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Gene Littler Pro-Only Models Highlight Spalding Line

Gene Littler woods with Spalding's exclusive Hydroseal impregnation process that protects wood clubs against swelling and cracking and Gene Littler irons with the new fanned-blade design have been introduced into Spalding's enlarged 1958 professional golf line.

The Gene Littler woods of seasoned persimmon are available with deep faced driver and regular fairway woods, stained a brilliant black, or with medium deep faced driver and extra loft fairway woods, finished in a gleaming light-cherry color, both in lengths of 43 or 42 1/2 ins. (The Spalding Hydroseal method of plastic impregnation is said to offer the greatest protection against swelling and water-absorption ever achieved in a wood club. It will be a part of all Registered Spalding woods in 1958).



In the new Littler irons, the blades are fanned to increase accuracy while reducing the chances of "hoseling" approach shots.



The increased length of the face scoring in the hitting area greatly adds to playing pleasure. The beveled top line has been thinned, the back-stamping improved and streamlined and the new, exclusive Spalding-specified "Pro-Fit" True Temper shafts are reverse-threaded into the gleaming clubheads. There are no pins to work loose as in ordinary irons.

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For years a private club in a Wisconsin luxury resort area. Sporty 9-hole golf course on 95 acres. Beautiful clubhouse on Eagle Lake has cocktail lounge, 35'x70', dining room, fully-equipped kitchen to serve 200. 2 locker and shower rooms. 100 acres of woodland bordering lake, ideal for subdivision. Offered at \$150,000 furnished. Ask for illus. leaflet G-75120.

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Golf Course Architect

Larchmont, New York



(Above) New products, Xmas sales were most discussed topics when MacGregor sales staff assembled in Cincinnati in August for annual meeting.



(Below) Tom Robbins (1), who is retiring soon after 25 years with MacGregor, is shown with Henry P. Cowen, pres., at "This Is Your Life" party. Tom received gold watch, shotgun and gold putter with other goin-away presents. During his quarter-century with MacGregor, Robbins served with sales staff. He is a former USGA secretary.

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and

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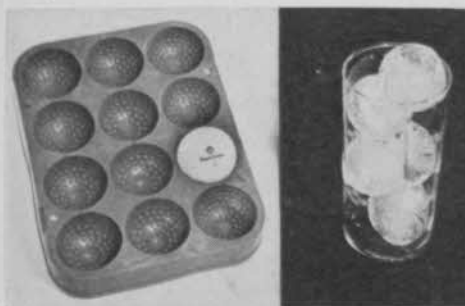
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U. S. Rubber Packages Gift Balls in Ice Tray

A plastic ice tray that can make ice balls looking exactly like golf balls — that's the unique Christmas package for golf balls be-



ing offered this year by United States Rubber Co.

The ice tray Christmas package for the U. S. Royal line — Specials, Royal Blues, Royal Seniors and Queen Royals will be sold through pro shops at no extra charge. It comes in two sizes — to hold either a doz. or a half doz. golf balls.

The plastic ice tray, with individual dimpled molds duplicating a U. S. golf ball, is un-

breakable, tasteless and odorless. It is soft green in color.

Every tray contains simple, easy-to-follow instructions on how to make ice balls for drinks in the home, at the club or for big parties. It also provides housewives and party givers with a novel frozen dessert mold.

Each package has a gay Christmas card on top to personalize the golf ball gift.

U. S. Rubber is providing the golf pro with a special display card, as an attention getter at the club, which will hold both the dozen and half dozen tray and give details about the Christmas gift packages. The company also is offering for Christmas giving its red indoor putting device that holds a dozen golf balls and its gold plastic box with a dozen U. S. Queen Royals.

Toro 1956-57 Sales Up

Sales of Toro Manufacturing Corp., Minneapolis, Minn., for the year ending July 31, were \$16,670,000, an increase of 10% over last year, according to D. M. Lilly, pres. Toro was one of the few manufacturers in the field to show a sales increase. 200 manufacturers in the industry sold an estimated 3,200,000 power units this year, equalling last year's sales.

ROBERT TRENT JONES

Member:
American Society of Golf Course Architects

Golf Course Architect

20 Vesey Street
Tel: Rector 2-2258
NEW YORK, N. Y.



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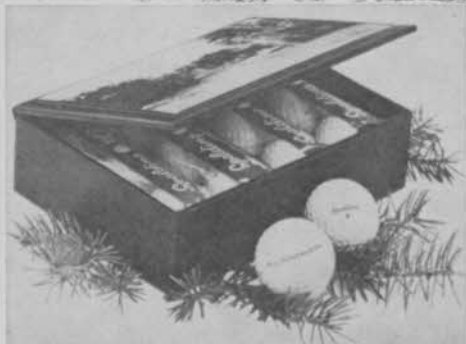
WRITE FOR
CATALOG

THE Monroe COMPANY

12 CHURCH STREET COLFAX, IOWA

Famous Golf Holes Feature Spalding Gift Ball Boxes

For Christmas, the Spalding Dot will be beautifully gift wrapped in handsome, simulated leather "Famous Golf Hole" boxes.



Each one-dozen or one-half dozen box bears a color reproduction of a painting of a famous American golf hole on its cover. Selected for portrayal by Artist Erwin Barrie are the 10th at Augusta National, 14th at Pine Valley and 5th at St. Andrews. These pictures are also available from Spalding in 11-x 14-in. size suitable for framing and can be had at a nominal charge.

Free name imprinting on balls is available to Christmas purchasers of a dozen or more Dots. Christmas delivery is guaranteed on orders received before Dec. 1. Imprinting is limited to 18 letters and spaces inclusive.

Heads Toro Sales Planning

William D. McNeely has been named director of sales planning and research for the Toro Manufacturing Corp., Minneapolis. McNeely will be in charge of market research, sales planning, dealer and consumer studies, establishment of product quotas, and reviewing problems of distribution for the power mower manufacturer.

Panek with Dunlop

Stanley J. Panek has joined the Dunlop Tire and Rubber Corp., as assistant advertising mgr. Panek, a World War II vet, is a graduate of the University of Buffalo. He formerly taught high school in Forestville, N. Y. Prior to joining Dunlop, Panek was ad mgr. of Lake Erie Machinery Co.

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SINGLE (1/4") Raised Lip — Heavy Duty Blades for all Makes of Fairway and Rough Gang Mowers. **DOUBLE (1/4") 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
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for your blade order.

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2418 Grasslyn Avenue, Havertown, Pa.

We pay the postage
on all orders of \$15.00
and over.

Scotty Gets "This Is Your Life" Sendoff from Toro Associates



Clan McLaren gathers around Scotty as he accepts gifts, reads messages from friends throughout the country. Mrs. McLaren is at left. They are celebrating their 50th wedding anniversary this year.

Scotty McLaren, one of America's most familiar figures on the nation's golf greens, got "champion" recognition from his associates at the Toro Manufacturing Corp. recently in Minneapolis.

The tribute, a home-made but affectionate "This Is Your Life" production, showered memories on the dean of greens-cutting equipment in this country. He is retiring after 43 years with Toro. The program was presented before home office executives and a convention of the company's distributor organization.

Among those who had nostalgic messages for Scotty were Byron Nelson, representing pro golfers, Paul Weiss, pres. of the GCSA and Joe Mayo, formerly supt. of the Pebble Beach (Calif.) CC.

A native of Scotland, McLaren, brought his skill as a mechanic to the original Toro Motor Co., which soon became a prime supplier of tractors and gang mowers to golf courses and

parks. In the intervening years he has helped plan and maintain many of the leading U. S. courses.

At his side, during the tribute, was his wife. They are celebrating their 50th wedding anniversary this year.

Under the direction of D. W. Lilly, Toro's pres., the company arranged for friends and relatives from Calif., Tex., Mass., and Pa. to "drop in" on Scotty. These included his brother Stewart of Montreal, his children, Peter from Dallas, Ella of Texarkana, Tex., and Margie of Augusta, Ga., and their families. Also present was William Forbes of San Leandro, Calif., who came to this country in 1905 with Scotty.

McLaren is a charter member of both the GCSA and the Minn. branch, and of the Clan McDonald of the Royal Order of Scottish Clans.

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Nationally famous all-hair golf course felt is superior as a fairway for miniature golf courses. It is as springy as natural turf, easily cleaned, and wears and wears and wears. Specify Ozite to your miniature golf course builder, or order direct.



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Serrated surface gives better imprints.
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COSTS 50% LESS

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

JOBS WANTED

SUPERINTENDENT — Superintendent of well known 18-hole Midwest Club desires change. Age 34, married, varied education (college) and experience in Northern and Southern grasses, designing, rebuilding, renovation and maintenance. Will consider all offers affording permanency and security. Will terminate current employment at the convenience of new employer anytime during the next two years. Prefer to afford 60 day notice, more if possible. Particulars in first letter will be treated confidential. Address Ad 901 c/o GOLFDOM

Superintendent — Young man with good reference, graduate of Prof. Dickinson's mill wishes to make change. Course in southern Ohio preferred. Address Ad 902 c/o GOLFDOM

SUPERINTENDENT — 28 years experience golf course and building. In Chicago 17 years. Married, sober, conscientious. Prefer California location. Address Ad 903 c/o GOLFDOM

EXPERIENCED GOLF PRO — DESIRES YEAR ROUND JOB. GOOD REFERENCES. EXCELLENT TEACHER AND PLAYER. A-1 CREDIT. MARRIED. ADDRESS AD 908 c/o GOLFDOM.

Professional or Pro-Supt. — 25 years experience, nine years present club, desires change. 48 years old, married. Considered excellent teacher, capable in all lines of club service and course maintenance. Class A P. G. A. member. Highest credit, character and professional references. Address Ad 909 c/o GOLFDOM.

PRO — 25 YEARS EXPERIENCE. EXPERIENCE ALSO INCLUDES COURSE AND CLUB MANAGEMENT. CONSIDERED EXCELLENT PLAYER AND INSTRUCTOR. GOOD CREDIT RATING. ADDRESS AD 910 c/o GOLFDOM.

I WANT ANOTHER PRO JOB. Now I am with a fine midwest metropolitan club which I helped to build by pro department service, private lessons, women's and children's classes that developed many good and active golfers, interesting club events and work with club officials and other department heads. Other experienced professionals and my club members who visit many clubs say I handle a pro job as good as anyone possibly can. I want to go elsewhere before I lose friends and money because of club controversy which doesn't involve me. Please write me about your club and I'll tell you my qualifications. Address Ad 911 c/o GOLFDOM

Golf Course Superintendent — Honest, sober, conscientious, married. 25 years experience; 10 as supt. of present 18 hole course of Midwest Country Club. Desire permanent position. Present age, 42. Address Ad 916 c/o GOLFDOM.

Pro-Supt. and Golf Course Designer who has built and remodelled golf courses would like to get permanent position with good club or would build course and maintain same on salary basis. Excellent recommendations. Available now. Address Ad 917 c/o GOLFDOM

PRO — Single, 44, wants Winter job. Own rental equipment and stock. **DON OAKS, PRO., CRAGSMOOR COUNTRY CLUB, CRAGSMOOR, NEW YORK.**

PROFESSIONAL — INSTRUCTOR — MIDDLE AGE, SOBER, DEPENDABLE. WILL STAY ON JOB AND WORK. WANTS CONNECTIONS WITH WITH CLUB OR DRIVING RANGE FOR WINTER MONTHS. CLINICS AND GOLF PROMOTION A SPECIALTY. AVAILABLE NOVEMBER 1ST. ADDRESS AD 918 c/o GOLFDOM

Greenkeeper or Superintendent. Extensive experience. Middle age, efficient, married, excellent reference, progressive. Anywhere. Give best in first. Sober. Address Ad 919 c/o GOLFDOM

GREENS SUPT. — Age 28, Veteran. 10 years experience at private clubs. Now Supt. at exclusive country club in New York State. Have excellent working knowledge of modern turf management procedures, mechanics, etc. Will travel. References. Address Ad 920 c/o GOLFDOM

CLASS A PROFESSIONAL — AGE 34 — 20 YEARS EXPERIENCE IN ALL PHASES. PRESENTLY EMPLOYED AT EXCLUSIVE NEW YORK CLUB AS PLAYING AND TEACHING ASSISTANT. DESIRE OWN CLUB. ADDRESS AD 921 c/o GOLFDOM

PRO-SUPT. Had over twenty-five years experience in the golf business, forty-six years old. Considered excellent teacher. Prefer situation with smaller club where expert and dependable service will develop the club and the earning possibilities of the job. Can furnish highest character, credit, bank and professional references. **REPLY:** Frank L. Reed, 113 Covington Road, Decatur, Georgia.

Pro & Greenkeeping Superintendent — Age 42 — 20 years as Class "A" P.G.A. pro. Experiences in revamping and rebuilding greens and tees. Good credit rating. Desire change. Address Ad 922 c/o GOLFDOM

Class "A" P.G.A. — Available Oct. 15 for Winter and/or position with longer season. College graduate, excellent instructor and promoter with good appearance and personality. Successful in promotion, sales, business management. Excellent credit rating. Prefer West or Southwest area. Address Ad 923 c/o GOLFDOM

Pro job wanted for my assistant. This young man has been with me for three seasons. He has been completely satisfactory to our members and officials at one of the finest clubs in the midwest. I would like to keep this young man but he is well qualified to handle a club job of his own very well and I want to help him continue his progress. Address Ad 924 c/o GOLFDOM

Pro at exclusive club in resort area would like to change his location where there is more activity. Fine teacher, golf businessman and developer of golf interest and play. Experienced and highest recommendations. Address Ad 925 c/o GOLFDOM

JOBS OPEN

Wanted: Executive Manager for 600 member Metropolitan N. Y. country club, to assume complete control of dining rooms, bar, purchasing, golf course and cost control. Must have sufficient turf experience to improve and maintain excellent course thru competent superintendent. Address Ad 904 c/o GOLFDOM

PRO SALESMEN — Maker of outstanding line of golf gloves with excellent record of pro and player acceptance is increasing production to serve broader market, has following territories open for Pro sales coverage: Mich., Ohio, Ind., Mo., Kans., Colo., Tex., Okla., Ark., La. and Miss. Address Ad 926 c/o GOLFDOM

GOLF COURSE AVAILABLE FOR LONG TERM LEASE

The Board of Commissioners of Springfield Township, Montgomery County, Penna., has recently purchased, for \$235,000, the clubhouse and grounds in their Township now operated as the Flourtown Golf Club. This is the remaining 9 holes and clubhouse formerly owned by the Sunnybrook Golf Club.

This entire property with a first-class perfect condition course and an extremely beautiful clubhouse is available for long-term lease to responsible parties.

Address proposals, inquiries, etc. to:

J. R. Fulginiti, Secretary

Commissioners of Springfield Township,

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JOBS OPEN (continued)

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PRO-GREENKEEPER or GREENKEEPER for 150-member private country club. To start March 1, 1958. Either 12 mos. or 7 mos. employment with salary plus greens fee percentage and pro shop income. Write, stating experience and salary requirement, to Gallon Country Club, Gallon, Ohio

Commission salesmen visiting golf courses wanted for line of grass seed, peat moss, and outstanding line of organic, chemical fertilizers. Many Eastern territories open. Write details, experience, background, area desired. Box 68, Spring Valley, N. Y.

MISCELLANEOUS

FOR SALE — 3 used Cushman Golf Carts in good condition, priced at \$550.00 each. Lumberlost Country Club, Rome City, Indiana. Phone: Ulrich 4-5788.

For Sale — New 18 hole course, illuminated driving range on busy main New York State highway. Excellent local and transient possibilities. 360 acres, winding creek, fine mature trees, 4000 foot highway frontage easily developable homesite in growth path of nearby city. Very reasonable price includes small, new clubhouse, complete maintenance equipment. Small amount cash required makes real bargain. Address Ad 927 c/o Golfdom

Marilynn Smith Elected Head of Lady Pros

Marilynn Smith, Wichita, Ks., has been elected pres. of the Ladies PGA, succeeding Louise Suggs. Election was held during the George S. May tournaments.

Vp is Mrs. Marlene Hage; sec. is Bonnie Randolph; treas. is Mary Lena Faulk.

FOR SALE — 132 ACRE ESTATE: BRICK 2-STORY SOUTHERN MANSION, 5000 SQUARE FEET. 4-CAR BRICK GARAGE WITH FOUR-ROOM APARTMENT. 50 x 90 SWIMMING POOL WITH BATHHOUSE. LANDSCAPED GROUNDS WITH TWO LAKES, ALSO FIVE WELLS. LOCATION AND AVAILABLE WATER MAKES THIS PROPERTY IDEAL FOR CONVERSION INTO COUNTRY CLUB. RIGHT PARTY WITH EXPERIENCE COULD BE GRANTED PERMISSION TO ACTUALLY START PROMOTIONAL PROCEDURE BEFORE PURCHASE AGREEMENT REACHED. NEED FOR COUNTRY CLUB AND GOLF COURSE RECOGNIZED BY COMMUNITY AND MEMBERSHIP POTENTIAL COULD BE DETERMINED PRIOR TO SIGNING OF CONTRACT. ADDRESS AD 906 c/o GOLF-DOM

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Old Golf Balls retrieved from ponds, or out of bounds, on or around Golf Courses.

Cuts and bumped36 per doz.

Off brands & synthetic, or slightly nicked 1.56 per doz.

Round & Perfect 1.25 brands for

refinishing240 per doz.

Live new top grade for rewashing3.50 per doz.

NOTE—Golf range balls, picked over lots, and cut deep

into the rubber types wanted, but not acceptable at above

figures.

Send for shipping tags and instructions

GOLF BALLS FOR RETAIL SALES ONLY

Reprocessed with 100% brand new Balata cover, new snow white enamel, imprinted with distance, trade name and number. We accept your mixed compression cores and return only high compression (no shrinkage) at no additional charge. A fast seller at 50c to 65c each. Bulk—your cost on exchange \$2.65 per dozen. 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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HAND GREENS MOWER — Will pay bonus price for Toro Hand Greens Mower in working condition. Bob Palm, 810 E. Yandell — El Paso, Texas.

Gloria Armstrong is officer-at-large. Kathy Cornelius, Betty Dodd and Mrs. Marlene Hage constitute the tourney committee.

The pro girls are developing plans for higher purses, considerably more publicity and are discussing formation of an advisory committee which will include a number of women famous in business and professional fields.

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
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- Drinking fountains
- Fertilizers Solid Liquid
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- Fungicides
- Generators (gasoline)
- Gopher killer
- Hole cutters
- Hose
- Hose clamps
- Humus
- Incinerators
- Insecticides
- Lapping-in Machine
- Leaf pulverizer
- Litter receptacle
- Miniature 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 (warm cast & clean-up)
- Rakes (mechanical)
- Refuse containers
- Rollers: power water filled
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- Seed: fairway green
- Seeding Machines
- Shoe Spike Cleaner

- Sod cutter
- Soil conditioner
- Soil screeners Soil shredders
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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
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- Bag supports
- Bag racks
- Bag Tags—Guest Tags
- Balls: Regular Range
- Ball Markers
- Ball retriever
- Caps and hats
- Cash Registers
- Charge books — for pro shops,
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- 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
- Electric golf cars
- Golf bag covers
- Golf club protectors
- Golf gloves
- Golf Grips: Leather
Composition

- Golf Car Batt. Recharger
- 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
- Shoe & leather preserver
- Sportswear: Shirts Socks
Sport jackets Rain jackets
Windbreakers Slacks

- Sweaters
- Ladies' Bermuda shorts
- Tee mats
- Tees
- Tees (rubber) for driving mats
- Teeing device (automatic)
- Trophies

Club House

- Athletes Foot preventives
- Bars (portable)
- Bath mats
- Bath slippers
- Cash Registers
- Deodorants
- Disinfectants
- Floor coverings
- Folding Table (Banquet)
- Link Type Mats
- Locker Name Plates
- Lockers
- Massage equipt.
- Printing
- Runners for aisles
- Rugs
- Showers Shower mixers
- Shower water control
- Step treads
- Wash fountains

Send information

Club

To: Name

Title

Club

Address

Town

Zone (.....) State

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Name of club: Private No. of
Holes
 Semi-Private
 Muny □

Address Town:
Club

Zone () State By Position

President's:
 name (Zone)

Add.: Town: State:

Grn. Chmm's:
 name (Zone)

Add.: Town: State:

Manager's:
 name (Zone)

Add.: Town: State:

Course Superintendent's (Greenkeeper)
 name (Zone)

Add.: Town: State:

Professional's:
 name (Zone)

Add.: Town: State: