

# McKenzie Super-NITROGEN PEAT

PERFECT FOR FAST GROWING

Contains over 3% organic Nitrogen, Dry Basis,  
Plus Many Other Important Trace Elements.

## A STERILIZED PRODUCT

**NO** weed seed, fungus diseases, etc.

**FORTIFIED** with a cultured bacteria favorable  
to healthy plant growth.

Use our pulverized **GOLF GREENS SPECIAL**.  
**100% ORGANIC**

**PERFECT AS A GREENS CONDITIONER**

*Complete information from these  
representatives:*

Ed Dudley, 2526 Washington Rd., Augusta, Ga.

George Smith, c/o C.C. of Buffalo, Williamsville, N.Y.

Horace Smith, c/o Moorestown Field Club,  
Moorestown, N.J.

Processed by

**MINERALIZED PRODUCTS, INC.**  
Boynton, Fla.

**NOW AVAILABLE**

## Certified Tifton 57 Turf Bermuda

The proven hybrid of turf research and  
turf producer

**Southern Turf Nurseries**

611 W. 20th St., Route No. 2, Tifton, Georgia

cities do not build new courses is because they feel that only a small percentage of their citizens are benefited. The reverse, however, is true, when as is often the case, less remunerative sports can be financed from golf. Much land unsuited to agriculture but fairly close to centers of population can be utilized for golf, he stated, contrary to the belief of many.

## NEW COUNTER DISPLAY CARTONS FOR PRO-GRIP WAX AND RESIN

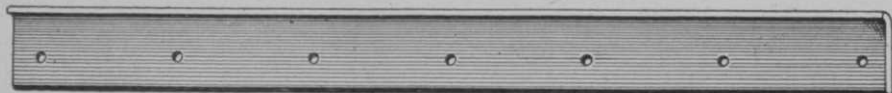


The Manufacturer's Specialty Co., Inc., 2736 Sidney St., St. Louis, Mo., are merchandising their Pro-Grip, Non-slip grip wax and Pro-Grip, non-slip resin in attractive, bright colored, compact counter display cartons that make an ideal point-of-sale item for the pro shop. Compactness and eye appeal of both cartons is shown in the above photo. Note new containers replacing the old resin bags.

Folda Fairway, golf practice machine made by A. E. Peterson Mfg. Co., Glendale 1, Calif., now is sold by more than 500 pros in 47 states. In 8 months, since its introduction by California pros, it has become one of the biggest selling practice devices the game has seen.

Keast Enterprises, Inc., Lake Zurich, Ill., manufacturers of the Bes-Tee automatic golf range tees are appointing sales representatives and have several inviting territories still open. Those interested address Mr. J. Keast at company address given above.

## 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.

**EASE IN HANDLING FEATURE OF MYERS BOOM-TYPE SPRAYER**

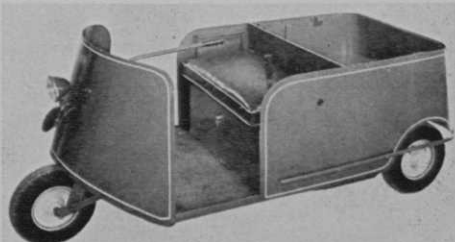
New boom-type models of Silver Cloud Sprayers manufactured by the F. E. Myers and Bro. Co., Ashland, Ohio, offer all the advantages built into Myers' gun-type sprayers. Equipped with the new Bulldozer pumps for surplus power, trouble-free performance and economical operation, newly designed remote controls permit one man operation saving labor costs.



All sprayers completely equipped, with adjustable tread and axle clearance adjustment, ready for use with boom controls on sprayer when specified. Accompanying photo shows boom in position for transporting from one area of course to another when not in use.

**ELECTRIC AUTOETTE PICK-UP HANDY COURSE VEHICLE**

The all-purpose, all-electric Autoette Pick-Up has become a handy run-about on many golf courses. Its quiet maneuverability makes it a practical vehicle for moving hose and other maintenance items



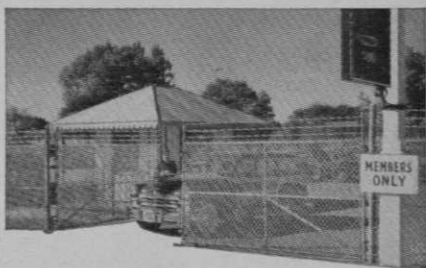
about the course. It is also an excellent means of transportation on tournament days when silence is a must.

Outstanding feature of the Autoette Pick-Up is its simple hand controlled silent operation, with three speeds forward or reverse. It has automotive type internal expanding brakes, an all steel welded frame and full spring suspension with pneumatic tires.

For the physically handicapped there is

**PAGE FENCE** - Since 1883

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**It's Your Responsibility**

• Whether officer or committeeman, you share responsibility for privacy and the protection of both property and persons. For you we have illustrated facts that are tailored to the best interests of your club. They supply what you should know about the varied styles and heights of Page Chain Link Fence and how these protective barriers are expertly erected by experienced, local specialists. Write for DH-142 and name and address of nearby Page Fence engineers and erectors.

PAGE FENCE ASSOCIATION • Monessen, Pa.

**Men Who KNOW Specify MILORGANITE for Better Turf!**

Greenkeeping Superintendents, who know the score when it comes to the successful development and maintenance of exceptional greens and good fairway turf, specify and use more MILORGANITE than any other fertilizer. A carload a year usually takes care of the requirements for a well-kept 18-hole course.



MILORGANITE produces vigorous, healthy, weed- and drought-resistant turf that keeps your Club membership and guests both happy and enthusiastic.

The services of our Agronomists and Soil Testing Laboratory are available for the asking.



**THE SEWERAGE COMMISSION**  
MILWAUKEE • WISCONSIN

## 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

**R. S. HORNER**  
Geneva, Ohio

MFR. OF SPUDS, FORDSON WHEELS, ETC.



For Greens and Fairways that **KEEP** their

*Beauty*

SOW

**WHITNEY SEED**

Sowing Whitney's Super-Refined Lawn Seed keeps greens and fairway turf greener and tougher season after season. Highest germination, lowest weed content, blended from the world's finest grasses . . . There's a Whitney mixture for every golf course need. **WRITE:**

**WHITNEY SEED CO., INC., Buffalo 5, New York**



**Use**

**WEEDANOL**

**2, 4-D Formulations**

For Lowest Cost Weed Control

Ask Your Dealer

**ASSOCIATED CHEMISTS, INC.**

North Collins, N. Y.

### • BENT GRASS •

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

**HIRAM F. GODWIN**

22366 Grand River Ave., Detroit 19, Mich.

the Autoette Cruise-About. Twenty-four of the Cruise-Abouts are now in use at the Thunderbird CC, Palm Springs, Calif. Additional information on either model from Jimmie Hines, professional, North Shore CC; Glenview, Ill., or Blood Sales Co., 545 West Anaheim St., Long Beach, Calif.

### SPALDING'S NEW CATALOG OF PRO GOLF GOODS APPEARS



A. G. Spalding & Bros., Inc. have released their 1952 pro catalog which contains detailed information on the company's golf line for pro shops. From data on the Spalding Dot clear through the line the subject matter is what pros and assistants want to know. Among features are three styles of heads in the Top-Flite registered woods and the Top-Flite Gold Line irons. Full line of leather, canvas and nylon bags also is described.

Tru-Stroke Co., 9 E. Broadway, Alton, Ill., now marketing its putting and approaching training attachment with an attractive new pro shop counter display.

### PETER HENDERSON, STUMPP & WALTER NAMES STONE ADVERTISING HEAD

The appointment of S. Oliver Stone as advertising and promotion manager of Peter Henderson, Stumpp & Walter Co.,

*Monroe* **FOLDING TABLES**

And Folding Chairs

**DIRECT PRICES TO GOLF CLUBS, PARKS, HOTELS, SCHOOLS, etc.**

**WRITE FOR CATALOG AND DISCOUNTS**

**THE Monroe COMPANY**

12 CHURCH STREET

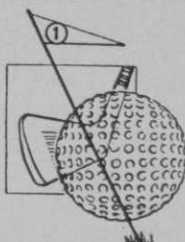
COLFAX, IOWA

## GOLF BALLS, CLUBS & EQUIPMENT

FOR  
DRIVING RANGE  
MINIATURE OR  
PITCHING COURSE  
RETAIL SALES.

CONSTRUCTION &  
MAINTENANCE  
HINTS.

**NORTHERN BALL CO.**  
3441 N. Claremont Ave., Chicago 18, Ill.



## PRO FINISHED PERSIMMON HEADS

WOODS HAND MADE TO ORDER  
WON-PUTT ALUMINUM PUTTERS

Quick Service on All Types of  
Repair Work.

**Bert Dargie Golf Co.**

2883 Poplar Avenue, Memphis 11, Tenn.

has been announced by pres. J. Edwin Carter. Stone will be in charge of sales promotion for the 11 retail stores and garden centers in the New York area, all national advertising and production of the nationally distributed mail order catalog. He was previously associated with Lever Bros. in their promotion department and with J. Walter Thompson Adv. Agency.

### ALL-PURPOSE SPORTS SEAT AT MODERATE PRICE

John B. Illo Eng. Co., 2414 E. 57th st., Los Angeles 58, Calif., is making a steel sports seat, with an inner steel tubing adjustable to suit height of the user. This seat cane weighs 3 lbs. and retails at a moderate price.

### WILSON'S NEW "JET" BALL "HARMONIZED" TO PLAYER

New book of Wilson Sporting Goods Co. on "harmonizing" the ball with its player's type of game gives publicity debut to Wilson's new Jet ball. The ball is a \$1 ball with compression slightly lower than the Wilson Top Notch for the player who hits hard. Same liquid center, electric-eye winding and Cadwell cover are on both balls. Lower compression gets the Jet away faster on a softer hit than

typifies the experts' type of game. The new Jet is marked for 1 to 12 and on four poles of the ball.

The booklet is an interesting effort to get players to "harmonize" the type of balls they use in the same way pros have educated players to get clubs that fit the individuals' swings.

The 80 cent Wilson Sweepstakes (with rubber center) and the 65 cent Turfrider also are publicized in the new booklet.

### WITTEK ANNOUNCES NEW BATTING PRACTICE MACHINE

The Wittek Golf Range Supply Co. of 5128 West North Ave., Chicago, announce the addition of a new, electronically controlled batting practice machine to their line of golf course and driving range supplies. The new equipment has an automatic hopper from which balls are delivered by a precision pitching arm constructed to accurately pitch fast or slow balls, enabling players to develop professional batting skill. The new batting practice machine has proved popular wherever installed, attracting big crowds and continuing play. Concessionaires will find the installation of this practice facility an excellent source of revenue. Literature available by writing Wittek.

### RUBBER TIRE TEE MATS

36" x 60" \$9.90 Ea. 46" x 60" \$13.20 Ea.

### TIRE LINK MATS

Any Size — to your specifications —  
66c Per Square Foot

### RUBBER TEES

\$2.00 Per Dozen

Write for Illustrated Folder  
and Complete Information

**ASHLAND RUBBER MAT COMPANY**  
1221 ELM ST. P. O. BOX 167 ASHLAND, OHIO

## PLAY GOLF FOR A

# Quarter



Here's your chance for plenty of putting practice — right in your house. Place one of these sensational new putting devices at each end of a strip of carpet and you

have a readymade putting green. You get two home putting devices plus two illustrated pamphlets by internationally famous golfer Jack Redmond, "How to Train For Golf" and "Proper Golf Stroke" — all for 25¢.

Don't delay write today **TRIJA GOLF CLUB CORP.**  
2820 N. W. 7th Ave., Miami, Fla.

## GOLF AWARDS



**Featuring  
Better Value  
Top Quality  
Quicker Service**

Order Now For  
Spring Tournaments.  
Free Delivery on  
Prepaid Orders.  
Send for free catalog.

**Sports Awards Co.**  
429 W. Superior St.  
Chicago 11, Ill.

## RANGES

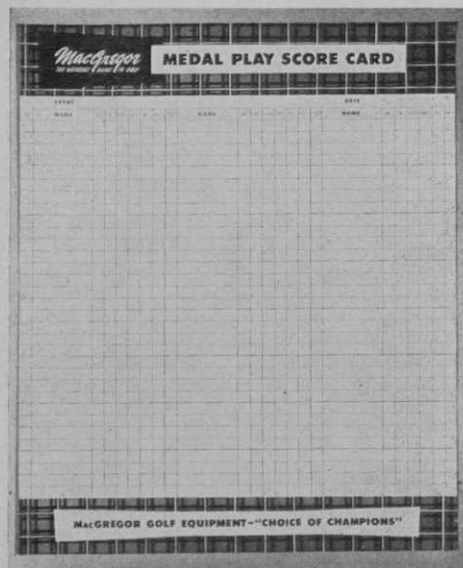
Stock your range with NEW IMPROVED PLASTIC COVER Golf Balls. Available in all white, or white with a stripe in Red, Green, Blue, Yellow or Black.

\$3.08 per dozen; 48¢ per dozen allowed on equal amount of old balls.

The ONLY RANGE BALL guaranteed 100%, by replacement, against seam splitting or cracking.

**WHEN YOU BUY PLASTICS, YOU BUY THE BEST  
WAGNER'S GOLF SALES CO.**  
534 10th STREET, SANTA MONICA, CALIF.  
Phone — Exbrook 31687

### MacGREGOR'S NEW SCORE SHEET — MEDAL AND MATCH



MacGregor Golf Co. has a new medal play score card for pro shops. The new

card takes the place of the club tournament score card which was limited to 32 names. With MacGregor's new card, 96 names and complete information are shown on one sheet 17½" x 21¾". The card has spaces for starting time, name, out, in, handicap, and net for 96 golfers. With this new card it no longer will be necessary for a pro to spread score sheets on several tables. All scoring details can be handled at one spot.

The reverse side is a match play score card. The card is attractively printed in red and black. It is available without cost from MacGregor salesmen, the Cincinnati main office or any of MacGregor's six branch offices.

### SYNORG (PEAT AND UREA) PRODUCTION INCREASED

Synorg, Florida Everglades peat processed into combination with urea, now is available in larger quantities for golf courses due to recent plant expansion. The product, developed by F. C. McKenzie, a West Palm Beach chemist, during 10 years of research, has been used with very satisfactory results by Florida course superintendents. The first plant was built by the Mineralized Products Co. near Boynton Beach, Fla., the company's head-

## GOLFDOM'S Newest Star PAUL HAHN

Will spend the 1952 season in exhibition work in the eastern sector of the country.

For information Write, Wire or Phone

**Ray Valind, Business Manager**  
1831 Colorado Ave.  
Santa Monica, Calif.  
Phone: GLencove 5-7236

## EVERYTHING FOR GOLF PRO SHOPS — RANGES

Balls, Bags, Carts, Clubs, Sports Apparel  
& Accessories

Distributor Middle West for  
Gihon Double Eagle Golf Bags  
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Balls, Clubs, Pails, Tees, Mats, etc. for Ranges  
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**GREAT LAKES GOLF BALL  
COMPANY**

6641 S. Western Ave.

Chicago 36, Ill.



## Pro-Grip Wax

**PUTS POWER  
IN YOUR DRIVES**

**Sold Through ALL  
Leading  
Distributors**

**MANUFACTURER'S SPECIALTY CO., INC.**  
2736 Sidney St. ST. LOUIS 4, MO.

## GOLF RANGES

### MINIATURE COURSES

**We can furnish you  
COMPLETELY**

Prices and Details on Request

**EASTERN GOLF CO.**

2537 BOSTON RD.

BRONX 67, N. Y.



Dept. A

quarters. This plant's limited capacity was quickly sold. The new plant between West Palm Beach and Canal Point has a capacity of 52,000 tons a year. The company owns an 1100 acre peat deposit in the Everglades.

### PUTTER BALL MARKER



Glen W. Dorres, Portland, Ore. has invented this ball-marking device to be installed in putter handles. Talcum powder is put into the shaft of the putter, and a dot of powder is released to mark ball location on the green when putter handle is dropped on the turf. The talcum does not leak into the golf bag.

### WILSON ISSUES RULES BOOK FOR PRO DISTRIBUTION

Wilson Sporting Goods Co. by permission of USGA has issued Rules of Golf booklet which is made available for distribution through pro shops. The booklet has the new official rules, some illustrations and advertising of Wilson equipment. Rules and index are presented in the USGA standard form. Copies of the rules booklet are available in limited quantities to pros who apply to Wilson Sporting Goods Co., 2037 N. Campbell ave., Chicago.

Upjohn Co., Kalamazoo, Mich., advises supts. that Acti-dione Ferrated, new antibiotic turf fungicide for dollar spot, brown patch, melting out and snow mold, will be ready for shipment this month.

### BRISTOL NOW MAKING GLASSHAFT CLUBS

Production of a golf shaft made of Fiberglas is announced by Graham R. Treadway, pres., Horton Bristol Mfg. Co. Production started after many months of experimentation and actual testing by pros and amateurs and is particularly interesting as this company pioneered in

## GOLF PRINTING

*Score Cards - Charge Checks  
Greens Maintenance Systems  
Caddie Cards - Handicap Systems  
Forms for Locker and Dining Rooms  
and for the Professional.  
Fibre and Paper Tags  
Envelopes - Stationery*  
Samples on request.

**VESTAL CO., 701 S. LaSalle**  
Chicago 5 Phone: HArrison 7-6314  
Established 1912

**MANY GOLF RANGE OWNERS  
REPORT HIGH EARNINGS**

on

**ARLAND**

**Designed and Built  
Miniature Golf Courses**

Arland Has Constructed More  
Miniature Golf Courses at  
Golf Driving Ranges Than All  
The Other Builders Combined

**from COAST to COAST**

**ARLAND**

444 Brooklyn Ave.

New Hyde Park, N.Y.

**ALFRED H. TULL**  
**Golf Course Architect**

209 E. 49th Street  
 NEW YORK 17, N. Y.

**WILLIAM P. BELL AND SON**  
**GOLF COURSE ARCHITECTS**

Member: American Society  
 of Golf Course Architects

544 Sierra Vista Avenue  
 Pasadena 10, California

the development of the steel shaft in 1921.

This new product is known as the "Bristol Glasshaft" and to fisherman who are also golfers, it comes as a natural application in the Fiberglas reinforced plastic field. This material in fishing rods has taken a prominent place.

Bristol claims this Fiberglas shaft in its similarity to the old hickory shaft possesses torsion and is shock resisting. Other important claims are that it has unusual strength and will not rust, corrode, or take a set. These Glasshafts can be made uniformly as to stiffness or flexibility. Several hundred sets now are being made.

**COLORFUL CLUBHOUSE CHAIR  
 HAS CHANGEABLE WEBBING**

A colorful, cool, comfortable chair for the summer months is being readied for the market by the Precision Manufacturing Co., Evanston, Ill., which will make an attractive furnishing for the lounge, grill, porch or other sitting area of the clubhouse. Seats and backs are of plastic webbing available in various colors. A special patented feature makes it possible to remove webbing instantly for cleaning or changing the color scheme. Ends of

the woven straps are permanently fitted into metal clips shaped to lock into matching slots in the tubing where they are securely fastened in place.

Chairs and settees, engineered with the correct reclining angle, provide maximum comfort because the ventilation feature in the interwoven webbing prevents the



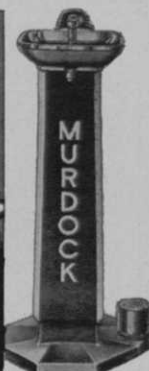
usual sticking of clothing, particularly in warm weather.

The metal frames are available in a variety of colors of baked enamel or in a chrome finish. Further information from the company.

You are Sure to get  
 YEARS of service from  
**MURDOCK Outdoor Drinking  
 Fountains and Hydrants**  
 Practically Trouble-Free.  
**The Murdock Mfg. & Sup. Co.**  
 Cincinnati 2, Ohio

**MURDOCK**

**OUTDOOR  
 DRINKING FOUNTAINS  
 HYDRANTS  
 LAWN HOSE BOXES**



**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. G12

**UNIVERSAL SPORTS AND AWARDS**

Division of  
 Universal Bowling & Billiard Supply  
 515 S. Wabash Ave. — Chicago 5, Ill.  
 Tele. - Wabash 2-5255



**PATTY AND BABE RENEW  
WILSON CONTRACTS**



Patty Berg, Wilson vp Bill King, and Babe Zaharias go through the formalities of signing contracts at Boca Raton, Fla., prior to the girls' appearance on a TV program. New contracts are for long terms. Fred Bowman, Wilson pres., reminds us that Babe and Patty won 11 of the 17 events on the pro women's schedule last year. Patty's top feat was winning the Weathervane cross-country and Babe's, the Tam O'Shanter Women's World championship. Patty went with Wilson in 1940 and Babe in 1947.

**MACGREGOR ISSUES 1952  
PRO ONLY CATALOG**



MacGregor's 1952 catalog for pro shop use now is in circulation. Its 32 pages give complete details of MacGregor's new Eye-O-Matic woods, the new red Tourney grips, and matching golf bags, practice ball bags and carry-alls.

April, 1952

**WILLIAM F. GORDON**

**Golf Course Architect**

Member  
American Society of Golf Course Architects

**Doylestown,  
Pennsylvania**

**ROBERT BRUCE HARRIS**

**Golf Course Architect**

Member: American Society of Golf Course Architects

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**664 N. Michigan Ave.  
CHICAGO 11, ILL.**

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**Phone: Whitehall 4-6530**

**James G. Harrison**

**GOLF COURSE ARCHITECT**

Member:  
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Phone — Valley 3-3444

Turtle Creek, Pa.  
Suburb of Pittsburgh

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**Golf Course  
Architect**

**20 Vesey Street  
Tel: Rector 2-2258  
NEW YORK, N. Y.**



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**GOLF COURSE ARCHITECT**  
*Balanced Topographical Design*

Member:  
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 Telephone: KEystone 9-6501  
 2405 Grace Street, Chicago, Illinois

1914 **FULNAME** 1952

**Golf Ball Marking**

Pros! Easy-to-sell FULNAME DIES are Steady profit makers. One customer sells another. Early sales — Early profits.

P.O. Box 178  
**THE FULNAME CO.** Cincinnati 6, Ohio

**DUCHAINE APPOINTED PR DIRECTOR**  
**AMERICAN PLAYGROUND DEVICE CO.**



William J. Duchaine, editor of the Escanaba (Mich.) Daily Press, has been appointed public relations director of the American Playground Device Co., Anderson, Ind., and Nahma, Mich., according to announcement of Norman R. Miller, company vice president.

Purchase of the entire town of Nahma last September by the American Playground Device Co. brought Duchaine into the picture, since Nahma is only 30 miles from Escanaba where he has long been a leading figure in the initiation and development of promotional programs for Michigan's Upper Peninsula and has taken an active part in civic campaigns.

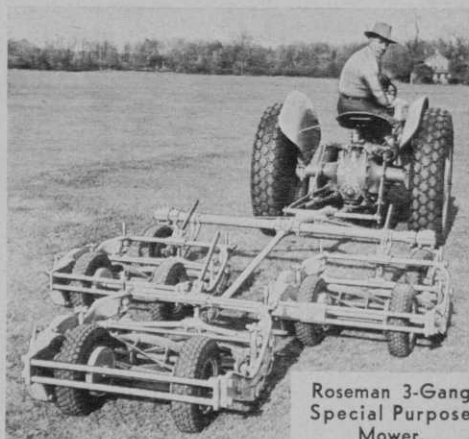
Duchaine's new duties will embrace special feature writing, advertising and general work for the products and resort development of the company.

Big broadsides giving details of Spalding's advertising campaigns is being sent to pros as reminder to tie up shop displays with advertising Spalding is doing. "Spalding delivers the customers to your door," the broadside advises pros.

**ROSEMAN ANNOUNCES NEW**  
**ROUGH GRASS MOWER**

Roseman Mower Corp., Evanston, Illinois, has designed a new pneumatic tire gang mower for high-speed, efficient rough grass mowing. According to J. A. Roseman, Jr., the gang mower has been designed and built for heavy duty mowing

of rough growths and long grass areas in which objectionable foreign matter may be encountered and to mow taller growing grass areas where it is desired to mow higher than regular fairway heights. The new equipment with its rear-wheel-drive



Roseman 3-Gang  
 Special Purpose  
 Mower.

design, has ground hugging action, which makes possible improved mowing and greater uniformity of cut. Detailed information is available upon request.

**HAGEN'S NEW BUSINESS**  
**BOOK FOR PROS**

Walter Hagen Golf Div. of Wilson Sporting Goods Co. has a portfolio, "Walter Hagen's Professional Golfer Sales and Reference Book," which is being distributed to professionals selling the Hagen line.

It contains a 32-page catalog of Hagen golf equipment and 40 pages of information which should be of great service to all golf professionals. Also included are an appointment book and a supply of order forms and self addressed envelopes.

Information on good housekeeping procedure, inventory control, merchandising

**CREEPING BENTS STOLONS**

C-1 C-19 C-52

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

**Old Orchard Turf Nurseries**

R. R. Bond, Prop.

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

ideas, the best methods of making pro shop repairs and other helpful hints are featured.

Each of the more than 3,000 portfolios distributed will be personalized, with the professional's name embossed on the outside cover in gold. They will be in binder form, loose leaf with an attractive, special flexible brown cover.

Concerning this presentation, Walter Hagen commented, "This is the first time such a booklet has been prepared for professionals. Bearing in mind there are many young professionals who are relatively new at the business, we have given some advice that will not be needed by the professional of long experience. Since all golf goods bearing my name are sold through the professional's shop, I feel our company must be of service in every way to the golf profession."

#### **SPALDING OFFERS HOLE-IN-ONE GOLF CERTIFICATE**



Spalding Hole-in-One Golf Certificate will be sent to those who score an ace. To receive one send the certified score card together with the proper information to A. G. Spalding & Bros. Adv. Dept., 161 Sixth Ave., New York 13, N. Y. The certificate has a simulated gold design background with the descriptive material printed in black and green.

#### **GOLF MARKET FOR SOFT DRINK SPOTLIGHTED BY HARKINS**

Jack Harkins, who recently resigned as pres., Professional Golf Co. of America, Chattanooga, Tenn., to become pres., Lime Cola Co., also got a close-up on the golf field as a beverage market while he was doing right well in selling First Flight personalized clubs. Harkins, likewise, has been a highly successful investor in soft drink companies and recently left active management of the Professional Golf Co. to head the Lime Cola Co.

Harkins made a tie-up with Walt Disney Productions of Hollywood to use the Donald Duck name on Lime Cola and soft drinks of 11 other flavors. The advertis-

ing and merchandising campaigns are getting under way with strong accent in the golf field. Investigations of Harkins' marketing staff showed adults and juniors at golf clubs account for remarkably high per capita consumption of soft drinks. Kids at the clubhouses, club pools and caddying do considerably above average purchasing and soft drink trend among adults has been increasing rapidly at clubs. There's also a decided trend toward cola drinks as mixers, the investigators found.

#### **SOILAIRE MAKING NEW POWER ROLLER**



Soilaire Industries, 1200 Second ave., S., Minneapolis 3, Minn., has its new Rollpac power roller in production. The roller is of all-steel construction; built of formed steel channels and plates. Engine is Briggs & Stratton, 5 hp. Clutch is twin disc. Toro planetary transmission is used. Hollow rollers are built of 3/16 in. plate. There is a double seat position for forward or reverse operation. Weight can be varied from 720 lbs. light to 1725 lbs. loaded with operator.

#### **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.*

**Pro**—nationally known for tournament play as amateur and pro, seasoned as pro businessman as asst. to fine pros and on own pro job at smaller club, wants club connection where teaching ability, promotion of golf interest and club interests, dependability, resourcefulness and cheerful industry are required. Married; two children. Prefers midwest but will go anywhere. Address Ad 423 % Goldfom,