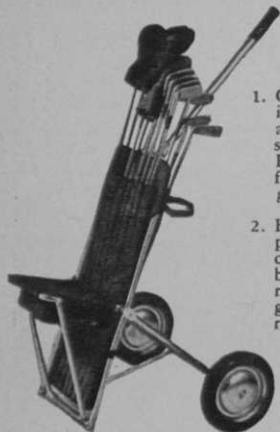


Make golf ALL Play
and NO Work



**GOLF
CART**



Price \$39.50

1. **CART** — 12" ball-bearing wheels on wide adjustable axle give smooth rolling stability. Perfect balance for effortless handling. Rugged and rustproof.
2. **BAG** — 14 roomy club pockets. Ball and accessory pockets. Umbrella holder. Heavy reinforced country club green, royal blue, or red canvas.
3. **SEAT** — Sturdy enough for the heaviest golfer or spectator. Makes the back nice easy as the first.

Cart folds easily and compactly to fit auto trunk or locker. Cart, Bag, and Seat in one lightweight unit. A wonderful attention getter, it sells itself.

***NEW**

- Extra Large Accessory Pocket for Shoes, Coats, etc.
- Cigarette and Score Card Holders.
- White Plastic Handle Grip.

LUMEX GOLF CART SEAT

Price \$12.50

Simply attached to any center-post cart. The Seat structure carries all the weight, putting no strain on the Cart. Doesn't interfere with the pulling balance of the Cart.

Folds compactly around Cart and bag. Weighs only 5 pounds.

The Seat is the same size and construction as the "3 FORE 1" GOLF CART, of which there are more than 12,000 now in use.

CART and SEAT fully guaranteed for one year. THESE ARE "MUSTS" FOR EVERY PRO SHOP.



LUMEX, Inc.—11 Cleveland Street
VALLEY STREAM, N. Y.

The newly elected municipal administration, headed by Mayor Norris Poulson, is minded to plan constructively for the growth and future of the city. Schedules of needed public improvements are being submitted by the various departments. The Dept. of Recreation and Parks plans to include several golf courses on its schedule.

Sound Municipal Planning

Planning for improvements, even though funds are not immediately available or foreseeable, is a good municipal practice. During the depression years, the cities that had plans were those which benefitted from appropriations made to bolster the national economy.

The federal government is presently alert to the importance of preparing a public works program to be used in the event of economic emergency. Cities would wisely do the same. Los Angeles has already done so. Robert Moses, Commissioner of Parks in New York, is always ready with plans. That is one reason why so much benefit has come to New York throughout his administration in the improvement of park facilities of many kinds.

In the United States in 1953, 52 golf courses were completed. Twelve were municipal, 13 were pay-as-you play, and 18 were private courses. In addition, there were 109 courses under construction and 226 planned and prospective courses.

Impressive as this record may appear, it is believed that the future will witness an even greater growth. Public golf has, indeed, a bright and assured future.

PERSONNEL CHANGES ANNOUNCED BY DUNLOP SPORTS DIVISION

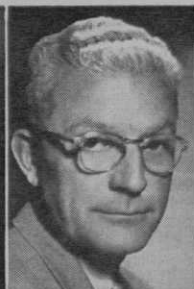
Vincent Richards, vp, Dunlop Tire & Rubber Corp., 500 Fifth Ave., New York City, announces following personnel changes in the Dunlop Sports Division:

Paul Gibbs has been made asst. to the vp of the Sports Division and Eastern Regional Mgr. Gibbs came with Dunlop in 1935 as sport goods representative in the Richmond Div., was later transferred to the Atlanta Div. and in 1939, became Sports Representative for Dunlop in the New York Div. A native of South Carolina, Gibbs attended North Carolina and Duke Universities. He is also well-known as an amateur photographer, having been President of the Metropolitan Camera Club Council for several terms and a director of the Photographic Society of America.

Frank Reeser has been appointed Midwest Mgr. of Dunlop Sports Division with headquarters in Chicago. Reeser was formerly sport goods representative in Buffalo Div. and later promoted to division



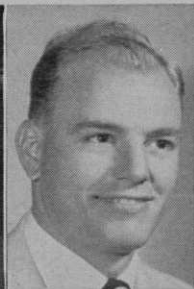
Gibbs



Reeser



Kinsey



May



Copeland

Mgr. of Dunlop in New York City. He was later transferred to the home office in the Tire Department where he was stationed at the time of his recent appointment as Mid-West Manager. Reeser has been with Dunlop since 1930.

Howard Kinsey has been appointed Pacific Coast Sport Goods Mgr. with headquarters in San Francisco. A familiar name in national sport circles for the past 30 years, Kinsey will head the Dunlop Sports program for seven Western States and the Hawaiian Islands. Kinsey teamed with Vincent Richards to win the tennis championship of France and later to defeat Big Bill Tilden and Francis T. Hunter in 1931, for the U. S. National Doubles title. With Richards, he was one of the original organizers of the Professional Tennis As-

sociation of America. A native of St. Louis, Kinsey moved to California in 1917. During recent years he has been an Executive of Sutro & Co., stock brokers of San Francisco, but at the same time maintaining active interest in sports on the West Coast.

Herb May, has been made sporting goods representative in the Kansas City and Memphis divisions of Dunlop with headquarters in Memphis. May's experience with Dunlop dates back to 1950.

Edward Copeland, has been made a sport goods representative in the Boston div., and will cover the New England territory for Dunlop. A native of Georgia, he received his education at Rollins College. Following graduation, Copeland's career has been devoted to tennis and he has served at a number of prominent clubs as a

NOW! REEL SPRINKLER AUTOMATICALLY SOLVES

Your Lawn Irrigation Problems

- NOTHING TO PICK UP, WIND UP, CARRY or SHUT-OFF!*
- Covers Up To 14,000 Sq. Ft.

- At last . . . a completely practical low-cost traveling irrigator for bringing controlled "rainfall" where you want it, when you need it! Automatically irrigates large or small lawns . . . soaking roots to promote growth of lush, green grass all season long. Does the complete job while you're away . . . day or night! Turn on and forget. Covers area up to 70 ft. wide by 200 ft. long. All metal construction for years of dependable, effortless performance. Fully guaranteed. For less than \$50.00 you can own a modern new Reel Sprinkler—most for your money . . . and your water! Order yours today. Immediate delivery.

- ★ Travels Course You Set ★ Conserves Water
- ★ Winds Up Hose As It Irrigates
- ★ Returns To Valve For Automatic Shut-Off

*Shut-off valve optional

REEL SPRINKLER COMPANY

1820 N. Westwood Ave.
Toledo 7, Ohio



Very compact—only 16½"x22"
Handles up to 200' plastic hose

★ If your dealer can't supply you, write direct for FREE catalog and order blank.

professional, including the Field Club of Greenwich, New Canaan CC, Ponte Vedra Club and Rollins College. He has been on the Dunlop Tennis Advisory Staff for the past two years.

CHESTERFIELD'S SWEATERS POPULAR



Chesterfield Sportswear Co., 1133 Broadway, New York 10, N. Y., reports brisk pro ordering on their newest lines of popular priced tropic weight women's golf sweaters. The two styles illustrated were among the Chesterfield numbers that won wide

pro shop acceptance throughout Florida and the southwest. At left: style No. 2130, top quality baby lamb wool with johnny collar pull-over and four pearl buttons, in white or maize with navy stripe, and pink or blue with white stripe. Right: No. 2190—same loom as 2130 but made of 50% nylon and 50% vicara, with texture similar to fine cashmere and guaranteed washable. In white, maize, pink and blue. In sizes 34 to 40. For pro prices and samples write to Chesterfield at above address.

BILL BOMMER PROMOTED



Wm. Bommer has been appointed asst. mgr. of the golf ball div., Acushnet Process Co. Bill has had considerable experience in the golf ball business since returning from combat service in the ETO and finishing his interrupted studies at MIT. He has been asst. to the factory manager and chief engineer of Acushnet's golf ball division. He, his wife, Shirlee, and their two daughters live at South Dartmouth, Mass., belongs to the New Bedford CC and Wamsutta Club and gives the grip to the Sigma Chi brothers.

Nice clubs to play...

THUNDERBOLT WOODS AND IRONS

WOODS: New from sole plate to grip cap, every feature adding to its beauty and effectiveness. Re-designed box-type head, with exclusive contro-weight balance . . . new Thunderbolt Hy Lustre Shaft . . . genuine Persimmon Head. Available with new deep beveled leather or Golf Pride "Rib-Lock" cork and rubber grips.

IRONS: The irons feature Concentrated Weight behind the hitting area . . . Exclusive KROYDON HY POWER Stif-flex HY LUSTRE Shafts, making the club as attractive as it is powerful . . . Special Hy-carbon Steel or Stainless Steel Heads. Furnished with "RIB-LOCK" or new deep spiral leather grips with handsome plastic cap.

Cruiser Thunderbolt Ball 100+ compression . . . a distance ball for top-flight players. Hy-test ball for average golfer.

Kroydon

CLUBS FOR BETTER GOLF

MAPLEWOOD, NEW JERSEY

Handsome, black plaid bag with russet leather cuffs, chape and saddle panel. All leather sling, top ring, divider strap and tunnels. 9" round.



1
FOR BIGGER
PRO SHOP PROFITS

sell
Tufhorse
GOLF BAGS



Model LP 618

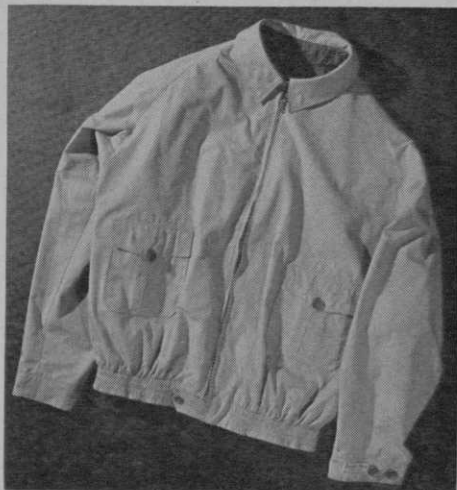
Has luxury features, yet sells at a popular price. Note tooled steerhide leather trim, extra long hood, deep ball and accessory pocket. Made of durable CANVALON in black, blue or gray.

MacGregor
THE GREATEST NAME IN GOLF

4861 Spring Grove Ave., Cincinnati, Ohio

MADE BY
DES MOINES GLOVE & MFG. CO.
DES MOINES, IOWA

NEW IMPORTED GOLF JACKET



Golfers Imports, Inc., Box 26, Hillside Manor, New Hyde Park, L. I., N. Y., specialists in imported merchandise for the golf professional trade, report lively buying activity in their recently announced imported golf jacket illustrated above. The jacket, made of top quality Egyptian poplin, has raglan sleeves, zipper front, two pockets and snugger waistband. Men's jackets come in single ply and tan-brown reversible models and the women's reversible model is available in 10 pastel shades.

WILL JACKIE REPEAT?



John E. McAuliffe, pres., Triangle Conduit and Cable Co., gives Jackie Pung the McAuliffe Bowl that she won along with first dip into \$7500 prize money at the initial Triangle Round-Robin last year. This year the event, an invited field of 14 women pros and 2 amateurs, will play the second Triangle Round Robin at the Cascades course of the Homestead hotel at Virginia Hot Springs, Va. Triangle makes plastic pipe widely used at golf courses.



Wallie Sharrett, teamed with Russ Mattern in covering New England pros for Acushnet, hails the boys at Acushnet's display at NE PGA spring meeting. Sharrett and Mattern say sales in their territory are ahead of last year's record high.

QUITE A CHANGE FROM DAD'S DAYS, SAYS GEORGE SAYERS

George Sayers has in his clubmaking shop at 520 Lancaster ave., Haverford, Pa., interesting relics of the Sayers' family long and honored record as makers of excellent golf clubs. Among these historic items is a bill his father, Bernard Sayers, sent from his shop at North Berwick, Scotland, to R. E. Griscom, pioneer Philadelphia golfer and long a member of the USGA Executive committee.

The Griscom order was billed Nov. 26, 1897. At today's dollar rate of the pound the order would be 4 gents special drivers and faces at 91 cents each, 2 gents special brassies and faces at 98 cents each, 2 ladies special drivers and faces at 77 cents each, 2 ladies brassies and faces at 84 cents each,

48 LINKS CO.
North Berwick, Nov 26th 1897

R. E. Griscom Esq
To BERNARD SAYERS,
Golf Club and Ball Maker.

4	Gents Special Drivers	faces	4/8	1 6 0
2	do do	Brassies	7/8	1 11 -
2	Ladies do	Drivers	3/4	1 6 -
2	do do	Brassies	4/8	1 2 -
2	Strays	faces	4/8	1 2 -
1	Special Driver	Head face	3/4	3 6 -
1	do	Brassie	4/8	4 -

R 11 87

K-KART Strongest OF THEM ALL!

K-KART RENTAL MODEL

K-KART RENTALS pay for themselves quickly. You make more money per Kart. Upkeep is low—parts are interchangeable. Aluminum-steel construction assures maximum strength, minimum weight. Equipped with new improved bag rest. Semi-pneumatic ball-bearing wheels. Detachable handle assures complete control.

Prices
1-piece
R-10-10" Wh. \$13.25
R-12-12" Wh. 14.25
With Detachable Handle
R-10D-10" Wh. 13.95
R-12D-12" Wh. 14.95

INTRODUCING K-100

The K-100 incorporates many of the fine features of the K-KART. A turn of the knob opens the K-100 ready for use. This patented self-locking device is found only on the K-100. Equipped with 10" wheels.

Only \$21.50

K-KART COLLAPSIBLE Golf Bag Carriers

Rest while you play with K-Kart's New Rest-Period Seat. Automatically locks wheel to prevent rolling. Supports 200 pounds easily. Weight transferred through wheel to ground. A mere turn of a wing nut and you are ready to start for the first tee. Collapses in seconds. Adjustable handle for perfect balance.

Retail Prices
K-10-10" Wheel . . \$27.50
K-12-12" Wheel . . 29.50
Rest-Period Seat. 7.50
Also: K-50 only \$17.50

M-G

KUNKEL INDUSTRIES
2358 Clybourn Avenue
Chicago 14, Ill.

Please enter our order for:
 ___ doz. R-10 Rentals ___ doz. R-12 Rentals
 Check if you desire with detachable handle
 Remember: 30c each freight allowance on 12 or more.

KUNKEL INDUSTRIES
2358 Clybourn Avenue • Chicago 14, Ill.

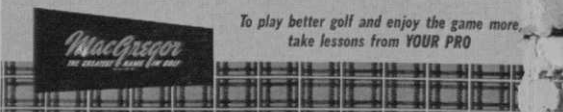
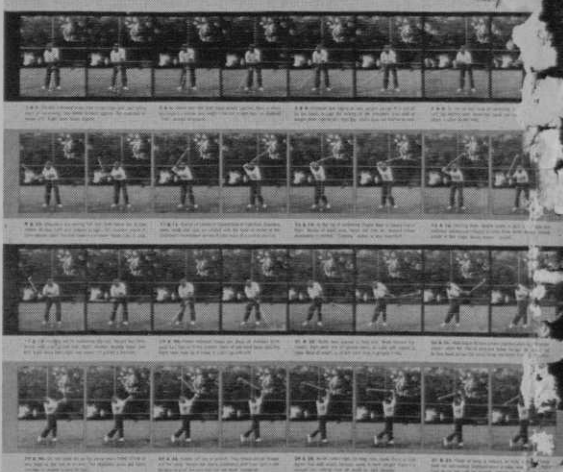
2 straight-faced irons at 84 cents each, 1 special driver head and face at 49 cents and 1 special brassie head and face at 56 cents, and a total of \$12.32 for the entire order at the retail prices of those days.

Today's retail price of the Sayers custom-made iron is \$15 and of a Sayers "gents special driver and face" (with Rocket shaft) is \$25, and the users and George's pro dealers are happy. So's George. Business is very good in the 78th year of Sayers' clubmaking.

George switched in 1945 after years as pro at Merion GC to concentrate on his clubmaking business. Bernard, Jr., the other son of the Ben who founded the business, is running the shop at North Berwick where 50 men are engaged in maintaining the Sayers traditionally high quality. A considerable number of the shop's heads are made to order for George's customers.

A PHOTO LESSON by
TONY PENNA

Professional golf star
and world's foremost
club designer.



To play better golf and enjoy the game more,
take lessons from YOUR PRO

LESSON BOOSTERS FOR SHOPS

MacGregor Golf Co. has mailed to pros 18 in. by 22 in. shot lesson charts by Toney Penna and Louise Suggs for shop display to draw attention, create discussion that brings the pro into conversation, and to promote lesson sales. The copy explains the series of action pictures. Each chart has a metal ring for neat, convenient display. The photographs with lined foregrounds making it easier to follow details of action, were from files of *Golfing* magazine.

**Fred Haas Stockroom
Robbed in Chicago**

Fred Haas, Sr., lost approximately \$10,000 in stock when his stockroom at 4122 N. Sheridan road, Chicago was robbed April 20. Stolen stock included Freddie Haas putters, about 250 doz. Fred Haas full fingered gloves, suede and deerskin headcovers and umbrellas.

Pros learning of such stock being offered thru other than legitimate distributing channels, and lower than normal prices, are asked to communicate immediately with Fred Haas, Sr.

"LOVE THAT COURSE" AD SCORES

Worthington Mower Co. reports that the "Love That Course—and Help the Guys Who Take Care of It For You" advertisement Don Herold wrote and illustrated in April *Golfing* has scored tremendously and nation-wide in awakening golfers to their responsibilities in course maintenance.

Club presidents, green chmn. and supts., have seen to it that reprints of the adver-



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



tisement have been extensively displayed on lockerroom bulletin boards. Many thousands of reprints of the educational advertisement already have been ordered and distributed to club members and semi-private and public course players by club officials although the ad itself made no suggestion of this strong follow-up.

Numerous golf writers have referred to the advertisement and its constructive advice, in their columns.

The material in the advertisement was secured from supts., green chmn., and other club officials who have been seeking player cooperation in course care.

GOLFCRAFT ANNOUNCES NEW PRO LINE SET-UP

Golfcraft, Inc., Escondido, Calif., now has as its midwestern sales mgr., Lew Bridge, 5843 W. Division st., Chicago, Ill.

Bridge is responsible for the Chicago Metropolitan pro trade and that elsewhere in Illinois, in the Dakotas, Nebraska, Kansas, Missouri, Iowa, Minnesota, Wisconsin, Ohio, Michigan, Indiana and West Va.

With Bridge and specializing on pro trade in the Dakotas, Nebraska, Kansas, Missouri and western Iowa is Joe Zakarian. Zakarian recently was discharged from the army. He is a graduate of San Jose (Calif.) State college where he played on one of their national intercollegiate championship teams. He has been asst. pro at Ft. Sam Houston GC, and to Dave Dillon at Woodbridge CC, Lodi, Calif.

Billy Sixty, Jr. is on the staff covering pro trade in Minnesota, Wisconsin, and Illinois, except the Chicago district. Young Bill is son of the widely known Milwaukee Journal golf writer. Sixty, Jr. during the past winter was asst. to Red Leonard at San Marcos course, Chandler, Ariz.

Bill Colburn now is the Golfcraft man

Now At A New Low Price!

Craig Wood AUTHENTIC SPORTSWEAR



Smart foulard
multi-color prints
on colorful, washable
cotton-textured
**SUPERSPUN CHALLIS
KNIT**

about **5.00** ea.
new low price

At Your Golf Pro Shop

These soft-to-the-feel washables, styled by a golfer for golfers and other comfort-conscious sportsmen, are now available in 10 neat designs, each on 7 sparkling ground tones—70 different combinations in all.

At this new low price, you'll want a locker-full for distinctive variety without duplication of pattern or color. See them at your **GOLF PRO SHOP** next time out. If not yet available, there, ask your PRO to write for complete details, or order direct.

SIZES: Full cut S, M, L, XL — half sleeves only

COLORS: Multi-color prints on Red, Navy Blue, Golf Green, Gold, Light Blue, Light Yellow, or Light Green Ground

DEPARTMENT B

CRAIG WOOD SPORTSWEAR 450 Seventh Avenue, New York 1

Pros—your women golfers will rave over these



whisper weight, warm weather

CHESTERFIELD GOLF SWEATERS

SOFT • SMART • SERVICEABLE

Florida pros will tell you that Chesterfield sweaters set a new pace in style, quality and sales to start the 1954 pro selling season.

Here are but two of the leaders:

No. 2130—finest quality wool—Johnny collar pull-over with four pearl buttons. Colors: White or Maize with navy stripe on collar; Pink or Blue with white stripe on collar. Other colors available. Sizes 34 to 40.

No. 2190—Johnny collar pull-over with four pearl buttons on same loom as No. 2130. Made of 50% nylon and 50% vicara with a texture simulating finest grade cashmere, in white, maize, pink and blue colors. Guaranteed washable. Ideal for warm weather golfing comfort. Sizes 34 to 40.

CHESTERFIELD SPORTWEAR CO.

1133 Broadway

New York 10, N. Y.

Recommended retail price under \$6
For attractive pro prices — and samples if desired
write direct to:

covering pro trade in Indiana, Michigan, Ohio and West Va. Bill is a former Marine flier with a record of 78 combat missions in the Pacific to remind him selling golf clubs isn't the toughest job in the world. Bill has served other strenuous duty as a director and green chmn. of a California country club.

Bridge will cover the Chicago area pro trade personally.

These salesmen also have the Joyce golf shoe line, except in Wisconsin and the Chicago district, where Rolly Sherer is the Joyce man.

UPJOHN'S CHEMICAL SALES ADDS LIPARI AND SWANK

Chemical sales dept. of The Upjohn Co., Kalamazoo, Mich., has added Rocco Lipari and George Swank, Jr., advises dept. mgr. R. C. Byce.

Agronomist Rocco Lipari will represent

Upjohn in chemical sales in New England, New York, Pennsylvania, and New Jersey. A graduate of Pennsylvania State College in 1950, Rocco majored in agronomy, the theory and practice of field-crop production and soil management. During World War II, he served with the Coast Guard. Before coming to Upjohn on March 1, Rocco was a Department of Agriculture soil conservationist, stationed at Williamsport in his home state of Pennsylvania.

In promoting the sale of the antibiotic turf fungicide, Acti-dione-ferrated, Rocco will continue a long association with golf courses. He worked as assistant superintendent on two well-known courses in Philadelphia.

Plant pathology was the major study of George Swank, Jr. when he received his Ph.D. degree from Ohio State University in 1950. George became Upjohn chemical sales representative in the Great Lakes states March 1. During winter months, he

**EVERYTHING IN
GOLF AWARDS**

SEND FOR FREE CATALOG

R. S. OWENS & CO.

2039G W. 13th ST.
CHICAGO 8, ILL.

The one and only
JOE KIRKWOOD
GOLF'S GREATEST SHOW

Amusing, Spectacular and Highly
Instructive Indoor and
Outdoor Shows Arranged.

For Booking Details Write:
JOE KIRKWOOD
5843 W. Division St. Chicago 51, Ill.

will work with Chemical Sales' Consultant Dr. William Klomprens, Dept. of Antibiotics Research. Swank's antibiotic interests center in the prevention and control of plant diseases.

He researched at the University of Florida Experimental Station, and served three years as an Air Force athletic instructor in the United States and Europe.

BRADLEY MAKING "BALL" TEE MARKERS

Beau-Tee-Ball Marker ball-shaped composition tee markers are manufactured by Clinton Kent Bradley, Mountain View, N. J. Hard "rock" maple chips and plastic resin are molded under hot pressure to make the ball. A steel spike is formed into the ball, which can be bought plain, painted, or coated with Kentalite plastic finish in white and colors.

HARPER, METZ, PROFESSIONAL GOLF CO. TOP MEN

Chandler Harper has been elected pres., and Dick Metz, 1st vp, of The Professional Golf Co., Chattanooga, Tenn., makers of First Flight pro-only clubs, in a reorganization of the company following their purchase of large stock interests.

Jack Harkins of Chattanooga, former pres., who formed the company, continues as treas. Harkins now devotes most of his time to his General Beverages business. Ewing Watkins, PGC plant mgr., is 2d vp; Don Marlarkey, Kilgore, Tex., pro, is 3d vp; and Miss Isabelle Alsop is sec.

Harper has been with the company for 14 years. Six years ago he became sales



Harper and Metz

mgr. and 2 years ago was made vp. He's won a PGA title and numerous other championships and currently leading in the Vardon trophy ranking while doubling capably as a manufacturer and salesman.

Metz, also winner of many tournaments, has been mainly active in beef cattle busi-

GOLF TROPHIES

PRIZES and NOVELTIES

FREE

with every order of \$10.00 or more a deck of the famous **MONTEBELLO PLAYING CARDS** with golf motif on each card.

Write for free circular on Golf Trophies, Plaques, Novelties and Awards. Immediate delivery.



	Ht.	Price
J15C	15 1/2"	12.00
J15B	17"	13.00
J15A	18 1/2"	14.00

	Ht.	Price
Z1	6"	3.50
Z1A	7 3/4"	5.00
Z1B	9 1/2"	6.50

HAND ENGRAVING ONLY 6c PER LETTER

THE TROPHY AND MEDAL SHOP

10 South Wabash Avenue

Chicago 3

Central 6-5018

PLAN NOW FOR THE 4TH

Thrill Players — Increase Income

with

FIREWORKS

★ ★ ★ ★ ★ ★ ★ ★ ★

Nothing equals fireworks on the 4th for attracting and thrilling your players, their families and guests. Clubs that stage fireworks shows year after year will tell you it pays its cost many times over in added course and clubhouse receipts.

LIBERTY — makers of the world's finest fireworks — assures you greater SAFETY, BRILLIANCE, COLOR, FLASH and NOISE — at low direct-from-factory prices.

Get FREE Catalog NOW!

40 page color catalog fully illustrated shows you the magnificent splendor of LIBERTY FIREWORKS . . . describes in detail 23 different shows and many individual pieces. Priced to fit any budget from \$30 to \$600 and up.

Write . . . Wire . . . Call . . . TODAY!

LIBERTY DISPLAY FIREWORKS CO.

Box 156, Franklin Park, Ill.

(A Suburb West of Chicago)

Telephones: GLadstone 5-5050 . . . 5051

"MILORGANIZED" TURF GROWS BETTER LOOKS BETTER

Fairways, greens and tees fertilized consistently with MILORGANITE, the natural organic nitrogen plant food, are distinguished by rich, deep green color, uniform texture and a healthy, closely knit root system. "MILORGANIZED" turf resists disease and withstands many of the climatic rigors to which less sturdy turf succumbs.

These are reasons why Golf Clubs use more MILORGANITE than any other commercial fertilizer. Our Soil Testing Laboratory and Turf Service Bureau are available to you upon request.

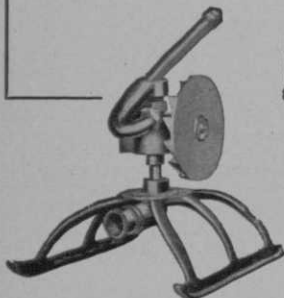


THE SEWERAGE COMMISSION
MILWAUKEE • WISCONSIN

A Single, Rotating Line of Water

The water pressure turns the wheel. The stream is broken up into rain-like drops which penetrate the soil like a gentle shower. The head revolves slowly, delivering the water in a long straight line which allows all the water to soak in before the line passes over again.

It is not a mist, to evaporate; not a too-heavy shower to run off, wasting water and packing or washing the soil. Covers 80 feet in diameter under good pressure. Can be reduced to as little as 15 feet with a turn of the faucet.



MODEL H
Single spout (illustrated). Up to 80-foot diameter.

\$1875

Double Spout (not illustrated). Up to 90-foot diameter, with slightly less volume.

\$1950

At Most Leading Dealers, or

DOUBLE ROTARY SPRINKLER CO.

422 Admiral Blvd.

Kansas City 6, Mo.

ness in recent years. He's moving about 300 of his white-faced stock from his ranch at Maple City, Ks., to a new 1000 acre ranch he's bought at Newnan, Ga., not distant from Chattanooga.

PGC will make among its other clubs the new "Dick Metz Counter-balance Adjustable Swing Weight" club which has been approved as legal by the USGA. These clubs and the new PGC line will have their premiere during the National Open.

Don Marlarkey is a veteran of 28 years of PGA membership and one of the skilled Texas crop of home club pros and players.

Watkins and Miss Alsup have been with the company during its steady progress with its pro-only policy.

RUTLEDGE HAS NEW 50-FORE! CART

The 50-Fore! is one of the latest Rutledge golf carts made by the Rutledge Co., 3333 Belmont ave., Chicago 18, Ill. Opening and closing of this cart takes but a few seconds.

There are two rubber-grip handles — a long operating handle for use on the course, when cart is open and a shorter one to propel the closed cart to locker room, rear seat or trunk of car, etc.

The 50-Fore! takes any size bag and the load is well balanced. A ratchet control locks the long handle in any position desired, so it cannot slip.

WESTCOASTER IS NEWEST ELECTRIC GOLF CAR

Westcoaster is the new electric golf car manufactured by West Coast Machinery, Inc., Stockton, Calif.

The Westcoaster power is controlled by an "infinitely variable" throttle (foot controlled) with smooth, even power from stop to full speed, forward or reverse. Power is



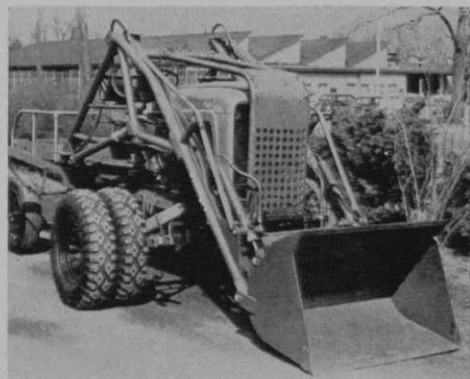
from a 6 battery-36 volt unit and is transmitted through an automobile-type differential. A safety-lock brake permits the Westcoaster to be stopped on the side of a steep hill while the passengers get out to make a side hill shot.

Other features include a positive automatic recharge and precludes chance of be-

ing "stranded". The car is rugged. Ground-hugging center of gravity, says the makers, insures against "toppling" on sudden turns or oblique hill climbs. Seating is wide and comfortably cushioned with thick foam rubber. Oversize tires protect the turf.

The Westcoaster is now being advertised and sold nationally.

WORTHINGTON FRONT LOADER



A front end loader with $\frac{1}{3}$ yd. bucket and snow plow now is being made for Worthington Mower Co. Model F tractor. Loader and snow plow are interchangeable, and are easily attached to the front wheel drive, rear wheel steering tractor.

NO STOOP, NO SQUAT, NO SWEAT

when you use the

PAT.
PEND.

Hoffco

Clearing Quartette!

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.

Sawette

Heavy-duty chain saw — fells trees and brush up to 8" dia. Safe, easy, money-saving operation on any terrain!



Scytheette

Tough chisel teeth eat through weeds, briars, saplings up to $\frac{3}{4}$ " dia. Levels growth on rough terrain — operates under water.



Trimette

7" circular blade trims around walks, stones, drives — while you stand erect. Suction spreads mulch evenly. No raking!



Brushette

Powerful 10" dia. cutting head clears brambles, brush, and trees up to 3" dia. "Shock absorber" protects operator and blade.



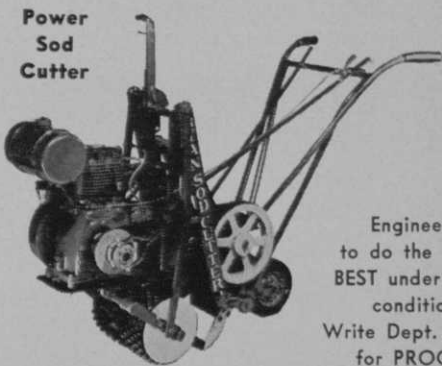
WRITE FOR FREE INFORMATION, DEPT. G
HOFFCO, INC., RICHMOND, IND.

Ryan

Quality Built

GOLF COURSE EQUIPMENT

Power
Sod
Cutter



Engineered to do the job BEST under all conditions! Write Dept. I-5 for PROOF!

K&N

MACHINE WORKS

871 Edgerton St., St. Paul, Minn.

Products advertised in GOLFDOM help you operate at top efficiency

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 FencPainterR 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. FencPainterR enamels contain only top-notch ingredients — go much farther — are more economical in the long run.

SPECIAL TRIAL OFFER — Including industrial size FencPainterR and 5 gal. FencPainterR 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)

Unconditionally Guaranteed

THE ONLY ROLLER MADE WITH CAPILLARY ATTRACTION (PAINT HOLDING POWER)

FencPainter Corporation

2314 W. Van Buren Street Dept. G Chicago 12, Ill.

MAIL COUPON for new 32 page illustrated brochure with full details covering FencPainterR products and their use.

FencPainterR Corp., 2314 W. Van Buren St., Dept. G, Chicago 12, Ill.

Please rush Free 32 page Brochure
 Send Special Trial Offer, complete

(Color desired _____) \$ _____
Name _____
Address _____
City _____ State _____

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Increase your earnings!
Regrip all clubs
with...



*Finest "Feel"
in Golf*

Flange Wrap Grips

Obtain from your distributor

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Solon Center Bldg. • Solon, Ohio
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See page 101 for help in ordering

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Greens Maintenance Systems
Stationery for Club and Pro
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Established 1912

STUBBORN GREENS & FAIRWAYS

TRIAL OFFER

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automatic
spray gun.

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

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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.



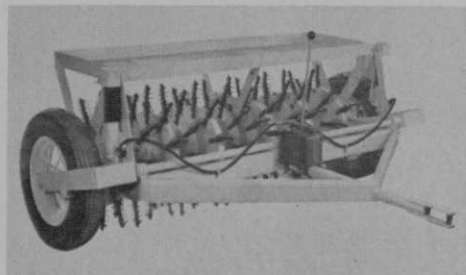
Wire or write for price list. Dealer inquiries invited.

H. D. CAMPBELL CO.

ROCHELLE ILLINOIS

HEAVY-DUTY GRASSLAN AERIFIER IS NEW

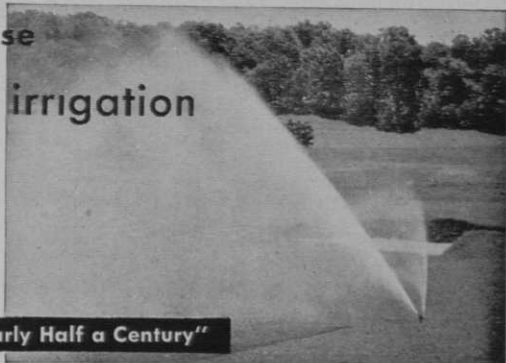
The new Grasslan tractor-drawn Aerifier is a heavy-duty model that gives gang-width coverage with a single unit. This Aerifier is made for large areas, operated on a limited budget. It is suitable for use on fairways, parks, athletic fields, school or industrial lawns. The Grasslan cultivates a continuous 6 ft. swath. Two hydraulic cylinders provide synchronized lowering and raising of the wide cultivating reel. It may be equipped with 1 in. or $\frac{3}{4}$ in. diameter spoons. It is easy to transport; rides on



regular 6.00 x 16 pneumatic tires. Simple, rugged design assures years of use with minimum upkeep expense. Rigid construction and built-in disc weights produce uniform cultivation of the wide swath, makers say. Weight of the unit is 1000 lbs.

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"

**WALTER R. NAY, MALLINCKRODT
EXECUTIVE, DROWNS**

Walter R. Nay, 51, Chicago Regional Mgr. for Mallinckrodt Chemical Works, drowned on April 6 in Florida, where he was vacationing with his family.

Mr. Nay joined Mallinckrodt in 1933 as assistant mgr. of the Chicago office, became mgr. in 1935, and in 1949 was named mgr. of the north central states region.

He was active in several chemical and drug industry associations.

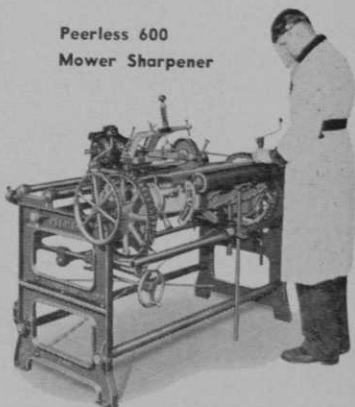
Always conscious of his civic responsibility, he was president of the Flossmoor, Illinois, Park District in 1946, Chairman of the Drug and Chemical Division Committee for the Chicago Red Cross in 1945, and of a similar committee for the Community Fund in the same year. In 1946 he was Community Fund Chairman of the Manufacturers Division. He was also head of the Drug and Chemical Division of the Boy Scouts.

**PEDERSEN ISSUES NEW
"PRO ONLY" CATALOG**

The Pedersen Sales Co., Wilton, Conn., has issued an attractive catalog of its pro only line of custom-made woods and irons for men and women, its golf ball, women's "Foxridge" golfwear line, its Crest golf shirts for men, Pedersen and Mace gloves,

Your Mowers Will Cut Cleaner,
Last Longer With This
PEERLESS PERFORMER

Peerless 600
Mower Sharpener



FOR GRINDING

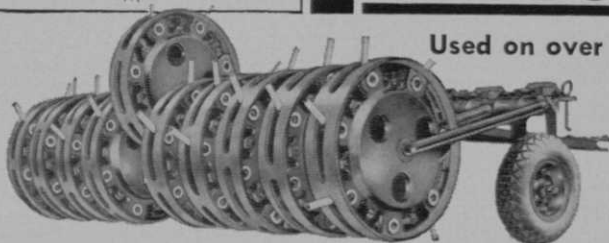
Peerless 600 Mower Grinder. Designed for heavy-duty mowers . . . but sharpens all mowers . . . from smallest edger to largest fairway mower . . . with speed and precision. No disassembling of mower needed. Adjusts instantly for exclusive "hook" or straight line grinding.

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SOIL  **AIRE**

TRACTORAIRE



Used on over 700 Country Clubs

Perfect Coring—Follows any contour—No Surface Disturbance.

**SOILAIRE
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Monroe FOLDING BANQUET TABLES

Direct Prices and Discounts to Golf Clubs, Lodges, Parks,



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WRITE FOR CATALOG

THE Monroe COMPANY
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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.



PRODUCTS CO., INC.

Deerfield, Illinois

golf bags, shag bags, and other luggage and other playing equipment and accessories and shop supplies.

Pedersen has been growing soundly with its pro only policy and is pushing its sales thru pro shops with a stepped-up advertising campaign.

"ALL-IN-ONE" CLUB NEW PLANT



International Golf Products, makers of the "Miracle Adjustable All-in-One" golf club has moved into its new plant at 204 Oakbrook Rd., Hinsdale, Ill.

The company reports that business is excellent in its specialty club and that an increasing number of good golfers are com-

mending the club as a convenient substitute for an extra set, although the new golfers' market constitutes the largest part of the sales volume.

ROSEMAN'S HYDRAULIC TRANSPORT



New ROSEMAN hydraulic transport mower features adaptability to any tractor or towing vehicle along with self-contained hydraulic system mounted on mower frame. It takes only a minute to hook up, has hollow-roller-drive and rear-wheel-drive trimming features included. Complete details from manufacturer at 2620 Crawford, Evanston, Ill.



IT'S NEW and TERRIFIC

Pro-Grip

DRY HAND CREME

PRO-GRIP Dry Hand Creme removes perspiration from the Hands and leaves them soft and velvety. It enables the golfer to have a firmer and more reliable grip on the golf club.

Retails for 50c

MANUFACTURER'S SPECIALTY CO. Inc.
2736 Sidney St.
St. Louis 4, Mo.

Removes perspiration from the hands and leaves them soft and velvety, and gives a better grip to the Bowling Ball and also to the Golf Club.

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

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Universal Bowling & Billiard Supply
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SELL PAR TUBES NOW! WHY WAIT?



PAR TUBES As Used in Individual Compartment or Slot Type Bags

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

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

Packed in cartons of 42 and 144

Contact Your Local Distributor or

PAR TUBE —

5710 W. DAKIN ST.,
CHICAGO 34, ILLINOIS



Oval or Round Type Bags

"TOMMY ARMOUR" NEW GOLF GLOVE



A new, patented golf glove designed by Tommy Armour and bearing his name, currently is being announced to the golf professional trade through whom it will be sold exclusively, by the makers, Par-Mate, 10 W. 33rd St., New York 1, N. Y. The new Tommy Armour glove is full finger model with reinforced thumb and an inset across the upper part of palm of special gripping material which spirals around the club as

the hand closes around it, giving a firm grip and consequent club control. Glove is made of soft, lightweight South African Cape-skin, with ventilated back and fingers. Beige in color, in five men's sizes and three for women. For prices and other details write Par-Mate at above address.

WILSON ACCENTS PROS IN NATIONAL AD CAMPAIGN

Wilson Sporting Goods Co. has added to basic coverage of golf market through player magazines, full page four-color ads in chief general magazines and 420-line ads in 119 major market newspapers in 58 cities.

The advertising campaign which stresses pro approval and guidance in purchase of golf equipment, began in April and will continue thru June.

AUTOETTE RELEASES FIGURES ON GROWTH OF BUSINESS

Joseph Lennett, pres. of Autoette, Inc., Long Beach, Calif., predicts a marked increase in the use of electrically powered vehicles on golf courses. During the 1954 golf season more than 4,000 of these links



for the **19th Hole**

Yes, you need ice for cool drinks on hot summer days, whether you're on the terrace or down at the swimming pool. The Gennett Model XV Ice Cart carries 150 lbs. of ice—crushed, cracked, or cubed—safe from heat. All Stainless-steel cabinet with 3-in. insulation. As mobile as a caddy-cart, this lightweight model is easy to fill... a cinch to keep clean (drains at the bottom). For information, write to...

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COMPANY**

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Member:
American Society of Golf Course Architects

*Golf Course
Architect*

20 Vesey Street

Tel: Rector 2-2258

NEW YORK, N. Y.

cars will be carrying golfers, according to Lennett. His company manufactures the Golfmobile.

Lennett said that of the 4,000 electric cars which will be bugging about the country approximately one fourth will be privately owned. The remainder of the cars will be rented to golfers by clubs and pros.

**SEAT MASTER ATTACHMENT
FOR BAG CARTS**

"The easy chair of the fairways" is what Product Engineering Co., Portland, Ore., calls its new golf seat, the Cloes Seat Master. Designed to attach to the frame of a golf cart, the Cloes Seat Master provides a large padded seat 10½ in. in diameter which rests at chair height above a cart wheel and automatically lifts up off the wheel when the cart is being pushed or pulled. The golf bag itself provides a back rest for the relaxing golfer.

The Seat Master does not require adjusting or setting up each time it is to be used. Once attached to the cart (a matter of minutes with no tools other than wrench or pliers) it may either be flipped up against the golf bag when being wheeled, or left in the "ready" position. Incorporated into the design is a spring which holds the

seat rest a quarter inch above the wheel when it is not in use.

Made of pressure cast aluminum, the Cloes Seat Master weighs 3 lbs., yet it will hold the heaviest golfer. For convenience in storing or folding a golf cart, the Seat Master folds up against the bag and re-



quires no more storage space than the cart and bag alone.

The Cloes Seat Master is manufactured by the maker of Con-Voy Bag Master golf carts but is designed to fit other makes also.

ATTENTION

Driving Range Operators and Dealers. We specialize in rebuilding golf balls with strictly new materials. Satisfaction guaranteed.

WAYNE GOLF BALL CO.

35966 South Gratiot, Route 5
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Golf Course Architect

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NEW YORK 17, N. Y.

James G. Harrison

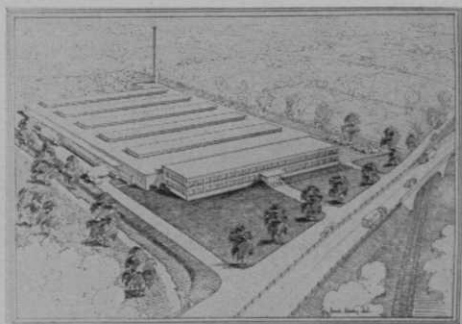
GOLF COURSE ARCHITECT

Member:
American Society of Golf Course Architects

266 Harrison Road
Valley 3-3444

Turtle Creek, Pa.
Suburb of Pittsburgh

**SPALDING TO BUILD MILLION
DOLLAR CANADIAN PLANT**



With expectations to start construction this fall or early next year, A. G. Spalding & Bros. of Canada, Limited will build a new \$1,000,000 plant in West Brantford, Ont. The plant will cover 100,000 sq. ft. This will mean an expansion in its lines as well as a continued increase in the number of employees engaged in the Canadian plant.

S. L. White, Spalding Canadian pres., stated to the employees, "the firm believes Canada faces a future of continued industrial growth and an ever-expanding econo-

my which will mean an increasing demand for athletic equipment."

An artist's drawing of the proposed plant is shown here.

**HOGAN'S CLUB BUSINESS
GETS BOOMING START**

Bob Riley, pro at Forest Park GC, St. Louis, Mo., was the first one to get in an order for clubs to the Ben Hogan Co. at Ft. Worth. St. Louis newspapers gave Riley's quick action a story.

The first sales letter Ben sent out on March 9, got over 15 per cent returns in orders. Shipments are scheduled strictly on basis of dates orders are received. Indications are that demand for the Hogan clubs will considerably exceed first year's production and an allotment arrangement will have to be devised. By mid-April pros already were increasing their original orders although no clubs were to be shipped before mid-May.

Ben's got a fine new plant, amply equipped with precision machinery and numerous precision instruments for checking production stages. The plant isn't large as he doesn't want big production but he says the clubs will have to be exactly right or he'll not let them out. He's kept the



ROBERT BRUCE HARRIS

Golf Course Architect

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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. Special teeth for replacement fit all 3/8" bored rake heads shipped Parcel Post C.O.D. Trial order 500 for \$17.00 or \$32 per 1,000. RETOOTHING TOOL AVAILABLE.

Clinton KENT Bradley, Mountain View, N. J.

designs and manufacturing operations quite secret while working out details to come on the market with a finished product that completely satisfies him.

Hogan's been smart and lucky in getting skilled, experienced factory help.

MACGREGOR'S "FIRST LADY"



MacGregor comes out with its 1954 line of "First Lady" woods and irons bearing the autograph of Louise Suggs. The woods are a driver, spoon and numbers 4 and 5 as the standard set with the brassie being available as an extra club. Irons, with heads newly designed, are available in 5, 6 or 8-club sets.

CLUB BLAZERS



Woolen fabrics, of excellent quality, beautifully styled with hand construction features are but part of success story behind fast growing sales of Robert Rollins Blazers. These distinguished sport coats have found quick acceptance as versatile wearing apparel with club members throughout the country. Light inventories with only a few basic sizes for members' orders keep stock investment low. Complete details from Robert Rollins, 832 Broadway, New York 3.