National Rain Bird Sales & Engineering Corp., Azusa, Calif.

This new Model 30-W Rain Bird Sprinkler has been simplified in design to reduce the number of wearing parts, and a hood covering on the upper part of the bearings keeps abrasive material out of the sprinkler when it is in use and when it is lying on the ground.

GLISSMANN HAS NEW FOGGER FOR INSECTICIDES

An insecticide fogger that is attached to an exhaust manifold, and which uses the insecticide can instead of glass jars or tin cans to hold the fluid, is being marketed by Harold W. Glissmann, Inc., 927 South Saddle Creek Rd., in Omaha, Neb.

The B and P fogger is readily adaptable to the control of mosquitoes, chiggers, flies, and other insects.

The Glissmann Company holds that this advance in design does away with the inconveniences caused by breaking jars which motor vibration frequently causes. It also eliminates replacing rusted and corroded tanks.

Now all the operator has to do is punch a hole in the bottom of the can with the sharp bias end of the pipe leading to the exhaust chamber. At the same time the can opening is sealed against leakage by a

WIN
"BEST TURF" HONORS WITH
PURATURF #177
(a cadmium fungicide)
The proven cure for DOLLAR SPOT COPPER SPOT and PINK PATCH

PURATURF #10
(a soluble phenyl mercury)
eliminates crab grass and controls dollar and copper spot, pink patch. Most effective for snow mold and helminthosporium leaf spot.

June, 1954
STUBBORN GREENS & FAIRWAYS

Respond to Use of LIQUID GRO-GREEN

Gal. with automatic spray gun. Reg. $6.90

$4.95

Keep your course in tip-top condition with easy-to-apply Gro-Green.

30 gal. drum $2.08 gal.
55 gal. drum $1.98 gal.

Liquid Gro-Green contains all essential Trace and Micro-elements, hormones, and vitamins that provide balanced plant diet without waste. For greens, use handy spray gun (shown below). Fill glass container with undiluted Gro-Green and connect to hose. Spray gun automatically mixes 1 pint Gro-Green to 15 gallons of water. 1 pint covers approximately 2000 sq. ft. For fairways, use ordinary mounted sprayer. Mix 2 gallons Gro-Green with 8 gallons water, use 10 gallons per acre nozzle. Weed killer may be mixed with solution and both sprayed on at one time.

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ATLANTIC PRODUCTS PRESENTS PRO MERCHANDISING SERVICE

A new service to relieve the pro of some essential work now is presented by the Atlantic Products Corp., Trenton, N. J., makers of Par golf bags. This new free service permits the golf professional to conduct brisk sales promotion campaigns by using Atlantic Products’ material and personnel.

J. Robert McNeil, sales mgr. of Atlantic Products, says: “We have felt for a long time that some who distribute merchandise thru the pro shops should take over a share of the important job of merchandising and selling from the professional who is busy enough conducting tournaments and giving lessons. That is why we have developed this special free service.”

The plan, called the APC plan, was outlined in a letter recently to golf professionals. Any golf professional can make use of the APC plan without charge by contacting the Atlantic Products Corp. in Trenton, N. J. Each cooperating pro re-

GIFT CERTIFICATE

This certificate entitles you to purchase merchandise to the amount of ___________ DOLLARS for.

Par Golf Bag Golf Clubs
Golf Shoes Golf Socks

MAIL COUPON for new 32 page illustrated brochure with full details covering FencePainteur products and their use.

Name ____________________________
Address ____________________________

Date ____________________________

Mail to FencePainteur Corp., 2314 W. Yan Buren St., Dept. G, Chicago 12, Ill.

Please rush free 32 page brochure and send Special Trial Offer, complete with color desired. ____________ $ ____________

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Cut out and mail this coupon to FencePainteur Corp., 2314 W. Yan Buren St., Dept. G, Chicago 12, Ill.

rubber washer around the pipe opening. When the can is empty, replace with full one.

The B and P Insecticide Fogger can be attached to the exhaust manifold of power mowers, garden tractors, power sickles, tractors, trucks and cars.

wire or write for price list. Dealer inquiries invited.

H. D. CAMPBELL CO.
Rochelle Illinois

SAVIE 50% and more in Labor - Materials with FencePainteur

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BRICK - STONE
CONCRETE

Hundreds of industries and institutions all over America are using the FencePainteur applicator system of painting at immense savings. It's five times faster than brushing methods. Irregular and corrugated surfaces painted with the same facility and covering power as smooth surfaces. One concern painted a 1 ft. wire fence at a total cost of only 20c per lin. ft. FencePainteur enamels contain only top-notch ingredients — go much farther — are more economical in the long run.

SPECIAL TRIAL OFFER — including industrial size FencePainteur and 5 gal. FencePainteur aluminum enamel, 1 gal. solvent. Complete, only $87.00. Enough to do 300 lin. ft. of 4 ft. chain link fence. (Add $5.00 for gray, white or black — $10.00 for red or green).

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Please rush Free 32 page Brochure and send Special Trial Offer, complete with color desired $ ____________

Name ____________________________
Address ____________________________

Date ____________________________

mail to FencePainteur Corp., 2314 W. Yan Buren St., Dept. G, Chicago 12, Ill.
them, mail them, and pay for the postage. These letters will promote the professional's golf lessons, the equipment he carries in the shop, and the special services he makes available to golfers.

In addition, members of the APC plan will get, free, attractive stuffers to mail out with their clubs' monthly billings.

Another sales aid included in the plan is a novel type of gift certificate to help promote golf lessons. Atlantic will supply the professional with pads of golf lesson certificates to promote sales of gift series of golf lessons.

Unique gift certificates have also been designed by Atlantic and will be supplied free to the APC member for Father's Day, Mother's Day, birthdays and Christmas.

Another of the eight free services is the display material which Atlantic will supply for the walls and counters of the pro shop. This display material will promote the pro's golf lessons, gift certificates, and all the lines of merchandise carried in the pro shop.

In addition, members will get immediate delivery service on any size of order with free L.C.L. rail freight transportation on individual orders weighing 100 lbs. or more. Members will also receive a new direct factory-to-pro price service on all Atlantic Par-Bags so that they can enjoy the regular competitive dealer price.

Any professional wishing to make use of the APC plan is requested to write Atlantic Products Corp., Trenton, N. J.

EDDIE WILLIAMS "DEVELOPAR" HELPS LESSON RESULTS

Eddie Williams, pro at Louisville (Ky.) CC and the only winner of three consecutive PGA Senior championships, is getting very satisfactory reports from other teaching pros and their pupils on the Williams Developar, an instruction and practice device.

Pros tell Williams their pupils are practicing with the convenient device and showing great results in improvement of hand action and hand strength. Williams has brief instruction reminders on the Developar and supplies a concise instruction and exercise manual with the device.
PRO-GRIP is prepared especially for the leather grips of Golf Clubs. It gives a firm, tacky grip with light hand pressure, permitting an easy relaxing rhythmic swing. Your Accuracy will improve, you'll feel relaxed—and those "Extra Strokes" will vanish.

Manufacturer's Specialty Co., Inc.
2736 Sidney Street
St. Louis 4, Missouri

ATTENTION
Driving Range Operators and Dealers. We specialize in rebuilding golf balls with strictly new materials. Satisfaction guaranteed.

WAYNE GOLF BALL CO.
35966 South Gratiot, Route 5
Mount Clemens, Michigan

The East's famous golf resort only 85 miles from New York or Philadelphia

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We Have a Complete Line of Supplies
Write for prices
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2537 BOSTON RD.
BRONX 67, N. Y.

for supplementing pro personal instruction when the golfer is using the device at home or in an office.

CHAMPION MAKING NEW STA-TITE GLOVE
A new "Sta-Tite" golf glove, designed with a patented one-way stretch elastic back to permit freedom of action without pulling out of shape or binding the wrist, has been announced by the Champion Glove Mfg. Co., 311 Court St., Des Moines, IA.

Makers say the patented construction will allow the golfer to keep the feel of the club while maintaining a wrinkle-free palm when in use.

A feature of the "Sta-Tite" golf gloves is that it is manufactured in three sizes only, AA, A and B, which are designed to fit both men and women. The lastex back is so woven that the air can circulate freely, making the glove comfortable in warm weather.

TEEMATS
★ For the FINEST, LONGEST-WEARING and MOST ECONOMIC Tee Mat on the Market! Nationally acclaimed by golf clubs and ranges as the best buy.
★ SEND TODAY FOR LOW PRICES
Merchants Tire Co., 2710 Washington, St. Louis 3
weather. A patented vacuum grip prevents slipping. The soft, thin capeskin leather is sewed with nylon thread for strength. The lastex is guaranteed not to unravel.

The glove is offered in a polyethylene bag for attractive, visible display.

**BRADLEY HAS NEW TEE LITTER CATCHER**

Keep-Tee-Kleen litter catchers to fit both the pipe and channel steel types of golf ball washer holders are now available. The new baskets are made of flattened, diamond mesh steel, with galvanized rim and bottom pan. One standard size of about 10 in. diameter and 13 in. high can be had in aluminum and colored Rustoleum paint finish on order. No welding or solder is used in fabricating and if there's a trash fire, no damage but to the paint results. The Keep-Tee-Kleen is made by Clinton Kent Bradley, Mountain View, N. J. and is available thru dealers, or direct by mail order.

**NOVAK ADDING TO FILM LIBRARY FOR "GENIE"**

Joe Novak is adding 8 mm. films of other stars to the instruction films of Snead, Mangrum, Middlecoff, Worsham and Burke originally available for use with Joe's Golf Genie small motion picture viewer.

The Genie is getting considerable effective use in instruction other professionals tell Novak as they have found it a most convenient way of showing movies of stars, stopping and reshowing details they want to impress on pupils. Much use now

---

**YOU MUST BE RELAXED TO PLAY YOUR BEST GOLF**

This $1 book tells you HOW!

**THE SCIENCE OF CONTROLLED RELAXATION in GOLF**

Think this over: Studied relaxation is the most important factor in the proper execution of all golfing shots. Yet, it is the most neglected and slighted — despite the fact that winning golf is essentially a mental accomplishment. Your body or any of its parts, cannot function correctly if you are not wholly relaxed in mind and body.

You'll agree — this book is the biggest dollar's worth ever offered in better golf.

Send today for postpaid copy — $1

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**GLOBE GOLF BALL RE-CONDITIONER**

You can repair cut balls, make new dimples.

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Stationery for Club and Pro
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Amusing, Spectacular and Highly Instructive Indoor and Outdoor Shows Arranged.
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and MINIATURE COURSES
We have a good supply of low priced range balls.
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AMERICA'S MOST POPULAR GOLF COURSE HYDRANTS!
Full details in FREE CATALOG
Write to:
The MURDOCK Mfg. & Supply Co.
Cincinnati 2, Ohio

MURDOCK
OUTDOOR DRINKING FOUNTAINS
HYDRANTS
LAWN HOSE BOXES

is being made of Novak's Golf Genie in showing without screen or projector movies of the pros' pupils own swings.

Joe now has expanded selling distribution so many many sections of pro trade now are being covered by salesman. Details of the Golf Genie also may be secured direct from Joe Novak, Bel-Air CC, Los Angeles 24.

Novak also advises that his new book "How to Put Power and Direction in Your Golf", published by Prentice-Hall is selling strong.

NEW PLASTIC PRACTICE NET

South Bend Product Sales Co., manufacturers of new type golf practice net, have set up production and sales schedules for national distribution of their new product. This net, embodying an expanded cellular plastic pad designed to withstand the impact of high velocity drives, is manufactured at 1422 Mishawaka Ave., South Bend 15, Ind. The plastic, called Ensolite, absorbs the impact of the ball and allows it to drop to the ground without rebounding.

MENTHOLATUM ADDS TO PLAYERS' COMFORT AND PRO SHOP PROFITS
The increasing call for Mentholatum Medicated sticks by pro shops where attention to little items of player convenience is adding to profits and service reputation

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. 012

UNIVERSAL SPORTS AND AWARDS
Division of Universal Bowling & Billiard Supply
515 S. Wabash Ave. Chicago 3, Ill.
Tel. - WAbash 2-5255
has encouraged the makers to make a special offer to all golf professionals. Long a household name for soothing sun and wind dried and cracked lips, Mentholatum in its new, handy plastic case is assured an active demand at all golf courses. Sticks are packed in dozen-lot display cartons and details of special trial order for pros appear in Mentholatum ad in this issue—or write the Mentholatum Company, 1360 Niagara St., Buffalo 13, N. Y.

KUMBAK COMES BACK

Kumbak practice putting device, long a favorite with pros and amateurs, again is being pushed through pro shops by its makers Fox Products Co., Philadelphia 41, Pa. The basic idea of the Kumbak is that since carpeting is faster than grass the incline of the device equalizes speed of indoor and course putts, and the design of the return channel returns the ball to the player.

HAGEN ISSUES PRO SHOP BUSINESS LETTER

Walter Hagen div., Wilson Sporting Goods Co., has issued an interesting Pro Shop Business Letter containing news of pro operations that have increased busi-

GOLF AWARDS

Featuring
Better Value
Top Quality
Quicker Service
Free Delivery on
Prepaid Orders.

Send for free catalog.

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SEND FOR FREE CATALOG
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CHICAGO 8, ILL.

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Member: American Society of Golf Course Architects
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Pasadena 10, California

WILLIAM F. GORDON COMPANY
Golf Course Architects
DOYLESTOWN, PENNSYLVANIA
WILLIAM F. GORDON  DAVID W. GORDON
Member
AMERICAN SOCIETY OF GOLF COURSE ARCHITECTS

James G. Harrison
GOLF COURSE ARCHITECT
Member:
American Society of Golf Course Architects
266 Harrison Road
Valley 3-3444
Turtle Creek, Pa.
Suburb of Pittsburgh

June, 1954
NEW! SELF-SERVICE ISLAND

FLEXO-SPACE the new Self-Service Island Fixture gives you 300% more selling space than the conventional flat-type counter in the same floor area. Permits you to display 4 times more merchandise. FLEXO-SPACE requires only 12½ Sq. Ft. floor area yet you get 50 Sq. Ft. of Selling Space. Middle shelves can be raised or lowered within 15 adjustments. Modernize your Pro-Shop with FLEXO-SPACE Self-Service Islands. You will enjoy increased sales upon use. Write for FREE catalog — Today!

ADD SALES CO. 835 York St., Manitowoc, Wisc.

ness. The Letter is planned for appearance every other month.

The Haig is really taking a hand in this as the Old Boy has been paying a lot of attention to the way the home club pros are playing their game. He reads royalties on the scorecard and he likes that. Eddie Rankin, the Hagen div. gen. mgr., is doing the heavy work for Walter on the letter and getting help from the Haig and the company’s salesmen.

MANGRUM DESIGNS NEW CLUBS FOR GOLFCRAFT

Lloyd Mangrum, long a top playing pro star and rated among his colleagues as an authority on club design, has signed with Golfcraft, Inc., Escondido, Calif., and after some months of research and testing with Ted Woolley, Golfcraft pres., factory experts, other pros and amateurs announces Lloyd Mangrum signature clubs.

Mangrum has had the hunch for the newly designed irons and woods for some time and patiently worked out the relationship between grip, shaft and head in each club to combine balance, tempo and power in each club. He says the new clubs are the strongest he’s ever had in his years of playing and are worked out to a formula that gives the balance, strength and timing to the ordinary golfer as well as to the expert.

Materials and factory clubmaking and frequent process checking procedures have been worked out during several months of intensive preliminary operations.

The Lloyd Mangrum clubs are to be sold on a pro-only policy at top grade prices.

FOOT-JOY REPORTS RECORD ADVANCE ORDERS

Field and Flint Co., makers of Foot-Joy street and golf shoes, has announced that production has been increased to full capacity as a result of record-breaking advance orders.

The announcement climaxed the annual five day sales and styling conference at which Clark L. Wilcox, executive vp presided. Wilcox said the new Fall and Winter lines have been planned and will be executed upon the basis of color, style and consumer acceptance trends. New models are being added to the Foot-Joy Line.

Several new shades and combinations of fabrics and leather will be introduced and rushed for early Fall delivery. The tasseled moccasin and the kiltie tongue innovation, which proved so popular this

A Great Water Saver... One Single Line of Water

Just a single line of water, rotating, so all the water soaks in before the line passes over again. Up to a 90-foot diameter with good pressure; down to as little as a 15-foot diameter with a turn of the faucet.

DOUBLE SPOUT Style Illustrated $19.50

SINGLE SPOUT $18.75

DOUBLE ROTARY SPRINKLER CO.
422 Admiral Blvd.

Golfdom
Spring, are expected to do even better in the coming seasons. Following the tassel, will be the one-eyelet shoe, which Field and Flint feels will be another fashion leader.

MURDOCK HAS BABY AT 100!

At the healthy age of 100, the Murdock Manufacturing & Supply Co., Cincinnati, O. announces the arrival of "Murdock, Jr.", a new, lower cost % in. compression hydrant. This new compression hydrant is a completely redesigned, non-freezing unit for use around golf courses and other places where water is needed quickly in any weather.

Water flow on this new hydrant is controlled by large ball wheel handle on top. Lever will be supplied instead of handle, if desired. This lower cost hydrant is non-freezing in any weather without previous attention and is recommended for fire service.

WESTALL RUBBER FLOORING SALES BOOMING IN GOLF

Henry Westall Co., 944-60 Merrimon ave., Asheville, N. C., says sales of Westall rubber flooring this year are racing far ahead of any previous year of the five the company has had its spike-resistant rubber flooring in golf club lockerooms, bars, pro shops and bars. Repeat orders for extending covering with the Westall flooring account for quite a percent of the sales volume. In addition to clubs in all sections of the U. S. sales have been made to golf clubs in Canada, Japan and other foreign countries.

The Westall rubber flooring now is made with a new molded bottom which is assurance against any buckling or swelling from floor sweating. The material is available in red, black, green and sand colors.

List of installations and endorsing letters from managers and professionals represent many of the most attractive clubhouse and pro shops in the golf field.

FATHER'S DAY, JUNE 20, HAS PRO SHOP TIE-UP

National Father's Day committee, 50 E. 42d st., New York 17, has sent pros and club managers promotion material for the day, suggesting that golf gifts and a family party at the club will go across great with Pappy.

Pros are making increasing use of the Father's Day gift idea as they know what Dad wants and needs in golf goods and can give the kids expert advice.
SWINGING AROUND GOLF
(Continued from page 88)

potential greatness, now working as shop asst. for Ralph Hutchison at Saucon Valley CC, Bethlehem, Pa.

Connecticut Association of Golf Course Supts. celebrated its 25th anniversary at meeting at Wethersfield (Conn.) CC May 4 . . . Bill Lee of Hartford Courant was toastmaster at dinner . . . Speakers included John Shread, Jesse De France, Michael J. O'Grady, Joe Donato, Skip Henderson, George Holllister, Robert J. Ross, John P. Gaghan, Everett A. Peister, John Wysocki, Charles Baskin, Owen Griffith and Gene Bruyette . . . Reads like a speakers' table longer than three drives but the boys made their talks brief . . . Affair got fine newspaper publicity praising supt's. work.

Jack Redmond opens his golf range at North Branford, Conn., 6 miles out of New Haven . . . How about the American Scotch-born pros who like to do something for their old home towns putting up ball washers on Scotch courses along with names of the fellows who came to U. S. pro jobs from those towns? . . . Not many tee ball washers at Scotch courses now and they certainly need them.

Boys' Club of Detroit which has been active in Detroit area caddy work for the 20 years Russell A. Shields, owner of Bob O'Link GC, has been interested in caddie welfare, is considering a plan to have Boys Clubs and golf associations cooperating on a national basis on caddie matters . . . Rod Munday's weekly golf articles in York (Pa.) Gazette and Daily now in their second year and there's no better golf news and comment column written by a pro anywhere.

Kansas State College gets grants of $600 from National Golf Fund via USGA Green Section and $1450 from Central Plains Turf Foundation to continue research on grass or mixtures of grasses that will do well with little or no watering . . . Research directed by W. F. Pickett, KSC horti-

(Continued on page 103)

- BENT GRASS -
Stolons and Sod. Washington—CI — and other recommended strains.

HIRAM F. GODWIN
22366 Grand River Ave., Detroit 19, Mich.