

Make Top-Soil Out of Sub-Soil

by working in

Hyper-Humus

NATURE CURED PEAT

The Organic Soil Vitalizer

Superintendents everywhere are enthusiastic over this new and better way to build a fine golf course.

Let us show you how raw sub-soil can be converted into new top-soil for much less than the cost of hauled-in topsoil, and the new topsoil will have just the right organic content, free from weed seeds, insect larvae and disease spores.

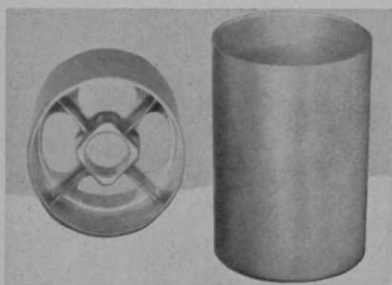
Write for Special Top-Soil Bulletin and address of nearest Hyper-Humus dealer

HYPER-HUMUS CO.

BOX G

NEWTON, N. J.

TRU-CIZE HOLE CUP



TRU-CIZE HOLE CUPS Are Best Because:

1. Made by the new "Precise Die Cast" method, accurate to a few thousandths/inch. 2. Made of 99% pure zinc — rust proof. 3. 25% lighter than cast iron cups, with three times the tensile strength of cast iron. 4. Years of use on hundreds of golf courses have proven their superiority. 5. They comply with USGA Rules and Measurements. Cup tapered $\frac{1}{8}$ in. 6. Built with particular attention to high quality; stronger pole sockets; drainage and smoothness, inside and out.

Write us for name of your nearest dealer.

Manufactured By:

GOLF & TRACTOR EQUIPMENT CORP.

P. O. Box 55, Elmwood Station, Syracuse 7, N. Y.

Chandler Harper Grows As Golf Businessman

CHANDLER HARPER, the quiet, lean, Virginian who won the 1950 PGA championship, took another big step forward as one of pro golf's big businessmen, when he began construction of an 18-hole semi-private course in his home town of Portsmouth, Va.

Harper, after one council vote edged him out, had the council's second vote unanimously in favor of the course and clubhouse deal on which he, without any partners or stockholders, will spend about \$150,000. Harper's other business interests include presidency of the Professional Golf Co., and a substantial interest in a finance corporation.

The Portsmouth property (138 acres) is leased from the city at an annual rental of \$3800. After 25 years the entire property and its improvements will revert to the city of Portsmouth.

Fred Findlay of Charlottesville, Va. is the architect of Harper's course which will be known as the Bide-A-Wee GC. Russell Breeden of Charlottesville is assisting Findlay with construction of the course and will become its supt. when the course is opened this fall. The course normally will play about 6500 yds. and from the back tees can be stretched to about 7100 yds.

SQUIRE SLACKS DEMAND IS UP

Jack Lust, sales mgr. of Squire Slacks, 18 W. 20th St., N. Y., reports production plans which will enable his custom slack company to expand and accelerate service to their fast growing golf professional accounts. The Squire 1955 selection includes the newest in slack fabrics along with the pro shop favorites of the past year, all of fine custom tailoring. Jack's brother, Eddie Lust, will arrive in late March to headquarter in Chicago from where he will contact Chicago District and Illinois professionals.

Walter Hagen Golf Co. div. of Wilson, Grand Rapids, Mich., has its 1955 catalog of pro-only clubs, balls, bags, in the mails. Pros who don't receive a copy will get one by writing Ed Rankin, gen. mgr. of the Hagen company.

Mock Seed Co., Pittsburgh 30, Pa. has a summary of cultural information on Merion bluegrass that's something golf course superintendents will find interesting and authoritative. It will be sent free on request.

CLEARY BUILDING PAR-3 COURSE AT FACTORY

W. A. Cleary Corp., New Brunswick, N. J., makers of PMAS, Caddy, and Spotrete, is building a par-3 course and practice range on acreage adjacent to the company's plant and turf nurseries.

The golf layout will be available to the public on a fee basis. It also makes a very practical test area of the various strains of Cleary sod and the company's fungicides, under heavy play conditions.

Leo Cleary, sales mgr. of the company, says opening day of the course and range tentatively is set for May 30.

SPALDING RESUMES PUBLICATION OF "SPORTSMAN"

A. G. Spalding & Bros., Inc., have resumed publication of their interesting magazine for employees and customers.

The current issue, first of 4 to be issued this year, contains a story by Francis Ouimet on playing in as captain of the R&A, one on Jerry Barber and another on "How the Golf Ball Got Its Dimples." It also has, among other features, a picture of Jimmy Thomson's outfit for chasing wild drives into thickets. The outfit consists of a Spalding football helmet and Spalding football shoulder pads.

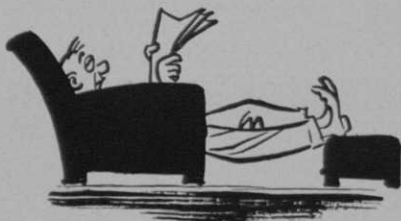
New! Improved WESTALL RUBBER FLOORING

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, 5/16" THICK AND 36" to 48" WIDTHS.

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



THE FAMOUS 3-FOR-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.

STANDARD
MODEL
\$39.50

DELUXE
MODEL
\$44.50

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.



\$29.50

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

NEW "QUIKY" CLUB WASHER GETTING LIVELY CALL FROM DEALERS

Sports & Games Co., 3111 S. Racine Ave., Chicago 8, Ill., reports orders for their "Quiky" Club washer arriving from golf course supply dealers in every section of the U. S. The "Quiky", introduced at the recent GCSA annual conference in St. Louis, is a compact unit, placed conveniently on the tees for easy cleaning of club heads by player or caddie. Cleaning slots are provided for both woods and irons, right and left handed clubs. Quickly removes mud, grass, etc., without injury to club surface. Details featured by the makers include compactness, durability, ease of use and maintenance, and simplicity and economy of brush replacements. Complete information, prices and dealer accessibility from the manufacturers.

FRANK SPRINGER NOW COVERING NORTHEAST PRO TRADE

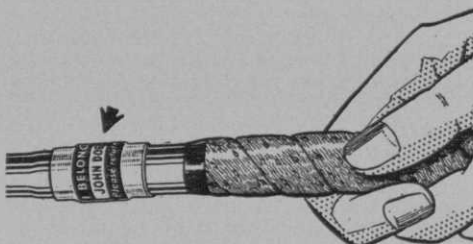
Frank Springer, who has been covering southeastern pro territory for Golfcraft, Hotze bags and Country Club sportswear, now is covering pro trade in New Eng-

land, N. Y. state and New Jersey.

Springer's headquarters are at 488 Maywood ave., Maywood, N. J.

NAME LABELS FOR PROTECTION

Players are going for the pros' suggestion that 75¢ is little enough to spend for protection against loss or mix-up of their clubs, judging from the early spring orders for Wether-Pruf Name Labels.



Pros like the idea too for it helps eliminate mix-ups that occur during club cleaning on big load days. The labels come 15 to a kit, are simple to stick on, and they stay stuck. Details from S-C Products, Inc., 395 St. Ronan St., New Haven, Conn.

NIGHT CRAWLER

**POWER DRIVEN
POWER TRACTION**

GREEN AERIFYING MACHINE FAST CLEAN-PLUG VERTICAL TINE ACTION

- PATENTED NO-TEARING ACTION
- NO LOSS OF PLAYING TIME
- NO DAMAGE TO PUTTING SURFACE

The Power Driven Vertical Tine Action produces fast, clean-plug aerifying results, allowing free introduction of air, water and fertilizer. Only the NIGHT CRAWLER has this patented no-tearing action.

The NIGHT CRAWLER is Self-Driven for transporting between greens. More holes per square foot, 18 greens can be completely hollow-tined in two days without extra help.

Works turf improvement wonders wherever it is used. Write for the name of the Night Crawler dealer nearest you.

*Two and Three Section Rollers are now
available for early spring delivery*



BERRIEN TOOL & DIE CO. Eau Claire, Michigan

DIVISION OF SOUTH BEND SCREW PRODUCTS, INC., SOUTH BEND, IND.

NADCO CART OFFERS CADILLAC AS HOLE-IN-ONE PRIZE

National Die Casting Co., 3635 W. Touhy ave., Chicago 45, makers of the Nadco bag cart, is offering a 1955 Cadillac as a prize in its hole-in-one contest this year.

The contest will run through Sept. 15. Up to that time anyone who has made an ace this year will become eligible to compete in a national play-off. The next week



Bill King, sales mgr., Nadco, studies promotion copy on company's hole-in-one contest, flanked by (L) Art Evans, asst. sales mgr., and (R) Henry Rich of O'Grady-Andersen-Grey advertising agency.

a famed pro will drive a number of balls equal to the number of contestants entered in the contest, off the tee at a pre-selected par-3 hole.

Each ball will be identified as representing one of the entrants. The ball nearest the hole—or in—will get the Cadillac, explains Bill King, Nadco sales mgr.

ACUSHNET INCREASES ADVERTISING

Acushnet Process Sales Co. which registered new high record in its ball sales in 1954 is expanding its advertising to beat last year's sales figures.

Campaign in golf player and general magazines will start in March and run into September. Total circulation of the campaign will exceed 12,000,000.

Maxwell Stiles in his sports column in the Los Angeles Mirror-News is sure boosting California's contributions to golf business. The old practically-native son gives bows to Golfcraft's glass shaft and to the Wm. Joyce featherweight golf shoe. He quotes Kip Bowen as saying the Pasadena-made shoe saves the golfer from carrying about 3½ tons in taking some 10,000 paces around 18 holes.

GENERAL STEEL LOCKER ROOM EQUIPMENT



GENERAL STEEL PRODUCTS CORP.

FLUSHING 55, NEW YORK. INDEPENDENCE 3-3000

Our experienced sales engineers are available.

IMPORTANT

Every golf club in the United States is being mailed our annual form card on which space is provided for names of each club's operating personnel entitled to receive GOLFDOM. Please give this your prompt attention.

Unless we receive up-to-date information on those who are actively engaged in duties concerned with your golf club's operation we cannot continue mailing GOLFDOM.

If your club failed to receive our form card or misplaced it—use the form you'll find on Page 140 in this issue. Recently enforced regulations of our circulation auditing association require us to show that the names to whom GOLFDOM is mailed are up-to-date. Lacking this information we are instructed to stop mailing GOLFDOM to old names on our list.

To make certain your 1955 officials and operating heads receive GOLFDOM—fill-in the form and mail it—today—please.

Thank you.

GOLFDOM

CALI-FAME SPORTSWEAR NAMES NEW DISTRIBUTORS

Cali-Fame of Los Angeles is changing their method of distribution east of the Rockies, and have selected as warehouse distributors of their products:

Golf & Gift Mart, Inc., 217 Pierce St., Birmingham, Mich.

Jackman Sportswear, 6332 W. Roosevelt Rd., Oak Park, Ill.

E. J. Smith & Sons, 1100 Elizabeth Ave., Charlotte, N. C.

Winter-Dobson Co., 5010 Greenville Ave., Dallas 6, Tex.

The warehouse facilities and the sales force of the above mentioned firms will provide the service that is most important to the golf pro.

Regular numbers will be stocked in the various warehouses so the pro will have close at hand a complete assortment of both shirts and caps for immediate delivery. They will stock the same items that have been stocked in Los Angeles and they will be sold to the pro at the same prices as in the past.

SURE-FLO HAS NEW ALUMINUM LINE FITTINGS

Perfection Sprinkler Co., 1765 S. State St., Ann Arbor, Mich. has a new array of Sure-Flo suction line fittings, made of aluminum and easy to handle.

This equipment includes intake adapters, intake elbows, intake couplings, foot valves, suction pipe and suction strainers.

Perfection will send supts. full information on request.

Lyndon Industries, 1573 E. Larned St., Detroit 7, Mich. has a new oval side table to be used as occasional tables and as card room service tables at country clubs. The table was designed at the request of Don Edie, mgr., Country Club of Detroit.

U. S. RUBBER RULES POSTERS GET BIG SHOWING

"The 10 Most Violated Rules in Golf" which the United States Rubber Co. prepared in poster form after checking copy and illustrations with the USGA, is being extensively shown at pro shops and in

NO. 1

THE 10 MOST VIOLATED RULES IN GOLF

THE RULE:
(Rule 34, Section 3a)
"Stroke Play"
"When a competitor's ball lying within twenty yards of the hole is played and strikes or is stopped by the flagstick, whether it is in the hole or not, or the person attending the flagstick, the competitor shall incur a penalty of two strokes and shall play the ball as it lies."

NOTE: No penalty for striking flagstick, if unintended, in match play (Rule 34, Section 3b).

SEE YOUR PRO FOR THE U.S. ROYAL JUST RIGHT FOR YOUR GAME

These Rules Are Part of the Game. For Your Greatest Golfing Enjoyment, Know Them and Play According to Them.

lockerrooms and grill rooms in clubs in the south and southwest.

The general practice has been to show one of the cards for several days, then switch to another rule card, so the displays will be alive and busy all through the year in reducing common violations of the rules.

**NEW ARMOUR INSTRUCTION MOVIE
SOON READY FOR HOME USE**

Jack Levine, whose Par Mate company makes the Tommy Armour golf glove, reports that the Universal Film Exchange, with offices in many larger cities, will soon have a Tommy Armour instruction film available. It's a home movie and can be purchased or ordered thru your usual photography supply source. The Armour golf glove is given prominent exposure in the film, which will make its bow at the Nat. Photographic Dealers' Show, March 27th.

Spalding is supplying pro shops with a new shop display card on the Spalding Dot. The attractive card has a large embossed ball that jumps out at the eyes.

**H & B ISSUES CERTIFICATES
TO ACE-MAKERS**

Hillerich and Bradshy, Louisville, Ky., now issues a certificate, fancy-looking like the credentials of a Kentucky colonel, to any one who makes a hole in one.

It will be sent upon receipt of a copy of the attested aced scorecard. The H&B fellows say they expect most of the aces will be made by users of their Power-Bilt precision golfing instruments, but the certificate will be sent cheerfully to anyone who

Helen says:

"A heavy bag is too much
for me to carry or
pull. I need a
Lightweight **BALANCED**
GOLF BAG."

PATENTED

**STANDARD
MODEL**

15 CLUB CAPACITY
COLOR - GREEN

\$4⁰⁰ ea. F.O.B. CHICAGO

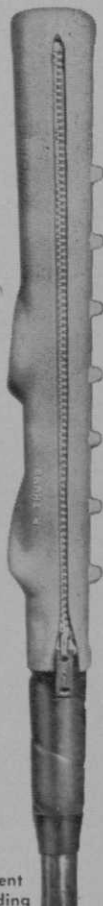
Minimum shipment—1/2 doz.

ORDER NOW

BALANCED GOLF BAG

2029 Clybourn Avenue Chicago 14

NEW! now zip the proper grip on your golf club with **PROP-O-GRIP**



Now at last—a grip guide that requires no permanent installation, is ready for use in seconds. Prop-o-Grip is made of lightweight molded rubber, can be carried in pocket or golfbag. Ribbed projections guide fingers into position, thumbs rest easily and firmly against molded rubber grooves. Only ONE Prop-o-Grip is needed per set of clubs, because it can be transferred during play.

Retails at

\$1.95

in U.S.A.



ONE Prop-O-Grip serves a whole set of clubs—zips on and off easily.



PROPER position of left hand — thumb against molded projection.



PROPER position of right hand. Fingers rest naturally between projections.

Patent Pending

MAIL THIS COUPON TODAY

ELASCO, INC.

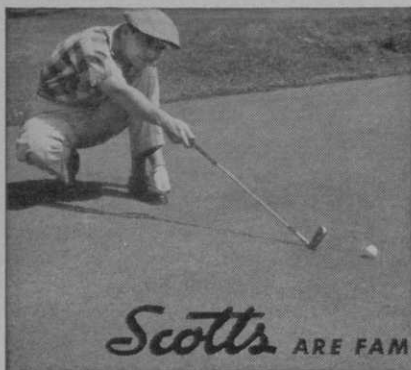
1944 E. Market St., Akron, Ohio

Please send me more information about Prop-o-Grip.

Name _____

Address _____

City _____ State _____



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

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

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

Scott's ARE FAMOUS FOR CHAMPIONSHIP TURF

makes an ace, even if it is a matter of sheer luck with another make of club which, the H&B guys generously admit sometimes happens.

V-C 13 NEMACIDE — NEW CHEMICAL CONTROL FOR TURF NEMATODES

A new chemical for the control of nematodes on turf and ornamental shrubs has been announced by Virginia-Carolina Chemical Corp., Richmond, Va. An organic phosphorous compound, the new product will be marketed under the trade name V-C 13 Nemacide.

Nematodes are tiny, thread-like worms that attack plant roots and stunt or ruin growth. Fertilizer, water and good care are wasted when destructive nematodes abound in the soil and wreck and ruin grass roots. Damage shows up as spotty, tufted, yellow, stunted grass with short, sparse roots.

V-C describes the new product as an insoluble liquid which is applied as an emulsion and remains in the soil. It is the first nemacide of its type on the commercial market. The company reports that the



rate of application of V-C 13 Nemacide is such that nematode control has been obtained without damage to growing plants.

AMERICA'S FINEST GOLF PRACTICE NET

made with United States Rubber Company's shock absorbent ENSOLITE



—a tough expanded cellular plastic pad designed to withstand the terrific impact of high velocity drive. Prevents ball rebound.

- Easy to set up—INSIDE OR OUTSIDE • Back drop 8' wide 9' high • Ensolite pad 4' x 6' • Side nets 8' x 9'.....\$98.00 F.O.B. Factory
- 8'x9' back drop and Ensolite Pad, without side nets.....\$69.50 F.O.B.

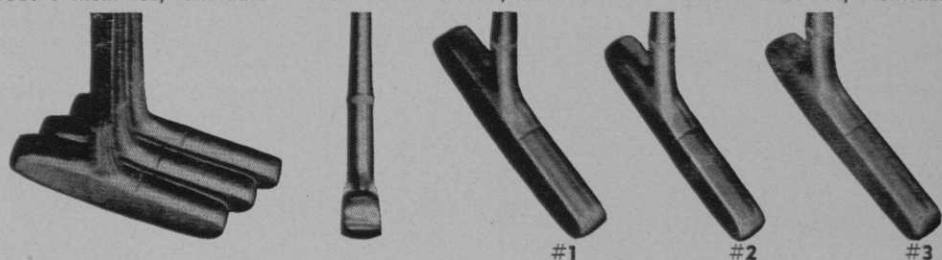
Please enclose check, money order or purchase order.

SOUTH BEND PRODUCT SALES

Associates of — City Awning Company,
1422 1/2 Mishawaka Ave. South Bend, Indiana

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



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 or direct—\$12.50
BEN RICHTER, Normandy 21, Mo.

In the past, the control of nematodes has been effected generally by fumigation of the soil with toxic chemicals.

The active ingredient of the new product is 0,2, 4-Dichlorophenyl 0, 0-Diethyl Phosphorothioate. It was first synthesized by Doctors William P. Boyer and J. Roger Mangham in the Richmond research laboratories of Virginia-Carolina, while extending investigation into this field of compounds originally investigated by Dr. Gerhard Schrader of Leverkusen, Germany. Its effectiveness as a nemacide was discovered by Dr. J. R. Christie and V. G. Perry of the Bureau of Plant Industry, U. S. Dept. Ag., under screening programs for possible solutions to the nemacide threat.

Extensive laboratory and field tests conducted on golf courses and various ornamentals in the past four years have proven the effectiveness of the new chemical in controlling the pests, according to V-C scientists. It may be used on established grass, and at half strength on new,

young seedlings. V-C 13 Nemacide has a powerful, long-lasting residual effect and continues to control nematodes as long as it remains in the soil. Easy to use, it may be sprayed or sprinkled on turf with any standard spray equipment; then soaked into the soil with additional watering.

V-C 13 Nemacide is offered in two convenient sizes: 10 pounds in a one-gallon jug, and 50 pounds in a five-gallon drum. Descriptive literature and prices may be obtained by writing: Virginia-Carolina Chemical Corp., 401 East Main Street, Richmond 8, Va.

NEW CATALOG ON STAR LOCKERS

Star Steel Equipment Company, Inc., 117-20 Fourteenth Road, College Point 56, New York, has announced that their new catalog is available upon request illustrating the company's line of steel lockers and basket shelving.

Personalize Golf Clubs with

WETHER-PRUF
TRADEMARK

**NAME
 LABELS**

**STICKS WITHOUT MOISTENING
 RESISTS RAIN • SNOW • DIRT**

END LOSS, MIX-UP & AGGRAVATION! The quick way for golfers to put their names on their clubs. 5 Year Guarantee against weather and wear. New low price assures fast sale. Packed 12 kits on a self-selling counter card. Retail at 75¢ per kit. Dealer's price only \$5.40 per counter card (12 kits).

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

15 Labels
 and
 Covers
 only **75¢**

PATENT PENDING

Here's the **ONE** golf grip
you'll **SELL** and **SELL** and **SELL**!

Major Passy Pat. Pending **SPONGE GRIPS**

- Simple to Apply with amazing, exclusive dri-back adhesive
- Pro-Designed; Pro-Approved
- Exclusive Diamond face finish eliminates Blisters, Slippage, Shock, Sting, Callouses
- Comes in colorful display carton
- Nationally advertised

The Grip that Relaxes Golfers for a smooth, tension-free swing. No "club-loss" anywhere in the swing. Like a built-in glove. Makes golf a pleasure in all weather.

Sold through jobbers

Phone OL 3-1764

MAJOR SALES Inc. 1842 Givan Avenue
New York 69, N. Y.

FOR COMFORT IN ACTION TEE OFF with **SQUIRE SLACKS!**

Latest selection of Quality Slacks— . . Dacron-Linair
FORSTMANN DOESKINS, IMPORTED and DOMESTIC FLAN-
NELS, Blends of silk and wool, TROPICAL wool, sheen
gabardines and others.

Ten Different types of fabrics for all kinds of weather in
75 different colors — truly the largest selection available
to the GOLF WORLD!

You will find top grade tailoring at sensible prices and
last but not least IMMEDIATE DELIVERY DIRECT FROM THE
MANUFACTURER.

Note in particular our DACRON-LINAIR GOLF SQUIRE
MODEL sold exclusively in PRO shops and its companions:
Men's Bermuda Shorts and Lady Par Bermuda Shorts.

These Models walked par on many courses this past
season and broke all sales records in leading pro-shops.

For Free catalog and samples write to:

SQUIRE SLACKS •

Dept. "G"
18 West 20th St.
New York 11, N. Y.

WILSON SIGNS MAXWELL, INMAN, TO PRO STAFF

Billy Maxwell, 1951 National Amateur champion, and Walker Inman, Jr., collegiate star and assistant to Henry Picard prior to service in the Air force, have joined pro staff of Wilson Sporting Goods Co.

Maxwell turned pro in 1950. He started golf when he was 12 and attained prominence as a North Texas State College student.

MAKES MOVIE ON PLANT GROWTH

American Agricultural Chemical Co., 50 Church St., New York 7, has a new 16mm color film, "How Green Is Your Garden", which runs 40 minutes. Much lawn-building and maintenance material is in it. Function of plant food is shown. The film is loaned without charge.

10 "SURPRISES" IN CHESTERFIELD 1955 PRO ONLY SWEATER LINE

Herman Schwartz, President, Chesterfield Sportwear Co., 1133 Broadway, New York City, is showing the golf professionals that he is following through on their last year's sales success with Chesterfields with the "sweater surprises" of



1955. They're strictly for pro shop sale and cannot be seen in stores. Chesterfield's 1955 line includes 10 beautiful models in a variety of colors. The materials range from imported virgin wool and Australian zephyr wool to nylon and vicara, and orlon.

Some are strictly for golf, others for dress, and still others to serve for both daytime and evening wear—styles include cardigans, crew necks and johnny collars. The dressier models have a variety of beaded and jewel designs. Details of the complete Chesterfield sweater line, prices and samples are available by writing the manufacturer.

GENE DAHLBENDER HONORED BY PROS, SALESMEN

Gene Dahlbender, Wilson southeastern salesman, recently was elected president of the Southeastern Golf Salesmen's Assn., a position of much honor, considerable responsibility, some work and no pay.

Gene also was given a gold wrist watch by the pros in his territory. Inscribed on the watch is "In appreciation of 30 years service to the members of the Southeastern PGA." He sure is proud—and has a right to be—of that watch. He's already worn out three straps on the watch, taking it off to read the lettering to his wife.

Roseman Tractor Mower Co. put on its usual big winter party for Chicago district superintendents, with feasting, merriment and a raft of door prizes.

PROGRESS INTRODUCES ITS NEW GOLF BALL WASHER



Progress Pattern & Foundry Co., 1457 Marshall Ave., St. Paul, Minn., have set a production schedule on their new "Par-Aide" ball washer that promises deliveries by April 1st.

Main units are made of non-corrosive cast aluminum. Its helical agitator and cover are hard-coat anodized, and the entire unit is coated inside and out with colored vinyl plastic.

The brush, a one piece unit, forms two helical sections to conform to the helical design of the agitator. Brush is rubber-backed with nylon bristles encased in an 18 gauge steel cylinder which can easily be removed, replaced or re-

versed to insure maximum performance.

The reservoir section fits into a two inch steel pipe, and is secured by a tamper-proof set screw. The reservoir traps the accumulation of dirt, leaving clear water in the cleaning chamber. The unit is designed for easy cleaning.

The stainless steel guide shaft is cast integrally into the agitator as is the shaft for the tenite spinner knob. The guide shaft travels up and down through a bearing in the main body of the unit.

When not in use the "Par-Aide" is completely closed against water evaporation and over-filling by rains. For further detailed information and prices write: Progress Pattern and Foundry Co., 1457 Marshall Avenue, St. Paul 4, Minnesota.

Lead Off With A Leader!

Start 'em off this spring with
the glove that lowers their score

Tommy Armour GOLF GLOVE

with CLUB CONTROL

SELLS
FAST
AT \$4



Reinforced
thumb with club-
hugger inset in palm
assures firm, relaxed grip
at all stages of swing. Biege
only.

Men & Women—All sizes—immediate delivery.

PAR-MATE

Reg. Trade Mark

10 W. 33rd Street
NEW YORK 1, N. Y.

AT YOUR SERVICE
for 1955...

PRO-SHU CO. OF HARRISBURG, PA.

1918B N. THIRD STREET
HARRISBURG, PA.

featuring

26 Styles of Ladies' and Men's

GOLF SHOES

Write for Illustrated Color Catalog

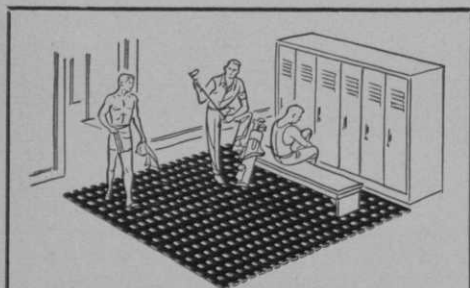


IMMEDIATE DELIVERY!

Write for Free Catalogues on our complete line of Lockers (Single, Double & Multiple Tier), Cabinets and Shelving.

STAR STEEL EQUIPMENT CO., INC.

Dept. Go. College Point, New York



SPECIFY DURABLE MATS

GOLF Tee Mats — No upkeep —

soon pay for themselves — size 5' x 5'.

MATS for EVERY PURPOSE —

pro shop, locker rooms, shower rooms, work surfaces, aisles, entrances, and lobbies.

Durable keeps floors clean — saves cleaning

DURABLE

MAT COMPANY

Norwalk, Ohio

Seattle, Wash.

DUNLOP PRESENTS SPORTS SALES LINE-UP

Vinnie Richards, vp in charge of Dunlop's sporting goods division, has issued an informative folder giving data on the Dunlop golf Advisory committee, Ed Furgol, Mike Krak and Paul Hahn; on the company's tennis Advisory committee, the regional sales managers and staffs, and the distributors.

MILLS INVENTS CURB EDGING TRACTOR ATTACHMENT

Lon Mills, veteran golf course supt. and now city horticulturist of Knoxville, Tenn., has invented a tractor attachment that does a very satisfactory job of edging turf at curbs. The device fits golf course tractors or the small two-wheel tractors.

It is quickly attached and simple. It has been used extensively in Knoxville and has produced neat grooming at curbs, quickly and at low cost.

Mills has applied for patents on the device.

SPALDING'S 1955 PRO-ONLY CATALOG IS OUT

Spalding's 1955 pro golf catalog is 38 pages of the newest in the line, starting off with the improved Spalding Dot ball.

The catalog also shows improvements in Top-Flite Synchro-Dyned woods and in-



roduces a completely new set of in-between Top-Flite Synchro-Dyned woods, numbered 1, 2½, 3½, 4½. There are new heads on the Top-Flite Synchro-Dyned irons.

New putters also have been added.

The bag line contains 28 numbers.

SCOGGINS FEATURING NEW SHIRT; BEN RICHTER PUTTERS

Scoggins Golf Co., Dunedin, Fla., has brought out a new golf shirt that caught on with pros at the PGA National course. It's of Egyptian cotton which has a softer silkier finish than is usual with cotton. It is washable. The shirt has a wide open

neck, which can be buttoned. The neck is attractively finished.

Frank Sprogel of Scoggins says sales of Ben Richter putters, which are nationally distributed by Scoggins, have been exceptionally large and that orders for spring show the putter has caught on all over the country. The Danga wood shaft on many of the Richter putters is getting strong endorsement from pros.

NADCO INTRODUCES NEW SELLING FEATURE FOR THE PRO SHOP

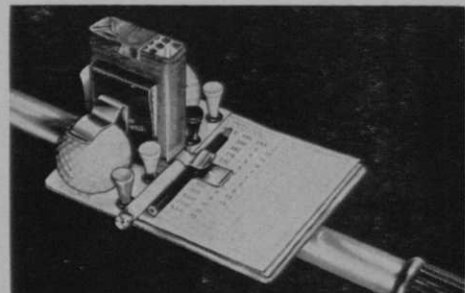


A golf ball on the handle, is a novel merchandising feature offered by NADCO as a new design to help the pro shop build golf cart sales. Practical as well as eye-catching, the golf ball on the handle of the cart is designed to fit the contours of the hand for greater pulling ease. Bill King, sales mgr. of National Die Casting Company, reports this new feature is available with every cart in the complete Nadco line, including models, 66, 77, 770 and 88.

PAR-PAK—CART ACCESSORY

This new cart accessory packs small golf items in easily accessible areas on compact, convenient score card rack.

Everything convenient, compact and secure; nothing falls off even when cart is folded. Pencil and score card are placed



on firm, smooth writing surface. Stainless steel spring clamps hold items securely; tees held by rubber grommets. Par Pak will not be in the way of the folding mechanism of the most compact folding cart.

Constructed of quality materials; aluminum and stainless steel for handsome finish. Distinctively boxed for gift giving. Under \$2.00, usual pro discount. Details from Parway Mfg. Co., 2300 W. 59th St., Chicago 36, Ill.

SAVE MONEY SAVE TIME SAVE WORK with a

PERFECTION ONE-MAN PROPORTIONER

The easiest and most efficient method for applying fertilizers, fungicides and chemicals to golf greens.

Used by hundreds of
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**Sure! You need a clean
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LEWIS Golf Club Cleaner



This extra special service can make an extra special friend on any course. "Shines" the golfers' clubs in a jiffy with quick-and-easy automatic brush action. Can be coin operated, too, to pay for itself. Worry-free service for years and years and years. Add a big measure of pleasure for your members or patrons... "shine" their clubs with the popular Lewis Golf Club Cleaner.

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DEMONSTRATION**

G. B. LEWIS CO. WATERTOWN, WISCONSIN



Golf course superintendents, city, county and park officials and turf equipment manufacturers who were guests of B. Hayman Co. at recent dinner in Pasadena, Calif.

B. HAYMAN HOSTS TURF EQUIPMENT HEADS

B. Hayman Co. Inc., Los Angeles, recent entrant to the golf course equipment business in Southern California, was host to 149 golf course superintendents, city, county and park officials and turf equipment manufacturers, from all points of the nation at a dinner meeting held at the Huntington-Sheraton Hotel, Pasadena, on January 31, 1955.

In addition to seeing a complete display of leading lines of turf equipment, the group was addressed by some of the in-

dustry's most qualified authorities. The principal speaker was Dr. Fred Grau, of West Point Products Corp., West Point, Pennsylvania.

Also speaking at the meeting was David E. Graves, president and general manager of the H. V. Carter Co.

Koppers Co., Inc. Public Relations dept., Pittsburgh 19, Pa. has a new booklet describing pressure-treated wood use for golf course shelters, bridges, etc., for golf courses.



DUNLOP SPORTS DIVISION IN SALES CONFERENCE

A three-day session at the Dunlop Tire and Rubber Co. plant at Buffalo, N. Y., brought together salesmen of the company's sports division with Dunlop's executive, administrative and technical personnel, in planning for another big year.

Dunlop Pres. Glenn Crawford told of plans for expanding production and distribution facilities to meet increasing demand for Dunlop sports goods. Vincent Richards, vp in charge of Dunlop's Sporting Goods div., conducted the sessions.

The line-up of the Dunlop sports team:

Front Row, L to R: P. W. Gibbs, V. Richards, G. H. Crawford, R. A. Burgoyne.

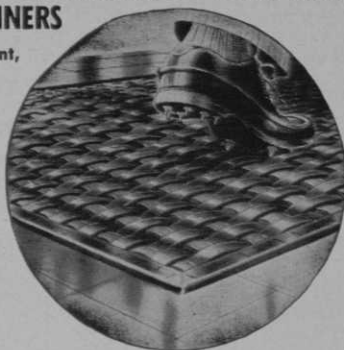
2nd Row, L to R: J. E. Doran, I. Chappell, J. Bold, H. Fahey, W. W. Long, L. Pauley, R. Thoms, F. P. Reeser.

3rd Row, L to R: H. Hull, E. Fottrell, M. Kiernan, O. D. Ellis, J. P. Kane, E. Copeland, H. Kinsey, J. McCullough, R. E. Kinnen.



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Are Spike-resistant,
Tough and Durable
Protect Clubhouse
Floors from Spikes
Provide Soft Rug-like
Cushion Under Foot
Are Reversible for
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KENNETH SMITH PRESENTS NEW KENWIN STOCK CLUBS

Kenneth Smith, Box 41, Kansas City 41, Mo. now has his new line of Kenwin pro-only stock woods and irons in pro shops.

The clubs will not be made to chart, but



will be made in most frequently needed lengths and weights and in matched sets with variations from set to set so a pro can get a wide variety in normal specifications.

The wood heads are laminated with a strong, waterproof insert face, center-spotted. The irons are the finest stainless steel Smith has used in his custom-made clubs for many years.

MACGREGOR ISSUES 1955 PRO-ONLY CATALOG

MacGregor Golf Co., 4861 Spring Grove Ave., Cincinnati 32, O., has issued its "Exclusively Pro" catalog of clubs, balls, bags and accessories. It's the best looking book for the best looking line the company has put out in its years of making quality goods for the pro trade.

In addition to complete data and fine illustrations of the equipment the book contains informative charts showing the deflection (stiffness or flexibility) of MacGregor's True Temper Tourney Shafts.

ACTI-DIONE TO HAVE NEW CONVENIENT PACKAGE

The Upjohn Co., Chemical Sales Dept., will announce a new package for its antibiotic turf fungicide, Acti-dione Ferrated, in June, 1955. The yellow and black attractive cardboard package has the same appearance as the Actispray package, a product announced in March 1954 for cherry leaf spot.

The small self-pouring envelope will contain 9 grams of Acti-dione. This envelope is placed inside the bottle containing approximately 8 oz. of ferrous sul-

Pro-Grip



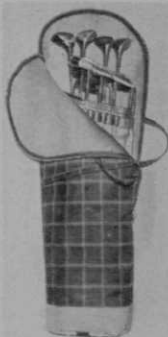
is prepared especially for the leather grips of Golf Clubs. It gives a firm, tacky grip with light hand pressure, permitting an easy releasing rhythmic swing. Your accuracy will improve, you'll feel relaxed—and those "Extra Strokes" will vanish.

PRO-GRIP Grip Wax contains LANOLIN and is medicated.

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

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fate. When mixed, the two chemicals provide sufficient fungicide material to spray three average greens.

The new package is more convenient to handle and replaces the old style carton which contained two separate bottles. A 12-package case provides sufficient material for two complete sprayings of an 18-hole golf course.

PEDERSEN'S NEW PROSONIC SHAFTS RADICAL CHANGE

Pedersen Sales Co., Wilton, Conn. reports that sales of irons and woods with Pedersen's new ProSonic shaft, highly satisfactory in fall orders, have jumped higher since pros have played the revolutionary new shaft during the winter.

The shaft looks upside down, with the strong end at the clubhead, but the feel is most agreeably effective, pros have told the Pedersen men. The firm end of the shaft is at the hitting end, thus, according to the manufacturer's statement, eliminating distortion at impact, "giving" or "shying" away from the ball.

The ProSonic is available in a firm AS type for the strong hitters, a medium A type and a B type which is more flexible.

The shaft is available with all Pedersen

woods, irons or putters, at standard top quality prices. It is pro-only.

THREE MORE APPAREL BRANDS ARE ADDED TO BARNETT'S 1955 LINE

Grant A. Barnett, 707 Main St., Buffalo, N. Y., exclusive distributor of the Golfer's Keep Warm garment, announces the addition of two nationally known brands of apparel to the lines for which he has national distributorship for the golf professional trade. Barnett's new lines are the "Rugby" line of cashmere sweaters and "Rugby" tee shirts, "Wilton" cotton cashmere golf shirts, "Footlets", a Randolph Knit brand, and "Grip-Tite", the cake-form grip compound. Last fall Barnett was appointed national distributor to pro shops for the Ripon line of sport and dress hose. Rugby sweaters and tee shirts, as well as Wilton's cotton cashmere shirts, will be shipped to pros in poly ethylene bags. 5 styles of sweaters and 7 styles of tee shirts are in the Rugby line. The Wilton line of cashmere cotton shirts leads off with one style to be supplemented with others later on.

"Footlet" hose line includes a 100% nylon Helanca, fitting women's sizes 9 through 11; 2 dress numbers, one a sheer

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We Have a Complete Line
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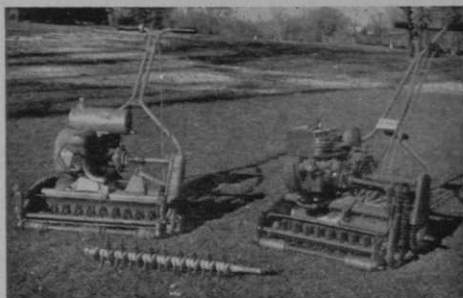
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PAR-THATCHER* REEL SAVES ON EQUIPMENT EXPENSE

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



nylon with a cushion sole, the other a full "Footlet" of Helanca with foam rubber heel.

Information and prices on the complete line and name of nearest distributor by writing Grant Barnett.

DU PONT NAMES MILLER TURF CHEMICALS SPECIALIST



The Du Pont Co. has appointed a full-time turf specialist to handle development and service work on turf applications of the company's pest control products and soluble plant food. Among the pest control chemicals currently used are seed disinfectants, turf fungicides, weed killers, and insecticides.

The new position is filled by Robert T. Miller, North Wales, Pa. He has represented the Du Pont seed disinfectant section in the North Atlantic states for about

five years. In his new position, he will cover these states and his activities will extend into surrounding states to the west and south.

Miller is already familiar to many turf authorities and superintendents for his work with grass seed treatment and turf fungicides, and his knowledge of the agronomic basis for producing healthy turf. A graduate of Clemson College, he had considerable experience in the fertilizer business before joining Du Pont in 1950. He will continue to live in North Wales, with headquarters at the Philadelphia office of Du Pont's Grasselli Chemicals Dept., 1617 Pennsylvania Blvd.

FINNEY APPOINTED BY JOYCE SHOE IN SOUTHWEST

Bowen and Hull, Inc. have appointed Ed Finney sole sales representative for Wm. Joyce golf shoes in California, Arizona and Nevada. The Finney appointment became effective Jan. 1, following his 6 months' association with the company.

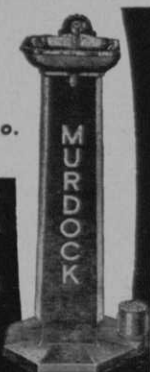
Don MacCracken, formerly with Bowen and Hull in the 3-state area and later in sales promotion and publicity work, is no longer with the company.

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5843 W. Division St. Chicago 51, Ill.

BRADLEY BROTHERS ISSUE COURSE SUPPLY LIST

C. Kent, Dave and Paul Bradley, Mountain View, N. J. have issued a lengthy list of items made and/or distributed by them for use in golf course maintenance. There are more than 50 items provided by the Bradleys who have had considerable practical experience in golf course maintenance work prior to their successful entry into the course equipment manufacturing and distributing business.

Norman Faunce, veteran Chicago district professional, now is making a "Pro's Aid" Instruction Tee, a simple and sturdy teaching and practice device which helps put across the idea of swinging from the inside out.

CUSHMAN ADDS ELECTRIC "GOLFER"

Cushman Motor Works, Inc., Lincoln, Nebraska, manufacturer of light transportation, announces the new Cushman Electric "Golfer," a machine incorporating Cushman quality features plus the advantages of electric motive power for silent and economical operation on the golf course.

The "Golfer," which will travel 36 holes and more without recharging, carries two passengers and has carrier space for as many as four golf bags. It will travel anywhere on the course, climbing hills with-



out trouble, and has a low center of gravity with a ground clearance of $4\frac{1}{2}$ inches.

The "Golfer's" all-steel body is set on a heavy duty three-wheel chassis with a single steering wheel in front, two differentially operated wheels in the rear driven by two heavy-duty wedge belts, has two speeds (5 and 11 MPH) forward and one reverse. It has a 99 inch turning width; two-wheel mechanical brakes; coil spring suspension on all wheels; and 4.00x8 pneu-

matic tires. It is powered with four 165 ampere heavy duty automotive batteries and a 1 1/4 HP traction type motor. A battery charger and cable come as accessory equipment.

Other accessory equipment for the "Golfer", which can also be used as a runabout off the course, include head and tail lights and an electric horn.

TABLES DESIGNED FOR SCRABBLE WIN LIVELY DEMAND AT CLUBS

M-K Enterprises, Inc., 2029 Clybourn Ave., Chicago, report lively sales of their Scrabble Turn-Table have continued thru the winter at southern golf clubs as the



popularity of the game continues its pace. At the price of \$3 their standard model is getting the call at clubs where interest in the game requires a half dozen or more tables be kept on hand.

KENNETH SMITH BUYS ELLINGHAM TOOL

Kenneth Smith, Box 41, Kansas City 41, Mo., has bought the Ellingham Tool Co. of Springfield, Mass., and will continue the business as a department of Smith's soundly established club business.

The Ellingham Co. came into business in 1933, soon after the introduction of the steel shaft, making special tools to meet pro requirements in the repair, adjustment and maintenance of steel-shafted clubs. Later the Ellinghams devised precision instruments for measuring and calibrating swingweight, deadweight and lies of clubs.

The Ellingham brothers, Harold and Stanley, for personal reasons decided to retire from the business and while Smith

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Turtle Creek, Pa.
Suburb of Pittsburgh

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NEW YORK 17, N. Y.

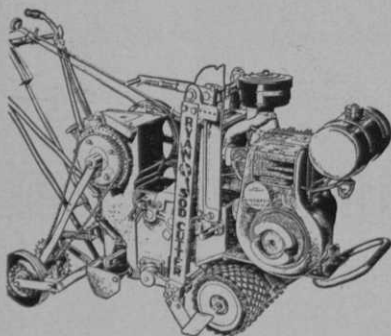
HAVE YOU SEEN PAUL HAHN'S NEW SHOTS?

PAUL HAHN, DEPT. "B"
ELLINOR VILLAGE, ORMOND BEACH, FLA.

says he didn't have any urge to reach out for anything more he felt that it is his obligation to carry on the Ellingham business for service to professionals.

RYAN HAS NEW POWER SOD CUTTER

Dual rear wheels that have been casted for complete maneuverability and



can be locked in a straight-on position when needed are now standard equipment on the new Ryan Auto-Cut-Off Power sod cutter. A new free wheeling clutch has

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GOLF
AWARDS

also been added so drive wheels can be disengaged for easy moving, forward or backward.

Users of the new Ryan Auto-Cut-Off have praised this new model for its time and labor-saving features. One-man operated, it will cut sod at the rate of 15 square yards per minute, automatically measuring and cross-cutting in the same operation. Desired length of strip can be pre-set from one to nine feet and the Ryan will do the rest.

The Ryan Auto-Cut-Off model has all the features of the standard Ryan, plus the automatic cross-cutting unit. For complete descriptive literature, write to Ryan Landscaping Equipment Co., 871 Edgerton St., St. Paul, Minn.

JACOBSEN FIRST WITH STARTER ON HOME POWER MOWER

Jacobsen Mfg. Co., Racine, Wis., introduced first self-contained electric starter on a power lawn mower, at the New York National Garden Supply Trade Show.

The innovation was enthusiastically welcomed by multitudes who have wrenched their innards loose trying to yank power lawn mowers into action.

DBA LIQUID-LUSTRE GOLF BALL WASH WITH RUST PREVENTATIVE ADDED

Insure satisfied golfers by using DBA Liquid-Lustre in your ball washers.

- Costs as little as 2¢ per washer per week
- Safe for washers . . . will not cause rusting
- No unpleasant odor — EVER!

ORDER YOUR SUPPLY TODAY!

Per single gallon . . . \$4.50
5 gallons, per gallon . . . 4.25

Order from your dealer or direct from DBA and give dealers name.



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For easier and better maintenance of golf greens use our

LIQUA-VITA 15-10-5 for fertilizer

BLITZ 48 Chlordane for insect control

BLITZ 10 PMA for fungicide and crabgrass control

American Liquid Fertilizer Co., Inc.

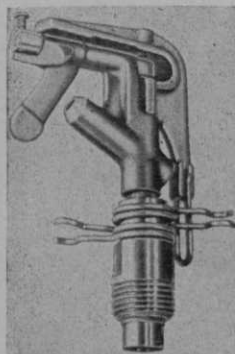
Rokeby Chemical Co., Marietta, Ohio

NO-TANGLE, HEAD COVER HOLDER



Golfers constantly annoyed by tangled-up or lost strings on their club head covers will be interested in a new device called No-Tangle, manufactured by Pedgy Products Co., Manhasset, L. I. N. Y. No-Tangle is a flexible, rust-proof steel spring, and plastic tube which uses swivel snaps to hold covers, keeping them straight and free of each other. The device fits all sizes of covers and styles and comes in colors to match.

NEW CAMPBELL SPRINKLER



The new all purpose Campbell Sprinkler designed to operate on a newly patented hydrofoil principle has few moving parts to wear out or get out of adjustment and works easily under 15 to 90 lbs. of pressure. It will cover a circular area 80 ft. in dia. or any part of a circular area can be covered by a simple adjustment and unit can be set to

cover long narrow strips. There is no back splash so adjustments can be made while sprinkler is in operation. Sprinkler head is designed to fit any standard $\frac{1}{2}$ " pipe or the Campbell "No Rock" T base. Folder available from Campbell Manufacturing Co., 25 South Vinado, Pasadena, Calif.

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Bent Sod for Greens and Tees
Merion Blue Grass Sod
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15 Various Mixtures of Sod for all your needs

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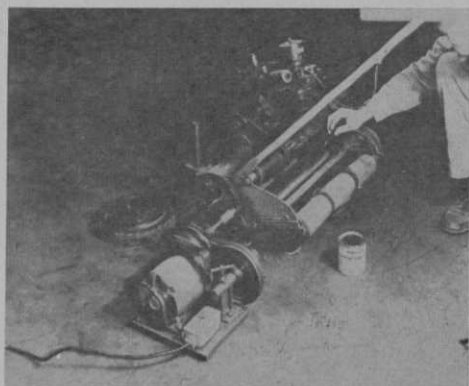
FULNAME

Golf Ball Machines

DURAMARK DIE—ours exclusively
Cincinnati 6, Ohio

SIMPLEX "150" PORTABLE LAPPING MACHINE NEW

A new product, the Simplex "150" portable lawnmower lapping machine, introduced by the Sharpener Div., Fate-Root-Heath Co., Plymouth, O., is designed to recondition any reel-type mower with ease. It can be coupled to either side of



hand, power or gang mowers and gangs need not be unhitched for reconditioning. An adjustable final drive arm permits accurate alignment with the reel shaft of the mower.

The entire unit is portable and may be used on bench or floor in the workshop or carried right out to the job. The only requirement is a nearby source of 110-volt electric power. Simplex Lapping Compound, prepared especially for use with the machine, is now available in "coarse" grit as well as in "fine" and "medium" grits.

SWINGING AROUND GOLF

(Continued from page 44)

PGA objecting to a calcutta beat a charity out of some money . . . A long, expert sermon on ethics by Bill, with pictures by another veteran merry playmate of ours, George Pietzker, should raise a lot of money for charity.

Marlene Bauer, Alice Bauer Haggie, young Papa Haggie and Pop Dave Bauer making a series of TV shorts with the family angle of golf along with the instruction . . . Allis-Chalmers Co., West Allis, Wis., bought Lincoln Hills CC in Milwaukee dist. as employees' course . . . Lincoln Hills was offered to Milwaukee County but county, notwithstanding pleas of golfers to provide more public facilities, couldn't see the deal.

Mary Lena Faulk, 1953 USGA Women's Amateur champion, turned pro and signed

(Continued on page 141)