

43, one over the course record held by a much younger player.

East has made 13 aces on longer courses, including 6 at Mission Valley GC, San Diego; two each at Claremont CC, Oakland, Calif.; La Jolla (Calif.) CC, and Balboa Park Club, San Diego, and one at French Lick Springs, Ind.

He belongs to six golf clubs. He's been in Ripley's Believe It or Not three times, the subject of numerous articles in the Saturday Evening Post and other magazines, and on several radio and TV programs.

East is using the Beckley-Ralston chipper and approach cleek with which he's made all of his aces within the reachable distance of these clubs. The Rutledge Co., makers of the clubs, admits that although more than a million of these clubs have been sold, East's performance outranks that of other users.

U. S. RUBBER TO LAUNCH BIG AD PROGRAM IN 1952

The United States Rubber Co. in 1952 will continue to sell through pro shops an outstanding line of golf balls, and its Pro-Only Policy on all U. S. Royal Brands will prevail. In order to create more sales in the pro shops and to create more consumer demand among the golfers of this country, the U. S. Rubber Co. will launch the finest advertising and sales promotion in its entire history. In addition "U.S." will continue to supply golf professionals with the popular U. S. Royal medal and match play score cards for use in their club tournaments; the U. S. Hole-In-One Medal to present any any of their members who accomplish that feat in 1952; the attractive personalized name plate for their desks or counters and other timely and helpful displays and posters which help to sell merchandise and good will to their club members.

The golf professional has an opportunity to close out the present season with plus sales by offering to his members U. S. Royal golf balls put up in attractive 6- and 12-ball Raffia gift boxes, which can be used for a number of years for many utility purposes. Also the U. S. Fairway golf balls put up in an eye-appealing gift wrapper. These packages will help golf club members to solve their gift problems early."

Worthington Recalls Early Days of Gang Mowing

In commenting on GOLFDOM's 25th year, Worthington Mower Co. recalls its own pioneering experience in large area grass cutting. Prior to World War I, C. C. Worthington, head of the famous Worthington Pump and Machinery Co., retired from business. Turning his attention to his

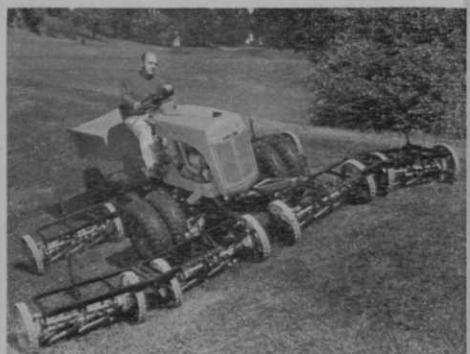
favorite hobby, he built what was to become one of the finest private golf courses in the country.

In those days, fairways and roughs were cut by cumbersome grass-cutting tools.



Early evidence of the influence of course maintenance practice on other large turf maintenance appears in this view of Bolling Field, Washington, D. C., 25 years ago with the Worthington Model F tractor and gang mowers which were extensively used in golf.

However, their weight and inflexibility damaged turf, while the great manual effort required made them far from satisfactory. To remedy this, Mr. Worthington originated the gang mowing principle—a horse-drawn machine consisting of several 30-inch cutting units hooked in series. Be-



The progress of 25 years is shown in the new Worthington Model F Chief tractor which utilizes engine weight for greater traction, and with front mounted gangs eliminates tractor wheel marks and makes it easy for the operator to watch his work. The modern Worthington Model G tractor and 7-gang rough Blitzer is other evidence of the vast advance in course mowing equipment.

sides cutting a smoother, wider swath, these units conformed to undulations and eliminated packing and scalping.

So successful was this new device that guests were soon asking for similar machines for their own courses. Mr. Worthington presented machines to many of them, but soon the demand outgrew his

capacity to continue this gratis supply. To meet this fast-growing demand, complete manufacturing facilities were set up in Stroudsburg, and the Worthington Mower Company was born.

The company grew steadily. Tractors replaced horses and bigger, faster grass-cutting equipment followed. Units were designed for specialized use — some for fairways, others for roughs.

By 1927, when GOLFDOM appeared, Worthington tractors and gang mowers were a familiar sight on golf courses, parks, large estates, airfields and around public institutions. From this point their progress may be followed through the pages of GOLFDOM which has carried Worthington advertising since the first year of publication.

STUMPP & WALTER CO., JOINS PETER HENDERSON & COMPANY



Alex Sehlmeier

Alex Sehlmeier will head the Golf Division of the newly consolidated firm of Peter Henderson, Stumpp & Walter Company of 1010 Garfield Avenue, Jersey City, New Jersey.

From 1919 to 1931, Sehlmeier was asst. to the late George Stumpp, pioneer in the development of fine turf for golf courses. The late Mr. Stumpp worked in close association with the early leaders in the development of grasses for golf courses, notably Dr. Piper, Dr. Oakley, T. T. Taylor, Dr. Harban, Lyman Carrier, Charles Blair McDonald, Seth J. Raynor, Charles Banks, Maurice McCarthy, Peter Lees and A. W. Tillinghast.

Chewings Fescue was first introduced to this country's golf clubs by Stumpp & Walter Co., who imported it directly from New Zealand. During the first World War when bent grasses were unobtainable from Europe, Stumpp & Walter arranged for the harvesting of rBown Top (Colonial Bent) in New Zealand as well as for its importation and remachining for golf course seeding. Later, in cooperation with Lyman Carrier, Stumpp & Walter introduced Coccos Bent (a refined strain of Seaside Bent) to golf clubs starting a new favorite for putting greens.

Metropolitan Bent (originally known as Stumpp Bent) was another Stumpp & Walter introduction and for many years one of the outstanding bent grasses developed by the stolon method of planting. Consistently experimenting, in search of ever finer, better turf, Stumpp & Walter have offered constantly improved mixtures to their many customers through-

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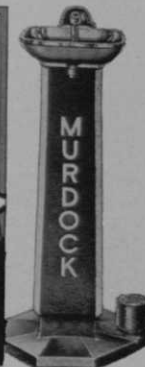
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