

What's New

■ Products and Personalities

Spalding Launches Most Vigorous Golf Promotion Campaign in Its History

Embarking on the greatest golf promotion campaign in its history, A. G. Spalding & Bros., Inc., has expanded its organizational setup in every area, according to Walter B. Gerould, pres., and Edwin L. Parker, executive vp.

Jimmy Thomson, known for years as golf's longest driver, will act as national mgr. of men's golf promotion, supervising and conducting arrangements and activities of the golf consultant staff. Included on the staff are Gene Littler, Shelley Mayfield, Don January, Jay Hebert, Al Balding, Johnny Palmer, Jerry Barber, Walter Burkemo and Bud Holscher.

In line with the accelerated promotion campaign Fay Crocker, former Open Champion, has been appointed supervising director of



Thomson Crocker Amtmann Cross

the women's golf operation. She will supervise and direct activities of the women's consultant staff at tournaments, for publicity purposes and for special clinics and store appearances where the tournament schedule will permit. On her staff are Mary Lena Faulk, Betty Jameson, Marilyn Smith and Peggy Kirk Bell and the latest additions, Kathy Cornelius and Wiffi Smith.

The entire accentuated sports promotion program will be supervised by Harry Amtmann, recently named director of advertising and sports promotion.

The activities of the golf consultants will be coordinated with the Golf Pro sales div., headed by Harold Cross, formerly Philadelphia district mgr., and an outstanding amateur golfer. Cross will, throughout the year, cover practically the entire country, visiting pro shops. He also will be on hand at many of the major tournaments.

Rounding out the enlarged promotional pic-

ture, Spalding will put out a Golf Reporters Almanac for benefit of the press. The Almanac was mailed to the country's golf writers and editors in the latter part of January and features, besides a foreword by Bob Jones, numerous golf highlights.

Toro Employees Sponsor Hungarian Refugee Family

Instead of holding their regular Christmas party in December, employees of the Toro Manufacturing Co., Minneapolis, diverted the money they estimated would be spent on the affair to "adopting" a Hungarian refugee family.

The family was brought from Camp Kilmer, N. J., to Minneapolis by the employees who prepaid three months rent on a house for them, furnished, cleaned and renovated it and put in a food supply. In addition, the Toro workers collected clothing for the four members of the refugee family and turned over \$500 to them to get them started.

Arpad Gyorky, father of the Hungarian family, is now working as a power mower assembler in Toro's Minneapolis plant.

Hillerich & Bradsby Adds Gene Bone to Staff

Gene Bone, one of the more promising young pros on the tournament circuit, is the latest addition to the staff of Hillerich & Bradsby Co., Louisville, Ky. A native of Pontiac, Mich., Gene started playing golf when he was 12 years old and won numerous Junior and Jaycees tournaments. During these early years he worked in the pro shop at the Pontiac Municipal course. In 1953, following his discharge from the Air Corps, Gene went to work as an assistant to Warren Orlick at Tam O'Shanter, Orchard Lake, Mich.

In 1956, Gene decided to try his hand at competitive golf in earnest and played in 11 tournaments on the winter circuit. He is on tour again this year.

Chicago Firm Offers Meter for Golf Car Rentals

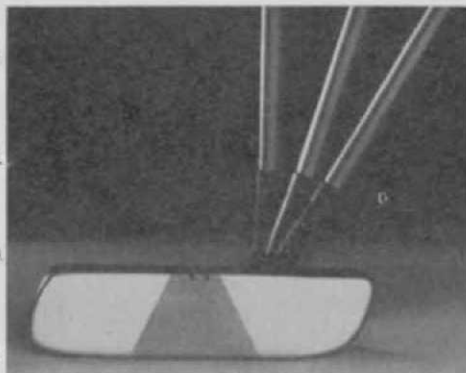
Ellman & Zuckerman, 119 S. Jefferson st.,



Chicago 6, Ill., is marketing a meter said to simplify golf car rentals. The mechanism, upon insertion of a special token, keeps an electric switch closed for 2½ hours. Housed in a heavy casting, the meter is connected in series with the ignition on gas propelled vehicles, or with the

controls on battery-driven cars. One token will carry the driver 9 holes and two, 18 holes.

Adjustable Putter



The "Suit Yourself", Mel Smith's contribution to better putting, has an adjustable clubhead that can be held flat regardless of the roll of the green. The shaft can be switched to any of three positions (as shown) and then locked in position. The club comes in all head colors as well as brass, light, medium or heavy shafts and in 34, 35 and 36-in. lengths for men. For the ladies, there is a 33-in. shaft and smaller size grip. Stan Thompson Golf Club Co., Beverly Hills, Calif., manufactures the club for Smith, pro at the Valley Club, PO Box 1140, Santa Barbara, Calif. The putter can be obtained through either of these sources.

Velsicol Offers New Bulletin on Insecticides, Herbicide Solvents

Velsicol Chemical Corp., 300 E. Grand ave., Chicago 11, is making available a 16-page bulletin covering technical aspects of its line of solvents for herbicides and insecticides. The bulletin is designed to aid formulators in selecting proper solvents for various insecticide and herbicide formulations.

Physical properties and other pertinent information covering the AR-series are listed along with a table showing solubility of various insecticides and herbicides in AR solvents. Also included are solvents and chlordane suitable for use in various federal specifications.

The bulletin (No. 214) can be obtained from the manufacturer upon request.

1957 MacGregor Catalog Mailed to Pro Shops

The MacGregor Co. recently issued its 1957 catalog of Tourney golf equipment featuring new woods, irons and an all-new Tourney golf ball.

Cover of the 1957 issue is in natural colors and shows, on both front and back, illustrations of 10 members of MacGregor's advisory staff. Photographs and description of items sold exclusively by golf pros are in the catalog.

The 40-page catalog has been sent to all pro shops in the U. S. Additional copies are available from The MacGregor Co., Cincinnati 32, Ohio.

Another Cleary "First"
Ready for Spring Use

GIBREL*

to stimulate speed, and vigor of grass, flowers, shrubs and trees — increase size up to 3 times over normal — break dormancy, accelerate seed germination and stolon spread.



GIBREL treated sod will be the most exciting exhibit at the turf conference . . . and ONLY Cleary will have it.

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NEW BRUNSWICK, N. J.

Queen Royal Corsage



U. S. Rubber's Queen Royal Golf balls now are being offered through pro shops with three top quality balls tucked in this special corsage. This unusual design is suggested as a prize award for ladies' day at golf clubs and for gift use.

Cloro-Spray Contains Penetrant That Carries Food to Roots

Cloro-Spray, marketed by Henry E. Sanson & Sons, Inc., 2215 N. American st., Philadelphia 33, Pa., is said to be unique in that it not only contains the usual food for plants but has a wetting agent and penetrant that delivers food to the roots. A liquid, Cloro-Spray keeps soil soft and absorbent, requires less water when applied to the soil during hot, dry periods and will not burn or damage the most tender leaves or roots.

Finney Named B & H Supervisor

Bowen & Hull, Inc., Pasadena, Calif., makers of William Joyce golf and casual shoes, has appointed Ed Finney of Los Angeles Western regional sales mgr. Finney will supervise six sales reps covering states west of the Missouri River.

In December, 1956, Bowen & Hull began manufacture of the Joyce line under a franchise agreement with the U. S. Shoe Corp.

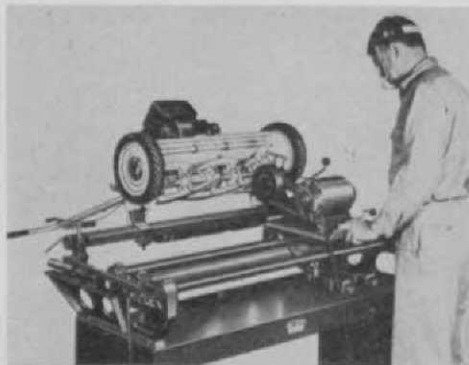
Colt Claims Long Distance for New Golf Ball

Colt Golf, Inc., 161 E. 37th st., New York, has introduced the Colt "Gold", a new high compression ball said to give exceptional distance. Under test for several months, the

Gold is described as a ball more ideally suited for the hard hitter than the average hitter. It is made of one continuous strand and is packaged three balls to a cylinder in a box containing four cylinders.

New F-R-H Lawnmower Sharpener Speeds Any Type Grinding

A heavy-duty lawnmower sharpening machine, designed to grind any lawnmower, reel-type or rotary, hand or power, is being produced by The Fate-Root-Heath Co., Plymouth, O., manufacturers of Ideal, Peerless, and Simplex lawnmower sharpeners and servicing equipment. The new machine is the Model 400 Simplex, a straight-line type of grinder designed for precision grinding and maximum production. It was developed to complete the F-R-H line of sharpeners which now has machines using the "Hook" method, the



"Straight Line" method, and a combination of the two methods. Exclusive with the Simplex is a rotary blade grinding holder which enables the machine to precision grind popular rotary mowers as well as any reel-type mower.

Many F-R-H features and improvements have been incorporated in the new model. Among these are rugged, machine-tool type construction, a rotating mower support bar which offers multiple grinding positions; fast, accurate adjustments controllable from one or both sides of the machine for quick positioning of the mower, a choice of hollow or flat-grinding of the bed knife, and a fine horizontal as well as vertical feed of the grinding carriage.

Athletic Institute Publishes Sports Film Guide

The Sports Film Guide, an 80-page catalog listing 2,000 16-mm sports films, has been recently published by Athletic Institute, 209 S. State st., Chicago 4. It lists practically every sports film available and includes several covering golf. The Guide is available at one dollar per copy.

MacGregor Features Inverness



Reprints of the above oil painting of Inverness Club, Toledo, O., site of 1957 U. S. Open, were used as Christmas cards by The MacGregor Co., Cincinnati 32, O. View of 18th hole with Inverness clubhouse at right was painted by Ralph C. Reynolds, noted landscape artist. This is fourth consecutive year MacGregor has commissioned Reynolds to paint scenes of U. S. Open courses. Baltusrol, Olympic club and Oak Hill scenes are in this series. The Inverness reprint or all four scenes are available free from The MacGregor Co.

Par Golfer By Squire Has Great Crease Resistance

Squire Slacks by DiFini now features the Par Golfer model in Tropidac fabric (50 per cent Dacron, 50 per cent Acetate) in tropical weight with a shadow weave effect. An added feature is a new buckle with a golf motif. Tropidac is said to have great crease resistance. The Par Golfer model is available at pro shops.

Inquiries may be sent to the company's headquarters, 18 W. 20th st., New York.

Spalding Reports \$773,922 Net Earnings for 1956

Combined operations of the various divisions of A.G. Spalding & Bros., Inc., resulted in net sales of \$38,442,675 in 1956 and net earnings of \$773,922 or \$1.31 per share. Sales for the year showed a \$11½ million increase over 1955 while profits were up \$193,292. However, in his letter to stockholders, Pres. Walter B. Gerould pointed out that 1956 sales and earnings are not comparable to those of the previous year due to the acquisition of the Rawlings Div. in December, 1955. Gerould also said that non-recurring expenses in 1956 reduced net earnings by \$125,000.

During the year, Spalding paid two 3 per cent stock dividends to shareholders.

Check Your Needs!

Golf Courses • Pro Shop • Clubhouse

BUYERS' SERVICE — Page 93

Park 30 Cutting Width Increased by Jacobsen Trailmower Attachments

The 1957 Jacobson Park 30 is powered by a 5.6 hp, 4-cycle engine and has a 30-in. cutting width, making it particularly adaptable for golf course work. Addition of the Jacobsen Trailmowers and Trailrite Sully gives the Park 30 an increase of 36 ins. in cutting width, bringing it to 66 ins. These units are perfectly coordinated so that even in tight turns each unit tracks in its proper place.



Other features of the machine include high speed disc clutch with handle controls and 7½-in., 5-blade reel of heat-treated, chrome alloy steel mounted on heavy-duty ball bearings. The bed knife has a lipped blade of oil hardened carbon molybdenum steel. Heavy, one piece steel spiders are mounted on a rigid shaft for extra support.

The Park 30 is manufactured by Jacobsen Mfg. Co., Racine, Wisc.

Safety Pamphlet

National Agricultural Chemicals Assoc., 1145 19th st., N.W., Washington 6, D.C. is making available a pamphlet entitled: "12 Simple Suggestions for Spray and Dust Safety."

Self Service Ball Dispenser



The new Will-Tee operated ball dispenser introduced to driving range operators last fall is bringing inquiries and orders from range operators in every section of the country. Two quarters deliver any number of balls up to 40. Tamper-proof Veeder counter keeps non-rest accounting. Full details from Will-Tee Co., Ft. Des Moines, Ia.

New! Improved

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You get years of dependable service when you install our smooth surface rubber flooring! Choice of red, green or tan colors. Write or wire for samples and further information.

- Protects Clubhouse Floors For Years!
- Longer-Wearing, Tough, Firm!
- So Smooth, Safe and Easy to Clean!
- Does Not Buckle, Stretch or Crawl!
- Comes in Rolls 24 ft. Long, 36" wide and 5/16" thick.

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Will not turn or break apart.
PRO'S CHOICE

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STOUGHTON, MASS.

Use of Plastic Pipe Simplifies Sprinkling System Installation

When an existing 9-hole Newark (Del.) CC course was converted to an 18-hole layout in 1955, one of the projects undertaken was



Pipe leading to a green and a tee was installed without interrupting play.

to replace the old sprinkling system with a new one. This was done by installing a plastic pipe system without disturbing the old before the new line was ready to function, thus avoiding interruption of the sprinkling operation.

Tenite butyrate pipe, extruded by Skyline Plastic Pipe, Inc., Titusville, Pa., was chosen for the job. The entire project was finished in 10 days and there was little or no interruption in play. Three unskilled laborers,



Trench was dug with homemade trencher built on sub-soiler and drawn by a tractor.

working under the supervision of the builder, completed the entire installation. After stripping the sod, digging a trench with a homemade trencher, the pipe was laid, joints made, fittings attached, the trench back-filled, and sod replaced. The club did not go to the expense of digging up the old pipe after the new system was hooked to the pump.

About 2½-miles of pipe, including 4-in. mains and some 1-in. laterals, were laid. Joints were solvent welded with slip-sleeve fittings and solvent cement; flexibility of the pipe

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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.

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36" - 42" - 48"

Trial Sections

24" x 60" \$10.00

20" x 24" \$4.00

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

permitted easy following of land contours and bending, where necessary; special fittings were adapted where it was necessary to attach the pipe to metal threads. In all, great economy of installation was the result of these advantages. Maintenance and repairs are equally easily handled since only a hand saw, slip sleeve couplings and cement are needed in replacing any sections where leaks are detected.

**Experiments Show Pax Effective
in Control of Crabgrass**

A new formula, Pax, for crabgrass and soil pest control, is said to have killed 98 per cent of dormant crabgrass seeds in test plots at Salt Lake City's Bonneville GC and the Los Angeles CC, according to a recent article by Irving B. McNulty, professor of Botany at the University of Utah. The new formula, manufactured by Kelly-Western Seed Div., 580 W. 13th, South, Salt Lake City, contains dry arsenicals and chlordan and was developed after three years' lab and field research by McNulty.

For best results, Pax is applied in the fall and winter to kill crabgrass seeds during dormancy. It may be applied at any time for soil

PEE GEE BEE

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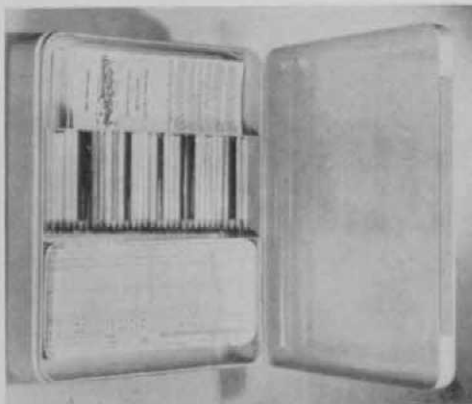


pest control. It is said that usually one application of Pax will result in almost completely eradicating crabgrass.

New Scorecard Box Eliminates Makeshift Containers

A & C Sales Co., 6518 Walker st., Minneapolis, Minn., is marketing a Scorecard Box suggested by Harold Seig, pro at Golden Valley GC in Minneapolis, that does away with makeshift containers for storing pencils and scorecards.

The box is stamped from steel sheets and formed into a weatherproof unit. Three com-



partments provide a space for men and women's scorecards and a supply of pencils. The overall size of the box, which has a self-closing door, is 10-ins. by 11¼-ins. by 3-ins. The baked enamel box is finished in red and tan and is lettered to indicate its contents. Welded to its underside is a 2-in. pipe flange which has been drilled for either a bolt or cotter pin.

**Tell Them You Saw the Ad
in GOLFDOM**

Laher Installs New Lub-O-Matic Drive-In Hill-Billy Gopher

Electric Car Mfg. Div. of Laher Spring & Tire Corp., 2615 Magnolia st., Oakland 7, Calif., is now installing the revolutionary Lub-



O-Matic drive in its Hill-Billy Gopher and 17 other electric cars in the Laher line. Entirely enclosed in an oil bath, the Lub-O-Matic switch is safe from dirt, clogging and wear and tear which cause 90 per cent of all starting and operating difficulties in conventional electric systems.

Other features claimed for the Hill-Billy include: 36-hole operation on hilly, and 54-hole operation on flat courses without recharging; full elliptic springs on front and rear; low center of gravity; hand brake; lock; forward and reverse switch; and new type golf bag container with sunken well and hanger.

Cavanaugh on Spalding Staff

Gil Cavanaugh, a Long Island, N. Y. pro, has joined the golf advisory staff of A. G. Spalding & Bros., Inc. Considered one of the best young professional prospects in the country, Cavanaugh's most notable achievement to date has been his victory in the 1956 Long Island PGA tournament. He is a former 2nd Div. infantryman and turned pro in 1949.

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Toro Gets Management Award

Toro Manufacturing Corporation, Minneapolis, has been awarded the American Institute of Management rating of Excellent Management for 1956.

Companies are rated by the Institute on every function of management. Ten basic categories of management performance are used in studying Canadian and American businesses. An Audit Committee makes the final ratings, using a point schedule which requires 7,500 of a possible 10,000 points for Excellence.

Companies like Toro are studied from the point of view of economic justification as well as treatment of shareowners, customers and the public. Capital structure as well as the customary figures are closely scrutinized, but the greatest weight is given to the evaluation of the firm's executive team.

Eastern Golf's New Picker Doesn't Mar Balls

The Bailey Roller-Type golf ball picker, being marketed through Eastern Golf Co., 2537 Boston rd., Bronx 67, N. Y., is described



as being the latest development in this type of machine. It can be used in a series of 2, 3, 5, 7, etc. units which are joined by inserting $\frac{3}{4}$ in. rods into unit frames. The retriever units are flexible enough to follow the contour of the ground and no guides or deflectors are needed to line up balls.

The machine is said to be very easy on turf and there are no wheels or circular flanges to mar balls. Rollers are made of durable, pliable rubber. Units are 44-ins. wide and are interchangeable. The Junior Picker (two units) weighs 230 lbs. and the Senior (three units), 350 lbs.

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.

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Selling is More Than Selling with West Point Dealers



"Selling of West Point turfgrass tools to golf course supts. has to be a collaboration with the supt. in applying all available turf research usefulness," says Pres. Tom Mascaro of the West Point Products Corp. To fill in sales staffs of West Point distributors on the developments in turfgrass practical science, West Point recently held its annual three-day school with foremost turfgrass authorities as the faculty. The above group attended West Point's latest school at the company's plant, West Point, Pa., and in Philadelphia.

West Point recently held its annual three-day school with foremost turfgrass authorities as the faculty. Soil" with R. B. Alderderfer of Rutgers as feature speaker; schooling on "How to Write Specifications for Athletic Fields" by H. B. Musser of Penn State; a report on the situation in "Weeds and Weed Control" by William H. Daniel of Purdue; and instruction by Charles Wilson, Milwaukee Sewerage Commission agronomist, on "How to Identify Turfgrass Problems."

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Crown Point, Indiana

Dawson Resigns Spalding Post to Take Position with Golfcraft

George Dawson has resigned as vp and director of A. G. Spalding & Bros., Inc., Chicopee, Mass. to become vp in charge of sales for Golfcraft, Inc., Escondido, Calif. Dawson took over his new duties in January.

Dawson joined the Spalding organization in 1936 and served as Chicago district mgr. for several years before being appointed asst. to the pres. in 1950. In 1953, he was named a vp of the company and later in the year was elected to the board of directors.



George Dawson

New Haws Faucet Designed to Blend with Club Architecture

A newly designed cantonment type drinking fountain has been introduced by Haws Drinking Faucet Co., 4th & Page sts., Berkeley 10,



Calif. This new model, 1505, is a departure from previous cantonment types, offering smoothly flowing lines that blend with contemporary architecture.

The graceful bowl on model 1505 is fashioned in gleaming white vitreous china and is attached to the wall with a Tenzaloy wall bracket. The model conforms to government specifications for cantonment-type drinking fountains.

Included are complete sanitation features for maximum health protection. The angle stream, anti-squirt fountain head is raised and shielded to prevent direct mouth contact, and is "vandal-proof" mounted to the bowl. Water pressure is automatically controlled through the self-closing valve.

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Sycamore 3-6944

Atlantic 7-2933

Scott Electric Mower Designed for Close-In Work

O. M. Scott & Sons, Marysville, O., is manufacturing a Silent Electric mower claimed to be ideal for close-in work and trimming around



clubhouse grounds and similar locations.

Silent Scott Electric operates on 110 volts and is equipped with a 125 ft. cord. A special electrical brake stops the cutter blade, which is completely enclosed in a housing, within three seconds after the power switch is released. Cutting height is easily adjusted and little seasonal overhaul of the mower is needed. A file that comes with the Silent Electric can be used to sharpen the blade in a matter of seconds. Tested for three years, the Scott mower comes complete with reel for cord and hang-up brackets.

Stone-Tarlow Firm Acquires Field & Flint Co.

Stone-Tarlow Industries, Inc., Brockton, Mass., has purchased Field and Flint Co., also of Brockton, manufacturer of Foot-Joy street and golf shoes, at an undisclosed price. Field and Flint Co. will continue under the same name, manufacturing shoes under the Foot-Joy trademark. Benjamin Stone, pres. of Stone-Tarlow, also will serve as pres. of Field and Flint.

Field and Flint Co., celebrating its 100th anniversary this year, has been controlled by the same family since 1857. Long maker of fine men's shoes, in recent years it has become known as the world's largest manufacturer of quality golf shoes. Foot-Joy shoes are worn by a majority of leading professionals.

Agrico Sales Rep Appointed

Appointment of Lloyd W. McGough as a sales rep for Agrico Country Club fertilizers and Agrinite has been announced by American Agricultural Chemical Co., 50 Church st., New York City.

Check BUYERS' SERVICE

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**Fawick Sponsors "Unscheduled"
Banquet for Pros at Dunedin**

Surprise feature of the five day educational clinic for pros at Dunedin, Fla., in January was the "unscheduled" banquet, which cli-



Bud Demling, asst. to Bert Croghan, Standard CC, Louisville gets PGA diploma from Carroll Mac-Master (l), pres., PGA Seniors. Also shown are Emil Beck of pro educational clinic (center) and Bill Hardy (seated), clinic instructor.

maxed the course. It was sponsored by Fawick Flexi-Grip Co., maker of Golf Pride grips. W. H. Junker, sales mgr. of the firm, impressed with the fine work of the clinic, suggested that recognition should be given the men and teachers. He arranged the party and Golf Pride picked up the tab. Nearly 100 persons attended the banquet.

The banquet gave PGA executives and teachers an opportunity to summarize the work of the clinic. Graduates were greeted by Tom Crane, PGA executive secy., and graduation certificates were awarded by Carroll Mac-Master, pres. of PGA Seniors. Following the banquet, Junker announced his firm would not only sponsor the banquet next year but offered to sponsor a Golf Pride tournament for pros attending the next clinic.

**U. S. Rubber Host to 457
at Seniors' Week Dinner**

United States Rubber Co. was host to 457 pros and assistants at its cocktail party and dinner, the customary opening event of PGA Seniors' Week at Dunedin, Fla. The affair was held at the Ft. Harrison hotel, Clearwater.

George McCarthy, ringmaster of the affair, introduced his boss, John Sproul, U. S. Royal golf ball sales mgr., who told of new thread and paint as construction advances in the top 1957 U. S. balls. Sproul also told of his company's plan of paying from \$2000 to \$10,000 to tournament winners who play U. S. Royals. He said the winner of the PGA Seniors, if playing a U. S. Royal ball, would get \$2000 from the company.

Also introduced at the dinner was a new U. S. ball, the Senior, made for quick get-away and distance for the easier-swinging senior golfer.

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