



ACUSHNET WORKERS HAVE GOLF FORUM

Employees of Acushnet Process Co., New Bedford, Mass., have enthusiastically approved the golf "forum" program sponsored by the company. It is the only industrial golf program of its kind in the area. The employees attended in four classes which met two per night on Tuesday and Wednesday evenings, indoors. The final two sessions of the classes were held at a local golf range. The finale was a banquet at which the "pupils" were awarded diplomas.

Ray Dennehy (light jacket), pro at Kittansett GC, Marion, Mass., where 1953 Walker Cup matches were held, instructed the classes. Edward J. McCarthy, prominent amateur of the New Bedford territory and an Acushnet employee, conceived the idea of the school, arranged the program and assisted Dennehy.

"Gratifying and amazing" development was shown by the class members; some of whom had not played golf.

Acushnet sponsors two teams in the New Bedford Industrial Golf League and has an intra-plant league with 80 players participating.

GENERAL STEEL LOCKER ROOM EQUIPMENT



GENERAL STEEL PRODUCTS CORP.

FLUSHING 55, NEW YORK. INDEPENDENCE 3-3000

Our experienced sales engineers are available.

RYAN'S IMPROVED OK SEEDER and SPREADER

Built Today for Years Ahead Service

**NOW
NOW**

BETTER DISTRIBUTION
BETTER BALANCE
EASIER PUSHING
LARGER CAPACITY



America's

Best Machine for

TOP DRESSING • FERTILIZING • SEEDING

Adjustable Control Lever on the Handle

No Holes to Clog • Easy to Fill and Operate

No Intricate Mechanism to Fail

LIGHTWEIGHT — 69 Pounds; CAPACITY — Four Cubic Feet;
SPREADS — Swath 3 Feet Wide; Forced Direct Feed, Therefore
No Ridges or Gaps. Write for Circular

DEALERS — WRITE FOR OPEN TERRITORIES

H. & R. MANUFACTURING CO.

3463 Motor Ave. Los Angeles 34, Calif.

PENNLU BENTGRASS

(State CERTIFIED)

U-3 BERMUDAGRASS

Valentine Turfgrass Nursery

VALENTINE FARM Worton, Maryland

On the "Eastern Shore"

BENT C-1 STOLONS

Cultivated in the South to stand the heat.

**GOLF COURSE ARCHITECT & CONSULTANT
GREEN BUILDING SPECIALIST**

A. G. MCKAY

Phone—2862

Box 243, Sevierville, Tenn.

Bob Baldock

GOLF COURSE ARCHITECT

1505 BLACKSTONE

FRESNO, CALIFORNIA

GOLF MATE FOR CART USERS



New energy saver called Golf Mate that performs seven jobs for golfers who use caddy carts has been developed by the Golf Mate Mfg. Co., 74 Maple Street, Plantsville, Conn. and is currently being introduced to pro shops. A compact unit of practically indestructible plastic that attaches quickly and easily to handle of golf cart, by means of thumb screws, it holds a score card in position for easy entry of scores, together with pencil, spare ball, six tees, pack of cigarettes and other items.

PRICE HEADS SWIFT FERTILIZER

Arthur F. Miller, gen. mgr., Plant Food div., Swift & Co., Chicago has retired after 43 years with the company, and has been succeeded by Wm. F. Price, who has been asst. mgr. of Swift's Plant Food div. since 1952. Price has been with the company since 1925 when he joined as a sales representative of the Plant Food div. He became Pacific Coast sales mgr. in 1929 and later managed Swift fertilizer factories at Ontario, Calif., and Los Angeles.

Shell Chemical Co., Agricultural Chemical div., PO Box 1617, Denver 1, Colo., says in a recent bulletin that its Nema-gon, new soil fumigant showing fine results in control of nematodes, probably will be marketed nationally in 1956.

Kent Bradley, Mountain View, N. J., has rake replacement teeth to fit all brands of wood rakes. Bradley also has equipment for quick repair of wood rakes.

Kemp Mfg. Co., Erie, Pa., pioneer makers of shredding machines widely used at golf courses for preparing compost, has issued a new bulletin fully describing its models handling from 2 to 40 yds. per hour.

**GEORGE MORRISON WITH DOLAN
BROS. FOR ELECTRI-CAR IN N. Y.**

George Morrison has been named sales mgr., Dolan Brothers, 805 E. 139 St., New York, distributor of the Victor Electri-Car. He will be in charge of promoting sales in the growing industrial market for these cars as well as on golf courses.

Morrison, formerly a professional, is well known among golfers in the New York-New England area. Prior to starting his assignment with Dolan Brothers, Morrison spent a week at the Victor plant in Chicago, where he saw the all-new 1955 model Electri-Car in production.

**SPALDING, AMERICAN MACHINE AND
FOUNDRY MERGER STUDIED**

W. B. Gerould, pres., A. G. Spalding & Bros., Inc., released, at the Athletic Institute meeting in New York recently, news of a proposal for integrating the Spalding company into the American Foundry and Machine Co.

Basis of the proposed merger would be exchange of $\frac{3}{4}$ of a share of AMF stock for one share of Spalding common stock outstanding.

Examination of the Spalding business is being made now by AFM officials.

In event of the completion of the proposed deal Spalding personnel will continue as now operating. AFM, which does an annual business in excess of \$130 million, now has 12 subsidiaries, each operating on a semi-autonomous basis.

American Foundry and Machine Co., in addition to its machinery and foundry work, makes an automatic pin spotter for bowling, cigar and cigarette-making machinery, wheel toys and bicycles for youngsters, electrical equipment, and is getting into nuclear energy equipment manufacturing.

**GRIP-FLEX HAND EXERCISER
NOW AT PRO SHOPS**

Grip-Flex hand exerciser, which consists of a rubber ball with an attached rubber suspension ring through which a finger is placed, now is being marketed by Kozar Golf Development Laboratory, Cuyahoga Falls, O.

The Grip-Flex device is the invention of Eddie Williams, pro at Louisville (Ky.) CC. Custom-made models Williams had manufactured for his pupils created such a demand among other amateurs and professionals that the inventor made the manufacturing and distributing arrangement with Kozar.

The ball is 2 in. in diameter and is of resilience that permits its use by the average player as well as the professionals in strengthening the left hand finger grip.

Although the Grip-Flex was designed

great
on the
19th
hole



TEACHER'S
HIGHLAND CREAM
86 PROOF BLENDED SCOTCH WHISKY

MADE BY WM. TEACHER & SONS, LTD.
GLASGOW, SCOTLAND

CO-SPONSORS OF
P.G.A. SENIORS' CHAMPIONSHIP

Schieffelin & Co., New York

Exciting NEW INSOLE



LIKE
WALKING ON
PILLOWS!

**SELLS ON
SIGHT!**



Made of
Latex Foam!
Miracle of Foot
Ease!

Dr. Scholl's AIR-PILLO INSOLES

Advertised in THE SATURDAY
EVENING POST, PARADE, THIS
WEEK, DELL MODERN GROUP

A new red-hot seller with the fastest turn-over
you've seen in a long, long time. Instantly converts
any golfer's shoes into air-ventilated, air-
cushioned shoes. Such walking ease never before
known. Every user tells others about them!

**SPECIAL OFFER
3 PAIRS FREE**

with 3 dozen assortment
men's and women's sizes
in sturdy metal counter
display dispenser.
Each pair cellophane
wrapped. Men's 7,
8, 9, 10, 11, 12 and
Women's 5, 6, 7,
8, 9.

\$14.40 COMPLETE

MAIL YOUR ORDER TODAY!

THE SCHOLL MFG. CO., INC.

213 W. SCHILLER ST., CHICAGO 10, ILL.

62 W. 14th ST., NEW YORK 11, N. Y.

727 E. WASHINGTON BLVD., LOS ANGELES 21, CAL.



Retail
60¢ pr.

especially for golfers and its marketing
debut has been entirely in pro shops, busi-
ness beyond the golfers' market has come
from tennis players, bowlers and boxers,
as well as at the suggestion of doctors
who consider it excellent for strengthen-
ing and flexing fingers and hands.

SALES GROW ON ADJUSTABLE SWING-WEIGHT CLUB

Professional Golf Co. of America, Inc.,
Chattanooga, Tenn., the outfit which is
owned by Chandler Harper, Dick Metz
and Don Malarkey, advises that business
on the pro-only Dick Metz counterbalance
adjustable swingweight club is growing
steadily and this spring reached very sat-
isfactory volume.

Repeat business has been coming in well
from pros, Metz reports.

The idea of the club is putting counter-
balance weights snugly into a hollow at
the top of the grip and locking them in.
This adjusts the swingweight easily, and
Metz, Harper and Chandler assert that it
enables the properly qualified professional
to fit the customers with precisely the re-
quired swingweight in clubs for individual
requirements without having to alter clubs
on the bench or wait for shipment of the
required club.

Each counterbalance weighs 1/8 oz. and

New! Improved

WESTALL RUBBER FLOORING

Lower Priced!

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

- 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 46" WIDTHS.

HENRY WESTALL COMPANY

944-960 Merrimon Ave., Asheville, N. C.

accounts for one point on the swingweight scale.

There's one number of these Metz clubs made as a training club. It's a 28 oz. wood called the Handmaster. The boys say pros are getting great results by using it in instruction and by selling it to their members for swing practice.

Metz, in explaining the theory on which the counterbalance adjustable swing-weight club is based, recalls that Mac Smith used to have rather heavy plugs at the top of his clubs because he was convinced that weight location gave him better hand action without interfering with his timing as might occur if swing-weight were altered by having more or less weight in the head of the club.

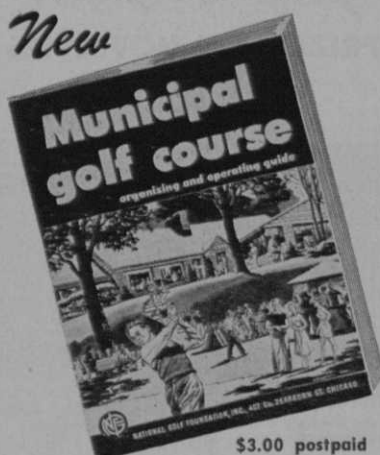
HICKS, ZISKE, McGUIRE AND URZETTA JOIN WILSON

Joyce Ziske, Betty Hicks, Paul McGuire and Sam Urzetta have been added to the roster of stars on the Wilson Sporting Goods Co. golf advisory staff.

Miss Ziske ranked as one of the nation's top amateurs before joining the professional ranks early in 1955. Last year, Joyce captured the North-South amateur championship and was named to the Curtis Cup team. She also repeated as Wisconsin state amateur queen in '54, having

MUNICIPAL GOLF COURSE Organizing and Operating Guide

New



\$3.00 postpaid

Tells How to Plan, Promote, and Operate A Community Course.

Contains revenue-expense statistics, charts, fees, maintenance data, etc.

Send Check or Money Order to:

NATIONAL GOLF FOUNDATION

407 SOUTH DEARBORN ST.

CHICAGO 5, ILL.

Golf Pride

TRACTION ACTION GOLF CLUB GRIPS

Do a favor for your customers and make money for yourself.

Sell clubs of leading makers, featuring grips the champions prefer.

CHICK HARBERT

1954 P. G. A. Champion



"Golf Prides preserve the elasticity of my hands, important for distance, as well as for short game finesse."

TOMMY BOLT

One of golf's "Big Ten"

"Golf Pride grips put extra power in my drives and give me keener control."



Molded to shaft
Easy on hands
Reduced Tension
Light weight grips
Uniform size

Increase the swing weight

Won't slip or turn
RIB-LOCK control
Cap and grip one piece, can't come apart.

**DRIVE FARTHER
HIT STRAIGHTER**

Not genuine unless "Golf Pride" is on the cap end.



PATENTED

FAWICK FLEXI GRIP CO.
BOX 8072 AKRON 20, OHIO

**Increases player traffic
Increases range profits**

WILL-TEE

FULLY AUTOMATIC GOLF TEE

No Air Compressors

No Motors

No Electric Wiring

No Pedal to Push

Fully Guaranteed

Sensational Low Prices

**Will tee a ball every 3 seconds,
or as desired.**

Machines proved the reliability of their all-weather performance at some of the nation's busiest golf ranges this past year. Here's long-lasting, trouble-free service that builds range patronage and operating profits.

For complete information write

WILL-TEE CO.

**(Tel: 45935) 612 Chaffee Road
Ft. Des Moines, Iowa**

*Your inquiry will be immediately forwarded
to the WILL-TEE district representative
nearest you.*

New York, N. Y.

Chicago, Ill.

Los Angeles, Calif.

San Francisco, Calif.

first won the title in 1952, and was selected as the most outstanding Wisconsin woman golfer of the year.

Betty Hicks, currently tournament chairman of the Ladies P.G.A., recently began a comeback on the women's tournament circuit. In 1954, Betty earned more than \$7,000 in prize money. Her more recent performances include runner-up finishes in the 1954 Women's National Open, Sea Island (Ga.) Open and Texas Open. Betty is a former National Amateur champion, winning the event in 1941 when she was voted woman athlete of the year by the Associated Press.

Paul McGuire came into his own in 1954, picking up checks in 13 tournaments. He also started 1955 on a promising note by tying for second in the Bing Crosby tournament at Pebble Beach, Cal., and cashing in on five other tourneys on the winter tour. Now hailing from Wichita, Kan., the 27-year-old McGuire turned professional in 1949.

Sam Urzetta, 1950 National Amateur champion from East Rochester, N. Y., brings a great record of competitive play to the Wilson staff. Undeclared in two years of Walker Cup competition in 1951 and 1953, Sam entered the professional arena in January of this year.

Golf Trophies

PRIZES and NOVELTIES

FREE



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

**MONTEBELLO
PLAYING
CARDS**

with golf motif
on each card.

Write for Free
golfer's
circular
today.



**The Girl Golfer
Compact**

#BL60—2 tone jeweler's
bronze. Light weight 3"
diameter. Suitable for en-
graving 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-5 10 S. Wabash Avenue
Chicago 3 Central 6-5018

GARY IN SOUTH FOR ACUSHNET



The Acushnet Process Sales Co. announces appointment of Lawrence M. Gary as its sales representative in the eastern part of Texas, the southern section of Missouri and Mississippi as well as in Louisiana and Arkansas.

Gary, who was born and educated in Richmond, Va.,

has been in the golf business for over 20 years, beginning his career with Bobby Cruickshank at the Country Club of Virginia in Richmond. Later, Larry entered the golf selling field and, in 1949, he became associated with the E. J. Smith and Sons Co. of Charlotte, N. C.—distributors for Acushnet golf balls in the South Atlantic states—a position he held up to the time of his present appointment.

O. M. Scott & Sons Co., Marysville, O., Lawn Care Bulletin 139 reminds supts. that extra surface fertilizing under trees has been found better for trees than traditional method of tree feeding by drilling or punching holes.

AL SAYS:

"The Lightweight **BALANCED GOLF BAG** is made for golfers who object to unnecessary weight."

PATENTED



STANDARD MODEL

15 CLUB CAPACITY
COLOR - GREEN

\$4.00 ea. F.O.B. CHICAGO

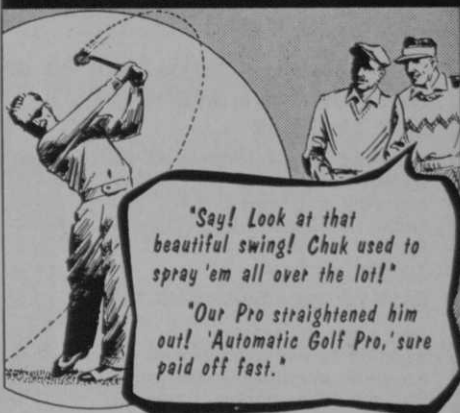
Minimum shipment—1/2 doz.

ORDER NOW

BALANCED GOLF BAG
2029 Clybourn Avenue Chicago 14

Better read this Mr. PRO!

IT MEANS LESS "HEADACHES" AND MORE PROFITS!



"Say! Look at that beautiful swing! Chuk used to spray 'em all over the lot!"

"Our Pro straightened him out! 'Automatic Golf Pro,' sure paid off fast."

And the Automatic Golf Pro pays off for pros as well as golfers. Because—

1. It gives the pro a quick, sure, easy way to correct swings—and star pupils are his best ad.
2. It gives the pro a profit on every unit of over 40%.

This is an amazingly simple device that eliminates slice. It prevents swaying and dipping, keeps the right arm close to the body, makes you pivot correctly—makes you swing from the "inside out"—and so comfortable that it's a pleasure to use!

Here's what Bill Gordon—Pro at famous Tam O'Shanter C.C. of Chicago says—"...and remarkably simple, it takes out the hard work for the novice and for the expert it grooves his swing." Also strongly endorsed by many other leading Pros.

HERE'S WHAT IT CAN DO FOR YOU

- Takes the hard work out of getting a novice off to a good start!
- Gives you more time for more pupils!
- Boosts your reputation for top-notch teaching!
- It will groove the swing of the hopeless golfer!
- Their game improves—they play more and buy more!

SOLD ONLY THRU GOLF PROS.

Mail the coupon now for full details.

AUTOMATIC GOLF PRO CO.
325 W. Ohio St., Chicago 10, Ill.

Rush me details on "The Automatic Golf Pro".

PRO'S NAME _____

CLUB _____

ADDRESS _____

CITY _____ STATE _____

New

FORE-GRIP

Renews Tack in Leather Grips

**SPECIAL FORMULA
HAS NATURAL AFFINITY
FOR LEATHER...**

Amazing liquid formula is absorbed into pores of leather, restoring that "tacky" feel of new clubs. Will not clog pores of leather or build up hard or "greasy" surface.

EASY TO USE • DRIES QUICKLY

Just apply to leather grip... wipe off excess and allow to dry for about one hour. Extra profits for the Pro Shop... treating clubs or selling handy small size with applicator cap.

This is the special formula developed by the Lamkin Leather Co., and used by them exclusively.



Pro Shop Size \$3.00
Retail Size \$12.00, Carton of 12
Usual Pro Discounts

ABERDEEN PRODUCTS • 400 N. ABERDEEN ST., CHICAGO 22

Johnny Revolta JACKET

**patented golf
rain jacket
that gives you
complete free-
dom of swing!**

Unique design, developed and patented by Johnny Revolta, gives complete freedom of movement with no sensation of binding at any point in the swing. Completely waterproof, in featherweight plastic film or zephyr-weight rubber-coated fabric.

Ask your U. S. Royal
salesman



**UNITED STATES
RUBBER COMPANY**

Rockefeller Center, New York

FOR ALL 'ROUND DEODORIZING

A new deodorizer designed for many uses was announced recently by The C. B. Dolge Co., Westport, Conn., manufacturers of chemicals for course maintenance. Called Rounds, this cake-type deodorizer features a new "locked-in" aroma that lasts until the aromatic material is completely vaporized. Especially recommended for lavatories, storage and locker rooms, closets and garbage storage areas, there are many other uses, wherever odors offend. An easy-to-use wire hanger is included with each package, along with clear, simple instructions and suggestions.

SABAYRAC APPOINTS TWO

Harold Whittington has joined Ernie Sabayrac, Inc., manufacturers' agents for golf wearing apparel and playing equipment. Whittington will cover Tenn., Ala., Miss., Ark., and La.

Dick, a Detroit product, worked for Joe Devany at Grosse Ile for some years, then was pro at Midland (Mich.) CC, and two years ago went with Bill Barker at Capitol City Club, Atlanta, Ga., to be Bill's asst.

Whittington is the holder of the Georgia PGA title.

Wade Ruffner, formerly asst. to Chick Harbert at Meadowbrook CC (Detroit

dist.) has joined Ernie Sabayrac, Inc., and has been assigned to Detroit, Toledo, Cleveland and Pittsburgh districts formerly covered by the late Bill Brown.

Wade comes back into golf from selling school equipment where he was doing very well working for one of the Meadowbrook members. He had the yen to get back into golf business in which he has worked most of his business career.

SNEAD SWING IN WALL DISPLAY

Wilson Sporting Goods Co. has produced an interesting and attractive wall display poster of Sam Snead's "Ideal Golf Swing," a continuity of motion pictures of Sam for instruction and information use by professionals.

The display is mounted on heavy cardboard and will stay clean and wear well.

It is being supplied free to pros and to schools.

PRICE CHANGE IN HAHN GLOVE

K. L. Burgett Co., Peoria, Ill., will soon announce a reduction in price of their Paul Hahn golf glove. Price reduction results from savings made possible through stepped-up production to meet large demand for the glove. Write Burgett Co., for new Hahn glove prices and for prices on gloves for pro's personal use.

To be SURE you have the BEST
specify

"ORIGINAL"

KINGHORN

TACKY LEATHER

GRIPS

The permanently tacky
leather grip used throughout
the world by those who know the
importance of a good grip.

MADE IN SCOTLAND BY
BRIDGE OF WEIR LEATHER CO., LTD.

CLYDESDALE WORKS

BRIDGE OF WEIR SCOTLAND.
and used extensively by U. S. clubmakers



THE ULTRA IN SPORTS SEATS

scot-seat

MOST COMFORTABLE SPORTS SEAT OF ALL

Unmatched in comfort, style and sturdiness, each new season lengthens its margin of leadership in player preference and pro shop profits. Be ready to deliver "The Cadillac of Sports Seats" to those who expect you to have the best.

• STURDY ALUMINUM CONSTRUCTION • ADJUSTABLE HEIGHT • LIGHT IN WEIGHT • MIRROR FINISH • FINEST QUALITY TAN COWHIDE • FITS IN ANY GOLF BAG • SPREAD OF SEAT — 15 INCHES; SEAT WIDTH — 4½ INCHES

JOBBERS FOR SCOT-SEATS:

Cliff Castle & Co., 1122 S. Hope St., Los Angeles, Calif. • Coleman Golf Corp., 30 Fernando St., Pittsburgh, Penn. • Denver Golf & Tennis Co., 1807 Welton St., Denver 2, Colo. • Golf & Gift Mart, Inc., 217 Pierce St., Birmingham, Mich. • Haas-Jordan Co., 1447 Summit St., Toledo 11, Ohio • Winter Dobson, 5010 Greenville Ave., Dallas, Tex. • W. W. Woods, Mfg. Rep., W. W. Woods Sales Co., 1140 Taylor St., San Francisco 8, Calif.

SCOT-SEAT CO.

31 N. FIRST STREET

PHOENIX, ARIZ.

Suggested
Retail
\$29.25

AMERICAN'S NEW GENERAL CATALOG

A new, fully illustrated 60-page catalog just released by American Playground Device Company shows the company's complete line of extra heavy duty playground, park-picnic and dressing room equipment, popular items of outdoor gymnasium, tennis and basketball equipment, bicycle racks, flagpoles, and a complete line of approved repair parts.

Illustrations of all equipment are shown,



with comprehensive description, complete specifications, and detailed technical data with mechanical drawings of fittings and construction features of interest to buyers of heavy duty equipment.

A section is devoted to planning of playground areas to approved specifications, with suggestions for best utilization of ground space, safety considerations and proper installation. Concise information concerning number of workmen, hours of labor and materials required for installing various types of equipment is given in an easy-reference table.

For your copy write American Playground Device Company, Anderson, Indiana.

NEW "STAR LINE" LOCKER FEATURE

Star Steel Equipment Co., Inc., College Point L. I., N. Y., has announced that their dressing room lockers can now be supplied with pre-locking devices. This improvement provides an automatic positive latch which allows user greater ease in handling his personal clothing or equipment.

BYRON NELSON BALL NEW IN MACGREGOR LINE

MacGregor Golf Co. is putting out a new moderate-compression ball, tough-covered, carrying Byron Nelson's name.

The ball retails at 70 cents and is popular.

Bob Rickey, MacGregor sales mgr., says the ball is the result of considerable investigation by Nelson and other pros on the MacGregor staff who got test productions of the new ball into play by average golfers and observed the ball's performances and good appearance after some severe hacking.

"It's not a tournament ball," admits Rickey, "but it does come closer than pros and average players would expect of a ball at this price. The paint job stands up, the ball gets off fast and rather far from the club as swung by the average player, and it has a click that makes it sound as though a star hit it.

Rickey adds: "We are confident that the ball will fit into a price bracket that will capture for pros a good amount of ball business that now goes to pro competition, and that it will get that business without trading down the top value ball business which the pros now command and which they certainly must protect and increase."

COOKIE KAR TEAMMATES COME CLOSE IN DALLAS 4-BALL

John Cook, pres., Cook Machinery Co., Dallas, Tex., and his associate, Don Schumacher, sales mgr. of the Cookie Golf Kar, teamed well in the Dallas Golf Assn. annual 4-ball tournament, but lost by one hole to the team of the veteran Spec Goldman and Lew Perryman.

Schumacher and Goldman are veteran amateur stars of Texas. Cook, a prominent maker of washing machines and a good club golfer any day, extended his golfing interest beyond playing by getting into golf car manufacturing. The Cookie Kar has, among other features, two motors.

Nicholas Popa, 331 W. South St., Worthington, O., former caddy and newspaperman, issues a new edition of his 16-page illustrated Caddy Tip\$, a caddy instruction manual.

BIGGEST AD PUSH BY WILSON ON "PRO ONLY"

To help golf professionals in their 1955 sales program, Wilson Sporting Goods Co. is conducting a powerful combined newspaper and magazine advertising program.

Major objective of this concentrated campaign in 98 of the nation's leading newspapers in 44 major metropolitan areas will be professional golf equipment adding extra strength to the "pro only" point of sales.

Attractive, sales-packed ads reaching more than 25,000,000 potential golf customers launched the greatest newspaper drive the sporting goods industry has known. These ads began in April and will continue through May and June—the peak selling season for golf professionals.

A total of 532 Wilson 600 and 420-line ads will dominate the sports pages of leading newspapers until well after the '55 U. S. Open.

Golfing and Golfdom will be among the leading magazines devoted to golfers which will carry the strong Wilson 1955 advertising schedule. These ads will also push Wilson "pro only" equipment.

The big Wilson campaign will also hit the major magazine market with attractive ads in Time, Holiday and Sports Illustrated.

WORTHINGTON FEATURES NEW TRIPLEX MOWER

The Worthington Mower Company, Stroudsburg, Pa., pioneer manufacturer of gang mowers and mowing tractors, has just published a new illustrated leaflet featuring their new Worthington Triplex, a three-gang, self-propelled mower and riding sulky built as an integral unit.

Details of the new mower, developed after many years of research, are completely covered by this bulletin.

Pee Gee Bee



**For Backyard
or
Warmup Practice**

Pee Gee Tee

**No More Broken
or
Lost Tees**



ASK YOUR REGULAR DISTRIBUTOR

TOM SAYS:

"The new Lightweight BALANCED GOLF BAG has everything but excess weight."

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

FOR COMFORT IN ACTION TEE OFF with SQUIRE SLACKS!

Latest selection of Quality Slacks— . . Dacron-Linair FORSTMANN DOESKINS, IMPORTED and DOMESTIC FLANNELS, 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.



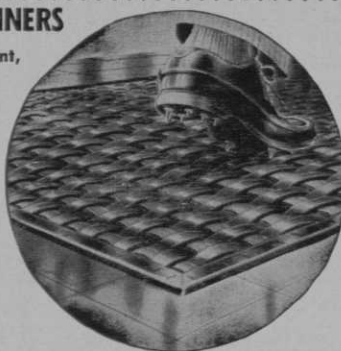
PNEU-MAT-RUNNERS

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.

ASTLE JOINS JOHN H. GRAHAM & CO.

John H. Graham & Co. Inc., New York, N. Y., announces the appointment of Mr. Gordon Astle to the sales territory comprising the states of Florida, Georgia, Alabama and Mississippi. Mr. Astle is a resident of Daytona Beach and will make this city his headquarters.

GALLOWHUR MOVES TO OSSINING, NAMES HOLTON GEN. MGR.

Gallowhur Chemical Corp., manufacturer of agricultural and industrial chemicals including fungicides and herbicides, will move its New York office to the Ossining, N. Y. plant and laboratory site in May, it was announced by George Gallowhur, pres.

The appointment of John H. Holton, Jr., formerly with Niagara Chemical Div., Food Machinery and Chemical Corp., as general manager responsible for all phases of the operation of Gallowhur, was announced at the same time.

The move to Ossining, according to Holton, is being made to fit in with a long range plan of integration of the Gallowhur activities in the chemical and allied

industries. Sales and executive personnel now will have a first hand opportunity to work closely with research, development and production. Many new products, still in the test tube stage, will get into pilot plant and commercial production by a much quicker route, he said.

ALUMINUM DIVING BOARD

The American Playground Device Co., Anderson, Ind., has acquired the exclusive international distributorship for the Lifetime Aluminum Diving Board.

The American approved Lifetime Aluminum Diving Board was designed by James A. (Jim) Patterson, who was the first Ohio State University diver to win a national championship back in 1936.

For some years, Jim Patterson studied the possibility of developing a diving board that would be ideal from the diver's standpoint. He sought a board that would be strong enough to stand up under the most adverse conditions and yet give maximum qualities, which the finest diving enthusiasts demand.

He found it in aluminum, the strong,

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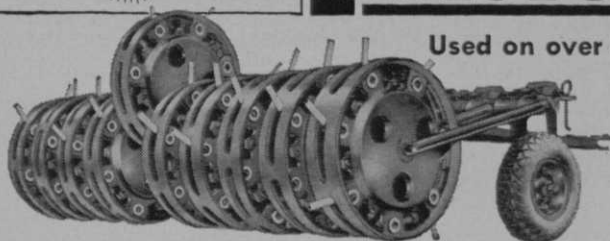
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light metal that has proved so satisfactory in aircraft and other equipment constantly subjected to heavy stress. This new product is of particular interest to golf and country clubs, who are concerned about the diving board replacement expense at their swimming pools. The Lifetime board eliminates the broken diving board problem.

The Jim Patterson Lifetime Aluminum Diving Board appeals to divers because of its safety features. Its aircraft design eliminates torque, or twisting action, at the tip of the board, giving an added safety factor not found in any other diving board. And, the special American approved Battleship Safety Tread—the full 18-inch width of the board—prevents slipping accidents.

NEW CLAMP FOR MAINTENANCE HOSE

A lightweight hose clamp claimed to prevent slippage of hose fittings under pressure on maintenance hose for golf courses is offered by Punch-Lok Company, 321 N. Justine St., Chicago 7, Ill.

The Punch-Lok hose clamp consists of a broad flat band of high-tensile steel, double-wrapped around the hose with no bolts, screws, or other projections to catch or snag turf and lawns. After tensioning

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MIAMI 35, FLORIDA

with a lightweight locking tool, the excess metal band is then broken off flush with the "Lok". Punch-Lok hose clamps are easy to put on and make a leakproof connection that lasts the life of the hose.

New uses are proving Punch-Lok to be a low-cost practical solution to a wide variety of clamping problems, such as, repairing leaks in pipe lines, duct connections, seizing wire rope ends or manila rope ends, splicing flexible cable, clamping guy-wire guards, mending splits in posts, beams, handles, planks, and other miscellaneous repairs.

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Midsummer vigor and resistance to Leaf Spot have made Merion Bluegrass one of the most talked-about turf grass developments in years. For a complete summary of all available technological information on this amazing turf grass, write today for your free copy of "MERION BLUEGRASS—A Progress Report."

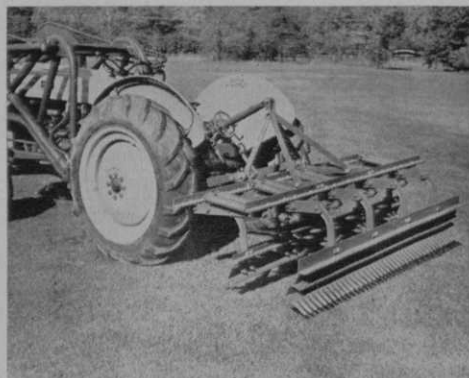


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PITTSBURGH 30, PA.

ROSEMAN TILLER-RAKE NOW FITS TRACTOR LIFTS

The Roseman Tractor Equipment Co., Evanston, Ill. announces their new patented and improved Roseman Tiller-Rake, is now available to fit Ford, Ferguson, John Deere 40, Oliver 55 and Interna-



tional and other tractors having 3-point hydraulic-lift systems.

The Tiller-Rake does four soil working operations at one time. Scarifying, leveling, grading, and raking are all accomplished with the same implement, resulting in a perfect seed bed preparation in the shortest possible time. No hand labor or raking is required.

GREENS DIVOT FIXER WIDELY USED AT COURSES NOW

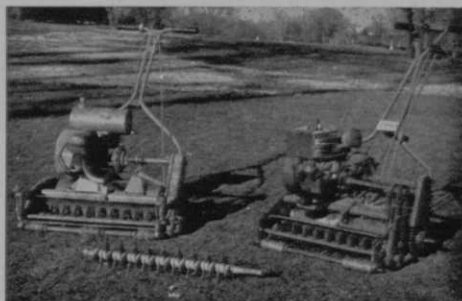
The convenient and highly practical small metal green divot repair device which looks like a small shoehorn this year is becoming almost standard equipment for players at many courses, private and fee.

The Divot Fixer, invented by Clarence Yarn, course operator and owner of the Woodside Golf & Park Supply Co., Des Moines 13, Ia., properly and neatly lifts

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 course equipment dealer for a demonstration, or write.

**NOW READY! FAIRWAY MODEL TO FIT
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NEW ATWATER-STRONG 25 HP MULCH-VAC LEAF SWEEPER



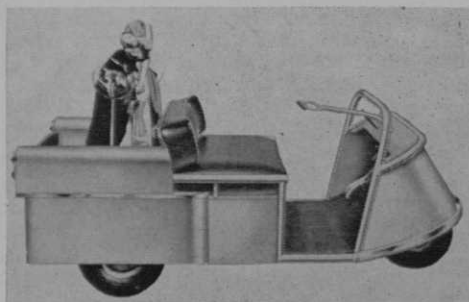
Is just the thing for golf course leaf disposal. Vacuums up, cuts into fine mulch, returns leaves to ground in single operation. Tractor-drawn, 6' 5" pickup cleans up to 30 acres in 8 hr. day. 25 HP power unit shown, smaller models also.

Write for complete information to ATWATER-STRONG COMPANY, ATWATER 2, OHIO

up the ball pockmarks on greens and helps a lot to keep putting surfaces in good condition.

Yarn has made the prices so low that many clubs are supplying players with the device and several companies are distributing them as advertising souvenirs.

LAHER GOLF CAR NOW IN PRODUCTION



Laher Mustang Mfg. Co., 2615 Magnolia St., Oakland 7, Calif., now is producing the Laher Hill-Billy golf car, after months of testing experimental models, drawing board work and research.

The car follows automobile engineering lines and is smartly styled. All parts, including wheels, are quickly removed for easy maintenance. Power is from six heavy-duty Laher "Dynamic" batteries which give up to 14 hours of continuous use, operating a 3 3/4 hp motor. The Hill-Billy is recharged by plugging into a 110 volt lighting circuit overnight.

There is full elliptic spring suspension on all wheels. Dual speed range allows from 1 to 18 miles per hour. Wheels are extra-wide. Braking is positive and holds firmly on hills. Body is enameled and trim is chrome.

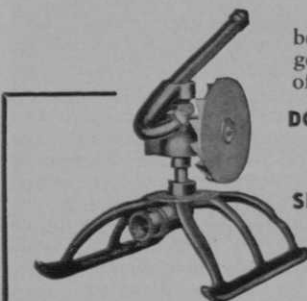
MACGREGOR ISSUES TOSKI AND BAYER LESSON CHARTS

Photo lesson charts, featuring Bob Toski, leading money winner on the pro circuit in 1954, and long-hitting George Bayer, who has driven 420 yards in competition, have been sent to golf pros by the MacGregor Golf Co.

Captioned action sequence photos on the 18 by 22 inch charts are designed for display on bulletin boards of pro shops to stimulate on-the-spot lesson sales.

This is the second of a series first issued in 1954 featuring Toney Penna and

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WILSON PUTS ON STAFF PARTY AT THE MASTERS'

Wilson Sporting Co. Pres. Fred J. Bowman was host to the company's advisory staff professionals who were competing at the Masters', and to others of the company's organization, at a dinner before the classic competition. Doc Middlecoff paid for his chow by winning the tournament.

Louise Suggs which met with instant approval. Grid lines on the action photos, which were taken from the files of *Golfing* magazine, make it easy to follow the sequence of movements and position in the swing.

QUEEN ROYAL NEW U. S. BALL FOR WOMEN

United States Rubber Co. is introducing a new golf ball, specially designed for the woman golfer, that promises to give her longer drives and trim strokes off her score, John W. Sproul, sales mgr. of U.S. golf balls, says.

From center to cover, the new ball, called the "U. S. Queen Royal", is constructed to get maximum results from a woman's swing, according to Sproul.

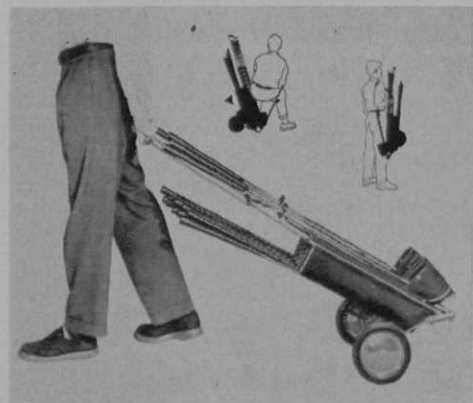
"Today about 22 percent of the golfers are women, playing about 35 percent of

form performance, with the winding tailored to the woman's swing. The new Cadwell cover will resist nicks and cuts and stand up under many rounds of play.

The Queen Royal will be sold pro-only.

NEW CART-BAG COMBINES CART, BAG, SEAT

The 4-Way Cart-Bag gives golfers bag, cart, seat and club protection in a new, compact, light-weight unit which can be pulled with one finger. Clubheads are carried down for balanced distribution. It has individual pockets for woods. Irons are supported in long sleeve-like pockets.



A combination seat and carrying strap serves as a hammock-type seat and can be used as a shoulder carry strap where wheeling is impractical. Wheels quickly retract or can be removed for storage in minimum space; narrow enough to store in lockers or golf club storage racks.

Rain cover is available. Large zipper pocket is provided for jackets, balls, tees, etc. The new Cart-Bag is made by Sit-N-Rest Golf Bag Co., 2404½ West Clybourn St., Milwaukee, Wis.



the number of rounds of golf." Sproul adds: "Many play with golf clubs specially built and adapted to their style of play, but they have not had a quality golf ball particularly suited to their swing. We are providing such a ball with our new U. S. Queen Royal."

It has a silicone center, and is electronically wound for long, true flight and uni-

JOYCE GOLF SHOES FEATURE LIGHTWEIGHT CONSTRUCTION

As much as 1½ tons less foot poundage in playing an 18 hole round of golf is reported for Wm. Joyce golf shoes by



makers, Bowen & Hull, Inc., 81 Masonic Court, Pasadena 1, Calif. The shoes feature a wedge construction reducing shoe weight without sacrificing durability.

Tough, springy, wear-resistant turf with the deep root system that means longer life, finer greens.



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"Breaking-in" is eliminated allowing the foot to assume a relaxed, natural position in the shoe and with platform soling there is no exterior heel to collect mud.

Shown in the above photo are (top) the Wm. Joyce Clutter Club model for men and the Eaglet model for women. The Clutter Club is available in golden tan, soft baseball glove leather with natural grain. It features a one-piece vamp with lock-stitching which prevents moisture penetration to the insole.

The Eaglet displays saddle styling in navy and white or red and white calf. Model illustrated has kiltie tongue—an accessory available in both men's and women's shoes. Colorful catalog may be obtained by writing Bowen & Hull, Inc.

DI-MET SHOWS RESULTS IN CRABGRASS CONTROL

O. E. Linck Co., Clifton, N. J., makers of Di-Met (di sodium monomethyl arsenate hydrated), now is packaging the crabgrass control product in both liquid and water-soluble forms. The water-soluble Di-Met is packaged in individual cellophane bags.

Tests in 1954 showed excellent control of crabgrass without injury to bents, Merion blue, Kentucky blue, Bermuda, redtop,

fescue and other grasses. The material also showed well in control of Dallasgrass and goosegrass.

Linck Co. says there was no discoloration of fairway or greens grasses as a result of Di-Met treatment and that two treatments 5 to 7 days apart is normal application, although one treatment usually destroys the young crabgrass plants.

The material has low toxicity, consequently minimum of risk of skin burns and only a "caution" rather than "poison" label is required.

Complete disintegration of branched crabgrass plants occurs from 10 to 14 days after the application of Di-Met, and new plants in areas formerly treated do not build up resistance to the material, Linck declares.

Specialties Co., PO Box 31, Forest Hills, N. Y., has a new lightweight, transparent plastic Sport-Poncho for golfers' use in rain.

Invisibelt Co., Box 35, Woodland Hills, Calif., has a new belt worn inside the trousers to keep the pants up and the shirt down. The company says the belt is especially serviceable for golfers and plans to distribute through pro shops.

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- Will not burn
- Also sold mixed with heptachlor to control beetle grubs, chinch bugs, cut worms and ants

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