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and longer profits



Carnegie's GRIP, a fast drying liquid, is applied to the hands to afford a better grip. Attractive, non-breakable bottle easily fits in pocket or purse. Beautiful 24-bottle display makes 50c profit on each bottle for you.

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MINIATURE GOLF COURSES

We Have a Complete Line of Supplies Write for prices

EASTERN GOLF CO.

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What's New

Products and Personalities

O. M. Scott Markets Improved Turf Builder

O. M. Scott & Sons, Marysville, O. is marketing a newly developed Turf Builder that is said to be superior to the product the company has been selling for the last 29 years. Packed in from 1 to 50-lb. bags, New Turf Builder is complete in nitrogen, phosphorus and potash and has slow release and mild action qualities. It is estimated that the fertilizer can be applied six times a year at a cost of about 1/2 cent a sq. ft.

MacGregor Puts Click In Women's Tourney Ball

MacGregor is making available a new Tour-

ney golf ball compressed especially for women's play. The regular high-compres sion Tourney is pack aged in a gold box. The new women's Tourney is packaged in a bright silver box.

This new ball carries a lower compression to enable

women to hit it with the same "click" and "feel" as harder-hitting men golfers get from a regular golf ball. The women's Tourney is available through all pro shops.

Pott Signs with Spalding

Johnny Pott. 21-year old Louisiana pro, hase been signed as a consultant by A. G. Spalding & Bros., Inc. Son of a one-time pro, Ben. Johnny was a top collegiate golfer two years ago and won or was runner-up in several amateur tournaments last year. In 1955 Pott finished as low amateur in the Baton Rouge Open, four strokes off the winner's pace. He attended Louisiana State University. In the recent Derby Open at Louisville, Pott made a very creditable showing.

Wood Bros. Now Marketing **New Rotary Cutters**

Wood Bros. Manufacturing Co., Oregon, III., is now producing its latest models of rotary cutters, a line of 5-ft. machines that are



Wood's Model M60 hitch

ideal for all mowing and shredding jobs. They are equipped with free swinging, heat treated steel blades, needle bearing 30 hp universal joints and 40 hp Timken and New Departure bearing equipped gear boxes. The cutters have a slip clutch between power take-off shaft and gear box to absorb shock loads.

Cutting height is adjustable from ground level to 14 ins. Pull Model 60 has a 47-in. wheel tread with wheels behind and a 70-in. tread with wheels at side. Model M60 hitch is of three-point design and the tail wheel is Timken bearing equipped with 8-in. nonpneumatic tire. Literature with information and specifications on the 60 and M60 can be obtained by writing the Wood company.

GOLF BALLS FOR PROS ONLY

ALEX CAMPBELL, high compression, liquid center
ALEX DUNCAN, medium compression, liquid
center

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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.

Write for prices.

HUGH J. McLAUGHLIN & SON

Crown Point, Indiana

Heavy Demand Reported for A & C Scorecard-Box

A. & C Sales Co., 6518 Walker st., Minneapolis, reports heavy demand for its new



Scorecard that does away with makeshift containers for storing pencils and scorecards. The weatherproof box, stamped from steel sheeting, has compartments for men and women's scorecards and a large supply of pencils. It has a self-closing lid, is

10 x 11½ x 3 ins., finished in red and tan and is lettered to indicate contents. Welded to the underside of the box is a 2-in. pipe flange.

Autoette Sales Offices

Autoette, manufacturer of electric golf cars, has opened general sales offices at 611 S. La Brea ave., Los Angeles. Autoette is a division of Wayne Manufacturing Co., Pomona, Calif.



12 CHURCH STREET COLFAX, IOWA

1957 Walter Hagen Catalog

The 1957 28-page Walter Hagen catalog printed in black and gold, includes numeroucharts and graphs to aid pros in explaining



exclusive Hagen construction features in woods and irons. The line includes Strata-Bloc woods and Ultra-Powered irons with luxurious calfskin grips and True-Temper shafts. Accessories also are included in the catalog.

> Ordering Merchandise? Check Your Needs Against List on Page 109

1

MODEL #7

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

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Dunlop Sales Theme: This Is Year of the Maxfli



Dunlop sales reps and company officials pose for picture during break in annual meeting.

(Seated, 1 to r): D. G. Wager, R.C.V. Mackenzie, H. E. Elden, Vincent Richards, L. D. Hartford, R. A. Burgoyne, J. F. McCann. (Second row): I. R. Chappel, Jr., H. L. May, J. P. Kane, Paul Gibbs, Howard Kinsey, O. D. Ellis, F. P. Reeser, H. S. Fahey, H. L. Horton, Jr., H. L. Ronning, (Third row): 'lack Rodgers, W. A. Bearse, Joe H. Bold, George Seewagen, H. W. Hull. J. H. McCullough, Charles Papousek, E. A. Fottrell, W. W. Long, D. S. Mowatt.

Richards out-

lines ad sales

campaign.

"This is the year of Maxfli," is the theme that highlighted the Dunlop Tire and Rubber Corp's national sporting goods sales meeting

held recently in Buffalo.

Vincent Richards, vp, and other top Dunlop officials told Dunlop sales reps that an unprecedented advertising campaign in 1957 and increased production facilities would make the present high interest in what Dunlop calls "the world's most popular golf ball," soar even higher.

Sales potential of Maxdri golf shoes and the Warwick ball was also stressed. Introduced last year, the Maxdri, especially designed for bad weather golfing, won wide ac-

ceptance.

Philadelphia area sales rep, Horace L. Horton, Jr., won top honors in the '56 Balanced Selling Contest. Horton received a citation from Richards and an "oscar" award at a banquet held in the Buffalo Athletic Club. Other Dunlop salesmen honored were James Kane, Howard Ronning, Jack McCullough, Elia Fottrell, Irving Chappel Jr., Joe Bold and Howard Fahey.

Orcopel Repellent Tissue Is Convenient to Use

Orcopel repel paper, manufactured by Orchard Paper Co., 3914-24 Union blvd., St. Louis 15, Mo., only has to be wiped on the face, arms, legs, etc. for protection as long as four hours against mosquitoes, gnats, flies and chiggers. It is a chemically treated tissue as easy to use as regular cleansing tissue. Orcopel is packaged in cellophane, ten 5 x 7-in.

sheets to a package and, it is claimed, will last just as long as the conventional bottle of repellent lotion.

Beloit Uses Unique Display in Pushing Magic Crest Socks

Beloit Hosiery Co., McMinnville, Tenn., is

Beloit Hostery Co., Musing a unique packaging approach in connection with its new Magic Crest Pair-Pak stretch socks. The socks are merchandised in a gold and flamingo red Counter-Display unit that holds 12 pairs of individually packaged Magic Crest socks and is said to give the product plenty of "grab appeal." Magic Crest is a blend of guality wool pulon.



of quality wool, nylon and orlon available in white and an assortment of eight attractive shades. One size fits all sizes, 10 to 13, comfortably. The socks are said to be guaranteed washable and are shrinkage controlled.

Shell Puts West Coast Urea Plant into Production

Shell Chemical Corporation has brought its new urea plant at Ventura, Calif., into production. The plant, the only one of its type west of the Rockies, produces high analysis nitrogen fertilizer for Pacific Coast markets.

Urea contains more nitrogen — an essential plant nutrient — than any other dry fertilizer. Shell guarantees its urea at 46 per cent nitrogen.

100 Golfdom





Shell manufactures urea by reacting ammonia with carbon dioxide. In one process the urea is shaped into small free-flowing round beads called prills. It can be applied by spreader, drill or airplane and is also completely water soluble, making it suitable for application in irrigation water or sprinkler systems.

Shell built the new urea plant adjacent to its Ventura ammonia plant, the source of raw materials for the manufacture of urea. The company also has ammonia manufacturing facilities at Pittsburg, Calif.

New "Power Zone" Clubs Said to Be Pro-Quality

A new, complete line of pro-quality clubs featuring "Power Zone" design is being manufactured and distributed by Sportsman's Golf Corp., 2020 Indian Boundary Dr., Melrose Park, Ill. Irons are precision matched with weight concentrated in the toes of the clubs. Woods have laminated heads with a tough, inlaid insert for power. All clubs are equipped with medium-flex True Temper shafts and the all-weather grips are said to eliminate slippage.

Vapam Said to Produce Weed-Free Soil

Workers (see photo) are planting plugs of Zoysia grass in weed-free soil at a turf farm operated in Palmetto, Fla. Although hand



labor is necessary to plant the grass, none is required to rid the soil of weeds. The 200 acre farm is treated with a water solution of Vapam, a chemical made by Stauffer Chemical Go., 380 Madison ave., New York City. It is said to kill all weeds, weed seeds and soil pests and diseases. About three weeks after the chemical application, the Vapam has





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266 Harrison Road Valley 3-3444 Turtle Creek, Pa. Suburb of Pittsburgh

escaped from the soil and the grass can be planted in weed-free soil.

Many Uses for New Roseman Landscape Tool

A new landscape tool for use in preparing seed beds has been announced by the Roseman Tractor Equipment Co., 2610 Crawford ave., Evanston, Ill.

The new tool, equipped with choice of 2-



point fast hitch, or 3-point hook-ups, does four seed bed preparation operations in one. Badly rutted and compacted ground is scarified and aerated by a front row of scarifying teeth, then the soil is levelled, graded and finish raked into a perfect seed bed all with the same implement in the shortest possible time. No hand labor or finish raking is required. Substantial savings in tractor operation and man hours, it is claimed, are possible with the Roseman Model TRIP-11 Tiller Rake. Spreading gravel, renovating fire lanes, reconditioning bridle paths, parking lots and ball fields are additional uses for the Tiller Rake.

are additional uses for the Tiller Rake.

Smaller models for use in confined areas also are available for International Harvester tractors with 1- and 2-point fast hitch linkage.

Complete information may be had from the

manufacturer.



Wm. F. Mitchell Golf Course Architect

NORTH SUTTON NEW HAMPSHIRE

P.O. BOX 7

PHONE 441

Everybody's Happy at Hillerich & Bradsby



Growing interest in golf was the chief topic of discussion when the Hillerich and Bradsby sales force met in Louisville recently for its annual meeting. Bill Kaiser, vp in charge of sales, who ran the three-day show, emphasized that B & H salesmen have the greatest opportunity in history to increase their valume

because of the current surge, and praised them for a great first quarter showing.

(Seated, 1 to r): Charles Marcum, Charles Quick, Gene Alyea, Bill Kaiser, Ren Smtth, Red O'Dea, Bill Zylstra. (Second row): Orv Parsons, Gus Novotny, Nick Schaefer, Al McCann, Norman Age, Bill Schoenbaechler, Herb Heimerdinger, (Back row): John Sullivan, Joe Rountree, Art Birtles, Jim Laverty, Tom Force, George Hang, Bud Schweri, Jack McGrath.

Midland Carries Large Line of Tillers and Mowers

Midland Co., South Milwaukee, Wis., is now building eight new lines of Rotary Tillers in addition to a new Riding Rotary Mower and four new 21-in. Rotary Mower models. Tillers range from 2 3/4 hp to 6.7 hp, including riding models. The 2 3/4 hp and 3.6 hp Tiller-Mower combinations each handle a 16-in. tiller attachment and additional attachments such as rotary mower, reel-type mower, weed cutter, cultivator, dump cart and others. On mowing jobs these units pull a rear-wheel steering sulky.

Larger Midland units, 3.5, 5 and 6.8 Tiller-Tractors and Riding-Tiller models carry 22in, attachments. These units have found increasing acceptance around golf courses and nurseries in recent years.

Midland's mower line includes a 3.6 hp riding rotary model that cuts 25-in. swath and four 21-in. rotary mowers, 2 to 2 3/4 hp. The company's 28-page catalog is available upon request.

Clubs Are Easy to Get At If Kept in WoodsNest

WoodsNest, manufactured by Sit-N-Rest Golf Bag Co., 2404 Clybourn st., Milwaukee 3, Wis., is made of tough, long lasting vinyl leatherette with a soft lining that gives woods complete protection while keeping them easily accessible. With this protector, club heads and their numbers are always in full view. Using WoodsNest there are no individual covers to remove and there are no strings to get tangled

WILLIAM P. BELL & SON

GOLF COURSE ARCHITECTS

Member: American Society of Golf Course Architects

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ALFRED H. TULL

Golf Course Architect

Larchmont, New York

in the player's clubs. The cover is supported by the bag and is quickly adjustable to any club length.

Horseshoes Overhead

Golfers caught in the rain under a Mac-



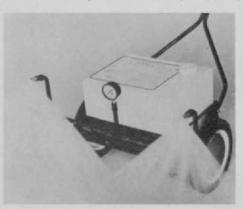
Gregor Lucky Golf Umbrella may well study the attractive design of horseshoes, wishbones and fourleaf clovers, and feel reassured. For this generous super-size bumbershoot has another exclusive feature — a fiberglass shaft. Fiberglass will not swell or bind. As

an added safety measure, even in the severest thunder storm, the shaft, it is said, will neither attract nor carry an electrical shock. Available in red/black, white/black, white/red and white/blue. The MacGregor Co., Cincinnati 32, O.

> Tell Them You Saw the Ad in GOLFDOM

Linck Develops Larger Liquid Spreader

The Estate Liquid Spreader, recently put on the market by O. E. Linck Co., Inc., Clif-



ton, N. J., is a larger model than any previously made by the manufacturer. The Estate has a larger pump and tank than its predecessor. Liquid Spreader, as well as two spray nozzles that throw the pattern vertically rather than horizontally, a strainer on top of the tank

Bob Baldock

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where the liquid is poured in and a pressure gauge. It is recommended that the spreader be pushed at moderate walk with the gauge set for 5 lbs. pressure to get a uniform 48-in. swath.

The Estate can be manipulated so that the spray patterns meet in the center. A tankful of liquid will cover 10,000 sq. ft. in 12 minutes.

Jacobsen Improves 24-in. Rotary Power Mower

Jacobsen Manufacturing Co., Racine, Wis., has incorporated important advances in design and appearance for 1957 in its heavy

duty, 24-in. power-propelled Rotary Mower.

Powered by a new 4 hp., Jacobsen-built Hi-Torque engine, the 24SPA is designed for fast cutting through large areas of grass



and weeds. A riding sulky can be attached. Additional features include the exclusive Jacobsen suction lift rotor, large built-in muffler for quiet operation and recessed wheels for close trimming. A leaf mulcher is standard

equipment. Push button electric starter kit is available.

Trophy & Medal Develops Safety Plaque

One of Trophy & Medal Shop's wide line

of trophies, emblems and plaques is a new Safe Driver and Truck Rodeo plaque. It is made of two-tone jeweler's bronze etching on a genuine walnut shield and is approximately 7½ ins. square. Trophy & Medal, located at 10 S. Wabash ave., Chicago



3, produces all kinds of golf trophies.

Talk to 2900 Pros

John Sproul, U. S. Rubber Co. golf ball sales mgr., and his asst., George McCarthy, have put on 31 US Royal dinners and talked to 2,900 pros and assistants in this year's nation-wide series of US pro sales conferences which began with the US Royal dinner at Clearwater, Fladuring PGA Seniors' Week. US Royal Seniors' ball which was introduced at the PGA Seniors already has jumped to unexpected sales.



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NEW YORK, N. Y.

Presidential Preview



L. G. (Plug) Osborne (1), Wilson Sporting Goods
Co's pro golf director, describes some of the
selling points in the all new Wilson Staff ball to
Pres. Fred J. Bowman. The new Staff has a thin
wall, all-liquid center with X2F additive. A new
paint compound is said to insure lasting glossy
whiteness.

Raincape Gives Complete Protection

Pen-Mac-Nye Co., Akron, O. is manufacturing an Emergency Raincape made of clear, light but tough plastic which resists wrinkling but will not crack or stick to itself. It is designed with ample shoulder room, has a hood attached and a criss-cross front flap that assures complete protection from heaviest rains. It is carried, when not in use, in a 3½ x 4½ in, plastic envelope. Phillip Rose of Pen-Mac, who has headquarters at 1323 Highland Bldg., Pittsburgh, Pa., is promoting the product.

Eases Working Habits

Toro's Power Handle was grouped with new electric housewares such as ovens that are "easing the comfort and working habits" of the homemaker at a recent meeting of the New York City chapter of the National Home Furnishings League. The portable source of power for lawn and related power mower units, produced by the Toro Manufacturing Corp., Minneapolis, was the only non-housewares item included in the review of advance design products.

Jacobsen Catalog Available

Jacobsen Manufacturing Co., Racine, Wis., has recently released its 1957 counter book showing the company's complete line of Reel type and Rotary power mowers. The 24-page book carries specifications on 14 models. Done in four colors, it is available on request.

Barnett, Bruehl Sales Agents for Tag-a-Lectric Car

Grant A. Barnett, 707 Main st., Buffalo 3, N. Y., and Walter J. Bruehl, Jr., have been named sales agents for Tag-a-Lectric golf car for New York state from Albany to Erie, Pa. Tag-a-Lectric is manufactured by Electric Cart Corp., Pompano Beach, Fla.

Wittek Club Rack Brightens Display, Tempts Buyers

Wittek Golf Range Supply Co., 5128 W. North ave., Chicago, reports an exceptionally heavy demand for its "Space-Saver" 'club display rack. At Dunedin this spring, Wally Reusch, Wittek rep, got pro orders for more than 1,000 racks. Racks are made of metal, green-floss covered, designed to provide orderly display of irons and woods. Notched top brackets, with companion recessed bottom trays, display clubs in a manner that makes it tempting and easy for golfers to remove and get the feel of the club. The compact design and easy mounting of Space-Savers readily adapt them to wide varieties of arrangements and areas. Iron and wood racks are sold separately or in combinations. Full information can be obtained by writing Wittek Range Supply Co.

John Bean Sprayer



Drawbar-Mounted Sprayer is available in two models with capacities of seven (Model 70DM) and four (Model 44DM) gpm at pressures up to 400 pounds. Both are designed for quick attachment to tractors having hydraulic 3-point hitches. Drive is through a V-belt from tractor PTO to pump, and from pump to mechanical agitator. Tank capacity is 50 gals. Manufacturer is John Bean Div., Food Machinery and Chemical Corp., Lansing, 4, Mich.

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SINGLE (¾") Raised Lip — Heavy Duty Blades for all Makes of Fairway and Rough Gang Mowers. DOUBLE (¾") 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.

Shepherd Names Etonic-PGA New England Rep

Raymond Shepherd has been appointed Etonic PGA sales rep for New England, according to Robert A. Eaton, vp. Charles A. Eaton Co., Brockton, Mass. For the last six years, Shepherd has been with the Eaton firm's golf div., more recently as sales service mgr.

Tells About Royer Shredder

A new illustrated bulletin, "Royer Shredders for Turf Conditioning Materials," issued by Royer Foundry & Machine Co., describes soil structure and the value of topdressings and similar preparations in soil conditioning. The importance of proper shredding is discussed, and the advantages of the Royer Shredder for this operation are described in detail. Copies of this new bulletin may be had by writing to Royer Foundry & Machine Co., 175 Pringle Street, Kingston, Pa.

MacGregor Adds Stars to Water-Color Series

Among the golfing stars represented in the MacGregor advisory staff water-color series are: George Bayer, the 6-5, 240-lb. champion driver from the Pacific Northwest . . . Lew Worsham, the man who showed a miracle shot to marveling millions on TV . . and Ted Kroll, 1956 leading money-winner. Sets have been sent to all pro shops. For full-color prints suitable for framing, write to: MacGregor Co., 4861 Spring Grove ave., Cincinnati 32, O.

Kaufman Gets Toro Promotion

James W. Kaufman has been appointed dealer line sales mgr. by Toro Manufacturing Corp., Minneapolis. Kaufman joined Toro in 1950 and in recent years has been mgr. of the company's Atlanta distributorship. He is a graduate of St. John's University. Collegeville, Minn.

(Please Turn to Page 111)

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Branch Nursery in Farmington, Iowa.

THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES

In Wilson Catalog



With a complete selection covering a wide price range, Wilson Sporting Goods Co. has introduced its new Country Club and Indestructo golf bag lines in its '57 golf bag catalog. The first published by Wilson. In color, the book shows the colorful design of Inca and Navajo patterns plus new materials of distinctive cameo vinyl and sturdy fiberglass. A special section on golfing accessories completes the 24-page booklet.

Jacobsen District Sales Manager

Jacobsen Manufacturing Co. has appointed James L. Pettit dist. sales mgr. for the state of Florida. Pettit was sales & service rep, traveling the southern states for a prominent lawn mower manufacturer, before joining the Jacobsen staff.

Spalding's Thomson in Europe Teaching GI Golfers

Jimmy Thomson, national mgr. of Spalding's men's golf promotion dept., is conducting clinics at overseas Air Force bases during May. The junket will take him to Germany, France and North Africa.

Yardley Appoints Hite Sales Promotion Manager

Appointment of William R. Hite as mgr. of sales promotion for Yardley Plastics Company has been announced by Robert W. Rosel, sales vp. Hite joined Yardley five years ago, coming to Columbus from Mansfield where he was general mgr. of the Johnston Pump Company.

Classified Ads

Rates: Minimum insertion \$4.00 for 20 words; additional words 20c each. Bold face type, 25c per word. Clasified cols. reserved for help or services wanted and for sale of used equipment. NO CLASSIFIED ADS ACCEPTED AFTER THE 25th OF MONTH PRECEDING DATE OF ISSUE. Under no circumstances are we permitted to divulge the name and address of those placing the blind advertisements. Responses to all box number and should be addressed to the box number and mailed to GOLFDOM: replies are promptly forwarded to advertisers.

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