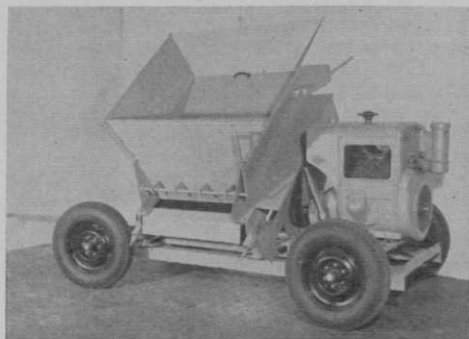


**NEW BIG COMPOST MIXER
CAN BE POWER LOADED**



Royer Foundry & Machine Co., Kingston, Pa., has new Portable Compost Shredder-Mixer with capacity to operate efficiently when power loaded by front end tractor bucket. Big receiving hopper is 60 in. wide, contains baffle plate and adjustable control gate to regulate flow of material from hopper to combing belt. The machine will shred decomposed leaves, compost, and manure, topsoil, sand, sludge, and other similar materials. Its capacity is sufficient to process 12 cu. ft. tractor bucket in 15 seconds, providing material will flow freely through receiving hopper. The unit is powered with a 36 hp air cooled Wisconsin Engine mounted on 4—6.00 x 16" tires, with towbar, and automotive steering. The combing belt is 3 ft. wide and 9 ft. in circumference. A machine of similar capacity also available with a totally enclosed, 15 hp electric motor drive.

**REJOICE WITH JOYCE
SHOE NEW OWNERS**



Here, at one of the sunny southwestern golf fiestas which aren't genuine unless featuring the Queen of the Party, are the two new owners of Joyce golf shoe company; (L) Fletcher Hull and at the right end Kip Bowen. Between them is the one, only and original Scotty Chisholm and between Scotty and Kip is Miss Queen Somebody. We always throw away those names, addresses and telephone numbers away before we get home.

**"LOVE THAT COURSE" REPRINTS
OFFERED BY WORTHINGTON**

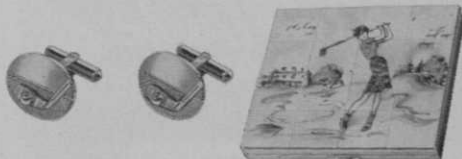
Worthington Mower Co., Stroudsburg, Pa., is offering without cost to golf course supts. and green chairmen reprints of the famous "Love That Golf Course" ad in April Golfing Magazine in sufficient number to mail to each of a club's members.

The advertisement has been hailed by supts. and club officials as tremendously effective in pleasantly enlisting the cooperation of players in keeping the course looking fine and preventing unnecessary maintenance expense.

Most clubs have displayed the advertisement on their bulletin boards, many at their own expense have had reprints made for distribution to their members, and much publicity has been given to the "litterbug" campaign by golf writers and in advertising business journals.

Requests for number of reprints desired should be sent to W. U. Roulette, Jr., Worthington Mower Co., Stroudsburg, Pa.

ATTRACTIVE ACCESSORIES



Handsomely styled are above items offered by the House of Williams. The cuff links are gold filled with raised, fully shaped golf club and ball. For the women, compacts with genuine mother of pearl face, hand painted, complete with protective double inner lid to prevent powder spillage. Details from House of Williams, 37 S. Wabash, Chicago 3, Ill.

MacGregor Golf Co. advises that pros are doing big business with new MacGregor Canvalon \$20 retail bag, in choice of red, green or blue, and large pockets for balls, clothing, shoes, etc. Bag is going over strong in making sales that might otherwise go to stores.

**SABAYRAC ISSUES HANDSOME
NEW PRO SHOP CATALOG**

Ernie Sabayrac, PO Box 678, Miami Springs, Fla., has issued an attractive new catalog of shirts, headwear, club covers, belts, women's golfwear, knit goods, jackets and hosiery.

"The Little Round Man" and his staff are featuring in their lines big names in apparel manufacture.

**DICK KUEHNE NOW SALES MGR.
FOR MALLINCKRODT IN CHICAGO**

Appointment of E. Richard (Dick) Kuehne, 37, of Lincolnwood, Ill., as Chicago district sales mgr. for Mallinckrodt Chem-

ical Works, St. Louis, succeeding the late Walter Nay, is announced by G. C. Bradshaw, western division sales manager.

As Chicago district sales mgr., Kuehne will be in charge of sales activities in Chicago and surrounding communities, Milwaukee and Madison, Wis., and the State of Iowa.

Kuehne joined Mallinckrodt in 1943 as a sales representative in the Chicago area. In 1951 he was appointed assistant district sales manager. Before coming to Mallinckrodt he was a Chicago salesman for the Pure Oil Company.

Kuehne is currently active in the Chicago Perfumery, Soap, and Extract Association. He was a member of the board of directors in 1952 and has worked with several committees, some as chairman, during nine years' membership in the association.

BOWEN AND HULL BUY JOYCE GOLF SHOE

W. H. Joyce, Jr., Pres. of Joyce, Inc., announces the sale of the golf shoe business, operating under the Wm. Joyce Division of Joyce, Inc., to Bowen & Hull, Inc., 81 Masonic Court, Pasadena 1, Calif.

The principals of the new firm are Kip Bowen, who has been with Joyce seven and one-half years, heading up the Wm. Joyce Division, and Fletcher Hull, associated with Joyce for the past two years.

The Wm. Joyce golf shoe products, primarily merchandised through golf Pro Shops, include golf shoes for both men and women and have been manufactured under Joyce patent #2,611,978. The shoes have experienced highly favorable reception from golfers desiring a lightweight, soft golf shoe.

Kip Bowen and Fletch Hull have plans to expand the distribution, which is now essentially on the Pacific Coast, to the entire U. S. market.

Exclusive manufacturing and distribution rights, together with the exclusive right to use the name of Wm. Joyce as applied to golf shoes, and the various descriptive names which have been applied to these shoes, have been granted to the new corporation under a license agreement.

Certain key employees will follow the new organization, thereby insuring continuity of high quality manufacturing processes. In addition, there will be a constant exchange of technical information between the new corporation and Joyce, Inc. to insure leadership in this specialized field.

NADCO INTRODUCES \$60,000.00 BAG CART WHEEL

The National Die Casting Co., manufacturers of Nadco line of Caddy Master golf carts, has developed a new die cast aluminum wheel for use on the four Nadco models. Equipped with anti-friction ball bearings, the new wheel reduces the over-all weight of the golf cart by 2 lbs.

Wm. C. King, sales mgr., says, "The new wheel represents a \$60,000 investment. Research and engineering costs plus dies and tools account for \$26,000. New equipment to produce the wheel cost \$34,000."

The new wheel in a 12-in. size will be supplied on the Nadco 88 and Nadco 880. The 10-inch wheel will be supplied on the Nadco 77 and the new Nadco 66.

RAIN BIRD'S NEW 30-W SPRINKLER FOR DIRTY WATER

A sprinkler designed for use in areas where exceptionally dirty or abrasive water causes excessive wear on parts and wind influence makes a single nozzle sprinkler desirable is being introduced by

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, perspiration displacement, and other features make Golf Prides popular.

NATIONAL ADVERTISING!

Newspapers coast to coast. Also in Golfing, Golf Digest 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



National Rain Bird Sales & Engineering Corp., Azusa, Calif.

This new Model 30-W Rain Bird Sprinkler has been simplified in design to reduce the number of wearing parts, and a hood covering on the upper part of the bearings keeps abrasive material out of the sprinkler when it is in use and when it is lying on the ground.

GLISSMANN HAS NEW FOGGER FOR INSECTICIDES

An insecticide fogger that is attached to an exhaust manifold, and which uses the insecticide can instead of glass jars or tin cans to hold the fluid, is being marketed by Harold W. Glissmann, Inc., 927 South Saddle Creek Rd., in Omaha, Neb.

The B and P fogger is readily adaptable to the control of mosquitoes, chiggers, flies, and other insects.

The Glissmann Company holds that this advance in design does away with the inconveniences caused by breaking jars which motor vibration frequently causes. It also eliminates replacing rusted and corroded tanks.

Now all the operator has to do is punch a hole in the bottom of the can with the sharp bias end of the pipe leading to the exhaust chamber. At the same time the can opening is sealed against leakage by a



If your fairways, greens and tees bear any indication of Brown Patch or other grass diseases, act now! We offer a complete line of excellent fungicides. Don't wait until your turf troubles increase — write and give us your problem. We can help you!



WIN "BEST TURF" HONORS WITH PURATURF #177

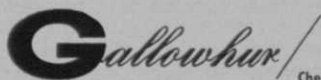
(a cadmium fungicide)

The proven cure for **DOLLAR SPOT**
COPPER SPOT and
PINK PATCH

PURATURF #10

(a soluble phenyl mercury)

eliminates crab grass and controls dollar and copper spot, pink patch. Most effective for snow mold and helminthosporium leaf spot.



Chemical Corporation
801 Second Avenue
New York 17, N. Y.

Clean out Crabgrass



EASY PROVEN Scott's WAY

No mixing, apply SCUTL as it comes from bag. 3 or 4 treatments scuttles crabgrass without discoloring good grass. Controls fungus too! Ask for estimate.

O M Scott & SONS CO., Marysville, Ohio

STUBBORN GREENS & FAIRWAYS

TRIAL OFFER

Gal. with automatic spray gun.

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

Respond to Use of
LIQUID
GRO-GREEN
...with Foliage DIETENE

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

SAVE 50%
and more in
Labor - Materials
with **FencPainter**

For WOOD - METAL
BRICK - STONE
CONCRETE



Hundreds of industries and institutions all over America are using the FencPainter applicator system of painting at immense savings. It's five times faster than brushing methods. Irregular and corrugated surfaces painted with the same facility and covering power as smooth surfaces. One concern painted 6 ft. wire fence at a total cost of only 20c per lin. ft. FencPainter enamels contain only top-notch ingredients — go much farther — are more economical in the long run.

SPECIAL TRIAL OFFER — Including industrial size FencPainter and 5 gal. FencPainter aluminum enamel, 1 gal. solvent. Complete, only \$57.00. Enough to do 300 lin. ft. of 6 ft. chain link fence. (Add \$5.00 for gray, white or black — \$10.00 for red or green).

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Please rush Free 32 page Brochure
 Send Special Trial Offer, complete
(Color desired _____) \$ _____

Name _____
Address _____
City _____ State _____

rubber washer around the pipe opening. When the can is empty, replace with full one.

The B and P Insecticide Fogger can be attached to the exhaust manifold of power mowers, garden tractors, power sickles, tractors, trucks and cars.

ATLANTIC PRODUCTS PRESENTS PRO MERCHANDISING SERVICE

A new service to relieve the pro of some essential work now is presented by the Atlantic Products Corp., Trenton, N. J., makers of Par golf bags. This new free service permits the golf professional to conduct brisk sales promotion campaigns by using Atlantic Products' material and personnel.

J. Robert McNeil, sales mgr. of Atlantic Products, says: "We have felt for a long time that some who distribute merchandise thru the pro shops should take over a share of the important job of merchandising and selling from the professional who is busy enough conducting tournaments and giving lessons. That is why we have developed this special free service."

The plan, called the APC plan, was outlined in a letter recently to golf professionals. Any golf professional can make use of the APC plan without charge by contacting the Atlantic Products Corp. in Trenton, N. J. Each cooperating pro re-

GIFT CERTIFICATE

This certificate entitles you to purchase merchandise to the amount of _____ DOLLARS for _____



ceives eight separate services to help in the operation of his professional shop.

Plan embraces a special mailing service which will handle mailings to the professional's own club members. This mailing service types letters to all of the members on the professional's own club letterhead, and over a reproduction of the professional's signature. This service will stamp

them, mail them, and pay for the postage. These letters will promote the professional's golf lessons, the equipment he carries in the shop, and the special services he makes available to golfers.

In addition, members of the APC plan will get, free, attractive stuffers to mail out with their clubs' monthly billings.

Another sales aid included in the plan is a novel type of gift certificate to help promote golf lessons. Atlantic will supply the professional with pads of golf lesson certificates to promote sales of gift series of golf lessons.

Unique gift certificates have also been designed by Atlantic and will be supplied



free to the APC member for Father's Day, Mother's Day, birthdays and Christmas.

Another of the eight free services is the display material which Atlantic will supply for the walls and counters of the pro shop. This display material will promote the pro's golf lessons, gift certificates, and all the lines of merchandise carried in the pro shop.

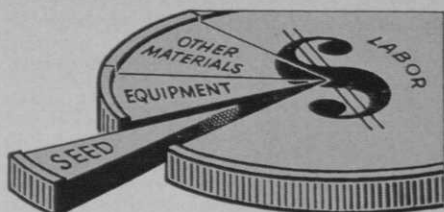
In addition, members will get immediate delivery service on any size of order with free L.C.L. rail freight transportation on individual orders weighing 100 lbs. or more. Members will also receive a new direct factory-to-pro price service on all Atlantic Par-Bags so that they can enjoy the regular competitive dealer price.

Any professional wishing to make use of the APC plan is requested to write Atlantic Products Corp., Trenton, N. J.

EDDIE WILLIAMS "DEVELOPAR" HELPS LESSON RESULTS

Eddie Williams, pro at Louisville (Ky.) CC and the only winner of three consecutive PGA Senior championships, is getting very satisfactory reports from other teaching pros and their pupils on the Williams Developar, an instruction and practice device.

Pros tell Williams their pupils are practicing with the convenient device and showing great results in improvement of hand action and hand strength. Williams has brief instruction reminders on the Developar and supplies a concise instruction and exercise manual with the device



The Smallest Slice of your course expenses can make The BIGGEST difference

Do your golfers wind up every round praising your turf? If you're not getting your share of compliments, you ought to check that vital 5%—the average course budget expenditure for seed. It's mighty important to spend that slice wisely for top quality.

Call upon Mock's for the newest developments in turf grass seed, sold either pure, or mixed to your special formula. Your inquiry will receive immediate attention . . . your needs will have Mock's specialized service.



MOCK SEED COMPANY

PITTSBURGH 30, PA.

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

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HOFFCO, INC., RICHMOND, IND.



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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SHAWNEE - ON-DELAWARE
PENNSYLVANIA

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MINIATURE GOLF COURSES

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of Supplies

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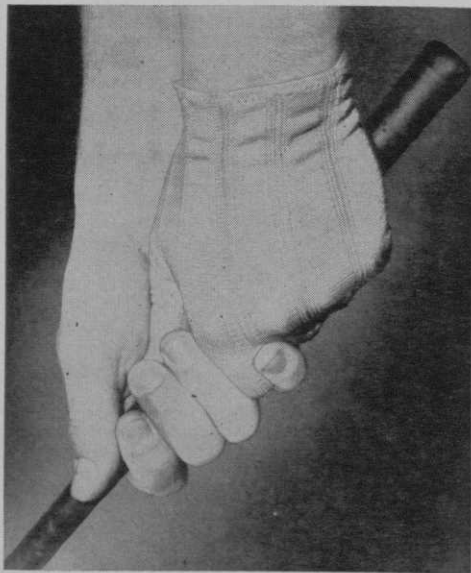
EASTERN GOLF CO.

Dept A
2537 BOSTON RD.
BRONX 67, N. Y.

for supplementing pro personal instruction when the golfer is using the device at home or in an office.

CHAMPION MAKING NEW STA-TITE GLOVE

A new "Sta-Tite" golf glove, designed with a patented one-way stretch elastic back to permit freedom of action without pulling out of shape or binding the wrist,



has been announced by the Champion Glove Mfg. Co., 311 Court St., Des Moines, Ia.

Makers say the patented construction will allow the golfer to keep the feel of the club while maintaining a wrinkle-free palm when in use.

A feature of the "Sta-Tite" golf gloves is that it is manufactured in three sizes only, AA, A and B, which are designed to fit both men and women. The lastex back is so woven that the air can circulate freely, making the glove comfortable in warm

TEEMATS

★ For the **FINEST, LONGEST-WEARING** and **MOST ECONOMIC** Tee Mat on the Market!
Nationally acclaimed by golf clubs and ranges as the best buy.

★ SEND TODAY FOR LOW PRICES

Merchants Tire Co., 2710 Washington, St. Louis 3

weather. A patented vacuum grip prevents slipping. The soft, thin capeskin leather is sewed with nylon thread for strength. The latex is guaranteed not to unravel.

The glove is offered in a polyetholene bag for attractive, visible display.

BRADLEY HAS NEW TEE LITTER CATCHER

Keep-Tee-Kleen litter catchers to fit both the pipe and channel steel types of golf ball washer holders are now available. The new baskets are made of flattened, diamond mesh steel, with galvanized rim and bottom pan. One standard size of about 10 in. diameter and 13 in. high can be had in aluminum and colored Rustoleum paint finish on order. No welding or solder is used in fabricating and if there's a trash fire, no damage but to the paint results. The Keep-Tee-Kleen is made by Clinton Kent Bradley, Mountain View, N. J. and is available thru dealers, or direct by mail order.

NOVAK ADDING TO FILM LIBRARY FOR "GENIE"

Joe Novak is adding 8 mm. films of other stars to the instruction films of Snead, Mangrum, Middlecoff, Worsham and Burke originally available for use with Joe's Golf Genie small motion picture viewer.

The Genie is getting considerable effective use in instruction other professionals tell Novak as they have found it a most convenient way of showing movies of stars, stopping and reshewing details they want to impress on pupils. Much use now

YOU MUST BE RELAXED TO PLAY YOUR BEST GOLF

This \$1 book tells you HOW!

THE SCIENCE OF CONTROLLED RELAXATION in GOLF

Think this over: Studied relaxation is the most important factor in the proper execution of all golfing shots. Yet, it is the most neglected and slighted—despite the fact that winning golf is essentially a mental accomplishment. Your body or any of its parts, cannot function correctly if you are not wholly relaxed in mind and body.

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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.



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Deerfield, Illinois

GLOBE GOLF BALL RE-CONDITIONER YOU CAN REPAIR CUT BALLS MAKE NEW DIMPLES



Designed Especially for:

GOLF RANGES

Prices and Details on Request

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Score Cards

Charge Check Books

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Fibre Bag Tags and Hooks

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GOLF'S GREATEST SHOW

Amusing, Spectacular and Highly
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Outdoor Shows Arranged.

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Complete equipment for

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and

MINIATURE COURSES

We have a good supply of
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Catalog sent on request

McDONALD & SON GOLF CO.

P.O. Box No. 366 Tel. West Chicago 50
West Chicago, Illinois

AMERICA'S MOST POPULAR
GOLF COURSE HYDRANTS!

Full details in FREE CATALOG

Write to:

The MURDOCK Mfg. & Supply Co.
Cincinnati 2, Ohio

MURDOCK

OUTDOOR
DRINKING FOUNTAINS
HYDRANTS
LAWN HOSE BOXES



is being made of Novak's Golf Genie in showing without screen or projector movies of the pros' pupils own swings.

Joe now has expanded selling distribution so many many sections of pro trade now are being covered by salesmen. Details of the Golf Genie also may be secured direct from Joe Novak, Bel-Air CC, Los Angeles 24.

Novak also advises that his new book "How to Put Power and Direction in Your Golf", published by Prentice-Hall is selling strong.

NEW PLASTIC PRACTICE NET



South Bend Product Sales Co., manufacturers of new type golf practice net, have set up production and sales schedules for national distribution of their new product. This net, embodying an expanded cellular plastic pad designed to withstand the impact of high velocity drives, is manufactured at 1422 Mishawaka Ave., South Bend 15, Ind. The plastic, called Ensolite, absorbs the impact of the ball and allows it to drop to the ground without rebounding.

MENTHOLATUM ADDS TO PLAYERS' COMFORT AND PRO SHOP PROFITS

The increasing call for Mentholatum Medicated sticks by pro shops where attention to little items of player convenience is adding to profits and service reputation

AMERICA'S BIGGEST SELECTION of GOLF AWARDS



A complete selection of golf trophies, cups, and plaques for tournaments and banquets. Immediate delivery from stock.

Send for catalogue No. G12

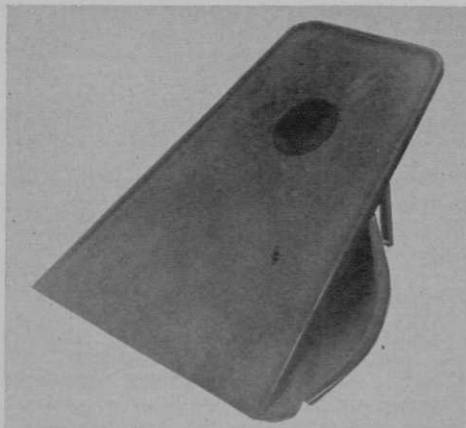
UNIVERSAL SPORTS AND AWARDS

Division of
Universal Bowling & Billiard Supply
515 S. Wabash Ave. Chicago 5, Ill.
Tele. - WAbash 2-5255



has encouraged the makers to make a special offer to all golf professionals. Long a household name for soothing sun and wind dried and cracked lips, Mentholatum in its new, handy plastic case is assured an active demand at all golf courses. Sticks are packed in dozen-lot display cartons and details of special trial order for pros appear in Mentholatum ad in this issue—or write the Mentholatum Company, 1360 Niagara St., Buffalo 13, N. Y.

KUMBAK COMES BACK



Kumbak practice putting device, long a favorite with pros and amateurs, again is being pushed through pro shops by its makers Fox Products Co., Philadelphia 41, Pa. The basic idea of the Kumbak is that since carpeting is faster than grass the incline of the device equalizes speed of indoor and course putts, and the design of the return channel returns the ball to the player.

HAGEN ISSUES PRO SHOP BUSINESS LETTER

Walter Hagen div., Wilson Sporting Goods Co., has issued an interesting Pro Shop Business Letter containing news of pro operations that have increased busi-

GOLF AWARDS



Featuring
Better Value
Top Quality
Quicker Service

Free Delivery on
Prepaid Orders.

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Sports Awards Co.

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Member: American Society
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WILLIAM F. GORDON COMPANY

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ARCHITECTS

James G. Harrison

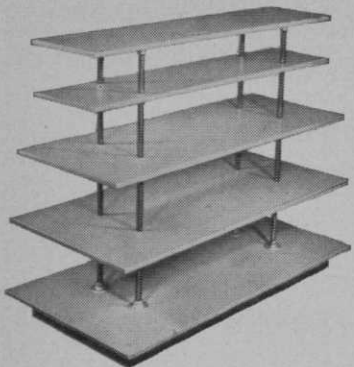
GOLF COURSE ARCHITECT

Member:

American Society of Golf Course Architects

266 Harrison Road
Valley 3-3444

Turtle Creek, Pa.
Suburb of Pittsburgh



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 121½ 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, Wis.

ness. The Letter is planned for appearance every other month.

The Haig is really taking a hand in this as the Old Boy has been paying a lot of attention to the way the home club pros are playing their game. He reads royalties on the scorecard and he likes that. Eddie Rankin, the Hagen div. gen. mgr., is doing the heavy work for Walter on the letter and getting help from the Haig and the company's salesmen.

MANGRUM DESIGNS NEW CLUBS FOR GOLFCRAFT

Lloyd Mangrum, long a top playing pro star and rated among his colleagues as an authority on club design, has signed with Golfcraft, Inc., Escondido, Calif., and after some months of research and testing with Ted Woolley, Golfcraft pres., factory experts, other pros and amateurs announces Lloyd Mangrum signature clubs.

Mangrum has had the hunch for the newly designed irons and woods for some time and patiently worked out the relationship between grip, shaft and head in each club to combine balance, tempo and power in each club. He says the new clubs are the strongest he's ever had in his years of playing and are worked out to a for-

mula that gives the balance, strength and timing to the ordinary golfer as well as to the expert.

Materials and factory clubmaking and frequent process checking procedures have been worked out during several months of intensive preliminary operations.

The Lloyd Mangrum clubs are to be sold on a pro-only policy at top grade prices.

FOOT-JOY REPORTS RECORD ADVANCE ORDERS

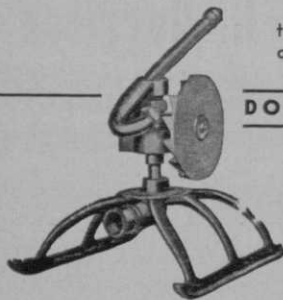
Field and Flint Co., makers of Foot-Joy street and golf shoes, has announced that production has been increased to full capacity as a result of record-breaking advance orders.

The announcement climaxed the annual five day sales and styling conference at which Clark L. Wilcox, executive vp presided. Wilcox said the new Fall and Winter lines have been planned and will be executed upon the basis of color, style and consumer acceptance trends. New models are being added to the Foot-Joy Line.

Several new shades and combinations of fabrics and leather will be introduced and rushed for early Fall delivery. The tasseled moccasin and the kiltie tongue innovation, which proved so popular this

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209 E. 49th Street
NEW YORK 17, N. Y.

Spring, are expected to do even better in the coming seasons. Following the tassel, will be the one-eyelet shoe, which Field and Flint feels will be another fashion leader.

MURDOCK HAS BABY AT 100!

At the healthy age of 100, the Murdock Manufacturing & Supply Co., Cincinnati, O. announces the arrival of "Murdock, Jr.", a new, lower cost $\frac{3}{4}$ in. compression hydrant. This new compression hydrant is a completely redesigned, non-freezing unit for use around golf courses and other places where water is needed quickly in any weather.

Water flow on this new hydrant is controlled by large ball wheel handle on top. Lever will be supplied instead of handle, if desired. This lower cost hydrant is non-freezing in any weather without previous attention and is recommended for fire service.

**WESTALL RUBBER FLOORING
SALES BOOMING IN GOLF**

Henry Westall Co., 944-60 Merrimon ave., Asheville, N. C., says sales of Westall rubber flooring this year are racing far ahead of any previous year of the five the company has had its spike-resistant

rubber flooring in golf club lockerrooms, grills, pro shops and bars.

Repeat orders for extending covering with the Westall flooring account for quite a percent of the sales volume. In addition to clubs in all sections of the U. S. sales have been made to golf clubs in Canada, Japan and other foreign countries.

The Westall rubber flooring now is made with a new molded bottom which is assurance against any buckling or swelling from floor sweating. The material is available in red, black, green and sand colors.

List of installations and endorsing letters from managers and professionals represent many of the most attractive clubhouse and pro shops in the golf field.

**FATHER'S DAY, JUNE 20,
HAS PRO SHOP TIE-UP**

National Father's Day committee, 50 E. 42d st., New York 17, has sent pros and club managers promotion material for the day, suggesting that golf gifts and a family party at the club will go across great with Pappy.

Pros are making increasing use of the Father's Day gift idea as they know what Dad wants and needs in golf goods and can give the kids expert advice.

ROBERT TRENT JONES

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