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Edwin L. Parker, pres., (l) and R. W. Askanese, dir. and chmn. of A. G. Spalding & Bros.' executive committee, showed great enthusiasm over the company's growing prospects in many sports, including golf, at a recent Chicopee meeting. Great improvements in products are being rapidly picked up by foreign subsidiaries, according to Parker, and the 1961 golf line promises to be the best the company has marketed.

Tri-State Toro, 1304 W. 4th st., Davenport, Ia., has acquired the accounts of Iowa Turf & Toro, Des Moines. This enlarges Tri-State's territory to take in all Iowa, except some western counties, and parts of Ill. and Wis.

New Entry in Bag Rack Line

Bag Rack Products, 7720 Gross Point rd., Skokie, Ill., has added a new type of individual bag rack for the practice tee to its 1961 line. The unit is built of pre-formed $\frac{1}{2}$ in. round steel rod with polished weld construction and is shaped to hold bags of any shape or style.



Morris "Speed Links" Idea Gains Building Speed

"Speed Links," the ingenious course design of Luke Morris, Decatur, Ga., is well into construction and playing tests. One course has just been completed in suburban Reading, Pa., and others are under construction at Virginia Beach, Va., and Miami, Fla. Morris, a former pro and equipment salesman, worked out and patented the design in which players use the same fairway and 2 greens and 2 tees for playing a par 4, par 5 and par 3 hole. Basically the design is of a par 4 hole, followed by a par 3 hole, with the par 5 playing from the same tee as the par 4 but,

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using the green which also is used for par 3 play. The par 3 tee follows the par 4 green. Bob Reigner, Reading Eagle sports writer who played the new "Speed Links" 18-hole course in about an hour, forecast it is going to be a popular answer to the demand for faster golf.

Textron Purchases E-Z-Go

Textron, Inc., Providence, R. I., has purchased E-Z-Go Golf Car Corp., Augusta, Ga., said to be the nation's largest exclusive producer of electric golf cars. Textron now has companies in five basic manufacturing fields: automotive, consumer, defense, industrial and textiles. E-Z-Go will continue to operate under its present name. The purchase was made through an exchange of an undisclosed number of Textron shares. In 1959, E-Z-Go had sales of about \$1.5 millions.

1961 MacGregor Catalog

MacGregor's 1961 pro golf catalog runs to 36 pages and features the company's complete line of clubs and balls and a preview of exclusive features for the coming year. Also included is a shaft flex chart, wood and iron spec chart and photos of MacGregor advisory staff members. The catalog is supplemented with a 19 page, full color section of bags and accessories.



(L to r) M'Lord, M'Lady and Matching weekend bag, three of the new models in the Hot-Z golf luggage line. Made of genuine Australian kangaroo with colored strap leather trim, the new models feature heavy leather trim in the underarm area. M'Lady model shows the high-style ladies functionally designed pocketbook.

Golfcraft Sales Rep

Joe Ingovic has been appointed to a sales representative position by Golfcraft, Inc. He covers all of Illinois and southern Wis. for the Chicago and Escondido, Calif. firm.

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Support For Lectro Greensmower

Tom Mascaro, pres. of West Point (Pa.) Products Corp., reports that the battery operated Lectro greensmower has been enthusiastically received by supts. at Saucon Valley, Philadelphia CC, Sea Island (Ga.) CC, Druid Hills and Peachtree in Atlanta and Olympia Fields (Ill.)

Transport New Par-Car in Automobile Trunk

The Crawford Mfg. Co., Meadville, Pa., has introduced the Par-Car, a low cost line of one and two passenger car golf units. Both units are designed to be carried in the trunk of a standard automobile. Par-Car is powered by a 2½ hp motor, will travel 6 mph and climb a 30 degree



grade. Weight capacity of the single unit is 250 lbs. and of the two passenger unit, 350 lbs. Dealer inquiries are invited.

Two Bowen, Inc. Styles for Men and Women



Above is a sample of the Masculine Continental style, marketed by Bowen, Inc., and below is the new L'Aguila, made of finest imported leathers. The latter, for women, is offered in waterproof regular spike soles or cleats that give a firm stance. It can be worn anywhere — for golf, in the car, clubhouse or home.

Check Your Clubhouse Needs
Buyers' Service • P. 127



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Cushman Has New Lease Plan for Golfster and Truckster

A new plan for acquiring Cushman Golfsters
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(Above) the Cushman Golfster and (below) the
Truckster.

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tionwide Leasing Co., 11 S. LaSalle st., Chicago, has been announced by Cushman Motors, Lincoln, Neb. The manufacturer says this arrangement gives the following advantages: (1) doesn't tie up working capital; (2) maintains an open credit line; (3) units are paid for from rental fee income. At the end of the primary lease term, the lessee may continue to lease the equipment indefinitely at a greatly reduced charge. Another feature of the plan is that it enables the lessee to make payments only during the golfing season. Complete information about the arrangement can be obtained from Cushman, its dealers or Nationwide Leasing.

Davis Publication Describes Disease

August issue of the "Grassette," published by George A. Davis, Inc., 5440 Northwest Highway, Chicago, contains an article, "Control of Dutch Elm Disease," by Frank D. Smith. He points out that the beetle that causes the disease is a creature of blind habit since it infests only elms, shunning all other trees. If the tree is kept healthy, its normal flow of sap prevents the beetle from depositing eggs in the Cambium layer, the only part of the tree in which the egg deposit over is made.

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West Point Adapts Battery Operated Mower to Home Lawns

West Point (Pa.) Products Corp. has developed a running mate to go with its Lectro Greensmower. It is the Lectro Lawnshear, that



has been designed for use on the home lawn. There is an 18-in. hand propelled rotary mower and 21-in. self propelled reel mower. Both have push button starting and locking keys, and are equipped with chargers. Additional rotary and reel models, including a riding mower, will be introduced later. West Point engineers point out that the 21-in. reel mower will easily mow more than $\frac{1}{2}$ acre of lawn on one charge of its Energy Cell. The cell is re-charged in less than two days by plugging its built-in charger into ordinary house current.

McAllister, Hill Sign As Spalding Staff Members

Bob McAllister, Claremont, Calif. and Dave Hill, Jackson, Mich., two promising young pros, have been signed as Spalding consultants. McAllister, a member of the famous U. of Southern California golf team of some years ago which won a record number of matches, was the Pacific Coast Conference champion as an amateur and also the Los Angeles Open amateur top-finisher two years running. McAllister, now plays out of the Yorba Linda (Calif.) CC. He won the Paul Bunyan Open this past season, placed 10th at Hartford and at Oklahoma City in his best professional performances.

Dave Hill has had an excellent 1960 campaign. He finished 8th at Houston, 7th at Hot Springs and 4th at Flint.

Notables to Attend Opening of Dunlop's New Plant

Dunlop Tire & Rubber Corp.'s new sports div. plant at Westminster, S. C., will be opened Oct. 18 with ceremonies attended by many of the state's government and business notables, headed by former U. S. Secy. of State, James F. Byrnes. Dunlop's Chm. of Board G. E. Beharrell, J. M. Billane, pres., and other top executives of the organization will be hosts.

BUYERS' SERVICE • P. 127

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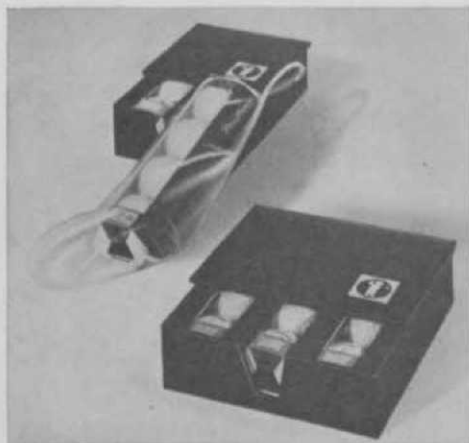
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Suburb of Pittsburgh

MacGregor Packages Tourneys in Three Gift Containers

Tourney golf balls are offered in three Christmas gift packages by MacGregor. The two larger ones contain either one doz. or eight balls and are



boxed in black and gold leatherette memo caddies, each with a supply of paper and attractive cardboard sleeve. The small gift selection contains four balls in a plastic Christmas stocking with a red tape binder and hanger. Orders of

one doz. can be personalized at no extra cost. Each of the three packages contains the new DX Tourney which has permolec cover to resist scuffing and cutting and ultra-white resiliacote finish.

Keasbey & Mattison Markets New Decorating Sheets

Decorative asbestos-cement sheets in pre-finished, permanently colored form are now available from Keasbey & Mattison Co., Ambler, Pa. The sheets, expected to have wide application in home and institutional decorating, come in 15 different colors, are washable, water resistant and only 3/1000 in. thick. The finish is said to have five times the life of ordinary paints. Weatherometer and natural exposure tests, the K & M company says, indicate that the colors will not yellow or fade and have excellent resistance to chalking.

Royer Topdressing Pamphlet

"Topdressing Mixtures for Turf Areas," recently has been published by Royer Foundry & Machine Co., Kingston, Pa. H. B. Musser, professor emeritus of Penn State University, wrote the four-page pamphlet that describes topdressing components and equipment needed for uniform mixing along with proposed future turf conditioning techniques. The pamphlet may be obtained from Royer.

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Fabrizio Is H & B N.Y. Rep

Andy Fabrizio, former pro at Malverne CC, L.I., N.Y., has been named sales rep by Hillerich & Bradsby Co., Louisville, to handle its Power-Bilt line of clubs in the N. Y. Met area.

Triangle Board Re-elected; Three Promotions Announced

At the annual stockholders' meeting of Triangle Conduit & Cable Co., New Brunswick, N. J., the following incumbent dirs. were re-elected for the coming year: John E. McAuliffe, chmn., Joseph G. Slater, vice chmn., Carl S. Menger, Clyde V. McKay, John E. McAuliffe, Jr., Jack M. Slater and Schuyler Van Vechten. Joseph G. Slater, former pres., moved up to vice chmn.; Menger was promoted from executive vp to pres.; and McKay, former vp of operations is now executive vp.

Two Golcraft Gift Packages

Two Golcraft, Inc., Christmas gift packages are shown in the photos. One is the Gift Putter

package which offers a choice of 20 different models plus a top quality Golcraft ball and a practice putting cup. One of the carton's sleeves



serves as the cup and the other becomes a stand-up display. In the other photo is the cocktail shaker that Golcraft is offering free with the purchase of one doz. Staff balls. The balls are packed in the shaker with a bright Xmas overwrap at no additional cost.

New Swimming Pool Light

A decorative, cast bronze swimming pool light now being marketed by Stonco Electric Products Co., Kenilworth, N. J., produces 51,000 candlepower on only 12 volts. An extra long rubber-jacketed cord permits the wet-niche pool lights to be surfaced for quick and easy servicing.

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and

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Lightness, Quality Emphasized in New Foot-Joy Golf Shoes

Many years of research have gone into development of the first LightWeight golf shoe model by Foot-Joy, according to Richard N.



Tarlow, treas., Brockton Footwear, Inc. Upper leather selected especially for lightness without sacrificing suppleness and durability plus other features make the Foot-Joy the lightest weight quality shoe yet produced. The shoe has Good-year air cushioning from heel to toe; light outsoles that provide strong support and exceptional wear; and patented Nu-Lite spikes with steel tips that are said to weigh less than half conventional steel spikes. The shoes are available in two styles (brown and black in each style) and are sold in pro shops.

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Charles Wilber Named Ad Manager by A. G. Spalding & Bros.

Charles Wilber was named advertising and promotion mgr. of A. G. Spalding & Bros., in Sept., according to Edward G. Dowling, vp-marketing. Before coming to Spalding, Wilber was ad mgr. for Bates Shoe Co., Webster, Mass. He also worked as an account rep for ADS, Inc., Hartford, Conn. A native of Schenectady, N. Y., Wilber was graduated from the U. of Conn. He served with the Marine Corps in the Pacific in World War II. He formerly was a member of the Hartford Advertising Club and Worcester (Mass.) Sales Executive Club.



Wilber

McLaughlin & Son in New Location

Hugh J. McLaughlin & Son, golf ball manufacturer, has recently moved its office and factory to a new building which the company built at 614 N. Indiana ave., Crown Point, Ind. The new location is considerably larger than the building McLaughlin & Son formerly occupied and the firm has expanded facilities for the rebuilding and new construction of balls.

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Sue Ann Adams, daughter of MacGregor's Chicago pro salesman, Harry, is one of five recipients of a Brunswick Foundation college scholarship, sponsored annually by the Brunswick Corp. Sue, who is enrolled at the University of Colorado, was one of 36 persons who competed for 4-year scholarship.

Woltring Represents PGA Distributors in Northwest

R. O. (Bob) Woltring has been named to represent National PGA Distributors, Inc., Newark, O., in the northwest section of the country. He will cover Ore., Wash., and parts of Mont. and Ida. Woltring attended the U. of Portland and

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Scranton, Penna.

Diamond 2-4062 Hunter 9-4784

is a World War II vet. He formerly was sales mgr. for Jarman Williamson Co. of Portland.

Ford's Econoline Models

Ford Motor Co's 1961 low cost Econoline series of commercial vehicles includes three models, a pickup, van and eight-passenger station bus, each mounted on a 90-in. wheelbase. Each has overall length of 168 ins. and widths ranging from 72.5 to 75.8 ins. Econoline models



are said to carry volume and load comparable to conventional pickup or panel trucks but have much less weight and greater maneuverability. They will compete with imported small trucks but have more comfort and give better performance, the company says.

C. F. Armiger, Inc., golf equipment and supply distributors in the Washington, D. C. area for a number of years is closing, so its pres., veteran Cy Armiger, advises, Cy has decided to relax a bit.

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Jay Hebert, the PGA champion, received a special bonus check from A. G. Spalding & Bros. for winning the Championship at Akron. George Dawson, Spalding's public relations dir., presented the bonus to Hebert.

Phillips and Cavelli Join MacGregor Sales Staff

Wally Phillips and Sam Cavelli have been added to the sales force of The MacGregor Co.,

according to R. D. Rickey, sales vp. Phillips will succeed Stan Hobbs, 25-year veteran, in the northern New England territory when the latter retires next summer. He is working as Hobbs' assistant in that section. Phillips is a graduate of Medway, Mass. high school and received a B.A. degree from Norwich U. in Northfield, Vt. Cavelli, who graduated from the University of Portland (Ore.), has taken over duties as sales rep in the Pacific-Northwest. A three letterman at Portland, Cavelli has coached high school and college basketball and football and was a golf instructor at Portland and Agate Beach GC.

Speedspiker Saves Time in Golf Shoe Repair

Bill Corbett, pro at Castlewood CC, Pleasanton, Calif., has invented a shoe spiking wrench called the "Speedspiker" that is said to save a great deal of time in replacing golf shoe spikes. It is recommended for the pro or lockerroom attendant. The wrench is inserted in the chuck of a portable drill for backing out spikes or for inserting them. Spikes that are rusted into shoes are removed much easier with the drill than by the old hand-wrench method. Two well known golf merchandisers are handling distribution of Speedspiker. They are Curley Bates on the West Coast and Bowen, Inc. throughout the rest of the U. S. and Canada.

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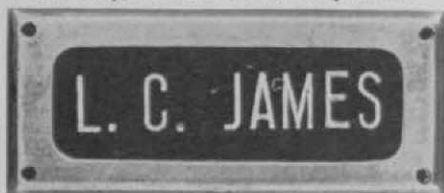
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Esposito Joins Golfcraft Staff

Emil Esposito, one of Chicago's leading young amateurs, recently turned pro and has joined the advisory staff of Golfcraft, Inc., according to Mark Cox, vp. Esposito plans to join the pro tour in 1961. A brother of Lou, pro at White Pines, Bensenville, Ill., young Esposito helped Western Illinois University win the 1959 NAIA championship in 1959, was quarter-finalist in the 1956 Public Links Championship, and in both the 1959 and 1960 Milwaukee Opens, finished as second low amateur. In the latter event he scored a hole-in-one, the first of his career. Esposito also has won or finished near the top in several amateur and Junior events in the Chicago area in recent years.



Esposito

Scott's Tips on Seeding

In its autumn edition of "Lawn Care," O. M. Scott & Sons of Marysville, O., lists seven mistakes in seeding and tells how to avoid them. The article covers costs, planning, sowing seed wastefully, starving seedling grass and other important factors.

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Water hazards and lakes now may be cleaned of all rooted aquatic weeds, Lily, cattail, milfoil and many other aquatic weeds are easily killed with one application of R-H GRANULAR WEED RHAP. It is easily applied - will not harm fish or animals. This inexpensive application usually lasts from 18 to 36 months. Write for further information or ask your dealer.

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Link-Mobile Introduces Trailer for Golf Car

Link-Mobile, a div. of Northwestern Motor Co., Eau Claire, Wis., is marketing the "4-Sum", a trailer that enables a foursome to wheel around



a course. The trailer is a duplicate of the Link-Mobile golf car, less motor and steering, and is hooked up via a ball hitch. The tandem can be obtained in matching colors. High speed wheel bearings allow the trailer to be towed by an automobile at driving speeds.

Sunstate Has New Palmer Line

Sunstate Slacks of Tampa, Fla., has a complete new line of "Arnold Palmer" golf apparel. The firm says that the golfer of the year designed the clothing and is in the process of tournament-testing it. Palmer has been with Sunstate since 1959 when that firm called upon him to endorse a line of slacks and walk shorts. Palmer golf apparel is sold in leading pro shops.

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Excellent opportunity for man and wife to manage golf club and operate bar and dining room. A money maker in a small progressive community in Northern Michigan. Address Ad 1001 c/o Golfdom

Pro for small club in Central Oregon. Applicant must be good salesman & instructor as salary only \$2400.00 and season is limited to 7 or 8 months. Pro Shop, Driving Range & Club Care are provided. Address Ad 1002 c/o Golfdom

Distributors & Salesmen Wanted: to represent Matzie Velvet Touch Putters in Chicago Area, No. & So. Dakota, Minn., Wis., La., Miss., W. Virginia, Ohio and Texas. Write: Fred Matzie Golf Co., 2715 Washington Blvd., Venice, Calif.

Greens Supt.—Central New York Area. 18-hole public golf course. Must be experienced in construction and maintenance. State qualifications and salary expected. Address Ad 1012 c/o Golfdom.

RESTAURANT MANAGER — Well known prestige restaurant & shops in country club atmosphere approximately 70 miles N. W. of Chicago. Unusual opportunity for someone with personal following and ability to create new business and draw golf groups. Experienced in handling high grade clientele and thorough knowledge of restaurant and liquor operation. Salary plus percentage. Give full particulars of working background, age, education and references. Address Ad 1019 c/o Golfdom

Pro with greenkeeping experience wanted for 1961 season. Country Club of Barre, Barre, Vermont. Nine holes, active membership. Six months season. Write giving experience and age. Address applications to James B. Stewart, Box 457, Barre, Vermont.

Several territories open for established manufacturers representatives for all or part of established line of golf shoes, putters and accessories. Fairway & Fields, Ltd., Roslyn Heights, N. Y.

GOLF COURSE SUPERINTENDENT: Private club in Baltimore, Maryland. State experience, furnish references and salary requirements. Address Ad 1040 c/ Golfdom

GREENS SUPERINTENDENT WANTED BY ONE OF WESTCHESTER, NEW YORK'S MOST DISTINGUISHED CLUBS. MUST BE EXPERIENCED AND FAMILIAR WITH LOCAL PROBLEMS. ADDRESS AD 1041 c/o GOLFDOM

MISCELLANEOUS

WANTED TO LEASE, with option to buy — nine or eighteen hole golf course by experienced operator. Address Ad 1011 c/o Golfdom

Driving Range in large Southern city. Good equipment, lease and location. Teaching Pro and wife should net \$6,500.00 cash in four months. Address Ad 1021 c/o Golfdom



For Sale or Lease

Peoria's best

WEE TEE GOLF CENTER

Driving Range Baseball Par-3

Write today: 1405 E. Lake Street
Peoria, Illinois

Interested in buying nine or eighteen hole golf course. Must be currently operating in area with good golf opportunity. Address Ad 1031 c/o Golfdom

Driving Range for lease or will take partner. Needs minor work. Par 3 possibility on same land. Located near Cincinnati, Ohio. Address Ad 1024 c/o Golfdom

For Sale — 37 steel poles, 30 feet long for miniature, driving ranges, Par 3. Thirty three brackets of 5-500 watt PAR 64 lights, direct burial cable (all sizes) one years use. Will sell or install, turn key job on all phases of miniatures, Par 3 or driving range. Address Ad 1025 c/o Golfdom

Let us repaint your old golf balls. Everybody else does. 7c plus freight one way. Badger Golf Co., Waterford, Wis.

COUNTRY CLUB FOR SALE — 1½ HOURS FROM NEW YORK CITY AND PHILADELPHIA. NATIONALLY KNOWN 18 HOLE CHAMPIONSHIP COURSE. LARGE MODERN CLUBHOUSE, ATTRACTIVE BARS, DINING ROOM AND BANQUET ROOMS. 60 GUEST ACCOMMODATIONS. NEW SWIMMING POOL. FULL ACTIVE MEMBERSHIP. GREAT FUTURE POTENTIALS. CASH REQUIRED \$125,000. WILL CONSIDER ACTIVE PARTNER WITH RESTAURANT OR FOOD BUSINESS EXPERIENCE. ADDRESS AD 1020 c/o GOLFDOM

For Sale: Equipment for 9-hole golf course and 15 tee Driving Range. Floyd March, 703 N. 5th, Lantana, Florida

Brown with Pacific Agro

Paul Brown, well known Northwest horticultural consultant and TV and radio garden show conductor, has been appointed by Pacific Agro Co., Seattle, to head its special sales and service work for commercial turf, nurseries and greenhouses. This is an expanding consultation service. Most of Agro's fertilizers contain Hercules Nitroform.

New Triangle Product

Triangle Conduit & Cable Co., New Brunswick, N. J., started production of bituminous fiber pipe and conduit in Sept. The company now offers what is said to be the most complete and diverse line of metallic and non-metallic pipe and tubing in the U. S. Production of fiber pipe and conduit is going at the company's 210,000 sq. ft. plant in Landisville, N. J.

Tell Them You Saw the Ad
in GOLFDOM