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SEND FOR CATALOGUE

Wilson-Walz Distributes Country Club Shower Head

Wilson-Walz Sporting Goods Co., 500 San Francisco st. El Paso, Tex., has been made national distributor of the Country Club shower head, extensively used in clubhouses of leading Pacific Coast golf clubs. A number of pro shops around LA have sold Country Club shower heads to members. The head is adjustable from sharp needle spray to a "rinse-flush" flow. The Country Club shower head is made of corrosion-resistant materials, heavily chrome plated over a copper and nickle base and will not clog, according to the manufacturer.

Cox Named Merchandise Service Manager by MacGregor

Mark H. Cox, former Chicago newspaperman, has been appointed merchandise services mgr. for MacGregor sport products div. of Brunswick Corporation. Cox has spent 16 years in the sporting goods industry, the past two as vp of Golfcraft, Inc. Prior to that he was an executive of Wilson Sporting Goods Company for 14 years. In his new position with MacGregor, Cox will supervise product planning, merchandising and advertising, coordinating his activities with MacGregor's sales departments. He is a director of Chicago's Park Ridge CC and the Western Golf Assn.



Booklet on Hybrid Bermudas

Copies of a booklet, "Why Are Hybrid Bermudas Best for Southern Golf?" can be obtained upon request from Golf & Lawn Grass Nurseries, 3539 Kingsboro rd., N.E., Atlanta, Ga. This firm is a pioneer grower of Tifton hybrid Bermudas.



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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- Club Bars
- Pro Shops
- Hallways
- Entrances

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U. S. Royal staff members and sales reps got together at the Los Angeles Open to get checked out on the 1961 sales campaign. At the meeting were (front row, l to r): Al Besselink, Bill Collins, Ken Venturi, John W. Sproul, sales mgr., Bill Ezinicki, Jim Patterson, Bob Duden and Ronnie Reif. (Second row) L. W. Whittington, W. E. Ware, Fred Hawkins, Bobby Nichols, Frank Boynton, Howie Johnson, Jimmy Thompson, Bill Bisdorf, Fred Koehler and Art Decker.

Johnston & Murphy Folder

The Johnston & Murphy Shoe Co., 511 Main st., Nashville, Tenn., has released a color fold-out pamphlet describing nine styles in men's Airflator golf shoes and five combinations in the Lady J & M. Every shoe in the men's line has been course tested by the six J & M golf

shoe consultants, Claude Harmon, Jack Burke, Jr., Jimmy Demaret, Gene Littler, Mike Souchak and Ken Venturi. J & M has been in the shoe business since 1850 and points out that highest standards of workmanship and materials continue to prevail in the 1961 golf shoe line, as they have for more than a century.



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Pulls easiest — Fulcrum Balance — Ball Bearing . . .
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Augustine Ascending Elms Are Ideal for Courses

Clubs throughout the country are highly impressed by the beauty and vigor of Augustine Ascending elms and the fact that they hardly

interfere with shotmaking, according to J. P. Beaudry, pres. of AAE Assoc., Inc., 932 E. 50th st., Chicago 15. Outstanding characteristics of the tree are

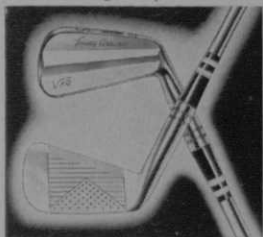


vigorous resistance to insects and disease, rapid growth, upswept branches and a firm root system. Grass grows right to the trunk base because the sun shines through to promote its growth. The tree, a product of grafting, requires little pruning. Augustine elms, planted in rows, lend themselves to unusual uniformity. Information and price quotations can be obtained by writing Beaudry.

1961 Armour Irons Are Completely New — MacGregor

The 1961 Tommy Armour irons, made by MacGregor, are said to be completely new. Balance is claimed to be perfect because

of the exclusive "flared" construction, and the face has a special "pyramid" scoring that helps in aiming and centralizing power and club weight directly behind the ball. Back design of the Armour irons is new and the hitting area is larger. The clubs have MacGregor's Pro-Pel Action shafts and can be obtained with either Finline or black and gold leather Firma-Grips.



List Executive Changes at Triangle Conduit & Cable

Recent executive changes at Triangle Conduit & Cable Co., New Brunswick, N. J., involved Jaek M. Slater, who was promoted to vp and treas.; Edward Simmons, who was named vp, sales; and John E. McAuliffe, Jr., who becomes asst. to the pres., Carl S. Menger. Slater, a

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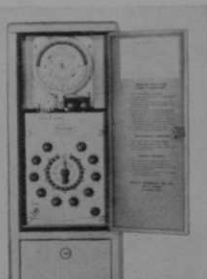


The male Hawk model, of hand-tanned Eisendrath veal with attached kilties of Indian alligator, is one of the features of the Bowen-Wm. Joyce golf shoe line for 1961.

graduate of Wharton School of University of Pennsylvania and a Triangle employee since 1949, now is in charge of Triangle's financial section. He was made a member of the board in 1959. Simmons, who continues as assistant sec., directs sales activities in several divisions, including fiber and plastic pipe. He joined Triangle in 1937 and for the last 14 years has been active in sales work. McAuliffe, with the firm since 1948, continues as sec. and now is in charge of special plant and office projects. He was named Triangle's sec. and became a director of the company in 1959.

Many Improvements in 1961 Moody Rainmaster Sprinkler Controller

A new "L" model Rainmaster automatic sprinkler controller with numerous improvements is being marketed by Moody Sprinkler Co., Inc., 2828 N. Figueroa st., Los Angeles 65, Calif. It is said to be the simplest and most rugged automatic sprinkler controller on the market, with operation being as easy "as setting a clock." Water cycles can be programmed for 14 days in advance with



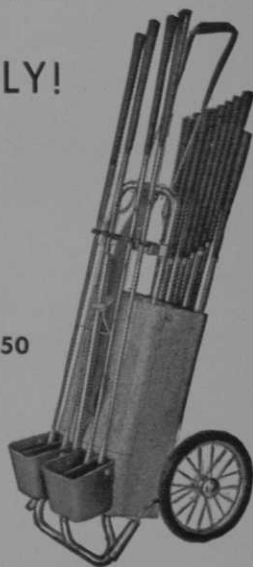
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a finger-tip adjustment selection. The 1961 Rainmaster comes in wall or pedestal mounted models. Housing is of heavy gauge, weatherproof metal, and 10, 20 and 30 station models are available. Literature can be obtained by writing to Moody.

For Clean Styling

A new decorative prismatic luminaire, marketed by Stoneco Electric Products Co., Kenilworth, N. J., is said to be particularly effective for exteriors requiring clean architectural styling in a "light-engineered" fixture.



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When sales and engineering reps of Rainy Sprinkler Sales, Peoria, Ill., got together recently at their annual meeting they observed the 50th anniversary of L. R. Nelson Mfg. Co., Peoria, parent company of RSS. At the gathering were (from left); Bob Venable, Ed Shoemaker, Dick Hanson, John McCavitt, L. R. Nelson, Russ Nelson, Elmo Dowling and Denis Berry.

**Claim Design Revolution
for Spalding Executive Woods**

A. G. Spalding & Bros. is claiming one of the most revolutionary designs in clubmaking history for its new Executive woods that are being made available in limited quantities. A concave top rather than the conventional convex accentuates the styling. The new look is said to give the lowest center of gravity of any wood club on the market, permitting the player to hit through the ball with more firmness. Close fairway lies are more completely mastered because

of the new concept of club weight distribution, Spalding designers say. Executive woods have super densified persimmon face insert assembled without use of screws and there is more nickel-chrome plate in the shaft than ever before, giving longer lasting beauty. Grips are of premium leather or all-weather Cushion-Control. The clubs are sold only in pro shops.

The Portland, Ore., municipal driving range is getting a great deal of use out of its model 780 Cushman Truckster. One way it is being put to work is in hauling a ball recovery machine.

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Wilson Steps Up Operations in Europe and Far East

Wilson Sporting Goods Co., River Grove, Ill., is expanding its foreign operations to more effectively service growing Asian and European mar-



Harry M. O'Neill, Far East Mgr., Harry W. Colburn, vp and sales mgr., and George F. Fischer, export sales mgr., (l to r), study world map.

kets. New sales offices are being opened in London, Wiesbaden, Germany, Tokyo and Hong Kong with other outlets expected to be established in the not too distant future. Golf, which is growing in the Orient and free European countries, is said by Wilson officials to be one of the big factors in opening the door to expansion. Harry O'Neill, a veteran of many years in the foreign market field, is mgr. of Far East opera-

tions. Manager of the European arm is James R. Garts, a longtime Wilson sales rep. His headquarters are in Wiesbaden.

Sewerage Commission Markets New Fertilizer Spreader

Milwaukee Sewerage Commission is making its new fertilizer spreader available through distributors and dealers. Spread of fertilizer is equal on both sides of the spreader which will accurately distribute from 4 ozs. to 30 lbs. of material per 1,000 sq. ft. The pattern is fan shaped and does away with streaks in the area being fertilized. An application chart furnished with the Milorganite Spreader gives dial settings for light, medium or heavy applications of fertilizers, chemicals and lawn seed.



Tooling Up Costs

It costs at least \$50,000 to tool up for making a new model of iron clubs.

"THE MANAGEMENT OF CLUBS"

That is the title of HARRY FAWCETT'S new book on the subject of Club Management. A true example of excellent management practices, "The Management of Clubs" deserves a prominent place on every club manager's desk. Whether you manage a club (any kind), are an officer or a director of a club, or whether you are thinking about managing or helping direct a club, you will not want to lay this book down until the last word has been read and the last thought digested. Harry served as President of C.M.A.A. in 1941. He is a veteran of many years in our field and is known far and wide for the high standards he operates by. Order from Vantage Press, 120 West 31st Street, New York 1, N. Y. \$5.00.

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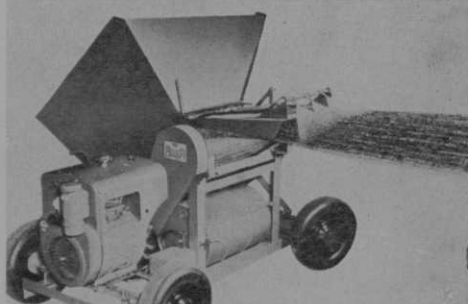
Spalding Reports Largest Net Earnings Since 1950

A. G. Spalding & Bros., Inc., and subsidiaries, including reacquired British and Australian companies, have reported net earnings as of Oct. 31, 1960, of \$1,408,528. This is the highest figure since the net of \$1,623,384 in 1950. Per share earnings for fiscal 1960 were \$1.45 compared with \$1.15 in 1959 and \$0.82 in 1958. Sales for 1960 topped \$52,000,000 compared to \$46,000,000 the previous year. Pres. Edwin L. Parker said some of the more exciting equipment in the overall Spalding sport line included such golf items as the Distance Dot, Hydrosealed woods, Top-Flite Executive woods and Cushion-Control grip. He also announced that the company has started to build a plant in Ava, Mo., that will turn out golf bags among other equipment.

Royer Combines Shredding, Spraying in One Operation

A unique device that permits simultaneous shredding and spraying of soil is being marketed by Royer Foundry & Machine Co., Kingston, Pa. With it, it now is possible to shred soil and spray with fertilizers, insecticides, etc. in one operation. There are three basic parts in the machine: supply tank; pump with regu-

lating and relief valve and automatic controls; and spray header with interchangeable nozzles. When the machine is in operation, the liquid spray intercepts and saturates the exit stream of



shredded material, automatically shutting off when the material discharge ceases. Existing Royer units can be converted with a Spray Attachment kit. For information, contact Dept. SS at the address shown above.

Nichols with Etonic

Bobby Nichols has been added to the staff of Etonic shoes made by Charles A. Eaton Co., Brockton, Mass. Nichols has been playing the tour for about one year. He placed fourth in the 1960 Eastern Open and 1961 Palm Beach Open.

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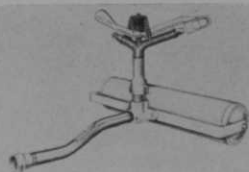
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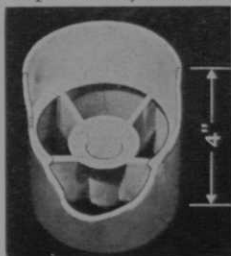
Low Angle "Turf Bird" Overcomes Windiness

A variety of models in National Rain Bird Sales & Engineering Corp's new "Turf Bird" series features low angle trajectory to overcome windy conditions. The R-707S Greens Sprinkler, for example, sprays at a 21 deg. angle, giving superior coverage even when a brisk wind is blowing. Turf Bird models are light in weight because of use of aluminum alloy for some components. All are adapted for use with underground systems. NRB's main plant is in Azusa, Calif. (PO Box 547) and its east and midwest distributor is Rainy Sprinkler Sales, 609 W. Lake st., Peoria, Ill.



Standard's Practice Cup

A new practice green cup made by Standard Mfg. Co., golf div., Cedar Falls, Ia., is said to fill the need for a low cost cup that doesn't require a deep cut hole. It is made of corrosion proof, high impact plastic and comes in highly visible, lustrous white.



Mallinckrodt Chart Ready for Distribution to Supts.

Mallinckrodt Chemical Works, Mallinckrodt st., St. Louis 7, again is making its Turf Fungicide Application Chart and Disease Timetable available to supts. The chart features the circular timetable showing the periods of the year when each of the nine most destructive diseases is likely to strike, and a simple formula for measuring greens so that fungicide applications can be determined. There also is space for recording treatments for each day of the year. Mallinckrodt offers Calo-Clor, Calocure, Cadminate and Kromad for the war on diseases.

Cook Comet Golf Cart Operates on Standard Battery

Cook Industries, Inc., 915 S. Peak st., Dallas 23, is marketing a self propelled electric golf cart, the Cook Comet, that runs on a standard battery that can be bought anywhere. Field tests show that the Comet will operate 45 holes on a single charge. It is said to be simple in design and requires little maintenance.



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Thurston Joins Hagen Sales Staff

Kim Thurston has joined the Walter Hagen Co. sales div. staff. He covers pro shops in western Pa., parts of Ohio and W. Va., for the Pittsburgh branch of the Hagen firm. Thurston makes his home in Pittsburgh.



Kroydon Publicity Campaign

Kroydon Co., Inc., Boston, Mass., is in the midst of a nationwide publicity campaign to promote all products that bear the Kroydon name. These include golf clubs, bags, balls, shoes and feminine apparel. Newspapers, magazines, TV, radio and direct mail are being used in the publicity campaign. Sportsman's Golf Corp., Melrose Park, Ill., which makes clubs for Kroydon, is said to be turning out around 4,500 units per day.

Cushman Motors, Lincoln, Neb., has become a major U. S. distributor of the Vespa line of motor scooters, manufactured by Piaggio & Co., Genoa, Italy.

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Ryan Renovaires Said to Give True-Contour Aeration

The 1961 Ryan Renovaires, to be marketed early in Mar., are said to be the first to offer true-contour aeration through controlled individual wheel-weighting trays. Ryan also points out that the 1961 models won't interfere with golf because of special slicing blades that make invisible penetrations and do not throw soil plugs. New style coring and open spoons also are available. The 8-ft. Monarch and 4-ft. Chief are built on the same heavy welded steel pipe frames as past models but wheels, blades and weight system are new. Regardless of soil density or surface contour, weighting trays assure maximum penetration of every blade or tine on each wheel. Heavyweight wheels, sharp steel renovating and slicing blades and sharp steel coring tines also are being introduced with the Tracaire, for use with tractors with 3-point hydraulic lift. Full information can be obtained from Ryan Landscape Equipment Co., 871 Edgerton st., St. Paul 1, Minn.

International No. 300 Blade Has Variety of Uses

International Harvester Co. is producing the International No. 300 blade which can be used with any tractor with a 3-point hitch. The blade

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ORDER YOUR SUPPLY TODAY!
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5 gallons, per each gal. can 4.50
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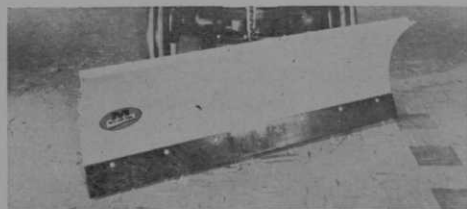
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is suggested for a variety of earth moving operations and snow removal. The 72-in. model (there's also an 84-in. model) has reversible, replaceable cutting edge and can be angled 36



degs. to right and 48 to left and tilted to 31 degs. on either end. For backfilling the blade has a 180-deg. turn. The moldboard can be offset 8 ins. to left or right of center, bringing the blade outside the rear wheels for work around buildings.

Magna Bond Sales Appointments

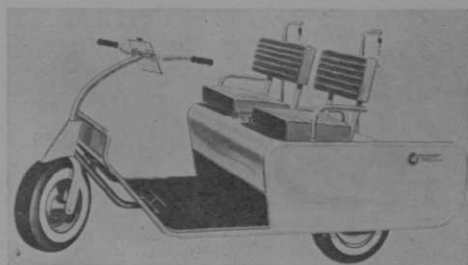
Magna Bond, Inc., Bala Cynwyd, Pa., has announced the following appointments in its sales organization: Leonard E. Strahl is now dir. of sales; Norman J. Edelman is national sales mgr. in charge of all field sales; Leonard Sloane is dir. of customer relations; and Frank S. Bright is sales mgr. in charge of distributor appointments.

PUTTERS WITH YOUR TRADEMARK

The Fernquest & Johnson Golf Co., Colma, Calif., have a Contract Order Putter Dept. where special orders are manufactured to your specifications and trademark. Write for further information.

Versatile Spartan Golf Car Introduced by Tulsa Firms

Golf, Inc., and Aviation Div. of Spartan Aircraft Co., Tulsa, Okla., are introducing the Spartan golf car. The vehicle is adaptable to a truck-type bed that converts it to a utility car. Its engine, says the manufacturers, is designed for extra silent performance. The engine has an



alternator and magneto system and idles without battery discharge. There is no gear shifting and acceleration is controlled by a single, spring loaded foot pedal. Paul Soule of Golf, Inc., developed the car. This firm will market it in the Tulsa area and is setting up dealerships for nationwide distribution.

BUYERS' SERVICE • P. 95

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