

PROMOTED BY MACGREGOR



MacGregor Golf team-mates promoted to new duties are (L) George Neeley, now head of Service dept. where he was second in command; Leon Nelson, former head of Service dept., and now chief of the Custom Club dept., and (R) J. Robert (Bob) Lysaght, MacGregor veteran who has been made asst. mgr., Factory Operations, coordinating all production.

NEW NADCO SPORTS CANE

Chrome plated aluminum construction of new Nadco sports cane is designed to avoid tarnish with no danger of finish rubbing off to soil user's hands or clothes, according to Bill King, sales manager, National Die Casting Co., 3635 West Touhy Ave., Chicago 45, Ill., makers of Nadco golf carts.

Other special features include com-

fortable seat of top grade saddle leather, lightweight construction that safely holds up to 500 lbs., and complete adjustability to any height.

NEW LOCKIE JUNIOR BALL PICKER

The Wittek Golf Range Supply Co. announces the new Lockie Junior Ball Picker. A motor scooter can push or pull this automatic picker, designed for use at those golf courses where practice tees are in use and for golf driving ranges.

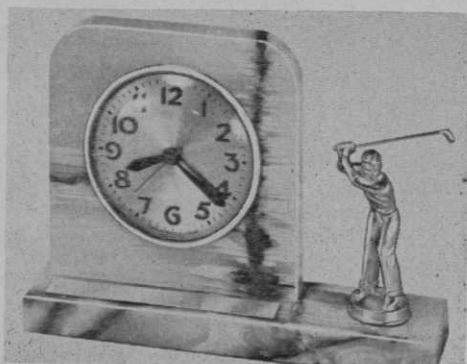
Made in two sections to allow greater contour flexibility in following uneven contour of field or fairway it has an overall coverage of seven ft. Sturdy heavy duty steel frame.

The cushion wedge pickup between semi-

pneumatic tires will not cut balls, preserving longer life of ball dimples. The single front wheel which guides the ball picker measures 10 in. x 2.50 giving greater maneuverability on the fairway.

For further details write Wittek Golf Range Supply Co. at 5128 W. North Ave., Chicago 39, Ill.

ATTRACTIVE CHRISTMAS ITEM



Sports Awards Co., 429 W. Superior, Chicago, Ill., suggest this highly polished onyx clock with Sessions movement for holiday sales. Available with male or female figure, it is 6 $\frac{3}{4}$ " by 9 $\frac{3}{4}$ " and comes with optional engraving plate.

FREUND APPOINTED VICTOR ELECTRICAR SALES MGR.



William J. Freund has been appointed sales manager of the new Electric-Car Division, Victor Adding Machine Co. His appointment to head sales activities in this newly established division has been announced by VP A. C. Buehler, Jr.

Freund will devote his efforts to expanding the market for these electric power driven vehicles. With five models in the Victor line he expects to outline many uses for them in industry as well as on golf courses.

SPALDING PROMOTES WILLIAMS, CROSS; ADDS NEW PRO MEN

Amos H. Williams has been made Spalding's Asst. VP (Sales) and will be in charge of national sales and promotion, with headquarters at Spalding's 161 6th ave., New York executive offices.

Williams is widely known in pro golf and prior to promotion to his present ca-



Amos H. Williams



Harold Cross

capacity was Spalding's Philadelphia district mgr. Philadelphia district mgr. now is Harold Cross, for the past 1½ yrs. asst. to Williams.

Jim Paul and Ray Taylor have been hired by Spalding on its pro sales staff. Paul is covering southeast Georgia and Florida. Taylor is covering the Carolinas and part of Tennessee.

Taylor is prominent in southeastern amateur circles. He was executive sec., Carolina GA for 4 years and pres., Piedmont Golf League. He is a director of the Southern and Carolina golf associations. Prior to joining Spalding he competed in the previous 4 USGA Amateur championships. He attended the University of North Carolina. He is married and has four youngsters.

Paul is well known as an amateur golfer. He won the St. Augustine Championship of Club Champions in 1947 and the 1947 Florida winter championship. He has played a lot in the NY Met district and twice was finalist in the Long Island amateur. He qualified for the 1953 National Open.



Jim Paul



Ray Taylor

EAST SEAT-SCOPE NOW IN PRODUCTION

The East Seat-Scope, a combination sports seat and periscope invented by Victor East, widely known club manufacturing expert, now is being made in quantities to supply the market by The Maco Corp., Huntington, Ind.

East's device has been the subject of extensive interest since he began carrying an early model to tournaments a couple of years ago. The tube is of alloy steel, durably plated, and dull black finished inside for ideal optical conditions. High quality mirrors are set in precision mounting inside the tube. The field of the mirrors extends from a 12 in. circle of view 15 ft. away to a 60 in. circle at 100 ft. distance.

The seat is of highest grade saddle leather reinforced with strong duck to reduce stretching.

Each East Seat-Scope is registered by a serial number.

It's a quality item for pro shop business and should sell very well in Christmas business.

TIGWELL NAMED SPECIAL REPRESENTATIVE FOR K and N



Grant E. Tigwell

K & N Machine Works, Inc., 871 Edgerton St., St. Paul, Minn., announces appointment of Grant E. Tigwell as special sales representative covering the entire U. S.

Tigwell formerly was with International Harvester Co. where he held the position of sales mgr. for Minn. and Wisc.

His plans for K & N include: better service, more sales help and the provision of sales training aids for Ryan dealers.

Tigwell served three and one-half years in the Pacific during World War II as a U. S. Army Air Force pilot. He has studied machine tool design, has been a machinist and has had experience in advertising and sales promotion.

Born in Rockton, Illinois, Mr. Tigwell is 36 years old, and now resides at 2118 Bayard Ave., St. Paul with his wife Jean and children Grant Jr., 6 and Vicki, 3.

NADCO TELLS ABOUT NATIONAL CHRISTMAS ADVERTISING

Bill King, Sales Mgr., National Die Casting Co., 3635 W. Touhy, Chicago 45, announces that Nadco Christmas advertising will reach an estimated audience of

over 13,000,000 families, while trade advertising in GOLFDOM and other publications will keep sales personnel informed.

All golf pros requesting the material will get free easel cards, catalog inserts, statement folders and newspaper mats.

INCREASE, PROTECT PRO BIG LEAD IN QUALITY BALLS

By JOHN W. SPROUL

Golf balls represent a large share of the sales of golf merchandise through the pro shop. They are a steady source of income to the pro with a high rate of turnover, less risk of obsolescence, and are more responsible for constant pro-member contact than any other item in his shop. A member or player probably enters his pro's shop more often to buy golf balls than for any other single reason. Thus he exposes himself, right in the pro's own place of business, to being a prospect for all the other merchandise handled by his pro. Consequently, golf balls may be considered not only an important source of income for the pro but at the same time one of his best promotional items leading to the sale of other pro-shop merchandise and of his personal services, such as, lessons.

It has been encouraging to manufacturers and certainly to the pro to see the sale of golf balls—particularly the top grade balls—increasing proportionately in pros' shops. Also, largely because of the pro's influence on his playing members and the manufacturers' advertising and promotional efforts, the sale of top quality golf balls has increased substantially.

This means greater profits and more dollars and cents in the pros' pockets. For example, at present prices, the pro who sells 500 dozen top quality golf balls in a season will put approximately \$6,500 into his cash drawer, of which \$2,175 is gross profit.

However, if a pro sells 500 dozen second quality golf balls he puts about \$5,000 in his cash drawer, of which \$1,675 is gross profit. Carrying this one step further, if a pro sells 500 dozen third grade golf balls he collects a total of \$4,000, of which only \$1,325 is his gross profit.

In other words, by promoting and selling top quality balls to his members the pro increases his income substantially. As shown above he will have \$500 more profit from the sale of the same quantity of top grade balls as he would receive from second quality balls and \$850 more with which to pay his living expenses than from the sale of the same number of third grade balls. In addition, he will have more satisfied customers because his

members will get greater satisfaction and better results from playing with a top quality product.

Pros' Big Edge in Quality

One more important factor should be considered, namely, that the golf professional obtains a large share of the top quality golf ball market. To date in 1954 over 71% of all top grade balls combined have been sold through golf professionals' shops. This is an increase over 1953 and a big gain over pre-war years.

The manufacturer is happy and proud to plan his golf ball promotions in such a way that the pro can best capitalize on them. For example, in 1954 U. S. Rubber planned and carried out a promotional and advertising campaign that was specially designed to get results through the sale of U. S. Royal golf balls in the pro shop as follows:

1. Continuation of our well-established policy of selling U. S. Royal golf balls, only through pros' Shops.

2. Introduction of the now famous U. S. Royal in the Diamond marking. Here was something new for the pro to promote to his members. Many pros advised that it helped to increase their overall sales substantially, particularly in cases where their members, already stocked with golf balls, bought additional balls because they wanted to try out the newest and latest thing their pro had to offer.

3. Presentation in pro shops only, of an attractive compact and high-grade display case showing the new U. S. Royal in the Diamond Cover Marking so all members were attracted to it.

4. An advertising campaign on TV and in national publications designed to promote the sale of U. S. Royal golf balls through pro shops. In every advertisement and on all TV programs golfers were asked to "buy U. S. Royal golf balls at your Pro Shop".

5. An unusually attractive line of Christmas Golf Ball Gift Packages designed to contain one dozen and one-half dozen U. S. Royal golf balls, was presented to pros for sale to their members. Many, many extra dollars of sales are going into the pros' cash drawers as the result of this holiday gift package promotion.

The aggressive pros are turning this normally slack season into one of their most profitable seasons of the year by promoting these exceptional values to their members. To assist the pro, U. S. Rubber has provided, free of charge, attractive, illustrated, order-blank leaflets for mailing to members and a very attractive counter display piece for his shop.

These and many other Pro-Promotions, such as, match and medal play score cards, U. S. Hole-in-One medals, calendars, etc., are made available to pros throughout the year by U. S. Rubber and will be continued on a new and improved basis again in 1955. We urge that all pros take advantage of these services. Ask your "U. S." salesman or write us direct for full information.

A surprise in golf headwear last summer was the pith helmet, originally produced by Men's Hats, Baltimore, Flip-It div., as a tie-in with the Ramar of the Jungle kid TV show. The company got making it in a man's size with adjustable headband and it was discovered by golfers.

JACOBSEN'S DISTRICT SALES MANAGERS SEE NEW MOWERS



As Jacobsen Mfg. Co. national sales conference headliners were (L to R) V. E. Bunck, Verne Martin, Pres. O. T. Jacobsen and C. A. Livesey.

Some 45 district sales managers, company officials and members of subsidiary firms attended the recent Jacobsen Mfg. Co. sales conference in Racine, Wis. Feature of the 4-day session was the introduction and field demonstration of 5 new models by the company which makes power mowers, snow plows, leaf mills, and allied equipment.

Featured speaker during the sales meeting was Verne Martin, retired general sales mgr. of the Maytag Co., Newton, Iowa.

Jacobsen officials introduced during the sales parley included O. T. Jacobsen, pres.; E. A. Jacobsen, vp and GM; J. F. Costello, treas.; and V. E. Bunck, asst. treas.

Leading various discussions during the week were C. A. Livesey, sales mgr.; O. R. Lawson, and F. C. Ranney, asst. sales mgrs.; and R. J. Thomas, sales promotion mgr. Ranney also was in charge of the field demonstration at which the new models were introduced.

One of the new models is the 21 in.

Manor power mower with optional riding sulky and adjustable handle.

Also introduced was the 21 in. self-propelled rotary mower with suction lift rotor at a medium price.

The third model introduced during the sales meeting was an 18 in. rotary mower which incorporates a suction lift Jacobsen rotor. This model, along with all other Jacobsen models, has a recoil starter, a feature that Jacobsen pioneered in the field.

A combination Edger-Trimmer is another Jacobsen innovation shown at the meeting. This multipurpose unit can trim horizontally, and perform edging duties vertically. An adjustable wheel allows the user to work along a gutter and trim along a curb at the same time.

A 10 in. trimmer was the fifth of the new units introduced by Jacobsen.

ROSEMAN'S NEW TOOL FOR SEED BEDS

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

The Tiller-Rake does four turf installation operations in one. Scarifying, level-



ing, grading, and raking are all accomplished with the same implement, resulting in seed bed preparation in the short time. No hand labor or raking is required. Substantial savings in tractor operation and man hours are possible with the Roseman Tiller-Rake and the need for taking plows, discs, meekers, blades and drags to and from the job is eliminated. Other uses, in addition to seed bed preparation, include remodeling, reshaping and leveling of greens, tees and bunkers. The uniform spreading of cinders, sand, gravel, crushed stone and asphalt in driveway, parking lot, and road building maintenance is also accomplished in a very efficient manner with the Roseman Tiller-Rake.

Complete information, including descriptive literature and prices, is available from your local tractor dealer, or from the manufacturer.

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FACTS alone sell SQUIRE SLACKS

Largest selection of Quality Golf and Dress Slacks. The latest in fabrics and styling. Slacks that have them coming back for more because of *Top Quality, Sensible Prices, Custom Fitting* features and last, but not least, *Immediate Delivery*, direct from Manufacturer.

Net Result: the best selling season leading pro-shops have ever had.

We feature: *Forstmann Doeskin* (9 colors), *Dacron-Linear* Golf Slacks with adjustable half-belt (10 colors), 12 shades of 100% wool sheen gabardine and 15 shades of imported and domestic flannels, 10 shades of fine 100% wool tropical, etc.

Special Handling of
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For free catalog and samples, write to:

SQUIRE SLACKS Golf Department
18 West 20th St.
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Season's Greetings

MOST ADAPTABLE SPRINKLING EQUIPMENT

Rain Bird Sprinklers and Nelson "Quick Coupling" Valves provide unsurpassed watering capacity, convenience and long, trouble-free service. Can be adapted for sprinkling square or round areas, half or quarter circles, along walks or in corners.

As shown herewith, valve key, with sprinkler attached, is inserted into top of valve. Full turn of key releases water into sprinkler head. Reverse turn shuts off water.



Write for literature on the
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AZUSA, CALIFORNIA

RAINY SPRINKLER SALES

609 WEST LAKE ST., PEORIA 5, ILLINOIS

LUMEX "E-Z-CART"
IN NEW STYLE



C. E. Murcott of Lumex, Inc., 11 Cleveland St., Valley Stream, N. Y., says the company has just completed final development and testing of its new "E-Z Cart," which is now in full production. Features include comfortable Saran plastic web seat, adjustable axle width for greater stability, 12 in. ball bearing semi-pneumatic wheels for easy pulling, gentle bag supports that will not mar, double strength lightweight frame of rustproof, polished aluminum. Cart folds compactly in 10 seconds to fit car trunk or locker.

DOLGE NP WOOD KILLER SCORES IN FIRST YEAR

C. B. Dolge Co., Westport, Conn., makers of numerous chemical products used in course maintenance and in clubhouses, says its NP weed killer got high approval from supts. its first year of use.

NP is a readily soluble powder, sprayed, sprinkled or used dry and washed in by rain to kill weeds on contact and by working down to roots. It remains in suspension and is non-corrosive and non-flammable. It got big use in traps and on club roads.

Dolge has among its new items for 1955 Rounds, an all-around deodorant for lockers, washrooms, and elsewhere.

PROFESSIONAL GOLF HAS NEW METZ AND HARPER CLUBS

Professional Golf Co. of America, Chattanooga 2, Tenn., introduces in its 1955 line the following new items:

The Dick Metz "Personalized" woods and irons which are available with the Metz Counterbalance Adjustable Swing Weight, as are the new Chandler Harper

"Personalized" woods and irons. In addition are the Chandler Harper "Virginian" woods and irons. These have the same heads as the Harper "Personalized" clubs and have True Temper Step-Down shafts, Flange-Wrap grips and weights C-9, D-1 and D-3.

Professional Golf also has a complete new line of accessories including Dick Metz gloves, Flange-Wrap grips, clubhead covers, and golf bags in each price range.

MONROE TABLE, CHAIR TRUCKS EASE CLUB PARTY JOB

Paul Monroe, senior partner of The Monroe Co., 12 Church Street, Colfax, Ia., tells of a new line of trucks for folding tables and chairs.

Termed the Transport-Storage series, these trucks are of electrically welded, all-steel construction. Because the trucks are equipped with four swivel casters, they may be moved in any direction and may be turned in a circle only slightly greater than the length of the truck. By using these trucks, clubs may store folding tables and chairs in unused hallways, closets, under stages and in many other small spaces.

The Monroe Co. claims that when these trucks are used to transport and store



Monroe trucks for easy handling of tables and chairs.

folding tables and chairs, two men can clear a room six times more rapidly than when the tables and chairs are carried by hand.

BALL INITIAL MARKER AT LOW PRICE

B&R Ball Marker Co., PO Box 6095, Long Beach 11, Calif., is making an inexpensive initial marking device for golf balls. The outfit has metal type, an indelible ink and a grooved guide for neatly initialing each ball without injury to the ball cover.

GENERAL STEEL LOCKER ROOM EQUIPMENT



GENERAL STEEL PRODUCTS CORP.

FLUSHING 55, NEW YORK. INDEPENDENCE 3-3000

Our experienced sales engineers are available.

TESTS SHOW PERFORMANCE OF MALEIC HYDRAZIDE IN ROUGH

Growth of grass around bunker edges, along creek banks and in roughs was chemically controlled in tests made last season at several Long Island, N. Y., golf courses.

The chemical used was MH-40 (maleic hydrazide), a growth regulator developed by the Naugatuck Chemical division, United States Rubber Co. The golf course tests indicate it will temporarily stop the growth of grass for periods up to five weeks without causing injury.

More extensive use of the chemical on golf courses is planned for this season. It promises to be a time and money saver in rough areas which must be trimmed by hand.

TRUE TEMPER HAS NEW SHAFTS FOR 1955

Ray Gutz, Merchandising Mgr. of the True Temper Corp., reveals that in addition to the now famous Rocket shaft, True Temper will supply leading club makers with the "Meteor" and the "Century" shafts.

The Meteor is a high quality shaft employing the same steel used in the Rocket, but with fewer step down graduations,

and will be used in the popular priced club lines.

The Century shaft will also be made from boron alloy steel, with step down construction, but with still fewer steps, and is designed primarily for lower priced clubs.

During 1955 True Temper will also announce an entirely new shaft designed exclusively for junior golfers with the right flexibility and length for this ever increasing market.

WILSON'S NEW "STAFF" BALL RESULT OF LONG WORK

Wilson comes out with a new golf ball with the first all-liquid center featuring a green additive called X2F.

In announcing the new golf ball—called the Wilson Staff and to be sold only through pro shops — Wilson Sporting Goods Co. Pres. Fred J. Bowman commented:

"The new Wilson Staff golf ball liquid center contains X2F, an important additive. This new energized center compresses differently than any other center. As a result, the energy from the club head is instantaneously and uniformly distributed to all parts of the winding. It is the result of 10 years of research.

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★ *Serving Texas and The Great Southwest Since 1928* ★

"Proceeding from the core out toward the cover, the new ball demonstrates recent advances in rubber technology. These have enabled Wilson to manufacture thread and tape for winding with a substantially higher tensile strength and greater resilience.

"In addition, a new dry lubricant called Atomite provides another important advancement in winding. Of such extremely fine particle size that this material flows like a liquid, Atomite lubrication of the winding materials adds to the resilience of the ball in play. By allowing adjoining layers of winding to slide over each other when the ball is distorted at impact, Atomite enables the ball to recover its original shape rapidly and to give the feeling of exploding off the club face.

"The Wilson Staff's new blended cover insures more sensitive feel and full distance. This new blend offers a thinner cover — yet retains playability requirements.

"The already popular Wilson All-White paint and number stamping from 1-12 in each dozen Wilson Staffs for easy identification round out the important elements in the new ball. All have been thoroughly tested.

"One of the more fascinating parts of the new ball story has to do with the

intensive testing undertaken. Following 10 years of technical research and hundreds of laboratory tests of new materials, 9 types of test balls—embodying many different ideas—were produced. These were dispatched throughout the United States, identified only by code numbers, for thousands of play-tests by leading golf professionals and players of all handicap classifications.

"Wilson golf ball specialists were amazed when a high percentage of all those testing chose the ball labeled No. 21, not only as the best of those tested, but as one of the finest golf balls they'd ever played."

WORTHINGTON INTRODUCES NEW TRIPLEX MOWER

Worthington Mower Co. of Stroudsburg, Pa., has just introduced a new self-propelled, three-gang, "ride-on" mower known as the Triplex.

This new mower, with automotive wheel type steering, is powered by a 7½ hp., 4-cycle, air-cooled, gasoline engine that has an additional 1 hp. of reserve power that can be called upon when needed. The powerful unit has mowing speeds up to 8 m.p.h., and can climb grades up to 36 degrees. Over normal ter-

TURF that Speaks for Itself!

BERYL TAYLOR BUILT FINE TURF AT IOWA STATE WITH

MILORGANITE

Among his other duties at Iowa State College, Ames, Iowa, Beryl Taylor has charge of all athletic field turf, including the college golf course, which is a fine, sporty course.

There is no better turf on any football field than at the Iowa State stadium. Other athletic fields, the bowling green and the golf course are in good condition throughout the growing season. They are a tribute to the skill of Beryl Taylor.

Ever since Taylor took charge, and before that, the Athletic Department of Iowa State College has used a carload or more of Milorganite each and every year.

If you have a turf problem, let us help you solve it. Consult:

Turf Service Bureau

THE SEWERAGE COMMISSION, Milwaukee, Wis.

GOLF CLUBS
USE MORE

MILORGANITE

THAN ANY
OTHER FERTILIZER

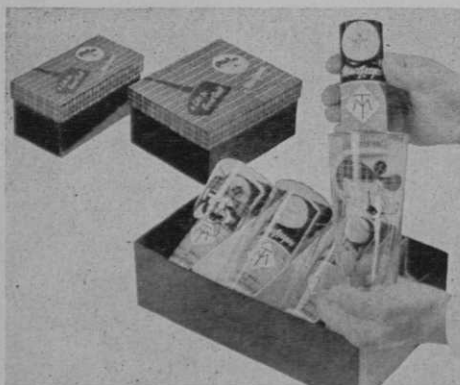


rain, the Triplex can mow up to 30 acres per day.

The Triplex is constructed so all three 30 in. mowers cut the grass before the wheels. Although this new mower cuts an 85 in. swath, it can be maneuvered around trees, monuments or other obstructions and get under low-hanging limbs or shrubs with ease. The free-swinging, side-wing mowers can cut 45 degrees above or below the horizontal. When the side-wing units are raised and stopped, the Triplex can get into narrow places and use the front unit to cut a 30 in. swath. Each cutting unit has a five-bladed, eight inch welded steel reel.

The Triplex has automotive brakes as control insurance. Its seat is spring cushioned.

MACGREGOR 1955 LINE HAS MANY FEATURES



MacGregor Golf Christmas golf ball package has each tube of three MT balls contained in a decorated glass.

Reception of the new MacGregor Golf's 1955 pro line has been one of the most enthusiastic in the company's 57 years experience, says Bob Rickey, MacGregor's sales mgr.

Rickey continues:

"All Tourney irons, which include the MT, Armour and Suggs models have been redesigned to incorporate the beautiful grinding and bright chrome plating formerly seen exclusively on custom made clubs. All these models will also feature the new, eye catching Colokrom faces, not only beautiful in appearance, but also a distinct improvement in playability. The attractive two color face "frames" the actual hitting area and "grips" the ball at impact for greater accuracy.

"A striking new two colored leather grip has also been developed, which will be featured on all MT, Armour and Suggs Tourney model woods and irons. To serve the ever increasing number of left-handed



New Toney Penna P83 model, last year for staff players' use, now added to 1955 MacGregor line.

golfers, MacGregor has designed an MT iron and wood, which will mark the first time this popular model has been available for the left-handed player.

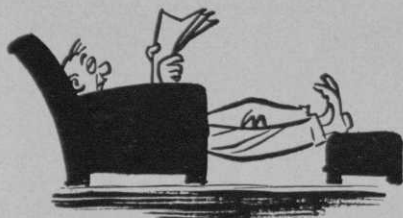
"The Toney Penna P83 wood, which has been used so successfully by many top tournament players during the past year, has been added to the 1955 line and will be carried as a stock item at stock prices, though made to the identical specifications as the custom model was a year ago.

"The demand for utility woods has continued to grow so fast that No. 5 woods are being added to exactly match the Armour 653, 653T and M65W models this coming year, thus making a total of eight different No. 5 woods that will be stocked to match different key models in this year's line. A full line of deep face drivers and No. 6 woods will also be carried as stock items.

"The MT golf balls continue to grow in sales as a result of Bob Toski's victory in the "Worlds" and George Bayer's long hitting. The MT Christmas golf ball program which offers this fine ball packaged in an attractive Libbey glass tumbler in units of one dozen, 1/2 dozen, and 3/12 dozen, has proven a very successful merchandising program.

"MacGregor will also offer this year another MT ball, the X385, which will be specifically made and packaged for lady golfers, who previously have been forced to use high compression balls made for men. Both the men's and ladies' MT balls will be packaged in a new and improved three ball metal tube, which will be easy to display and sell.

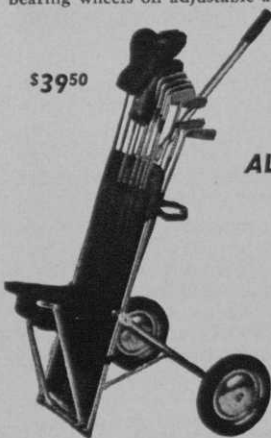
"The attractive Tufhorse pro only golf bags will again be featured as an integral part of MacGregor's 1955 line. Many refinements have been added to these models such as leather reinforced side panels to prevent excessive wear and larger and improved ball pockets. These bags will continue to be available in all competitive price brackets, as well as restricted to exclusive pro distribution."



THE FAMOUS 3-FORE-1 CART

Bag, cart and seat in one complete unit. 12" ball bearing wheels on adjustable axles for perfect balance. Roomy bag has 14 club pockets, ball and accessory pockets and umbrella holder. Colors: green, blue, red. Seat will support the heaviest golfer. Cart folds compactly.

\$3950



ALSO BY LUMEX:

GOLF CART SEAT. Easily attached to any center post cart. \$12.50

QUICK SEAT. Automatic Tripod type folding seat, aluminum legs. \$8.95

RENTAL CART. Steel construction for minimum maintenance.

Pro Price \$12.50

Write for Full Information

Now — "Easy-Chair" Golf with the New LUMEX "E-Z CART"

FITS ALL BAGS • ROLLS EASY
FOLDS EASY • SEATS EASY

E-Z CART

Attractive new folding golf cart with built-in seat. Lightweight aluminum alloy construction. 12" ball bearing, semi-pneumatic tired wheels. Axle width adjustable for stability. Handle adjustable for balance. Folds compactly. Comfortable seat of heavy duty red and ivory Saran webbing, opens to position as cart is set up.



\$2950

LUMEX, INC.
11 CLEVELAND STREET
VALLEY STREAM, N. Y.

BIG PLAY FROM SENIORS SAYS AUTOETTE CHIEF

Pro shop sales this year have reflected big increase in play by senior golfers says Joseph Lennett, pres., of Autoette, Inc., golf car makers. Lennett tells where Autoette use has brought old-timers back into a lot of play. Pros have noted the old boys, with their revival of activity, are good spenders in the pro shops.

Doctors also have told Lennett that the electric car has been a great boon to golfers with mild heart trouble. When some of these fellows quit golf they are inclined to lapse into self-imposed invalidism.

Among other interesting developments of year noticed by the Autoette president is vast increase in eastern club business where it was thought slopes would be too pronounced for Autoette use.

BOWEN AND HULL STAFF SET TO SIMPLIFY PRO BUYING

A department store buyer wouldn't even try to do what the pro often has to in the important work of buying, says Kip Bowen of Bowen and Hull, makers of Wm. Joyce golf shoes. Bowen remarks that no department store buyer would attempt to receive a salesman who arrives

Golf Trophies

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with every order of \$10.00 or more a deck of the famous

MONTEBELLO PLAYING CARDS

with golf motif on each card.

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#BL60—2 tone jeweler's bronze. Light weight 3" diameter. Suitable for engraving as prize or gift. Only\$1.75 ea.

Ht. Price

J15C 15 1/2" 12.00

J15B 17" 13.00

J15A 18 1/2" 14.00

HAND ENGRAVING ONLY 6c PER LETTER

THE TROPHY AND MEDAL SHOP

Dept. G-10 10 S. Wabash Avenue
Chicago 3 CEntral 6-5018

unannounced and spreads many lines of merchandise on the counter and elsewhere in the shop for the buyer to inspect while customers are picking up the merchandise and there are many other interruptions.

And that's generally the situation that handicaps the pro buyer, Bowen adds.

To simplify the highly important work of pro buying, Bowen and Hull set up their pro shop distribution with Flip-It caps, Hartog knit shirts, Amber shirts, Panama gloves, Lloyd Mangrum, Barney Barnum putters and Streve belts in addition to their own Joyce shoes.

With this quality "package deal" top salesmen are attracted by excellent earning probabilities. The Bowen and Hull salesmen are trained in how to aid pros in proper ordering, stock turnover, display, fitting, sound reordering, how to mark-up, how to make mark-downs, inventory control and other essentials of good merchandising.

The Bowen and Hull sales policy has introduced the practice of writing the pro in advance making appointments so the pro can devote proper amount of undisturbed time to going over his records and working out methods for better service to members and higher net profit to the pro dept.

Bowen and Hull sales staff at present includes Ed Finney, 3041 Mountain View, Los Angeles 34; Ralph Knolle, 420 Market St., San Francisco; Rollie Shearer, 2315 Main St., Evanston, Ill.; James Stewart, 2115 Calhoun, New Orleans; Joe Zakarian, 12550 Beech Rd., Detroit; Leslie Cottrell, 217 Highcrest drive, Clearwater, Fla.; and W. A. Jobson, Jr., who is covering Mass., Conn., Rhode Island and New York.

JACOBSEN NAMES DISTRICT SALES MANAGERS

George O. Allaman has been named district sales mgr. for the Jacobsen Mfg. Co. Allaman's territory is Mo., Kan., Okla., Colo. and N. M.

Allaman is a native of Kansas City. A graduate of the University of Missouri where he received his B. S. degree, he also studied at the Missouri School of Mines, Drury College and the Kansas City College of Commerce.

He formerly managed the West Coast branch sales office of Dean Bros., a Kansas City heavy construction company.

F. D. Trainor, who has a background of 18 years in the sales field, has been named Indiana district sales mgr. for Jacobsen.

Trainor, 37, is a native of Minnesota. His background in sales includes experience with F. H. and E., Inc., Cunningham-Ortmeyer, and Humphrey Chevrolet, all



F. D. Trainor



Geo. O. Allaman

Milwaukee, Wis., firms. He served with the United States Air Force for four years during World War II.

R. F. Dorr, of Rochester, N. Y., has been named by Jacobsen as its district sales mgr. for western New York state.

Dorr spent seven years as a New York sales representative for the Becker Roofing Co. of Chicago. His territory included Rochester, Syracuse and New York City. Before that he served as a salesman in the Buffalo area. He is a graduate of Rensselaer Polytechnic Institute of Troy, N. Y.

CLEARY TO ADD NEW FUNGICIDES IN 1955

W. A. Cleary Corp., New Brunswick, N. J., will have new fungicides, herbicides and insecticides, along with its PMAS in 1955. Cleary says years of expert tests have proved the new products ready for general marketing to golf courses.

PMAS had an excellent year of results as a selective crabgrass killer and fungicide in 1954, with many supts. effectively using the product.

Fitchburg Engineering Corp., Fitchburg, Mass., has just released a new illustrated booklet, "Real Brush Eaters," describing equipment to convert brush and trimmings on the job to easy-to-dispose-of wood chips.

PEDERSEN SALES PRESENTS 1955 PRO SHOP LINES

The Pedersen Sales Co., Wilton, Conn., headlines its pro-only merchandise for 1955 with all new woods and irons for immediate delivery. Among new points of the woods are bronze face inserts for harder, non-resilient hitting surface. The new irons have hand-fashioned stainless steel blades designed to accurately align the blades to the ball, and more power through change in weight distribution.

The clubs, as before, are custom made

with shafts and grips available to pro specifications.

New colorful bags for men and women are made of a durable, lightweight material called Kalistron. The bags are leather-trimmed. Pedersen has a new and attractively colored moderate-priced line of men and women's bags.



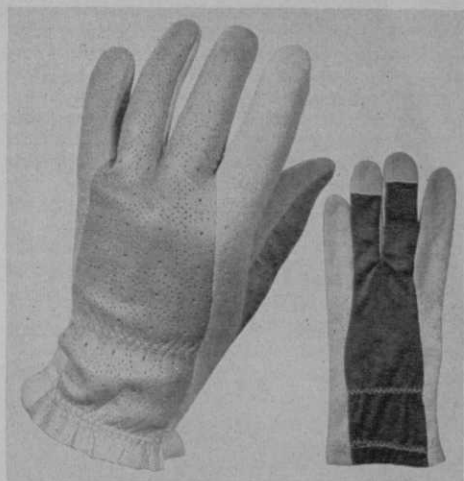
Another new Pedersen item that should go big as Christmas gifts are washable coat style 100% wool shirts, in a range of colors and small, medium, large and extra large sizes.

Hathaway shirts of Viyella flannel are other big selling Pedersen numbers. This material, made in Britain, is 55% lambs' wool for warmth and 45% Egyptian cotton for strength and washability.



Cashmere sweaters and matching hose for men are a new Pedersen feature. The material is 60% pure cashmere for warmth and 40% nylon for long wear without losing shape.

New models of the popular Mace chamois gloves also are presented, in addition to the all-chamois glove. One new model



has fine leather on the back of the chamois glove and thumb. The other one has a nylon back. There are new patterns of perforations on all the Mace gloves.

MACNEILL HAS THREE NEW SPIKES IN 1955 LINE

MacNeill Engineering Co., Waltham 54, Mass., makers of Sure-Lock replaceable golf spikes has a new "Grip-Welt" auxiliary golf spike developed to give golfers double traction where it's needed most, along the edge of the sole.

Another new item developed is new "Hasty" electric shoe dryer for damp or soaking wet golf shoes. This is an attractive utility selling at a surprisingly low price. It contains quality electric motor, two heating units and two blowers to dry shoes at controlled temperature, making it impossible to harm leather.

The third item is used largely in conjunction with the "Hasty" dryer. It is the new G-40-4 fungicide and athletes' foot preventative which may be sprayed directly on the feet or into the shoes which are in turn dried out on the "Hasty" dryer.

Harold MacNeill also reports that the company's "Champ" all-hardened steel shoe spike has grown in popularity since they inaugurated practice of stamping the respective shoemakers trade names on every spike.

RENOVATAIRE GETS PLACE IN MAINTENANCE PROGRAM

Introduced in the late summer, the Renovataire, built by Soilaire Industries, Minneapolis 3, Minn., has proved an interesting addition to the field of fairway maintenance. This tractor-drawn machine employs a new penetrating principle of

curved saw-toothed knives which combine a slicing, cultivating and renovating action along with aerating compacted and sod-bound turf.

The Renovataire is built with a hydraulic lift frame so transporting is no problem. A few strokes of the pump lift the individual wheels free and clear of the ground, and it can be moved anywhere over paved roads without disassembling.

CHANGES IN 1955 JOYCE LIGHTWEIGHT SHOES

Bowen & Hull, 81 Masonic Court, Pasadena, Calif., advise that the bottom of the wedge has been widened on all 1955 models of their Wm. Joyce lightweight golf shoes for men and women and stitching of uppers to bottoms will be complete from heel to toe.

A new soft glove tannage type leather that is washable, water-resistant, to the point of being 90% water-proof, keeps its color and does not fade, promises further popularity to the new year's Joyce line.

The 1955 stock models include a red and black combination for men, along with yellow and blue, white and brown and all brown shoe. For women, stock models will be white and red combination, white and blue, white and brown, all white and all tan.

STROKE-SAVER NEW PUTTING PRACTICE DEVICE

Golfers Imports, Inc., Box 26 Hillside Manor, 127 Lakeville Rd., New Hyde Park, L. I., N. Y., has a new "Stroke Saver" putting instruction and practice device that is teeing off well as a golf Christmas gift item.

The device is attached to any blade-type putter and has a bubble level that signals when the head isn't kept steady and the stroke is jerky and out of line. Pros who have tested the device say it's very good for establishing sound putting style of whatever features the player discovers best fit him or her. The Stroke Saver comes with a plastic cup for indoor practice.

HAGEN 1955 LINE NEW COMPLETELY — RANKIN

Ed Rankin, gen. mgr., Walter Hagen Golf Div. of Wilson Sporting Goods Co., says the 1955 Hagen pro-only line is entirely new and in the opinion of Walter Hagen, who has been spending more time in the factory and with club pro businessmen than ever before, the best line that has had his name.

Rankin remarks in detail:

"At the top of our line, as always, is the Haig Ultra in an entirely new model

"The mats are really great"

... Says JACK REDMOND —

GET MELFLEX FACTORY
DIRECT QUOTATIONS
ON THESE LEADERS:

•
Heavy Duty MEL-ISLE and
MEL-FLOR Aisle Runners

•
Heavy Duty
ENTRANCE MATS

•
MOLDED SAFETY
STEP TREADS

•
SHOWER AND
STANDING MATS

INTERNATIONALLY FAMOUS GOLFING
GLOBE TROTTER AND RANGE OPERATOR

For 28 Years MELFLEX PRODUCTS

Have Been Favorites of Golf Management

Range owners say Melflex Extra-Duty Driving Mats play best, last longest of all tee mats. Melflex tubular rubber tees are tops in durability — \$16.50 per 100. Be your own judge — with a trial order.

Melflex floor coverings are made of the toughest, surest-footed, non-slip materials available. Mel-Isle (ribbed) and Mel-Flor (smooth) are amazingly enduring for spike shoe traffic, and, reduced Floor Cleaning and Maintenance Costs.



MELFLEX PRODUCTS CO., Inc.

L. E. Warford, Pres.

410 S. BROADWAY . . . AKRON 8, O.
In Canada: P. O. Box 411, Ft. William, Ont.

and offered both in Strata Bloc and per-simon heads. This club is beautifully trimmed and is equipped with the Rocket Shafts.

"We also have a brand new model that is beautifully finished in every respect and will be known as the Fleetwood. This club will be in the medium price range and will present an excellent value.

"Another brand new number is the International Wood, this club I am sure is going to have a great appeal to the type of golfer who is interested in a good sound playing club at a very reasonable price.

"After some years absence, the very popular American Lady Wood will return to our line, however in a brand new form, as the model is entirely new and the head finish and trim I am sure will please the girls and women.

"Where iron clubs are concerned, it seemed impossible to me that we could improve the Haig Ultra, but that we certainly have done, both by slightly changing the model, and by our finish and unusual trim.

"We have a brand new set of irons under the Fleetwood name, that will be companions for the medium priced Fleetwood wood. These clubs are an outstanding value in the medium price range. An-

other new iron, and another outstanding value, is the International, a very fine golf club in the lower price bracket. The new American Lady iron like its companion wood, is a thing of beauty and a golf club which will play very easily.

"Improvements of course have been made in our utility clubs and putters which make them most outstanding. Two brand new putters have been added to our line—the 'Cavalier' and the 'Conquest.'

"An entirely new Haig Ball construction is being used for 1955."

NEW HANDLE, SELF-STARTER TORO INNOVATIONS

The new Guard-N-Guide, an attractive, functional handle and control unit designed for its small power grass cutting equipment, now is being made by the Toro Mfg. Co., Minneapolis, Minn.

Designed after extensive studies at the Toro Research and Development Center, the Guard-N-Guide is essentially a graceful open loop whose sides protect the air-plane-type controls against accidental contact. Thus the risk of tearing clothing or inadvertently stopping or starting the motor is virtually eliminated, even though the operator may press his body against the handle while operating the machine.

The curved sides of the loop make the

Designed by Pros! Preferred by Greenskeepers!

VICTOR'S NEW ELECTRI-CAR

Victor—makers of the world's most famous precision adding machines, now make the world's best golf vehicle—the Electri-Car.

Electri-Car is literally trouble-free. Runs 36 holes on many courses, 27 on most, and 18 on all courses. Includes Victor's exclusive Lightning Recharger. Course-proven over hundreds of golf courses, on all types of terrain.

Just check these quality features:

- Drives from either side
- Sturdy steel construction
- Ball or roller bearings on all moving parts
- Lightning battery charger included—just plug into any outlet
- 4 speeds forward, 4 reverse
- Simple operation—no clutch, no gears to shift
- Easy-riding pneumatic tires
- Choice of 5 color combinations
- Preferred by greenskeepers because it's easy on the turf



MAIL THIS COUPON TODAY!

Victor Adding Machine Co.
Electri-Car Division, Dept. GD-10,
Chicago 18, Illinois

Please rush information on items checked.

Pro Purchase Plan Co-op Trial Offer
 Rentals Dealerships

Name.....
Address.....
Title.....

machine itself easily maneuverable from any angle and so encourage proper posture whether the operator be tall or short.

The Guard-N-Guide will be available on the 18 and 21 in. Toro Sportlawn, self-propelled reel-type mowers, and on both the self-propelled and push type 20 in. Whirlwind, a rotary-type mower.

An electric self-starter is an innovation on the 1955 "Professional" model power mower by Toro.

This is the first time in its 40-year history that Toro has made self-starters available on any of its grass equipment.



**BURKE GOLF
1955 LINE
ENTIRELY NEW
DESIGN**

Burke Golf's "Lady Burke" iron.

Burke Golf Co., Newark, O., introduced at the company's annual sales meeting at Moundbuilders CC, Newark, O., a 1955 line that had every club, except the Chick Harbert PGA Championship irons, entirely new in design and engineering.

Burke 1955 Punchiron retains its distinctive back design but blade size has been slightly increased and hosel shortened. A new precision grinding technique has been employed so that the exact geometric center of the blade is also the center of percussion — this percussion point being that where there is no sting or twist in the club regardless of the speed and force with which the ball is struck. This feature also holds to a minimum the possibility of an open or close head at time of impact.

Each club in the Punchiron set is perfectly matched and balanced with respect to the others graduating up in number from 2 through the wedge that only loft makes the difference in appearance.

The pitching and sandwedges in the Punchiron set have been redesigned so that the blades conform to those used by Chick Harbert for his remarkable wedge shots during PGA Championship play. New True Temper Rocket shafts with 3 de-

grees of flex are featured in the irons.

Burke will again offer in addition to the Harbert Championship, four top grade wood models, all with True Temper Rocket shafts and Leader grips, but each with a different color finish and distinctive head shape.

The Rocket model is a distinctively streamlined head with deep red finish, the Recorded model is round with a cherry finish, and the Chick Harbert Bomber is both round and deep faced finished in black. To meet the demand for higher lofted woods Burke is offering the Hy-speed model — each club in this set of four has approximately two more degrees of loft than standard. All clubs have a two-tone fibre insert.

Burke will also introduce a new line of popularly priced pro-only woods and irons — Power-Pak. Woods are of modern design finished in a sleek, new maple dur-o-var. Irons have medium sized double flange heads, new True Temper Meteor shafts throughout.

There will also be many new putters in the 1955 Burke line. Three will feature Hickory shafts and all are available with a wide choice of grips.

Burke will offer new Lady Burke woods and irons — woods feature a new two-tone insert and natural finished face, but the same rich mahogany finish that has always characterized these clubs. Irons have slightly smaller blades than heretofore — a brighter finish and more striking markings and ferrules. The Miss Burke models together with the Chick Harbert registered and signature models have been completely restyled and will be found to embody dazzling beauty combined with playability.

Burke sales representatives enthusiastically greeted 15 new golf bags, most numbers are being offered in a choice of new gay colors. A further addition to Burke's accessory line is the new, popularly priced Chick Harbert Ball. All 1955 Burke merchandise is now available for immediate delivery.

**ACUSHNET HAS BIGGEST
YEAR IN 1954**

Wm. Bommer of Acushnet Process Sales Co. says that despite production delays caused by hurricanes Carol and Edna hitting New Bedford, Mass., the company's output and sales have been the biggest of Acushnet history.

The Titleist continued its high showing in major tournament and general golfing play and will have in 1955 only minor developments.

A new Titleist (Red) Tough is in the 1955 line. It has an exceptionally tough cover and Bill Bommer says it is for the

GOLFERS' HED-RITE

Recommended by Dr. Cary Middlecoff
for

Correction of Faulty Head Movement

Stop looking up too soon! Quit that slice or hook and cut down your score with HED-RITE. Faulty head movement, which upsets balance and your game, is flashed to you by color change.

"For distance, direction and delight
Only view the ball as white"

Worn with or without glasses.

\$3.00

At your Pro Shop or by mail order or check postpaid

GOLFERS' HED-RITE, INC.



P. O. Box 1600 • San Francisco, Calif.

golfer who wants distance but treats a ball rough.

The Club Special which was a big seller in the Acushnet line before World War II will return to the line next year and is getting a big advance order from pros.

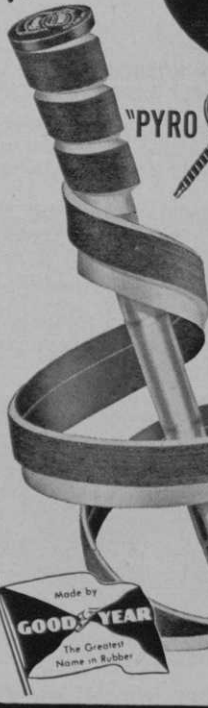
NEW HILL GLOVE USES HELANCA BACKING

The C. M. Hill Co., Peoria, Ill., advises it has developed an all-new golf glove, the "500," designed to retain a snug, wrinkle-free fit for the entire life of the glove. The new glove features a backing material of 100% "Helanca," a fabric of



100% nylon produced in Switzerland, and widely used as the elastic material in the "one-size" men's sock which has met with marketing success in this country the past year. The elasticity of "Helanca" is built right into the material through a special weaving process and tests have shown that full elasticity is retained for the lifetime of the material. In addition,

NEW!
NEW!
NEW!



"PYRO MAGNETIC"

Hand Heat Creates
the Feel of a Magnet

- Caps Molded to Size
- No Listing Required
- Apply Direct to Shaft
- Perfect Taper

*Finest
"Feel"
in Golf*



C.S.I. Sales Company

Solon Center Bldg. • Solon, Ohio

Exec. Office: 536 Terminal Tower, Cleveland 13, Ohio

**PAGES 141-142 ARE THERE TO HELP
US SERVE YOU BETTER. USE THEM!**

the new fabric is claimed to be three times more durable than ordinary 100% nylon material of comparable weight.

Pres. C. M. Hill reports that the new glove is in full production after one year of research and testing. He says that special dies for each hand size have been made to insure a more perfect fit in each pair of gloves made. He added that the strength of the material used has eliminated the necessity of finger-tips in the glove, eliminating bulk and adding to the efficiency and comfort of the product.

A. G. Spalding & Bros., Inc. had net earnings of \$640,000 for first 9 months, ending July 31, of its current fiscal year.

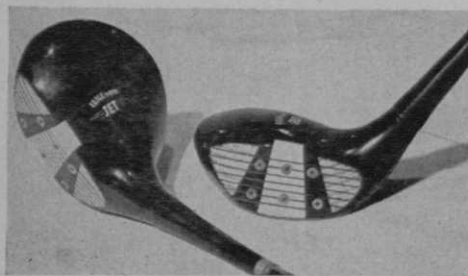
A plastic golf ball tee modeled to the contour of the female form (minus the lady's head) is being made by Los Feliz Products Co., 5151 W. Washington Blvd., Los Angeles 16. It's a novelty that will arouse plenty of chat.

LOTS NEW IN WILSON'S 1955 PRO-ONLY LINES

Wilson Sporting Goods Co. is presenting a notably new 1955 line of woods and irons especially designed for professional selling.

These top-quality clubs—including the famous Dyna-Weight iron—now feature improved weight distribution and a new black leather grip with a new type of perforation.

The Top Notch woods now feature a new face insert with a red bullseye and a dark walnut finish.



Wilson's new Jet woods have lofts that are suited to most players' games.

Also new in the wood club line are the Wilson Jet woods. These clubs have been designed as an easier playing club by featuring extra loft. The Wilson Jet has a black head with a two-tone insert in sparkling black and white.

A set of four Jet woods offers a driver, spoon, Nos. 4 and 5 woods. Wilson laboratory and field men decided to add the 5

wood to help the golfer who has trouble with his long irons and close lies. The brassie seems to be a most difficult club for these players to use. The new Jet woods should be the answer.

For years many golfers have used Wilson Foremaster woods and for 1955, Wilson introduces a companion set of irons to this popular set. The new Foremaster irons feature a True Temper Meteor shaft plus attractive new stamping.

In the utility club line Wilson now has a "Putters For Profit Package" featuring 12 all new Wilson putters. The set comes in an attractive new box and enables the pro shop customer to pick out the exact putter he desires.

Another great utility club being introduced in 1955 by Wilson is the 3D wedge—designed for triple purpose. This handsome wedge, with ultra-modern stamping, can be used on the fairway, in the rough or out of the sand. It gives the player three clubs for the price of one.

Adjustable balance and a new molded



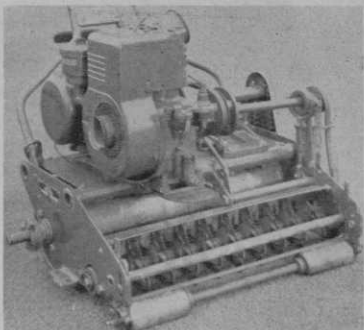
handle are two of the many features in the 1955 Wilson Country Club golf bag line.

The adjustable balance has been checked on a Wilson Perfect Bag Balance gauge that shows the proper carrying point for a bag. The carrying point or point of Perfect Balance—easily adjustable with a carrying strap—changes with the number of clubs added to or taken out of the bag.

The new molded handle eliminates distortion on the handle plate and also gives a neater appearance. There is also more attractive embossing on all of the Country Club model golf bags. In addition, Wil-

PAR-THATCHER SAVES ON EQUIPMENT EXPENSE

For easy, low cost Thatch removal on Bent greens, Bermuda tees and on aprons for reseeding. Install in an idle greensmower — Par-Thatcher models to fit most Toro and Jacobsen greensmowers. Ask your local golf course equipment dealer for a demonstration or write.



LAWRENCE J. MEISEL Distributing Co., 444 S. Brentwood Blvd., Clayton 5, Mo.

son will present two sizes of new, plastic keystone bottoms in the 1955 line.

Wilson has added several new numbers to the outstanding Free-For-All shirt line that are certain to be in great demand.

New styles and patterns in Orlon-wool knit and Pebble cloth have been added to the popular woven flannel and cotton models. These new materials are soft and comfortable enabling the golfer to take a smooth, even swing.

A new line of golfing hats will also make its debut in 1955. These Wilson hats are patterned after the latest trend in smaller sized English or Continental styles.

For inclement weather, Wilson will also present a Free-For-All rain-jacket with all the patented features of the famous Free-For-All shirts.

GOLFCRAFT HAS GLASSHAFT IN MANGRUM CLUBS

"After 7 years research Golfcraft has developed a glass shaft that has the trim lines, strength and flex required for a fine golf club," says Ted Woolley, pres. of Golfcraft, Inc., Escondido, Calif.

Innumerable laboratory tests preceded the development of the Golfcraft Glasshaft to the point where Woolley considered it ready for testing in clubs. Then Lloyd Mangrum began work testing the new shafts for feel, performance, weight, strength and relationship between head, shaft and grip.

Together with engineering specialists assigned to the project Mangrum reached the point of being completely satisfied that the desirable shaft had been produced. He declares the Glasshaft clubs with Mangrum heads and his balance ideas are "the sweetest feeling" he's ever used.

The Mangrum clubs with Golfcraft Glasshafts are available only thru pro shops.

BUY YOUR——

Cashmeres

Direct from ENGLAND

Men's pure cashmere full fashioned long sleeve golfing sweaters. Sizes 36" 38" 40" 42" 44" 46". Shades:—Black, White, Blazer Green, Navy, Yellow, Light Grey, Natural, Hazel Bud, Pheasant Brown, Pale Blue, Strawberry . . .

\$15.50

(WORN BY RYDER CUP PLAYERS.)

Ladies' pure cashmere full fashioned twinsets. Sizes:—36" 38" 40" 42". Shades:—White, Crimson, Black, Navy, Light Grey, Yellow, Coral Rose, Pale Blue, Natural, Hazel Bud, Mascara, Pheasant Brown, Steel Grey, Turquoise, Dark Grey, Strawberry . . .

\$22.50

PLUS 50 cents per garment to cover postage and insurance. Checks with order—delivery at once.

MEN'S ARGYLE ELASTICATED SLACK SOCKS . . .
6 pairs—\$7.50. Assorted colors — Sizes: 10" 10½" 11" 11½" 12".

Tatler Stockings

LIMITED

Manufacturers of Fine Gauge Hosiery
41 GEORGE STREET
Manchester, England

Complete supply listing on page 141

Shell Chemical Corp., Denver 1, says supts. made extensive use of Dieldrin and Aldrin this year in effective control of many insects. Results indicated that in the future Dieldrin because of its long residual action and versatility probably will outweigh Aldrin. The company has some valuable informative bulletins free to supts. on request.

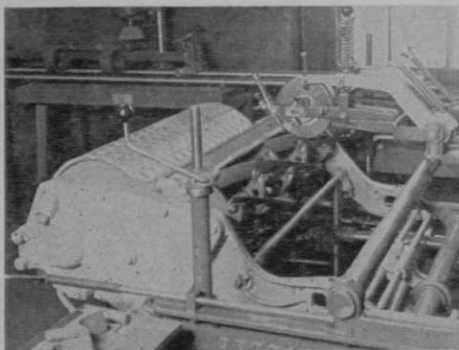
SIMPLEX LAPPING MACHINE NEW MODEL BY FATE-ROOT-HEATH

Fate-Root-Heath Co., Plymouth, O., has completely redesigned Simplex portable lapping machine since its introduction 3 years ago, and is bringing out Simplex Model 150.

This machine uses a G-E $\frac{1}{4}$ hp motor



and can be connected to the reel shaft of any mower for reconditioning with lapping compound without moving or unhitching other mowers. Reversing switch



permits the driving shaft to run in either direction. Simplex Lapping Compound is available in coarse, medium or fine grit.

F-R-H's Peerless mower sharpener, Model 600, will have 1955 design un-

changed as supts. are highly satisfied with the equipment with its capacity for accurate grinding of mowers of any weight. The weight of the mower is supported by the Peerless and its special jack. Screw type adjustments make it easy to position heavy mowers for accurate grinding, either by the hook method with bed-knife in place or straightline with the bedknife in or out.

NO FREEZE, NO POLLUTION FOUNTAIN BY MURDOCK

Replacing the Murdock "Air-Lock" drinking fountain in the company's line is the new "Ejecto-San" anti-freezing, non-pollutable fountain. It is sanitary, durable, easy to install, and a fine-looking outdoor fountain.

H. F. Oswald of Murdock sales dept. also advises the new Murdock, Jr. $\frac{3}{4}$ " anti-freezing compression hydrant, made of grade A bronze and grey iron castings, precision machined and tested before shipment, now is available at a low price.

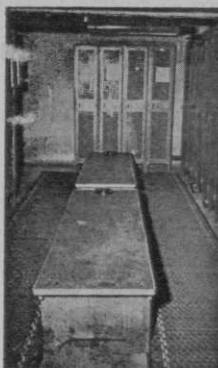
KAPCO DIV. EXPANDS RAPIDLY IN GOLF FERTILIZING

The Kapco Division of The Summers Fertilizer Co., Inc., Box 20, McKeesport, Pa., is now engaged in manufacturing special golf course fertilizers, and has shipped several thousand tons in the northeastern part of the United States, and as far west as Iowa. Most of Kapco's turf fertilizers contain at least 50% slow organic types of nitrogen.

For the past 2 years Kapco has been able to utilize the high analysis Chicago activated sludge, cleaned and screened, which is shipped in the eastern part of the United States. There is a great deal of difference between Kapco material Kap-Oganic and other Chicago sludges, inasmuch that the lower analysis sludges are used for manufacturing purposes; whereas the high analysis materials are only used for bagging purposes. This, in addition to the cleaning and screening method, accounts for the high quality products.

Kapco solubles are sold chiefly to large users through their distributors. Kapco has moderate prices on solubles, which accounts for the large consumption of these fertilizers that are used both by large commercial truck growers and on golf courses.

The Kapco Division of The Summers Fertilizer Co., Inc., is headed by Philip P. Rosette, in charge of sales and administration, and assisted by Howard J. Miller, who is experienced on production. Miller's experience in The Summers Fertilizer Co., Inc.'s plants in the New England area, and executive work in the Baltimore Office, has qualified him to this post.



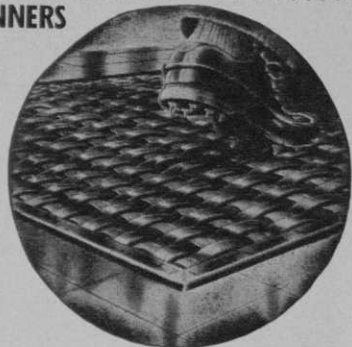
PNEU-MAT-RUNNERS

Are Spike-resistant,
Tough and Durable

Protect Clubhouse
Floors from Spikes

Provide Soft Rug-like
Cushion Under Foot

Are Reversible for
Added Wear



STANDARD
WIDTHS!
20"-24"-30"
36"-42"-48"

TRIAL SECTIONS
24"x60"—\$10.00
20"x24"—\$ 4.00
Postpaid

Write Today
for Details

SUPERIOR RUBBER MFG. CO., INC., 122 East 25th St., New York 10, N. Y.

WORTHINGTON SWEET SHOT BALL ENTIRELY NEW

Worthington Ball Co., Elyria, O., has a completely new Sweet Shot golf ball with new thread, thin cover and liquid center. This high tension golf ball is sold only.


Further refinements are also being made in the Lady Diana golf ball which had extensive acceptance this year by women golfers.

WEST POINT REPORTS GROWTH IN VERTI-CUT, AERIFIER USE

West Point Products Corp., West Point, Pa., reports that use of the Verti-Cut has shown a tremendous increase during the past year. The improved putting surfaces bring favorable comment from the players. The trend is toward frequent, light Verti-cutting. Many courses have purchased a second machine to facilitate frequent use. Superintendents have applied Verti-cutting to a variety of maintenance problems and found it effective to limit weed growth, improve disease control, check Rhodesgrass scale. A time-saving feature added this year are the new self-sharpening Verti-cut blades.

Aerification is routine practice on golf courses. At the larger courses, greens and tees most often are aerified with the self-powered G-L Aerifier. The moderate-priced Junior G-L model is in strong demand by nine hole courses. Use of the Verti-cut to polish the greens surface after aerifying is a practice gaining wide acceptance by superintendents.

Rapid coverage is the demand in fairway aerification. F-G Aerifier units, used in gangs of three, are favored for the 18 hole courses. The extra-wide Grasslan Aerifier, introduced last winter, also is finding good acceptance for fairway work. $\frac{3}{4}$ " diameter spoons, open and thatch types, are the leading choice for fairway work.



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MACGREGOR SALESMEN PREVIEW 1955 LINE

MacGregor Golf Co. salesmen from all districts of the U. S. met at Cincinnati for their annual sales conference and for the unveiling of the 1955 clubs, bags and balls. Bob Rickey, pro sales mgr., says team was enthusiastic about the new products being what their pro customers have asked for.

C.S.I. NEW PYRO-MAGNETIC GRIP GETS PRO APPROVAL

Dale S. Bourisseau of the C.S.I. Sales Co., Solon Center Bldg., Solon, Ohio, tells that despite the late introduction this year of the new Pyro-Magnetic Grip, the sales response was most satisfactory.

"The finished appearance of this new grip, plus the correct taper, grip 'feel' and simplicity of application have received strong approval from pros and their customers," Bourisseau adds.

KEEP-WARM GARMENT HAS BIG FIRST YEAR

Grant Barnett, 707 Main St., Buffalo 3, N. Y., says first year's sales of the Golfers' Keep Warm indicate that pros and amateurs who play in cool weather have made the free action lightweight under-jacket nearly standard equipment.

Many playing the winter tournament circuit used it and praised it highly.

Barnett also reports a good year of pro shop business on his Ripon golf hose and headcovers.

JIM BEATTIE HEADS N. Y. WILSON GOLF STAFF

Wilson Sporting Goods Co.'s New York branch golf department has undergone a rebuilding process recently due to the deaths of key personnel.

Jim Beattie, who formerly worked Long Island and Connecticut territories is in charge of the department.

Leo McNamara is now fully recovered from his seven months of convalescence and carries on with his work in Westchester and lower Connecticut. Bob Haggerty, Jr., continues to work the New

Jersey territory while Bobby Cordiano—a Wilson veteran of six years—now covers Long Island and Staten Island.

Bob Slocum, a new man, is now covering upper Connecticut, Albany and the Catskill Mountain sections. Each of the salesmen lives in his own territory assuring customers of more frequent contact.

Jim Blassi carries on as Beattie's assistant handling office details of the department. He is assisted by West Cornetta.

VALENTINE, MUSSER, GRAU HONORED BY TURF GROUP

Honorary memberships in the Merion Bluegrass Assn. were awarded to Joseph Valentine, Supt., Merion GC; Prof. H. B. Musser, Penn State University, and Dr. Fred V. Grau, West Point Products Corp., at Penn State Turfgrass Field Day. Valentine first observed the bluegrass growing on a tee at Merion GC. Grau and Musser were recognized for their work in developing this improved turfgrass. The awards were presented by Arden Jacklin, Pres., Merion Bluegrass Assn.

MALLINCKRODT REPORT GOOD ON FUNGICIDE RESULTS

A. L. Michel, of Mallinckrodt Chemical Works, St. Louis, says the company's research on golfturf disease control is in high gear and currently is working on several interesting materials.

Michel informs GOLFDOM that supts. reported that Calo-Clor, Calocure and Cadminate this year repeated the same high performance they showed in the 1953 National Turf trials. He also remarks that while mercury price jumped this year



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with consequent increase in unit cost of mercurial fungicides their performance keeps them competitive on a price basis.

The company is preparing a most practical exhibit for the Golf Course Supts.' convention at St. Louis in January.

Mallinckrodt will feature in their exhibit in booths Nos. 51 and 52 an admatic projector showing color slides of interest on turf diseases which cause the golf course superintendents concern each year. It is hoped that other interesting features can be incorporated prior to the show.

The Mallinckrodt plan for turf disease prevention and control coordinates three fungicides: Calo-Clor — a mercurial fungicide recognized for years as a reliable fungicide against brown patch and snow mold; Calocure — a mercurial fungicide specially compounded to give control of brown patch with an extra margin of safety for greens, helping bent grass maintain its color during the hottest weather; Cadminate — a cadmium fungicide which controls dollar spot, copper spot, and red thread (pink patch).

Personnel of the firm's St. Louis and New York Offices will be in attendance and will be happy to discuss questions relating to turf disease problems.

PROVING THAT A SHOWER CAN USE ITS HEAD

At some time or other you have probably heard golfers say, "a really good shower is the best part of the game." A fully satisfying shower is obtainable only

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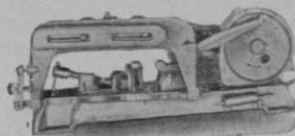
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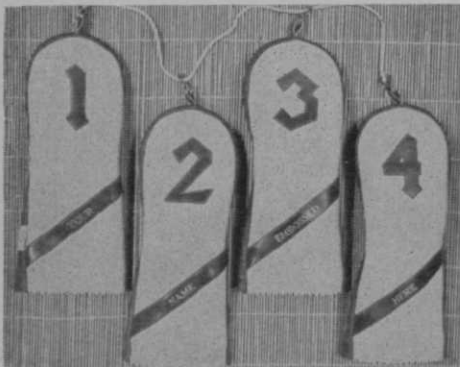
when a faultless shower head is used, and that is the Sloan Act-O-Matic, according to the testimony of many club officials, managers and players. Its exclusive features were specifically designed to produce better bathing for users and direct benefits for the club.

The Act-O-Matic delivers an automatically controlled cone-within-cone spray that sends water exactly where the user wants it and in the quantity he prefers. No distorted streams splash on walls and shower curtains. Second, the Act-O-Matic is self-cleaning. The unique spray disc moves downward to its seat inside the shower head when the water is turned on. When the water is turned off this disc moves upward into drain position, creating a large, free waterway and this automatic action drains the shower head instantly and completely, washing out all water-borne substances. There is no clogging — no liming up — no dripping.

The patented device which provides all these advantages also saves water and fuel and eliminates maintenance and replacement costs. Many Act-O-Matic models are available. Complete information is contained in an interesting folder which will be mailed to you on request sent to Sloan Valve Co., 4328 W. Lake St., Chicago 24.

BURGETT MAKES NEW LEATHER WASHABLE HEAD COVER

An all-leather head cover that is completely washable is in the 1955 line of K. L. Burgett Co., Peoria, Ill. This newest addition to the Parhood family is in the medium-price range. One of the toughest leathers known has been used for it—



goatskin. Goatskin can be kept clean and attractive by repeated washings without becoming hard and stiff.

Like the successful Parhoods of all-leather, suede-and-twill and all-twill, this new head cover will be embossed by Burgett with the player's name in gold without charge. And, like all Parhoods, it is

fleece-lined and joined with a leather cord fitted through swiveled eyelets that prevent the annoyance of twisting, tangling head covers.

All-leather Parhoods have their own rich, natural color. The twill and partly-twill head covers are available in a wide range of striking colors and color combinations. Each Parhood has a special leather strip upon which the free-embossed name appears.

Even better known than Parhoods, is the Parglov line. Newest member of this collection is the Paul Hahn Glove, introduced this year. It has won more than the sales success expected of it, winding up one of the best seasons any item in the Parglov line has had. New modifications currently being made to the glove include changes in trim design and a wider range of solid rainbow colors, in addition to natural leather.

It's a deluxe glove, table-cut and skillfully styled from the finest capeskin, comfortable and soft but tough and durable. There is a full range of sizes, attractively packaged for self-display.

REEMELIN OF TORO NOW HEADS ZAUN EQUIPMENT

Ben Reemelin, formerly sales promotion and advertising mgr. of Toro Mfg. Co. has bought a major interest in Zaun Equipment, Inc., 1090 Edgewood ave., Jacksonville 5, Fla., and now is the company's gen. mgr.

Reemelin is the third of the Toro staff who has gone from the factory into the distribution field. He is succeeded at Toro by H. R. (Jimmy) Johnston, Jr., who was executive on the Toro account for the company's advertising agency, Batten, Barton, Durstine and Osborne.

Charley Zaun will remain with Zaun Equipment as an officer and stockholder taking things easy after 25 years in the business.

The company will continue to handle Toro equipment, Buckner sprinklers, Milorganite and other course equipment and supplies in northern Fla. and southeastern Ga.

NEW FERGUSON ATTACHMENT FOR FLEXIBLE PIPE JOBS

Ferguson div., Massey-Harris-Ferguson, Inc., Racine, Wis., has a new attachment for its tractor to eliminate hand digging or machine trenching in putting flexible pipe up to 1 1/4 in. dia. in the ground as deep as 18 in., speedily.

The low-priced attachment is primarily an agricultural mole-drain device which has maximum penetration of about 22 in. For flexible pipe laying it has guide rings for conducting pipe over the tractor and into a guide tube through which pipe is

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conducted to the bottom of the cut.

In laying flexible pipe an exploratory subsoiling pass is first made to locate any subsoil obstructions that may have to be cleared away.

BUCKNER TRAINING PROGRAM NOW INDIVIDUAL

John Gill, gen. mgr., Buckner Mfg. Co., Fresno, Calif., manufacturers of sprinklers and valves for turf irrigation, during the past year instituted a new policy of placing design and layout service in the hands of their turf equipment distributors.

Gill says, "Our school last year, attended by 43 men from all over the U. S., was in itself a success, but more important, it emphasized the need to the distributor of having to receive special training to provide this designing and layout service, which up to a short time ago was vested in the hands of a very few people.

"We have changed our school from one of class room instruction to one of individual instruction. The school is continuous and operated the year around. We handle no more than two men per week on an individual basis, putting them

on the drafting board at the plant under the supervision of an experienced design and layout man. This new method is proving to be more beneficial than the classroom type of instruction tried last year.

"This expanded type of service to the turf growing trade places the distributor in the position of being able to render a real service to his customers. An authorized distributor is equipped to give turf growers good engineering advice on the layout of water systems and naturally must be qualified to render this kind of service before becoming a Buckner distributor."

WORTHINGTON MAKES NEW DUMP BODY TRACTOR

Worthington Mower Co., Stroudsburg, Pa., has a new dump body tractor in its product line. The new tractor is a highly versatile and useful unit for course maintenance.

The dump box of the new tractor is constructed of durable, 10-gauge steel and holds a full 1 1/4 cu. yds. This self-dumping box is equipped with safety chains and has a lever for locking the body in load-

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ing position. The lever has a special safety locking device that prevents accidental dumping when the tractor is in motion.

The new dump body tractor is powered with a heavy-duty, 48 hp., overhead valve engine and is capable of traveling at 40 mph at an engine speed of 2400 rpm. The transmission is a heavy-duty type with four speeds forward and one reverse, permitting forward speeds from 3 mph to 40 mph. Recommended engine speed range for the new tractor is from 1200 to 3000 rpm.

The new unit features rugged construction throughout. The drop-forged front axle is pivotal mounted and supported on transverse truck springs. The 1½ ton truck, full-floating type, rear axle is on heavy truck springs. Front wheels use 7.50 x 16 tires while the rear wheels carry dual 9.00 x 16's. A ball-type coupler, fully adjustable for height, is supplied as standard equipment. This can be easily converted to a pin-type coupler, if required.

Operator comfort was an outstanding consideration in the design of this new dump body tractor. The comfortable seat is of a suspension type with two torsional rubber springs. It is fully adjustable to compensate for the weight and height of the driver. The automotive-type steering wheel is also adjustable for maximum driving ease. Foot-operated, 12 x 1¼ in., hydraulic, automotive brakes on the driving wheels make stopping almost effortless even with the heaviest loads. For parking, a mechanical type hand brake on the drive wheels is used.

MOCK'S SUPERTURF COMBINATION AVAILABLE WITH MERION

A pioneer in the investigation and promotion of Merion Bluegrass, the Mock Seed Co., Pittsburgh 30, Pa., has, since 1947, been testing a number of different combinations of Merion and other grasses for permanent turf in a reasonable length of time.

Allen Mock says their combination with Merion bluegrass has several advantages including ease of establishment, finer texture, greening up earlier in the spring. In addition, all seedlings are protected against fungus and insect attack by Chloro-Clad seed protectant chemical which increases percentage of germination.

YARDLEY NEW SERVICE AT ATLANTA

Yardley Plastics Co., Columbus, O., adds new warehousing service at 565 Western Ave. N. W., Atlanta, Ga.

"This new facility will enable us to give overnight and pickup service to our dealers and distributors in the Southern States," says Robert W. Rosel, Sales Mgr.

TELLS OF 40 YEARS IN COURSE FERTILIZING

Because producing and maintaining high-quality turf on golf greens, tees and fairways is in many ways the most difficult and highly-specialized of all plant-feeding jobs, the need for specially formulated golf-course fertilizers was early recognized, and some 40 years ago the Coe-Mortimer Co., one of the corporate predecessors of The American Agricultural Chemical Co. formulated the world's first golf course fertilizer. Superintendents who were associated with golf prior to World War I will recall the widespread popularity enjoyed in those days by Country Club fertilizers, Brands A and B.

Some years later, when various subsidiary companies were merged into The American Agricultural Chemical Co., the Country Club grades were continued, and are now known as Agrico Country Club fertilizers. Agrico is kept abreast of steadily advancing plant-feeding techniques, through continuing soil analyses and related research both in the laboratory and in the field, its makers say.

Recently, Agrinite, a companion product, was added to the Agrico line. In a matter of just a few years, this natural all-organic, containing over 8% nitrogen, made from tankage and being clean, dry and odor-free, has taken a prominent place in the turf-feeding programs of golf courses.

The Service Division of The American Agricultural Chemical Co. offers its facilities and plant-feeding experience to supts. without charge or obligation. Inquiries are invited and should be addressed to the company's head office, at 50 Church Street, New York 7, or to any one of the 30 Agrico factories and sales offices serving the U. S., Canada and Cuba.

SWINGING AROUND GOLF

(Continued from page 34)

Pro plans for Christmas golf gift sales campaigns which resulted in "Christmas Shopping at Your Pro Shop" book are spreading rapidly . . . "Christmas Shopping at Your Pro Shop" originally set for circulation of 40,000 among pro shop potential customers, got about 97,000 circulation ordered by pros . . . Numerous orders received too late for handling . . . Campaign is first nation-wide effort by leading businessmen pros to put pro shop golf gifts high on Christmas shopping lists.

Al Houghton, Prince George G&CC, elected pres., MidAtlantic PGA for 6th consecutive year . . . Don Saylor, formerly asst. to Max Elbin at Burning Tree