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**Joe Dagoon, Dick Link,
Head Hagen Division**

Dick Link, nationally noted for his mastery of club design and construction, and Joe Dagoon, active in the sales promotion of Walter Hagen golf goods since 1942, now are heading the operation of the Hagen division of the Wilson Sporting Goods Co.

Announcement of the promotion of Dagoon and Link was made by Wilson pres., Fred Bowman, simultaneously with the official release of Ed Rankin's resignation as Hagen gen. mgr. to go with the Ben Hogan Co.

Dagoon has concentrated on Michigan business of the Hagen pro-only sales operation during his 14 years with the company, but also has figured in the national pro sales picture, building a wide acquaintance among successful club professionals.

Dick Link went from the Wilson organization to the Hagen company when L. A. Young owned the Hagen outfit and continued when Wilson bought the company. He has been responsible for many outstanding jobs of club design and manufacture.

**Spalding Claims Maximum
Durability for '57 Dot**

Spalding's new 1957 Dot, described as a high compression ball with maximum durability, has withstood the most rigorous kind of trial run testing, according to the manufacturer, and will stand up under the most severe pounding.

The new ball has a new marking in two colors, red and black. Paint will resist discoloration and has fine adhesive qualities. Winding of Dot centers has been improved, guaranteeing highest uniformity, and new manufacturing techniques have assured positive amalgamation of cover stock to winding.

The '57 Dot was introduced late in August at a press party held at St. Andrews GC, Hastings-on-Hudson, N. Y., attended by Bob Jones, Spalding officials, newspaper, radio and TV men.

**Sports Award's
New Catalog
Available**

Sports Award Co., 429 W. Superior st., Chicago 10, Ill. has recently released its 1957 Trophies for Champions catalog which is available upon request to the manufacturer. The photo illustrates one of the many modern trend trophies mounted on best quality woods that can be obtained from Sports Award for tournament and other prize awards.



from damage by snow and ice storms. Large leaves provide dense shade, but the compact form of the tree permits the sun to reach all of the lawn at some time during the day. The tree bears no seed to litter the lawn in the spring and sheds its leaves in a confined area in the fall.

Since the death of Archie Augustine in 1947, development and distribution of the Augustine Ascending Elm has been conducted under strict controls by the Augustine Ascending Elm Research Assn., Chicago.

Green Models for Builders

Bob Simmons, pro at Mississinewa CC, Peru, Ind., is making model greens scaled at 10 ft. per inch. He has produced some of noted par 3, 4 and 5 holes.

Simmons doesn't maintain the models will be a substitute for capable golf architectural service but says that when a do-it-yourself-job is required at small clubs his models will help produce greens of interesting design.

Prices and other details of the models may be secured from Simmons.

Annual MacGregor Sales Meeting Held in Cincinnati

All members of MacGregor's U. S. sales force converged on Cincinnati late in August when the company's annual sales meeting was held. The 1957 line of woods, irons, balls, bags and accessories was shown during the session.

Feature presentation was the introduction of the entirely new golf ball for '57 — the MacGregor Tourney.

Cy Vail and Ock Willoweit both won awards of solid gold engraved money clips for special sales achievement for the previous year.

H. P. Cowen, MacGregor pres., and R. D. Rickey, sales mgr., headed the various sessions. Toney Penna discussed innovations in the 1957 line of clubs as one of the highlights of the meeting.



Front Row (l to r): Stanley Clark, Elwyn Nagell, Bob Rickey, Sis. Mgr., Toney Penna, Tony Koegel, Corp. Pres., Henry Cowen, MacGregor Golf Pres., Harold Peterson, Johnnie Walker, Jim Shriber Second Row: Rell Suggs, Cy Dall, Jim Scott, Dan Barbaro, Cliff Eiebs, Ock Willoweit, George Neeley. Third Row: Len Wirtz, Vic Bass, Pete Bulis, Bill Meehan, Howard Wilkins, Charles Meyer, Leon Nelson. Fourth Row: Harry Adams, Bob Lysaght, Paul Hargrave, Lee Gibson, Tom Robins, Paul Gamm, Jim Roberts, Dan Hobbs, Joe Worrell.

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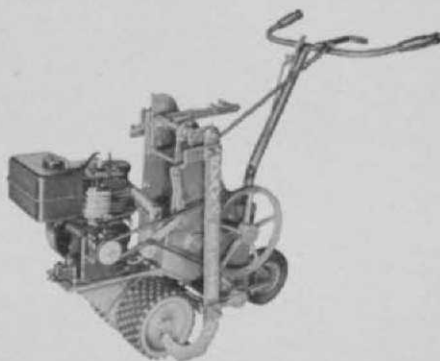
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**Ryan Equipment Firm Develops
Power Sod Cutter**

The Ryan Jr., a power sod cutter designed especially for course maintenance, has been developed by the Ryan Landscaping Equipment Co., 871 Edgerton st., St. Paul, Minn.



The sod cutter's 12-in. blade cuts sod at the rate of 8 sq. yds. per minute and is adjustable from 1/4 to 2-ins. It is powered to cut any kind of turf and is easy to handle even in restricted areas.

The specially designed blade cuts cleanly through bent, Zoysia or Bermuda. Other blades for edging traps or loosening soil in compacted areas are available as extra attachments.

Literature and names of local dealers are available upon request to the manufacturer.

**Phelan's Forecast Wins \$1,000
in Spalding Contest**

Jack Phelan, pro at Williamsport (Pa.) CC, won \$1,000 in Spalding's 1956 National Open

contest by predicting that Cary Middlecoff would win the event, Ben Hogan would finish second (Ben tied Julius Boros for the runnerup spot), and Ken Venturi would place eighth. Other winners in the pro forecaster contest include Johnny Johnston, Penrose Park CC, Reidsville, N. C., who won \$500 and Don Bush, Tifton (Ga.) CC, \$250 winner, who finished second and third, respectively.

Fifteen other pros throughout the country each won \$100 for their selections in this interesting contest.

Phelan is a former Pittsburgh district amateur star. He qualified for the Open in 1938.



Jack Phelan

New Penfold Reps

Walter J. (Bud) Bruchl, Jr. and Grant A. Barnett have been appointed sales reps for Penfold Golf Balls, Inc., Philadelphia, Pa., in eastern New York and western Pennsylvania.

Gibson Covers New York City Area for MacGregor Co.

The MacGregor Co., Cincinnati 32, O., has expanded its sales coverage of the New York City area by naming Lee Gibson to its sales staff.



Lee Gibson

He will cover Long Island and vicinity, calling on pro shops exclusively. Tom Robbins, veteran eastern sales rep, will continue coverage of golf professionals in Westchester County, Connecticut and adjoining areas.

Gibson, a Navy veteran, is a native of New York. He attended both Hobart College and Iona College. His promotion to field sales work comes after a period in MacGregor's New York branch office.

Jacobsen Shows '57 Models at Racine Sales Meeting

Jacobsen Mfg. Co.'s 1957 line of power tools was recently demonstrated for 275 U.S. and Canadian dealers who came to Racine, Wis., for a two-day sales meeting. Improvements in the new line include lever-type controls at the back of mowers which are more readily accessible to the operator than heretofore, redesigned riding assemblies



William Riley, Indianapolis dealer, tries new 26-in. Lawn King for size as Mrs. Riley and Oscar T. Jacobsen (r) pres. and Einar A. Jacobsen (l), ex. vp look on.

on five models and engines designed for quieter operation than ever before. Electric starters continue to be optional on all Jacobsen models.

At a banquet held the first evening of the meeting, 19 dealers who have handled the Jacobsen line for 20 years or longer were introduced. They include Dan Kennedy, Allston, Mass., George Eagle, Philadelphia, Frank McMichael, Tampa, Fla., Stuart Baker, Dayton, O. and William Riley, Indianapolis. Jacobsen's sales for 1956, it was announced by Charles Livesey, vp, will be up 30 per cent over last year.

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R. D.

Christmas Shopper Has Choice of 3 U. S. Rubber Gift Boxes

U. S. Rubber Co. is offering three Christmas packages for shopping golfers this year, all of which are obtainable in pro shops.

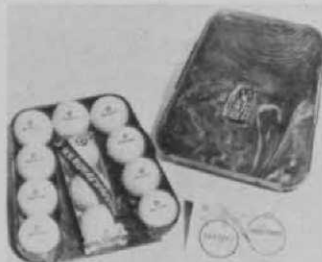


Utility
Case

One package or box, in mottled jade green plastic, contains 12 Royal Special golf balls and can be used for indoor putting practice.

A second special gift package is a handsome plastic utility case containing one doz. Royal

For
Putting
Practice



Woman's
Case

Blue Balls. The case, in either mahogany or maroon mottled effect, is useful in either home or office.



The third gift box, designed for women, contains a half doz. Queen Royal balls, is finished in gold color plastic and has many uses in the home or at the club.

Greeting cards are available with all U. S. Rubber gift boxes.

Punch-Lok Releases Catalog

A new condensed catalog on hose clamps, locking tools, fittings, accessories and how-to-order information has recently been released by Punch-Lok Co., 321 N. Justine, Chicago 7, Ill. Also illustrated and described is a Clamp-Master kit consisting of standard clamps for applications of from 1/2-in. to 10-ins. in diameter and a P-38 Loking tool.

Revised Line of Clubs, Accessories Introduced at Burke Meeting

Burke Golf Sales, Inc., Newark, O. recently introduced its completely revised line of clubs and accessories to company salesmen at a meeting held at the home office.

Among the new clubs introduced were the Burke Punchiron, Mark II, with semi-elliptical heads on the pitching clubs, graduating down through 7, 6 and 5 irons; the Thunderbird Mark I wood; and Hyspeed Mark II wood.

The new Lady Burke line includes an all new iron with flange weighting and multi-color grip. New woods are available in mahogany, azure blue and white grain coral pink.

Burke's most recent bag line is accentuated by a variety of colors and styles and includes the 557 Round Pro and the 507 with Keystone top. A new addition to the Burke line is a less expensive leather trimmed, plaid body bag. The Rock-It continues to head the golf ball line and has new black and red markings.

At the meeting handled by Bill Schaffner, John Frankenbery, Jack Schram, Dan Sheehan and Clyde Haycock were the following pros and salesmen: Billy Burke, Chick Herbert, Bud Williamson, John Baduini, Bill Barbour, Joe Blanton, Larry Bove, Ray Cerar, Les Cottrell, Ed Frost, Bob Bain, Ed Hughes, Tim O'Brien, Fred Reo, and Ross Vinton. Blue balls. The case, in either mahogany or maroon mottled effect, is useful in either home or office.

Hinged Putter Teaches Smooth Stroking

The Par-Aide putter made by Reineking Mfg. Co., Melbourne, Fla., is a practice putter with a hinge in the shaft just below the grip which breaks the alignment of the shaft when the stroke is jerky.

Tension of the hinge is adjustable. A pin in the end of the shaft is turned to the desired degree of resistance to a jerky toss of the clubhead. The idea works somewhat on the knife-on-handkerchief swing demonstration made by Ernest Jones in his teaching. Pros who have experimented with the Par-Aide putter Willie Goggin showed at Tam O'Shanter, pronounced the gadget a very practical and valuable device for teaching a smooth, rhythmic swing quickly and detecting flaws in putting and stroking.

The device is being used by several pros to get their pupils in the habit of keeping the left wrists from bending forward before, or, as the ball is struck.

Wm. Reineking, maker of the Par-Aide, wants to make connections with salesmen calling on the pro trade.

Mayfield Heads Clinic Tour

A team of four pros headed by Shelley Mayfield of Spalding's advisory staff and including Max Elbin, Burning Tree, Bethesda, Md., Andy Gibson, CC of Maryland, and Charlie Bassler, Rolling Road CC, Baltimore, toured Germany, England, France and N. Africa during late August and early September giving a series of Air Force golf clinics.

LAWN MOWER STATIONARY BLADES



SINGLE (1/4") Raised Lip — Heavy Duty Blades for all Makes of Fairway and Rough Gang Mowers. **DOUBLE (3/4") Raised Lip** — Heavy Duty Blades for all Makes using this type Blade. Hand and Power Putting Green Mower Blades, Power Mower, Tee Mower and Trimmer Blades all made of the best quality knife steel and specially hardened to insure long wear and fully guaranteed to give complete satisfaction. Municipal Parks and Golf Courses, Public Courses, Golf and Country Clubs, Dealers and Repair Shops allowed special discount. You will save important money buying direct from manufacturer.

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.

Atlantic Products Introduces New Bag for Xmas Selling

A new bag to be introduced this fall for Christmas selling in pro shops has been developed by Atlantic Products Corp., Trenton 5, N. J.



Sold under the Triple Crown label, the bag features a brand new shoulder sling and front construction which permits adjustment for caddy height and balancing of the bag for comfort in carrying. A new split hood can be raised or lowered without removing club dividers. The front

half of the hood serves as a rain protector and both front and back halves join together for theft-proof protection while the golfer is travelling.

Gallett To Scotland On Putter and Wedge Orders

Francis Gallett, pro at Blue Mound CC, 10122 W. North ave., Wauwatosa, Wis., is making a quick trip to Scotland to handle some details of the extensive business he has developed in the Greenmaster putters and the Simpson wedges of his design.

Gallett, rated by American and British pros as one of the top artists in bench clubmaking, designed the Greenmaster putter several years ago and sales of the plastic-headed club have steadily increased.

The pitching wedge was a collaboration of Gallett and experts at the Simpson shop where Francis served his apprenticeship and then worked as a master clubmaker prior to coming to the U. S. more than 25 years ago. Enthusiastic reception given the first wedges Gallett imported resulted in the design and production of a pitching wedge which also has been very well received and is now being made in a dual duty sand-and-pitching model.

September, 1956

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