

cold, many people continue to play, stopping only when snow and other conditions make it impossible.

Many manufacturers in the business supply the professionals with promotional material such as Christmas letters that they can send to their members early in December. The members also welcome this, as many would patronize the pros if they knew exactly what gifts were available.

I believe that if the golf professionals will handle their business operations properly, they can be very optimistic about business in 1953.

Bowman Sees Golf Interest and Sales Larger in '53

By FRED J. BOWMAN
Pres., Wilson Sporting Goods Co.

Continuing increase of play, especially among women and juniors, will make 1953 golf activity greater than that of this year. The problem that all golf faces is to get facilities adequate to the demand. The National Golf Foundation, supported by leading playing equipment makers to promote the growth of golf has quite a program planned for getting more courses built and in this general picture the professional plays a highly important role as the one who can campaign from a position of information, influence and fore-

sight for his own interests as well as the recreation of the public.

The matter of reducing the time required for golf is one in which the professionals can be exceedingly helpful to the public. Judicious arrangements for starting times at courses and all means that can be employed with ingenuity and good judgment to have play moving pleasantly fast on courses are matters of increasing importance to professionals.

From all advance indications, there should be more golf equipment sold in 1953 than in 1952 due to the interest shown in recent months. For professionals there should be a big market in the replacement of golf equipment. Inventories of most professionals are in much better shape than a year ago, especially in golf balls. Many professionals felt that for the protection of their members, they needed a large inventory in case a shortage should develop. Now, this inventory has been pretty well cleaned out, and in the past 90 days demand for golf balls has run quite high.

There is a special market for the professionals in replacement of clubs for players 50 years of age and over. In the case of those players, their swing and entire game has changed a little, but often they continue to use the same clubs that fit their game when they were younger and stronger. There is an ex-

*There is
Only One*

PMAS

The proven
**HERBICIDE-
FUNGICIDE**

*Top Score
given*

PMAS
in college tests



SNOWMOLD

is no problem for the Greenkeeper who uses P M A S. Applied in late fall and early winter, P M A S safely conditions greens to withstand disease though blanketed by snow throughout a long winter.

Don't fail to read Cleary's "Turf Tips" No. 22c. It gives the real story on Snowmold tests . . . comparative results obtained at the National Turf Fungicide Trials, Washington State Agricultural Experiment Station. Send for your copy if you haven't already received one.

Yes, P M A S is becoming, more and more, the golf man's favorite material for year 'round control of fungus diseases such as Copper Spot, Dollar Spot, Brown Patch and Pink Patch, not to mention its spectacular action in knocking out Crabgrass!

Ask your Dealer or Write or Wire Us for information

W. A. CLEARY CORPORATION

NEW BRUNSWICK, NEW JERSEY

cellent opportunity to do an outstanding selling job on the replacement of clubs due to the flex of the shaft, plus loft and lies which are affected by the changing ages.

Another excellent opportunity for building increased business is the rearrangement of pro shops to receive the maximum benefits for merchandising.

In regard to golf equipment prices for 1953, there were practically no increases last year although there were definite increases in labor and most raw materials, such as steel. Even though manufacturers' production costs have increased, the outlook for the coming year indicates that there will be very few increases in prices. Present prices probably can be maintained unless the costs continue to rise.

The Wilson pro line of clubs, balls, bags and accessories, has been completely restyled for 1953 with a better selection of merchandise, more attractive stamping and packaging. Our salesmen are showing the new line now and the reception has been excellent.

To aid production it would be a tremendous help and would assure a more definite delivery schedule if professionals would place their orders early so manufacturers could plan accordingly. Raw materials must be purchased, production schedules must be set, and a great deal of advance planning is necessary in our complex labor picture today.

Low Inventories Put Pros in Good Shape for 1953

By **GEORGE DAWSON**

VP in charge of sales, A. G. Spalding Bros., Inc.

Professional golf will start 1953 in sound condition because of pro shop inventories now being lower than at any other time since manufacture and delivery of golf playing equipment was resumed after World War II. This is a significant indication of excellent business judgment by the club pros. By reducing their inventories to a very low

point as 1952 ends, pros are in excellent cash position and have shops cleared for presentation of fresh merchandise.

Fall ordering by professionals reflects a careful study of their respective markets. It shows conservative optimism and is based on having well selected stock adequate enough to encourage buying when the early season enthusiasm of players makes them most responsive to display of attractive new equipment.

Steady profit on balls and clubs of the high standard that pros can unreservedly endorse rather than risky experiments has become so generally the policy of pro buying and selling that sharp fluctuations in the pro golf business are no longer to be expected, except in cases of serious national slumps in all peace-time lines of merchandise.

There is every reason to be confident that the professionals' persistent and well-conducted promotion work will maintain its steady increase as a market-building factor. The constantly growing public interest in playing golf also figures very prominently in pointing to 1953 as a good year for golf businessmen.

Acushnet President Sees Good Year Ahead

By **FRED W. BOOMER**

Pres., Acushnet Process Sales Co.

As pro shop inventories which have presented a problem to professionals during the past year now have been sold out it seems to us that professionals are sure to enjoy a lively open market again in 1953. The players who also had stocked heavily now have used the golf balls they bought when the Korean war scare buying was active, and as many such buyers were among the most frequent players their return to the market will have an appreciable effort on pro shop sales.

Acushnet has had a successful 1952 due to the tremendous reception given the new Titleist and believes that all signs point to an excellent normal year for the pros and ourselves in 1953.

PROMotion for Christmas sales

Professionals are really going after their players' Christmas gift business this year. Up to October 2, pros had ordered 26,600 of the three-color mailers offered them in September GOLFDOM.

To help pros who are driving strong for Christmas sales GOLFDOM also has mailed more than 1400 Christmas PROMotion Packs containing 3-color pro shop posters featuring golf equipment and apparel for Christmas gifts. The pack also includes a catalog describing timely selling helps available from the National Golf Foundation. If you haven't already ordered your Christmas PROMotion write —

GOLFDOM 407 So. Dearborn St., Chicago 5, Ill.

SCOGGINS ANNOUNCES NEW TRENDS IN '53 LINES OF APPAREL ITEMS

Howard Scoggins Golf Co., Dunedin, Fla., announces new trends in their '53 lines of equipment and apparel items. Scoggins presents new 1953 line of golf bags of rich quality and distinctive styling featuring nylon and plasti-plaid available in four attractive color combinations. All styles have saddle leather trim with complete equipment and companion practice ball bag and carryall bag to match.

The sport shirt and sweater lines feature five new numbers in fine knit mercerized cotton by Alps Sportswear Co.; jersey tricots, gingham and flannels in attractive styles by Air-Flo Sportswear and fine new cashmere sweaters for men and women by Nuknit featuring cashmere Polo style shirts and others all full-fashioned to fit comfortably and in a wide range of colors.

Scoggins newly designed Air-Vent golf gloves made from top quality chrome tanned lightweight Cabretta skins full fingered all leather and leather and nylon backs are available in a range of eight beautiful colors to please both men and women.

The new slack line includes nine models in Tropicals, Linens, Gabardines, and wools. Tropicals and Linens in eight colors.

JACOBSEN ANNOUNCES IMPROVEMENTS ON GREENSMOWER, NEW PRODUCTS

Jacobsen Manufacturing Co., Racine, Wis., announces revised design in the Jacobsen power Greensmower for 1953. Improvements include a nine blade reel and a new Jacobsen engine that will develop 2½ h. p.

The Jacobsen 24" Estate Model and the 26" Lawn King model have also been revised in design and will be powered with the new Jacobsen engine.

Two new Jacobsen products—the 30" Leaf Mill which will have many uses around a golf club for Fall leaf clearance and Spring clean up and the Rotary Snow Plow for cleaning sidewalks, paths and small driveways are on the market.

KEN SMITH HAS NEW LADIES' WOODS

Kenneth Smith, Kansas City, Mo., has new compact ladies' woods designed to give maximum hitting power with less surface resistance from the clubhead. Streamline design allows greater swing speed. The new woods have the same "Kensert" as all other Deluxe models. It's an insert made of a special compounded nylon substance of unusual strength guaranteed not to chip, break, or loosen.

Carlson Products Corp., Cleveland 5, O., has issued new bulletin giving condensed information on Carlson flexible plastic pipe.

MELFLEX: safest, most enduring of all floor covering for golf club traffic!

For 26 years the preference of service-wise managers.

Melflex Products are made of the toughest, surest-footed materials obtainable. When they go on duty you won't be spending money for replacements for years to come. Check your needs against these MELFLEX service champions:

MEL-ISLE Heavy Duty Runners—outstanding for cleated shoe wear and safety in lockerrooms, heavy traffic aisles and pro shops. Ribbed, rubberized fabric runner ¼ in. thick and 40 in. wide • MELFLEX Diamond Tread Step Treads—years and years of safety service • MELFLEX Landing Mats—rugged, non-curling, easily cleaned • MELFLEX STANDING MATS—SHOWER MATS—KITCHEN MATS.

FOR THE DRIVING RANGE:

MELFLEX Heavy Duty Driving Tee Mats—made of bomber airplane tire carcasses. Smoothest playing, longest lasting of tee mats • MELFLEX Rubber Tees—specially molded, tough, tubular rubber golf tees. Real range economy at \$17.25 per hundred.

GET THE MELFLEX
"FACTORY DIRECT"
QUOTATIONS ON YOUR
1953 REQUIREMENTS.



MELFLEX PRODUCTS CO., Inc.

L. E. Warford, Pres.

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

"SYNCHRO-DYNED" IS BIG STORY OF SPALDING SALES MEETINGS

The Spalding Sales group from all 48 states attended weekly meetings at their factory the middle of Aug., for presentation of the 1953 Golf Professional lines of merchandise.

Highlighted was the '53 golf club story on "Synchro-Dyned", a newly perfected



CHICAGO AND LOS ANGELES GROUP

Standing (L to R) are Don Hamburg, Juel Isaacson, Jimmy Thomson, Al Hyatt, Pete Wood, E. Gleissner, Ted Horvath, Tom Frainey, Gordon Browne, the Merchandise Mgr., John Miller, Jimmy Long, Ed Kelly and Frank Williamson. Seated (L to R) are Robert Litton, Ed Murphy, Carey Spicer, "Red" Walters, Tim McGrath, Luke Smith, Earl Jones, Lou Jennings, "Rusty" Wall, Don Richards, Bob McLaren and Ed Connor.



N. Y., PHILA. AND CHICOPEE GROUP

Standing (L to R) are Bill Foos, Bert Purvis, Phil Tait, Bill Shaffer, Bob Campbell, Ray Nolan, Jimmy Thomson, Gordon Browne, the Merchandise Mgr., Aaron Jackson, A. G. Heilmann, Amos Williams, Phila. Dist. Mgr., George Dawson, the VP, John O'Connell, Bob Ferrera, Phila. Sales Mgr., and Earl Jones. Seated are Andy Studwell, Ed Aurin, Harold Cross, Harry Welch, M. J. Kiernan, Luke Smith, Fred Carlsen, Lyle Thompson, George Weaver, Walter Wood, and Newt Priestley.

scientific method of club manufacture producing identical contact feel in every club, both woods and irons.

Also emphasized was the new and most complete line of golf bags, in leather, canvas, and Saran, the new sensational synthetic material widely publicized in national magazines.

A reminder was given of the Spalding

Successful Course Maintenance ---

depends on the use of quality equipment

We sincerely feel we offer you the widest selection of top quality merchandise available — all chosen with the aim of helping *you*.

Goldthwaite's

TEXAS TORO CO.

*SOUTHWEST'S EXCLUSIVE TURF EQUIPMENT HOUSE

122 South Main (P.O. Box 630)
FORT WORTH, TEXAS

1645 Bissonnet (P.O. Box 343)
HOUSTON, TEXAS

DISTRIBUTORS OF:

TORO — WHIRLWIND MOWING EQUIPMENT
BUCKNER SPRINKLERS • MILORGANITE FERTILIZER
SOIL CULTIVATORS • POWER SPRAYERS • PEAT
CHEMICALS • WATER HOSE • COURSE SUPPLIES

Serving Texas and The Great Southwest Since 1928

Dot and Top Flite balls gift boxed for Christmas.

Move to Repeal Law Limiting Parcel Post Size, Weight

The present law restricting parcel post size and weight limitations on shipments between first-class post offices has a direct effect on the manufacturers and distributors of golf equipment as it does every other business that uses the mails for distribution of its products.

The golf professional whether he realizes it or not is in a position to help remove the restrictions which have been placed on the size and weight of packages in which he receives his orders if they are shipped by parcel post.

There is a concerted effort to repeal the present law and restore between first-class post offices, the former parcel post size and weight limitations of 100 in. in girth and length combined and 70 lbs. in weight.

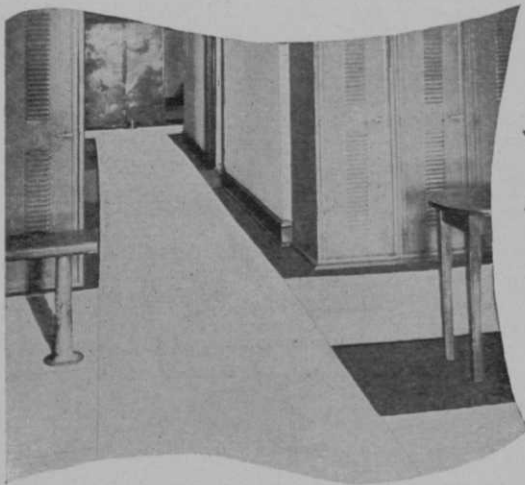
The House Post Office and Civil Service Committee has before it a bill (H. R. 7852) introduced by Rep. Frank Osmers of New Jersey designed to repeal present size and weight restrictions. If your Rep. serves on this committee, write him. Even if he is not, write your Representative explaining your dissatisfaction with the present situation.

TWO CHRISTMAS GIFTS IN ONE



The U. S. Rubber Co. is using an attractive putting device as the container for their Christmas gift package of one doz. U. S. Royals. Made of durable plastic the device may be used on the living room rug for the entertainment of guests or for indoor practice putting. Plastic cover of this unit has many practical uses also. The six-ball Christmas package is a durable plastic container for use in locker or around the home.

For Longer Service and Dependability



ALWAYS INSIST ON

WESTALL RUBBER FLOORING

We invite you to write for samples and COMPARE with any other flooring. WESTALL RUBBER FLOORING protects clubhouse floors for years, because it is longer-wearing, tough and firm — yet so smooth, so safe and so easy to keep clean! Requires no cementing to under-floor; does not buckle or crawl. Comes in rolls approximately 58 in. wide, 5/16 in. thickness and lengths up to 29 feet. Choice of colors: green, black, terra-cotta and sand. More than 100 years of rubber manufacturing stands behind this durable product.

For Further Information, Samples and Estimates — Write or Wire:

HENRY WESTALL COMPANY

944-960 MERRIMON AVENUE • ASHEVILLE, NORTH CAROLINA

LABOR-SAVING MEASURING WHEEL



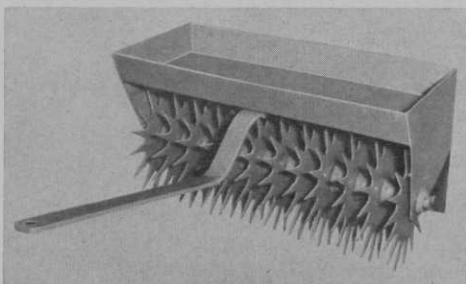
Measuring distances now as easy as walking. Using a Rolatape Model 400 measuring wheel, Bill Stewart, supt., Hillcrest CC, Los Angeles, checks score card distances on the course. The wheel may be used to measure any distance on any surface — a counter in plain view of the operator at all times records distances up to 100,000 ft. directly. It has special significance in determining areas of greens that have to be fertilized or treated chemically.

A handy labor-saving measuring wheel

it is easy to use, measuring around corners or over contours with equal ease. The wheel weighs only five lbs. and is built to withstand rough usage. Handle is adjustable permitting operator to push wheel before him as he walks or guide it from a slowly moving car or jeep.

For more information write Rolatape, Inc., P. O. Box 1100, Santa Monica, Calif.

SPIKE DISC CULTIVATORS FOR ATTACHMENT TO POWER MOWERS



Ohio Machine Products, Inc., Columbus, Ohio, manufacturers of the Spike Disc lawn and green aerator and cultivator, announce two new models especially designed for use with home lawn type power mowers. Model No. 12 shown here has 12 discs, 10 in. in dia, with a spiking width of approximately 25 in. which, with slight modification, can be used with large type mowers.

24th

❖ PLAN ON IT! ❖

*National
Turf Conference
and Show*

FEBRUARY 10, 11 and 12, 1953

THE AMBASSADOR -- ATLANTIC CITY, N. J.

Sponsored By

GOLF COURSE SUPERINTENDENTS
ASSOCIATION OF AMERICA

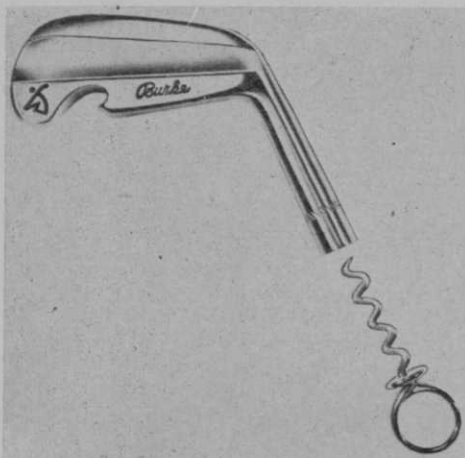
In Its Twenty-seventh Year

BETTER PRO SHOPS *provide* **LEWIS GOLF CLUB CLEANERS**

BETTER COURSES *provide* **LEWIS WASHERS** *at every tee!*



**BAR KADIE IS BURKE
AID TO THIRSTY**



Bar Kadie, a novel bottle opener-corkscrew-ice crusher combination Burke Golf has made from a genuine iron clubhead, is an item that pros will find popular in Christmas gift selling and as a prize at club events.

The Bar Kadie is tied in with pro Christmas selling of clubs this year by being packed in a gift box together with a certificate for a gift set of clubs which the recipient may select at the pro shop.

**INTERNATIONAL HAS MANY
TRACTOR ATTACHMENTS**

The International Harvester Co. presents a complete line of approved allied equipment for its Cub and Super A wheel tractors. These attachments are designed to handle almost every golf course maintenance and improvement job.

Literature is available upon request which illustrates IH tractors with mowers, rakes, loaders, sprayers, leveling blades, post-hole diggers, snow plows, and many other attachments in operation. Address requests to International Harvester Co., 180 N. Michigan Ave., Chicago 1.

**HILLERICH AND BRADSBY HAS NEW
WOODS AND IRONS IN '53 LINE**

A complete new line of Power Bilt golf clubs is being offered for 1953 with advance orders indicating a banner year in '53, Hillerich and Bradsky reports.

The new line includes complete new wood models of fine grade selected persimmon with attractive finishes, and a new lock sole plate construction with eye-appealing Powerflight insert.

Irons are of a new compact blade design with improved weight distribution, and stainless steel heads with a new bright two-tone finish. New Golf Pride Rib Lock grip and a new Chrome-Tex red

Golf Course Chemicals

Proven on Hundreds of Greens, Fairways and Roughs

WEEDANOL BRAND

★ For broad leaf weed control

2,5,4-D Ester and Amines

★ For crabgrass and chickweed control

Weedanol Cyanol (PC) High strength powder.

★ For Brush control

2,4,5-T Amine Salts
Low-volatile Esters

★ For Insect control

DDT Oil Concentrates
Emulsified Concentrates

**ANNOUNCING —
PENN SALT CLOVERCIDE***

for complete one shot WHITE CLOVER control in golf course turf. For late fall application.

TERRANOL

Soil Conditioners

*contains Endothal, a product of Sharples Chemicals, Inc., subsidiary of Pennsylvania Salt Mfg. Co.

Ask your dealer or write:

**ASSOCIATED
CHEMISTS, Inc.**

North Collins, New York

Canadian Distributor:

J. B. & D. Co., Unionville, Ontario



**For Faster,
Efficient Service on
GIHON ^{DOUBLE EAGLE} GOLFBAGS
PENFOLD GOLF BALLS**

for:

ILLINOIS
INDIANA
IOWA
MINNESOTA
ST. LOUIS, MO.
WISCONSIN

**STROKE MASTER Golf Shoes
GOLF-EZE Slax
WESTERN Golf Carts**

for:

ILLINOIS
INDIANA
IOWA
MINNESOTA
NEBRASKA
NORTH DAKOTA
SOUTH DAKOTA
ST. LOUIS, MO.
WESTERN MICHIGAN
WISCONSIN

REPROCESSED - NEW - USED GOLF BALLS

Complete Line Golf Accessories
For Pro Shops and Ranges

Write for catalogue

New H. C. PENFOLD GOLF BALLS
Personalized and Christmas Gift Wrapped

GREAT LAKES GOLF BALL CO.

6641 S. Western Avenue
Chicago 36, Illinois

**LAST COPIES
THE GATE TO GOLF**

The greatest book of golf instruction, by J. Douglas Edgar who won the Canadian "open" in 1919 by the lowest score ever made, spread-eagling the field by 17 strokes (Edgar died in 1920). Tommy Armour says Edgar was the first to name and stress the inside-out swing, which he started to teach just after he won the French Open in 1914. He has brought forth more theories in golf instruction than any other pro. THE GATE TO GOLF is a deluxe, boxed, illustrated first edition. Free rubber gate for teaching the inside-out swing. Last few copies of this collector's item at a special, reduced price, now \$10. Hurry check or money order. There is no other source from which to obtain this rare volume of instruction by one of the great players and master instructors.

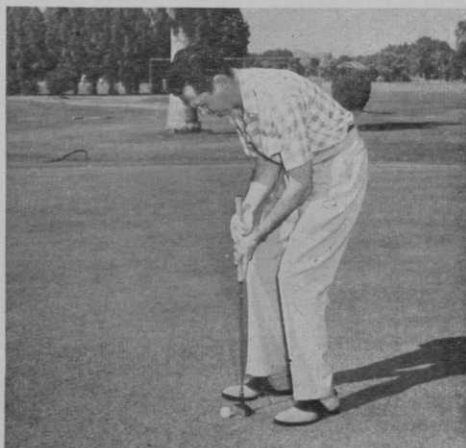
GOLF BOOK SERVICE
42-05 Layton St., Elmhurst, N. Y.

leather grip have been added for both the woods and irons.

In addition a complete line of men's and ladies' clubs in all price ranges, and Power Bilt sets of junior clubs which have received fine acceptance, will also be offered in 1953.

**PUTT-MASTER, PENDULUM-TYPE
PUTTER, NOW ON MARKET**

A pendulum-type putter, used with the player facing the hole, now is being manufactured commercially by Putt-Master, 31 N. First St., Phoenix, Ariz. Five years ago the inventor started using the putter which has its shaft in the center of an aluminum head, and when



center-shafted putters became legal Jan. 1, 1952, the demand for this putter put it on a commercial basis.

There's been considerable newspaper publicity on the Putt-Master's use by several well-known tournament players and a number of better amateurs. Among the merits claimed for the Putt-Master is that sighting the line with both eyes makes it much easier to get the true line and keep the putter face square and that

**AMERICA'S BIGGEST SELECTION
of
GOLF AWARDS**



A complete selection of golf trophies, cups, and plaques for tournaments and banquets. Immediate delivery from stock.

Send for catalogue No. G12

UNIVERSAL SPORTS AND AWARDS

Division of Universal Bowling & Billiard Supply
515 S. Wabash Ave. — Chicago 5, Ill.
Tele. - WAbash 2-5255



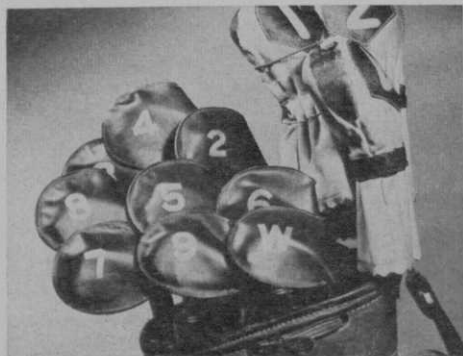
stance facing the hole minimizes jitters. Users' reports declare the Putt-Master a deadly weapon particularly for putts of 12 ft. or less.

CALOCURE'S FIRST YEAR GETS SUPERINTENDENTS' O.K.

Mallinckrodt Chemical Works, St. Louis 7, reports that its new turf fungicide, introduced this year, under the toughest conditions that golf courses have suffered in many years, has been strongly endorsed by supts. for its safe and economical control of brown patch and dollar spot. Mallinckrodt's Cadminate, introduced two years ago, scored particularly in control of dollar spot, and the 25 years of effectiveness of its Calo-Clor continued to be a highly valuable aid to supts. in their battle against turf fungus diseases.

NOW — HOOD COVERS FOR IRONS

In their newly announced Iron Hood Covers, Superior Welting Co., Brook & Market Sts., Louisville, Ky., have an item which looks like a natural for pro shop selling. Made of lightweight, durable and weatherproof leather the new hoods offer



players the same protection for their irons as they have long used for their woods. On or off in a wink the hoods come in sets of 8 and 9, the 9 set including a hood for the wedge. Available in red, blue, green, black, fawn and gray, each hood is plainly marked with a gold embossed numeral. For complete information write Superior Welting Co., at above address.

ABRAMS, ACUSHNET SALES REP., IN NEW BUILDING

George Abrams, Acushnet ball sales representative for 17 central states, has moved to his new building at 2315 Main st., Evanston, Ill. In this enlarged and convenient layout George has his two sons-in-law, Rollie Shearer and Dick Pollard on the job seeing that shipments are swiftly made.

GOLFERS IMPORTS, INC.

Box 26 Hillside Manor
NEW HYDE PARK, L.I., N.Y.
Telephone: Floral Park 4-4115
Telephone: Bayside 9-9566



Sole United States Agents for
The NORTH BRITISH RUBBER CO., Ltd.
Edinburgh, Scotland

- North British SS (American size) golf balls
- North British Floater (American size) golf balls
- North British "Hi-Spot" (British size) golf balls
- North British rubber riding boots
- North British rubber spiked golf oxfords
(Men's and Women's Sizes)



Sole United States Agents for
JAMES INCE & SONS LTD.,
London, England

Fine grade of Tartan umbrellas
and umbrella seats



Agents for the Pro Line of
Macintosh Poplin Reversible Windbreakers
For men and women in two-tone brown and tan

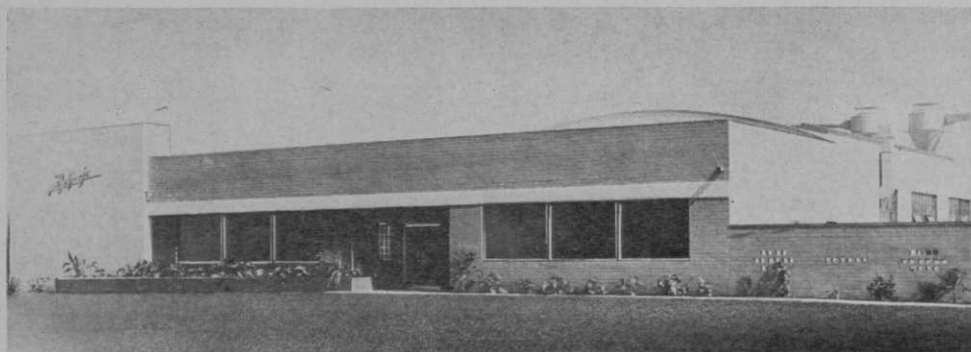
Rainpants to match with jackets
All-service, self lined Poplin jacket
with wool collar, waistband and cuffs
Top Quality Cashmere Sweaters
imported from Edinburgh



We also carry a complete line of
GEORGE NICOLL Clubs:

World famous Pin-Splitter irons
Henry Cotton and Gem Putters
Available as complete clubs, or heads only

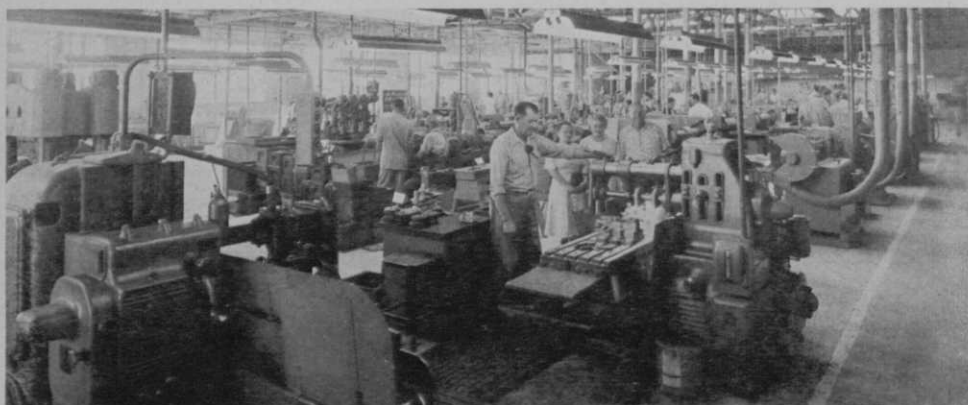
Write for prices and details.



GOLFCRAFT FORMALLY OPENS AT ESCONDIDO, CALIF.

Pres. T. R. (Ted) Wooley of Golfcraft, Inc., VP E. J. Redmond, Sec. Mrs. C. J. Lemon and Golfcraft's sales staff were hosts to more than 1000 at the formal opening of Golfcraft's new plant at

Escondido, Calif., Sept. 15. Pro and amateurs played 9 holes at Rancho Santa Fe for \$500 pro prize money, Joe Kirkwood of Golfcraft's staff gave an exhibition, then open house in the new plant.



The new plant has 20,000 sq. ft. area, with the most modern production equipment in use by expert clubmakers. Visitors are watching operation of a precision machine in Golfcraft's iron dept., in



Some guests who saw Joe Kirkwood's always entertaining trick shot exhibition at Golfcraft's party at Rancho Santa Fe.