



Two views of the U. S. Rubber Co.'s big pro gathering at Seniors' Week dinner (above) and the speakers' table (below).

U.S. Rubber Presents New Ball, Golf Movie at Seniors

United States Rubber Co., at its sixth annual Seniors' Week dinner was host to 415 professionals at Ft. Harrison hotel, Clearwater, Fla., Jan. 23.

Seniors' president, Marty Cromb and PGA president, Harry Moffitt, made brief addresses. George McCarthy, golf ball sales mgr. of the company, was the sparkling toastmaster of the affair, doubling with Johnny Watson in singing "God Bless America," with the enthusiastic help of all others present.

John Sproul, top sales executive of U. S. golf ball operations, told of the new U. S. Royal which has a new silicon solution liquid center, new high-energy thread winding and a new thin but tough cover. Sproul, a 33-year

veteran in golf ball sales promotion, gave figures on pros' fine position in top quality golf ball merchandising. Pros now sell about 75 per cent of highest quality balls and have been increasing their percentage of this quality business steadily since the end of World War II, despite stiff and smart competition.

Sproul also announced the company's 1956 advertising plans which include in addition to strong and exciting magazine advertising, a new series of nine posters on the etiquette of golf, two golf ball shots on U. S. Rubber's gigantic TV program on NBC, and a new color-sound movie on the manufacture and performance of U. S. golf balls.

The movie, running 21 minutes, was acclaimed by the pros as a superb job. It is available, at low cost, for showing to club members. Details of the film booking will be given to pros by U. S. Royal salesmen.

Whaley Named Dealer for Worthington

M. S. Whaley Co. of Matawan, N. J. recently was appointed a franchise dealer for the Worthington Mower Co., Stroudsburg, Pa. The Whaley company will carry a complete line of Worthington equipment and repair parts and service the New Jersey territory formerly handled by Arthur D. Peterson Co., Inc. of New York.

Five Important Qualities Claimed for Pennlu

Mock Seed Co., Pittsburgh 30, Pa., recently appointed distributor for Pennlu Bentgrass, emphasizes five important test qualities of the newly developed turfgrass in a research paper on the strain.

Pennlu, the paper points out, shows consistently good or even superior performance in each of these five categories: (1) disease resistance; (2) recovery rate; (3) cold and heat tolerance; (4) density, texture and normal color; and (5) resistance to weed infestation. Pennlu was first observed in a green of a southeastern Pennsylvania course and forwarded to Penn State in 1937. It has been observed there in competition with about 150 other strains ever since (excepting the war years), and extremely intense observations were made from 1947 to 1952. Testing and development were carried on by H. B. Musser.

Pennlu requires substantially the same culture as other creeping bent used in greens. It has been found that vertical mowing substantially reduces thatch formation, and that, in time, certain fungicidal treatments may be relaxed although supts. are cautioned to proceed slowly.

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