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**EARL JONES
APPOINTED PR.
DIR. OF SPALDING**

R. Earl Jones of the School and College Promotion Department of A. G. Spalding & Bros. has been named Public Relations Director of the Company, it was announced by George Dawson, Vice President in Charge of Sales.



Autoette Golfmobile rental is becoming a substantial factor in pro dept. revenue, says Joseph Lennett, pres., Autoette, Inc., Long Beach, Calif. Operating cost of the electric battery-operated buggy is 3 cents for 18 holes.

Another golf plug on TV was showing on "It's News to Me" program of Foot-Joy shoes Hogan wore while winning British Open. The shoes are displayed in window of Foot-Joy store in New York.

SEAT-CANE, CHRISTMAS GIFT ITEM

Popularity of the new, adjustable Wilson Sporting Goods Co. Spectator Seat Cane among tournament followers who tire of walking and standing makes the seat cane an item pros should include in accessories they stock for Christmas gift suggestions.



Salesman Tim O'Brien registers doubt as George Zaharias tests seat cane.

Simplified locking arrangement makes it easy to adjust the height to fit the shortest or tallest member of the family. The collar

AMERICA'S BIGGEST SELECTION of GOLF AWARDS



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Models from \$10.50 to \$19.50

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UN 7-4146

at the base prevents the cane from sinking into soft ground, and the seat folds compactly for ease in carrying. Other features are: (1) sturdy and lightweight construction; (2) burnished aluminum; (3) genuine saddle leather seat; (4) less than 32 oz. of weight; and (5) readily adjustable.

MacGREGOR CHRISTMAS GIFT CASE



The MacGregor Golf Co. Christmas Golf Ball Case, in which all of their "MT" golf balls to be used as Christmas gifts will be packed. The case is a rich, brown lizagator-grain utility kit which has many other uses. It is water-proof and scuff-resistant. It is packed with one dozen "MT" golf balls and sells for the price of the balls alone. It also is available in a smaller case which carries six "MT" balls.

Lester Chamberlain, west coast representative for golf goods makers, won a Nash car as first prize in 6-months-long sales contest of Etonic golf shoe makers, Charles A. Eaton Co.

KROYDON PRESENTS NEW CLUB LINE



Kroydon salesmen from territories east of the Rocky Mountains attended the annual summer sales meeting held at the factory in Maplewood, N. J., August 10, for a preview of the 1954 Kroydon golf line presented by Camille Gairoard, pres., and Frank Mitchell, sales mgr. Special feature of the 1954 line will be the "Thunderbolt" irons and woods, latest model of the Kroydon line and a companion number to the Cruiser irons announced last year.

Thunderbolt irons will be made with a

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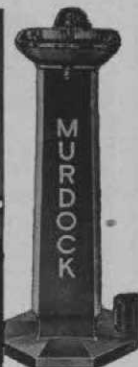
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new improved Hy-Power three taper rhythmic shaft. The woods have been developed with a new head model having a fairly deep face and the newly designed Hy Test rhythmic shaft.

Cruiser woods in 1954 will have a companion number—the new Stratocruiser woods, made with laminated heads finished in natural color.

Woods in all lines will be constructed with the new "Contro-weight" feature of sole weighting developed by Al Link, Master club maker, patent applied for by the company.

Eight new putters have been added to the line. Accessories for 1954 include a completely new line of quality golf bags, head covers, gloves, umbrellas, and the popular Parway caddy carts.

FERGUSON'S HOST TO SUPTS.

Close to 150 golf course superintendents from western Michigan and northern Indiana enjoyed an afternoon of golf, visiting and equipment demonstration climaxed by an outdoor barbecue dinner, August 17, at the Eau Claire, Mich. headquarters of Ferguson & Sons, golf equipment and supply dealers. Mr. Carl Ferguson, hale and hearty father of Ken, Charles and Claire, intro-

duced Eau Claire's Mayor and the local bank president, featured speakers at the dinner.

WORSHAM'S EAGLE BROUGHT DOUBLE-SERVICE TO RICKEY



That mail on the desk of Bob Rickey, MacGregor pro sales mgr., is mainly orders for the MT Double-Service sand and pitch club that Lew Worsham used in holing the \$25,000 eagle at Tam O' Shanter. Rickey says the shot accounted for the greatest sales surge of a club since 1930 when the wedge came in.

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CREEPING BENT STOLONS

TO THE GOLFING TRADE. Last Fall due to adverse weather conditions last year we sold out all our stolons in all our nurseries and had nothing to offer even for Spring delivery. Our new crop will be ready around September 1st and you may be assured that we will have no sod or leftover bents. **That every stolon will be fresh, virile stock and less than one year old. True to strain, no mixture of other bents or grasses. No weeds — not even clover.** All seed heads hand plucked and all weed seed destroyed by Aero Cyanamid.

For quicker service, fresher stolons and lower transportation charges we have three nurseries. **Branch nurseries in Slocum, R. I. and Farmington, Iowa. Main nursery and office at Madison, Wisconsin.**

Orders now accepted for Fall delivery and we anticipate another early sellout.
Arlington C 1

Congressional C 19

Old Orchard C 52

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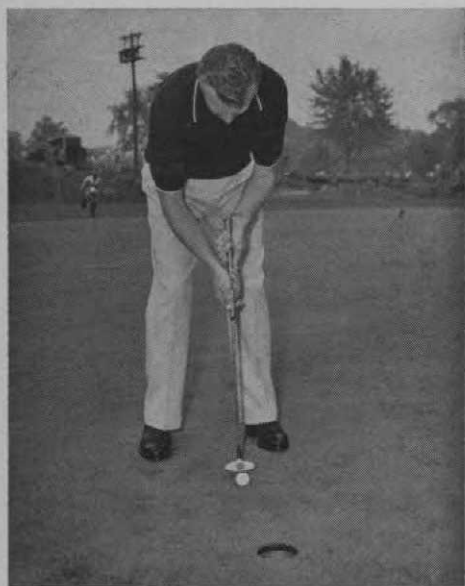
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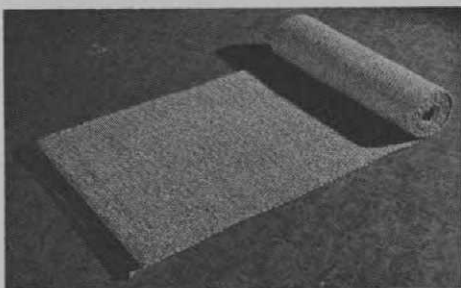
NARY'S IMPROVED PUTTING MAKES PICTURE NEWS



Bill Nary, Hillcrest CC (Kansas City, Mo.) pro, got national publicity with the above United Press picture taken during the Tam O' Shanter events. Bill's effective use of the Putt Master Co.'s Pend-L-Putter on the prac-

tice green and in the tournament rounds had the galleries gasping and itching to try the pendulum club. It's legal and has made Nary well in a part of his game that has been suffering. The putter has caught on in pro shop sales.

COCOA MATTING FOR FLOORS



For protection of floors and carpets during bad weather and for use on club porches and entrance ways as protection against slush and dampness, the James Standart Co., Penobscot Bldg., Detroit 26, suggest rolls of cocoa matting. It is washable, reversible, and cleans easily. Available in 27", 3', 4½', 6', 8' and 9' widths and any length required. Wider widths may be obtained by sewing two stock widths together. Where periodic heavy traffic is encountered, runners are bound

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.

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with black rubber tips or tan canvas tips. For light traffic, it is double stitched and a natural decorative fringe is used. Samples are available.

**PEGGY KIRK FLIES HER
SPALDING DOT**



Peggy Kirk, high-ranking girl pro star, holds an air pilot's license and now is traveling the women's tournament circuit and her exhibition schedule in her own plane. Peg has named her plane the Spalding Dot because, with the commercial candor characteristic of the girls on manufacturers' advisory staffs, she says it flies far and true.

**BULLIS WINS MacGREGOR
SALESMEN'S AWARD**



Pete Bullis (right—the one with the Toni), MacGregor Golf Co. midwest pro salesman, receives from Bill Ford, advertising account executive, an award at the MacGregor pro salesmen's annual meeting. Pete's estimate of 66,000,000 rounds of golf played in 1952 was closest to the authoritative survey. The salesmen spend 5 days in session at Sheraton-Gibson Hotel, Cincinnati, and the rest of the week in personal conferences with company executives and in plant study trips.

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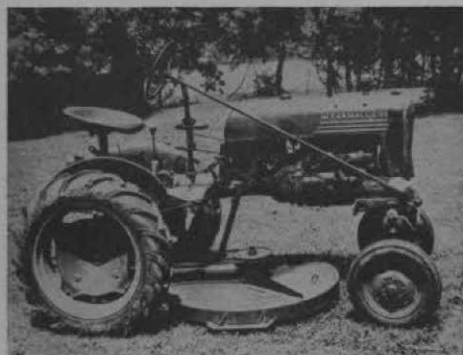
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O. P. Donohue, formerly with Allis-Chalmers and with Power Products Co., has been made vp in charge of sales of Armstrong Products, Inc., Milwaukee, Wis. The Armstrong company makes small engine accessories and components, among them being a new and well received rewind starter for use on small power mower engines.

**WOOD ROTARY FOR
CUB TRACTOR USE**



A new single blade rotary mower for use with the International Cub tractor has been added to the line manufactured by Wood Brothers Mfg. Co., Oregon, Ill.

The mower, called the Model 42, can be mounted underneath the Cub tractor in a matter of minutes giving excellent maneuverability and enabling the operator to watch the mowing without turning around. The cutting height is adjustable from 0 to 6 inches by means of either manual or hydraulic lift, depending on which equipment the tractor has.

The machine has a V-belt drive, built-in skids, 5/16 in. by 2½ in. heat-treated

spring steel blade, Timkin bearing equipped malleable spindle assembly and ball bearing equipped idlers.

The Model 42 mows and shreds a 42-in. swath through grass, weeds and brush.

SWINGING AROUND GOLF

(Continued from page 23)

Royal Canadian Golf Assn. Green Section's first Maritime turf conference, at Fredericton, N. B., Sept. 23, 23 . . . Central Plain Turf Foundation conference, will be at Kansas State Agricultural college, Manhattan, in October . . . Harvey Rockwell, golf writer for San Francisco News, wrote interesting column of Charles Wilson, USGA Green Section's Western director . . . Charlie says that during his 14 months on the Pacific Coast he found every course using too much water because players demand soft greens . . . Charlie also said when clubs can get chairman-supt. combinations such as Jim Wilson and Ted DeTata at Green Hills and Maynard Garrison and Paul Paulson at San Francisco GC, they've got a primary essential in working out a satisfactory maintenance program.

Annual fall turf conference sponsored by USGA Green Section, University of California and Northern California Grass Council to be held at Davis campus of University of California, Oct. 8 . . . New York Metropolitan Golf Assn. had issued 6,962 handicap cards to members of 167 member clubs as of July 17 and hopes to issue 9000 cards before season closes . . . That'll be about 3600 more than in 1952 . . . In Westchester 67 clubs are represented in cards issued . . . In Long Island

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