

# SAVE CLUB HOUSE FLOORS

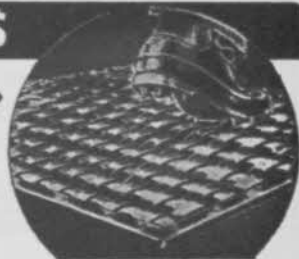
## WITH SPIKE-RESISTANT PNEU-MAT RUNNERS

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### STANDARD WIDTHS

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### Trial Section

24" x 60"

\$12.50 postpaid

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**SUPERIOR RUBBER MFG. CO., INC.** • 145 Woodland Ave., Westwood, N. J.

## Louisville Metal Has Handy Portable Concession Booth

Louisville Metal Products Co., 1101 W. Oak st., Louisville, has developed a low-cost, portable concession booth that can be erected or



dismantled by two men in five minutes without the use of tools. The booths are practical for indoor or outdoor events and can be used for trophy displays, etc. Called the Universal Concession booth, the Louisville product has an all-metal frame and nuts or bolts aren't used in

its construction. All parts are interchangeable, allowing the booth to be converted into six different sizes.

## Worthington Has Pastel Golf Balls for Women

Worthington Golf, Inc., Elyria, O., is producing and marketing Lady Diana pastel colored golf balls. They are designed to match attire and come packaged in threesomes of pink, blue and yellow. The Lady Diana is constructed with extra-lively center and is wound to a slightly lower compression level for greater distance. An extra durable cover is said to insure long life.

## Equipco Handles Westcoaster

Equipco Inc., 25550 Grand ave., Detroit, has been named dealer in Detroit and Eastern, Mich. for the Westcoaster line of golf and industrial cars that are nationally distributed by Borg-Warner Corp., Ingersoll Kalamazoo div. Equipco will handle both sales and service.

Edward D. Lassone, Schwenksville, Pa., has been named service engineer for Keasbey & Mattison Co., Ambler, Pa., asbestos pipe div. He will provide technical assistance for sales personnel and supervise educational programs pertaining to asbestos-cement pipe installations.



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### Wood's Model 62 Designed for Quick Mowing of Large Areas

Wood Brothers Mfg. Co., Oregon, Ill., is producing a new Model 62 that is equipped with twin blades that cut a full 5-ft. swath.



Designed for high speed in mowing large areas, the right side of the Model 62 extends beyond the wheel, giving fine visibility for checking what has been done. The mower has a dual V-belt drive with a C-belt attached to each blade for extra power. Access holes in the deck plate make it possible to change blades in five minutes without getting under the mower.

### Cuts Club-Cleaning Time

ABC Golf Sales, 260 Denver Club Bldg., Denver 2, Colo., says that the one operation job done by ABC cleaner-polisher in removing ball paint and other unsightly material from club-heads and giving them a high polish is making the product standard at many first class pro shops. Attractive appearance of woods after the ABC treatment not only saves time but produces results that have golfers commenting favorably on service they get for their cleaning and storage charge. ABC Sales has a trial offer for pros.

Three new color illustrations have been added to the famed MacGregor gallery. Latest to be portrayed are Barbara Romack, Don Whitt and Tom Niepote. This brings to 19 the number of professionals in the MacGregor packet.

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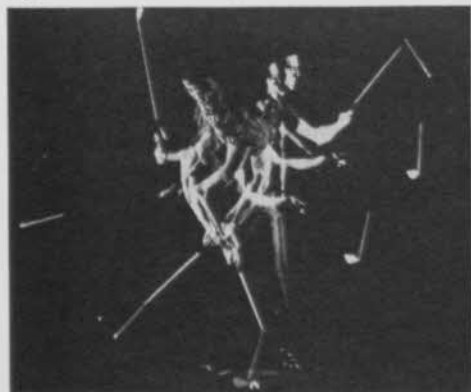


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### Practice Club with Hinge

Clubs made by Private Pro, 1029 Fisher Bldg., Detroit 2, are said to be scientifically designed teaching aids that feel and hit like regu-



lation clubs when swung correctly. They have a special stainless steel hinge, made by Allegheny Ludlum Steel Corp., about 10 1/4 ins. up the shaft that "breaks" when the clubs are not swung correctly. Shaft doesn't break when clubs are swung properly. The clubs are made for left and righthanders and 5-irons and drivers are available.

### Wilson Top Notch Woods

The 1960 Wilson Top Notch wood is said to feature the Strata-Bloc principle which eliminates swelling and splitting of the head. It has the exclusive Staff-Pro shaft in a variety of flexes. Extra large fiber face insert is said to accent the club's appeal. The Top Notch has top grade, genuine calfskin leather grip in a choice of three styles. The Wilson woods are available in matched and registered sets and are sold through pro shops only.



### May Solve Crabgrass Problem

The flexible tine harrow made by Fuerst Bros., Dept. AB, Rhinebeck, N. Y., is said to be fine for scarification, pulverization and other operations that reduce compaction. The harrow loosens matted grass and gently cultivates top soil and raises crab grass runners so that a mower can get at them. The tine harrow is available in a 6 ft. and two 10 ft. models. It is marketed by West Point (Pa.) Products Corp.

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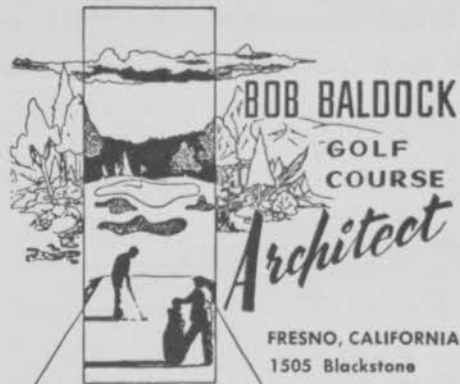
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### 11 Aqua-Dial Valves Work on New Timer System

The all new Aqua-Dial 551 automatic lawn sprinkler controller, now being made by Claval Co., Newport Beach, Calif., has an easy-to-



set timer, many years in the development stage, that can be operated without any more trouble than an alarm clock. The unit controls up to 11 Aqua-Dial valves, with precise watering time for as many different areas being set up by simply turning the appropriate dial. The changing of one dial setting does not affect any others, and when desired, the 511 system can be changed to manual operation. The controller is corrosion proof and there is a tamper proof cover to prevent dial changing by unauthorized

persons. Complete information can be obtained from Aqua-Dial, Newport Beach, Calif.

### St. Clair Heads Spalding's Custom Built Club Dept.

John M. St. Clair has been named mgr. of the custom built club dept. of A. G. Spalding & Bros., Chicopee, Mass. He is in charge of all special order clubs and club repair work. A former pro, St. Clair has been with Spalding for nearly 25 years and in 1953 became chief inspector of club manufacture. He is a former member of the New England Public Links Assn. and for five years was pres. of the Memorial GC in Springfield, Mass.

### Southeastern Pipe Folder Tells How Money Is Saved

A folder recently published by Southwestern Plastic Pipe Co., PO Box 117, Mineral Wells, Tex., points out how money is saved with a plastic pipe sprinkler system. It cites low cost of installation; lower operating costs due to minimized water losses; and low maintenance costs because of resistance to most chemicals and soil elements. Job engineering assistance is offered in the folder. Installation is described as being as simple as ditching, assembling, testing and backfilling.

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### Complete Merchandising Kit

Golfcraft, Inc., Escondido, Calif., and Chicago, has completed mailing of a merchandising kit to 6,000 pros throughout the U. S. In the kit



are the 1960 catalog, price lists, point of purchase displays, order blanks, reprints of 1960 ads, a Glasshaft booklet and a putting booklet written by Art Wall, Jr. The contents are packaged in a convenient file folder.

Bill Casper, Jr., touring pro and winner of the 1959 National Open, has joined the staff of Etonic, according to Robert A. Eaton, vp, Charles A. Eaton, Co., Brockton, Mass.

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### Instant Drying Grip

Hol-Tite Products, Inc., PO Box 464, Lyndhurst, N. J., is marketing its new aerosol product, Spray Grip. It is a new and improved instant drying grip that is packaged in a 350 measured container for golf, bowling, etc. The silver and blue containers are packed 12 to a display box. Information about the product can be obtained from local sporting goods jobbers.



### Locker Door Valet Adds Storage Space

Locker Door Valet, made by Western Binding & Pad Co., 908 Broadway, Kansas City, makes the inside of the locker door available for storage of small items. It is 11 ins. wide by 5 ft. long with six roomy pockets and two smaller ones. Locker Door Valet is made of heavy duty fabric and has nylon cords for hanging purposes. Prices and terms are available to pros upon writing to Western Binding & Pad.

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### Newport C-1 Has Seven Distinguishing Features

Samuel Backus, pres. of Newport Bluegrass Assn., McMinnville, Ore., says these are seven things that distinguish the new Newport C-1.



Backus (r) and Tommy Shannon, pro at Orchard Lake CC, Birmingham, Mich., sample Newport C-1 turf quality.

They are: Intense color; Turf density; Usually high seed quality; Drought resistance; Color retentiveness; Good response to only moderate fertilizer applications; Extremely well developed root system. All these, Backus declares, result in fast establishment of the grass, outstanding beauty and rugged performance.

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### Wilson's Women's Brochure

Wilson Sporting Goods Co. recently released its Press, Radio and TV brochure on its women's advisory staff members. Biographical information and playing records are included for each of the seven women who make up the advisory board. There are also a record of 1959 Ladies PGA events and the important amateur and open tournaments.

### Etonic Off-Fairway Model

Etonic has introduced an off-the-fairway 'Wash-n'-Wear' casual shoe made of genuine imported pig-skin in a slip-on style. The color scheme is gray and scarlet. The shoe is specially treated with Scotchgard brand leather protector to resist moisture, soiling etc. There is a heel to toe cushion inner-sole. The shoe is available in pro shops only. It is made by Charles A. Eaton Co., Brockton, Mass.



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### Dowling Named Vp as Spalding Announces Big Reorganization

Substantial reorganization changes were made by A. G. Spalding & Bros. in mid-May. Edward G. Dowling, former market dir. of the sales div., was named vp, joining Bob Jones in that



Edwin L. Parker and Edward G. Dowling

category. Jones has been a vp since 1931. Before coming to Spalding, Dowling was with American Tobacco Co. and later Eversharp, Inc., where he was vp and general sales mgr.

Edwin L. Parker, Spalding pres., now also serves as pres. of the Spalding Chicopee div.,

which is newly created. James M. Long is vp, manufacturing, of this div.; Robert P. Molitar is its vp of research and development; Dowling, vp of marketing; David G. Christensen, secy.-treas.; and Ronald R. Taylor, div. controller.

A new div. also has been created in St. Louis. It is known as the Rawlings div. and its officers are: Claude E. Carr, pres.; Ralph J. Thompson, vp of manufacturing; Thomas M. Elliott, vp of marketing; Walter B. Wegman, secy.-controller; and T. P. Schott, asst. controller.

Reorganization of the Spalding setup, Parker said, is to assure complete autonomous operation of two important divs. that operate 13 plants on a worldwide basis. All of the above mentioned promotions were made within the company in keeping with Spalding's policy, wherever possible. Besides 13 plants, Spalding has 32 distributing branches throughout the world.

### Scott Has Electric Mower

O. M. Scott & Sons, Marysville, O., is marketing an electric mower that is said to be ideal for maintenance of the clubhouse grounds. It is quiet, has push-button starting, gives a uniform cut and smoothly disperses clippings. The mower is equipped with 50 ft. of 3-wire safety cord and optional is a cord handler reel with 125 ft. of cord. The blade can be sharpened without removal and it is possible to dial the height of cut.



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**New Half-Ton Roller Has  
Many Uses Around Club**

General Engines Co., Inc., U. S. Route 130, Thorofare, N. J., is producing a new ½ ton roller that has many applications around a coun-



try club. It can work flush against building lines and curbs and has a tight turning radius. Simplicity of operations and maintenance are other features claimed for the roller. General Engines produces a complete line of rollers ranging from ½ to 6 tons. Inquiries from supts. are invited by General Engineers.

**MacGregor Tourney Clubs**

The 1960 MacGregor Tourney woods have Eye-O-Matic 60 aluminum buttons in the center of the face as firing pins to give extra power and yardage. Pro-Pel Action shaft comes in



four different flexes, with the flex area being closer to the clubhead for greater distance and accuracy. The Firma-Grip has built-in tackiness. The tourney irons feature the Flame Ceramic face and the recessed weight principle, with the weight behind the hitting area blended into the original forging so as to concentrate it over a larger area of the face. Pro Pel Action and Firma Grip also are features of the irons.

**Doesn't Damage Greens**

The Atwood Terra-Car Utilicar model, said to be the "workhorse" of the country club by the manufacturer, Terra-Car Corp., 2207 Big Bend Blvd., St. Louis 17, has been used on greens for spraying. This can be done, the company says, because the Utilicar exerts less pressure on turf than any other car of its kind.

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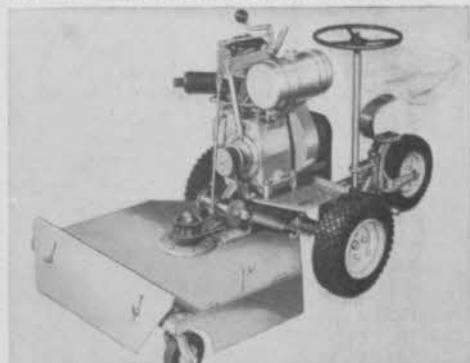
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### Jacobsen's Mow-Mobile 34 Put Into Production

Field tests on the Jacobsen "Mow-Mobile 34", a 5-wheel riding rotary, have been completed and the unit is in full production. It is powered



by a 9 hp, 4-cycle engine and has variable forward speeds and reverse drive. The cutting head has a heavy duty cutter bar that cuts a 34-in swath. Mow-Mobile 34 is well adapted for uneven terrain and for working in high weed, seldom mowed areas. It is highly maneuverable and the heavy duty engine permits mowing at moderate speeds without stalling. The mower

has a specially designed side discharge chute. Special attachments include a special handle for those who want to walk behind the mower on hills, close-coupled 42-in. snow blade, leaf mulcher and electric starter and generator set.

### Story Of An Iron

A recent issue of Wilson Sporting Goods Co's "Memo" carried a pictorial story of the construction of iron clubs. It pointed out that from the raw forging to the final polish there are 125 operations involved in shaping and assembling an iron club and all are marked by the most minute matching, checking of weight tolerances and expert workmanship. Photos with the story show the grinding, pressing, corrugating, boring, stamping, enameling, baking and other operations.

### MacMurray, Jolly & Sons Are Hol-Tite Representatives

Hol-Tite Products Inc., PO Box 464, Lyndhurst, N. J., has named Ted MacMurray sales rep. for 13 Western states. He will handle sales of the spray grip from 5901 Jumila ave., Woodland Hills, Calif.

Jack Jolly and Sons, Inc., 80 Verona ave., Newark, N. J., is Eastern distributor for Hol-Tite Products.

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### Mascaro Says Superintendents Like Lectro Mower

According to Tom Mascaro, pres. of West Point (Pa.) Products Corp., the new Lectro battery powered greensmower is being greeted



with a great deal of enthusiasm by supts. They are, Mascaro says, impressed by the following features: No vibration; low maintenance cost; perfect balance that gives more uniform cut; noise reduction; elimination of smoke and fumes; constant, even power; and easy repairability. West Point, in particular, points to the fact

that Lectro cuts down on mechanical problems and from an agronomic standpoint, soil compaction, which is caused partly by vibration.

### U. S. Rubber Has New Rules Book Available

"New Rules of Golf for 1960" is a pocket size booklet produced by United States Rubber Co. for distribution to golfers. It includes the rule changes that went into effect on Jan. 1. Subjects included in the compact illustrated booklet are details on rules for a ball lost or out of bounds, an unplayable ball, playing a provisional ball, lifting or cleaning ball, dropping and placing ball, on the putting green, obstructions clarified, minor violations and six basic forms of golf. The booklet also lists the U. S. Royal pro staff for 1960. "New Rules of Golf for 1960" is being made available through professionals.

### Combination Seat and Umbrella

A combination seat and umbrella, ideal for golf and spectator sports, is manufactured by International Home Products, Inc., 8401 Wilshire blvd., Beverly Hills, Calif. Opened, the umbrella has a radius of about 50 ins. It has alternate gores or panels of red and yellow with a protective vinyl sheath. It weighs only 2 lbs.

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