

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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Geneva, Ohio

MFR. OF SPUDS, FORD-SON WHEELS, ETC.



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WEEDANOL

2, 4-D Formulations

For Lowest Cost Weed Control

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ASSOCIATED CHEMISTS, INC.

North Collins, N. Y.

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

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

merchandise across the three feet of counter space between the retailer and his customers. To close that important last three-foot gap with a sale, the Spalding consumer campaign is aimed at every age group employing youth magazines, college newspapers, specialized sports publications including GOLFING, general magazines and newspapers, with a combined consumer impression exceeding 165,000,000. In addition will be point-of-sale displays, catalogs, Spalding Sports Show books, sports films and sports casting of the National Tennis Matches. All told the 1952 program will add up to over 220,000,000 messages to encourage golfers and other sportsmen to say those three important words "I'll buy it" and move Spalding golf and other sports equipment those last three feet across the counter into the customers' hands.

HARPER NOW VP, SALES MGR., PROFESSIONAL GOLF CO.

Chandler Harper, 1950 PGA champion, and widely known as a club and tournament pro, has joined Professional Golf Co. of America, 1233 Carter St., Chattanooga, Tenn. Harper has bought an interest in the company and joins Ewing Watkins, pres., as vp and sales manager of the First Flight line of clubs.

Harper succeeds Jack Harkins as vp and sales mgr. Harkins recently was elected pres., Lime Cola Co. He retains connection with Professional Golf Co. as treas. Harper, pro at Elizabeth Manor CC and Glensheallah munny course, Portsmouth, Va., will play in a few of the tournaments this year.

Buss Walker, sports columnist of Chattanooga Times, recently devoted his column to an interview with Ewing Watkins on the company's experience in custom-making clubs.

GOLF BALL AND CLUB SALES IN 1951

Report of the Golf Ball Manufacturers' Assn., which includes all leading makers of golf balls, shows 2,440,644 dozen balls sold in 1951. Golf ball sales for the 1950 season were 2,886,796 dozen. Korean war scare buying in 1950 accounted for the larger ball sales of that year, golf play being about equal both years. As existing golf courses are playing close to capacity, more courses are needed before the sale of golf balls, clubs, bags, etc. can show appreciable increase.

Golf club sales, according to figures submitted by the members of the National Association of Golf Club Manufacturers, totaled 3,371,631 clubs sold between Nov. 1, 1950 and Oct. 31, 1951. 2,331,637 of these were irons, and 1,039,994 were woods. Member companies of the Assn. expect to handle normal customer requirement this year.