

NEW GOLF RAIN GARMENT

Car-Blair Ltd., 40 W. 47th, New York City, are marketing a new vinyl plastic film rain coverall and matching hat which are wind, water and flame proof and resist mildew, peeling and fading. The garment is called "Zip-N-Dri," has zip front closure and accessible slash-thru pockets. In smoke color its sizes are small, medium, large and extra large. Complete info. from Car-Blair Ltd.

LAMKIN SIMPLIFIES SCORING

Joe Lamkin, treas., Lamkin Leather Co., believing there's nothing like a personal demonstration to publicize the merits of his company's genuine leather grips, aced the 170 yd., 12th hole at his home club, Calumet (Ill.) CC, Sept. 5th. Club officials reported order restored without outside aid.

PRO-SHU TO ADD TEN NUMBERS TO LINE

S. C. Brittan, pres., Pro-Shu Co., Inc., 1918 N. 3rd St., Harrisburg, Pa., says the company is adding to its extensive line ten new styles of men's and women's golf shoes as a result of studies and recommendations made by the many pros who handle the line.

"DOUG" WARREN JOINS SPALDING CHICAGO PRO GOLF SALES STAFF

Douglas Warren, formerly assistant to Bob Hunsick at the Biltmore Hotel CC, Phoenix, Ariz., and later at the Woodhill CC, Wayzata, Minn., resigned from there recently to join the Spalding Chicago staff. He'll cover territory formerly serviced by Ted Horvath, who has transferred to Spalding's Tinkertoy Division.

U. S. RUBBER USES INDOOR PUTTING CUP FOR BALL GIFT PACKAGE



One dozen U. S. Royal golf balls in a strong, plastic putting cup that can be used for indoor practice all year long makes useful Christmas gift for the golfer. Complete Christmas package shown above.

KIERNAN JOINS BURKE SALES



Matt Kiernan

Jack A. Schram, pres., Burke Golf, Newark, O., announces that Matt Kiernan has joined the Burke sales department effective September 1. Kiernan will make his headquarters in Fort Lee, N. J., and represent Burke in New Jersey, Delaware, Maryland and Pennsylvania. Kiernan has a broad experience in marketing and merchandising golf equipment. His previous connection was as representative for David D. Doniger, manufacturers of McGregor sportswear, a post he will not fully relinquish inasmuch as Burke has been appointed exclusive distributors of McGregor sportswear to golf professionals.

MUCH ENTIRELY NEW IN HAGEN 1954 LINE

"We can use the magic word 'New' to describe practically our entire 1954 line," says E. P. (Ed) Rankin, gen. mgr. of the Walter Hagen division of Wilson Sporting Goods Co. He continues:

"Our Haig Ultra irons are being built with a reduced hosel both in diameter and length and this weight has been added to the working part of the blade which will definitely make these clubs more efficient. We have also changed some of their stampings, adding more color to the appearance of the club.

"We are adding to our line a new iron which I believe will meet with a very fine acceptance by those people who feel they cannot afford the most expensive clubs. This will be known as the H-52 model.

"We are adding an entirely new set of woods and irons for the better lady players that will compare in every respect to our top men's woods and irons, for this I believe is a ready market.

"Our wood clubs entire line is new in every respect. New models have been incorporated in our Haig Ultra woods, H-50, H-51 and H-52 models. We are using a very wide range of colors in our head finishes and entirely new and very colorful insert faces that blend beautifully with the fine head finishes. Very attractive and colorful new name decal are used on all of our wood models that add to their attractiveness immensely. This is definitely the finest wood club line that has ever been presented by the Hagen Co.

"We are showing for the first time a new No. 5 and No. 6 wood that is a departure from anything we have ever made in the past. These two clubs have a rather large face and are very well lofted, so that they should instill confidence in the

person using them, from the standpoint of getting the ball up from any type of a lie. These two woods will be made in both men's and ladies'.

"We are introducing also a brand new type of pitching wedge which will be known as the No. 11. This club is extremely lofted with a very light head which will permit the ball to be struck very firmly on short pitch shots, with a minimum of forward action after the ball strikes the green. This club has been very well received by a few fine amateurs and professionals who had an opportunity to try it in play.

"We have several new putters in our line."

NEW GOLF SHOE FOR WOMEN IN TAYLOR LINE

Miles H. Baker, vp., E. E. Taylor Corp., Freeport, Me., manufacturers of Stroke-Master golf shoes, announces:

"We have developed and are featuring a women's golf shoe of glove leathers — no toe boxes, no heels, handsewn features and with cushion crepe sole with steel spikes in sole and heel. This shoe is very lightweight and gives a resiliency that few golf shoes have. This shoe will be featured in a maple tan with a bound top, and a pearl with a bound top, made out of glove-type leathers. They are very soft, pliable and flexible.

"In the men's set-up, we are featuring a two eyelet tie, with a cushion crepe sole with steel spikes in the forepart and in the heels. This shoe doesn't have any toe box or counter.

"We are also featuring in our custom line a moccasin type shoe out of Puritan veal with genuine white buck plug and it also has a cushion crepe sole with steel spikes.

"In addition, we are presenting a handsewn shoe with the pattern adopted from an Italian shoe with moccasin type front, cushion crepe sole and steel spikes in both heel and forepart."

JEWELRY FOR PRO SHOP GIFT ITEMS



Of interest to pros looking for precision tooled jewelry for members' Christmas gift buying is this gold-plated tie chain. Other items, including silver-plated holloware, may be selected by golfers from color illustrated catalog available to your shop from House of Williams, 37 So. Wabash, Chicago.

Successful Course Maintenance --- depends on the use of quality equipment



*SOUTHWEST'S EXCLUSIVE TURF EQUIPMENT HOUSE

122 South Main
FORT WORTH, TEXAS

4404 Main
DALLAS, TEXAS

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HOUSTON, TEXAS

DISTRIBUTORS OF:

TORO — WHIRLWIND MOWING EQUIPMENT
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SOIL CULTIVATORS • POWER SPRAYERS • PEAT
CHEMICALS • WATER HOSE • COURSE SUPPLIES

★ Serving Texas and The Great Southwest Since 1928 ★

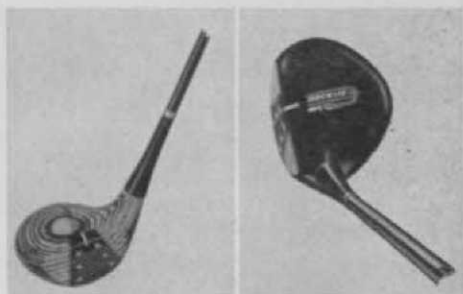
BURKE HAS 1954 MODELS IN PRODUCTION

Burke's 1954 line of woods, irons, and accessories was presented to the company's sales organization at a 3-day meeting at Moundbuilders CC, Newark, O. President Jack Schram pointed out that prior to making completed clubs in the early 1900's, Burke produced fine wood heads for club manufacturers in Great Britain and stated that, as in the past, considerable emphasis would be placed on production of fine wood clubs throughout 1954.

Five new wood models are being introduced by Burke in 1954 bringing the total available to 17. One of the additions—the Rock-it—is an entirely new contour creation and brings to clubs a new shape in which the bulk of the wood mass is concentrated directly behind point of impact. Other new woods are the Bomber, Hyspeed 54, Coronation, and Power-Pak. Among the wood models whose styling is unchanged are Burke Recorded, and the Lady Burke.

The 1954 Sav-A-Shot line of special purpose clubs will be augmented by 6 new genuine British made putters which are being produced by a Burke affiliate in England. They are characterized by such names as Konfidence, Gem, Yours Truly, Mussel Back, etc.

Redesigned, too, for 1954 are both Burke's Chick Harbert Bomber model woods and irons. The iron will be characterized by a somewhat more compact blade with heavier hitting area. The



Two of the five new wood models being introduced by Burke in 1954. Note new contour of Rock-it model shown at right.

woods will be turned from Burke's new Perma-Block and finished in clear Dur-O-Var to highlight and preserve the natural beauty of the wood grain. All Deluxe wood models will feature a new fibre, Line-o-matic insert to insure positive positioning of the ball with relation to club face.

Schram also announced that the company's production facilities for Punchirons

TURF that Speaks for Itself!

MILORGANITE HELPS PRODUCE BETTER GREENS

AT BEL-AIR...

Joe Martinez, the able Superintendent at Bel-Air Country Club in the Los Angeles district, resumed the use of Milorganite on the greens at that club in 1951. At the field day meeting on the UCLA plots in October, 1952, Mr. Martinez remarked that turf was better than ever before. Mr. Joe Novak, the Professional at Bel-Air and Past President of the P.G.A., confirmed his statements by saying that never before did the greens putt as well.



Turf Service Bureau

THE SEWERAGE COMMISSION, Milwaukee, Wis.

GOLF CLUBS
USE MORE

MILORGANITE

THAN ANY
OTHER FERTILIZER

and Lady Burke clubs would be considerably increased during the winter months, and that all Burke 1954 models would incorporate True-Temper's new, improved rocket shafts.

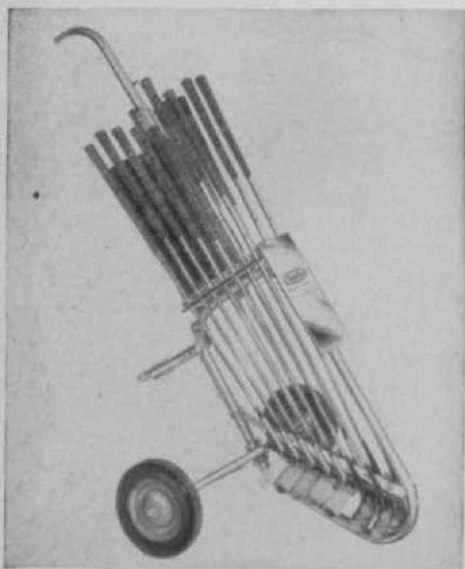
BOB FRIESE NOW SPALDING'S NEW ENGLAND SALESMAN



Bob Friese, formerly inside salesman for Spalding, has been assigned to cover pro territory in Maine, Vermont and New Hampshire. Bob is a native of Springfield, Mass. He made his bow in golf as an assistant at Longmeadow CC during school vacations.

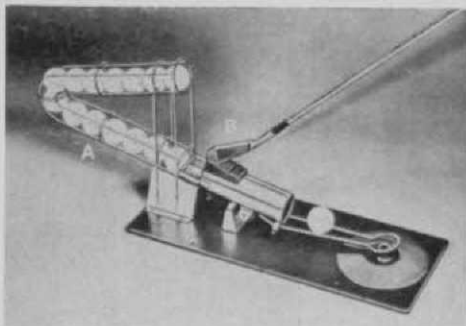
He was in World War II and was called back into service with the 2d Infantry div. in Korea. Prior to being recalled he was majoring in physical education at Springfield college. Upon finishing his Korean duty in 1952 he joined Spalding.

CLUB CAR NEW ALUMINUM CART



Metal Craft, Inc., with sales headquarters at 102 E. Court St., Cincinnati 2, O., has introduced Club Car, a folding, lightweight, all aluminum cart. Holding 14 visible clubs in individually numbered slots, protected by rubber against rattle or scratch, it can be folded and stowed in locker or shelf in pro shop. Other features include low over-all weight distribution for easy pulling, a large bag compartment for balls, tees and shoes, and a handy seat for resting. Additional details from manufacturer.

SPALDING "LAZY GOLFER" — A NEW PRO SHOP XMAS SELLER



For golfers to practice in their basements, garages or yards, Spalding's new "Lazy Golfer" will tee 'em up — 15 golf balls, regular or practice balls, at one loading. It's light, sturdy, inexpensive. Trigger touched by clubhead releases ball down runway to tee, and automatically removes itself after placing ball on tee ready for shot. Full particulars from Spalding offices or salesmen.

1954 FOOT-JOY LINE FEATURES FOUR NEW WOMEN'S GOLF LINES

"Women golfers will have even greater style, color and comfort at her command when she makes her selection from the 1954 line of Foot-Joy shoes," reports Clark L. Wilcox, sales mgr., Field & Flint Co., Brocton, Mass., makers of the popular footwear.

"We are putting four new styles on a new last called the Pinehurst. This is a



Three of Field & Flint's new Foot-Joy women's golf shoes for 1954. L to R: Style W/33, blue calf and white buck; W/32, all-over brown calf; W/30, all-over white buck. All are spiked shoes.

round toe last with double heel combination — meaning a much narrower heel. This, we believe, is as near to being a perfect fitting last as we have ever achieved. Style W/30 is an all-over white buck, with spikes and shawl tongue. With an all-over white shoe the women usually prefer, to wear colored tongues so we do not attach the tongue to this style.

"Style W/32 is an all-over brown calf shoe with shawl tongue attached. This is an all-weather shoe similar in style to our

men's 7030. Style W/33 is a blue calf and white buck, with shawl tongue attached in a wing tip and saddle pattern. Style W/34 is a brown suede with beige suede; shawl tongue attached. These styles are all spiked golf shoes and we expect to have them ready for delivery by November 15th."

GAVIN, NEW GALLOWHUR SALES MGR.

T. Edward Gavin has been appointed sales mgr. of Gallowhur Chemical Corp., 801 Second Ave., New York, it has been announced by George Gallowhur, pres. Gavin, formerly asst't Industrial Dept. mgr., B. T. Babbitt, Inc., will direct the sale of all Gallowhur products, which include Puratized Fungicides and Puraturf Herbicides.

FEATURES OF 1954 POWER-BILTS OUTLINED AT SALES MEETING

The new line of Power-Bilt woods and irons for 1954 came in for high praise by Hillerich & Bradsby representatives at their annual sales meeting in Louisville's Brown Hotel. Bill Kaiser, head of H & B's pro department activities, presided at the meeting composed of members of Power-Bilt design, production, sales and advertising departments.

Kaiser told the group the fine craftsman-



H & B representatives attending annual sales meeting under direction of pro dept. head Bill Kaiser, seated at far end of table.

ship, eye catching appeal, quality and playability of the 1954 woods and irons gave added impetus to the sales course set for the coming year.

"Our new Power-Bilt Iron, for example," he said, "is a model of compactness, graceful lines and improved weight distribution."

New Golf Pride Rib Lock Grips are to be featured on the new line and H & B's top line will feature the new Rocket shaft.

Kaiser reports the 1954 line is already in production and they can guarantee delivery in time for Christmas giving.

PLAN NOW for the

25th National Turf Conference and Show

January 6, 7 and 8, 1954 • MIAMI, FLORIDA
MUNICIPAL AUDITORIUM

A display of equipment, materials and supplies for all phases of the turf industry

PLUS...

An Educational Program on the practical management for better turf for better golf with the country's outstanding experts appearing as speakers.

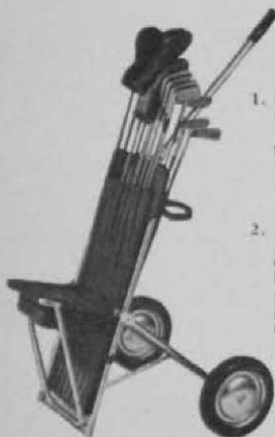
It's your chance to attend "The Greatest Turf Show on Earth".

**Sponsored by GOLF COURSE SUPERINTENDENTS
ASSOCIATION OF AMERICA**



Make golf ALL Play
and NO Work

3 FORE 1
GOLF
CART



Price \$39.50

1. CART — 12" ball-bearing wheels on wide adjustable axle give smooth rolling stability. Perfect balance for effortless handling. Rugged and rustproof.
2. BAG — 14 roomy club pockets. Ball and accessory pockets. Umbrella holder. Heavy reinforced country club green, royal blue, or red canvas.
3. SEAT — Sturdy enough for the heaviest golfer or spectator. Makes the back nine easy as the first.

Cart folds easily and compactly to fit auto trunk or locker. Cart, Bag, and Seat in one lightweight unit. A wonderful attention getter, it sells itself.

LUMEX
GOLF CART SEAT

Price \$12.50

Simply attached to any center-post cart. The Seat structure carries all the weight, putting no strain on the Cart. Doesn't interfere with the pulling balance of the Cart.

Folds compactly around Cart and bag. Weighs only 5 pounds.

The Seat is the same size and construction as the "3 FORE 1" GOLF CART, of which there are more than 9,000 now in use. CART AND SEAT fully guaranteed for one year. THESE ARE "MUSTS" FOR EVERY PRO SHOP.



LUMEX — 11 Cleveland Street
VALLEY STREAM, N. Y.

DEVELOP-PAR FOR XMAS SELLING

Eddie Williams, Louisville CC pro and widely known golf teacher, reports his practice aid and swing exerciser, Develop-Par, is in production with deliveries promised for Christmas gift selling. Since samples were first shown at Dunedin, Fla., early this year Williams has made several important refinements in the practice aid and now is producing them at a rate which will permit fall shipments in limited quantities.

Pros who have seen the Develop-Par believe it will prove definitely encouraging and helpful in getting pupils to follow-thru on the pros' instruction. Pros interested should write Eddie Williams at 3017 Brownsboro Rd., Louisville, Ky.

**SABAYRAC SPORTSWEAR VOLUME
TOPS MILLION IN 2ND YEAR**

"This year we'll pass the million dollar mark in sportswear sales exclusively to golf professionals, and this is only our second year in this business," says Ernie Sabayrac, national sales agent for manufacturers of top quality sportswear. Formerly in Chicago, the Sabayrac headquarters recently removed to 369 Payne Drive, Miami Springs, Fla.

"It's no miracle that we did a million dollar pro volume in our second year,"

It's an Umbrella!

MAX FAULKNER
(British Open Golf
Champion) says:
"...undoubtedly one
of the most sensible
items of golfing equip-
ment I have ever seen"



It's a Seat-Stick!

It's the FEATHERWATE
Umbrella Seat-Stick

At last, a walking stick, a comfortable transportable seat, and a full-sized umbrella all in one. Many styles available with gay colored panels; plain green, maroon or black, or Tartan covering. Luxury models with leather sling seat.



"FEATHERWATE" SEAT-STICKS

Several styles with all-metal or leather seats in various colors or Tartan design. Made in rustless lightweight alloys. There is a "Featherwate" for every member of the family—including junior!

A "Featherwate" Seat-Stick is a must for all American Sportsmen and Women.



Full details and Trade terms from:
GENERAL SPORTCRAFT CO. LTD.
215 Fourth Avenue, New York 3, N.Y.

Made by BUTTONS LTD. BIRMINGHAM 6, ENGLAND

continues Sabayrac. "We have an excellent selection of sports and wearing apparel for men and women; our sales policy enables our pro customers to buy nationally advertised brands at the same prices paid by our manufacturers' biggest 'downtown' outlets. They get top quality at competitive prices.

"Our aim is to concentrate strictly on nationally advertised sportswear which accelerates the pros' movement of merchandise. We're setting up our sales staff to be specialists in this one field and our million dollar volume is convincing evidence that they know their business. We know that today three sport shirts are being sold to every two dress shirts, and with the demand for comfortable wearing apparel growing steadily stronger, we see an opportunity for the pros to open the throttle wide on merchandising items that do not compete with golf balls, clubs, bags, and other playing equipment.

"Obviously the fine volume which we have attained with the pros in so short a time plainly indicates that the pros realize their potential sportswear sales justify all the merchandising attention they can devote to it. They are in an especially advantageous position to capture a big percent-

Leader of them all in pro shop jacket sales

Gaybird

FREE-FOR-ALL JACKET



Now's the time to prepare for the peak fall profit season in jacket sales. And remember—the Gaybird has a sales record with hundreds of pros that has proved it the pace-maker in fall golf apparel profits.

Remember, too, that behind "golf's finest jacket" is a Direct-to-Pro sales policy that enables you to sell highest quality at surprisingly low retail prices.

For men and women—small, medium and large, in Blue, Red, Gold, Maroon, Green and Natural. Suggested retail prices: \$12.95 for single style; \$22.50 for reversible. Slightly more on West Coast.

Get your order in early for an ample supply of Gaybird Free-For-All Jackets for the fall season—and for your Christmas sales drive.

FREE—CHRISTMAS SALES MAKERS

We'll furnish you—FREE—4-color illustrated Gaybird Free-For-All folders, signed—"Your Professional"—for mailing to your members. They really bring in the business. Order your folders now and start them working for you.

GAYBIRDS, Inc.

261 Fifth Ave., New York 16, N. Y.



PROS'

40%

PROFIT

"GIFT"

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A Smart DESK CALENDAR

This calendar is a brilliant presentation of 12 unusual and graphic portrayals of players' form in a two color "sketchy-crayon" depiction.

This artistic easel is covered in a green simulated cloth for long lasting use.

The calendar unit slides into a slot top of easel—12 calendar cards fold back of easel. Stands firmly on your desk, 6 1/4" high 5" across. Plastic binding. Packaged in a Gift Box. Price \$18 Doz. Less 40%.

Send \$1.00 for Sample Calendar.

For Illustrated Circular write:

Cornelius Baker

1204 Girard Ave., Philadelphia 23, Pa.

Your Turf is
Judged
by the
Company
it Doesn't
Keep!

CHLORDANE

CONTROLS—

Japanese Beetle Larvae

Ants Chinch Bugs

Mole Crickets Earwigs

White Grubs Chiggers

Sod Webworms

Lawn Moths

WRITE—

VELSICOL CORP.
330 E. Grand Ave.
Chicago, Ill.



Representatives in Principal Cities

age of sportswear's huge annual volume. They get more through-the-shop traffic than most of the smaller downtown haberdasheries. And, they are right at the point-of-use for sports apparel where so often display or suggestion of an item means a sale. They have more frequent and friendlier contact with their trade and have a distinct competitive advantage in being open Sundays and holidays, days alive with sportswear demand.

"Some years ago when the pros started to stock clubs in sufficient quantities to afford players a wide selection, they overcame the lure of the downtown stores and immediately improved their club sales volume. Now, with so big a future ahead in sportswear, the alert businessmen pros are following that same pattern by investing in a select inventory that will sell on an even basis with store competition. I know that the golf professional outlets are attracting the keen attention of sportswear manufacturers who recognize them as one of their biggest and most active markets. With our merchandise and the merchandising counsel of our sales staff, we are determined to do everything possible to help the pros make the most of their apparel sales opportunities."

KROYDON SIGNS WALLY ULRICH



Wally Ulrich

The Kroydon Co., Maplewood, N. J., recently signed Wally Ulrich, Austin, Minn., pro to their advisory staff. One of the younger PGA circuit players, Wally's money winnings have been consistent this season. A former National Amateur Inter-Collegiate champion while at Carleton College he also has been Mexican Amateur champion, was 1953 runner-up in the Canadian Open and was in the money in all but four PGA summer events. After a fall exhibition tour with Tommy Bolt both will resume tourney play at the Miami Open.

MacGREGOR TELLS 1954 LINE FEATURES

MacGregor Golf Co. is introducing many new items in its 1954 pro line to supplement such established favorites as "Blended Weight" woods and irons, Eye-O-Matic face inserts, combination unit sets, "MT" golf balls and pro-only Tufhorse golf bags.

An extensive program has been undertaken to insure that added manufacturing

facilities will be available to meet the anticipated demand. Emphasis is placed on improved service for the coming year.

Heading the list of new offerings are



the Toney Penna Special "WW" woods, a completely custom made model, finished in a recently developed white color. MacGregor has been searching several years for a model to satisfy the golfer who wants something completely different looking and believes this club is the answer. Using special, hand selected, clear persimmon blocks, the Penna "WW" will be made-to-order in MacGregor's custom club department with optional choice of specifications designated by the professionals.

MacGregor has enjoyed such success

with the exclusive No. 11 Double Duty iron popularized originally by Byron Nelson, and the famous Double Service niblick of Lew Worsham's \$25,000 shot that the company is introducing a third utility iron, the new Double Trouble niblick. The head has been forged and ground to automatically place the hands in the strongest hitting position. Large hitting surface and wide sole make it equally effective for sand or pitch shots.

A new rubber and cord grip, the Black Tourney, has been developed in MacGregor's rubber department, and is offered optionally along with standard leather grips in the Tommy Armour and 85 and 75 models of the "MT" series.

Tommy Armour woods for the first time will have the beautiful Eye-O-Matic face inserts. The successful pro-only Louise Suggs clubs in three distinct price ranges, the Byron Nelson model, and the Jack Burke, Jr. irons and woods for younger players will also be available.

Recognizing the constantly growing interest in No. 5 and No. 6 woods, MacGregor is introducing a more complete assortment in various models and finishes for both men and women. Pros are alert to the fact that this is a fine item for "plus" sales on prize or gift occasions.

The "MT" ball has had steadily increas-

The NEW Model 54 FERGUSON

NIGHT CRAWLER

GREEN
AERIFYING
MACHINE

With these 12 important improvements:

1. New, Uni-ball joints at Walker Beam Ends
2. New, Belt Guard and Deep Groove Pulleys
3. New, One-piece Cast Ram Housing
4. New, Airtight Bearing protecting Bellows
5. New, One-piece axle construction
6. New, Jack Shaft Casting for positive alignment
7. New, One-piece Steel Tube Handle
8. New, One-piece Head Casting
9. New, One-piece $\frac{1}{4}$ " Formed Steel Frame
10. New, Heavier Single Main Chain and Sprockets
11. Oilite Bearings throughout Machine
12. Abundantly powered with AKN Wisc. Engine.



BERRIEN TOOL & DIE, Inc. Eau Claire, Mich.

DIVISION OF SOUTH BEND SCREW PRODUCTS, INC., SOUTH BEND, IND.

NEW ...and NOTHING LIKE IT!

- Perfectly balanced! Can't tip over!
- Clubs carried head down with all weight on wheels!
- So easy to handle!



CARRIES
14 CLUBS.

Club Car
PATENTS PENDING

No weight
in hands.

\$39.50

RETAIL

Large zippered
bag, for balls,
tees, etc.

Sells fast!

Folds
Compactly.

Earns
higher
rental
fees!



Convenient Seat.

CLUB CAR is golf-dom's newest and finest...the first complete club carrier ever offered! CLUB CAR has everything...sturdy construction...light weight and perfect balance...fast selection and replacement of clubs...convenient seat...compact folding and many other advantages

which mean greater profits for your pro shop. Higher rental fees, too. Every club visible and protected from rattling and marring in its own numbered slot! Ideal for every golfer—from dub to pro—with or without a caddy! One CLUB CAR on display will start you off on fast, profitable sales. Write for details NOW!

METAL CRAFT, INC.

Sales Headquarters

102 East Court St., CINCINNATI 2, OHIO

Factory—Fort Lauderdale, Florida

ing calls from pros' members. This ball is in the uniquely packaged weather-tight threesome tube. Once again, the "MT" ball will also be offered in the attractive lizardator Utility Kit for Christmas sales, both dozen and half-dozen units.

The Tufhorse golf bag line has been redesigned to incorporate numerous important construction improvements and many interesting innovations in style, color and materials. "Canvalon," an entirely new fabric exclusive with MacGregor, is one of the distinctive features to be introduced in the 1954 models. A special finishing process combines the known, durable high tensile strength qualities of heavy canvas plus resistance to abrasive wear and soiling. A new color range blending "Canvalon" body material with leather trim also has been designed, which again will be available in a complete series of matching pro-only bags, carryalls, practice bags, and head covers distinctive in eye appeal and quality.

PEND-L-PUTTER PLANS REPEAT OF XMAS GIFT SALES SPURT

Last year the Pend-L-Putter got its first strong sales boost as a pro shop Christmas gift item and its makers, Putt-Master Co., 31 N. First St., Phoenix, Ariz., are planning a follow-up on a new model for another sales jump.

The putter, a center-shafted aluminum-head club that is played with the player facing the hole and swinging the club between his feet, has had a steady growth of pro shop sales and good performance records. The design is USGA approved.

HOWLETT NAMED ADVERTISING AND PR DIRECTOR OF WILSON

Phil Howlett has been named manager of Advertising and Public Relations of Wilson Sporting Goods Co., succeeding Mark Cox who moves to dir. of Advertising, Public Relations and Sales Promotion for Wilson & Co., and its subsidiaries.



Wilson executives expressed their confidence in Howlett's ability by elevating him to the important managership after only three years with the organization. Howlett previously worked for the Chicago Cub baseball club in its Minor League Division after graduation from Northwestern University in Evanston.

In 1950, Howlett joined the Wilson Sporting Goods Co. and a year later was named editor of the Wilson News Service. Early in 1952 when Mark Cox became dir. of the merged Advertising and Public Re-

lations departments, Howlett moved up as his assistant to prepare him for the managership he will now assume under Cox's direction.

Cox became director of Advertising and Public Relations for the Wilson Sporting Goods Company in February of 1952, and Howlett was named his assistant. Cox's excellent record in this new position resulted in the important, new Wilson & Co. executive assignment.

NEW IRONS, WOODS, AND SHAFTS FEATURE KROYDON'S 1954 LINE

At their annual summer sales meeting Frank Mitchell, sales mgr., The Kroydon Co., Maplewood, N. J., introduced salesmen east of the Rockies to the company's 1954 line, main feature of which is the new Thunderbolt woods and irons. Thunderbolt irons, companion number to Kroydon's Cruiser irons, and also an Al Link creation, have the improved Hy-Power three taper rhythmic shaft, Cruiser irons retaining Vertebrae (Control-Flex) shafts introduced last fall. Thunderbolt woods have a deep face head and the newly developed Hy Test rhythmic shaft.

Cruiser woods will have a new running mate in 1954—the new Stratocruiser woods, with laminated heads in natural color.

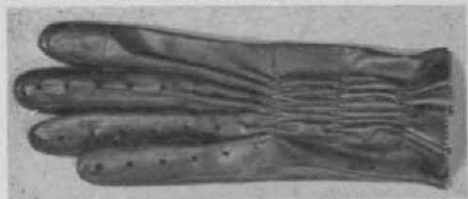
Regal, Cruiser, Stratocruiser and Thunderbolt woods will have the new "Control-weight" feature of sole weighting, developed by Al Link; Kroydon has applied for patent on this idea of weight placement.

Rhythmic, Hy-Velocity and Maplewood irons are improved and eight new putters added to the line. Kroydon's 1954 accessory line features a new line of quality golf bags, head covers, gloves, umbrellas, carts, etc.

BURGETT ANNOUNCES NEW PAUL HAHN GLOVE

K. L. Burgett Co., Peoria, Ill., announces a new full hand glove that it expects to be one of 1954's best sellers.

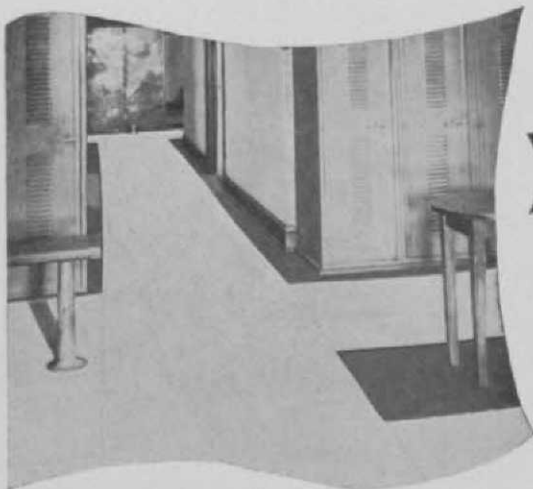
The glove is designed to Paul Hahn's specifications and is the glove that he rec-



ommends and uses himself both in play and in exhibitions.

It's a deluxe glove, table-cut and styled from the finest Capeskin . . . soft and

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

**XMAS
"SELLER"**

BAG SHAG

comfortable but tough and durable. The glove is offered both in natural leathers and in a rainbow of solid colors, accented by contrasting stitching. Full range of sizes, attractively packaged for self-display.

HEALEY NAMED ASS'T MGR., BRANCH SALES FOR U. S. RUBBER

Appointment of Louis J. Healey as ass't mgr. of branch sales is announced by C. W. Pennington, mgr. of branch sales for United States Rubber Co. footwear and general products division. Healey will be located in the company's headquarters in Rockefeller Center, New York City. Appointment is effective immediately.

In his new position, Healey will share managerial responsibility for sales through district branches of golf balls, waterwear and other products. He will also be responsible for advertising, sales promotion and publicity.

Healey started with U. S. Rubber in 1939 as a sales clerk in San Francisco branch, becoming a salesman the following year. After serving with the United States Navy from August 1941 to February 1946, he returned to the rubber company as ass't dist. mgr. of San Francisco branch. The next year he was made dist. sales mgr. of the branch and the following year Pacific Coast sales mgr. In December

Doubles practice time. Shags, bags ball with single motion. No stoop!

**TUBE ►
MODEL**

Retails at
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SIX MAJOR IMPROVEMENTS

1. Cast Aluminum Handle.
2. Plates — 24 gage steel.
3. Deeper furrows for canvas support.
4. Stronger canvas.
5. Harder metal in tube.
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Parts Replaceable

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BAG MODEL
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PROS... This is it!

The Original

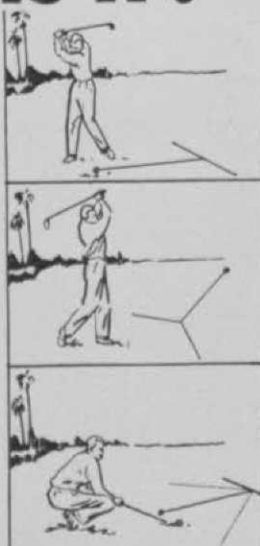
McDougall GOLFER

The Ball That Returns To You.

Here is the most practical CAPTIVE GOLF BALL on the market. Provides a practice range in yard or drive-way. Includes real standard brand ball. Hit as hard as you like, ball will always return to you, indicating slice, hook or straight shot. Use with woods or irons. Sets up in 60 seconds; needs only 40' space. Not a plaything but a real help in perfecting any golfers game. Used and recommended by pros and amateurs throughout the country.

An ideal golfers gift.
Order now for Christmas trade.

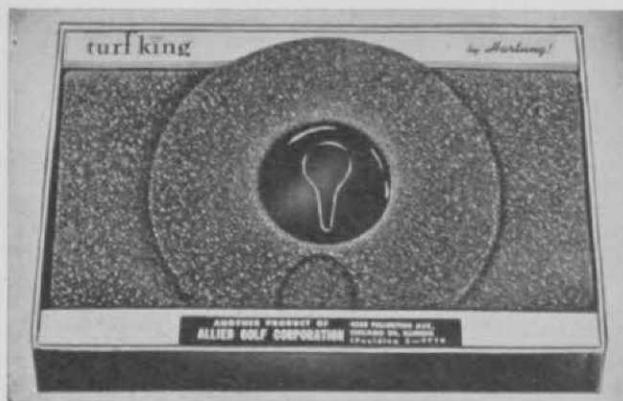
\$3.95
Retail Price



McDOUGALL, LTD., 130 N. Central Ave., Phoenix, Arizona
Regular Discounts To Pros • Dealers. Territories Available For Manufacturers' Agents.

NEWEST PUTTING SENSATION

Simple, foolproof, and practically indestructible, this new golf putting device employs a flipper plate to eject ball from cup. Depressed by foot or club, mechanism pops ball out, thus eliminating stooping. Simulated grass matting covers both the putting cup and the eight foot putting carpet. Insure your share of the Christmas gift business — order now!



Complete Turf King is attractively packaged as shown to retail for \$8.50 as holiday gift special. Usual pro discount. Additional cups can be ordered individually to retail for \$5.

Advance pre-market showing and Christmas orders to pros indicate two weeks delivery time, F.O.B. Chicago.

ALLIED GOLF CORPORATION

4538 Fullerton Avenue
CHICAGO 39, ILLINOIS

1952, he was appointed sales mgr. of general products, and transferred his headquarters to Providence, Rhode Island.

CLEARY ACTIVE IN TURF TRIALS TO MARKET DRY PMAS IN '54

William Cleary, pres., the W. A. Cleary Corp., New Brunswick, N. J., reports that after several years research and experimenting, they have perfected a dry formulation of the phenyl mercuric compounds and will be ready next spring to market a dry application of PMAS for weed and disease control. This new dry formulation also will include a fertilizer, thus feeding and protecting turf with one application.

Originally presented to golf turf management as a herbicide for crab grass, su-

perintendents for the past two years have extended the use of PMAS, employing it as both herbicide and fungicide and, says Cleary, getting excellent economical control of both disease and crab grass. "There will always be new turf management problems, and we welcome the opportunity of searching for their solutions," says Cleary. "As with poa annua, field trials with PMAS have been set up by John Darrah at several agricultural stations and progress thus far is promising. We also look forward to a definite answer to Dallis grass and Silver crabgrass with PMAS in combination with 2,4-D, in these trials." A pamphlet covering "Turf Fungicide Trials—1952," on snow mold, issued by the Washington Ag. Exp. Station will be sent free on request by the Cleary Corp. Leo Cleary and John

STUMP INCINERATOR

A Picturesque and Practical Incinerator for Golf Courses, Playgrounds and Spacious Surroundings.

Made of steel reinforced concrete, asbestos lined and will last for many years. Its rustic bark finish harmonizes with natural surroundings.

Side openings at bottom for draft and cleaning. Strong tubular grate. 36 in. high — 20 in. diameter. Weighs 200 lbs.

Price \$23⁵⁰

FOB New York
Crating extra
for shipping \$5

J. OLCINA ART CEMENT WORKS

83 Montgomery St., New York 2, N. Y.



Darrah will be at the National GC Supts. conference, ready to discuss turf weed and disease problems.

WILSON'S 1954 LINE IS PREVIEWED BY SALESMEN

"The new Rocket shaft for Wilson's 1954 golf clubs represents the most significant development in this area of golf construction since the steel shaft replaced hickory," Pres. Fred J. Bowman said at the recent Wilson Sporting Goods Co. sales meetings in Chicago.

Regional sales meetings were held in Chicago, New York, Kansas City, and San Francisco to acquaint the Wilson salesmen with the 1954 line.

A newly developed type of boron steel — stronger, tougher and with greater shock resistance — greatly increases shaft power with less weight, the Wilson people say of the Rocket shaft.

This new boron steel has enhanced the "head feel."

Construction innovations include new step-down design for greater kick; and new tip diameter construction for greater head feel.

The new Rocket shaft by True Temper is the answer to a demand made by top-notch amateur and professional golfers for many years for a light shaft with ad-

ditional feel at the tip end, and not underneath the hands. It is not a softer shaft. It is a shaft strong with power but with additional kick and "feel" at the tip end.



Wilson vp. Herb Greear (R) points out special buckles on new 1954 golf bags to (L to R) Ray Cook, L. G. (Plug) Osborne and Tom Walsh at recent sales meeting.

The Rocket shaft is available in flexes to suit the individual. This assures shaft action to match the power and speed of the swing. There's also a special model for lady golfers.

By reducing the wall thickness in the

most Enduring of all golf clubhouse floor covering.. **MELFLEX** HEAVY DUTY PRODUCTS

For 27 years golf management's preference for Player Safety,
Floor Protection, Lasting Service and Maintenance Ease.

GET MELFLEX "FACTORY
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ON THESE LEADERS:

Heavy Duty MEL-ISLE and
MEL-FLOOR AISLE RUNNERS

Heavy Duty ENTRANCE
MATS

MOLDED SAFETY
STEP TREADS

SHOWER AND
STANDING MATS

Made of the toughest, surest-footed non-slip materials obtainable, Mel-Isle (ribbed) and Mel-Flor (smooth) are amazingly enduring for spike shoe traffic.

Range owners say Melflex Extra-Duty Driving Mats play best, last longest of all tee mats. Melflex tubular rubber tees are tops in durability — \$17 per 100. Be your own judge — with a trial order.



MELFLEX PRODUCTS CO., Inc.

L. E. Warford, Pres.

410 S. BROADWAY . . . AKRON 8, O.
In Canada: P. O. Box 411, Ft. William, Ont.

tip area, added feel has been transmitted from the clubhead to the hands.

Other major changes for 1954 Wilson clubs have been incorporated in the Dyna-Weight iron. The hosel has been shortened $\frac{1}{4}$ in., outside diameter of the hosel has been reduced and the blade has been shallowed at the heel. Reducing the hosel size has helped remove unwanted weight and has given a more graceful and streamlined hosel.

Making the blade shallower at the heel has taken away more undesirable weight and has improved appearance.

All the professional model clubs will feature a new grip—in the same red leather but with smaller perforations. In all of the woods, the Wilson factory has added a templating operation to the faces, which insures definite prescribed sizes and shapes to the wood clubs.

The 1954 Wilson woods and irons feature new decals and stamping that dress up the appearance of the clubs.

In the golf bag line, bright new plaids in Saran help make the 1954 line one of the most impressive on the market.

In addition to the new Saran golf bags—which add color to any golfing scheme—Wilson will continue to maintain its selling features in leather, nylon, vinyl and canvas bags.

In the utility line, Wilson has designed a No. 6 wood to help those players who have difficulty hitting those long iron shots.

Colored in light mahogany, the 6 wood is ready to take up where your regular woods stop. It can be used out of the rough and helps the golfer get added height on his shots.

McDOUGALL GOLFER HAS "CAPTIVE" BALL

McDougall Golfer, made by McDougall, Ltd., 130 N. Central, Phoenix, Ariz., has a standard golf ball attached to a sturdy, weatherproof cord which, in turn, is secured to the center of a strong, weather-

WAR-MUP

the WEIGHTED head cover

SPECIAL CHRISTMAS PACKAGE AVAILABLE WITH IMMEDIATE DELIVERY FROM YOUR NEAREST DISTRIBUTOR.

- Coleman Golf Corp., Pittsburgh, Pa.
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- Golf Mart, Inc., Birmingham, Mich.
- Jackmen Sportswear, Inc., Oak Park, Ill.
- Jack Jolly & Son, Newark, N. J.
- Mayflower-Medalist, Ltd., New York City
- Pro Golf Sales, Fond du Lac, Wisc.
- Stan Thompson Golf Co., Beverly Hills, Calif.
- Ralph G. Tyler & Co., Muncie, Ind.
- Winter-Dobson, Dallas, Texas.
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"Snap The Strap"
Your driver becomes
a training club.

Sets of four, including weighted WAR-MUP from \$5.50. Individually weighted WAR-MUP from \$2.50.

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GOLFDOM in 1954

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- SAFE** ● All-over "massage" action gentle on ball point.
- THRIFTY** ● Serving year 'round course for 12 years.
- BEAUTY** ● Trim design, silver coated — dresses up tees.
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have made hundreds of extra dollars by installing this SUPERIOR grip during the off-season. Always use the

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LAWN MOWER STATIONARY BLADES



SINGLE Lip and DOUBLE Lip HEAVY DUTY Blades for all Makes of Fairway Mowers — Hand and Power Putting Green Mowers — Power Mower Blades — Tee Mower and Trimmer Blades all made of the best quality knife steel and heat treated to insure long wear and guaranteed to give complete satisfaction. Order on your Club Stationary for Special Club Discount. Dealers and Repair Shop orders are also given prompt attention and wholesale prices. You will 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.

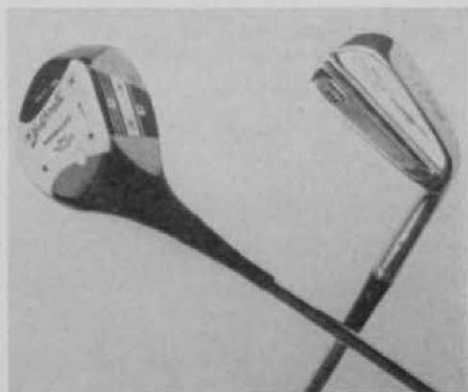
We pay the postage on all orders of \$15.00 and over.

proof elastic cord. The elastic cord ends are secured by metal spikes outdoors or eye-screws indoors.

Return of the ball after it has been hit and extends the elastic gives a rather reliable indication of the distance and character of the shot hit. It is one of the older and very popular devices now made of top grade units and retails at a price which should make it a big-selling Christmas gift item in pro shops and a staple item for all year sales and practice.

GOLFCRAFT FEATURES IMPROVEMENTS IN THEIR 1954 WOODS AND IRONS

Ted Woolley, pres., Goldcraft, Inc., Escondido, Calif., reports improvements and refinements which will add very definitely to the performance and sale of the 1954 models of Goldcraft No. 250 woods and No. 250 irons. The No. 250 wood has a newly



Goldcraft's No. 250 woods and irons for '54.

perfected compact head and a brass-bound inlay. It is beautifully finished in maroon with a black and white insert and is "pressure-bonded" for greater durability. The design and ruggedness of the club has received high praise of the many pros who have course tested them under all playing conditions.

The No. 250 iron is a compact, hard chromed head in a new modern design. Those who have subjected them to scien-

tific research are amazed at the 72-hour salt spray chrome that Golfcraft has put on these irons.

The Shirley Spork signature, the No. 309 model, and Johnston putters, all have received refinements that will further strengthen their sales record.

As always, every Golfcraft club is backed by factory guarantee.

MINNESOTA GC SUPTS. GUESTS AT TORO RESEARCH CENTER

Sept. 21st, the day preceding their annual tourney and banquet, members of the Minnesota GC Supts. Assn. were guests of Toro Mfg. Co., and Minn. Toro, Inc., at



Toro's Research and Development Center, South Minneapolis. The golf mowing and maintenance machinery company established the research center last year for test and evaluating grass cutting equipment. Keen interest of a large turnout rewarded Dr. James Watson, Toro's agronomist, who conducted the tour.

Tests shown included studies on maleic hydrazide, the effect of mulching leaves on turf, fertilizer (including tests involving nitrogen, phosphorus and potash in all possible combinations) and the availability of nitrogen from various carriers.

Test Center nurseries include co-operative tests on Bermuda & Zoysia selections conducted in conjunction with the Tifton (Ga.) Experiment Station. Test is to evaluate winter survival of these grasses under Minnesota conditions. Also in the nursery are selections of Meyer Zoysia (Z-52) and

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STROKE MASTER GOLF SHOES

GIHON DOUBLE EAGLE GOLF BAGS

WESTERN GOLF CARTS

PENFOLD GOLF BALLS

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Your Selection
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Complete Line Golf Accessories
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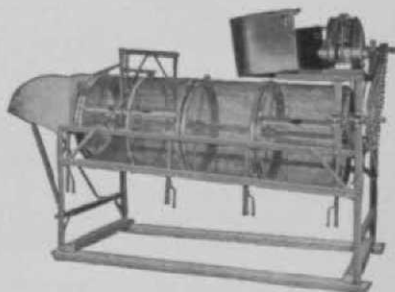
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Manufacturers

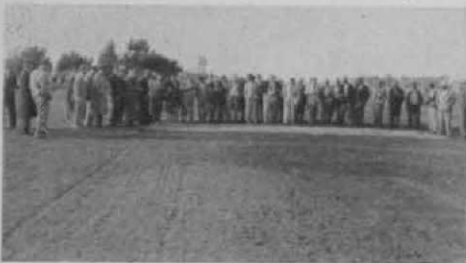
JOHNSON CITY, NEW YORK



(Z-73) Zoysia and T-47 Bermuda, from Texas.

Plots also include bent selections — some from local and distant golf courses; also a poa annua selection from Oak Ridge GC, in Hopkins, Minn. Toro is co-operating with the Minnesota supts., and the Minnesota GA on many of these tests.

The experimental green, of five bent strains, was of strong interest. The green



Minn. supts. are shown test plots at Toro's new Research and Development Center by agronomist, Dr. James Watson.

includes Old Orchard, Polycross, Dahlgren (C-115) and two local bents selected by Leo Feser at Woodhill CC.

Of particular importance is the Center's "cutting test," which includes eleven species and strains of turf grasses (cool season as well as warm season grasses) — each strain being cut with different types of mowers, and at four different cutting heights varying from $\frac{1}{2}$ to 2 inches.

The group was shown one of Toro's research and development machines for determining cutting characteristics on the cutting test area.

SPALDING GOLF PRO SALES STAFF MEETS AT CHICOPEE, MASS.

The entire golf Professional national sales staff, district managers and depot managers of the Spalding selling group

met at Chicopee, Mass., during the recent sales meetings. They were shown the complete line of Spalding professional golf clubs, balls, and bag lines, as well as sundry items for 1954.

Emphasis was placed on the continuance of the Synchro-Dyned golf clubs with many improvements. There will be a selection of two head models in the Top-Flite Registered woods. The Top-Flite Registered iron sets will have more compact 7, 8, and 9 irons with an improved head model. Both woods and irons are available in either the widely accepted spiral wrap-around leather grip or the new All Play composition grip, being introduced in 1954. This All Play grip is a simulated wrap-around model of composition with wool fibres, having a soft "velvety" feel in any kind of weather.

Several other price lines of golf clubs were shown as part of the complete 1954 line. Of special interest was the new "Youngster" clubs designed for youngsters of about 8 years of age.

Following the equipment session, Merchandise Mgr. Gordon Browne spoke about the fine acceptance of the Lifetime White finish on Spalding-made golf balls and the continuance for '54. He then showed the beautifully designed and finished Christmas Box for golf balls. Browne also exhibited the golf bag line for '54 including Saran, nylon, duck and leather bags. The line embraces both men's and women's models as well as a new one for the very young players carrying the "Youngster" clubs. A complete line of sundries completed the presentation.

Bobby Jones, Lawson Little, Jimmy Thomson, and Marilyn Smith were present as members of Spalding's golf consultant staff.

The salesmen toured the factory to see developments in Spalding manufacturing methods.



Spalding pro salesmen from all sections gathered at the Chicopee, Mass., plant to get previews and study of the 1954 golf line, inspect the company's manufacturing developments and discuss pro marketing.

TEE MATS

★ 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

WEST POINT VERTI-CUT AVAILABLE

West Point Products Corp., West Point, Pa., reports increased production of their Verti-cut is now meeting the lively demand. Orders far exceeded expectations when the Verti-cut was introduced at last year's GCSA Convention. Back orders have been filled and new orders are shipped promptly.

Golf courses using the Verti-cut report its results better than promised. Its vertical cut slices off weeds, improves turf appearance immediately and its numerous cuts through runners stop weed spreading.

West Point's special Thatch Spoons for the Aerifier also are being shipped promptly. They cut out a complete circle of turf and are especially valuable for cultivation of heavily thatched areas. The spoon tip is closed so clogging is minimized; it is curved to cultivate like regular Aerifier spoons.

AUTOETTE SALES SHOW CHANGE IN GOLFING HABITS

Pros and players agree that with the coming of the power type of golf cart the golfing habits of the nation are changing, according to Joe Lennett, pres., Autoette, Inc., Long Beach, Calif.

"Now golfers can ride from tee to tee

SPECIAL OFFER

SIX ASSORTED WOOD RAKES MADE BY US for golf course use, sent with each bundle of 50 bamboo whipping poles 18 feet long; Formosa or Japan grown. \$50 value.

Price only \$30 remitted with order F.O.B. our warehouse. Sale lasts until combination packs are sold out.

Clinton KENT Bradley

National Rake Supplier

Mountain View

New Jersey

over the longest courses, and finish the game refreshed — and they are taking advantage of this new found enjoyment of the game judging from the ever mounting demand for our Autoette Golfmobiles," says Lennett. The dual-motor Golfmobile carries two players, and their clubs; has plenty of reserve power for 18 holes and



Latest model Autoette Golfmobile gets approval of member Ralph McNece and pro Howard Smith at Inglewood CC, Los Angeles.

AMERICA'S BIGGEST SELECTION of GOLF AWARDS



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PRO-GRIP Dry Hand Creme removes perspiration from the Hands and leaves them soft and velvety. It enables the golfer to have a firmer and more reliable grip on the golf club.

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OUTDOOR
DRINKING FOUNTAINS
HYDRANTS
LAWN HOSE BOXES



more. Its heavy duty batteries are easily recharged, its controls are simple and its wide wheels distribute its full load without injury to turf, applying less pressure on turf than that of maintenance tractors.

ETONIC ANNOUNCES NEW LIGHTWEIGHT STYLE

The C. A. Eaton Company, manufacturers of Etonic All-Weather Golf Shoes, have unveiled the latest addition to their extensive line, a shoe extremely light in weight,



yet maintaining the sturdiness and long service features of the Etonic shoe line.

Golfers will be interested to learn the New Etonics weigh in at $\frac{3}{4}$ lb. less than ordinary shoes. Those who are statistically inclined can toy with the saving in effort in carrying $\frac{3}{4}$ lb. less weight the 10,000 steps or so made each round played. The new styles are of standard Goodyear welt construction, with a flexible new sole material largely responsible for the weight saving feature.

JACOBSEN ANNOUNCES NEW PRODUCTS AND IMPROVEMENTS

After extensive factory and field proving, Jacobsen Mfg. Co., Racine, Wisc., have incorporated several improvements in their latest models of power mowers. Horsepower of the Jacobsen power greens mower is now $2\frac{1}{4}$, up from $1\frac{3}{4}$ hp. Their Lawn King and Estate 24, both extensively used for club lawns and tees, now have the same power increases. To further increase the frequency of cut, the greens mower now has an eight blade reel instead of the former seven.

Jacobsen's 30-inch Leaf Mill is one of the two labor savers recently announced and now in full production. The Leaf Mill picks up leaves, grinds them and returns them to the turf as a fine mulch, eliminating usual leaf disposal operations.

The other labor saver is Jacobsen's new

Rotary snow plow which exhaustive tests okd for a heavy production schedule. It's a low-cost sidewalk-size machine that will prove a labor saver where clubhouse remains open in winter.

Other changes in the Jacobsen line include a newly designed 18-inch rotary mower and a self-propelled 20-inch rotary. Added to the line are an 18-inch electric rotary and a 20-inch manually operated rotary mower.

WM. RECTOR ELECTED TRUE-TEMPER HEAD



Wm. Rector has been elected pres., True Temper Corp., Cleveland, succeeding his father, the late Walter Rector.

Prior to his election Bill had been executive vp of the company and before that had been manager of the company's Charleston, W. Va., plant, the

largest of True Temper's factories.

Bill Rector is widely known in the golf business and like his father was, a low-handicap week-end golfer.

WORTHINGTON TO PRODUCE NEW GOLF BALL FOR LADIES ONLY

James Brydon, vp., the Worthington Ball Co., Elyria, Ohio, reports an exceptionally good season on the company's pro line of golf balls. For 1954, in addition to construction improvements in their pro line, particularly the Sweet Shot line, Worthington will produce a new golf ball for ladies only. "Lady Diana" is the name of the new ball and its production is at the request of golf professionals after a careful survey. Of suitable compression for women players, it will be of a tension that assures liveliest response. "Lady Diana" will retail at 85 cents.

KENNETH SMITH TO GIVE SENIORS' CLUB NEEDS SPECIAL ATTENTION

"Other than a few refinements there will be little change in our woods or irons for 1954," according to Ken Smith whose company at Kansas City, Mo., specializes in hand made clubs. "They are selling too well to experiment. We'll continue to offer any available grips for our clubs without restriction or price increase. The professional knows best what grip he wants and which grip to recommend for his players.

"We are going to do more for the seniors who find the crisp hitting of younger days

James G. Harrison

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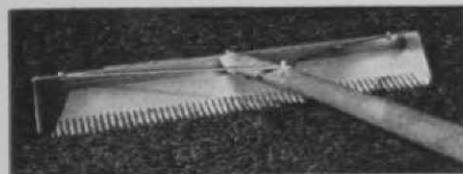
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HIRAM F. GODWIN

22366 Grand River Ave., Detroit 19, Mich.

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gone when they play long irons. The result is a great demand by older golfers for short woods, 5 and 6 woods and even higher.

"For years we alone have cataloged a No. 5 wood in the set as standard equipment; on special orders, we have made higher numbers. In recent years we've sold many 5 and 6 woods. We are giving this special attention because it is a must for senior golfers.

"Our sale of irons continues to break all of our previous records. We have never been able to accumulate any irons ahead for stock since this new deluxe model came out. That is the highest tribute the golfers could pay us."

SWINGING AROUND GOLF

(Continued from page 34)

Charlie Kane switches from Atlanta (Ga.) Griffin muni course to pro job at Selma (Ala.) CC . . . Lloyd Hudspeth heads organizers of Mountain View CC (9 holes) near John Day, Ore. . . Article "Ike on the Links: The Best Break Golf Ever Had," in Newsweek, Aug. 31, tells of Burning Tree's unpretentious clubhouse, tees of six holes of the 6,670 par 72 layout being handy to clubhouse, and Max Elbin, Burning Tree's pro, as "the kind of a guy we'd be anxious to have as a member if he weren't already our pro."

Gallup poll found 73 per cent of those asked didn't think Ike was playing too much golf . . . Rudy Will who recently retired after 23 years as supt., Woodmont CC (Washington, D. C., dist.) and was succeeded by Bob Shields, received pension as club's appreciation . . . Worland (Wyo.) CC to build 9-hole all-grass course . . . Dr. F. W. LeBaron is sec. . . Considerable vandalism, mainly damage to greens, reported on golf courses in metropolitan areas . . . Seems to be work of kids who could be benefited by psychiatric treatment with fists.

Stevens Point (Wis.) CC constructing \$100,000 clubhouse . . . Willard G. Wilkinson expects to have Pali GC 18 in Hawaii in play in fall, 1954 . . . Derrell Brown opens 9-hole Orenco Woods GC at Orenco, Ore. . . Belle Isle, Detroit (Mich.) muni 9-hole course to be converted to miniature course, picnic ground and kiddie playground.

Southern Turf Assn. to hold 1954 annual meeting, April 5-6, at Jackson (Miss.) CC . . . first time meeting has been held in state . . . expect greater interest among pros and supts, in that area . . . Lt. Morris W. Williams, Jr., winner of Armed Forces'