

### KIWI SPORT IMPORTED AS LEATHER WATERPROOFER

Kiwi Sport, a leather waterproofer made in Australia, now is being marketed in the U. S. by the Kroydon Co., Maplewood, N. J. The material is greaseless and waterproofs leather without taking from it the natural rigidity necessary to comfort and performance. It does not soften leather so it stretches under strain.

It has a world-wide reputation for weatherproof shoes for golf and other sports, luggage, leather jackets, etc.

William C. King, Sales Mgr., National Die Casting Co., manufacturers of the Nadco line of caddy carts, announces the appointment of two new salesmen, Francis Hudak and Harry Schilling.

Hudak will cover the states of Michigan, Ohio, Western Pa. and Western New York. Schilling will cover New England, New York, Eastern Pa., Maryland, and Washington, D. C.

### SPEEDY MOWING BY ALLIS-CHALMERS MODEL 1B TRACTOR



Mowing 350 acres of fairways and park land at Wood, Wis., has been reduced to a minimum by teaming up the Veteran's Administration's two Allis-Chalmers Model 1B tractors. Operators of equipment report efficient handling and flexibility of 1B tractors provides short-turn radius reducing mowing time around trees, undergrowth and other stationary objects.

### WHITE'S "AID" HELPS PUPILS TO LEARN HEAD STEADINESS

White's Golfing Aid is a foam rubber pad held between the chin and the chest as a practice reminder to keep in balance with the head steady but not dead stiff. It is kept from falling off between practice shots by an elastic band loosely placed around the neck.

When the head is raised during the swing the Aid falls out of position. It promotes correct shoulder action.

The Aid is the invention of an army colonel in active service. It looks weird

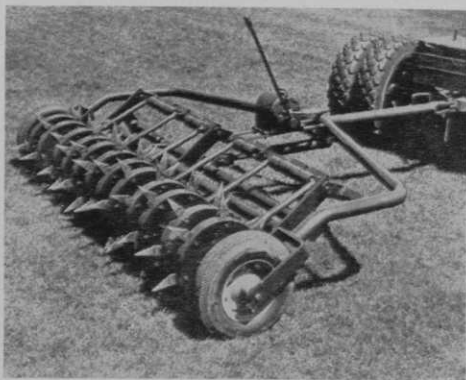
but is comfortable and it works, according to testimony of pros who have used it in effective instruction. Fairley Clark and Paul Hahn, particularly, have found White's Golfing Aid astonishingly successful in helping pupils to quickly learn the feel of a well balanced swing.

The device is distributed by Pines Golfing Co., Spring Lake, N. C.

### RENOVATAIRE IS NEW FOR THATCH ELIMINATION

A new combination aerating and renovating machine for getting air, moisture and fertilizer down to the roots of grass areas and for controlling the thatch that builds up on Bermuda, creeping bent or any running stem turf is now being produced by Soilaire Industries, Minneapolis 3, Minn.

Called the Renovataire, this machine has 22 in. aerating, renovating wheels



with saw-toothed knives, adjustable in penetrating depth from 2-3-4 inches. These saw-tooth knives are shaped so as to perform a definite slicing action in controlling long step grasses and cutting endless number of slits 2 in. long in turf without tearing the surface.

A heavy-duty tubular steel frame with a hydraulic lift that will raise all aerating wheels off the ground provides easy transporting over roads or pavements.

### NEW ATLANTIC BAG WITH SIDE ZIPPER POCKET

Atlantic Products Corp., Trenton, N. J. has a new golf bag with a special locker pocket large enough and so designed that the golfer can carry his raincoat, sweater, or other items.

Streamlined and full length, the locker pocket with its new side zipper arrangement will keep accessories fresh and clean. This new idea has been incorporated in Atlantic Products' popular Pro-Keystone model which also boasts of a large space-shaped ball pocket. The light weight Pro-Keystone features hand finished, tooled Parhyde trim and molded

GET greater value, protection and satisfaction with

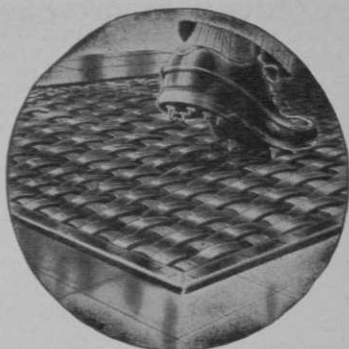
## PNEU-MAT-RUNNERS

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rubber non-skid bottom. Fabric is sturdy tent duck available in forest green, beige, MacArthur (green) plaid, or Wallace (red) plaid; with detachable matching hood.

**COMPACT MAKES  
ATTRACTIVE  
GOLF PRIZE**

The "Girl Golfer Compact" (#BL60) is a new creation of the Trophy and Medal Shop, 10 South Wabash, Chicago 3, Ill., which will please the ladies. Compact is made of lightweight Tu-Tone jewelers bronze of sturdy construction. Its size (3 in. dia.) and weight make it a practical as well as an ornamental item ideally suited as a golf prize or souvenir.



### GOODYEAR AND CSI SALES CO. COLLABORATE ON NEW GRIP

Goodyear Tire & Rubber Co. and CSI Sales Co., Solon, O., have collaborated in making a new grip which requires neither listing material or adhesive.

Since first marketing the Dimpled and Dynamic flange grips several years ago the CSI Co. has been keeping close watch on the application and performance of the two grips and has consulted with many professionals and club manufacturers.

To the tension winding and feel of the original grips there has been added the factors of perfectly molded taper and greater ease and certainty of correct application, thru the Goodyear-CSI joint work. The new grip is wrapped directly on any standard-sized shaft. No underlisting is required.

The flange wrapping principle secures the grip to the shaft as well as to itself, when applied under tension. The new grip

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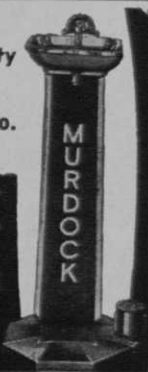
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has a shock-absorbing quality said to help distance.

The old grip and underlining is removed down to the shaft and the new grip applied directly to the metal, assuring uniform gripping of all clubs. Good-year has produced a newly perfected rubber compound for the grip and CSI has developed a precision surfacing method to give the grip highly desirable feel.

Colors of the grip are black body with yellow, red, blue or green trim.

### STANDARD NOW MAKING "LAWN GOLF" SETS

Standard Mfg. Co., Cedar Falls, Ia., is making a "Lawn Golf" set of two regulation putting cups, with pins and markers of the type Standard supplies to most of the golf club practice putting greens. The ball is removed from the cup by lifting the marker. A weighted base holds the marker erect.

### SPORTS AWARDS OPENS NEW SHOWROOM



Sports Awards Co., 429 West Superior, Chicago 10, Ill., announces opening of new showroom and extended quarters at the same address. Professionals, club officials and golfers are invited to inspect the large stock of carefully selected and designed awards kept on hand at all times. Heavy inventory assures immediate shipment and special service can be given on engraved orders when requested. Colorful catalog and prices available on request.

### ROSEMAN'S NEW TOOL FOR SEED BEDS

Roseman Tractor Equipment Co., Evanston, Ill., has a new patented Tiller-Rake designed to work with the Ford, Ferguson and other tractors having 3-point hydraulic-lift systems.

The Tiller-Rake does four turf installation operations in one. Scarifying, leveling, grading, and raking are all accomplished with the same implement, resulting in seed bed preparation in the short time. No hand labor or raking is required. Substantial savings in tractor operation and man hours are possible with the

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Roseman Tiller-Rake and the need for taking plows, discs, meekers, blades and drags to and from the job is eliminated.

Other uses, in addition to seed bed preparation, include renovating fire lanes, reconditioning bridle paths, parking lots, ball fields and sod fields, as well as raking and cultivating in orchards and nurseries.

The uniform spreading of cinders, sand, gravel, crushed stone and asphalt in driveway, parking lot, and road building maintenance is also accomplished in a very efficient manner with the Roseman Tiller-Rake.

### KENT BRADLEY GOES NATIONAL ON TEE TOWEL BUSINESS

Clinton Kent Bradley, Mountain View, N. J., who has been selling bales of his "Best Tee" towels to eastern clubs for several years, now has national distribution thru course equipment and supply dealers.

The towel is of heavy cotton crash absorbent material, strongly stitched and with brass toothed grommet. In bleached white cotton the towel is available in 16 and 18 in. square sizes, and in unbleached cotton in 18 in. square size.

### WILSON ACE REWARDS TO 4000 IN YEAR

More than 4,000 Wilson Sporting Goods Co. Hole-in-One awards have been given since last year.

The attractive cartoon certificate and congratulatory card are presented to every golfer writing in to commemorate his ace.

### 401-YARD DRIVE WINS McGREGOR SPORTSWEAR CONTEST

A 34-year-old electrician from Findlay, O., Charles Van Brunt, is the longest amateur driver in the United States on the basis of his winning the National Drizzler Driving Contest with a drive of 401 yds., announces the contest's rules committee, Sam Snead, Cary Middlecoff and Gene Sarazen.

Van Brunt's wallop paced the 50 finalists in this first nationwide driving contest which was sponsored by the McGregor Sportswear Co. of New York, and was 26 yards longer than the second-place drive of 375 yds. made by Thomas Alfred Sams, 33, of Macon, Ga.

Other top drivers were Bill Calise, of Garfield, N. J., with 365 yds.; Robert R. Baker of Ft. Collins, Col., with 354 yds.;

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and William A. Liedtke, of Norfolk, Virginia, with 351 yds. Of the 50 finalists, 23 turned in measured drives of over 300 yds.

A golfer for the past 14 years, Van Brunt is 6 feet, 1½ in. tall and weighs 250 pounds. He was a member of his high school golf team, has won several local pro-amateur tournaments and has also played in the Ohio Open championships the past few years.

As his prize for winning the contest, Van Brunt receives a free all-expense vacation for two at the Greenbrier, White Sulphur Springs, and a week of golf lessons from Sam Snead.

### METZ ADJUSTABLE SWING WEIGHT CLUB INTEREST AT OPEN

Dick Metz and Don Malarkey of the Professional Golf Co. of America, Inc., had a demonstration of the new Metz counter-balance adjustable swingweight club at Baltusrol during the Open and got many interested in the club.

The club has weights inserted and locked inside the top of the shaft to give the swingweight a pro determines is desirable for the club user after studying and experimenting as the prospective user's swing.

Metz, Malarkey and Chandler Harper who are associated in the manufacture



and sales promotion of the club point out that weight in motion near the hands helps greatly in getting proper hand action. They further state that when lightening the clubhead to get desired swingweight by counterbalancing inside the top of the shaft weight in clubhead which helps distance is not sacrificed.

Providing a large assortment of swingweights in clubs without corresponding increase in shop inventory is an important point in helping the pro to accurately

fit clubs, Metz, Harper and Malarkey emphasize from their own experience as club pros.

The explanations and demonstrations at the Open resulted in a number of sales which Dick and Don are having shipped thru pro shops of the golfers who were sold at the Open.

#### COTTRELL SELLING FOR JOLLY IN FLORIDA AND GEORGIA

Leslie Cottrell, prominent in New England PGA prior to enlisting in Air Force at start of World War II, now is out of regular military service and is located at 217 Hillcrest ave., Clearwater, Fla.

Cottrell is representing Jack Jolly, Inc., in Fla. and Ga., selling Silver King balls, Stewart irons and putters, Gibson putters and Jolly's accessories. Cottrell also is handling a golf headwear line and is figuring on handling other sportswear items for pro trade. He is adding a salesman covering pro trade in Georgia and other southeastern territory.

#### NEW PAR-PAK GOLFER'S BAG



Atlantic Products Corp., Trenton, N. J., has this new bag with a zipper arrangement that opens the bag so its interior is completely exposed.

An extra zipper at the bottom closes off a compartment that is handy for golf shoes.

#### LUXENBERGER, WARD, PROMOTED BY U. S. RUBBER

Eugene A. Luxenberger has been elected vp. of United States Rubber Co. and appointed gen. mgr. of its footwear and general products division, effective July 1.

Gregg T. Ward succeeds Luxenberger as asst. gen. mgr. of the division.

Products of the division include golf balls, waterproof and fabric footwear,

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### ACUSHNET GOLF BALL SALESMEN AT FACTORY

Acushnet Process Co. golf ball salesmen from the Eastern and Southeastern sections recently met at the New Bedford plant to get a close-up of equipment changes and process improvements. Shown are Fred W. Bommer, vp of Acushnet Process Co. and head of the golf ball div. William Bommer, asst. mgr. of the golf ball div. Standing, L to R: William Tolland, Lorman Kelley and Russell Mattern, salesmen; Carl F. Saunders, factory mgr., golf ball div.; Peter W. Henry, Arnold Minkley and George Smith, salesmen; Stanley J. Szulik, technical mgr., golf ball div.; W. L. Sharrett, salesman, and A. L. Hawes, credit mgr., Acushnet Process Co.

waterproof clothing, foam rubber cushioning and mattresses, coated fabrics, sponge rubber rug underlays, elastic yarns, water wear, plastic products, aircraft fuel cells, and rubber shipping drums.

Luxenberger, a native of Williamsport, Pa., started with U. S. Rubber as a production worker at the company's plant in Williamsport 33 years ago. In 1932 he was transferred to the Mishawaka, Ind. plant as manager of industrial engineering.

Successive promotions brought him appointment as factory manager in 1943. Eight years later he became assistant production manager of the division. A year ago he was appointed asst. gen. mgr. of the footwear and general products division.

Ward has been general sales manager of the division since 1951. He started work with U. S. Rubber early in 1925 as a sales clerk in the San Francisco branch.

### BALL RETRIEVER AND RAKE IN COMPACT COMBINATION

Parway Mfg. Co., 2300 W. 59th st., Chicago 36, Ill., is making the Retrieval ball scoop which has fingers that can be unfolded to form a rake that will reclaim golf balls from muddy ponds or from beyond fences.

The device has a triple-section lightweight aluminum alloy shaft which gives a long reach and allows delicate touch so the lost balls may be located and recovered. The Retrieval when closed fits like a club in a bag. It is rustproof.

### MACGREGOR SHOWS PROS HOW TO IMPROVE SHIPPING

Pro problems of shipping expenses and time are handled in a valuable booklet issued by MacGregor Golf. Bob Rickey got up the book telling the advantages and disadvantages of shipping by parcel post, truck, freight forwarders, railway express and rail freight, and presenting suggestions for pros' most economical and satisfactory use of various methods of shipment.

The booklet gives examples of various means of shipment and tells how MacGregor's traffic mgr., and other department heads coordinate their work in trying to save shipping expense for professionals.

Mention is made of a case involving change in parcel post rates in which pros' failure to make use of the new regulations, despite two suggestions from MacGregor, cost pros "a great deal of money."

Jimmy Demaret golf jacket with ribbed insert to allow shoulder freedom now is being offered to pro shops. The new construction is called Flex-o-Rib. Garments are made in calm and sophisticated combinations of colors as well as in some vivid combinations for the color blind.

Yard Pony, made by Highway Equipment Co., 616 D Ave., Northwest, Cedar Rapids, Ia., small gasoline-driven front-wheel driven cart originally intended for yard work, now is being recommended by its makers as a golf car.

### MULLER JOINS BUCKNER



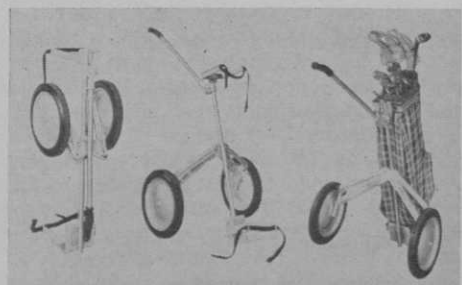
J. H. Muller has been appointed by John B. Gill, gen. mgr., Buckner Mfg. Co., Fresno, Calif., to management of Buckner's agricultural sales dept.

Muller comes to Buckner from Farmland Irrigation Co., Portland, Ore., for which he was field representative, then district mgr. in California and Arizona.

He and his brothers farm hundreds of acres of irrigated grain land.

C. A. Harris has become traveling service representative for Buckner.

### SPALDING HAS NEW GOLF BAG CART



A new, easy-rolling golf bag cart has been introduced by A. G. Spalding & Bros. This cart is adjustable to both the size of the caddy bag and the height of the player. All parts are fabricated from quality material. Good balance and free rolling, large ball-bearing wheels make for minimum pulling effort. It is rugged enough for use as a rental cart. It folds to only 14 in. in width. It accommodates all size and style golf bags. Frame and handle are of strong tubular steel with rust-resistant cadmium finish. Tires are semi-pneumatic puncture-proof. Wheels are easily retractable to sides when released by finger-pressure lever lock. Adjustable handle has curved cushion grip.

### FOR LEASE — 18-HOLE COURSE

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