

SCOGGINS ANNOUNCES NEW TRENDS IN '53 LINES OF APPAREL ITEMS

Howard Scoggins Golf Co., Dunedin, Fla., announces new trends in their '53 lines of equipment and apparel items. Scoggins presents new 1953 line of golf bags of rich quality and distinctive styling featuring nylon and plasti-plaid available in four attractive color combinations. All styles have saddle leather trim with complete equipment and companion practice ball bag and carryall bag to match.

The sport shirt and sweater lines feature five new numbers in fine knit mercerized cotton by Alps Sportswear Co.; jersey tricots, gingham and flannels in attractive styles by Air-Flo Sportswear and fine new cashmere sweaters for men and women by Nuknit featuring cashmere Polo style shirts and others all full-fashioned to fit comfortably and in a wide range of colors.

Scoggins newly designed Air-Vent golf gloves made from top quality chrome tanned lightweight Cabretta skins full fingered all leather and leather and nylon backs are available in a range of eight beautiful colors to please both men and women.

The new slack line includes nine models in Tropicals, Linens, Gabardines, and wools. Tropicals and Linens in eight colors.

JACOBSEN ANNOUNCES IMPROVEMENTS ON GREENSMOWER, NEW PRODUCTS

Jacobsen Manufacturing Co., Racine, Wis., announces revised design in the Jacobsen power Greensmower for 1953. Improvements include a nine blade reel and a new Jacobsen engine that will develop 2½ h. p.

The Jacobsen 24" Estate Model and the 26" Lawn King model have also been revised in design and will be powered with the new Jacobsen engine.

Two new Jacobsen products—the 30" Leaf Mill which will have many uses around a golf club for Fall leaf clearance and Spring clean up and the Rotary Snow Plow for cleaning sidewalks, paths and small driveways are on the market.

KEN SMITH HAS NEW LADIES' WOODS

Kenneth Smith, Kansas City, Mo., has new compact ladies' woods designed to give maximum hitting power with less surface resistance from the clubhead. Streamline design allows greater swing speed. The new woods have the same "Kensert" as all other Deluxe models. It's an insert made of a special compounded nylon substance of unusual strength guaranteed not to chip, break, or loosen.

Carlson Products Corp., Cleveland 5, O., has issued new bulletin giving condensed information on Carlson flexible plastic pipe.

MELFLEX: safest, most enduring of all floor covering for golf club traffic!

For 26 years the preference of service-wise managers.

Melflex Products are made of the toughest, surest-footed materials obtainable. When they go on duty you won't be spending money for replacements for years to come. Check your needs against these MELFLEX service champions:

MEL-ISLE Heavy Duty Runners—outstanding for cleated shoe wear and safety in lockerrooms, heavy traffic aisles and pro shops. Ribbed, rubberized fabric runner ¼ in. thick and 40 in. wide • MELFLEX Diamond Tread Step Treads—years and years of safety service • MELFLEX Landing Mats—rugged, non-curling, easily cleaned • MELFLEX STANDING MATS—SHOWER MATS—KITCHEN MATS.

FOR THE DRIVING RANGE:

MELFLEX Heavy Duty Driving Tee Mats—made of bomber airplane tire carcasses. Smoothest playing, longest lasting of tee mats • MELFLEX Rubber Tees—specially molded, tough, tubular rubber golf tees. Real range economy at \$17.25 per hundred.

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QUOTATIONS ON YOUR
1953 REQUIREMENTS.



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L. E. Warford, Pres.

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- In Canada: P. O. Box 411, Ft. William, Ont.

"SYNCHRO-DYNED" IS BIG STORY OF SPALDING SALES MEETINGS

The Spalding Sales group from all 48 states attended weekly meetings at their factory the middle of Aug., for presentation of the 1953 Golf Professional lines of merchandise.

Highlighted was the '53 golf club story on "Synchro-Dyned", a newly perfected



CHICAGO AND LOS ANGELES GROUP

Standing (L to R) are Don Hamburg, Juel Isaacson, Jimmy Thomson, Al Hyatt, Pete Wood, E. Gleissner, Ted Horvath, Tom Frainey, Gordon Browne, the Merchandise Mgr., John Miller, Jimmy Long, Ed Kelly and Frank Williamson. Seated (L to R) are Robert Litton, Ed Murphy, Carey Spicer, "Red" Walters, Tim McGrath, Luke Smith, Earl Jones, Lou Jennings, "Rusty" Wall, Don Richards, Bob McLaren and Ed Connor.



N. Y., PHILA. AND CHICOPEE GROUP

Standing (L to R) are Bill Foos, Bert Purvis, Phil Tait, Bill Shaffer, Bob Campbell, Ray Nolan, Jimmy Thomson, Gordon Browne, the Merchandise Mgr., Aaron Jackson, A. G. Heilmann, Amos Williams, Phila. Dist. Mgr., George Dawson, the VP, John O'Connell, Bob Ferrera, Phila. Sales Mgr., and Earl Jones. Seated are Andy Studwell, Ed Aurin, Harold Cross, Harry Welch, M. J. Kiernan, Luke Smith, Fred Carlsen, Lyle Thompson, George Weaver, Walter Wood, and Newt Priestley.

scientific method of club manufacture producing identical contact feel in every club, both woods and irons.

Also emphasized was the new and most complete line of golf bags, in leather, canvas, and Saran, the new sensational synthetic material widely publicized in national magazines.

A reminder was given of the Spalding

Successful Course Maintenance ---

depends on the use of quality equipment

We sincerely feel we offer you the widest selection of top quality merchandise available — all chosen with the aim of helping *you*.

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CHEMICALS • WATER HOSE • COURSE SUPPLIES

Serving Texas and The Great Southwest Since 1928

Dot and Top Flite balls gift boxed for Christmas.

Move to Repeal Law Limiting Parcel Post Size, Weight

The present law restricting parcel post size and weight limitations on shipments between first-class post offices has a direct effect on the manufacturers and distributors of golf equipment as it does every other business that uses the mails for distribution of its products.

The golf professional whether he realizes it or not is in a position to help remove the restrictions which have been placed on the size and weight of packages in which he receives his orders if they are shipped by parcel post.

There is a concerted effort to repeal the present law and restore between first-class post offices, the former parcel post size and weight limitations of 100 in. in girth and length combined and 70 lbs. in weight.

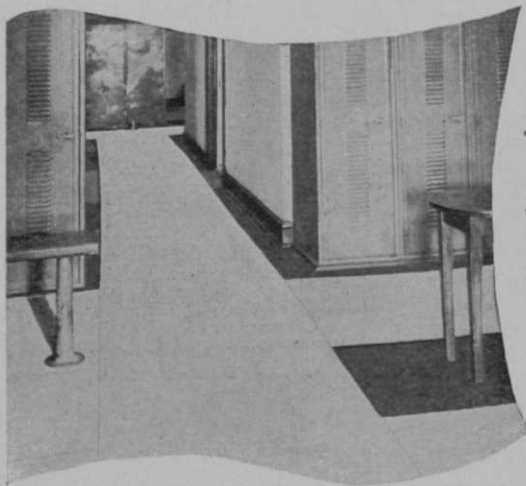
The House Post Office and Civil Service Committee has before it a bill (H. R. 7852) introduced by Rep. Frank Osmers of New Jersey designed to repeal present size and weight restrictions. If your Rep. serves on this committee, write him. Even if he is not, write your Representative explaining your dissatisfaction with the present situation.

TWO CHRISTMAS GIFTS IN ONE



The U. S. Rubber Co. is using an attractive putting device as the container for their Christmas gift package of one doz. U. S. Royals. Made of durable plastic the device may be used on the living room rug for the entertainment of guests or for indoor practice putting. Plastic cover of this unit has many practical uses also. The six-ball Christmas package is a durable plastic container for use in locker or around the home.

For Longer Service and Dependability



ALWAYS INSIST ON

WESTALL RUBBER FLOORING

We invite you to write for samples and COMPARE with any other flooring. WESTALL RUBBER FLOORING protects clubhouse floors for years, because it is longer-wearing, tough and firm — yet so smooth, so safe and so easy to keep clean! Requires no cementing to under-floor; does not buckle or crawl. Comes in rolls approximately 58 in. wide, 5/16 in. thickness and lengths up to 29 feet. Choice of colors: green, black, terra-cotta and sand. More than 100 years of rubber manufacturing stands behind this durable product.

For Further Information, Samples and Estimates — Write or Wire:

HENRY WESTALL COMPANY

944-960 MERRIMON AVENUE • ASHEVILLE, NORTH CAROLINA

LABOR-SAVING MEASURING WHEEL



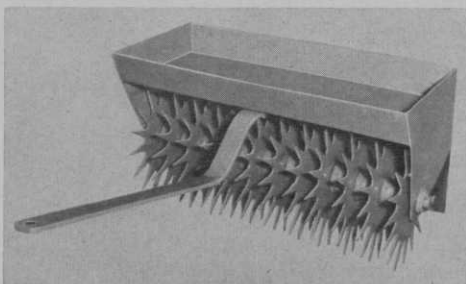
Measuring distances now as easy as walking. Using a Rolatape Model 400 measuring wheel, Bill Stewart, supt., Hillcrest CC, Los Angeles, checks score card distances on the course. The wheel may be used to measure any distance on any surface — a counter in plain view of the operator at all times records distances up to 100,000 ft. directly. It has special significance in determining areas of greens that have to be fertilized or treated chemically.

A handy labor-saving measuring wheel

it is easy to use, measuring around corners or over contours with equal ease. The wheel weighs only five lbs. and is built to withstand rough usage. Handle is adjustable permitting operator to push wheel before him as he walks or guide it from a slowly moving car or jeep.

For more information write Rolatape, Inc., P. O. Box 1100, Santa Monica, Calif.

SPIKE DISC CULTIVATORS FOR ATTACHMENT TO POWER MOWERS



Ohio Machine Products, Inc., Columbus, Ohio, manufacturers of the Spike Disc lawn and green aerator and cultivator, announce two new models especially designed for use with home lawn type power mowers. Model No. 12 shown here has 12 discs, 10 in. in dia, with a spiking width of approximately 25 in. which, with slight modification, can be used with large type mowers.

24th

❖ PLAN ON IT! ❖

*National
Turf Conference
and Show*

FEBRUARY 10, 11 and 12, 1953

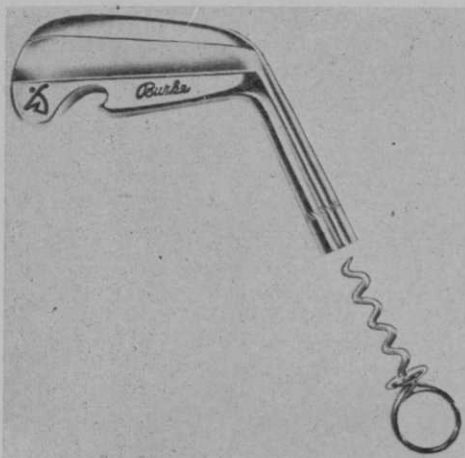
THE AMBASSADOR -- ATLANTIC CITY, N. J.

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GOLF COURSE SUPERINTENDENTS
ASSOCIATION OF AMERICA

In Its Twenty-seventh Year

**BAR KADIE IS BURKE
AID TO THIRSTY**



Bar Kadie, a novel bottle opener-corkscrew-ice crusher combination Burke Golf has made from a genuine iron clubhead, is an item that pros will find popular in Christmas gift selling and as a prize at club events.

The Bar Kadie is tied in with pro Christmas selling of clubs this year by being packed in a gift box together with a certificate for a gift set of clubs which the recipient may select at the pro shop.

**INTERNATIONAL HAS MANY
TRACTOR ATTACHMENTS**

The International Harvester Co. presents a complete line of approved allied equipment for its Cub and Super A wheel tractors. These attachments are designed to handle almost every golf course maintenance and improvement job.

Literature is available upon request which illustrates IH tractors with mowers, rakes, loaders, sprayers, leveling blades, post-hole diggers, snow plows, and many other attachments in operation. Address requests to International Harvester Co., 180 N. Michigan Ave., Chicago 1.

**HILLERICH AND BRADSBY HAS NEW
WOODS AND IRONS IN '53 LINE**

A complete new line of Power Bilt golf clubs is being offered for 1953 with advance orders indicating a banner year in '53, Hillerich and Bradsky reports.

The new line includes complete new wood models of fine grade selected persimmon with attractive finishes, and a new lock sole plate construction with eye-appealing Powerflight insert.

Irons are of a new compact blade design with improved weight distribution, and stainless steel heads with a new bright two-tone finish. New Golf Pride Rib Lock grip and a new Chrome-Tex red

Golf Course Chemicals

Proven on Hundreds of Greens, Fairways and Roughs

WEEDANOL BRAND

★ For broad leaf weed control

2,5,4-D Ester and Amines

★ For crabgrass and chickweed control

Weedanol Cyanol (PC) High strength powder.

★ For Brush control

2,4,5-T Amine Salts
Low-volatile Esters

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DDT Oil Concentrates
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PENN SALT CLOVERCIDE***

for complete one shot WHITE CLOVER control in golf course turf. For late fall application.

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Soil Conditioners

*contains Endothal, a product of Sharples Chemicals, Inc., subsidiary of Pennsylvania Salt Mfg. Co.

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Canadian Distributor:

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**For Faster,
Efficient Service on
GIHON ^{DOUBLE EAGLE} GOLFBAGS
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IOWA
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REPROCESSED - NEW - USED GOLF BALLS

Complete Line Golf Accessories
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New H. C. PENFOLD GOLF BALLS
Personalized and Christmas Gift Wrapped

GREAT LAKES GOLF BALL CO.

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**LAST COPIES
THE GATE TO GOLF**

The greatest book of golf instruction, by J. Douglas Edgar who won the Canadian "open" in 1919 by the lowest score ever made, spread-eagling the field by 17 strokes (Edgar died in 1920). Tommy Armour says Edgar was the first to name and stress the inside-out swing, which he started to teach just after he won the French Open in 1914. He has brought forth more theories in golf instruction than any other pro. THE GATE TO GOLF is a deluxe, boxed, illustrated first edition. Free rubber gate for teaching the inside-out swing. Last few copies of this collector's item at a special, reduced price, now \$10. Hurry check or money order. There is no other source from which to obtain this rare volume of instruction by one of the great players and master instructors.

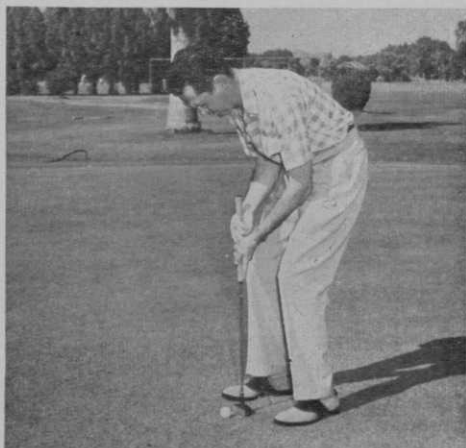
GOLF BOOK SERVICE
42-05 Layton St., Elmhurst, N. Y.

leather grip have been added for both the woods and irons.

In addition a complete line of men's and ladies' clubs in all price ranges, and Power Bilt sets of junior clubs which have received fine acceptance, will also be offered in 1953.

**PUTT-MASTER, PENDULUM-TYPE
PUTTER, NOW ON MARKET**

A pendulum-type putter, used with the player facing the hole, now is being manufactured commercially by Putt-Master, 31 N. First St., Phoenix, Ariz. Five years ago the inventor started using the putter which has its shaft in the center of an aluminum head, and when



center-shafted putters became legal Jan. 1, 1952, the demand for this putter put it on a commercial basis.

There's been considerable newspaper publicity on the Putt-Master's use by several well-known tournament players and a number of better amateurs. Among the merits claimed for the Putt-Master is that sighting the line with both eyes makes it much easier to get the true line and keep the putter face square and that

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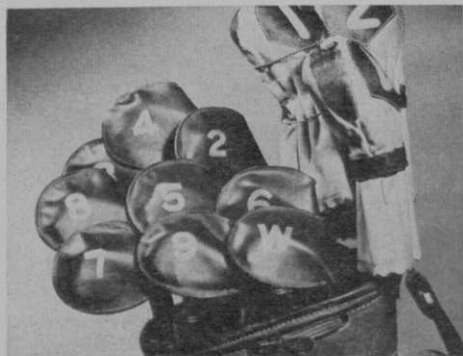
stance facing the hole minimizes jitters. Users' reports declare the Putt-Master a deadly weapon particularly for putts of 12 ft. or less.

CALOCURE'S FIRST YEAR GETS SUPERINTENDENTS' O.K.

Mallinckrodt Chemical Works, St. Louis 7, reports that its new turf fungicide, introduced this year, under the toughest conditions that golf courses have suffered in many years, has been strongly endorsed by supts. for its safe and economical control of brown patch and dollar spot. Mallinckrodt's Cadminate, introduced two years ago, scored particularly in control of dollar spot, and the 25 years of effectiveness of its Calo-Clor continued to be a highly valuable aid to supts. in their battle against turf fungus diseases.

NOW — HOOD COVERS FOR IRONS

In their newly announced Iron Hood Covers, Superior Welting Co., Brook & Market Sts., Louisville, Ky., have an item which looks like a natural for pro shop selling. Made of lightweight, durable and weatherproof leather the new hoods offer



players the same protection for their irons as they have long used for their woods. On or off in a wink the hoods come in sets of 8 and 9, the 9 set including a hood for the wedge. Available in red, blue, green, black, fawn and gray, each hood is plainly marked with a gold embossed numeral. For complete information write Superior Welting Co., at above address.

ABRAMS, ACUSHNET SALES REP., IN NEW BUILDING

George Abrams, Acushnet ball sales representative for 17 central states, has moved to his new building at 2315 Main st., Evanston, Ill. In this enlarged and convenient layout George has his two sons-in-law, Rollie Shearer and Dick Pollard on the job seeing that shipments are swiftly made.

GOLFERS IMPORTS, INC.

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NEW HYDE PARK, L.I., N.Y.
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Sole United States Agents for
The NORTH BRITISH RUBBER CO., Ltd.
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(Men's and Women's Sizes)



Sole United States Agents for
JAMES INCE & SONS LTD.,
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Fine grade of Tartan umbrellas
and umbrella seats



Agents for the Pro Line of
Macintosh Poplin Reversible Windbreakers
For men and women in two-tone brown and tan

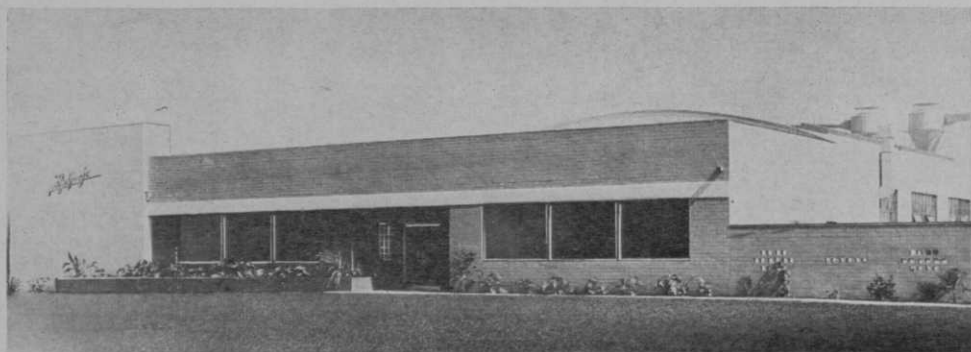
Rainpants to match with jackets
All-service, self lined Poplin jacket
with wool collar, waistband and cuffs
Top Quality Cashmere Sweaters
imported from Edinburgh



We also carry a complete line of
GEORGE NICOLL Clubs:

World famous Pin-Splitter irons
Henry Cotton and Gem Putters
Available as complete clubs, or heads only

Write for prices and details.



GOLFCRAFT FORMALLY OPENS AT ESCONDIDO, CALIF.

Pres. T. R. (Ted) Wooley of Golfcraft, Inc., VP E. J. Redmond, Sec. Mrs. C. J. Lemon and Golfcraft's sales staff were hosts to more than 1000 at the formal opening of Golfcraft's new plant at

Escondido, Calif., Sept. 15. Pro and amateurs played 9 holes at Rancho Santa Fe for \$500 pro prize money, Joe Kirkwood of Golfcraft's staff gave an exhibition, then open house in the new plant.



The new plant has 20,000 sq. ft. area, with the most modern production equipment in use by expert clubmakers. Visitors are watching operation of a precision machine in Golfcraft's iron dept., in



Some guests who saw Joe Kirkwood's always entertaining trick shot exhibition at Golfcraft's party at Rancho Santa Fe.

ROTARY SOIL MACHINE

MIXES and SCREENS

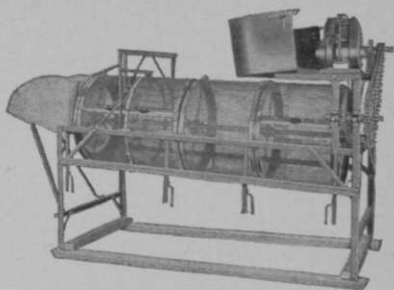
BETTER PREPARED SOIL

write for bulletin

F. S. CONVERSE CO., INC.

Manufacturers

JOHNSON CITY, NEW YORK



Gravelly, Dunbar, W. Va., has new chain saw attachment for its tractor.

PUTT-PERFECTOR NEW PRACTICE DEVICE

The Putt-PerfeCTOR is a golf ball with two conical projections and a horizontal steel center rod invented by a prominent golfer who has become a remarkably good putter. The ball has to be stroked squarely to roll with the conical projections in



horizontal balance. Failure to make precise contact is made very obvious by the cones getting out of line and emphasizes the error in stroking.

Pros who have received early production of the Putt-PerfeCTOR have found it a popular, effective instruction and practice device, with players buying it for indoor use at home as well as on practice greens. It comes in packages of 3

with each ball's cones in colors. It should be a good Christmas gift item. It is made by Putt-PerfeCTOR, 31 N. First St., Phoenix, Ariz.

NEW THATCH SPOON FOR AERIFIER

A special Thatch Spoon has been designed by the West Point Products Corp., West Point, Pa., for use on the F-G Aerifier, G-L model, Junior G-L and G-T models for use where thatch is a greater problem than compaction. The special



spoon cuts a full circle of thatched material, has the same curve as the standard Aerifier spoon and movement of the spoon beneath the surface provides "cultivating action" although not as thorough as with the open spoon. Reported advantage in the design of the Thatch Spoon is the circle of metal at the tip of the spoon which does not clog as readily as conventional hollow tine. Thatch Spoons are available only in 1/2 in. dia.

Among other newly developed or improved products of West Point are the newly introduced Junior G-L Aerifier, a

PERMA-MATS

Constructed of Tire Casings
for Heavy Duty—Longer Wear

ONLY
90¢
PER SQ. FT.
PREPAID

1 THE BEST MAT FOR DRIVING TEES!

Designed to specifications of well-known pros, these mats are functionally ideal, reversible and virtually everlasting. The finest tee mat at the lowest cost to you.

2 BEST IN LOCKER ROOM, ENTRANCE & SHOWER

Perma-Mats pay for themselves by saving floors, spikes and preventing accidents. Lays flat (no kinks), thicker cushion, closely woven for firmer footing.

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Golf Course
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Tel: Rector 2-2258
NEW YORK, N. Y.

self-powered unit using the same spoons and providing the same "cultivating action" of the standard model. It is equipped with adjustable handles for convenience of the operator.

Improvements in Flexi-press include changes in wire coils around Aerifier spoons with wider spacing to prevent clogging.

The H-L model has been made into an Aerifier-Roller combination equipped with standard 1/2 dia. spoons with reversible handles so machine may be pushed or pulled. In transit unit rides on the roller which may be filled with water and used to firm seedbed.

AL LINK DESIGN SHINES IN NEW KROYDON MODELS

Al Link, widely known in golf as a star designer and builder of clubs, has produced some new numbers for Kroydon's 1953 line that Kroydon declares are the finest clubs for playing qualities and selling looks the company ever had. Al's made ingenious use of the unique qualities of the Kroydon shaft and special head design in effective combination. Pro reception of the new clubs has been highly gratifying, says Frank Mitchell, Kroydon's sales mgr.

WAR-MUP WEIGHT HOOD COVER ON MARKET

The Hoodswing Corp. of 6944 Collins Ave., Miami Beach, Fla., owners and developers of the "War-Mup" weighted golf club hood, started production October 15th. C. M. Hill Co., Peoria, Ill., is in charge of production.

Damon C. Abel, pres., Hoodswing Corp., says that this patented head cover will be marketed through the pros who will advise the golfer on the proper weight and use of a "War-Mup" weighted hood. A complete set of hoods, one with a changeable weight for "War-Mup" is priced from \$4.50 to \$12. The individual "War-Mup" retails from \$2.50 to \$5.00.

A special Christmas gift package of the single weighted "War-Mup" and in sets of 3 or 4 (one weighted) will soon be available.

STROKE-MASTER HAS TWO NEW LIGHTWEIGHT SHOES

Miles H. Baker, vp, E. E. Taylor Corp., Freeport, Me., says the company will feature two new lightweight two eyelet golf shoes next season. One is to have a lug sole and will retail at \$14.95. This is to be made of a soft type upper with a

PRO GRIP LIQUID ROSIN

and
Pro Grip
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Just What
You've Been
Looking for
to Get That
Tacky Feeling.



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"Yorker" Custom Designed
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Member
American Society of Golf Course Architects

Doylestown,
Pennsylvania

full leather toe lining and an unlined back quarter. The same shoe will also be available in a waterproof neolite sole out of a brown softy upper leather with an unlined back quarter to be available to retail at \$15.95. These are two new shoes Stroke-Master believes "have a wonderful place in the pro shop for the coming season." Styles are in the men's line.

Baker adds: "We also are featuring a blue and white women's spiked golf oxford in our hand fashioned, unlined women's shoe. This shoe seems to be much in demand and its comfort giving features are unquestioned as we have sold many thousands of pairs of this type shoe in plain brown and brown and white."

W. A. CLEARY TO HAVE SUPPLY MERION B27 SOD IN EARLY '53

The W. A. Cleary Corp., New Brunswick, N. J., has seeded 25 acres of their plant farm to Merion B27 and some other good green mixtures from which they plan to furnish a continuous supply of sod to golf courses and parks starting in early 1953.

Control plots are to be marked off where studies will be made of treatments with PMAS for crabgrass and fungus in

various stages. Other test plots will show results of use of the soil conditioner, Soilam, and a newly formulated liquid fertilizer, Nitro-Gro.

Superintendents and club officials are invited to visit the Cleary plant and see the sod in various strains of grass and make first hand observation of tests being conducted.

DOUBLE EAGLE IS DISTRIBUTOR FOR PENFOLD BALL IN U. S.

The new Penfold golf ball is now exclusively distributed in the U. S. by Double Eagle Golf Products Co., Inc., Yardley, Pa.

The new Penfold is wound with a special tape of purest rubber and has unique center construction. Distribution of the Penfold ball is exclusively to the professional and in most leading pro shops appears the well known Penfold trademark of the happy Scot.

Double Eagle Golf Products Co. first gained prominence when it introduced its bag line for sale exclusively by golf professionals.

Last year Double Eagle popularized a bright plaid golf bag. This year they presented a "Seamless" bag which has

ROBERT BRUCE HARRIS

Golf
- Course
Architect

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4-6530

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James G. Harrison

GOLF COURSE ARCHITECT

Member:
American Society of Golf Course Architects

R. D. #3, Box 372
Phone — Valley 3-3444

Turtle Creek, Pa.
Suburb of Pittsburgh

proved to be successful and popular. Recently Double Eagle has been given exclusive manufacturing rights to a new material, "Kalistron," which, it is predicted, will have strong selling appeal in beautiful high quality golf bags.

NEW GOLF BALL RECONDITIONER

The Wittek Golf Range Supply Co., 5128 W. North Ave., Chicago 39, Ill., in collaboration with the Globe Products Co., has developed an improved, heavy-duty, press-type vertical Golf Ball Reconditioner, adapted for range operators to put cut and out of round balls back into play. Re-vulcanizing the entire cover, this machine is hand operated. Details from manufacturer.

NEW ITEMS FEATURED IN MACGREGOR 1953 LINE

New and original items designed to give impetus to the increased market golf professionals have created in recent years will be featured in the 1953 line of the MacGregor Golf Co.

A completely new golf ball, the MT, will be presented to the public this Fall. This ball has been tried and tested with



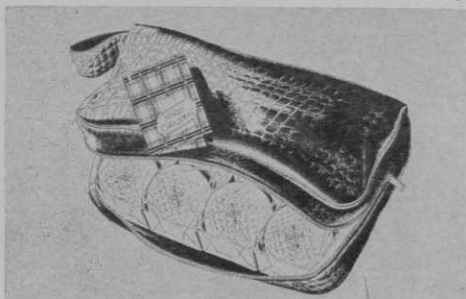
New items in MacGregor's 1953 line.

satisfactory results on the tournament tour through the past year. It will also be offered in an attractive Lizagator Utility Kit for Christmas sales.

The "Blended Weight" principal has been developed in MacGregor's laboratory to satisfy the professional's demand for a simple and clear way to supply balanced sets of clubs to their members.

Additional factory facilities have been added in an effort to meet the demand for MT "Eye-O-Matic" woods, which will again be featured in 1953. The companion MT irons have been refined to please golfers of every description, size and shape.

Both Byron Nelson and Louise Suggs lines of woods and irons have been completely redesigned and will offer real values to the golf market. The Tommy



MacGregor's Christmas package—One doz. "MT'S" in an attractive zipper case.

Armour Tourney irons have been also refined to meet today's trend, as have the Armour left hand irons and the Jack Burke, Jr. model for younger players.

Sales success enjoyed with the MT combination sets of nine irons and four woods has resulted in the Armour and Suggs Tourney models being offered in this novel merchandising unit. The boxes have been redesigned for additional strength and can be used as built-in display cases.

A Saran pattern of the authentic MacGregor Plaid will be featured in the comprehensive series of pro-only golf bags in a choice of round, keystone and Pax styles. Available also in attractive green and blue color combinations. The serviceable Saran will be offered for the first time in lower price brackets and in completely restyled and original designs. There are also companion head covers, carryalls and shag bags to match.

MacGregor is also introducing an uniquely constructed number, the "Buggy Bag", specifically designed to be used on carts, regardless whether it is a collapsible or rental type, affording protection to the bag at points where the brackets on most carts will cut a conventional bag.

GOLFERS IMPORTS, INC., HANDLE BRITISH LINES IN U. S.

Golfers Imports, Inc., has been formed as sales agency to American golf trade of several leading British lines. Address is PO Box 26, Hillside Manor, New Hyde Park, L. I., N. Y. Telephones are Floral Park 4-4115 and Bayside 9-9566. Golf Imports salesmen now are calling on pro trade.

The company handles U. S. sales for North British Rubber Co., Ltd., featuring the North British ball and a new floater, and North British rubber oxfords with steel spikes, for men and women. It also is sole U. S. sales agent for Tartan um-

"For six years we have used only Liqua-Vita as a summer fertilizer. We wouldn't be without it. Better color—even growth—no burn.

"We apply Liqua-Vita with the fungicide, thereby ~~eliminating~~ labor cost—an important item these days."

E. E. Ranch
Mayfair Country Club
Uniontown, Ohio

AMERICAN LIQUID FERTILIZER CO., INC. . . . Marietta, Ohio

brellas and cane seats made by James Ince & Sons, Ltd., and has the pro line of Macintosh poplin reversible windbreakers for men and women, rainpants, and all-service self-lined poplin jackets with wool collar, waistband and cuffs.

Golfers' Imports, Inc. also has a fine line of cashmere sweaters made in Edinburgh, and soon will announce its agency for one of the leading line of British-made clubs and heads.

FASHION ACADEMY AWARD TO BURKE



For excellence of design, styling and construction Burke golf clubs received the Fashion Academy Medal Award for 1953. Production of Burke's 1953 clubs is well underway at their Newark, O., plant and pres. Jack Schram advises reasonable quantities will be available for holiday selling.

ATCO GREENS MOWER SAYS SALES "PHENOMENAL"

A. M. Bruce, U. S. Resident representative of Atco Motor Mowers, 67 Broad st., New York 4, says that the British-made Atco which was introduced to the Ameri-

can market in 1951 has had "phenomenal" sales and acceptance by supts. Bruce adds "many distributors report that they have sold more greens mowers this year than during any other year since the war."

The Atco is made by a company with more than a century of engineering experience. It was put on world markets other than U. S. in 1921 and came into the American market when the pound was devalued and its price became competitive.

The 20 in. Atco weighs 106 lbs., has a 9-blade Sheffield steel reel and simplified, sturdy construction for operating economy and uniformity.

UNION HARDWARE NAMES REGIONAL SALES MGRS.

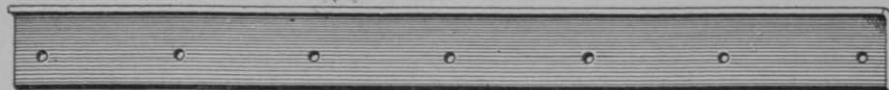
Appointment of four regional sales managers to handle sales of Union Hardware Co. products in the East, the Midwest, the South and the West Coast areas of the country, has been announced by Milton G. Meinig, director of merchandising and sales for the company and its subsidiaries.

Eastern Regional Manager, with offices in New York, will be Irving Swirnow, former New York district representative for the company and its Athletic Shoe Division, and previously a buyer for Davega stores.

George Fox, for the past 25 years in charge of the sporting goods department of the Hoffman Hardware Company in Los Angeles, is the new West Coast Regional Manager. He will establish regional sales headquarters for Union Hardware in Los Angeles.

James Jackson, with Union Hardware the past five years as Chicago district representative for its Athletic Shoe Di-

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.

**NOW A STRONGER, HEALTHIER
TURF AT LESS COST
MICHIGAN PEAT**

NATURE'S FINEST SOIL BUILDER

Leading clubs maintain thick, healthy turf by building their greens with proper mixture of Michigan Peat, sand and soil. Michigan Peat makes heavy soil porous, binds light sandy soils, permits adequate aeration, holds water and plant food, allows grass to attain deep root structure. Invaluable for top dressing! Saves watering bills. Our staff will help you solve your problems and save money.

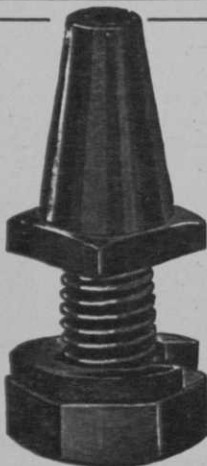
MICHIGAN PEAT, INC., 267 5 Ave., N. Y. 16

**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**

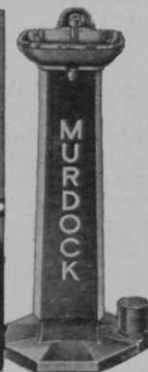
MFR. OF SPUDS, FORDSON WHEELS, ETC.

Make a survey and decide now where additional **MURDOCK Outdoor Drinking Fountains and Hydrants** are to be installed.

The Murdock Mfg. & Sup. Co.
Cincinnati 2, Ohio

MURDOCK

**OUTDOOR
DRINKING FOUNTAINS
HYDRANTS
LAWN HOSE BOXES**



• BENT GRASS •

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

HIRAM F. GODWIN

22366 Grand River Ave., Detroit 19, Mich.

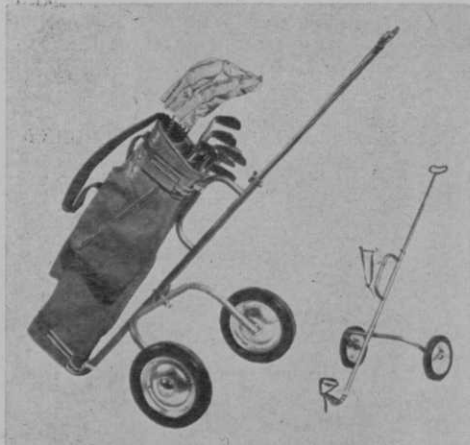
vision, has been named manager for the Midwest Region and has established his headquarters office in Chicago.

Roscoe Stull, with the company the past quarter century as a special representative, will be Southern Regional Mgr. with his headquarters office in Atlanta, Ga.

RUTLEDGE ANNOUNCES COOLIE CART

The Rutledge Company, 3333 W. Belmont Ave., Chicago, announced their new "Coolie Cart", scientifically designed and so balanced there is no sensation of weight. It's a good, hard-working cart in the low price field.

Coolie rides along effortlessly. The handle adjusts to a comfortable length for



everyone. Enameled metal body; 10 in. ball bearing wheels. It comes to dealers in a compact package, with only 3 parts which can be easily taken down and assembled to fit small space for carrying or storing in the back of a car without removing the bag. It is a good feature for gifts.

**JOHN GILL RETURNS TO BUCKNER
AS GEN. MANAGER**



John B. Gill has been named Gen. Mgr. of the recently enlarged Buckner Co., Inc., Fresno, Calif. For the past 38 years, the Buckner firm has existed as a successful partnership engaged in the manufacture of all types of portable and underground sprinkling equipment. The incorporation is for the purpose of expansion to better serve their customers.

Gill will be in charge of all operations, both production and sales. He returns to

1914 FULNAME 1952

Memo to Pros:

Every golfer playing on your course this Fall is a prospect not only for a Fulname Die for himself, but a prospect for a Fulname Die for a Christmas gift! Take his (or her) order now, to insure Christmas delivery!

*Buy the Best!***THE FULNAME CO.**

P. O. Box 178,
Cincinnati 6, O.

Buy Fulname!

Buckners, after serving for many years as manager of their New York office, and with a wealth of sales experience gained during his 14 years as manager of the Transite Pipe Department of Johns-Manville Sales Corp. in their San Francisco offices.

Buckner plans immediate expansion of their line, with emphasis on product development and a streamlining of current models.

MICHIGAN PEAT COVERING COUNTRY ON GOLF CLUBS

Michigan Peat, Inc., 267 5th ave., New York 16, has a new folder describing use of its high nitrogen peat from bogs at Capac, Mich., on golf courses from Washington, D. C. to Los Angeles, and from northern U. S. to the deep south. Prominent supts. are quoted as having used the material in constructing new greens and reconditioning old greens. The material is being extensively used in 1/3 sand, 1/3 soil and 1/3 Michigan peat for top-dressing after greens are aerified and soil plugs brought up during aerification are removed. Supts. have reported very satisfactory results.

HYPER-HUMUS DESCRIBES TOPSOIL MAKING

Hyper-Humus Co., Newton, N. J., whose product has been widely used on golf

WILLIAM B. LANGFORD GOLF COURSE ARCHITECT*Balanced Topographical Design*

Member:

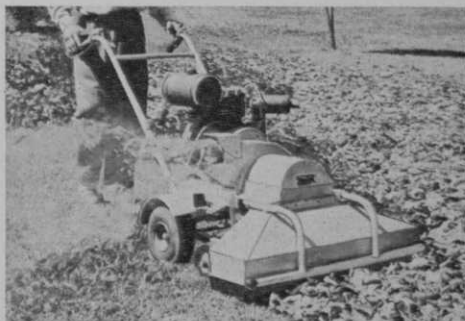
American Society of Golf Course Architects
Telephone: KEystone 9-6501

2405 Grace Street, Chicago, Illinois

courses for more than a quarter century, has issued a new circular telling of the use of Hyper-Humus in converting subsoil into topsoil. The mixing formula and process are pretty well known among supts. Write for circular.

MULCH-VAC, NEW LEAF PULVERIZER

Atwater-Strong Co., Atwater, O., reports a lively demand for their recently marketed leaf mulching machine, Mulch-Vac, which sucks up wet or dry leaves,



pulverizes them and blows the mulch back on the turf or into a bag. The 6 hp model, shown above, is self propelled, cleans 3 ft. swath. A larger, 25 hp tractor drawn model cleans a 6½ ft. swath. Full particulars from the company.

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.

Sober middle aged Pro-Manager and wife available for club 250 to 350 membership. Pro thoroughly experienced in all phases of golf course maintenance. Wife A-1 cateress with complete knowledge of kitchen and dining room operation. Address Ad 1001 % Golfdom.

WORKING MANAGER WANTED — MAN AND WIFE TO OPERATE COUNTRY CLUB IN SMALL TOWN, SOUTHWEST TEXAS. 175 MEMBERS. OPEN YEAR AROUND. LIVING QUARTERS. JOB NOW OPEN. OPERATE GOLF SHOP, BAR, DINING ROOM. ADDRESS AD 1006 % GOLFDOM.

Class A P.G.A. member from one of the east's prominent clubs wishes to locate winter club. Excellent qualifications for teaching. Address Ad 1004 % Golfdom.

WINTER JOB — associate or assistant Pro — experienced, well mannered, agreeable personality. Character references. May accept any job connected with golf. Address Ad 1005 % Golfdom.

Young (25) married man would like job as assistant pro. Would like to learn from the bottom up. Address Ad 1007 % Golfdom.

RANGE BALLS wanted. Highest prices paid. Sunset Fields Fairway, 4000 W. Santa Barbara Ave., Los Angeles 8, Calif.

EXPERIENCED PRO-MANAGER now employed as such desires change. Extensive experience northern and southern courses. All phases management and course maintenance. Long time member P.G.A. Address Ad 1008 % Golfdom.

ASSISTANT PRO: AGE 26, SINGLE, COLLEGE GRAD, GOOD REFERENCES, DESIRES POSITION FOR WINTER MONTHS. AVAILABLE DECEMBER 1st PRESENTLY EMPLOYED IN MIDWEST. ADDRESS AD 1009 % GOLFDOM.