the new taskmaster with loadamatic action



Designed for easier hauling of grounds care equipment. Transporting golf carts.

There are a 100 and 1 jobs around the golf course that need the TASKMASTER. From hauling heavy, bulky grounds care equipment to carrying golf carts, this ½ ton capacity trailer with LOADAMATIC ACTION makes loading and unloading quick and easy. \$329.50 delivered. Free folder on request. A product of Mastercraft-makers of America's most popular boat trailers.



MASTERCRAFT trailers, inc.

200 MIDDLEFIELD ST. . MIDDLETOWN, CONN. Other factories and warehouses in Elwood, Indiana and Los Gatos, Calif. A Subsidiary of Codre Industries Corporation

gang Ram Lift Rangers; the Jacobsen "Chief' and cutting, rolling, aerating and hauling accessories.

Charles A. Livesey, sales vp, said that industry figures for 1960 indicate a definite trend



Worthington Model G tractor & hydro-sickle

toward power reel mowers and that Jacobsen more than held its own in the increased sales of these units. Jacobsen's share of rotary mower sales also was increased. Livsey said. Einar A. Jacobsen, pres. of the firm, predicted another 20 per cent increase in Jacobsen sales for 1961. The Racine company will observe its 40th year in business in 1961.

Complete Listing of Clubhouse, Pro Shop, Maintenance Products on P. 87

KEN Shop Supplies

Help You Give Better Service



KEN FORM-A-COAT enables any Pro to put a smooth, protective coat over string windings on golf clubs.

All Ellingham Tools Grip Conditioner Stains, lacquers, adhesives Grips Listing

Whipping Shafts Collars Plugs Sheathing Buffing and cleaning supplies

Golf Club Scales-Official, Lorythmic,

Prorythmic All other shop needs Write for handy SHOP SUPPLY LIST

World's Largest Custom Club Maker

KANSAS CITY 41, MO.



TROUBLE FREE! RENTAL CART SERVICE

We furnish you all you need on rental share basis. No investment for you! We deliver and service carts regularly and keep them in good repair-FREE. Clubs not held responsible for damages, theft or breakage.

CADDY-ROLL RENTAL SERVICE

Three Rivers, Michigan

END YOUR GOLF CAR BATTERY TROUBLES!

Replace with BOWERS

BIG RAM BATTERIES

Their Extra Quality means Greater Power, Longer Trouble-Free Life . . . and at a Lower Initial Cost,



BOWERS BATTERY & SPARK PLUG CO. - READING, PA. _ /



Winning "Green Eagle" team of salesmen, victors in MacGregor's "Soles Safari" Tourney ball contest included (bottom row, I to r): Bob Love, Elwyn Nagel, Bob Rickey, sales vp, Ock Willowweit, Lou Fabiam and Joe Worrell. (Back row) Bill Meehan, Vic Bass, Harry Adams, Phil Conley, Jerry Leber, Jim Ireland and Paul Hargrave. Fabian was outstanding huntsman in the Safari.

MacGregor Introduces New Ball, New Theme at Sales Meeting

Introduction of the all new DX Tourney golf ball was the big news at the annual pro golf sales meeting of The MacGregor Co, held in Aug. in Cincinnati's Sheraton Gibson hotel. DX is MacGregor's formula for distance and acceleration in a straight line. Along with the ball, which has a scuff resistant material, Permolec, in its cover and a new formula paint, Resilicote, MacGregor introduced its entire 1961 lineup of

equipment and accessories. LDMP (Less Drag... More Playability) is the theme that will dramatize the company's Tourney and Armour VFQ irons for 1961. These are being built, along with the woods, with four separate flexes to fit every swing. The company also will have five new all-glass shaft putters in its new club line. In the bag line, a new tan Kangaroo bag will be available. At the traditional "Sunburst" dinner, Paul Hargrave, Bob Love and Jim Ireland were cited for outstanding sales work in 1960.

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 . MINERYA, OHIO



Get beauty teamed with durability and cleaning ease. That's Magic Fluff. It comes in a rich, oriental color blend to suit any decor. All orders are custom made to fit individual floor areas. Write for a Special Trial Size Magic Fluff Mat Sample . . . 17" x 32" \$5.00 postpaid.

*magic fluff "Protected by Pat. No. 2338828

It's Perfect For

- Club Rooms
 Locker Rooms
- Club Bars
- Club Bars
 Pro Shops
- HallwaysEntrances
- H. M. WISE DISTRIBUTOR OF QUALITY PRODUCTS AND SERVICE

Rowco's Trim Kut Gives That Finishing Touch

Rowco Trim Kut, made by Rowco Mfg. Co., Keene, N. H., has a 12-in. blade and is designed for trimming around flower beds, trees, buildings,



etc. Lightweight and compact, the Trim Kut can easily be lifted over walls and fences. It is powered by a 2.5 hp Clinton engine and has a safety clutch that enables the hardened steel blade to turn freely upon striking a solid object. The machine has a one-piece reinforced frame, special steel side plates for long life and heavy duty steel disc wheels with semi-pneumatic tires.

BUYERS' SERVICE

P. 87



For fall delivery we quote **Oid Orchard** C-52 stolons at \$5.00 per bu. Arlington C-1 and Congressional C-19 at \$4.50 chopped, shredded, and sacked, F.O.B. shipping point.

Old Orchard Turf Nurseries

P. O. Box 350,

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Chicago 3, Ill.

Ralph R. Bond, Prop.

Branch Nurseries in Farmington, Ia. and Camarillo, Calif.
THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES

CEntral 6-5018

GOLFERS SAVE STROKES WITH

350 Measured Sprays! Applies exactly the amount necessary! Just spray it on . . . dries in seconds. SPRAY-GRIP enables the golfer to relax while swinging . . . helps improve accuracy. Assures a natural grip! Handy, compact, easy to use!

Shipped in attractive eye-catching display boxes for fast over the counter sales. Order directly from your Hol-Tite jobber or write for catalog sheet "G".

HOL-TITE PRODUCTS INC. P.O. Box 464 . Lyndhurst, N.J.

P "Greatest of Them AU" G

is prepared especially for the leather grips of Golf Clubs. It gives a firm, tacky grip with light hand pressure, permitting an easy relaxing rhythmic swing. Your Accuracy will improve, you'll feel relaxed - and those "Extra Strokes" will vanish.

Manufacturers' Specialty Co. Inc.

HOL-TI

2736 Sidney Street • St. Louis 4, Missouri

BUYERS' SERVICE

P. 87

Neoprene Hose Stands Up in Rigorous Weather

Hose made of neoprene at the busy Ft. Lauderdale CC, where it has been in use daily for three years, hasn't shown any signs of wear or deterioration, according to E. I. duPont de Nemours & Co. The hose is made by Electric Hose & Rubber Co., Wilmington, Dela., from duPont's neoprene. It comes in 50and 100-ft, lengths and 500-ft, coils. At Ft. Lauderdale, according to Supt. Hans C. Schmeisser, the hose constantly is exposed to year-around hot sun, salt air and abrasive sand. Light in weight it is extremely flexible and easy to handle, Schmeisser adds.



Hans Schmeisser

Small Model Aerifier

The Estate Model aerifier, made by West Point (Pa.) Products Corp., is budget priced for small golf courses, athletic fields, etc. Weighing only 135 lbs. it is easy to transport. It uses 16 special Estate spoons, four to a disc. Overall width of the aeriifer is 30 ins.

> Pros! Don't miss out on that bonus business . See Ad, p. 63

Insist on PAR TUBES

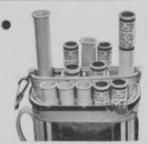
For the best in quality

LOOK FOR THE NAME ON THE TUBE

- REGULAR MOISTURE-PROOF fibre board (regular)Ret. 30¢ ea.
- POLYETHYLENE PLASTIC with rolled edgeRet. 40¢ ea. ...Ret. 55¢ ea. KRALASTIC PLASTIC with rolled edge ...
- Packed in display cartons of 42 and 144

Contact Your Distributor or

139 S. Albany Ave. PAR TUBE CHICAGO 12, ILLINOIS



A Proven Golf Ball Washer for .

HENRY GOLF BALL WASHER

Used On Leading Golf Courses Throughout The World

You get more ball washer for the money with The Henry. It costs less initially, Course Supts, will find it requires minimum upkeep, Golfers throughout the world have found that The Henry, with its rubber A. C. Schendel, squeegee and gasket, cleans their balls faster and more efficiently.

DEALERS IN ALL PRINCIPAL CITIES

Prices F.O.B. Waukesha, Wis

Distributor Rt. 5 Box 92. Waukesha, Wis.



A group of Ben Hogan salesmen discusses the firm's phenomenal 48 per cent sales increase for 1959 during a visit to the Hogan plant in Ft. Worth at a recent four-day sales meeting. The 1961 Hogan line was introduced to the group at this time. In the photo are (I to r): Lyne Price, Jack Owens, Barney Holliday, Harold Stewart, Dick Bullock, William Foos, John Heinje, Ben Hogan and Ernie Sabayrac.



The 1961 line of PGA golf equipment was demonstrated to officers and sales reps of the National PGA Distributors, Inc., Newark, O., at a sales meeting held in August in Granville, O. In the photo are (seated, I to r): Tim O'Brien; John Baduini, sales vp; W. D. Schaffner, pres.; Lew Oder, asst. to sales mgr.; and Joe Blanton. (Standing) Ross Vinton, Fred Reo, Jim Cahill, Tee Marchi, Al Raymond, Harley Greenamyre, Art Jones, Harry Paylor, Milt Bartels, Bill Nugent and Tom Crane. Also at the meeting but not shown in the photo were Jack Schram, pres, of Comptometer Corp., Chick Harbert, vp of Burke Golf Co., Al Bove, Paul Watson and Billy Burke.



THE "BANJO" GOLF BALL STRIPER It's Easy — It's Fast to Stripe your practice balls with the "BANJO STRIPER"

BY ACTUAL TEST 3000 balls per hour can be striped. Only \$14.50. It's amazing and a must for Range Operators. Endorsed by Pros.

SEND CHECK OR MONEY ORDER TO

MASTERCRAFT
GOLF CLUB REPAIR SERVICE
2907 9th St. W. Bradenton, Fla.



When Golfcraft, Inc., introduced its 1961 line at its annual sales meeting in Chicago, the following were present: (Front row, I to r) Joe Zakarian, Mike Dyba, controller, Bobby Lutz, Art Weller. (Center row) Frank Dancer, Ferd Lang, Paul MacDonald, William Thompson, vp. E. R. (Ted) Woolley pres., Mark Cox, vp Lloyd Mangrum, Bob MacGregor, John Hawes, Maurice Marabon. (Back row) James Butz, Ralph Kolle, Charles Houck, Edward Gustavson, Lum Foster, Ed Cox, Bud Ricords, Nat Dolve, Mark Schaefer, Larry Kemper and Robert Tuke.

Penncross Growth Amazingly Quick, Says Producer

Penncross, a synthetic variety bent, developed by H. B. Musser, professor emeritus of the Penn State University agronomy school, is becoming more and more popular for greens, according to Northrup, King & Co., 1500 Jackson st., N.E., Minneapolis. It not only grows amazingly quick, says the producer, but is strongly disease resistant, has unusual drought tolerance and fine, uniform texture. At Fig Garden GC in Fresno, Calif., Nick Lombardo, developer, and Frank Atencio, supt., report great success with the strain and several other courses on the West Coast have used it with excellent results. Penncross became available in 1954 and is produced by crossing three outsanding bent strains. It has been thoroughly tested in several localities and is now being produced in Oregon. Penncross is on the market in limited quantities.

Display Creations Offers Pro Shop Layout Service

Display Creations, Inc., 1332 Broadway, Detroit 26, Mich., offers a "no obligatioa" layout, design and pro shop planning service for new shops or shops that are to be completely or only partly remodeled. Inquiries about the service should be sent to Display Creations, or made through an Ernie Sabayrac, Inc. rep. A "Design and Layout Guide" will be sent to the person making the inquiry. When a questionnaire covering dimensions and inventory of a shop is returned, Display Creations design expert makes a suggested comprehensive layout of the shop in terms of a blueprint and submits it for approval. Latest methods of Visual Merchandising, as they apply to the shop in question, are sent with the suggested layout.

Jacobsen Manufacturing Co. has moved its corporate office and entire Racine plant to 1721 Packard ave., Racine.

\$AVE ¢LUB HOU\$E FLOOR\$

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.

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 ge's especially hard wear. Money back if not satisfied. STANDARD WIDTHS
20" - 24" - .30"
36" - 42" - 48"

ARD WIDTHS Trial Section

24" - .30" 24" x 60"

42" - 48" \$12.50 postpaid

Write today for Illustrated felder

145 Woodland Ave., Westwood, N. J.

SUPERIOR RUBBER MFG. CO., INC. • 145 Woodland

Wilson Gift Pack for Xmas Shopping

Now available to professional shops for Christmas gift business are the Wilson Staff ball gift packs shown in the photo. Both dozs.



and half-dozs. are attractively packed in a rich looking burgundy Wil-leather case with gleaming gold trim. Cases can be used for cigarettes or jewelry. The balls sell at regular prices with no extra charge for the gift case. Name is imprinted free on doz. lots. For complete information write Wilson Sporting Goods Co., 2233 West St., River Grove, Ill.

Bender Heads New Exide Resale Market Department

Walter B. Bender has joined Exide Industrial div. of Electric Storage Battery, Cleveland, as

resale market mgr., a newly created position. He is directing sales activity in several fields, including golf. The div. markets the Golfer-48. Bender formerly was a manufacturers' rep for material handling equipment and prior to this worked for Acme Steel and Sunbeam Corp. He is a native of New York City and was graduated from L. I. University.



Etonic Shoe Trees

Charles A. Eaton Co., Brockton, Mass., distributes shoe trees that are about half the weight of ordinary trees and can be compactly folded. They are easily adjustable, fit all shoes and are ventilated to promote quick drying. The trees are available to pro shops for men and women.

BUYERS' SERVICE • P. 87



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Write for complete catalog

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Professional discount 33 1/3%

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Barge, Humlhanz Promoted

Board of the Keasbey & Mattison Co., Ambler, Pa., has elected George Barge vp-finance and

REASOR-HILL CORPORATION BOX 36GC, JACKSONVILLE, ARKANSAS

information or ask your dealer.

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

Ford Dealers Market Tillit, New Rotary Tiller

The Dearborn Tillit, being sold by Ford Motor Co. industrial and farm equipment dealers, a rotary tiller that is driven by the tractor's power



takeoff, literally pulverizes and homogenizes soil with its high-strength tines that dig to a maximum depth of 6 ins. It is said to be ideal for lawn or turf renovation, including skinning of weeds and soil grub eradication. The tiller is manufactured by the Milwaukee plant of America-Marietta Corp. It comes in five models and is ideally suited for use with Ford Select-O-Speed transmission equipped tractors.

by Keasbey & Mattison

Albert F. Humlhanz, treas. Both took over their





Barge

Humlhanz

new offices on Aug. 1st. Barge began his K. M. career in 1934 and in 1947 was transferred to the accounting dept. as asst. treas. In 1951 he was named treas, and seven years later was named to the board. Humlhanz, in addition to handling duties as treas., continues as controller. He joined K & M in 1948 as an accountant and in 1958 was elected asst, treas, and controller.





EASTERN 2537 BOSTON ROAD, BRONX 67, N. Y. Dept. A



ATTENTION: COUNTRY CLUB OWNERS,
MANAGERS and PROS.

THE GOLF SHOE VALET
will aid you in keeping carpet
and floor clean in clubhouse,
pro shop and locker room.
Cleans grass and mud from bottoms as well as sole edges of shoes.

Constructed of anodized aluminum frame with base brush of hard wood and heavy duty plastic bristles. Side brushes high quality Tampico Fibre — hard wood base. All brushes removable, reversible, replaceable and carry one year warranty. Neat in appearance and attractive to

the eye.

Available in Grey, Orange, Yellow, 1 unit \$19.95; 3 or more \$17.95 ea., FOB Huntington Park, Calif. Ship. Wt. 5 lbs. NOTE: Postage paid if check received with order. Guaranteed satisfaction or money refunded. 3' reminder sign "Clean Spikes Here" with each unit. The GOLF SHOE VALET is the shoe cleaner that gets the job done! A proven product.

GOLF COURSE SPECIALTIES

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STATON-FISHER CO.

Golf Course Construction From Your Plans By Contract

Irvin L. Staton Robert E. Fisher Noblesville "A" GCSAA

P. O. Box 5 Indiana

On Munsingwear's Women's Staff

Beverly Hanson, Ladies PGA proette, who shot a 6-under-par 69 in the recent American Women's Open played at Hiawatha GC, Min-



neapolis, is a member of Munsingwear's women's sports advisory staff. She helped in the design and testing of Munsingwear's women's Tea Timer shirts that are distinguished by the exclusive, patented underarm gusset that allows unrestricted freedom of movement. Men's shirts in this line are known as the Grand Slam.

Won with Wilson

Two Tennessee golfers, Mason Tucker and Robert Richardson, recently engaged in a

marathon contest, driving golf balls between Murfreesboro and Smyrna, a distance of 10 miles. Tucker used 137 shots while Richardson, who hit a five-foot chicken snake while taking a swing, had 138 strokes. One of Tucker's shots travelled 500 yds, narrowly missing a truck and bouncing over a passing motorist. Tucker, according to Wilson Sporting Goods Co., used Wilson balls. Both men averaged about 130 yds. per stroke.

10-Month Sales Indicate Big Annual Gain For Toro

A gain of 11 per cent over 1959 was reported by Toro Manufacturing Corp., Minneapolis, for the first 10 months of this year. Sales during this 1960 period amounted to \$17,500,000 and set an all-time record. For the year the total is expected to run well in excess of 1959 when a new high figure of \$18,200,000 was set. Robert W. Gibson, sales vp for Toro, attributes the gain to the Whirlwind "wind tunnel" rotary power mower and the increasing popularity of available in pro shops for men and women.

Supts, are invited to write to West Point (Pa.) Products Corp. for copies of the 1960 edition of 'Fall Renovation of Greens and Fairways." It is fully illustrated with photos of courses from coast to coast.

FLORIDA **GOLF COURSE** CONSTRUCTION CO.

BOX 723

WEST PALM BEACH

FLORIDA

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

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20 Vesey Street Tel: Beekman 3-1023 NEW YORK, N. Y.



Otto Bohnert (r) and his brother, Arnold, demonstrate the spreading growth habit of Newport C-1 bluegrass in one of the former's foundation seed production fields in Medford, Ore. The C-1 is grown in rows, permitting constant cultivation to prevent seed contamination from other plants. Newport Bluegrass Assn. of McMinnville, Ore., says C-1 is 95 per cent pure and averages 85 per cent germination.

First Flight Borrows Aerodynamic Principle for Its Golf Ball

First Flight Co., 99 Tremont st., Chattanooga 5, Tenn., points out that its patented Steel Power Center ball has been an outstanding success be-

cause it has taken a page from the theory behind jet plane design and concentrated weight in the exact center. In a plane, greater speed and ease of handling have resulted because of this principle, and in a golf ball it has given greater accuracy and increased straight line flight, according to the manufacturer. Steel Power Center has a perfectly round center that is located precisely in the center of the ball which, it is claimed, can't be knocked out of round.

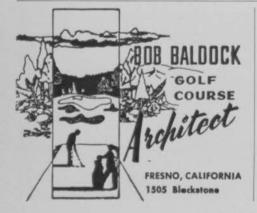
Cushman Motors Names Lemmer District Sales Manager

Cushman Motors, Lincoln, Neb., a subsidiary of Outboard Marine Corp., has appointed J.

Don Lemmer, Glen Ellyn, Ill., dist. sales mgr. He will be in charge of industrial, commercial and golf sales in III., Ind., southern Wis. and western Ky. A. O. Johnson, Bloomington, Ill., continues as dist, sales mgr, in this territory for consumer products (motor scooters). Before coming to Cushman, Lemmer was regional mgr. for a highway equipment manufacturing con-



cern. He attended Illinois Institute of Technology and served in the Army in World War II.



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