



West Point Products distributors get together at annual school for service to superintendents.

**WEST POINT HOLDS ANNUAL
SCHOOL FOR SALESMEN**

West Point Products Corp. Second Annual Turfgrass School was held at the Adelphia Hotel, Philadelphia. Fifty-one distributors and salesmen, representing territories from Maine to Calif., attended.

Demonstrations of West Point equipment, including a new "surprise" machine, were held at Philadelphia CC. Bert Graves, H. V. Carter Co., San Francisco, who traveled the greatest distance to attend the school, unlocked the box containing the new machine. Uses for the machine were described by Tom Mascaro, and a demonstration followed. The "surprise" machine will receive its first general showing at the 27th National Turfgrass Conference and Show in February.

Four-way aerifying of a green was done



Bert Graves opens the box to reveal West Point's "surprise" machine.

under Dr. Grau's direction. Marshall Farnham showed his procedure for aerifying thatched fairways.

Educational sessions at the hotel were conducted by R. B. Alderfer, Rutgers University; Fred V. Grau, West Point; Wm. Daniel, Purdue University; Art Schwerdle, Vineland Chemical Co.; Charles Wilson, Milwaukee Sewerage Commission; H. B. Musser, Pennsylvania State University.

Theme of the West Point meeting was "Selling Through Service." The educational sessions equip the salesman with the basic agronomic knowledge needed to render competent service.

**NEW MOWER SHARPENING MACHINE
INTRODUCED BY STEEL CITY**

Steel City Lawn & Garden Equipment, 4851-53 Broadway, Gary, Ind., recently introduced a lawn mower back lapping machine that sharpens almost all makes of reel and knife mowers from edgers to 72-in. widths.

Overall length of the Model CR 47, as the machine is known, is 70-in. It is 21-in. high. Power and greens mowers are sharpened on the CR 47 without any wheels being removed or gears or pawls reversed, although on hand and gang mowers, pawls have to be reversed. Carborundum grit is applied to reels in the sharpening operation.

**NADCO AND SCOGGINS TO BE
HOSTS AT SENIORS PARTY**

Nadco Sporting Goods Co. and its distributor, Scoggins Golf Supply Co., are to be hosts to professionals and their wives

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by *u.s. Raynster*



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brown, in full
sizes



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• stainless steel spikes
• cool fabric uppers that
"breathe"

Ask at your pro shop



**United
States
Rubber**

at a cocktail party and fashion show to be held at Ft. Harrison hotel, Clearwater, Fla., from 5 to 9 p. m. Jan. 22.

Arrangements have been made to televise the party which will be featured by the showing of new golf styles for men and women.

The big gift to the companies' guests at the party will be an all-expense trip to Puerto Rico.

JACOBSEN REPORTS 98 PER CENT PROFITS INCREASE IN 1955

Sales of the Jacobsen Mfg. Co., Racine, Wis., and its subsidiaries for the fiscal year ending Aug. 31, 1955, amounted to \$11,405,905, shareholders were told at the annual meeting in December. This was an increase of 11 per cent over the previous year.

Net earnings for the period were \$252,740, an increase of 98 per cent over 1954.

In his report to stockholders, Oscar T. Jacobsen, pres., pointed out that overall sales and earnings were adversely affected by damage to a subsidiary, Worthington

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

Standard Widths
20" - 24" - 30"
36" - 42" - 48"
Trial Sections
24" x 60" \$10.00
20" x 24" \$4.00

Write today for illustrated folder.

SUPERIOR RUBBER MFG. CO., INC., 145 Woodland Ave., Westwood, N. J.

Mower Co., whose Stroudsburg, Pa. plant was in the direct path of Hurricane Diane. The Worthington plant is now in full operation.

The long range plan of bringing the subsidiary Johnston Lawn Mower Corp. into full production was completed in 1955, Jacobsen said. Johnston sales increased 35 per cent last year as the result of the redesigning and restyling of popular-priced lines of reel and rotary mowers. The subsidiary plant is located in Brookhaven, Miss.

**DAN SHEEHAN WITH BURKE
GOLF AS SALES MGR.**

Dan Sheehan, former Field Director of the National Golf Foundation, Chicago, resigned to join Burke Golf Sales Co., Newark, O. Jan. 1, as general sales mgr. In his work with the Foundation's field service since April, 1953, Sheehan has covered almost every state consulting with groups interested in developing new golf courses. In his new job Sheehan will operate out of the Burke company's home

office in Newark in heading up national sales and sales promotion work.

**SPALDING OPENS DISTRICT
OFFICE IN DALLAS**

A. G. Spalding & Bros., Inc., has opened a district office in Dallas, Tex., to serve the Southwestern market. Manager of the new branch, located at 1403 Turtle Creek Blvd., is John Williams, formerly assistant Chicago district mgr.



The Dallas district office will serve customers in Utah, Colorado, Kansas, Missouri (except St. Louis), New Mexico, Oklahoma, Arkansas, Mississippi, Louisiana, Western Tennessee and Texas. The Chicago office will continue to service the balance of states in the Mid- and Southwestern territories.

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.

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**MILWAUKEE WINS SUIT TO
"ORGANITE" EXCLUSIVE**

A settlement of the trademark litigation between the Sewerage Commission of the City of Milwaukee, manufacturers of "Milorganite," and Summers Fertilizer Co., et al., distributors of "Pittorganite" has been resolved in favor of the City of Milwaukee in the United States District Court for the Western District of Pennsylvania.

As a result of a decree entered in the above court, defendants have been perpetually enjoined from selling or marketing a fertilizer product under the name "Pittorganite" or "Kapoganic - formerly called Pittorganite" on the grounds that the name "Pittorganite" is an infringement on the tradename "Milorganite." As part of the judgment the Summers Fertilizer Co. agreed to substantial damages.

**MIDWEST THIRD CLINIC
STUDIES INSECTS**

THIRD annual clinic of Midwest Golf Course Supts. Assn. held in association with the University of Illinois, was held at the U of I College of Pharmacy, Chicago, Dec. 7 and 8. In following the

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Known throughout golf management as the one matting that stands up longest under the toughest of spike shoe traffic — and looks good doing it. It's because the toughest materials available put the "big plus" in Melflex durability.

Safest, too! Heavy duty compounded rubber construction provides non-slip, non-sag surface for maximum safety. Easy to clean. Stay clean longer. No buckle or creep.

Melflex Extra-Duty Driving Mats play best, have surest footing and last longest of all tee mats, say range owners. Melflex Tubular Rubber Tees are tops in durability — \$16 per 100. Be your own judge — with a trial order.

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pattern of previous annual sessions this clinic concentrated on one subject.

Insects that damage or destroy golf turf, trees and shrubs was the Third Clinic's topic. Dr. Bernard Greenberg conducted the sessions, under the direction of Dr. Ralph F. Voigt. The clinic was attended by 39 superintendents of Chicago district courses.

MACGREGOR XMAS CARD AGAIN SHOWS NATIONAL OPEN VIEW

A painting by noted landscape artist Ralph C. Reynolds, of a scene on the Oak Hill CC course at Rochester, N. Y., ap-



peared on MacGregor Golf Christmas cards.

This view of the course on which this year's National Open will be played is the third in the series of MacGregor Christmas cards showing National Open courses of the following year.

Reprints of the Oak Hill scene and others in the series make good pictures for pro shops. They'll be sent on request by The MacGregor Co., Cincinnati 32, O.

SPALDING NAMES OPERATING HEADS

A. G. Spalding & Bros., Inc., newly formed Operating committee for streamlining operations is headed by Walter B. Gerould, pres.; and George Dawson as vp. The Spalding division has James M. Long

as director of manufacture, J. Robert Conybear as director of marketing and Oriton O. Smith as director of distribution.

**JACOBSEN DESIGNS MOWER
FOR QUIET OPERATION**



A 3.5 h. p. Hi-Torq engine with a built-in muffler for quiet operation and a one piece suction lift cutter bar with reversible cutting edge are features of the 24-in. rotary mower recently introduced by the Jacobsen Mfg. Co., Racine, Wis.

Known as the Spa, the mower has reversible wheels which permit close trimming around objects such as trees and posts. A leaf mulcher is included with the mower as standard equipment and a riding sulky also can be attached.

**BILL SHERMAN WITH NATIONAL
GOLF FOUNDATION IN MIDWEST**

Bill Sherman has joined the National Golf Foundation in Chicago as Midwest field representative.

Sherman is a native of St. Paul, Minn. and a graduate in journalism from the University of Notre Dame where he earned his monogram in baseball as a pitcher. In the two years immediately following his graduation in 1949, he played professional baseball in the New York Giants farm system, followed by two years in the infantry with overseas duty in Korea, and a return for an additional two years in pro ball with the Brooklyn Dodgers farm system.

Between seasons Sherman was active in various sports promotion campaigns including Nick Koehler's Sports Show in Minneapolis. He conducted a public relations program for the St. Paul Jaycees

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and was active in the St. Paul 1953 March of Dimes campaign. During 1953 and '54 he worked with St. Paul sportscaster Hall Newell in covering sports events and promotion for the local radio broadcasting station.

According to National Golf Foundation VP. Rex McMorris, Sherman will take over the 16 state midwest territory, servicing the growing number of inquiries emanating from this area for help on how to plan, finance, build and operate new golf courses.

SPALDING ACQUIRES RAWLINGS STOCK IN \$5,698,000 DEAL

Stockholders of A. G. Spalding & Bros., Inc., Chicopee, Mass. approved the purchase of capital stock of Rawlings Mfg. Co., St. Louis, Mo. at a special meeting held in December. Cash involved in the transaction amounted to \$5,698,000.

Acquisition of the Rawlings company puts Spalding back into the manufacture of lines it had dropped in '30s. These include baseball mitts and gloves, footballs and football uniforms and protective equipment. In the last two decades Spald-

ing has been primarily a manufacturer of golf balls and clubs and tennis rackets, although it has served as a sales outlet for Rawlings products during that time.

When plans for the acquisition of Rawlings were revealed in November, both Walter B. Gerould, Spalding pres., and Claude E. Carr, head of the Rawlings concern, emphasized that Rawlings' sales force would remain intact and continue to serve its regular customers. Golf and tennis equipment has been added to the Rawlings line and a new branch for Rawlings will be opened in Dallas early this year.

The Spalding line also is being handled by its own separate sales force and distributing depots. A new depot for servicing Spalding customers will be opened in Cleveland about Mar. 1. Manufacture of all equipment handled by the two companies is being carried on in both Spalding and Rawlings factories.

Under the purchase agreement, Spalding paid Rawlings stockholders \$100 per share for preferred stock plus accrued dividends, and \$375 per share for common plus accrued dividends. The \$375 price for the common was \$105 a share in excess of its book value on June 30, 1955.

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NEW YORK, N. Y.

Kaiser Elected H & B Director

Bill Kaiser's many friends in golf will be pleased to learn that Bill has become one of Hillerich & Bradsby's Board of Directors. The company announced Kaiser's election at its recent annual meeting.

Bill's career at H & B started more than 20 years ago. In 1934, Bill was brought with the firm to introduce along the tournament trail the newly launched Power-Bilt golf club. Along with his tournament playing, he acted as a sales representative. It was during his tournament playing days and his personal visits to Hillerich & Bradsby's numerous pro accounts that helped to make Kaiser one of the best known and best liked golfing figures in the nation.

In 1937, Kaiser succeeded Ward Hillerich



as Sales Mgr. for the Power-Bilt golf club sales dept., and in 1946, Bill was elevated to V. P. in charge of Power-Bilt sales. He still holds this position.

Bill has also been an active, long-time member of the PGA Kentucky Section.

Jones Joins Plymouth

Bobby Jones, no relation to golfdom's immortal, member of the PGA and ex-tournament player, has been added to the sales staff of the Plymouth Golf Ball Co., Plymouth Meeting, Pa.

Bobby will cover eastern Pennsylvania, New Jersey and Delaware and will also represent Bailey and Izett, Ardmore, Pa., golf club manufacturers.

Prior to joining Plymouth, Bobby was associated with Wilson Sporting Goods Co.



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PRO-GRIP Grip Wax contains LANOLIN and is medicated.

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THERM-O-TRON THAWS PIPES ELECTRONICALLY

Frozen water pipes are thawed electronically by the Trindl Therm-o-Tron, a portable electric pipe thawer. After the unit is plugged into a 110-220 volt outlet, it is only necessary to attach two clamps to the



frozen pipe, turn on the current and the thawing process begins. The Therm-o-Tron can be used on imbedded and underground as well as surface pipe and does away with breaking through walls or tearing up turf to reach hidden pipe. It can handle up to 30 ft. of 1½-in. lengths at a time.

The pipe thawer weighs only 75 lbs. It is well suited for light maintenance work around clubs since it also can be used for heating, brazing and soldering jobs. The Therm-o-Tron is manufactured by Trindl Products Ltd., 1807 S. Clark st., Chicago 16.

WALDRON GOLF BUSINESS BOOMS IN CLUB POLISH

Lou Waldron, widely-known former pro who heads the Columbia Chemical Co., 155 E. Erie st., Chicago, is making a new polish that does astonishing work on wood heads. The material, known as Lou Waldron's Velva-Tee Gloss Shine quickly puts a durable polish on wood heads that, in numerous instances, makes the head look better than new.

The material is sprayed on from the container and wiped with an impregnated cloth. Use of the cloth impregnated with the polish maintains the high gloss for several treatments between rounds. The rag, rubbed on steel shafts and heads protects against pitting by salt air. The mater-

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ial is economical and gives an impressive exhibit of first class pro dept. service in club cleaning.

Initial use of the Waldron Velva-Tee Gloss Shine in wood head treatment attracted so much attention from men and women golfers that pros began retailing the material as a furniture polish and club managers began using the Waldron polish in considerable quantities on clubhouse furniture and woodwork.

**NEW INTERNATIONAL TRACTOR
HAS DIVERSIFIED USE**

The new Cub LO-Boy, produced by International Harvester Co., can be equipped with three-gang reel, five-ft. cutter bar or 42-in. rotary type mowers and with mounted blades 54 in. wide for level-



ing, grading or snow removal. It has many uses in course and park maintenance, being rated in a power class between walking type and larger utility tractors. Loader, air compressor, earth auger, three cu. ft. concrete mixer and insecticide sprayer or duster are among the implements that can be used with the Lo-Boy.

The four-cylinder International engine delivers up to 10.5 h. p. on the belt and 9.4 h. p. at the draw bar. It can be pivoted in a 96-in. radius. Hydraulic touch control provides equipment control at a finger touch and the exclusive I-H Fast-Hitch permits coupling or uncoupling of many implements without the operator leaving the tractor seat.

United States Rubber Co., Golf Ball dept., again will have its pro dinner as a top entertainment feature of Seniors' Week at Dunedin, Fla., John Sproul and George McCarthy of the company advise. A color motion picture of the making and testing of U. S. golf balls, said by authorities to be one of the greatest industrial movies made in 1955, will be shown at the dinner.

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EAST HEADS NADCO'S RESEARCH DIVISION

J. Victor East, well known golf club designer, has been named director of research and development for the Nadco Sporting Goods Co., Chicago. East designed the new Diatomic golf clubs which are produced by Nadco.



East has been associated with golf for more than 50 years, having entered the professional ranks at the age of 14 at the Royal Sidney GC in Australia. One of the founders of the Australian PGA, East also helped in organizing the North Carolina PGA and served as its first president. The new Nadco research director has designed clubs during his career for such notables as Bobby Jones, Walter Hagen and Tommy Armour.

MRS. MORAN NOW ASST. SALES MGR. ACUSHNET GOLF BALLS

F. W. Bommer, president Acushnet Process Sales Co., announces the appointment

of Mrs. G. M. Moran as Asst. sales mgr., for golf balls. Many golf professionals know Mrs. Moran, who has been affiliated with Acushnet Process Sales Co. since 1944 and who, for the past 8 years, has been in charge of the company's sales dept.



NEW DYNA-POWERED IRONS FEATURE WILSON LINE

Dyna-Powered irons, recently introduced by Wilson, feature a unique assembly, a radically new blade design, new Rocket shaft and new narrower grip.

In the new assembly, the steel shaft is run clean through the head to produce the strongest union of head and shaft. This assembly makes possible a redistribution of weight that lightens over-all head weight, yet packs more working weight in the blade.

Wilson staff members say that because

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Price sheet on request or we will quote price for your blade order.

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We pay the postage on all orders of \$15.00 and over.

the iron is lighter with a heavier blade, power remains constant with less effort and as a rough gauge many players may use a number less at familiar long and middle-iron distances.

The club's new special True Temper Rocket shaft has reduced tip diameter and transmits no perceptible vibration to the hands. Field tests have shown no tendency for the head to twist or quit; no head shimmy no matter how hard you swing.

The new Dyna-Powered irons have a deeper toe and shallower heel. Besides adding beauty this new shape will help golfers get the ball in the air. Squaring of the toe and a beveling of the face side of the toe make the ball stand out against the blade.

New Turfrider woods feature a grooved metal sole plate which increases head speed. They have a newly developed dark mahogany finish with white, black and scarlet fiber inserts. The patented Reminder Grip is of perforated black calfskin.

New colors highlight other new woods in the '56 Wilson professional line. Top Notch woods now have rich burgundy finish with white and black face insert.

In the women's professional line, both the Zaharias Top Notch woods and The Babe woods have new finishes and face inserts.

Wilson Staff and Jet golf balls in 1955 have modifications which add distance and better feel while a new stamping has improved the appearance of these balls.

CLASSIFIED ADS

Rates: Minimum insertion \$4.00 for 20 words; additional words 20c each. Bold face type, 25c per word. Classified cols. reserved for help or services wanted and for sale of used equipment. **NO CLASSIFIED ADS ACCEPTED AFTER THE 25TH OF MONTH PRECEDING DATE OF ISSUE.** Under no circumstances are we permitted to divulge the name and address of those placing the blind advertisements. Responses to all box number ads should be addressed to the box number and mailed to **GOLFDOM**; replies are promptly forwarded to advertisers.

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Pro-Greenkeeper—ambitious, sober; age 29; experienced in all phases of golf. Wife-professional Home Economist; excellent swimming instructor. Highest references. Address Ad 101 e/o Golfdom.

Wanted for Summer—job as Assistant Pro in New England. Young and willing to work hard and long hours to learn the business. Excellent references. Address Ad 102 e/o Golfdom.

Asst. Pro—around Chicago area 3 years at one of Midwest's largest. Well qualified in all phases. Willing, able, ambitious. Address Ad 103 e/o Golfdom.

Professional—desires connection at summer resort or club for 1956 season. 30 years experience at finest resorts and clubs—18 years at last club. Married—member PGA—best references and credit rating. Address Ad 104 e/o Golfdom.

Class A PGA member with experience in designing and constructing courses; wants to build and operate course as Pro-Greenkeeper for public or private concern. Address Ad 111 e/o Golfdom.

Retired pro-greenkeeper would like small club for 1956. With wife can take complete charge. Life member PGA. Address Ad 112 e/o Golfdom.

PRO JOB WANTED—professional, 43, settled, will stay on job and work. First class business man and instructor. Club repair and golf promotion a specialty. Thoroughly reliable and dependable. Highest references regarding character, reputation and qualifications. Will do a good job. I may be just the man you want. **WHY DON'T YOU WRITE ME?** Address Ad 117 e/o Golfdom.

PROFESSIONAL—Lively young professional with good experience in large and small clubs. Class A-1 credit rating, fine character and references. Address Ad 118 e/o Golfdom.

Assistant available. I want to get a very good job as assistant or as professional at small and growing club for my second assistant. He has worked for me four years. Before that he served satisfactorily with two other pros. He is a fine young man, 39 years old, married. He has ability and personality. I can recommend him without reservation. Address Ad 123 e/o Golfdom.

Golf Professional—would like club for 1956. Married; no children; age 32; PGA member. Best of references. Address Ad 129 e/o Golfdom.

Pro available—Fine record as teacher, businessman and promoter of golf interest and club growth. Have initiative, successful experience and dependability to serve your members with complete satisfaction and build your club. Highest references. Will go anywhere but prefer moderate-sized southern club. Address Ad 125 e/o Golfdom.

SUPERINTENDENT—Many years successful experience all phases maintenance, construction, landscaping, desires new location. Detailed correspondence requested with progressive club. Address Ad 126 e/o Golfdom.