

PGA Golf Day Nets \$64,050 for National Golf Fund

Last year's National Golf Day, the first under sole sponsorship of PGA, rang up a husky net of \$64,050 for Natl. Golf Fund, and with it a high degree of optimism over opportunities and plans for substantially increasing participation in the event this year. Considering the work involved in carrying on the nationwide tournament at minimum expense, the PGA's first year results gave an accounting considerably better than generally was anticipated. Following the annual meeting of the National Golf Fund, Fred Riggin, pres., announced 1956 proceeds were to be distributed among the following golf organizations: Caddie Scholarships, Turf Research, Jaycee War Memorial Fund, PGA Educational Relief and Benevolent Funds, Possibilities Unlimited, AWVS, U. S. Blind Golfers' Assn., UVS and Babe Zaharius Cancer Fund. This year's promotion will start earlier, be more aggressive and will have strong support from the U. S. Junior Chamber of Commerce which has included the event in its 1957 activities program as a Jaycee participation project being suggested to 280,000 members.

Michiana Superintendents Feast on Turf and Turkey

Michiana supts. and guests rolled capacity appetites into Notre Dame, Nov. 19, for the famous turkey dinner staged by Chet Keeley, the university's course and grounds supt. The group spent the afternoon observing the excellent results of Keeley's reconditioning of the football field. The field had been resurfaced with top soil treated with Dowfume MC-2 and planted 50-50 to Kentucky and Merion bluegrass in the spring of 1955. Plugs this fall revealed root growth from seven- to eight-ins. deep, with thick uniform turf that resisted the tough traffic of the season's play remarkably well. Ed Krause, N. D.'s athletic director, Mc'd the dinner-meeting.

Jessop Heads Chicago Group

Sidney T. Jessop, Medinah CC, was re-elected to a second term as pres. of Chicago Dist. Golf Association in December. Other officers of the organization, all of whom were reelected along with Jessop, include: Charles N. Eckstein, vp; Andrew W. Gatenbey, treas; and Stacy W. Osgood, secy.

Grau Appointed Chief Agronomist by Nitro-Form Chemicals

Fred V. Grau, agronomist and GOLFDOM columnist, has been added to the staff of Nitro-Form Agricultural Chemicals, Inc., 92 Sunnyside ave., Woonsocket, R. I.

Probably best known for his contributions in the chemical control of weeds and development of grasses such as Ugandagrass, Merion Kentucky blue, Meyer Zoysia and U-3 Bermuda, Grau has been closely associated with the golf turf scene for more than 25 years. A University of Nebraska graduate, he received his PhD from the University of Maryland in 1935. He maintains an experimental nursery near College Park, Md.

Besides being a regular contributor to GOLFDOM, Grau has written numerous articles on turf for scientific and national publications. He holds memberships in the GCSA, American Society of Agronomy, American Assn. for the Advancement of Science and several turfgrass and crop improvement associations.

With Nitro-Form, Grau will serve as chief agronomist. He will be available for lectures and demonstrations for golf course supts.

New Wilson Golf Umbrella

Wilson Sporting Goods Co. has added a new golf umbrella to its line. It features a non-conductive fiberglass shaft that will not warp, shrink or swell from moisture and Zelan-treated cotton element cloth, claimed to be the ultimate in water-repellent fabric. Available in red, black or luggage tan, the cloth design has golf clubs and the Wilson pride-mark pattern of two golf flags set in permanent white silk screen print.

Attend Maintenance Clinic

More than 100 supts. from northeastern Illinois and northern Indiana attended a turf maintenance clinic in November at Elmhurst (Ill.) CC sponsored by Frandsen Bros., Grayslake, Ill., and Illinois Lawn Equipment, Inc. Orland Park, Ill. Most of the session was devoted to bringing the supts. up to date on methods of servicing Jacobsen mowers and Worthington tractor and gang mower equipment.

New distributors recently added by Toro Manufacturing Corp., Minneapolis, Minn., include: Howard Goldthwaite of Toro Turf & Supply Co., Atlanta, who will cover Georgia; and Gustine Sales & Service Co., Shreveport, which will service Louisiana and Bowie counties, Texas.



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Burke's Long Tom Features Extra-Length Shaft

A new addition to the Burke Golf Equip. Corp's. Sav-A-Shot line for 1957 is the Long Tom putter. The club is said to be the answer for the many golfers who desire a putter with an extra-length shaft. It is trimmed in black with a red ferrule and is available with either a molded rubber or leather grip. Long Tom's outstanding feature is a 36-in. True Temper shaft set into a 3/4 offset bronze blade style head.



American Mat Plans Heavy Sales Campaign in Anniversary Year

Silver dollars, homing pigeons, sales contests and a big advertising campaign will play leading roles in 1957 in the silver anniversary promotion scheme of American Mat Corp., 1802 Adams st., Toledo, O. Slotted cards that hold silver dollars will be used by the sales force in dramatizing the firm's products; homing pigeons will be released by salesmen to carry orders to Toledo on a day yet to be specified; numerous bonuses and prizes

are being offered the sales force for performance; and all circulation channels will be used by the company's advertising dept. throughout the year.

Ball Named Ad Manager by Miller Brewing Co.

Edward G. Ball, nationally known advertising executive, has been named ad mgr. of the Miller Brewing Co., it has been announced by Norman R. Klug, pres.

Formerly vp of Mathisson and Assoc., Inc., the agency that handles the Miller account, Ball succeeds Edgar Hinkle, interim ad mgr. who returns to New York as mgr. of Mathisson's eastern office. Hinkle had been filling in since the resignation of Vernon S. Mullen, Jr.



E. G. Ball

Ball has been active as account executive in all phases of Miller advertising since joining Mathisson in 1940. A native of Milwaukee, he is a veteran of 10 years in advertising. From 1942 until 1946 he served as a p. r. specialist with the Army.

GOOD GREENS AND TEES

Experts all over the country are finding green and tee trouble stem from hard packing. Bent roots must have oxygen and they can't get it thru a hard, fine packed top layer. The answer is the use of a uniform coarse sand that is clean and free from hard packing fines. Spike tooth the green, clean, and apply uniform coarse sand and drag. We'll ship anywhere—bagged or bulk.

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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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Merchants Tire Co., 2710 Washington, St. Louis 3

Jacobsen Mower Distinguished by New Design, Color Styling

New color styling and advance design distinguish the Jacobsen 18MB rotary mower for 1957. It is powered by a 2 hp Hi-Torque engine with recoil starter. Besides lawn grooming, the mower is designed for cutting tall grass or weeds and mulching leaves. The control panel is conveniently located on the engine. Other features include the exclusive Jacobsen 4-blade suction lift rotor, recessed wheels and stand up handle for easy storage. Push button electric starter is available. Jacobsen Manufacturing Co. is located in Racine, Wis.



buckskin golf oxford with high inverted "V" back, instep to toe stitching and tailored leather trim. Plastic spikes with steel tips for long wear are combined to keep the Foot-Joy in the light weight class. Foot Joy is manufactured by Field and Flint Co., Brockton, Mass.

Wilson Staff Model Irons Available for Southpaws

Wilson Sporting Goods Co. is making available its Dyna-Powered irons, Staff model, for left handed golfers this year. They are fine



Wilson's Southpaw Staff model iron

ished in bright chrome with solid sandblasted face and top line and have blue enamel face scoring. The new shape blade is decorated

1957 Foot-Joy Golf Shoe in Light Weight Class

Foot-Joy's 1957 line of golf shoes includes soft-tone buckskin, some of which are combined with textured and grained leathers for added eye appeal. A new idea in design is seen in four-eyelet, low cut beige

ATTENTION

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

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Products for building and maintaining golf greens are available for prompt shipment.
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QUOTATIONS on materials packed in plastic lined bags, or in bulk gladly furnished.

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The best medium priced pro line available, marked with our trade name or private brand. Balls guaranteed.

Used cut or uncut balls taken in trade or purchased.

Custom repainting of your golf balls.

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GOLF COURSE ARCHITECT

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FRESNO, CALIFORNIA

with attractive blue, red and black stamping with black ferrule trimmed in scarlet and silver rings. The Reminder or Bell grip is optional in an edge-folded, embossed, chocolate brown calfskin leather with black border and cork underlining.

Changes in Dyna-Powered iron construction that distinguishes it from standard irons are:

Weight from hosel is transferred to working area of blade. Toe has been deepened. Additional undesirable weight is transferred from the heel of the blade. Shaft extends through hosel to sole and is in closest possible proximity to the ball. New blade is longer than before, increasing effective hitting area. Beveled, square-shaped toe permits ball to stand out in bold relief to blade.

Drilling through the hosel, the manufacturer points out, eliminates undesirable weight from neck or hosel, with part of this weight being transferred to the working area of the blade. Overall weight is less although the blade is heavier. Thus a player can swing the iron faster.

With the shaft extended to the sole and thus at the closest possible point to the ball, the most perfect relationship of hands and ball ever developed is said to exist. Tip diameter of the shaft has been reduced and greater strength at the assembly point is realized since more of the shaft is inside the hosel. Harmonious union of ball, shaft and hand, Wilson points out, eliminates all shock and vibration.

New International 350 Has Increased Power

International Harvester has introduced a new 1957 line of 5 industrial tractors identified by a new two-tone red and white color, new model designations, new features, and new power in most models.

Leader in the new line is the International 350 Utility with increased power, which replaces the 300 Utility, the tractor that has had such wide acceptance. The new 350 Utility,

now available with Diesel, gasoline, L.P. Gas, or distillate engine, is available with regular or heavy-duty heavy front axle. The 350 can be equipped with power steering, independent power take off, or torque amplifier drive for reducing speed and boosting pull power on the go. It can be ordered with or without the regular Hydra-Touch hydraulic system with one, two, or three valves, or it can be had with a



350 Utility, described above, is third from the right in this lineup of 1957 International tractors.

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La Paz, Ciudad Trujillo
R. D.

big capacity, front-mounted pump with or without hydraulic control valves. More than 75 items of special duty equipment are available for use on this versatile tractor.

The new Traction-Control hitch is entirely mechanically operated and continuously and automatically matches traction to the load. As the load increases, an increased proportion of equipment weight, soil weight and resistance, and tractor front-end weight is concentrated on the rear wheels through the use of this feature. Because the Traction-Control hitch is mechanical, weight is transferred without robbing the tractor of power when needed most.

Spalding Offers New, Sturdy, Lightweight Golf Cart

The new Spalding Silver Streak golf cart is a de luxe model, aircraft designed, that has

a simple folding mechanism. One knob adjusts the wheel struts and a trigger release allows immediate dropping of the handle. In two motions the cart folds to approximately 12-ins. wide, yet even when folded will stand or roll freely. The folded cart fits easily into car trunk or locker without removing the bag.



Of brightly plated all steel construction, the Silver Streak is made to take plenty of punishment even though it weighs only 18½ lbs. A vertically mounted bracket adjusts both for height and width to any golf bag. The cart has puncture proof, semi-pneumatic tires on 12 by 1.75-in. easy rolling ball bearing wheels. The handle has a rubber grip. There is a one-year warranty on the Silver Streak.

Squire Pros Measured

Jack Lust, sales mgr., Squire Slacks, met at the Usina tournament at West Palm Beach with the young tournament stars who are Squire's golfing fashion plates. Jack measured the staff men for the summer line of slacks they'll be wearing on the circuit soon. Jay Hebert, Mike Fetchick, Paul Harney, Walker Inman, Ernie Vossler, Don Fairfield and Mike Krak were taped for the 1957 styles.

The 1957 line of Squire slacks and Bermuda shorts will feature belt buckles showing an attractive design of a crossed iron and wood.

The Squire Bermuda shorts for men and women now are coordinated in colors with knee-high Softouch socks made by Joe Friedman's States Handknit Crafts company.

In Power-Bilt Line



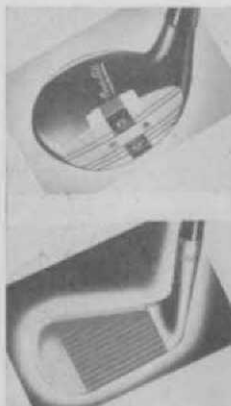
Some of the leading items in Hillerich and Bradsby's 1957 Power-Bilt line are:

Upper left — Super cleek available as a No. 5 or No. 6 wood. Upper right — Sand wedge from famous Citation set of irons featuring new Power-Balanced back.

Left — No. 303 Driver is a handsome, richly finished club of new design. It is available in Master Matched sets of four.

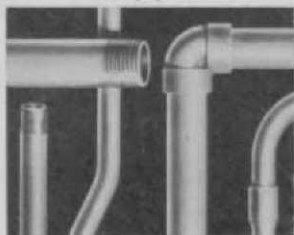
Lower left — Five iron from Citation set. It

blends classical beauty of Scoien blade with modern compact head of today. It is available in Master-Matched sets.



Easton PVC Pipe Available in Wide Variety of Sizes

Easton Rigid (unplasticized) PVC pipe now is available in all standard pipe sizes from 1/4 to 6-ins. The product is manufactured by Easton Plastic Co., Easton, Pa.



In irrigation use, PVC is said to resist corrosion and electrolytic attack in any soil. Its smooth interior walls reduce clogging and pressure loss. The manufacturer points out that PVC tubing and pipe is light, easy to handle and has high structural strength.

Worthington Mower Appoints New Dealers in Des Moines, Houston

Worthington Mower Co., Stroudsburg, Pa., announces appointment of two new franchise



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quickly. Under \$30.00.

If you do not attend the Show, send for descriptive circular.

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CLIFTON, N. J.

dealers for its mowing equipment and tractors. Globe Machinery & Supply Co., East First St & Court Ave., Des Moines, Ia., is serving the area embracing central and eastern Nebraska, and central and western Iowa for Worthington. Joe Morgan, well known throughout the area, heads Globe's turf department.

Watson Distributing Co., 2320 Louisiana St., Houston, Tex., is the new dealer for Worthington equipment in the Houston area. The Watson organization also serves as distributor for Cushman Motor Works, Inc. there. Both dealers carry well stocked supplies of Worthington repair parts and maintain large service departments.

Seven New Units Added to Toro's 1957 Line

For 1957, Toro Manufacturing Corp., 3080 Snelling ave., Minneapolis 6, Minn., is introducing four new components for its Power



Recommended for clubhouse lawn and other small area maintenance around the course is the new Toro aerator.

Handle and three new independent grass cutting units to its power mower line.

Power Handle units are a 25-in. front cutter, 22-in. rotary, 20-in. reel and an aerator. All these units can be alternately attached within seconds, without use of tools, to the Toro Power Handle. The Minneapolis firm also is introducing a 27-in. riding mower.

(Continued on page 79)

LAWN MOWER STATIONARY BLADES



SINGLE (3/4") 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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2418 Grassiyn Avenue, Havertown, Pa.

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

18-in. rotary mower and six-blade, 20-in. reel mower.

The Power Handle is powered by a 2 3/4 hp, 4-cycle Briggs & Stratton engine. It weighs 39 lbs. and can be obtained with either a recoil or electric starter. Power Handle and the first six units which can be attached to it were introduced about a year ago.

Spalding Changes Chicago Address

Branch warehouse and district offices of A. G. Spalding & Bros.' Chicago operation have been moved from 180 N. Wabash to 4850 N. Harlem ave. on the city's northwest side. The new building has 30,000 sq. ft. of inside floor space, more than 80 per cent of which is devoted to warehouse facilities. Greatly increased parking facilities are now available along with a two-level, covered truck dock.

Parker Joins Spalding as VP

Edwin L. Parker, formerly pres. of Akron (O.) Mercantile Co., has taken over his new post as executive vp of A.G. Spalding Bros., Inc. His headquarters are in Chicopee, Mass.

Parker also was formerly associated with Blazon Int. of Canada, Inc.; Jamestown (Pa.) Machine & Manufacturing Co.; Blazon, Inc.; Blazon Int. Inc.; and Sampson Manufacturing Co.

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Old Golf Balls retrieved from ponds, or out of bounds, on or around Golf Courses.
Cuts and bumped 36 per doz.
Off brands & synthetic, or slightly nicked 1.56 per doz.
Round & Perfect \$1.25 brands for
refinishing 2.40 per doz.
Like new top grade for rewashing 3.00 per doz.
NOTE:—Golf range balls, picked over 100, and cut deep into the rubber types wanted, but not acceptable at above figures.

Send for shipping tags and instructions

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Tees per pack	18	9
Packages per carton	250	500
Your cost per carton	\$17.95	\$18.65

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