

pion and Marlene Stewart, Canadian girl who holds British women's title, have accepted invitations from John E. McAuliffe, to play in field of 16 which will include 14 women pros, at Triangle Round Robin . . . Event will be played June 3-6 at Cascades CC, Virginia Hot Springs, Va., and will be sponsored by McAuliffe's Triangle Conduit and Cable Co. . . . Invited pro girls will play for \$7500.

Hugh Ross, Sunnybrook GC, re-elected pres., Metropolitan Golf Assn., whose members are Detroit district semi-public course operators . . . Frank Dursek, vp; Ed Morey, sec.; and Victor Kingsley, treas.; also re-elected . . . Metropolitan planning group fire, liability and compensation insurance . . . Association in controversy with Michigan Unemployment Commission, complain-

ing MGA clubs are over-taxed . . . Member clubs have contributed to legal costs of case in which lower court restrained a course use of lake water.

Bronze plaque placed in fairway 104 yds. from 18th cup at Tam O'Shanter CC (Chicago dist.) marking spot from which Lew Worsham played his famous TV shot and holed out to win 1953 World's Championship . . . Women's Metropolitan (NY) Golf Assn. 1953 report showed 1,147 members representing 122 clubs . . . It was the association's 54th year.

Fred S. Slyder, Midlothian, elected pres., Chicago District Golf Assn. . . . Vp is Sidney T. Jessop, Medinah; Treas. is Charles N. Eckstein, Ravisloe; Sec. is Andrew W. Gatenby, Beverly, and Gen. Counsel, Stacy W. Osgood, Flossmoor . . . Slyder succeeds Charles J. Morgan, Park Ridge, as CDGA pres. . . . CDGA admitted 12 more clubs to membership in 1953 and on its annual Veterans' Day last year raised almost \$10,000 to provide and maintain golf facilities at veterans' hospitals.

(Continued on page 137)

MACGREGOR'S NEW No. 5 WOOD



With the growing popularity of No. 5 woods MacGregor has enriched the beauty and appeal of this utility club. Their new MT 5 wood, made of persimmon, has a red fibre insert and is finished in a rich coal black glaze. Streamlined "Swan Neck" gives additional strength. Details from MacGregor Golf Co., Cincinnati 32, Ohio.

Jacobsen Mfg. Co. announces production of a limited number of its Lawn Queen power mowers with headlights for night mowing and white sidewall tires. Outfit has a 12-volt generator and 6-volt, 45 ampere lights.

S & S Farm Equipment, Inc., 820 S. Adams St., Peoria, Ill., has new price lists and literature on its Ezee Flow Olympia Fertilizer Applicators.



Golf professionals

have made hundreds of extra dollars by installing this SUPERIOR grip during the off-season. Always use the

Finest "Feel" in Golf

C.S.I. Sales Company

Solon Center Bldg. • Solon, Ohio

Exec. Office: 536 Terminal Tower Cleveland 13, Ohio



POWER-BILT NEW CATALOG READY

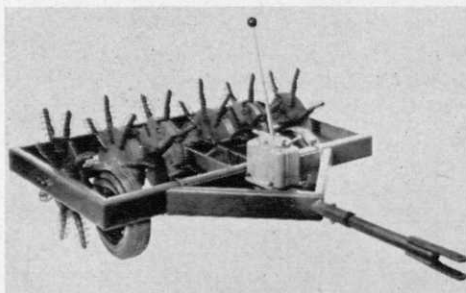
The 1954 catalog describing in complete detail each item in the new Power-Bilt line for pros is available now. The attractive and informative catalog presents the popular pro line in full color and is ready for mailing upon request. Write to Dept. G, Hillerich & Bradsky Co., Louisville, Ky.

SHOWS GRIP APPLICATION METHOD

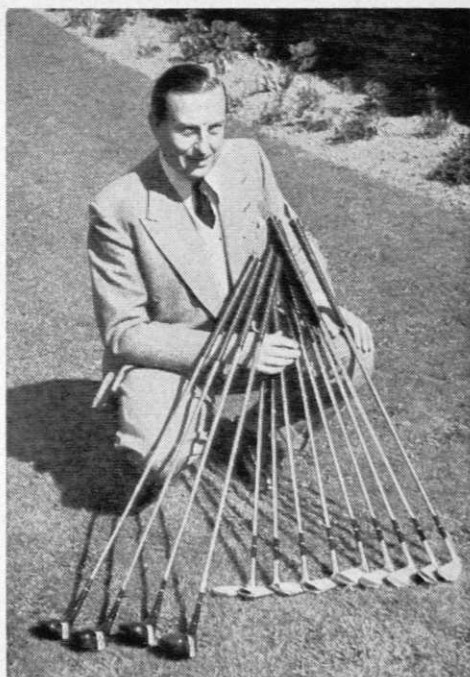


Cliff Spencer (L) of Fawick Flexi-Grip Co. demonstrates application of Golf Pride grip at PGA convention, with PGA pres. Horton Smith and Golf Pride's Vic East getting a close-up. Spencer conducted the demonstrations daily at Dunedin during PGA Seniors' week.

MODEL "U" AERIFIER



This new Model "U" Aerifier in full production by West Point Products Corp. is priced to fit limited budgets, but includes all the essentials for effective aerifying. "Cultivating action" is the same as with the standard models. The tractor-drawn Utility Aerifier is extra wide for rapid coverage, even though only one unit is used. Hydraulic control makes easy lowering and raising of the spoon assembly. Quick lift of spoons and semi-pneumatic rubber-tired wheels allow for easy transport.



Golfers Imports, Inc.
are Sole U.S. Agents

for

GEORGE NICOLL CLUBS

The World Famous
PIN-SPLITTER IRONS

**HENRY COTTON
WOODS and IRONS**

GEM PUTTERS

(Steel or Hickory Shafts)

Available as complete clubs, or heads only

Write for prices and details.

GOLFERS IMPORTS, INC.

Box 26 Hillside Manor
NEW HYDE PARK, L.I., N.Y.

Telephones: Floral Park 4-4115 and Bayside 9-9566

IMPORTANT

To make certain your 1954 officials and operating heads receive **GOLF-DOM**—fill in the form on page 140 and mail it—today—please.

GOLFERS IMPORTS, INC.

Box 26, Hillside Manor

NEW HYDE PARK, L. I., N. Y.

Tel.: Floral Park 4-4115 • Bayside 9-9566

IMPORTED GOLF JACKETS

made of the finest

Long Staple Egyptian Poplin

Raglan sleeves ● Single Needle Work

Reversible model for Men

(Tan-Brown)

Reversible model for Ladies
available in 10 pastel shades

Men's single ply jacket available
wool collar, cuffs and waistband

All models to retail about \$20

Prompt delivery on all items

Imported Kestrel "Floater"
golf balls

English size Golf Balls

Golf Gloves ● Head Covers

Men's Cashmere sweaters

SOLE AGENT - New York, Northern
New Jersey, Fairfield & New Haven
Counties, Connecticut, for

FOLDA FAIRWAY GOLF MACHINE

Write for prices and details

DIRECT ALL BOOKING INQUIRIES TO:

PAUL HAHN

DEPT. "B"

ELLINOR VILLAGE
ORMOND BEACH, FLA.

RATES: WEEKDAYS: \$200.00
SATURDAYS: 250.00
SUNDAYS: 300.00

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

TO KEEP WINNER YOUNG

PRO SHOP
REGISTRATION



Jules Blanton, first winner of the PGA "Quarter Century Club" tournament which is to be made an annual event at PGA National course, gets a Niagara vibrator from Frank Sprogell. L to R: Lee O'Grady, Jules Blanton, Eddie Williams, Horton Smith, Johnny Inglis and Frank Sprogell.

John H. Graham Co., 105 Duane st., New York 8 has a new Spike Disc lawn aerator and cultivator, with spiking width of 16 in.

SAFEGUARDS HYPER-HUMUS SUPPLY



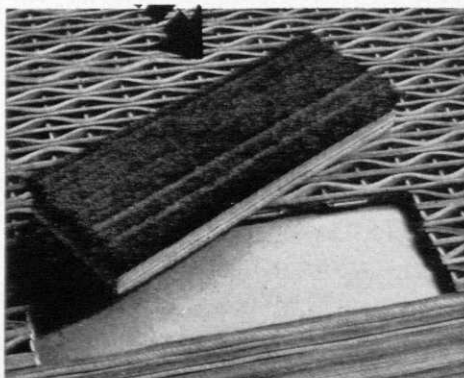
The new pumping station installed at the Newton, N. J. plant of the Hyper-Humus Company is a safeguard against flooding of the huge Hyper-Humus beds during heavy rains. The new station, which can clear a foot of water from the beds within 48 hours, will assure a constant supply of Hyper-Humus of proper moisture content regardless of weather conditions.

Al Polagyi, Golf Div. of Lustre Lane Products, Inc., Salamanca, N. Y., are marketing their "Grip-Tite" product in a new attractive box this spring. The box, a handy, compact type, is made of plastic with a green lid and black bottom. An established pro shop seller, Grip-Tite in its new box already shows lively promise of increased sales this year judging from the comments received by Polagyi from pros in the southland who have had an opportunity to display it. You'll get full particulars by writing above address.


Wilson's 1954 brochure on its women's advisory staff members issued with helpful information on records and personalities of the Wilson girls.


Debby Lou Bermuda shorts and matching skirts which got a big play from women golfers at top Florida and Caribbean golf resorts this past winter, being stocked by pro shops with strong promise of good warm weather business. Debby Lous made by The Sheldon Co., 545 5th ave., New York 17.

NEW COMBINATION TEE MAT




A new combination golf range and country club mat for both indoor and outdoor golfing practice is now being made by the FLEXI-MAT Corp., Chicago 16, Ill. Developed for toughness and strength, it is made of $\frac{7}{8}$ " airplane tire carcasses reinforced with nylon cord fabric, bound together with 9 gauge galvanized steel wire with end clamps cadmium plated to resist rust. All end clamps are completely enclosed in a heavy duty casing to prevent accidental damage to wire and clubs. The enclosed opening also keeps the brush firmly in place permitting more vigorous play. The standard model is 48" x 60". Additional details may be had by writing the manufacturer.





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

SEE PAGE 140 — AND ACT! . . .
if you want to make certain you get each issue of **GOLFDOM**

Personalize Golf Clubs with



STICKS WITHOUT MOISTENING
RESISTS RAIN • SNOW • DIRT

END LOSS, MIX-UP & AGGRAVATION! At last! . . . A fast, low cost way for golfers to put their NAMES on their own golf clubs. Neat and permanent. Saves time hunting for lost clubs. Attractive counter card holds 12 Kits each with 15 labels and 15 plastic covers. Retail \$1.00 per Kit. Order from your Distributor or Write for Dealer's Price.

S-C PRODUCTS, INC., 395 ST. RONAN STREET, NEW HAVEN 11, CONN.

15
Labels
and
Covers
only \$1.00

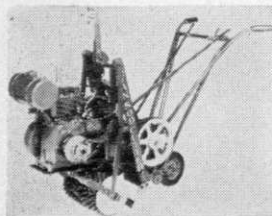
PATENT PENDING

Ryan POWER SOD CUTTER

QUALITY BUILT

for

GOLF COURSE CARE



The Ryan Power Sod - Cutter will cut sod on fairway, green or nursery quicker and neater than ever thought possible! Ryan's "Coulter" model, specially designed for creeping type grasses, cuts sod with perfect edges in all types of turf. Uniform

thickness — adjustable from 1/2 to 2 1/2 inches.

K&N MACHINE WORKS

871 Edgerton St., St. Paul, Minn.

Write Dept. 1-3

Headquarters for Merion Blue Grass

Vaughan's SEED COMPANY

Experienced in Solving Turf Problems and Supplying Best Quality Grass Seed, Fertilizers, Fungicides and Supplies.

47 Barclay St. 601 W. Jackson Blvd.

New York 7, N. Y. Chicago 6, Ill.

HAHN'S NEW TRICK SHOT MOVIE IS AVAILABLE

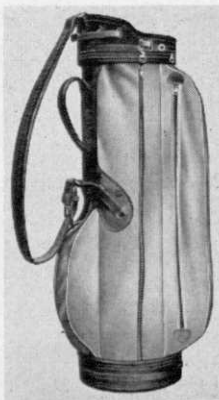
Paul Hahn, nationally famous trick-shot golf professional has just completed a 16 mm color movie. The film titled "Tricks N' Sticks" features an outstanding performance of trick shots. It is available, free of charge, to any organization or group wishing to view it through the courtesy of the Chamberlin Metal Products Co., manufacturers of the Kolapsi-Kart and Chamberlin golf meter. Interested parties can contact Livingston & Associates, 218 E. Ontario Street, Chicago 11, Ill. for information regarding the use of the film.

CHAMBERLIN'S NEW CART METER



New detachable meter here attached to Kolapsi bag cart and easily attached to any bag cart is made by Chamberlin Metal Products Co., 2226 Wabansia ave., Chicago. The meter has a 5 in. face and large numerals. It is accurate to a fraction of a yard.

MAC GREGOR'S NEW "CANVALON" BAG



MacGregor's new pear-shaped "Canvalon" golf bag, made of a new exclusive fabric, rich in long lasting beauty, non-fading and washable. Model shown is of step-down design with large glove and ball pockets. Detachable hood, individual club dividers for wedge and putter. Available in three colors — Black, Blue and Grey with red or green leather trim. Details from MacGregor Golf Co., Cincinnati 32, O.

GOLF PRIDE GRIP GETS MORE AD PUSH

Advertising and promotion of Golf Pride grips for golf clubs will be considerably expanded this season, according to William Junker, sales mgr. of Fawick Flexi-Grip Co., Akron, Ohio. The grips are made of

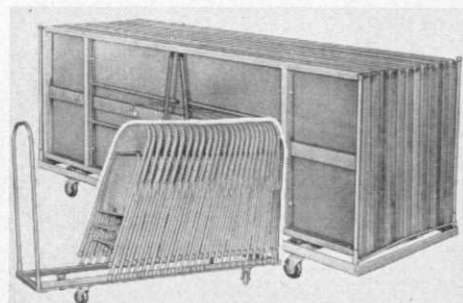
rubber and cork, molded in one piece, and are produced in several models.

Junker reports that ads on sports pages of newspapers, one column by 5 in., will be used during the golfing season in the top 21 markets. Similar ads will be directed to golfers via Golfing and other golf magazines. The pros will be reached through Golfdom.

Theme of the campaign will be "Traction Action". The "Rib-Lock" feature also will be stressed.

The campaign had its kick-off with the Los Angeles Open. Other ads will break in tournament areas of the winter circuit and the campaign will get under way in full force about Mid-April. The Golf Pride series is the result of a test campaign which met with success in a half dozen cities last summer. It is being directed by The Fred Bock Advertising Co.

EASES CLUB PARTY WORK



The Monroe Co., Colfax, Ia., makes it easy for country clubs to handle party business speedily with Monroe's nested folding truck that hauls the equipment easily, turns in small radius and provides compact storage space.

JAMIESON HEADS NEW SUPPLY COMPANY



Ellery W. Jamieson

Turf & Horticultural Supplies, Inc., 5144 Lawton Av., Detroit 8, Mich., was recently organized with Ellery W. Jamieson as pres. and gen. mgr., P. J. Savage, Jr., treas., G. King, secy., and O. E. Anderson and M. J. Lenover, vice presidents. The new company, representing many prominent manufacturers of turfgrass supplies and equipment, occupies warehouse and offices embracing 13,000 sq. ft. Ellery Jamieson, well known in mid-west golf

Make Top-Soil Out of Sub-Soil

by working in
Hyper-Humus
GULTIVATED 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

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. Mix 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

America's Most Famous W-W COMPOST GRINDER and SOIL SHREDDER

- GRINDS
- PULVERIZES
- SCREENS
- SHREDS
- MIXES



MODEL 4-EV ELEVATOR DETACHES FOR LOADING ONLY

This double-duty model can be used separately as a grinder or a loader. Handles shovelinings of 3 men and grinds thoroughly. Elevates 7 1/2 ft. on acid-resisting belt. Material can't stick. Has handy transport hitch.

\$684.00 Complete
with engines
F. O. B. Wichita



All Models Make Top-Dressing and
Potting Soil When Screen Is Used

\$124.50 and up F. O. B. Wichita.

Order Direct or Write for
Literature and Name of Dealer

W-W GRINDER CORP.

Dept. "A"

WICHITA, KANSAS

Get Beautiful Greens INEXPENSIVELY



Spike-Disc
No. 30

Available with two
handles for two man
operation—No. 32

Tractor type
temporarily withdrawn.

Aerate with a SPIKE-DISC

The inexpensive Dunham Spike-Disc consists of two rows of discs armed with long knife-like blades. It cultivates and aerates in one simple operation. Regular use of the Spike-Disc will give you healthy beautiful greens.

The knife-like blades of the Spike-Disc cut unnoticeable slots to the root areas allowing moisture to go down where it will do the most good. The Spike-Disc leaves no ugly holes or dirt plugs on the green.

Manufactured by Ohio Machine Products, Inc. Columbus, Ohio
Manufacturers of the Dunham Hand and Fairway Water-Weight Rollers.

Write for full information to: Dept. G2

JOHN H. GRAHAM & CO., INC., Sales Agent
105 Duane St., New York, N. Y.

course management, had been associated for 23 years with Terminal Sales Corp., of Detroit and his associates in the new company also have had many years experience in the turf maintenance business.

KEDS NEW BOOSTER GOLF OXFORD



U. S. Rubber Co., Rockefeller Center, New York, is introducing its newest product for golfers—a light weight, completely washable golf shoe for men and women which has a thick, lightweight rubber and cork sole that raises the feet off wet turf. The shoe, Keds Booster Oxford, has breathable, durable duck uppers and full cushioned innersole with resilient cork-cushioned midsole for added comfort. Men's style in Brown and Blue in sizes 6 thru 13; women's in Navy Blue and Havana Sun-tan in sizes 3 thru 10. Details and prices by writing Footwear—General Products Div., of the company at above address.

PETER THOMSON, JACKIE PUNG, JOIN MAC GREGOR

Henry P. Cowen, President, MacGregor Golf Co., Cincinnati, O., announces that Peter Thomson, champion Australian golfer and Jackie Pung from Hawaii and former USGA Women's Amateur Champion, have joined the MacGregor Advisory Staff.

Thomson, 24 years old, is currently playing on the professional tour in the U. S. He plans to remain on the tour at least a full year. He is from Victoria, Australia and has many "down under" golf championships to his credit. Before turning pro at the age of 19 he was the top amateur in Australia.

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

Mrs. Pung won the U. S. Amateur crown in 1952. In 1953, as a professional, she won more than \$8,000.

In becoming members of the MacGregor Advisory Staff, both Peter Thomson and Jackie Pung joined with many other of the country's leading golf stars. They will represent MacGregor in tournaments and at the same time contribute to the development of MacGregor golf equipment.

CONGO ADDS NEW CAPS



No. 601

No. 571

No. 701

Three new numbers are featured in the Congo line of golf caps made by Red Head Brand Co., 4300 Belmont, Chicago 41. The Congo line, long a big seller in pro shops, has a 90-year business association with the sports trade.

Congo's model 601 got a big play from women golfers in the south and southwest this past winter as a forecast of summer sales popularity. For extra sun shade Congo models 571 and 701 are highly popular among golfers.

Details of the three featured Congo caps and the 23 other items in this headwear line may be secured from salesmen calling on the pro trade or by writing Red Head Brand Co. direct.

TROUBLE-FREE SERVICE

EVERY DAY—

EVERY WEATHER!

Write for **FREE Catalog**

The **MURDOCK Mfg. & Sup. Co.**
Cincinnati 2, Ohio

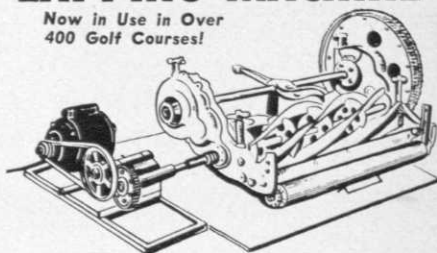
MURDOCK

**OUTDOOR
DRINKING FOUNTAINS
HYDRANTS
LAWN HOSE BOXES**



Atlas Lawn Mower LAPPING MACHINE

Now in Use in Over
400 Golf Courses!



A compact, light-weight machine for lapping all models of Hand, Power and Gang Mowers! May be easily used on work bench or floor, eliminating the lifting of heavy mowers. The simple height adjustment for the reel shaft may be used from 4 1/2" to 10 3/4". Equipped with several attachments to fit different reel shafts. Metal blocks for rollers. Steel stands to support the mower.

FULLY GUARANTEED

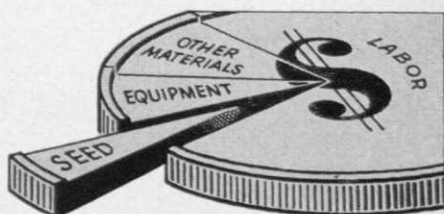
List Price, With Motor.....\$61.50

List Price, Without Motor 39.00

Write for Bulletin.

Atlas Lawn Equipment Co.

9761 Olive Street Road, St. Louis 24, Missouri



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

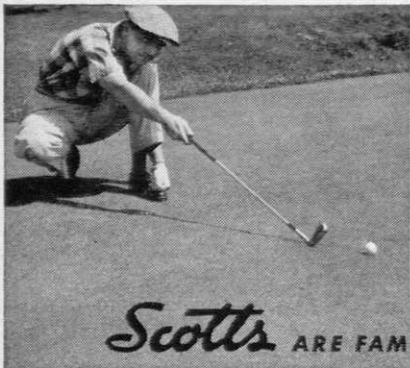
Do your golfers wind up every round praising your turf? If you're not getting your share of compliments, you ought to check that *vital 5%*—the average course budget expenditure for seed. It's mighty important to spend that slice wisely for top quality.

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.



FOR BETTER SCORES follow through with *Scott's*®

Over the years, Scott's record for producing outstanding turf parallels the popular growth of golf. Today, players on over a fourth of the nation's courses enjoy Scott's turf perfection. Plan now to improve your greens and fairways with Scott's TURF PRODUCTS. The results are certain to win enthusiastic player acclaim. Write for recommendations of our turf specialists and estimates on your program.

O M Scott & SONS CO, Marysville, Ohio
also Palo Alto, California

Scott's ARE FAMOUS FOR CHAMPIONSHIP TURF

Jimmy Demaret golf shirt with Flex-rib insert around shoulder line to allow complete freedom of action now appearing in pro shops and selling well. Good looking shirt at moderate price, and well made of cotton interlock.

SPALDING SIGNS LITTLER



Gene Alec Littler, 1953 National Amateur champion who turned pro after winning San Diego Open with 274 (14 under par) has signed as a member of the A. G.

Spalding & Bros. golf advisory staff.

At Littler's left is George Dawson, Spalding VP who was a talented young golfer himself.

Littler was born July 21, 1930. He graduated from La Jolla high school and from San Diego State college went into the Navy from which he recently was discharged. He won the California medal play amateur championship when he was 19. Last year in addition to winning the National Amateur he won the California State Open and State Amateur championships.

He's married and lives at San Diego when he's not touring the tournament circuit. His home club is Thunderbird at Palm Springs, Calif.

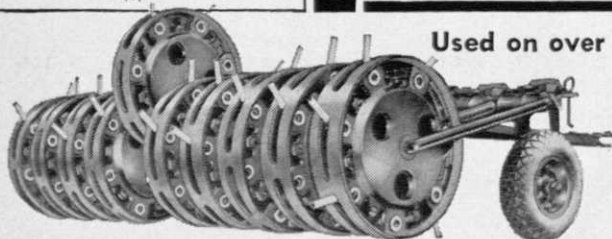
TWO NEW CON-VOY BAG MASTER CARTS

The new Con-Voy Bag Master by Product Engineering Co., Portland, Ore., has big, easy-rolling, ball-bearing wheels, exceptional balance, and a unique locking device that permits easy rolling even when the bag is folded for storage.

The Con-Voy rolls when folded, and stores in an upright position, occupying less than a square foot of space.

It is made of light, tough tubular airplane aluminum, has a 24-position handle with rubber grip formed to fit the hand.

SOIL AIRE TRACTORAIRE



Used on over 700 Country Clubs

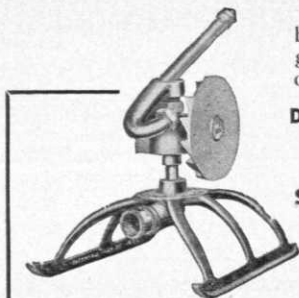
Perfect Coring—Follows any contour—No Surface Disturbance.

**SOIL AIRE
INDUSTRIES**

Minneapolis 3, Minnesota

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
REG. U.S. PAT. OFF.
SPRINKLER

"Right
as
Rain"

Greater Distance — Better Coverage
Positive Action — Longer Life

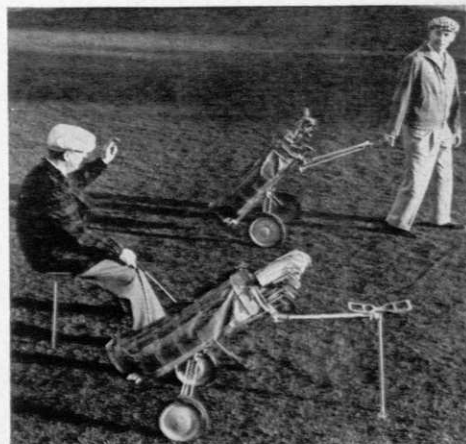
DOUBLE ROTARY SPRINKLER CO.
422 Admiral Blvd. Kansas City 6, Mo.



Spring washers eliminate wheel wobble.

In addition to 12-inch wheels, the Deluxe has chrome plated parts and a combination tee and cigarette holder and stroke counter.

CART SEAT IS NEW CART DEVICE



Positive, quick-acting hand release locks the wheels in either open or folded position without danger of pinched fingers. The golf bag itself is cushioned and protected from rubbing against the cart by special webb liners in the bag brackets.

Snug fit brackets will accommodate all bags of popular size and shape while special brackets are available for extra large round bags.

Con-Voy Bag Master is produced in two models, Standard and Deluxe. The Standard Con-Voy has 10-in. wheels and the Deluxe has 12-in. wheels. Both have semi-pneumatic tires, life-time grease seal ball bearings with a special dirt protector.

The Cart Seat is a new device with a handle permitting the user to relax the arm pulling the cart, and which gives control when the cart starts tipping on paths or sloping fairways.

With a click, in two seconds the user has a comfortable seat. Another click, and the

LAWN MOWER STATIONARY BLADES



SINGLE Lip and DOUBLE Lip HEAVY DUTY Blades for all Makes of Fairway Mowers — Hand and Power Putting Green Mowers — Power Mower Blades — Tee Mower and Trimmer Blades all made of the best quality knife steel and heat treated to insure long wear and guaranteed to give complete satisfaction. Order on your Club Stationary for Special Club Discount. Dealers and Repair Shop orders are also given prompt attention and wholesale prices. You will save important money buying direct from manufacturer.

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

JONES MOWER & EQUIPMENT CO.
2418 Grasslyn Avenue, Havertown, Pa.

We pay the postage on all orders of \$15.00 and over.



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

NEW!



Today's Finest
Low Cost, All-
Purpose Tractor for
Golf Course Use!

**SUPERIOR LAWN
TRACTOR**

- BEST GOLFER
CONVEYANCE
EVER MADE
- HANDY
ATTACHMENTS
FOR MOWING,
HAULING,
PUMPING, ETC.

● Powerful, speedy, quiet, smooth running — it's the perfect LOW COST golfer conveyance — and handy tractor for course maintenance. Ball bearing reversible type transmission; 2 or 3½ H.P. air cooled engine; towing hitch; variable speed control optional. Golf bag rack, trailer, mowers, saw, pump — many other attachments.

Write for FREE Literature, Prices
CIZEK MFG. & DISTRIB. CO.
Clutier, Iowa

Cart Seat is ready for rolling.

It also has a detachable seat or spectator seat.

The Cart Seat was conceived and perfected by two members of the Portland (Ore.) GC. It is manufactured by the Cart Seat Co., 3338 S. E. 17th Avenue, Portland, Ore. It is all aluminum alloy and stainless steel construction and can be installed on almost all carts in less than five minutes.

**SPALDING PROFESSIONAL CATALOG
NOW IN CIRCULATION**



With pages stressing the new and improved Synchro-Dyned clubs, Spalding's 1954 Golf Professional Catalog is now being mailed to its customers.

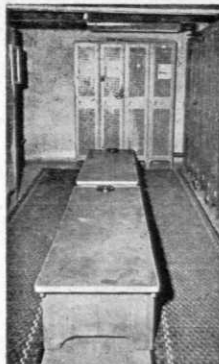
A complete line of golf bags is shown and particular emphasis given to two pages of golf shoes that are available through professionals. The catalog also shows a complete line of golf balls with the Dot as the leader.

**NEW NADCO "66" GOLF CART PRICED
FOR MEDIUM SIZE PURSES**

National Die Casting Co., 3635 W. Touhy Ave., Chicago 45, Ill., has added a new model to their line of golf carts — The Nadco "66" Caddy Master, designed to meet the budget of every golfer. Each cart bears individual registration number. Bill King, Sales Mgr., reports the new Nadco "66" has fully automatic, fast single clamp folding which automatically closes the cart in seconds and holds it securely in open or closed positions. An adjustable handle assures balance in use



PNEU-MAT-RUNNERS

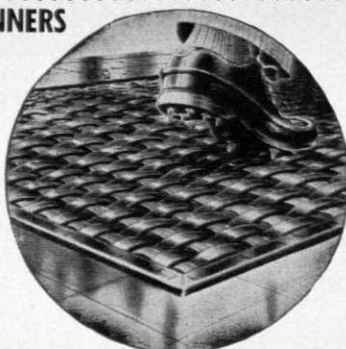


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for every size and weight of bag and height of user. Sturdy center yoke holds steel struts and steel tubing rigid. 10" wheels with bronze oilite bearings, and 1 3/4" puncture proof tires, assures control-free, easy rolling. Complete details of the "66", the "77" and De Luxe "88" models from the company.

NEW GOLF CAR BY VICTOR



The Victor Adding Machine Co., 3900 N. Rockwell, Chicago 18, Ill., has introduced its new Golfer model Electric-Car. The Golfer model, which carries two golfers and

their equipment, is one of five Electric-Cars being produced by Victor.

Features stressed by the company include maneuverability, simple operation, with smooth, controlled speeds and long life. Uphill and down, says Victor promotion, the Electric-Car travels the rough or fairway with ease. Construction is welded steel; heavy duty pneumatic tires; ball or roller bearings on all revolving parts; four forward and four reverse speeds and a battery charger with a single charge claimed ample for 36 holes.

KROYDON MAILS 1954 CATALOG

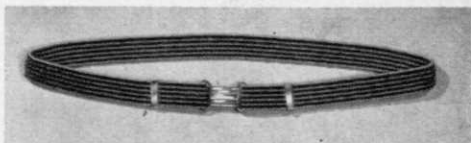
The 1954 Kroydon catalog, currently being mailed by The Kroydon Co., Maplewood, N. J., to pros throughout the U. S., makes certain by pictures and descriptive details that pros will be well acquainted with the company's newest irons, woods and accessories. Pros failing to get their copy will get it promptly by writing Frank Mitchell, sales mgr., at the address above.

WORTHINGTON ADDS THREE TO FIELD FORCE

The Worthington Mower Co., Stroudsburg, Pa., announces the appointment of William U. Roulette III and Elmer E. Berg as district field and sales engineers.

"SWING FREEDOM" The New Golfers' Belt That Has Everything

Vertical elastic ridges prevent rolling, twisting, or losing shape and gives full swing freedom. Thin, flat, smooth line buckle. Sizes in small, medium and large with adjustable features to insure correct fit for anyone, including extra large. Attractively packaged in individual, full view, rigid, cellophane containers. Packed six to the box; colors—Blue, Grey and Maroon, with assorted sizes and colors. \$18 doz. Minimum order 1/2 doz.



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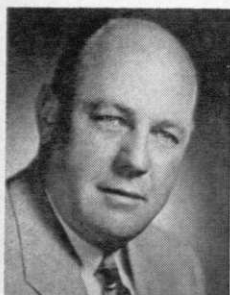
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G. Purdy Carson

In a move designed to expand its service to customers and dealers, the Worthington organization, as a part of its program for 1954, is dividing the United States and Canada into three territories. With the addition of Roulette and Berg, the company will now be able to give more on-the-spot sales and engineering

assistance than ever before.

G. Purdy Carson, Chief Field and Sales Engineer, who since 1926 has been employed by Worthington Mower Co. and who for the past 15 years has headed up Sales and Field Engineering Service for the entire United States and Canada, will now cover the northeastern United States and eastern Canada. Prior to his appointment as Field Engineer in 1939, Carson did experimental development work for the Worthington Mower Co. for 13 years at Shawnee CC at Shawnee-on-Delaware, Pa. He will make his headquarters at the com-



Elmer E. Berg



Wm. Roulette, III.

pany's general offices in Stroudsburg, Pa.

W. U. Roulette III will become district field and sales engineer for the company's southern territory with headquarters in Dallas, Texas. A graduate of the University of Scranton, Roulette was formerly employed by turf maintenance equipment dealers in San Antonio, Texas and Oklahoma City, Okla. He previously worked on the Broadmoor Hotel course at Colorado Springs, Colo., and the Shawnee CC course. During World War II, he flew with the United States Air Force.

Elmer E. Berg is now Worthington's dis-

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trict field and sales engineer for the North-western United States and Western Canada. Berg, prior to joining the Worthington organization, was sales manager for a distributor of turf and garden equipment and supplies for eight years. He served the Milwaukee County Parks for 20 years, spending the last 16 years as Field Assistant to the Director of Parks. During this time he was instrumental in developing specialty equipment for operation of Parks. He will headquarter in West Allis, Wisconsin.

THEY FINISH FRESH AT TAMARISK



Tamarisk CC provides its players with Autoette Golfmobiles for their rounds over

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for the discriminating buyer. May we suggest that you send for our complete catalog of golf trophies and jewelry. You'll be glad you did.



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the sporty Palm Springs, Ariz., layout. The swing's the thing in golf, so let the golfers save their energy for their shots, is the Tamarisk idea.

"The motorized age has arrived in golf and the motorized golf car has passed the pioneering stage and rapidly becoming generally accepted as an accessory of the game," says Joe Lennett, Pres. of Autoette, Inc., a leading factor in golf's newest development. "The more relaxed they are, the better they play and the more they play. And, with our courses overcrowded, this new type of equipment promises to become a needed and welcome solution to the problem of speeding up play and accommodating more players on America's increasing but still far from adequate golf facilities."

In Lennett's opinion, the use of golf cars should help players improve their game and enable them to play 36 holes in less time than it takes the walking golfer to shoot 18. "Besides easing the life of average golfers," continues Lennett, "golf cars are bringing many former players back into the fairway fold. Those who had retired from golf for health reasons are playing again. Men and women of all ages who have had to forego the pleasures of golf because of physical handicaps now can enjoy its benefits by using golf cars."

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U. S. RUBBER HOST TO PROS AT BALL DEBUT

Here are some of the more than 300 pros who were guests of the U. S. Rubber Co. at its annual dinner at Ft. Harrison hotel, Clearwater, during the week of the PGA seniors' tournament. Swell party; as usual.



John Sproul, U. S. Rubber sales executive, tells pros at U. S. Clearwater dinner, about new Diamond Cover U. S. Royal. At John's left is George McCarthy, U. S. asst. sales mgr.

NEW LABELS PREVENT CLUB LOSS

S-C Products, Inc., 395 St. Ronan St., New Haven 11, Conn., are introducing Wethur-Pruf Name Labels, developed by Herman Stock, a local club official. It's an inexpensive player-convenience item which should find ready sale in pro shops. The neat, narrow band labels, which wrap around the club shaft just below the grip,

provide space for the player's name thus plainly identifying ownership and speeding return in case of loss or mix-up. Labels stick permanently without moistening and resist rain, dirt and scuffing. Details from S-C Products above.

Lot of clubs installing Niagara mechanical massage machines adjacent to their bath departments. Niagara tables, chairs and hand units gave many highly satisfactory demonstrations on pros at Dunedin during PGA Seniors' tournament, in headquarters of Scoggins Golf Co. Pros went back home enthusiastically recommending them to their clubs. George S. May has put Niagara equipment in Tam O'Shanter CC clubhouse at Chicago and members are giving it considerable use and bragging about the devices jiggling the aches and pains away.

VICTOR E. BUNCK ELECTED TO JACOBSEN BOARD

Victor E. Bunck, assistant treas., Jacobsen Mfg. Co., was elected to the Board of Directors at the company's recent annual shareholders' meeting, announces E. A. Jacobsen, vp and general manager.

Bunck, who joined the company in 1927, replaces Walter J. Evans, retired. He has served as cost accountant and general accountant and has been assistant treasurer

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at Jacobsen's main plant since 1951.

Others re-elected to the Board were: O. T. Jacobsen, Pres.; E. A. Jacobsen, VP; James F. Costello, Sec. and treas.; D. A. Butchart, VP and counsel; James S. Allan, Pres. of Walker Mfg. Co.; R. D. Sidford, VP of the State Bank of Albany (N. Y.); Charles E. Krause, VP and sec. of Massey-Harris Co.; John F. Bolger, Pres. of Shillinglaw, Bolger & Company, Chicago.

The Jacobsen Mfg. Co. at its plant in Racine, Wis., and those of its subsidiaries, the Worthington Mower Co. at Stroudsburg, Pa., and the Johnston Lawn Mower Corp. at Brookhaven, Miss., produce a complete line of hand and power mowers, reel-type and rotary power mowers, gang mowers for large area mowing, rotary snow plows and leaf mills.

GOLFERS' KEEP-WARM GARMENT GIVES PLAY AND SALES EARLY START

The pros' own experience in wearing the Keep-Warm under-jacket has spurred their interest in pushing its sales, according to distributor Grant Barnett, Buffalo, N. Y. Mike Murra, Wichita CC pro, reported several rounds of 70 and less in temperatures of 45 degrees and below which gave the jacket a brisk demand among his players. From other sections of the country the

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same cool weather use by pros brought a lively response in sales. Advance orders for spring delivery indicate pros will feature the item to get player activity under way earlier.

FREE OFFER OF BEN-GAY SAMPLES GIVES PROS SERVICE OPPORTUNITY

Thanks to Thos. Leeming & Co., New York, makers of Ben-Gay rub-in, pros soon will be able to play Good Samaritan to their muscle-bound players. Late in March pros will receive, at no cost, an attractive display carton filled with sample tubes of Ben-Gay. The display features Ben Hogan, who gave dramatic proof of Ben-Gay's effectiveness against muscle aches during last year's qualifying rounds of the U. S. Open at Oakmont. A bad back wrench threatened to force Ben's retirement from the event, but two days later he was back in his usual form.

Hogan's credit to his use of Ben-Gay in speedily relieving his strained back prompted Leeming & Co. to start an extensive advertising campaign based on Ben's experience with the product. The Leeming Co. asked some 200 pros what they thought of the idea of displaying a carton of sample tubes of Ben-Gay in their shops, as a pro service to their players. The response was practically 100% favorable, with the result

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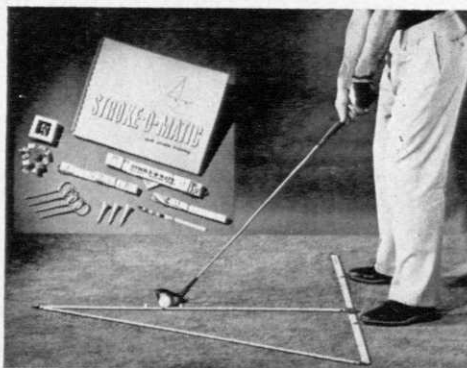
that all pros at 18-hole courses will receive display cartons of 144 sample tubes late in March. Be on the look-out for yours. Here is a new, free pro shop service that should score with your players.

DONIGER'S DRIZZLER CONTEST SPURS EARLY SEASON ACTIVITY

Harry Doniger, Pres., David D. Doniger Co., McGregor sportswear makers, reports more than 1200 stores will cooperate with pros at golf courses and driving ranges in staging the company's "Drizzler Driving Contest" in which the nation's amateur golfers are invited to out-slam Slammin' Sam Snead. The contest to publicize Doniger's new Drizzler Jacket runs from March 20 to April 26.

Topping a long list of attractive prizes is the first prize of an all-expense vacation for two at Greenbrier with daily lessons from Snead. The early staging of the contest should help a lot in getting the 1954 golf season off to an early and fast start.

STROKE-O-MATIC—NEW DEVELOPMENT FOR ACHIEVING PROPER GOLF SWING



A method for the scientific control of proper golf practice has been developed into compact kit form which is being marketed by Precision Equipt. Co., 3720 Milwaukee Ave., Chicago 41, Ill. Stroke-O-Matic Kit consists of 13 sets of code-colored marking clips, 13 code-colored bands, foot position tape, ball position tape, erecting tape, tees, 4 steel grounding pins and the unusually helpful Stroke-O-Matic Golf Training Manual.

Working with his pupils, the pro adjusts the Stroke-O-Matic to give them their proper stance and ball position for each club. Then the pupils can practice in their back yard, at a driving range, or elsewhere, and as effectively follow the pro's instructions as though he were there supervising their swings. With the aid of code-colored bands on the clubs, this control over practicing the proper pattern laid down by the pro enables the pupil to achieve the correct stance and ball position automatically.