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January 15-19

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Ask for our new,
1963 Golf Range
Equipment and
Supply Catalog!

MacGregor Distributes Catalog

MacGregor's pro equipment catalog for 1963, featuring a fine collection of color photos and complete information on the various lines, has



been distributed to pro shops. Color shots of exclusive features of MacGregor irons and woods are included along with detailed information on the DX-Tourney golf ball. Other products that are highlighted include the new Constantwood Tourneys, Tommy Armour Silver Scot woods and irons, Louise Suggs Tourney models and Kangaroo leather bags, carry-alls, club covers, etc.

Bill Freund Gets Mardi-Car General Manager Post

Mardi-Car Inc., subsidiary of Mardigian Corp., 21930 Groesbeck hwy., Detroit, has appointed William Freund general manager of its domestic and export depts. In addition, Freund will coordinate development of an expanded line of golf cars and utility models for industry. He formerly was general sales manager of the Victor Electric Car div., Chicago. The Mardi-Car golf model is a two-passenger, gas powered vehicle that weighs only 540 lbs. It has a unitized clam-shell chassis body and is claimed to be the first golf car designed and produced on automotive industry principles.



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Classified Ads • P. 125



**LOOK FOR
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FLORIDA**

**Wide Equipment Assortment
in First Flight Catalog**

A wide assortment of golf equipment is displayed and described in the 1963 catalog of First Flight Co., 99 Tremont st., Chattanooga,



Tenn. Included are clubs sold under the Jimmy Demaret, Gary Player, Gene Littler and Doug Sanders label. A large section of the four-color catalog also is devoted to First Flight fashions for both men and women. Bags, carts, steel power center balls in three compressions, and clubs approved by the National Assn. of Left-handed Golfers are other items that are described. Pro shops that haven't received their catalogs can obtain them by writing to First Flight at the above address.

**EZee Flow No. 111 Covers
30-50 Acres Per Hour**

The No. 111 spinner type fertilizer spreader, made by Ezee Flow Div., 3428 N. Harlem ave.,

Chicago 34, is designed to spread 30 to 50 acres per hour using pelleted or granular material or seeds. The new unit has 1½ to 2 ton capacity.



Spread pattern is about 40 ft. wide. The case-hardened agitator is ground driven for proper metering and the PTO-driven auger delivers the right amount of material at precise position on the spinner.

**Emphasis on Quiet Operation
with Walker Executive**

The Walker Executive, made by Walker Manufacturing Co., Fowler, Kans., is powered by a



7 hp Kohler K161 engine, has automatic transmission and a single control foot pedal. Emphasis is on quiet operation as the body is undercoated and the car is equipped with a maximum silence muffler. The car is easy to service since the body, hinged at the rear, raises easily to expose the entire engine and drive mechanism.

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Beard Joins Advisory Staff of Hillerich and Bradsby

Frank Beard, who finished in the money in his second pro tournament, the Seratoma Open at Mobile, last fall, has been added to the ad-



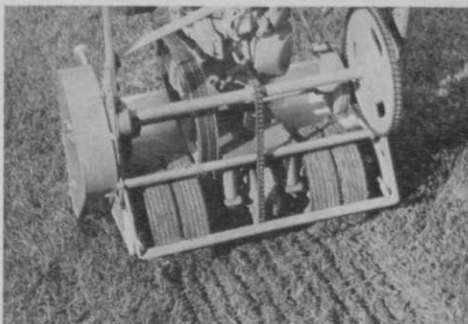
Jack McGrath (l), H & B ad director, and Bill Kaiser, sales vp., seem pleased to get Frank Beard's signature.

visory staff of Hillerich and Bradsby. Son of a professional, young Beard was a member of the U. of Florida golf team and has won numerous amateur events including the Kentucky

Amateur in 1961 and 1962. The 23-year old Dallas native is not rated a power hitter, but is said to play an extremely accurate, and consistent short game.

West Point's Verti-Groove Built for Renovation Work

The Verti-Groove, made by West Point Products Corp., West Point, Pa., is said to be a powerful new turf tool for renovation verti-cutting or vertical grooving and slicing. It can be



set to verti-cut deep into thatch or into the soil, the latter for renovation or seedbed preparation. The selection of blades includes a new, thick Verti-Groove blade. The machine is powered by a 7.5 hp engine.

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Jacobsen's Ram Built for All-Purpose Mowing

The Ram 24-inch high wheel rotary mower, manufactured by Jacobsen Manufacturing Co., Racine, Wis., is designed for all types of grass



cutting. It is available in push type and power propelled models. It has a 6 hp, 4-cycle engine as standard equipment although six other engines are adaptable to the Ram. The new rear discharge has a swinging guard for operator protection and a new gear box drive gives equal pressure to both pinions. The Ram's frame is designed for greater clearance and maneuverability, especially in trimming.

Buyers' Service • P. 127

Power Unit for Cart

Pro-Go Co., 533 N. Santa Fe, Salina, Kan., is marketing a golf cart power unit that can be attached to any standard cart. In tests, the unit, of ground-hugging design, has travelled as many as 42 holes without being recharged. Power comes from a 12v D.C. motor and 21N automotive battery. The unit can be charged in an automobile trunk while the car is moving through installation of an auto-charge cable easily installed on any 12v automobile electric system. The Pro-Go is made of aluminum and steel, has four-position control switch and dynamic braking.



One-Man Par Pacer Makes Debut on Southwest Courses

Par Pacer, made by Fleet Products Co., Inc., 946 W. 17th st., Newport Beach, Calif., is a one-man golf car that made its debut on Southwest courses this fall. It is operated by a 5 hp gas engine, weighs only 140 lbs. and is said to have

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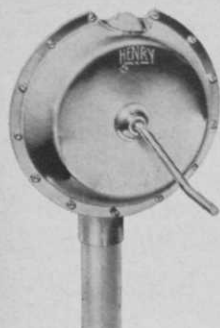
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demonstrated unusual hill climbing ability. Low center of gravity makes it safe from tipping and



its simplicity of design reduces maintenance of the car. Optional features on the Par Pacer include electric starting, automatic drive transmission and easy-fold construction that makes the car quickly collapsible for transportation.

Five Distributors Get Jacobsen Sales Awards

Jacobsen Mfg. Co., Racine, Wis., recently made sales achievement awards to the following distributors: G. L. Cornell Co., Bethesda, Md.; Sawtelle Bros., Danvers, Mass.; Porter Bros., Inc., Shelby, N. C.; Wisconsin Turf Equipment Co., Janesville; and B. Hayman Co., Los Angeles. Cornell's award was the third it has received in the last three years.

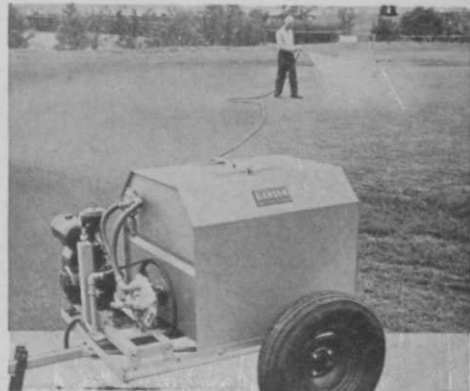
Toro Snow Storm Warnings

As part of its promotion of the powered snow plows that it produces, Toro Manufacturing Co.,

Minneapolis, has set up a snowstorm warning system that covers 17 metropolitan areas across the U. S. It has engaged Krick Weather Central in Denver to provide long range advance notice of storms to dealers and distributors. They, in turn, warn homeowners through newspaper and TV ads and "weathergrams" in their stores.

Numerous Features Offered on Larson Sprayers

Portable, all-purpose sprayers made by L. L. Larson Machine, Inc., Princeville, Ill., powered by Kohler engines, come in two tank sizes —



150 and 300 gals. Choice of two pump capacities are offered and all units are available with either trailer or skid mountings. Several accessories are available. They include high pressure hose in any lengths with fittings, hose rack, deluxe Sprayjet gun and boom attachment. Larson literature contains complete information on mechanical agitators, unloader valves, etc.

Old Orchard Turf Nurseries

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Foldout Pages Feature Golfcraft's 1963 Catalog

Golfcraft's 1963 catalog, featuring excellent full-color reproductions and foldout pages for ease in making sales are being distributed to



 **Golfcraft** 1963 CATALOG

pro shops. Described are Fleetwood woods, Eldorado and Staff woods and irons, Proette sets for women, bags and carry-alls, men's and women's Saxone Gleneagles shoes, umbrellas and golf balls. Price lists are bound separately

from the catalog. Catalogs can be obtained from Golfcraft's main office, 1021 W. Grant, Escondido, Calif., or 7059 W. Addison St., Chicago 34.

Blades Named General Manager of Ben Hogan Company

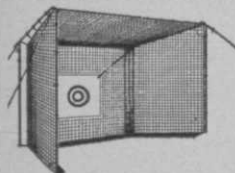
Jack H. Blades has been named vice president and general manager of the Ben Hogan Co., a subsidiary of American Machine & Foundry Co. He succeeds Edward P. Rankin, who resigned last fall. Blades has been with AMF since 1955, mainly in an executive capacity in the manufacturing field. He was named vp and sales promotion manager of the Hogan firm in May, 1961. From 1941 until 1954 Blades was connected with the aircraft industry and, at one time, headed his own company which produced aircraft components. Ben Hogan continues as head of the company which bears his name.



Blades

Flexibility Is Feature of Medart Bag Storage Racks

Doubledeck bag storage racks designed for low cost modernization and maximum use of storage area have been developed by Medart Products, Inc., 4427 Geraldine ave., St. Louis 15, Mo. The 12-bag units can be installed singly or in groups for upright storage. The racks are fashioned of steel and rustproof aluminum and dividers are adjustable so there isn't any wasted space in storing large bags next to small ones. Medart invites inquiries, pro-



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viding suggested layouts of storage areas if sent a sketch and dimensions of the bag storage room. Medart also distributes a portable all-aluminum tee location rack that can hold eight bags.

Harkins Becomes Chairman, Oehmig, President of First Flight Firm

Lew Oehmig has been named to succeed Jack Harkins as president and chief executive officer



Jack Harkins (l) and Lew Oehmig.

of First Flight Co., 99 Tremont st., Chattanooga, Tenn. Harkins becomes chairman of the board and continues to serve as a board member.



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Oehmig has been a First Flight director for several years and is well known throughout the south for his golfing ability. He is a graduate of the U. of Virginia law school, served aboard an aircraft carrier during World War II, and in 1950 became affiliated with a large coffee retailing company, of which he became vice president and a director. Oehmig is a member of four southern country clubs, was co-medalist of a National Intercollegiate tournament and has won the Tennessee amateur championship six times.

Fore Par to Exhibit New Items at GCSA Convention

Fore Par Manufacturing Co., PO Box 31, Laguna Beach, Calif., is producing several "tee to green" equipment items that will be on display at the GCSA convention. Some were suggested by California supts. An item that this firm predicts will be popular is a "hole plugger" with a synthetic grass top which can be used to plug holes temporarily on putting greens. Fore Par has designed a new tee marker with transparent top and hole number imbedded in the marker that it thinks will make a big hit. Several new green flags that can be personalized with club monograms also will be exhibited.

Classified Ads • P. 125

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**Parrett Cars Built with
Rental Use in Mind**

Electric and gas models produced by Parrett Manufacturing Co., Inc., Benton Harbor, Mich., are constructed especially for rugged fleet rental



use, having steel paneling and tubing in the frame under a thick, fibre-glass body. Both models have a three-wheel suspension system, automatic drive and automatic brake release. The electric model, the Nassau 360, is powered by a 36 volt, 180 amp-hour batteries in combination with a heavy duty electrical system. The gas model is known as the Nassau 71.

Certain-teeed Promotes Hennessy

Bestwall Certain-teeed Sales Corp. has promoted Edward J. Hennessy to the position of product manager for asbestos-cement pipe, gra-

James G. Harrison

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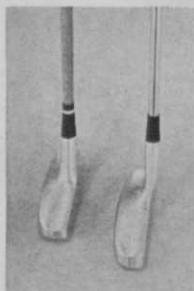
266 Harrison Road Turtle Creek, Pa.
Valley 3-3444 Suburb of Pittsburgh

vity sewer pipe and irrigation pipe. He formerly was a salesman in the Ambler, Pa. pipe district and before joining Bestwall Certain-teeed held various sales positions with Keasbey & Mattison Co. Hennessy attended Villanova U. where he majored in chemical engineering. He lives in Philadelphia.

**MacGregor Makes Putters
to Fit All Tastes**

The MacGregor Co. is featuring several new models in its 1963 putter line. At left (in photo)

is a center shafted aluminum and bronze putter with satin chrome finish and bronze back to help in getting lined up. On the right, the modified goose neck has a rocker-type sole. Other MacGregor models include the Tru-Line which can be used by either right- or left-handed players; the Silky Feel which derives its name from the black Cyclocac insert in the face of the satin finished bronze head; and the Modified Smoothy, the blade of which has a convex facing. This club has a quarter-inch goose neck. All MacGregor putters mentioned here are available in pro shops.



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Smith, Rankin Take Over Burke Executive Posts

Robert F. Smith is the new president of the Burke Golf Equipment Co., a division of Victor Comptometer Corp., and Edward P. Rankin,



Smith



Rankin

formerly with the Ben Hogan Co., is his executive assistant. Smith continues as president of Worthington Ball Co., also a division of Comptometer. He has been in the golf equipment industry for nearly 35 years and in 1958 was named head of the Worthington company after being

employed by that firm in 1945. Before that, Smith had worked for the U.S. Rubber Co. golf ball division, L. A. Young Co. and Walter Hagen div. of Wilson Sporting Goods Co., mainly in a supervisory capacity in production and research. Ed Rankin, also a 35-year man in the golf business, spent nearly a quarter century with the Walter Hagen div., and from 1956 until last fall, was a vice president and general manager of the Ben Hogan Co. Burke produces and distributes a complete line of equipment under the PGA label and Worthington is the largest exclusive manufacturer of golf balls in the U.S.

Inertol Honors Gurtlinger

A surprise testimonial dinner honoring a 25-year Inertol Co. salesman, John J. Gurtlinger, was held recently in Newark, N.J. G. W. Rupp, the firm's president, presented John a solid gold wristwatch and co-workers gave him a sterling silver ice bucket. The dinner climaxed a three-day sales meeting. Inertol manufactures a complete line of maintenance paints plus the Ramuc brand swimming pool enamel.



Gurtlinger

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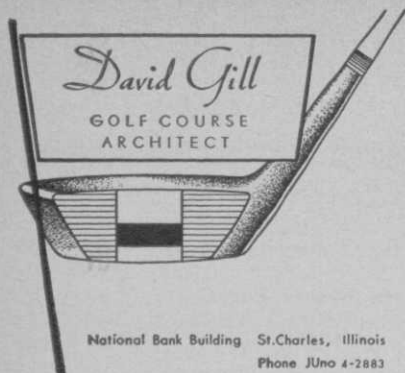
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Chamberlin's Eagle III Has Missile-Type Control System

The Eagle III, an electric car introduced by Chamberlin Metal Products Co., Frankfort, Mich., last fall, is said to have a revolutionary



missile-type control system that does away with the need for starters, solenoids, resistors or rheostats and delivers added resistance. The car has been tested under extremely hilly conditions and, according to the manufacturer, gets three 18-hole rounds of play per charge on the most rugged type of terrain. The 36-volt electric system is powered by six heavy duty batteries that carry a two-year warranty and the motor generates 1.5 hp. Like Chamberlin's gas-powered Ace III and PARTuner III, Eagle III has an 11-inch step-in floorboard height that lends a great deal of stability to the car.

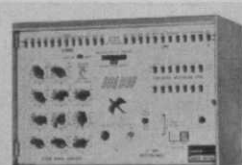
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Rain Bird's Master Controller Gives Flexible Water Cycle

A completely automated Rain-Clox electronic master station controller that is said to give the most flexible 14-day watering cycle ever developed is being introduced by Rain Bird Sales, Box 547, Azusa, Calif. Electric or hydraulic valve controls are available. Eleven timing dials provide for independent settings for 11 different stations so watering can be varied from station to station. All settings are easily made with dependable switches and dials, and a master "power off" switch terminates sprinkling on rainy days but maintains the program on the clock. Controllers are available in wall or pedestal units.



American's New Floor Matting

A new runner type floor matting produced from Koroseal by American Mat Corp., 1802 Adams st., Toledo 2, O., is said to give high resistance to acid, oil, caustics and fats. It comes in standard corrugated design, round ribbed corrugated or herringbone surface, all with a knurled back design. It is recommended for lobbies, ramps, counter and kitchen areas.

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