toby Lyons PGA Club Champ

With a record 168 field competing for a record purse, Toby Lyons, pro at Moon Brook CC., Jamestown, N. Y., shot a 72-hole 291 to win the



Toby Lyons, left, accepts champion's check from First Flight pres., Pat Morgan.

top cup and currency of the National PGA Club Championship at the association's course in Dunedin, Fla., Feb. 15-18. First Flight Co., which co-sponsors the annual event with the PGA, upped this year's prize target to \$4,000 in cash and \$3,000 in merchandise, at wholesale. Lyons and runner-up Thorne Wood, Asheboro (N. C.) G. Course pro, both playing in the 50 years-and-under division, are First Flight staff members. Charlie Sheppard, pro at Exmoor CC, Highland Pk., Ill., won the 51-59 years div. title, previous to having finished first in the Quarter Century tournament, also co-sponsored by First Flight. The 60-years-and-up title was won by Al Watrous, of Oakland Hills CC., Birmingham, Mich.

Nine Etonic Reps Honored

Nine sales reps of Charles A. Eaton Co., Brockton, Mass., maker of the Etonic brand, golf shoes were cited at a ceremony during the PGA Senior tournament at Dunedin. Each was given a silver bowl in recognition of his contributions to the company in the last year. Those who received awards were: Ray Shepherd, James Laverty, Joe Rountree, Charles Marcum, James Vincent, Gene Alyea, Ed Lust, John Hawes and William Schoebaechler.

Etonic also recently announced the appointment of Paul R. MacDonald as its sales rep for the northern N.Y. territory. He was with the USGA for five years as an executive assistant. He makes his headquarters in Syracuse.

1960 MacGregor Catalog

The 1960 MacGregor catalog, now available, includes photos and information on the company's complete line of clubs, balls and accessory items. With it is a full color insert describing the entire golf bag line. All prices are included.

**IMPROVE YOUR GAME
with the TEE-BALL**

UNIQUE
BUILT-IN
TEE---



JUST SET
UP and
TEE OFF!

The TEE-BALL looks and "smacks" like the REAL THING! Approved by leading pro's. TRUE FLIGHT pattern. Helps correct hooking, slicing, topping. Tee may be trimmed off for iron practice. SHORT FLIGHT! Durable Vinyl Plastic — NON-BREAKABLE. Gift packed 3 for \$1.00 at pro shops and dealers everywhere.

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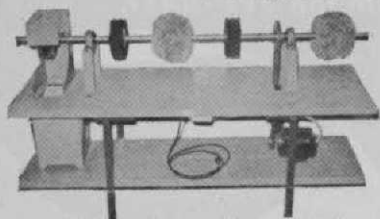


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ELECTRIC SHOE SHINE MACHINE



A must for every shine room. Heavy construction for minimum vibration. Comes complete with 1/2 horse-power motor. Includes 2 hair brushes — 2 yarn brushes — 1 wire wheel brush with metal hood and basket for catching mud. 6 feet long — 30 inches high — 24 inches deep. Free delivery 50 mile radius of Chicago — Elsewhere FOB Chicago.

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Send for free catalog which features golf pencils — shoe bags — shower slippers — disposable golf towels & a complete line of clubhouse and locker room supplies.

FORE Supply Co. 6143 Diversey Avenue — Chicago 39, Illinois

Make Top-Soil Out of Sub-Soil

by working in

Hyper-Humus

SURFACE COMPOSTED PEAT

The Organic Soil Improver

You can have velvet greens in spite of soil handicaps. Let us show you how raw sub-soil can be transformed into fertile top-soil for less than the cost of hauled-in top-soil.

Write us for Special Bulletin — "Make Top-Soil Out of Sub-Soil"

Ask your supply dealer for **HYPER-HUMUS**



HYPER-HUMUS COMPANY

Box G

Newton, New Jersey

Staff Model

Gleaming brown Alligator calf is highlighted in Etonic's Staff Model golf shoe. Besides heel-toe cushion inner-sole, the shoe has glove leather lining and sewn-in kiltie. The Staff Model is available only in pro shops. It is manufactured by Charles A. Eaton Co., Brockton, Mass.



Ford, Shave Added to Fawick Advisory Staff

Advisory staff of Fawick Flexi-Grip Co., Akron, O., has been expanded with the addition of Doug Ford and Bob Shave, Jr. Ford needs little introduction as he has been one of the stars of the PGA circuit for the last decade. Shave is playing his first year on the circuit. He is a former Florida State U. star and comes from Cleveland, O., where he won numerous amateur titles. Ford and Shave join more than a dozen leading men and women pros who are on the Fawick staff.

Vapo-Cool Cap Has Built-in Air Conditioning Unit

The sweatband in the Vapo-Cool golf cap, made by Henschel Manufacturing Co., St. Louis, is described by that firm as an air conditioning unit that weighs only a few ozs. but actually lowers temperatures by 15 or 20 per cent. The band consists of cellulose sponge, molded aluminum liner and massilin insulating material. Water is poured over the the outside of the cap around the sweatband area and then is shaken off. After two or three minutes for evaporation, the aluminum liner perceptively cools and the cap can then be worn from four to six hours without further treatment. Vapo-Cool comes in five styles. Full details can be obtained from the manufacturer.



"Million Dollar Sale Club" Started by Sabayrac

Ernie Sabayrac of Sabayrac, Inc., Hialeah, Fla., has come up with something new in the golf merchandising field. It's formation of a "Million Dollar Sales Club" within his organization. Those who have sold a million dollars worth of goods to pros are eligible to join Ernie, the charter member, in the club. Three already have made the team: Les DeFino of Santa Monica, Calif.; Lyne Price of Dallas; and John Burt of Hialeah.

Victor Produces New Model with "Touch-N-Go" Control

Victor Adding Machine Co., 3900 N. Rockwell st., Chicago 18, has begun production of its 1960 golf car, Electri-Car-Model 37. A Victor-



Victor's new Model 37.

Magic "Touch-N-Go" push button control for automatic acceleration is the newest selling feature. When the "Hi" button is set and accelerator depressed, the car starts and runs for two seconds in low, automatically progresses to second and then moves into high or cruising speed. When the accelerator is released, the car automatically coasts. Spinning of wheels is said to be



"Touch-N-Go" push button and aluminum kickplate.

impossible with the "Touch-N-Go" system. When the "Lo" button is touched the car moves slowly for greater maneuverability in close quarters. Other new Model 37 features are rubber torsion front fork for smoother ride, aluminum kickplate to protect the dashboard finish and oversize storage compartments under the newly styled front shield.

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Manual Automatic Semi-Automatic

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Registered Engineer Available

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Completed last year:

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North Shore Country Club (27 holes)
St. Louis, Missouri

Ottumwa Country Club (back 9)
Ottumwa, Iowa

Presently working on:

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Cobb County, Georgia

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**Castle View Town & Country Club
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TEMPERED MASONITE
PLASTICIZED TOP

FOLDING TABLE LINE
 Kitchen committees, social groups, attention! Factory prices & discounts up to 40% to Churches, Schools, Clubs, etc. Monroe all-new FOLD-KING Banquet Tables, with exclusive new automatic folding and locking, super strength, easy seating. 68 models and sizes.

BIG NEW 1960 CATALOG FREE
 Color pictures. Full line tables, chairs, table and chair trucks, platform-risers, portable partitions, bulletin boards. Our 52nd year.

THE MONROE CO., 12 Church St., Colfax, Iowa

**Icely Named Director,
Hare, Vp, at Wilson**

Wilson Sporting Goods Co. vp, Raymond L. Icely, has been named a member of the board of dirs. and Charles E. Hare appointed vp of the



Hare



Icely

company. Icely serves as head of Wilson's special selling div., and Hare is national promotion and p. r. mgr.

Icely received his appointment as vp in 1956. He started with Wilson in 1932 and transferred to sales in 1934. In 1947 he was transferred to the N.Y. sales div. He subsequently was appointed sales mgr. of the N.Y. operation, and in

1954 returned to Chicago as assistant to the executive vp in charge of sales.

An internationally known tennis figure, Hare captained the British Davis Cup team for three years. He joined Wilson in 1940 as a tennis promotion salesman. Later he headed the company's tennis promotion, merchandising and sales activities until 1959, when he was named to head national golf, tennis, baseball and school and college promotion activities.

**Scott Sounds First Warning
on Crabgrass Menace**

O. M. Scott & Sons, Marysville, O., reminds Northern supts. that now is the time to start planning to keep ahead of crabgrass in 1960. The company's product, Halt, is recommended for pre-emergent treatment. One bag per 2,500 sq. ft. is recommended and for maximum control, every inch of ground must be covered with Halt.

McKiernan Triangle Dist. Manager

John F. McKiernan has been named dist. mgr. of the Houston territory by Triangle Conduit & Cable Co., New Brunswick, N.J. He formerly was application and sales engineer for the North Central dist. and at one time was employed by General Cable Corp.

GOLF BAG TAGS
 CLUB MEMBERSHIP TAGS
 PUNCH BOARDS
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Le Roy Cast Smooth Drum
Heavy Duty ROLLERS



The choice of many Country Clubs, Parks, Estates and Airports for proper turf compaction. Single and tandem models in many rolling widths.

LE ROY MFG. COMPANY., Dept. GLM
 Doylestown, Penna. U.S.A.

Ingersoll Kalamazoo Acquires Westcoaster Golf Car Line

Ingersoll Kalamazoo div. of Borg-Warner Corp., Kalamazoo, Mich., has acquired the line of golf cars produced by West Coast Machinery Co.



Westcoaster golf cars have been in use since 1953 and have been improved steadily since that time. The 1960 model, the "Super 36B" has fiber glass body in 8 different colors, weighs about 1,000 lbs., has built-in charger and is said to go 36 holes on one charge. A change from rectifier to diode in the charging circuit is a 1960 improvement. Nationwide sales and service are being handled by former West Coast dealers plus the Ingersoll div. material handling sales dept.

Hawk Comes in Three Styles

The "Hawk" golf shoe for men, made by Wm. Joyce of California, has new style shawl tongue, lining of soft kid and gold tipped leather laces. The exclusive Joyce flat ioned support sole is said to give fine cushioned balance.



The Hawk comes in brown calf with brown alligator trim, resort-wear white brushed pigskin with black alligator trim or black calf with black alligator trim. It can be bought in pro shops.

Evanite Plastic Withstands Corrosion, Manufacturer Says

Evanite pipe, made by Evanite Plastic Co., Carrollton, O., is said to be ideal for courses. It is chemically inert and unaffected by corrosive action of fertilizers and acid soils. It is a high tensile, high temp., ABS Type II pipe. The product carries a specific guarantee against rot, rust, rodent damage and electrolytic corrosion. It comes in 30 ft. lengths and a complete line of fittings are available with it. The pipe can be made leakproof, according to the manufacturer, by solvent welding. Complete information can be obtained from Evanite upon request.

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This cork-and-rubber grip won't slip under any weather conditions.

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Hercules Powder Buys Nitroform

Hercules Powder Co., Wilmington, Del., has purchased Nitroform Agricultural Chemical Co. of Woonsocket, R. I. Production of urea-formaldehyde compounds under the trade name of Hercules-Nitroform will continue at Woonsocket and start at Hercules, Calif., probably in July. Blue Chip and Powder Blue will continue to be produced.

LeCompte Sales Manager at USR

Norman J. LeCompte has been named sales mgr. of waterproof protective clothing at United States Rubber Co. He succeeds V. A. Wibbelsman, who has retired. Among products manufactured and sold by this div. of USR are plastic jackets for golfers. LeCompte, who has been with USR since 1946, makes his headquarters in Washington, Ind.

Gandy Adds Nine Applicators to Its Ag-Chemical Line

Observing its 25th year in the ag-chemical field, Gandy Co., Owatonna, Minn., is introducing nine new models to its 1960 line of granular chemical applicators for insect and weed control. This brings to 12 the number of models made by the firm. All may be used singly for weed or in-

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Box 178

Cincinnati 6, Ohio

sect control and in tandem to handle both jobs at the same time. Some features of old and new models: improved metering mechanism; weath-



ertight hopper; heavy duty stabilizer braces; new drive sprocket adjustable to a wide variety of drive shaft sizes without dismantling the parent machine; and new distribution tube machinery.

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Terra-Car Announces New Leasing Program

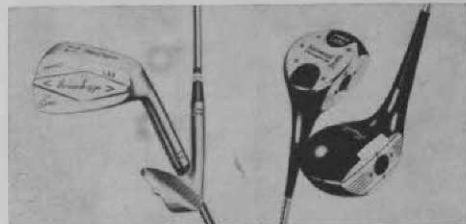
Terra-Car Corp., St. Louis, maker of gas-powered golf cars, now has a leasing program to make the car available to courses on low rental terms up to five years. The plan, available through distributors, is administered by Service Leasing Corp., a C.I.T. subsidiary. Service Leasing makes the entire investment in the cars. Rentals are spread over five years with payments decreasing yearly. The lessee may furnish his own insurance and call for replacement of a car any time after 12 months.

Kelly with Golfcraft

Paul Kelly, one of the N. Y. Metropolitan district's top amateurs, has turned professional and has joined the Golfcraft, Inc., advisory staff. He plans to play the tour as soon as the PGA okays his application. Winner of the 1959 Metropolitan Amateur, Kelly is a Rutgers University grad and former Air Force officer. Willie Turnesa, onetime amateur great, is particularly high on Kelly's ability.

Suggs Woods, Irons Designed for Good Woman Player

Louise Suggs "Empress" woods and irons are especially made by MacGregor for the good woman golfer. Wood heads are of hand-selected



persimmon and finished in mahogany. Natural face has white fiber insert and black fiber target pin to aid in centering the ball. "Flex" is now closer to clubhead for greater impact power, according to the manufacturer. Irons have flame ceramic face; "recessed weight" is said to give perfect balance and add power; and lower flex is claimed to put extra snap in swing. Both woods and irons have the "Firma Grip."

See p. 175 for Pro Shop, Course and Clubhouse Needs

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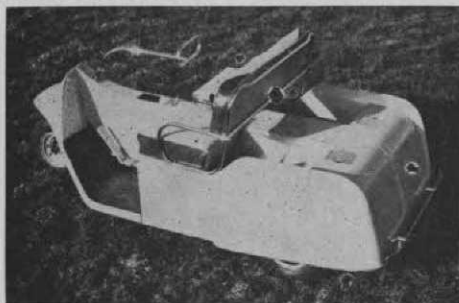
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**Powered Products Goes Into
Production in Texas, Michigan**

Caddy Car golf cars are now being made by sister companies in Tex. and Mich. They are Powered Products of Texas, wholly owned sub-



The Caddy Car Eagle

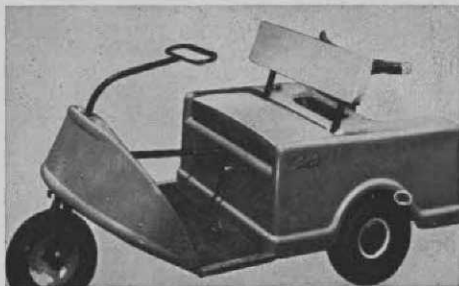


Powered Products' Austin, Tex., plant

siary of Kysor Heater Co., Cadillac, Mich., and Powered Products of Mich., Rothbury, a div. of Kysor.

The Texas branch is producing the "Birdie" and the "Eagle" and "Ace" are being made in Michigan. Powered Products of Texas is run by W. L. Bales, vp and general mgr., with sales under the direction of R. C. (Dick) Lemnitzer. The Mich. branch is under O. E. (Bud) Parker.

All gas-powered Caddy Cars are powered by Kohler engines. A great deal of engineering re-



The Caddy Car Birdie

search has gone into the makeup of the three Powered Products cars with the expectation that maintenance will be kept to a minimum, according to the parent firm. The Eagle also is available in electric models with or without built-in battery chargers.

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Deere Sets Up Lease Plan

John Deere & Co., Moline, Ill., has worked out a nationwide plan with Boothe Leasing Corp., San Francisco, to lease tractors and equipment to customers. It will be operated through the John Deere dealer organization. Under the plan, dealers will make arrangements for purchase of equipment by Boothe and the leasing of it to the lessee for three to five years. Dealers will continue to carry out normal service and warranty operations.

Sports Award Has Nationwide Trophy Service

Sports Award Co., 429 W. Superior st., Chicago 10, in its 19th year as a distributor of trophies and awards, carries a large stock of merchandise at all times for immediate shipment. Professionals and clubs, which are serviced by SA on a national basis, don't have to keep any trophies on hand because of this service. A 68-page catalog showing the company's complete line of trophies can be obtained by writing to the above address.

Plymouth Makes Ball To Dudas Specifications

Stan Dudas, pro at North Hills (Pa.) CC, has been added to the advisory staff of Plymouth Golf Ball Co., Plymouth Meeting, Pa. Dudas is

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currently Philadelphia section PGA champion and played in both the PGA Championship and USGA Open in 1959. James G. Hogg, Plymouth pres., has announced that his company is making a new ball to Dudas' specifications which is being marketed nationally.

Nadco Markets New Golf Cart Combination

A new concept in design is claimed for the golf cart made by Nadco Sporting Goods Co., Chicago. The cart and bag combination has a flat, weather-resistant bag with six vertical compartments that can hold a complete set of clubs. There also is a roomy accessory pouch. A novel feature of the cart is a collapsible seat. The cart can be collapsed with a single stroke folding action, becomes only 10 ins. wide and rolls when folded. It is known as the Carryall.



Buyers' Service • p. 175

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NEW YORK, N. Y.

MacGregor Makes Superior Performance Claim for Tourney

MacGregor says its all new liquid-center Tourney ball is one of superior performance. This claim is partly made on the strength of the ball being used by Bob Rosburg in winning the PGA Championship in 1959 and because it was hit farthest in in the Masters and PGA driving contests. The Tourney comes in a new square box in green and MacGregor plaid with a new bouncing ball insignia.



lers come in full circle, quarter, third, half and square patterns, all with $\frac{1}{8}$ in. threaded connections. Full information as to specifications can be obtained from NRBSEC, PO Box 547, Azusa, Calif., or Rainy Sprinkler Sales, 609 W. Lake

John Bean Introduces New Series of High Pressure Pumps

A Royalier series of high pressure pumps for pulsation-free stream of spray material has been introduced by John Bean div., Lansing 4, Mich. These are in addition to the established line of John Bean pumps. The J-15 Royalier has 15 gpm capacity at pressures up to 400 lbs. and the J-20 Royalier has 20 gpm p to 300 lbs.

The complete John Bean line has either engine driven or power take-off sprayers for tree and shrub spraying and for equipment cleaning, building sanitation, brush and weed control.

New All-Purpose 171 Series

New, all-purpose 171 series Pop-Up sprinkler has been developed by National Rain Bird Sales & Eng. Corp. It comes in two styles, regular Pop-Up with 1 1/16 in. travel and Hi Pop-Up with 2-in. travel. Heads are fully adjustable. Water discharge capacity can be varied with standard, over- and undersize nozzle sizes. Sprink-

Ford's Ground Maintenance Catalog

Tractor & Implement div., Ford Motor Co., Birmingham, Mich., recently released a handsome catalog describing equipment for grounds maintenance. Tractors, rotary cutters, mulching equipment, side mounted mowers, sprayers and snow removal equipment are among the items pictured and described.



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Melflex Products Observes 30th Anniversary

Melflex Products Co., 410 S. Broadway, Akron, O., is observing its 30th anniversary of the manufacture of frictionized rubber safety treads and mats. L. E. Warford, in 1930, decided that more resistance to wear could be built into treads if ground tire cord fabric could properly be compounded into rubber. After much testing the correct formula was found. Today, Melflex products are installed in thousands of locations and have brought about a decided reduction in accidents.

Wilson Now Advertising on TV Golf Shows

Wilson golf equipment is now being pre-sold for professionals via TV. It's being done through spot announcements on "World Championship of Golf" in four markets and on "All-Star Golf" in one market. The TV selling is being done on a test basis and Wilson is confident that it will be expanded in the future.

List Five Features For Ezee-Flow Model 88D

Ezee-Flow div. of Avco Distributing Co., 3428 N. Harlem ave., Chicago 34, lists five im-

portant features of its Model 88D Olympia 96-in. spreader. They are: (1) It can be accurately calibrated; (2) holds a uniform setting under all conditions; (3) front-mounted seeder attachment sows grass evenly; (4) gives perfect film



distribution of all fertilizers and seeds; (5) breaks up and uniformly applies rock salt and sodium chloride for snow and ice control. Model 88D has removable agitator and remote control device that permits hopper shutter operation from the tractor seat.

Seaboard is Grau Distributor

Seaboard Seed Co., 701 S. Front st., Philadelphia, has become a distributor for Fred V. Grau's Grasslyn crown and processed and Penn-gift crownvetch seed. These varieties are excellent ground covers for slopes, embankments, etc.

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