



Multi-job Maintenance Truck

Shown performing one of the many course maintenance duties for which it is designed and powered, is the 1958 Coursemaster Truck. Its light, sturdy construction and ample direct and take-off power make the Coursemaster particularly useful for large-area turf management jobs — hauling, pulling, dumping, spreading, etc. Complete details from Sexton Motor Car Co., 410 W. Huron St., Chicago.

Hogan 'Power Driving' Shoes

Ben Hogan "Power Driving" golf shoes, claimed to be the first moderately-priced line ever made with high-quality tournament features, is now available exclusively at leading pro shops. The



new line was designed and endorsed by Ben Hogan. Model shown above (Style H206) is an elegantly-styled tan grain and white buck with bal wing tip and double sole construction. It is made from selected leathers by Stone-Tarlow Co. Inc. of Brockton, Mass. The entire Ben Hogan line features extra-strong innersoles and soft, shape-retaining polyethylene counters for maximum walking comfort and playing balance.

Carlson Brochure Gives Hints on Irrigation Installation

Carlson Products Corp., 10225 Meech ave., Cleveland 5, O., has released a new brochure, "What About Plastic Pipe for Golf Course Irrigation?" that should be of great interest to clubs planning to install sprinkler systems. The important advantages of plastic pipe are discussed in the brochure along with general requirements for an irrigation system. Copies can be obtained from Carlson without obligation.

Dues Has Rebuilt Golf Cars

Dues Commercial Equipment, Inc., 3300 Delphos ave., Dayton 7, O., is offering 100 remanufactured golf cars at from \$249 to \$550. Several well known models are included. Full details can be obtained by writing Dues or reading the ad on page 33 of this issue of Golfdom.

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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

Koichi and Pete Join Foot-Joy Shoe Staff

Koichi Ono (left in photo) and his Japanese golfing mate, Pete Nakamura, were outfitted with Foot-Joy golf shoes while in the U. S. for



their series of matches and to play in the Masters. Steve Carroll, mgr. of the Foot-Joy Shop in New York, presented the footwear to the visitors. Koichi and Pete also were signed by Field and Flint Co., manufacturers of Foot-Joy, to the company's advisory staff.

New Punch-Lok Kit for Maintenance and Repairs

A new Clamp-Master Kit, K-45, announced by

Punch-Lok Co., Chicago, is housed in an all-steel carrying case finished in red, baked-on enamel. This inexpensive kit contains an assortment of 45 standard Punch-Lok clamps including both preformed and open-end types and a P-38 Loking Tool for tensioning and locking all clamps. After a Punch-Lok clamp is applied, there are no bolts or other projections to catch or snag.

Intended primarily for use in making hose connections and repairs, the Clamp-Master Kit also offers a simple method for clamping, tying, mending and banding many other objects. The range of clamp sizes in the Kit will accommodate objects from 1/2 to 10 ins. in dia. The Kit is available through distributors serving the industrial, construction, marine, nursery and agricultural fields. For details write Punch-Lok Company, 321 N. Justine St., Chicago 7.

Snead, Staff Ball in Wilson's Chicago Display

Sam Snead, golf's all-time money winner, is more than twice the man he used to be when he poses against the 14-foot cutout likeness of himself at Michigan ave. and Delaware pl. in Chicago.

The 14-foot Snead is part of a giant outdoor "spectacular" erected by Wilson Sporting Goods Co. But even a twice-life-size Snead is no match for the giant Wilson Staff golf ball measuring

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some 10 ft. across. With this size ball, Lake Michigan becomes a dandy waterhole, the Gary dunes a sandtrap.

The 10-ft. ball has been done so realistically,



passersby have gone up to touch the board to see if the dimples in the ball are actually scooped out. The 3-D outdoor display board by Wilson marks the first time a sporting goods manufacturer has used this advertising medium. It measures 52 ft. long by 27-1/2 ft. high.

It is estimated that more than 5-1/2 million people will see the board each month for the next three months.

New Scarifier for York Rake

York Modern Corp., Unadilla, N. Y., has introduced a new scarifier attachment for its

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

Model RE York rake. It is mounted just ahead of the rake teeth and penetrates and loosens hard-packed areas. The scarifier has 11 replaceable teeth on a 6-ft. heavy frame which can be raised or lowered with ease. Teeth penetrate to a depth of 6 ins.

Golfcraft Equipment Stolen; Pros Asked to be on Lookout

Thieves, who broke into the warehouse of Golfcraft, Inc., at 7059 W. Addison st., Chicago, in April, took several sets of woods and irons plus 250 golf balls. Pros are asked to be on the alert against buying this or any suspected stolen merchandise as such cases have interstate implications and usually result in the FBI coming in, as it did in the Golfcraft case. The thieves also took Joe Zakarian's car but it was recovered.

Worthington Introduces Floater

Worthington Ball Co., Elyria, O., has introduced a "Floater" golf ball. Besides its retrievable characteristics, the ball is said to have all the performance qualities of a top-grade ball. It is suggested that pro shops push the Floater because every golfer should carry a ball of this type in his bag when he runs into water hazards.

\$39.50 LUMEX 3-FORE-1 GOLF CART

... for your golfers who want the best. 14-club compartment bag with accessory pockets, cart and seat in one smart, sturdy unit. 12" Ballbearing wheels.

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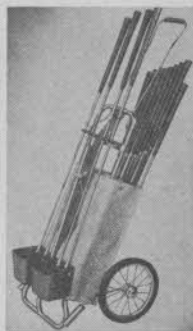
New for 1958 is the "Velocitized" wood from MacGregor. The large target-faced fibre insert is 1/2 in. larger than standard. The ball compresses solely on fibre, not wood and fibre, resulting in a more uniform feel and "click." Large black button on face is on the exact power center of the wood for maximum get-away speed. Available only in pro shops in MacGregor Tourney, Tommy Armour and Louise Suggs models. For details write The MacGregor Co., Cincinnati 32, O.



Several Improvements in Sit-N-Rest Cart Bag

New 1958 model Cart Bags, marketed by Sit-N-Rest Golf Bag Co., 2404 W. Clybourn st., Milwaukee 3, has many improvements. Wheels and storage pockets are larger and the bag is of an entirely new design. A new method of folding Sit-N-Rest wheels brings them alongside and parallel to the bag portion where they have maximum protection from scuffing in storage and handling.

Wheels have sealed ball bearings while the storage pockets will hold a pair of shoes, jacket, a dozen balls and assorted items. The bag has an additional sleeve for an extra iron or wood and is made so it is easier to keep clean longer.



Carlton Makes Protector Tubes

Carlton Products Corp., 10225 Meech ave., Cleveland 5, O., is now manufacturing golf club protector tubes. They come packed 42 to a carton. The firm, which makes plastic pipe, has been making the club protector since the first of the year and reports that acceptance of the product has been excellent.

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in GOLFDOM

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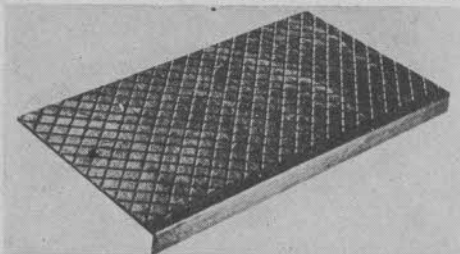
Manufacturer's Specialty Co., Inc.

2736 Sidney Street

St. Louis 4, Missouri

American Mat Develops New Stair Tread

Development of a long-wearing stair tread with a molded nose has just been announced by American Mat Corp., 1802 Adams st.,



Toledo, O. The tread, in attractive diamond design, is produced of Do-All rubber and cord compound. It is available with either rounded or square nose. Black in color, the treads are 1/4 in. thick and come in widths up to 36 ins. Maximum depth is 24 ins. with a standard depth of 12 ins. A 36 x 24-in. landing mat of the same material and design is being distributed for use with the treads.

Buyers' Service • P. 101



Holmes, Moore Elected to Wilson Board

William P. Holmes and Morley L. Moore have been elected to the board of the Wilson Sporting Goods Co., according to a recent announcement by Pres. Fred J. Bowman. Holmes, 29 years with the firm, was appointed vp in 1956 after serving for some time as supt. of plants at Buffalo, N. Y. and Ironton, O. Moore, also named vp in 1956, has been with Wilson for 38 years. He was first Pittsburgh branch mgr. and for 10 years headed the company's Eastern sales div.

Cobon Hose Is Wear Resistant and Easy to Spot

Cobon Plastics Corp., Newark, N. J., offers a gleaming white, 100 per cent vinyl hose that minimizes damage because of its low drag resistance and is non-aging, non-cracking and non-rotting. Heavy duty precision machined couplings are attached with stainless steel bands. The hose is readily visible, cutting down on damage that may result from being run over by mowers or other equipment. Cobon comes in 3/4- and 1-in. dia. and may be used for spraying fertilizer solutions.

RUBBER WRAP-ON GOLF GRIP

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Greear, Wilson VP, Retires

Herb Greear, a vp and employe of the company for 41 years, retired recently at Wilson Sporting Goods Co. Herb had wide experience with Wilson. He was chief auditor of 21 branches at one time, credit mgr. and order dept. supervisor. Later he headed the Buffalo leather factory and in 1947 was named asst. to the vp in charge of manufacturing. In 1951 he was appointed vp and directed all manufacturing and merchandising activities. He is now living at 2148 E. 18th ave. in Ft. Lauderdale, Fla.

Bowen Adds Three District Joyce Golf Shoe Salesmen

Kip Bowen, pres., Bowen, Inc., 81 Masonic ct., Pasadena, Calif., maker of Wm. Joyce golf shoes for men and women, has added three reps to its sales staff. They are: John Glass, PO Box 9005, Albany, N. Y., covering Washington, D.C. north including N. Y., Pa. and New England; Pete Robbins, 1401 Wentbridge rd., Richmond 27, Va., N. and S. Car., Va., W. Va. and Dela.; Leon Fawcett, Garland, Tex., Tex., Okla., Ark., Mo. and La. Inventory of Wm. Joyce shoes also has been doubled by the Bowen Chicago warehouse, 4100 Warren dr., Hillside, Ill.

New IHC Mower Guard for Easier Mowing

A mower guard, made of forged steel for longer life and shaped for easier mowing, has been developed by International Harvester Co. Tests by the manufacturer indicate the new guard is several times stronger than regular man-able guards and the smooth tapered design of guard and neck section greatly reduces clogging. Complete information can be obtained from IHC, 180 N. Michigan ave., Chicago 1.



H & R Dry Markers Economical, Easy to Operate

Ryan's H & R Dry Line Markers are getting increased use on courses to meet problems stemming from golf cars and tournament crowds, according to H & R Mfg. Co., Box 34785, Palms Stn., Los Angeles. The markers are economical and easy to operate. They work with practically all powders including gypsum, marble dust, lime, silica, sand, etc. H & R has five different marking models.

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MADDOX CONSTRUCTION COMPANY

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Rankin, Ill.

Toro Adds 7-Unit Parkmaster

Toro Manufacturing Corp., Minneapolis, has added the 7-unit hydraulic Parkmaster to its line. It is equipped with seven Spartan gang



mowers and cuts a 15-ft. swath. A single hydraulic valve raises or lowers the first three mowers and the others are individually controlled. The Parkmaster overrides obstacles and mows at speeds up to 30 mph without swaying. The machine is very easy to transport and reduces mowing times by as much as 50 per cent, according to Toro engineers.

Spalding Branch in Detroit

A. G. Spalding & Bros. has opened a new Detroit branch warehouse at 4401 W. 13-Mile rd., just off Woodward ave. in Royal Oak.

COLBY PIONEER PEAT

Products for building and maintaining golf greens are available in winter storage for prompt shipment.

BLACK—cultivated fine milled for top dressing.

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GREENS—top dressing (1/3 peat - 1/3 sharp sand and 1/3 loam), or any required proportion.

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New Hyde Park, N.Y.

Michael Mareski is supervisor of the new branch, according to Bob Conybeare, Spalding's marketing director.

Spalding also has announced that it is keeping its Miami, Fla., branch open the year around. Joseph D. Hayes is supervisor of the Miami installation is located at 300 NW 2nd ave.

Steri-Step, Disposable Slipper, Doesn't Disintegrate

A wet strength, disposable paper slipper that can be worn in the shower without disintegrating is manufactured by Gilbert Manufacturing Co., 200 W. 24th st., Hialeah, Fla. The slipper



is sold under the trade name, Steri-Step. It is heat sealed rather than stitched and, according to the Gilbert firm, this is why the slipper retains its strength. Steri-Step is made in natural and bleached kraft and can be imprinted.

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H & B Sales Reps See Big Year

Every Hillerich and Bradsby Co. sales rep was optimistic about the golf outlook for 1958 when the company held its annual sales meeting in March. All said that in their travels about the U. S. they found that practically everyone in the business is looking for a big season. High point of the meeting was discussion of the design and construction of the 1959 line of Power Bilt golf equipment.

At the H & B Louisville meeting were (Front row, l to r): George Haschak, Ren Smith, Bill Kaiser, Jim Laverty, Al McCann and Herb Heimerdinger. (Second row): Art Birtles, Charlie Quick, Red O'Dea, Tom Force, Ed Davidoff, Bud Schweri, Bill Zylstra, John Sullivan, Jack McGrath and Bill Schoenbaechler. (Third row): Novatny, Ed Reece, Orv Parsons, Norm Age, Charlie Marcum, Gene Alyea, Joe Rountree, Carl Gliessner, Norm Ott and J. Seaton Huff.



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**Holler Returns to Burke
to Head Sales Program**

Sam Holler has rejoined Burke Golf Sales, Inc., Newark, O., as head of the new sales supervisory and training program. Sam started with Burke back in the '30s and was made asst. plant supt. before turning to sales work. In '37 he became sales promotion mgr., later took over as Eastern dist. sales mgr. and in 1946 was appointed general sales mgr. He left Burke in 1950 to go into the insurance business.



Sam Holler

Watts Soffel, a former pro, recently joined the Burke sales staff and is now representing the company in N. and S. Dakota and Moorhead, Minn. Soffel operated pro shops in St. Petersburg, Fla., and Mitchell, S. D.

**New Lawnmower Sharpener Provides
Increased Speed, Greater Accuracy**

A new lawnmower sharpener that enables the operator to grind more mowers per hour with greater accuracy is described in a colorful new folder just released by Lawnmower Sharpener div. of The Fate-Root-Heath Co.,

which has its plant in Plymouth, O.

Known as Simplex Model 400, the sharpener grinds any bed knife and any reel or rotary-type blade 4 to 38-ins. long by either "flat" or hollow-grind methods, permits faster servicing of reel, rotary, hand and power-type mowers.

**Demaret, Wininger Join
Professional Golf Co. Staff**

Two leading tournament pros, Jimmy Demaret and Bo Wininger, recently were added to the staff of Professional Golf Co., 1231 Carter st., Chattanooga 2, Tenn., according to Jack Harkins, sales mgr. Demaret, who will be used to add punch to Professional Golf's ad campaign along with Wininger, is especially high on the company's First Flight, steel power center ball, after using it for only a short time.

Bradley Waves Many Flags

Clinton KENT Bradley, Mountain View, N. J., has two interesting brochures, "Flags for '58" and "Flag Parade of the States," that can be obtained from him upon written request. They include just about every type of flag that can be used at a course. Bradley also is offering an Ace-of-Clubs to the first golfer of the year who scores a hole-in-one on a course where Bulldog bunting flags are used.

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and

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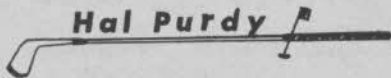
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