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AMERICAN HAIR & FELT COMPANY

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Operating Costs Increase

(Continued from page 26)

all groups was higher than in the preceding year, but only in medium size clubs was it evident in the ratio to total food and beverage sales. Food and beverage costs in medium clubs were down but the rise in payroll more than offset these. The opposite substantially was true at smaller clubs. At large clubs, food and beverage profits showed improvement due to cuts in cost of goods sold per dollar sale.

Course Maintenance Costs

Only small clubs showed an increase in maintenance cost of course and grounds as measured by average ratio of costs to dues. However, gross maintenance costs at larger clubs were up about five per cent. For medium clubs there was a decrease of 1.7 in the costs to dues ratio and a reduction of \$1 in the average cost per course hole. Expenses increased \$94 per hole at small clubs and \$138 per hole at large clubs.

Greens and grounds payroll constitute generally 70 per cent of costs at all clubs. They rose 10 per cent at large clubs in 1958, 8 per cent at small clubs and only 2 per cent at medium size clubs. Fixed charges against the course and grounds borrowed capital or insurance are not

charged against the course and grounds dept. in the Horwath figures.

Supt's Situation Improves

(Continued from page 24)

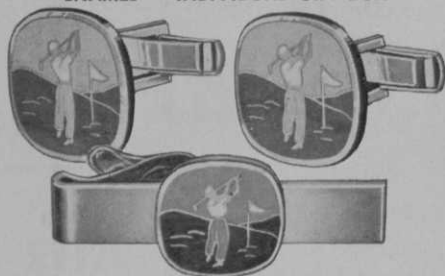
in the Far West is a long way from being what it should be. Strong regional GCSA organizations are exposing more and more greenmasters to advanced methods of turf management. Monthly meetings are well attended and supts. generally are showing avid interest in the research that is going on in their field.

Along with the labor situation, the biggest drawback to maintaining a course in California has been the weather, particularly in recent months. Last year there was ample rain but since March or April abnormally dry conditions have prevailed.

Old Budget Story

"Budgets in the Southeast," says E. J. Smith of E. J. Smith & Sons Co., Charlotte, N. C., "are being continually squeezed. We have heard as many complaints on this score in the last two years as in any similar period since the end of the war." The labor situation is only fair because clubs are not using a farsighted approach in getting and training efficient help. The weather, too, has made its inroads. In

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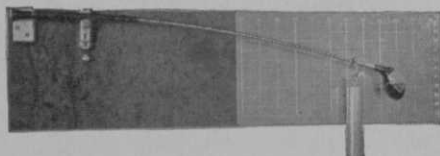
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Deflection Board

A "must" for every Pro who does any repairs. Shaft or complete club is placed on the bracket, weight is suspended on the opposite end. Amount of bend is shaft deflection.

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1957-58, Southern supts. had to contend with the "big freeze" and courses were slow coming into shape. This year, abnormally dry weather has done considerable damage to turf.

In the Southwest, according to Goldthwaite's Texas Toro Co., budgets have inched up in the last two years and, while they probably are adequate, increased costs of labor and materials require that the supt. watch his appropriation quite closely. Labor, too, is slightly more efficient and plentiful, probably because wage rates are up a little over what they were two years ago and employees are getting better training. Weather conditions, says the Goldthwaite people, have been conducive to better courses than have been seen in the Southwest for some time. Rainfall has been adequate and usually timely and in mid-August most courses in that section were in peak condition, considering the season.

Public Course Clubhouse

(Continued from page 33)

Mohawk clubhouse since it has been in operation. That is the usual thing in new clubhouses. At Mohawk the lockerrooms and shops are too warm in the summer and too cold in the winter. The demand for air-conditioning in private and public clubhouses in the South and Southwest is giving builders new problems.

The kitchen area at Mohawk isn't adequate. Unexpected demand on cooking and freezer capacity, dishwashing machinery and bottle storage suddenly was revealed when the clubhouse was put into operation. Steak dinners are popular with Tulsa golfing organizations but the kitchen facilities are too limited for handling fairly large affairs where hungry golfers demand plenty of red meat.

However, the clubhouse shortcomings that have become evident are, to a large extent, the result of the contrast with general attractiveness of the surroundings and can be corrected by addition of more kitchen and storage space and better heating and air conditioning. Otherwise, the new Mohawk clubhouse is declared by the Tulsa golfers, who use the facilities, and by the clubhouse operating staff, to be pretty nearly perfect for their needs.

R.I.'s 28th Field Day

The 28th annual Turf Field Day staged by the University of Rhode Island will be held in Kingston, Sept. 17-18. Jesse A. DeFrance will direct it.

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DEVELOPED SPECIALLY
FOR GOLF COURSES

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LIGHT WEIGHT 85 LBS.
BLAST VELOCITY
OVER 140 M.P.H.

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Allows quick, safe re-
moval of aerating
plugs on greens; leaves,
twigs, sticks, acorns, etc.

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EQUIPPED WITH
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PNEUMATIC TIRES

LO-BLO, the AIR-BROOM

keeps courses tidy year around,
handles the leaf problem, per-
mits play all thru the
Fall Season . . .



You just walk this ter-
rific blast of air "wind-
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an area faster, better
than 6 men. Quickly
grooms greens, aprons,
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litter around the Club-
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able for Fall play. 100's
now in use. 3 sizes
made, starting @
\$146.50. Write or call
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Phone WHitehall 7-2344

Morgan Joins First Flight as Sales Vice President

Patrick N. Morgan has been named vp and sales mgr. of First Flight Co., 99 Tremont st., Chattanooga, Tenn. Morgan, an engineering honor graduate of Alabama University, was formerly connected with John Wood Co., Conshohocken, Pa. as vp and Eastern sales mgr. He is a member of the President's council at Alabama University which is promoting that school's multi-million dollar development program. The new First Flight executive comes to a company that, it is reported, nearly doubled its sales volume in the last year. It already has a large backlog of orders for its 1960 clubs. First Flight has sales reps in 50 states, Japan, Central and South America and South Africa.



Putter with Triangular Head

Warson Mfg. Co., 907 E. Ogden ave., Naperville, Ill., offers a unique putter that combines the advantages of both the mallet and blade type club. The head, triangular in shape, is made of aluminum and the shaft is Damascus chrome-plated steel with leather grip. A sighting groove is at right angle to the plane of the striking face.

Crofton 'Bug' for Utility Use

Crofton Marine Engine Co., 888 Gull st., San Diego, is producing a 4-cylinder gas engine weighing 1,100 lbs. that is designed for off-highway use and should have particular appeal for course supts. Known as the "Bug," the Crofton model has a 63-in. wheelbase, overall length of 111 ins. and a 35 hp overhead cam, liquid cooled engine.

Wiley General Sales Manager for Aero-Thatch, Inc.

Robert Wiley has been named sales mgr. of Aero-Thatch, Inc., Rahway, N. J., James Smith, pres., has announced. Wiley has been active in the turf field for many years and is associated with the Fertl-Soil Co. He has helped in the development of the C-H-I-A method and Aero-Thatch machines. The company makes two basic machines for complete turf renovation and maintenance employing the continuous horizontal invert aerification principle.

Press Maxwell Signs Maury Bell

Golf architect J. Press Maxwell of Dallas, has hired D. M. (Maury) Bell to take charge of construction of Maxwell courses. Prior to the retirement of D. B. Bell & Son, Inc. from wide operations as golf course supply and equipment dealers, Maury was associated with his father, D. B. for 30 years. Now D. M. is limiting his business to that done from his Denver headquarters. Maury also has worked closely with O. J. Noer and other turf specialists.

CREEPING BENT STOLONS

Arlington C-1,

Congressional C-19

Old Orchard C-52

Old Orchard Turf Nurseries

P. O. Box 350 — Tel. AL 6-6395 — R. R. Bond, Prop. — Madison, 1, Wisconsin

Branch Nurseries in Farmington, Iowa — Camarillo, Calif.

Why wait a year for seeded bent greens to mature? Plant **Old Orchard** stolons, playable in six to eight weeks.

THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES

Toro Has Another Record Year as Whirlwinds, Sportsman Lead Way

Toro Manufacturing Corp., Minneapolis, reported sales of \$18,225,000 for the year ending July 31. The figure was 23 per cent ahead of last year's total and the highest in Toro's 45-year history. Success of the Whirlwind rotary mowers, with "Wind-Tunnel" action, and the Sportsman riding mower, was largely responsible for the record total. Domestic and foreign sales of these units were up 32 per cent over the previous year. Institutional sales of Toro's large machines increased seven per cent. Robert W. Gibson, vp and sales and advertising head, said that the 1959-60 year is off to an unusually good start.

Three Pick Rosburg in Spalding Contest

In Spalding's contest for sports writers and broadcasters to pick the top three finishers in the 1959 PGA Championship, only three men named the winner. They missed in their selections of the second and third place finishers. Picking Bob Rosburg to win were Otto Mason, Quincy (Mass.) Patriot Ledger, Lloyd McGovern, Palo Alto Times and Bill Laws, Station KEWB, Oakland, Calif. Only Bob Cady, Quincy Patriot Ledger, picked Jerry Barber to finish in the first three and none went along with Doug Sanders.

West Point Has Best Year

West Point (Pa.) Products Corp's past fiscal year was the best in the company's history, according to Tom Mascaro, pres. Introduction of the JR model Aerifier as a 5-in-1 turf tool was a key factor in greatly increased sales of the firm's products. The VC-12 Verti Cut and Aer Lift Trailer also played important parts in giving a rosier tint to the profit picture.

Envoy Used at Concord

Envoy, the 4-wheel fiberglass electric car made by Electricar Manufacturing Corp., Freeport, N.Y., will be used for the next five years at the International GC, Concord, N.Y. The agreement to use the car was made by A. R. Winarick, Concord owner, and Alvin Sussman, Electricar pres.

Etonic Has Several Features

Waterproof Etonic golf shoes, made with giant removable spikes, have full cushion inner-sole, flexible counter and soft stretchable lining. The photo shows the man's shoe. The same type also is available for women. Etonics, according to the manufacturer, are 100 per cent waterproof. They are available only in pro shops.



American Mat Brochure Available

A brochure on floor mats, tile and stair treads, produced from Myracord compound (quality rubber reinforced with Nylon synthetic fiber) is being offered by American Mat Corp., 1802 Adams st., Toledo 2, O. American Mat points out that Myracord is practically indestructible, is exceptionally slip-resistant and is easy to clean.

Wooden Putter and Baffy

First "T", 98 S. Fullerton ave., Montclair, N. J., is marketing two clubs, a wooden putter and wooden baffy, designed by Al Liebers. The putter is used in croquet mallet fashion and is said to be a legal weapon. The baffy is recommended for getting loft and distance out of traps and roughs.

National Distributors Hold First Sales Meeting

First annual sales meeting of National PGA Distributors, Inc., was held in Granville, O. in mid-August. Sales reps previewed the 1960 PGA merchandise line which includes more than 20 items, all tested and approved by the emblem specification committee of the professional organization.

William D. Schaffner, pres. of National PGA Distributors, Inc., has announced that the firm of Mayer and O'Brien, Inc., 333 N. Michigan ave., Chicago 1, has been retained by the distributing company as public relations counsel.

GOOD ROADS MULCH-VAC SWEEPER

**ideal
for
golf
courses**



**....Eliminates Leaf Removal
and Disposal!**

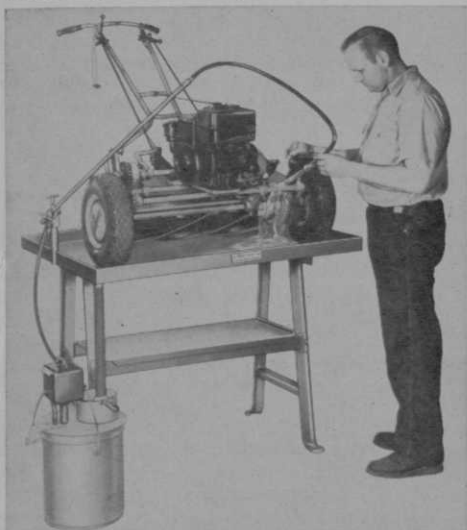
Towed-Type. Cleans 6' 5" width at one pass—25 to 30 acres per 8 hour day. Picks up leaves by vacuum suction, thoroughly mulches and spreads them evenly over the ground. Leaf mulch disintegrates to a natural fertilizer. Does the job in hours that takes many men days.

Also available: Small self-propelled "walkie" model for obstructed areas or club-house grounds. For further information write:

GOOD ROADS MACHINERY CORPORATION • MINERVA, OHIO

F-R-H Develops Stand for Cleaning Mowers

Safe, efficient cleaning of mowers, engines, etc. can be easily and economically accomplished with standard solvents with aid of a new cleaning stand developed by Fate-Root-Health Co., Plymouth, O. Basic components of the stand are



a 12-gauge metal sink sloped to one corner and a separate motor pump unit which clamps to a 5-gal. drum of solvent. The sink supports the largest and heaviest mowers. The motor pump recirculates up to 2 gals. of solvent a minute and dirt and grease are caused to settle in the bottom of the drum. Only clean solvent is picked up and recirculated. There is no spraying or splattering of the liquid. F-R-H's new stand is known as Model 80.

Bonner Publicizes Plymouth

Jim Bonner, well known sportscaster for WRCV and WRCV-TV, Philadelphia, has been added to the publicity and promotion staff of Plymouth Golf Ball Co., Plymouth Meeting, Pa., James G. Hogg, pres., has announced. Bonner is mc of a popular TV show, "Divots and Duffers."

repair your own

GOLF CLUBS

by Hugh M. Gordon

FORE! A sure hit for the Amateur and Professional Golfer not skilled in "Resetting or Replacing the Grip," "Putting Lead in a Wood Club Head," and many other golf repairs . . . detailed descriptions with illustrations.

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AMERICA'S FINEST GOLF PRACTICE NET

made with United States Rubber Company's shock absorbent ENSOLITE

—a tough expanded cellular plastic pad sewed to heavy duck and designed to withstand the terrific impact of high velocity drives. Prevents ball rebound.

• Easy to set up — INSIDE OR OUTSIDE • Back drop
8' wide 9' high • Ensolite pad 4' x 6' • Side nets
8' x 9'\$98.00 F.O.B. Factory
8' x 9' back drop and Ensolite Pad.

Please enclose check, money order or purchase order.

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1422½ Mishawaka Ave. South Bend, Indiana



Leading Country Clubs
Use South Bend Golf Practice Nets

New Laher Model Designed To Minimize Turf Damage

With an eye to minimizing damage to turf, Laher Spring & Tire Corp., 2615 Magnolia st.,



Oakland, Calif., has designed its "Turf Kare Kar" so that weight is spread over such a large ground contact area that, it is claimed, weight per sq. in. is less than that of the average man.

The car is equipped with three Goodyear "Terra-Tires." These are extra wide, measure 12 x 15 ins., are 16 ins. in dia. and carry 9 lbs. of air each. Turf Kare has been driven repeatedly over a man's hand without causing injury and it has been driven in a tight circle over a freshly watered green without leaving any marks, according to the manufacturer. The car is said to be capable of going from 36 to 54 holes without recharge. The new model features the Laher Sililon Diode charger which eliminates the most critical cause of battery failure — overcharging.

MacGregor Completes Film on Golf Ball History

The MacGregor Co's Ad and Marketing Services Dept., 4861 Spring Grove ave., Cincinnati 32, O., is making available the 21-minute film, "The Center of Attraction," a pictorial, step-by-step history of the golf ball. It covers the feather, gutta percha and modern era of ball manufacturing and is narrated by Harry Wismer. The early ball sequence was filmed in the USGA's Golf House and the modern one in MacGregor's Cincinnati plant.

BUYERS' SERVICE • P. 85



PUTTING PAL MAGNETIZED BALL MARKER

SELLS ON SIGHT

½" brightly colored, easy-to-see, metal golf ball marker. When not in use it clings to attractive white plastic, magnetized golf-ball design pin. Instantly at hand, on shirt, blouse, belt loop or golf bag. Continuous convenience—fine gift.

Pro Price: \$7.20 doz.
Retail: \$1 each

Free — attractive self-seller counter display — holds 12 Putting Pals. Extra supply of markers permits pro to replace them free.

PUTTING PAL CO.
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Insist on PAR TUBES

For the best in quality

LOOK FOR THE NAME ON THE TUBE

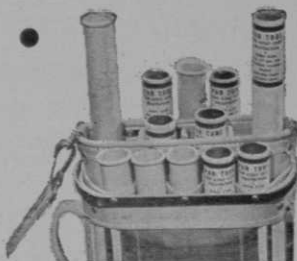
- Moisture-proof fibre (regular) Ret. 30¢ ea.
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Packed in display cartons of 42 and 144

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Par Golfer in Reverse Twist



DiFini Originals, Inc., manufacturers of golf slacks, is introducing a "reverse twist flannel," imported from Italy and tailored in a new and versatile Par Golfer model. The slacks have a matching removable and adjustable full length belt and can be worn for dress as well as golf wear. The new Par Golfer slacks are recommended as gifts and soon will be available in several other fabrics. They can be bought in pro shops.

Rhap-20 Knocks Out Aquatic, Turf Weeds

R-H Weed Rhap-20, a granular 2, 4-D, made by Reasor Hill Corp., Jacksonville, Ark., performs equally well in eradicating aquatic and turf weeds. It also has proved to be effective in control of annual grasses. The manufacturer recommends uniform coverage with Rhap-20 and if temperature and moisture conditions are normal, good results will be obtained. Rhap-20 is advertised as a growth regulator, most effective during times of good growth.

Colonial Motor Co., 3219 Holmes st., Dallas, Tex., has been named a distributor by Keasbey & Mattison Co., Ambler, Pa., manufacturer of asbestos-cement tubular products.



Spalding's Christmas package Distance Dots are available in gift boxes of one dozen and a half dozen. The boxes are in ebony, of simulated leather, lined in red with spring-hinge cover embossed with a gold Fleur-de-Lis design. Orders of a dozen are personalized free.

Stonco Electric Products Co., Kenilworth, N.J. is marketing a new Power Beam floodlight that makes replacement very easy. At touch, a heavy duty steel coil spring pops the old lamp out and the new lamp can be quickly snapped in.

Horace C. Shuman has been named general mgr. of West Point Products Corp., West Point, Pa. He comes to West Point from Conoflow Corp., where he was production mgr. for eight years.

SAVE CLUB HOUSE FLOORS

WITH SPIKE-RESISTANT PNEU-MAT RUNNERS

Protect your floors from spike holes with rugged Pneu-Mat Runners. Absolutely spike-resistant, they provide a comfortable walking surface—improve the appearance of your club house.

Woven of rubber-impregnated fabric, Pneu-Mat Runners are tougher than rubber runners. Reversible for double wear.

Money Back Trial Offer: Order a trial section. Test it on an area which gets especially hard wear. Money back if not satisfied.

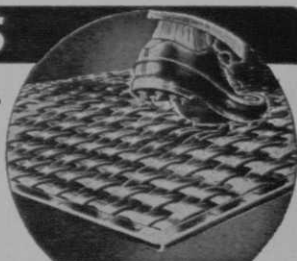
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Trial Section

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Quality Grass Seed
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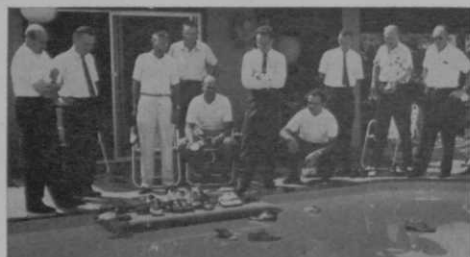
VAUGHAN'S SEED CO.

Golf Division

85 WHITE STREET, N. Y. 13, N. Y.

Weatherized Joyce Shoes Equal to Floating Test

Salesmen for Bowen, Inc., manufacturer of Wm. Joyce golf shoes, saw a pool test of the 1960 Joyce line at a sales meeting held recently at the Pasadena, Calif. home of Kip Bowen, pres. of the firm. Complete water repellency of the "weatherized" shoes was demonstrated when they were tossed into the pool to float and



then removed without absorbing a single drop of water. The shoes resisted curling after floating for several hours, according to the manufacturer. The weatherizing process used on Joyce leathers was developed by Minnesota Mining and Mfg. Co. Joyce shoes in men and women's styles are available in pro shops throughout the U. S.

RYANS O.K. No. 4 SEEDER & SPREADER

4 Cu. Ft.(300 lbs) Capacity-3 Ft. Spread



No Holes to Clog.
Quick Shut-off Lever &
Adjusting Gauge
Screw On Handle
Spreads Top Dressing,
Nitro-Humus, Peat,
Commercial Manure
& Other Materials
Successfully
Weighs Only 69 Lbs.
Write Dept. "G"

DEALERS WRITE FOR OPEN TERRITORIES

H. & R. MFG. CO., Los Angeles 34, Calif.

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.



MacGregor's Christmas gift pack with a dozen, half dozen or three Tourney balls, each boxed with a durable green plastic putting cup, gives the golf shopper a good selection in a rather wide price range. These "Gift to Good Golf" packages are done in green, white and gold.

Portable Shoe Polisher

Now available is a portable, electric shoe polisher made by Dremel Mfg. Co., Racine, Wis. It weighs 7½ lbs. and holds separate polishing bonnets (one for brown, one for black) that twirl at 1,500 rpms. A suede cleaning attachment also is available. Dremel is offering the unit to golf clubs at professional rates.

COLBY PIONEER PEAT

Products for building and maintaining golf greens are available in winter storage for prompt shipment.

BLACK—cultivated fine milled for top dressing.

BROWN—peat for building new greens.

GREENS—top dressing (1/3 peat - 1/3 sharp sand and 1/3 loam), or any required proportion.

QUOTATIONS on materials packed in plastic lined bags, or in bulk gladly furnished.

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Kill 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.

REASOR-HILL CORPORATION

BOX 36GC, JACKSONVILLE, ARKANSAS

Par-Aide Develops Scoreboard for PGA Championship

Introduced at the PGA Championship in Minneapolis was the all-aluminum scoring standard (top of photo) developed by Par-Aide Prod-



ucts Co., St. Paul. Excellent visibility is claimed for the portable scoreboard which weighs only 10½ lbs. It was developed by Joe Garske, who got started in the golf equipment supply business in 1946 when he designed a widely accepted tee and yardage marker plaque. Since

then Par-Aide has scored repeatedly with beautifully designed ball washers, receptacles, benches, chairs, etc.

Murle MacKenzie Joins Golfcraft Advisory Staff

One of the bright young stars of the Ladies PGA tour, Murle MacKenzie, has joined the advisory staff of Golfcraft, Inc., Mark Cox, vp, has announced. Murle turned pro at 17 and has been playing the tour for about three years. Through mid-August, she had won around \$4,600 for 1959. Her best effort came in the Alliance (O.) International when she tied for second with a 292. She also distinguished herself in the St. Petersburg Open, Virginia Beach Open, USGA Women's Open and LPGA Championship.

Instructions on Records

Fairway Records, Inc., 8447 Wilshire blvd., Beverly Hills, Calif., is marketing a series of five long-playing records featuring instructions by Bill Casper, Jr., Dow Finsterwald, Doug Ford, Arnold Palmer and Ken Venturi under the title, "Easy Golf with Your Favorite Pro." With each album there is a book of instructions and 84 action photos.

BUYERS' SERVICE • P. 85

GOLF BAG TAGS

CLUB MEMBERSHIP TAGS

PUNCH BOARDS

"I-D" CLUB IDENTIFICATION LABELS

GOLF PRO STATIONERY

CADDIE & WAITERS BADGES

GOLF CLUB DISPLAY FIXTURES

"CLUB CADDIE" CARRIERS

GOLF COURSE SIGNS

IRVIN E. SCHLOSS

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SEND FOR CATALOGUE

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Original Ball Marker

The rolling die does it!

3 TYPE SIZES

Small — Medium — Large

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Golf Course Architects

25 years' experience

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6360 Gulf of Mexico Drive, Longboat Key, Fla.

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ATTENTION

Driving Range Operators and Distributors. We specialize in rebuilding golf balls with strictly new materials. Satisfaction guaranteed.

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Member:

American Society of Golf Course Architects

Design

Construction

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Tel. FL 2-8889



Grandma, mother and daughter are shown in typical American woman golf attire at the U.S. National Exhibition show in Moscow. Shorts, skirt and kiltie showed the Russians that there is no lack of variety in our golf fashions. Shoes worn by each of the models were supplied by Foot Joy, made by Brockton Footwear Sales, Inc., Brockton, Mass.

Spalding Lineup for 1960 Reviewed at Sales Meeting

Sales reps from throughout the U.S. got a preview of the 1960 Spalding pro golf line at the annual sales meeting held in Chicopee, Mass. Featured were Top-Flite and the new Master Model Gene Littler clubs. Harold Cross, pro golf sales dir., said that sales of the new Distance Dot had greatly exceeded expectations and that deliveries are on an allocation basis. The 1960 clubs will have exclusive Spalding shafts in registered grades up and down the line and are the result of intensive research by the company. Also featured in 1960 will be a new lightweight wedge and sand club and four new Cash-In putter models.