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Brooke Manor Farms C.C. Phone — Whitehall 6-6630

Burke's Long Tom Features Extra-Length Shaft

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

American Mat Plans Heavy Sales Campaign in Anniversary Year

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

Ball Named Ad Manager by Miller Brewing Co.

Edward G. Ball, nationally known advertising executive, has been named ad mgr. of

the Miller Brewing Co., it has been announced by Norman R. Klug, pres. Formerly vp of Mathis-

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



E. G. Ball

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



January, 1957

Rockville, Md.



Jacobsen Mower Distinguished by New Design, Color Styling

New color styling and advance design distinguish the Jacobsen 18MB rotary mower

for 1957. It is powered by a 2 hp Hi-Torque engine with recoil starter. Besides lawn grooming, the mower is designed for cutting tall grass or weeds and mulching leaves. The control panel is conveniently located on the engine, Other features include the exclusive



Jacobsen 4-blade suction lift rotor, recessed wheels and stand up handle for easy storage. Push button electric starter is available. Jacobsen Manufacturing Co. is located in Racine, Wis.

1957 Foot-Joy Golf Shoe in Light Weight Class

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



111 111 ★ For the FINEST, LONGEST-WEARING and MOST ECONOM-ICAL 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

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

Wilson Staff Model Irons Available for Southpaws

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



Wilson's Southpaw Staff model iron

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

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 propor-

QUOTATIONS on materials packed in plastic lined bags, or in bulk gladly furnished.

Golfdom

HANLONTOWN, IOWA



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

Changes in Dyna-Powered iron construction that distinguishes it from standard irons are: Weight from hosel is transferred to working area of blade. Toe has been deepened. Additional undesirable weight is transferred from the heel of the blade. Shaft extends through hosel to sole and is in closest postible proximity to the ball. New blade is longer than before, increasing effective hitting area. Beveled, square-shaped toe permits ball to stand out in bold relief to blade.



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

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

New International 350 Has Increased Power

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

Leader in the new line is the International 350 Utility with increased power, which resplaces the 300 Utility, the tractor that has had such wide acceptance. The new 350 Utility, now available with Diesel, gasoline, LP Gas, or distillate engine, is available with regular or heavy-duty heavy front axle. The 350 can be equipped with power steering, independent power take off, or torque amplifier drive for reducing speed and boosting pull power on the go. It can be ordered with or without the regular Hydra-Touch hydraulic system with one, two, or three valves, or it can be had with a



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

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18357 Homewood Ave., Homewood, Ill.



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

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

Spalding Offers New, Sturdy, Lightweight Golf Cart

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

a simple folding mechanism. One knob adjusts the wheel struts and a trigger release allows immediate dropping of the handle. In two motions the cart folds to approximately 12-ins. wide, yet even when folded will stand or roll freely. The folded cart fits casily into car trunk or



locker without removing the bag.

Of brightly plated all steel construction, the Silver Streak is made to take plenty of punishment even though it weighs only 181/2 lbs. A vertically mounted bracket adjusts both for height and width to any golf bag. The cart has puncture proof, semi-pneumatic tires on 12 by 1.75-in. easy rolling ball bearing wheels. The handle has a rubber grip. There is a one-year warranty on the Silver Streak.

Squire Pros Measured

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

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

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







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

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

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

Lower left — Five iron from Citation set. It

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

Easton PVC Pipe Available in Wide Variety of Sizes

Easton Rigid (unplasticized) PVC pipe now is available in all standard pipe sizes from

1/4 to 6-ins. The product is manufactured by Easton Plastic Go., Easton, Pa.

In irrigation use, PVC is said to resist corrosion and



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

Worthington Mower Appoints New Dealers in Des Moines, Houston

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



ROBERT BRUCE HARRIS

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Member AMERICAN SOCIETY OF GOLF COURSE ARCHITECTS PEE GEE BEE The perfect practice ball, precision made of unbreakable plastic. Duplicates flight

PEE GEE TEE

of regulation golf ball. Mil-

lions now in use.

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.



EUGENE F. WOGAN & SONS Golf Course Architects Design, Supervision, Construction ELM ST., MANCHESTER, MASS.

REVOLUTIONARY CONCEPT in Turf Care!

See LINCK'S LIQUID SPREADER at the Louisville Turf Show in February. It's the only implement made that distributes liquids accurately, easily, quickly.

quickly. Under \$30.00.

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

O. E. LINCK CO., INC.

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

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

Seven New Units Added to Toro's 1957 Line

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



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

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

Power Handle units are a 25-in. front cutter, 22-in. rotary, 20-in. reel and an aerator. All these units can be alternately attached within seconds, without use of tools, to the Toro Power Handle. The Minneapolis firm also is introducing a 27-in. riding mower, (Continued on page 79)

Golfdom

FOR YOUR CONVENIENCE-GOLFDOM'S

Buyers' Service

Check off your Needs, tear out and mail this sheet to Golfdom, 407 S. Dearborn St., Chicago 5, Ill. You'll get prices, literature direct from the sources of supply.

Golf Course Aerifying equipt.: Fairway green Architects: course 🗋 house 🗋 **Ball** washers **Ball Washing Compounds** Bent grass stolons Bird houses Brown-patch preventives Compost mixers Crabgrass control Divot fixer Drinking fountains Fertilizers Solid 🗌 Liquid 🔲 Flags (greens) 🗋 Flag poles 🗌 Fungicides Generators (gasoline) Gopher killer Hole cutters Hose Hose clamps Humus Incinerators Insecticides Lapping-in Machine Leaf pulverizer Litter receptacle Minature Course Const'n Min. putting surface (felt) Mole Killer Mowers: putting green whirlwind [] tee [] fairway 🗌 rough 🗌 hand 🔲 Mower Grinders Peat Moss Pipe Playground equipment Putting cups Rakes (worm cast & clean-up) Rakes (mechanical) Refuse containers Rollers: power 🗌 water filled 📋 Sand (for greens, tees) Seed: fairway 🗍 green 🗍 Seeding Machines

Sod cutter Soil conditioner Soil screeners 🗌 Soil shredders 🛄 Sprayers: power 🗋 hand 🔲 Spreaders, fertilizer, seed, topdressing Spikers; greens 🗌 fairway 🗌 Sprinklers; f'way 🗌 green 🗌 Swimming pool equipment Swimming pool cleanser Swimming pool paint Thatch removing machine Tractors Trees Turf sweepers Water systems, fairway Weed chemicals

Pro Shop

Bags: canvas 📋 leather 📋 Bag carts, for players **Bag** supports Bag racks Bog Tags-Guest Tags Balls: Regular 🗌 Range 🗍 **Ball Markers Ball** retriever Caps and hats Cash Registers Charge books - for pro shops, green fees, etc. Club Carriers Club Cleaning Liquid Club cleaning machine Clubs: Woods 🗌 Irons 🗌 Putters Club head covers Club repair supplies Cushion-sole Inserts Display equipt. Dressing for grips 🗌 bags 🗌 El-ctric golf cars Golf bag covers Golf club protectors Golf gloves

Golf Grips: Leather Composition **Golf Practice Devices** Golf shoes Golf Shoe Spikes Handicap Computer Handicap racks 🗌 cards 🔲 Mech, Range Ball Retriever Name labels, for clubs Practice driving nets Practice Golf Balls Preserver for leather Score cards () Charge checks () Score card & pencil Tee Box Score counter (watch type) Seat attachment, for carts Sportswear: Shirts 🗌 Socks 🗋 Sport jackets 🗌 Rain Jackets 🔲 Windbreakers 🗌 Slacks 🗍 Sweaters Ladies' Bermuda shorts Tee mats Tees (rubber) for driving mats Teeing device (automatic) Trophies

Club House

Athletes foot preventives Bors (portable) Bath mats Bath slippors Cash Registers Deodorants Disinfectants Floor coverings Folding Table (Banquet) Link Type Mats Lockers Massage equipt. Printing Runners for aisles Rugs Showers Shower mixers Shower water control Step treads Wash fountains

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 To: Name
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 Club
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 Town
 Zone (___) State

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as golf's clearing-house of information on the most successful operating practices and products. Make use of it!

Each month GOLFDOM presents the latest, most practical ideas on golf club administration, management, upkeep and service . . . for time, labor and money-saving guidance of your officials and department heads. Help the right 400 men at your club do the job right. Send in the form below. Keep them informed on the latest how-to-do-it ideas!

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Add.: State: State:	
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Gang Mowers. DOUBLE (¼") 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 Grassiyn Avenue, Havertown, Pa. We pay the postage on all orders of \$15.00 and over.

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

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

Spalding Changes Chicago Address

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

Parker Joins Spalding as VP

Edwin L. Parker, formerly pres. of Akron (O.) Mercantile Co., has taken over his new post as executive vp of A.G. Spalding Bros., Inc. His headquarters are in Chicopee, Mass. Parker also was formerly associated with Blazon Int. of Canada, Inc.; Jamestown (Pa.) Machine & Manufacturing Co.; Blazon, Inc.; Blazon Int. Inc.; and Sampson Manufacturing Co.

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Old G	olf Balls retrieved from ponds, or out of bounds, around Golf Courses.
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PAK-A-T'S the convenient way CONVENIENT — easy to handle — come packed in transparent bags of 9 or 18 tess. CHOICE OF COLORS — red, yellow or white — tees are regular 1-5/8 inch long. PROFITABLE — Pak-A-T's are more profitable, in the long run, then built tese than bulk tees. Tees per pack 18 ö Packages per carton 250 500 Your cost per carton \$17.95 \$18.65 Prepaid Orders Shipped Postage Paid PAK-A-T COMPANY, Box 528, Elyria, O. WILLIAM B. LANGFORD **GOLF COURSE ARCHITECT Balanced** Topographical Design Membe American Society of Golf Course Architects Telephone: AUstin 7-3371 621 N. Central Ave., Chicago 44, Ill. BENT GRASS Stolens and Sod Washington, Pennlu, C1-C7-C19 HIRAM F. GODWIN & SON 22366 Grand River Ave.,

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PRO-GREENKEEPER — Lifetime experience on golf course with 10 years as pro-greenkeeper. Age 38 years. Married. Excellent references. Prefer Midwest. Address Ad 101 c/o Golfdom ASSISTANT OR PRO AT SMALL CLUB. GOOD

EXPERIENCE. CLASS A-1 CREDIT RATING. FINE CHARACTER AND REFERENCES. AD-DRESS AD 102 c/o GOLFDOM

Pro-Supt. available for 1957 and thereafter. Have just finished highly successful economical rebuilding program for prominent New York State club and am looking for another "sick cat" which needs expert rebuilding and promotion. Have best of credentials and promo-reputation for ability, reliability, performance and character. Not interested in committee ex-pediencies but will produce on long-range plans. All replies in strictest confidence. Address Ad 103 c/o Golfdom

Young, hard-working Pro with greenkeeping experience in the market for position in the Midwest or far West. Practical experience in Pro, greenkeeping and managerial phases of the game. Address Ad 104 c/o Golfdom

Pro - 46 years of age, 25 years experience, de-sires change. Experience also includes course and club management. Considered excellent instructor and have good credt rating. Address Ad 105 c/o Golfdom

PRO JOB WANTED — professional, 44, settled, will stay on job and work. Instruction and promotion a specialty. Thoroughly reliable and dependable. Highest references regarding char-acter, reputation and qualifications. Will do a good job. Salary no object. Address Ad 106 c/o Golfdom

Class A P.G.A. member, and G.C.S.A. member, capable in all phases of golf course construc-tion, maintenance and operation. We will estimate, build or renovate. Highest references. Go anywhere. Address Ad 111 c/o Golfdom

Greens Supt. — age 47, 25 years experience maintenance, construction and irrigation. Mar-ried; no children. Warm climate preferred. Best of references. Address Ad 112 c/o Golfdom

PRO – P.G.A. member with over 20 years ex-perience with best clubs in Metropolitan areas desires seasonal or year-round position. Mar-ried; no children. Address Ad 116 c/o Golfdom Superintendent — married, twenty-seven years experience in successful golf course maintenance. Sober and competent. Desire permanent position with good concerv club. References. Address Ad 117 c/o Golfdom.

Golf Pro — young, energetic, experienced. New England summer resort preferred. Available May 15 to Sept. 15. Address Ad 118 c/o Golfdom SUPT. — Experienced in golf course mainte-nance since boyhood. Had complete charge of first-class course since 1945. Age 36; married. Prefer South or California. Address Ad 119 c/o Golfdom.

Greenkeeper or Greenkeeper-Supt. - wants job with club within 250 miles of St. Louis. 15 years experience. Best of references. Member Golf Course Supt. Ass'n. 58 yrs. old; married. Good habits. Write Dewey P. Beal, 721 Rasbock, Centralia, Ill.

JOBS OPEN

Club Manager — Opening for experienced man to run dining room, bar and clubhouse, semi-private, South Michigan Golf Club. One hun-dred and fifty members. Liquor license. Man-wife combination or man alone. Salary open. president, Lapeer (Michigan) Country Club

Club Manager and wife, or pro-manager, for Mid-Western Country Club of about 150 mem-bers. References required. Detailed informa-tion on club operation supplied on request. Address Ad 109 c/o Golfdom

Assistant Pro — Large, active, northern Ohlo club. Fine earnings for man who knows or is willing to learn all phases of pro operation. Address Ad 110 c/o Golfdom

Wanted: Seasonal Golf Pro — April 1 to Octo-ber 31. Give qualifications, references and sal-, ary expected in first letter. Mail replies to J. J. Bayard, Gen. Mgr., Santa Fe Country Club, Box 211, Santa Fe, New Mexico Greenkeeper, Supt. — Experienced maintenance, construction. Take full charge rebuilding 18, hole course and future maintenance. Year round employment. House. State salary. Address Ad 114 e/o Golfdom Seasonal Golf Pro -Wanted: April 1 to Octo-

114 c/o Golfdom

Caddie Master opportunity at leading country club at Madison, Wisconsin. April 1 to Oc-tober 1. Salary and concession. Write today • giving background, experience, references and salary desired. Address Ad 115 c/o Golfdom

MISCELLANEOUS

DRIVING RANGE WANTED - Will buy, lease, Give or accept acting interest. Good location. Give price, details and all information in first letter.

price, details and all information in first letter, Address Ad 107 c/o Golfdom For Sale or Lease — beautiful 9-hole course in Adirondack Mts. near Lake Luzerne — Dude Banch country. Been well cared for — nice clientele. Joe Hanlon, R. D. 1, Hadley, N. Y.

Central California Golf Course for sale — 9 hole, all grass. Lease has 17 years to go. Inquire: Bob Baldock, golf course architect, 1505 Black-stone, Fresno, California

MINIATURE GOLF COURSE, SO, CALIF. 18-hole course; also skill machines. Xint. loc. & good profits; only course in town. Owners other in-terests. Dept. 23810. CHAS FORD & ASSOC. Inc., 6425 Hilywd. Bl., Los Angeles, Cal. WANTED — TO LEASE, PURCHASE or HAVE

ACTIVE INTEREST IN DRIVING RANGE, 9 or 18 HOLE COURSE. Peter HODKINSON, THOM. ASVILLE, GA.

PAR-3 GOLF COURSE AND RANGE FOR SALE FAST GROWING TOWN OF 80, \$15,000. FLOYD MARCH, BOX 80,000. PRICE 806, MEL-BOURNE, FLA.

DRIVING RANGES-MINIATURE GOLF COURSES Your old discarded cull balls recovered with paintless permanent for life cover. Tested and proven to be the best in robuilding for range or ministure course use. Price per dozen on exchange \$2.80. GOLF BALLS FOR RETAIL SALES ONLY

Reprocessed with regulation new Baleta cover, named, number and distance on seam and two costs of durable enamel. We accept your mixed compression cores and return only high compression ino shrimageo at no addith.nal charge. A fast seller at 50e to 65c each. Bulk-your cost on exchange 82.65 per doen. Also nation-wide distributors of the best in golf range & miniature course equipment-Balls, clubs, mats, and etc. Send for catalog.

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