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Standard Widths 20"—24"—30"  
36"—42"—48"

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**SUPERIOR RUBBER MFG. CO., INC.**  
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## Standard Course Lights

(Continued from page 44)

immediate lighting of an entire nine and a resultant increase in dues. An alternate approach perhaps would be to light the final two holes of each nine. This would allow up to an extra hour of golf per day on each nine and give members the opportunity to appraise the many benefits of night golf.

Cost of lighting two holes on each nine, derived by dividing the entire nine-hole cost by 2/9ths, comes to around \$15,000 for one nine and \$30,000 for the final two holes on each nine.

After a year or two, club officials could propose lighting an entire nine or all 18 holes, giving the members 3½ extra hours of golf per day. This could be paid for by a temporary increase in yearly dues, by adding more members or by charging a night golf fee.

A total of 132 floodlights are suggested for the 3,300-yard "typical" course described in this article. Five holes on this hypothetical course, with a proportionate

share of the lights, are shown in the accompanying figure. This spacing would illuminate the fairways to twice the light level of most main business streets in America. Also, the greens would be lighted to a level two times that of the fairways. While mercury-vapor luminaires provide high illumination, their brightness is very low and controlled so players aren't hampered in any way when making a shot.

## Chamberlin Introduces Eagle III

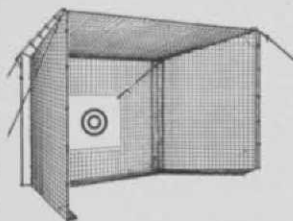
Newly introduced by Chamberlin Metal Products Co., Frankfort, Mich., is the electric-powered Eagle III model Caddy Car. It features a missile-type control system that does away with starters, solenoids, resistors, and rheostats, increasing power utilization and use between recharges.

## MacDonald Gets Dunlap Promotion

Paul R. MacDonald has been named administrative assistant to Paul W. Gibbs, assistant vp of Dunlop Tire & Rubber Corp. Since joining Dunlop, MacDonald has been a territory representative and a regional manager. Prior to this, he was a sales and promotion rep for Golfcraft.

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### MacGregor Gift Material

Recommended as gift material by MacGregor are the 1963 Constantwood Tourney woods. Of simulated wood, the clubhead is of the same



density as persimmon and is said to be impervious to warping and cracking induced by weather. The Tourney irons with new back design have a "shot blast" face offer precise control and accuracy, according to the manufacturer.

Huntingdon Industries of Philadelphia has bought a 27-acre tract of land in Hatfield twp. as a site for a plant to process natural rubber used in the production of golf balls.

### Hinson Uses Military Effect in its Golf Bag Lines

Greater use of military styling in men's bags, and of the use of black patent leather in women's bags marks the 1963 lines of the Hinson Manufacturing Co., Waterloo, Ia. The 18-bag line includes four men's models in military styling which is accented by solid brass hardware and jumbo size zippers. These bags have built in stowaway umbrella sleeves and "pro-ovaed" top and bottom cuffs that give a square rectangle effect. Black patent leather is used in three of the five women's bags. One of these, the Tiara, is given added sparkle through the use of nickel finished hardware and zippers. The other two have black patent leather trim. Hinson operates nationwide. Its West Coast distributor is Curley-Bates Co., Seattle, L. A. and San Francisco. It is looking for pro reps who are interested in adding bags to their present lines.



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## Lilly Tells of Toro's Expansion at Plant Dedication

Governor Anderson of Minnesota presided at the ribbon cutting ceremony (photo) of the new \$1,150,000 plant of Toro Manufacturing Co. at 8111 Lyndale ave., South, in Minneapolis on



Sept. 17. At the dedication, David M. Lilly, Toro president, pointed out that 1962 sales of nearly \$22 million were nearly 15 times as great as in 1946 when production was resumed after World War II. Toro products, he said, which include mowers, snow throwers, golf vehicles and more recently, sprinkling systems, are sold through 60 distributors, 8,000 dealers and 2,000 service dealers, with exports accounting for 11 per cent of total sales. More than 96 per cent of Toro sales are made outside the state of Minnesota. Toro employs more than 600 persons in the Minneapolis area.

## Layton Named Mallinckrodt's Distributor Products Manager

E. T. Layton has been named manager of distributor products for the industrial chemicals division of Mallinckrodt Chemical Works. He is in charge of all phases of Mallinckrodt's marketing program for industrial chemicals, including fungicides, sold through dealers. Layton joined Mallinckrodt in 1957 as a chemist. A year later he transferred to sales. His most recent assignment had been as a field sales rep with headquarters in Dallas.

## Combines Fertilizer, Insecticide In Single Nutro Package

"Plant Food Pellets with Dieldrin" is recommended by Smith-Douglass Co., Norfolk, Va., for the dual purpose of feeding turf while killing insects. The Nutro product is said to control grubs, ants, rootworms, Japanese beetles, etc. along with supplying necessary nutrients to give grass strong growth.

A folder describing the Ice-master, a skating rink made of durable white vinyl, can be obtained from G & S Packaging Co., 1982 W. Jefferson st., Detroit 16. Idle recreation areas can be quickly converted to rinks by using the vinyl blanket which comes in tennis court size.

## GOLFTILE Spike RESISTANT INTERLOCKING FLOORING



GOLFTILE is a new interlocking high surface-tension rubber flooring with soft inner body which springs to sharp pressures of golf spikes—recovers original shape without cutting or wear.

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Sales and supervisory staff of DiFini Originals at New York meeting.

### *Preview of 1963 Seen at DiFini Sales Meeting*

At a sales meeting held in the Sheraton-Atlantic hotel in New York, the sales staff and key factory personnel (in photo) of DiFini Originals, 18 W. 20th st., New York 11, were briefed on what is to be seen in 1963 in slacks, Bermuda shorts, sweaters, shirts and blouses. Continued emphasis will be made on coordinated styling, according to Joe DiFini, vp, and Jack Lust, sales manager.

### *Harley-Davidson Manufactures Electric, Gas Car Models*

Harley-Davidson Motor Co., Milwaukee 1, Wis., has added electric and gas powered golf cars to its product line. Both models have welded tubular steel frames, molded fiberglass bodies, three-speed selector, tiller steering and 9.50 x 8 tubeless tires on their three wheels. The short stroke, two-cycle engine in the gas model was especially designed by Harley-Dav-

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NEW YORK, N. Y.



idson engineers for golf use, and noise is reduced because there are no valves, induction and exhaust being accomplished through ports



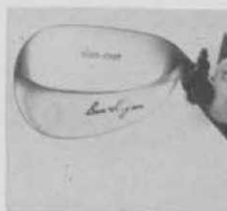
in the cylinders. Power for the electric model comes from six H-D batteries that have special vent caps that prevent electrolyte from spilling on hills. On both models the tailgate is removable so that the golf car can be converted to a utility vehicle.

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### Wood and Wedge Among Hogan Gift Suggestions

The 403 Speed Slot wood and the Sure-Out wedge are among the many items in the Ben Hogan pro line that are suggested as gifts. The



wood is of persimmon with golden oak finish and rugged Accur-Aim inserts and has a "flash reaction" Hogan shaft. The wedge is a new Hogan design and has a well rounded sole and is available in two grip choices.

### Davis Services SIS Accounts

C. D. (Don) Davis has been appointed to service dealers in the Detroit and Southeastern Michigan area by Sprinkler Irrigation Supply Co., 1316 N. Campbell rd., Royal Oak. Davis, who has been with the sprinkling firm for several years, has had extensive experience in the installation and design of sprinkler systems.

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New styling and color schemes and more than 100 mechanical improvements distinguish complete new line of tractors made by Ford Motor Co's Tractor and Implement div. Providing from 30 to 60 PTO hp, the six industrial and eight agricultural tractors are designed to meet all farm, recreation and industrial applications.

### N. J. Firm Markets Oxygen Inhalator

Oxygen Aid, Inc., Spring Lake Heights, N. J., markets a miniature inhaler that supplies oxygen through mouth or nasal application that is said to give the user a lift when he feels weary. An off and on whiff, for example, gives the golfer a real pickup over the 18-hole route. The pocket size cartridge, in which approximately seven quarts of oxygen are stored, has cap control.

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### Moist O'Matic Sales Manager

John R. Skidgel has been named sales manager of Moist O'Matic, Inc., Riverside, Calif., a newly acquired subsidiary of Toro Manufacturing Corp. A graduate of Oklahoma A&M, Skidgel has been active in the underground sprinkler field for the last 10 years.

### Distributes Snead's Book

Sam Snead's new book, "The Education of A Golfer," is a regular stock item in the Wilson Sporting Goods Co. line and can be obtained through Wilson salesmen or by writing to the company at 2233 West st., River Grove, Ill.



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**THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES**



Harry Adams (l), recently named regional sales manager of central U.S. for the MacGregor pro golf division, congratulated by Bob Rickey, the company's vp. A longtime MacGregor sales rep, Adams is a former professional who qualified for several USGA Opens and PGA Championships. He will continue to make his headquarters in Melrose Park, Ill.

#### Sit-N-Rest Firm Distributes New Marblehead Putter

Sit-N-Rest Golf Bag Corp., 631 E. Center st., Milwaukee 12, Wis., now is handling the sale of Marblehead putters in addition to cart bags. The putters, made in Sarasota, have been introduced to pros in the South. The Marblehead is the brainchild of Fred (Stoney) Taylor who, with the assistance of Leo O'Grady, professional at DeSoto Lakes, designed and put it on the

market. The putter can be obtained in three colors, pink, white and black, and two lengths, 34 or 36 inches. Complete details on the distribution of the Marblehead can be obtained by writing to Sit-N-Rest.

#### Wilson Christmas Package

Wilson's Staff golf ball Christmas pack for 1962 is a repeat of the 1961 offer, a handsomely styled gift planter. The planter is available in white and gold as well as black and gold. Again, both dozen and half-dozen sizes are dis-



played with or without the "Merry Christmas" sleeve. A colorful counter piece which can be used to display the planters is available from Wilson. The company authorizes pros to offer free personalization of balls in dozen or multiple dozen purchases. The deadline for this service is Dec. 15.

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The 1962 AMF-Ben Hogan Co. sales meeting was held in Ft. Worth in August. At the meeting were members of the Ernie Sabayrac sales force, top executives of the American Machine & Foundry Co., and AMF-Hogan officials. Ben Hogan presided

at the gathering and introduced the 1963 line of Hogan golf equipment. Other guests included Gordon Leslie, True Temper Corp., G. T. McCarthy, U. S. Rubber Co., Wally Ulrich, Fawick Flexi Grip Co. and F. L. Waltz, Haas-Jordan Co.

**Christman Represents Hardie**

Bob Potteiger, general sales manager of Hardie Manufacturing Co., Inc., Wilkes-Barre, Pa., has announced the appointment of Howard

Christman, Little Falls, N. Y., as a field sales rep covering eastern N. Y. and New England. Christman has spent several years in this territory in farm implement distribution work.

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Mid-Atlantic pro golf salesmen recently met at the Washingtonian CC, Gaithersburg, Md., and elected the following as officers of their association: Front row (l to r): Ed Meyers, Jantzen, sec.-treas.; Jigger O'Connell, Jigger O'Connell Co., pres.; Archie Lee, Ben Hogan Co., vp. (Second row) Ray Bassler, PGA Distributors, and Ken Treade, First Flight Co., directors.

### Get Toro Sales Awards

Henry C. Andersen of the George A. Davis Co., Chicago, and Art Hassard of F. Manley & Sons, Ltd., Don Mills, Ont., have won top awards for sales achievement for the year from Toro Manufacturing Corp., Minneapolis. Andersen won in the consumer sales category and Hassard in the institutional field.

### Bower Spark Plug for Mowers

A new, specially designed Power Mower spark plug now is available from Bowers Battery and Spark Plug Co., a division of General Battery and Ceramic Corp. The plug has been developed to withstand the abuse mower plugs must take and still provide easy starting and long life. Three types of Bowers plugs fit 99 per cent of all power mowers, according to the manufacturer. Complete information can be obtained from Bowers, which is located in Reading, Pa.



### Bercher Succeeds Jenks As IHC President

Harry O. Bercher has been named president and chief executive officer of International Harvester Co., succeeding Frank W. Jenks, who retired last month after 48 years' service. Bercher is a veteran of 34 years with IHC. He was elected vp in 1953 and three years later became executive vp. In 1957, he was elected to the Harvester company's board of directors.

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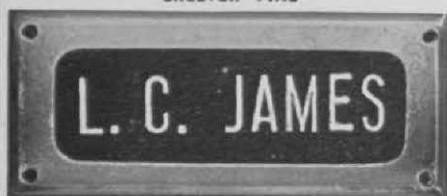
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Introduction of MacGregor's 1963 line of pro golf equipment at a recent Cincinnati sales meeting was interrupted so that this photo of sales reps, consultants and division executives could be taken. The sales staff is lined up behind the following execu-

tives and staff members in the front row (l to r): Harry Adams, Toney Penna, Ted Kroll, Lionel Herbert, R. D. Rickey, vp, L. T. Peifer, Brunswick Sports general manager, Jack Asthalter, vp, Jack Nicklaus, Mark Cox, Jack Burke and W. H. Ford.

### **Club Management Pamphlet**

"The Key to Profitable Golf Club Operation," a 12-page pamphlet, can be obtained by writing to Golf Club Management Co., 75 E. Wacker

dr., Chicago, Ill. It tells how GCMC is set up to supervise club operations, provide temporary management if needed, select supervisory personnel and develop new clubs.

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When Bill Collins (r) won the Buick Open this summer, Joe S. Dey, U. S. Rubber Co's Detroit district sales manager, presented him with a \$3,000 bonus check from the company.

#### Wittek Markets Wall, Island Club Display Racks

Dual Savor Racks (in photo) available from Wittek Golf Range Supply Co., 5122-28 W. North ave., Chicago 39, display four woods



and nine irons in a compact arrangement that shows clubs to the best advantage. The wall model can be mounted to show 10 complete sets of woods and irons in 12 ft. of space. Four complete woods and irons sets can be displayed in an island set that is a companion to the wall model. This requires only three square feet of floor space. The wall fixtures are plastic coated for easy cleaning and come in black, green or white. The island model is gold color throughout to harmonize with any color scheme.

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Morristown, Tenn.



Ray L. Icely (l) vp and national specialty sales manager for Wilson Sporting Goods Co., gets 30-year diamond service award from H. W. Colburn, vp and national sales manager. Presentation was made at recent annual Wilson sales meeting.

**Taylor Promoted by Orangeburg  
to Sales Manager Post**

Appointment of Harding Taylor as sales manager of the Ravenna region for Flintite asbestos-cement pipe has been announced by the Orangeburg div. of the Flintkote Co., Orangeburg, N. Y. The division is building a plant in Ravenna, O., which will be in production late this year.



Taylor, a graduate of the U. of Arkansas, is a registered engineer and before joining Orangeburg in 1953 as Southwestern district manager, was sanitary engineer for the Arkansas state dept. of health.

**First Flight Acquires Assets  
Of Hotze Bag Company**

First Flight Co., 99 Tremont st., Chattanooga 5, Tenn., has recently acquired the assets of the Henry Hotze & Sons Co., Pochahontas, Ark., golf bag manufacturer which has been in business for 97 years. The deal was completed with the exchange of 12,000 shares of First Flight treasury stock, according to Jack Harkins, pres. of the Chattanooga firm. Harkins also has reported that although First Flight volume was up only 25 per cent for the first six months of 1962, net profits after taxes were three times as great as they were in the entire 1961 period. With the introduction of new lines in the near future, First Flight will continue its expansion.

Dale W. Sullivan has been appointed sales engineer by Flintite-Asbestos Cement Pipe of the Orangeburg div. of Flintkote Co. and covers northern Ohio and eastern Pa. A graduate of Case Institute of Technology, Cleveland, he is a member of several engineering societies.



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#### Du Pont Nylon in Carpet

A "501" carpet of Du Pont nylon, designed to minimize the many hazards around a clubhouse, has been installed in hallways, locker-rooms, stairways and the pro shop of the



Wilmington (Dela.) CC clubhouse. The Magee Carpet Co., Bloomsburg, Pa., used a three-frame wilton weave which gives the greatest possible pile density. The natural bulk in DuPont's trilobal nylon further increased the effect besides adding extra resilience, a natural property of nylon. Finally, the carpet was made in cut pile to prevest snagging by golf cleats.

#### Murphy with Golf Club Management Company



Murphy

Lorne Cameron, pres. of Golf Club Management Co., 75 E. Wacker dr., Chicago 1, has announced appointment of Harold Murphy as general manager of the firm. Murphy recently has been a private consultant to country clubs in the South and is a former field rep of the National Golf Foundation. At one time he worked as an assistant pro in the Chicago area.

#### Spalding Net Off

For the 12 months ending July 31, A. G. Spalding & Bros., Inc., had a net income of \$833,000. Per share earnings amounted to 84 cents. In a similar 1961 period, Spalding's earnings were \$1,244,000 or \$1.25 a share.

(More business news on page 150)

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### TeeBirdie Drive Equipment Is Specially Designed

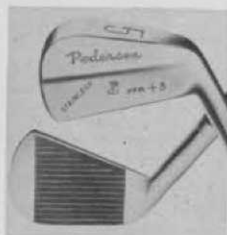
Ft. Worth Steel & Machinery manufactures the specially made drive equipment used in both gas and battery models of TeeBirdie



golf cars, manufactured by Tri Powered Corp. of Austin, Tex. This, it is claimed, gives both models positive uphill and downhill driving power that is transmitted through either two-groove or three-groove wedge belt sheaves. TeeBirdies feature tough fiberglass bodies with impregnated color, four large coil springs for automotive type riding and tiller control.

### Pedersen's Plus 3 Model Clubs

The 1963 line of stainless steel Plus 3 model irons of Pedersen Sales Co., Wilton, Conn. have



rolled over top lines of each of the numbers that are said to give a power look and encourage hitting under the ball. Face markings do not have side lines, giving the appearance of a larger hitting area. True Temper Pro-Fit shafts are standard for both men and women, although Exel shafts may be specified without extra charge. Grips available are black calf leather, all styles of Golf Pride or Goodwin Grips. Plus 3 woods have persimmon heads, red formica inserts and new markings on the crown and may be obtained with True-Temper or Dynamic shafts.

### Toro Has Banner Year; Sales Up 14.5 Per Cent

Estimated sales of Toro Manufacturing Corp. for the fiscal year ending July 31 were nearly \$22 million, according to David M. Lilly, pres. This represents a 14.5 per cent increase over 1960-61, which had been a record year. It is estimated that earnings per share for 1961-62 will top \$3.00, a substantial increase over the \$2.10 earned the previous year. Lilly said that "replacement demand" accounted for 80 per cent of all power mowers sold.

### Al Robbins Markets Two Specialty Items

Al Robbins Enterprises, Box 887, Evanston, Ill., distributes a new model Dymo Tape machine that can be used for preparing tapes that can be attached to golf shoes. The owner's name is punched out on metal that is then attached to the sole of the shoe by the means of brads that are inserted by the machine. A tape for each shoe is recommended so that there is no danger that one or the other can become lost or misplaced.

Another Robbins specialty is a bag tag fashioned of 1/4 in. sole leather. Name, club, etc. can be burnt into the leather so that they won't wear off. The tag is made in the form of a shield and is attached to the bag by a strap, chain or hook through a hole at the top of the shield.

### AMF-Larchmont Agreement

AMF International div. of American Machine & Foundry has signed a licensing agreement with Larchmont Engineering, Inc., Lexington, Mass., to manufacture and market the latter's snow-making system in all countries outside the U. S. The Larchmont system converts water and compressed air into snow which is shot out of guns onto the skiing slope.