SA - SALES APPEAL
AND SPORTS ACCEPTANCE
THEME OF WILSON SALES MEET


The 1953 spring and summer meetings of the Wilson Sporting Goods Co., held for the first time on a regional basis, began in Chicago and were followed by similar meetings in Kansas City, Philadelphia and San Francisco.

The 1953 line of golf equipment includes Staff Model No. 7 and No. 11 woods; new Gene Sarazen golf clubs specially made for young men and ladies; an entirely new Hagen line; a completely new Country Club golf bag line; and the new Top-Notch and Jet golf balls.

Staff Model No. 7 woods, the latest addition to the Wilson pro only line, are designed with pear-shaped heads, longer faces giving more loft for easier play, and finished in jet black.

A new model in persimmon, called Staff Model No. 11, is another addition to the 1953 line. Cherry finished, the No. 11 features an ebony face insert with wide face scoring filled with white for contrast.

Included in the new Wilson Model Y-53 Gene Sarazen golf set for golfing youth are a brassie and spoon of Strata-Bloc construction finished in walnut, 3, 5, 7,

PHILLIPS CAM LOCK
GOLF SPIKES

The Answer to Lost Spikes

CAM LOCKS have been added to the regular LARGE BASE spike. The CAMS hold spike fast in position. Will not rough sole.

F. C. PHILLIPS, INC.
STOUGHTON, MASS.

SELF-CADDY

PATENT PENDING

"America's lowest priced golf cart"

$8.95 RETAIL

- LIGHT
- STURDY
- COLLAPSIBLE
- SIMPLE
- NO GADGETS
- FOOL PROOF
- PRO TESTED
- PRO APPROVED
- OAK FRAME
- VARNISHED
- RIVETED ASSEMBLY
- SLEEVE BEARINGS
- 2 TO A CARTON
- COMPLETELY ASSEMBLED
- 8 INCH WHEELS
- 21 INCHES WIDE
- HUB CAPS
- Weight 11 lbs.

STOCK THESE FOR XMAS!

STANDARD DISCOUNTS TO
PROS - DEALERS - JOBBERS

PRODUCTS of GEORGIA, INC.
LOUISVILLE GEORGIA
Men Who KNOW Specify MILORGANITE for Better Turf!

Greenkeeping Superintendents, who know the score when it comes to the successful development and maintenance of exceptional greens and good fairway turf, specify and use more MILORGANITE than any other fertilizer. A carload a year usually takes care of the requirements for a well-kept 18-hole course.

MILORGANITE produces vigorous, healthy, weed- and drought-resistant turf that keeps your Club membership and guests both happy and enthusiastic.

The services of our Agronomists and Soil Testing Laboratory are available for the asking.

THE SEWERAGE COMMISSION
MILWAUKEE • WISCONSIN

NOW A STRONGER, HEALTHIER TURF AT LESS COST
MICHIGAN PEAT
NATURE’S FINEST SOIL BUILDER
Leading clubs maintain thick, healthy turf by building their greens with proper mixture of Michigan Peat, sand and soil. Michigan Peat makes heavy soil porous, binds light sandy soils, permits adequate aeration, holds water and plant food, allows grass to attain deep root structure. Invaluable for top dressing! Saves watering bills. Our staff will help you solve your problems and save money.

MICHIGAN PEAT, INC., 267 S Ave., N. Y. 16

PERMA-MATS

The Best Mat for Driving Tees!

Designed to specifications of well-known pros, these mats are functionally ideal, reversible and virtually everlasting. The finest tee mat at the lowest cost to you.

Best in Locker Room, Entrance & Shower

2 Perma-Mats pay for themselves by saving floors, spikes and preventing accidents. Lays flat (no kinks), thicker cushion, closely woven for firmer footing.

Immediate delivery on popular sizes, send specifications.

MERCHANTS TIRE CO. 2710 WASHINGTON AVE. ST. LOUIS 3, MO.
receptacles molded in both soles when produced.

The newly introduced Sportswear jacket, designed primarily for outeruse, completes the golf picture for 1953.

Almost anybody can be a pro shop merchant in the spring when the season is starting and customers are jumping with enthusiasm and eagerness to buy. But what really shows whether or not a pro is a businessman is when the season in the north may be coming toward its end. Then if the pro can promote play, keep golf interest keen and sell clubs, balls, bags and other merchandise he has in his shop, he's a businessman who is showing his worth to the club or course where he's located and he's preparing himself for a winter without worry.

— Henry Bontempo

BURKE'S 1953 LINE OF CLUBS PRESENTED AT SALES MEET

The all-new Burke line consisting of Recorded Woods and Punchirons, Registered, Hy-Speed, Farplay and Chick Herbert Woods and Irons was presented by Burke president, Jack Schram, to Burke Sales Representatives attending the Sales Clinic and tournament held in Newark, Ohio, August 14-15-16. The 1953 models together with Lady Burkes, Sav-A-Shot Special Purpose Irons, and numerous new accessories give Burke the biggest line in its history. All are now in production.

Climax to the meeting was the First Annual Burke Tournament in which several Ohio professionals also participated. Billy Burke, former National Open Champ and a member of Burke's Advisory Staff, won the tourney with a 65—one over the course record.

This is the time of the year when the pro should check up what his members have in their bags and see just what they need that will enable the pro to clean out his stock. With the trend toward fall and winter vacations growing the pro no longer has to think that the golfer at a club in the central states only has a month or so of the year left for the use of new clubs.

— Art Huebner

RAIN REM, NEW WATER REPELLENT

A new water repellent to protect fabrics against rain and moisture is announced by Speco, Inc., Cleveland, Ohio. It is known as Rain Rem, a colorless liquid compound possessing a special siliccone base which, according to the manufacturer, waterproofs individual fibers

LAWN MOWER STATIONARY BLADES

We make these blades in several styles to fit the different makes and types of Lawn Mowers—including the small Hand Trimmer—Hand and Tee Mowers—Putting Green Mowers—Power Mowers and the large Gang or Fairway Mowers. Best quality knife steel, electric furnace heat treated to insure long wear and fully guaranteed to give complete satisfaction. You save important money buying direct from manufacturer.

Price sheet on request or we will quote price for your blade order.

JONES MOWER & EQUIPMENT CO.
2418 Grasslyn Avenue, Havertown, Pa.

We pay the postage on all orders of $10.00 and over.

September, 1952
Golfers equipment and accessories as well as range supplies and equipment may be conveniently ordered from the Wittek Golf Supply Catalog. Saves you money too... Satisfaction guaranteed.

WITTEK GOLF RANGE SUPPLY CO.
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AMERICA'S BIGGEST SELECTION OF GOLF AWARDS

A complete selection of golf trophies, cups, and plaques for tournaments and banquets. Immediate delivery from stock.

Send for catalogue No. G12

UNIVERSAL SPORTS AND AWARDS
Division of Universal Bowling & Billiard Supply
515 S. Wabash Ave. — Chicago 5, Ill.
Tele. - WAbash 2-6555

without sealing open spaces between fibers or between threads in the weave and does not change the appearance or texture of treated materials. Fabrics can be laundered, dry cleaned and pressed without destroying effectiveness.

Rain Rem can be applied by brush, spray or dip. It is packaged in a 12-ounce "spray top" can and also in a 1-pint can.

SPALDING INTRODUCES SYNCHRO-DYNED CLUBS

The 1953 Top-Flite Gold line woods and irons manufactured by A. G. Spalding & Bros., Inc., will be made under a new scientific formula. After 25 years of research, Spalding has perfected Synchro-Dyned golf clubs in which every club—woods and irons—is designed to have identical contact feel.

The Synchro-Dyned formula assures a scientifically correct combination of head, shaft and grip weights which produces a set of clubs with centers of gravity in perfectly coordinated sequence. "Synchro-Dyned" thus means a method of weight distribution producing synchronized force.

Spalding claims that Synchro-Dyned clubs have been put in the hands of hundreds of golfers and handicaps have been reduced by as much as one-third. Spalding further states that the Synchro-Dyned principle provides the nearest approach to complete golf shot control.

The first to make golf clubs and golf balls in the United States, Spalding developed matched and registered sets and have been responsible for many of the major advances in golfing equipment. The company feels production of the Synchro-Dyned clubs is a crowning achievement to a long list of contributions to the game.

WRITE FOR GOLF TROPHIES & PRIZES

FREE...1952 GOLF TROPHY CATALOG

Gold plated Golf Pin. Safety lock catch...

No. N-131-P

1.55 Plus F.E. Tax

Available as tie clip for men $1.55 Plus F.E. Tax

The Trophy & Medal Shop
10 S. Wabash Ave.
Chicago 3, Ill.

Pro-Grip Wax
PUTS POWER IN YOUR DRIVES

Sold Through ALL Leading Distributions

MANUFACTURER'S SPECIALTY CO., INC.
2736 Sidney St.
ST. LOUIS 4, MO.
WILLIAM F. GORDON
Golf Course Architect
Member
American Society of Golf Course Architects
Doylestown, Pennsylvania

ALFRED H. TULL
Golf Course Architect
209 E. 49th Street
NEW YORK 17, N. Y.

JACOBSEN'S NEW 30-INCH LEAF MILL
Jacobsen Manufacturing Co., Racine, Wis., announces its new 30-inch Leaf Mill is now in full production. The Leaf Mill eliminates all raking, hauling and burning of leaves. It brushes leaves into the hopper, grinds them into minute particles and redeposits them as a soil mulch.

The machine is designed to eject sticks, stones, etc. without damage to the machine. Operator can keep rolling right over grounds where twigs are mixed with the leaves.

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Based on the information provided, it appears that there is an advertisement for a leaf milling machine designed to eliminate the need for raking, hauling, and burning of leaves. The machine is capable of grinding leaves into a mulch and redepositing them on the ground. The advertisement also mentions the use of the machine in golf course maintenance, as well as its ability to handle sticks and other debris without damage to the machine. The advertisement highlights the benefits of using the machine, such as improved grounds maintenance and reduced labor costs. Additionally, there is a mention of a salesman joining a professional golf sales department and the characteristics of the professional golfing fold. The advertisement suggests that the machine is well worth considering for those in the golf course maintenance industry due to its efficiency and ease of use.

James G. Harrison
GOLF COURSE ARCHITECT
Member:
American Society of Golf Course Architects
R. D. #3, Box 372
Turtle Creek, Pa.
Suburb of Pittsburgh
Phone—Valley 3-3444

GOLF RANGES
MINIATURE COURSES
We can furnish you COMPLETELY
Prices and Details on Request
EASTERN GOLF CO.
2537 BOSTON RD.
BRONX 67, N. Y.
WILSON MAILS 3000 HOLE-IN-ONE AWARDS

More than 3000 hole-in-one certificates have been sent out to golfers throughout the country and in South America, Puerto Rico, Japan, Hawaii and other far off spots during the past few months by the Wilson Sporting Goods Co.

The handsome cartoon-style certificate was designed by Ted Drake. It can be obtained by sending a properly attested score card with your name and address to Wilson Sporting Goods Co., 2037 N. Campbell, Chicago 47, Ill.

DONALD BENSON HEADS TORO RESEARCH

Donald Benson, formerly manager of aircraft engineering for Northwest Airlines, has been named chief engineer of Toro Manufacturing Corp., Minneapolis, Minn., David M. Lilly, pres. has announced. He will be in charge of Toro's newly formed engineering research and development division. The division is housed in a building recently completed on the outskirts of Minneapolis, Minnesota.

Other promotions in the rapidly growing company are: E. S. Conover, vice pres. and treas.; V. R. Shiely, ass't vp; Bryant Larson, ass't. secy.

KROYDON IN PRODUCTION ON THEIR NEW "VERTABRAE" SHAFT

The Kroydon Co., Maplewood, N. J., announce production on their completely new "Vertabrae" Contro-flex golf shaft. The new shaft is the result of years of scientific research and is regarded by the Kroydon shaft and club experts to be the most advanced improvement in steel shaft design and construction in years. The new Vertabrae shaft for irons also combines advantages of the Kroydon Hy-Power shaft. The shaft shoulder is "built-in" rather than "built up" with a false shoulder, with the vertabrae appearing down the shaft below the grip. A tremendous "kick" is claimed for the new shafts for woods. Kroydon's shaft specialists say that the scientific use, location and displacement of the Vertabrae principle of structure amplifies the driving power wave impulse as the power is telegraphed within the shaft at impact. Full scale production on Vertabrae shafts already is in operation and models will be ready for delivery Nov. 1. The company's salesmen are now showing the new Kroydon shaft, on their fall booking swing.

BOUNCe GIVES TIRED FEET NEW LIFE

Putting tired feet on the run is the specialty of a new product called Bounce, a greaseless liquid which comes in a pliable plastic container for spraying on soles, toes, and ankles. It relaxes and refreshes feet with two or three sprays. Socks can be kept on while Bounce is being used as it is harmless to fabrics. Golfers will appreciate the relaxing relief Bounce gives after a round of golf.

The container, about twice the size of a cigarette lighter, fits into jacket or pants pockets. It is made by BOUNCE! Incorporated, Dayton, Ohio.

MacGREGOR SALESMEN PREVIEW 1953 LINE

MacGregor's salesmen get a look at the 1953 line at recent sales meeting held in Cincinnati's Sheraton-Gibson Hotel. All the MacGregor field men were in Cincinnati for the annual 4-day meet. Activity was high-lighted by a renewal of the salesmen's golf tournament.
WEST POINT ANNOUNCES NEW JUNIOR G-L MODEL AERIFIER

A new budget-priced self-powered Aerifier has been added to the Aerifier line manufactured by West Point Lawn Products Corp., West Point, Pa. It is the new Junior G-L model which includes many of the fine features of the standard G-L model.

The Junior G-L offers quality aeration at moderate price for parks, cemeteries, home lawns, golf course greens and tees, school grounds, athletic fields and landscape work. It is easy to handle, well adapted to confined areas with limited space for maneuvering and handles are adjustable to the height of the operator.

The Junior G-L cultivates a 20 in. swath, scoops out four holes per sq. ft., mounts a total of 32 spoons on four 8½ in. dia. discs. Spoons are the same patented design as those on the standard G-L model and any one of the three sizes may be used — ½ in., ¾ in., or 1 in. dia. Equipped with new, improved designed Flexi-press the Junior model cultivates at adjustable depths up to four inches. Engine is the Briggs and Stratton 2 h.p. model 6R6 with the added feature of a safety shutoff switch for the engine.

NEW TURF FUNGICIDE CHART

The Mallinckrodt Chemical Works, St. Louis, Mo., has prepared a new Turf Fungicide Chart which makes a handy guide to use for prevention and cure of five major turf diseases. A glance at the chart shows fungicide, amount to use, when to use, and how to use for control of brown patch, snow molds, dollar spot, copper spot and pink patch. The chart, 8 in. by 10 in. in size, is suitable for hanging in a convenient place for quick reference. Write for further information.
GAYBIRDS, INC. INTRODUCES NEW FREE-FOR-ALL JACKET

Gaybirds, Inc., 261 Fifth Ave., New York, N. Y., has hit a jack-pot in pro acceptance with their smart new Gaybird Free-For-All golf jacket, according to Claude Hastings, the company's sales mgr. Hastings, who can boast of one of the widest pro acquaintances in golf, has announced a "direct-from-maker-to-pro" selling policy for the new jacket, which he says brings an opportunity for the pros to sell the top quality jacket at an unusually attractive price. Excellently tailored to the patented Free-For-All free swinging design, the Gaybird comes in both single and reversible models. The material is water repellent 100% acetate, cut to full, good-looking length and is light in weight. The Gaybird comes in six colors—Blue, green, red, gold, maroon and natural, and in combinations of these colors in the reversible models. As a Christmas business help a four-color illustrated Gaybird folder, that fits a small envelope, is available to pros without charge, in sufficient number to mail to their members. For complete details of the Gaybird Free-For-All, pro sales policy and prices, and details of Christmas selling folders, write to company at above address.

SPALDING ANNOUNCES APPOINTMENTS

A. G. Spalding Bros., Inc., directors approved the following appointments at their meeting, Aug. 21: George Dawson was advanced to Vice Pres. in charge of sales; Amos Williams to Asst. V.P., and Frank N. Hiatt was appointed asst. general sales mgr. At the same meeting Spalding declared a regular dividend of 25¢ payable Sept. 15 to stockholders of record Sept. 8.

UNION HARDWARE BUYS BRISTOL; MAKES CHANGES

Union Hardware Co., Torrington, Conn., which recently bought the assets of the Horton Bristol Co., announces that Bristol golf club sales will be handled by Union Hardware sales staff. Union Hardware also tells of an extensive reorganization of its sales department and its wholly owned subsidiary, T. H. Wood Co. of South Coventry, Conn., and The Springfield Co., Springfield, Mass., with its Joseph T. Wood Division of Ware, Mass. Changes are announced by E. Morris Jack, Union Hardware pres. M. G. Meinig, former Merchandising Mgr. for Brunswick-Balke-Collender Co. and vp and gen. mgr., Wagner & Adler,

"Liqua Vita has proven very satisfactory as a summer feeder here at Country Club. Color has been good and growth even throughout the summer."

"The fact that it can be applied with fungicides has been a most welcome labor-saver in these times of labor shortage."

Frank P. Dunlap
Supt., The Country Club
Chagrin Falls, Ohio

AMERICAN LIQUID FERTILIZER CO., INC. Marietta, Ohio
FOR YOUR CONVENIENCE—GOLFDOM'S

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 and literature direct from the sources of supply.

Golf Course

Aerifying equipt.: Fairway □
   green □
Architects: course □ house □
Ball washers
Ball Washing Compounds
Bent grass stolons
Brown-patch preventives
Compost, prepared
Compost mixers
Crabgrass control
Divot fixer
Drinking fountains
Fencing
Fertilizers
Flags (greens) □ Flag poles □
Fungicides

Pro Shop

Bags: canvas □ leather □
Bag carts, for players
Bag supports
Bag towels
Balls: Regular □ Range □
Ball markers □
Ball retriever
Bandages, adhesive
Buffing motors
Calks, for shoes
Caps and hats
Club cleaning machine
Clubs: Woods □ Irons □
   Putters □

Club House

Air conditioning equip.
Athletes foot preventives
Badges (caddie and guests)
Bars (portable)
   Bath mats
   Bath slippers
   Bars

Gasoline engines
Golf Course Const'n Engineers
Hedge trimmers
Hole cutters
Hose, ⅜" □ ⅝" □
Humus
Insecticides
Lapping-in machine
Miniature Course Const'n □
Mole traps
Mowers: putting green □
   whirlwind □ tee □
   fairway □ rough □ hand □
Mower grinders
Peat Moss
Pipe
Playground equipment

Club repair supplies
Club separators for bags
Cushion-sole Inserts
Dressing for grips □ bags □
Golf gloves
Golf Grips: Leather □
   Composition □
Golf Practice Devices □
Golf shoes
Grip preparation for hands
Handicap racks □ cards □
Mach. Range Ball Retriever
Practice driving nets

Deodorants
Disinfectants
Floor coverings
Folding Table (Banquet)
Kitchen equipment:
   Dish washers
   Frozen food storage
   Ice cube machines
   Slicing machines
   Link Type Mats □

Pumps
Putting cups
Refuse containers
Rollers: power □ water filled □
Sand (for greens, tees)
Scythes (motor driven)
Seed: fairway □ green □
Sod cutters
Soil screeners □ Soil shredders □
Sprayers: power □ hand □
Spikers: greens □ fairway □
Sprinklers: f’way □ green □
Sweepers (power or hand)
Swimming Pool equipment
Swimming pool cleaner
Tractors
Tractor wheel spuds
Water systems, fairway
Weed chemicals

Preserver for leather
Pro accounting book
Rain bonnets (women)
Range ball washer
Score cards
Sport seats
Sportswear: Shirts □ Socks □
   Sport jackets □ Rain jackets □
   Windbreakers □ Slacks □
   Tees (wood) □ plastic □
   Tee mats □
   Tees (rubber) for driving mats
Teeing device (automatic)
Tennis nets
Trophies

Lockers
Management Service
Massage equipt.
Movies of golf subjects
Playing cards
Printing
Runners for aisles □
Rugs □
Showers □ Shower mixers □
Step treads
Towels: bath □ face □

Send information
to: Name
Club
Address
Title
Town
Zone (       ) State

September, 1952
26 YEARS OF SERVICE
as golf's clearing-house of information on the most successful operating practices and products.
Make use of it!

Each month GOLFDOM presents the latest, most practical ideas on golf club administration, management, upkeep and service ... for time, labor and money-saving guidance of your officials and department heads. Help the right men at your club do the job right. Send in the form below. Keep them informed on the latest how-to-do-it ideas!

FILL IN BELOW — MAIL THIS PAGE TO
GOLFDOM, 407 SOUTH DEARBORN STREET, CHICAGO 5, ILLINOIS

<table>
<thead>
<tr>
<th>Name of club:</th>
<th>Private Number of Holes</th>
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<tr>
<td>Address:</td>
<td>Town:</td>
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<td>Zone ( ) State: By</td>
<td>Club Position</td>
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President’s:
name (Zone ______)
Add: Town: State:
Secretary’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: