

Golf Business News

Toro's New Super Pro

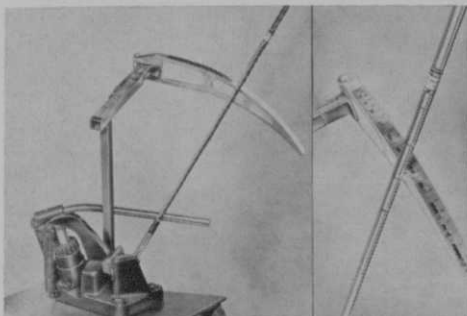
A new institutional riding reel mower, called the Super Pro, is made by Toro Mfg. Corp., Minneapolis, Minn. Available with a choice of two power plants — 12 or 18 hp. four-cycle



Kohler engines, and three cutting widths, units have heights of cut from one-half to three in. and are changed easily. The smaller model is equipped with either three-reel units to mow an 81-in. swath, or five-reel units for an 11-ft. width of cut. The 18-hp Super Pro may be fitted with either a five or a seven-reel unit. The latter cuts a 15½-ft. swath.

Lie and Loft Machine

First Flight Golf Co., Chattanooga, Tenn. 37405, markets the Van L Correcto line and loft machine. With the loft and lie machine, the pro is able to check and adjust the lie and loft of



irons in his own shop in a short time. The iron is clamped in place and a gauge shows the loft reading (photo). A second gauge gives the lie reading. Adjustments are made with a special tool.

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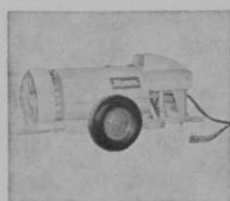
Sod Master, 3456 N. Washington Ave., Minneapolis, Minn. 55412, markets the Mete-R-Matic power topdresser. New metering adjustment is said to accurately control top dressing to any desired depth. The positive chain-driven rotating brush catches the top dressing from the treadmill conveyor and drives it downward into the base of the turf. The positive chain driven all-metal treadmill conveyor carries the topdressing from the hopper (8 cu. ft. leveled) with a tumbling action, through the metering gate. This is said to prevent clogging or packing even when materials have above-normal moisture content.

Edmont Buys C. M. Hill Co.

Edmont, Inc. of Coshocton, O. has purchased C. M. Hill Co. of Peoria, Ill. A new firm, Edmont-Hill, has been incorporated and will operate as an autonomous division of the parent organization with C. M. Hill remaining as v-p and general manager.

Fiberglass in Air Sprayer

F. E. Myers & Bro. Co., Ashland O., is using a reinforced fiberglass material called GlasStan in the company's A-360



Orchard Air Sprayer, which is rated at 30,000 GFM with an air velocity rating of 70 mph. The new material is said to be 100 per cent corrosion-proof and capable of withstanding the damaging

effects of modern spray chemicals, moisture and weathering. The A-36G weighs some 200-400 lbs. less than a sprayer made of metal.



Kentucky Gov. Edward T. (Ned) Breathitt (l) is shown operating the radio transmitter to a Bunton Electronic Lawn Lark, remote control power mower. Gov. Breathitt had awarded the Kentucky Industrial Excellence Gold Medal to Herbert F. Bunton (r) president of the Bunton company, at the first day of the Kentucky State Fair.

Fiberglass, Rotating All-Weather Shelter

Newsome Sales Co., P. O. Box 468, Bradenton, Fla., manufacturers an All Weather Station, golf shelter, constructed of fiberglass and designed to rotate with the wind in a 360 degree circle. It holds six people seated and six standing. Designed for protection from sun and rain as well, the unit is



10-ft. wide and six-ft. 10-in. tall. Installation is said to require one yard of cement and reinforcing wire, and approximately three or four hours of labor.

Green-Tee-Sweeper Works Wet or Dry

Rogers Mfg. Co., 202 N. Mahaffie St., Olathe, Kan., manufactures the Green-Tee-Sweeper that is claimed to sweep wet or dry grass clippings, leaves, rocks, bottles, paper, branches and other debris. It is also said to vertical slice, work in topdressing and pick up plugs and then return dirt to the green. The one-man unit is powered by a 4-hp engine and has a hopper capacity of five bushels. The pick-up fingers are abrasion resistant rubber.

Wilson's 1965 Putter Line

Wilson Sporting Goods Co., 2233 West St., River Grove, Ill. 60171, presents a new line of Wilson Staff putters, which are sold through pro shops only. Featured is the D8833 with a center shafted design. The W/S shield is stamped on the brass head blade. A rigid fluted shaft is claimed to provide improved "feel". It is available in right or left hand models in 34½- or 35½-inch lengths.

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New Headquarters for Sports Awards Co.

A new direct sales factory showroom for the Sports Award Co., with 5000 sq. ft. devoted to trophies and awards, has been opened by the Sports Awards Co., 4351 N. Milwaukee Ave.,



Chicago, Ill. 60641. The office is completely walled in pegboard to display over 100 different plaques. The factory has been streamlined to handle all service requests. For those not able to visit the new showroom, the 1965 catalog features the latest designs at professional discounts.

New Toro Golfmaster Electric Golf Car for '65

Toro Mfg. Corp., Minneapolis, Minn., has introduced the 1965 Golfmaster electric two-seat golf car. The 12-gauge steel frame is designed so that the complete bank of six 6-volt heavy-duty batteries can be removed and replaced quickly as a single unit, with the use of a special Toro trailer and winch accessory. The 1½-hp G-E motor with poly-V belt quietly delivers speeds up to 10 mph. The three-ply fiber-glass body is available in five colors: white blue, yellow, tangerine red and turquoise. The Golfmaster's steering wheel swings out of the way when riders enter or leave the car. The wheel can be operated from either seat or from a center position. Contoured padded seats swivel to make getting in and out easy. Golf bags are suspended from rear brackets at an angle that puts clubheads within hand's reach.

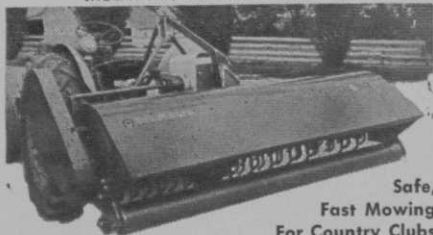


Disposable Cloth Napkins

Chicopee Mills, Inc., 47 Worth St., New York 13, N.Y., has available cloth restaurant napkins. Produced in pastel colors, and white, Chicopee's Masslin brand is made by a high-speed textile process that combines cotton and rayon fibers in a soft, textured fabric described as giving "the luxury of linen at disposable prices."

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Rider Rotary Mower Marketed by Locke Mfg. Co.

Locke Mfg. Co., 1085 Connecticut Ave., Bridgeport, Conn., is again marketing the Devere-Locke 32R rotary mower. Comfort, ease of handling, and maximum safety are features of the mower.



The 32R's seat overhangs the 9-hp, 4-cycle engine which adds to the mower's stability and lower center of gravity. The 32-in. wide cut with side-trim

on one side has adjustable height from one to four ins. in $\frac{1}{4}$ -in. increments. The frame is 7-gauge, reinforced steel. Three of its seven tires are pneumatic.

Parker Sweeper Co. Markets New Models

The Parker Sweeper Co., Springfield, O., markets several new models and accessories for its indoor-outdoor



new model, PV-6430-K6 (illustrated) is equipped with a 6 $\frac{1}{2}$ hp Kohler gas engine of cast iron construction. Also added to the line are two models of electric VAC-35's. All models of the VAC-35 are of the same design,

constructed of high strength fiberglass reinforced with heavy duty neoprene liner, with large, oversized wheels and fully pneumatic tires, adjustable swivel caster and material-handling type 5-blade impeller of non-sparking aluminum alloy.

Classified Ads • Page 157

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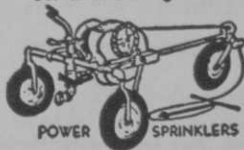


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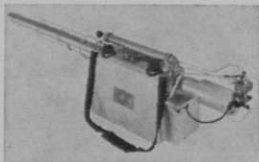
PGA Signs Jack Rule To Advisory Staff

The Victor Golf Co., Chicago, Ill., has announced the signing of Jack Rule, Jr. to its PGA professional advisory staff. Rule has placed consistently high on the official money list since winning his first tour championship, the St. Paul Open, in 1963. In both 1963 and 1964 he won about \$22,000 in official prize money.



Fogger For Insect Control

Curtis Dyna-Products Corp., P. O. Box 297, Westfield, Ind 46074, has developed the Dyna-Fog model 150 portable insecticide fogging machine. Said to kill insects hundreds of feet from the unit, the Dyna-Fog employs a gasoline burning resonant pulse jet engine. There is but one moving metallic part, an inexpensive butterfly valve.



First Flight Golf Bag

First Flight Co., Chattanooga, Tenn., is producing the new Hot-Z golf bag of Cor-Fam at its Pocahontas, Ark. plant. The white Cor-Fam bag (in photo) is going to be thoroughly tested and evaluated by First flight staffers on tour. This new bag has all of the features of regular First Flight bags.



New Trojan Battery

Trojan Battery Co. (724 E. 61st St., Los Angeles 1, Calif.) is celebrating its 40th anniversary this year by producing a new Trojan 217 car battery. The 217 (in photo) is the first of the high-wall electric golf car batteries introduced by the company.



BUYERS' SERVICE • PAGE 159



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Ben Hogan Corfam Shoes

Brockton Footwear, Brockton, Mass., features the Ben Hogan golf shoe. This weather-proof shoe is made of water-repellent DuPont Corfam uppers and Neolite flex soles. Corfam is lighter than conventional shoe materials and is said to keep its shape and shine. This Ben Hogan shoe is available in brown,

black, white and black/white (model No. H228). It is sold at pro shops.



Wilson Sporting Goods Co. Markets Patty Berg Woods and Irons

Wilson Sporting Goods Co., 2233 West St., River Grove, Ill. 60171, offers ladies clubs designed by Patty Berg. The woods have heads with contoured crowns that are treated to seal out moisture. The screwless face insert is enhanced by contrasting scarlet and black keystone. The perforated grip is edged in skived calfskin with gold lurex trim. Shafts of the irons

are chrome plated. The blade has a special sandblasted face, said to give the ball more backspin. Each set of woods and irons is matched.



Economy Pop-Up Sprinklers

Thompson Mfg. Co., 2251 E. 7th St., Los Angeles 23, Calif., makes a line of pop-up sprinklers with both 1- and 2-in. risers. The 2-in. head reportedly rises above all grasses thereby guaranteeing free water flow. Engineered to drop true because of added weight, the sprinklers are said to be easily adjustable.

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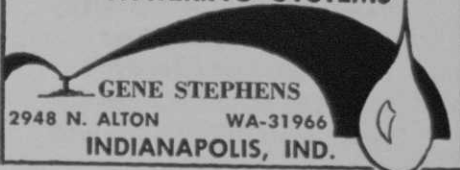


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As part of the "Foretaste of Spring" display in the windows of world-famous tailors Austin Reed Limited, Regent St., London, is a selection of Ransomes mowers. The display features only lawn mowers, but Ransomes has mowers that service golf courses all over the world.

**Golf Merchandising Brochure
from Reflector Hardware Corp.**

Reflector Hardware Corp., Dept. FP 2, 1400 N. 25th Ave., Melrose Park, Ill. has released a "Golf Merchandising Brochure" that covers its full line of Clubmaster racks plus wood and putter racks and an iron displayer. Also featured is the Golfmaster merchandising island that has a wide range of optional combinations. Any of the latter can convert 12½ sq. ft. of floor area into a complete golf department.

**Hand-held Exerciser
for Muscle Development**

Twist-O-Wrist, Box 183, LaPorte, Ind. 46350, has developed the Twist-O-Wrist exerciser that permits extensive isotonic exercise of the muscles of the hands, arms, chest, shoulders and upper back. Used in varying positions, the unit is said to improve wrist and hand control for the average golfer.



Make Professional-Looking Signs

Columbia Sign Equipment Co., P. O. Box 429, Columbia, Penn., markets a SignMaker kit, for professional people. The unit consists of a series of coordinated templates with letters and numbers in a wide range of sizes and styles. The templates are used with a lettering guide tray, instant-drying inkstones and applicator brush. Following instructions, anyone should be able to quickly make signs, such as are used in pro shops, that look like an artist's work.

Roseman Designs New Tree Guard Attachment

Roseman Mower Corp., 2300 W. Lake Ave., Glenview, Ill., has designed a new Tree Guard attachment. The unit



acts as a bumper and when distance is misjudged only a glancing blow results. The chance of skinning the bark of tree trunks is greatly reduced and closer trimming is possible. The Tree Guard attaches to

the outside units of the 3, 5, or 7-gang Roseman mower.

Shoe For Golf Car Riders



Brockton Footwear, Brockton, Mass. manufactures Lite Joy, a golf shoe for golf car riders. This is a Foot-Joy brand. Lighter than standard golf shoes and reported as extremely flexible, this plain toe blucher is made of top-

quality boarded calf with leather lining and cushion insole. Constructed with stainless steel spikes, the shoes comes in brown, black and white. It is available at pro shops.

Cast Iron Pipe Association Is Fifty Years Old

The Cast Iron Pipe Research Association is celebrating its fiftieth anniversary. It was called the Cast Iron Publicity Bureau as originally set up in 1915.

In its beginning years, the organization's main efforts were devoted to promotion campaigns built around the superior qualities of cast iron pipe. Today the organization has a headquarters office in Chicago, and field representatives across the country. The association is now engaged in research, provides technical aid to consulting engineers and utility men, and carries out extensive public relations programs.

In its half-century, the association has been involved in vast changes. The nation's 6,000 water systems have increased to 21,000. Where 40 million people were served by established water systems 50 years ago, the total is now 164 million. Cast Iron pipe manufacturers have also continued to introduce improvements in their products. Among these are: improved joints, cement linings, and new ductible iron.

The association has produced a special anniversary issue of its bi-monthly publication, *Cast Iron Pipe News*. The issue details CIPRA's history, its services, and the progress of water utilities and cast iron pipe in the last half century. Pictures and reminiscences of by-gone days are also featured.

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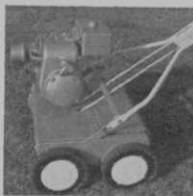
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Two models of Turf Aerator

O. M. Scott & Sons markets a professional Turf Aerator that slices and combs at the same time. This is claimed as a first. The unit is said to clear away surface debris and unwanted vegetation, open up turf for air, water and fertilizer and slices as well as grooves the soil. There are two models: a 4-hp 18-in. model and a 6-hp 20-in. model (photo) that has a large capacity catcher. Both models are easy to haul.



Monster Invades, Son of Monster Soon to Invade Golfing World

Golcraft, Inc., 1021 W. Grant Ave., Escondido, Calif. 92026, has purchased and developed an Iron Monster that reportedly can hit every golf shot in the book. Mounted on a computer-like cabinet, an iron arm holds the club and with a magical-mathematical adjustment, drives up to 285 yards.

Golcraft is using the mechanized monster to test both clubs and balls. An even more refined model, probably to be called Son of Monster, is being developed. When the new model is perfected, Golcraft plans to have it mounted and used as a mobile laboratory. The machine will be used to duplicate the swing of any golfer. Then it can be scientifically determined what the golfer needs in terms of club weight and length, shaft stiffness, etc.

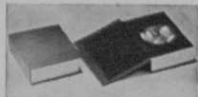
Shoes For Open Marshals

Brown Shoe Co., 8300 Maryland Ave., Clayton, Mo. 63105, has donated 741 pairs of men's and women's shoes to the USGA's National Open, which will be held at Bellerive CC near St. Louis, Mo. Jan. 17-20. The 561 pairs of men's shoes and the 180 pairs of women's shoes will be worn by the marshals.



First Flight Ball Box Wins Packaging Award

First Flight Co. of Chattanooga, Tenn.'s novelty (designed to look like a book on the outside) golf ball box has been given the National Paper Box Mfgs. Assn. rigid paper box award. The red cover book-shaped box bears the title "The Final Secret of Putting." It opens to reveal a green interior and round opening to view the golf balls. The box may be used as a home putting green when the balls are removed and the flap of the cover is turned to touch the floor.



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Trade Briefs

The First Flight Co. of Chattanooga, Tenn. has named **A. B. (Happy) Chandler** an official and director of the company. The former U. S. senator, ex-Governor of Kentucky and Baseball commissioner (1946-1951) will serve the company in a public relations capacity . . . First Flight has sold 50 per cent of its interest in the Arnold Palmer Co. . . . **Ken Devine**, former New England manager, is now First Flight's national sales manager.

Two members of the Highland Bentgrass Commission of Oregon, **Walter McElhanney**,



Gutz



Schenk



Reis



Bennett



Davidson



Stefkovitch

chairman, and **J. L. Carnes**, manager of W. R. Grace & Co.'s Rudy Patrick Seed Div., will tour Europe as representatives of the commission to overseas seedmen . . . **Guy Schenk** has been appointed a technical instructor at Harley-Davidson Motor Co., Milwaukee . . . His duties include teaching at service schools and handling service problems for both dealers and customers . . . **John A. Davidson**, dealer placement manager for Harley-Davidson, has been elected to the boards of directors of Highland Insurance Service, Inc. and Kilbourn Finance Corp., wholly owned subsidiaries of Harley-Davidson.

True Temper Corp., Cleveland, O., has announced realignment in several top executive positions . . . **R. T. Gutz**, formerly executive v-p is president, succeeding **Henry S. Woodbridge**, who will continue as chairman of the board . . . **W. E. Boyland**, v-p for corporate planning, assumes the duties and title of v-p of finance . . . **Robert Stefkovitch** is new assistant products manager, golf and tennis for MacGregor Sports Products, Cincinnati, O. . . MacGregor has also appointed **Robert Reis** as products operations manager for golf and tennis.

Warner C. Frazier has been named manager of engine-material handling advertising in Allis-Chalmers (Milwaukee, Wis.) marketing services and public relations division . . . The appointment of **H. Paul Bennet** to the post of regional sales manager for New England, greater New

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York City and Long Island has been announced by American Mat Corp., Wapakoneta, O.

Victor Comptometer Corp. and its subsidiaries (including Victor Golf) reported net earnings of \$3,594,777 for 1964, down from \$4,054,967 in 1963. Net earnings per common share were down to 79 cents as compared with 88 cents in 1963 . . . As of Mar. 31, Kunik Kasuals of Ventnor



Solberg Everith Burt Werring

City, N. J. showed an increase of 32 per cent in gross sales over the same period last year.

Mallinckrodt Chemical Works reported sales of \$11,242,510 for the first quarter of 1965, 11 per cent over one year ago . . . Ernie Sabayrac, Inc. of Hialeah, Fla. has appointed Ward Everitt as sales rep in north. Calif., Bud Werring is covering metropolitan L.A. and the rest of Southern Calif. is to be covered by Jimmy Burt; John Solberg is covering the Twin Cities (Ia.) area.

Bowen, Inc., Pasadena, Calif., manufacturers of Bowen golf shoes, has enlarged the sales and warehouse shipping service handled by Brown Enterprises, Inc., 7767 North ave., River Forest, Ill. . . Ind., Iowa, Neb. and St. Louis have been added to the Ill. and Wis. coverage.

Brown Enterprises of River Forest, Ill. has been appointed sales representative of Bowen golf shoes (Bowen Inc., Pasadena, Calif.) for Ill., Wis., and Mich., including warehousing facilities . . . Ralph F. Glasser has been appointed Washington representative of the agricultural chemicals div. of Shell Chemical Co., succeeding Donald E. Ullrich, now assistant sales manager of the div.

B. Hayman Co., Inc., Los Angeles, Calif., has opened an irrigation department to serve the turfgrass industry . . . Charles A. Schradt and Assoc. have joined Hayman to form the nucleus of this group . . . Dr. August H. Homeyer has been named chairman of the board of Mallinckrodt Chemical Works, Ltd. of Canada . . . He was formerly v-p and director of the Canadian-based subsidiary . . . Lisco, 1114 Industrial Blvd., Louisville, Ky., has issued a free bulletin (No. L-28) on the use of and prices for its fiberglass Famco mat, for seed bed and soil management control.

Rubin Grais, 325 S. Wacker Drive, Chicago, has published a new natural-color brochure on its 1965 Dow Finsterwald and Mickey Wright golf jackets . . . The brochure is available to pros.

Donald Berg has been promoted to parts order supervisor from purchasing dept. expeditor, according to Verne C. Fish, Toro Manufacturing Corp. service manager . . . Thomas Ames also has been promoted by Toro to field service rep.