

## CREEPING BENTS

C-1

C-19

C-52

Branch Nurseries Farmington, Ia., Slocum, R. 1., Winnsboro, Texas  
Main Nursery & Office Madison 1, Wisconsin P. O. Box 350

### Old Orchard Turf Nurseries

R. R. Bond, Prop.

**THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES**

#### SEAT CANES UNDERSOLD

Growing use of seat canes by tournament pros so they can rest their legs while another player is taking a long time to study a shot tips off the most undersold item in most pro shops. Seat canes could stand a lot more sales push, especially among older players whose legs get tired. Good seat canes are being made now that don't weigh much more than a golf umbrella and with lighter bags the seat canes don't make too much weight for the caddie.

#### HUMPHREYS ELECTED NEW BOARD CHAIRMAN OF U. S. RUBBER



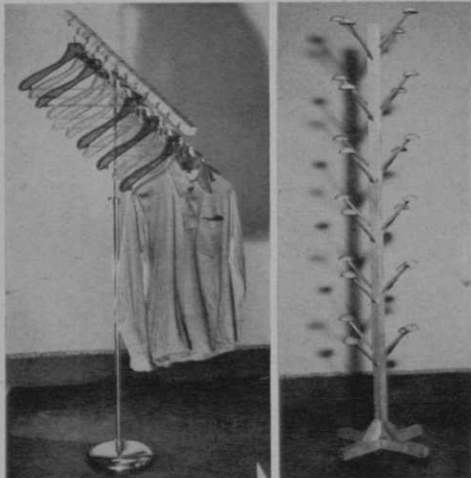
H. E. Humphreys, Jr., pres. of U. S. Rubber Company, has been elected chairman of the board of directors, effective September 1. Humphreys, who will continue as president, will succeed Herbert E. Smith, chairman and former president, who will retire August 31, after 38

years of service. Mr. Smith will continue as a director and member of the finance committee.

Humphreys joined U. S. Rubber as a vp, director and member of the finance and executive committees in 1938. On January 1, 1942, he was given the additional responsibility of heading the finance committee of the company. Later in the same year he was elected vice-chairman of the executive committee. He became president and chairman of the executive committee on January 1, 1949.

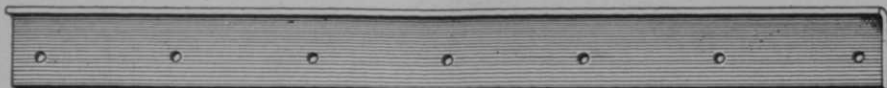
#### PRO SHOP DISPLAY EQUIPMENT FEATURED BY SCOGGINS

Display equipment and fixtures designed to improve the appearance and increase sales in pro shops are featured in a new catalog being distributed to professionals by the Howard Scoggins Golf Co., Dunedin, Fla. Items being offered the pro to dress up his shop, samples of which are shown in the accompanying illustration, include: portable slack rack, blouse case, chrome garment rack, chrome trouser and short rack, ladies' plastic hangers, men's plastic hangers, jacket hanger, shirt display stands, plastic stock boxes, single,



double and triple portable show cases, shirt boxes, glove and hosiery trays, plastic skirt form, plastic blouse form, chrome tee stands, belt racks, plastic zipper bags, display stands for hats, caps, visors, etc., and men's jersey forms.

#### 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.

# 1914 FULNAME 1951

RELAX! Your ball will be returned if it's FULNAME MARKED. Smart golfers know you can't play golf if you're tense. They don't worry — since 1914 they've marked their balls with FULNAME. Smart Pros know it's good business, too.

THE FULNAME CO. Cincinnati 6, Ohio

## POWERS REGULATOR CO. MOVES INTO NEW MODERN PLANT

The Powers Regulator Company moves general offices and factory into new modern plant at 3400 Oakton St., Skokie, Ill. The large new plant and modern production facilities make the Powers factory one of the most modern producing automatic temperature and humidity control. An enlarged engineering and production staff will enable the company to give greater service and to meet the increased demand for Powers products. All inquiries to the new address.

## JOHN MELADY JOINS STAFF OF VAUGHAN SEED CO.



John Melady, old-timer in the seed business, has joined the staff of the Vaughan Seed Co., 47 Barclay St., New York 7, N. Y. John saw the mushrooming of golf courses in Britain shortly after the turn of the century; started working on courses in Canada and the U. S.

beginning around the 1920's, and has been active in the grass seed, fertilizer, implement and equipment end of the business ever since. During that time he has visited many hundreds of courses in the East, Middlewest and South, Cuba and Bermuda. He will be glad to call on you if you send him the word.

## FOLDA FAIRWAY PRACTICE DEVICE NEW PRO-ONLY SELLER

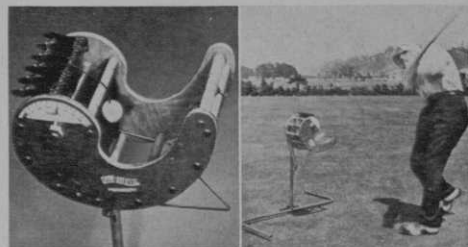
Folda Fairway, a practice device made by A. E. Peterson Mfg. Co., 700 Allen av., Glendale 1, Calif., sold so extensively upon its introduction thru Southern California pro shop outlets the Peterson company has adopted a pro only sales policy.

Harry Bassler, Harry Cooper, Paul Runyan, George Lake and other top pro businessmen of the Los Angeles area found the device one that performed very satisfactorily for outdoor and indoor practice and instruction. The ball is suspended on a cord from an arm that is moved when the ball is hit. The power of the blow is registered on a dial that pro users say is quite accurately calibrated for distance. The slot into which the ball-carry-

**WILLIAM B. LANGFORD**  
**GOLF COURSE ARCHITECT**  
*Balanced Topographical Design*  
Member:  
American Society of Golf Course Architects  
Telephone: KEystone 9-6501  
2405 Grace Street, Chicago, Illinois

ing cord goes indicates straight ball, slice or hook.

Ball suspension is easily regulated so the ball lies on the turf or mat or is slightly above the surface in a teed-up position. An interesting point pros have



Closeup and action shot of practice device called Folda Fairway to sell thru pros only.

observed is that when the ball is slightly above the surface and may swing a bit the user is inclined to keep his head steadier. Ball and cord replacements also are sold pro-only and at a moderate price. Folda Fairway retails at approximately \$24 with a good pro margin.

Pro shop sales at clubs and ranges have been surprisingly high with buyers using the device indoors or outdoors at home. A number are in use for warm-up at club first tees.

An effective promotion for the pros was Peterson's exhibit of the Folda Fairway at California and Texas state and county fairs where more than a million hit shots.

Pro distribution has been extended to a national basis. Pros who have successful selling and use experience with the device expect it will be a strong Christmas gift item.

## CLASSIFIED ADS

Rates: Minimum insertion \$4.00 for 20 words; additional words 20c each. Bold face type, 25c. per word. Classified cols. reserved for help or services wanted and for sale of used equipment.

Under no circumstances are we permitted to divulge the name and address of those placing the blind advertisements. Responses to all box number ads should be addressed to the box number and mailed to GOLFDOM; replies are promptly forwarded to advertisers.

Wanted — used gang or 3 or 5 Roseman mowers, price must be right. Tenos Brothers, Wexford, Pa., R. D. No. 1.

(Continued on next page)