

NEWS from the MANUFACTURERS

NEW MODEL KADDIE KART

The Golf Cart Supply Co. at 1466 W. Madison St., Chicago, has developed a new collapsible Kaddie Kart which is made up in either 11" aluminum disc wheels or 14"



wire wheels. It closes in a compact 12" space small enough for any locker or large bag rack. The cart opens automatically and locks without any adjustment and is so simple in operation that instructions are not necessary. The Kart is light, strong and capable of hard usage. It will be available in several models, two of which are now ready for delivery.

BALL FOR DANDELION SWINGERS

Golfoids, 3875 Teutonia ave., Milwaukee, 6, Wis., sold many dozens of balls as Christmas presents by having dandelions painted on the balls. Everybody swings well hitting at a dandelion. The idea went over so well it looks like it will sell steadily through pro shops. A first quality standard brand ball is used and the dandelion or daisy is put on by decalcomania transfer.

HARDWOOD FLAG POLES

Made of the finest, kiln dried, second growth, tough White Ash. Tapered from approximately 1" at bottom to $\frac{3}{4}$ " at top, and fitted with flanged aluminum ferrules to fit standard $1\frac{1}{8}$ " cup. Sanded finish with prime coat of lead and oil and finished coat of finest white enamel. Available in 2 or 3 color combinations. Immediate delivery.

Your inquiries and orders will be referred to a nearby distributor.

LEAVITT CORP. EST. 1895 URBANA, ILL.

Builders of "Knockdown" bleachers for all sports



POWER RAKE

A proven machine that you cannot afford to be without, at the new low price of \$125.00 F.O.B. Morton, Illinois. Get that nap and dead grass out of your greens early in the spring. Aerify those greens, make room for the fertilizer, air, and fungicides to get down into the root bed where it will do the most good, at a low cost that any golf course can afford.

Write for circular and full particulars, also dealer in your territory.

MILLER & HEUBACH

407 E. Jefferson Street,
Morton, Illinois

GREENS FERTILIZED OR TREATED IN 10 TO 15 MINUTES WITH THE McCLAIN HYDRO-MIXER

Hundreds of these outfits are saving thousands of dollars on courses all over the country.

Fastest and simplest equipment ever devised. Displaces high priced spraying rigs everywhere.

Operates perfectly on any pressure. Gets spraying done with unbelievable speed and accuracy. Outfit complete from water tap to nozzle. Big labor and time saver. Inexpensive. Write for literature today.

McCLAIN BROTHERS COMPANY, Canton, Ohio





Newly elected officers of the U. S. Rubber Co. are: (L to R) Herbert E. Smith, chmn. of the board; Harry E. Humphreys, Jr., pres.; Arthur Surkamp, vp and chmn., finance committee; and Herbert M. Kelton, treasurer.

U. S. RUBBER PROMOTES OFFICERS

Herbert E. Smith, pres., U. S. Rubber Co., elected chmn. of board and Harry E. Humphreys, jr., former vp and chmn., finance committee, elected pres., effective Jan. 1 when F. B. Davis, jr., board chmn. and chief executive officer for 20 years retired Dec. 31. Smith detoured from a promising career as a middleweight boxer 35 years ago to start with US as a salesman in California, his native state. Humphreys came with US 10 years ago after working himself up from a clerk, through night school and other study, to be prominent in accounting and investment business. Arthur Surkamp is vp and new chmn. US

finance committee. He was born in St. Louis, graduated from U of Texas and went with US in 1919 upon his discharge from the army. Herbert M. Kelton is the company's new treasurer. All four of the new top executives of U. S. are golfers.

Smiths, in his year-end statement, said company's 1948 production of golf balls was "substantially above prewar level and is expected to continue through 1949." Smith said on general business prospects "a serious recession is not likely but there undoubtedly will be certain fluctuations and adjustments normally experienced in a free economy."

AMERICA'S BUSIEST RANGES INSIST ON THE BEST!

MELFLEX HEAVY DUTY TEE MATS

THE TEST OF CONSTANT USE HAS PROVED THEIR SUPERIORITY



THIS MELFLEX MARK
IS YOUR ASSURANCE
OF SAFETY

Melflex Mats give you the extra long life because they're made of bomber airplane tire carcasses, the toughest of all driving mat material. The utmost in player satisfaction, maintenance ease and economy and all-weather service and safety. No warp, fray or curl. Reversible for four different play areas. Full 1" thick by 48" wide and 60" long — or special sizes.

TEE ECONOMY!

Melflex tubular, colored, molded rubber tee peg. An amazingly long-lasting tee that speeds play and cuts replacement costs.

WRITE FOR
FOLDER and PRICES
PROMPT DELIVERY

MELFLEX means SAFETY throughout the club

LANDING MATS • STEP TREADS • AISLE RUNNERS
CORRIDOR and SWIMMING POOL RUNNERS
SHOWER STALL MATS • KITCHEN MATS and
MATTING • LINK TYPE STANDING MATS



MELFLEX PRODUCTS CO., Inc.

L. E. Warford, Pres.
410 S. BROADWAY . . . AKRON 8, O.
In Canada: P. O. Box 411, Ft. William, Ont.



Lloyd Mangrum (center) shows off new putter bearing his name to Lee Harrington (left), merchandising mgr., Wilson Sporting Goods Co., and Cary Middlecoff, another member of the Wilson advisory staff.

DETACHABLE GOLF BAG SUPPORT

Another annoyance to the golfer has been eliminated with the invention and manufacture by the Middletown Wire Products Co., Middletown, Conn., of the Klub Kadi Golf Support. Made of sturdy wire steel rods, having a total weight of but one lb., the appliance can be attached in a jiffy to any golf bag, and when so attached, supports the bag in an upright position. It does not interfere with carrying the bag around the links and provides the following advantages: It keeps the bag from getting wet or soiled, player's

GIVE YOUR GREENS A CHANCE TO BREATHE McCLAIN SPIKER AND PERFORATOR

Loosen up that hard packed soil for quick action of chemicals and faster grass growth. Long, smooth, bright stainless steel spikes open up turf for aeration and moisture... necessary to first-class grass growth.

Revives sluggish Greens that need new pep. Saves tons of fertilizer. Prevents Brown Patch. Reduces fungicide bills. Pays for itself first season. Bronze and roller bearings. Alemite oiling. Hand or power operated. A real safe turf machine at a very low price. Write for literature.



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Canton, Ohio

R. H. Tractor Wheel SPUDS

quickest to put on or take off. Increase tractor efficiency and cultivate turf... that's why more than half the U.S. and Canadian clubs use them. Durable and low priced.

Sample spud and circular on request; advise make of tractor and purpose for which intended.

Immediate shipment. If your Ford or equipment dealer cannot supply, write direct to

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Look at the SAVINGS you get with —THE "HENRY" GOLF BALL WASHER— HENRY'S "TENTH" year of sturdy service HEAVY GAUGE PRESSED "STEEL" Rigid, Strong, Unbreakable, Rust Proofed

Saves players' clothes and tempers because it is sloop-proof. Saves time because it is quicker, more thorough and easier to use. Saves cover paint of balls because it has no scouring bristle brushes. Saves frequent replacement costs because its cleaning units won't rot and warp.

Attractive — stays tidy — easy to drain and refill — Allen Set Screws make them theft proof

PRICES F. O. B.
ELM GROVE, WISC.

BALL WASHER . . . \$12.75
Tee Data Plate . . . \$ 1.25
Waste Paper Cont'n'r \$ 2.35
Complete Tee Ensemble . . . \$16.35

HENRY TEE ENSEMBLE
includes Ball Washer, Tee Data Plate and Waste Paper Container.
Send score card when ordering Tee Data Plates.

Manufactured by
GOLF & GARDEN EQUIPMENT CO.
BLUE MOUND ROAD, ELM GROVE, WISCONSIN



PLAY GOLF?

Use the BALL that's FULL OF ENERGY.
IT'S THE THINNEST and TOUGHEST
COVER. MORE DISTANCE—BETTER
CLICK.

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Pro Special "Plus"

PRO "RED" 95, PRO (70) 65, PRO Blue 50
Pro Golf Sales Co. Fond du Lac, Wis.
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NOT JUST MADE TO SELL

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WOODS and IRONS

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PROFITS

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FULLY AUTOMATIC
GOLF TEE

★ For complete information write:
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PRIVATE BRAND
GOLF BALLS

15 DOZEN MINIMUM ORDER

Write for Prices

BOSTON GOLF BALL CO.
7 MAPLE ST.
Stoneham 80, Mass.

clothes are protected from dirt, all bending for proper club is eliminated because the bag is standing up, and selection of clubs is at your finger tips. For further information write to Empire Specialties Service, Box 55-407, Sunnyside Station, Long Island City 4, N. Y.

Lloyd Mangrum, Cary Middlecoff and Babe Didrikson Zaharias told the 4-H club farm kids about golf at Tom Wilson's 31st annual party for the lads and lassies during the International Live Stock Show. When we heard what some of those farm kids made by raising prize stock we didn't feel the strong urge to turn pro, except for the hours.

NEW SELF-CLEANING DOOR MAT

The new "Ability" door mat manufactured by Ability Products, Dept. 73, 1788 Board of Trade Bldg., Chicago 4, is made of aluminum bars with white brass connecting hinge-rods and cast aluminum spacers between each bar providing an attractive, rustproof, efficient mat for shop or clubhouse en-



trance. Three hinged sections permit it to lie flat on irregular surfaces and provide the self-cleaning feature when folded up. Mats are available in three sizes.

When it is **GOLF PRINTING!**

Specialists, for years to many of America's largest and most exclusive courses, can best serve you, too.

Score Cards -- Charge Checks
Greens Maintenance Systems
Caddie Cards -- Handicap Systems
Forms for Locker and Dining Rooms
and for the Professional.

Samples to your club for the asking.

VESTAL CO., 703 S. La Salle, Chicago

**WHITEWATER PULLOVER PROVES
POPULAR PRO SHOP ITEM**



With sales paced by its wide popularity in 1948 Whitewater's Pullover will bid for an even livelier demand this year in its new fabric. Smartly styled with roomy swinging comfort this year's pullover will be made of 2 x 3 combed broadcloth with Dupont Zelan finish. Oak tan color, water repellant, zip breast pocket, in four full length sizes for men and women. Offered by Howard Scoggins Golf Co., Dunedin, Fla.

**NORMAN HOWDEN, CLAPPER CO.
STORE MANAGER, PASSES**

Norman Howden, retail seed and garden store manager of the Clapper Co., West Newton, Mass. died Sunday, Oct. 31st in his 66th year. Mr. Howden was one of the best known retail seedsmen on the East Coast. Born in Edinburgh, Scotland he came to this country as a young man. His career was started with Peter Henderson Co. in N. Y. and later with Carter's Tested Seeds also in N. Y. He was a partner in the Hovey & Co., seedsmen in Boston until 1935 when he sold his interests to join the New England Toro Co. later to be known as the Clapper Co. Mr. Howden leaves his widow, Elizabeth (Mac Kay), one son and two daughters and several grandchildren. He has two brothers in the USA and one sister in Scotland. Mr. Howden designed several of New England's older golf courses and remodeled many others during his 25 years in this field.

January, 1949

WATCH FOR OUR 1949 PRICE LIST
and
ANNOUNCEMENT OF NEW DEVELOPMENTS

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Personalized Service
Golf Course Equipment & Supplies
1402-12 South Lewis Phone 5-7444
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Attend Oklahoma-Texas Turf Conference
Dallas, Texas — February 2-3, 1949
(On your Way to the National).

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*Leather's
Best
Friend*

Get your share of the profitable SNOW-PROOF business. Nationally advertised. Waterproofs, reconditions golf shoes, golf bags, etc. Stops dry rot. Prevents mildew. Odorless, colorless, not sticky. Sold only in Bismark Brown cans. Retail at 3 1/2 oz. 39¢, 1 lb. \$1.00, 5 lbs. \$4.00. Money-back guarantee. Descriptive folder and sample can sent FREE on request.

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THE SNOW PROOF CO.
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**MURDOCK Outdoor Drinking
Fountains and Hydrants**

Don't debate too long.
First 1949 orders in first out.
The Murdock Mfg. & Sup. Co.
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For the finest turf
PLANT
HENDERSON FORMULAS

Putting Green Mixture Tee Mixture
 Fairway Mixture Rough Mixture
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Special Mixture made to your own formulas

Write for our special catalog today
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Over thirty years
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Member of the
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for 25 years

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 and Tough Turf

SO W
WHITNEY'S
SEED

Tested and proved
 mixtures for every golf course
 need. Special prices. Write for
 full information.

WHITNEY SEED CO., INC. Buffalo 5, N. Y.

COX COMPANY ASSURES ENDLESS SUPPLY OF PERSIMMON

The Charles O. Cox Corp., named after its founder, has grown to become one of the world's largest sources of Persimmon — the Ebony wood — for golf club heads with customers throughout the world. The increasing demand here and abroad has made it necessary for the company to expand its facilities to the point where it now produces more than 10 times in volume the number of Persimmon club heads made 15 years ago when the present ownership purchased the company from its original founder.

Natural resources are estimated to be sufficient to last 50 to 100 years assuring an endless supply of Persimmon clubs to meet the demand of golf club makers.

Two sawmills under the roofs of the main plant are in constant operation. 14 lathes in the golf club head turning department are capable of converting more than two thousand heads per day. The saw mills are kept in full production, turning out more than 20,000 ft. of dimension stock per day to supply the turning lathes.

I. H. Wanzer, pres., and other officials including W. R. Scott, vp and sales manager; F. L. Whitfield, vp and plant manager; and R. B. Conover, secy., have further plans for expansion for the years ahead to insure a continued source of supply of Persimmon.

SPALDING ADDS GOLF SHOE TO 1949 PRO LINE

The Spalding-Lotus golf shoe is a new item in the A. G. Spalding & Bros. 1949 line and will be sold through Pros only.

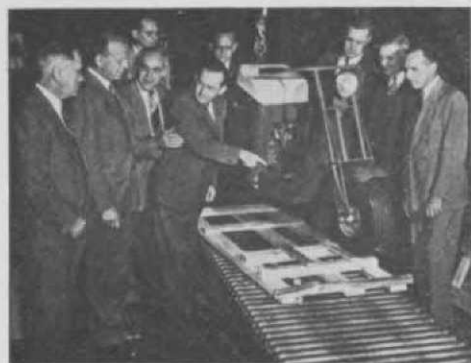


The shoe is manufactured by the 100-year old Lotus Shoe Company of England and Spalding have obtained the exclusive sales rights for this country. Hand-crafted and of fine leathers, this shoe has a special patented angle-spiked feature of 4 extra spikes, set in a row on the inside edge of the forepart of the sole, designed to prevent slipping in any part of the swing on all strokes.

Golfdom

**DAWES APPOINTED DIRECTOR OF
SALES FOR CUSHMAN MOTORS**

First 1949 Model Cushman Motor Scooter to roll from the production line is being shown to Barton B. Dawes, newly appointed director of sales, formerly with Jacobsen Mfg. Co., and other Cushman Motor Works



officials at Lincoln, Nebraska. Left to right are, C. D. Ammon, pres.; Mr. Dawes; E. L. Emens, works Mgr.; Walter Westphal, director of engineering; Robert Ammon, vp; H. D. Yates, director of purchasing, and Dave Gilchrist, Jr. director of personnel. In second row are, S. J. Hoganson, director of Advertising and Wayne Cooper, secretary-treasurer.

MOTO-MOWER'S NEW 1949 MODEL

A new popularly-priced heavy duty power lawn mower, the 24" "Lawnkeeper", has been announced by the Moto-Mower Co. It is powered with a one and a half horsepower motor and is designed to cut a minimum of four acres a day. Equipped with traction wheels it will climb a 35% grade while a Double-V- belt and chain drive together with larger sheaves, makes practical the reduction of engine speed and operation of mower at slow walking speed. Net weight 160 lbs. Inquiries may be directed to Moto-Mower Company 4600 Woodward Ave., Detroit 1, Mich.

A new machine called the Soil Sift automatically sifts and shreds the soil and is designed to remove all stones and debris and at the same time preserve the vital humus. All gears on the machine are made of quality steel and may be operated by electric motor or gasoline engine. Further information may be obtained by writing the Taylor Sales Co., 2389 Nat'l. Bank Bldg., Detroit 25, Mich.

**Driving Ranges
AND
Miniature Golf Courses**



We have a complete stock of
**GOLF BALLS — CLUBS
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Write for prices

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GOLF BALLS & EQUIPMENT

NORTHERN HAS A COMPLETE STOCK OF:

**GOLF BALLS,
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PUTTERS, TEES,
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RANGE & MINIA-
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3441 N. Claremont Ave., Chicago 18, Ill.

Monroe FOLDING BANQUET TABLES

New PEDESTAL TYPE

NO KNEE INTERFERENCE
DESIGNED AND MANUFACTURED
EXCLUSIVELY BY
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12 CHURCH STREET • • • • COJAX, IOWA

WRITE FOR LITERATURE

DRIVING RANGES

For a complete line of
**RANGE BALLS — CLUBS
AUTOMATIC TEES
BALL PICKERS - MATS - PAIRS
FOR DRIVING RANGES
and
GOLF BALLS & PUTTERS
FOR MINIATURE COURSES**

Write to

WITTEK GOLF RANGE SUPPLY CO.

5128 W. North Ave.,

Chicago 39, Ill.



Section of 3-acre warehouse of Spalding's new plant at Chicopee, Mass., gives an idea of area, stock and facilities for rapid handling of orders.

THOUSANDS AT NEW SPALDING PLANT "OPEN HOUSE"

A. G. Spalding & Bros. were hosts to thousands at the new \$2,500,000. addition to their Chicopee, Mass. plant during four Open House days. Commencing with a 'family party' when the Spalding employees brought their families, there followed a day for executives of western Massachusetts industries and institutions, the one for customers, suppliers and the press, and finally a huge "Sportsman's Day" when the public came in droves to see how imple-

ments of their favorite sports were manufactured.

Spalding executives, who met and talked with their guests, were praised for their latest achievement in creating, building and equipping the world's largest and most modern sporting goods plant.

Visitors were taken on conducted tours of the plant. Some sights especially commended were: the Spalding exposition of 25 booths which showed the functions of the various departments, the three acre warehouse with the efficient machinery for handling both raw materials and finished goods; the great craftsmanship in producing sports equipment so it can withstand severe strains and stresses of actual play, the very completely equipped and staffed hospital to provide employees with the finest medical attention obtainable under almost any conditions and the large attractive cafeteria.



Charles F. Robbins (L) Spalding pres., and W. T. Brown, Spalding vp in charge of manufacture, have their own house-warming in Robbins' office at new Chicopee plant.

TORO PURCHASES WHIRLWIND CORP.

Toro Manufacturing Corporation, producers of Lawn mowing equipment, has purchased the plant, inventory, name and certain other assets of the Whirlwind Corporation, Milwaukee, Wis. R. W. Gibson, vice president in charge of sales for the Toro Manufacturing Corporation, stated that although final plans had not been



BETTER RANGE LIGHTING at BIG SAVING

Limited stock of U. S. Air Service Westinghouse 24 in. floodlights, as shown. Ranges using them report greatly improved illumination with 66 2/3% cut in light costs. Glareless reflection thru 20 in. Badsch & Lomb lens. Cool burning lamps last longer. Large door affords easy servicing. Build play, cut expense with these "opportunity buys". They cost \$500.00; our price \$90 FOB Benton Harbor, Mich.

MOODY ELECTRIC & SOUND SERVICE,

CRETE, ILL.

completed, the Whirlwind plant would be maintained as a subsidiary of the Toro organization.

"We have no pre-arranged plans to make any radical changes in the Whirlwind organization, either at the plant or in the distributing group" said Mr. Gibson, "but with nationwide Toro service facilities already established, and a steadily increasing demand for the Whirlwind mowers, we expect to expand production and sales of the entire line during the coming year."



The Toro Whirlwind Grass King rotary blade type mower has a 31-inch cutting width, a Briggs & Stratton 4 cycle motor and a cutting capacity of 6 acres per day.

Winston Watrous, founder of Whirlwind, will remain in an advisory capacity for an indefinite period. Elmer Larsen, formerly sales manager, will be general manager, and George Mueller has been named sales manager for the Whirlwind plant.

NEW NO. 5 WOOD

Wm. Beveridge, 833 N. Hawley Rd., Milwaukee, 13, Wis., is making a No. 5 wood that ought to make specialty club sales in the pro shops. Bill is one of the old time master clubmakers and developed this club for players who aren't able to use their long irons. The club is the same length as a No. 1 iron and has the loft of a No. 3 iron, which makes it useful on tee, fairway or in rough. The striking area of the face is straight to comply with USGA regulations but the face generally is built with a slight concavity from toe to heel to help the chronic slicers. Bill has had orders from pros and amateurs all over the country for the club and now he's making up as many of the clubs as he can for 1949 business.

January, 1949

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Golf Course Architect

209 E. 49th Street
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ROBERT BRUCE HARRIS

Golf Course Architect

Member: American Society of Golf Course Architects

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Phone: WHitehall 4-6530

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Golf Course Architect

Member
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The Greens Are the Foundation of All Successful
Golf Courses

BRAND NEW DRIVING RANGE BALLS

6 coats of paint, one stripe,
any color, per doz.

\$2.85

GOLF PROFESSIONALS DRIVING RANGE EQUIPMENT COMPANY

11000 S. Green St.

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MINIATURE GOLF COURSES

We have a complete stock at lowest prices.

PUTTERS—Specially constructed for miniature courses.

RUBBER TEE OFF MATS—GOLF BALLS.

Write for prices

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244 W. 42nd St., Dept. A, New York 18, N. Y.

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Stolons and Sod. Washington—Cl—and
other recommended strains.

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Durable, Long Wear Range Drivers

Both Aluminum and Persimmon Heads

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SPECIAL BRONZE HEAD PUTTERS

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CLUBS FOR MINIATURE GOLF COURSES AND DRIVING RANGES

Bronze Head two way putter, genuine steel
shaft in orange baked enamel finish. Rubber
Grip. At Only \$1.75

Aluminum driving range club, Inlay face. Hed-
don Speed swing shaft. Pride rubber grip.
Standard weight. At Only \$5.75

WITTEK GOLF RANGE SUPPLY CO.

5128 W. North Ave., Chicago 39, Ill.

DILL, DIST. MGR. FOR FARQUHAR



A. H. Dill

The A. B. Farquhar Co., manufacturers of Iron Age Sprayers, announces the appointment of Mr. A. H. Dill as Western District Mgr. He will serve as Direct Factory Representative covering sales and service outlets located in the far western states and part of Canada. New western headquarters for the company are at 720 Magnolia St., Menlo Park, Calif.

NORSIL PRO SPECIALTIES

The Norsil Co., 2 E. 46th St., New York City is opening numerous pro shop accounts with its line of specialties. Among them are Prac-Tee, a golf ball attached by a cable to a long spike and the "Portable Driving Range" small indoor practice device. The company also makes Ny-mits, nylon clubhead covers, in sets of 3 and four. A 3-initial ball marker is another of the products the company distributes. The "Pocket Pro" compact lesson reminder book is an especially interesting little job. It's well illustrated and lends itself as a follow-up to pro lessons.

CLASSIFIED ADS

PRO FINISHED GOLF HEADS

Best Grade Solid Persimmon

Red face insert. Wing shape plate.

Sanded, weighted, ready for shafting.

\$3.00 each

Stained & Lacquered \$4.50

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GOLF COURSE WANTED

WILL LEASE or BUY

Must be 18 holes in good playing condition
— well located — with clubhouse and all
operating and maintenance equipment.

JAMES P. LAWSON

65 SW 9th St.,

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Salesman to handle line of golf balls sold to pros only.
Most territories open. Full time or with your present
line. Address Ad 131 c/o Golfdom

PRO or PRO-GREENKEEPER available for seasonal or
year around club. Thoroughly experienced in course main-
tenance and pro shop operation. 32 years old, married.
Class A PGA member. BOX 132 c/o GOLFDOM

(Continued on page 73)