Lebanon Promotes Troxel

Robert B. Troxel has been named sales mgr. of the Lebanon Chemical Corp., Lebanon, Pa. Troxel has been a member of the Lebanon sales staff since 1949. Prior to and just after World War II, he was a botanist for the commonwealth of Pennsylvania in charge of the seed lab and enforcement of the seed act.

International “300” Shows Versatility in Course Construction Job

Versatility of International Harvester’s “300” Utility tractor was well established recently in the construction of Sherwood Forest CC, Baton Rouge, La. After heavy equipment had been used to clear the site, the “300” was brought in to disk, rake off brush, sod and debris and to seed and plant grasses for fairways and greens. The tractor, shown with an 8-ft. fast-hitch mounted York rake, is useful for finish raking, spreading top soil, gravel, leveling and mulching. The rake can be set at various angles to handle a variety of jobs and also reversed for backfilling.

Anastasio Named Assistant Manager by U. S. Rubber

Joseph Anastasio has been appointed assistant mgr. of branch sales for the footwear and general products div., United States Rubber Co. In this position he will assist branch sales manager Arnold H. Finnern, who is responsible for sales of golf balls, Keds, Kedettes, waterproof footwear, Kylon foam mattresses, sponge rubber underlays, waterwear and other products. Since Oct. 1955, Anastasio has been sales mgr. of sponge rubber underlays for carpets and rugs.

New Model “Handy Capper” Being Prepared

Lifegard Corp., 4124 N. Knox ave., Chicago 41, is working on a new model handicap computer that will cover a wider range of conditions, handicaps and golf courses than the original one. The “Handy Capper,” as the product is known, is said to save many tire-some hours as it eliminates pencil work and cuts down on book work. The new model is expected to be on the market soon.

TIFGREEN (Tifton 328) BERMUDA

certified by Georgia Crop Improvement Association

The South’s best for greens

Southern Turf Nurseries

Box 569 – Tel. 616, Tifton, Ga. Ray Jensen, Agronomist

It’s “SOUTHERN TURF” for • Better Turf • Better Prices • Better Service • All grasses adapted to Southern golf courses.

March, 1957
Promote more Profit in Pro shops

Saginaw Chief is flexible. Units can be rearranged — quickly and easily.

Another “Variety Unit” to help increase sales

Made of STEEL — finished in durable colors.

Mallinckrodt Disease Table Available for Supts.


Designed to be hung on a wall, the table shows when nine destructive turf diseases are most likely to strike; helps the supt. maintain a regular preventive fungicide schedule; and provides plenty of space for making notes on fungicide application.

Reuter Hits Bulls-eye

John Reuter, Jr., inventor and maker of the Bulls-eye putter, flew in from Phoenix, Ariz., to Dunedin, Fla., to be with the old pals. John served many years as a pro at fine clubs before designing the phenomenally successful Bulls-eye. He reported sales in ’56 set a record. With Acushnet as exclusive distributor to pros business, orders have been coming in at a rate to make 1957 a new top year.

American'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, $69.50 F.O.B.

without side nets

Please enclose check, money order or purchase order.

SOUTH BEND PRODUCT SALES

Associates of —City Awning Company,
1422½ Mishawaka Ave, South Bend, Indiana

Amputee Tournament

The ninth National Amputee golf tournament will be held Aug. 16-17 at Heather Downs CC in Toledo, O.

Atlantic Representatives

Atlantic Products had a group of salesmen of its pro-only bag line at Dunedin for the pro gatherings. Jack Murray, sales mgr. of the line, was accompanied by Bill Zwaska and Bob Sturts who cover Ill. and Wis.; Ed Austin who covers Mich., Ohio and Ind.; Jim Vincent of Florida and Carolinas beat, and Jim Lavery who works eastern Pa., Va. and the Baltimore and Washington territories.

U. S. Rubber in Miami

United States Rubber Co. is opening a new golf ball sales branch office at Miami, Fla., with Ralph Wheeler as mgr. and Walter Busk and “Sunshine” Sutton as ball salesmen operating from the Miami base.
WHY WAIT?

Par Tube Protects Your Grip's The Full Bag Length

The demand is terrific and the profits are quick. PAR TUBES superior construction proves them tops in the field. They're a Must for any golfer who wants to protect his grip the full bag length and obtain a friction-proof bag with an individual compartment for each club. PAR TUBES are dropped into oval or round type bags allowing a numerical arrangement of clubs. PAR TUBES fit into and strengthen individual compartment bags, allowing full free use of every compartment.

PAR TUBES are Strong — Moistureproof — They are endorsed by Pros and Amateurs alike as a great idea for keeping grips in fine condition and protecting clubs against marring by careless handling.

Packed in cartons of 42 and 144

Contact Your Local Distributor or

PAR TUBE
5710 W. DAKIN ST.,
CHICAGO 34, ILLINOIS

---

Worthington Mower Introduces Utility Dump Body Tractor

Worthington Mower Co., Stroudsburg, Pa., has introduced a Utility dump body tractor, soon. The Utility has the versatility of Worthington's Model G and load capacity of a light dump truck. It is powered by a 162 cu. in. Continental motor that also provides power for pulling mowers and other turf equipment. The dump box is constructed of electrically-welded heavy gauge steel, has a capacity of one cu. yd., and is so perfectly balanced, it is claimed, that a pull on the hand lever will dump the load.

Imported Knit Goods

L. Z. Rosenthal, 88-01 172d st., Jamaica, N.Y., showed at Dunedin, Fla., attractive values in imported Italian, German and French sweaters and other knit goods being retailed only through pro shops. The merchandise is distinctive in material, design and workmanship and was ordered heavily by pros during Seniors' week.

Tell Them You Saw the Ad in GOLFDOM

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Personalize Golf Clubs with

WETHER-PRUF NAME LABELS

STICK WITHOUT MOISTENING RAIN, SCUFF and DIRT-PROOF

END LOSS, MIX-UP & AGGRAVATION! The quick way for golfers to put their names on their clubs. 3 Year Guarantee against weather and wear. Packed 12 kits on a self-selling counter. Retail at $1 per kit. Also available printed with your country club name and city.

S-C PRODUCTS, INC., 395 ST. RONAN STREET, NEW HAVEN, CONN.

March, 1957
Superior Design, Construction and PERFORMANCE
far greater strength and SAFETY!

AMERICAN Approved
PLAYGROUND AND SWIMMING POOL EQUIPMENT
The wise choice of experienced buyers for nearly half a century.
WRITE FOR LITERATURE

For Faster Getaway
Newest addition to the U.S. Rubber Co.'s line of golf balls is the U.S. Royal Seniors, designed to give the easy-swinging golfer faster getaway and more distance. It will be sold in pro shops throughout the country. Construction from center to cover is said to be specially pointed toward maximum results for the conservative swinger.

Linck Liquid Spreader Takes Guesswork Out of Turf Care
Linck's Liquid Spreader, manufactured by O. E. Linck Co., Inc., Clifton, N.J., is said to take the guesswork out of turf care since it accurately governs distribution of liquid chemicals such as fertilizers, fungicides, weed killers, etc.

The Spreader's hose pump functions on a one-wheel drive. As the wheel turns, rollers move along the hose forcing the solution through a clog-proof nozzle. The fine spray thus generated remains constant and distribution is even. The spray stops when the Spreader is stopped, turned or moved backward. An average of 1,000 sq. ft. can be covered in about three minutes with the Spreader.

True Temper Acquires Assets of Montague-Ocean City Co.
True Temper Corp, of Cleveland has acquired Montague-Ocean City Rod and Reel Co., of Philadelphia. All three brand names, True Temper, Montague and Ocean City, will be retained and marketing outlets of both companies will be fully utilized, according to William G. Rector, True Temper pres. The merger enables the Cleveland company to market a comprehensive line of fishing tackle and accessories in addition to manufacturing golf shafts and other products.

General mgr. of the new division is Robert Jerrett, Jr., vp. Others holding executive posts in the division, besides Rector, are: Harold F. Smith, V. L. Johnson, Lynn Davis, Edward Maguire, John Keith and Robert P. Carey.
True Temper's acquisition includes three Montague-Ocean City plants in Philadelphia and another one in Hainesport, N. J.
ATTENTION!
ALL PRO SHOPS
Increase your profits in trophies, yet give your customers more for their money. Deal Direct with Trophy Mfr.
For Catalog and Discount Write
CUSTOM TROPHY MFG. CO. INC.
5017 Exposition Blvd.
Los Angeles 16, Calif.
Trophies, Medals, Charms, Engraving

Jacobsen Gives Details of '57 Trim-O Model

Details of its 1957 Trim-O, a 10-in. lawn trimmer, have been announced by the Jacobsen Manufacturing Co., Racine, Wis. This machine makes an ideal power mower companion for close, neat trimming around trees, fences, and landscaping. Powered by a 1.8 hp. Jacobsen built Hi-Torque engine, the Trim-O is light and easy to handle for trimming on either side. Deeply recessed wheels allow undercutting walls, fences and other hard to reach areas. Suction lift cutter and trim guides assure clean, even cutting at all times.

Schlax Reflects Optimism

"Professionals obviously are confident 1957 business is going to get off to a good start judging by their orders for spring delivery," said Earle Schlax at Dunedin. Schlax, a veteran merchandiser, handles First Flight clubs, Catalina sweaters and Turf Hugger jackets, head covers and spikes in Mich., Ohio, Ind. and Ky. in the summer from his headquarters at 310 E. 238th st., Euclid, O., and from Dunedin, Fla., in the winter.

Schlax had an article on pro merchandising in the first issue of GOLFDOM, Feb., 1927.

Spalding Offers New King Size Golf Umbrella

A new golf umbrella of king size proportion has been introduced by A. G. Spalding & Bros. for 1957. Measuring 36 ins. across, its ample size affords full protection for both player and caddie. The umbrella features 8 double rib frame construction and top material of first quality Element Cloth with four solid colors arranged in alternating panels. De luxe fittings include a leatherette carrying case, a metal tip cup which holds and protects ribs when umbrella is closed, wooden shaft and a comfortably shaped wood handle.

Golf Score Cards
Get the BEST from "VESTAL"
CHARGE CHECK BOOKS
HANDICAP CARDS and PANELS
BAG and GUEST TAGS
(WRITE FOR CATALOG)

VESTAL-MONROE PRINTING CO.
ESTABLISHED 1912
TELEPHONE HARRISON 7-6314
701 S. LA SALLE ST. - CHICAGO 5

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

PRO-GRIP Grip Wax contains LANOLIN and is medicated.

MANUFACTURER'S SPECIALTY CO., INC.
2736 Sidney Street
St. Louis 4, Mo.

CARL H. ANDERSON
Professional Golf Course Architect
Now building a 74 Par Course for the Government of Venezuela!
Remodelling, Advice on Location, Scaled Plans for Layout and Construction!

Addresses:
Circulo Militar, Maracay, Venezuela, S. A.
Miami Shores Country Club, Miami 38, Florida
Acushnet Sets Up New Golf Equipment Sales Division

Sales staff of the new Acushnet Golf Equipment Div includes from (l to r): John Minkley, John (Pete) Huber, J. W. (Bill) Toland, div. head, Russel Mattern, Jr., Bob Christiansen, Pete Henry, Jr., Clark Harris.

Acushnet Process Sales Co., manufacturer of Titleist golf balls, has announced addition of a Golf Equipment Div. Plans call for the new division to market selected quality golf items through pro shops only, in keeping with a 20-year policy.

At present, three lines are definitely set and may be obtained at the golf shop under the Acushnet label ... a complete line of golf gloves and head covers manufactured by the K. L. Burgett Co. of Peoria, Ill., will bear Acushnet's name; the very well-known and widely accepted original John Reuter Bull's Eye putter line will also be distributed by Acushnet; in addition to these, a line of Mallet Putters manufactured by Freddie Haas featuring outstanding color, style and workmanship - and containing the only bendable neck cast mallet putter on the American market - will be carried.

Distribution will be handled by E. J. Smith and Sons Co., Charlotte, N.C., for the Southeast; New England will be handled out of the main plant in New Bedford, Mass.; Henry H. Leber of Philadelphia will ship to Mid-Atlantic states and parts of New York state; Shearer and Pollard, warehouse at Chicago, will ship to the Midwest; United Golf Pros, Inc., Dallas, will serve the Southwest; and Curley-Bates will ship to the West Coast from their three warehouses located in San Francisco, Los Angeles and Seattle.

The new division will be headed by J. W. Leland, asst. sales mgr. of the Process Sales Co.

CREEPING BENT STOLONS

Pennli 10 (37) 4, Arlington C-1, Congressional C-19 Old Orchard C-52

Old Orchard Turf Nurseries

P. O. Box 350—Tel. AL 6-6395 R. R. BOND, Prop. Madison 1, Wisconsin

Branch Nursery in Farmington, Iowa.

Old Orchard C-52 is an early bent and furthermore does not discolor after the first early frost - Therefore a longer playing season on both ends.

THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES
More Distance, Longer Life Claimed for New Tourney
Performance with a capital “P” is claimed for the new 1957 MacGregor Tourney golf ball. The manufacturer reports more distance and longer life in this significant new advance in golf balls. Unusual features include a new core, V-thread winding and a new and more responsive cover, which add a “no-fatigue” factor to the Tourney.

This is said to assure the same lively response whether it be on the first or 100th hole. The new finish, applied by an exclusive multiple-coat process, withstands compression, scuffing and abrasion.

For easy-to-view display, the Tourney is packaged in trays covered with crystal clear cellophane, three to a tray. A special flip-over cover features many of golf’s big names who play the Tourney exclusively. More details can be had from The MacGregor Co., Cincinnati 32.

LIQUID-LUSTRE GOLF BALL WASH
Costs as little as 2c per washer per week!
- Keep golf balls SPARKLING WHITE!
- Perfectly safe for washers... either hard or soft water!
- Will Not cause RUSTING!
- No unpleasant odor—Ever!
- Already enthusiastically accepted by satisfied golfers!

ORDER YOUR SUPPLY TODAY!
Per single gallon ...........$4.75
5 gallons, per each gal. can 4.50
Order from your dealer or direct from DBA and give dealer’s name.

RYANS O.K. No. 4 SEEDER & SPREADER
4 Cu.Ft.(300 Lbs.) Capacity-3 Ft. Spread
No Holes to Clog.
Quick Shut-off Lever & Adjusting Gauge
Screw On Handle
Spreads Top Dressing, Nitro-Humus, Peat, Commercial Manure & Other Materials Successfully.
Weighs Only 69 Lbs.
Write Dept. “G”

DEALERS WRITE FOR OPEN TERRITORIES
H. & R. MFG. CO., Los Angeles 34, Calif.

March, 1957
West Point Develops New Lightweight Aerifier

The newest turfgrass tool developed by West Point Products Corp., West Pt., Pa., is the Estate model aerifier. Light, yet sturdy, the Estate is budget priced. Soil engaging “spoons” on the model cultivate soil beneath the sod, giving it porosity that encourages vigorous root growth. The Estate is powered by a 2 3/4 hp Briggs & Stratton 8 B engine and has 16 spoons.

Jacobsen Reports Big Increase in Advance Mower Orders

At the mid-year sales conference of Jacobsen Manufacturing Co., in Racine, Wisc., attended by dist. sales mgrs. from throughout the country, Charles A. Livesey, vp., sales, announced a 24 per cent increase in advance orders for Jacobsen Power Lawn Mowers for 1957, with approximately 17 per cent increase in dollar volume. This follows a substantial increase for 1956 over 1955.

Thousands of Jacobsen dealers throughout the country participated in this increase, indicating solid confidence in the future of the power mower industry. Power lawn mowers are rapidly approaching the volume of vacuum cleaners, radios, toasters and major appliances.

“The increase in advance bookings can be attributed to several factors,” said Livesey. “The line has been smartly restyled. A new promotional model has been added. The sales force has been augmented, national advertising and sales promotion have been stepped-up. Jacobsen magazine advertisements will be seen in 10 national magazines this year.”
BOOKING EXHIBITION DATES FOR 1957, NOW

THE PAUL HAHN SHOW

RATES: $300 Weekdays and Saturdays
        $400 Sundays and Holidays

All Publicity and Promotional Media Furnished,
Free of Charge

CONTACT: BOOKING AGENT,
8262 Lynrose Drive, ANAHEIM, CALIFORNIA

Wm. F. Mitchell
Golf Course Architect

NORTH SUTTON
NEW HAMPSHIRE

P.O. BOX 7
PHONE 441

Golfcraft Opens New Chicago Warehouse

George Dawson, V.P., Golfcraft, Inc., maker of pro-only Glasshaft golf clubs, announces opening of the company's new Chicago warehouse at 7059 Addison St. With this spacious modern new building Golfcraft now has the facilities and stocks with which to promptly serve pro accounts throughout the middle west and east. In addition to greatly increased stock and shipping space, the convenient new location includes attractive private and general offices, display and visiting room for pros and ample visitors' parking space. Dawson, in charge of sales and merchandising is a native of Chicago's suburban Wheaton, and will have headquarters at the new warehouse. Kenneth Pinns will cover pros in the Chicago and adjacent area on pros in the Chicago and adjacent area.

Daniel A. Johnson, Jr., has been elected to succeed Harold F. Woodruff as pres. of F. H. Woodruff & Sons, Inc., Milford, Conn. lawn and seed firm. Woodruff, son of the company founder, is chmn. of the board.

GOLF RANGES
MINIATURE GOLF COURSES

We Have a Complete Line of Supplies
Write for prices
EASTERN GOLF CO.
Dept. A
2537 BOSTON RD.
BRONX 67, N. Y.

GOLF BALLS FOR PROS ONLY

ALEX CAMPBELL, high compression, liquid center
ALEX DUNCAN, medium compression, liquid center
EDINBURGH, low compression
The best medium priced pro line available, marked with our trade name or private brand.
Balls guaranteed.
Used cut or uncut balls taken in trade or purchased.
Custom repainting of your golf balls.
Write for prices.
HUGH J. MCLAUGHLIN & SON
Crown Point, Indiana
Two New Victor Electri-Car Models Now on Market

Model changes on the two '57 model Victor Electri-Cars include such improvements as super heavy-duty industrial batteries, enlarged, reinforced disc brakes, new electronic accelerator switch mechanism and pedal and rubber padded golf bag wells. The de luxe Super 36 is said to travel approximately 72-holes on a single charge and has outstanding hill climbing ability. Both the 36 and new Model 24 have direct drive, no chains and no belts. They are marked by two-tone automotive color styling with harmonizing upholstery and piping. Four different color combinations are available. Sales, service and rental facilities are available in most large cities. The Electri-Car is manufactured by Victor Adding Machine Co., 3900 N. Rockwell, Chicago 18.

New Squire Price Tags

"Par Golfer" and "Di Fini Originals" are the legends on the price tags that enable golfers to distinguish Squire Slacks from other brands, according to Jack Lust, sales mgr. Squire is price-fixing its different lines in order to protect and also help the pro to properly merchandise them. Squire Slacks has offices at 18 W. 20th st., New York City 11.

Highlights of the 1956 Miller Open, played at Tripoli CC in Milwaukee, are in a 15-minute sound color film that can be obtained from Sales Promotion & Publicity Dept., Miller Brewing Co., Milwaukee 1, Wis.