



Guests at the recent West Point Lawn Products - Philadelphia GCSA joint meeting learned that Fred Grau, former USGA Green Section director, had joined the West Point staff when they opened the "surprise" envelopes.

WEST POINT HOSTS TO PHIL. GCSA

On December 9th West Point Products Corp. held open house at their plant in combination with the December meeting of the Philadelphia Golf Course Supts. Assn. 120 superintendents and guests had a preview of a large-coverage Aerifier model, to be introduced generally at the National Turf Conference and Show in Miami.

Following lunch the afternoon meeting was opened by Warren Bidwell, Pres., Philadelphia Assn., who introduced Admiral Phillips, chairman of the green committee of Army-Navy CC. Leonard Strong, Pres., GCSA, urged attendance at the Miami conference and emphasized the value of cooperation between superintendents and industry. "We need them as much as they need us", Strong stated.

Tom Mascaro introduced Fred Grau in his first public appearance as a member of the West Point organization. Dr. Grau expressed pleasure in again working with the superintendents, stating that in his new position in industry he will have unlimited opportunity to help not only superintendents, but all turfgrass interests. Grau acknowledged the superintendents' contributions in developing ideas for improved turfgrass tools.

With Kodachrome slides Dr. Grau presented a review of the vast turfgrass progress in the past quarter century. He cited the significant contributions of men like Joe Valentine, Eb Steinger and Marshall Farnham and recalled early trials of chemical weed control made by Tom Dougherty, Joe Ryan, Bob Pollock and Harry Wood. What courage it took to apply the unfamiliar chemicals back in those days.

Although progress has been tremendous, Grau believes that the future will bring

many more improvements. More research is needed, and much of the money for research will come from industry. Although golf course superintendents have been leaders in the field, their contributions will benefit everyone. There is a big job for agricultural extension and for men in industry to take the information to all turfgrass interests.

Charles K. Hallowell, Philadelphia County Agent, emphasized the need for cooperation among the men in the field, the experiment stations and industry, pointing out that knowledge does not belong to any one group. The progress made by golf course men must be shared with all those engaged in turfgrass management.

NEW WOOD RAKES

Wood rakes of various sizes and teeth spacing now made especially for golf course, park and other professional use, are available from established golf course supply dealers only, or direct by mail order from the manufacturer. Called the Make-A-Rake line, they are packed with heads, braces and handles ready to assemble, reducing shipping cost, ease of handling and storing, with minimum chance of damage in transit.

Replacement teeth, heads with teeth inserted, handles and braces can be purchased separately, a convenience and saving to users who previously had to discard rakes worn or damaged by careless workmen. Make-A-Rakes are made stronger to last longer. Stock models include "leave-in-trap," "trapeaser" lawn-leaf, hay, seeding and grading rakes. National rake supplier is Clinton Kent Bradley, Mountain View, New Jersey, retired golf course and park superintendent.

REIHMAN AND THOMAS WITH JACOBSEN

Jacobsen Mfg. Co. recently announced the appointment of two sales representatives. John W. Reihman has been named to handle Jacobsen sales in New York



William A. Thomas, Jr. John W. Reihman

state; William A. Thomas, Jr. will work with Jacobsen dealers in Iowa and Nebraska.

Before entering the power lawn mower field, Reihman sold major appliances both at the retail and wholesale level. His wholesale experience was primarily with Western Electric Supply Co.

Thomas was a sales representative for General Electric Supply Corp. before joining Jacobsen. He will headquarter in Des Moines.

THE CART SEAT



A new golf innovation, The Cart Seat, made of aluminum alloy and stainless steel construction and can be installed on almost all carts in less than five minutes is re-

garded by many of the golf professionals who have seen and used it as the biggest contribution to relaxed golf since the golf cart.

It has three distinctive features. (1) a handle permitting the arm to relax as the cart is pulled and providing better control when the cart starts tipping on paths or sloping fairways. (2) a comfortable seat to relax the legs with only a click of a knob. After play is resumed, with another click, click the seat reverts to a handle and you're on your way. Ease of handling affords rest many times during each round of golf. (3) a detachable seat or spectator seat with another click, click. Ideal when hiring a caddie, watching a tournament or other outdoor competition.

The Cart Seat was conceived and perfected by two members of the Portland Golf Club and is manufactured by the Cart Seat Co., 3338 S. E. 17th Avenue, Portland, Ore.

Night lighting of practice greens and tees is becoming more extensive every year at private and semi-private courses. It's increasing clubhouse business and encouraging more use of clubs by players. It calls for more work by course maintenance dept. as insect elimination often is a big factor in use of the lighted installations.

BALTUSROL VIEW FIRST IN MacGREGOR SERIES



MacGregor Golf seeking an idea for a Christmas card had its advertising agency, Hugo Wagen-seil and Associates, come up with a fine answer. The 1953 Christmas card was a painting of the 4th green at Baltusrol where the 1954 National Open will be held. The beautiful oil by Ralph C. Reynolds shows the clubhouse in the background. Each Christmas MacGregor will have as its card illustration a painting of a view on the course on which the following year's National Open will be played. Reproductions of these scenes, in full color, measuring 5 in. by 8 in. are available for framing and pro shop decoration.



DAVIS COMPANY HONORS VETERANS

George A. Davis Co., golf course equipment and supply dealers, staged a banquet for three veteran employees: Roy Yele and Wm. Smith who have been with the company 25 years, and Harry S. (Bill) Bailey who is retiring after more than 35 years in the golf equipment business; the past 24 of them with the Davis organization. Sixty employees of the company with their wives or husbands attended the merry affair. George A. Davis, pres., and Oscar Borgmeier, presented Auto-wind watches to the veteran teammates. Bearing the leis are (L to R): Oscar C. Borgmeier, Roy Yele, H. S. Bailey and George A. Davis.

OBITZ TAKES ON SILVER PRIZE AND TROPHY LINE

Harry Obitz, head pro at Fred Waring's Shawnee Inn and CC, Shawnee-On-Delaware, Pa., has added the distribution of sterling silver trophies, prizes and gifts to his activities.

Obitz became associated in his business venture with one of the major sterling silver houses. Catalogues of the new Harry Obitz line of Sterling Silver can be obtained by writing Harry Obitz, P. O. Box 752, Englewood, N. J.

STAN THOMPSON MAKING NEW SLIPSTREAM WOODS

Aerodynamic principles of jet plane design are being applied to the new Slip-

stream woods. Of standard appearance otherwise, these clubs have three small horizontal air passages through the club head. Air flowing through these passages cuts down wind resistance on the swing and dissipates the partial vacuum created by the clubhead. "Adds 20 yards to your drive," is claim of maker.

Slipstream clubs come in men's and women's models. Swinging weights and shafts can be supplied to individual requirements. Maker points out that while club is proving popular with amateurs and pros alike, design is not yet approved by USGA.

Slipstream clubs are sold only in pro shops, and are manufactured by Stan Thompson Golf Club Co., 275 South La Cienega Blvd., Beverly Hills, Calif.

WORTHINGTON "G" HAULS 9-GANG UPHILL



Worthington dealers from all over the United States and Canada recently witnessed an amazing demonstration of hill climbing ability turned in by a Worthington Model G tractor pulling a 9-gang mowing outfit. The unit with its 4-cylinder 134-cubic inch displacement engine easily pulled the 9-gang fairway mowers up a hill in the steepest direction. The Worthington design of the Model G, has low center of gravity and maximum traction on its 7.50 x 16 dual rear wheels.

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

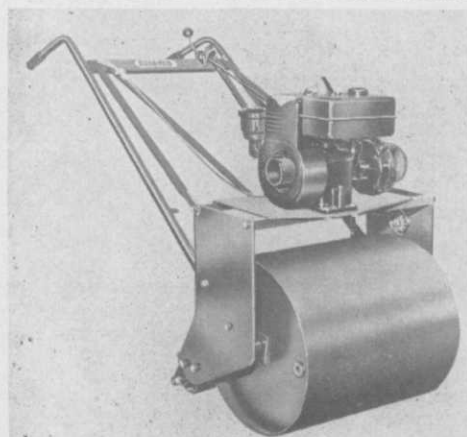
Individual units or complete "tee to green" systems. Precision made of brass, bronze and stainless steel parts to assure dependable performance for years. Write today for specifications. THE SKINNER IRRIGATION CO., 415 Canal St., TROY, OHIO



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

AERATOR-ROLLER CONVERTIBLE PRESENTED BY SOILAIRE

A new hand guided power roller which can be easily converted into a soil aerating machine has been announced by Soilaire



Industries, 1200 Second Avenue South, Minneapolis 3, Minn.

Called the Rollcor, this new roller has a Briggs 1½ h.p. engine, a heavy duty B-belt clutch, is 19 in. in width and weighs 410 lbs. water load, and 495 lbs. with sand. The

roll is 18 in. in diameter and built of 3/16 in. steel plate.

An interesting feature of the Rollcor is that by disconnecting the drive chain and taking off one side-plate, the roller can be dropped out and an aerating attachment is quickly installed. The machine then has the dual purpose of rolling or aerating and can be used throughout the year.

"CONGO" HEADWEAR DIV. PURCHASED BY RED HEAD BRAND CO.

Mrs. Alma K. Anderson, Pres., Red Head Brand Co., Chicago, announces negotiations completed by Clarke F. Hine, V. P. and Sales Mgr., for the purchase of the "Congo" Headwear Div., the Brearley Co., Rockford, Ill., including patents, trademarks, machinery and inventory. Acquisition of the popular "Congo" line of America's Sunshine Headwear is another step in the expansion program of the Red Head Brand Co., manufacturers of Red Head Brand hunting and fishing clothes and accessories.

The addition of the "Congo" line allows Red Head to offer a complete line of caps for sports and spectator wear to suit every possible taste. Production schedules on both "Congo" and Red Head in 1954 lines have been stepped up to insure prompt delivery on early spring orders.



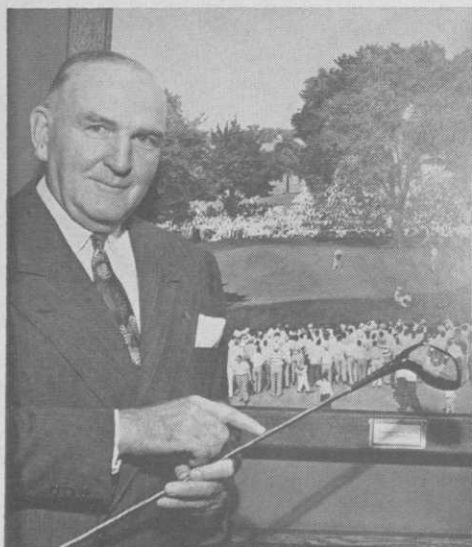
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Scott's ARE FAMOUS FOR CHAMPIONSHIP TURF

BOWMAN TESTIFIES FOR ROCKET



Fred Bowman, Wilson Sporting Goods Co. pres., points to "secret weapon" of the new True Temper Rocket shaft used in Wilson clubs. Bowman, a better than average golfer, made early tests of the Rocket location of spring for more clubhead feel and action, and with the shaft stretched his shots 10 yds. more. His own experience and observation of testing Rocket shaft performances in clubs played by other representative members of his own club, combined with Wilson pro advisory staff findings, convinced Bowman the new shaft is going to help pros solve a major problem of getting more clubhead speed and feel into clubs they sell.

ACME SALES AGENCY BOUGHT BY MARTIN

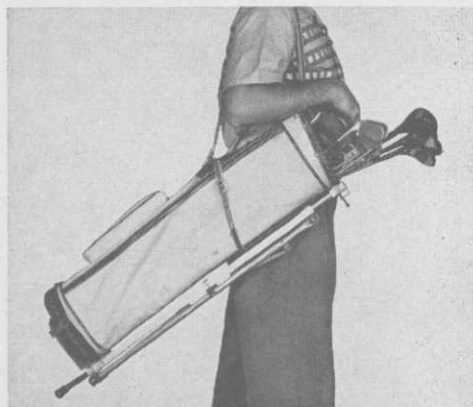
Acme Golf and Tackle Co., national sales agents for golf equipment, has been purchased by Don Martin, former West Coast manufacturers' representative for golfing merchandise.

In taking over the general management of the company, Martin brought with him a new line of accessories, Tu-Tone golf gloves. Other lines handled by the company are Bag Boy Carts, Atlantic bags, Levings Velvet Touch putters, balls, head covers, club gripping materials and golf specialties.

Los Angeles address for Acme Golf and Tackle Co. is 1031 North Alvarado St.

ARGONAUT GOLF BAG STAND PRODUCED IN CALIF.

E and F Engineering Co., 2982 Pico Blvd., Los Angeles 6, Calif., is making the new Argonaut golf bag stand, a lightweight de-



vice which attaches to any type of golf bag and automatically sets itself to hold the bag up on the ground to make selection of club convenient.

E. C. Lorman, widely known in golf business, is sales mgr. of the new company. Jim O'Hearn of the St. Louis (Mo.) CC has been retained in an advisory capacity to help fit the Argonaut into pro service and merchandising.

The stand, in addition to being lightweight and sturdy, is trim looking, and is claimed to increase bag life and prevent club nicking.

PRO-GRIP



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

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VINNIE RICHARDS PROMOTED TO DUNLOP VICE PRESIDENCY

Vincent Richards has been named vp Dunlop Tire & Rubber Co., announces David Collee, acting pres. of the company. The Richards promotion followed board meetings of Dunlop Rubber Co., Ltd., London, Eng., and the American company.

Richards also will continue as asst. to the president and gen. mgr. of the sports division, which position he has held since he joined the Dunlop organization in 1930.

He will make his headquarters at the Dunlop office, 500 5th ave., New York City.

Richards, now 50, has had a notable career in the play and business of sports. He was the tennis Boy Wonder from 1917 when he, then 14, won the Boys' Outdoor Singles tennis championship, then proceeded to

35 U. S. and world amateur and pro tennis titles, and played on 5 Davis cup teams.

He turned pro in 1923. In 1927 he was a prime mover in organizing the Professional



RICHARDS

Lawn Tennis Assn. of the U. S. Twenty-seven years after he won his first National Doubles title with the late Bill Tilden, Richards and Tilden won the national pro doubles championship. In 1947 Richards served as Commissioner of the World's Professional Tennis league.

He has continued to play astonishing tennis and as late as 1945 defeated many of the younger stars in war drive and military installation matches.

He is a week-end golfer now, playing in the low 80s. His association with pro golf and with golf ball manufacturing and distributing business has given numerous showings of sound, keen judgment and has made him a multitude of friends in the business end of the game.

ANNOUNCE NEW MODELS OF SADDLE STOOLS

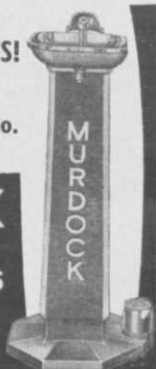
Lichtenberger-Ferguson Co., 352 S. Los Angeles St., Los Angeles 13, Calif., announces new models of folding saddle stools, with leather and duck seats, re-inforced seat corners, hardwood legs and nickel-plated hardware. These 3-legged stools which are very easily carried are rapidly growing in popularity among golf spectators, and among players who want to take it easy during waits.

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Forty-three sales engineers from Buckner distributors thru-out U. S., instructors and others of Buckner staff assemble between sessions of the company's first design and layout school.

BUCKNER WATERING SCHOOL STUDENTS PRAISE COURSE

Buckner Mfg. Co., manufacturers of Turf King sprinklers, Buckner quick-coupling valves, and kindred sprinkler irrigation equipment, recently held its first Design and Layout School at the factory in Fresno, Calif. John B. Gill, Buckner's Gen. Mgr., conceived the plan of inviting distributors' men for a week's instruction in basic design of efficient sprinkler systems.

Gill, who directed the preliminary planning as well as the school itself, reports that



H. M. Clark, Buckner chief eng., clocks flow of water thru test pipe at irrigation school. Water distribution is measured from cans in background.

the results were gratifying beyond expectations. The success of this school will undoubtedly lead to similar presentations in the future.

Forty-three sales engineers representing distributors of turf equipment from all parts of the country, assembled at Fresno for a well-planned course of concentrated study. A variety of pertinent subjects were discussed by five qualified instructors: H. M. Clark, chief engineer of Buckner;

Dr. Winston Strong, Prof. at Fresno State College; King Ewing, Manager of Atlas Lawn Sprinkler Co.; Bob Baldock of B. Baldock Co.; J. M. Hennessey of Landmark Engineering Co.

The curriculum included a basic course in hydraulics, sprinkler design, typical sprinkler system layouts, characteristics of soils and the determination of proper sprinklers for specific types, the effects of watering on various grasses and turfs, how to water properly, and the servicing and repair of sprinklers.

The instruction was kept entirely practical by numerous field demonstrations of all Buckner equipment and a visit to the new Buckner testing laboratory and station. On the last day those attending the school toured the Buckner factory to view advanced methods of manufacturing, testing, and inspection.

According to Gill, the purpose of the school was to assist Buckner distributors by helping to instruct their men in proper sprinkler specification and system layout. The instructors gave special emphasis to providing greater efficiency and economy in watering systems by means of scientific design. As a follow-up, Buckner will continue the program with a correspondence course involving periodic mailings.

Months of planning preceded the school but its success was best expressed in the enthusiasm and attentiveness of the 43 sales engineers who attended. As the school progressed it became increasingly evident that this course of practical instruction filled a definite need. It was obvious that the far-reaching results will more than justify the time and effort expended by all.

Arnold Firlie, vp Canvas Products Corp. (Can-Pro bags), Fond du Lac, Wis., won the Astrup trophy at the Annual National Canvas Goods Manufacturers Assn. convention. Plum Hollow, GC of Detroit dist., was the scene of the tournament in which 75 players entered.

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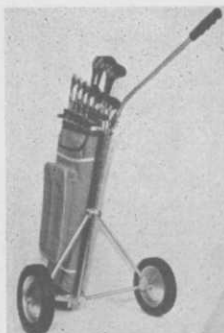
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**PAR-WAY 1954 CART HAS
RED HANDLE, WIDE TIRES**

The 1954 model of the Par-Way golf cart will be handled for distribution throughout the eastern states by the Kroydon Co., says Bob Cassidy, president of the Cassidy Mfg. Co., Vancouver, Wash., makers of the cart.



A new feature of the Par-Way Cart, which should prove popular to retailers, is the red plastic handle. Attractive, durable and useful, the red grip provides easy identification for the owner, especially at crowded tees or in storage. The new plastic grip has a smooth, clean feeling and is resistant

to deterioration from weather exposure and perspiration.

Another new feature of the Par-Way cart is the wide-tread, semi-pneumatic tire specially developed by the Gates Rubber Co. The Par-Way tire is softer and gives more resiliency to the cart. With more surface contact, the tire improves handling qualities and is easy on turf.

NEW WEED CONTROL BOOKLET

An up-to-date revision of "You Can't Argue with Weeds" has just been issued by Chipman Chemical Co., Bound Brook, N. J., manufacturers of chemical weed killers since 1912. This 40-page booklet contains helpful information on a wide variety of chemicals currently recommended for weed, grass and brush control — explaining what they are, what they are used for and how to use them.

In addition, many pages are devoted to illustrations and detailed descriptions of the most troublesome weeds, as well as specific directions for their control. Considerable information on killing brush, trees and stumps is also included.

A copy of "You Can't Argue with Weeds" may be obtained without cost by writing Chipman.

FRED GRAU JOINS WEST POINT STAFF

Fred V. Grau has joined the staff of West Point Products Corp.

West Point's future plans are keyed to the idea of new products and technics. Fred Grau is well qualified to coordinate this twofold program. He will be available to superintendents for consultation service.

Born on a farm near Bennington (Oma-

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SPALDING CONSULTANTS PLAN 1955 LINE

Working well ahead in planning Spalding's 1955 golf line the company's golf consultants, executives and factory experts go into conferences at the A. G. Spalding & Bros. plant at Chicopee, Mass. Shown above are:

Left side of table—(back row) L to R: Al Brosch; Al Watrous; Luke Smith; Don Tait; Jake Doubleday.

(Front row) L to R: Jay Hebert; M. J. Kiernan; Frank Heery; Paul Jones; Jerry Douglas; Frank Williamson; Mike Turnesa; Johnny Palmer.

Rear of table—(standing) Jimmy Long; (seated) Jerry Barber.

Extreme right side of table—(front to rear): Walter Burkemo; Frank Hiatt, National Sales Mgr.; Gordon W. Browne, Merchandise Mgr.

Center—(front to rear): Phil Tait, Walter B. Gerould, Spalding Pres.; George Dawson, Spalding VP.

Nearest table—(front to rear): Fred Carlsen; Lyle Thompson; Jimmy Thomson, Tom Brandon.

ha) Nebraska, Grau received early training in grass work from his father. During his college days at the University of Nebraska he was part-time greenkeeper at the old Shrine CC, and caretaker of the Plant Museum under the guidance and inspiration of Dr. F. D. Keim. Upon graduating he became research assistant with the Green Section during Dr. Monteith's directorship. 1931-1933 he did graduate work at the University of Maryland where some of the original work in chemical weed control was done. The degree of Master of Science was awarded him in 1933, and in 1935 he was awarded the degree of Ph.D. in Agriculture.

In February 1935 he accepted the position of Extension Agronomist with the Pennsylvania State College and thus became the first Extension man in the U. S. to devote a major part of his time to turfgrass improvement.

During World War II rGau took a year's leave of absence from Penn State to assist U. S. Army Engineers with grassing prob-

lems. In August 1945 the USGA selected him as Director of the Green Section, and charged him with the task of developing a coordinated, decentralized national turfgrass program. Due to his efforts a number of highly trained young men now occupy important positions in the turfgrass program across the U. S. In 1945 less than half a dozen agricultural experiment stations had developed a turfgrass program; today over half the stations have an active turfgrass program.

"CHAMP" SPIKE LESSENS BREAKAGE

The "Champ" all-hardened steel replaceable spike, with its tough non-break-apart construction, has completely eliminated the trying problem of lost or broken washers or bases, according to its makers, MacNeill Engineering Co., Waltham, Mass. MacNeill engineers also state that the "Champ" spike gives the golfer 25 per cent more gripping surface for better traction and swinging foundation.

WOOD RAKES INTRODUCTORY OFFER

Made for heavy duty golf and grounds upkeep. ALL parts can be bought separately for later replacement or repair. Sample assorted dozen \$20 with order F.O.B. us, or \$30 from your Grounds Supply Dealer's stock.

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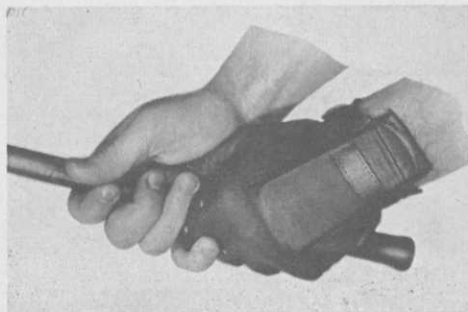
266 Harrison Road
Valley 3-3444

Turtle Creek, Pa.
Suburb of Pittsburgh

**"BREAK 90" GLOVE IS NEW
CHAMPION PRODUCT**

A new golfing glove, the "Break 90", is now being marketed by the Champion Glove Mfg. Co., Des Moines, Ia.

Company officials say the new type of glove has a "built-in resistor" which controls the movements of the left wrist in



golfing; that it has enabled average golfers to slash as much as 10 strokes off their score in actual tests.

The "Break 90" glove keeps the golfer's left hand and wrist firm and straight. It is scientifically designed to allow hands and wrists to swing into proper position at the top of the backswing and keeps the left

hand firm through the follow through. In addition, the resistor keeps the left hand in correct position for accurate putting. The glove is available in both men's and women's sizes.

The glove was developed by professional golfers at Town House Golf Centre Inc., one of the largest golfing schools in New York.

**NOVAK'S "GOLF GENIE" SCORES BIG
HIT AS GOLF TEACHING AID**

Few, if any, golf teaching devices have so quickly and broadly won the interest and use of players and pros alike as Joe Novak's new "Golf Genie" judging from orders and users' comments since the device was introduced last November. Novak, honorary pres. of the PGA, and author of the highly successful "Par Golf in Eight Steps" is one of golf's soundest and most highly regarded instructors.

As Novak relates the story of the "Golf Genie", "I reasoned that if visual impression was nature's own way of teaching us, why not employ nature's method in teaching golf. So, I started to develop the 'Golf Genie' on nature's fundamental law that a clear mental picture is the basis of all physical performances. By seeing the correct swing over and over it becomes part of



ROBERT BRUCE HARRIS

Golf Course Architect

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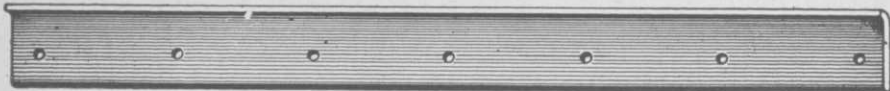
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Price sheet on request or we will quote price for your blade order.

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your thinking and reflexes. Observation comes first, then imitation followed by the subtle modifications of our subconscious minds in adapting basic principles to our individual requirements.

"The Viewer," which is part of the 'Golf Genie' is designed so that players learn by visual impression. I realized the conventional movie projector was too expensive, bulky and required too much preparation to en-

50 ft. reel has about 4,000 pictures. Our film library of 'Golf Stars in Action' leads off with Sam Snead, whose perfect swing is on the film currently being furnished with the 'Golf Genie', and later films will feature Mangrum, Middlecoff, Burke, Boros, Bolt, Harrison, Worsham and many other tournament stars. Also in preparation is a film based on my own instruction method, reduced to an 8-step formula presented in my first book, which depicts the principles of attaining power through the body and direction of the hands. The film will be ready for the release shortly, of my new book, 'How to Put Power and Direction in Your Golf.'

"By taking your Viewer along when taking a lesson from your pro it will enable him to illustrate details by pointing them out in Snead's swing or your own."

Complete information on the "Golf Genie" may be had from Joe Novak Enterprises, P.O. Box A-6, Los Angeles 24, Calif.

SWINGING AROUND GOLF

(Continued from page 23)

mony Landing CC, announces purchase of land for 18-hole course . . . New England PGA pros planning 5-day pro-member tournament to be held at five clubs late this summer . . . Dave Todd to Cherry Point (N. C. Marine Air Corps) GC, as pro.

PGA Senior championship at Dunedin with Ronald Teacher, Glasgow distiller, picking up tab for expenses of qualifiers from PGA's 30 sections stirring so much interest many of the old boys have been practicing this winter . . . Teacher's financing of PGA Seniors and National Golf



Joe Novak stops film in "Golf Genie" to show pupil detail of swing causing trouble.

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