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Spalding Expects Improvement

A. G. Spalding & Bros., Inc., expects that 1963 earnings will show an improvement over those of 1962. For the third time in 12 years, Spalding showed a profit in the first quarter ended Jan. 31, 1963. Net profits were \$25,000 against a loss of \$80,000 in a similar 1962 period. Directors declared a dividend of five cents a share payable Apr. 15 to record stockholders of Apr. 1, 1963.

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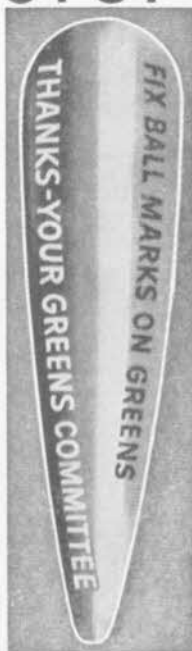
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Victor Earnings Higher

Sales of Victor Comptometer Corp., Chicago, totalled \$63,300,000 in 1962 and net income was \$4,917,000 or \$1.06 per common share. Last year's sales were up about five per cent in comparison with the previous year. Net income in 1961 was \$3,010,000 or 65 cents a common share.

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field, Ohio. The cars are designed to cope with the most difficult terrain. They feature automotive type, short stroke overhead valve engines and fluid torque-converter transaxle flow power. The Capri, a new company, is headed by Virgil George, a veteran of the golf car field who formerly was sales manager for another firm that produces cars.

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Ransomes' Mercury Mower Is Battery Operated

The 16-inch Mercury mower, made by Ransomes Sims & Jefferies, Ltd., Ipswich, England, is powered by a 12-volt, 57-amp battery which supplies power to a Lucas heavy duty engine. The unit has a built-in charger and all electrical gear is enclosed in an easily removable molded plastic cover. The Mercury is available with four-stroke engine. Ransomes also manufactures a four-stroke 18-inch Typhoon Major and three hand machines in 12- and 16-inch widths. Another product of the company is the 24-inch Meteor, recommended for large turf area cutting.



William P. Holmes Elected Vp of Wilson & Co., Inc.

William P. Holmes, president of Wilson Sporting Goods Co., and George J. Binder, treasurer of Wilson & Co., Inc. have been named vps of the latter firm. Wilson Sporting Goods is a subsidiary of Wilson & Co. Holmes, who will

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continue as president of the sporting goods organization, started in the leather factory of that firm in 1929. Thereafter he was supt. of the Buffalo golf bag factory and manager of the Ironton, O. leather goods factory. In 1950 he was named assistant to the vp of manufacturing and merchandising and six years later was made a vp. In 1959, Holmes was elected president and a director of Wilson Sporting Goods.

Binder, with Wilson since 1928, has been employed in a financial capacity during his years with the company.

Tarleton Now Sales Rep for First Flight Firm

Dick Tarleton, who has worked as both a pro and supt. in the New Orleans area, was recently added to the sales staff of First Flight Co., Chattanooga, Tenn. He covers Ala., Miss. and northwest Fla. Tarleton makes his headquarters in Mississippi City, Miss. He attended Loyola of New Orleans after serving in World War II and, in the early '50s, built up quite a reputation as an amateur golfer. He has also played golf professionally.



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AMF-Hogan Advertising Points in Many Directions

"Built-in-Expertness" is the 1963 theme of the national advertising, marketing and public relations campaigns of the AMF-Ben Hogan Co. A series of original Hogan illustrations have been developed for use in the promotions. A great deal of emphasis is being put on merchandising and point of purchase projects, new product publicity and equipment and summary catalogs. Media schedules call for advertising in national golf publications, sports magazines, select consumer and business publications and metropolitan newspapers.



T. I. Merseles, Darien, Conn., and F. J. Ryan, New York City, have been elected to the board of Pedersen Sales & Mfg. Co., Wilton, Conn. Mrs. Winifred R. Pedersen was elected president and treasurer of the firm, succeeding her late husband, Paul.

Spring Is Here and So Are Press Booklets

One sure sign that spring has come to the Northland is the appearance of press books released by the club and ball manufacturers. Late in March, Spalding, Wilson and MacGregor performed the annual rite. Spalding's is known as the "Golf Reporters Almanac"; Wilson heads its booklet with "Press, Radio and TV information"; and MacGregor calls its contribution "Press, TV, Radio Golf Information." All are done in the best journalistic fashion and include background information on advisory staff members of these companies, tournament records and highlights of major tournaments.

Goodyear's Neolite Flex Used on Ben Hogan Shoes

A highly flexible soling, especially developed for golf shoe use, gives players using Ben Hogan shoes comfortable footing. It is known as Neolite Flex and is made by Goodyear. Flexibility is not sacrificed even when the sole is studded with cleats, as the photo shows. The Goodyear people claim that the soling helps guard against tired feet.



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Wilson's X-31 Offers New Idea in Wood Construction

The X-31 Golf Wood, developed by Wilson Sporting Goods Co., 2233 West st. River Grove, Ill., is said to move the shaft closer to the center of gravity of the head to give greater control and more effective hitting power. According to Wilson, the idea basically is a simple one and should have been discovered long before it was. The manufacturer states that shots hit off center with the club can be more easily controlled. Torque is minimized, reducing hooking or slicing. The face is of Epoloc, which molds into the wood so that screws or metal attachments aren't necessary. Strata-Bloc construction of the X-31 gives a head that can't warp, swell or split. The matched Staff-Pro shaft is used in the new wood.



Helps the MacGregor Rating

Bob Rickey, MacGregor sales vp, has designed a "television banner" for his staff members that can be whipped out and attached to golf bags whenever the players are on camera. It is seven by 22 inches, is made of kangaroo leather and matches the burgundy colored bags used by MacGregor staffers.



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Vic Ryan Wins Etonic Shoe Sales Contest

Vic Ryan, who covers Ala., Ga. and Miss., for Charles A. Eaton Co., Brockton, Mass., recently won a nationwide sales contest sponsored by Etonic.



Chuck Cumming (l), Etonic sales manager, presents gold shoe award to Vic Ryan.

sored by Etonic. His reward was a gold shoe mounted on a walnut plaque with an engraved plate detailing his feat. He also received an emerald pendant. Other winners in the Etonic shoe contest were Jim Vincent, Ed Lust, Wally Taft, Ray Haywood, Steve Seidel and Jim Mickel.

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and

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Constantwoods Have All Features of Other Pro Quality Clubs

The MacGregor Co. points out that its Constantwood Tourneys, made of a substitute for persimmon called constantwood, has all the



advantages of the original material. Constantwood is a simulated wood that, it is said, will never warp, crack or swell. Extreme dryness doesn't affect it and neither does a soaking rain. Constantwood Tourneys contain all the features found in other MacGregor pro clubs as to choice of grips, shafts, weights, etc.

"New! New! New!" Is 1963 Theme at Ryan Landscaping

The 1963 line of Ryan Landscaping Equipment Co., 871 Edgerton st., St. Paul 1, Minn., has been expanded to 12 turf equipment units in 17 models. All units are either powered or designed for tractor or riding mower hitching. New this year is the Spread-Rite, a power spreader with 5-way agitation in a 7 cu. ft. all-metal hopper. Also new is a Lawnaire model with blades for aerating, slicing or renovating. The Renovaire and Tracaire units have double slicing and aerating features and there is a full reverse on the Bellaire power roller. The Ren-O-Thin, a vertical slicing machine, has a reverse action reel. Complete information about all 17 models can be obtained from the Ryan firm.

Bradley Markets Two Flag Items

Clinton Kent Bradley, Box 2, Mountain View, Wayne, N. J., supplies golf flag tie-tapes separately or with Bradley's Best Golf flags. Made of nylon, the breaking strain of the tie-tapes is 145 pounds or higher. Bradley also offers a flag flipper-up, a spring device that holds the top of the flag out from the pin so that both flag and numbers can be easily seen. It fits all 14 x 20-inch flags.

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Jacobsen TURF EQUIPMENT
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Supts. who came to Palm Springs, Calif. to play in the annual GCSA tournament in February were greeted by this Jacobsen sign. Located on Highway 111, it is estimated that 150,000 golf fans saw the board during the two weeks it was displayed.

**DiFini Publishes Its
Spring-Summer Catalog**

A catalog describing spring-summer color coordinated fashions of Di Fini Originals, Inc., 18 W. 20th st., New York 11, is now available. The 22-page edition features the latest styles in men's slacks and Bermuda shorts and ladies' slacks and Bermudas. It also includes the DiFini Knitwear selection of men's and ladies' shirts as well as women's blouses. The catalog is prefaced with merchandising hints for the pro shop. Copies can be obtained from DiFini.

**Improvements in Bowers
Battery Extends Its Life**

A new 6-volt battery with 195 amp hours and 21 plates per cell is now available from

Bowers Battery & Spark Plug Co., Reading, Pa. Known as the Power Ram, it has an aluminized case that causes heat to be deflected, thus extending its life. Locked-in power grids in the Ram hold groups firm in the case, preventing vibration and causing less flaking loss of active material, according to the manufacturer. Cadmium-plated wing nuts that reduce corrosion, and heavier connectors and terminals that handle heavy current draw, are other features of the Power Ram. Double insulation between grids also contributes to longer life and more power.



Rosenthal Heads Veritas

It was erroneously stated in February Golfdom (page 116) that Earl Rubado heads the Veritas Import Co., which is located at 172-34 90th ave., Jamaica, N. Y. Lewis Rosenthal is the president of Veritas Import which handles the DeYoung golf glove, imported from England. Rubado, a representative for this firm, makes his headquarters in Syracuse, N. Y.



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Spalding Develops Distance, Other Tests for the Dot

A. G. Spalding & Bros., Chicopee, Mass., has developed an electronic device to guarantee that every one of its top-line "Dots" has been



Robert L. Molitor, vp, research, James A. Dayton, executive vp, James M. Long, vp, engineering and Edwin L. Parker, Spalding president, (l to r) check a batch of Dots in the test room.

scientifically tested to assure maximum distance capability. Six years have been spent in a developmental program that gives the Dot the first high compression ball with a one-piece cover, according to the manufacturer. The electronic machine tests every top grade ball that comes off the line by propelling it through a miniature indoor range. Initial velocity is measured and balls that don't meet maximum distance potential are rejected. The machine tees off every two seconds on a simulated 280-yard drive. Following this all balls are checked for size, weight and compression so that all USGA requirements are met. The one-piece cover also has undergone extensive "torture" tests to prove its durability. These include repeated battering with a 115-pound weight, immersion and projection into a drum at high velocities.

Frank G. Gottberg has been named sales manager of Sprinkler Irrigation Supply Co., 1320 N. Campbell rd., Royal Oak, Mich. Gottberg, a Michigan State U. grad, formerly was with the Frito Co.

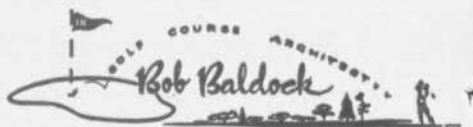
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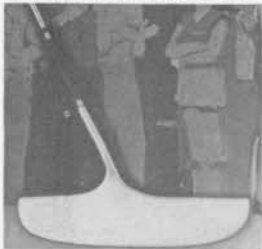
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Hogan Putter, Chipper Designed for Short Game Finesse

The Exact Balance putter, manufactured by the AMF-Ben Hogan Co. is designed to eliminate torque and twist for precise alignment and follow-through, according to the manufacturer. Finished in gleaming polished brass, the club is fitted with a black and red calfskin grip and is



available in 34- and 35-inch lengths and is shipped with its own custom head cover. Hogan's Chipper Iron, a new club, is said to give expert handling of the most difficult chip shots off the edge of the green. It is fitted with a black and red calfskin grip. Both putter and chipper are available only in pro shops. The Expert Balance putter, incidentally, has been cited by the N. Y. Academy of Modern Arts as an example of excellence in design.

Eisenberg with T-Pak

David Eisenberg, Brooklyn, N. Y., has been named executive vp of T-Pak Corp., Paramus, N. J., manufacturer of automatic tee dispensers. A New York golf writer, Eisenberg serves under Fred S. Kinne, the firm's president. Other officers are Craig Wood, George Jacobus, Mike Barber and Alphonse Van Houton.

Sod-Master Improves Its Mete-R-Matic Spreader

Sod-Master, 3456 N. Washington ave., Minneapolis, Minn. has brought out an improved model of the Mete-R-Matic, which was introduced to turfmen about a year ago. The machine is designed to spread topdress materials mechanically, eliminating practically all hand labor. Mete-R-Matic is self propelled and one man can operate it. Materials, even those of high moisture content, are distributed from the hopper by an all-metal treadmill into a swiftly revolving brush that drives the topdressing downward. The spread is regulated by a meter. The 1963 model incorporates five major improvements.



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Bruno Signs with U. S. Rubber

Robert T. (Bob) Bruno, a pro at Country-side GC, Mundelein, Ill., recently signed as a member of U.S. Rubber Co's pro staff, according



Bruno and Koehler

to Fred P. Koehler, field sales promotion manager of the golf products div. Bruno attended Contra Costa Junior college and turned pro shortly after leaving school in 1957. He won the 1962 Waterloo (Ia.) Open and in 1960 claimed the Illinois Open title.

Par-Mate's '63 Catalog Ready

Par-Mate, 10 W. 33rd st., New York 1, has released its 1963 catalog. It contains a complete selection of outstanding fashions and accessories including gloves, hosiery, ladies' knitted Helanca shirts, umbrellas, etc. Nearly 20 golf glove styles are illustrated. Several of these feature an exclusive Snap-Off ball marker, a handy gadget that can be used to mark the ball on the green. This year, all of Par-Mate's leathers have been processed with a silicone finish. This increases water repellency, gives a softer and tackier feel and increases resistance to deterioration from sweating.



Steel Plates Reinforce American's Tee Mats

American Mat Corp., 1802 Adams st., Toledo 2, O., is marketing a golf tee mat made of strips of select heavy fabric impregnated rubber that is woven on rust-resistant steel wire. Steel plates reinforce both sides of the mat to prevent warping or buckling. Special solid rubber construction on both ends of the mat make it ideal for either right- or lefthand swingers. The mat is available in three standard sizes as well as special sizes.