

Robert Bruce Harris, intended to be one of finest many courses in the U. S.

(Continued on page 137)

Ohio Golf Salesmen Have Annual Party for Pros

Ohio's golf salesmen put on their annual party for the state's pros at Elyria (O.) CC Sept. 22 during the Ohio PGA and Seniors championship and PGA fall meeting.

More than 100 took part in the golf and festivities. The boys got an educational close-up of smart pro shop operations in the way that Elyria CC pro Clark Black and his asst. Mike Merva handle the shop. Clark is at a men's wear store in the winter and has adapted plenty of downtown retailing bright ideas in his shop set up.

Salesmen who split the tab and compared notes on how to get rich selling to and with pros were: "Red" Barton, Earl Schlax, Tim McGrath, Harry Hull, Bill Barbour, Larry Kemper, John Skinner, Ted Deal, Ed Austin, Bill Craig, Willis Cochran, Art Yann, Russ Mitchell and Bill Brown.

At the annual pro-salesmen's dinner, Herb Graffis of Golfdom spoke on the ordinary golfer's "secret"—or what makes being a pro not the world's softest job.

TRANSPARENT PLASTIC PROPORTIONER HOSE

With the cooperation of the American Chemical Co., makers of Agrico and Agrinite, the manufacturers of Cobon white plastic hose have developed a new transparent hose to use in connection with the hydraulic method of feeding turf grasses, as recommended by them.

Cobon Plastics Corp. says that the hose is non-aging, will not crack, peel or rot, and is glass smooth inside and out. Other properties include heavy duty precision machined brass couplings guaranteed to stay on, plus low drag resistance for safety on the greens. Further information may be had by consulting ad in this issue.

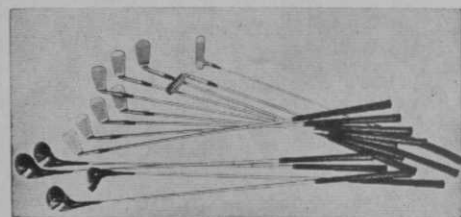
GOLF BALL WASH

DEA Products Co., Deerfield, Ill., have issued a new pamphlet for distribution to all superintendents describing the player satisfaction, economy and convenience of Liquid-Lustre golf ball wash. The manufacturers say reception of course superintendents and players alike to its concentrated cleaning action for faster, whiter washes, plus the banishment of unpleasant odors, is proof why world famous clubs such as Tam O'Shanter use it exclusively. Full information may be had by writing to the above address.

SPALDING GOES STRONG WITH XMAS GOLF GIFT ADS

Spalding's Golfers' Christmas ad will reach over three million readers in the Christmas-shopping mood this season.

The Top-Flite clubs, emphasizing Spalding's exclusive Synchro-dyned club principle, are featured in the attractive adver-



tisement. So, too, are the Dots and Top-Flite golf balls, the Spalding golf bag in a wide range of colors and prices, and the head covers.

One of the most attractive offerings is the Spalding golf ball "gift-box." Packed



in a handsome, sturdy plastic box, with attractive sleeve cover and imprinted with the owner's name—they make a welcome gift with a personal touch. Orders for personalized balls (dozen lots only) must be made before December 1st to assure delivery.

An eye-catching display which will hang on the wall and which will remind members how many days remain to Christmas is being sent to all professionals. In addition, there is a handsome calendar for 1956 which fits into the same frame.

NEW PRO SHOP DISPLAY FOR B & H FEATHER-LIGHT SHOES

As one of the focal-point features of their 1956 expanded pro shop merchandising program Bowen & Hull, 81 Masonic Ct., Pasadena 1, Calif., are offering to pros selling their Feather-light golf shoes, the attractive display unit shown below. The easily assembled, sturdy stand provides for display of up to 10 Feather-light shoes. An especially pleasing effect is obtained by the illumination of a natural-color transparency of their various shoe models in the frame at the upper left of the display. The B & H line for 1956



includes several new styles and color combinations in both men's and women's waterproofed golf shoes, with their newest women's shoe, The Lady Scot, leading the parade. For information on B & H's complete 1956 line and details of obtaining their display unit write Bowen & Hull.

HAGEN LINE COMPLETELY NEW FOR 1956

Ed Rankin, Gen. Mgr., Walter Hagen Golf Div., enthuses about the thoroughly new line of Hagen clubs for next year.

In detailing the new products Rankin says:

"I am a great believer in the value of the word 'new' when used in connection with any product, be it automobile or golf club, and if there is a value to this word, we have a great year ahead of us, as everything in our entire line is new.

"To begin with in our new Ultra Powered iron we have an entirely new weight distribution. We drill completely through the hosel and through the sole of the iron, eliminating a considerable amount of weight which has served no useful purpose. The majority of this weight is then placed into the blade, the only working area of the club. We end up with a head weight slightly less, but with a blade weight considerably heavier. This makes for a much stronger iron. In addition running the shaft completely through the head gives a fine feel on contact, and to top it all off, we have the strongest assembly of shaft and head possible. We have an entirely new head model, a new shaft and a brand new narrow pattern grip.

"We have completely re-designed our Fleetwood and International irons and have definitely increased the value of both of them.

"Our new American Lady Iron presents the finest playing ladies club we have ever developed and at a price that makes it an outstanding value.

"Our wood club line has been completely re-designed and re-styled. The top of the

Kenneth Smith

America's oldest and largest
maker of hand made clubs

Announces the

1956

Kenwin[®]

line of

Woods and Irons

Sold only in the

Best Professional Shops

Kenwin clubs are hand made in the traditional Kenneth Smith manner, in all popular variations of shaft length, shaft stiffness, head weight and swinging balance.

All clubs in a Kenwin set, woods and irons, are matched and swing balanced, registered and guaranteed highest quality. Kenwin clubs are carried in stock for prompt shipment, to be fitted to individual needs by the Pro.

Write today for a brochure describing the new Kenwin clubs —and Professional Order form.

Kenneth Smith

Hand made Golf Clubs

**BOX 41-GM KANSAS CITY 41, MO.
CUSTOM CLUB MAKER SINCE 1918**

line is the Haig Ultra, which now carries a finish which I believe is new to the golf industry, but very popular among men these days, as it is a charcoal finish that has a dignified and rich appearance. This head model on the Haig Ultra is entirely new, with beautifully rounded lines that give the impression of ease of play with great power. As with our irons we have completely re-designed the Fleetwood and International Woods, completely changing both of these models from head finish to grip.

"As a companion for the American Lady iron, a brand new American Lady wood has been developed which again gives the ladies a wonderful playing wood club at a price that is most attractive.

"Our Hagen Division has completely restyled our putter line and has added two brand new numbers to the line, The Sir Walter and the Signature. With these two additions we are now offering ten putters, every one of which is outstanding and has been somewhat improved for 1956."

NEW MODELS, NEW DISCOUNTS FROM BURKE GOLF TO PROS

New models and new, larger professional trade discounts were the main topics of discussion at the annual Burke Golf sales meeting held at Moundbuilders CC, Newark, O. In presenting 1956 woods and irons Jack Schram, Burke pres., informed the 15 sales representatives present that the company had been considerably concerned over the rising business costs confronting professionals everywhere and as a consequence had increased the trade discount to insure the professional more profit. This additional markup is adequate to cover transportation and other increased business costs, Schram says.

Schram pointed out that Burke's 1956 line had been designed based on the answers to a questionnaire sent professionals soliciting suggestions on club construction and design. Highlight of the new Burke woods is the 1956 Coronation model, a sleek, shallow faced club suggested by 87% of the questionnaire respondents who requested a wood tuned to modern play, but with shallow face. Finished in beautiful cherry Dur-O-Var, Coronation woods are available in 42 and 43 in. lengths—with leather or Rib-Lock grips and True Temper Rocket pattern shafts. Burke Punchirons have newer brighter markings and grips. The basic blade design developed last year in collaboration with the mechanical department of a leading engineering college will be maintained. The principle of "point of precision" has been definitely proved throughout the past year according to Willis Cochran, sales mgr. Cochran also informed the group that plant produc-

tion facilities had been increased to meet the growing demand for Punchirons and prompt deliveries could be anticipated except in peak months. Burke salespeople were also introduced to the newly designed 1956 pro-only wood models: The Rocket, Hyspeed and Recorded. The enthusiastic response given Chick Harbert models during the 1955 season prompted the company's decision to continue their manufacture with no major changes.

Considerable attention was focused on Burke's completely new line of golf balls. From the improved liquid core to the new exclusive white Dur-O-Glo paint, these golf balls are decided advances.

Two members of Burke's advisory staff were singled out at the meeting for unusual accomplishment — Vice Pres. Chick Harbert, 1954 PGA champion, was honored for his selection to the Ryder Cup Team and the Dean of Burke's Staff, 55-year-old Billy Burke, ex-National Open Champion, was tendered a rousing ovation for giving the youngsters a lesson in romping off with the 1955 Ohio Open Title. Billy has now won this tournament during the past 3 decades.

NADCO HOLDS SALES MEETING



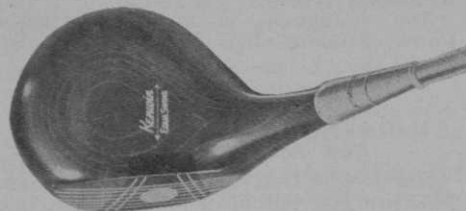
Herbert C. Johnson Jr., president of Nadco Sporting Goods Co., Chicago, tells a group of salesmen attending the firm's national sales meeting about the company's merchandising plans for 1956. Seated (l to r) are Johnson, Harry Schilling, Bellerose, N. Y.; Art Evans, Chicago; and Leo French. Standing (l to r) are John H. Young, Dallas, Tex.; George Lynn, Maywood, Ill.; Joseph M. Hayes, Woodlyn, Pa.; Peter Young, Mahwah, N. J.; John Tully, New York City; Fran Hudak, Joliet, Ill.; James Conroy, Detroit, Mich.; and Bill Foss, Ormand Beach, Fla.

KEN SMITH'S KENWIN CLUBS HAVE "NEW LOOK" FOR 1956

Kenneth Smith's 1956 line of Kenwin woods and irons will feature greater eye-appeal plus a new and improved system of balancing.

The more colorful "new look" in Kenwin clubs will consist of sparkling innovations in trim and finish.

First introduced by Kenneth Smith early in 1955, Kenwin clubs have been enthusiastically accepted by many pros because of the faster service available, since Kenwin clubs are carried in stock at the Kenneth Smith shop. All popular



variations of shaft length, shaft stiffness, head weight and swinging balance are available in Kenwin woods and irons in great variety.

Kenwin clubs are hand-made in the distinctive manner of all Kenneth Smith clubs for more than 35 years. Proof of Kenwin soundness of construction is attested by the fact that not a single instance of breakage or trouble of any kind has been reported since their introduction, says Smith.

COLT BALL NOW MADE BY PLYMOUTH

James G. Hogg, pres. of the Plymouth Golf Ball Co., Plymouth Meeting, Pa. and Marshall F. Bachenheimer, pres., of Colt Golf, 161 East 37th St., New York, advise that Plymouth has established a separate division for the exclusive manufacturing of the Colt golf ball.

The operation of the Colt Division will have no relationship or connection with any other golf ball manufacturing by Plymouth. Walter Lewandowski will be in charge of production for the Colt Division.

The establishment of a separate and autonomous division is the first such move the Plymouth Golf Ball Co. has made since its inception in 1916.

All machinery and equipment belonging to the Colt Golf Company has been installed in the new division at Plymouth.

The Colt ball will be sold at pro shops only.

WEST POINT PREPARES 1956 LINE

West Point Products Corp. announces a stepped-up Crab-E-Rad production program on chemical for crabgrass eradication, and of Liquiphene Turfgrass fungicide. These chemicals, introduced late in the '55 season, have shown up well wherever they were used, West Point reports. More research data should be available in the coming year to aid the user in obtaining maximum value from these products.

West Point will be able to fill orders

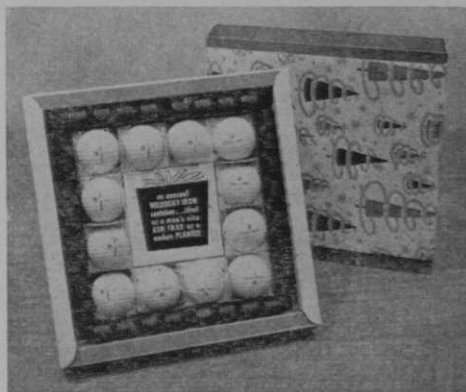
promptly for the West Point Atco greens mower. Modifications in design of the mower give improved performance and make the machine more understandable to American labor. A 12 blade reel of laminated steel produces a smooth cut and outstanding resistance to damage from abrasion.

A new and improved Verti-cut will be available for '56. Changes in design include improved wheel drive, increased h.p., reinforcement where needed to give more rugged service; speed of operation has been increased slightly.

Prompt shipment of Aer/Lift Trailers is assured for '56. An increasing number of superintendents have expressed their interest in this hydraulic trailer for safe, easy transport of equipment and materials around the course.

West Point will introduce an entirely new machine for '56. Details cannot be released at this time, the company advises, and adds it is a machine for putting greens and is much needed. This specialized machine will answer some of the superintendents' problems in maintenance and at the same time will provide more satisfactory playing conditions.

MERRY CHRISTMAS FROM WILSON



Wilson's Christmas package for Staff or Jet balls by the dozen is a striking red, yellow and black carton with Christmas tree designs. Inside the carton is an extra gift of a wrought iron ash tray.

The half-dozen Christmas package contains a bonus of a wrought iron letter holder.

SEED-EASY HAS NEW 5 FT. SEEDER-SPREADER

This new Seed Easy 5-ft. seeder-fertilizer spreader has its hopper sturdily constructed of 14 and 16 gauge welded steel. Fertilizer capacity is 300 lbs. The spreader is built to ride with ease on 4:00 x 8 two-ply tires.

The positive action adjustable gate and sturdy agitator assure even and accurate

USED BY
NATIONALLY
KNOWN
PROS!



RUBBER WRAP-ON GRIP

CAN BE APPLIED TO ANY CLUB
IN 10 MINUTES!

Adds at least 15
yards to your drive

Builds confidence
improves your game

AT PRO SHOPS



*Finest "Feel"
in Golf*

C. S. I. Sales Company

Salon Center Bldg. • Solon, Ohio
Exec. Office: 536 Terminal Tower Cleveland 13, Ohio

FOR THE GOLFER
A LIFETIME INSURANCE FOR ALL CLUBS

★
PERMANENTLY IDENTIFY EACH CLUB
with
IDENTI-CALS

JOHN Q. SMITH
RIVERSIDE GOLF CLUB
FLUSHING, N. Y.

GOLFER'S NAME and the NAME and ADDRESS of your CLUB INDELIBLY ETCHED into metal strips with a strong adhesive on the back which bonds the strip around the shaft of each club.

It is permanent, weatherproof and will last for many years. Prevents confusion of the wrong clubs in the wrong bags or lockers.

RETAIL PRICE only \$6.75 for set of 15. Less than the price of half a dozen golf balls
DELIVERY: Approx. 10 days from receipt of order.

TO ORDER: See your Golf Professional or order directly from

IDENTI-CAL CO.
P.O. Box 55 Flushing 52, N. Y.

"IDENTI-CALS" for Keys — Bags — Tools — Golf Clubs, etc.
Industrial Applications

flow of seed or fertilizer. The welded hopper, removable control plate and agitator make all surfaces accessible for thorough cleaning.

In operation, the driver sits on the hopper — has all tractor and seeder controls within easy reach.

The equipment is made by Garber Power Seeders, Inc., 307 14th St., St. Paris, O.

MAC GREGOR SALESMEN SEE MANY NEW FEATURES OF LINE

MacGregor Golf Co. presented its new 1956 pro golf line of club, balls, bags and accessories at its national sales meeting which was held in Cincinnati recently.

The headline feature of the 1956 line are the completely new woods, which will be



offered in the MT, Armour and top Suggs Tourney models. These models will feature the new Super Eye-O-Matic faces which give the clubs emphatic eye appeal and increased playability. The king-size fiber face not only completely absorbs the shock of the ball at the point of compression, which will reduce the tendency to slice or hook, but also because of its unique design will give the player perfect alignment at address.

MacGregor has developed also in their modern rubber department, a completely new grip that is unique in design and strong in eye appeal. By combining three proven materials, rubber for the player with dry hands, cord for those with wet hands and a colored bead for correct, confident gripping, this grip will satisfy every type of golfer, MacGregor says. It will be offered on all Tourney models for both men and ladies.

An additional Toney Penna wood has been added to the line, the P40W. While this club like all Tourney woods will feature the Super Eye-O-Matic face, it will be made from the long-popular 40 model and will have a good player's True Temper shaft, thus eliminating the delay ne-

cessitated by complete custom making that a model made to these specifications required in the past.

The medium and low priced Byron Nelson and Louise Suggs line of woods and irons have been radically changed and will again represent excellent values for their respective price ranges.

A new utility iron, "Mr. Flipper" for the men and "Mrs. Flipper" for the ladies, has been added.

The putter line has been altered to include new models as well as a variety of bright colored grips.

An out-of-the-ordinary Christmas golf ball package has been created to include one dozen MT golf balls and four tempered glass ash trays, which are finished in a decorative pin stripe of red, blue, yellow and white and the Scottie motif. Christmas packages will be available also in one half dozen golf ball and two ash tray units.

An entirely new line of MacGregor-Tuffhorse bags is being introduced for 1956. It will feature bags made of Tuff-Hide, a new material that will guarantee long life without sacrificing the smartness and popularity of bright color combinations. Matching carryalls, practice ball bags and head covers will also be available.

IMPROVEMENTS MADE ON 1956 E-Z GO GOLF CAR

E-Z Go Car Corp. has made a number of changes in its golf car for 1956 among which is placing the batteries under the seat which lowers the center of gravity and makes the car exceptionally stable under any operating conditions. An entirely new electrical system eliminates the possibility of arcing.

New 6:00 x 6 4-ply jumbo balloon tires are easy on the turf and are long lasting. The E-Z Go for 1956 has an automobile-type frame and differential, and has two-wheeled drive and brakes.

The switch controls are mounted on the dashboard. The outfit has a separate heavy duty 30-ampere battery charger with automatic timer and fan, thus assuring a full charge within eight hours.

The mechanism is in the rear of the car, making preventive maintenance work easy. The E-Z Go increased power enables it to climb 40-50 degree grades, Val Pernush, the company's sales mgr. says.

Two-tone colors also mark the E-Z Go 1956 car.

"DIATOMIC" NEW CLUBS ARE INTRODUCED BY NADCO

Nadco Sporting Goods Co., 3635 W. Touhy ave., Chicago, Ill., now has for the pro market "Diatomic" woods and irons, made with new materials and presenting

Golf
has changed since 1830

but the
good
taste
of
Teacher's
never
changes!

TEACHER'S
HIGHLAND CREAM
BLENDED SCOTCH WHISKY
86 PROOF Schieffelin & Co., New York

MADE SINCE 1830 BY W. H. TEACHER & SONS

numerous other new features.

The clubs have been designed by the widely known club designing expert, J. Victor East. East says that among the salient merits of the new line are complete precision and uniformity of the clubs, due to unique manufacturing methods, and lasting uniformity of the woods because of the use of head material not subject to alteration by moisture and heat conditions.

Herbert C. Johnson, Jr., Nadco president, says of the new clubs: "Calling on the aid of science, and more than 30 years of experience in making precision equipment for the aviation and automotive industries, Nadco has developed Diatomic golf clubs that are actually matched-in-motion.

"Diatomic woods are made of an entirely new high-impact material called PowRlon. PowRlon, far stronger than wood and impervious to heat and mois-



ture, lends itself readily to true precision manufacturing. The physical characteristics of PowRlon have been blended so that they create the best conditions of feel and click.

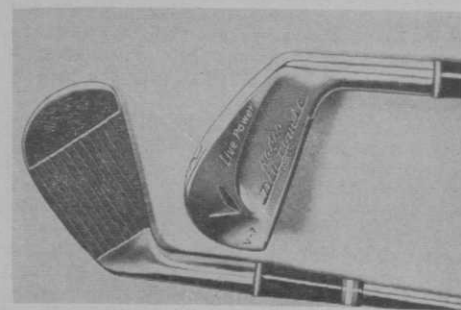
"Manufactured to an accuracy measured in .001's of an inch, Nadco Diatomic woods are formed to exact specifications. Each head is formed in a precision-made die that will not change under use. Consequently, each head, in the same number wood is identical. If one club in a set is lost, it may be easily replaced, without spoiling the matched qualities of the set.

"With Diatomic clubs, the face insert, also made of PowRlon, is fused to the head and therefore can never be loosened."

In commenting on Nadco's new irons East says that variations in iron clubs due to the nature of material used and the manufacturing methods, will be absent as

a result of the Nadco innovations. He explains:

"Nadco irons are made with an entirely new alloy called Vorium, which is 30 per cent stronger than steel, and will not rust or chip. Because Vorium is stronger,



Nadco irons can be manufactured to provide the best location of the line of percussion and give the golfer great accuracy. Because it is not necessary to add extra material at the hosel, the club's weight is accurately distributed to give the golfer added power for distance and better feel."

Machines which match the clubs to a golfer's swing have been developed by Nadco. Clubs usually are matched separately by swing weight, length and flexibility. The blending of these elements to the golfer's swing is the basis of Nadco's new "Matched-in-Motion" concept.

Nadco has announced that Diatomic clubs will be sold only through pro shops. As head of the firm, Johnson stated "It is our sincere belief that golf clubs should be distributed most effectively through golf professionals. This will insure the best possible relationship between the manufacturer and the golfer, and between the golf professional and the golfer."

SQUIRE MAKING "REGISTERED" SLACKS FOR PROS

Jack Lust and Joe Di Fini of Squire Slacks, 18 W. 20th st., New York 11, have had an interesting development in the big business they've done with pros on slacks and Bermuda shorts this year. Some of the pros of big dimensions—George Bayer among them—have their measurements registered with Squire so they can get quick shipments of their special slacks.

Lust and Di Fini say the Squire Bermuda shorts sales to women were especially great in pro shops this year. The answer, the Squire fellows explain, is a trimly tailored tapered design that makes the derriere (fanny to you, Bud) and the limbs look slender.

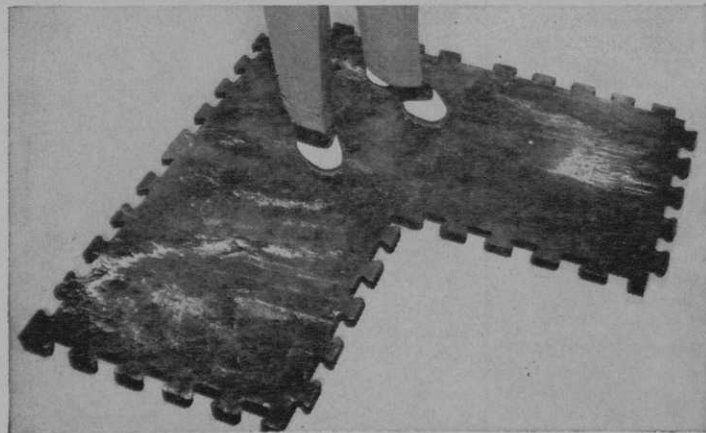
They say that while the Bermuda shorts sales to men golfers looked early in the summer as though they might cut pro shop dollar volume down, due to shorts selling for less than slacks, it didn't work

new 24" x 24" golf type **RUBBERLOCK**

designed SPECIFICALLY to protect and beautify golf rooms, grill rooms, pro shops

no cement or mastic needed $\frac{1}{2}$ " thick

Choice
of Colors



Long Wearing
interlocking
marbled
spike resistant
rubber flooring

Write or Wire

M. M. Levitt,
Sports Div.

**MITCHELL RUBBER
PRODUCTS, INC.**

2114 San Fernando Rd.,
Los Angeles 65, Calif.

out that way. Golfers usually bought at least one pair of light-weight slacks and several of Squire's Bermuda shorts.

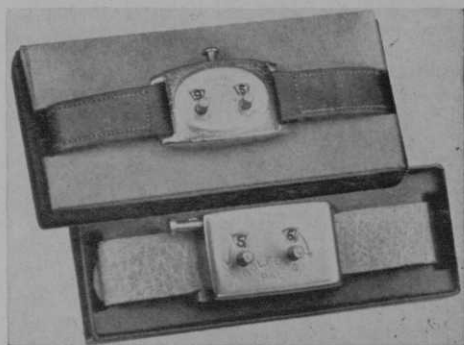
Spring and fall pro shop volume on Squire slacks has been away beyond previous years and has set records in many pro shops.

As an example of what smart pro shop merchandising does with the fall line of Squire slacks, Jack and Joe point to Claude Harmon's shop at Winged Foot. Wilbur Hood, Claude's shop asst., put the new line of a display rack right by the door so members practically bumped into it. The first day of the fall line display 10 pair of slacks were sold.

Hood formerly was with Leo Fraser at Atlantic City (N. J.) CC. He helped put across fine holiday business for Leo last year by bright displays of Christmas golf goods. One of his display stunts was to borrow a "horn of plenty" fixture from a florist from which golf gifts were pouring.

Jack and Joe are working on an idea to help pros keep ahead of their slacks and shorts requirements in 1956. They say that too many of the pros run short of stock and spend more on long distance telephone and special delivery shipping than would be necessary if inventory were well watched. These costs for rush handling eat into profits.

INCREASE YOUR HOLIDAY SALES WITH THIS FINE GIFT SUGGESTION



THE GOLFER'S PAL • SCORE KEEPER

For those who want the best

Designed to be worn on wrist without interfering with stroke. The perfect Christmas gift. Precision, dependability, and simplicity in operation make it standard golf accessory.

Model No. 1-X \$5.00; Model No. 1 \$3.50

Manufactured by BORM MANUFACTURING CO., Elgin, Ill.

Sells Because It Serves!



BAG-SHAG BALL RETRIEVER

BAG-SHAG takes the "stoop and scoop" out of practice sessions, lets the golfer concentrate on improving his game.

Sturdily built of aluminum, steel and wear-proof canvas—lasts for years. Weighs only 2 lbs. 6 oz. Lists at \$15.00 (liberal pro shop discounts).

Year 'round sales appeal; ideal gift and prize item. Nationally advertised.

BAG-SHAG sells on sight, needs no servicing. Put one on display and see!

See your nearest distributor or write today for literature, discount schedule.

MADEWELL PRODUCTS, Incorporated
3129 East 7th St., Oakland, Calif.

A New PROFIT OPPORTUNITY



The Amazing, New KLEET-KLEENER

Here's an item packed with sales power... a brightly colored accessory for removing mud from golf shoes. Large enough to get the job done... small enough to fit easily into the pocket of a golf bag! Made from strong, rustproof aluminum. Convenient hook end for attaching to bag or belt strap. Available in red or blue. A real profit producer!

Retail Price \$1.00. Fifty percent discount to Pro Shops in lots of ten each. Postage Paid. Free attention-compelling display material.

FREE SAMPLE FOR PROFESSIONALS!

Write TODAY on your business letterhead for a free KLEET-KLEENER and dealer information, or send us an order and we will include a complimentary KLEET-KLEENER.

KLEET-KLEENER CO.

7509 ORVILLE RD. HOUSTON 16, TEXAS

MOTORIZED BAG CART



Birdie Golf Cart, distributed by Birdie Sales Co., Clintonville, Wis., carries one or two bags. A gasoline engine, started by a pull cord, powers the device. Speed is controlled as desired. The engine has a double silencer. The car can be sent across the fairway to another player, without a player accompanying it.

Seats on both sides of the Birdie car provide resting places for players.

BUCKNER SPRINKLER MAKES 1956 IMPROVEMENTS

H. M. Clark, vp, Buckner Mfg. Co., Fresno 8, Calif., outlines advances in the company's 1956 program by advising:

"We are working toward two very definite improvements in sprinkler design. (1) In producing the same Buckner quality equipment, but with lighter materials on large sprinklers that must be carried from one place to another, and (2) in improving our sprinkler bearing design to assure the same long life and satisfactory operation without the use of grease and expensive packings.

"The lighter weight on the long range sprinkler equipment will be accomplished by the use of an aluminum head and special alloy lever on our Model 250 Super Irrigator for center line fairway irrigation. Along with this we will have available the new all aluminum Model 870 Rainer, which will be considerably lighter in weight than any other sprinkling equipment of comparable performance formerly on the market. This extreme weight reduction is accomplished by the use of thoroughly proven specially heat treated alloy aluminum.

"The Buckner No. 250 Super Irrigator

and the new all aluminum Buckner No. 870 Rainer, will take a tremendous burden off the back of the golf course watering man in 1956.

The new Buckner GDG Bearings have proven a revolution this year in solving one of the greatest problems in farm crop sprinkler irrigation—sand wear on the sprinkler bearings. A great deal of research has been put behind the development of the Buckner GDG Bearing and it has proven so successful under the very worst sand and wear conditions that it will be a natural for our heavy duty golf course watering equipment this coming year.

"Buckner is entering the third year in their program of factory training for their distributors in sprinkler system design and layout work, maintenance and service. This means genuine factory service on Buckner Sprinkling Equipment for golf courses throughout the country through the Buckner Distributor near them."

**COMPACT, MOBILE DISPLAY
HELPS PRO SELLING**



Robert E. Murray Associates, Golf Shop Promotions div., 595 Fifth ave., New York 19, has designed this pro shop display fixture that has been doing some real selling for pros.

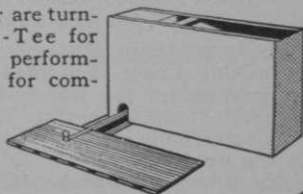
The company suggests twin displays—one of men's golf apparel and the other of women's. Golf Shop Promotions services pros who use these fixtures with seasonal merchandising aids, including clever price cards.

Will-Tee

**FOR GREATER
DRIVING RANGE PROFITS**

Automatic teeing system that makes you more money two ways: eliminates costly breakdowns — steps up your volume and profit because Will-Tee is fast, customers drive more balls. As soon as ball is hit machine automatically tees up next ball. Operates by a counter balancing action. No motors, levers or pedals to operate. Heavy steel construction... defies weather conditions. Holds 100 balls. Ranges the country over are turning to Will-Tee for "fool-proof" performance. Write for complete information.

Phone
4-5935



WILL-TEE 612 Chaffee Street
Fort Des Moines, Iowa

**with PUNCH-LOK
Hose Clamps**

*it's easy to be sure
of your hose—
and save money too!*



NO LEAK

NO SNAG

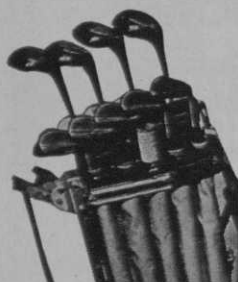
**"Smoothest"
job on the course**

Write for descriptive literature and name of nearest jobber.

**PUNCH-LOK
Company**

Dept. R, 321 N. Justine St., Chicago 7, Ill.

STOCK PAR TUBES FOR CHRISTMAS



PAR TUBES As Used In Individual Compartment or Slot Type Bags

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

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

Packed in cartons of 42 and 144

Contact Your Local Distributor or

PAR TUBE—

5710 W. DAKIN ST.,
CHICAGO 34, ILLINOIS



Oval or Round Type Bags

WOODS BROTHERS NEW 42 IN. ROTARY MOWER-SHREDDER

Woods Brothers Mfg. Co., Oregon, Ill., are making a new 42 in. Model 42G rotary mower-shredder for use under the Allis-Chalmers Model G tractor. The blades and spindle assembly on the Woods Model 42G are the same as used on larger models of Woods rotary mower-shredders. Height of cut is adjusted by the tractor lift mechanism.

The outfit is being used with pronounced satisfaction in solving the leaf disposal problem on golf courses. The practice of mulching leaves is doing a lot to make fall play greater and helps fairway conditioning.

WHITE Q-ROK TRAP SAND IS COURSE BEAUTY TREATMENT

A number of the foremost clubs this year filled traps with Q-Rok, a beautifully white trap sand that adds considerably to course appearance. Golfers of all classes approved the uniform consistency of this deluxe sand. Superintendents O.K. the sand as a maintenance aid as it is clay-free and coarsely graded, drains

quickly and stays in traps, resisting wind and washing losses.

The sand also has been extensively used by prominent superintendents as a top-dressing mixture.

Samples and further information on Q-Rok may be obtained from the Pennsylvania Glass Sand Corp., 2 Gateway Center, Pittsburgh, Pa.

ACUSHNET REPORTS BIGGEST YEAR; TELLS 1956 PLANS

Wm. Bommer, vp, Acushnet Process Sales Co., New Bedford, Mass., says this year has been the biggest one Acushnet has had in golf ball business and that Acushnet's Titleist led in popularity with pro and amateur contestants in major championships and on the tournament circuit.

The company's pro-only policy again resulted in a year of record volume, Bommer advises. The new Titleist Red Rough received a big reception and hit sales figures that has the new ball pushing the Finalist and the Bedford out of the line, so in 1956 pro shop stocks of Acushnets will have to carry only three of the company's top grade balls; the Titleist, the



Tru-Vu: The new pace-setters for Putter Profits Perfect for your Christmas Selling

These are the new putters that have won the instant and wide approval of top pros and amateurs for surprising performance. Here's why: A delicacy of balance that imparts a confident feeling of distance control; An "illusion" hozel that gives clearer sighting and more accuracy in direction control; An angled hozel delivers a balanced impact at the center of the putter head. Solid brass heads and hozels, True Temper shafts, live rubber pistol-type grips in colors.

Retails at \$12.50. Usual Pro discount. Post-paid.

L & S Sales Co. • 707 W. Buchanan St. • Phoenix, Arizona

**SAVE
CLUB HOUSE
FLOORS**

**with
spike-resistant
pneu-mat runners**



Protect your floors from spike holes with rugged Pneu-Mat Runners. Absolutely spike-resistant, they provide a comfortable walking surface — improve the appearance of your club house.

Woven of rubber-impregnated fabric, Pneu-Mat Runners are tougher than rubber runners. Reversible for double wear.

MONEY BACK TRIAL OFFER:

Order a trial section. Test it on an area which gets especially hard wear. Money back if not satisfied.

Standard Widths

20"-24"-30"
36"-42"-48"

Trial Sections

24" x 60" \$10.00
20" x 24" \$4.00

Write today for illustrated folder.

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

Titleist 100, and the Titleist Red Rough. The Green Ray, the Pinnacle and the Club Special again will be Acushnet's balls in the lower price brackets.

Research and development this year have accounted for advances in performance, durability and uniformity, Bill Bommer says, and he adds that Acushnet's advertising emphasizing the 100 per cent pro shop distribution will continue to exert increasing power in bringing customers into the pros' stores.

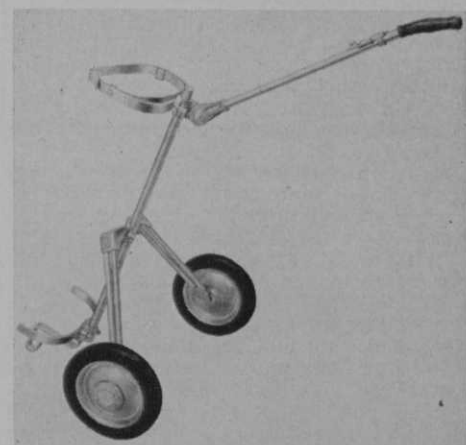
tures such as the stroke counter, tee holder and cigarette rest bring rental customers for a lot of repeat business with pros, says Charles Freeling, Product En-

**CON-VOY RENTAL CARTS NOW
HAVE THEFT, FIRE INSURANCE**

Product Engineering Co., 4707 S.E. 17th Ave., Portland 2, Ore., has announced a new plan for "Theft Protection" on the Con-Voy Rental carts, the newest addition to the Con-Voy line.

The Con-Voy Rental now will be protected by low cost theft and fire insurance issued through Product Engineering Co. On fleet purchases of 12 or more, the company will pay the first year premium.

The Con-Voy Rental features rugged durability resulting in low upkeep cost and minimum loss time for servicing. Its quality finish, balance and popular fea-



Product Engineering Co. executive. Freeling also remarks that Con-Voy Rental fleets can be purchased on a low-cost time payment contract whereby the purchase price may be paid out of rental profit.

RAIN BIRD and NELSON...

the "Top Pros" in Sprinkling Equipment!



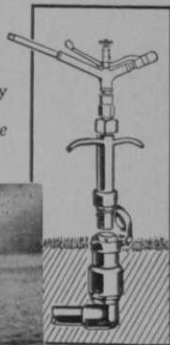
Rain Bird Sprinklers and Nelson "Quick Coupling" Valves provide unsurpassed watering capacity. Here's rainmaking that suits your course to a "T", for sprinklers can be adjusted to full, half or quarter circles to prevent soaking of walks or driveways. Ease of maintenance ... ease of operation will have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

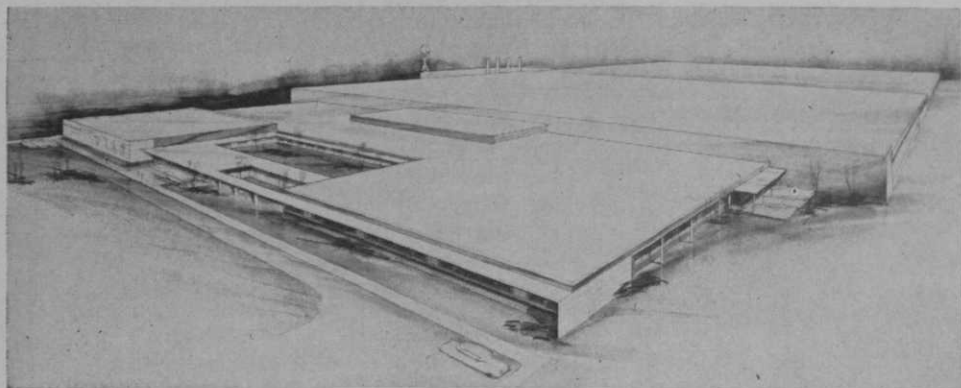
into valve top, and a simple turn of the key has the sprinkler in full operation.

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

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

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





WILSON TO BUILD BIG FACTORY NEAR CHICAGO

Plans for a new modern Wilson Sporting Goods Co. building in west suburban River Grove, Ill., have been announced by Fred J. Bowman, pres.

Rezoning for industrial use of a 27½ acre tract has been sanctioned and Wilson plans to move ahead on the new one-story building which will include executive offices, research laboratory, engineering department, warehousing and manufacturing units.

Bowman outlined the move by stating, "This single factory on one floor is replacing six buildings — which covered 35 floors — in the Chicago area. This type of modern factory assures Wilson of low cost operation with high efficiency.

"Our new building will represent outstanding improvements in manufacturing, office and warehousing efficiency and enable us to render the finest service to our customers in Chicago and other areas.

"This new building completes a series of moves in modernizing Wilson facilities in our plants and distributing branches to assure our dealers and professionals of up-to-date manufacturing techniques and quick delivery service of merchandise."

Facing West Street at Palmer Avenue, the Wilson plant premises will occupy 15 acres. Employees, customers and visitors will find ample off street parking facilities conveniently located. Near the entrance will be modern sales rooms for the dealer and professional trade.

Ragnar-Benson, Inc., is the architectural firm. Plans and specifications have been in work now for many months and should be completed in the near future. At that time, bids will be sought for construction. Long range plans call for Wilson to move into its new home during the latter part of 1956.

DUNHAM MAKING NEW HEAVY DUTY ROLLER

The new, improved Dunham No. 109 is a two-man heavy duty lawn roller. This model is equipped with roller bearings, special spring loaded scraper bar and heavy duty tubular steel handle. Weight is adjustable by use of either water or sand for filling. Weight empty is approximately 100 lbs., weight when water filled is approximately 575 lbs. It is made by Ohio Machine Products, Inc., 3077 Beulah Rd., Columbus 11, O.



McGREGOR SPORTSWEAR SHOWS NEW GOLF ITEMS

David D. Doniger & Co., Inc., 303 Fifth ave., New York 16, is enlarging its pro shop distribution for 1956. Among featured items for the pro customers are the McGregor Drizzler jacket made of water repellent rayon and cotton fabric, a Bermuda short, and a long sleeved knit shirt.

The Drizzler jacket and the new shirt are styled for freedom of swing. The shirt is available in cotton or wool. McGregor also has a conventional polo type of shirt designed primarily for golf.

The Bermuda golf shorts have a large pocket and a towel loop and are trim fitting.



AMERICA'S FINEST GOLF PRACTICE NET

made with United States Rubber Company's shock absorbent ENSOLITE



Makes an excellent Christmas gift
ORDER EARLY

—a tough expanded cellular plastic pad sewed to heavy duck and designed to withstand the terrific impact of high velocity drives. 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'
 - 8'x9' back drop and Ensolite Pad, without side nets
- \$98.00 F.O.B. Factory**
\$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

FLANGE GRIP INTENSIFIES PROMOTION FOR 1956

Intensified promotion, including direct mail, trade and national advertising, will support 1956 sales efforts of professionals and golf shops handling the improved Flange Wrap golf grip.

According to the C. S. I. Sales Co., Solon, Ohio, promotional copy will emphasize such advantages of the Flange Wrap grip as its non-slip qualities even when damp, its easy application without cement or adhesive, and soft cushioned "feel" that lessens hand irritation. With the exclusive



flange, rubber under tension is wrapped on rubber and shock is absorbed. The Flange Wrap permits a relaxed but firm grip.

An attractive new display carton, highlighting the exclusive features of the Flange Wrap, will attract attention.

The Original
1914 FULNAME 1955
Golf Ball Markers
DURAMARK DIE
Serrated surface gives better imprints.
Cincinnati 6, Ohio



IMMEDIATE DELIVERY!

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

STAR STEEL
EQUIPMENT CO., INC.

Dept. Go. College Point, New York





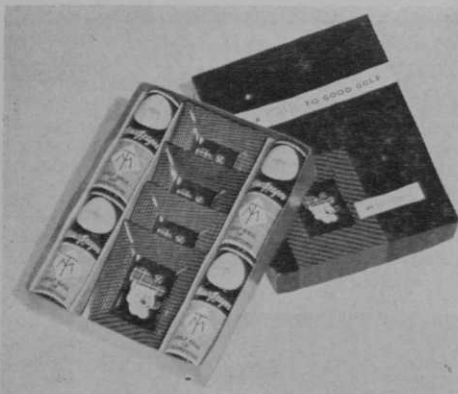
PLAY IT SAFE follow through with *Scott's*®

Nature and experts know *Fall seeding* is best to improve greens, tees and fairways. Like many of the nation's top courses, you'll also discover that it's best to use *Scott's TURF PRODUCTS*. Prices are right and results are certain to win enthusiastic player acclaim . . . help put any course in the championship class. Write our turf specialists for estimates.

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

Scott's ARE FAMOUS FOR CHAMPIONSHIP TURF

MAC GREGOR MT BALL GIFT IS ASH TRAYS



In a striking black and red Christmas package there are tubes of MT balls and colorful tempered glass ash trays, at the price of the balls alone.

The gift set is available in a dozen or half-dozen package.

SABAYRAC IN NEW BUILDING AT HIALEAH, FLA.

Ernie Sabayrac has moved headquarters offices and warehouses of his company's stocks for pro trade into his new building at 1045 E. 16th st., Hialeah, Fla.

In the new building Sabayrac will han-

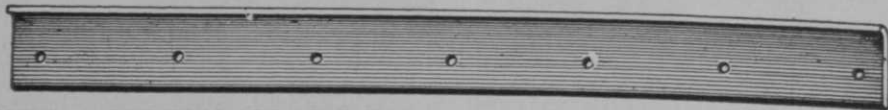
dle pro trade nationally on Palm Beach slacks, coats and walking shorts as well as his other lines. A Sabayrac organization known as Golf Sales, Inc., will care for the pro trade in Palm Beach products and have inventories available for prompt shipping. Golf, Inc., is Ernie's division handling the small sundry items which will be warehoused in the new building. Fairway Enterprises, Inc., is the Sabayrac set-up to handle distribution of Ben Hogan clubs and balls. Hogan is getting his production and delivery problems ironed out and has a new ball which is going over good, so this phase of distribution by the Sabayrac organization is very active now.

Foot-Joy shoes, La Coste and Izod shirts and other apparel items handled by Sabayrac's team went strong at pro shops this year and accounted for a 1955 figure of more than \$2,000,000 in pro shop business billed by Ernie.

WORTHINGTON BALL HAS ALL NEW PRO-ONLY SWEET SHOT

Worthington Ball Co., Elyria, O., will have for 1956 sale exclusively at pro shops a new Sweet Shot ball that has been extensively tested for months. The ball will be entirely new from the center to the paint on the cover. Jim Brydon, Worthington vp, says tests have proved the ball gets off the face of the club exceptionally fast and is excellent for the

LAWN MOWER STATIONARY BLADES



SINGLE Lip and DOUBLE Lip HEAVY DUTY Blades for all Makes of Fairway Mowers — Hand and Power Putting Green Mowers — Power Mower Blades — Tee Mower and Trimmer Blades all made of the best quality knife steel and heat treated to insure long wear and guaranteed to give complete satisfaction. Order on your Club Stationery for Special Club Discount. Dealers and Repair Shop orders are also given prompt attention and wholesale prices. You will save important money buying direct from manufacturer.

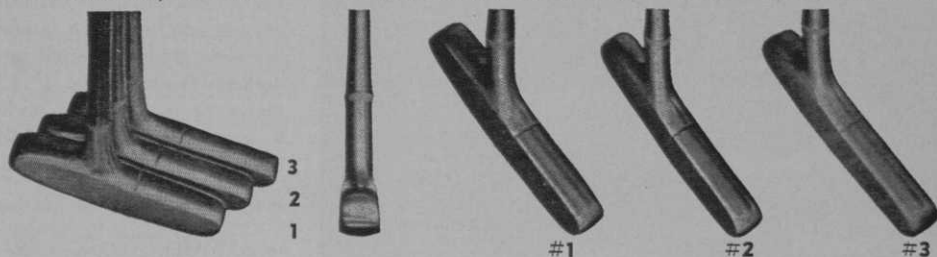
Price sheet on request or we will quote price for your blade order.

JONES MOWER & EQUIPMENT CO.
2418 Grasslyn Avenue, Havertown, Pa.

We pay the postage on all orders of \$15.00 and over.

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

better golfer. The core is wound with a fine thread and in one continuous winding. This core winding is done by a new high speed Worthington machine.

Worthington also has a new extra-tough heavy vulcanized cover range ball for 1956.

"GLAD TO HAVE YOU ASHORE"



Jim Roberts (l) asst. to MacGregor Golf sales mgr. Bob Rickey, welcomes Charles Meyer back to MacGregor's Pro Golf dept. Meyer was in this department prior to the four year hitch in the U. S. Navy which he recently completed.

These young men handle MacGregor's mail orders from pros.

TORO TELLS OF NEW DETAILS IN 1956 EQUIPMENT

H. R. Johnston, Jr., Director of Merchandising and Advertising for the Toro Mfg. Co. advises

"We have made many improvements on the Toro line sold to golf courses, the most interesting of which probably are:

"Toro's Professional, Park Special, Starlawn, Power Greensmower and 30 in. Spartan Gang Mower will have stainless steel bed knife and attaching screws.

"Toro Professional and Park Special

For the Newest & Latest in
MINIATURE GOLF
 COURSES
 Consult America's Largest Builder
ARLAND 444 Brooklyn Avenue
 New Hyde Park, N. Y.



DBA LIQUID-LUSTRE GOLF BALL WASH

WITH NEW RUST PREVENTATIVE

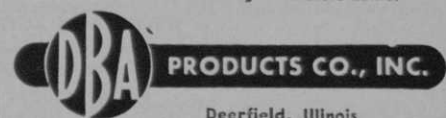
The enthusiastic reaction of greenkeepers and golfers to DBA LIQUID LUSTRE since its introduction is convincing proof that here at last is a golf ball wash that performs as claimed and produces satisfied golfers at a minimum of cost. Look at these advantages:

- 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.



Deerfield, Illinois

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

can be purchased now with either six bladed or five bladed reels.

"The Toro 27 in. Starlawn has a new, greater horsepower — $2\frac{3}{4}$ versus $2\frac{1}{2}$.

"The electric self-starting is available on the Park Special, the Starlawn, the 24 in. and 31 in. Whirlwind and the Professional."

Minor changes have been made on Toro's heavier equipment for golf courses, in line with superintendents' suggestions and the findings of Toro's own test and research operations.

The company also is introducing the Toro Power Handle, a power device that fits five different work units: the Whirlwind 20 mower, the Sportlawn 21, the Snow Hound rotary snow plow, an edger-trimmer and a rotary tiller.

Recently Toro has begun making a new line of stationary power tools.

RUSSELL EBBETS WITH GOLFCRAFT IN NEW YORK STATE

Russell Ebbets will cover pro trade in New York state, except the Metropolitan district, for Golfcraft, Inc., advises Frank Mitchell, Golfcraft's eastern sales mgr.

Ebbets will retain his winter pro job at Yeamans Hall, Charleston, S. C. Ebbets first won golf honors as captain of the golf team of St. John's university at Brooklyn. He served in the Army Air Force as a gunner and while in the service contracted polio. He spent eight months in an Army hospital and ten months at Warm Springs, Ga. He fought

his way back into golf and was playing in 1946 and '47, walking with the aid of two canes.

In 1948 Ebbets discarded the canes and became asst. to Harry Kinnell at Springdale CC, Princeton, N. J. In 1949 he became asst. at Yeamans Hall in the winter and went as asst. to Henry Picard at Canterbury CC, Cleveland, O., in 1950 and '51. During recent summers he has been pro at the Farmington (Conn.) CC. He holds the Farmington course record of 67. Last year Ebbets and Bob Kay won the Connecticut pro-pro championship.

FLECK'S ACE WINS CADILLAC FOR NADCO CONTEST ENTRY

Jack Fleck determined the winner of this year's Nadco Hole-In-One contest, held at St. Andrews GC (Chicago dist.), when he scored the third "ace" of his career. The winning ball bore the name of Mike Douglas, of River Forest, Ill., who received a 1955 Cadillac as his award.

The contest was open to any golfer owning a Nadco Golf Cart, or other golf equipment manufactured by the company, who scored a hole-in-one during the year. More than 340 men and women, representing every one of the 48 states, entered the contest.

Each entrant's name was inscribed on a new golf ball. In the finals, "Whitey" Collins and Bob Judson, pros at St. Andrews, aided by Bill Collins, pro from St. Claresville, O., and Mike Ferentz, 1948 Publinox Champion, teed these balls off on the

O. S. BAKER FINE TURFGRASSES

(30 Years Golf Course Superintendent)
MEYER (Z-52) ZOYSIA (Reasonably Priced)

One year old sod—Dade County, Florida grown—Shipped washed free of soil, State Plant Board of Florida Nursery Certificate—Propagated from U.S.D.A. Parent Stock, Beltsville, Maryland.

Full Information by Mail on Request.

358 N. W. 27th Ave.

Miami 35, Florida

Phone 64-3352

GOOD GREENS AND TEES

Experts all over the country are finding green and tee trouble stem from hard packing. Bent roots must have oxygen and they can't get it thru a hard, fine packed top layer. The answer is the use of a uniform coarse sand that is clean and free from hard packing fines. Spike tooth the green, clean, and apply uniform coarse sand and drag. We'll ship anywhere—bagged or bulk.

NORTHERN GRAVEL COMPANY

407 East Front Street

Muscatine, Iowa

15th hole of St. Andrews' No. 1 Course.

The 42 balls which stopped within a 10 ft. circle around the cup on this 165 yd. hole were returned to the tee and Fleck began driving these balls to the green. The ball stopping closest to the cup would bear the name of the winner of the contest. On the 18th shot, he recorded his "ace" with a ball bearing Douglas' name.

Fleck continued to tee off the remaining balls, but failed to equal the hole-in-one.

"CEDY" JONES JOINS SPALDING GOLF PRO SALES STAFF



Chester L. ("Cedy") Jones, amateur golfer well known in the Atlanta area and a graduate of the University of Georgia, recently joined the golf professional sales staff of A. G. Spalding & Bros.

A veteran of World War II, he had previously worked for Nash-Kelvinator as their Atlanta District

Mgr. and also for Westinghouse as the Sales Promotion Mgr.

Cedy will cover part of Georgia, part of Tennessee, and a small part of Florida.

NEW "CUSTOM CRUISER" FEATURES WEIGHT DISTRIBUTION

A new electric golf car has been developed by the Clinton Mfg. Co., 2608 Bloomington Ave., Minneapolis, Minn. After a season of testing under actual operating conditions, it now is being distributed nationally under a rental, time-payment plan designed for club professionals.

Custom Cruiser, the new vehicle, rides



on extra-large pneumatic tires, and it is balanced on an all-steel frame so minimum weight is in direct contact with the turf at any one point.

Automotive type differential, automotive safety features, and stable performances on rough terrain are features of the Custom Cruiser. The vehicle is 64 in. long, stands 38 in. high and is 43 in. wide. Its spring-support cushions are of foam rubber construction and are covered with attractive, durable and water-proof Naga-hide material.

CREEPING BENT STOLONS

Pennlu 10 (37) 4,

Arlington C-1,

Congressional C-19

Old Orchard C-52

Old Orchard Turf Nurseries

P. O. Box 350—Tel. AL 66395

R. R. BOND, Prop.

Madison 1, Wisconsin

Branch Nursery in Farmington, Iowa.

THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES



SCOGGINS GOLF HOLDS FIRST SALES MEET

Scoggins Golf Supply Co. held the first of a series of sales meetings at Dunedin, Fla., shortly after Carlton B. Waller and Jack Russell bought the Howard Scoggins Golf Co. and reorganized it.

At the initial session in the company's Dunedin headquarters are, Front row, l to r: Pete Cordek, Jack Russell, vp; Carlton B. Waller, pres.; Frank Sproggell and John Caswell.

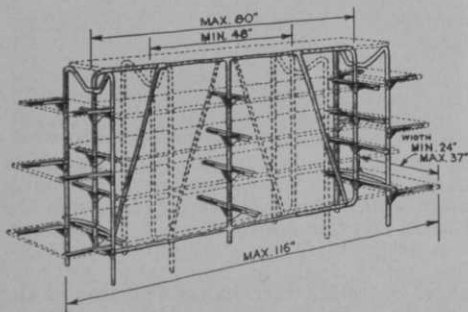
Back row, l to r: Frank Savage, Dunedin; James Hohler, North Central sales territory. Nelson Miller, Southwest; Willis Zerbe, Northeast; Jack Schmid, Midwest; Marvin DeLongy, West Central and Harold Barty, Southeast.

The company has made several important new connections on pro shop lines. New items for distribution by Scoggins were shown to the company's salesmen in a staff meeting at Chicago.

The Scoggins office and warehouse at Dunedin, Fla., is being remodeled.

FLEXO-KING HAS "SALES ISLAND"

Add Sales Co., 935 York st., Manitowoc, Wis., is making a pro shop "island display" device of 1 in. heavy gauge furni-



ture grade metal tubing, called the Flexo-King.

It is adjustable to dimensions shown in the illustration. It can be used with three, four, or five shelves and may be obtained with shelving, or the pro can provide his own shelving material.

Something for pros to bear in mind as they plan their Christmas golf gift campaigns: A prominent maker of sportswear says 41.4 per cent of men's furnishing business is done in November and December and 45 per cent of this is in sports and leisure wear.

SNEAD TEACHING TALK ON RECORD WITH XMAS CLUBS

A new Christmas merchandising piece featuring a golf lesson personally recorded by Sam Snead will be included free of charge in the packaging of the 3-D wedge, chipper and Snead Pay-Off, Tam, Augusta, and St. Andrews putters, advises Wilson Sporting Goods Co.

Mounted in an attractive Christmas green, black and white card, the 78 R.P.M. record is a one minute message by Sam Snead on the use of the wedge, chipper and techniques of putting.

Handsomely designed with a picture of Snead, wearing his familiar straw hat on the cover, the card extends his Christmas greetings in large bold script.

The unbreakable record will enable the professional to offer his customer a lesson by Snead.

Wilson establishes a "first" by employing a record for merchandising purposes.

ROBT. MAC GREGOR NOW WITH GOLFCRAFT

Frank Mitchell, Eastern Sales Mgr. for Golfcraft, Inc., Escondido, Calif. announces appointment of Robert MacGregor, Cranston, R. I., as New England sales representative for the company.

MacGregor is now on the territory showing the new 1956 line of Lloyd Mangrum Glasshaft woods and irons as well as other clubs in the Golfcraft line. In addi-

ATTENTION

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

WAYNE GOLF BALL CO.

31117 Little Mack
St. Clair Shores, Michigan

tion to the club line he will have the new accessory line of balls, bags, gloves, head covers and umbrellas which have been added to the Golfercraft catalog.

His father, Jimmy MacGregor, came to this country many years ago and held several pro jobs at leading clubs in the east.

RIBBON-CUT MOWER HAS BLADES ON BELT

The Ribbon-Cut mower is a revolutionary new lawn mower that uses a tough V-Belt with 8 cutting blades securely inserted by a patented locking device. It mows smoothly and evenly, follows contour of ground with a 33 in. wide cut.

Cutting blades are of heat-treated steel bent at a 90 degree angle. They can be sharpened on the belt or are easily removable for wheel sharpening. The angle blades can be replaced with similar but straight edge ones that rake and slice matted turf, cut bent, chickweed and crabgrass, or prepare for seeding. And desired combination of some blades cutting, some raking, can be set up as turf conditions may warrant.

The Ribbon-Cut mower at present is an attachment for the Mulch-Vac leaf

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 relaxing rhythmic swing. Your accuracy will improve, you'll feel relaxed—and those "Extra Strokes" will vanish.



PRO-GRIP Grip
Was contains
LANOLIN and is
medicated.

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

sweeper that vacuums up leaves and litter, grinds them into a fine mulch in one operation. The Ribbon-Cut attachment is made in Atwater, O., by Atwater-Strong Co.

FRENCH HEADS NADCO PRO SALES DIVISION



A pro sales division has been formed for Nadco Sporting Goods Co. It will handle sales of Nadco golf clubs, carts, sports canes, and other golf equipment to pro shops nationwide.

The division is headed by Leo French, formerly associated with the golf ball division of the U. S. Rubber Co. For the past 25 years French has been active in the golf business, and is well known among pros. Initially French will have six salesmen under his supervision.

James P. Conroy, Detroit, will cover the North Central section of the country.

FREE!.. SEND FOR YOUR NEW HALOGEN

Swimming Pool Supply **CATALOG**

Featuring 267 Items
For Every Swimming Pool Need

Halogen Supply Co.
4653 W. Lawrence Av.
Chicago 30, Ill.

South: C & P
Pool Service
P.O. Box 905
Lake Worth,
Fla.

Southwest:
A. E. Stein
P.O. Box 93
New Braunfels,
Tex.



Monroe FOLDING BANQUET TABLES

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

Hotels,
Churches and
All Organizations

Manufactured By

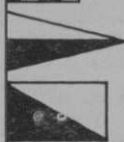
THE Monroe COMPANY
12 CHURCH STREET COLFAX, IOWA



WRITE FOR
CATALOG

DETTRA GOLF FLAGS

18



Look Better
Stay Brighter
Last Longer
Rugged—Color Fast

See your Dettra Dealer
or write Dept. G

DETTRA FLAG CO., INC.
Oaks, Pa.

GOLF RANGES

MINIATURE GOLF COURSES

We Have a Complete Line
of Supplies

Write for prices

EASTERN GOLF CO.

Dept A
2537 BOSTON RD.
BRONX 67, N. Y.

Prior to joining Nadco, Conroy spent eight years in pro sales with the U. S. Rubber Co.

The Midwest will be handled by George Lynn, Maywood, Ill. A veteran salesman, Lynn has been calling on pro golfers for several years, and was previously in other types of sales work.

In the East, Peter Young, Mahwa, N. J., will be the company's representative. Young, former manager of the Out of Bounds Golf Club, Suffern, N. Y., has sold equipment to eastern pros for more than five years, and has also designed golf equipment.

Bill Foos, Ormond Beach, Fla., will handle the South and Southeast. Foos has been calling on golf professionals more than eight years, and is former manager of the Daytona Beach (Fla.) G&CC, Daytona.

The Middle-Eastern states will be covered by Joseph Hayes, Woodlyn, Pa. Hayes, former pro at the Swarthmore (Pa.) GC, has been a tournament golfer, sports writer, and radio commentator.

In the Southwest, John Young, Dallas, Tex., will be the Nadco pro salesman. He has spent more than 15 years selling to golf pros.

MICHIGAN PEAT SALES RECORD

Michigan Peat, Inc., 67 W. 44th st., New York 36, which has been shipping from its bogs and plant at Capac, Mich., large quantities of peat for golf course and garden use, believes one of its dealers has set a record. J & L Adikes Co., Jamaica, L.I., N.Y., during the first nine months of this year has sold 100 freight carloads of "bactivated" Michigan peat in the Long Island area alone.

Jacobsen Mfg. Co., Racine, Wis., closed the biggest mower sales year in its history when its latest fiscal year ended Aug. 31, Pres. Oscar T. Jacobsen says.

HAGEN URGES PRO XMAS SALES DRIVE

Walter Hagen, in the latest of the Walter Hagen Golf Div. pro shop sales letters, urges pros to go through bags in the shop racks and see what members could use as Christmas gifts. This information will come in handy when helping golfers and their families with Christmas shopping.

PICK 'EM UP WITH EASE!

All Plastic Golf Ball Retriever
The cap and pick-up retaining cup are molded of durable polyethylene plastic. Transparent tube available in red, green or amber.

Retails \$4.98

For wholesale prices write direct to

W. G. WATSON
Box 323, Effingham, Ill.

or

Pro representative, Johnny Ondes
Moweaqua, Ill.



TEE MATS

★ For the **FINEST, LONGEST-WEARING** and **MOST ECONOMIC** Tee Mat on the Market!
Nationally acclaimed by golf clubs and ranges as the best buy.

★ SEND TODAY FOR LOW PRICES

Merchants Tire Co., 2710 Washington, St. Louis 3



ROBERT BRUCE HARRIS

Golf Course Architect

MEMBER AMERICAN SOCIETY OF GOLF COURSE ARCHITECTS

864 N. MICHIGAN AVENUE CHICAGO 11 • ILL.
Whitehall 4-6530

James G. Harrison

GOLF COURSE ARCHITECT

Member:

American Society of Golf Course Architects

266 Harrison Road
Valley 3-3444

Turtle Creek, Pa.
Suburb of Pittsburgh

Hagen says even if the information doesn't score in Christmas golf gift sales campaigning it's useful as a basis for ordering what members will want next spring.

O. M. Scott & Sons Co., Marysville, O., not only is having one of the organization's biggest autumns in golf course and lawn seed sales but is having big demand from golf courses for Arlington, Congressional, Cohansey and Pennlu stolons from Scott nurseries.

**GRANT BARNETT ADDS GOLF
CAP LINE**

Grant A. Barnett, 707 Main st., Buffalo 3, N. Y., distributor of select golf apparel to professionals, now is offering to pros men's and women's golf caps made by New Era Cap Co. of Buffalo, N. Y.

New Era is a big outfit in the baseball cap field and has new golf styles that Barnett says pros have approved by good orders for southern pro shop sales this winter and for spring delivery to central and northern shops.

The U. S. Ryder Cup team is getting special Orlon sweaters made by Rugby and distributed to pro shops by Barnett.

SWINGING AROUND GOLF

(Continued from page 116)

S. G. Loeffler, public course operator in Washington, D.C., has protested against plan to dump soil dredged in deepening Potomac channel on present site of Haines Point 36-hole course . . . Buck Luce switching from pro job at Greenwood CC (NY Met dist.) to Sands Point CC at Port Washington, L.I. of the Met dist. . . Al Salamone to be pro at Deercrest CC, Greenwich, Conn., when this new course is opened next spring . . . Wesley Ellis to succeed Luce at Greenwood.

Fred L. Riffin, sr., Pres., National Golf Fund, Inc., one of five-man team of U.S. seniors on air trip to play against South African seniors in 17 matches in South Africa . . . Matches will be played in November . . . South African seniors expected to play matches here next year.

Manuel de la Torre of Milwaukee CC, re-elected pres., Wisconsin PGA . . . Manuel named by his brother pros Wisconsin's "Golfer of the Year" . . . He won the state Open and the state PGA and with his asst. Russ Tuveson, the state pro-assts . . .

ROBERT TRENT JONES

Member:

American Society of Golf Course Architects

*Golf Course
Architect*

20 Vesey Street

Tel: Rector 2-2258

NEW YORK, N. Y.

GOLF SHOP INTERIORS

INDIVIDUAL LAYOUTS
SPACE-SAVING FIXTURES
SHADOW BOXES

Robert E. Murray

associates

595 5 Ave. New York 17, N. Y.

Division

Golf Shop Promotions