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PEOPLE IN THE NEWS

DONALD B. PFLEIDERER, one of the nation's leading agronomists, has been named sales manager for the Professional Division of the Bishop Company. Dr. Pfeleiderer will be responsible for the Professional Division's sales, advertising, merchandising, agronomic and other related marketing efforts. He was formerly director of technical services for Agrico's Turf and Garden Products Division.



Pfeleiderer

CHARLES S. PUTNAM has been elected vice-president/sales for Telsco Industries. Putnam has served Telsco as Weather-matic Division sales manager since November, 1969.



Putnam

TOM POND has been promoted to vice president/manufacturing for the Pedersen Golf Division. Pond was formerly production manager for Pedersen. In his new position he will be responsible

for all golf manufacturing and production.

JOHN A. DAVIDSON has been appointed president of the Harley-Davidson Motor Company, Inc. Davidson joined Harley-Davidson in 1960 as assistant dealer relations manager, then became dealer relations supervisor, dealer relations manager, assistant to vice president/sales and, in 1969, vice president/sales. In August 1972 he was promoted to the position of executive vice president/marketing.



Davidson



Devine

KENNETH F. DEVINE has been named vice president of marketing of the PGA Division of Victor Golf. Devine has been sales manager of PGA Victor for the past seven years.