

B. The position is similar to that of a superintendent in charge of production or plant superintendent in manufacturing.

1. Size of the golf course or swankiness of the club does not alter the fact.

2. Is the position being filled above the actual production level?

(a) Is chairman-superintendent relation above employer-laborer level?

C. Do superintendents assume their true position by writing reports, keeping records and accounts of production costs? By warning of possible plant failure if demand is above capacity? By notifying club officials of probable added necessary costs if some "new idea" is adopted? By assuming the role of general practitioner to sick turf? etc.

Dickinson says that the superintendents left the conference noticeably encouraged and with specific ideas of what to do in setting forth their respective problems and possible solutions to chairmen and other officials in a way to be of positive

and quick benefit to their clubs. He adds that especially promising was the way in which the fellows at all types of clubs from the largest and richest to the smallest club having a greenkeeper and helper showed initiative, resourcefulness and a businesslike attitude toward the clubs' overall problem as well as the particular needs of each course.

Since Geoffrey Cornish resigned from the university faculty last September and no replacement was made to aid Dickinson he'd had a tough job in trying to preserve the school's reputation and value in golf course maintenance. Some varsity courses have been dropped but results of this year's conference plainly indicate that Dick lone-handed is continuing to do a job of remarkable profit to golf clubs of Massachusetts and other states.

He was presented at the annual banquet with sentimental and substantial tributes from many in golf maintenance to whom his help has been of inestimable value.

KANT-SLIP

A PROVEN PRODUCT FOR OVER 25 YEARS

P. TEE LEWIS' ORIGINAL

GRIP WAX AND LEATHER PRESERVATIVE

"Imitated But Never Duplicated"



CAKE • KANT-SLIP

KANT-SLIP'S exclusive formula produces a wax that will not become sticky and gummy—even in extremely hot weather. It offers the proper amount of tackiness under all weather conditions. Another outstanding feature of KANT-SLIP is that it is completely sanitary, and offers a pleasing aroma. The very attractive pouch in which the cake is packaged is designed for easy application. KANT-SLIP is packaged—12 generous size cakes to a carton. The carton is specially designed to save space on your display counter. We believe that KANT-SLIP is superior to any other grip wax. Compare it. You be the judge.

Price — \$3.60 per carton

LIQUID • KANT-SLIP

KANT-SLIP'S famous Solution G—Many have tried to duplicate the original KANT-SLIP formula, but none has succeeded. The liquid comes prepared in an attractive 2 oz. screw-top bottle—12 bottles to a carton. This has been an outstanding grip wax, and also a leather preservative and rejuvenator of proven merit. The solution may be applied to the palm of the hand, or the glove (whichever is desirable), or directly on the grip. It allows the golfer to relax, and eliminates tension caused from overgripping. For that really tacky grip—use KANT-SLIP Solution G.

Price — \$3.60 per carton



Complete satisfaction guaranteed or money refunded

DISTRIBUTORS' INQUIRIES INVITED

P. T. Lewis Company

Box 475, Peoria, Ill.

Please ship.....cartons of Cake KANT-SLIP

and.....cartons of Liquid KANT-SLIP at \$3.60 per carton to me at address below:

Name.....

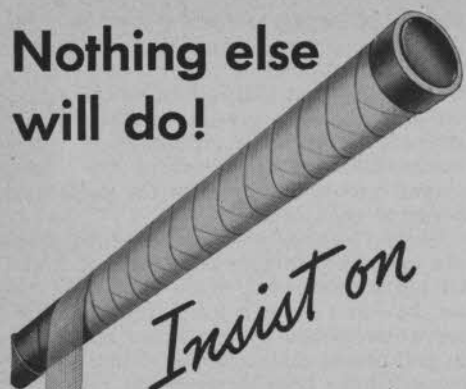
Address.....

City.....State.....

Club.....Position.....

► USE THIS HANDY ORDER FORM ►

Nothing else
will do!



GAUZTEX

THE SELF-ADHERING GAUZE

Famous pros were first to wrap club handles with Gauztex to prevent slipping. Now thousands insist on Gauztex at their Pro Shop.

Of course you know Gauztex, the "bandage that sticks to itself." Perfect on hands, fingers and feet to prevent or protect blisters... as well as on club handles for non-slip grip. Sports Tin advertising reaches millions in the Saturday Evening Post and Golfing... in addition to regular Gauztex' year-round campaign.

There's steady profit, sure profit, *season-long* profit for you in Gauztex. Order the Sports Tin in 2-color display carton today.



Your
wholesaler
has it...

your
customers
want it!

Do it now!

GENERAL
BANDAGES, Inc.
Chicago 5

Hopkins Adds Canada Cup to International Pro Golf

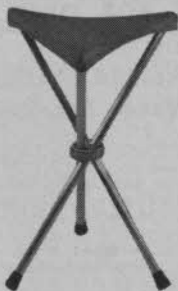
John Jay Hopkins, U. S. and Canadian industrialist, who sponsors the U. S.-Canadian PGA matches has put up another trophy, the Canada Cup, for competition of pro two-men teams from any country. U. S., British, Australian, Canadian, South African and Mexican pro teams have been invited.

The inaugural matches will be played at Beaconsfield GC, Montreal, June 2 and 3. On June 5, 6 and 7 the second US-Canadian PGA matches will be played at the same course. This year the Canadian team will select players from thruout the British commonwealth.

Harry Dubow Dies

Harry Dubow, 61, secy. of the Dubow Sporting Goods Company of Chicago, died March 11, at Tucson, Ariz. He had been with the company for 30 years. He leaves his widow, Dora; three married daughters, seven grandchildren, his mother, Mrs. Minnie Dubow; a sister, and five brothers, of which one, J. A. Dubow, is president of the company bearing their name.

QUICK-SEAT. NEW LUMEX ITEM



Lumex, 11 Cleveland St., Valley Stream, N. Y., reports a lively early season pro demand for their new Lumex Quick-Seat. Weighing but two lbs. with its triangular frame made of high-strength aluminum with heavy-weight colored canvas seat, it will "rest 'em" even if they weigh 300 lbs. Quick-Seat opens and folds quickly; fits into a 3" x 28" cylinder. Details and pro prices from Lumex.

QUICKIE GOLF PRO

The new illustrated instruction chart that is chained to the golf bag, where the golfer can't forget it.

This plastic weatherproof chart has the acceptance of many pros for teaching beginners and conducting mens' and womens' clinics. Retailers for \$1.00 with usual pro discount. Point of sale display card with orders of 12 or more. If not available from your local jobber, write for illustrated folder and complete information. A few jobber territories still open.

QUICKIE GOLF PRO

6216 So. Francisco Ave. Chicago 29, Ill.



Grant Newlove, professional, Syracuse Yacht & CC and PGA pros' display at recent Sports Exposition & Boat Show of Cen. N. Y., at Syracuse.

Short Course to Use Idle Park Space By Jack Morton

Freeport (Ill.) Park dept. is giving favorable consideration to installing in an infrequently used area of one of its parks a 9-hole approaching and putting course that may provide a pattern for many park departments. Very few parks in small cities provide these entertaining and instructive facilities although experience at San Francisco where a park approaching and putting course is heavily used plainly indicates a big demand for this recreation.

Freeport's population is about 23,000. It has a private country club but its 300 or 400 fee course golfers all have to go out of town to play.

The Freeport park area that the board is eyeing for the small course has been lying virtually unused and has good bluegrass turf. It is not expected that construction of a satisfactory approaching and putting course and its maintenance would cost much. But in the short playing time such a course would require and the pleasant training in short game fundamentals such a course would give golf enthusiasts and newcomers to the game the course should prove to be a delightful asset to the progressive city.

BUYERS' SERVICE—Page 125

Builds Golf Interest In the Home **RIGHT ANGLE**

Putt Trainer

Easy To Sell With
A Putting Lesson



Exclusive roll back feature can be set to return ball to player, greatly increasing practice value. Porous canvas—when laid over rug—has feel of real green. Nine-hole game makes fun for a crowd.

EXTRA!

"The Truth About Putting"

new book by business man golfer C. L. Parris, explains Right-Angle method of putting. A \$1 value, book goes with game.



PARRIS MANUFACTURING CO.

Savannah, Tennessee

Home of The National Catfish Derby

FREE Trial—Send Coupon Today

PARRIS MFG. CO.
Savannah, Tennessee

Please send me Parris Putt Trainers in quantity shown complete with instruction book and bill me at regular discount.

☐ 1 Dozen

☐ Sample only

If not fully satisfied I may return this merchandise in 10 days for full refund.

Name _____ Title _____

Golf Shop or Club Name _____

Address _____

City _____ State _____

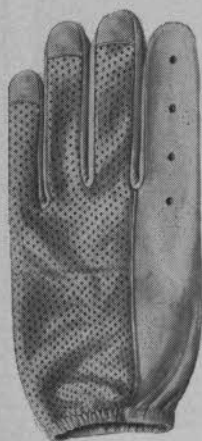
Imported Cape Skin

NYLON SEWN



GOLF GLOVES

Longer Wearing . . . Snug Fitting



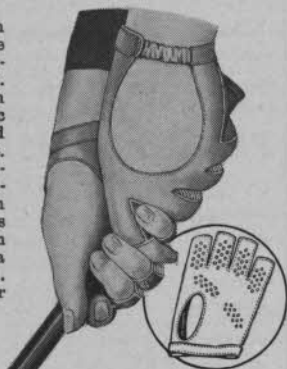
The New COOL NYLON MESH BACK

Comfortable . . . Long wearing. Comes in attractive Red, Green, Yellow and Tan colors . . . Made of finest Imported Cape Skin.

This
CHAMPION GLOVE
is a sure fire winner.

The Golfers Dream Glove NO-ROLL FINGERS

Patented Nylon Elastex Finger Side Walls prevents rolling of finger ends. Another Champion feature is the elastic "Flexo" wrist band for more comfort. Finest one piece construction of Imported Cape Skin with Champion's Patented vacuum grip palm for a BETTER grip. Golfers really go for this glove.



FREE...

Write today for **FREE FOLDER** showing the complete Champion Golf line for 1953.

CHAMPION GLOVE MANUFACTURING CO.

309 Court Avenue Des Moines, Iowa

1953 TOURNAMENT SCHEDULE

APRIL

- 16-19—VIRGINIA BEACH OPEN, Cavalier Yacht & CC, Virginia Beach, Va.
- 16-19—CHARLOTTE (N. C.) OPEN,
- 28-25—53rd NORTH & SOUTH INV., Pinehurst (N. C.) CC
- 23-26—TOURNAMENT OF CHAMPIONS, Desert Inn CC, Las Vegas, Nev.
- 29-May 3—2nd PAN AMERICAN OPEN, Club de Golf Mexico, Mexico City

MAY

- 2-3 —WOMEN'S WEATHERVANE, San Francisco, Calif.
- 7-10 —ARDMORE OPEN, Dornick Hills CC, Ardmore, Okla.
- 9-11 —EASTERN INTERCOLLEGIATE CH., Springdale GC Princeton, N. J.
- 11 —PIPING ROCK PRO-AM., Piping Rock Club, Locust Valley, Li, N. Y.
- 13-17—PALM BEACH INV., Meadowbrook GC, Westbury, Li, N. Y.
- 18-23—SO. GA WOMEN'S CH., Chattanooga (Tenn.) CC
- 21-24—COLONIAL NAT'L INV., Colonial CC, Fort Worth, Tex.
- 23 —NATIONAL GOLF DAY
- 25-30—BRITISH AMATEUR, Royal Liverpool
- 28-31—WGA OPEN, Bellerive CC, St. Louis
- 29-30—BIG TEN (College) CH., Maple Bluff CC, Madison, Wis.

JUNE

- 2-4 —US SENIORS GA, Apawamis Club, Rye, N. Y.
- 5-7 —HOPKINS CUP MATCHES (US vs Canadian pros), Beaconsfield CC, Montreal
- 9-11 —EASTERN GA WOMEN'S CH., Congressional CC, Wash., D. C.
- 10-12—DAKS PROFESSIONAL TOURNAMENT, Wentworth, England
- 11-13—USGA OPEN, Oakmont (Pa.) CC
- 12-20—WOMEN'S WGA OPEN INV., Capitol City Club, Atlanta
- 15-21—WOMEN'S MET. GA CH., Metropolis CC, White Plains, N. Y.
- 15-21—TRANS-MISSISSIPPI CH. Golden Anniv., Kansas City CC
- 16-19—WGA JUNIOR, Stanford Univ. Golf Crse., Palo Alto, Calif.
- 18-21—INVERNESS INV., Inverness CC, Toledo, O.
- 21-27—NCAA CH., Broadmoor, Colo. Springs
- 22-26—LADIES' BRITISH OPEN AMATEUR CH., Royal Portcawl, Wales
- 23-27—CDGA ILL. STATE AMATEUR, Bloomington CC
- 25-28—CARLING'S OPEN, Manakiki CC, Willoughby, O.
- 25-26—ONTARIO OPEN, Essex GC, Windsor

Be sure that golf ranges in your vicinity are promptly supplied with details of traded-in clubs you want to sell. Bulletins of these bargains get the range pro and you quick action and supply some golfer with what he needs to get him playing more and better golf.

Good reconditioning jobs and, often, new grips will increase the re-sale price of the trade-ins enough to give you a good profit on the freshened-up club.

—Emil Beck,
Black River CC, Port Huron, Mich.

When a club wants good caddies it not only has to do things for the boys that make them want to come out but that will have parents wanting their sons to caddie.

Caddy work is such a pleasant and profitable application of an energetic kid's time that it is a big answer to the problem of attracting such boys away from idleness that may lead to trouble.

If we can't sell that idea to parents and intelligent kids then something's wrong with our sales campaign.

—Bob Gutwein,
Sunnehanna CC, Johnstown, Pa.

An Experiment Put Me Into Zoysia Business

By HENRY C. GLISSMAN

Dr. Fred Grau, who was born on a farm near Omaha has been a pretty close friend of mine for years. I generally act as his chauffeur when he stops off here to visit his family for a few hours generally on his trips across the country.

In 1950 he gave me a small sample of zoysia to plant and observe as to its hardiness, etc. But I was somewhat Scotch so

A REAL "SELLER" BAG SHAG



Doubles practice time. Shags, bags ball with single motion. No stoop!

BAG MODEL
RETAILS at \$15

TUBE MODEL

Retails at \$7

SIX MAJOR IMPROVEMENTS

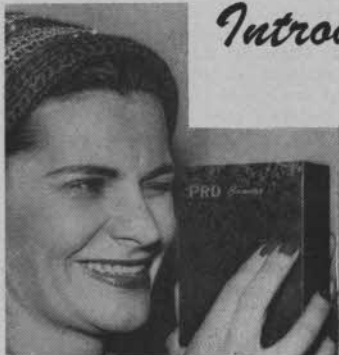
1. Cast Aluminum Handle.
2. Plates — 24 gage steel.
3. Deeper furrows for canvas support.
4. Stronger canvas.
5. Harder metal in tube.
6. Double tool steel spines.

Parts Replaceable

Pro Only

ORDER DIRECT — HOWARD CAPPS CO.

P. O. Box 1246, Richmond, Calif.



Introducing the Pro Camera

Golf's newest, most promising accessory

The Pro Camera can be carried in the player's bag for instant use. Compact, lightweight, it is pre-focused, ready to aim and click to make a picture from four feet to infinity. Film processing, printing and reloading of camera are done by mail at decided savings to user. Thus, the camera is always available at the club! A life-time guarantee insures replacement without charge if Pro Camera becomes in any way defective!

ONLY \$3.00 EACH — C.O.D.

After taking 12 photos, enclose \$1.00 with camera and mail, for 6¢ postage, in carton furnished, to Pro Camera Co. We return to you your 12 processed negatives, a print of each (3 1/4 x 3 1/4) and a re-loaded camera. A lively good-will builder and profit maker for pro shops on a rental basis.

PROS: Mail this coupon for pro prices and full details.

COUNTER DISPLAY CARD WITH EACH ORDER

Order direct from:

PRO CAMERA CO. of CHICAGO

Room 1700, 22 W. Monroe St., Chicago 3, Ill.

Pro Camera Co. of Chicago
22 W. Monroe St., Chicago 3, Ill.

Please send me full details and price for () dozen Pro Cameras.

Name _____
Address _____
City _____ State _____
Name of Club _____

A New, Sure-Fire Pro Shop Seller IRON HOOD COVERS

Now — you can offer your players the same protection for their irons as they have for their woods. Lightweight, water-proof leather. On or off in a jiffy and each hood plainly numbered. Every set of irons in your bag racks represents a prospective sale. Here's a new pro shop item that's really going to move. Better order — today.

These sets are available in six different colors, Red, Blue, Green, Black, Fawn and Gray. Numerals are embossed with 24 carat gold leaf.

Set of 8 retails at \$3.50. With wedge hood included — \$3.95

Usual golf professional discount.

Display them on a set of irons and watch them sell.

Superior Welting Co., Brook & Market Sts., LOUISVILLE 2, KY.



I pulled the sod apart and planted a long row of zoysia in my nursery. It was sprigged in about like match sticks, 4 to 8 in. apart. This was in 1950. That year it spread about a foot wide. In 1951 it spread to about 30 in. wide of solid sod. In the fall of 1951 Fred and the U. S. Department of Agriculture wrote me for reports on the zoysia.

I reported that it had proven hardy and that it had spread considerably. Somehow this report naming us as growers of Zoysia got into the Christian Science Monitor and we received hundreds of letters of inquiry and a lot of orders in the fall of 1951 so we got busy pulling the sod apart and planting new beds of zoysia. We finished planting May 26, 1952 and then the storm broke.

Out of a clear sky I got an article that was to be published in "Pageant" in the July issue. We again were named as growers and shippers of Zoysia plugs. I wired the publishing company in New York, trying to head off the publication, or at least have them delete our name as a present source of supply. But, they informed me it was too late.

Well, in June and July we got from 5 to 50 letters a day, some with 10c, some 50c, some dollar bills, money orders and

checks up to \$100 and one nursery man sent a signed check and told us to send him all we had to spare and fill in the amount. We had just finished our planting of new beds with plugs or sprigs on May 26th and we felt we would have no material to sell until 1953, so, I got out several thousand form letters stalling off the inquiries.

We returned the money, checks and money orders—a very hard thing to do.

I built a golf course at McCook, Neb., 9 holes, and was gone a good deal of July and August. About August 20th my wife and I visited the nursery and lo and behold our plantings made as late as May 26, 1952, less than 90 days previous, had grown and spread to about a foot wide and we found we could cut about 25 plugs out of each foot of row (that's \$2.50 per foot) and by filling the holes the remaining sod soon filled out into solid sod again with the result that we then had to write the same people to whom we had returned the money and orders telling them that we now could and would fill their orders if they would send back the money, which enough of them did to keep us busy sending out plugs at 10c each, right up to hard freezing weather, November 15th.

ROTARY SOIL MACHINE

MIXES and SCREENS

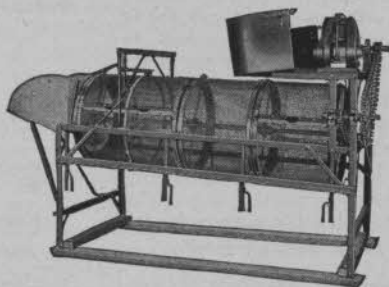
BETTER PREPARED SOIL

write for bulletin

F. S. CONVERSE CO., INC.

Manufacturers

JOHNSON CITY, NEW YORK



This all sounds fishy, but it's a true story, and being one of only two sources of supply in the entire United States on a commercial basis, it's the first time I've had a near monopoly. And do you know why a monopoly is like a baby? You don't like them until you get one of your own!

Anyway, now we have expanded our plantings to where we will have a lot of material for sale in 1953, and later.

Fred Grau recommends Zoysia for fairways and tees and golf courses should buy a thousand plugs or more and set out their own nurseries. Two Omaha courses here have each set out 1000 plugs and will put out an additional 1000 this spring.

"Work Party" is Fun At Large Club

By Bob Gutwein

Professional, Sunnehanna CC, Johnstown, Pa.

Perhaps some clubs overlook a valuable entertainment feature by thinking that the "work parties" are entirely for people who are building small courses in small towns.

At Sunnehanna CC (Johnstown, Pa.) we had four "raking parties" after the heavy construction work in remodelling some bunkers and tees was done. Our Green



Wherever you may be . . . and whatever your turf requirements . . . the Mock reputation for quality and specialized service can be helpful in solving your problems.

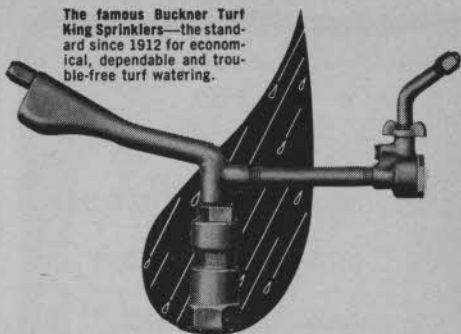
Mock's are leaders in distribution of all the newest developments in modern turf grass seed, sold either pure, or mixed to your specified formula. Your inquiry for information or quotation will receive immediate attention.

"For custom-tailored turf . . ."

MOCK SEED COMPANY

PITTSBURGH 30, PA.

The famous Buckner Turf King Sprinklers—the standard since 1912 for economical, dependable and trouble-free turf watering.



Economical, Trouble-free Golf Course Watering

No golf course watering problem is too tough for Buckner sprinklers. A wide range of performance to choose from. Each item developed to do particular jobs efficiently. Buckner's Perfect Curtain of Water is your assurance of uniform distribution without waste.



BUCKNER MANUFACTURING
COMPANY, INC.
Box 232 • Fresno 8, California

Buckner dealers offer a complete service from individual units to permanently installed systems. Write for complete information.



REAL ROLLING ECONOMY

Act fast to get those long stretches of fairway, greens, and clubhouse grounds in shape the easy way. The CON-SOL 1953 Power Roller has been completely redesigned for increased strength, longer life, improved performance and greater ease of handling — still at its same low price.

Weight is easily adjustable from 300-1200 lbs. to suit soil conditions. A caster-type roller, which may be used in place of the rear roller, is ideal for use around shrubbery plantings, or for use when the ground is very soft—available at nominal extra cost.

Write for literature, Dept G-4

CONSOLIDATED INDUSTRIES, INC.

West Cheshire, Conn., U. S. A.

Bill says:

"YOUR PLAYERS WILL ENJOY
THE GAME MORE IF THEY USE
THE LIGHTWEIGHT
BALANCED GOLF BAG."

PATENTED



**STANDARD
MODEL**

15 CLUB CAPACITY
COLOR - GREEN

\$360

F.O.B. CHICAGO
ea.

Minimum shipment—1/2 doz.

ORDER NOW

BALANCED GOLF BAG

1401 W. North Ave. Chicago 22

chmn., James Ashcom, committeemen Howard Picking, Charles Kunkle, jr., our supt., Cal Stutzman, and I saw to it that the bunker mounds and tees were ready for raking and seeding and members were invited to bring out rakes and help finish the job. About 45 men and women showed up at each party.

Refreshments were served after dark around wood fires outside and there was singing and a merry time. Prominent business and professional men and their wives participated in the work and in addition to being fun for the members it saved some money for the club and certainly reminded all members that every member had a share of the responsibility for helping maintain the course in good condition.

Parris Writes Book on "Right Angle" Putting

C. L. Parris, golf enthusiast and manufacturer, who is a deadly putter, has written a concise illustrated book on his "right angle" putting method which many will find exceedingly helpful.

Parris has made a specialized study of the methods of the most consistently accurate putters, pros and amateurs, and by sifting and appraising their techniques found what he maintains are the basic principles of good putting.

As a result of his interest in putting he also devised the Putt-Trainer, a putting practice contrivance on which guide lines for the putter face are printed. The Putt-Trainer is being used at a number of pro shops to attract, entertain and instruct customers, and is retailing very well.

The Parris book "The Truth About Putting—The Right Angle Method" sells at \$1 and is published by Parris Mfg. Co., Savannah, Tenn.

HAROLD CROSS TO PHILLY FOR SPALDING



Harold Cross, who has been covering the Washington, D. C. pro beat for Spalding and doing right well on that assignment has been transferred. Cross has been appointed asst. mgr. of Spalding's Philadelphia district and now has worries like every other executive.

STANDARD *Golf Course* EQUIPMENT

FLAGS
FLAG POLES
BALL WASHER
HOLE CUTTERS
PUTTING CUPS
RULE SIGNS
BAG RACKS
MARKERS
ETC.

RULE SIGNS

Establish
local rules—
eliminate
playing
delays.

WRITE
FOR
FOLDER

200 YDS REPLACE TURF	250 YDS REPLACE TURF
300 YDS REPLACE TURF	PLEASE REPLACE TURF
PLEASE KEEP OFF	OUT OF BOUNDS
DO NOT WALK THRU SAND	LEVEL SAND AFTER PLAYING
REPLACE DIVOTS	KEEP OFF THE GREEN

STANDARD MANUFACTURING COMPANY

Box G

Cedar Falls, Iowa

AN ASSISTANT'S VIEW

(Continued from page 44)

and profitably. Another important phase in the work of an assistant is gaining all the technical data the various manufacturers supply about their products. It is also beneficial and very educational if he has an opportunity to visit and be guided through a golf club manufacturer's plant.

One of the important factors in keeping a young man interested in his job as assistant, and sometimes completely overlooked by professionals, is the opportunity to get out and play with members. An assistant who is always on the course playing can not perform his duties and do a satisfactory job for his employer; however, there are teaching assistants employed by professionals, at most of the larger clubs where the membership is too great to accommodate the demand for lessons from the head pro. On many occasions you will find these assistants practicing between lessons or on the course playing quite regularly as their duties in many cases do not compel them to assist with the chores in the golf shop.

Many professionals have often remarked that if the teaching assistants were to spend more of their unoccupied time in the shop learning a little more about selling, merchandising, club repairing, etc., they would become better qualified as instructors and professionals. Another factor that is often overlooked and discussed among the members is the conflicting ideas that the pro and teaching assistant may have on the theory of golf instruction. The assistant must try and follow the same method of teaching as his employer, even if he disagrees. It is very confusing to the pupils if both teach with different ideas. For example: (Open and shut blades, right or left hand golf.)

It is to the professional's advantage to have a first class assistant as increased sales and volume business will permit him to pay satisfactory wages to the qualified man.

Wilson Sporting Goods Co. has attractive pro shop display card featuring record of 1952 National Open, PGA, Western Open, Masters and World's championship which were won with Wilson's Top Notch pro only ball.

Al Besselink is newest addition to MacGregor Golf staff. Henry Cowen, MacGregor pres., signed Al during the St. Petersburg Open.

TRY THE NEW

Golf Pride
WRAP ON

Velvet Feel Grip

Feels right.
Relieves tension.
Improves game.

Red, green,
brown, blue,
black.

Rubber cap
and grip in
one piece.

Tapered width
and thickness.

Golf Pride
PAT. APPL.
FOR

FAWICK FLEXI-GRIP CO.

Box 8072

Akron 20, Ohio

PLAY BETTER GOLF

Golf Pride

**WORLD'S FINEST
GRIP**

RIB LOCK

"SLIP ON"
or
"MOLDED ON"

RIB-LOCK
positions grip
in hands, re-
lative to face
of club.

Increased dynamic
swing. Drive farther.
Hit straighter.

A guide to better
scores! Rubber and
cork won't harden.
Five colors.

Golf Pride
PATENTED

FAWICK FLEXI-GRIP CO.

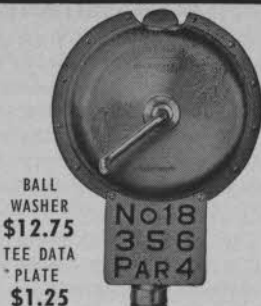
Box 8072

Akron 20, Ohio

COMPARE — and you'll insist on HENRY GOLF BALL WASHERS

- ★ **CLEAN** • Dirty water can't splash; no brushes to rot.
- SAFE** • All-over "massage" action gentle on ball point.
- THRIFTY** • Serving year 'round course for 12 years.
- BEAUTY** • Trim design, silver coated — dresses up tees.
- SERVICE** • Long life rubber liners replaceable; oil impregnated bearings. Speedy parts delivery.

**Henry Golf Ball Washer—A. C. Schendel, Distributor
Waukesha 5, Wisconsin**



*Send score card when ordering tee data plates

PRICES F.O.B. WAUKESHA

GOLF PRIDE GRIPS PUSHED BY ADS

The Fawick Flexi-Grip Co., Akron, O., is launching a spring and summer consumer advertising campaign via newspaper sport pages. The firm makes Golf Pride rubber grips for golf clubs, replacement and as standard equipment on several makes of clubs. A new wrap-on model, with cap and wrapping-strap molded in one piece, is being introduced.

The Golf Pride series will start April 1st in New York, Chicago, Pittsburgh, Cleveland and Philadelphia papers. Other markets will be added during the season. Three golfing magazines and trade advertising in five magazines of the golf equipment and sporting goods field also will be used.

Francis G. (Bo) Winger who's been showing well in his maiden year on the tournament circuit, has been signed on Wilson's advisory staff.

HARDIE EXPANDS SPRAYER SALES STAFF

A sales expansion program by the Hardie Mfg. Co., Hudson, Mich., Los Angeles, Calif. and Portland, Ore., reveals the recent development and manufacture

of machines of new design for the application of pest control chemicals and a greatly increased demand for such equipment. The following new salesmen have just been added to the staff of the Hardie, Hudson, Mich. office.

Nelson T. (Hank) Bagnell, of Greenfield, Mass., will represent the company in New England.

Charles Wynocker of Berlin, N. J., will represent Hardie in New Jersey and Eastern New York.

Kenneth Betts will represent Hardie in Texas and New Mexico.

James Russell, who learned the sprayer business in the Hardie plant when he was employed in the production department during the last several years, has been appointed to represent Hardie in Eastern Michigan and the Upper Peninsula of Michigan.

William H. Pulley, who has been active in the pest control equipment industry for the last several years has joined Hardie as direct factory representative in Delaware and the Del-Mar-Va Peninsula.

The appointment of J. A. (Jack) Robinson as Northeast Sales Mgr. of The Hardie Manufacturing Co. will provide a larger measure of Hardie factory service to golf courses in New England, New York State, New Jersey and Pennsylvania.

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