Foundation Names Wickham West Coast Representative

The National Golf Foundation has announced the appointment of Verne Wickham as West Coast field representative to cover the area including California, Washington, Oregon, Idaho, Utah, Nevada and Arizona, beginning this month.

Rex McMorris, executive vice president of the Golf Foundation, pointed out that Wickham's appointment to the west coast job is a logical step in the Foundation's current emphasis on new golf course development in the country to satisfy the American golfers' growing demand for additional places to play. He said:

"The 'Golf Course Planning and Operating Clinic' sponsored by the National Golf Foundation at the Annual California Recreation Conference in Santa Cruz in February revealed the intense interest and vast potential in new golf course construction in the Western states. In order to keep abreast of the situation and to effectively help these communities in developing new golf facilities, we must have a man on the spot where he can do the most good.

'We are fortunate in getting a man of

Your Course Needs FERTIL-ADE to

- Diminish Clover Thru uniform soil nitrogen balance.
- Promote quick healing Eliminates marks of former cup positions.
- Create good will of Players Treating time does not interfere with play.
- Fertilize without burning Fertil-Ade will not burn, even in hottest weather.
- Fertilize Economically One gallon treats a 4,000 sq. ft. Green.
- Save time and labor Fertil-Ade treatments can be combined with fungicides or insecticides.
- Achieve consistent results Many courses have used no other greens fertilizer the past four years.

Available from your supplies distributor or write

SMITH EQUIPMENT AND SUPPLY COMPANY
1615-21 North Central Ave.
Chicago 39, Illinois

Cut Sharpening Costs!

with a NEW SIMPLEX "150"

$65.00 COMPLETE with 1/4 h.p. motor and reversing switch

- LIGHTER
- MORE COMPACT
- LOWER PRICED

Simplex "150," the newest portable lapping machine, reconditions any hand, power, or gang reel-type mower with lapping compound... keeps mowers in top condition between sharpening jobs. Couples to either side of mower; gang mowers need not be unhitched. Weighs only 30 pounds—easily carried right to the job. G-E 1/4 hp motor with reversing switch for quiet, dependable operation.

Write today for FREE folder.

The FATE-ROOT-HEATH Company
Dept. G-4, Plymouth, Ohio

April, 1955
PUT MILLIONS OF TINY GARDENERS TO WORK FOR YOU

THE ORIGINAL GENUINE CULTIVATED
“Peat-Humus”

You can be SURE of results when you use Hyper-Humus®. For over 40 years, Hyper-Humus®, the cultivated PEAT-HUMUS, has been proven a reliable soil conditioner for both sandy and heavy clay soil. Can INSTANTLY turn Subsoil into Top-soil. A single pinch contains millions of tiny beneficial micro-organisms that prevent leaching, manufacture plant food and trap water. Makes tired worn out soils ALIVE . . . Available bag or bulk.

HYPER-HUMUS® IS USED BY
Over 1,000 golf courses; Nearly 50 famous colleges; famous gardens; public buildings.

• WRITE FOR FREE BOOKLET
HYPER-HUMUS CO.
763 W. Lancaster Ave., Bryn Mawr 20, Pa.

SUCCESSFUL POOLS STAY BEAUTIFUL WITH
RAMUC® POOL PAINT

More than 11,000 successful pools all over the world are now protected and beautified with RAMUC paint. RAMUC is a natural rubber-based enamel made especially for swimming pools. It gives your pool a satiny-smooth finish, just like tile . . . won’t powder, blister or flake off . . . discourages algae-cling . . . easy to keep clean. RAMUC is available in twelve sparkling colors. All colors stay bright and true. Most important: RAMUC is made to last longer—to keep your pool attractive and inviting for seasons. Get all the information on amazing, economical RAMUC.

EXALCAE® keeps water clear all summer
• Destroys algae-cling and slime fast
• Prevents further plant growth
• Colorless, odorless, non-poisonous
• Harmless to skin and eyes
• Helps prevent slippery pool bottom

INERTOL CO., INC.
479 Frelinghuysen Ave., Newark 5, New Jersey
27F South Park, San Francisco 7, California

INERTOL PROTECTION MEANS LOWER COST PER YEAR

Verne Wickham’s training, experience and ability to represent the Golf Foundation in an area that promises to be extremely active in new golf facility construction and operation in the years ahead. We are confident that Wickham will contribute significantly to the progress of golf in this region!”

McMorris said that Wickham’s 34 years of experience as a golf writer, whose material has appeared in national magazines and newspapers, and as a municipal golf course operator and promotion expert for the last 17 years in the capacity of Golf Director for the Los Angeles County Department of Parks and Recreation was instrumental in his selection for the new post.

Wickham, who authored the National Golf Foundation’s new book, “The Municipal Golf Course—Organizing and Operating Guide,” will be available as a consultant to communities and groups in the western states interested in promoting, building and operating new golf courses. He will furnish information and advice wherever needed and will help guide community groups in obtaining new golf facilities.