



## 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.

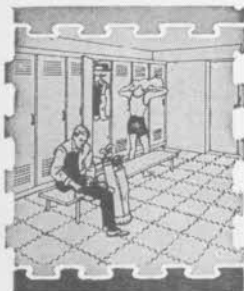
DEALERS IN ALL PRINCIPAL CITIES

only  
**\$14.75**

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## RUBBERLOCK SPIKE RESISTANT INTERLOCKING FLOORING



*Golf Rubberlock is a new interlocking rubber flooring with resilient built-in body. Tough - Durable. Withstands sharp pressures of golf spikes - recovers original surface without cutting.*

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BEVELED EDGING (INTERLOCKING) AVAILABLE

CHOICE OF BEAUTIFUL MARBELIZED COLORS

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NO CEMENT OR MASTIC REQUIRED—  
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FLOORING SECURELY

Also available in runners, 28" & 36" wide.  
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**MITCHELL RUBBER PRODUCTS, INC.**

2114 San Fernando Road, Dept. G-Ap  
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## Wittek Washer Saves on Ball Wear and Tear

The new, improved 1963 model of the Wittek Golf Ball Washer features all-aluminum construction for long wear and easy maintenance. Patented live molded rubber washing surfaces do a thorough cleaning job while saving wear and tear on ball covers and paint. The manufacturer says the unit will clean approximately 30,000 balls per hour, automatically, requiring only a standard 110 volt electrical outlet. The washing drum holds 30 gals. of wash water which is changed only when necessary. The drum cover is hinged for easy access. The washer is made by Wittek Golf Range Supply Company, 5122 W. North Avenue, Chicago, Ill.



Joe Wasson, formerly the supt. at Santa Rosa (Calif.) G & CC, is now with the Leslie-Agri-form Corp., PO Box 275, Newark, Calif. Wasson is coordinating sales and shipments for the fertilizer supply firm.

Vern Cashman has been named marketing manager of Goodwin Manufacturing Co., Manteca, Calif. This firm makes the Rake-o-Vac sweeper and is setting up national distribution.

## PGA OFFICIAL GOLF BAG TAGS CLUB MEMBERSHIP TAGS

**NEW IMPROVED PLASTIC** 1/8 INCH THICK  
**HEAT EMBOSSED WITH METALIC FOIL**

CHOICE OF 7 COLORS **\$15.00** per **100**

Furnished with Heavy Plated "S" Hooks  
BEAD CHAINS \$1.50 per 100 EXTRA  
LEATHER STRAPS \$5.00 per 100 EXTRA



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**SPECIAL CLUB EMBLEMS  
ON BACK TO ORDER**

## INSTALL PEG BOARD NOW!

USE MILLER SPECIAL FIXTURES



**\$2.00 PER SET**  
Shipped Prepaid  
12 Sets \$21.00

**MILLER GOLF PRINTING  
AND SUPPLY**

2053 Harvard Avenue Dunedin, Florida

## U. S. Royal Adds Carry-All to Golf Equipment Line

A new addition to the U. S. Royal golf equipment line is the carry-all shown in the photo. Made of U. S. Premier Naughahyde, it



looks like leather. According to the manufacturer, however, it has advantages that leather doesn't offer in that it is washable, and scuffs and stains don't mar its finish. The carry-all is 10 x 18 inches and has an inner base of specially compressed hardwood covered with fabric. There is a zipper (waterproof) pocket on the side. The carry-all comes in black, saddle tan and oxblood and is sold only in pro shops.

### Par Golf Catalog

"1963 Golf Supplies", 36-page catalog of Par Golf Manufacturing Co., Milan, Ill., features a wide assortment of equipment and supplies for ranges, miniatures, Par 3 and standard courses in addition to resale items. The firm's construction services also are described. The catalog can be obtained from Par Golf.

### Futurus, Inc. Markets Spike-Resistant Carpet Tile

Long-wearing, spike-resistant Futurus "Carpet Tile" is made from nylon corded bus and truck tires by a special patented process which gives it a chenille-like finish in 'wood-tone' colors for use in lockerrooms and other locations where durability and safe traction are required. Made and distributed by Futurus, Inc., 1076 W. Ninth St., Upland, Calif., Carpet Tile comes in 1-foot squares for easy installation and spot replacement if necessary. According to the manufacturer, Carpet Tile isn't affected by salt or fresh water and is easily cleaned with hose, broom or vacuum cleaner.



## Range owners CAN get good service from rebuilt balls.

We can rebuild your culls so they will give the same performance as a new, good, range ball, when in proper range compressions. Here is an exclusive, unusual service! —

- ★ Cores rewound as much as necessary for uniform size, and good cover foundation.
- ★ The same quality proven cover is applied as that used on our durable new range balls.
- ★ The same careful vulcanization.
- ★ The same chemical paint preparation.
- ★ The same, best grade, urethane enamel, chemically bonded to the cover.
- ★ The same urethane stripe.
- ★ After striping and branding the same finishing clear coat of urethane.

**Never before has a rebuilding job of this quality been offered to range owners. S-T-R-E-T-C-H YOUR RANGE BALL DOLLARS.**

**Price \$2.90 per dozen**  
and your cut balls.

If desired, we can compression test the balls into grades.

Cut balls taken in trade.

We also make the best all new construction driving range balls in three compressions.

**HUGH J. McLAUGHLIN & SON, Inc.**

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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

**Rainmaster  
Cuts Costs  
Most.**   
**Specialized  
Automatic  
Sprinkling for Golf.**



**MOODY SPRINKLER COMPANY, INC.**  
P.O. Box 240, Arcadia, California

### Soil Moisture Detector

The Model KS soil moisture detector, marketed by Delmhorst Instrument Co., Boonton, N.J., measures available moisture from wilting point to field capacity. Measurements can be made at tensions as low as .2 of a bar. Cylindrical soil gypsum blocks are used in the operation. Lead wires from the block are inserted into holes in the instrument and the reading is made by simply pushing a button.



### Spray Deodorizer for Shoes

Lien Chemical Co., 9229 W. Grand ave., Franklin Park, Ill., markets a spray that instantly deodorizes golf shoe odors and sanitizes to protect against athlete's foot and ringworm infection. The deodorizer comes in a handy 8-ounce aerosol which can be slipped into a shoe for storage.

Jim Bryson is a new addition to the sales staff of Leslie-Agrifirm Corp., PO Box 275, Newark, Calif. He operates out of Danville, Calif. and covers the Bay area.

## LEADER FOR '63



**LADIES** — 70% Wool, 30% Nylon  
Stretch Peds #2850T Retail .....\$1.25  
**MENS** — Same as above (solid white  
only) #2855 Retail .....\$1.25

*Service*  
—to the  
**GOLF PROFESSIONAL**

**HORNUNG'S PRO GOLF  
SALES, INC.**

Fond du Lac, Wisc.

## First Flight Signs Production Agreement with Irish Firm

Professional Golf Co. and First Flight Co., Chattanooga, Tenn., recently reached an agreement with First Flight International, Ltd., Cork, Ireland to introduce English-size steel-center golf balls and clubs to European and world trade. The Chattanooga firms will receive royalties for use of their trade marks and patents. The International company uses only iron and wood clubheads made by Professional Golf and First Flight, and manufactures balls according to specifications of the latter two. The balls meet R & A standards. First Flight has had a foreign sales staff for several years but never has sold golf balls outside the U.S.

## Jacobsen Turf Tractor Combines Power and Safety

The Worthington Model G tractor, produced by Jacobsen Manufacturing Co., Racine, Wis., is equipped with a powerful, 4-cylinder engine that



can pull up to 9 gang mowers over the most rugged terrain. An extremely short wheel base and 5½-ft. turning radius make the tractor highly maneuverable. What is claimed to be the lowest center of gravity of any turf tractor, enables the Model G to operate on slopes as steep as 38 degrees without endangering the operator. Hydraulic or mechanical sickle bars, Ram lift rangers, flail cutters and other maintenance units can be used with the Model G.

## Reclaims Range Balls

Greatly extended use of driving range ball 'culls' at moderate cost is offered by Hugh J. McLaughlin & Son, Box 317, Crown Point, Ind., through a new, exclusive ball rebuilding service for range operators. After 2½ years of research, the manufacturer states that range culls can now be rebuilt using the same top grade cover, enamel and processes featured in McLaughlin's new ball construction.

## Chemagro Publishes Report

A report on Dyrene, a fungicide manufactured by Chemagro Corp., PO Box 4913, Kansas City, Mo., has recently been published. In brochure form, it tells how supts. in N. Y., Mass, and Mich. have controlled fading-out, melting-out and dollar- and copperspot through use of the chemical. Copies are available from Chemagro.

**The  
Lightweight  
BAG  
that's  
EASY  
to  
carry . . .**

The stick  
does the  
trick!

## CLUBS CANNOT FALL OUT!

World's largest seller — the only lightweight bag with the patented balancing feature that makes it easy to carry and prevents clubs from falling out. Ideal for the player who objects to excess weight . . . for caddy-less days . . . for beginners and juniors. Generous size — holds 14 clubs. Made of top quality green canvas . . . has heavy-duty rubber bottom.

Packed 5 to the carton — permits shipment to be made via parcel post. Minimum shipment — 5 bags. Suggested retail, \$7.50 each.

Balancing feature covered by U.S. Patent 2364223.

Balanced Golf Bag — a division of C. M. Hill Co. Peoria, Ill. Sold only through distributors of PRO-GRIP Golf Gloves and Head Covers.



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CHEMICALS & FERTILIZERS

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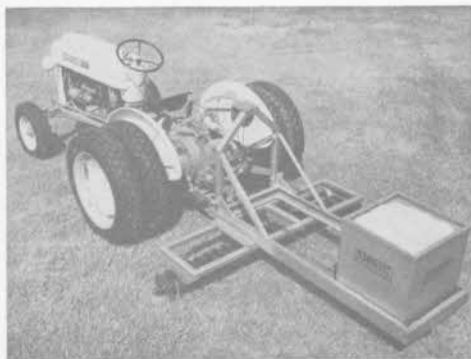
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CHANDERLIN SEED CO.

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201 HE. 5-5295



### Perkins Combines Slicer and Grass Sprigger

The "Per-Man-Ent" turf slicer and grass sprigger that requires only a wrench and a few minutes' work to be converted from one



tool to the other is the product of Perkins Manufacturing Enterprises, Inc., PO Box 1361, Winterhaven, Fla. Tractor drawn, the unit has a movable, adjustable weight and self-cleaning sprigging blades are adjustable. A roller that holds up to 80 lbs. of water is attached. The Per-Man-Ent, operated at 5 mph, can cover 2½ acres in an hour. Full details can be obtained from the manufacturer.

Classified Ads • P. 173

## LAKE LINDA PEAT MOSS AND HUMUS CO.

R. D. #1, Dalton, Pennsylvania

For healthier, longer-lasting green, tees, and fairways use

scientifically prepared  
LAKE LINDA PEAT AND HUMUS

call us before you buy — and save

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### Burgett Markets Parhood Cover

A new, popular priced contour golf club cover, the 35W Parhood, is being marketed by K. L. Burgett Co., Peoria, Ill. Of soft, durable vinyl, the cover is available in black and white, light blue and white or wheat and white. All models have an attractive welt. Burgett manufactures a complete line of headcovers, golf gloves and accessories, all of which are available in pro shops.



### Victor Acquires 54-Year Old Des Moines Glove Firm

Victor Comptometer Corp., Chicago, has purchased all the outstanding stock of Des Moines Glove & Mfg. Co., producer of golf bags and leather golf accessories. The 54-year old firm was bought from R. E. Thompson, president, and his family for an undisclosed sum. It will be operated as a wholly owned subsidiary of Victor's Golf Equipment div. Included in the acquisition was a four-story plant and warehouse in Des Moines. About 100 persons have been employed by Des Moines Glove in producing the "Tuf-Horse" brand and no personnel changes are contemplated, according to Victor officials.

### West Point's New Utilafier

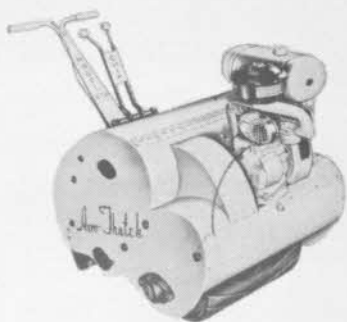
A completely new aerifier, the U-2 Utilafier, is designed for economical operation on courses and other large turf areas, according to West



Point (Pa.) Products Corp., the manufacturer of the unit. It has 80 spoons, ten to an 18-inch disc. All discs are independently mounted on the straight-line shaft for free wheel turning. Additional discs may be added to increase the spoon count to 140. When the machine is in operation, the Utilafier's transport wheels are on top of the machine. Overall cultivating width of the unit is 6 inches.

### Skil Tool Catalog

The 1963 catalog of Skil Power Tools, 5033 Elston ave., Chicago 30, Ill., features over 100 models that are operated by electricity or air. Also listed are numerous accessories that fit most makes of power tools. Included in the catalog is application information to help the user select the proper model for a specific job.



## How Did Winter Affect your Turf?

... in bentgrass ... in bermudagrass

**AERO-THATCH WILL HELP YOU  
MAINTAIN YOUR FINE TURF GRASS . . .**

does 5 Turf Care jobs in one operation

From the standpoint of fine turf grasses, this past winter was probably the most devastating in many years. Rain, snow, desiccation and ice will have taken their toll on your bentgrasses. Now is the time to turn to AERO-THATCH to repair the damage, because it does 5 important turf care jobs at once: While aerating, Aerothatch displaces thatch, relieves compaction and cultivates a fine seed bed for introduction of new seed where desired and necessary. It may also serve as a power spiker. Get full details . . . contact your dealer or write to:

**Aero Thatch**

New Brunswick Ave.,

Rahway, N. J.





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● 4 Models to Choose From ●

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Acclaimed the Finest Golf Cages by the Greatest Pros.

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*It's in the Bag!*

Davis Grass Seed will help you establish and maintain a better wear resistant turf. We offer only seed of the highest purity and germination. Our prices are right. Immediate shipment from large stocks.

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**ALFRED H. TULL**

**ASSOCIATES**

**INC.**

**Golf Course Design**

**Construction by Contract**

**LARCHMONT, N. Y.**

**TEL. TE 4-4017**

**Buyers' Service • P. 175**

## Coster Gives Reclaimed Cars Thorough Overhauling

H. Coster Electric Car Sales & Service, PO Box 40083, Indianapolis 40, Ind., which claims to be America's largest dealer in re-manufactured



Indianapolis warehouse of H. Coster Electric Car Sales & Service.

golf cars, puts reclaimed vehicles through an extensive re-conditioning process before they are re-sold. Here are some of the things that are done: Cars are steam cleaned and frames and running gears are painted with Rustoleum. Bearings are repacked, forks aligned, brakes re-lined and any parts showing wear and tear are replaced. Motors are dismantled and tested and electrical systems and cables are replaced as required. There is no rebuilding of parts. In the body shop, new assemblies are installed where needed and the cars are refinished with three coats of Dupont Dulux. Seats are rebuilt and new mats, etc. installed. Finally, the rebuilt cars are tested on Coster's "Torture Hill" and must give practically new car performance before they are marketed.

## Hudson Power Sprayers

All Hudson "Peerless" power sprayers with 10 gpm output now feature the new "Ten-O-Matic" pump, which operates without the use of packings, cups, sliding pistons or similar wearing parts. The manufacturer says the pump will maintain constant volume, up to 10 gpm at pressures up to 400 lbs., without noticeable dropoff from slippage or leakage. Daily lubrication of pump has been eliminated by enclosing the drive in an oil-filled transmission chamber. Sprayers come in 100, 150 and 300 gallon models. All are available equipped with skids, wheels or front end casters. The sprayers are manufactured by H. D. Hudson Co., 589 E. Illinois St., Chicago 11.

## Specializing in Printing for Clubs and Pros.

CHARGE CHECK BOOKS  
HANDICAP CARDS and PANELS  
BAG and GUEST TAGS  
BULLETIN BOARDS

## Golf Score Cards

(WRITE FOR CATALOG)

VESTAL-MONROE PRINTING CO.  
701 S. La SALLE ST. • CHICAGO 5

## 1963 MacGregor Irons, Woods Designed for Power

MacGregor craftsmanship has created a high-powered Tourney iron for 1963, one that is said to be styled for distinction and powered for distance. It has Flame Ceramic face that has been designed



to give better all-around control. In addition, it is precision weighted and highly polished.

The "Rocker Sole" of

the wood club is said to enable the clubhead to cut through the ball with less turf drag and no power loss. The rocker action has been introduced in additional models in the '63 line — the Tourney, Armour Silver Scots and Louise Suggs Tourney. Woods and irons are available at pro shops.

## Spalding Expects Improvement

A. G. Spalding & Bros., Inc., expects that 1963 earnings will show an improvement over those of 1962. For the third time in 12 years, Spalding showed a profit in the first quarter ended Jan. 31, 1963. Net profits were \$25,000 against a loss of \$80,000 in a similar 1962 period. Directors declared a dividend of five cents a share payable Apr. 15 to record stockholders of Apr. 1, 1963.

## ZOYSIA SEED

Recommended for Fairways

(See *Golfdom*, Apr. '60 p. 52)

Send for descriptive leaflet and wholesale prices.

## HERBST BROTHERS

SEEDSMEN INC.

678 Broadway, New York 12, N. Y.

## STOP BALL MARKS ON GREENS

with this

### DIVOT FIXER

Let's see what punishment the greens must take. 20,000 rounds of golf means 20,000 shots to each green.

If 10% hit the greens it would mean 2,000 holes per green each year.

Repairing these holes an hour later or next day is useless. The damaged turf must be repaired at once to avoid a hole and brown spot.

Make your own test. Just try to repair an old ball mark. Then a new one.

Our little Divot-fixer tool can help you solve this problem.

Prices: for plain or imprinted as shown—

F.O.B. Des Moines, Ia.:  
1000—\$65 500—\$35

250—\$20

Ten percent of order in small individual envelopes with printed directions. Extra envelopes one cent each.

Ten dollars extra for imprinting name of firm or club. Limit of 26 letters and spaces for upper; 29 for lower line.

## WOODSIDE GOLF & PARK SUPPLY CO.

Des Moines 13, Iowa



ACTUAL SIZE

National Golf Day  
May 25th



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## MINIATURE COURSES GOLF RANGES PAR THREE GOLF CLUBS

Complete Line of

- Golf Balls
- Equipment
- Supplies



**FREE**

Illustrated Catalog  
on Request

### EASTERN GOLF CO.

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



### Etonic Label Eliminates Mixup Over Shoes

Pressure-sensitive, self-adhesive labels, designed to eliminate golf and street shoe mixups have been developed by Charles A. Eaton Co., Brockton, Mass., manufacturer of Etonic Golf Shoes. Labels can be filled-in with the player's name, initials or membership number with typewriter or ball-point pen. The label is fixed to the shoe lining, tongue or heel and is then covered with self-adhesive clear Mylar for permanent protection.

### Victor Earnings Higher

Sales of Victor Comptometer Corp., Chicago, totalled \$63,300,000 in 1962 and net income was \$4,917,000 or \$1.06 per common share. Last year's sales were up about five per cent in comparison with the previous year. Net income in 1961 was \$3,010,000 or 65 cents a common share.

## WITTEK

for the best of the latest in

## RANGE-PAR 3 MINIATURE

## EQUIPMENT - SUPPLIES - FIXTURES

Write for complete catalog

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

5128 W. North Av. Chicago 39 Ill.

**TABLE TRUCKS**

# MONROE

NO. K-3 TABLE  
FULL-FINISHED  
MASSONITE TOP,  
STAIN-RESISTANT

## FOLDING PEDESTAL TABLES

DIRECT-FROM-FACTORY SAVINGS to Churches, Schools, Clubs, etc. Famous MONROE folding banquet tables. Automatic locking. Easily seats 10 people. 94 models and sizes. FREE—NEW 1963 CATALOG. Color pictures on full line—folding tables, chairs, table and chair trucks, risers, portable partitions. Our 55th year.

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

**CHAIRS**

**PARTITIONS**

### New Capri Models Designed to Cope with Rough Terrain

Both gas and electric models are available in the new line of golf cars made by the Capri Manufacturing Co., 1821 Columbia ave., Spring-



field, Ohio. The cars are designed to cope with the most difficult terrain. They feature automotive type, short stroke overhead valve engines and fluid torque-converter transaxle flow power. The Capri, a new company, is headed by Virgil George, a veteran of the golf car field who formerly was sales manager for another firm that produces cars.

## LIQUID-LUSTRE GOLF BALL WASH

Costs as little as 2c per washer per week!

- Keeps golf balls SPARKLING WHITE! ... Golfers satisfied!
- Perfectly safe for washers ... either hard or soft water!
- Will Not cause RUSTING!
- No unpleasant odor—Ever!
- Used at fine golf courses from coast to coast!

**ORDER YOUR SUPPLY TODAY!**  
Per Single gallon.....\$4.75  
5 gallons, per each gal. can 4.50  
Order from your dealer or direct from DBA and give dealer's name.

**DBA PRODUCTS CO., INC.**  
Deerfield, Illinois

Also Try  
**Aero-San**  
Shoe  
Deodorizer  
and Sanitizer  
Another fine  
DBA Product

GOLF COURSE CONSTRUCTION

## Valley Landscape Co., Inc.

Working with Architects

For Over 30 Years

in

Southeast U. S.

VA 5-2500

6243 Falls Rd. — Balto. 9, Md.

### Ransomes' Mercury Mower Is Battery Operated

The 16-inch Mercury mower, made by Ransomes Sims & Jefferies, Ltd., Ipswich, England, is powered by a 12-volt, 57-amp battery which supplies power to a Lucas heavy duty engine. The unit has a built-in charger and all electrical gear is enclosed in an easily removable molded plastic cover. The Mercury is available with four-stroke engine. Ransomes also manufactures a four-stroke 18-inch Typhoon Major and three hand machines in 12- and 16-inch widths. Another product of the company is the 24-inch Meteor, recommended for large turf area cutting.



### William P. Holmes Elected Vp of Wilson & Co., Inc.

William P. Holmes, president of Wilson Sporting Goods Co., and George J. Binder, treasurer of Wilson & Co., Inc. have been named vps of the latter firm. Wilson Sporting Goods is a subsidiary of Wilson & Co. Holmes, who will

we sell and plant the

# BEST TURF GRASS ! YOU CAN BUY

Sprig or sod for tees, fairways or greens

**LYNDE & ROWSEY** turf grasses

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continue as president of the sporting goods organization, started in the leather factory of that firm in 1929. Thereafter he was supt. of the Buffalo golf bag factory and manager of the Ironton, O. leather goods factory. In 1950 he was named assistant to the vp of manufacturing and merchandising and six years later was made a vp. In 1959, Holmes was elected president and a director of Wilson Sporting Goods.

Binder, with Wilson since 1928, has been employed in a financial capacity during his years with the company.

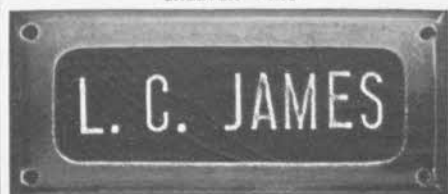
### Tarleton Now Sales Rep for First Flight Firm

Dick Tarleton, who has worked as both a pro and supt. in the New Orleans area, was recently added to the sales staff of First Flight Co., Chattanooga, Tenn. He covers Ala., Miss. and northwest Fla. Tarleton makes his headquarters in Mississippi City, Miss. He attended Loyola of New Orleans after serving in World War II and, in the early '50s, built up quite a reputation as an amateur golfer. He has also played golf professionally.



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Spike Resistant

NEW  
MAGIC FLUFF

Tee Mats  
Keeps clubs from marring.

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### AMF-Hogan Advertising Points in Many Directions

"Built-in-Expertness" is the 1963 theme of the national advertising, marketing and public relations campaigns of the AMF-Ben Hogan Co. A series of original Hogan illustrations have been developed for use in the promotions. A great deal of emphasis is being put on merchandising and point of purchase projects, new product publicity and equipment and summary catalogs. Media schedules call for advertising in national golf publications, sports magazines, select consumer and business publications and metropolitan newspapers.



T. I. Merseles, Darien, Conn., and F. J. Ryan, New York City, have been elected to the board of Pedersen Sales & Mfg. Co., Wilton, Conn. Mrs. Winifred R. Pedersen was elected president and treasurer of the firm, succeeding her late husband, Paul.

### Spring Is Here and So Are Press Booklets

One sure sign that spring has come to the Northland is the appearance of press books released by the club and ball manufacturers. Late in March, Spalding, Wilson and MacGregor performed the annual rite. Spalding's is known as the "Golf Reporters Almanac"; Wilson heads its booklet with "Press, Radio and TV information"; and MacGregor calls its contribution "Press, TV, Radio Golf Information." All are done in the best journalistic fashion and include background information on advisory staff members of these companies, tournament records and highlights of major tournaments.

### Goodyear's Neolite Flex Used on Ben Hogan Shoes

A highly flexible soling, especially developed for golf shoe use, gives players using Ben Hogan shoes comfortable footing. It is known as Neolite Flex and is made by Goodyear. Flexibility is not sacrificed even when the sole is studded with cleats, as the photo shows. The Goodyear people claim that the soling helps guard against tired feet.



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ALUMINUM FINISH

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### GOLF COURSE ARCHITECTS

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Sycamore 3-6944

ATLantic 7-2933

### Wilson's X-31 Offers New Idea in Wood Construction

The X-31 Golf Wood, developed by Wilson Sporting Goods Co., 2233 West st. River Grove, Ill., is said to move the shaft closer to the center of gravity of the head to give greater control and more effective hitting power. According to Wilson, the idea basically is a simple one and should have been discovered long before it was. The manufacturer states that shots hit off center with the club can be more easily controlled. Torque is minimized, reducing hooking or slicing. The face is of Epoloc, which molds into the wood so that screws or metal attachments aren't necessary. Strata-Bloc construction of the X-31 gives a head that can't warp, swell or split. The matched Staff-Pro shaft is used in the new wood.



### Helps the MacGregor Rating

Bob Rickey, MacGregor sales vp, has designed a "television banner" for his staff members that can be whipped out and attached to golf bags whenever the players are on camera. It is seven by 22 inches, is made of kangaroo leather and matches the burgundy colored bags used by MacGregor staffers.



## GEOFFREY S. CORNISH

### Golf Course Architect

Fiddler's Green Amherst, Mass.  
Phone: Alpine 3-3913

### Vic Ryan Wins Etonic Shoe Sales Contest

Vic Ryan, who covers Ala., Ga. and Miss., for Charles A. Eaton Co., Brockton, Mass., recently won a nationwide sales contest sponsored by Etonic.



Chuck Cumming (l), Etonic sales manager, presents gold shoe award to Vic Ryan.

sored by Etonic. His reward was a gold shoe mounted on a walnut plaque with an engraved plate detailing his feat. He also received an emerald pendant. Other winners in the Etonic shoe contest were Jim Vincent, Ed Lust, Wally Taft, Ray Haywood, Steve Seidel and Jim Mickel.

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## Constantwoods Have All Features of Other Pro Quality Clubs

The MacGregor Co. points out that its Constantwood Tourneys, made of a substitute for persimmon called constantwood, has all the



advantages of the original material. Constantwood is a simulated wood that, it is said, will never warp, crack or swell. Extreme dryness doesn't affect it and neither does a soaking rain. Constantwood Tourneys contain all the features found in other MacGregor pro clubs as to choice of grips, shafts, weights, etc.

## "New! New! New!" Is 1963 Theme at Ryan Landscaping

The 1963 line of Ryan Landscaping Equipment Co., 871 Edgerton st., St. Paul 1, Minn., has been expanded to 12 turf equipment units in 17 models. All units are either powered or designed for tractor or riding mower hitching. New this year is the Spread-Rite, a power spreader with 5-way agitation in a 7 cu. ft. all-metal hopper. Also new is a Lawnaire model with blades for aerating, slicing or renovating. The Renovaire and Tracaire units have double slicing and aerating features and there is a full reverse on the Bellaire power roller. The Ren-O-Thin, a vertical slicing machine, has a reverse action reel. Complete information about all 17 models can be obtained from the Ryan firm.

## Bradley Markets Two Flag Items

Clinton Kent Bradley, Box 2, Mountain View, Wayne, N. J., supplies golf flag tie-tapes separately or with Bradley's Best Golf flags. Made of nylon, the breaking strain of the tie-tapes is 145 pounds or higher. Bradley also offers a flag flipper-up, a spring device that holds the top of the flag out from the pin so that both flag and numbers can be easily seen. It fits all 14 x 20-inch flags.

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**Jacobsen TURF EQUIPMENT  
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Supts. who came to Palm Springs, Calif. to play in the annual GCSA tournament in February were greeted by this Jacobsen sign. Located on Highway 111, it is estimated that 150,000 golf fans saw the board during the two weeks it was displayed.

**DiFini Publishes Its  
Spring-Summer Catalog**

A catalog describing spring-summer color coordinated fashions of Di Fini Originals, Inc., 18 W. 20th st., New York 11, is now available. The 22-page edition features the latest styles in men's slacks and Bermuda shorts and ladies' slacks and Bermudas. It also includes the DiFini Knitwear selection of men's and ladies' shirts as well as women's blouses. The catalog is prefaced with merchandising hints for the pro shop. Copies can be obtained from DiFini.



**ROBERT BRUCE HARRIS**

**Golf Course Architect**

MEMBER AMERICAN SOCIETY OF GOLF COURSE ARCHITECTS

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**Improvements in Bowers  
Battery Extends Its Life**

A new 6-volt battery with 195 amp hours and 21 plates per cell is now available from

Bowers Battery & Spark Plug Co., Reading, Pa. Known as the Power Ram, it has an aluminized case that causes heat to be deflected, thus extending its life. Locked-in power grids in the Ram hold groups firm in the case, preventing vibration and causing less flaking loss of active material, according to the manufacturer. Cadmium-plated wing nuts that reduce corrosion, and heavier connectors and terminals that handle heavy current draw, are other features of the Power Ram. Double insulation between grids also contributes to longer life and more power.



**Rosenthal Heads Veritas**

It was erroneously stated in February Golfdom (page 116) that Earl Rubado heads the Veritas Import Co., which is located at 172-34 90th ave., Jamaica, N. Y. Lewis Rosenthal is the president of Veritas Import which handles the DeYoung golf glove, imported from England. Rubado, a representative for this firm, makes his headquarters in Syracuse, N. Y.

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## Spalding Develops Distance, Other Tests for the Dot

A. G. Spalding & Bros., Chicopee, Mass., has developed an electronic device to guarantee that every one of its top-line "Dots" has been



Robert L. Molitor, vp, research, James A. Dayton, executive vp, James M. Long, vp, engineering and Edwin L. Parker, Spalding president, (l to r) check a batch of Dots in the test room.

scientifically tested to assure maximum distance capability. Six years have been spent in a developmental program that gives the Dot the first high compression ball with a one-piece cover, according to the manufacturer. The electronic machine tests every top grade ball that comes off the line by propelling it through a miniature indoor range. Initial velocity is measured and balls that don't meet maximum distance potential are rejected. The machine tees off every two seconds on a simulated 280-yard drive. Following this all balls are checked for size, weight and compression so that all USGA requirements are met. The one-piece cover also has undergone extensive "torture" tests to prove its durability. These include repeated battering with a 115-pound weight, immersion and projection into a drum at high velocities.

Frank G. Gottberg has been named sales manager of Sprinkler Irrigation Supply Co., 1320 N. Campbell rd., Royal Oak, Mich. Gottberg, a Michigan State U. grad, formerly was with the Frito Co.

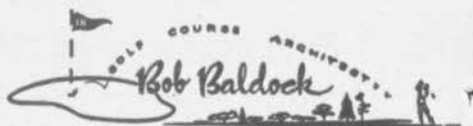
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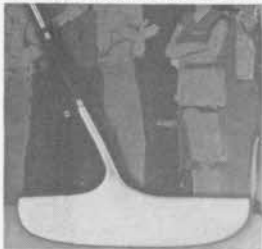
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## Hogan Putter, Chipper Designed for Short Game Finesse

The Exact Balance putter, manufactured by the AMF-Ben Hogan Co. is designed to eliminate torque and twist for precise alignment and follow-through, according to the manufacturer. Finished in gleaming polished brass, the club is fitted with a black and red calfskin grip and is



available in 34- and 35-inch lengths and is shipped with its own custom head cover. Hogan's Chipper Iron, a new club, is said to give expert handling of the most difficult chip shots off the

edge of the green. It is fitted with a black and red calfskin grip. Both putter and chipper are available only in pro shops. The Expert Balance putter, incidentally, has been cited by the N. Y. Academy of Modern Arts as an example of excellence in design.

## Eisenberg with T-Pak

David Eisenberg, Brooklyn, N. Y., has been named executive vp of T-Pak Corp., Paramus, N. J., manufacturer of automatic tee dispensers. A New York golf writer, Eisenberg serves under Fred S. Kinne, the firm's president. Other officers are Craig Wood, George Jacobus, Mike Barber and Alphonse Van Houton.

## Sod-Master Improves Its Mete-R-Matic Spreader

Sod-Master, 3456 N. Washington ave., Minneapolis, Minn. has brought out an improved model of the Mete-R-Matic, which was introduced to turfmen about a year ago. The machine is designed to spread topdress materials mechanically, eliminating practically all hand labor. Mete-R-Matic is self propelled and one man can operate it. Materials, even those of high moisture content, are distributed from the hopper by an all-metal treadmill into a swiftly revolving brush that drives the topdressing downward. The spread is regulated by a meter. The 1963 model incorporates five major improvements.



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## Bruno Signs with U. S. Rubber

Robert T. (Bob) Bruno, a pro at Country-  
side GC, Mundelein, Ill., recently signed as a  
member of U.S. Rubber Co's pro staff, according



Bruno and Koehler

to Fred P. Koehler, field sales promotion manager of the golf products div. Bruno attended Contra Costa Junior college and turned pro shortly after leaving school in 1957. He won the 1962 Waterloo (Ia.) Open and in 1960 claimed the Illinois Open title.

## Par-Mate's '63 Catalog Ready

Par-Mate, 10 W. 33rd st., New York 1, has released its 1963 catalog. It contains a complete selection of outstanding fashions and accessories including gloves, hosiery, ladies' knitted Helanca shirts, umbrellas, etc. Nearly 20 golf glove styles are illustrated. Several of these feature an exclusive Snap-Off ball marker, a handy gadget that can be used to mark the ball on the green. This year, all of Par-Mate's leathers have been processed with a silicone finish. This increases water repellency, gives a softer and tackier feel and increases resistance to deterioration from sweating.



## Steel Plates Reinforce American's Tee Mats

American Mat Corp., 1802 Adams st., Toledo 2, O., is marketing a golf tee mat made of strips of select heavy fabric impregnated rubber that is woven on rust-resistant steel wire. Steel plates reinforce both sides of the mat to prevent warping or buckling. Special solid rubber construction on both ends of the mat make it ideal for either right- or lefthand swingers. The mat is available in three standard sizes as well as special sizes.

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At recent MacGregor service meeting were (front row, l to r): Robert Schnelle, Charles Meyer, Robert D. Rickey, Leon Nelson, George Neeley and James Roberts. (Second row) Larry Gildea, Dick Wiesenbahn, Dick Mitchell, Jim Fuhrman and Ed Schultz.

### Reassignments, Promotions Made at MacGregor Meetings

Several personnel reassignments and promotions were announced by Robert D. Rickey, vp of MacGregor pro golf division, at a recent series of service meetings held in Cincinnati. Charles Meyer has been named Rickey's administrative assistant and has been replaced as customer service manager by George Neeley. The latter's position as repair dept. manager is being filled by Jim Roberts, who has been with MacGregor for 12 years. At the service meetings, practically all emphasis was put on developing new methods of giving improved service to professionals.

### Axaline Personalizes Putters

A new line of pro-only, aluminum-shaft putters is being introduced by the Axaline Golf Co. through its exclusive national distributors, Knox & Sheehan, 5270 So. Meade, Tittleton, Colo. The putters are personalized through a special process featuring the reproduction of the professional's or golfer's name or initials in the face behind a clear epoxy inset. Club emblems, company names, trademarks — anything that can be photographed — can also be used, according to the manufacturer. The putters are further customized by a wide choice of head designs, grips, shaft lengths and color combinations including the inset design.

### Hubbard, Andrews Promoted by Wyandotte Chemicals

Two changes in its sales setup have been made by Wyandotte Chemicals Corp., Wyandotte, Mich. With the recent retirement of T. N. Jones, James S. Hubbard has been appointed to head the company's southeastern operation. His place as Cincinnati dist. sales manager has



Andrews



Hubbard

been filled by Richard H. Andrews. Hubbard has been with Wyandotte since 1949. In the last 10 years he has been a dist. manager in Boston and New York as well as Cincinnati. Andrews, a native of Washington and a graduate of Washington State College, has worked in the sales division of the Wyandotte firm for several years. T. N. Jones was with Wyandotte for 35 years, 22 of which were spent as the company's Atlanta manager.