



HERE YOU SEE **HOW**
THE Greens Air
SPECIAL

aerifies compacted turf with bare minimum disturbance to putting green.

HERE YOU SEE **HOW**

aerified turf responds with a deep, vigorous root system vital to healthy putting greens.



Note in the top action photo, the clean cores ejected by tynes, moving down slides — and the freedom from disturbance to the putting green. On expertly maintained courses in every section of the country The Greens Air Special is proving its turf improvement benefits and its safety, ease and efficiency of operation. The tynce action is straight up-and-down—then the Greens Air automatically moves to the next position.

Precisely cuts and ejects cores from perforations of 1/2 in. diam., to depth of 3 in. or more, 2 ins. apart. 30,000 holes to 1,000 sq. ft. at rate of 5,000 sq. ft. in 2 hours.

Write for information and nearest dealer.

C. S. and H. COMPANY

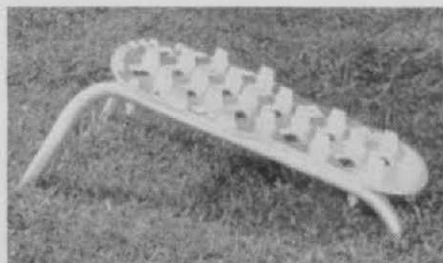
106 Seventh Avenue So. Hopkins, Minnesota

What's New

■ Products and Personalities

Spikleen—Spike Shoe Cleaner

A new item that should fill a definite need at tees and lockerroom entrances is being marketed this spring under the descriptive name



"Spikleen." The device, shaped like the sole of a shoe, is made of cast aluminum with 5/8 in. cleats positioned to permit passage of spikes while cleaning them and shoe soles. Perforations in plate permit drop-thru of dirt. Spikleens are mounted on legs of strong aluminum tubing with pointed ends and bent to assure installation of plate at comfortable angle in the turf. An aid to firmer footing on the tee Spikleens will put a stop to dirt tracking into the pro shop and lockerrooms. Prices and literature from makers: Spikleen Co., 10 Warren Rd., Maplewood, N. J.

Bowen & Hull 1957 Catalog Presents Wm. Joyce Shoes in Color

In a handsome, practical catalog just off the press, Bowen & Hull, Inc., 81 Masonic Place,

TEEMATS

★ For the **FINEST, LONGEST-WEARING** and **MOST ECONOMIC** Tee Mat on the Market! **Nationally acclaimed by golf clubs and ranges as the best buy.**

★ SEND TODAY FOR LOW PRICES
 Merchants Tire Co., 2710 Washington, St. Louis 3

FLOOR MATS FOR EVERY PURPOSE

PREVENT ACCIDENTS

INSURE A SAFE, NON-SLIP FOOTING on smooth or wet floors or inclines even with spikes. Ideal around pools, in shower rooms, pro shops and locker rooms.

BEAUTIFY ENTRANCES
grills and taprooms.

PROVIDE COMFORT UNDERFOOT

RETARD FATIGUE
when used back of bars.

REDUCE BREAKAGE
when used in kitchens and in drainboards.

KEEP DIRT OUT

REDUCE CLEANING

CUT DECORATING COSTS

PROTECT CARPETS



Send for free catalog and prices.

AMERICAN MAT CORPORATION

"America's Largest Matting Specialists"

1802 Adams Street

Toledo 2, Ohio

IN CANADA: AMERICAN MAT CORP. LTD., WINDSOR, ONTARIO

Pasadena, Cal., pictures its new models of Wm. Joyce golf and casual shoes in natural color, with description and prices appearing on the facing page. On heavy coated stock with durable cover, spiral bound, the "shoe style show in print" is designed for customer pass-around pro shop use as well as for pros' ready reference. Included is a page devoted to 12 different leather colors to guide golfers in selection of shoes to their individual color preferences.

Name Labels Stop Club Loss

Pros will note a slight change in the Wether-Pruf Name Labels this year. The widely-used club identification band is narrow in width yet provides ample space for club owner's name. Weather, scuff and dirt proof, and quickly applied to adhere tightly to the club shaft just below grip, the labels come 15 to a kit, 12 kits to a counter-card. The item has proved its merit in pro shop operations by protecting against mix-ups and losses on course and in club cleaning. Prices and literature from: S-C Products, Inc., 395 Ronan St., New Haven, Conn.

Brady with PGC

Mike Brady, widely known veteran pro, now is sales rep for Professional Golf Corp. First Flight line of clubs in Florida in the winter and Connecticut and Westchester County, N. Y., in summer.

LIQUID
FORMULATIONS

PRO-GREEN

CAMPBELL'S

FASTER WITH

FERTILIZE EASIER,

COSTS

CUT

Write For Price List and Free Samples For Testing.

Now... lawns, flowers, shrubbery, fairways, golf greens can be greener, healthier, harder all summer with regular applications of Campbell's PRO-GREEN. Goes to work instantly... feeds the plant not the soil. Easy to apply with any conventional sprayer. Saves work, time, and money on maintenance. "A little does so much." Apply weed killers, insecticides, fertilizer all in one operation. In 5, 20, and 55 gal. containers.



H. D. CAMPBELL CO. • FARM PRODUCTS DIV. • ROCHELLE 233, ILL.

H. D. CAMPBELL CO.

**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.

Upjohn's Spray Calendar

Acti-dione (NITRATE) } antibiotic turf fungicide for...
Acti-dione RZ }

**MELTING OUT
FADING OUT
DOLLAR SPOT**

Acti-dione RZ is also effective for controlling Pythium and Large Brown Patch

1957		APRIL						1957																							
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		

THE UPJOHN COMPANY, CHEMICAL SALES DIVISION, KALAMAZOO, MICHIGAN

One of the most talked-about items at the GCSA convention was the Spray Calendar distributed by the Upjohn Co., Chemical Sales Div., Kalamazoo, Mich. The calendar covers the period from April through November and is laid out so the supt. can enter a daily spray record and also note rainfall, temp. and humidity for the day. Copies are available from the Upjohn Co.

**Toro Appoints Schulke
Institutional Sales Manager**

Donald L. Schulke has been promoted to institutional sales mgr. of Toro Manufacturing Corporation, Minneapolis. Schulke, who had been serving as brand sales mgr., formerly had been affiliated with General Mills, Minnesota and Ontario Paper Co., Gould National Battery Co., and the Firestone Tire and Rubber Co. He joined Toro in 1948.

In his new position, Schulke will be responsible for the planning and development of sales of the large, heavy-duty mowing equipment line, marketed primarily to golf courses,

schools, parks, cemeteries, highways and other institutions.

**Sanders, Marr Added
to Wilson Golf Staff**

Two promising young pros, Doug Sanders Dave Marr, are newest additions to the golf advisory staff of Wilson Sporting Goods Co., Fred J. Bowman, pres., has announced.

Sanders, first amateur to win the Canadian Open, a feat he accomplished in 1956, turned pro early this year. He is a former national Jaycee champ and also holds two South-eastern Amateur titles. In 1955, Doug won the amateur version of both the World Championship and All-American at Chicago's Tam O' Shanter. As a pro he owns a victory in the Columbian Open, was runnerup in the Jamaica Open and tied for fifth in the Boca Raton Open.

In turning pro at 19, Dave Marr followed in his father's footsteps. He has held assistant's posts at Westwood, N. J., Winged Foot and Seminole (Fla.) GC. His best showing to date came in the 1957 Los Angeles Open when he placed third. Marr has qualified for three National Opens since 1953.

**Golf-Swing Wonder Helps
to Improve Grip, Rhythm**

Golfers can work on their grip, improve their rhythm and work toward a better swing with the Golf-Swing Wonder,

marketed by Bea Gottlieb Golf Ent., 191 7th ave., New York City 11.

The buggy-whip device can be used safely almost anywhere indoors. It features "Twin-Thumb" plastic handle with grooves for the thumbs. Among those who endorse it is Helen Hicks, former national women's champion.





Scotts ARE FAMOUS FOR CHAMPIONSHIP TURF

FOR BETTER SCORES follow through with *Scotts*®

Over the years, Scotts record for producing outstanding turf parallels the popular growth of golf. Today, players on over a fourth of the nation's courses enjoy Scotts turf perfection. Plan now to improve your greens and fairways with *Scotts* TURF PRODUCTS. The results are certain to win enthusiastic player acclaim. Write for recommendations of our turf specialists and estimates on your program.

O M *Scott* & SONS CO, Marysville, Ohio
also Palo Alto, California

Lebanon Promotes Troxel

Robert B. Troxel has been named sales mgr. of the Lebanon Chemical Corp., Lebanon, Pa. Troxel has been a member of the Lebanon sales staff since 1949. Prior to and just after World War II, he was a botanist for the commonwealth of Pennsylvania in charge of the seed lab and enforcement of the seed act.



Anastasio Named Assistant Manager by U. S. Rubber

Joseph Anastasio has been appointed assistant mgr. of branch sales for the footwear and general products div., United States Rubber Co. In this position he will assist branch sales manager Arnold H. Finnern, who is responsible for sales of golf balls, Keds, Kedettes, waterproof footwear, Koylon foam mattresses, sponge rubber underlays, waterwear and other products. Since Oct. 1955, Anastasio has been sales mgr. of sponge rubber underlays for carpets and rugs.



International "300" Shows Versatility in Course Construction Job

Versatility of International Harvester's "300" Utility tractor was well established recently in the construction of Sherwood Forest CC, Baton Rouge, La. After heavy equipment had been used to clear the site, the "300" was brought in to disk, rake off brush, sod and debris and to seed and plant grasses for fairways and greens. The tractor, shown with an 8-ft. fast-hitch mounted York rake, is useful for finish raking, spreading top soil, gravel, leveling and mulching. The rake can be set at various angles to handle a variety of jobs and also reversed for backfilling.

New Model "Handy Capper" Being Prepared

Lifeguard Corp., 4124 N. Knox ave., Chicago 41, is working on a new model handicap computer that will cover a wider range of conditions, handicaps and golf courses than the original one. The "Handy Capper," as the product is known, is said to save many tire-some hours as it eliminates pencil work and cuts down on book work. The new model is expected to be on the market soon.

TIFGREEN (Tifton 328) BERMUDA

certified by Georgia Crop Improvement Association

The South's best for greens

Southern Turf Nurseries

Box 569 — Tel. 616, Tifton, Ga.

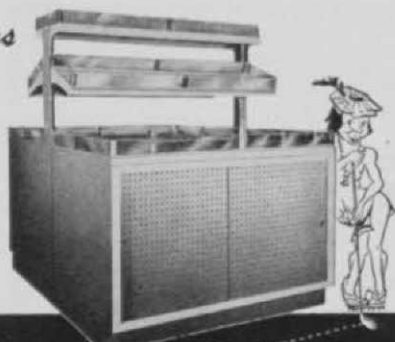
Ray Jensen, Agronomist

It's "SOUTHERN TURF" for ● Better Turf ● Better Prices ● Better Service

● All grasses adapted to Southern golf courses.

Pro *more* Pro *fit in* Pro *shops*

Saginaw Chief is flexible.
Units can be rearranged
—quickly and easily.



Another "Variety Unit" to help increase sales

Made of STEEL—finished in durable colors.

SAGINAW INDUSTRIES COMPANY Store Equipment Division

SAGINAW, MICHIGAN

Mallinckrodt Disease Table Available for Supts.

"Turf Fungicide Application Record and Disease Timetable for 1957." published by Mallinckrodt Chemical Works, 2nd & Mallinckrodt Sts., St. Louis, Mo., is available for supts.

Designed to be hung on a wall, the table shows when nine destructive turf diseases are most likely to strike; helps the supt. maintain a regular preventive fungicide schedule; and provides plenty of space for making notes on fungicide application.

Reuter Hits Bulls-eye

John Reuter, Jr., inventor and maker of the Bulls-eye putter, flew in from Phoenix, Ariz., to Dunedin, Fla., to be with the old pals. John served many years as a pro at fine clubs before designing the phenomenally successful Bulls-eye. He reported sales in '56 set a record. With Acushnet as exclusive distributor to pros business, orders have been coming in at a rate to make 1957 a new top year.

Amputee Tournament

The ninth National Amputee golf tournament will be held Aug. 16-17 at Heather Downs CC in Toledo, O.

Atlantic Representatives

Atlantic Products had a group of salesmen of its pro-only bag line at Dunedin for the pro gatherings. Jack Murray, sales mgr. of the line, was accompanied by Bill Zwaska and Bob Sturts who cover Ill. and Wis.; Ed Austin who covers Mich., Ohio and Ind.; Jim Vincent of Florida and Carolinas beat, and Jim Lavery who works eastern Pa., Va. and the Baltimore and Washington territories.

U. S. Rubber in Miami

United States Rubber Co. is opening a new golf ball sales branch office at Miami, Fla., with Ralph Wheeler as mgr. and Walter Busk and "Sunshine" Sutton as ball salesmen operating from the Miami base.

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,
1422½ Mishawaka Ave. South Bend, Indiana

SELL PAR TUBES NOW! — WHY WAIT?

Par Tube Protects Your Grips The Full Bag Length



PAR TUBES As Used in Individual Compartment or Slat Type Bags

The demand is terrific and the profits are quick. PAR TUBES superior construction proves them tops in the field. A *Must* for any golfer who wants to protect his grips the full bag length and obtain a friction-proof bag with an individual compartment for each club. PAR TUBES are dropped into oval or round type bags allowing a numerical arrangement of clubs. PAR TUBES fit into and strengthen individual compartment bags, allowing full free use of EVERY compartment.

PAR TUBES are Strong — Moistureproof — They are endorsed by Pros and Amateurs alike as a great idea for keeping grips in fine condition and protecting clubs against marring by careless handling.

Packed in cartons of 42 and 144

Contact Your Local Distributor or

PAR TUBE 5710 W. DAKIN ST.,
CHICAGO 34, ILLINOIS



Oval or Round Type Bags

Worthington Mower Introduces Utility Dump Body Tractor

Worthington Mower Co., Stroudsburg, Pa., has introduced a Utility dump body tractor,



Dealers inspect new Worthington Utility dump body tractor at Pt. Clear sales meeting.

first showing of which was for dealers at a sales meeting in Pt. Clear, Ala.

The dump body tractor is the result of five years' development. It is considered an all-purpose vehicle and will be on the market

soon. The Utility has the versatility of Worthington's Model G and load capacity of a light dump truck. It is powered by a 162 cu. in. Continental motor that also provides power for pulling mowers and other turf equipment. The dump box is constructed of electrically-welded heavy gauge steel, has a capacity of one cu. yd. and is so perfectly balanced, it is claimed, that a pull on the hand lever will dump the load.

Imported Knit Goods

L. Z. Rosenthal, 88-01 172d st., Jamaica, N.Y., showed at Dunedin, Fla., attractive values in imported Italian, German and French sweaters and other knit goods being retailed only through pro shops. The merchandise is distinctive in material, design and workmanship and was ordered heavily by pros during Seniors' week.

Tell Them You Saw the Ad
in GOLFDOM

Personalize Golf Clubs with



STICK WITHOUT MOISTENING
RAIN, SCUFF and DIRT-PROOF



15 Labels and Covers
only \$1

END LOSS, MIX-UP & AGGRAVATION! The quick way for golfers to put their names on their clubs. 3 Year Guarantee against weather and wear. Packed 12 kits on a self-selling counter card. Retail at \$1 per kit. Also available printed with your country club name and city.

S-C PRODUCTS, INC., 395 St. RONAN STREET, NEW HAVEN, CONN.



Superior Design,
Construction and
PERFORMANCE

far greater
strength and
SAFETY!

AMERICAN
Approved

**PLAYGROUND
AND SWIMMING
POOL EQUIPMENT**

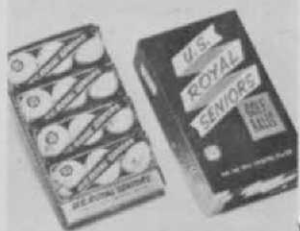
The wise choice of experienced
buyers for nearly half a century.

WRITE FOR LITERATURE



For Faster Getaway

Newest addition to the U.S. Rubber Co's line of golf balls is the U.S. Royal Seniors, designed to give the easy-swinging golfer faster getaway and more distance. It will be sold in pro shops



throughout the country. Construction from center to cover is said to be specially pointed toward maximum results for the conservative swinger.

Linck Liquid Spreader Takes Guesswork Out of Turf Care

Linck's Liquid Spreader, manufactured by O. E. Linck Co., Inc., Clifton, N.J., is said to take the guesswork out of turf care since it accurately governs distribution of liquid chemicals such as fertilizers, fungicides, weed killers, etc.



The Spreader's hose pump functions on a one-wheel drive. As the wheel turns, rollers move along the hose forcing the solution through a clog-proof nozzle. The fine spray thus generated remains constant and distribution is even. The spray stops when the Spreader is stopped, turned or moved backward. An average of 1,000 sq. ft. can be covered in about three minutes with the Spreader.

True Temper Acquires Assets of Montague-Ocean City Co.

True Temper Corp. of Cleveland has acquired Montague-Ocean City Rod and Reel Co. of Philadelphia. All three brand names, True Temper, Montague and Ocean City, will be retained and marketing outlets of both companies will be fully utilized, according to William G. Rector, True Temper president. The merger enables the Cleveland company to market a comprehensive line of fishing tackle and accessories in addition to manufacturing golf shafts and other products.

General mgr. of the new division is Robert Jerrett, Jr., vp. Others holding executive posts in the division, besides Rector, are: Harold F. Smith, V. L. Johnson, Lynn Davis, Edward Maguire, John Keith and Robert P. Carey. True Temper's acquisition includes three Montague-Ocean City plants in Philadelphia and another one in Hainesport, N. J.

PEE GEE BEE

The perfect practice ball, precision made of unbreakable plastic. Duplicates flight of regulation golf ball. Millions now in use.



PEE GEE TEE

Unbreakable plastic tee for regulation golf play. Easier to use and find.



COSOM

INDUSTRIES, Inc.

Also makers of Chip-In, the Golf Game; Fun Ball, the plastic ball of 101 games; Bowlite, the portable, silent, plastic bowling game.

Minneapolis 16, Minn.



MODEL #777
15" HEIGHT
NET PRICE
\$7.50

Trophies, Medals, Charms, Engraving

ATTENTION! ALL PRO SHOPS

Increase your profits in trophies, yet give your customers more for their money. Deal Direct with Trophy Mfr. For Catalog and Discount Write

CUSTOM TROPHY MFG. CO. INC.

5017 Exposition Blvd.
Los Angeles 16, Calif.

Golf Score Cards

Get the BEST from "VESTAL"

CHARGE CHECK BOOKS

HANDICAP CARDS and PANELS

BAG and GUEST TAGS

(WRITE FOR CATALOG)

VESTAL-MONROE PRINTING CO.

ESTABLISHED 1912

TELEPHONE HARRISON 7-6314

701 S. LA SALLE ST. • CHICAGO 5

Jacobsen Gives Details of '57 Trim-O Model

Details of its 1957 Trim-O, a 10-in. lawn trimmer, have been announced by the Jacobsen Manufacturing Co., Racine Wis. This machine makes an ideal power mower companion for close, neat trimming around trees, fences, and landscaping. Powered by a 1.8 hp. Jacobsen built Hi-Torque engine, the Trim-O is light and easy to handle for trimming on either side. Deeply recessed wheels allow undercutting walls, fences and other hard to reach areas. Suction lift cutter and trim guides assure clean, even cutting at all times.



Schlx Reflects Optimism

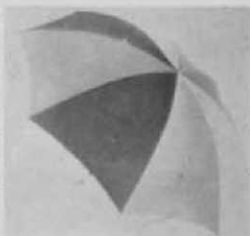
"Professionals obviously are confident 1957 business is going to get off to a good start judging by their orders for spring delivery," said Earle Schlx at Dunedin. Schlx, a

veteran merchandiser, handles First Flight clubs, Catalina sweaters and Turf Hugger jackets, head covers and spikes in Mich., Ohio, Ind. and Ky. in the summer from his headquarters at 310 E. 238th st., Euclid, O., and from Dunedin, Fla., in the winter.

Schlx had an article on pro merchandising in the first issue of GOLFDOM, Feb., 1927.

Spalding Offers New King Size Golf Umbrella

A new golf umbrella of king size proportion has been introduced by A. G. Spalding & Bros. for 1957. Measuring 36 ins. across, its ample size affords full protection for both player and caddie. The umbrella features 8 double rib frame construction and top material of first quality Element Cloth with four solid colors arranged in alternating panels. De luxe fittings include a leatherette carrying case, a metal tip cup which holds and protects ribs when umbrella is closed, wooden shaft and a comfortably shaped wood handle.



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.

2726 Sidney Street

St. Louis 4, Mo.

CARL H. ANDERSON

Professional Golf Course Architect

Now building a 74 Par Course for the
Government of Venezuela!

Remodelling, Advice on Location, Scaled Plans
for Layout and Construction!

Addresses:

Circulo Militar, Maracay, Venezuela, S. A.
Miami Shores Country Club, Miami 38, Florida

Celebrating
OUR 16th YEAR

of SERVICE to

Golf Professionals

Quality Awards

Shipped Promptly

Send for Free Catalog

Sports Awards Co.

429 W. Superior St.

Chicago 10, Ill.

Phone: SUperior 7-6034



LOCKER NAMEPLATES



Write for sample and prices

KIRSCH CARD SERVICE

BOX 426X, ELMHURST, ILL.

Acushnet Sets Up New Golf Equipment Sales Division



Sales staff of the new Acushnet Golf Equipment Div includes from (l to r): John Minkley, John (Pete) Huber, J. W. (Bill) Toland, div. head, Russel Mattern, Jr., Bob Christiansen, Pete Henry, Jr., Clark Harris.

Acushnet Process Sales Co., manufacturer of Titleist golf balls, has announced addition of a Golf Equipment Div. Plans call for the new division to market selected quality golf items through pro shops only, in keeping with a 20-year policy.

At present, three lines are definitely set and may be obtained at the golf shop under the Acushnet label . . . a complete line of golf gloves and head covers manufactured by the K. L. Burgett Co. of Peoria, Ill., will bear Acushnet's name; the very well-known and widely accepted original John Reuter Bull's Eye putter line will also be distributed by Acushnet; in addition to these, a line of Mallet Putters manufactured by Freddie Haas featuring outstanding color, style and work-

manship — and containing the only bendable neck cast mallet putter on the American market — will be carried.

Distribution will be handled by E. J. Smith and Sons Co., Charlotte, N. C., for the Southeast; New England will be handled out of the main plant in New Bedford, Mass.; Henry H. Leber of Philadelphia will ship to Mid-Atlantic states and parts of New York state; Shearer and Pollard, warehouse at Chicago, will ship to the Midwest; United Golf Pros, Inc., Dallas, will serve the Southwest; and Curley-Bates will ship to the West Coast from their three warehouses located in San Francisco, Los Angeles and Seattle.

The new division will be headed by J. W. Leland, asst. sales mgr. of the Process Sales Co.

CREEPING BENT STOLONS

Penn 10 (37) 4,

Arlington C-1,

Congressional C-19

Old Orchard C-52

Old Orchard Turf Nurseries

P. O. Box 350—Tel. AL 6-6395

R. R. BOND, Prop.

Madison 1, Wisconsin

Branch Nursery in Farmington, Iowa.

Old Orchard C-52 is an early bent and furthermore does not discolor after the first early frost — Therefore a longer playing season on both ends.

THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES

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

ATTENTION

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

WAYNE GOLF BALL CO.

31117 Little Mack

St. Claire Shores, Michigan

More Distance, Longer Life Claimed for New Tourney

Performance with a capital "P" is claimed for the new 1957 MacGregor Tourney golf ball. The manufacturer reports more distance and longer life in this significant new advance in golf balls. Unusual features include a new core, V-thread winding and a new and more responsive cover, which add a "no-fatigue" factor to the Tourney

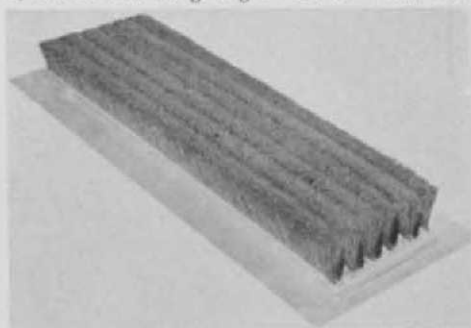


This is said to assure the same lively response whether it be on the first or 100th hole. The new finish, applied by an exclusive multiple-coat process, withstands compression, scuffing and abrasion.

For easy-to-view display, the Tourney is packaged in trays covered with crystal clear cellophane, three to a tray. A special flip-over cover features many of golf's big names who play the Tourney exclusively. More details can be had from The MacGregor Co., Cincinnati 32.

New Flexi-Mat Brush

The 1957 Turf King brush, manufactured by Flexi-Mat Corp., 3817 S. Racine, Chicago 9, is described as giving a real turf feel. The



brush is blended of long lasting miracle filament and Tampico bristle, being backed with heavy galvanized steel. It will lie flat without being permanently mounted or countersunk into the ground or a platform. The brush is 5- by 20-ins. Information concerning it can be obtained from your local range distributor or from Flexi-Mat Corp.

LIQUID-LUSTRE GOLF BALL WASH

Costs as little as 2c per washer per week!

- Keeps golf balls SPARKLING WHITE!
- Perfectly safe for washers... either hard or soft water!
- Will Not cause RUSTING!
- No unpleasant odor—Ever!
- Already enthusiastically accepted by satisfied golfers!

ORDER YOUR SUPPLY TODAY!
Per single gallon\$4.75
5 gallons, per each gal. can 4.50
Order from your dealer or direct from DBA and give dealer's name



PRODUCTS CO., INC.

Deerfield, Illinois

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.

Weights Only 69 Lbs.
Write Dept. "G"

DEALERS WRITE FOR OPEN TERRITORIES
H. & R. MFG. CO., Los Angeles 34, Calif.

Bob Baldock

GOLF COURSE ARCHITECT

1505 Blackstone
FRESNO, CALIFORNIA

West Point Develops New Lightweight Aerifier

The newest turfgrass tool developed by West Point Products Corp., West Pt., Pa., is the Estate model aerifier. Light, yet sturdy,



the Estate is budget priced. Soil engaging "spoons" on the model cultivate soil beneath the sod, giving it porosity that encourages

Manufacturer of the
World's Finest
awards
Specializing in
made to order
trophies.
Free catalogue available
on request.



Write
Dept.
G-3

House of Williams

37 SOUTH WABASH CHICAGO 3, ILLINOIS

vigorous root growth. The Estate is powered by a 2 3/4 hp Briggs & Stratton 8 B engine and has 16 spoons.

Jacobsen Reports Big Increase in Advance Mower Orders

At the mid-year sales conference of Jacobsen Manufacturing Co., in Racine, Wisc., attended by dist. sales mgrs. from throughout the country, Charles A. Livesey, vp., sales, announced a 24 per cent increase in advance orders for Jacobsen Power Lawn Mowers for 1957, with approximately 17 per cent increase in dollar volume. This follows a substantial increase for 1956 over 1955.

Thousands of Jacobsen dealers throughout the country participated in this increase, indicating solid confidence in the future of the power mower industry. Power lawn mowers are rapidly approaching the volume of vacuum cleaners, radios, toasters and major appliances.

"The increase in advance bookings can be attributed to several factors," said Livesey. "The line has been smartly restyled. A new promotional model has been added. The sales force has been augmented, national advertising and sales promotion have been stepped-up. Jacobsen magazine advertisements will be seen in 10 national magazines this year."

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Wittek Golf Range Supply Co., Inc.

Driving Range and Miniature Course Supplier, has added a full line of Archery & Electrical Mechanical Miniature Course gadgets.

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PHONE 441

Golfcraft Opens New Chicago Warehouse



George Dawson, V.P., Golfcraft, Inc., maker of pro-only Glassshaft golf clubs, announces opening of the company's new Chicago warehouse at 7059 Addison St. With this spacious modern new building Golfcraft now has the facilities and stocks with which to promptly serve pro accounts throughout the middle west and east. In addition to greatly increased stock and shipping space, the convenient new location includes attractive private and general offices, display and visiting room for pros and ample visitors' parking

space. Dawson, in charge of sales and merchandising is a native of Chicago's suburban Wheaton, and will have headquarters at the new warehouse. Kenneth Pinns will cover pros in the Chicago and adjacent area on pros in the Chicago and adjacent area.

Daniel A. Johnson, Jr., has been elected to succeed Harold F. Woodruff as pres. of F. H. Woodruff & Sons, Inc., Milford, Conn. lawn and seed firm. Woodruff, son of the company founder, is chmn. of the board.

GOLF RANGES

**MINIATURE GOLF
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We Have a Complete Line
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Write for prices

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GOLF BALLS FOR PROS ONLY

ALEX CAMPBELL, high compression, liquid center
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The best medium priced pro line available,
marked with our trade name or private brand.
Balls guaranteed.

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18357 Homewood Ave., Homewood, Ill.

ALFRED H. TULL

Golf Course Architect

Larchmont, New York

Two New Victor Electri-Car Models Now on Market

Model changes on the two '57 model Victor Electri-Cars include such improvements as super heavy-duty industrial batteries, enlarged,



reinforced disc brakes, new electronic accelerator switch mechanism and pedal and rubber padded golf bag wells. The de luxe Super 36 is said to travel approximately 72-holes on a single charge and has outstanding hill climbing ability. Both the 36 and new Model 24 have direct drive, no chains and no belts. They are marked by two-tone automotive

color styling with harmonizing upholstery and piping. Four different color combinations are available. Sales, service and rental facilities are available in most large cities. The Electri-Car is manufactured by Victor Adding Machine Co., 3900 N. Rockwell, Chicago 18.

New Squire Price Tags

"Par Golfer" and "Di Fini Originals" are the legends on the price tags that enable golfers to distinguish Squire Slacks from other brands, according to Jack Lust, sales mgr. Squire is price-fixing its different lines in order to protect and also help the pro to properly merchandise them. Squire Slacks has offices at 18 W. 20th st., New York City 11.



Highlights of the 1956 Miller Open, played at Tripoli CC in Milwaukee, are in a 15-minute sound color film that can be obtained from Sales Promotion & Publicity Dept., Miller Brewing Co., Milwaukee 1, Wis.

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Turtle Creek, Pa.
Suburb of Pittsburgh

Sabayrac Firm Looks for Big Year

Typical Ernie Sabayrac optimism infected salesmen attending the annual get-together of the Sabayrac organization in Clearwater, Fla., recently. Just about everyone connected with the Hialeah company, which sells to pro shops, expects 1957 sales to exceed those of 1956. Notable suppliers who were on hand included Eugene Saunders of Flip-It Hat Co., Benjamin Stone and C. L. Wilcox of Foot-Jay, Inc., and Edward P. Rankin, representing the Ben Hogan Co.



Front row (l to r): Lyne Price, Norman Rachlin, Eugene Saunders, C. L. Wilcox, Benjamin Stone, Ernie Sabayrac, Ed Rankin, Johnny Burt and Danny Parrilli. Second Row: Orval Shotwell, Chester Kubik, Andrew Augaitis, Morgan Barofsky, Jack Carnahan, Les De Fino, Jack Murphy, Michael Long, Harold Whittington, Dan Labadie, Grant Robbins and Sammy Sigh.



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Schneider Metal Develops Engine-Driven Spreader

Schneider Metal Mfg. Co., 1805 S. 55th ave., Chicago 50, has developed an engine-driven spreader which, it is claimed, is the first



unit of its kind to be offered to the commercial market. It accurately spreads seeds, organic and chemical fertilizers, lime dressing and compost at required rates.

Called the Lawn Beauty Model 36 Pro Power Spread, the unit has a 2.7 hp Briggs & Stratton engine and differential-type transmission which can be operated in forward or reverse. The Model 36 weighs about 180 lbs. and works well on slopes, greens, aprons and in open areas.

Cerda, Argentine Star, Joins Spalding Staff

Antonio Cerda, one of the best known of the foreign golfers, has become the first South American to join the staff of A. G. Spalding & Bros., Inc., as a consultant. From Argentina, Cerda placed second in the British Open of '51 and '53 and won the Argentine Open in '48 and '56. Cerda has been a pro for 15 years.

Iowa, Texas Dealers Distribute Worthington Mower Equipment

Worthington Mower Co., Stroudsburg, Pa., has appointed two more dealers to handle its complete line of gang mowers and mowing tractors. Globe Machinery & Supply Co., E. 1st st. and Court ave., Des Moines, Ia., is serving central and eastern Nebraska and central and western Iowa territories. Watson Distributing Co., 2320 Louisiana st., Houston, Tex., is handling Worthington equipment in that

Squire Slacks, Dept. G, 18 W. 20th st., New York 11, soon will have its Spring and Summer catalog ready for distribution. It features Par Golfer slacks in the new Tropicad fabric. The catalog is available upon request.

Product Engineering Offers New Con-Voy Cart

Product Engineering Co., Portland, Ore., is introducing all new, completely redesigned models of the Con-Voy golf cart.

The Con-Voy has been made more beautiful as well as more durable, it is said. Changes include improved balance through re-engineering, a bottom bag bracket that adjusts to any size bag and holds the bag away from metal; new, plastic hand grip; semi-pneumatic, smooth tread tires; squeeze hand release to fold or unfold wheels; and ball bearings, greased for life, and sealed to keep out dirt and sand.

As in previous Con-Voy models, wheels fold in and down, allowing cart to roll with wheels folded. It stores upright in approximately one square foot of floor space.



Bogley Represents Burke

Burke Golf Sales, Inc. announces appointment of James E. Bogley to the post of field rep in the Mid-Atlantic area. Jim is a well known figure in the area, having been connected with a course equipment supplier prior to joining Burke. He will cover Eastern Pennsylvania, Maryland, Delaware, Virginia and Dist. of Columbia.

Kloss Heads Jacobsen Research

Dale Kloss has been appointed chief engineer in charge of engine research and development by Jacobsen Manufacturing Co., Racine, Wis. Kloss comes to Jacobsen from Champion Motors Co., Minneapolis, where he was vp in charge of engineering. While with this concern, he developed a complete line of out-board motors in addition to a 20-cu. in. racing engine that won several national and world championships during 1955 and 1956.

New Wood Spindle Eliminates Frequent Mower Stoppage

Wood Bros. Manufacturing Co., Oregon, Ill., announces that all models of its rotary mower now have new spindles with quick-detachable swinging blades. The spindles eliminate the shear bolt and blades are changed in two or three minutes, making possible easy sharpening when needed. Older models, the manufacturer points out, required 15- or 20-minutes changing time. The new swinging blade spindles will fit older models of Wood's rotary mower-shredders.

LAWN MOWER STATIONARY BLADES



SINGLE (1/4") Raised Lip — Heavy Duty Blades for all Makes of Fairway and Rough Gang Mowers. **DOUBLE (1/4") 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.

JONES MOWER & EQUIPMENT CO.
2418 Grasslyn Avenue. Havertown, Pa.

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

Lively Interest Reported in Gallons for Guessers Plan

Grosses of guesses are flooding offices of AQUA-GRO, whose unique advertising promotion plan for 1957 is creating enthusiastic response all over the country. Featuring well-known club supts., with faces blanked out of the photo and giving just enough information to tip off careful readers, a series of four ads sparks this unusual program. Prizes for first ten correct guessers are a gallon each of AQUA-GRO, the stuff that is said to make "water wetter." Winners, if first time AQUA-GRO users, are urged to report findings to the Aquatrols Corp., 730 Lancaster ave., Bryn Mawr, Pa., for use in compilation of data which will be made available on request.

(More Trade News on Page 128)

RUBBER WRAP-ON GOLF GRIP

- Just Wrap On ... No Adhesive Needed.
- Non-Slip Suede-Textured Finish.
- Can Be Applied In 10 Minutes.
- Used By Leading Pros.

See your distributor or write to:

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The Original
FULNAME 1957
Golf Ball Markers
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Serrated surface gives better imprints.
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ESHELMAN GOLF CAR

GASOLINE ENGINE

36 Holes Per Gal. Gas
Up to 20 Miles Per Hr.
COSTS 50% LESS

Ideal for golfers. Also
2 Passenger Adult Sport-
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Write for Free Literature.

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USED GOLF BALLS WANTED

Water hole balls or balls found on golf courses.

Cuts and bumpy balls36 per dozen
Off brand and synthetics slightly marked	1.56 per dozen
Round and perfect \$1.25 brand balls	2.40 per dozen
suitable for repainting	3.60 per dozen
Like new top grade for rewashing	3.60 per dozen

ATTENTION

Golf balls repainted, your balls30 per dozen
minimum of 50 dozen		
Golf balls painted and lettered78 per dozen
Golf balls striped15 per dozen

B & W GOLF BALL CO.

5124 West North Ave. Chicago 39, Illinois
BERKshire 7-4660

Picturesque 9 hole golf course, large clubhouse, pro shop and home for pro. Fully equipped with late mowers and tractor, building to house. Town 30,000 central Iowa. Ample room for driving range, none around. \$20,000 down will buy. Address Ad 308 c/o Golfdom.

USED DRIVING RANGE EQUIPMENT FOR SALE — MATS, BALLS, LIGHTS, ETC. — LESS THAN HALF PRICE . . . contact Ad No. 310 c/o Golfdom

Central California Golf Course for sale — 9 hole, all grass. Lease has 17 years to go. Price \$24,500.00 — 1/4 to 1/2 down payment. Inquire: Bob Baldock, golf course architect, 1505 Black stone, Fresno, California.

Streater Flex-Orama Showcase

Streater Industries, Inc., Spring Park, Minn. and Chatham, N.Y., manufactures a low to medium price showcase featuring solid ex-



truded aluminum top and bottom frames for maximum rigidity, and three adjustable 7/32-in. glass shelves in 8, 10 and 12-in. widths which can be used in any combination at any heights for maximum display. Shelves are supported by knife-and-slot brackets and can be quickly changed. The frames have anodized "no-rub" finish.

The Streater showcase, known as the Flex-Orama, is 38-in. high, 20-in. deep and either 4 or 6-ft. long. Lighting is optional.

Kip Bowen, Bowen & Hull pres., announces appointment of R. C. King Co., Seattle, Wash., as sales agents for Wm. Joyce golf and casuals. King will serve all pro accounts in Wash., Ore., Mont., Idaho and B. Columbia, maintaining complete stocks in its Seattle warehouse.

FOR SALE: \$35,000.00 down payment will put you into business on the Beautiful Maplecrest 18-hole Golf Course. Balance can be handled on Land Contract or Mortgage. Course is located 6 miles Northwest of Kenosha & 8 miles Southwest of Racine, Wisconsin. Inquire at Office of: Guttormsen Recreation Co., 5160 6th Avenue, Kenosha, Wisconsin.

GRASS MOWING EQUIPMENT

1955 Worthington Model G Tractor with 5 ft. Hydro-Sickle Bar and 3 gang self lifting reel mowers

Cost New \$4219.00 Now \$2700.00

1955 Worthington Model F tractor with 5 gang self lifting reel mowers

Cost New \$4275.00 Now \$2700.00

1954 Ford Tractor with 6 ft. Mechanical Sickle Bar and 1955 Ford 5 ft. dia. Rotary Mower

Cost New \$2212.00 Now \$1500.00

Two 1955 Kwick-Kut 6 H. P. Self Propelled 30 inch Rotary Mowers.

Cost New \$460.00 ea. Now \$260.00 ea.

Five 1955 Hoffco Power Units with Trimette Heads

Cost New \$187.75 ea. Now \$100.00 ea.

All used only 3 months

Eastern Erection Co.,

535 Boston Avenue, Somerville 44, Mass.

Telephone Monument 6-4758

Crisman Markets New Putter

Otey Crisman, Selma, Ala. putter maker, was convalescing from an operation and didn't get to Dumedin, Fla. for the first showing of his new putter which has a square aluminum, alloy shaft and, Otey says, the soft feel of hickory. Mike Pendergast and Leon Fawcett represented Crisman.

Trade Briefs

Manufacturing, distribution and sales rights covering Ben Hogan Clubs have been awarded to Slazengers, Ltd., London, Eng. . . . This concern is said to be the world's largest sporting goods manufacturer and distributor outside the U.S. . . . Wayne B. McConnell, national rep of bottler sales dept. of the Coca-Cola Co. has been named sports program supervisor for that firm . . . Pro Dave Ragan, winner of Florida Open at St. Petersburg, has joined the staff of A. G. Spalding & Bros. . . . John Deere tractors and equipment are fully described in a new booklet that can be obtained by writing: John Deere Industrial Div., Moline, Ill.

Toro Manufacturing Corp., Minneapolis, has added a 27-in. riding power mower, the Pony, with plug-in electric starter to its line . . . Has a 4-cycle engine and 6-blade reel . . . Only Victor Industrial golf car in South America has turned up at Tortugas CC, Buenos Aires . . . Three golf pros, Ernest Jones, Pat Tiso and Labron Harris, have been named directors of Colt Golf, Inc., New York . . . 1957 orders already received by Johnson Lawn Mower Corp., Brookhaven, Miss., indicate that '57 will outdo '56 . . . When James Williams shot eight straight birdies at pro-am of South-eastern PGA, A. G. Spalding & Bros., Inc., awarded him a special trophy .