ONE VOLUME GOLF LIBRARY MAKES LASTING CHRISTMAS GIFT ITEM

The Complete Golfer, a handsome volume, size 7½" x 10½", containing over 200,000 words, 40 humorous cartoons and giant fold-out maps of known courses, edited by Herbert Warren Wind with a foreword by Bobby Jones is a pro shop Christmas gift item for all-year-round enjoyment. The book contains some of the best of golf humor, instruction, fiction, and history for entertaining and informative reading.

There are instruction pieces by a dozen top teachers including Tommy Armour, Henry Cotton, Byron Nelson and others; golf stories by Ring Lardner, Finley Peter Dunne and P. G. Wodehouse; and essays, profiles and reminiscences of the last 50 years by such as Gene Sarazen, Walter Hagen, Bernard Darwin, Ben Hogan, and Francis Ouimet.

The Complete Golfer is a "whole-in-one" the avid golfer from champion to beginner will cherish. It's available from Simon and Schuster, Publishers, Dept. 39, 630 Fifth Ave., New York 20.

Golf and Lawn Grass Nurseries, 3539 Kingsboro Rd., N.E. Atlanta 5, Ga., has issued informative, attractive new catalog on golf and lawn turfgrass for south.

KROYDON'S NEW LINES IN DEBUT AT SALES MEET

The Kroydon Co., Maplewood, N. J. has just completed holding its 33rd Annual Sales Meeting. The new line for 1956 was exhibited.

For the first time in many years, The Kroydon Co. has introduced a line of irons and woods which is to be merchandised exclusively through pros.

The new woods in the entire line feature the patented Contro-Weight construction which has proven so satisfactory over the past few years. The new irons are finished with a beautiful hy-lustre effect, which has marked eye appeal and permanent beauty.

A new line of color co-ordinated accessories makes it possible to have golf bags, shag bags, carryall bags and head covers in matched color ensemble.

The new Thunderbolt, long distance golf
ball, is being continued in the line.

There have been several changes in the sales personnel of The Kroydon Company. James Hersey, who formerly worked out of Mineral Wells, Tex., is being set up in San Jose, Calif., where the entire Kroydon line will be stocked, and shipments on the West Coast will be made f.o.b. San Jose. All sales on the West Coast will be handled by Hersey.

Joseph Murphy has been appointed District Sales Mgr. and will cover his former territory of New York State and part of Pennsylvania, as well as having general supervision of all Eastern Seaboard sales.

IDENTI-CALS NEATLY MARK CLUB OWNERSHIP

Identi-Cal Co., P O Box 55, Flushing 52, N. Y., reports large business from pros using the company’s identifying metal strips bearing members’ names and addresses which are bonded to the club shaft by a strong adhesive on the back of each metal strip.

The names and addresses are neatly printed. The identifying labels are weatherproof and will last for years on clubs despite careless handling a lot of clubs get from caddies and in cleaning.

Full details of the Identi-Cals will be sent to pros on request.

CHOICE OF THE CHAMPION!

OPEN CHAMPION Jack Fleck knows golf gloves. As Open Champion his game depends on gloves . . . as club Pro he sells hundreds of them. In the PAR-MATE S-65 he wore winning the Open and in the other popular PAR-MATE styles he found the one brand hand tailored to fit easier, grip firmer and keep the hands more responsive to the feel of the club. And, the wide preference of Pros and amateurs confirm the “Champion’s choice.”

Ask for literature on the 6 PAR-MATE styles that are setting the pace in pro shop sales. Men’s—Women’s—All sizes, rights and lefts. Full finger, finest leather, smartest colors, light weight; and the popular CADETS for those with short fingers.

PAR-MATE

10 W. 33rd Street
NEW YORK 1, N. Y.

QUEEN ROYAL ALSO HAS XMAS PACKAGE NOW

U. S. Rubber Co. has prepared for pro Christmas business a new package of a half-dozen Queen Royal golf balls. The Christmas package is a handsome transparent plastic container that will find a wide variety of uses by women after the gift balls are in use.

U. S. is presenting its U. S. Royal Special for pro shop Christmas merchandising in a rich-looking ebony plastic box bearing a golfer’s medal, and contain-

September, 1955
Lawn Beauty

Model 36 Professional
Designed Especially for Golf Courses

Spreads uniformly and accurately all types and brands of chemical fertilizers, as well as organic fertilizers and seeds. Particularly adapted for spreading lime and top dressing.

Patented. Other patents pending and applied for.

Also used in cemeteries, parks and estates. Complete information will be sent immediately upon request.

SCHNEIDER METAL MFG. CO.
1805-S So. 55th Ave. Dept. 95 Chicago 50, Illinois

PACKARD & WADSWORTH DESIGNING TWO MIDWEST COURSES

Packard & Wadsworth, golf course architects of La Grange, Ill., are currently designing two mid-west area courses.

The new 9-hole course for the Jerseyville, Ill. Lake Development Corp. includes a 6½ acre lake for swimming, boating and fishing in addition to the 3265 yd. course. Lake dam is completed and course under construction. Should be open for play next spring.

The firm is also designing a 9-hole layout for Sedalia Air Force Base in Missouri which will have full length of 3425 yds. circumnavigating the airstrip of the base Aero Club.

Experienced in golf course design and construction, the firm’s policy is to design the best possible course for the most economical construction and maintenance.

WEST POINT, NOW SELLING CRAB-E-RAD AND LIQUIPHENE

West Point Products Corp., West Point, Pa., has become national sales representative for two specialized turfgrass chemi-
cals manufactured by Vineland (N. J.) Chemical Co.

West Point now is offering "Crab-E-Rad" in quantity packages for large area users. 1, 5, 10, 20 and 40 lb. packages are available through distributors of West Point equipment.

"Crab-E-Rad" is the original di sodium methyl arsonate crabgrass killer. Tests conducted with this material show pronounced selectivity in eradicating crabgrass without damage to the perennial turfgrasses. Many of the weed-killing chemicals used in the past were difficult to handle, temperature and moisture being critical factors. "Crab-E-Rad" provides safety and effectiveness.

Also available through West Point distributors is Liquiphene Turfgrass Fungicide. Liquiphene is an improved
**SPRINKLERS and QUICK-COUPING Valves**

The Perfect Combination for Low-Cost Controlled Irrigation.

See your authorized BUCKNER distributor. He is trained to help you plan for greater irrigation efficiency and economy.

**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.

**WRITE FOR FREE BOOKLET**

HYPER-HUMUS CO.

Newton 20, New Jersey

Phenyl mercury acetate, 33-1/3% concentration. One pint of the material treats 12 putting greens, average size 5000 sq. ft. Liquiphene controls dollar spot, pink patch, copper spot, curvularia, helminthosporium and snowmold.

Further information may be obtained from West Point Products Corp. or from any of its distributors.

**FALL AND SPRING SQUIRE SLACKS READY FOR PROS' XMAS SELLING**

Squire Slacks, Inc., 18 W. 20th St., New York, N. Y., have stepped up production this year for earlier delivery dates on their new fall and spring lines of golf and dress slacks in keeping with the increased business in slacks being done by pros during their Christmas gift sales drives. The new spring golf slack line with the adjustable belt feature embraces 19 shades in Dacron-Linair, and includes models in men's and women's Bermuda shorts. The fall line includes 8 shades in Dacron-Wool. The dress models feature Fortsmann doeskin and ripplecord gabardine. For latest catalog with swatches write company at New York, or if in midwest area, write Edward Lust, Squire Slacks, Inc., P. O. Box 433, Elmhurst, Ill.

**A TREAT FOR THE FEET**

Powder Puff "Dry Spray," contains smooth talc and G-11 Hexachlorophene, noted for its antiseptic and deodorizing qualities. At a touch of the finger, this cooling and refreshing powder is dispensed in spray form, adhering to skin surfaces without dust or residue. It can also be sprayed into golf and street shoes for soft, refreshing, comfortable wearing. Dry Spray is often used as a deodorant after golfing and showering. Full details concerning free sample offering may be had by referring to the ad in this issue, or by writing the manufacturer, James Varley and Sons, Inc., 1200 Switzer Ave., St. Louis 15, Mo.

**SPALDING SALESMEN SEE FINE NEW LINES**

Spalding pro salesmen, in their national sales meeting at the Chicopee, Mass., plant, saw for the first time new clubs the fellows pronounced the finest line in
Davis grass seed will give your greens, tees and fairways that needed lift after a hot scorching summer sun.

Let us take care of your fall seeding requirements.

GEORGE A. DAVIS, Inc.
S440 NORTHWEST HIGHWAY, CHICAGO, ILLINOIS

the company's history. One feature is striking new styling of the irons.

The salesmen were also most enthusiastic about the new wood models which also will be entirely new in design. They're available in 1, 2, 3, 4, or 1 2/3, 3 1/2, 4 1/2 sets. A brand-new Top-Flite ball will be available in '56. New polar markings and an attractive package are featured.

One of the hits of the meeting was the new Christmas package for top-grade golf balls. This consists of a transparent plastic box with hinged lid to accommodate either a dozen or a half a dozen golf balls. The box will have innumerable secondary uses around the home, golf club lockers, etc. An attractive sleeve, with a Christmas effect overprint, will be used for a wrap.

Among other features viewed were new golf club head covers, golf gloves, umbrellas and a new waterproof golf rubber for both men and women with large size removable spikes.

In addition, the 1956 golf bag line has been completely changed, employing many new construction features. Saran plaids as well as solid-color duck materials are being used extensively.

Backling up the Spalding 1956 golf line will be the strongest advertising publicity and sales promotion campaigns in the annals of the organization.

A few quick strokes of this paddle won't count against your score. A clean ball clicks off par far better than the penalty of lost balls too dirty to find.

HOW TO MAKE A HAPPY GOLFER

Better-than-ever Lewis Ball Washers are ready to come to the aid of the golfer. Up goes the paddle, in goes the ball, and in a few quick seconds, you're ready for the tee-off.

WEATHER WINNER

Two "stick-fast" coats of paint shielded by an all weather-protector plastic. Any season... year after year... ready to keep your golfers happy.

KEEP YOUR PATRONS SATISFIED

Order from your dealer now!

G. B. LEWIS CO., Watertown, Wis.

September, 1955
**PLAY IT SAFE**

Nature and experts know Fall seeding is best to improve greens, tees and fairways. Like many of the nation's top courses, you'll also discover that it's best to use Scotts TURF PRODUCTS. Prices are right and results are certain to win enthusiastic player acclaim...help put any course in the championship class. Write our turf specialists for estimates.

**OM Scott & Sons Co.,** Marysville, Ohio also Palo Alto, California

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**CHOCTAW ISSUES TURF NEWS**

Turf News is a new periodical issued by Choctaw, Inc., Memphis, Tenn., golf course supply and equipment house, giving lively news on activities of course supts. in the company's territory and equipment news. Supts. in the Choctaw territory should write the company if they're not getting the interesting little publication now.

Turfgrass Supply, RR 10, Hy 26, W3, Lafayette, Ind., has Meyer Zoysia and Emerald Zoysia for midwest planting. The grasses are raised in a carefully maintained nursery under the supervision of one of the leading golf turf experts. Details of the stock and prices are contained in a folder which will be sent free on request.

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**WILSON SALESMEN GET NEW TERRITORIES**

Bob Robinson and Lee Jannenga, two young Wilson golf professional salesmen, have been assigned new territories in the Midwest.

Bob, who started as a pro golf salesman with Wilson in 1952, has been assigned northern Indiana and southern Michigan with both the Wilson and Hagen line. He will also handle the Hagen line exclusively with clubs on the north and west sides of Chicago.

Jannenga, who started with Wilson in the leather factory office in 1951 and later moved to the order department where he handled special professional golf orders, has been given northern Wisconsin, the upper Michigan peninsula and Rockton, Ill., with the Wilson and Hagen lines. He will have the Hagen line exclusively in Racine, Kenosha, Milwaukee and in Chicago south of 22nd street.

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**NEW ATWATER-STRONG 25 HP MULCH-VAC LEAF SWEEPER**

is just the thing for golf course leaf disposal. Vacuums up, cuts into fine mulch, returns leaves to ground in single operation. Tractor-drawn, 6' 5" pickup cleans up to 30 acres in 8 hr. day. 25 HP power unit shown, smaller models also.

Write for complete information to ATWATER-STRONG COMPANY, ATWATER 2, OHIO
C. E. CAMPBELL WITH VELSICOL AT WASHINGTON

C. E. Campbell, former director of Research Extension for the United Fruit Co., Boston, Mass., has been appointed Technical Representative for the Washington, D. C. area by Velsicol Chemical Corp., Chicago, advises Mr. John Kirk, VP and Director of Sales.

A graduate of Dartmouth, with a Masters Degree from Cornell, Campbell served in the air force during both World War II and the Korean War. Campbell has served on the research and extension staff at Cornell and with the R. T. Vanderbilt Company of New York in technical sales development of agricultural fungicides.

FLECK AND HAHN SHOW FOR DUNLOP TEAMMATES

Jack Fleck gave an exhibition of the shots that won the 1955 National Open and Paul Hahn put on the trick shot show he’s now taking around the world, at the Dunlop Tire & Rubber course at Buffalo.

The Dunlop employees were hosts to a huge crowd of Western New York golfers. Jack and Paul, as members of the Dunlop golf advisory staff, put on a clinic for their companion employees that kept them long after the formal program of shot-making.

ARLINGTON
C-1 STOLONS
CONGRESSIONAL
C-19 STOLONS

Prices on Application

ALBERT LINKOGEL
30 Years' Experience on Turf Maintenance

LJNK'S NURSERY, INC.
Route No. 3 Conway Road, Creve Coeur, Mo.

the TOPS in TURF!

DOUBLE ROTARY SPRINKLER

Greater Distance—Better Coverage
Positive Action— Longer Life

NOW is the time to buy because it's the very best for new seeding

Doesn't wash or puddle. Rain-like drops or a fine spray, as you prefer. A single line of water rotating to cover up to a 90-foot diameter with good pressure.

Model H
Double spout type (illustrated) for medium and high pressures,

$19.50

Single spout, for all pressures,

$18.75

Parts and Service Available

DOUBLE ROTARY SPRINKLER CO.
422 Admiral Blvd. Kansas City 6, Mo.
FOOT-JOY PRO SALES STAFF MEETS

New golf styles for 1956 were presented at the annual sales meeting of the Field and Flint Co. executives and pro sales representatives. The meeting was held at the Brockton, Mass., factory of the company. The new styles, together with the new promotional campaign presented by Field and Flint's advertising agency, Bachenheimer—Lewis, Inc., met with enthusiastic response.

First row seated, L to R: Ernie Sabayrac, in charge of pro shop sales; Clark L. Wilcox, executive vp, Field and Flint Co.; Perley G. Flint, pres., Field and Flint Co.; and Arthur E. Porter, vp and adv. mgr., Field and Flint Co.

Back row standing are the men covering the pro trade for Field and Flint.

NEAT NEW NAMEPLATES FOR CLUBS ARE PRO-ONLY

Special plates to be used for owner identification on golf clubs are now being made by C & H Supply Co., manufacturers of the etched, anodized aluminum nameplates known as Metal-Cals. The new plates, which are flexible enough to be wrapped around the shaft of the club, are backed by a permanent adhesive, and may be easily applied in seconds. They are available in a variety of colors and aluminum, in either shiny metallic or matte finish.

The new Metal-Cals are being marketed through pro shops only. Free samples may be obtained by writing to C&H Supply Co., Inglewood, Cal.

Seron Mfg. Co., Barber Bldg., Joliet, Ill., has an eye-glass holder that attaches to the wing-pieces of glasses, stays close to the back of the head and keeps spectacles secure when playing golf. Some pros are selling it as a convenience to golfers.

McCULLOCH GOLF PONY IS 4-WHEEL SINGLE-SEATER

The Golf Pony, made by McCulloch Golf Pony, 4625 Alger st., Los Angeles 39, has four wheels for stability and a low center of gravity. An additional safety feature is the Golf Pony's automatic brake which goes into action the instant the control lever is released. This provides complete safety when stopping on the steepest hill.

Riding comfort is provided by full leaf spring suspension on all four wheels, as well as the extra thick airfoam seat cushion.

The Golf Pony has a single control lever, combining three forward and reverse speed control, brake and brake-on-neutral for automatic hillhold. The golfer easily steers his 29 in. wide light but rugged Golf Pony up hills, across fair-
ways and over the narrowest bridges. The McCulloch Golf Pony measures 36 in. high, 64 in. long and has a wheelbase of 39⅞ in. It has an automotive gear type differential which delivers immediate power for smooth, silent acceleration. Its short turning radius and self-centering steering arrangement also make it easy to handle.

The Golf Pony is a “single seater” which permits each golfer to drive directly to where his own ball lays. This smartly styled golf car can be operated at speeds up to 12 m.p.h.

The light weight of the Golf Pony—402 lbs. including long life batteries—and even weight distribution on the four wheels having extra low-pressure balloon tires, carefully consider good course maintenance.

More than 36 holes can be played before recharging is necessary. The Golf Pony was McCulloch-engineered for easy maintenance—one of the features being four fasteners which permit instant removal of the molded fiberglass body for easy access to all mechanical and electrical components.

WORTHINGTON INTRODUCES NEW GOLF BALL CHRISTMAS PACKAGE

A new, handsomely designed Christmas gift package which holds one dozen per-
case, and one dozen super-charged Sweet Shots will be sold at regular price. In addition, the balls will be personalized free in lots of one dozen with a name or initials up to 15 letters and spaces.

Gift boxed, personalized Sweet Shots are available only through pro shops. Orders for personalizing will be accepted until December 10th.

UNDERGROUND HEATING PREPARES Zoysia FOR WINTER SHOW

To make Meyer Z-52 Zoysia grass summer green in cold winter months, manager William H. Wilmot of Summit Hall Turf Farm, Gaithersburg, Md., employs a unique commercial water heating system to bombard the “plug-in” turf grass with heat from above and below.

Wilmot’s innovation was put into operation in the winter of 1954, when he was getting some of his Zoysia ready for the annual flower show in Washington, D. C.

Suburban Propane Gas Corp., Rockville, Md., suggested that an 800-Series Ruudia tor gas boiler would supply more effective greenhouse heating than was being obtained with a domestic type water heater.

Hot water from the gas-fired boiler was circulated through 900 ft. of copper pipe underneath the turf. More hot water was supplied to two overhead downflow unit heaters. The result was that both the soil and the air of the 34 ft. by 17 ft. greenhouse averaged 78-80 degrees F. on a 40-degree day, despite high heat loss from the building.

In five days after the Ruudia tor installation, the grass became summer-green. The outcome of it all was a blue-ribbon at the flower show, plus several thousand curious visitors and prospective customers at Summit Hall.

That experience decided Wilmot. He maintains the artificial greening system every winter.

CRAB JACK IS HANDY WEED KILLER

Crab Jack, made by Hall Industries, 111 W. Jackson Blvd., Chicago 4, is a bent-handled knife-like device with six tines in the blade and sturdily constructed for quick, easy pulling of crabgrass and wide-leaved weeds.

The device, introduced recently, got a big sale for homelawn crabgrass removal and began to get used as a convenient tool by course maintenance men for elimination of incidental weeds, particularly in greens and tees.
FLEXI-MAT HAS NEW HOME PRACTICE GOLF TEE MAT

The Flexi-Mat Corporation, Chicago 16, Ill., manufacturer of golf driving range tee mats, has announced production of a miniature rubber mat for home practice use.

New mat is a replica of the standard tee mat, complete with Tampico brush insert for iron club use and rubber tee for use with woods.

Heavy nylon cord rubber construction with spring steel wire binding is the same as used in the firm's standard tee mats. Complete set consists of mat, two sponge rubber practice balls, chipping target net for indoor use and a booklet of helpful tips for better golf.

Big, two-color package illustrates mat and several suggestions for use; indoors, outdoors and as an interesting party game. Package cover emphasizes use of mat as supplement to course and range practice. Set retails at $11.95 and will be available through golf distributors in plenty of time for Christmas selling.

SPALDING DISTRICT MANAGERS KEEP YOUNG LOOK, YOUNG IDEAS

Spalding's district managers represent a total of 94 years of service with the company—enough mileage to give them the answers. But the distance has touched them lightly as you'll note.

L to R are Charles Houck, Los Angeles, who's been with Spalding 32 years; Harold Cross, Philadelphia, seven years; Howard Nannen, New York, 26 years; and Al Hyatt, Chicago, 29 years.
CLEVELAND WOMEN GOLFERS INVENT BAG ACCESSORY

Some Cleveland women golfers have invented and are making a new product called the Tee Toter. It's for attaching to bag and it carries comb, pencil, tees, lipstick, cigarettes and matches.

It fits on a golf bag like a belt. Some of the Cleveland district pros are displaying it in their shops and it sells well. It is made of weather-resistant fabric-backed vinyl, in red, sand tan and saddle brown. Retail price is low.

The makers are the Tee Toter Co., 2141 Kenilworth Rd., Cleveland Heights, Ohio.

BERT GRAVES PROMOTED BY H. V. CARTER CO.

H. W. (Bert) Graves has been promoted to Asst. Gen. Mgr. of the H. V. Carter Co., Inc., distributors in Northern California of golf course equipment and supplies.

Graves is a 1939 graduate of the University of California, College of Agriculture and was with the State Department of Agriculture until 1942 when he became a lieutenant in the Navy. In 1946 he joined the Carter firm headed by his father, David E. Graves.

SWINGING AROUND GOLF

(Continued from page 17)

courses in their plans. They are offsetting loss of courses bought for subdividing and construction of houses that generally are jammed close together.

Pros who are planning new shops, and their architects, will be interested in a Pro Shop Facilities Survey recently compiled by Harold Cliffer for the National Golf Foundation. Tremendous amount of golf being played by women at military installations—by wives of armed services personnel and by girls and women in uniform.

Guy H. Lennon, owner of Carolinian hotel, Nags Head, N. C., to build course on Roanoke Island. They all have to get out of the way on Ladies Day. Before the President left for Denver he got up early, left his Gettysburg farm and got in 18 holes at Gettysburg (Pa.) CC before the ladies started teeing off.

Stan Wood, Los Angeles Mirror-News golf writer, says "Only the lucky 5000 among the city's 21,000 registered golfers manage to get coveted starting times on summer week ends." LA has 9, 18-hole courses, of which 4 are 18-hold layouts. Ft. Lauderdale, Fla., Golf Commission asks city for appropriation to improve muni course. Says Ft. Lauderdale G&CC is "second only to the beach as a tourist attraction."

Madison, Wis., to build $100,000 clubhouse at new muni course. Johnny Null, pro at Sunset GC, St. Petersburg, Fla., and associates have bought the little used Shore Acres GC, and are spending $80,000 in redesigning and rebuilding for opening this winter as a semi-private club. Club will be known as St. Petersburg G&CC. Null and Hans Schmeisser, Sunset supt., designed the new layout.

New $64,000 clubhouse at MacDonald Park, Wichita, Ks., Park Board course, opened. Bunker Hill, Westward Ho, Big Oaks, Indianhead, at least one of Cherry Hills' two 18s—maybe both, and Rock Island CC—all Chicago district semi-private courses—now in their last year as golf courses. With exception of Bunker Hill, they'll be converted to residential or industrial sites.


Jack Fox, 25 years pro at Glen Ridge (N. J.) CC and Mrs. Fox on trip to their native Scotland. Trip was preceded by big party in Jack's honor at the club at...