

For better and more economical golf ball washing
HENRY Golf Ball WASHER

- Will dress up any course...• Dirty water will not splash • Heavy gauge steel • **NEW** improved insert in rubber squeegee • Oil impregnated bearings • No brushes to rot.

A. C. Schendel, Distributor

Box 92, Waukesha 5, Wisconsin

Dealers in all principal cities



**BALL
WASHER**

\$14.75

Prices F.O.B.
Waukesha, Wis.

**Penncross Bent Seed Available
from Northrup, King & Co.**

Seed stocks of Penncross bentgrass have been expanded since original breeder stolons were first made available in 1954. Penncross seed is



Northrup, King & Co. production field of Penncross creeping bent.

now being produced in large quantities in Oregon, particularly by Northrup, King & Co., Albany, which will supply first-generation seed for planting early this spring. Where Penncross has been planted early in the spring, it is said that substantial turf satisfactory for putting, has sometimes been available by mid-summer.

McKay Named VP at Dunlop

William H. McKay has been named vp of Industrial and Public Relations and secy. of Dunlop Tire & Rubber Corp. He succeeds John F. McCann who retired due to poor health. A 30-year veteran with Dunlop, McKay, for the last four years, has been occupied in helping to reorganize manufacturing operations. He is a graduate of Dartmouth College and at one time was a personal management lecturer at the University of Buffalo evening school.

Brewer on Fawick Staff

Latest addition to Fawick Flexi-Grip Co.'s advisory staff is Gay Brewer, Jr., 25-year old circuit pro who plays out of the Cincinnati CC. Brewer turned pro in 1957 and distinguished himself in the Kansas City, Western, Philadelphia and Canadian Opens.

TEE MATS

★ 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

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.

Manufacturer's Specialty Co., Inc.

2736 Sidney Street

St. Louis 4, Missouri

MILLBURN



Meet the old timer,
 John Darrah, Booth 27.

MILLBURN PEAT COMPANY

111 N. Wabash Ave., Chicago 2, Ill.

SAVE CLUB HOUSE FLOORS

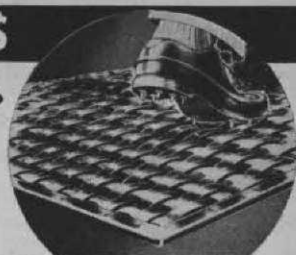
WITH SPIKE-RESISTANT PNEU-MAT RUNNERS

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.

DDD



STANDARD WIDTHS

20" - 24" - 30"
36" - 42" - 48"

Trial Section

24" x 60"
\$12.50 postpaid

Write today for illustrated folder

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

This season...

Golf with CARY MIDDLECOFF

AT THE NEW

Envoy
and Diplomat
Country Club



Championship, 18-hole course...
designed by Robert Lawrence...pool...
docks...game fishing...smartly furnished
rooms, suites...central air conditioning...
FRED PERRY, tennis pro

Write today for brochure and rates

George E. Fox, Managing Director

HOLLYWOOD BEACH, FLORIDA

Toro Includes Many New Features in 1958 Power Mower Line

Futuramic styling and unique advances in ease of operations are important features of the 49 consumer and institutional machines in Toro Manufacturing Corp's 1958 power mower line. Two new rotary models in the fixed power line are being introduced this year and each features futuramic styling, height-o-matic wheel adjustment and aircraft-type control. They are the 18-in. and 20-in. Whirlwind DeLuxe. Height-o-matic permits easy cut adjustment without use of tools and aircraft control combines choke, throttle and ignition switch in one lever. Also new in the 1958 Toro line are the 20-in. self-propelled Whirlwind DeLuxe, reel-blade 20-in. Sportlawn and the 25-in. Colt Rider. The Toro Power Handle line now has a new 25-in. Sportlawn mower, the 11th component in this famous line.

Other features of the 1958 Toro power mowers include: die-case aluminum housing; safety-slip clutch; audiotone muffler; baked enamel finish and corrosion-resistant plating.

Stone-Tarlow Introduces Ben Hogan Golf Shoes

A new line of popular-priced, quality golf shoes designed and endorsed by Ben Hogan, and bearing the celebrated golf star's name, has been introduced by Stone-Tarlow Co., Inc. Ben Hogan golf shoes will be sold through pro shops exclusively. The line will include nine men's golf shoe styles and two men's Country Club loafer models.

A self-selling Ben Hogan display unit, designed to produce maximum sales in a minimum of space, is being offered to pro shops at one-half its actual cost. The unit carries a representative range of styles and sizes as determined by extensive field tests of the golf shoe market.

DBA Products in New Plant

DBA Products Co., Inc., is now located in its new plant at 350 County Line rd., Deerfield, Ill. The new building, encompassing 15,000 sq. ft., houses the firm's general office, mixing rooms, laboratory and warehouse. This is the third major expansion of the company's facilities in recent years.



International Harvester's new McCormick No. 7 fertilizer distributor, available in 8, 10 and 12-ft. widths, can handle practically any spreadable dry material in pellet, lump or powder form. Agitators move material to feed wheels which perform a wiping action to keep distribution holes open. Slide, hopper bottom, feed wheel shaft and lid are easily removable for cleaning.

Fairway Sportster

Foam cushion seat for 2; Push Button Electrical Starting; Automatic Clutch; Pneumatic Tires; 3-Speed Transmission—Reverse Powerful Hill Climber (6 h.p.); Half a Day on a tank of Gas; Will not tip.

Write for literature



RED-E-TRACTOR CO.

1-64th St.
RICHFIELD, WIS.

THE PAUL HAHN SHOW

REALLY, TWO SHOWS IN ONE!
Half Hour Informative PGA Clinic!
Half Hour Amazing Trick Shot Exhibition!

WRITE FOR BROCHURE "G. G."
8262 LYNROSE DRIVE ANAHEIM, CALIF.

Wood Mower Operates on Cub

Wood Bros. Manufacturing Co., Oregon, Ill., is producing a new rotary mower, Model 59C, for mounting under the International Harvester



Cub. Each of three staggered blades mow 5-ft. swaths and the mower is equipped with side skids to prevent scalping. Model 59C is designed to float under the Cub, allowing it to follow contour even when the tractor wheels drop into low spots. A second and similar model, 59CL is designed for use with the Cub Lo-Boy. International Harvester Co. has approved both 59C and 59CL. Literature on the mowers can be obtained from Wood Bros.

Charles L. Smith, Jr. of Des Moines, Ia., has joined the Kansas City sporting goods sales staff of Dunlop Tire & Rubber Corp.

Buckner Performance Guide

Buckner Manufacturing Co., Inc., 1615 Blackstone ave., Fresno, Calif., is distributing cost free upon request a Performance Guide for sprinkling systems. Dr. Winston S. Strong, Fresno State College, made final compilations that made the Guide possible. It integrates spacing, precipitation rate, gallons per minute and number of sprinklers and also incorporates data for making pipe size selections.

Haws Markets New Fountain

Haws Drinking Faucet Co., Berkeley, Calif., is producing a new pedestal fountain for outdoor service. Known as Model 6R, it is rust and stain-proof and is built to withstand rough use. The fountain is set upon a 2-in. galvanized iron pedestal with tripod base and is 30 to 36 ins. high. Model 6R has automatic flow control and the bubbler, locked to the bowl to prevent turning, is vandal proof.



GOLF CAR RECHARGER®

"It's Cheaper to buy the Best"

For 12, 24 and 36 Volt
ELECTRIC GOLF CARS



The first completely Automatic Charger designed especially for Golf cars.

Longer Battery Life
No Moving Parts
No Charging Controls

See your local Golf Car Dealer or write us

LA MARCHÉ MFG. CO., INC.

49 Woodruff Avenue, Wakefield 4, R. I.

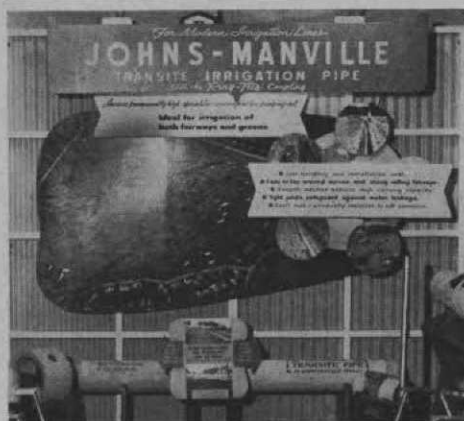
ATTENTION

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



Actual sections of Transite irrigation pipe and cutaway of exclusive Ring-Tite coupling will be exhibited by Johns-Manville at 29th national turf-grass conference of GCSA, Feb. 2-7 at Shoreham Hotel, Washington, D. C.

U.S. Rubber Offers \$121,000 for Pro Tournaments

U. S. Rubber Co., Providence, R. I., is offering tournament pros an opportunity to win \$121,000 in bonuses in 1958 by playing the U. S. Royal ball in 15 of 27 major tournaments. This is an increase of \$26,500 over a similar bonus offer made in 1957.

The offer works like this: If a professional who has agreed to play the U. S. Royal in 15 tournaments wins the National Open, he will receive \$10,000 from U. S. Rubber as soon as it is certified that he has used the ball in 15 tournaments. The \$10,000 offer also applies to the Masters and PGA Championship with lesser extra prizes being offered for 24 other tournaments.

U. S. Rubber also is offering cash bonuses to winners of various PGA sectional events provided they play the Royal.

Ezy-Rug Available in Plastic

Ezy-Rug colored link entrance matting, which for 25 years has been fabricated from rubber, is now also being made from vinyl plastic, according to the American Mat Corp., 1802 Adams st., Toledo, O. All present Ezy-Rug colors will continue to be made in plastic which is lighter than rubber and slip-resistant. Literature on the rug can be obtained from the manufacturer.

Jacobsen Sales Higher

Oscar T. Jacobsen, pres., reported that combined sales for 1957 for Jacobsen Manufacturing Co. and its subsidiaries, Worthington Mower Co. and Johnston Lawn Mower Corp., were 13.7 per cent higher than for the previous year. The outlook for 1958, Jacobsen said, is favorable in view of the fact that there is increasing de-

mand for the parent company's and subsidiaries' old line products and because new products are being introduced by them. At the annual shareholders' meeting, the Jacobsen directors authorized a dividend payment of 15 cents per share on common stock.

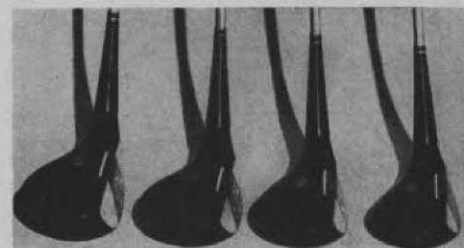
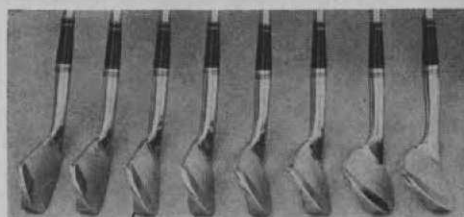
Hough Sales Rep for Burke

Burke Golf Sales, Inc., Newark, O., has appointed R. William Hough sales rep for Fla., Ga., Ala., and Miss. A onetime combat sergeant in the British Army, Hough came to the U.S. in 1950 and was employed by the Chicago Dist. Golf Assn. as field secy. In 1954 he turned pro, working at Lincolnshire CC, Crete, Ill., Elks CC, Lincoln, Ill., and Bellevue Biltmore CC, Melleair, Fla., before taking his present position. Hough's wife is employed in the PGA office in Dunedin.

Field & Flint Promotes Bell

Arthur M. Bell of Brighton, Mass. has been appointed asst. to Richard N. Tarlow, executive vp of Field and Flint Co., manufacturer of Foot-Joy street and golf shoes. He will serve as service rep to pro golfers and pro shops.

A graduate of Suffolk University, Boston, Bell received a B.S. degree in business administration and served two years in the army during the Korean War.



(Above) 1958 Ben Hogan Saber Irons have extra deep blades for maximum control of ball plus Saber design on back of clubheads which pinpoints percussion area to exact center of blades. Stampings are in black and gold. Clubs are equipped with new Pro Fit shaft and have red and black leather grips. Speed Slot woods (below) are made in persimmon as well as Dura Ply and have lustrous black finish. Clubs have Hogan medallion sole plate, Pro Fit shafts and red and black leather grips.

ALFRED H. TULL

Golf Course Architect

Larchmont, New York

James G. Harrison

GOLF COURSE ARCHITECT

Member:

American Society of Golf Course Architects

266 Harrison Road
Valley 3-3444

Turtle Creek, Pa.
Suburb of Pittsburgh

Northrup, King Spreader

Northrup, King & Co., 1500 Jackson st., N.E., Minneapolis, has introduced a wheelbarrow spreader that broadcasts seed or fertilizer over a full 36-in. strip with overlap to prevent skips. Features of the unit are gears, bushing and fan that can't corrode, positive control of spreading rate and a clog-free opening. The spreader also converts into a cart when not in use for the jobs for which it was originally designed.



Mickey Wright Joins Wilson

Mickey Wright, victor in three major Ladies PGA tournaments in 1957 and third highest money winner among the women pros, has been added to the advisory staff of Wilson Sporting Goods Co. She joins Patty Berg, Betty Hicks and Betsy Rawls in giving clinics and exhibitions for Wilson.

Only 22-years old, Mickey has been a pro for three years. She is considered one of the long hitters among the women tournament players, averaging 230 yds. off the tees. Her first taste of fame came in 1952 when she won the

National Junior title. In 1954, shortly before turning pro, she won both the All American and World amateur titles.

Cross Heads Spalding Pro Sales

Harold Cross, who recently was named national director of professional golf sales for A. G. Spalding & Bros., also is heading the company's mens' and women's consultant staff programs. Cross' appointment, according to Pres. Walter B. Gerould, was made with the view of strengthening Spalding's lines in the golf professional field through vigorous promotion of the Littler and Cornelius clubs and Lady Spalding balls in addition to the Dot ball and Top-Flite clubs.



Cross

Toro Sales Up 10 Per Cent

For the fiscal year ending July 31, 1957, Toro Manufacturing Corp., Minneapolis, reported total sales of \$16,744,561, an increase of 10 per cent over the previous 12 months. Net earnings amounted to \$713,423, an increase of about 4 per cent over the previous year.



ROBERT BRUCE HARRIS

Golf Course Architect

MEMBER AMERICAN SOCIETY OF GOLF COURSE ARCHITECTS

664 N. MICHIGAN AVENUE CHICAGO 11 • ILL.
WHitehall 4-6530

William F. Gordon

and

David W. Gordon

Golf Course Architects

Doylestown, Pennsylvania

Fillmore 8-4243

Members American Society of Golf Course Architects



Model L28 Howard Rotavator rotary tiller, mounted on International Harvester Farmall Cub tractor, breaks caked soil beside a row of shrubs in a nursery. The tiller is offset to the right to enable it to work close to the row. It can be set to provide coarse or fine tilth and to depths as great as 6 ins. It is manufactured by Howard Rotavator Co., Inc., Arlington Heights, Ill.

Yeiser Heads Crescent Division

Crescent Plastics, Inc., Evansville, Ind., has named Ted M. Yeiser mgr. of Plastic Pipe Technical Services, a newly formed division. The rapid development of new and improved plastic pipe materials and the growth of plastic pipe sales potentials in golf course and other applications was stated by John H. Schroeder, president, as the reason for this expanded customer service. Yeiser, a graduate engineer, joined Crescent in 1950.

Cloro-Spray's Dew Down Is Effective Wetting Agent

Dew-Down, a non-ionic organic wetting agent, especially designed for deep penetration, is the latest development of Cloro-Spray Corp., 2215 N. American st., Philadelphia 33. It is said to be ideal for greens, tees and fairways. On greens, for instance, it penetrates thatch and hard spots, makes turf more absorbent and reduces need for frequent watering. It can be mixed with fungicides, pesticides, herbicides and any spray material. Recommended dosage is 1 part of Dew Down to 500 parts water for fairways.

18th Hole at Southern Hills on MacGregor Xmas Cards

A full-color lithographed reproduction of an oil painting of the 18th hole at Southern Hills CC, Tulsa, where the 1958 USGA Open will be played, was used by the MacGregor Co., Cincinnati, for Christmas cards. For the fifth straight year, MacGregor commissioned Ralph C. Reynolds to portray a scene from the site of the coming year's Open. All five originals now hang in Golf House in New York City. Reprints of the Southern Hills scene or all five pictures are available free from MacGregor.

Plymouth Offers Trophies for Pro and Amateur Aces

Plymouth Golf Ball Co., Plymouth Meeting, Pa., is offering a new trophy to amateurs scoring an attested hole-in-1 with a PGA ball during 1958. It consists of an imported jeweled clock with alarm and a pedestal on which the hole-in-1 ball can be mounted. Both are mounted on bronze. The trophy is engraved with the player's name and other information covering his feat.

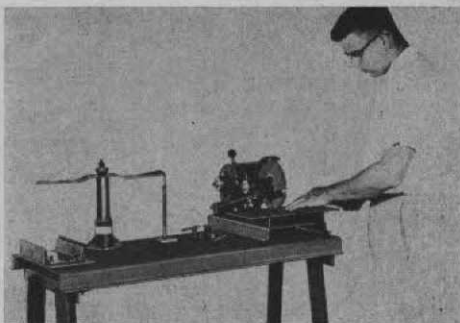
Plymouth also continues to award a "Worth Its Weight in Gold" to pros scoring aces with a PGA ball. A gold-plated sterling silver ball is on a scale that is balanced by the actual hole-in-1 ball. The trophy is fully engraved. Winners of this award also are eligible to win Plymouth's monthly cash award of \$56.70 if their names are selected in the official monthly drawing.

Worthington Dealers

Repco Distributing Co., 101 Plainview H'way, Lubbock, Tex., and Northwest Mower & Marine, 7723 24th ave., NW, Seattle, Wash., recently were named franchise dealers to handle sales and service of industrial mowing equipment manufactured by Worthington Mower Co., Stroudsburg, Pa.

Fate-Root-Heath Sharpener

The Model 20 Peerless sharpener, manufactured by Fate-Root-Heath Co., Plymouth, O., hollow-grinds rotary blades with increased speed, precision and simplicity of operation, according to the manufacturer. Grinding wheels adjust in seconds to any degree of bevel, remove nicks and restore cutting edges quickly. The new model is available with or without metal base and floor stand. A Rotary Blade Balancer is supplied with the machine for accurate checking of grinding results. Also des-



Model 20 Peerless Blade Grinder (right) and Model 10 Simplex Balancer (left).

cribed in the Fate-Root-Heath folder, that gives details on the Model 20, is the Model 10 Simplex Balancer, a de luxe balancer and tracker that eliminates blade vibration, reduces strain on the engine and other operating parts and makes rotary mowers safe and easy to use.

Bob Baldock

GOLF COURSE ARCHITECT

1305 Blackstone
FRESNO, CALIFORNIA

New Jacobsen Addition

Jacobsen Manufacturing Co., Racine, Wis., has added a new Model 63 Special, Rotary Mower, 18-in. cutting width to its 1958 line. It is powered by 1.8 hp Jacobsen built Hi-Torque engine with recoil starter. It has a 2-blade suction lift rotor, recessed wheels for close trimming and efficient "Silenced Power" muffler. Model 63 is equipped with an extra long handle for protection of the operator.



Hot-Z Catalog Available

Craftsmanship is emphasized in the Spring catalog describing Hot-Z golf bags and luggage which are manufactured by Henry Hotze & Sons Co., St. Louis. A total of 18 bags made of leather, nylon, vinyl or canvas along with weekend and dress luggage and accessories are described in the catalog. The catalog goes into some detail in telling of the workmanship that goes into Hot-Z products and gives a complete description of the various materials used in fabricating the different bags. The catalog is available upon request.

WILLIAM P. BELL & SON

GOLF COURSE ARCHITECTS

Member: American Society
of Golf Course Architects

544 Sierra Vista Avenue
Pasadena 10, California
Sycamore 3-6944 Atlantic 7-2933

GOLF COURSE CONSTRUCTION

By CONTRACT

35 Years Experience

MADDOX CONSTRUCTION COMPANY

Phone 110

Rankin, Ill.

Thomson Named Director of Dunlop Golf Department

James (Jimmy) Thomson has been appointed golf dept. dir. of Dunlop Tire and Rubber Corp., where he also heads the company's golf consultant staff program. A native of Scotland, Thomson has been a golf consultant for 20 years. Long famed as the strongest hitter in the game, Thomson reached his peak as a professional in the mid-30's. In 1935 he was runnerup for the U. S. Open crown and in 1936 went to the finals of the PGA Championship, losing to Denny Shute. In the 1929 British Open, Thomson drove the 375-yard 11th green at Muirfield, Scotland and between 1930 and 1932 he drove the 380-yard 18th green at Broadmoor GC, Colorado Springs, eight times. In the 1935 Open at Pittsburgh's Oakmont, Jimmy reached the 595-yard 12th in two shots, the only time it has ever been done. The new Dunlop consultant is married and the father of two children. He lives in Garden City, L. I. and during World War II served in the Coast Guard.

New Packaging Idea

Packaging golf bags in kraft paper bags instead of wrapping paper has resulted in a 50 per cent savings in packaging costs, according to the MacGregor Golf Co., Cincinnati, O., which introduced the new idea last fall.

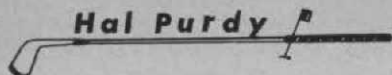
ROBERT TRENT JONES

Member:
American Society of Golf Course Architects

Golf Course Architect

20 Vesey Street
Tel: Beekman 3-1023
NEW YORK, N. Y.

Hal Purdy



GOLFING FACILITIES

Design Supervision

Construction • Management

P. O. Box 215, Uptown Station

Kingston, N. Y. Phone—FE 1-8162

EUGENE F. WOGAN & SONS

Golf Course Architects

Design, Supervision, Construction

ELM ST., MANCHESTER, MASS.

WILLIAM B. LANGFORD

GOLF COURSE ARCHITECT

Balanced Topographical Design

Member:

American Society of Golf Course Architects

Telephone: AUstin 7-3371

621 N. Central Ave., Chicago 44, Ill.



Phone 5883

**DAVID
GILL..**

**GOLF COURSE
ARCHITECT**

ST. CHARLES, ILL.

Packard & Wadsworth
GOLF COURSE ARCHITECTS

Telephone: FLeetwood 2-2113

11 SOUTH LA GRANGE ROAD LA GRANGE, ILLINOIS

GEOFFREY S. CORNISH

GOLF COURSE ARCHITECT

Fiddler's Green South Amherst, Mass.

Phone: ALpine 3-3913

CHARLES E. STEWART

Registered Engineer

**Water Supply • Pumping Plants
Irrigation • Drainage**

Reports • Designs • Supervision

18357 Homewood Ave., Homewood, Ill.

Marlene Bauer with MacGregor

The MacGregor Co. has announced that Marlene Bauer Hagge has signed as a member of its advisory staff of golf champions. She joins Louise Suggs, Beverly Hanson, Jackie Pung, Ruth Jessen and Helen Detweiler to form one of the outstanding women's advisory staff groups in the golf industry.

1957 Miller Open Movie

The Miller Brewing Co. has announced availability of a 30-minute movie covering highlights of the 1957 Miller Open golf tournament. The movie is on 16mm sound, color film and is narrated by Chris Schenkel, well known sports-caster.

Requests for the film should be directed either to the local Miller High Life distributor or to the Film Section, Sales Promotion and Publicity Dept., Miller Brewing Co., Milwaukee 1, Wis.

Sayers Pamphlet on Clubs

A great deal of interesting information about golf clubs is contained in a pamphlet, "Tee Time," published by George Sayers, Haverford 1, Pa. Custom club makers, Sayers, has been in business for more than 75 years. The pamphlet discusses fitting and craftsmanship and describes various models made by the Sayers firm. The pamphlet is available upon request.

**Steel Power Center is Feature
of First Flight Ball**

Professional Golf Co. of America, Inc., Chattanooga, Tenn., claims that its patented First Flight ball with steel power center is a revolutionary departure from anything on the market. It has a steel ball bearing center that is said to be four times heavier than any other center of the same size used in a ball, is perfectly round and cannot be knocked out of round. These factors add to balance and control. Sample centers are furnished free upon request. Tommy Bolt and Herman Keiser are particularly high on the First Flight.

Toro Offers Caribbean Cruises

To boost sales and expand its dealer organization, Toro Manufacturing Corp., Minneapolis, is offering all-expense paid Caribbean cruises for two for the winning distributor, distributor sales manager and distributor salesman of its products. Dealers also will compete for a Caribbean weekend, the award for the five best entries describing the dealer's favorite Toro feature. The contest deadline is Mar. 1.

Mallinckrodt Chemical Works, St. Louis 7, Mo., manufacturer of Calo-Clor, recently mailed to subts. a reprint of an article, "Snow Mold Control," by J. R. Watson, Jr. and J. L. Kolb which appeared in the November issue of the USGA Journal.