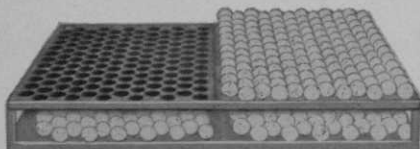


# 4 MONEY MAKERS for RANGE OPERATORS AND GOLF COURSES Save - Save - Save

Wittek is first and foremost in offering the latest and most efficient equipment for golf ranges. Make operating easier, more pleasant, and above all, *more profitable* with Wittek money making supplies.

**1. BALL PAINTING MACHINE.** Paints 450-500 balls per hour. Keeps balls looking like new. Players favor the course that provides glossy white balls with high visibility. Give your course an enviable reputation for sparkling bright balls. **Price—\$27.50**

**2. SPECIAL STACKING TRAYS.** Prevent



marring while painted balls are drying. Can be stacked one on another for convenience. Conserves space. Each tray holds 144 balls. **Price \$4.95 ea.**

**3. GOLF BALL ENAMEL.** One gallon paints 6000 balls. **Price \$5.75 per gal.**

**4. BALL STRIPER.** Does a beautiful striping job. Distinguishes your balls. Reduces theft and confusion over ownership of balls.

**Price of Hand Type \$ 5.95**  
**Price of Electric Type \$37.50**

Hundreds of other MONEY MAKING items. Send for 1954 Catalog.

## WITTEK GOLF RANGE SUPPLY COMPANY

5128 North Avenue Chicago 39, Ill.

### SOILAIRE'S NEW ROLLPAC ROLLER AT LOW PRICE

Soilaire Industries, 1200 2d ave., S., Minneapolis, Minn., makers of Soilaire aerating equipment, have produced a one ton roller that's already finding a large market. Weight range of the Soilaire Rollpac is from 1130 lbs. to 2000 lbs. Price is less than \$1000.

The Rollpac is being used by numerous cities, in athletic field and country club grounds and road construction and maintenance work and in plant maintenance work by several large corporations.

Dale Bourisseau of CSI Sales, Solon Center Bldg., Solon, O., says winter sales of Goodwin grips indicate that pro shops have been busier than ever in picking up added profit by applying new grips. CSI Sales has a simple step-by-step instruction sheet which explains the Goodwin application job clearly to the shop men.

Handi-Club bagless golf cart now being made by Almeg Industries, 43 Pearl st., Buffalo 2, N. Y. F. J. McCarthy of the company introduced the club carrier to pros at Dunedin.

### YARDLEY GUARANTEES PRESSURE RATING OF PLASTIC PIPE

The Yardley Plastics Co., Columbus, O., makers of plastic pipe which is being increasingly used in golf courses, is producing what it says is the first plastic pipe to have guaranteed working pressures. Details of the new Yardley PressuRated plastic pipe may be secured from the company.

Wilson's have a small booklet for pro shop distribution giving many interesting facts and figures about Wilson ball construction. There are 22 materials and 48 labor operations in making a Wilson ball. There are 336 dimples on the ball, and 255 yds. of rubber thread wound around a center that contains liquid under 2,000 lbs. per sq. in. in the Wilson Harmonized ball.

Hoffco, Inc., Richmond, Ind. has a new electrically operated Brushette for quick clearing underbrush. It is a companion implement to the Hoffco Scythette which is getting increased use on bunkers, stream and pond banks of golf courses.

1914

The Original  
**FULNAME**

1954

**GOLF BALL MARKERS**  
Prompt Delivery  
Cincinnati 6, Ohio

**GRO-GREEN, CAMPBELL'S NEW  
LIQUID FERTILIZER**

H. D. Campbell Co., Rochelle, Ill., has a new liquid fertilizer called Gro-Green which has as one of its constituents Foilage Dietene, a material the manufacturers say "insures maximum penetration of plant food nutrients."

Expanded cotton disposable sweatbands for wear on workers' and golfers' brows now being made by General Scientific Equipment Co., 2700 W. Huntington st., Philadelphia 32, Pa.

**WILSON HAS INFO BOOK  
ON WOMEN PRO STAFF**

Wilson Sporting Goods Co. has issued a helpful booklet giving biographical and tournament records of its women's advisory staff members: Patty Berg, Betty MacKinnon, Betsy Rawls and Babe Zaharias.

The booklet also gives records of 1953 women's open tournaments and U. S. and British women's and junior tournaments.

**"SWING INDICATOR" FOR PRACTICE**

Sidney Harp, PO Box 497, Dearborn, Mich., is making a Golf Swing Indicator, a practice device of durable rubber with three small rubber pegs located to indicate the path of the swing. One peg is on

**Make Top-Soil  
Out of Sub-Soil  
by working in  
*Hyper-Humus*  
CULTURED PEAT  
The Organic Soil Improver**

You can have velvet greens in spite of soil handicaps. Let us show you how raw sub-soil can be transformed into fertile top-soil for less than the cost of hauled-in topsoil.

Write us for Special Bulletin — "Make Top-Soil Out of Sub-Soil"

Ask your supply dealer for **HYPER-HUMUS**

**HYPER-HUMUS COMPANY**

Box G

Newton, New Jersey



Davis Grass Seed will help you establish and maintain a better wear resistant turf. We offer only seed of the highest purity and germination. Our prices are right.

IMMEDIATE  
SHIPMENT  
FROM  
LARGE  
STOCKS

**George A. Davis Inc.**

5440 Northwest Highway, Chicago 30, Illinois

**NO STOOP, NO SQUAT, NO SWEAT**

when you use the **Hoffco** Clearing Quartette!

PAT. PEND.

2 H. P. POWER UNIT

Save time and labor on your course! Attach any one of 4 cutting heads to Hoffco's sturdy 2 h.p. unit—do the work of 6 men. Hoffco is lightweight, portable, perfectly balanced—America's most economical unit. 1000's now in use. Ask your dealer to demonstrate.

<p><b>Sawette</b></p> <p>Heavy-duty chain saw — fells trees and brush up to 8" dia. Safe, easy, money-saving operation on any terrain!</p>	<p><b>Sapthete</b></p> <p>Tough chisel teeth eat through weeds, briars, saplings up to 3/4" dia. Levels growth on rough terrain—operates under water.</p>
<p><b>Trimete</b></p> <p>7" circular blade trims around walks, stones, drives—while you stand erect. Suction spreads mulch evenly. No raking!</p>	<p><b>Brushette</b></p> <p>Powerful 10" dia. cutting head clears brambles, brush, and trees up to 3" dia. "Shock absorber" protects operator and blade.</p>

WRITE FOR FREE INFORMATION, DEPT. G

**HOFFCO, INC., RICHMOND, IND.**

# reduce maintenance costs by $\frac{1}{4}$ th

**ONE MAN** with power tools and a Winco Portable Engine-Generator can do the work of **FOUR MEN** with hand tools. Grass shears, hedge trimmers, electric lawn mowers, spraying equipment, chain saws all operate with full power anywhere they're needed.



## TWO AC MODELS AVAILABLE

with your choice of standard 4-cycle engine. Write today for complete information on Winco Model F-700 and Winco Model F-1800 Portable Engine Generators.



**WINCHARGER CORPORATION**

SUBSIDIARY OF ZENITH RADIO CORP.  
SIOUX CITY 2, IOWA

*Compare!*

## WESTALL RUBBER FLOORING

- PROTECTS CLUBHOUSE FLOORS FOR YEARS!
- LONGER-WEARING, TOUGH, FIRM!
- SO SMOOTH, SAFE AND EASY TO CLEAN!
- NO CEMENTING TO UNDERFLOOR!
- DOES NOT BUCKLE OR CRAWL!
- SMART APPEARANCE!
- CHOICE OF COLORS: GREEN, SAND AND TERRA-COTTA!
- COMES IN ROLLS UP TO 24 FT. LENGTHS, 5/16 IN. THICKNESS, AND FOLLOWING WIDTHS: 30", 36", 40", 48".
- PLAIN BOTTOM OR MOLDED. ODD SIZES AND STYLES CAN BE PRODUCED ON SPECIAL ORDER.

Write for Samples and Details:

**HENRY WESTALL COMPANY**

944-960 Merrimon Ave., Asheville, N. C.

the extended line of flight far enough behind the ball not to interfere with a correct backswing. The other two pegs are placed to the right and left and ahead of the ball so if they're hit the swing has been improperly inside-out or outside-in.

## BRONZE NAME PLATES



Solid cast bronze tablets with raised borders and letters are now available from the House of Williams, 37 S. Wabash, Chicago 3. Both tablets and smaller name plates are available in a variety of sizes and lettering styles for gates, building identification, corner stones, door name plates and other uses. Quotations furnished on exact requirement inquiries.

## NEW SIFTING SCREEN ON KEMP SHREDDER

Kemp power soil shredder has a new automatic sifting screen located under the shredder's discharge chute. The screen has a rapid agitating movement that quickly produces fine, uniformly sifted soil. Ma-



terial that can't be shredded is carried down the slope of the screen and off the end.

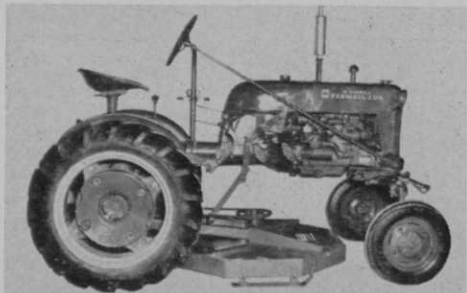
The equipment is made by The Kemp Mfg. Co., Box 975, Erie, Pa.

**WOOD BROS. HAVE TWO  
NEW ROTARY MOWERS**

Wood Brothers Mfg. Co., Oregon, Ill. are producing two new models of rotary mowers; the model 42C for International Cub tractors and the 42A for use with International's Super A tractor.

Each of the new Wood rotary mowers cuts a 42 in. swath and mount underneath the tractors, offset slightly to the right so they can mow close to fences, buildings, trees, shrubs, etc.

The new machines are heavy-duty with spindle assemblies, blades, etc., same as



used on large Wood mowers. These new models are especially suitable for golf course rough work. A leaf mulching attachment is available as extra equipment.

The new Wood rotary mowers are ap-

**Dot says:**

"Golf is really fun  
when you have a  
Lightweight **BALANCED**  
GOLF BAG."

PATENTED



**STANDARD  
MODEL**

15 CLUB CAPACITY  
COLOR - GREEN

\$4<sup>00</sup> ea. F.O.B. CHICAGO

Minimum shipment—1/2 doz.

**ORDER NOW**

**BALANCED GOLF BAG**

2029 Clybourn Avenue Chicago 14

**Golf Pride  
GRIPS.**

With traction action



**LLOYD  
MANGRUM  
Says:**

There never was  
a grip with as fine  
"Traction Action"  
as the Golf Pride.

**PROFITS FOR PROS!**

Pros featuring Golf Pride  
grips make **EXTRA MONEY**  
— fast and easy.

**EASY TO SELL!**

Traction action, high swing  
weight, Rib-Lock, perspira-  
tion displacement, and other  
features make Golf Prides  
popular.

**NATIONAL ADVERTISING!**

Newspapers coast to coast.  
Also in Golfing, Golf Di-  
gest and Golf World, plus  
trade papers.

**GET YOUR SHARE!**

Many of your members  
want their grips replaced  
with Golf Prides. Others  
want new clubs with Golf  
Prides. Get your share!

**FAWICK FLEXI-GRIP CO.**

Box 8072 Akron 20, Ohio

**GLOBE GOLF BALL RE-CONDITIONER**



**YOU CAN  
REPAIR CUT BALLS  
MAKE NEW DIMPLES**

Designed Especially for:

**GOLF  
RANGES**

Prices and Details  
on Request

**GLOBE PRODUCTS CO.**

722 Chestnut Street ST. LOUIS 1, MISSOURI

**WILLIAM B. LANGFORD**

**GOLF COURSE ARCHITECT**

*Balanced Topographical Design*

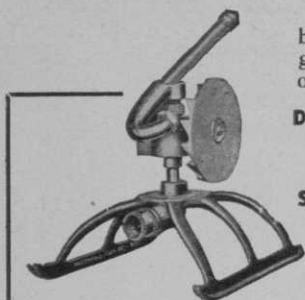
Member:

American Society of Golf Course Architects  
Telephone: AUstin 7-3371

621 N. Central Ave., Chicago 44, Ill.

## Wonderful for New Seeding . . . Doesn't Puddle or Pack

Just a single line of water, rotating, so all the water soaks in before the line passes over again. Up to a 90-foot diameter with good pressure; down to as little as a 15-foot diameter with a turn of the faucet.



**DOUBLE SPOUT**  
Style (illus.)  
**\$19.50**

**SINGLE SPOUT**  
**\$18.75**

**DOUBLE ROTARY** "Right as Rain"  
"Right as Rain"

**Greater Distance — Better Coverage**  
**Positive Action — Longer Life**

**DOUBLE ROTARY SPRINKLER CO.**  
422 Admiral Blvd. Kansas City 6, Mo.

proved by International Harvester for use with their tractors and are described in the IHC Special Duty Equipment Manual.

### MANGRUM JOINS FAWICK FLEXI-GRIP STAFF

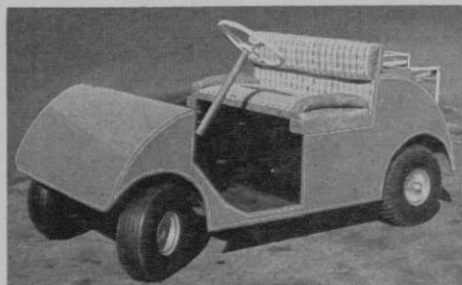
Lloyd Mangrum has become a member of the consulting staff of Fawick Flexi-Grip Co., Akron, O., makers of Golf Pride grips. Mangrum has been using the rubber and cork composition Flexi-Grips for some time and sold himself on the grip's features of lightness which results in a lower center of gravity of the club, and "traction action" of the grip which minimizes pressure required on the grip.

### GEORGE ZAHARIAS SELLING SPIKE-PROOF FLOORING

George Zaharias is building up a substantial business with his Goltex spike-proof flooring. Installation at the Tampa (Fla.) CC which George and Babe own, is a year and a half old and shows no signs of wear. Installations in the locker-room and pro shop at the Augusta (Ga.) National GC, at Park Hill CC, Denver; at Salt

Lake City (Utah) CC; at clubs in Huntington Beach, Calif., and elsewhere the flooring has been in a year or more without any indication of wear and retains its attractive appearance, George says; all proof that he's really got something.

### FAIRWAY KING NEW 4-WHEELER



Fairway King, Inc., 1349 W. Reno st., Oklahoma City, Okla., is making a new 4-wheel golf buggy, electric powered, with 6:00x6 tires on all four wheels. Two foam-rubber, nylon plaid covered seats. Carries two sets of clubs. Batteries are stored under seats to give low center of gravity and easy access.

## SELL PAR TUBES NOW! WHY WAIT?



PAR TUBES As Used In Individual Compartment or Slot Type Bags

The demand is terrific and the profits are quick. PAR TUBES superior construction proves them tops in the field. A *Must* for any golfer who wants to protect his grips the full bag length and obtain a friction-proof bag with an individual compartment for each club. PAR TUBES are dropped into oval or round type bags allowing a numerical arrangement of clubs. PAR TUBES fit into and strengthen individual compartment bags, allowing full free use of EVERY compartment.

PAR TUBES are Strong — Moistureproof — They are endorsed by Pros and Amateurs alike as a great idea for keeping grips in fine condition and protecting clubs against marring by careless handling.

Packed in cartons of 42 and 144

Contact Your Local Distributor or

**PAR TUBE —** 5710 W. DAKIN ST.,  
CHICAGO 34, ILLINOIS



Oval or Round Type Bags



## GENUINE DEERSKIN HEAD COVERS

All leather, long king size, silver grey color swiveled with rawhide thongs. Deerskin, the one leather that never stiffens after exposure to water. Attractively packaged in cellophane bags. Retail \$3.00 for set of three; \$4.00 for set of four. Usual pro discounts.



**DUTCH SCHMIDT GOLF SPECIALTIES—Box 235, Milwaukee 13, Wisc.**

### SAYERS "SUPER-CHARGED" DRIVER

George Sayers, 520 Lancaster ave., Havertford, Pa., the North Berwick Scot who resigned from Merion after 32 years as pro to go into clubmaking business for himself, now is making what Philadelphia district amateurs are calling the Super-charged woods.

The drivers have 46 in. to 50 in. shafts, and no sole plates or inserts. Shafts of the woods grade down in length an inch a club. Users in Philadelphia who've got the clubs testify they're belting the ball yards longer.

### GOLF MOTIF IN NEW FABRIC

St. Andrews, a new decorative fabric with a beautiful design of colorful pioneer golf figures, is featured by Cyrus Clark Co., Inc., 267 Fifth ave., New York City, in an advertisement in May Golfing.

The fabric is of special interest to golfers who seek a distinctive pattern for draperies or slip covers for summer. It's a durable fabric with a pattern that brightly fits the furnishings of the finest golf clubhouse lounges and golfers' homes.

Bag manufacturers say construction of many carts could be improved by attention to cart design and construction details that damage well-made bags.



## NEW! SELF-SERVICE ISLAND

**FLEXO-SPACE** the new Self-Service Island Fixture gives you 300% more selling space than the conventional flat-type counter in the same floor area. Permits you to display 4 times more merchandise. **FLEXO-SPACE** requires only 12½ Sq. Ft. floor area yet you get 50 Sq. Ft. of Selling Space. Middle shelves can be raised or lowered within 15 adjustments. Modernize your Pro-Shop with **FLEXO-SPACE** Self-Service Islands. You will enjoy increased sales upon use. Write for **FREE** catalog—Today!

**ADD SALES CO., 835 York St., Manitowoc, Wisc.**

## TURN YOUR LESSONS INTO SALES

HELP YOUR BEGINNERS  
BECOME SATISFIED  
GOLFERS

YOUR SPRING  
LESSONS BECOME  
SUMMER SALES

MAKE NEW  
GOLFERS MORE  
CONFIDENT  
AND RELAXED

MAKES  
TEACHING  
EASIER

RETAILS

**\$4.95**

REG. PRO  
DISCOUNT

FOUR  
SIZES

RETARDS  
BLISTERS

SLIPS ON  
EASILY OVER  
REGULAR GRIP

PRO-DESIGNED  
COMFORTABLE  
PRO-APPROVED

MOLDED TO MAKE  
A PERFECT GRIP  
BECOME A HABIT



## GRIP-RITE

PAT. PEND.

"IT'S HABIT FORMING"

Money Back Guarantee

BOX 9722

DALLAS, TEXAS



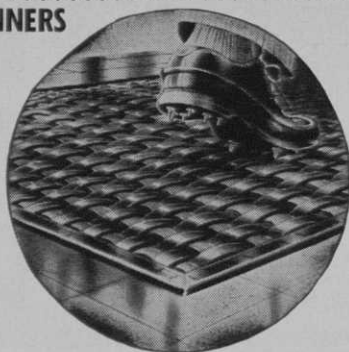
## PNEU-MAT-RUNNERS

Are Spike-resistant,  
Tough and Durable

Protect Clubhouse  
Floors from Spikes

Provide Soft Rug-like  
Cushion Under Foot

Are Reversible for  
Added Wear



STANDARD  
WIDTHS!  
20"-24"-30"  
36"-42"-48"

TRIAL SECTIONS  
24"x60"—\$10.00  
20"x24"—\$ 4.00

Postpaid  
Write Today  
for Details

SUPERIOR RUBBER MFG. CO., INC., 122 East 25th St., New York 10, N. Y.

## SWANK, LIPARI, NOW ON UPJOHN GOLF STAFF

The Upjohn Co., Chemical Sales Dept., has two new sales representatives in its rapidly growing sales force.

Dr. George Swank, Jr., plant pathologist and graduate of Ohio State University, 1950, will call on the golf courses in the Great Lakes area.

Rocco Lipari, graduate of Pennsylvania State University, 1950, with an agronomy degree, will represent Upjohn in the Eastern states.

These representatives will assist superintendents in turf disease identification and control and help promote sale of Actidione Ferrated, Upjohn's antibiotic turf fungicide.

## FENCE PAINTER EQUIPMENT SOLVES TOUGH JOBS

FencePainteR equipment made by Fence Painter Corp., 2314 W. Van Buren st., Chicago 12, Ill., is being strongly approved by supts. for making fast, good, economical work of the previously tough job of painting Cyclone or other steel mesh, iron, wood, concrete or brick fences or walls. The equipment also is extensively used for painting building exteriors and interiors.

A roller applicator with capillary attraction is the principal feature of the FencePainteR outfit.

Other equipment includes a touch-up brush using compressed air for jobs where



a little flying paint will cause no damage, and a de-rusting brush. The company also makes a special enamel for use with the roller brush equipment.

Complete details of the equipment will be supplied upon request by the Fence Painter Corp.

## 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.

GRamercy 3-5316



# ROTARY SOIL MACHINE

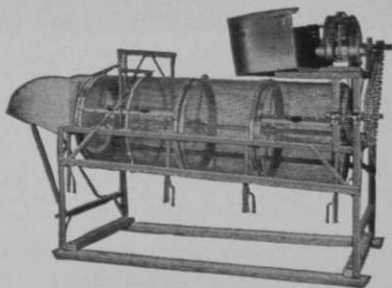
MIXES and SCREENS  
BETTER PREPARED SOIL

write for bulletin

F. S. CONVERSE CO., INC.

Manufacturers

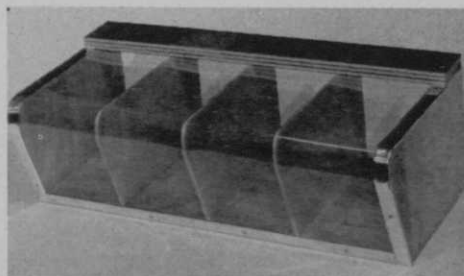
JOHNSON CITY, NEW YORK



## GOLF GLOVE DISPLAY CASE OFFERED BY CHAMPION

Champion Glove Mfg. Co., Des Moines, Ia., is offering pros a special new case for displaying golf gloves.

The case is made of birch veneer hardwood throughout with polished aluminum



trim and a transparent cover. It is varnished with an extra pale, satin finish. Four riders prevent marring of furniture.

The case is 23 1/4 in. long, 12 in. wide at the top and 7 in. deep. It will hold eight dozen gloves easily and special curved construction makes it possible to display all gloves fully.

Company officials say the case is being offered at \$7.50, far below the original cost,

## STUBBORN GREENS & FAIRWAYS

Respond to Use of

**LIQUID**  
**GRO-GREEN!**  
...with Foliage DYEENE

### TRIAL OFFER

Gal. with  
automatic  
spray gun.

Reg. \$6.90 **\$4.95**

Keep your course in tip-top condition with  
easy-to-apply Gro-Green.

30 gal. drum \$2.08 gal.

55 gal. drum \$1.98 gal.

Liquid Gro-Green contains all essential Trace and Micro-elements, hormones, and vitamins that provide balanced plant diet without waste. For greens, use handy spray gun (shown below). Fill glass container with undiluted Gro-Green and connect to hose. Spray gun automatically mixes 1 pint Gro-Green to 15 gallons of water. 1 pint covers approximately 2000 sq. ft. For fairways, use ordinary mounted sprayer. Mix 2 gallons Gro-Green with 8 gallons water, use 10 gallons per acre nozzle. Weed killer may be mixed with solution and both sprayed on at one time.



Wire or write for price list. Dealer inquiries invited.

**H. D. CAMPBELL CO.**  
ROCHELLE ILLINOIS

## You'll improve your course with **SKINNER** irrigation

Individual units or complete "tee to green" systems. Precision made of brass, bronze and stainless steel parts to assure dependable performance for years. Write today for specifications. THE SKINNER IRRIGATION CO., 415 Canal St., TROY, OHIO



"Pioneer and Leader in Irrigation for Nearly Half a Century"



**DBA LIQUID-LUSTRE GOLF BALL WASH  
WITH RUST PREVENTATIVE ADDED**

Insure satisfied golfers by using DBA Liquid-Lustre in your ball washers.

- Costs as little as 2¢ per washer per week
- Safe for washers . . . will not cause rusting
- No unpleasant odor — EVER!

**ORDER YOUR SUPPLY TODAY!**

Per single gallon . . . . . \$4.50  
5 gallons, per gallon . . . . . 4.25

Order from your dealer or direct from DBA and give dealers name.



**PRODUCTS CO., INC.**

Deerfield, Illinois

**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

to give pros an attractive case for displaying gloves. Further information can be obtained from Champion Glove Mfg. Co., 309 Court Ave., Des Moines, Ia.

**MACGREGOR GOLF IN NEW  
CHICAGO QUARTERS**

MacGregor Golf Co. moved March 22 to new and larger quarters at 630 S. Wabash ave., Chicago 5, Ill. The new telephone number is HArrison 7-0550.

Henry P. Cowen, MacGregor pres., said move from the previous quarters on north Wells st. was compelled by increase in the Chicago office business. Pros will find car parking around the new MacGregor location convenient.

**BILLY SIXTY, JR. JOINS  
GOLFCRAFT SALES STAFF**

Billy Sixty, Jr., son of widely known Milwaukee Journal golf and bowling writer, has joined the sales staff of Golfcraft and will cover pro trade in Wisconsin, Illinois and Minnesota.

Billy, Jr., like his dad, is an excellent golfer and has competed in the National Open and Amateur. During the past winter he worked as asst. for "Red" Leonard, pro at San Marcos CC, Chandler, Ariz.

**3-IN-1 GOLF CART HAS NEW MODEL**

Lumex, Inc., 11 Cleveland st., Valley Stream, N. Y. has produced a De Luxe model of its combination golf cart, bag and seat. The bag and seat have a new synthetic plaid material that is very durable and attractive.

The new 3-in-1 outfit has a white plastic handle grip, an extra large accessory pocket for carrying shoes, rainwear, etc., in addition to an accessory pocket beneath the seat. It also has small holders for score-card and cigarettes. The 3-in-1 has a snap lock to fasten the seat in place when open, for quiet pulling in the open position.

**BISHOP SUPPLIES SKOR  
HAND CREAM "PRO ONLY"**

Ted Bishop, 101 Tremont st., Boston 8, Mass., has been appointed sole distributor for Skor, a rub-on hand cream that gives tacky feeling without stickiness to grips. Skor comes in a handy tube and is greaseless and stainless and conditions dry hands. It is sold exclusively thru pro shops.

To the names of prominent golfers and other famous athletes using and recommending Skor, Ted Williams recently added his glowing endorsement.

**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 10, Ill.

Phone: Superior 7-6034

**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

**U. S. DIAMOND MARKED BALL  
MAKES ITS DEBUT**

United States Rubber Co. is supplying pro shops with a new golf ball with diamond cover markings that give noticeably greater distance, John W. Sproul, sales mgr. of U. S. balls, reports.

The new ball, according to Sproul, will give more distance regardless of weather and against or with the wind. It also looks whiter, stays whiter in play and washes up



Pro Shop "Jewel" Display for New U. S. Diamond Ball.

easily, he says. He adds: "The secret of the ball's improved performance is the revolutionary new diamond markings on the cover.

"Our Diamond Cover markings are the result of three years' intensive work by our development and engineering experts who applied the principles of aerodynamics to get greater lift and carry to our golf balls," Sproul continues.

"Hundreds of tests with driving machines show the new cover design gives the golf ball greater lift and makes it stay in the air almost a quarter of a second longer, adding 10 yds. to the golfer's drive. Tests made by pros and average golfers, when the ball was introduced in the south, indicate some golfers will get much greater distance." Sproul also remarks, "Because the diamond cover markings add sparkle and whiteness, it is easier for the golfer to keep his eye on the ball when hitting. Since the new markings permit more even distribution and coverage of paint, the ball appears whiter, stays whiter and is easier to retrieve on the course. It remains cleaner in play because it does not pick up or hold dirt within the markings. It washes up easily."

The new Diamond Marked ball is now being made in the U. S. Royal Special and the U. S. Royal brands that are sold pro only.

The new balls are packed in threes in an



Inquiries for quotations and special analyses of grass seed are handled quickly. Any usual or unusual grass condition peculiar to your area may require a particular knowledge of seed habits based upon tests in different sections of the country. Our results of such tests are yours for the asking.

The larger users of lawn seed ASK WOODRUFF and rely upon Woodruff answers.

Dept. G4-4

F. H. WOODRUFF & SONS, INC.  
Milford, Conn. Toledo, Ohio  
Bellerose, L. I. Atlanta Sacramento  
Dallas Salisbury, Md.



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electronically sealed plastic covering that protects them till they are played. Each can be removed from its covering, leaving the other two balls protected against dirt and discoloration until needed for playing.

### TOM MASCARO NOW WEST POINT PRODUCTS SOLE OWNER



Tom (L) Mascaró has bought his brother Toney's shares in West Point Products and West Point Lawn Products corporations and the boys are parting business company after a long and successful association. Tom will continue the operation of the corporations with the present staffs and Toney will take some time off to play with his family.

### HOGAN'S CLUBS "PRO ONLY"; ON SALE MAY 1

Production got started in the new factory of the Ben Hogan Co. at Fort Worth, Tex., before Ben took off for Florida to begin his limited tournament schedule this year. The clubs will be on sale at pro shops, on a pro only sales policy, about May 1.

Hogan has really been sweating on design and production during a great deal of the time since he returned from Carnoustie. He'd work at the band on models, then test them in play and on the practice tee, and get back to the bench and work again.

Although the plant has most modern special machinery, Hogan says he is not going after business on a big volume basis. He says he will settle for 150,000 clubs the first year, and indications are he will make his sales par with comfortable speed. Price of the clubs will be strictly in line with custom club prices.

Hogan is sure-enough president and major stockholder of the company. It was his decision to go "pro only", turning down buying overtures that would have put him into big production figures right from the tee-off.

Hogan's spent considerable time with

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engineers, metallurgists and other experts developing his clubs.

The irons are graduated in exactly 4 degrees of loft and the woods in 3 degrees of loft. Measurements are to be microscopically checked during the critical points of manufacture to assure uniformity of product. Shafts will be in three groups, suitable to cover the range of requirements from those of the hard hitting, strong pros and amateurs to the canny older fellows who need help more from the shaft.

Head designs will be uniquely Hogan's. Woods will be available in sets of 4, with a 5 wood when ordered. Irons will be in sets of 8, with pitching wedge, bunker wedge, putter and 1-iron as ordered.

Personnel of the Ben Hogan Co. sales organization soon will be announced.

#### NEW MAT SIZE PRODUCED BY AMERICAN

Modernization of the Lima, O. plant, which produces Gro-Cord Counter-Tred and Neo-Cord Counter-Tred matting for American Mat Corp., Toledo, Ohio, has just been completed, according to D. W. Moor, Jr., pres. Installation of new, costly molds will permit production of 30-in. widths,

a width for which there has, until now, been an unfilled demand.

These mats, which withstand abuse of excessive traffic and constant turning of heel and sole in a confined area, are made from 80% cotton cord, bound together with rubber compounds, the same materials used in other sizes for 20 years. They provide a resilient, comfortable, non-skid walking surface and assure safety against slipping. The ridged bottom affords aeration and drainage, making a dry, sanitary walkway where wet floors prevail. They are  $\frac{3}{8}$  in. thick and come in rolls of up to 60 lineal feet.

Further details of this new matting will be sent free by American Mat Corp., 1802 Adams St., Toledo 2, Ohio.

#### AUTOETTE GOLFMOBILE PLANT ENLARGED

Joseph Lennett, pres., Autoette, Inc., says completion of an addition to the company's assembly plant at Long Beach, Calif., will increase the company's production capacity from 250 to 600 units a month. Construction of a new Autoette factory in Long Beach is to begin in May.

In Nov., 1952, the company introduced its battery-powered 2-passenger, 2-golf

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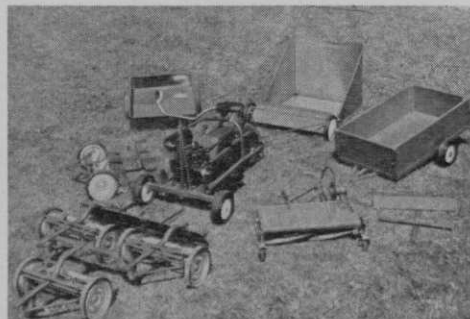
This includes: Posters, Tickets, News  
Releases, Mats, Pictures, and Brochures.

bags cart, the first produced on a quantity basis especially for golf use.

The Golfmobile proved so popular that adaptations of the car were made for industrial use. In 1953 Autoette more than tripled its 1952 sales and with golf business rapidly mounting and the addition of industrial sales Autoette's 1954 volume is expected to double that of 1953.

### LAWN TRACTOR, ATTACHMENTS, NOW MADE BY CIZEK

Cizek Mfg. and Distrib. Co., Clutier, Ia., now is making a low cost, lightweight Superior lawn tractor and attachments which although primarily for lawn, estate and smaller playground use has a definite place in mechanized maintenance programs



of country club turf. The Superior tractor has a 2 or 3½ hp air-cooled engine, chain drive, auto steering, reversible type transmission, ball bearings thru-out, and towing hitch.

Attachments include 3-gang ground-driven mower, single ground-driven mower, power driven mower, lawn sweeper and trailer.

### RYAN MARKERS SOLVING CART AND BUGGY ROUTE PROBLEMS

Course maintenance problems arising from extensive use of bag carts and golf buggies are being successfully solved in California with Ryan's Dry Line Markers, says John J. Fox, sales mgr., H. & R. Mfg. Co., Box 215, Palms Station, Los Angeles 34, Calif.

The Ryan markers first were used on tennis courts but now have wide application in sports. The Ryan devices first were used in golf in marking boundaries of the course, then of water hazards and ground under repair areas. The next use was in setting gallery control lines around greens and tees. This practice has become almost standard procedure in tournaments and has proved effective, simple and economical.

Now Fox reports that clubs in southern California are using Ryan markers with gypsum or other white granular material beneficial, or at least not injurious to turf.



for marking traffic paths for bag carts and golf buggies. Supts. report that the practice has reduced maintenance work and expense by reducing turf wear in areas where wheel traffic previously deteriorated playing conditions.

#### **U. S. RUBBER HAS NEW SPIKE-PROOF MATTING**

Spike resistant matting for golf club-houses and pro shops which is said to last longer than conventional matting will soon be introduced in five different colors by United States Rubber Co.

Tested for the past 2½ years at several prominent clubhouses throughout the



country, the U. S. matting shows no marks, rips or cuts in spite of continuous heavy usage. It is made of a combination of natural and synthetic rubber so compounded to produce an unusually tough material.

The new colored matting, ¼ to ¾ in. thick, will come in red, blue, green, gray and brown. It will also be made in black as it was when originally developed in the laboratory. It will be available in widths up to 84 in. and in lengths up to 16 ft. in four different surface patterns: smooth, pyramid, corrugated and cloth impression.

In addition to its safety advantage because of its non-skid surface, its extra tough rubber layers protect tile, wood or any other permanent flooring from damage.

#### **BUCKNER HAS TWO NEW SPRINKLERS**

Buckner Mfg. Co., Box 232, Fresno 8, Calif., announces two new sprinklers; one a rocket-jet part-circle sprinkler and the other a heavy duty rocket-jet agricultural sprinkler that keeps turning and wears long under sand and silt conditions.

The new Buckner part-circle sprinkler rotates slowly in a complete circle, can be set to oscillate in any desired arc or can be locked to water long strips. It operates on all usual water pressures and covers a radius up to 45 ft.

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### "POOSH 'EM UP, CHIEF"

Worthington's New Model F Chief Tractor with front wheel drive, rear wheel steering and 7-gang cutting units in front, is demonstrating to supts. it will cut those steep fairways cleanly, uniformly and without stalling. With grass being mowed ahead of power unit wheels the operator finds it easier to do a perfect job without streaking, says Worthington Mower Co., Stroudsburg, Pa., makers of the equipment.

### WORTHINGTON MOWER ASKS "LOVE THAT GOLF COURSE"

Worthington Mower Co., Stroudsburg, Pa., has in April Golfing, The National Players' Magazine, a two page advertisement written and illustrated by Don Herold, asking golfers to "Love That Golf Course."

The advertisement is one of the first ever run by a national advertiser asking golfers to cooperate in keeping their golf courses in good condition. Major points in which the lack of information or where heedlessness of golfers needlessly increase maintenance costs and offset work of supts. and chairmen to give players best possible course condition were determined by a nation-wide survey in which many supts. and club officials participated.

The Golfing advertisement has a circulation of 60,000. Reprints of the advertisement are being mailed to supts. and green chmn. with the suggestion that they display the reprint on club bulletin boards. Copy and illustrations of the advertisement may be used in golf clubs' own publications as player educational material.

### LECTROETCH GIVES CLUBS, BAG TAGS, NEAT MARKING

Al Hubbard, pro at Acacia CC, South Euclid, O., is national distributor to pro trade of the Lectroetch metal marking equipment made by The Lectroetch Co., East Cleveland 12, O., and thru demonstrations at the PGA annual meeting and at Dunedin has brought the equipment extensively and favorably into pro shop use.

Lectroetch is an electrical device which etches on shaft, hosel or steel head of clubs or on metal bag tags the owner's name, and if desired the club connection or owner's address. If the owner chooses his own signature may be etched on, or the etching done by a stencil made on a typewriter.

The device is easy to use and moderate

in cost. The service brings in a good profit for pro shop spare time and is of value to owners of the playing equipment. The etching is lightly done so it does not affect strength of the material.

### DOLGE N P WEED KILLER

The C. B. Dolge Co., Westport, Conn., makers of chemicals for golf maintenance, are marketing a new type of weed killer. Called N P Weed Killer, it is a readily soluble powder that requires no agitation to keep it in suspension. A built-in spreading and wetting agent wets waxy surfaces of leaves and plants and increases contact and penetration. While this preparation kills on contact, it also acts by translocation to finish roots; heavy doses sterilize soil so seeds cannot sprout. It is non-selective— for use where no growth is wanted. N P Weed Killer can be sprayed or sprinkled— or used as a dry powder—so long as the recommended amount is applied to the treated area. Quick acting, non-flammable, non-volatile, non-corrosive, it requires no experience to handle.

### VIC KADISH RETIRES FROM MILWAUKEE COMMISSION

Victor Hugo Kadish, sales mgr., Milwaukee Sewerage Commission, retired April 1 after 32 years of service with the commission.

Kadish, nationally prominent as a chemical engineer, graduated from the University of Wisconsin, served on the faculty of the University of Wisconsin and was a chemical engineer in Chicago and Milwaukee before becoming a member of the Milwaukee Sewerage Commission. In 1923 he was assigned to production and sales problems of the city's activated sludge plant. In 1925 he directed the contest which resulted in the name Milorganite.

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In 1926 Milorganite production was 3,000 tons. In recent years the annual production has been approximately 70,000 tons. More than 1½ million tons of Milorganite has been shipped since 1927. The operation, which from the start has been strongly based on expertly engineered sales work at golf courses, is rated by American municipal authorities and sales and advertising men as the foremost demonstration of civic efficiency in marketing as well as in solving a difficult problem of sewerage disposal.

Kadish, an enthusiastic and fairly proficient golfer, will begin his lively retirement program with his usual spring training trip to Pinehurst.

### SWINGING AROUND GOLF

(Continued from page 35)

Bill Remsen, formerly asst. to Spencer Murphy at Glen Oaks, succeeds Pat Doyle as pro at Clearview, New York City muni course . . . Doyle resigned after 18 years at Clearview . . . Billy Capps of Greenville, N. C., joining Murphy staff . . . Midwest Assn. of Golf Course Supts. has public relations committee of Gordon Brinkworth, Brookwood; Bill Stuppel, Exmoor; and Ray Gerber, Glen Oak; supplying lawn and garden bulletins to garden editors of Chicago and suburban newspapers and radio stations.

Robert F. Hutchinson signed as pro-supt. by Forrest Park CC, Adams, Mass. . . Johnny Cochran, Denver (Colo.) CC pro gets Zeke Dexter, former All-American footballer, as asst. . . Willie Nicoll, pro at Peninsula G&CC, San Mateo, Calif., for 31 years, resigns because of poor health . . . Willie's going to make a trip to Scotland to visit the old playmates . . . Club plans to give its beloved Willie a big party before he sails.

Henry J. Stacey, gen. mgr., and Walter Scheiber, pro, planning brilliant schedule for spotlighting Great River CC, formerly

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