

## U. S. RUBBER PROMOTES TWO



Louis J. Healey moves up to succeed Healey. Promotions, effective Jan. 1, were announced by Gregg T. Ward, gen. sales mgr. of U. S. Rubber's footwear and general products division.

Healey started with the company in 1939 as a sales clerk in San Francisco branch. From August, 1941 to February, 1946 he served with the United States Navy and on his return was appointed asst. to the San Francisco dist. mgr. The following year he was made district sales manager of the branch and in August, 1948 was appointed Pacific Coast sales mgr.

Finnern, new Pacific Coast sales manager, started with the rubber company in 1937 as a sales clerk in San Francisco branch and was appointed dist. sales mgr. of Los Angeles branch in 1943.

## BAG JACKET AGAIN IN PRODUCTION

The Bag Jacket, a trim, sturdy protective bag that fits over golf bags loaded with clubs, for travelling, shipping, storage, etc., has resumed production after being halted by material shortages. Judging from the reception given it when it was introduced, news of its availability will be welcomed by professionals. For further information write to: Harrod Bag Co., 205 W. Wacker Drive, Chicago 6, Ill.

## SWIFT APPOINTS NEW RESEARCH DIRECTOR AND NEW AGRONOMIST

M. D. Sanders of Dune Acres, Chesterton, Ind., has been named Dir. of Research in the Plant Food Div. of Swift & Co., it has been announced by C. T. Prindville, Swift vp. Sanders will assume duties of the late Dr. H. B. Siems, well-known research scientist and agronomist for Swift. A. H. Bowers, Downers Grove, Ill., becomes agronomist for the company, a function also formerly supervised by Dr. Siems.

Sanders, a veteran of 27 years with Swift has held many responsible positions with the company. His new responsibilities will include general supervision of all research related to plant food, insecticides, fungicides and weed-killers produced in the many company plants over the country.

Bowers came to Chicago in 1947 as assistant to Dr. Siems. As company agronomist, he will work closely with

Louis J. Healey, Pacific Coast sales mgr., U. S. Rubber Co., has been promoted to sales mgr. of general products and will make his headquarters in the company plant at Providence, R. I. Arnold H. Finnern, dist. sales mgr. of the Los Angeles branch

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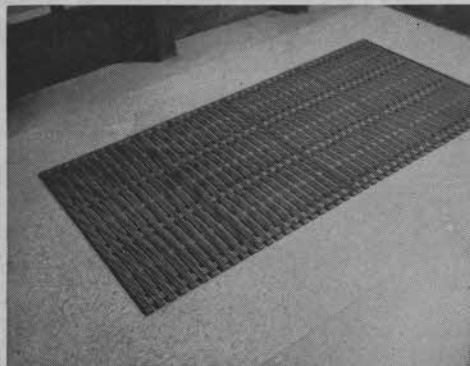
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governmental and industrial authorities on plant nutrition, crop production and soil management.

### AMERICAN MAT INTRODUCES TWO NEW TYPES OF FLOOR MATTING

Two new types of floor matting, especially adapted to entrance and shower room needs of golf clubs, have been de-



veloped by American Mat Corp. Traffic-Tred, an improved corrugated-perforated floor matting, in beautiful rose color, is a

new entrance matting. The top surface has efficient dirt-removing qualities and the diagonal ridges on the bottom provide better drainage. Traffic-Tred is available in widths of 24", 36", and 48". It is 5/16" thick.

Do-All Long-Ribbed, a long life, easily cleaned rubber runner, is another new matting. It is made from live, new, resilient corded rubber in 3/16" thickness and comes in red, green, blue, mosaic and black, in 34" width. Traction type ribbing, providing sure footing, runs the long way of the matting. Its composition is such that it will stand up well under spiked shoe traffic in locker rooms. It comes in rolls 38 feet in length. Write American Mat Corp., 1802 Adams St., Toledo 2, Ohio.

### CYANAMID PRODUCES WEEDED SEEDBED FOR TURF

Early experimental work conducted by Dr. J. A. DeFrance at the Rhode Island Agri. Exp. Station coupled with experience of other turf specialists shows Cyanamid, product of the American Cyanamid Co., with its herbicidal and fertilizing properties is effective in producing a weeded seedbed for turf. A recent bulletin distributed by the company says:

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"To produce a weeded seedbed for turf, the ground should first be thoroughly prepared about a month before seeding. Preparation includes complete grading and leveling, so further cultivation is not required after the Cyanamid is applied.

"Granular Cyanamid is then evenly applied to the smooth surface of the soil at the rate of 50 lbs. per 1000 sq. ft. It may be left undisturbed where the ground is level but should be raked lightly on the slopes. About three to four weeks should be allowed for Cyanamid toxicity to disappear before seeding. During this period it is essential that the soil be kept moist by frequent sprinkling, because water is necessary for the weed killing action of Cyanamid and its conversion to the useful form of nitrogen.

"Because 10 lbs. of nitrogen is supplied each 1000 sq. ft. by the Cyanamid, the need for additional nitrogen is eliminated for some time. However, it is desirable that 1½ lbs. of muriate of potash and 6 lbs. of superphosphate per 1000 sq. ft. be mixed with the top 2-3 inches of soil before the Cyanamid is applied, to maintain proper nutrient balance."

### WILSON ISSUES THREE NEW CATALOGS

Three new sports equipment catalogs recently have been distributed to professionals by the Wilson Sporting Goods Co. to help attract the summer sports market. The catalogs are featured by a colorful cover and attractive photography,

and include price lists for professionals.

Among new items shown are the improved Dyna-Weight irons. Sweepstakes woods and irons for 1953 have been dressed up with new face inserts and new



stampings and should prove a hit in the popular price field.

In addition to new models in the Hagen Ultra, H50 and H51 woods shown in the 1953 Walter Hagen catalog are new Hagen Ultra irons with a larger hitting surface.

The Gateway to Golf catalog lists the popularly priced Sam Snead Blue Ridge woods and irons, a new item for 1953. Sharing the spotlight is the new Y-53 youth golf set for the junior golfers. Colorful golf scenes are used throughout all three catalogs.

### WILLIAM P. BELL AND SON GOLF COURSE ARCHITECTS

Member: American Society  
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### WILLIAM F. GORDON Golf Course Architect

Member  
American Society of Golf Course Architects

Doylestown,  
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Because of a complete sell-out last fall we have no stolons to offer of any strain in any of our nurseries for spring delivery, except 200 bu. of C-1 and 225 bu. C-19 in our Slocum R. I. Nursery. This will be offered to the New England trade only at \$4.50 per bu. f.o.b. Slocum on the basis of first come first served.

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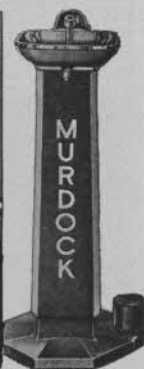
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**MURDOCK**

**OUTDOOR DRINKING FOUNTAINS HYDRANTS LAWN HOSE BOXES**



## SWINGING AROUND GOLF

*(Continued from page 24)*

El Golfista Mexicano, founded by the late Edmundo Salas, now is being published by Gustavo Rivera and Luis Reynaga . . . Offices are Reforma 12-607, Mexico City . . . Jack Harris who took leave of absence from Wilson to manage highly profitable tennis tours recently got 7 consecutive birdies at San Mateo (Calif.) munny course, then went 3 over to finish with a 66.

Since 1929 Southern California Golf Assn. membership has diminished from 57 to 40 clubs, due to courses being sold for subdividing . . . Pocatello, Ida., to have new clubhouse at munny course . . . Portsmouth, Va., golfers petition council for 18 hole course and clubhouse . . . Glen-sheallah, only 18-hole course in Portsmouth, to be closed in spring and high school built on site.

British PGA membership now 1,065 master pros and 335 assistants . . . 121 of the assistants are under age of 21 . . . George Calderwood, pro at North Hills CC (Milwaukee dist.) and active as PGA of America official, attended British PGA annual dinner . . . Tulsa (Okla.) Tribune has sports page picture and story by Mack Creager on No. 7 green at Tulsa CC, crediting Supt. Alex Repin as having produced there "best putting surface in town, and perhaps in the state." . . . Repin has had more than 100 requests for samples of the grass.

It was too late to acknowledge many holiday cards from pros, supts. and managers in January GOLFDOM but now let us say "And double to you for a happy and prosperous New Year." . . . The fellows and girls certainly made happy

*(Continued on page 87)*

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Architects: course  house   
Ball washers  
Ball Washing Compounds  
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Brown-patch preventives  
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Fungicides

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Golf Course Const'n Engineers  
Hole cutters  
Hose,  $\frac{3}{4}$ "  1"   
Humus  
Insecticides  
Lapping-in machine  
Miniature Course Const'n   
Mole traps  
Mowers: putting green   
whirlwind  tee   
fairway  rough  hand   
Mower grinders  
Peat Moss  
Pipe  
Playground equipment  
Pumps  
Putting cups

Rakes (worm cast & clean-up)  
Refuse containers  
Rollers: power  water filled   
Sand (for greens, tees)  
Scythes (motor driven)  
Seed: fairway  green   
Sod cutter  
Soil screeners  Soil shredders   
Sprayers: power  hand   
Spikers: greens  fairway   
Sprinklers: f'way  green   
Sweepers (power or hand)  
Swimming Pool equipment  
Swimming pool cleanser  
Swimming pool filtration  
Tractors  
Water systems, fairway  
Weed chemicals

## Pro Shop

Bags: canvas  leather   
Bag carts, for players  
Bag Covers (overall)  
Bag supports  
Bag towels  
Balls: Regular  Range   
Ball markers   
Ball retriever  
Bandages, adhesive  
Buffing motors  
Calks, for shoes  
Caps and hats  
Club cleaning machine

★  
Clubs: Woods  Irons   
Putters   
Club repair supplies  
Club separators for bags  
Cushion-sole Inserts  
Dressing for grips  bags   
Golf gloves  
Golf Grips: Leather   
Composition   
Golf Practice Devices   
Golf shoes  
Grip preparation for hands  
Handicap racks  cards   
Head covers for irons  
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Practice driving nets

Preserver for leather  
Pro accounting book  
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Range ball washer  
Score cards  
Sport seats  
Sportswear: Shirts  Socks   
Sport jackets  Rain jackets   
Windbreakers  Slacks   
Tees (wood)  plastic   
Tee mats   
Tees (rubber) for driving mats  
Teeing device (automatic)  
Tennis nets  
Trophies

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Air conditioning equip.  
Athletes foot preventives  
Bars (portable)  
Bath mats  
Bath slippers  
Bars

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Course Superintendent's: (Greenkeeper)  
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Add: ..... Town: ..... State: .....

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and other recommended strains.

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## SWINGING AROUND GOLF

(Continued from page 84)

use of holiday greeting cards sent to their members and other golfing friends.

Leroy Wilcox new mgr. Ottawa (Kas.) CC . . . Bill Heinlein, three time winner of Indiana Open and PGA tourneys plus state amateur and junior prior to turning pro, to serve next season at new 18-hole Woodland GC, Indianapolis, Ind. . . . Owner, operator and architect of course, Bill Diddel, won Indiana amateur title five times . . . Siwanoy CC, Bronxville, N.Y., one of Westchester's nicest golf plants, undergoing complete face-lifting operation according to plans of Robert Trent Jones, golf architect . . . Modernization will toughen course for better play, ease playing conditions for average player, and decrease cost of maintenance . . . Ninth National Open of the Mexican Republic will be played between 19th and 22d of Feb. at Chapultepec GC, Mexico City . . . St. George's G&CC, Stony Brook, L. I., suffers \$150,000 fire loss . . . Portsmouth (Va.) golfers look forward to start of construction on modern 18-hole public course in spring.

Bill Slack, Sr., retiring as supt., University of Michigan course at Ann Arbor to be succeeded by his son Bill, Jr., who switches from Ft. Wayne (Ind.) CC . . . Pete Coval comes from Country Club of Indianapolis, Ind. to be Ft. Wayne CC supt. . . . Jackie Pung, 1952 Women's National champion who turned pro to compete in Alvin Handmacher's Weathervane cross country tournament is first woman golfer to turn pro without having club manufacturer's contract as initial pro deal . . . Pung's contract figure, though not officially released, is quite fancy . . . She'll be a big draw at the Weathervane events which again this year

will be played with proceeds going to Cerebral Palsy fund.

Pung hiked to Tommy Armour's lesson tee at Boca Raton (Fla.) Club to take finishing school course from The Great Man . . . Armour says the Hawaiian's hula hand action is about as good as he ever saw in golf . . . At dinner of Ouimet caddie scholarship fund scholars at Boston Gene Sarazen said the achievements of these scholars will be remembered as a tribute to Francis long after Francis' red coat as captain of the R&A is forgotten.

Paul Hahn hailed as great showman and golf performer by pros who saw his trick shot exhibition which was a feature of the PGA Seniors' tournament program . . . Jackie Burke, Jr. signed by Jimmy Demaret for staff at Concord resort course, Kiamasha Lake, N. Y. . . . Lloyd Mangrum's start with victories in the LA. Open and Crosby tournaments make it look like the changing of the guard will be slightly delayed for the younger pro aspirants . . . Lloyd never was playing better . . . He plans to take a crack at the British Open this year . . . Crosby tournament set \$35,000 record in gate receipts for Monterey peninsula charities . . . As noted previously in GOLFDOM the Crosby tournament won't be moved from the Monterey peninsula courses . . . Bing officially and publicly said so at this affair which had weather as pretty as the lines in the California ads . . . Bing said he'd like to put on his tournament in May or September if arrangements could be made on the tournament schedule.

Lawson Little by finishing third (209) behind Mangrum (204) and Boros (208) was a bigger money winner than his \$1000 official prize indicated . . . Lawson and Dorothy didn't keep open house with food and drink at all hours and all comers beating down the welcome mat, as they have in

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previous years . . . The cost of the Little hospitality come-all-yes must have been a very pretty buck, to say nothing to what it cost Lawson in sleep and wear and tear on the tripe.

Green fee at St. Andrews raised a shilling per round to 4 shillings and 6 pence which is about 70 cents . . . First time the Women's National to be played in Western

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Pro or Greenkeeper or combination. Long experience, competent, agreeable. Moderate income satisfactory. Eastern or Southern location. Address Ad 206 % Golfdom.

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**WANTED** — All types of golf driving range equipment new or used. Quote price. Sporting Enterprises, Inc., 75 Stanley Ave., Watertown, Mass.

**FOR SALE** — Golf Course and Country Club. Located in the oldest and most beautiful summer resort in the north central resort areas. Famous for its foods. Club is operated 8 months of the year. Owner retiring. Address Ad 208 % Golfdom.

Caddy-master with experience in training and supervising caddies, for 36 holes of golf at Northwest side Chicago Country Club. Please give full details of experience and background in first letter, also a recent photo. Address Ad 209 % Golfdom.

**CADDIE MASTER** for active country club — 12 month employment. Monthly wages, caddie house concession, meals — room if desired. Write giving experience and references. Exmoor Country Club, Highland Park, Illinois.

Pro or Pro-Gkpr. wishes to make change for 1953. Employed now by medium size club. Age 30. Lifetime experience in golf and turf. Good promoter and businessman. Up to date pro shop. Best of references. Address Ad 211 % Golfdom.

**GOLF PROFESSIONAL:** 44 years of age, 26 years experience, now employed at well known club of 600 members, wishes to make a change. P.G.A. member, A-1 references as to character, ability and credit. Have reputation as South's best instructor, and player, promotional background for stimulating interest among members, wives and Jr. golfers. Address Ad 210 % Golfdom.

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Picturesque view of West Seattle Golf Course where 1953 USGA Public Links Championship will be played, July 11-18. Snow-capped Mt. Ranier can be seen in the distance.

—Roger Dudley photo

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## SWINGING AROUND GOLF

(Continued from page 88)

Pennsylvania will be in 1954 at Allegheny CC (Pittsburgh dist.).

John Vasco successor to Pat Browne as pro at Lehigh CC, Allentown, Pa. . . . Browne now with Madison (O.) CC . . . Henry Poe, recently elected pres. of Philadelphia Dist. PGA signs for 11th year as pro at Reading (Pa.) CC . . . Henry succeeded Byron Nelson in 1940, served through 1942, retired from the golfing field for three years, returned in 1946, and has been a fixture ever since . . . Golf has reached an all-time high in popularity, but Kalamazoo (Mich.) golfers are faced with same problem many other cities have, namely, inadequate golf facilities with prospect of worse, instead of better things to come in near future. Golfers who hold memberships in private clubs are pretty well set, but one munny course isn't enough to handle overflow of golfers nowadays.

Courses in So. Calif. seem doomed to extinction unless local governments take them over . . . Of 42 Los Angeles courses in 1924, only nine remain . . . "The only way these courses can hang on without being chopped up," according to Maurie Luxford, vp of Los Angeles Recreation and Park Commission, "is for the city or local governments to purchase them." Griffith Park courses are good examples of enlightened

many ownership and show annual profits of approximately \$100,000 . . . \$500,000 fire and destruction to palatial Annandale clubhouse, Pasadena, Calif. . . . Golf shop and locker-rooms spared . . . Greenwood CC, Rivervale, N. J., has replaced former CC of New Jersey in name and operation and will be private club controlled by members . . . 250 membership ceiling has been set with no initiation fee or extra dues for use of the clubhouse, three nine-hole courses or swimming pool.

New York City's 10 public links courses averaged 68,550 rounds of golf for a total of 685,500 rounds according to the director of recreation . . . Marine Park Course in Brooklyn, N. Y., will be ready for play in the not-too-distant future . . . Acting officials hope to conduct ground breaking ceremonies for new North Ridge CC, Sacramento, Calif. . . . Golfers in Bakersfield, Calif. area will have new 18-hole course next fall . . . Zeke Browning, asst. pro at Rockford (Ill.) CC for several years takes over as new pro at Klinger Lake CC, Sturgis, Mich. . . . Plans by Park and Planning Commission staffs for 18-hole munny course near Lake Ballinger, Seattle, Wash. . . . Berkeley (Calif.) CC, reorganized in 1943 as Mira Vista CC, appears to be winning out over reported plans to turn beautiful hilltop property into \$1,000,000 theological seminary.