

holding him back. He has always thought of these months as being perfect for kicking off his selling and lessons campaigns. He does it by supplementing a steady flow of letters and postcards to his members with numerous telephone calls. It isn't long after this until they get the urge to launch a new season and from then on Bill starts unloading his stock. "It's simply a matter of getting them stirred up," Bill declares. "A little imagination and some hard work in the early days of spring will do it."

Gene Root, incidentally, always keeps the door open between his shop and the adjoining men's grill. When weather doesn't permit play, the golfers usually congregate in the grill and while away the time playing gin rummy. Gene has made it known that a fellow can make no better investment than to put his winnings in new equipment or accessories. With the shop only a few feet away and this idea well circulated among the Lakewood members, Gene allows that his take from the card players goes a long way in helping him pay his assistants and handle the bills while he is trying to get business moving in the early part of the season.

Holds Early Tournaments

At the Monterey CC in Fayetteville, Pa., Pro Dick Wile has found that the best way of avoiding early spring doldrums is to start holding club tournaments as soon as the weather gives the slightest indication of breaking. As soon as the news gets around that Monterey's tournament season is about to begin, the course is practically overrun with players who want to get their games in shape so they will fare well in competition.

Wile also advocates pro shops that are large enough to accommodate a kind of lounge arrangement where players can sit around and talk golf. Whether it's two or twelve golfers replaying the greatest rounds of their lives, someone invariably takes a club off the one of display racks and starts swinging it. Pretty soon someone else is doing the same thing. The upshot is that the players usually start making sales for the pro. This not only applies to clubs but to practically every item in the shop.

Pros, in general, are now taking a different view of the weather and business than they did in 1957. Last year they kept telling themselves that that dismal season, technically known as spring, would soon

MCLAUGHLIN

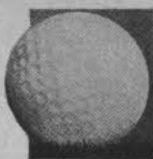
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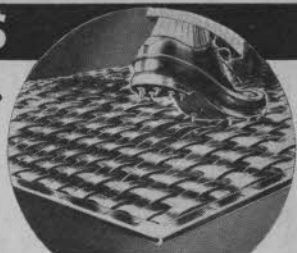
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pass and the golfers would start coming out to the club again. But it didn't turn out that way and it was nearly mid-June before quite a few of them started getting acquainted with money again. Many were totally unprepared for what happened and quite a large number, by their own admissions, couldn't devise any solid ideas for pulling out of the tailspin before good weather finally came along and rescued them.

But this year will be different. They've had nearly a year to plan strategy and if the spring of 1958 turns out to be a first cousin of the one they endured last year, they'll literally be lying in wait for it.

Women's Trans Mississippi

The Trans-Mississippi women's golf tournament to be played at Hickory Hills CC, Springfield, Mo., June 8-14, will be limited to 176 players. To be eligible, a player must have a handicap of 15 or under and belong to a club in the Trans assn.

Metropolitan Survey

(Continued from page 38)

are set aside for women's play. Seventy clubs hold regular men's championship events; 69 clubs sponsor women's championships while only 25 hold club competition for Juniors.

Golf cars are permitted at 30 of the 73 clubs. Several clubs, which do not permit their use, stated that the rules are waived in cases where members are medically certified to use the cars. Where cars are rented, the charge per round averages \$7.75. In cases where members own their cars, the clubs charge about \$15.00 a month for storage and servicing.

Swimming pools generally are of uniform size at the 43 clubs that have them. In most cases, dimensions are about 35 x 80 ft. However, costs of installing the pools were shown to vary widely. At lower dues-income clubs, construction costs were estimated at from \$22,000 to \$25,000. These costs increased sharply with increases in dues-income, costing an average of \$90,000 in top categories.

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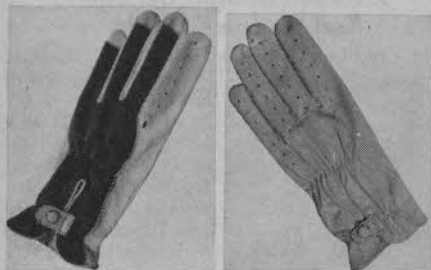
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111 N. Wabash Ave., Chicago 2, Ill.

New Champion Gloves Feature "Snap-Back" Construction

Two new gloves featuring a "snap-back" have been introduced by Champion Glove Manufacturing Co., Des Moines, Ia. Snap-back con-



Model 193 is at left and 195 at right.

struction, it is said, makes the gloves easier to put on and remove and gives a snug fit for a surer grip. The glove is made in two models. Model 195 is of all imported capeskin leather construction in natural color. Model 193 has a capeskin palm and fingers in natural color with a nylon mesh back that comes in red, green, brown, or yellow.

Victor's Pre-Convention Info

For the GCSA convention, Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18, prepared a pre-conference brochure filled with information on Victor electric cars and mailed it to supts. throughout the country. Included in the collection were a catalog page and reproduction of ads that have or will appear in major golf publications.

New Folder Describes Advantages of Ideal Model 300 Sharpener

A modern lawnmower sharpener that permits grinding on hand, power, fairway and rotary-type mowers without removing engines, wheels, or handles, is described in a new folder on lawnmower servicing equipment just released by Fate-Root-Heath Co's lawnmower servicing division, Plymouth, Ohio.

Actually three-machines-in-one, the Ideal Model 300 includes a Bed Knife grinder and a Reel Blade grinder, plus a Reconditioner unit which is used for "back-lapping" mowers to keep reel blades in top cutting condition between grinding jobs. The same powers all three units. Specific functions of each of the three parts is covered in detail in the new Ideal Model 300 folder.



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Costs as little as 2c per
washer per week!

- Keeps golf balls SPARKLING WHITE!
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- Will Not cause RUSTING!
- No unpleasant odor—Ever!
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Order from your dealer or direct

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A check list of 100 tournament events to aid in planning a full year of fun playing golf. Lists daily, weekly, monthly, and season-long competition. Tells handicap strokes, setting up match play score sheets, how to make pairings, distribute byes, "seed", etc. Price 50c

National Golf Foundation
407 S. Dearborn St., Chicago 5

Etonic Now Marketing Ryder Cup Shoe

Authentic models of golf shoes worn by American Ryder Cup team members are now being marketed by Charles A. Eaton Co., Brockton, Mass. Known as Etonic PGA Ryder Cup shoes, they feature a patented Air Cushion and are fully lined with soft glove leather. The uppers are a combination of smooth and grained leather in black or brown with wing tip and stylish kilties. Flexible steel midsole plates prevent the golfer from ever feeling the spikes. The shoes are weather sealed by a special process. Included with every pair of Etonics is a plaid shoe bag with a built in partition to keep the shoes separated. Etonics are sold only in pro shops.



Jacobsen Designs 6-Blade Reel for Lawn Queen

The Jacobsen Manufacturing Co., Racine,



Wis., has designed a new 6-blade reel for its Model 2B, 21-inch Lawn Queen. Powered by a 1.8 hp Jacobsen-built Hi-Torque engine with recoil starter, this reel type mower features "Shear-cut" trimming action, designed to give a beautiful, velvet trim finish to turf. Additional features

include V-belt drive, an adjustable asbestos lined disc clutch, and a lipped blade bed knife of oil hardened carbon molybdenum steel. Heavy, one-piece steel spiders are mounted on a rigid shaft for extra support. Push button electric starter kit is available.

Bunyan's Fiber Glass Pole

Paul Bunyan Glass Products Co., 1307 Glenwood ave., Minneapolis is marketing a fiber glass flag pole that, it is claimed, requires no maintenance. It is 7-ft. high, has a permanent white molded finish and is known as the Super "G". The pole can't be bent out of shape, has a swivel ferrule that will not come loose or rust and conforms to USGA specifications. Complete information can be obtained by writing Paul Bunyan.



NITROFORM brings out the best in every grass.

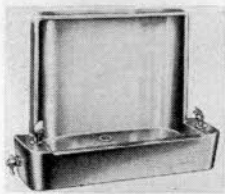
Flexibility, Durability Feature Container's New Flagpole

Container Development Corp., Watertown, Wis., is marketing an all-new Lewis fiberglass flagpole that is extremely flexible and, it is said, practically indestructible. The pole, available in 5-, 7- and 8-ft. lengths, can't rot or corrode and always remains straight. The pole is molded in white with red plastic coated stripes. Matching flags are also available. Complete information can be obtained from the manufacturer.



Stainless Steel Double Fountain Is Latest Haws Creation

A stainless steel, semi-recessed double drinking fountain with dual fountain heads and valves is one of the latest creations of Haws Drinking Faucet Co., Berkeley, Calif. Known as Model 732, it is designed for heavy traffic locations. The fountain provides lifetime sanitation and easy maintenance. It forms a handsome combination with the Haws Wall-Insert remote cooler. Model 732 is 25 ins. high, 32 ins. wide, has a recess depth of 4 5/8 ins. and is 13 ins. from front to back.



Oregon Commission Launches Fescue Ad Campaign

State of Oregon Chewings Fescue and Creeping Red Fescue commission is undertaking a big ad campaign to bring its products to the attention of dealers and large users of turf grass seeds. Oregon fine fescues are ideal, it is claimed, for lawn or turf mixtures.

The commission had adopted a two-color trademark incorporating the State outline in promoting its products. Sample boxes for mailing fescue seeds also have been designed. A six-panel, two-color pamphlet has been printed for consumers and can be obtained from the commission, 606 Weatherly Bldg., Portland 14. Just recently the commission has undertaken a program to use golf, park, nursery and similar publications for advertising its sales campaign.

THE PAUL HAHN SHOW

REALLY, TWO SHOWS IN ONE!
Half Hour Informative PGA Clinic!
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Toro Whirlwind Performance

Toro's 20-in. Whirlwind Deluxe rotary power mower is powered and designed to cut 23,000 sq. ft. of grass per hour at 3 mph. The 2½ hp., 4-cycle Toro engine, with a "futuristic" designed housing, is controlled by a handle-mounted aircraft-type lever.



The new Toro Manufacturing Corp. models this year include: 18-in. rotary Whirlwind Deluxe; 20-in. self-propelled Whirlwind Deluxe; 20-in. reel-type Sportlawn; 25-in. Colt Rider; and the 11th component to Toro's Power Handle line — the 25-inch reel-type Sportlawn.

New Bean Sprayer Designed for Weed, Brush Control

The 60-MT, the newest addition to the sprayer line of the John Bean Div. of Lansing 4, Mich., is designed for weed and brush control spray-



ing in addition to many other jobs including root feeding. It has a new John Bean Royal 60 pump and incorporates oil bath lubrication for all moving parts. Its Sapphire cylinders resist wear from abrasive spray materials. The 60-MT is powered by a 45 hp engine and features a 600 gal. corrosion resistant Bean Bond tank. A 1,000 gal. tank is optional.

Sportsman's Has Permanent Tube

Sportsman's Golf Corp., Melrose Park, Ill., is marketing a "permanent" plastic golf club tube that fits any bag, conventional or pipe type. Made of double-strength plastic but extremely light, the tube is impervious to weather and is scuffproof. Rolled top edges prevent crushing. Tubes can be cut to any length with a sharp knife. They are packed 42 to a case which can be used for display.

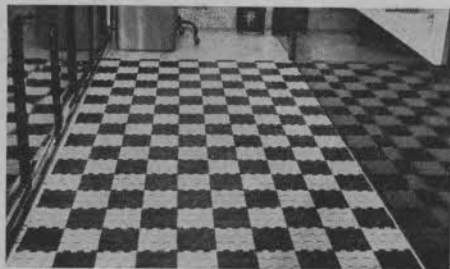
NITROFORM is the only Urea-form that has 3 years of documented evidence back of it to prove it to be the best in complete fertilizers.

NITROFORM and **BLUE-CHIP** fertilizers

represent the safest, most economical way of feeding grass.

Traffic King Now Made of Vinyl Plastic

Traffic King, manufactured by American Mat Corp., 1802 Adams st., Toledo, O., is now being made in vinyl plastic. Formerly an extruded



rubber product, it combines the advantages of link and corrugated perforated types. Segments are woven on rust-resistant galvanized steel spring wire with very small openings that won't catch shoe heels. The plastic rug is lighter, non porous and gives improved cushioning over its predecessor. It is available in 15 fade-resistant colors and an unlimited variety of patterns.

Three New Models in Tony Kart Combination

Three new models are included in the bag-cart combination line of Tony Kart Mfg. Co., Rockwell City, Ia. Wire wheels, set far forward on all models, are said to provide easier rolling and better balance. A sponge rubber bumper cushions shock and gives better club protection. The carts are constructed of aluminum and vinyl and fit handily into the trunk of any car.



Battery for Golf Cars

Willard Storage Battery Div. of Electric Storage Battery Co., Cleveland, O., has developed a new battery specifically designed for use in golf cars. It has a capacity of 160 amp. hours, glass floss separators and patented metalex grids that are said to resist damaging effects of undercharging or overcharging. The battery is available both wet and dry charged.

SPECIAL

While they last. Surplus from 1957. 100—46" x 60" Heavy Duty Tee Mats. These mats are made from heavy truck tires and are woven on galvanized spring steel wire. \$12.00 each in any amount F.O.B. Ashland, Ohio. This is a regular \$20.00 mat. 25% deposit with order, balance C.O.D.

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Box 167 Ashland, Ohio

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SCORE CARDS

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SEND FOR CATALOGUE

Buyers' Service
Page 93

Squire's West Coast Reps

Jack Lust, sales mgr. of Di Fini Originals, 18 West 20th st., New York 11, manufacturer of Squire Slacks, announces appointment of two new reps for the West Coast. Lester A. Chamberlin will cover Southern Calif., Ariz. and Nev. Kenneth de Roy will handle Northern Calif., Ore., and Wash. for Squire.

Jacobsen Journal

The January issue of the Jacobsen Journal, published by Jacobsen Mfg. Co., Racine, Wis., gives full treatment to the company's service program. Among the items discussed are techniques of power mowing and grinding, proper use of the timing gauge and spark plug checking. Copies of the Journal can be had upon application to the manufacturer.

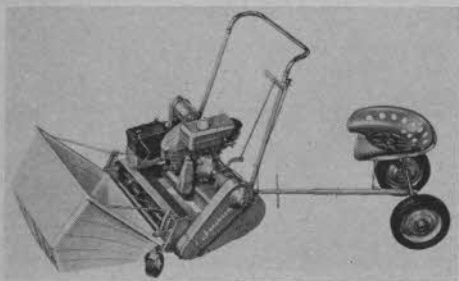
NITROFORM provides plants with "working capital" in the form of "long-term investments" which are converted slowly and uniformly into "available assets."

New England Irrigation Co. Offers Complete Service

New England Irrigation Co., located at U.S. Route 5 and S. Main st., Warehouse Point, Conn. (PO Box 527), offers a complete golf course irrigation service. New England designs complete systems, supplies all material, excavates and installs and handles backfilling. The firm uses Smith-Scott protective coated Hi-Flo steel pipe on all installations. It also is a distributor for several related products. Although located in New England, the company has no territorial restrictions insofar as course installations are concerned.

Jacobsen Manor Available with Five or Six-Blade Reel

The Jacobsen Manufacturing Co., Racine, Wis., has announced that its Manor, "Shear-cut" reel type power mower, will be available with



either five-or six-blade reel for 1958. The Manor has a 21-in. cutting width. It is a trimmer type mower with an "out-front" cutting unit that permits trimming to within $\frac{1}{4}$ in. of walls, trees, etc. Wide wheels, located inside the frame, allow the operator to mow over edges of flower beds, thus eliminating most hand trimming. It can be used as a conventional walk-behind mower or the 36B Riding Sulky can be attached for extra ease and comfort. Kralastic grass catcher and electric starter are available.

Waddell Trophy Case

A glass trophy display case made by Waddell Co., Inc., Greenfield, O., is 70 ins. high but requires only $3\frac{1}{2}$ sq. ft. of floor space. It has six 12-in. shelves of heavy No-nick, bulb edge glass and the case can be easily adjusted to accommodate extra large trophies. The Waddell has a hardwood frame in natural finish, sliding glass doors and mirror backs. It weighs 216 pounds and is shipped under a Safe Transit label.

MacGregor's 1958 Catalog

Here is the four-color cover of the MacGregor 1958

catalog of golf equipment. The 40-page catalog contains large illustrations and descriptive copy of the new line of MacGregor merchandise. This year's clubs have been completely redesigned and have such outstanding features as Pro-Pel Action shafts, Velocitized woods and Recessed Weight irons. Also, the company's line of Sweep-Flare golf bags is presented. Photographs of famous professionals, members of MacGregor Advisory Staff, also are prominently displayed in the catalog.



Pro Shop Sales Hints

Field & Flint Co., Brockton, Mass., has published a pamphlet, "Hints on How to Make Pro Shops Bigger Profit Shops," which can be obtained from the manufacturer. It is done in Q and A form and includes tips on selling, merchandise and display and several other subjects.

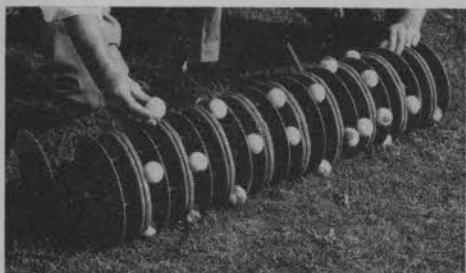
Kees Now Manufacturing Kaddie Wagon Cart

F. D. Kees Mfg. Co., Beatrice, Neb., has taken over production and distribution of Kaddie Wagon golf cart, formerly manufactured by KW Engineering Co. Kees has made several changes in design and construction. The cart's center column is made of sturdy 1-in. aluminum tube with inner sleeve and folding action of the wheels is controlled by two interlocking, oil tempered steel springs enclosed in the center casting. Kaddie Wagon has 12-in. wheels, puncture proof, semi-pneumatic tires and weighs 12 lbs. The new bag holder is plastic coated to protect the bag and is adjustable for any size bag. The cart can be shipped parcel post.



Water No Hazard for New De-Hol-Go Retriever

De-Hol-Go, a mechanical retriever for reclaiming balls from lakes, ponds, etc., is now being marketed by Peter J. Gorecki and John Olesweski, 94 Brookside Circle, Wethersfield,



Conn. The device consists of aluminum disks, alternately padded with rubber cushions, which squeeze balls securely between the disks when the retriever is dragged across the bottom of a water hole. The two men, aircraft engineering employees, invented De-Hol-Go when they noted how inconvenient and difficult it is to fish balls out of water hazards. Their retriever weighs only 20 lbs. It can be operated on a pulley arrangement and, it is claimed, no water hole is too deep for effective operation of the retriever. In less than six months last year Gorecki and Olesweski reclaimed more than 20,000 balls from water hazards at a public course in Hartford and never got their feet wet.

Warning on Powder Blue

Nitroform Agricultural Chemicals Co., Woonsocket, R. I., calls attention to a suggestion from Ray Keen, Kansas State College, who warns against mixing Powder Blue in topdressing and then heat sterilizing it. The topdressing should be sterilized before the Nitroform product is mixed with it.

Schneider Metal Develops Power Driven Spreader

Power driven spreaders have become a reality with the introduction of Lawn Beauty Model 336, manufactured by Schneider Metal Mfg. Co., 1805 S. 55th ave., Chicago 50. The Lawn Beauty is powered by a 4-cycle Briggs and Stratton engine, gives accurate spreading rate control and has hopper capacity of 200 lbs which can be increased through use of a hopper extension. The spreader has 68 settings and a patented force-feed agitator.

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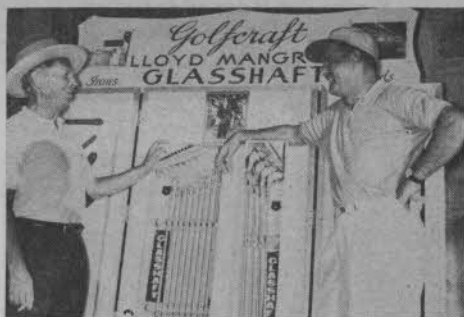
Bob Baldock

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BLUE-CHIP fertilizers derive a minimum of around 50%, and in most cases, 75%, of their nitrogen from **NITROFORM** the only Urea-form to be designed specifically for use in mixed fertilizers.



Bobby Lutz, Golfercraft salesman, has a display of Golfercraft's Glasshaft clubs that he sets up at tournaments, then makes his sales spiel. He doesn't have to talk fast to the fellow at the right to sell him a glasshafted club. That guy is Lloyd Mangrum, of the Golfercraft staff and first major tournament winner to use the clubs.

Spalding Financial Picture Improves Tho Earnings Drop

The 1957 annual report of A. G. Spalding & Bros., Inc. and its subsidiaries shows consolidated net earnings of \$493,742 (\$.79 per share) for the year ending Oct. 31, 1957. Earnings were down from \$773,922 for a like 1956 period. Sales in 1957 were nearly \$4 million higher than in the previous year but profits were down because of higher manufacturing costs and because lower gross margins were realized due to competitive conditions. Spalding's inventory at the end of 1957, however, was nearly \$2 million lower than it had been the previous year and the ratio of current assets to current liabilities was increased by about 65 per cent.

Disease Chart Ready

Mallinckrodt Chemical Works, St. Louis 7 and 72 Gold st., New York 8, is again making available for supts, its Fungicide Application and Disease Timetable chart. In recent years it has become an extremely popular maintenance item which enables supts. to keep accurate, day by day records of their turf disease control programs. It also helps to forecast when major diseases are most likely to strike. It can be obtained from Mallinckrodt at either of the above addresses.