



## FOR BETTER SCORES follow through with *Scotts*®

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

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

### Lebanon Promotes Troxel

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



### Anastasio Named Assistant Manager by U. S. Rubber

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



### International "300" Shows Versatility in Course Construction Job

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

### New Model "Handy Capper" Being Prepared

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

## TIFGREEN (Tifton 328) BERMUDA

certified by Georgia Crop Improvement Association

The South's best for greens

### Southern Turf Nurseries

Box 569 — Tel. 616, Tifton, Ga.

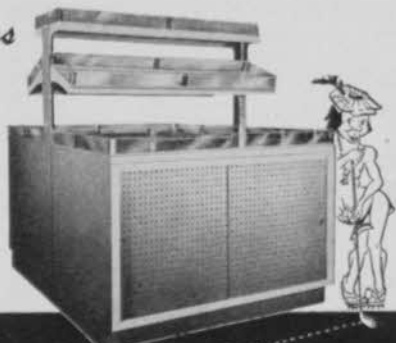
Ray Jensen, Agronomist

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

● All grasses adapted to Southern golf courses.

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

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



Another "Variety Unit" to help increase sales

Made of STEEL—finished in durable colors.

**SAGINAW INDUSTRIES COMPANY** Store Equipment Division

SAGINAW, MICHIGAN

### **Mallinckrodt Disease Table Available for Supts.**

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

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

### **Reuter Hits Bulls-eye**

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

### **Amputee Tournament**

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

### **Atlantic Representatives**

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

### **U. S. Rubber in Miami**

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

## **AMERICA'S FINEST GOLF PRACTICE NET**

*made with United States Rubber Company's shock absorbent ENSOLITE*



—a tough expanded cellular plastic pad sewed to heavy duck and designed to withstand the terrific impact of high velocity drives. Prevents ball rebound.

- Easy to set up—INSIDE OR OUTSIDE
- Back drop 8' wide 9' high
- Ensolite pad 4' x 6'
- Side nets 8' x 9' **\$98.00 F.O.B. Factory**
- 8'x9' back drop and Ensolite Pad, without side nets **\$69.50 F.O.B.**

Please enclose check, money order or purchase order.

### **SOUTH BEND PRODUCT SALES**

Associates of—City Awning Company,  
1422½ Mishawaka Ave. South Bend, Indiana

# SELL PAR TUBES NOW! — WHY WAIT?

Par Tube Protects Your Grips The Full Bag Length



PAR TUBES As Used in Individual Compartment or Slet Type Bags

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

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

Packed in cartons of 42 and 144

Contact Your Local Distributor or

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



Oval or Round Type Bags

## Worthington Mower Introduces Utility Dump Body Tractor

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



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

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

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

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

## Imported Knit Goods

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

Tell Them You Saw the Ad  
in GOLFDOM

## Personalize Golf Clubs with



STICK WITHOUT MOISTENING  
RAIN, SCUFF and DIRT-PROOF

15 Labels and Covers  
only \$1

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

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



Superior Design,  
Construction and  
**PERFORMANCE**

far greater  
strength and  
**SAFETY!**

**AMERICAN**  
*Approved*

**PLAYGROUND  
AND SWIMMING  
POOL EQUIPMENT**

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

**WRITE FOR LITERATURE**



**PEE GEE BEE**

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



**PEE GEE TEE**

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



**COSOM**

INDUSTRIES, Inc.

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

Minneapolis 16, Minn.

**For Faster Getaway**

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



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

**Linck Liquid Spreader Takes  
Guesswork Out of Turf Care**

Linck's Liquid Spreader, manufactured by  
O. E. Linck Co., Inc., Clifton, N.J., is said

to take the guess-  
work out of turf  
care since it ac-  
curately governs  
distribution of li-  
quid chemicals  
such as fertilizers,  
fungicides, weed  
killers, etc.



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

**True Temper Acquires Assets  
of Montague-Ocean City Co.**

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

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



MODEL #777  
15" HEIGHT  
NET PRICE  
\$7.50

Trophies, Medals, Charms, Engraving

## ATTENTION! ALL PRO SHOPS

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

### CUSTOM TROPHY MFG. CO. INC.

5017 Exposition Blvd.  
Los Angeles 16, Calif.

## Golf Score Cards

Get the BEST from "VESTAL"

CHARGE CHECK BOOKS

HANDICAP CARDS and PANELS

BAG and GUEST TAGS

(WRITE FOR CATALOG)

VESTAL-MONROE PRINTING CO.

ESTABLISHED 1912

TELEPHONE HARRISON 7-6314

701 S. LA SALLE ST. • CHICAGO 5

### Jacobsen Gives Details of '57 Trim-O Model

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



### Schlx Reflects Optimism

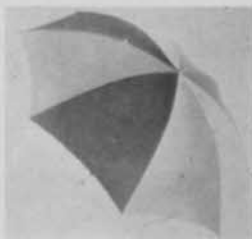
"Professionals obviously are confident 1957 business is going to get off to a good start judging by their orders for spring delivery," said Earle Schlx at Dunedin. Schlx, a

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

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

### Spalding Offers New King Size Golf Umbrella

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



### Pro-Grip

is prepared especially for the leather grips of Golf Clubs. It gives a firm, tacky grip with light hand pressure, permitting an easy relaxing rhythmic swing. Your accuracy will improve, you'll feel relaxed—and those "Extra Strokes" will vanish.



PRO-GRIP Grip Wax contains LANOLIN and is medicated.

MANUFACTURER'S SPECIALTY CO., INC.

2736 Sidney Street

St. Louis 4, Mo.

## CARL H. ANDERSON

Professional Golf Course Architect

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

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

Addresses:

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

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**OUR 16th YEAR**

of SERVICE to  
**Golf Professionals**  
**Quality Awards**  
**Shipped Promptly**  
**Send for Free Catalog**  
**Sports Awards Co.**

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Chicago 10, Ill.  
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**LOCKER NAMEPLATES**



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BOX 426X, ELMHURST, ILL.

**Acushnet Sets Up New Golf Equipment Sales Division**



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

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

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

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

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

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

**CREEPING BENT STOLONS**

Penn 10 (37) 4,

Arlington C-1,

Congressional C-19

Old Orchard C-52

**Old Orchard Turf Nurseries**

P. O. Box 350—Tel. AL 6-6395

R. R. BOND, Prop.

Madison 1, Wisconsin

Branch Nursery in Farmington, Iowa.

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

**THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES**

## COLBY PIONEER PEAT

Products for building and maintaining golf greens are available for prompt shipment. **BLACK**—cultivated fine milled for top dressing. **BROWN**—peat for building new greens. **GREENS**—top dressing (1/3 peat - 1/3 sharp sand and 1/3 loam), or any required proportion.

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

## COLBY PIONEER PEAT CO.

P.O. Box 115

HANLONTOWN, IOWA

## ATTENTION

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

## WAYNE GOLF BALL CO.

31117 Little Mack

St. Claire Shores, Michigan

### More Distance, Longer Life Claimed for New Tourney

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

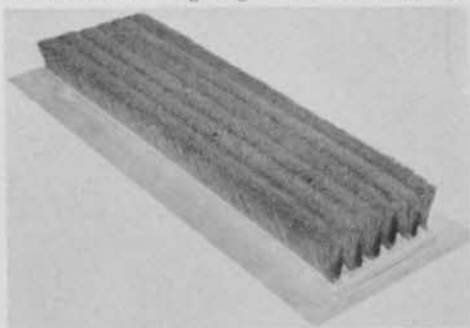


This is said to assure the same lively response whether it be on the first or 100th hole. The new finish, applied by an exclusive multiple-coat process, withstands compression, scuffing and abrasion.

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

### New Flexi-Mat Brush

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



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

### LIQUID-LUSTRE GOLF BALL WASH

Costs as little as 2c per washer per week!

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

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



PRODUCTS CO., INC.

Deerfield, Illinois

### RYANS O.K. No. 4 SEEDER & SPREADER 4 Cu.Ft.(300 Lbs.) Capacity-3 Ft. Spread



No Holes to Clog.  
Quick Shut-off Lever &  
Adjusting Gauge  
Screw On Handle  
Spreads Top Dressing,  
Nitro-Humus, Peat,  
Commercial Manure  
& Other Materials  
Successfully.  
Weights Only 69 Lbs.  
Write Dept. "G"

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

# Bob Baldock

## GOLF COURSE ARCHITECT

1505 Blackstone  
FRESNO, CALIFORNIA

### West Point Develops New Lightweight Aerifier

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



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

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

Write  
Dept.  
G-3

*House of Williams*

37 SOUTH WABASH CHICAGO 3, ILLINOIS

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

### Jacobsen Reports Big Increase in Advance Mower Orders

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

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

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

**INSTALL NOW  
FOR SUMMER!**

Anti - Freezing . . . Trouble - Free!

Write for **FREE** Catalog

The **MURDOCK** Mfg. & Sup. Co.  
Cincinnati 2, Ohio

**MURDOCK**  
OUTDOOR  
DRINKING FOUNTAINS  
HYDRANTS  
LAWN HOSE BOXES



### Witek Golf Range Supply Co., Inc.

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

Write for details & catalog

**WITEK** Golf Range  
Supply Co., Inc.

5128 W. North ave. Chicago, Illinois



BOOKING EXHIBITION DATES FOR 1957, NOW  
THE  
**PAUL HAHN**  
SHOW

RATES: \$300 Weekdays and Saturdays  
\$400 Sundays and Holidays

All Publicity and Promotional Media Furnished,  
Free of Charge

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Wm. F. Mitchell  
*Golf Course Architect*

NORTH SUTTON  
NEW HAMPSHIRE

P.O. BOX 7

PHONE 441

**Golfcraft Opens New Chicago Warehouse**



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

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

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

**GOLF RANGES**

**MINIATURE GOLF  
COURSES**

We Have a Complete Line  
of Supplies

Write for prices

**EASTERN GOLF CO.**

Dept. A  
2537 BOSTON RD.  
BRONX 67, N. Y.

**GOLF BALLS FOR PROS ONLY**

ALEX CAMPBELL, high compression, liquid center  
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.

Custom repainting of your golf balls.

Write for prices.

**HUGH J. McLAUGHLIN & SON**

Crown Point, Indiana

## CHARLES E. STEWART

*Registered Engineer*

Water Supply • Pumping Plants

Irrigation • Drainage

Reports • Designs • Supervision

18357 Homewood Ave., Homewood, Ill.

## ALFRED H. TULL

*Golf Course Architect*

Larchmont, New York

### Two New Victor Electri-Car Models Now on Market

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



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

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

### New Squire Price Tags

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



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

## WILLIAM P. BELL & SON

**GOLF COURSE ARCHITECTS**

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