### First Flight Plant Hums

The First Flight manufacturing plant now is in full production in downtown Chattanooga, Tenn. It is 100 ft. long and 250 ft. wide and has completely new equipment including a spe-



cially designed chrome tank. More than a quarter of a million has been spent on the plant and to assure prompt delivery of First Flight products during 1959.

### Sabayrac Finds Some Answers in Pro Shop Displays

Ernie Sabayrac in a book about his headquarters, which he has made a valuable pro shop test laboratory, has a lot of good tips for pros who are constantly improving their shops.

Ernie frankly says that his firm made a mistake in its model pro shop by not having storage space below display areas for shirts so displays could be kept at a peak at all times.

He also says that a shoe fitting stool and a Brannock shoe size measuring device are pro shop "musts," Another tip from Ernie is a "psychological bid" in selling clubs. He advises keeping a few clubs in reserve in the backroom so you can come up with something "special" and "exactly right" for the customer. That's a very effective idea. Al Watrous, veteran pro at Oakland Hills CC (Detroit dist.) and Jack Isaacs, Langley Air Force Base GC, two fine players and two fine pro merchants, use that idea. Both are really experts at fitting clubs.

Sabayrac's experiments with sales-making lighting have been highly valuable because his model pro shop must depend entirely on artificial light. In many pro shops, the artificial or natural light is poor for presenting clubs or apparel very attractively. Store lighting specialists from local electric companies should be given the problem to solve.

On the subject of lighting and color, Ernie says that at last there seems to be the right solution of the color problem in women's golf clubs. He says the Hogan Princess line is going great with colors of wood heads and grips that seem to be just right for the taste of most women golfers.

### Jacobsen Entertains Supts.

Thirteen course supts. from West Va. and Pa. were guests of Jacobsen Mfg. Co., Racine, Wis., following the GCSA national show. The group was taken on a tour of the Racine plant, met with the company's sales and advertising staff, toured the city and had luncheon at the Hotel Racine.



food formula for rich, dark green grass that stands up under heavy traffic on fairways and tees. High in Nitrogen to stimulate growth—plus generous amounts of other basic elements for steady strength. IT'S GRANULATED . . . spreads evenly from standard equipment. Longer feeding at the roots. Dustless, odorless, clean. Will not burn. Made to the analysis recommended by Michigan, Indiana, and Ohio State Universities.

**WRITE FOR FREE LITERATURE** on research results on Wonder Gro, plus name of local distributor.

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### Complete Soil Process Plant Made by Lindig

Model CL-100, made by Lindig Mfg. Co., 1875 County Rd., C, St. Paul 13, Minn. is a complete soil processing plant, producing up to



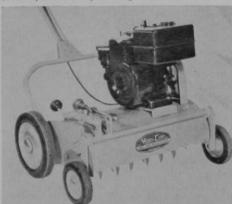
100 cu. yds. an hour. It has a 52- by 72-in, hopper to accommodate continuous loading from bucket loader or power shovel. Processed dirt can be loaded out to trucks or stockpiled from a 22-ft. trough-type power conveyor. Soil is shredded by a dual rotor assembly and isn't damaged by rock passing through. The CL-100 is mounted on four pneumatic tires with front casters and tow bar for truck or trailer hookup.

### Williams With J-M

Charles (Bud) Williams of Toledo is covering that city and Northern Ohio as sales rep for the Bag Boy cart line, made by Jarman-Williamson Co., Portland, Ore.

#### VC-12 Is New Verti-Cut

West Point's VC-12 Verti-Cut mower is a smaller, lower-cost, hand pushed version of the



well known VC-2. It is said to be particularly effective for greens, collars, tees and the nursery. The VC-12 is 26½-ins. wide, weighs 100 lbs., and has 23 oil-tempered spring steel blades with 46 cutting tips. It is available through established dealers of West Point Products Corp., West Point, Pa.

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### KIII WATER WEEDS!

Water hazards and lakes now may be cleaned of all rooted aquatic weeds, Lily, cattail, milfoil and many other aquatic weeds are easily killed with one application of R-H GRANULAR WEED RHAP. It is easily applied — will not harm fish or animals. This inexpensive application usually lasts from 18 to 36 months. Write for further information or ask your dealer.

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### RYANS O.K. No. 4 SEEDER & SPREADER 4 Cu.Ft.(300 Lbs.) Capacity-3 Ft. Spread



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### LOCKER NAMEPLATES

Directory and Bulletin Boards



Write for sample and prices

KIRSCH CARD SERVICE BOX 426X, ELMHURST, ILL.

lease period, the lessee has the option of buying the equipment. Full information about the plan

Shelley Mayfield (r), Spalding golf consultant, Howard Wry, assistant dir., Hartford (Conn.) county chapter of March of Dimes and Mrs. Phyllis Downey of American Airlines, check Top Flite clubs being shipped to West Coast where they were auctioned off to raise funds for polio fight.

### Sprinkler Control Lease Announced by AVSCo

A new lease plan for Aqua-Dial automatic sprinkler control systems has been announced by Automatic Valve Systems Co., PO Box 518, Newport Beach, Calif. Systems may be installed where funds for such equipment aren't immediately available. Rates vary according to size of installation and length of lease and at end of

### Royer Markets Two Additional Shredders

can be obtained by writing AVSCo.

Royer Fdry. & Machine Co., 158 Pringle st., Kingston, Pa., is marketing two new hand shovel, fed belt shredders for screening, shredding, mixing of compost, etc. They are known as Models 10 and 12 and complement Model 8. All shred, blend, mix and aerate in one operation. Capacities of the three range from 5 cu. yds. per hour (Model 8) to 12 cu. yds. per hour (Model 12). A pamphlet describing them can be obtained by writing Royer.

### Gas'M Exterminates Moles

Gas'M, manufactured by Nip-Co Mfg. Inc., 200 Main st., rear, New Rochelle, N.Y., is claimed to be an effective exterminator of moles, woodchucks, ground squirrels, etc. Gas'M is a safe-to-use cartridge that is ignited and put into rodent burrows. Special rates are being given country clubs that buy Gas'M cartridges before May 15.

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New dual 9:00 x 16 tires developed for Model G & F tractors of the Worthington Mower Co., Stroudsburg, Pa., are unusually easy on turf. It is claimed they can be run over a man's arm without danger of injury.

### Roseman Had Big Year in '58

Roseman Mower Corp., Evanston, Ill., reports a 26 per cent increase in sales for 1958 over the previous year. Wider acceptance by supts. of the hollow roller drive mower is credited with the increase by Warren J. Roseman, secy. Early orders indicate that 1959 sales will be even greater than they were last year, Roseman said.

### 1959 Golfcraft Catalog

Golfcraft's 1959 catalog is now available for pros and can be obtained by writing to the com-

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pany at 1021 W. Grant ave., Escondido, Calif., or 7059 W. Addison, Chicago 34. Lloyd Mangrum glassshaft woods and irons, Custom Line woods and irons and the Champion line are featured. Also shown are the Golfcraft and Rancho balls, Tournament model clubs for lefties, Frank Johnston putters and miscellaneous items such as head covers, umbrellas and gloves.



Bonus for Venturi

Ken Venturi (r), 1959 LA Open winner, gets \$3,000 bonus certificate from John Sproul, U.S. Royal sales mgr. It was an extra award that U. S. R. gave Venturi, one of it's staff members, for capturing first big 1959 event.



gophers, woodchucks. other burrowing rodents

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Grasslyn Ave., Havertown, Pa.

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YOUR SATISFACTION
IS GUARANTEED.

### Cowen Elected VP of MacGregor Sport Products

Henry P. Cowen has been elected executive vp of MacGregor Sport Products, Inc. A 29-

year veteran with the company, Cowen was formerly chief executive officer of the golf div. Cowen is a director of both MacGregor and its parent firm, Brunswick-Balke-Collender Co.

Cowen, a Cornell University grad, joined MacGregor in 1930. Six years later he transferred to the newly acquired golf div. and at that time was named vp and asst.

general mgr. Ten years after this he was elected pres. of the div. He represents the third generation of his family at MacGregor. Cowen is pres. of the National Assn. of Golf Club Manufacturers, a dir. of the National Golf Fdn. and was one of the early members of the Young Presidents Organization.

### Fairway Practice Ball

The cork composition practice ball, made by Fairway Products Co., Wilton, Conn., has a 40yard range and authentic click when hit, according to the manufacturer. It can be used for testing the swing either inside or out of doors. A pamphlet, "Why Can't You Improve Your Golf?", can be obtained upon request.

### Bench, Settee, Chair Are Latest Par-Aide Products

Introduced by Par Aide Products Co., 1457 Marshall ave., St. Paul 4, at the national turf show were a 6-ft. course bench, 4-ft. settee and a 2-ft. wide chair. All are made of permanent



mold aluminum finished in baked enamel in any color desired. Backs and seats are of No. 1 grade straight grained redwood. Seats are easy to assemble and the furniture comes with or without arm rests. Bench, chair and settee are designed so that they won't tip in normal winds, don't scratch floors or slide on turf.



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Dickens 4-6020

Dickens 5-2788



Joe Gerlak, pro at Hollywood Beach (Fla.) hotel course, and Nancy Wichlei try out one of the 32 new 1959 Victor Electri-Cars that the hotel recently purchased.

### season. It is completely safe on a large variety of grasses. The product also kills growing chickweed, controls poa annua and grubproofs turf.

booster shots. P.C.C. may be applied in any

### **Ezee Flow Agitator Action**

Spreader models, 120D (photo), 100D and 88D of 12-, 10- and 8-ft. widths, made by Ezee-

Flow Div. of Aveo Distributing Corp., Chicago, have a new patented, removable cam agitator for easy cleaning. The agitator grinds, mixes, levels and forces fertilizer



out of port opening through positive camming action. Openings, it is said, can't clog. Complete information can be obtained by writing Ezee Flow Div., 3428 N. Harlem ave., Chicago 34.

### Di-Met P.C.C. Is New Linck Crabgrass Killer

O. E. Linck Co., Clifton, N.J., has introduced a residual pre-emergence crabgrass control, Di-Met P.C.C. It can be applied with any conventional spreader. Based on principles developed by Dr. William H. Daniel of Purdue, Di-Met P.C.C. is said to kill crabgrass seed in the soil without affecting turfgrass. Its residual action continues for years, requiring only mild annual

### Jacobsen Training Program

At the annual mid-year sales conference of Jacobsen Mfg. Co., Racine, the firm's new pres., Einar A. Jacobsen said there would be 24 reel and rotary type mowers, made by Jacobsen, available this year. The company is holding about 350 sales training schools for its 7,000 dealers and their employees in 1959. These were started in February.

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### Achusnet Sales Launches Big 1959 Ad Campaign

Acushnet Sales Co., which revived the "Fussy Foursome" ads last year after a 10-year's absence, is presenting the irascible duffers again, this time in modern golf situations. You will see them in GOLFING, Newsweek, Time, True, Saturday Evening Post and others. Ads, it is figured, will go into 14 million homes.

### **Explains Fertosan's Function**

Clair W. Stille, U.S. Agent for Fertosan, 137 Bassett ave., Lexington 27, Ky., says that the product, which is made in England, is a compost that protects against fungus disease through soil replenishment. It is swept into the soil with a stiff broom directly after grass is cut. The anti-bioctics in Fertosan attack fungi in the top two inches of soil.

### International's Pippin 260

A new International Pippin No. 260 backhoe, designed to work in close quarters and close to a tractor, is being built by International Harvester Co. It has a digging radius of 180 degs., 12½ ft. depth and 14¾ ft. reach at ground



level. Its bucket opens up to dig forward within six ins. of the tractor axle and can reach back under sidewalks, drives, etc. It can be used with the 240, 340, 460 Utility. Numerous buckets and attachments are available to equip the Pippin 260 for a wide range of digging, the Pippin 260 for a wide range of digging,

### Pipe Holds Up

Galvanized pipe that has been in the ground for 35 years is being combined with 13,000 ft. of Jones & Laughlin Steel Corp. pipe to provide the irrigation system for Meadowbrook CC in Richmond, Va. The club is located on the estate of Robert, M. Jeffress and the manor house is being used as the clubhouse.

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> Golf Course Architect

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### ALFRED H. TULL

Golf Course Architect

35 White Street New York 13, N. Y.

### Cushman Twins Get A Second Look

Second looks were taken at the national turf show by supts. who spotted the Cushman twins, Jayne (1) and Joan Boyd. They demonstrated



the Cushman Electric Golfer and the Cushman Truckster. The Golfer seats two and has a bag compartment in back. The Truckster is recommended as a supt's handyman since it can be used for hauling, transportation and general maintenance work.

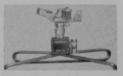
### Penngift Crown Vetch

A pamphlet describing Penngift Crown Vetch seeds and crowns and Crown Vetch along with prices and shipping information can be obtained from Fred V. Grau at Grasslyn, PO Box 177, College Park, Md. Grau has dealers in Philadelphia and Akron that carry Penngift crown vetch seed in stock. They are Seaboard Seed Co., 701 S. Front st., Philadelphia 47, and J. C. Oliger Seed Co., 2705 Wingate ave., Akron 14.

### New Skinner Sprinkler

With a long leverage driving arm that assures

positive operation at 1 o w pressures, the S-500 produced by Skinner Irrigation Co., 1279 Water st., Troy, O., is said to be ideal for uniform watering.



It is made of brass and stainless steel, comes in many nozzle sizes and has a 1/2 in. inlet. The S-500 is an impact type and is available with a Hi or Lo angle.

### H & B Anniversary

This is slightly removed from golf, but Hillerich & Bradsby, Inc. turned its first Louisville Slugger baseball bat 75 years ago this year. "Louisville," publication of the local C of C, devoted quite a large part of its January edition to the H & B anniversary.

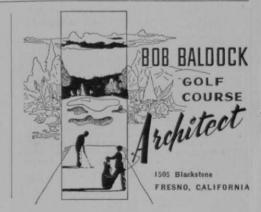


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Workmaster in all respects except fuel requirements. The new Ford, which gives outstanding fuel economy, is in answer to recent heavy demand for diesel powered tractors. It has a displacement of 144 cu. ins. and a compression ratio of 16.8 to 1.

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### Promote Golf Jackets In National Magazines

Golf jackets marketed by Rubin Grais & Sons,

325 S. Wacker dr., Chicago 6, are endorsed by Dow Finsterwald (for men) and by Mickey Wright (for women). Featuring these two star golfers, Grais is currently undertaking a national magazine promotion that is aimed 40,000,000 readers. GOLFDOM, Esquire, Life and Playboy are among the magazines that are carrying



Mickey Wright

Grais ads during March and Mickey Wright
April. Made of wash-and-wear dacron-cotton, the Finsterwald jackets are known as the "Tournament" and "Grand Match"; women's jackets are marketed under the "Mickey Wright" label.

#### Deere Adds to Plant

John Deere Industrial Equipment Works, Moline, Ill., will soon start construction of an addition that will double production capacity of its new manufacturing plant, completed last fall. When the addition is completed there will be four acres of manufacturing space under roof.

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