Meisel of St. Louis Gets Famous Toro Bull Award

At a recent distributor sales meeting of Toro Manufacturing Corp., Minneapolis, Minn., Meisel Distributing Co., St. Louis, Mo., was awarded a plaque and the famous Toro Bull statuette in recognition of its being the No. 1 Toro power mower service distributor in the U. S. Meisel has been in business less than 10 years and was started as a small retail outlet. In 1954, the firm gave up its retail business to concentrate on distribution of lawn and garden supplies and equipment. Just recently the Meisel concern took another forward step by buying a building with 17,000 sq. ft. of space to house its entire distributing operation.

Oroca, Reclaimed from Garbage, Is All-Purpose Fertilizer

Oroca, a fertilizer reclaimed from industrial and municipal garbage and waste, by Organic Corp. of America, 247 Ft. Pitt Bldg., Pittsburgh 22, Pa., is claimed to be the richest, all-purpose organic product that has been put on the market. Recent lab tests have shown that the fertilizer can be diluted with five parts of poor soil for application, while in field tests it has produced 7-in. dia. roses, 1 1/2 lb. tomatoes and rich green grass grown from seed in two weeks. The product is now being produced at a reclamation plant in McKeesport, Pa., where the city's garbage and trash is being converted into an odorless, highly organic fertilizer. The product, it is said, will not burn, is odorless when wet or dry and requires no synthetic additives. Additional information can be obtained from the manufacturer.

Double Feature

When Spalding introduced its new Dots and 1957 line at St. Andrews GC, Hastings-on-Hudson, N. Y. last month, many of the country's leading writers were on hand to look over the new products and interview Bob Jones. In the picture are (front row, I to r): Jimmy Thomson of the Spalding company; Murray Olderman, NEA; and Jones. (Second row): Mike Turnesa, Spalding consultant; Jesse Abramson, NY Herald Tribune; Leo Peterson, United Press; and Tom Paprocki and Whitney Martin, Associated Press.

PLAN NOW FOR NEXT SEASON'S MAINTENANCE NEEDS!

Replace Worn Hose With Cobon

100% VIRGIN VINYL

WHITE PLASTIC WATER HOSE

• Glass smooth, inside and out to assure full flow of water or fertilizer solution
• 30% lighter; low drag resistance minimizes greens damage
• Heavy duty precision machined brass couplings attached with stainless steel bands. GUARANTEED to stay on!
• Lasts longer; tough vinyl resists abrasion; 10 times rubber's life
• Permanently imprinted with club's name. Contact your Golf Supply House

• Gleaming white; high twilight visibility
• Non-aging; won't crack, peel, rot

Available in ¾” and 1” diam.

October, 1956
At Sabayrac Sales Meeting

Promotional plans for 1957 for the Foot-Joy line of shoes was one of the leading topics discussed at the recent national sales meeting of the Ernie Sabayrac organization, Ft. Worth, Tex. At the meeting were (l to r): Johnny Burt, Sabayrac sales mgr.; Clark L. Wilcox, executive vp, Field & Flint Co., Brockton, Mass. and Sabayrac.

Many Fine Features Claimed for New Floor Covering

Tweed Rubber Tile, developed by American Mat Corp., 1802 Adams st., Toledo, O., is claimed by the manufacturer to be a new floor covering of universal application that is score, dent, puncture and spike resistant. High resiliency makes it ideal for comfort, keeping noise to a minimum and the fact that it is slip-resistant gives it an added safety feature. Tweed Rubber is available in 11 colors. An illustrated brochure describing the new product is available from the manufacturer.

McLaughlin Using New Processes in Rebuilding Balls for Pros

New materials and rebuilding processes plus rigid inspection are producing what the manufacturer describes as top rebuilt balls for pro use, according to Hugh J. McLaughlin & Son, Crown Point, Ind., in its Alex Campbell, Alex Duncan and Edinburgh lines. The balls are available in bulk, attractive display packages and under the pro’s private brand. Complete information concerning the rebuilt balls can be obtained by writing the manufacturer.

U. S. Rubber Sponsors Navy Log

“Navy Log,” a half-hour dramatic show built around adventures of Navy personnel, is being co-sponsored by U. S. Rubber Co. this season over an ABC TV network. The show is being produced each week at varying times, the first having been presented to a TV audience, estimated at 20,000,000, on Oct. 17 at 8:30 p.m.
DELIVERS MORE WATER . . . FARTHER

Only Double Rotary operates with a single line of water which, rotating slowly, covers up to 6500 square feet with a gentle rain-like action. No puddling, no run off, no washing of new seed, no wasted water.

DOUBLE ROTARY SPRINKLER

MODEL M, double spout—for medium to high pressures; up to 80 foot diameter

With single spout (not illustrated)—for low, medium and high pressures; up to 50-foot diameter

$19.50

$18.75

Available

Double Rotary Sprinkler Co.

422 Admiral Blvd. Kansas City 6, Mo.

TV and Ash Trays and Shadow Box Feature Wilson Gift Ball Pack

Highlighting the Wilson Sporting Goods Co's holiday presentation pack is a dozen of the new Wilson Staff or Jet balls in a hand-

TV serving tray (above) and Ash Tray or Shadow Box for serving light snacks.

For those who want only a half-dozen balls, a wrought iron TV serving tray. The tray can hold six beverage glasses or is suitable

is available for the regular price of six balls.

Wilson's Christmas sales program is the greatest ever undertaken. All golf items are being pushed through a national magazine ad campaign aimed at the Xmas market. Sales aids for pros are also available in the form of merchandising kits and mailers. A two-color envelope stuffer featuring Staff and Jet balls can be sent to the country club trade while a colorful in-shop display piece has been designed to gain eye-appealing impulse sales.

Spalding Salesmen Making Rounds with Trailer

How an enterprising golf pro salesman can operate is aptly demonstrated by Jimmy Paul of Daytona Beach who services Florida and part of Georgia for A. G. Spalding & Bros., Inc. Paul has invested in a trailer which adequately shows his wares to professionals.

With his trailer as his standby, Paul has his equipment arranged to best advantage. "I just open up the side, put out a carpet and demonstrate," he says.

"All I need is about twenty minutes to get set up."

Paul decided a few years ago that the trailer potential was most promising so he looked up an expert in Ocala, Florida. The trailer was finished too late to serve its full purpose in 1956, but Paul is all set for 1957.

October, 1956
Muscatine, Iowa

GOOD GREENS AND TEES

Experts all over the country are finding green and tee trouble stem from hard packing. Bent roots must have oxygen and they can’t get it thru a hard, fine packed top layer. The answer is the use of a uniform coarse sand that is clean and free from hard packing fines. Spike tooth the green, clean, and apply uniform coarse sand and drag. We’ll ship anywhere—bagged or bulk.

NORTHERN GRAVEL COMPANY

407 East Front Street
Muscatine, Iowa

Cut Sharpening Costs!

with a NEW

SIMPLEX “150”

COMPLETE with 1/4 h.p. motor
and reversing switch

• LIGHTER
• MORE COMPACT
• LOWER PRICED

Simplex “150,” the newest portable lapping machine, reconditions any hand, power, or gang reel-type mower with lapping compound . . . keeps mowers in top condition between sharpening jobs. Couples to either side of mower; gang mowers need not be unhitched. Weighs only 30 pounds—easily carried right to the job. G-E 1/4 h.p motor with reversing switch for quiet, dependable operation.

Write today for FREE folder.

The FATE-ROOT-HEATH Company

Dept. G-10 Plymouth, Ohio

Make sure your club, officials and operating heads receive

GOLFDOM in 1957!

Fill in form on Page 124 and mail it today

Rankin Now With Hogan Co.

Ed Rankin, long time executive with leading golf equipment firms, has taken over his new duties as general mgr. of the Ben Ho-

gan Co., Ft. Worth. Rankin was inducted into the Hogan organization late in August when he was introduced to 22 of the company’s national sales representatives at a meeting in Ft. Worth’s Western Hills Hotel.

A sales and production expert, Rankin has been in the golf business for 28 years. After leaving the University of Pennsylvania he became associated with the Butchart-Nichols Co. and later the Kroydon Golf Co. In 1933, Rankin joined the Walter Hagen Division of the Wilson Sporting Goods Co. as a salesman. Later he was named sales mgr. of the division and, in 1945, was appointed its general mgr. He left Hagen two months ago to take over his new post.

Revise Estimate on Merion

A preliminary estimate made in July of the 1956 crop of Merion Bluegrass has been re-
vised downward from the 1,689,000 lbs. originally stated. A recheck has revealed that yield will be smaller than anticipated and only about 1,400,000 lbs. will be produced.
LEWIS
Golf Ball Washer

with "Magic Paddle Action"

SERVICE year after year after year

Container Development Corp.
Watertown, Wis
LEWIS Golf Ball Washer

with "Magic Paddle Action"

SERVICE year after year after year

CONTAINER DEVELOPMENT CORP.
WATERTOWN, WIS
USE WEST POINT TURF PLUGGERS
To Introduce New Grasses, To Repair Worn Areas
West Point’s magazine Turf Pluggers come in (1) the 2-inch size which holds 20 plugs in the magazine and (2) the 2 3/4-inch size which holds 15 plugs. The single plug Turf Pluggers come in the 4-inch size.
Economy feature: when the cutting shell of a West Point Plugger becomes worn from soil abrasion, it can easily be removed and replaced.
Get the Turf Pluggers you need from your nearby West Point Products distributor.
West Point Products Corporation
West Point, Penna.
“Modern Turfgrass Tools”

U. S. Rubber Is Co-Sponsor of College Games Telecasts
U. S. Rubber Co. is co-sponsor of eight-top college football games over an NBC nationwide network of 176 stations this fall. In addition it is jointly sponsoring five additional regional games. Remaining dates on the U. S. Rubber schedule include: Oct. 27, Notre Dame vs. Okla.; Nov. 4, UCLA vs. USC.; Nov. 10, a top Big Ten game; Nov. 22, Penn vs. Cornell; and Oregon vs. Oregon State; Dec. 1, Army vs. Navy; and Dec. 8, Miami vs. Pitt. U. S. Royal golf balls will be among the products featured on the telecasts.

Dividend Payments
Jacobsen Mfg. Co., Racine, Wis., authorized three dividend payments of 15 cents per share. The first dividend was paid Oct. 1. The second will be paid Jan. 2, 1957, and the third, Apr. 1.

AMERICA’S FINEST GOLF PRACTICE NET
made with United States Rubber Company’s shock absorbent ENSOLITE
—a tough expanded cellular plastic pad sewed to heavy duck and designed to withstand the terrific impact of high velocity drives. Prevents ball rebound.

- Easy to set up—INSIDE OR OUTSIDE - Back drop 8’ wide 9’ high - Ensolite pad 4’ x 6’ - Side nets 8’ x 9’ - $98.00 F.O.B. Factory
- 8’x9’ back drop and Ensolite Pad, without side nets - $69.50 F.O.B.

Please enclose check, money order or purchase order.

SOUTH BEND PRODUCT SALES
Associates of — City Awning Company, 1422½ Mishawaka Ave. South Bend, Indiana

October, 1956
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.


MONEY BACK TRIAL OFFER:
Order a trial section. Test it on an area which gets especially hard wear. Money back if not satisfied.


**COLBY PIONEER PEAT**

Products for building and maintaining golf greens are available for prompt shipment. BLACK—cultivated fine milled for top dressing. BROWN—peat for building new greens. GREENS—top dressing (1/3 peat - 1/3 sharp sand and 1/3 loam), or any required proportion.

QUOTATIONS on materials packed in plastic lined bags, or in bulk gladly furnished.

COLBY PIONEER PEAT CO.
P.O. Box 115 HANLONTOWN, IOWA

**MORE PROFIT!**

with the

AUTOETTE Golfmobile

Autoette has manufactured, sold and serviced more electric cars than most other manufacturers combined! — a product of...

1201 E. Lexington, Pomona, Calif.

Outstanding items in MacGregor's '57 line.

for those who prefer leather, a three-tone leather grip. Four new "Smoothy" putters feature convex faces that give instant overspin to the ball. MacGregor also is introducing a new ball marker cap on all putters. The cap contains several tokens which can be removed by a flick of the finger.

The MacGregor Tourney, with high compression winding, tough cover and improved white finish will withstand extreme compression and scuffing and is said to be an improved product. It is featured in the Christmas golf ball package, a Leatherette Memo Caddie complete with Memo paper.

MacGregor's 1957 Tuffhorse line has been completely redesigned with improvements also having been made in bag construction. Several new color combinations are featured along with matching carryalls, practice ball bags, head covers and umbrellas.

Check GOLFDOM'S Buyers' Service — Page 123 and plan ahead for Your Purchasing
1957 Etonic Line Unveiled at New York Sales Meeting

New Etonic golf shoe styles for 1957 were introduced and advertising plans for the coming year were outlined at the annual sales meeting of the Charles A. Eaton Co., Brockton, Mass., at the Hotel Commodore, New York, late in August. Representatives from all parts of the country were on hand to witness the unveiling of the '57 Etonic line which features greater lightness and flexibility than ever before. New packaging and display materials for pro shop merchandising also were very much in evidence during the two-day meet.
Amos H. Williams, asst. vp in charge of sales for A. G. Spalding & Bros., Inc., became the seventh employee in the 80-year history of the company to get a 50-year pin when the half-century award was recently presented to him by Pres. Walter Gerould.

Williams started working for Spalding in 1906 at its A. J. Reach Co. plant in Philadelphia. Ten years later he was promoted to salesman, covering the southern territory. In 1917 he was made asst. sales mgr., and in 1926 when Reach combined with Wright & Ditson, Williams was appointed sales mgr. for the Mid-Atlantic states. Ten years later he became Spalding’s Philadelphia dist. mgr. and in 1952 he was elevated to his present position.

Jacobsen Adds Riding Attachment for Lawn King Power Mower

A new riding attachment for the 26-in. Lawn King Power Mower has been introduced by Jacobsen Mfg. Co., Racine, Wisc. It is close coupled with the result that attachment and mower are so closely integrated that the operator rides practically over the mower, giving him maximum maneuverability.

The Lawn King is powered by a 2½ hp. Jacobsen-built Hi-Torque engine with recoil starter. Widespread wheels, large pneumatic tires and low center of gravity gives the machine exceptional stability, especially on hillsides. A push-button electric starter kit is available with the model.
Six Men Named to VP Posts at Wilson Sporting Goods Co.

In one of the most significant moves in recent years, the board of directors of Wilson Sporting Goods Co. elected six additional vps to fill newly created positions in the executive management of the company, according to an announcement by Pres. Fred J. Bowman. At the same time, Bowman also revealed other appointments necessary to fill vacancies that existed in top executive positions.

Frank E. Dubach, secy. of the company, was named vp in charge of general operations and personnel. Harry W. Colburn, former co-mgr. of the New York branch, was appointed vp and genl. sales mgr., while Raymond L. Icely was named vp in charge of special selling and market development. Morley L. Moore was elected vp in charge of branch operations, William P. Holmes was appointed vp in charge of merchandising, and M. A. (Mike) Behrendt was named vp in charge of manufacturing.

Edwyn J. Ballance was named to the office of comptroller and H. A. Haberman was appointed mgr. of the New York branch office.

Entering the Wilson organization in 1931 following graduation from the University of Illinois, Frank E. Dubach first served with the Lowe and Campbell div. in Kansas City, Mo. Promoted to Chicago office manager in 1933, he successively held the posts of eastern div. office mgr., genl. office mgr. of Lowe and Campbell and asst. comptroller of the company. In 1947 Dubach was appointed comptroller, and in 1952 he was elected secy. of the company, a title he will continue to carry. Dubach is also a member of the board, having been elected to this post in 1954.

Serving as co-mgr. of the New York office since March, 1954, Harry W. Colburn first became associated with the Horace Partridge div. of the company, Boston, Mass., in 1937. Colburn spent three years in the Navy dur-
ing World War II and became mgr. of the Horace Partridge div. operation in 1951. In 1954 he was transferred to New York to take over the duties of co-mgr. of the New York branch, a post he filled until named vp.

Raymond L. Icely began his employment with Wilson in 1932. His first position was in the Chicago factory where he had the opportunity of learning the sporting goods business from the ground up. He then served as a salesman in Minneapolis and Cleveland. In 1947 he was transferred from Chicago headquarters to head the New York sales div. and in 1949 was appointed co-manager of this key branch. Returning to the Chicago offices in 1954 to work on special sales assignments under Ex. vp., Wm. F. King, Icely held this position until his recent appointment.

A veteran of 37 years with the company, Morley L. Moore was first employed in the company's Ithaca, N. Y. offices. He became the first mgr. of the branch office opened in Pittsburgh, Pa., in 1927, and later spent 10 years as sales mgr. of the company's eastern sales div. In 1950, Moore was brought to the Chicago offices where he has served in various administrative sales positions.

Joining the ranks of Wilson employees in 1929, newly elected vp, William P. Holmes, has a wide background in manufacturing and merchandising. Starting his career as a clerk in the Chicago leather factory, he worked in various other Chicago departments before being transferred in 1932 to the Buffalo, N. Y. golf bag plant as office mgr. In 1944, he became Buffalo factory sup't. and in 1945 was transferred to the Trenton, N. J. leather factory as plant mgr., a position he held for five years. Returning to Chicago in 1950, Holmes became assistant to vp Herb Greear and worked with all company plants on production and manufacturing programs. In 1955 another promotion resulted in his being placed in direct supervision of all merchandising.

With a service record of 34 years, M. A. (Mike) Behrendt has the wide range of experience necessary to handle his new duties as manufacturing vp. First employed by the company as a clerk in 1922, he was promoted to sup't. of the golf club factory in 1937, a post he held for 18 years. In 1955 Behrendt was entrusted with supervisory responsibilities covering all manufacturing plants.

Edwyn J. Ballance, an employee since 1939, was named to the office of comptroller, succeeding Dubach. Beginning his employment in Chicago as a member of the accounting department, Ballance served as Detroit branch office mgr. from 1940-42, and then in Pittsburgh as office mgr. of the eastern div. in 1942-43. Upon his return from the service in January 1946, he was assigned to the Chicago office as accountant. In 1947 he rose to the post of executive accountant. His next promotion came in 1954 when he was elected assistant comptroller.

H. A. Haberman became an employee of Wilson & Co. in New York in 1915. In 1927 he was transferred to the Wilson Sporting Goods' New York branch as office mgr., a position he held until his appointment as co-mgr. of the branch in 1949. In his new capacity, Haberman will have sole supervision of the New York office.

Other principal officers of the company are Fred J. Bowman, pres.; Wm. F. King, vp., Herb Greear, L. R. Freeburg, and C. W. Becker vps.; and G. J. Binder, treas.

### Jacobsen Appoints Three Sales Reps

Three new sales reps have been added to the staff of Jacobsen Mfg. Co., Racine, Wis., in recent weeks, according to Charles A. Livesey, sales vp of the mower manufacturing company.

They are J. H. Ebeling, Lansing, who is asst. dist. sales mgr. for Michigan; B. H. Damberg, Brainerd, Minn., who will cover Wisconsin; and J. W. Koontz, dist. sales mgr. for Northern Illinois and part of Indiana.

### Kemp Patents Ejector

Kemp Mfg. Co., Erie, Pa., has recently patented an ejector outlet which can be attached to shredders to reject materials which can cause damage to shredding teeth and drum.