

Bargain Counter Moves Goods in Pro Shop

Pat Markovich, pro at Richmond (Calif.) GC, has on a special counter and cabinet in his pro shop, merchandise on which he reduces the price every week until it's sold.

He displays apparel, shoes and clubs in this "bargain counter" space. The idea has moved merchandise and kept Pat's inventory down. He hasn't found that it has interfered with regular business but has made many sales to people who hadn't intended buying.

Club Managers' 1954 Meet at Atlanta, Feb. 7-10

Club Managers' Assn. of America will hold its 1954 convention at Hotel Biltmore, Atlanta, Ga., Feb. 7-10.

Georgian chapter CMAA has appointed a local advisory committee of Armand C. Chapeau, Sidney Herzenberg, C. B. Edwards, Clyde S. Mingledorff, J. R. Taylor and W. J. Yohannan to work with national officials planning the convention.

"GOLF DAY" MEDAL CAST



Sides of the medal to be awarded those who beat the Julius Boros round at Oakmont CC (Pittsburgh dist.) May 23 are shown above.

Entry far in excess of 1952's 80,000 is expected for the event which will be played by men and women at private clubs and on public and semi-public courses all over the country under club handicaps or handicaps by the Callaway system. Each entrant pays \$1. Proceeds are split between USO and worthy causes in golf.

This second annual event, like the first, is co-sponsored by Life magazine and the PGA. Complete details and entry blanks may be secured from National Golf Day, 9 Rockefeller Plaza, New York 20.

KANT-SLIP

A PROVEN PRODUCT FOR OVER 25 YEARS

P. TEE LEWIS' ORIGINAL

GRIP WAX and LEATHER PRESERVATIVE

"Imitated But Never Duplicated"



CAKE • KANT-SLIP

KANT-SLIP'S exclusive formula produces a wax that will not become sticky and gummy—even in extremely hot weather. It offers the proper amount of tackiness under all weather conditions. Another outstanding feature of KANT-SLIP is that it is completely sanitary, and offers a pleasing aroma. The very attractive pouch in which the cake is packaged is designed for easy application. KANT-SLIP is packaged—12 generous size cakes to a carton. The carton is specially designed to save space on your display counter. We believe that KANT-SLIP is superior to any other grip wax. Compare it. You be the judge. Price—\$3.60 per carton

► USE THIS HANDY ORDER FORM ►

LIQUID • KANT-SLIP

KANT-SLIP'S famous Solution G—Many have tried to duplicate the original KANT-SLIP formula, but none has succeeded. The liquid comes prepared in an attractive 2 oz. screw-top bottle—12 bottles to a carton. This has been an outstanding grip wax, and also a leather preservative and rejuvenator of proven merit. The solution may be applied to the palm of the hand, or the glove (whichever is desirable), or directly on the grip. It allows the golfer to relax, and eliminates tension caused from overgripping. For that really tacky grip—use KANT-SLIP Solution G. Price—\$3.60 per carton

Complete satisfaction guaranteed or money refunded

DISTRIBUTORS' INQUIRIES INVITED

P. T. Lewis Company

Box 475, Peoria, Ill.

Please ship _____ cartons of Cake KANT-SLIP

and _____ cartons of Liquid KANT-SLIP at \$3.60 per carton to me at address below:

Name _____

Address _____

City _____ State _____

Club _____ Position _____

A NEW Sure-Fire

Pro Shop Seller



packed
one dozen
in display
carton

Pros — ask your distributor
or write direct to

SOUTH BEND MODERN MOLDING, INC.
815 Mishawaka Ave. • Mishawaka, Ind.

CUT Your COSTS

with

"On the Spot"
Portable Power!

Economy-Engineered
WINCO

ENGINE
GENERATORS



MODEL 1000 — 1000 to
1350 watts, 60 cycles,
A. C., mounted on
"Speedy-Shift" Portable
Base. Other models from
500 watts to 10 KW.
Write for free details.

SAVE UP TO 4 out of 5 MAN HOURS

Cut grass and weeds, trim hedges, prune and saw trees, dig and tamp electrically. WINCO Portable Economy-Engineered Generators provide plug-in power for labor-saving electric tools. "Speedy-Shift" base for easy portability.

WINCHARGER CORPORATION, 2143 E. 7th St., Sioux City, Iowa
A wholly owned subsidiary of Zenith Radio Corp.

NEW 1953 MACGREGOR GOLF BAGS



Featured items in the new 1953 line of MacGregor golf bags. (L) Popular 8-in. round bag embossed in Natural Tuftan Steerhide has large combination ball and accessory pocket and large clothing pocket. It's available from pro shops in MacGregor red plaid only. (R) The new "Banjo" bag in popular price line has a roomy clothing pocket, a large accessory pocket and smaller ball pocket. It is made in red, blue or green combinations.

U.S. ENSOLITE PRACTICE BALL GETS NEW FEATURES



United States Rubber Co. Ensolite practice ball now has increased durability with a nylon coating which gives it sharper dimples, makes it lighter and keeps it clean longer.

The ball really looks like a golf ball. It indicates the type of shot that has been hit and with a solid smack will travel only about 90 ft. It has become a big pro-shop seller for indoor and yard practice.

• MEYER (Z52) ZOYSIA •

Zoysia Matrella Tifton 57 Bermuda

Tifton 127 Bermuda and

St. Augustine Grasses

MERRY GRASS NURSERY

Spring Hill, Ala.

AUTOETTE GOLFMOBILE GETS PRO O.K.

Joe Robinson, pro at Virginia CC, Long Beach, Calif., and (right) Henry Robertson discuss the Autoette electric Golf-



mobile which is getting a lot of use by players whose MDs have told them to ease up on walking. Pro rental business on the Autoette is substantial. A round, carrying two, uses only about 3 cents worth of electricity. At night the batteries are recharged.

Bob Jones travelled around the Masters' tournament in one of these silent vehicles.

Autoette Golfmobiles now are sold by dealers in Los Angeles, Long Beach, San Francisco, Salt Lake City, Buffalo, Dallas, Chicago and other cities.

HAGEN GIVES PROS HANDSOME APPOINTMENT BOOK

Walter Hagen div. Wilson Sporting Goods Co. salesmen are distributing to pros an attractive, sturdily-bound appointment book with half-hour lesson date



blanks. In addition to appointment record the book contains a club specification chart and pages for notes.

Hagen also is providing with each box of Hagen woods or irons a postcard that the buyer or pro can send to the Hagen factory at Grand Rapids, Mich., and receive a wallet-sized recorded card with registry number of the clubs for information in reordering duplicates.

Jack says:

"THERE IS NO GOLF BAG MADE THAT DOES ITS JOB AS WELL AS THE LIGHTWEIGHT BALANCED GOLF BAG."

PATENTED



STANDARD MODEL

15 CLUB CAPACITY
COLOR - GREEN

\$360 ea. F.O.B. CHICAGO

Minimum shipment—1/2 doz.

ORDER NOW

BALANCED GOLF BAG

1401 W. North Ave. Chicago 22

the MOST EFFECTIVE
INSECT REPELLENT
EVER MADE!



One application of Pellent keeps mosquitoes, chiggers, and certain other insects away for as long as 12 hours. One ounce tube of Pellent gives up to 1,000 hours of protection. Pellent comes in either one or two ounce tube—or 1 1/4 ounce stick . . . Pellent Stik is the original stick insect repellent. Harmless to nylon and outdoor equipment. If your dealer can't supply you, send one dollar for trial size. Satisfaction Guaranteed! Division G.

The Andy Lotshaw Company

1474 W. Hubbard St., Chicago 22, Ill.



How they sparkle, see how they shine,
 These Golcraft built clubs of mine;
 Davie is blue and his hopes are dim,
 His chances today are very slim;
 So go home, Davie, and take a rest,
 No ball today to store in your nest;
 Golcraft is the club with the guarantee,
 The feel and balance just suit me.

Golcraft
 Inc.
 the CLUB with the GUARANTEE!

ESCONDIDO, CALIFORNIA

1914 FULNAME 1953

A Fulname Golf Ball Marker is ready for your club. Buy now for the season — you will use it for many seasons.



Individual dies made to order especially to fit the Fulname machine. Your full name on the die.

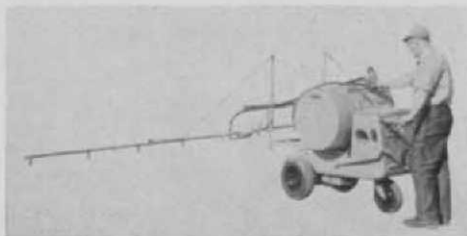
THE FULNAME CO.

P. O. Box 178

Cincinnati 6, Ohio

PRIME-MOVER ADDS POWER SPRAYER

Prime-Mover Co., Muscatine, Ia., has added a power sprayer attachment to its line of course maintenance accessories for use with their powered wheelbarrow. Like all Prime-Mover accessories, the sprayer



latches to the chassis for quick interchanging with the 10 cu. ft. bulk handling dump bucket, flat bed, or snow blade, and is powered from the take-off shaft of the Prime-Mover. The sprayer is 55 gal. capacity and comes equipped with an 18 ft. boom spray for weed control and general field spraying, and a hand hose for brush spraying, orchard spraying and special applications.

Danny Parrilli, well known in Chicago as salesman to pros, has joined staff of Ernie Sabayrac.

SELF-CADDY

PATENT PENDING

"America's lowest priced golf cart"

- LIGHT
- STURDY
- COLLAPSIBLE
- SIMPLE
- NO GADGETS
- FOOL PROOF
- PRO TESTED
- PRO APPROVED
- OAK FRAME
- VARNISHED
- RIVETED ASSEMBLY
- SLEEVE BEARINGS
- 2 TO A CARTON
- COMPLETELY ASSEMBLED
- 8 INCH WHEELS
- 21 INCHES WIDE
- HUB CAPS



• Weight 11 lbs.

IMMEDIATE DELIVERY!

ORDER FROM YOUR PRO-DEALER -
 JOBBER OR DIRECT FROM FACTORY

PRODUCTS of GEORGIA, INC.
 LOUISVILLE Dept. GM-53 GEORGIA

**LIFETIME WHITE NEW
SPALDING BALL COVER**



"Lifetime" white now is cover on all Spalding balls. The cover was subjected to severe and prolonged tests by Spalding to prove that it resists scuffing, bruising and staining. Tests also demonstrated that the Lifetime cover doesn't turn yellow or chip but retains its sheen and whiteness.

NEW FOOT-JOY DISPLAY STAND

The Foot-Joy display stand, a new merchandising aid for the golf pro will enhance any corner of the pro shop, or be the center of attraction as a silent eye-



catching salesman. Made by Field and Flint, manufacturers of Foot-Joy golf and street shoes, this four foot unit is a helpful selling aid in any pro shop. Handsomely fashioned of wormy chestnut and having a simulated grass base, the unit holds from three to eight pairs of shoes and can be used to display all sports equipment; from golf clubs, bags, gloves, shirts, to socks, balls and jackets. For further information write Field and Flint, Brockton, Mass.

Compare!
**WESTALL
RUBBER FLOORING**

- PROTECTS CLUBHOUSE FLOORS FOR YEARS!
- LONGER-WEARING, TOUGH, FIRMI
- SO SMOOTH, SAFE AND EASY TO CLEAN!
- NO CEMENTING TO UNDERFLOOR!
- DOES NOT BUCKLE OR CRAWL!
- SMART APPEARANCE!
- CHOICE OF COLORS: GREEN, BLACK, SAND AND TERRA-COTTA!
- COMES IN ROLLS APPROXIMATELY 58 IN. WIDE, 5/16 IN. THICKNESS, LENGTHS UP TO 29 FT.
- MORE THAN 100 YEARS OF RUBBER MANUFACTURING STANDS BEHIND THIS DURABLE PRODUCT!

Write for Samples and Details:

HENRY WESTALL COMPANY
944-960 Merrimon Ave., Asheville, N. C.

**PHILLIPS
CAM LOCK**



**The Answer
to Lost Spikes**

CAM LOCKS have been added to the regular LARGE BASE spike. The CAMS hold spike fast in position. Will not rough sole.

F. C. PHILLIPS, INC.
STOUGHTON, MASS.

**JACOBSEN HAS MOWER SERVICE
MEN IN NEW DIRECTORY**

A service station directory listing all authorized service stations and servicing dealers for Jacobsen Mfg. Co. equipment and the equipment of the Worthington Mower Co. and Johnston Lawn Mower Co., divisions now is available on request from Jacobsen Mfg. Co., Racine, Wis.

**WOOD BROS. ROTARY MOWERS
NOW IN GOLF FIELD**

Wood Bros. Mfg. Co., Oregon, Ill., makers of rotary mowers and cutters that have been used on farms for years, now are in golf. The Wood line includes 7 models, all for use with tractors. The models have 60 in., 80 in. and 114 in. cutting widths. All are ruggedly constructed.

The Wood machines can be operated with an attachment that mulches leaves.

**"TURF KING" IS NEW PUTT
PRACTICE DEVICE**

Allied Golf Corp., 4538 Fullerton ave., Chicago 39, Ill., has introduced the Turf King putting practice combination of a strip of material having texture and appearance of grass green and a putting cup from which the ball can be ejected by a tap of the putter.

The "Turf King" has been warmly OKed by pros in the Chicago district to whom it has been shown by its inventor, a former asst. pro.

Neilson Wheel Co., 1614 N. 12th st., Milwaukee, Wis., has new "Stub-axle" wheel consisting of axle built into wheel. It is made for all light duty equipment, primarily rotary power mowers, bag carts and sprayers. Hubs are flush with the tires. Full details on request from the manufacturer.

GOODWIN
FLANGE-WRAP GRIPS
(Patents Pending)
Tension Wound for Greater Distance!

DIMPED
DYNAMIC

Many manufacturers make an extra charge for this SUPERIOR grip—except on top lines—ASK FOR IT.

It must be worth more because the owners of a MILLION clubs have paid \$2.50 and \$3.00 each to replace both old and new grips with this

Finest "Feel" in Golf

C. S. I. Sales Company

Solon Center Bldg. • Solon, Ohio

Exec. Office: 536 Terminal Tower Cleveland 13, Ohio

**It's NEW
It's PROFITABLE
It's IN DEMAND
WAR-MUP
The WEIGHTED Golf Hood**

US PATENT No. 2-116,655. Other patents pend.

The only weighted hood on the market



"WAR-MUP" will help your golfers improve their swing—get longer drives—and lower their scores this new easy way to practice.

One of a set of 4, matched head covers, it's already serving as a head cover for one of the woods. "Snap the Strap" and its ready for practice swings before or during the round. With pros, instructors and leading amateurs stressing the use of weighted heads for stronger wrists, better gripping and smoother swinging the WAR-MUP Weighted Hood is selling big as fast as the pros display them.



All WAR-MUP Hoods sold on a MONEY BACK GUARANTEE. Matched sets of WAR-MUP hoods (including the patented weighted hood) retail for \$7.50; the WAR-MUP weighted hood alone retails for \$3. Usual pro discounts. COD, or on open account accredited pro accounts.

Our national advertising says—See Your Pro.

Place your order now! Write, wire or call your distributor today or order from

HOODSWING, CORP.

P. O. Box 1497

South Miami, Fla.

**TICKS-OFF KEEPS BUGS
OFF OF GOLFERS**

Mine Safety Appliances Co., Pittsburgh 8, Pa., has an insect repellent known as Ticks-Off that is getting wide use in golf after demonstrating its value in industrial fields among oil field workers, linemen, loggers and construction men. It is sprayed on shoes, socks, trousers or on skin where clothing fits tight.

It's got a good performance record of repelling and killing ticks, chiggers, gnats, mosquitoes, flies, etc., and is getting distribution at pro shops and in lockerrooms especially in the southwest.

**WILSON FEATURES PROS IN
BIGGEST AD CAMPAIGN**

Golf professionals are featured personalities as Wilson Sporting Goods Co. unleashes its most powerful newspaper advertising campaign to add solid support to its great 1953 golf equipment sales program.

More than 30 million are covered in the circulation of this unprecedented campaign. One hundred and forty-seven newspapers in 63 cities will carry this powerful newspaper message.

Thus, more than 28 million newspaper buyers, covering practically every area in which golf is played, will hear the story

George says:

"THE LIGHTWEIGHT BALANCED
GOLF BAG IS MADE FOR
GOLFERS WHO OBJECT TO
UNNECESSARY WEIGHT."

PATENTED

**STANDARD
MODEL**

15 CLUB CAPACITY
COLOR - GREEN

\$3.60 ea. F.O.B. CHICAGO

Minimum shipment—1/2 doz.

ORDER NOW

BALANCED GOLF BAG

1401 W. North Ave. Chicago 22



In

ANY weather...

.... You can have
**Healthy Greens-Uniform Growth
with FER-MEL**



Many Golf Course Superintendents that are now using FER-MEL for the fourth year know this—the number of new users is rapidly increasing. They agree—there is nothing like FER-MEL for summer feeding greens.

Start NOW with your worry-free summer feeding program. Place your order now, with your FER-MEL distributor, for your summer supply of FER-MEL.

1,000 lbs. will adequately feed 18 greens all summer, supplying 2.5 lbs. N per 1,000 sq. ft.—plus balanced ratio of P and K—plus secondary and minor elements. Liquid feeding with economy.

Send for these free FER-MEL Bulletins:

- Summer Feeding Bent Greens.
- Growth Control—What Is It?
- Fertilizer Cost Analyses.
- Chemical Calculations in Turf Management.

One of your local Golf Supply Distributors is a FER-MEL distributor. For name of your nearest FER-MEL distributor write to:

THE MAMLON COMPANY
1091 Whalley Avenue
New Haven 15, Conn.



24-12-12

TURF & TREE FOOD

Fits in the picture of modern turf management.

PRO-GRIP



is prepared especially for the leather grips of Golf Clubs. It gives a firm, tacky grip with light hand pressure, permitting an easy relaxing rhythmic swing. Your Accuracy will improve, you'll feel relaxed — and those "Extra Strokes" will vanish.

Manufacturer's Specialty Co., Inc.

2736 Sidney Street

St. Louis 4, Missouri

of Wilson golf club and golf balls — and the golf professional.

Most dynamic feature of the newspaper program are the 850 line ads. Measuring 10 inches wide and more than 12 inches deep, these ads will feature many of the top newspapers in leading cities.

Throughout this newspaper advertising, a strong, aggressive, selling approach will be used in the copy and extensive mileage will be obtained from Wilson's great 1952 tournament record — victories in all major championships.

In addition to this advertising campaign, there is the direct mail program which will send more than a quarter-of-a-million of each of four booklets to country club members. The first, on Wilson golf balls, is being mailed. The others on irons, woods, bags and scoring clubs will follow.

Support on the magazine front comes from the golf player magazines and Time magazine which is read primarily by business men and executives.

Aiding the magazine campaign will be a strong broadside, filled with sales impact. This broadside gives the complete story of Wilson's 1953 newspaper-magazine advertising campaign. It will reach golf professionals, stressing this theme of

TEEMATS

★ For the **FINEST, LONGEST-WEARING** and **MOST ECONOMIC** Tee Mat on the Market! *Nationally acclaimed by golf clubs and ranges as the best buy.*

★ SEND TODAY FOR LOW PRICES
Merchants Tire Co., 2710 Washington, St. Louis 3

Wilson advertising — sales for golf professionals.

At the same time, Wilson's intensive year-round program in golf trade publications will continue to do an outstanding selling job.

LEW BRIDGE APPOINTED GOLFCRAFT MIDWEST PRO REPRESENTATIVE



Since April 15th the Chicago office of Golfcraft, Inc., of Escondido, Cal., has been humming to the lively beat of its new pro sales manager, a personable fellow named Lew Bridge, whom the pros are going to like. Considering his service background in the European theatre as a Lt. Col. and aide to Gen. Bradley, and his past rating as a one-handicap golfer, Lew is a modest guy. With Mamma Bridge and three little Bridges, Lew has racked up a still higher rating as a family man. His territory includes Illinois, Indiana, Wisconsin and western Michigan. You'll be seeing him.

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

Monroe FOLDING BANQUET TABLES

Direct Prices and
Discounts to
Golf Clubs,
Lodges,
Parks,

Hotels,
Churches and
All Organizations



WRITE FOR
CATALOG

Manufactured By

THE Monroe COMPANY

12 CHURCH STREET COLFAX, IOWA

GOLF PRINTING

Score Cards
Charge Check Books
Greens Maintenance Systems
Stationery for Club and Pro
Handicap Cards and Panels
Fibre Bag Tags and Hooks

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

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
511 S. Wabash Ave. — Chicago 5, Ill.
Tele. - WAbash 2-0255



MANY JOBS LISTED FOR THE INTERNATIONAL TRACTORS

Budget problems or labor shortages, serious factors in maintenance jobs to many golf course and park supts., can be eased through the profitable utilization of multi-purpose tractor equipment, according to Elmer A. Braker, General Supervisor of the Industrial Power sales engineering section of the International Harvester Co.

Speaking before nearly 250 members of the Midwest Institute of Park Executives at their March meeting in the Chicago Park District headquarters auditorium, Braker used a series of specially prepared slides to illustrate the many time and money saving attachments that now are available for the International Harvester Farmall "Cub" and the International "Super A" wheel tractors.

Braker cautioned: "Every tractor manufacturer has specified engineering requirements that special duty equipment must meet before it can be placed on the approved list. Mounting approval is granted only after these engineering requirements have been fulfilled and satisfactory tests have been completed."



Mott Hammer-Knife mower for tough rough and brush is new attachment approved for use with International Farmall "Cub" tractor.

Approved by Braker were mowing attachments to the "Cub" or "Super A" material handling equipment, leveling blades, post-hole diggers, concrete mixers, digger - crane - shovel, backhoe, tractor-mounted sprayer, dump rake, sweepers, water pump, circular and chain saws, belt conveyors, carry lift, trailer wagon, scoop, winch and other attachments.

Use

WEEDANOL

2, 4-D Formulations

For Lowest Cost Weed Control

Ask Your Dealer

ASSOCIATED CHEMISTS, INC.

North Collins, N. Y.

POW-R-GRIP GOLF GLOVES

For the Golf Professional Trade



Styled and designed for better golfing. Manufactured from selected imported leather, by *Master Craftsman.

Write for prices and literature
Manufactured by
PERRELLA GOLF GLOVES INC.
Gloversville, N. Y.

*A Tablecut Glove

Available in a complete range of sizes for men and ladies.

GOLF AWARDS



Featuring
Better Value
Top Quality
Quicker Service

Free Delivery on
Prepaid Orders.
Send for free catalog.

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

BURGETT OFFERS GLOVE MERCHANDISING AIDS

K. L. Burgett Co., Peoria, Ill., manufacturer of Parglow and Par-D-Lux golf gloves, is offering valuable merchandising aids to pro shops.

New and unusual is Burgett's new glove size chart which speeds up sizing by



giving the correct size in every height and weight bracket. The easy to read chart is incorporated in a full-color wall poster showing Burgett offerings in their natural color. The poster, including the size chart, is available to pros without cost upon request.

Also available is an attractive counter merchandiser with a curved transparent front that displays the gloves to best advantage yet protects them from being

**TO PEP UP THAT BIG ANNUAL
CLUB EVENT... ENGAGE**

PAUL HAHN

GOLF'S GREATEST SHOWMAN

For Booking Contact: BOB GIBSON
119 Lester Rd.,
Park Forest, Ill.

ATTENTION

Driving Range Operators and Dealers. We specialize in rebuilding golf balls with strictly new materials. Satisfaction guaranteed.

WAYNE GOLF BALL CO.

35966 South Gratiot, Route 5
Mount Clemens, Michigan

soiled or mixed up. It is also available to pro shops without cost.

K. L. Burgett, pres., calls attention to the refinements of detail and quality that characterize his 1953 line. All leather gloves, for instance, are table cut from their own dies to assure trueness.

SCOGGINS ISSUES NEW CATALOG FOR PRO SHOPS

Howard Scoggins Golf Co., Dunedin, Fla., has issued its large 1953 catalog of pro shop merchandise. It is by far the largest catalog of goods for pro shop sale ever issued, containing more than 150 pages. The book is extensively illustrated and contains many selling ideas for apparel, accessories, shoes, sundries and items of other classifications in which there is a market and profit for pros.

WILSON ADVISORY STAFF BIOGRAPHIES IN BOOK

Wilson Sporting Goods Co.'s gally-striped 1953 press-radio-TV information golf brochure was recently mailed and released at the Masters tournament to leading sports writers and announcers throughout the country.

The book, which features a bright red and white striped cover pattern, has a tab index, plastic binding and measures four

Congo SUNSHINE HEADWEAR



Write today for the latest catalog of 1953 models illustrated in smart solid, two-tone, and plaid colors. Congo is the leading line of caps, visors, and hats for golf, tennis and other outdoor activities. Make your selections now.

Write us for Catalog . . .
Order From Your Jobber

WHY UNDER THE SUN DON'T YOU WEAR ONE?
THE BREARLEY CO., ROCKFORD, ILL.

PROVEN ON HUNDREDS OF COURSES!
 Write for Catalog of
 OUTDOOR Hydrants and
 Drinking Fountains
 The Murdock Mfg. & Sup. Co.
 Cincinnati 2, Ohio

MURDOCK

**OUTDOOR
 DRINKING FOUNTAINS
 HYDRANTS
 LAWN HOSE BOXES**



GOLF TROPHIES & PRIZES

Write for FREE catalogue of Golf TROPHIES, PLAQUES, NOVELTIES, JEWELRY, & AWARDS.

IMMEDIATE DELIVERY

THE TROPHY & MEDAL SHOP

10 S. Wabash Ave.
 Chicago 3, Ill.

	Ht.	Price		Ht.	Price
J15C	15 1/4"	12.00	Z1	6"	3.50
J15B	17"	13.00	Z1A	7 1/2"	5.00
J15A	18 1/2"	14.00	Z1B	9 1/2"	6.50

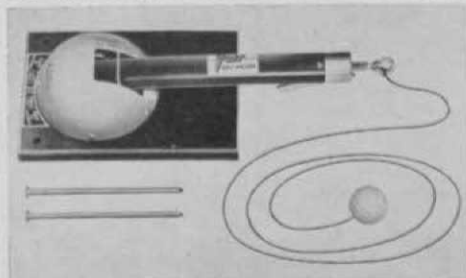
by seven inches — ideal for carrying in the pocket to major golf tournaments.

Included in the handy book are stories, biographical information and records on the 25 members of Wilson's famous golf advisory staff of champions.

Also in the book is a complete tabulation of winners and runners-up in leading national and international tournaments.

VOIT GOLFMETER TELLS HOW PRACTICE SHOTS GO

Voit Golfmaster practice device, made by W. J. Voit Rubber Corp., 1600 E. 25th st., Los Angeles 11, Calif., is a compact,



sturdy device with a captive ball attached by 640 lb. test nylon cord to a register that records distance, direction and trajectory of the shots made.

It can be used by right-or left-handed golfers. The Golfmaster outfit is provided with hold-down spikes, a grass-like rubber mat with removable tee, scorecards of famous courses and a basic manual of golf instruction.

Pro shops are selling quite a number of Golfmasters.

GOLFMETER MEASURES AS YOU WALK

Golfometer, a new device about the size of a watch, and carried on one's belt, is being made by the New Haven Clock and Watch Co., New Haven 4, Conn. It measures in yards and is calibrated to the length of the user's normal step so the Golfometer measurements are remarkably accurate.

The device was given a test by golf writers covering the Masters' tournament and aided decidedly in technical accuracy of coverage. Other tests by pros and golf writers has shown the Golfometer to be more accurate than some scorecard distances. In measuring distances it should be very helpful to many golfers and discouraging to those who get the 300 yd. (locker-room distance) drives.

The New Haven Clock and Watch Co. is retailing the Golfometer primarily through pro shops.

RUBBER TIRE TEE MATS
 36" x 60" \$12.00 Ea. 46" x 60" \$16.00 Ea.
 Freight Prepaid

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
 1219 ELM ST. ASHLAND, OHIO

NOTICE TO GOLF RANGES

We wish to correct an error made in our April ad. The price for our paintless, white for life, plastic cover golf balls for golf ranges should have read, price \$2.90 per doz. \$2.60 per doz. with your culls.

WITTEK GOLF RANGE SUPPLY COMPANY
 5128 West North Avenue
 Chicago 38, Illinois

ALFRED H. TULL
Golf Course Architect

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

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

**NEW JACOBSEN CATALOG TELLS
ABOUT ENTIRE LINE**



A new 24-page catalog covering the complete line of Jacobsen reel and rotary power mowers has just been issued by Jacobsen Manufacturing Co., Racine, Wis. The cover is strikingly printed in four colors. Power mowers and allied products

are described and illustrated in three colors.

In addition to descriptions and specifications, a section outlines important factors to consider when buying a power lawn mower. It discusses, for example, the proper cutting width of mower to be used on various sizes of lawns and explains where reel-type (both side-wheel and rear-drive) and rotary mowers can be used to best advantage.

**NEW MODELS AND MATERIALS IN DUNNER
"INVISIBLE ACTIVE SWING" GOLF SHIRTS**

Dunner of New York, Inc., 137 Fifth Ave., New York City, recently released to the golf professionals a folder illustrating and describing the attractive 1953 line of Dunner golf shirts. Leaders in men's models are long and short sleeve polo type shirts of fine-combed knit cotton and knit acetate, in plain colors, stripes and dots. Matching adjustable golf caps feature Dunner's attractive new line of women's short sleeve polo shirts in diamond jacquard, fine-combed cotton. All shirts embody the Dunner patented "Invisible Active Swing" insert, set where the sleeve meets the body of the shirt, which permits easy freedom of arm and body action. For complete details and pro prices write Al Dunner at above address.

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**U. S. RUBBER HAS NEW
MESH MARKED BALLS**

Innovation in golf balls is a new mesh marked golf ball introduced by United States Rubber Co. as an addition to its 1953 golf ball line. Each mesh marked golf ball is covered with an electronically sealed plastic covering that protects it until it is played.

In introducing the mesh marked golf ball, U. S. Rubber revives a distinctive cover marking that was a favorite among golfers 25 years ago. The 1953 mesh

ant to cutting and scuffing. It is improved with modern painting so it looks and stays whiter.

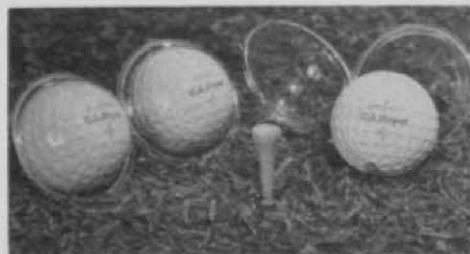
The 1953 mesh marked ball is a legal tournament golf ball that meets all required specifications of the USGA.

John W. Sproul, sales mgr. of U. S. Golf Balls, says, "The mesh marked golf ball looks slightly larger to the eye and appears to sit up better on the fairway. Preliminary tests indicate it gives slightly more distance with the wind. It is long off the tee, true in putting and very durable."

Sproul said that the new mesh marked ball is being presented this season in the U. S. Royal Special, the U. S. Royal (Blue) and the U. S. True Blue brands.

The mesh marked balls are being sold in distinctive new packaging, — an electronically sealed plastic covering called Plasti-Guard, which is exclusive with U. S. Rubber. In this packaging, each ball is covered so it can be separated for play without disturbing the protective seal of the other balls.

"The plastic covering," Mr. Sproul said, "protects each ball not yet played, from becoming dirty in the golf bag, in the pocket, or in the locker. The balls do not discolor as quickly because they are protected from direct light and air."



marked ball has the modern improvements of a silicone center and electronic winding, to give long, true flight and uniform performance. It has a tough, fully cured Cadwell cover that is highly resist-

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