

WILSON DISTRIBUTES NEW GOLF INFORMATION KIT

Newspaper, radio and television representatives, for the first time in five years, will receive a complete new golf information kit which is being distributed by the public relations department of Wilson Sporting Goods Co.

The kit features both the 1955 men's and women's brochures; head and action



photographs of members of the Wilson staff; informative stories on the development of equipment; and a mat sheet showing pictures of free news mats available on request all neatly packaged in an

"CLOG-HOPPERS"

THE ALL-PURPOSE SANDALS
IDEAL FOR SHOWER • LEISURE • BEACH
LOCKER ROOM • SPORTSWEAR

EVERY MAN AND WOMAN . . . WHO HAVE WORN THEM AGREE . . . "CLOG-HOPPERS" FEEL AS GOOD AS THEY LOOK.



ONLY \$2.00 PAIR

A new idea in sandals . . . molded of flexible frosty white polyethylene plastic . . . foot-conforming contour design . . . smartly styled with rubber strap in contrasting colors . . . non-skid, will not splinter or chip . . . so light they float. Easy to clean . . . Reinforced platform sole gives greater durability.

3 sizes: Small (5-7), Medium (7½-9½), Large (10-12½)

Choice of Blue or Wine strap.

IF YOUR DEALER CAN'T SUPPLY YOU, WRITE:
NU-DELL PLASTICS CORP., DEPT. C
2250 N. PULASKI ROAD
CHICAGO 39, ILL.



Unsurpassed in Design,
Safety and Performance

AMERICAN *Approved* PLAYGROUND EQUIPMENT

Since 1911 the finest equipment built,
backed by lifetime guarantee against
defective materials and construction.

Write for Literature



attractive two color 8½ by 11 inch carrying case.

In addition to regular news stories on the men and women golfers, the women's booklet also contains a feature story on each of the gals.

There are glossy 8 by 10 photographs of all the stars including Arnold Palmer, Bo Wininger and Sam Urzetta and there are new pictures of the established stars.

The mat sheet will help those who find mats more convenient to use and who like to have a complete mat file on hand. The sheet features one and two column mats with both head and action poses. Snead demonstrates the swing in a series complete with captions.

PENFOLD "MULTIDENTIFICATION" BALL MARKING IS NEW

Penfold golf balls, American size, made by Golf Ball Developments Ltd., Birmingham 8, Eng. now are on the U. S. market with identifying marks in addition to the customary numbers. The new Penfolds have hearts, clubs, spades and diamonds in the usual red and black of playing card markings on two balls each of a dozen package.

The other four are marked by numbers.

ACUSHNET NAMES TWO NEW SALES REPRESENTATIVES

The Acushnet Process Sales Co. announces appointment of J. W. Toland, Jr. as sales representative in Western Texas and the State of New Mexico, territory formerly covered by the late Fred P. Fuller and Roland J. Shearer will have



Roland Shearer

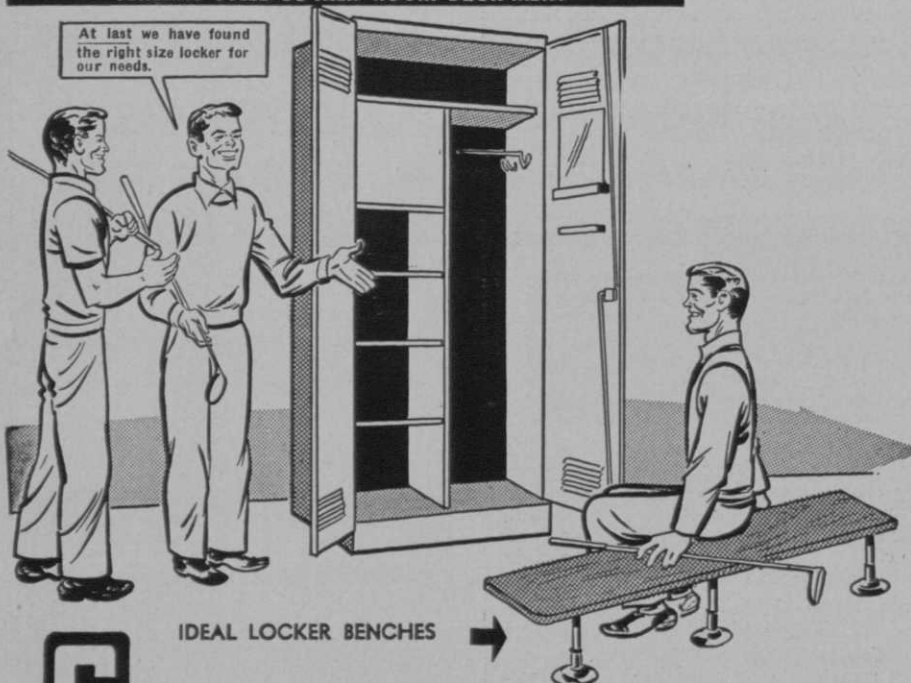


J. W. Toland

Upper State New York and Western Pennsylvania, territory previously covered by the late Lorman Kelley.

Bill Toland served in the Army Air Force during World War II and his extensive background in the sporting goods field has given him occasion to call on the golf professionals in 35 states. For several

GENERAL STEEL LOCKER ROOM EQUIPMENT



IDEAL LOCKER BENCHES



GENERAL STEEL PRODUCTS CORP.

FLUSHING 55, NEW YORK. INDEPENDENCE 3-3000

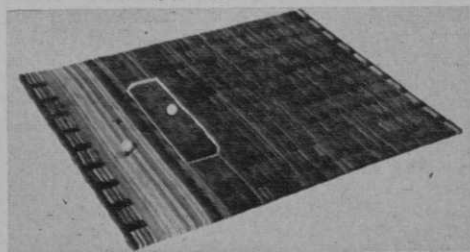
Our experienced sales engineers are available.

years, prior to Toland's present appointment, he has been selling Acushnet golf balls in the South Atlantic States.

Rollie, who originally hails from Seattle, Washington, has been selling Acushnet golf balls and golf equipment around the Illinois and Wisconsin area for several years; and, in addition, has headed the Shearer and Pollard Warehouse in Evanston, Illinois since 1947—one of Acushnet's largest shipping centers.

FLEXI-MAT HAS NEW COMBINATION GOLF RANGE MAT

Flexi-Mat Corporation, Chicago, Ill., has a new design mat and brush combination made of heavy duty $\frac{7}{8}$ in. thick airplane



tire carcasses reinforced with nylon cord fabric, and bound together with No. 9 gauge galvanized spring steel wire. Insert opening for the new Tampico brush is re-

New! Improved **WESTALL** **RUBBER FLOORING**

Lower Priced!

We are pleased to announce this new rubber flooring now being offered in plain and embossed surfaces in choice of red, green, or sand colors. Write or wire for samples and information.

- PROTECTS CLUBHOUSE FLOORS FOR YEARS!
- LONGER-WEARING, TOUGH, FIRM!
- SO SMOOTH, SAFE AND EASY TO CLEAN!
- DOES NOT BUCKLE, STRETCH OR CRAWL!
- COMES IN ROLLS UP TO 24 ft. LENGTHS, $\frac{5}{16}$ " THICK AND 36" to 46" WIDTHS.

HENRY WESTALL COMPANY
944-960 Merrimon Ave., Asheville, N. C.

ANNOUNCING THE NEW NESTOR JOHNSON PRO-TEE

A rugged, completely mechanical golf tee, perfected and produced with all the famous Nestor Johnson sports engineering and design know-how behind it!

60 years of Nestor Johnson craftsmanship and quality standards offer you these five points in a completely tested and guaranteed golf tee for more play, more profits:

- Easy installation
- Fast, non-jamming ball delivery
- Adjustable tee height
- Foolproof operation
- 100-ball capacity hopper

For complete information, write:

NESTOR JOHNSON MFG. CO.
1900 N. Springfield Ave.
Chicago 47, Illinois



inforced with a double strip rubber rim as an added protection to the mat, permitting more vigorous iron play and preventing accidental damage to clubs.

The weatherproof, skid-free surface of the mat is spike resistant, suitable for indoor practice and for use on par 3 courses. End clamps are cadmium plated to resist rust and corrosion.

Overall size of mat is 4 ft. by 5 ft. and brush size is 5 in. by 20 in.

HELPS DEVELOP PROPER GRIP



A new product to aid the golfer in developing the proper grip is being distributed by Elasco, Inc., 1944 E. Market St., Akron 5, Ohio under the name Prop-O-Grip. It is not permanently installed on the club, but is an easily attached device which helps the golfer position his hands properly to develop the correct swing in all types of shots.

Developed with the assistance of top rubber scientists, Prop-O-Grip is a lightweight molded rubber cover that zips over the handle of any club. It adds no bulk to the club handle, and after the correct grip becomes a matter of habit, the golfer can eliminate it without any feeling of awkwardness. So light in weight it can readily be carried in the pocket or golf bag, it has been engineered for strength, to stand up under the constant beating and friction of play.

Golf pros who have tested the device are enthusiastic about its possibilities. The molded rubber projections and thumb grooves, they say, are an aid in indicating to the novice golfer the exact way his hands should be aligned for the best grip and its low retail cost puts it within the reach of every golfer.

NESTOR JOHNSON ENTERS MECHANICAL TEE FIELD

The Nestor Johnson Manufacturing Company, well known in the sporting goods industry for over 60 years, announces the addition to their line of the Pro-Tee, for golf ranges and pro instructors.

The Pro-Tee is completely mechanical and has been thoroughly range tested; incorporates several novel features to insure continuous trouble free operation on ranges. The tee height is adjustable and safety provisions have been made so that

no ball may be teed below mat level.

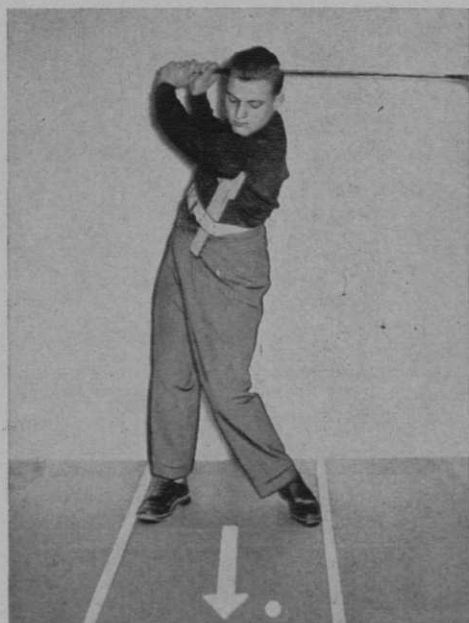
The 100-ball non-clogging hopper is designed to eliminate the use of range clubs for stirring balls into motion. The Nestor Johnson Company added the automatic tee following a study which showed the need for a quality built, carefully inspected, and guaranteed unit that would be satisfactory to operators under all conditions.

"AUTOMATIC PRO" DEVICE GUIDES GOOD SWING

The "Automatic Golf Pro," a training device worked out by an engineer who long has been a pupil of numerous competent pros, now is being made and sold by Automatic Golf Pro Co., 325 W. Ohio, Chicago 10, Illinois.

It is an ingeniously simple device to develop correct action and feel of shoulder and body turn and right elbow performance. It consists of a light, adjustable webbing belt and right elbow harness, and a left side guide that extends from the belt to under the left shoulder. It is for right- or left-handed golfers.

Pros, after the customary reluctance to pay much attention to practice and



"swing-grooving" devices, have been quite impressed by the way this gimmick helps their teaching, and say that it's proved to be a good thing in checking up on their own swings.

It caught on shortly after its introduction in the Chicago district and is being marketed on a nation-wide pro-only basis. It has a moderate retail price.



RAIN BIRD and NELSON...

the "Top Pros" in Sprinkling Equipment!

Rain Bird Sprinklers and Nelson "Quick Coupling" Valves provide unsurpassed watering capacity. Here's rainmaking that suits your course to a "T"; for sprinklers can be adjusted to full, half or quarter circles to prevent soaking of walks or driveways. Ease of maintenance... ease of operation will have you swinging in the rain! Sprinklers and key are inserted

into valve top, and a simple turn of the key has the sprinkler in full operation.

Write for literature on the most complete line of sprinklers and valves.

**NATIONAL RAIN BIRD
SALES & ENGINEERING CORP.**
Azusa, California

RAINY SPRINKLER SALES
609 West Lake St., Peoria 5, Illinois



NEW AERIFIER FOR LARGE AREAS

West Point Products Corp., West Point, Pa., announces a new Aerifier for fairways and other large turf areas. Newest addition to the Aerifier family is the Tractor-Lift Aerifier. It may be used with Ford, Ferguson or other farm type tractor with 3-point suspension hook-up. For large scale mechanical conditioning of soil this rugged model is ideal. It's wide—cultivates a six foot swath—for fast coverage. Heavy-duty steel frame is built to take it. Lift it for transport with the hydraulic system built in to the tractor. It's the most efficient and economical aerifying unit yet designed. Available for shipment now.

TED HORVATH REJOINS SPALDING PRO GOLF SALES



Ted Horvath has recently left the Spalding Tinkertoy Div. to again become associated with Spalding's pro sales staff.

During his high school days, Horvath held a position as cad-dymaster and was captain of his school golf team for two years. Following high

school, he was assistant to Wally Mund of Midland CC in St. Paul, Minn.

In the early 40's, he served as professional for two years in St. Paul, followed by service in the Marine Corps in 1944-45.

In 1949, he joined Spalding as a golf professional salesman until the spring of '53, when he joined the Tinkertoy Div. He is currently covering territory which includes the upper part of Wisconsin, Michigan Peninsula West, with North and South Dakota and Minnesota. He is temporarily living in Arlington Heights, Ill. but expects to make his home in the twin cities.

PENNLU BENTGRASS (CERTIFIED)

**Stolons of assured purity
for your greens**

**U-3 BERMUDAGRASS
Fairways and tees**

Valentine Turfgrass Nursery
VALENTINE FARM Worton, Maryland
On the "Eastern Shore"

ASK

Woodruff



**Don't hesitate to telephone,
write or call upon us**

Inquiries for quotations and special analyses of grass seed are handled quickly. Any usual or unusual grass condition peculiar to your area may require a particular knowledge of seed habits based upon tests in different sections of the country. Our results of such tests are yours for the asking.

The larger users of lawn seed ASK WOODRUFF and rely upon Woodruff answers. Dept. G45.



F. H. WOODRUFF & SONS, INC.

Millford, Conn. • Toledo, Ohio
Bellerose, L.I. • Atlanta • Sacramento
Dallas • Salisbury, Md. • Mercedes, Tex.

Wonderful for New Seeding . . . Doesn't Puddle or Pack



DOUBLE SPOUT
Style (illus.)
\$19.50

SINGLE SPOUT
\$18.75

DOUBLE ROTARY
SPRINKLER

'Right
as
Rain'

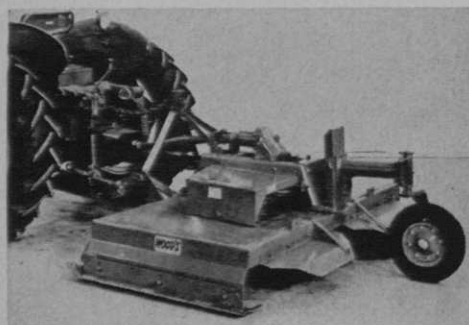
Greater Distance — Better Coverage
Positive Action — Longer Life

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

WOOD BROTHERS MAKING 80-INCH ROTARY MOWER FOR TRACTORS

Wood Brothers Mfg. Co., Oregon, Ill., is making an 80-in. rotary mower as a tractor attachment for golf course and park work.

This M80 model is made to mount on



the Harvester 200, 300 and 400, International 300 tractors, using Fast-Hitch with adapter, on the Oliver 55, John Deere 40, Minneapolis BF, Ford-Ferguson and similar tractors.

The Model M80 is equipped with new side skids. They are adjustable in height,

formed so that they will not scalp while turning and made so they eliminate scalping during mowing.

The Wood Brothers Mfg. Co. makes 11 other models of rotary mower-shredders in swaths from 42 in. to 114 in.

A new catalogue containing complete information on the M80 and other models is available.

MACGREGOR HAS NEW "MT" BALL FOR WOMEN

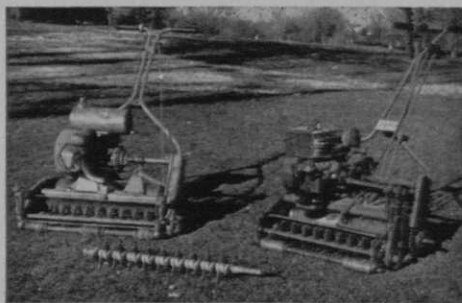
MacGregor is introducing a completely new golf ball, the Ladies "MT". This is a ball carefully constructed and with compression to meet the needs of the fast-rising number of women players, says R. D. Rickey, MacGregor Sales Mgr.

The ball is made on electronic winding machines and features MacGregor's exclusive "V-Thread Winding". Three are packed in a smart all-black MT tube. The tube features a slip-on lid after it has been zipped open. This allows the remaining balls to be kept in the handy tube container, thereby reducing scuff marks and abrasions. The Ladies' MT golf ball retails for \$1.10, \$3.25 per tube, and is pro-only.

PAR-THATCHER* REEL SAVES ON EQUIPMENT EXPENSE

For easy, low cost thatch removal on bent greens Bermuda tees and on aprons for re-seeding. Designed by M. M. Parsons, leading Golf Course Superintendent. Install a Par-Thatcher Reel in an idle greensmower — models to fit most Toro and Jacobsen greensmowers. Ask your local golf course equipment dealer for a demonstration, or write.—Now ready! Fairway model to fit Worthington gang mowers.

*Patent Applied For



LAWRENCE J. MEISEL DISTRIBUTING CO. 440 S. Brentwood Blvd., Clayton 5, Mo
EXCLUSIVE DISTRIBUTORS IN U.S.A. AND CANADA



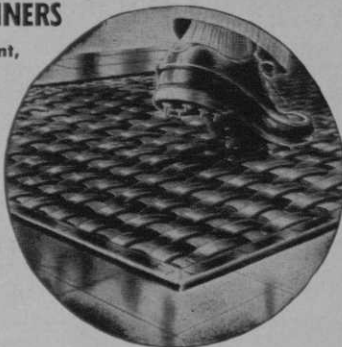
PNEU-MAT-RUNNERS

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.

NATIONAL MOWER HAS NEW TRIPLEX SICKLE OUTFIT

Robert Kinhead, Sr., who began making power mowers 35 years ago, produced the first power sicklebar mower used to any extent around golf courses. Some of those old 38 in. sicklebar outfits of Kinhead's National Mower Co. are still operating on rough in hard-to-get-at spots.

Now Bob, Sr. has come out with a new sicklebar outfit for use on courses, parks



and highways. The new equipment, the National Triplex, consists of three 30 in. mowers of rugged construction, to make

a 7-ft. cut. The drive wheels are in the rear, the engine is mounted very low in the front, and the driver is seated over the rear wheels, giving added weight and traction to the driving wheels.

The low center of gravity enables the National Triplex to work with safety on an 83% (40 degree) slope, something hitherto considered impossible. The 8½ in. power driven reels will cut high, thick grass. It is highly maneuverable, works with safety on side hills and slopes, and does a good, clean job of mowing.

For detailed illustrated folder and specifications write to National Mower Co., 839 Cromwell Ave., St. Paul 14, Minn.

K&N MACHINE WORKS ADDS TREE MOVER TO LINE

K & N Machine Works, St. Paul, Minn., well-known for its manufacture and distribution of Ryan landscaping equipment, has announced the addition of Beseler tree movers and tree slings to its line.

Herman Beseler, mechanical engineer, professional nurseryman and designer of the Beseler tree sling and tree movers, has joined K & N and will be in charge of tree moving equipment sales.

NOW! ENJOY THE FINEST GOLF CAR ON THE MARKET!

IT'S THE E-Z-GO

PROVED FIRST IN POWER . . . FIRST IN
PERFORMANCE . . . FIRST IN COMFORT
After Thousands of Miles of Testing

Precision-built to give long service, the E-Z-GO has proved to be the most rugged, versatile golf car on the market today! Gives you the smoothest acceleration, most silent operation . . . plus two-wheel brakes. Compare power . . . beauty . . . economy . . . and ease of handling and you'll select E-Z-GO!

WRITE FOR FREE DESCRIPTIVE LITERATURE NOW!



America's Finest Golf Car!

E-Z-GO CAR CORP. P. O. Box 388 AUGUSTA, GA.

CONYBEARE NAMED SPALDING GENERAL SALES MANAGER

George Lawson, vp, announces appointment of Robert S. Conybeare as General Sales Mgr. of A. G. Spalding & Bros.



Robert S. Conybeare

Conybeare came to the Spalding organization from the Dr. Pepper Co. of Dallas, Tex., where he was Asst. General Sales Mgr., having joined that organization on September 1, 1952 and remaining there until his association with Spalding. From 1947-52, he was General Sales Mgr. of the Wooster Rubber Co., Wooster, O.

Prior to that during the post World War II period, he was associated with the sales department of the Liberty Can & Sign Co. of Lancaster, Pa. and the Dailey Mills, Inc., Olean, N. Y. In 1941-45, he served in the Navy for 3½ years and was discharged as a Lieutenant Senior Grade.

He attended Lehigh University and has a B.A. in Economics from Yale. He is 36 years old, married and has three children.

Conybeare's office is the Spalding, Chicopee, Mass. plant.

Albert S. Liebers, 108 Broadway, New York 38, showed new laminated, densified wood heads (drivers, brassies, spoons and putters) on display at Dunedin during the PGA Seniors. The heads are impregnated with phenolic resin and have no face inserts, sole plates or varnish. Liebers is one of the oldtime clubmakers.

Thomas L. Skinner appointed district sales mgr. of Philadelphia branch of United States Rubber Co. division which is responsible for golf ball sales. Skinner has been with U. S. Rubber since 1939, except for three years in the Army.

BUCKNER'S NEW IRRIGATION MANUAL IS HELPFUL

A sprinkler irrigation manual prepared by Dr. Winston C. Strong of the Fresno (Calif.) State College, and edited by John B. Gill, contains much information of value to golf course supts.

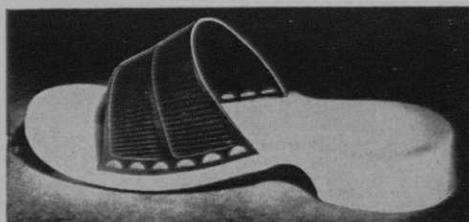
It certainly should have a place in the course maintenance office book file.

Buckner Mfg. Co., Box 232, Fresno 8, Calif., will send it, complimentary, to supts. on request.

NU-DELL INTRODUCES "CLOG-HOPPERS" NEW ALL-PURPOSE SANDALS

"Clog-Hoppers" is the name of a new all-purpose sandal for both men and women. A new idea in footwear, ideal for shower, beach, locker-room, leisure and sportswear, "Clog-Hoppers" are molded of flexible, frosty white polyethylene plastic in foot conforming contour design.

Contrasting colored molded rubber straps make sandals adjustable to feet



and easy to slip on. The straps have ventilating and draining port holes for added comfort. The sandals have a reinforced platform sole which gives greater strength, added durability and are so light they float. Added features are non-skid construction, will not splinter or chip.

"Clog-Hoppers" come in three sizes: Small (5 to 7), Medium (7½ to 9½), Large (10 to 12½) — with choice of Blue or Wine rubber strap. For complete information, write to: Nu-Dell Plastics Corp., Dept. 10, 2250 N. Pulaski Road, Chicago 39, Ill.

GOLFCRAFT GLASSHAFT SHOWN TO NEW YORK GOLF GROUP

Golcraft's new Glasshaft was shown by the company's Pres. Ted Woolley, Lloyd Mangrum, and officials of the Owens-Corning Fiberglas Corp., to New York sports writers and top amateurs and professionals, March 23.

The technical presentation of the new shaft followed a lunch at Toots Shor's attended by 70.

John Bulla, one of the many pros who have given the new shaft extensive tests in play and on practice tees, was among those who spoke enthusiastically of the new shaft.

Clubs having the new Glasshafts have

SELF-MOVING IRRIGATION

FOR BETTER FAIRWAY TURF . . . ADAMSON MOVING BASE SPRINKLERS

For new installations, for problem fairways, for old systems with pipes past their prime, the Adamson Moving Base Sprinkler gives unbeatable water distribution with minimum outlets, pressure, and labor.

Two models available • ask for complete literature and sample piping print.

ADAMSON SPRINKLER COMPANY, 2228 BARRY AVE., LOS ANGELES 64

heads designed by Lloyd Mangrum. Complete design and construction was the result of Mangrum's close collaboration.

An ultra slow motion picture, taken at 7000 frames a second, was shown to confirm statements about the Glasshaft's springiness in one place, without torsion.

The shafts are made of Fiberglas cloth and Bakelite pheolic resin, bonded to a thin steel core.

Golfcraft experimented seven years to develop their Glasshaft, Wooley related. Although the company felt confident the properties of Fiberglas could be applied advantageously to golf shafts because of its shock absorbing qualities, certain difficulties had to be overcome; notably of proper weight and controlled rigidity.

Nearly a year ago, after many experiments including work patterned after aircraft industry practices in laminating glass and resin to steel, the company perfected a method to make a thin steel tube and laminate it to Fiberglas cloth.

The resulting club shaft was found to be satisfactory in weight, diameter and spring while maintaining proper rigidity. Subsequently, clubs with the new shafts were produced and put to severe tests by tournament pros and average golfers, for tryout and evaluation. The Golfcraft Glasshaft clubs are pro-only.

Knock Out Weeds



the
SAFE
EASY
Scott's®
WAY

NO MIXING

APPLY DRY

Use Scott's 4-XD to destroy weeds near greens, on fairways and tees—no dangerous drift—doesn't harm desirable grasses, economical, too! Write for prices.

O. M. Scott & SONS CO., Marietta, Ohio

O. S. BAKER FINE TURFGRASSES

(30 Yrs. Golf Course Superintendent — There's no substitute for experience.)

ZOYSIAGRASS—Rhizomes for vegetative planting of

MEYER (Z-52) JAPONICA propagated from parent stock U.S.D.A. and

RUGLAWN (FZ-17) MATRELIA. Also **BERMUDAGRASS** Hybrids T-57 and T-127.

FULL INFORMATION BY MAIL ON REQUEST.

358 N. W. 27th Ave., Phone 64-3352
MIAMI 35, FLORIDA



SABAYRAC SALESMEN GET HOGAN CLUB STORY

Ben Hogan told salesmen of Ernie Sabayrac, Inc., the close-up of Ben's first year in the golf club business, as Ernie's men held their spring sales meeting at Miami Springs (Fla.) Villas.

Hogan related the problems his organization met during the initial year of getting established in the production of uniformly high quality clubs, and how the problems had been solved. Deliveries weren't made at the hopeful rate expected because production on the desired basis didn't yield enough clubs to pass Hogan's O.K. Ben told the Sabayrac salesmen who sell his pro-only line that he knows he has played it wise by taking the headaches and time and money loss his first year instead of shipping any clubs that he couldn't personally approve as top grade. Ben's 3-hour session went over big with the sales force.

Other quality lines handled by Sabayrac also were described in full detail during the spring conference.

The Sabayrac line-up at the Hogan session, L to R:

Ernie Sabayrac, Grant Robbins, Mike Long, Johnny Burt, Al Roberson, Chester Kubik, Les De Fino, Danny Parilli, Andy Augaitis, Dan Labadie, Bill Brown, and Ben Hogan.

"LITTER-GITTER" INVENTED BY BERT ROST, COURSE SUPT.

Bert Rost, supt., Park Ridge (Ill.) CC has invented a convenient and compact debris container that's been named the "Litter-Gitter."

The container is 11 in. long by 4½ in. high and 6 in. deep. It is die cut, electrically welded and has white enamel finish. The top of the container has room for distance and par data, and the front side

Gitter" as a handy collector to be put on the backs of tee benches or elsewhere on courses, the container already has found many other fields of usefulness and now is being considered for extensive use in city clean-up campaigns.

The "Litter-Gitter" is made by the L. G. Co., 9000 Milwaukee, Desplaines, Ill., and is being distributed by a number of golf course equipment and supply houses.



may be used for reminders to players to help keep the course tidy, or for other messages the green-committee desires to have publicized.

Although Rost invented the "Litter-

ARMOUR IN NEW TEACHING MOVIES FILMED BY CASTLE

Castle Films, 1445 Park Ave., New York 29, is distributing its new instruction film by Tommy Armour based on Armour's book "How to Play Your Best Golf All the Time," which has been on the best seller lists for two years.

The films have been made in 8 mm silent and 16 mm silent and sound. Castle Films, oldest and largest producer of home movies, are distributing the Armour films through pro shops and camera stores.

Armour does a lively, masterly job in the picture, getting across his instruction clearly, incisively and smoothly. The photography is very good, too, with regular speed, slow motion and stop motion for pictures Armour wants to emphasize. The picture was filmed at Winged Foot.

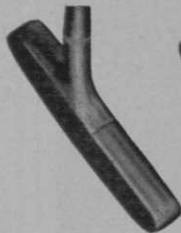
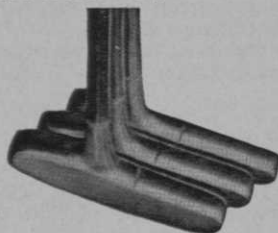
BEN RICHTER'S "DROPEM" BLADE PUTTERS

Brand New Center Shafted Putters — Brought Up-to-date — 3 Attractive Models

No. 1 SHORT TOE, LONG HEEL

No. 2 MEDIUM TOE, MEDIUM HEEL

No. 3 LONG TOE, SHORT HEEL



#1

#2

#3

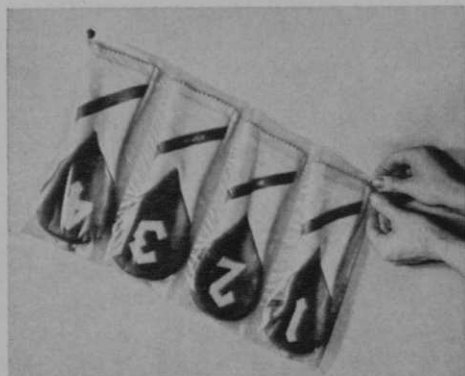
Each Model in Flat-Medium or Upright Lie. In Dull Chrome or Silicon Bronze
Any length—Rubber or Leather Grips to Order. Sold thru pro shops—\$12.50

BEN RICHTER, Normandy 21, Mo.

PLASTIC HEAD COVERS' ENVELOPE IMPROVES PRO SHOP DISPLAY

The new plastic compartmented envelope adopted by K. L. Burgett Co. for "Parhood" packaging provides a simple means of displaying the head covers without soiling from dust or handling. The envelope is clear plastic and is divided into four separate sections, one for each head cover.

Tacking the envelope to the wall is one way to use the new Burgett package as a display piece. The Parhood set could also be hung on the front of a display cabinet, Scotch-taped to the top of the cabinet—or, if the top is glass, taped to its underside. Golfers can see the headcovers and even feel their thickness and pliability



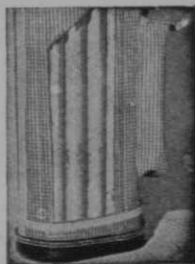
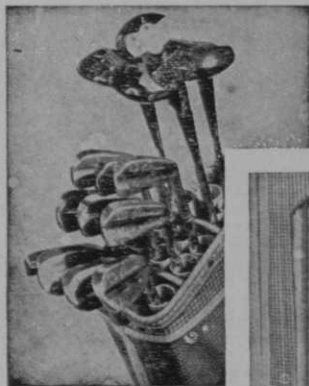
through the envelope without getting the Parhoods soiled or discolored.

Also announced by K. L. Burgett Co. is the new 42E Parhoods, deluxe head covers made of unborn calf hide complete with hair. A trim of fringed leather is stitched into the seam of these head covers, and they are available in black and white, brown and white—or any other color that a cow comes in!

PROFIT

Plus Satisfaction

..an unbeatable combination



PRO-TEX

GOLF CLUB PROTECTORS

assure you of both.

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ILLINOIS LAWN EQUIPMENT GETS ACQUAINTED AT "OPEN HOUSE"

Illinois Lawn Equipment Co., 9919 W. 143 st., Orland Park, Ill., is the new distributor for Worthington and Jacobsen equipment in the Chicago district.

The company was host to course superintendents at an "open house" affair March 17.

FOUR NEW FEATURES ON 1955 RUTLEDGE CADDY SAVER CART

Rutledge Co., 3333 Belmont ave., Chicago 18, Ill., now has on the market its 1955 model Caddy Saver bag cart, in which there are four new features:

- 1—An adjustable bag holder that takes any size or style bag.
- 2—Easy to open and to close, without any squatting or bending way down.
- 3—Locks open or closed, and stays locked until released.
- 4—The bag load is centrally and evenly balanced so it's light to pull or push.



The cart is made of high strength airplane metals, and is rustproof. Wheels are ball bearing, tires semi-pneumatic. Both handles have vinyl plastic grips. Wheels are 10 in. or 12 in.

JOYCE GOLF SHOES FEATURE NEW SILICONE WATER-PROOFING

Silicone-treated leather which promises to keep feet dry after miles of slogging on wet courses, is now a standard feature of Wm. Joyce golf shoes. The Wm. Joyce golf lines for men and women, made by Bowen & Hull, Inc., Pasadena, Calif., were the first golf shoes on the market to be equipped with this type of water-proofing.

The silicone process — impregnated in the tannage of the leather — has been made possible by a silicone chemical prod-

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uct. Its unusual properties repel water preventing it from saturating the treated leather for extremely long periods. Tests by Bowen & Hull, Inc., have shown that shoes can be flexed in water for over 2 months and remain dry on the inside. Reports from the Northwest where the shoes have been worn since September indicate tremendous acceptance.

B. C. (Kip) Bowen, Jr., sales mgr., Bowen & Hull, Inc., says: "Wm. Joyce Shoes have up to now been strong sellers in pro shops primarily because of their extreme lightness and colorful styling. Now—with this new water-proofing—we know there isn't a finer golf shoe available for any price."

CLUB TUBE BUSINESS GROWS FAST, SAYS PRO-TEX

Sales of the Pro-Tex Fecolite tubular club protector have jumped this spring, report the Pro-Tex makers, Feco Sales Co., 37 Culley st., Fitchburg, Mass. Pro-Tex lightness and capacity to withstand moisture and hard use in protecting clubs has made a large market for the product.

The Feco company is working on a bag especially designed to make use of the Pro-Tex tubes, and soon will announce this new product.

ADAMSON MOVING SPRINKLER SAVES WATERING LABOR

Adamson Sprinkler Co., 2228 Barry Ave., Los Angeles 64, is extending its business in the golf field with its Adamson moving base sprinkler, a cast-aluminum outfit. The sprinkler, with 400 ft. of wire, but without the radius pipe, weighs under 70 lbs.

The sprinkler, its makers say, will drag 200 ft. of one-inch hose on moderate water



pressure. The travel of the sprinkler is 5 ft. for each complete revolution of the head around the base.

Length of radius pipe which connects the revolving tractor head and the moving base depends on the job. For fairways 15 ft. 6 in. is recommended by Adamson.

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GOLF "TEASE" SHOW GOOD SALES FORM

"Golf Tease", plastic tees, modeled on the classic lines of a headless Venus, now are being marketed nationally by Wm. H. Hoganson Co., 40 Los Robles ave., Pasadena 1, Calif.

The novelty tees have got a lot of laughs at clubs where fellows have had them and have quickly sold out of pro shop stock.

TEN MAJOR IMPROVEMENTS IN 1955 ELECTRI-CAR

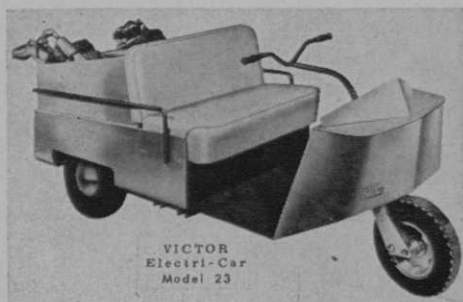
An all new Electri-Car incorporating ten major design changes is being manufactured by the Victor Adding Machine Co., Chicago.

Important developments on this 1955 model include a self-tracking castor-action steering mechanism, double coil spring seats for greater riding comfort, pedal acceleration, pedal foot and parking brakes, plus an all-aluminum body over a welded steel chassis.

Through 1954 after the introduction of the first Electri-Car, golf course personnel were queried on what they expected of golf car performance. Their comments were considered a basis of operation when

Victor engineers began designing the 1955 model.

Among many features of the 1955 Electri-Car is a direct drive from the motor to an auto-type differential. Also this new model possesses balanced disc



brakes similar to those used on commercial aircraft.

Larger wheels equipped with air-cushioned low pressure tires have been made standard equipment.

Pros who have the task of maintaining a fleet of golf cars will find the new Electri-Cars easy to service. The whole rear section of the aluminum body can be

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tilted up to permit easy access to the batteries and motor. Perfect balancing of parts and the use of aluminum make it simple to ready the car for a check-up or charge.

The car also contains two large wells designed to accommodate largest golf bags. These wells have been so positioned that players can reach for their clubs without difficulty.

The arm rests make it easy for players to hop aboard, and serve to give the car added strength without added weight. Weight is 10 per cent less than the 1954 model.

The Victor Electri-Car comes complete with battery, telemeter and battery indicator. Sales and service facilities are now available in principal cities.

SPALDING TRANSFERS NEW YORK STORES TO JOHN JARRELL

Ending over half a century of retail selling in New York City, the A. G. Spalding Co. relinquishes ownership of its two stores at 518 Fifth Ave. and 175 Broadway effective April 1.

Both stores will come under the management of John Jarrell Inc., of Atlanta, Ga. Spalding sports equipment will continue to be sold at both locations.

SWINGING AROUND GOLF

(Continued from page 36)

operations poetically labelled "games of chance." . . . A double take on some of the Calcuttas in pro-am tournaments doesn't have Las Vegas looking distinctively sinful . . . Las Vegas Calcuttas haven't been up to the figures of some of the pro-ams and never will be if the Las Vegas people play it bright.

Johnny Cochran doing excellent job as promotion and public relations director of new Columbine CC at Denver, Colo. . . . Johnny and Rip Arnold, Cherry Hills CC pro, got first honorary memberships at Columbine . . . Rushing work on Columbine course . . . Expect to have it finished in late summer.

Southern Seniors' Golf Assn. expects to soon pass last year's record membership total of 472 . . . Richard L. Viergever, formerly in Chicago dist., now supt., Woodbridge (Calif.) G&CC . . . Wes Hilton, foreman of Greenbrier's No. 3 course, at White Sulphur, W. Va., subject of interesting article in Brierchat, the resort's house-organ . . . Hilton's been at Greenbrier 34 years . . . Hilton says that Supt.



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