

# THE SPREADER THAT'S 3 TO 1 BETTER



Unique positive spreading action covers 3 times the area . . . saves  $\frac{2}{3}$  of your time! Your Dealer has the full story. Ask him for a demonstration NOW.

HATFIELD  
**ROTO-SWERL**  
SPREADER  
CORP.

Mailing address: Hatfield, Pennsylvania

## Spalding Reports Higher Earnings; Excludes Foreign Firms

A. G. Spalding & Bros., Inc., had nine months net earnings of \$901,000 or 96 cents a share on the 940,322 shares outstanding July 31, 1960. This compares with \$813,000 or 86 cents a share in the nine months ended July 31, 1959, Edwin L. Parker, pres., reported to stockholders. Profits before income taxes were \$1,934,000 for the first nine months of the fiscal year against \$1,176,000 and \$1,477,000 in the same periods of 1959 and 1958. Taxes on income in the three periods were \$962,000, \$832,000 and \$716,000 respectively. The report does not include earnings of companies in Australia, England and Scotland, acquired early in 1960.

## Bowen Opens Dallas Warehouse

Kip Bowen of Bowen, Inc., who handles the Wm. Joyce golf shoe and Bowen casual shoes has opened a new warehouse at 11525 N. Central Expressway, Dallas. His new Texas rep is Ray Carter, who lives at 601 Newberry dr., Richardson, Tex. Models of the 1961 Joyce and Bowen lines, Bowen adds will be brought into Dallas in the late fall in time for Christmas selling.

## Wilson Photos for Pro Shops

Recognizing the trend toward brighter and more interesting decor in pro shops, Wilson Sporting Goods Co. is making available to professionals 8x10 in. glossy photos of its advisory staff. The photos of top tournament players such as Sam Snead, Arnold Palmer, Bill Casper, Patty Berg, Betsy Rawls and others are ideal for counter, wall or window display. There are 42 photos in the series, 35 of pros and 7 of proettes. Sets may be obtained by writing Public Relations Dept., Wilson Sporting Goods Co., 2233 West st., River Grove, Ill.



Arnold Palmer

## Royer Bulletin on Topdressing

"The Renaissance of Topdressing," just released by Royer Foundry & Machine Co., Kingston, Pa., describes techniques and equipment for the preparation and distribution of topdressing. The 4-page booklet, authored by H. B. Musser, professor emeritus, Penn State University, discusses past practices and proposes future turf conditioning programs.

## U.S. Rubber Attractively Packages Christmas Gift Balls

For Christmas, U. S. Rubber packs a doz. golf balls in a rich looking morocco grain simulated leather box in a choice of brown or forest



green, embossed with gold leaf decoration (right). The balls can be personalized if ordered early enough. After the balls are used, the box makes an attractive card file. On the left is a container for packing a half doz. balls. Except for being smaller, it is identical to the larger box. U. S. Royal Special, U. S. Royal Blue, U. S. Royal Senior and U. S. Queen Royal will be available for pro shops by the doz. or half doz. in special Christmas boxes at no extra cost.

## Grips Soft and Tacky

Contact, manufactured by Aberdeen Products, 406 N. Aberdeen, Chicago, is a new rub-on grip conditioner and non-slip formula that keeps leather grips soft, tacky and playable under all conditions. It is applied with an applicator. According to the manufacturer, Contact will not film up and become hard, but is readily absorbed by grips. Complete information can be obtained from the manufacturer.



## Magna-Bond Pool Coat Said to Withstand Discoloration

Pool coating made by Magna-Bond, Inc., 1718 S. 6th st., Camden 4, N.J., can be used on concrete, marble dust plaster, gunnite, fiberglass, steel and aluminum pools. It is said to withstand discoloration above and below the water line and won't chalk, peel, blister or lose gloss. Its tough, slick film is claimed to keep Algae formation at a minimum. Magna-Bond is a metallic vinyl coating that, because it is polarized, provides a primer coat that adheres to a surface with the double tenacity of a magnetic bond and a conventional mechanical adherence. The coating can be applied by roller, brush or spray. There is a 3-year guarantee on the product.

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**UNDER  
CONSTRUCTION**

*the 18 hole*

**SHORE COURSE**

*at the world famous*

**Monterey Peninsula Country Club**

PEBBLE BEACH, CALIFORNIA

**BOB BALDOCK**

**GOLF COURSE  
ARCHITECT**



**1505 BLACKSTONE  
FRESNO, CALIFORNIA**

**BUY DIRECT FROM MANUFACTURER...  
CUT MOWER BLADE COSTS 50%**

(MADE OF TOP QUALITY KNIFE STEEL SPECIALLY HARDENED FOR LONGER WEAR)

Jones Heavy Duty Stationary Blades Are Guaranteed For Long Life And Exceptional Service—And You Can Save 50% And More! Recommended By America's Leading Golf Courses For High Quality—Low Cost. Blades In Stock For Immediate Delivery.



Send us your specifications today. Write to:

**JONES MOWER and EQUIPMENT CO.**  
2418 GRASSLYN AVENUE HAVERTOWN, PA.

**Jacobsen Unveils 1961 Line  
at Annual Sales Meeting**

"Life Begins at 40 . . . Growing and Going" was the theme of the annual Jacobsen Manufacturing Co. sales meeting held in Racine, Wis.,



C. A. Livesey



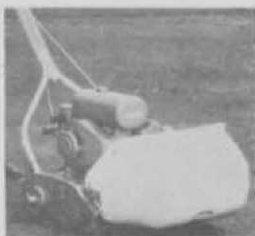
E. A. Jacobsen

Aug. 1-6. Dealers and sales representatives from all parts of the country attended the sales sessions at which the complete lines of Jacobsen and Worthington products were demonstrated.

Among the highlights of the sales meeting was the introduction of the Jacobsen Chief, a new garden tractor. Also shown for the first time were two new power operated rotary tillers, a turf slicer and additional snow removal

equipment. "Turbocone" (the exclusive Jacobsen designed cutting unit for rotary mowers which feature air-lift action for cleaner cutting) and "dynacyl" (the patented cutting principle of the company's new reel mowers) are terms that were frequently used at the six-day meeting.

New Jacobsen products in the commercial and large area mowing field that were prominent-



Jacobsen greensmower



Worthington Model F tractor & fairway unit

ly displayed include the greens mower with the "321" engine; Mow-Mobile "48"; 3- and 5-

it's new **Caddi-Seat**

The perfect combination! A club carrier with a comfortable, built-in seat. Holds 10 clubs; has large, rugged pocket for balls, tees etc. Spiked base keeps your clubs off the ground, provides an upright seat. Perfect for following tournaments, too.

Order two (your wife will take yours) at \$18. Send check or money order. No COD's.



Only  
**\$9.95**

Post-paid

**ROBERT E. TOMPKINS, INC.**  
751 CLAY ROAD ROCHESTER 23, NEW YORK

## the new **taskmaster** with **loadamatic** action



**Designed for easier hauling of grounds care equipment. Transporting golf carts.**

There are a 100 and 1 jobs around the golf course that need the TASKMASTER. From hauling heavy, bulky grounds care equipment to carrying golf carts, this 1/2 ton capacity trailer with LOADAMATIC ACTION makes loading and unloading quick and easy. \$329.50 delivered. Free folder on request. A product of Mastercraft—makers of America's most popular boat trailers.



**MASTERCRAFT trailers, inc.**

200 MIDDLEFIELD ST. • MIDDLETOWN, CONN.  
Other factories and warehouses in Elwood, Indiana and Los Gatos, Calif.  
A Subsidiary of Cadre Industries Corporation

gang Ram Lift Rangers; the Jacobsen "Chief" and cutting, rolling, aerating and hauling accessories.

Charles A. Livesey, sales vp, said that industry figures for 1960 indicate a definite trend



Worthington Model G tractor & hydro-sickle

toward power reel mowers and that Jacobsen more than held its own in the increased sales of these units. Jacobsen's share of rotary mower sales also was increased. Livesey said. Einar A. Jacobsen, pres. of the firm, predicted another 20 per cent increase in Jacobsen sales for 1961. The Racine company will observe its 40th year in business in 1961.

**Complete Listing of Clubhouse, Pro Shop, Maintenance Products on P. 87**

## KEN Shop Supplies

Help You Give Better Service



All  
Ellingham Tools  
Grip Conditioner  
Stains, lacquers,  
adhesives

Grips  
Listing  
Whipping  
Shafts  
Collars  
Plugs  
Sheathing

Buffing and  
cleaning  
supplies

Golf Club Scales—  
Official, Lorythmic,

KEN FORM-A-COAT enables any Pro to put a smooth, protective coat over string windings on golf clubs.

Prorythmic

All other shop needs

Write for handy SHOP SUPPLY LIST

**Kenneth Smith GOLF CLUBS**

*Hand made to fit You*

Box 41-GM KANSAS CITY 41, MO.

*World's Largest Custom Club Maker*



## TROUBLE FREE! RENTAL CART SERVICE

We furnish you all you need on rental share basis. No investment for you! We deliver and service carts regularly and keep them in good repair—FREE. Clubs not held responsible for damages, theft or breakage.

## CADDY-ROLL RENTAL SERVICE

Three Rivers, Michigan

END YOUR GOLF CAR BATTERY TROUBLES!

Replace with **BOWERS**  
**BIG RAM BATTERIES**



Their Extra Quality means Greater Power, Longer  
Trouble-Free Life . . . and at a Lower Initial Cost.

**BOWERS** BATTERY & SPARK PLUG CO. • READING, PA.



Winning "Green Eagle" team of salesmen, victors in MacGregor's "Sales Safari" Tourney ball contest included (bottom row, l to r): Bob Love, Elwyn Nagel, Bob Rickey, sales vp, Ock Willowweit, Lou Fabian and Joe Worrell. (Back row) Bill Meehan, Vic Bass, Harry Adams, Phil Conley, Jerry Leber, Jim Ireland and Paul Hargrave. Fabian was outstanding huntsman in the Safari.

### MacGregor Introduces New Ball, New Theme at Sales Meeting

Introduction of the all new DX Tourney golf ball was the big news at the annual pro golf sales meeting of The MacGregor Co. held in Aug. in Cincinnati's Sheraton Gibson hotel. DX is MacGregor's formula for distance and acceleration in a straight line. Along with the ball, which has a scuff resistant material, Permolec, in its cover and a new formula paint, Resilicote, MacGregor introduced its entire 1961 lineup of

equipment and accessories. LDMP (Less Drag . . . More Playability) is the theme that will dramatize the company's Tourney and Armour VFQ irons for 1961. These are being built, along with the woods, with four separate flexes to fit every swing. The company also will have five new all-glass shaft putters in its new club line. In the bag line, a new tan Kangaroo bag will be available. At the traditional "Sunburst" dinner, Paul Hargrave, Bob Love and Jim Ireland were cited for outstanding sales work in 1960.

## GOOD ROADS MULCH-VAC SWEEPER

ideal  
for  
golf  
courses



....Eliminates Leaf Removal  
and Disposal!

Towed-Type. Cleans 6' 5" width at one pass—  
25 to 30 acres per 8 hour day. Picks up leaves  
by vacuum suction, thoroughly mulches and  
spreads them evenly over the ground. Leaf  
mulch disintegrates to a natural fertilizer. Does  
the job in hours that takes many men days.

Also available: Small self-propelled "walkie"  
model for obstructed areas or club-house  
grounds. For further information write:

**GOOD ROADS MACHINERY CORPORATION • MINERVA, OHIO**



Get beauty teamed with durability and cleaning ease. That's Magic Fluff. It comes in a rich, oriental color blend to suit any decor. All orders are custom made to fit individual floor areas. Write for a *Special Trial Size* Magic Fluff Mat Sample . . . 17" x 32" \$5.00 postpaid.

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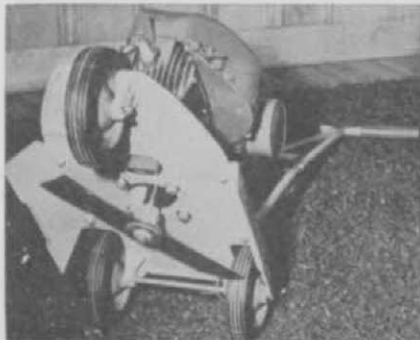
It's Perfect For

- Club Rooms
- Locker Rooms
- Club Bars
- Pro Shops
- Hallways
- Entrances

**H. M. WISE** DISTRIBUTOR OF QUALITY PRODUCTS AND SERVICE  
212 HELEN AVENUE — MANSFIELD, OHIO

### Rowco's Trim Kut Gives That Finishing Touch

Rowco Trim Kut, made by Rowco Mfg. Co., Keene, N. H., has a 12-in. blade and is designed for trimming around flower beds, trees, buildings,



etc. Lightweight and compact, the Trim Kut can easily be lifted over walls and fences. It is powered by a 2.5 hp Clinton engine and has a safety clutch that enables the hardened steel blade to turn freely upon striking a solid object. The machine has a one-piece reinforced frame, special steel side plates for long life and heavy duty steel disc wheels with semi-pneumatic tires.

**BUYERS' SERVICE ● P. 87**

### BRAND NEW Hole-in-One Trophy

We Will Attach Your Winning Golf Ball Here

Golf Pros Honor Every Hole-in-One with this Inexpensive Trophy



XPW-31 Ht. with Ball 4 3/4". Genuine Walnut Base. Sunray Engraving Plate and Ball Stand  
\$3.95

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Write for Pro Discount

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Chicago 3, Ill. Central 6-5018

For fall delivery we quote **Old Orchard** C-52 stolons at \$5.00 per bu. Arlington C-1 and Congressional C-19 at \$4.50 chopped, shredded, and sacked, F.O.B. shipping point.

## Old Orchard Turf Nurseries

P. O. Box 350, Tel. AL 6-6395 Madison 1, Wis.

Ralph R. Bond, Prop.

Branch Nurseries in Farmington, Ia. and Camarillo, Calif.

THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES

GOLFERS SAVE STROKES WITH

# SPRAY-GRIP

STOPS SPORT-GRIP SLIP!

HOL-TITE  
SPRAY GRIP



350 Measured Sprays! Applies exactly the amount necessary!  
Just spray it on . . . dries in seconds. SPRAY-GRIP enables the golfer to relax while swinging . . . helps improve accuracy. Assures a natural grip! Handy, compact, easy to use!

Shipped in attractive eye-catching display boxes for fast over the counter sales. Order directly from your Hol-Tite jobber or write for catalog sheet "G".

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"Greatest  
of  
Them All"

is prepared especially for the leather grips of Golf Clubs. It gives a firm, tacky grip with light hand pressure, permitting an easy relaxing rhythmic swing. Your Accuracy will improve, you'll feel relaxed — and those "Extra Strokes" will vanish.

**Manufacturers' Specialty Co. Inc.**

2736 Sidney Street • St. Louis 4, Missouri

## Neoprene Hose Stands Up in Rigorous Weather

Hose made of neoprene at the busy Ft. Lauderdale CC, where it has been in use daily for three years, hasn't shown any signs of wear or deterioration, according to E. I. duPont de Nemours & Co. The hose is made by Electric Hose & Rubber Co., Wilmington, Del., from duPont's neoprene. It comes in 50- and 100-ft. lengths and 500-ft. coils. At Ft. Lauderdale, according to Supt. Hans C. Schmeisser, the hose constantly is exposed to year-around hot sun, salt air and abrasive sand. Light in weight it is extremely flexible and easy to handle, Schmeisser adds.



Hans Schmeisser

## Small Model Aerifier

The Estate Model aerifier, made by West Point (Pa.) Products Corp., is budget priced for small golf courses, athletic fields, etc. Weighing only 135 lbs. it is easy to transport. It uses 16 special Estate spoons, four to a disc. Overall width of the aerifier is 30 ins.

Pros! Don't miss out on that bonus business • See Ad, p. 63

## • Insist on PAR TUBES •

For the best in quality

LOOK FOR THE NAME ON THE TUBE

- REGULAR MOISTURE-PROOF fibre board (regular) .....Ret. 30¢ ea.
- POLYETHYLENE PLASTIC with rolled edge .....Ret. 40¢ ea.
- KRALASTIC PLASTIC with rolled edge .....Ret. 55¢ ea.

Packed in display cartons of 42 and 144

Contact Your  
Distributor or

**PAR TUBE** 139 S. Albany Ave.  
CHICAGO 12, ILLINOIS





## A Proven Golf Ball Washer for . . .

### 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.

DEALERS IN ALL PRINCIPAL CITIES

only  
**\$14.75**

Prices F.O.B.  
Waukesha, Wis.

**A. C. Schendel,**  
Distributor  
Rt. 5 Box 92,  
Waukesha, Wis.



A group of Ben Hogan salesmen discusses the firm's phenomenal 48 per cent sales increase for 1959 during a visit to the Hogan plant in Ft. Worth at a recent four-day sales meeting. The 1961 Hogan line was introduced to the group at this time. In the photo are (l to r): Lyne Price, Jack Owens, Barney Holliday, Harold Stewart, Dick Bullock, William Foss, John Heinje, Ben Hogan and Ernie Sabayrac.



The 1961 line of PGA golf equipment was demonstrated to officers and sales reps of the National PGA Distributors, Inc., Newark, O., at a sales meeting held in August in Granville, O. In the photo are (seated, l to r): Tim O'Brien; John Baduini, sales vp; W. D. Schaffner, pres.; Lew Oder, asst. to sales mgr.; and Joe Blanton. (Standing) Ross Vinton, Fred Reo, Jim Cahill, Tee Marchi, Al Raymond, Harley Greenamyre, Art Jones, Harry Paylor, Milt Bartels, Bill Nugent and Tom Crone. Also at the meeting but not shown in the photo were Jack Schram, pres. of Comptometer Corp., Chick Harbert, vp of Burke Golf Co., Al Bove, Paul Watson and Billy Burke.



**DISCOUNTS UP TO 40%** *Monroe* **FOLD-KING**



**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 1961 CATALOG FREE**  
 Color pictures. Full line tables, chairs, table and chair trucks, platform-risers, portable partitions, bulletin boards. Our 53rd year.

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

**FOLD-KING**  
 DIRECT PRICES  
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**THE "BANJO" GOLF BALL STRIPER**  
 It's Easy — It's Fast to Stripe  
 your practice balls with the  
**"BANJO STRIPER"**

BY ACTUAL TEST 3000 balls per hour can be striped. Only \$14.50. It's amazing and a must for Range Operators. Endorsed by Pros.

SEND CHECK OR MONEY ORDER TO

**MASTERCRAFT**  
**GOLF CLUB REPAIR SERVICE**  
 2907 9th St. W. Bradenton, Fla.



When Golfcraft, Inc., introduced its 1961 line at its annual sales meeting in Chicago, the following were present: (Front row, l to r) Joe Zakarian, Mike Dyba, controller, Bobby Lutz, Art Weller. (Center row) Frank Dancer, Ferd Lang, Paul MacDonald, William Thompson, vp, E. R. (Ted) Woolley pres., Mark Cox, vp Lloyd Mangrum, Bob MacGregor, John Hawes, Maurice Marabon. (Back row) James Butz, Ralph Kolle, Charles Houck, Edward Gustavson, Lum Foster, Ed Cox, Bud Ricords, Nat Dolve, Mark Schaefer, Larry Kemper and Robert Tuke.

**Penncross Growth Amazingly Quick, Says Producer**

Penncross, a synthetic variety bent, developed by H. B. Musser, professor emeritus of the Penn State University agronomy school, is becoming more and more popular for greens, according to Northrup, King & Co., 1500 Jackson st., N.E., Minneapolis. It not only grows amazingly quick, says the producer, but is strongly disease resistant, has unusual drought tolerance and fine, uniform texture. At Fig Garden GC in Fresno, Calif., Nick Lombardo, developer, and Frank Atencio, supt., report great success with the strain and several other courses on the West Coast have used it with excellent results. Penncross became available in 1954 and is produced by crossing three outstanding bent strains. It has been thoroughly tested in several localities and is now being produced in Oregon. Penncross is on the market in limited quantities.

**Display Creations Offers Pro Shop Layout Service**

Display Creations, Inc., 1332 Broadway, Detroit 26, Mich., offers a "no obligation" layout, design and pro shop planning service for new shops or shops that are to be completely or only partly remodeled. Inquiries about the service should be sent to Display Creations, or made through an Ernie Sabayrac, Inc. rep. A "Design and Layout Guide" will be sent to the person making the inquiry. When a questionnaire covering dimensions and inventory of a shop is returned, Display Creations design expert makes a suggested comprehensive layout of the shop in terms of a blueprint and submits it for approval. Latest methods of Visual Merchandising, as they apply to the shop in question, are sent with the suggested layout.

Jacobsen Manufacturing Co. has moved its corporate office and entire Racine plant to 1721 Packard ave., Racine.

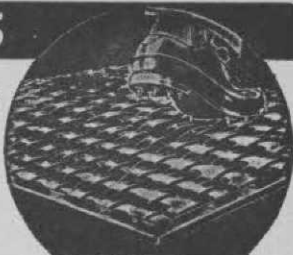
# SAVE CLUB HOUSE FLOORS

## 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.

### Wilson Gift Pack for Xmas Shopping

Now available to professional shops for Christmas gift business are the Wilson Staff ball gift packs shown in the photo. Both doz.



and half-dozs. are attractively packed in a rich looking burgundy Wil-leather case with gleaming gold trim. Cases can be used for cigarettes or jewelry. The balls sell at regular prices with no extra charge for the gift case. Name is imprinted free on doz. lots. For complete information write Wilson Sporting Goods Co., 2233 West St., River Grove, Ill.

### Bender Heads New Exide Resale Market Department

Walter B. Bender has joined Exide Industrial div. of Electric Storage Battery, Cleveland, as resale market mgr., a newly created position. He is directing sales activity in several fields, including golf. The div. markets the Golfer-48. Bender formerly was a manufacturers' rep for material handling equipment and prior to this worked for Acme Steel and Sunbeam Corp. He is a native of New York City and was graduated from L. I. University.



### Etonic Shoe Trees

Charles A. Eaton Co., Brockton, Mass., distributes shoe trees that are about half the weight of ordinary trees and can be compactly folded. They are easily adjustable, fit all shoes and are ventilated to promote quick drying. The trees are available to pro shops for men and women.

BUYERS' SERVICE • P. 87



**TRANSPORT YOUR GOLF CARS VIA TRANS-AMERICAN VAN SERVICE**

We Are Authorized Carriers Rendering Service Anywhere in the United States Modern Moving Vans Manned by Skilled Operators Assure Utmost Protection — No Crating Needed — We Transport from Factory to Golf Clubs or Between Clubs

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TRANS-AMERICAN VAN SERVICE, Inc.  
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for the best of the latest in

## RANGE - PAR 3 MINIATURE

EQUIPMENT - SUPPLIES - FIXTURES

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**Wittek Golf Range Supply Co., Inc.**

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Nationally known trophies carried in stock for immediate shipment.

Professional discount  
**33 1/3%**

Write for free catalog — 1960  
Our 18th Year

**SPORTS AWARDS CO.**

429 W. Superior St.,  
Chicago 10, Ill.      SUperior 7-6034

**Kill WATER WEEDS!**

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.

**REASOR-HILL CORPORATION**  
BOX 366C, JACKSONVILLE, ARKANSAS

**Ford Dealers Market Tillit,  
New Rotary Tiller**

The Dearborn Tillit, being sold by Ford Motor Co. industrial and farm equipment dealers, a rotary tiller that is driven by the tractor's power



takeoff, literally pulverizes and homogenizes soil with its high-strength tines that dig to a maximum depth of 6 ins. It is said to be ideal for lawn or turf renovation, including skinning of weeds and soil grub eradication. The tiller is manufactured by the Milwaukee plant of America-Marietta Corp. It comes in five models and is ideally suited for use with Ford Select-O-Speed transmission equipped tractors.

**Barge, Humlhanz Promoted  
by Keasbey & Mattison**

Board of the Keasbey & Mattison Co., Ambler, Pa., has elected George Barge vp-finance and Albert F. Humlhanz, treas. Both took over their



Barge



Humlhanz

new offices on Aug. 1st. Barge began his K. M. career in 1934 and in 1947 was transferred to the accounting dept. as asst. treas. In 1951 he was named treas. and seven years later was named to the board. Humlhanz, in addition to handling duties as treas., continues as controller. He joined K & M in 1948 as an accountant and in 1958 was elected asst. treas. and controller.

**LOCKER NAMEPLATES**

Directory, bulletin and handicap Boards



Write for sample and prices

**KIRSCH CARD SERVICE**

BOX 426X, ELMSURST, ILL.

**GOLF RANGES  
PAR THREE  
MINIATURE COURSES**



COMPLETE LINE OF GOLF  
EQUIPMENT AND SUPPLIES

Send For Illustrated Catalog.

**EASTERN GOLF CO.**

2537 BOSTON ROAD, BRONX 67, N. Y. Dept. A

ATTENTION: COUNTRY CLUB OWNERS,  
MANAGERS and PROS . . .



THE GOLF SHOE VALET will aid you in keeping carpet and floor clean in clubhouse, pro shop and locker room. Cleans grass and mud from bottoms as well as sole edges of shoes.

Constructed of anodized aluminum frame with base brush of hard wood and heavy duty plastic bristles. Side brushes high quality Tampico Fibre — hard wood base. All brushes removable, reversible, replaceable and carry one-year warranty. Neat in appearance and attractive to the eye.

Available in Grey, Orange, Yellow. 1 unit \$19.95; 3 or more \$17.95 ea. FOB Huntington Park, Calif. Ship. Wt. 5 lbs. NOTE: Postage paid if check received with order. Guaranteed satisfaction or money refunded. 3" x 2" reminder sign "Clean Spikes Here" with each unit. The GOLF SHOE VALET is the shoe cleaner that gets the job done! A proven product.

**GOLF COURSE SPECIALTIES**  
P.O. Box 388, Huntington Park, California

## STATON-FISHER CO.

Golf Course Construction

From Your Plans By Contract

Irvin L. Staton

P. O. Box 5

Robert E. Fisher

Noblesville

"A" GCSAA

Indiana

### On Munsingwear's Women's Staff

Beverly Hanson, Ladies PGA proctee, who shot a 6-under-par 69 in the recent American Women's Open played at Hiawatha GC, Min-



neapolis, is a member of Munsingwear's women's sports advisory staff. She helped in the design and testing of Munsingwear's women's Tea Timer shirts that are distinguished by the exclusive, patented underarm gusset that allows unrestricted freedom of movement. Men's shirts in this line are known as the Grand Slam.

### Won with Wilson

Two Tennessee golfers, Mason Tucker and Robert Richardson, recently engaged in a

marathon contest, driving golf balls between Murfreesboro and Smyrna, a distance of 10 miles. Tucker used 137 shots while Richardson, who hit a five-foot chicken snake while taking a swing, had 138 strokes. One of Tucker's shots travelled 500 yds, narrowly missing a truck and bouncing over a passing motorist. Tucker, according to Wilson Sporting Goods Co., used Wilson balls. Both men averaged about 130 yds. per stroke.

### 10-Month Sales Indicate Big Annual Gain For Toro

A gain of 11 per cent over 1959 was reported by Toro Manufacturing Corp., Minneapolis, for the first 10 months of this year. Sales during this 1960 period amounted to \$17,500,000 and set an all-time record. For the year the total is expected to run well in excess of 1959 when a new high figure of \$18,200,000 was set. Robert W. Gibson, sales vp for Toro, attributes the gain to the Whirlwind "wind tunnel" rotary power mower and the increasing popularity of available in pro shops for men and women.

Supts. are invited to write to West Point (Pa.) Products Corp. for copies of the 1960 edition of "Fall Renovation of Greens and Fairways." It is fully illustrated with photos of courses from coast to coast.

## FLORIDA GOLF COURSE CONSTRUCTION CO.

BOX 723

WEST PALM BEACH

FLORIDA

## GOLF BAG TAGS

CLUB MEMBERSHIP TAGS

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Otto Bohnert (r) and his brother, Arnold, demonstrate the spreading growth habit of Newport C-1 bluegrass in one of the former's foundation seed production fields in Medford, Ore. The C-1 is grown in rows, permitting constant cultivation to prevent seed contamination from other plants. Newport Bluegrass Assn. of McMinnville, Ore., says C-1 is 95 per cent pure and averages 85 per cent germination.

### First Flight Borrows Aerodynamic Principle for Its Golf Ball

First Flight Co., 99 Tremont st., Chattanooga 5, Tenn., points out that its patented Steel Power Center ball has been an outstanding success be-

cause it has taken a page from the theory behind jet plane design and concentrated weight in the exact center. In a plane, greater speed and ease of handling have resulted because of this principle, and in a golf ball it has given greater accuracy and increased straight line flight, according to the manufacturer. Steel Power Center has a perfectly round center that is located precisely in the center of the ball which, it is claimed, can't be knocked out of round.

### Cushman Motors Names Lemmer District Sales Manager

Cushman Motors, Lincoln, Neb., a subsidiary of Outboard Marine Corp., has appointed J. Don Lemmer, Glen Ellyn, Ill., dist. sales mgr. He will be in charge of industrial, commercial and golf sales in Ill., Ind., southern Wis. and western Ky. A. O. Johnson, Bloomington, Ill., continues as dist. sales mgr. in this territory for consumer products (motor scooters). Before coming to Cushman, Lemmer was regional mgr. for a highway equipment manufacturing concern. He attended Illinois Institute of Technology and served in the Army in World War II.



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George Koske (l), Roanoke, Va., who made a hole-in-one with a U. S. Royal ball on the 17th hole in the Eastern Open, gets a hole-in-one medal from Fred Koehler, mgr. of field sales promotion for U. S. Rubber Co.

### Deere Airlifts Large Dealer Contingent to Sales Meet

Approximately 5,000 of the 6,000 John Deere sales personnel who attended the company's annual sales conference in Dallas in Aug. were airlifted to the meeting site. This was the largest commercial air movement of its type ever attempted and is believed to be the first time a company of Deere's size has gathered its entire U.S. and Canadian dealer organization together at

one time. The 1961 line of Deere industrial tractors and matched working equipment were shown and demonstrated at the Dallas Memorial auditorium, the Coliseum, State Fairgrounds and Cotton Bowl. Movies and TV were used widely in showing the equipment.

### Tapered Slacks for Women

DiFini Originals, Inc., 18 W. 20th st., New York 11, is styling a complete selection of man-

tailored Ladies slacks. They are tailored for comfort in action while retaining a tapered look that is said to be highly complimentary even to women who have lost their girlish figures. In the collection is a unique color range of doeskin materials. Other colors that are emphasized are Dior blue, new gold, dolphin green, mustard, basic white, scarlet red, camel and others.



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**Plymouth Gift Box  
Contains Hand Warmer**

A Jon-e hand warmer and a doz. Stylist golf balls in an attractive holiday box make up the Christmas pack that Plymouth Golf Balls Co.,



Plymouth Meeting Pa., is offering to pros. There are seven different choices available for persons who buy Stylists as gifts as the ball is made with liquid or steel center in 80, 90 and 100 compressions. The Lady Stylist is a 70 compression ball. The Jon-e hand warmer, which also can be used as a cigarette lighter, comes with all seven choices. The Christmas pack is available only in pro-shops.

**Hearn Is Victor's New  
Western Sales Manager**

Richard D. Hearn has been named Western regional sales mgr. for the Electri-Div. of Victor

Adding Machine Co., Chicago, according to William J. Freund, mgr. of the div. Hearn will supervise sales and servicing of the electric golf car and other vehicles manufactured by Victor in the western part of U. S. Hearn, of Lodi, Calif., was pres. for eight years of a western region golf car and construction equipment leasing firm and for three years was vp of a Pacific coast company that manufactured golf and industrial vehicles.



Hearn

**Magna Bond Earnings**

For the quarter ending June 30th, Magna-Bond, Inc., Camden, N. J., reported sales of \$217,875 and earnings of \$47,941, or 20¢ per share. No direct comparison with last year is available as the corporate audit was changed from a calendar to a fiscal year. However, both figures for the current year are recorded highs as total sales for all of 1959 were under \$170,000.

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### Finsterwald Golf Indicator

The Dow Finsterwald Golf Indicator, made by Warren Molded Plastics, Cortland, O., and marketed by T. & C. Enterprises, Inc., Warren,



O., enables the golfer to analyze his swing with or without a ball, indoors or out. It has a flexible tee and five plastic pins mounted on an unbreakable plastic platform. Following the swing, the positions of the pins indicate whether the player has hit the ball correctly, hooked, sliced, pushed or failed to follow through.

### Wilson President Sees Big 1961 Season for Professionals

At the four-day Wilson Sporting Goods Co. sales meeting held in the LaSalle Hotel in Chicago in July, Pres. William P. Holmes predicted a big 1961 increase in sales volume for professionals and dealers, backed by the largest ad budget in the company's history. Numerous

refinements have been made in Wilson's new line of clubs and golf bags for the 1961 season. One of the big improvements has come in the Strata-Bloc woods which have a new Aqua-Tite finish and nylon face inserts that make them 100 per cent impervious to moisture effects and practically indestructible, Holmes said. Both woods and irons have newly designed leather grips for better gripping and tighter fit.

### Discarded Tires Put Melflex in Business 30 Years Ago

Melflex Products Co., Inc., 410 S. Broadway, Akron 8, O., in its 30th year, is using an idea developed by the late John Gammeter, Akron inventor, in manufacturing step tread material. Gammeter decided that sidewalls of discarded tires, cut into strips, could be fitted to rubber compound sheets to make treads. This was one of Melflex's first products and the original customer for the treads was a street car company. Melflex was started by L. E. Warford and Todd J. Mell. The latter died shortly after the company was founded and Warford, who headed the firm for 27 years, died in 1957. His widow, Helen, is pres. of the company. Gammeter's patent expired several years ago, but treads continue to be a major Melflex product. Rubber bumpers, link mats and golf driving range mats also are extensively produced.

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