

## Meisel of St. Louis Gets Famous Toro Bull Award

At a recent distributor sales meeting of Toro Manufacturing Corp., Minneapolis, Minn., Meisel Distributing Co., St. Louis, Mo., was awarded a plaque and the famous Toro Bull statuette in recognition of its being the No. 1 Toro power mower service distributor in the U. S. Meisel has been in business less than 10 years and was started as a small retail outlet. In 1954, the firm gave up its retail business to concentrate on distribution of lawn and garden supplies and equipment. Just recently the Meisel concern took another forward step by buying a building with 17,000 sq. ft. of space to house its entire distributing operation.

## Orcoa, Reclaimed from Garbage, Is All-Purpose Fertilizer

Orcoa, a fertilizer reclaimed from industrial and municipal garbage and waste, by Organic Corp. of America, 247 Ft. Pitt Bldg., Pittsburgh 22, Pa., is claimed to be the richest, all-purpose organic product that has been put on the market. Recent lab tests have shown that the fertilizer can be diluted with five parts of poor soil for application, while in field tests it has produced 7-in. dia. roses, 1½ lb. tomatoes and rich green grass grown from seed in two weeks. The product is now being produced at a reclamation plant in McKeesport, Pa., where the city's garbage and trash is be-



## Double Feature

When Spalding introduced its new Dots and 1957 line at St. Andrews GC, Hastings-on-Hudson, N. Y. last month, many of the country's leading writers were on hand to look over the new products and interview Bob Jones. In the picture are (front row, l to r): Jimmy Thomson of the Spalding company; Murray Olderman, NEA; and Jones. (Second row): Mike Turnesa, Spalding consultant; Jesse Abramson, NY Herald Tribune; Leo Peterson, United Press; and Tom Paprocki and Whitney Martin, Associated Press.

ing converted into an odorless, highly organic fertilizer. The product, it is said, will not burn, is odorless when wet or dry and requires no synthetic additives. Additional information can be obtained from the manufacturer.

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Hose With

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VIRGIN VINYL

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Available in ¾" and 1" diam.

HOSE  
DIVISION

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MArket 3-5383

### At Sabayrac Sales Meeting



Promotional plans for 1957 for the Foot-Joy line of shoes was one of the leading topics discussed at the recent national sales meeting of the Ernie Sabayrac organization, Ft. Worth, Tex. At the meeting were (l to r): Johnny Burt, Sabayrac sales mgr.; Clark L. Wilcox, executive vp, Field & Flint Co., Brockton, Mass. and Sabayrac.

### Many Fine Features Claimed for New Floor Covering

Tweed Rubber Tile, developed by American Mat Corp., 1802 Adams st., Toledo, O., is claimed by the manufacturer to be a new floor covering of universal application that is score, dent, puncture and spike resistant.

High resiliency makes it ideal for comfort, keeping noise to a minimum and the fact that it is slip-resistant gives it an added safety feature. Tweed Rubber is available in 11 colors. An illustrated brochure describing the new product is available from the manufacturer.

### McLaughlin Using New Processes in Rebuilding Balls for Pros

New materials and rebuilding processes plus rigid inspection are producing what the manufacturer describes as top rebuilt balls for pro use, according to Hugh J. McLaughlin & Son, Crown Point, Ind., in its Alex Campbell, Alex Duncan and Edinburgh lines. The balls are available in bulk, attractive display packages and under the pro's private brand. Complete information concerning the rebuilt balls can be obtained by writing the manufacturer.

### U. S. Rubber Sponsors Navy Log

"Navy Log," a half-hour dramatic show built around adventures of Navy personnel, is being co-sponsored by U. S. Rubber Co. this season over an ABC TV network. The show is being produced each week at varying times, the first having been presented to a TV audience, estimated at 20,000,000, on Oct. 17 at 8:30 p.m.

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- Inspect MODERN EQUIPMENT
- See MODERN MATERIALS & SUPPLIES

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FEBRUARY 10-15, 1957

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MODEL H, double spout—for medium to high pressures; up to 90 foot diameter **\$19.50**

With single spout (not illustrated)—for low, medium and high pressures; up to 80-foot diameter **\$18.75**

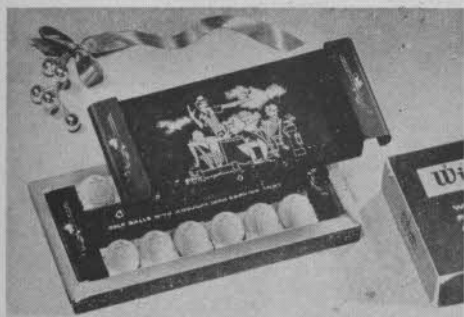
## —Double Rotary Sprinkler Co.

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Kansas City 6, Mo.

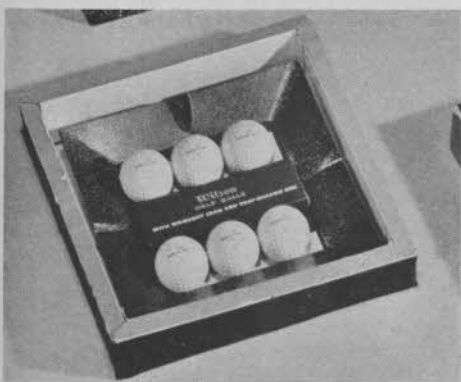
### TV and Ash Trays and Shadow Box Feature Wilson Gift Ball Pack

Highlighting the Wilson Sporting Goods Co's holiday presentation pack is a dozen of the new Wilson Staff or Jet balls in a hand-



TV serving tray (above) and Ash Tray or Shadow Box

some, wrought iron TV serving tray. The tray can hold six beverage glasses or is suitable



for serving light snacks.

For those who want only a half-dozen balls, a wrought-iron ash tray or shadow box

is available for the regular price of six balls.

Wilson's Christmas sales program is the greatest ever undertaken. All golf items are being pushed through a national magazine ad campaign aimed at the Xmas market. Sales aids for pros are also available in the form of merchandising kits and mailers. A two-color envelope stuffer featuring Staff and Jet balls can be sent to the country club trade while a colorful in-shop display piece has been designed to gain eye-appealing impulse sales.

### Spalding Salesmen Making Rounds with Trailer

How an enterprising golf pro salesman can operate is aptly demonstrated by Jimmy



Jimmy Paul with trailer demonstration unit.

Paul of Daytona Beach who services Florida and part of Georgia for A. G. Spalding & Bros., Inc. Paul has invested in a trailer which adequately shows his wares to professionals.

With his trailer as his standby, Paul has his equipment arranged to best advantage. "I just open up the side, put out a carpet and demonstrate," he says.

"All I need is about twenty minutes to get set up."

Paul decided a few years ago that the trailer potential was most promising so he looked up an expert in Ocala, Florida. The trailer was finished too late to serve its full purpose in 1956, but Paul is all set for 1957.

# GOOD GREENS AND TEES

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

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**SIMPLEX  
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Simplex "150," the newest portable lapping machine, reconditions any hand, power, or gang reel-type mower with lapping compound . . . keeps mowers in top condition between sharpening jobs. Couples to either side of mower; gang mowers need not be unhitched. Weighs only 30 pounds—easily carried right to the job. G-E 1/4 hp motor with reversing switch for quiet, dependable operation.

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### The FATE-ROOT-HEATH Company

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Make sure your club officials  
and operating heads receive

GOLFDOM in 1957!

Fill in form on Page 124  
and mail it today

### Rankin Now With Hogan Co.

Ed Rankin, long time executive with leading golf equipment firms, has taken over his new duties as general mgr. of the Ben Ho-



Ed Rankin, general mgr. of the Ben Hogan Co., is welcomed by his new boss.

gan Co., Ft. Worth. Rankin was inducted into the Hogan organization late in August when he was introduced to 22 of the company's national sales representatives at a meeting in Ft. Worth's Western Hills Hotel.

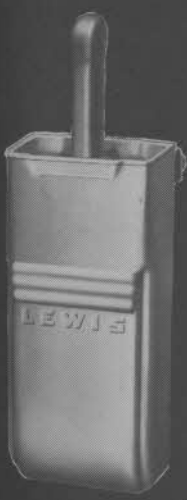
A sales and production expert, Rankin has been in the golf business for 28 years. After leaving the University of Pennsylvania he became associated with the Butchart-Nichols Co. and later the Kroydon Golf Co. In 1933, Rankin joined the Walter Hagen Division of the Wilson Sporting Goods Co. as a salesman. Later he was named sales mgr. of the division and, in 1945, was appointed its general mgr. He left Hagen two months ago to take over his new post.

### Revise Estimate on Merion

A preliminary estimate made in July of the 1956 crop of Merion Bluegrass has been revised downward from the 1,689,000 lbs. originally stated. A recheck has revealed that yield will be smaller than anticipated and only about 1,400,000 lbs. will be produced.

# LEWIS

## Golf Ball Washer



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"Magic  
Paddle  
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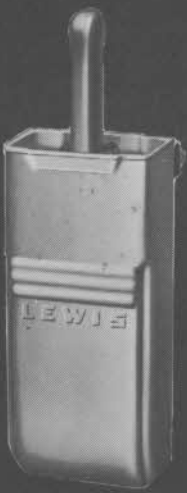
*year  
after  
year  
after  
year*

CONTAINER  
DEVELOPMENT  
CORP.

WATERTOWN, WIS

# LEWIS

## Golf Ball Washer



*with  
"Magic  
Paddle  
Action"*



### SERVICE

*year  
after  
year  
after  
year*

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## USE WEST POINT TURF PLUGGERS

*To Introduce New Grasses, To Repair Worn Areas*

West Point's magazine Turf Pluggers come in (1) the 2-inch size which holds 20 plugs in the magazine and (2) the 2 $\frac{3}{8}$ -inch size which holds 15 plugs.

The single plug Turf Pluggers come in the 4-inch size.

Economy feature: when the cutting shell of a West Point Plugger becomes worn from soil abrasion, it can easily be removed and replaced.

Get the Turf Pluggers you need from your nearby West Point Products distributor.



Single Plug



Magazine

*West Point Products Corporation*

West Point, Penna.

*"Modern Turfgrass Tools"*

### U. S. Rubber Is Co-Sponsor of College Games Telecasts

U. S. Rubber Co. is co-sponsor of eight top college football games over an NBC nationwide network of 176 stations this fall. In addition it is jointly sponsoring five additional regional games. Remaining dates on the U. S. Rubber schedule include: Oct. 27, Notre Dame vs. Okla.; Nov. 4, UCLA vs. USC.; Nov. 10, a top Big Ten game; Nov. 22, Penn vs. Cornell; and Oregon vs. Oregon State; Dec. 1, Army vs. Navy; and Dec. 8, Miami vs. Pitt. U. S. Royal golf balls will be among the products featured on the telecasts.

### Dividend Payments

Jacobsen Mfg. Co., Racine, Wis., authorized three dividend payments of 15 cents per share. The first dividend was paid Oct. 1. The second will be paid Jan. 2, 1957, and the third, Apr. 1.

### Additions, Improvements Mark MacGregor's 1957 Line

Several innovation have been added to MacGregor's 1957 line of clubs, balls and bags, according to R. D. Hickey, vp and sales mgr.

MacGregor and True Temper, after many years of research, have perfected a remarkable new "Pro-Pel-Action" shaft, which, it is claimed, will greatly increase yardage. The shaft will be marketed as part of the custom-made Toney Penna TP model and will be available only through special order.

The new line includes completely restyled MT, Tommy Armour and Louise Suggs Tourney woods and irons. Tourney woods are said to have the longest hitting area of any club on the market. Irons in this model feature a two-tone face of copper and chrome. The MT wood model is being offered with an extra long shaft, the driver measuring 45-in. with other woods scaled in proportion.

The George Bayer driver, being introduced

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*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
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- Side nets 8' x 9' ..... \$98.00 F.O.B. Factory
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Order a trial section. Test it on an area which gets especially hard wear. Money back if not satisfied.

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**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.

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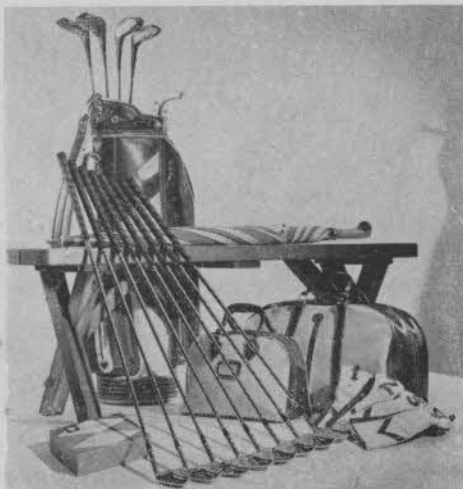


**Check GOLFDOM'S  
Buyers' Service — Page 123**

and plan ahead  
for Your Purchasing

for 1957, has an extra deep face and larger hitting area.

Besides the Tri-Trac grip, introduced last year, MacGregor now offers a companion item



Outstanding items in Mac Gregor's '57 line.

for those who prefer leather, a three-tone leather grip. Four new "Smoothy" putters feature convex faces that give instant overspin to the ball. MacGregor also is introducing a new ball marker cap on all putters. The cap contains several tokens which can be removed by a flick of the finger.

The MacGregor Tourney, with high compression winding, tough cover and improved white finish will withstand extreme compression and scuffing and is said to be an improved product. It is featured in the Christmas golf ball package, a Leatherette Memo Caddie complete with Memo paper.

MacGregor's 1957 Tuffhorse line has been completely redesigned with improvements also having been made in bag construction. Several new color combinations are featured along with matching carryalls, practice ball bags, head covers and umbrellas.



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PRO-GRIP Grip Wax contains LANOLIN and is medicated.

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## 1957 Etonic Line Unveiled at New York Sales Meeting

New Etonic golf shoe styles for 1957 were introduced and advertising plans for the coming year were outlined at the annual sales meeting of the Charles A. Eaton Co., Brockton, Mass., at the Hotel Commodore, New York, late in August. Representatives from all parts

of the country were on hand to witness the unveiling of the '57 Etonic line which features greater lightness and flexibility than ever before. New packaging and display materials for pro shop merchandising also were very much in evidence during the two-day meet.



At the Etonic national sales meeting were (seated, l to r): Jim Conroy, Pete Young, Joe Rountree, Fred Bragdon, Jack Moore, Hugh McTieran. (Standing): Les Chamberlin, Bob Eaton, Charles Eaton, Jr., James Laverty, Orv Parson, Red O'Dea, Glenn Van Tassel, Ken Arnold, Harry Paylor, Ray Egan, Ray Shepherd.

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No Holes to Clog.  
Quick Shut-off Lever & Adjusting Gauge  
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Spreads Top Dressing, Nitro-Humus, Peat, Commercial Manure & Other Materials Successfully.  
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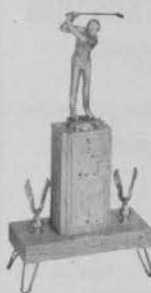
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Rankin, Ill.

**Williams Is Seventh Spalding  
Employee to Get 50-Year Pin**

Amos H. Williams, asst. vp in charge of sales for A. G. Spalding & Bros., Inc. became the seventh employee in the 80-year history



Amos H. Williams (l) gets 50-year award from Pres. Walter Gerould.

of the company to get a 50-year pin when the half-century award was recently presented to him by Pres. Walter Gerould at the Spalding plant.

Williams started working for Spalding in 1906 at its A. J. Reach Co. plant in Philadelphia. Ten years later he was promoted to salesman, covering the southern territory. In 1917 he was made asst. sales mgr. and in 1926 when Reach combined with Wright & Ditson, Williams was appointed sales mgr. for the Mid-Atlantic states. Ten years later he became Spalding's Philadelphia dist. mgr. and in 1952 he was elevated to his present position.

**Jacobsen Adds Riding Attachment  
for Lawn King Power Mower**

A new riding attachment for the 26-in. Lawn King Power Mower has been introduced by Jacobsen Mfg. Co., Racine, Wisc. It is close coupled with the result that attachment and mower are so closely integrated that the operator rides practically over the mower, giving him maximum maneuverability.

The Lawn King is powered by a 2½ hp, Jacobsen-built Hi-Torque engine with recoil starter. Widespread wheels, large pneumatic tires and low center of gravity gives the machine exceptional stability, especially on hillsides. A push-button electric starter kit is available with the model.



## Six Men Named to VP Posts at Wilson Sporting Goods Co.

In one of the most significant moves in recent years, the board of directors of Wilson Sporting Goods Co. elected six additional vps to fill newly created positions in the executive management of the company, according to an announcement by Pres. Fred J. Bowman. At



E. J. Balianco    M. A. Behrendt    H. W. Colburn    F. E. Dubach  
comptroller    vp-manufacturing    vp-sales    vp-operations



H. A. Haberman    W. P. Holmes    R. L. Icely    M. L. Moore  
N.Y. mgr.    vp-manufacturing    vp-spec. sales    vp-branch

the same time, Bowman also revealed other appointments necessary to fill vacancies that existed in top executive positions.

Frank E. Dubach, secy. of the company, was named vp in charge of general operations and personnel. Harry W. Colburn, former co-mgr. of the New York branch, was appointed vp and genl. sales mgr., while Raymond L. Icely was named vp in charge of special selling and market development. Morley L. Moore was elected vp in charge of branch operations, William P. Holmes was appointed vp in charge of merchandising, and M. A. (Mike) Behrendt was named vp in charge of manufacturing.

Edwyn J. Ballance was named to the office of comptroller and H. A. Haberman was appointed mgr. of the New York branch office.

Entering the Wilson organization in 1931 following graduation from the University of Illinois, Frank E. Dubach first served with the Lowe and Campbell div. in Kansas City, Mo. Promoted to Chicago office manager in 1933, he successively held the posts of eastern div. office mgr., genl. office mgr of Lowe and Campbell and asst. comptroller of the company. In 1947 Dubach was appointed comptroller, and in 1952 he was elected secy. of the company, a title he will continue to carry. Dubach is also a member of the board, having been elected to this post in 1954.

Serving as co-mgr. of the New York office since March, 1954, Harry W. Colburn first became associated with the Horace Partridge div. of the company, Boston, Mass., in 1937. Colburn spent three years in the Navy dur-

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ALEX DUNCAN, medium compression, liquid center

EDINBURGH, low compression

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. Write for prices.

**HUGH J. McLAUGHLIN & SON**

Crown Point, Indiana

ing World War II and became mgr. of the Horace Partridge div. operation in 1951. In 1954 he was transferred to New York to take over the duties of co-mgr. of the New York branch, a post he filled until named vp.

Raymond L. Icelly began his employment with Wilson in 1932. His first position was in the Chicago factory where he had the opportunity of learning the sporting goods business from the ground up. He then served as a salesman in Minneapolis and Cleveland. In 1947 he was transferred from Chicago headquarters to head the New York sales div. and in 1949 was appointed co-manager of this key branch. Returning to the Chicago offices in 1954 to work on special sales assignments under Ex. vp., Wm. F. King, Icelly held this position until his recent appointment.

A veteran of 37 years with the company, Morley L. Moore was first employed in the company's Ithaca, N. Y. offices. He became the first mgr. of the branch office opened in Pittsburgh, Pa., in 1927, and later spent 10 years as sales mgr. of the company's eastern sales div. In 1950, Moore was brought to the Chicago offices where he has served in various administrative sales positions.

Joining the ranks of Wilson employees in 1929, newly elected vp, William P. Holmes, has a wide background in manufacturing and merchandising. Starting his career as a clerk in the Chicago leather factory, he worked in various other Chicago departments before being transferred in 1932 to the Buffalo, N. Y. golf bag plant as office mgr. In 1941, he became Buffalo factory supt. and in 1945 was transferred to the Ironton, O. leather factory as plant mgr., a position he held for five years. Returning to Chicago in 1950, Holmes became assistant to vp Herb Greear and worked with all company plants on production and manufacturing programs. In 1955 another promotion resulted in his being placed in direct supervision of all merchandising.

With a service record of 34 years, M. A. (Mike) Behrendt has the wide range of experience necessary to handle his new duties as manufacturing vp. First employed by the company as a clerk in 1922, he was promoted to supt. of the golf club factory in 1937, a post

he held for 18 years. In 1955 Behrendt was entrusted with supervisory responsibilities covering all manufacturing plants.

Edwyn J. Ballance, an employee since 1939, was named to the office of comptroller, succeeding Dubach. Beginning his employment in Chicago as a member of the accounting department, Ballance served as Detroit branch office mgr. from 1940-42, and then in Pittsburgh as office mgr. of the eastern div. in 1942-43. Upon his return from the service in January 1946, he was assigned to the Chicago office as accountant. In 1947 he rose to the post of executive accountant. His next promotion came in 1954 when he was elected assistant comptroller.

H. A. Haberman became an employee of Wilson & Co. in New York in 1915. In 1927 he was transferred to the Wilson Sporting Goods' New York branch as office mgr., a position he held until his appointment as co-mgr. of the branch in 1949. In his new capacity, Haberman will have sole supervision of the New York office.

Other principal officers of the company are Fred J. Bowman, pres.; Wm. F. King, vp.; Herb Greear, L. R. Freeburg, and C. W. Becker vps.; and G. J. Binder, treas.

### Jacobsen Appoints Three Sales Reps

Three new sales reps have been added to the staff of Jacobsen Mfg. Co., Racine, Wis., in recent weeks, according to Charles A. Livesey, sales vp of the mower manufacturing company.

They are I. H. Ebeling, Lansing, who is asst. dist. sales mgr. for Michigan; B. H. Damberg, Brainerd, Minn., who will cover Wisconsin; and J. W. Koontz, dist. sales mgr. for Northern Illinois and part of Indiana.

### Kemp Patents Ejector

Kemp Mfg. Co., Erie, Pa., has recently patented an ejector outlet which can be attached to shredders to reject materials which can cause damage to shredding teeth and drum.