

Explains Time-Payment Plan



The newly introduced time-payment plan which A. G. Spalding & Bros., Inc. is extending to its pro customers is explained to the press by Donald H. Mudd, company treas., at a meeting in New York. At the press conference were (l to r): Mike Turnesa, well known pro; Mudd; Harry Amtmann, Spalding ad. mgr., and Charles M. Crawley, vp of Beneficial Finance System which is cooperating with Spalding in the new credit service.

Minnesota PGA

(Continued from Page 26)

the individual's master eye.

b. One-handed swing with right is good aptitude test.

c. Most beginners have low aptitude for counterclockwise exercise.

XII. You can't build a swing on top of a poor underlying body movement. Technique is meaningless unless the right arm is swung correctly.

XIII. Points brought up under "wholeness."

a. Sequence approach to ball. Plan, feel, look, and then get swing off in given order of movement.

b. Factors in the address.

c. Forming swing to "master line."

d. Outline of swing — General shape, form and alignment.

e. Stress on swing movement.

f. Posture and body movement.

g. Arm swings.

Club Management Course

A short course in Club Management is scheduled to be held at Cornell University, Ithaca, N. Y., Aug. 20-24. J. William Conner, Statler Club, Ithaca, is in charge of arrangements.

USE BUYERS' SERVICE—PAGE 77

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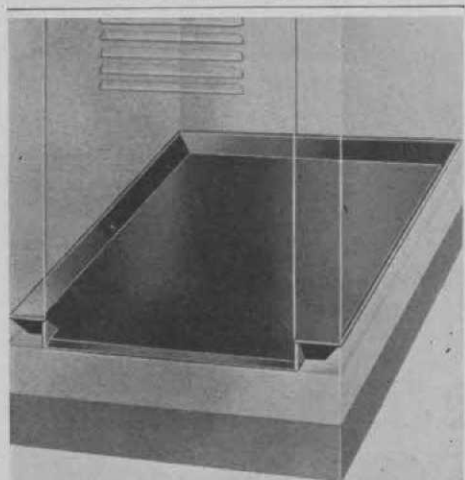
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**Trauscht Named Wilson's
Assistant P R Director**

Vic Trauscht, former assistant to Tom Crane, executive secy. of PGA, has been named asst. Public Relations director of Wilson Sporting Goods Co.

In his new executive capacity, Trauscht will head an expanded public contact program under the supervision of Advertising and Public Relations Director, Bob Wren. He will serve as chief liaison man between the Chicago headquarters, all Wilson factories and branches, and the general public. This includes field assignments at major sports events where he will work closely with press-television-radio personnel, and promotional services to distributors of Wilson equipment.



Vic Trauscht

A native of Chicago, Trauscht attended De La Salle high school and graduated from St. Mary's College, Winona, Minn., in 1943. He played varsity basketball and baseball two years, captaining the baseball team as a junior. During World War II he served in the Navy with the rank of Lieutenant.

**MacGregor Offers Five
New Illustrations**

The MacGregor Co. has added five new illustrations to the series of full-color reproductions of paintings of members of its advisory staff. The illustrations, done in the same "explosive" art technique as the earlier five, feature Beverly Hanson, Jack Burke, Doug Ford, Mike Souchak and Bob Toski.

This makes a complete set of ten full-color pictures, all the same 8" x 10" size, suitable for framing, which have been mailed to all golf pro shops by MacGregor. The original group, offered for the first time last year, included Toney Penna, Tommy Armour, Byron Nelson, Louise Suggs and Jimmy Demaret. For additional sets, without cost, write The MacGregor Co., Cincinnati 32, O.



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Make Shot, Pull Plunger; Score is Recorded

A mechanical scorekeeper, worn on the wrist, can do away with the tedious task of using a pencil to record figures on a scorecard. This



new device, called "Golfer's Pal," is manufactured by Borm Mfg. Co., 23 N. Union st., Elgin, Ill. Pros are invited to investigate sales possibilities of the new device.

It is enclosed in a metal case finished in chromium. A small plunger (on left) operates the tabulating mechanism and knobs below the windows are used for resetting. Scores up to 99 can be recorded before resetting is necessary. "Golfer's Pal" is worn on a natural color pigskin wrist band.

Nannen Named Spalding's National Sales Manager

Announcement was recently made by J. Robert S. Conybeare, director of marketing, of the appointment of Howard W. Nannen as national sales mgr. of A. G. Spalding & Bros., Inc. He will be responsible for the dealer and pro sales program and have charge of the sports promotion program.

Nannen will be assisted by Harold Cross, pro golf sales mgr. Earl Jones will continue as sports promotion mgr. Paul Jones, until recently a dealer sales rep in Ohio, has been appointed asst. district mgr. for Philadelphia.

Murphy Offers Club Repair and Refinishing Service

The Dennis Murphy Golf Shop, 7577 Olive st. rd., University City 5, Mo., is fully equipped to handle repair of all makes of clubs and specializes in refinishing work. Return delivery is promised in from ten days to two weeks. Numerous pro shops in and around St. Louis have been taking advantage of the Murphy repair and refinishing service.

Buyers Service — Page 77

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Desk & Pencil Caddy Set Is Spalding Xmas Suggestion

Spalding's famous Dot golf balls in handsome Desk Caddy set (1 doz. balls) and Pencil Caddy (½ doz. balls) make ideal Christmas



gifts. Made from eye-catching simulated leather these containers provide fine additions to any businessman's desk as letter-holder or pencil-holder. Free name imprinting is offered to purchasers of a dozen or more Dots in a special Christmas offer.

Hogan Doubles Capacity at Club Plant

Ernie Sabayrac, national sales agent for Ben Hogan Co. is in Ft. Worth at the Hogan plant supervising the operations which have included doubling production machinery and tripling plant personnel.

Sabayrac says increase of production schedule was necessitated by new business considerably greater than anticipated. Ben's insistence on precision of output involved production problems that had to be solved. In a short time Ernie believes the Hogan plant will be shipping promptly. The Hogan ball, also pro-only is being shipped immediately.

California, Illinois, Tied in Nadco Ace Contest

Nadco Sporting Goods Co. says California and Illinois were tied on June 20 in number of entries eligible for admission to the Nadco annual hole-in-one contest. The winner gets a Cadillac.

The contest is being conducted on the same basis as last year. Buyers of Nadco clubs or bag carts get an admission blank from the pro from whom they bought the merchandise. A ball bearing the entry's name then is hit by a well-known pro at the green chosen for the contest final.

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Bill Bommer Elected Acushnet President

William Bommer was elected pres. of Acushnet Process Sales Co. at a recent stockholders' and directors' meeting. Bommer succeeds his father, the late F. W. Bommer, pioneer golf ball manufacturer.

He has been associated with Acushnet since 1938, working summers in the plant until 1949, when he was made assistant to the factory mgr. of the golf ball div. He served three years in this capacity, gaining experience in production control and manufacturing techniques.



Bill Bommer

In 1952 Bommer transferred to engineering and later was appointed chief engineer of the golf ball div. He held this position for two years, working with and designing specialized equipment for golf ball manufacture.

In Sept. 1954, Bill Bommer was elected vp of Acushnet Process Sales Co. and assistant mgr. of the golf ball div.

He held these positions up to the recent promotion, when he was also made vp and

director of Acushnet Process Co. and general mgr. in charge of the golf ball div.

Bill graduated from Tabor Academy, Chauncey Hall School and Massachusetts Institute of Technology.

For Septic Tanks

Abbey Chemical Co., 646 N. Michigan ave., Chicago, has developed a new product with a highly concentrated mixture of enzymes (ferments) to correct poorly functioning septic systems. The product, Sept-O-Solve, speeds up elimination of waste matter, is completely free of lye and other caustics and is packed in hermetically sealed metal containers.

Trailer for Golf Cars

Wash Industrial Supply & Equipment Co., 2669 Dixie-Way N., South Bend 17, Ind., is manufacturing a golf car haulaway trailer which can be hitched to a regular model automobile for transportation purposes. The golf car can be driven on to a tilting ramp while the trailer is hitched to the automobile, making it unnecessary to unhitch to tilt the ramp. The trailer has a heavy duty tubular steel frame, air cushion tires and can be manufactured to fit any golf car. The product is known as the Golfster Trailer.

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Four Controls Available on NCR's Class 51

National Cash Register's new "Class 51" bar register has four separate control totals. The totals provide an automatic breakdown of beer, liquor, and food sales, and tax collected. The "51" adds all sales as they are recorded on the keyboard, and a complete detail of each transaction is printed on the customer's receipt as well as on the audit tape. An autographic feature on the right of the keyboard is valuable for noting merchandise needed, why money was paid out, shift changes, and other special information.

Complete information is available from The National Cash Register Co., Dayton, O.



True Temper Combines Lawn Trimmer and Practice Club

True Temper, 1623 Euclid ave., Cleveland 15, O., is marketing a new "Golfer" grass cutter that consists of a regulation step-down golf shaft with a nonslip grip and is equipped with a blade for cutting grass. The cutter feels and swings like a No. 5 iron and is recommended for practicing stance and swing. Serrated teeth in the elliptical blade give the grass a crisp, clean cut.

Hustler Corp. Producing 24-Volt Golf Car

Hustler Corp., Willoughby, O., is producing a 24-volt electric golf car which features an automotive-differential type two-wheel drive, tubular steel construction and a complete selection of designs, colors and upholstery. Both tandem and side-by-side models are available.

Paul Hahn

8262 Lynrose Drive

Anaheim, Calif.

Lo-Blo, New Aid in Litter Removal

Greens, approaches, traps, walks, parking lots and areas around the clubhouse can now be cleaned quickly and efficiently with the Lo-Blo, manufactured by Atwater - Strong Co., Atwater, O. The blower on Lo-Blo is powered by a 3.6 hp motor and gives off a 120 mph air blast which stays within a foot of the ground. The unit is shipped on 3-day approval.



Cross Rib Runner Matting

Development of the first inexpensive cross rib runner matting has been announced by D. W. Moor Co. Known as Shadow Tone, it presents an attractive extra-dimensional effect, with claret red and grass green splatter colors on a rich ebony black ground. Nylon reinforced for toughness and tear-resistance, it comes in small, easy to handle rolls.

Free literature and prices will be sent to anyone addressing a request to D. W. Moor Co., 1802 Adams st., Toledo 2, O.

Vossler is New Addition to Wilson Staff

Ernie Vossler, one of the top young tournament pros, is the newest addition to the Wilson Sporting Goods Co. advisory staff. Vossler recently moved up to 14th place in the money winning standings by taking fourth place and pocketing \$3,500. He turned pro in 1955 after winning several Texas amateur titles in the preceding five years.

Vossler, whose home club is Ranchland Hills, Midland, Tex., took up golf seriously as a senior in high school after having starred in prep circles as a basketball and tennis star.

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Upjohn Markets New Turf Fungicide

The Upjohn Co.'s Chemical Sales Dept., Kalamazoo, Mich. is marketing a new turf fungicide, Acti-dione RZ, for control of large brown



patch, melting-out, fading-out, dollar spot, and Pythium.

Primarily tested on golf courses with the cooperation of GC supts., Acti-dione RZ provided, it is claimed, in excess of 95 per cent control of the five major diseases. Excellent

protective and curative properties were noted in widespread geographical locations. The testing is thought to be particularly significant because of the 1955 weather conditions which caused severe turf disease development. Acti-dione RZ is now available through local distributors of golf course supplies.

Tommy Armour Shoe Has New Features

Sturz Enterprises, Inc., 497 Raymond Blvd., Newark, N. J., is merchandising through pro shops the "Cloud 8" golf shoe designed by Tommy Armour. It is made in Italy by a company that has been making fine shoes for centuries.

Among the features are a pneumatic inner sole which relieves foot pressure from the uppers and lacing, a new placement of spikes, smaller and lighter spikes, a narrower shank and broader heel than most golf shoes and a waterproof welting.

The shoe comes in four styles.

Sales are reported as having been quickly made at pro shops where the "Cloud 9" shoe has been introduced. Repeat business already is substantial.

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