

Toby Lyons PGA Club Champ

With a record 168 field competing for a record purse, Toby Lyons, pro at Moon Brook CC., Jamestown, N. Y., shot a 72-hole 291 to win the



Toby Lyons, left, accepts champion's check from First Flight pres., Pat Morgan.

top cup and currency of the National PGA Club Championship at the association's course in Dunedin, Fla., Feb. 15-18. First Flight Co., which co-sponsors the annual event with the PGA, upped this year's prize target to \$4,000 in cash and \$3,000 in merchandise, at wholesale. Lyons and runner-up Thorne Wood, Asheboro (N. C.) G. Course pro, both playing in the 50 years-and-under division, are First Flight staff members. Charlie Sheppard, pro at Exmoor CC, Highland Pk., Ill., won the 51-59 years div. title, previous to having finished first in the Quarter Century tournament, also co-sponsored by First Flight. The 60-years-and-up title was won by Al Watrous, of Oakland Hills CC., Birmingham, Mich.

Nine Etonic Reps Honored

Nine sales reps of Charles A. Eaton Co., Brockton, Mass., maker of the Etonic brand, golf shoes were cited at a ceremony during the PGA Senior tournament at Dunedin. Each was given a silver bowl in recognition of his contributions to the company in the last year. Those who received awards were: Ray Shepherd, James Laverty, Joe Rountree, Charles Marcum, James Vincent, Gene Alyea, Ed Lust, John Hawes and William Schoebaechler.

Etonic also recently announced the appointment of Paul R. MacDonald as its sales rep for the northern N.Y. territory. He was with the USGA for five years as an executive assistant. He makes his headquarters in Syracuse.

1960 MacGregor Catalog

The 1960 MacGregor catalog, now available, includes photos and information on the company's complete line of clubs, balls and accessory items. With it is a full color insert describing the entire golf bag line. All prices are included.

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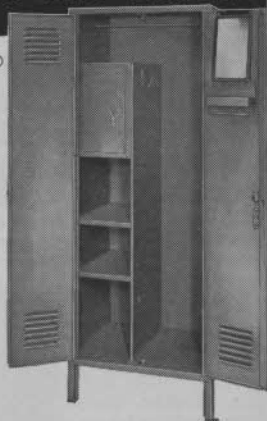
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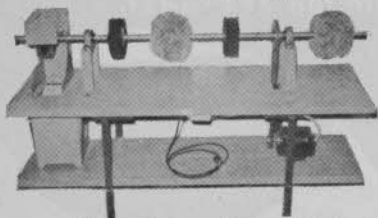


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Box G

Newton, New Jersey

Staff Model

Gleaming brown Alligator calf is highlighted in Etonic's Staff Model golf shoe. Besides heel-to-toe cushion inner-sole, the shoe has glove leather lining and sewn-in kiltie. The Staff Model is available only in pro shops. It is manufactured by Charles A. Eaton Co., Brockton, Mass.



Ford, Shave Added to Fawick Advisory Staff

Advisory staff of Fawick Flexi-Grip Co., Akron, O., has been expanded with the addition of Doug Ford and Bob Shave, Jr. Ford needs little introduction as he has been one of the stars of the PGA circuit for the last decade. Shave is playing his first year on the circuit. He is a former Florida State U. star and comes from Cleveland, O., where he won numerous amateur titles. Ford and Shave join more than a dozen leading men and women pros who are on the Fawick staff.

Vapo-Cool Cap Has Built-in Air Conditioning Unit

The sweatband in the Vapo-Cool golf cap, made by Henschel Manufacturing Co., St. Louis, is described by that firm as an air conditioning unit that weighs only a few ozs. but actually lowers temperatures by 15 or 20 per cent. The band consists of cellulose sponge, molded aluminum liner and massilin insulating material. Water is poured over the the outside of the cap around the sweatband area and then is shaken off. After two or three minutes for evaporation, the aluminum liner perceptively cools and the cap can then be worn from four to six hours without further treatment. Vapo-Cool comes in five styles. Full details can be obtained from the manufacturer.

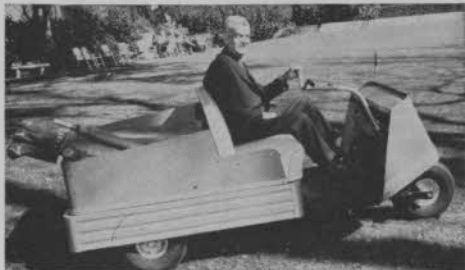


"Million Dollar Sale Club" Started by Sabayrac

Ernie Sabayrac of Sabayrac, Inc., Hialeah, Fla., has come up with something new in the golf merchandising field. It's formation of a "Million Dollar Sales Club" within his organization. Those who have sold a million dollars worth of goods to pros are eligible to join Ernie, the charter member, in the club. Three already have made the team: Les DeFino of Santa Monica, Calif.; Lyne Price of Dallas; and John Burt of Hialeah.

Victor Produces New Model with "Touch-N-Go" Control

Victor Adding Machine Co., 3900 N. Rockwell st., Chicago 18, has begun production of its 1960 golf car, Electri-Car-Model 37. A Victor-



Victor's new Model 37.

Magic "Touch-N-Go" push button control for automatic acceleration is the newest selling feature. When the 'Hi' button is set and accelerator depressed, the car starts and runs for two seconds in low, automatically progresses to second and then moves into high or cruising speed. When the accelerator is released, the car automatically coasts. Spinning of wheels is said to be



"Touch-N-Go" push button and aluminum kickplate.

impossible with the "Touch-N-Go" system. When the "Lo" button is touched the car moves slowly for greater maneuverability in close quarters. Other new Model 37 features are rubber torsion front fork for smoother ride, aluminum kickplate to protect the dashboard finish and oversize storage compartments under the newly styled front shield.

Buyers' Service • p. 175

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**Icely Named Director,
Hare, Vp, at Wilson**

Wilson Sporting Goods Co. vp, Raymond L. Icely, has been named a member of the board of dirs. and Charles E. Hare appointed vp of the



Hare



Icely

company. Icely serves as head of Wilson's special selling div., and Hare is national promotion and p. r. mgr.

Icely received his appointment as vp in 1956. He started with Wilson in 1932 and transferred to sales in 1934. In 1947 he was transferred to the N.Y. sales div. He subsequently was appointed sales mgr. of the N.Y. operation, and in

1954 returned to Chicago as assistant to the executive vp in charge of sales.

An internationally known tennis figure, Hare captained the British Davis Cup team for three years. He joined Wilson in 1940 as a tennis promotion salesman. Later he headed the company's tennis promotion, merchandising and sales activities until 1959, when he was named to head national golf, tennis, baseball and school and college promotion activities.

**Scott Sounds First Warning
on Crabgrass Menace**

O. M. Scott & Sons, Marysville, O., reminds Northern supts. that now is the time to start planning to keep ahead of crabgrass in 1960. The company's product, Halt, is recommended for pre-emergent treatment. One bag per 2,500 sq. ft. is recommended and for maximum control, every inch of ground must be covered with Halt.

McKiernan Triangle Dist. Manager

John F. McKiernan has been named dist. mgr. of the Houston territory by Triangle Conduit & Cable Co., New Brunswick, N.J. He formerly was application and sales engineer for the North Central dist. and at one time was employed by General Cable Corp.

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Ingersoll Kalamazoo Acquires Westcoaster Golf Car Line

Ingersoll Kalamazoo div. of Borg-Warner Corp., Kalamazoo, Mich., has acquired the line of golf cars produced by West Coast Machinery Co.



Westcoaster golf cars have been in use since 1953 and have been improved steadily since that time. The 1960 model, the "Super 36B" has fiber glass body in 8 different colors, weighs about 1,000 lbs., has built-in charger and is said to go 36 holes on one charge. A change from rectifier to diode in the charging circuit is a 1960 improvement. Nationwide sales and service are being handled by former West Coast dealers plus the Ingersoll div. material handling sales dept.

Hawk Comes in Three Styles

The "Hawk" golf shoe for men, made by Wm. Joyce of California, has new style shawl tongue, lining of soft kid and gold tipped leather laces. The exclusive Joyce flat ioned support sole is said to give fine cushioned balance. The Hawk comes in brown calf with brown alligator trim, resort-wear white brushed pigskin with black alligator trim or black calf with black alligator trim. It can be bought in pro shops.



Evanite Plastic Withstands Corrosion, Manufacturer Says

Evanite pipe, made by Evanite Plastic Co., Carrollton, O., is said to be ideal for courses. It is chemically inert and unaffected by corrosive action of fertilizers and acid soils. It is a high tensile, high temp., ABS Type II pipe. The product carries a specific guarantee against rot, rust, rodent damage and electrolytic corrosion. It comes in 30 ft. lengths and a complete line of fittings are available with it. The pipe can be made leakproof, according to the manufacturer, by solvent welding. Complete information can be obtained from Evanite upon request.

THE CORKER.

"Gives you more holding power"

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This cork-and-rubber grip won't slip under any weather conditions.

You can order CORKERS on new MacGregor Tourney Clubs at no extra charge.



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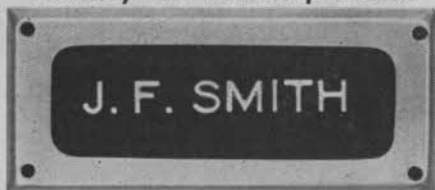
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Hercules Powder Buys Nitroform

Hercules Powder Co., Wilmington, Del., has purchased Nitroform Agricultural Chemical Co. of Woonsocket, R. I. Production of urea-formaldehyde compounds under the trade name of Hercules-Nitroform will continue at Woonsocket and start at Hercules, Calif., probably in July. Blue Chip and Powder Blue will continue to be produced.

LeCompte Sales Manager at USR

Norman J. LeCompte has been named sales mgr. of waterproof protective clothing at United States Rubber Co. He succeeds V. A. Wibbelsman, who has retired. Among products manufactured and sold by this div. of USR are plastic jackets for golfers. LeCompte, who has been with USR since 1946, makes his headquarters in Washington, Ind.

Gandy Adds Nine Applicators to Its Ag-Chemical Line

Observing its 25th year in the ag-chemical field, Gandy Co., Owatonna, Minn., is introducing nine new models to its 1960 line of granular chemical applicators for insect and weed control. This brings to 12 the number of models made by the firm. All may be used singly for weed or in-

sect control and in tandem to handle both jobs at the same time. Some features of old and new models: improved metering mechanism; weath-



ertight hopper; heavy duty stabilizer braces; new drive sprocket adjustable to a wide variety of drive shaft sizes without dismantling the parent machine; and new distribution tube machinery.

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Terra-Car Announces New Leasing Program

Terra-Car Corp., St. Louis, maker of gas-powered golf cars, now has a leasing program to make the car available to courses on low rental terms up to five years. The plan, available through distributors, is administered by Service Leasing Corp., a C.I.T. subsidiary. Service Leasing makes the entire investment in the cars. Rentals are spread over five years with payments decreasing yearly. The lessee may furnish his own insurance and call for replacement of a car any time after 12 months.

Kelly with Golfcraft

Paul Kelly, one of the N. Y. Metropolitan district's top amateurs, has turned professional and has joined the Golfcraft, Inc., advisory staff. He plans to play the tour as soon as the PGA okays his application. Winner of the 1959 Metropolitan Amateur, Kelly is a Rutgers University grad and former Air Force officer. Willie Turnesa, onetime amateur great, is particularly high on Kelly's ability.

Suggs Woods, Irons Designed for Good Woman Player

Louise Suggs "Empress" woods and irons are especially made by MacGregor for the good woman golfer. Wood heads are of hand-selected



persimmon and finished in mahogany. Natural face has white fiber insert and black fiber target pin to aid in centering the ball. "Flex" is now closer to clubhead for greater impact power, according to the manufacturer. Irons have flame ceramic face; "recessed weight" is said to give perfect balance and add power; and lower flex is claimed to put extra snap in swing. Both woods and irons have the "Firma Grip."

See p. 175 for Pro Shop, Course and Clubhouse Needs

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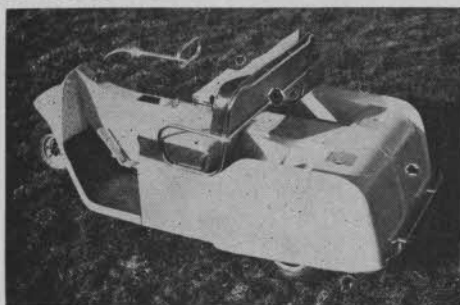
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**Powered Products Goes Into
Production in Texas, Michigan**

Caddy Car golf cars are now being made by sister companies in Tex. and Mich. They are Powered Products of Texas, wholly owned sub-



The Caddy Car Eagle

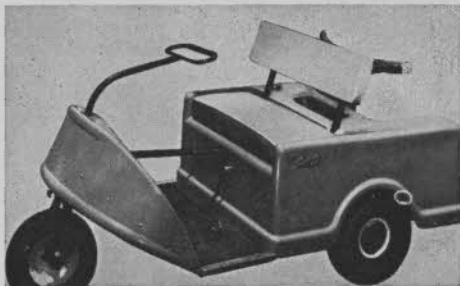


Powered Products' Austin, Tex., plant

siary of Kysor Heater Co., Cadillac, Mich., and Powered Products of Mich., Rothbury, a div. of Kysor.

The Texas branch is producing the "Birdie" and the "Eagle" and "Ace" are being made in Michigan. Powered Products of Texas is run by W. L. Bales, vp and general mgr., with sales under the direction of R. C. (Dick) Lemnitzer. The Mich. branch is under O. E. (Bud) Parker.

All gas-powered Caddy Cars are powered by Kohler engines. A great deal of engineering re-



The Caddy Car Birdie

search has gone into the makeup of the three Powered Products cars with the expectation that maintenance will be kept to a minimum, according to the parent firm. The Eagle also is available in electric models with or without built-in battery chargers.

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Deere Sets Up Lease Plan

John Deere & Co., Moline, Ill., has worked out a nationwide plan with Boothe Leasing Corp., San Francisco, to lease tractors and equipment to customers. It will be operated through the John Deere dealer organization. Under the plan, dealers will make arrangements for purchase of equipment by Boothe and the leasing of it to the lessee for three to five years. Dealers will continue to carry out normal service and warranty operations.

Sports Award Has Nationwide Trophy Service

Sports Award Co., 429 W. Superior st., Chicago 10, in its 19th year as a distributor of trophies and awards, carries a large stock of merchandise at all times for immediate shipment. Professionals and clubs, which are serviced by SA on a national basis, don't have to keep any trophies on hand because of this service. A 68-page catalog showing the company's complete line of trophies can be obtained by writing to the above address.

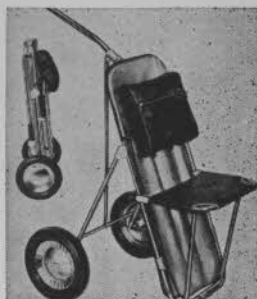
Plymouth Makes Ball To Dudas Specifications

Stan Dudas, pro at North Hills (Pa.) CC, has been added to the advisory staff of Plymouth Golf Ball Co., Plymouth Meeting, Pa. Dudas is

currently Philadelphia section PGA champion and played in both the PGA Championship and USGA Open in 1959. James G. Hogg, Plymouth pres., has announced that his company is making a new ball to Dudas' specifications which is being marketed nationally.

Nadco Markets New Golf Cart Combination

A new concept in design is claimed for the golf cart made by Nadco Sporting Goods Co., Chicago. The cart and bag combination has a flat, weather-resistant bag with six vertical compartments that can hold a complete set of clubs. There also is a roomy accessory pouch. A novel feature of the cart is a collapsible seat. The cart can be collapsed with a single stroke folding action, becomes only 10 ins. wide and rolls when folded. It is known as the Carryall.



Buyers' Service • p. 175

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NEW YORK, N. Y.

MacGregor Makes Superior Performance Claim for Tourney

MacGregor says its all new liquid-center Tourney ball is one of superior performance. This claim is partly made on the strength of the ball being used by Bob Rosburg in winning the PGA Championship in 1959 and because it was hit farthest in in the Masters and PGA driving contests. The Tourney comes in a new square box in green and MacGregor plaid with a new bouncing ball insignia.



lers come in full circle, quarter, third, half and square patterns, all with 1/2 in. threaded connections. Full information as to specifications can be obtained from NRBSEC, PO Box 547, Azusa, Calif., or Rainy Sprinkler Sales, 609 W. Lake

John Bean Introduces New Series of High Pressure Pumps

A Royalier series of high pressure pumps for pulsation-free stream of spray material has been introduced by John Bean div., Lansing 4, Mich. These are in addition to the established line of John Bean pumps. The J-15 Royalier has 15 gpm capacity at pressures up to 400 lbs. and the J-20 Royalier has 20 gpm p to 300 lbs.

The complete John Bean line has either engine driven or power take-off sprayers for tree and shrub spraying and for equipment cleaning, building sanitation, brush and weed control.

New All-Purpose 171 Series

New, all-purpose 171 series Pop-Up sprinkler has been developed by National Rain Bird Sales & Eng. Corp. It comes in two styles, regular Pop-Up with 1 1/16 in. travel and Hi Pop-Up with 2-in. travel. Heads are fully adjustable. Water discharge capacity can be varied with standard, over- and undersize nozzle sizes. Sprink-

Ford's Ground Maintenance Catalog

Tractor & Implement div., Ford Motor Co., Birmingham, Mich., recently released a handsome catalog describing equipment for grounds maintenance. Tractors, rotary cutters, mulching equipment, side mounted mowers, sprayers and snow removal equipment are among the items pictured and described.

