

# Make More Profit Renting

## NEW 1956 **VICTOR Electri-Car**

Because...

- Costs less to operate
- Requires little upkeep
- Built rugged to last
- More people prefer it
- Easiest on the fairways

See your dealer or write Victor for details of deferred-purchase or lease-rental plans. Excellent direct factory dealerships available.

**Victor Adding Machine Co.  
Electri-Car Division**

3900 No. Rockwell • Chicago 18, Ill.



The only full-size electric golf car with *direct drive*—no chain to lubricate, no belt to adjust. Victor-built dyna-power motor and powerful battery plant promise more than 36 holes on most courses.

Ride before  
you decide  
and  
you'll buy

**VICTOR  
Electri-Car**



### **Johnny Bulla Having Soil Conditioner Tested**

Johnny Bulla, widely known tournament and club pro, has golf, lawn and other turf market rights on a soil conditioner known as *Activite*. Address of the company is Turf *Activite* Co., 2720 N. 10th, Phoenix, Ariz.

The material has had some highly satisfactory tests in conditioning clay for good drainage and turf growth, in making excellent compost quickly and in removing thatch. How consistently it will perform and the full story about the material in use on golf courses Bulla is trying to have determined before he offers it extensively to the golf market. Tests of *Activite* are being made at Penn State, Purdue and other experiment stations and by several golf course supts.

### **Spalding to Give Guarantee Against Defects in '57 Clubs**

In every set of Spalding's 1957 Registered *Synchro-Dyned* woods there will be a certificate guaranteeing the set against major defects in materials and workmanship. If through normal play within one year of date of manufacture, any of the components used in manufacture of the clubs prove to be defective, the complete set can be returned to the place where purchased and the customer will receive a new set without charge.

### **Price Is New Ernie Sabayrac Sales Representative**

Now covering Texas, Oklahoma and New Mexico for Ernie Sabayrac's Golf, Inc. is Lyne Price, who took over his new duties in Sept. He replaces Harold Whittington who has been transferred to the Carolinas. Price formerly was with Winter-Dobson Co.



Lyne Price

### **Three-Way Adjustment Blade Makes Snow Removal Easier**

Available for attachment to the 9.4 drawbar hp International Harvester Cub-Lo Boy is equipment that makes snow removal a relatively easy job. A hydraulically controlled front-mounted blade has three-way adjustment including pitch and tilt and either end can be set to lead. These factors make the equipment combination ideal for both picking up and piling snow.

Architect George W. Cobb recently announced the opening of an office at 1 Rogerson Dr., Chapel Hill, N.C.

## Direction Reverser Is Top Feature of John Deere "420"

A direction reverser that permits forward or reverse travel at the same speed without shifting is the highlight of several new optional



John Deere "420" Utility with Gang Mower.

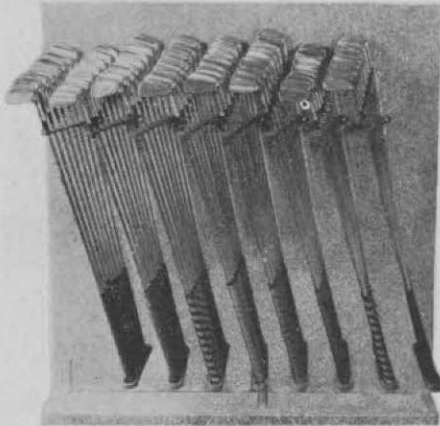
devices on "420" Crawler and Utility tractors, produced by John Deere, Moline, Ill. An easy-to-attach foot throttle, another new feature, increases ground speed up to 25 per cent. This is optional equipment. Five-speed transmission is offered on all models of Industrial tractors as well as a heavy-duty 3-point hitch. Continuous running PTO is another optional feature. It provides continuous operation, when the tractor is stopped, of equipment such as a rotary mower.

## Topdressing for Pete



MacGregor golf salesmen, at a recent national sales meeting, presented a beautiful retouched photograph of their companion salesman, Pete Bullis, to the subject himself. Pete covers central northern states where there are extremes of climate hence was considered by his associates to be able to use a good casing of fur instead of merely skin as the covering for his noggin. A scene of Pete, thus topped, was given to him by a committee of salesmen working on their own time and with moving ceremonies which had Pete rocked and rolled by emotion.

# SPACE-SAVING GOLF CLUB RACKS



### INCREASE YOUR CLUB DISPLAY AREA WITH UP-TO-DATE GREEN FLOSS COVERED METAL CLUB RACKS

8 Sets of Irons will fit into a 42" wall area

4 Sets of Woods will fit into a 42" wall area

IRON RACKS ..... Each **\$3.75**  
WOOD RACKS ..... Each **\$4.65**

COMBINATION SET ..... **\$8.00**  
(1 Wood and 1 Iron Rack)

## WITTEK GOLF RANGE SUPPLY CO., INC.

5128 W. NORTH AVE.

CHICAGO 39, ILL.

BERkshire 7-1040

Nelson Brothers, landscape contractors, purchased a Royer NCYP-EG Shredder a year ago and, as you can see, they are enthusiastic about its operation. Mr. Harold Nelson says that they condition a mixture of soil and old sod containing a considerable amount of trash with this tractor bucket fed unit at a cost far less than with previous methods.

This new "Y" Series (up to 150 cu. yds./hr.) provides high capacity production wherever materials are to be shredded, mixed, aerated or reduced in particle size. Available in portable and stationary models, gasoline engine or electric motor driven.

There is a Royer to provide uniform, correctly textured compost or top dressing for you at low cost . . . no matter what your needs may be. Write for details.

**"...our labor payroll has been reduced and our soil sales have been doubled"**

**"...only regret that we had not bought a Royer sooner"**

NELSON BROS., CHICAGO.



**ROYER foundry & machine co.** 

171 PRINGLE ST., KINGSTON, PA.



Among those in attendance when A. G. Spalding & Bros., Inc. opened a branch office at 3785 Lee Road, Cleveland, O. were Pete McCombie, pro at Madison CC, North Madison, O. (left) and Jim Walkup, pro at Shaker Heights CC, Cleveland, who discussed the '57 Top-Flite irons with Spalding's Tim McGrath. Spalding's new office-warehouse has 10,000 sq. ft. of floor space and offers overnight service to pros in Ohio, West Virginia and western Pennsylvania. Bob Timins is the Cleveland manager. There's an interesting sidelight to this picture. At left of the Jones' portrait is the first set of Spalding irons made with steel shafts, used by Billy Burke in the 1931 National Open.

**Pro Invents Putter That Can Be Adjusted to Lie**

Mel Smith, veteran pro at Valley Club, Santa Barbara, Calif., has invented a putter with adjustable clubhead that can be kept flat on the green regardless of the angle from which the player is putting. Called the "Suit Yourself," Smith's putter shaft fits into a blue steel cylinder that permits the golfer to adjust and change the lie of the club by switching the shaft to any of three positions. A small lock, located in the heel of the head, allows the shaft to be locked in position. USGA has approved the putter for tournament play and about 100 models of the "Suit Yourself" have been produced.

Smith expects that the adjustable putter will get a big play next spring.

**J & J Introduces H-Shape Band Aid**

Newest addition to Johnson and Johnson's Band Aid line is an H-shape elastic adhesive bandage that gives freedom of movement while providing protection for wounds on joints subjected to repeated flexure. The H-shape Band Aid is specifically designed for wounds on fingers, knuckles, elbows and knees.

Band Aids also come in rectangular strips of various lengths and widths, ovals, and square and rectangular patches.



Cutting around overhanging shrubbery is easy with Riding Sulky attached.

**Compare!**

Arrange for a FREE demonstration today. See how a LOCKE does it better in half-the-time!

## Cut and Trim . . . faster, cleaner, more economically

Ease of handling and flexibility, coupled with narrow overall width, practically eliminates hand trimming. Locke does a complete job *in one operation* without streaks or rolled down uncut grass. It's the answer to cutting out mowing problems and cutting down labor costs and physical exertion.

### America's Most Wanted Power Mowers!

- Overhangs raised borders  $\frac{1}{2}$  their width
- Turns at any angle, without raising cutters
- Controls conveniently placed
- Model 70-75 available with reverse gear transmission
- Powerful, quiet B & S engine

### Choice of 4 Basic Sizes:

SINGLE—25" or 30"      TRIPLEX—70" or 75"

Add sulky, in a minute, whenever desired.

Send for literature and name of nearest LOCKE Dealer.



## POWER LAWN MOWERS

Handle Easily . . . Save Time — Money — Energy

Since 1928

1323 CONNECTICUT AVE BRIDGEPORT 1, CONN.

### Conner Wins Nadco Cadillac

H. Ray Conner, Ellwood City, Pa., was the winner of the annual international hole-in-one contest sponsored by Nadeo Sporting Goods Co., Chicago. His prize was a new 1956 Cadillac. Conner became eligible for the contest by scoring an ace at his Connequenessing CC. Contest entrants from all 48 states and as far away as Germany had a ball inscribed with their name driven by pro golfers at the Little Nine CC, West Chicago, Ill. A ball carrying Conner's name landed closest to the pin, giving him title to the new luxury automobile. Bill King, Nadco sales mgr., arranged for its delivery.

### Portable Beverage Cooler Offered for Pro Shop Sale

Kaddy Kooler, an attractive, well-insulated, all-aluminum beverage cooler is one of the new accessory items offered for pro shop selling in the modest price range.

It is 12 $\frac{1}{4}$ -ins. by 7 $\frac{1}{2}$ -ins. x 9 $\frac{1}{2}$ -ins. and fits readily on golf carts and golf cars. Prices and full particulars covering Kaddy Kooler can be obtained from the manufacturer, the Adams Co., Wausau, Wis.



### Man Made Lightning Doesn't Faze Steel Golf Shelter

Armco Drainage & Metal Products, Middletown, O., recently tested its new steel golf shelter at Westinghouse Electric Corp's high voltage lab with excellent results. Special lab equipment generated repeated surges of 3-



One of Armco steel shelters at Middletown's Wildwood course

million volt, 2600 amp current lightning which jumped 14 ft. from electrodes to the test building. The building was completely undamaged by the bolts, and even rigged fired hazards didn't ignite. A technician remained inside the shelter while the tests were made. The shelter, with four 12 ft. by 12 ft. divisions, is of steel panel construction and is grounded with heavy copper cable so that the entire building serves as a lightning rod. Government safety bulletins emphasize that steel shelters are the safest place for a golfer to be during an electrical storm at the course.

## 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.

## Orcoa, Reclaimed from Garbage, Is All-Purpose Fertilizer

Orcoa, 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, 1½ 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 be-

## 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, l 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.

ing 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.

PLAN **NOW** FOR NEXT SEASON'S  
MAINTENANCE NEEDS!

Replace Worn  
Hose With

100%  
VIRGIN VINYL

# Cobon



## 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.

HOSE  
DIVISION

# COBON PLASTICS CORP.

4246 LAFAYETTE ST. NEWARK 2, N. J.

MArket 3-5383

### 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.

## for TODAY'S Turfgrass Maintenance

- Get MODERN INFORMATION
- Inspect MODERN EQUIPMENT
- See MODERN MATERIALS & SUPPLIES

### at the **28th National Turfgrass Conference and Show**

FEBRUARY 10-15, 1957

KENTUCKY HOTEL • LOUISVILLE, KY.

Plan to attend this National meeting which combines the display of equipment, materials and supplies for today's demanding turfgrass maintenance.

Profit from the Educational Program presenting the country's outstanding experts speaking on "Modern Management" for better turf for better golf.

Send your superintendent. The golf club's most profitable expense.

Sponsored by

**Golf Course Superintendents  
Association of America**

Write for  
details and  
Program

P. O. Box 106

St. Charles, Illinois

# DELIVERS MORE WATER . . . FARTHER

Only Double Rotary operates with a single long, long 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 H, double spout—for medium to high pressures; up to 90 foot diameter **\$19.50**

With single spout (not illustrated)—for low, medium and high pressures; up to 80-foot diameter **\$18.75**

## —Double Rotary Sprinkler Co.

422 Admiral Blvd.

Kansas City 6, Mo.

Fully  
Guaranteed  
Parts and  
Service  
Available



### 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

some, wrought iron TV serving tray. The tray can hold six beverage glasses or is suitable



for serving light snacks.

For those who want only a half-dozen balls, a wrought-iron ash tray or shadow box

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



Jimmy Paul with trailer demonstration unit.

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.

# 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

Muscataine, 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 hp 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-



Ed Rankin, general mgr. of the Ben Hogan Co., is welcomed by his new boss.

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 revised 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.



## 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 $\frac{3}{8}$ -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.



Single Plug



Magazine

*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.

### Additions, Improvements Mark MacGregor's 1957 Line

Several innovation have been added to MacGregor's 1957 line of clubs, balls and bags, according to R. D. Hickey, vp and sales mgr.

MacGregor and True Temper, after many years of research, have perfected a remarkable new "Pro-Pel-Action" shaft, which, it is claimed, will greatly increase yardage. The shaft will be marketed as part of the custom-made Toney Penna TP model and will be available only through special order.

The new line includes completely restyled MT, Tommy Armour and Louise Suggs Tourney woods and irons. Tourney woods are said to have the longest hitting area of any club on the market. Irons in this model feature a two-tone face of copper and chrome. The MT wood model is being offered with an extra long shaft, the driver measuring 45-in. with other woods scaled in proportion.

The George Bayer driver, being introduced

## 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,  
1422 $\frac{1}{2}$  Mishawaka Ave. South Bend, Indiana

**SAVE  
CLUB HOUSE  
FLOORS**

**with  
spike-resistant  
pneu-mat runners**



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.

Woven of rubber-impregnated fabric, Pneu-Mat Runners are tougher than rubber runners. Reversible for double wear.

**MONEY BACK TRIAL OFFER:**

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.**

**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*

PUTS THE "GO" IN GOLF



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

1201 E. Lexington, Pomona, Calif.



**Check GOLFDOM'S  
Buyers' Service — Page 123**

and plan ahead  
for Your Purchasing

for 1957, has an extra deep face and larger hitting area.

Besides the Tri-Trac grip, introduced last year, MacGregor now offers a companion item



Outstanding items in Mac Gregor'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 Tufhorse 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.

## Monroe FOLDING BANQUET TABLES

Direct Prices and Discounts to Golf Clubs, Lodges, Parks,



Hotels, Churches and All Organizations

Manufactured By

WRITE FOR CATALOG

**THE Monroe COMPANY**  
12 CHURCH STREET COLFAX, IOWA

## 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 relaxing 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.

## 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.



At the Etonic national sales meeting were (seated, l to r): Jim Conroy, Pete Young, Joe Rountree, Fred Bragdon, Jack Moore, Hugh McTieran. (Standing): Les Chamberlin, Bob Eaton, Charles Eaton, Jr., James Laverty, Orv Parson, Red O'Dea, Glenn Van Tassel, Ken Arnold, Harry Paylor, Ray Egan, Ray Shepherd.

## 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.

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## OUR 15th YEAR

of SERVICE to

Golf Professionals  
Quality Awards

Shipped Promptly

Send for Free Catalog

Sports Awards Co.

429 W. Superior St.  
Chicago 10, Ill.

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GORDON**

*Golf Course Architects*

DOYLESTOWN  
PENNSYLVANIA

Member  
AMERICAN SOCIETY OF GOLF COURSE  
ARCHITECTS



**ROBERT BRUCE HARRIS**

*Golf Course Architect*

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Whitehall 4-6530

**James G. Harrison**

**GOLF COURSE ARCHITECT**

Member:

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266 Harrison Road  
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Suburb of Pittsburgh

**GOLF COURSE CONSTRUCTION**

**By CONTRACT**

•  
**35 Years Experience**  
•

**MADDOX CONSTRUCTION COMPANY**

Phone 110

Rankin, Ill.

**Williams Is Seventh Spalding  
Employee to Get 50-Year Pin**

Amos H. Williams, asst. vp in charge of sales for A. G. Spalding & Bros., Inc. became the seventh employee in the 80-year history



Amos H. Williams (l) gets 50-year award from Pres. Walter Gerould.

of the company to get a 50-year pin when the half-century award was recently presented to him by Pres. Walter Gerould at the Spalding plant.

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



E. J. Ballance  
comptroller

M. A. Behrendt  
vp-manufacturing

H. W. Colburn  
vp-sales

F. E. Dubach  
vp-operations



H. A. Haberman  
N.Y. mgr.

W. P. Holmes  
vp-manufacturing

R. L. Icely  
vp-spec. sales

M. L. Moore  
vp-branch

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-

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Crown Point, Indiana

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 1941, he became Buffalo factory supt. and in 1945 was transferred to the Ironton, O. 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 supt. 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 I. 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.

## ATTENTION

Driving Range Operators and Distributors. We specialize in rebuilding golf balls with strictly new materials. Satisfaction guaranteed.

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# MO-GO

Stop these turf pests dead at the first sign of a burrow. Results guaranteed. See your wholesaler right away or write manufacturer.

**O. E. LINCK CO., Inc.** Clifton, N. J.

### National Sales Reps See Latest in Hogan Equipment

Sales reps from all over the country gathered in Ft. Worth, Tex., to be brought up to date on the latest developments in Ben Hogan professional golf equipment and to meet Ed Rankin, newly appointed general mgr. of the Hogan company.

Part of the 1957 Hogan line of clubs was shown to the reps. They included a rockersoled putter and a line of ladies' clubs, all

designed under Hogan's supervision. They are now available to all pro shops. The brass putter, called "Ben Hogan's Own," is a center-shaft type that comes in two styles of formed grip with either bright or sandblasted finish. The ladies' clubs are the products of two years' experiment. Woods, in particular, will attract the feminine eye, as the heads are offered in a lustrous finish of opalescent blue.



At the Hogan sales meeting were (Seated, l to r): Sammy Sigh, John Burt, C. L. Wilcox, Ed Rankin, Ben Hogan, Ernie Sabayrac, Gene Saunders, Grant Robbins and Chester Kubik. (Standing): Hal Whittington, Guy Ferrino, Jack Murphy, Michael Long, Max Baker, Andrew Ausaitis, Bruce Hamilton, Danny Parrilli, Les Roberts, Bob Haggerty, Jr., Jim Burt, Dan Labadie and Les DeFino.

(More manufacturing news on page 125)

## GOLF RANGES

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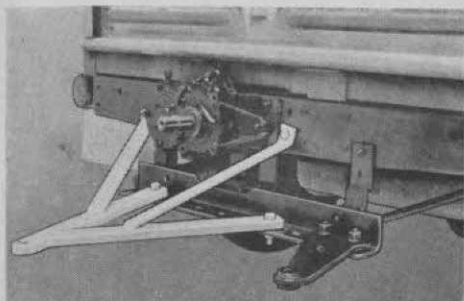
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Valley Stream, N. Y.

## Manufacturing News

(Continued from page 121)

### Wood Has Standardizing Drawbar for Jeep Power Takeoff

Wood Bros. Manufacturing Co., Oregon, Ill., has available a standardizing drawbar for the Jeep and Jeep truck for use when power



takeoff implements such as Wood's rotary mower-shredders are attached to these vehicles.

The drawbar standardizes the hookup so that distance from the hitch point to the end of the Jeep spline power takeoff shaft is 14 ins. The drawbar can be used with Jeep or Jeep truck without alterations.

### West Point Plans to Increase Fairway Equipment Production

West Point Products Corp., West Point, Pa., is stepping up production of fairway maintenance equipment. The firm is offering four tractor-drawn aerifiers: Grasslan, F-G Triplex Gang, Model "U" Tractor-Lift Aerifier.

West Point also expects its Crab-E-Rad to be widely used during the coming year because, company officials point out, more persons are recognizing this di-sodium methyl arsonate formulation as a safe and economical agent for destroying smooth and hairy crabgrass.

Although demand for the Verti-Cut exceeded production in 1956, West Point officials say the company will be in position to fill orders promptly in 1957. The Atco Greens Mower now is equipped with the Briggs 4 cycle, 8B engine. Full production of the company's newest turfgrass tool, the Aeri-Dryer is planned for next year. It has been the subject of much discussion because of its ability to quickly remove excess water from fairways and other areas.

### Wilson Introduces 1957 Line at Four Sales Meetings

Significant advances in styling and craftsmanship that will give the pro the most saleable equipment in history, is claimed for Wilson Sporting Goods Co.'s 1957 line. It was first shown at sales meetings in Chicago, New York,

San Francisco and Kansas City.

High spot of the various meetings was the introduction of Wilson's new Staff ball, product of five years of research and testing. It is said that a thinner than standard wall combined with X2F additive gives the all-liquid center quicker thrust on impact. Wilson's new vulcanizing process has produced a thread of extremely high resilience. The 1957 Jet has the same construction features as the Staff.

Vivid hues of Inca and Navajo native designs are being incorporated in the new golf bag line. These bags are constructed of strong vinyl and fiberglass materials and are being made available in a wide price range. Other materials such as top grain russet leather, woven cotton plaid, vinyl coated twill, rubber backed cotton and belting duck are also being used in bag construction. All of these are shown in the first separate full-color catalog issued by Wilson.

New finishes, inserts or grips feature '57 clubs. Top Notch, Staff Model II, Patty Berg Staff Model, Babe Zaharias Top Notch and The Babe woods and irons incorporate one, two or all of these improvements. Three utility clubs and four putters have been added to the Dyna Powered line and three new clubs, two Patty Berg numbers and one Betsy Rawls model, will be available for women. The Berg name is also being lent to another new set of woods and irons. An added innovation will be the Betsy Rawls Country Club set, designed for beginning lady golfers.

For younger golfers Wilson is coming out with the entirely new Young Champ and Junior Champ sets. They offer Strata-Bloc woods and the latest "working weight" principle in iron heads.

Other Wilson golf products include the Turfrider-Medalist caddy cart duo, umbrellas, wearing apparel and packaged gift balls.

Both Fred J. Bowman, pres., and William F. King, executive vp, predicted excellent sales prospects for 1957 and added that the Wilson line is priced to give pros a larger dollar profit in unit sale of most items.

### Jessen Turns Pro, Joins MacGregor Advisory Staff

Ruthie Jessen of Seattle, who decided to join the women pro ranks early in Sept. after winning just about everything in sight as an amateur, has signed as a member of the MacGregor advisory staff. Still in her teens, Ruthie is the youngest pro on the women's tour.

Since 1952, Ruthie has distinguished herself as golfer, first in and around Seattle, and more recently on a national scale. She was low amateur this year in the Serbin, Western and Syracuse Opens and second low amateur in the Women's Open and All-American. She was runner-up in the 1956 women's Intercollegiate after spending the spring playing on the Seattle University men's squad, one of the few women in the history of collegiate sport to play with a male team.

(Continued on page 128)



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#### MISCELLANEOUS

**Wanted** — Driving range or acting interest, in southwestern or western state. Address Ad 1020 c/o Golfdom

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**Used equipment** — Large Toro Tractor \$395.00; Public Golf Ticket Cash Register \$250.00; 6-1 Buckner Sprinklers — each \$6.50. Beverly Hills Public Golf Club, 30303 Van Dyke Avenue, Warren, Michigan.

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**Wanted** — Ball Marking (hand) press, with steel type for labeling & personalizing. Write fully — condition, manufacturer, type available, price, etc. Address Ad 1042 c/o Golfdom

## Manufacturing News

(Continued from page 125)

### Kathy Cornelius Joins Spalding Advisory Staff

Kathy Cornelius, winner of this year's Women's Open, has been signed to the Spalding advisory staff. A native of Boston and now a

Lake Worth, Fla. resident, Kathy took up golf in 1946, was runner-up twice in national collegiate tournaments and turned pro in 1953. Her first major victory in women pro competition came early this year when she captured the St. Petersburg Open. Kathy's victory in the Women's Open in Duluth was at the expense of Barbara McIntire, who she defeated in a playoff after the two had finished in a tie for the regulation 72 holes. By midseason her game had improved to the extent she was a top threat in every women's tournament.

Kathy is married to Bill Cornelius, Lake Worth CC pro, and is the mother of a two-year-old daughter.

## Big Golfmobile Orders Go to Palm Springs Clubs

Wholesale delivery of Autoette Golfmobiles to the Tamarisk GC, Palm Springs, Calif., and Thunderbird Club, also of Palm Springs,



(L. to r.): Maynard Franklin of Autoette, Ellsworth Vines, pro at Tamarisk GC, and H. J. Drewery, the club's genl. mgr., with Golfmobiles.

was made recently by Wayne Manufacturing Co. of Pomona, Calif. Tamarisk bought 60 vehicles and Thunderbird, 30.

The Tamarisk order is believed to be the largest of its kind ever placed, marking the "coming age of the electric golf car," according to Webb Wiley, Wayne sales vp. Autoette's recent merger with Wayne makes it possible for the Pomona firm to quickly handle these large volume orders.

The new Golfmobile is equipped with a Dual motor drive, is 4-ins. wider than previous models, has a lower center of gravity and new, improved tiller steering.

## Facts About Feet

Footwear inspection at the National Amateur played at Knollwood CC, Lake Forest, Ill. turned up the fact that 97 per cent of the participants wore Foot-Joy shoes. Most popular styles were a tan calf blucher with shawl tongue and black calf wing tip saddle oxford with shawl tongue.