

Jacobsen

power mowers are

“AT HOME” ON THE
GOLF COURSE



JACOBSEN LAWN KING

26-inch cutting width.
Side-wheel type for speed and
hillside stability.

- New 2¼ hp. Jacobsen Engine.
- Automatic Recoil Starter.
- Separate Reel and Traction Clutches.
- Auto-type Differential for Easy Turning.
- Riding Sulky Available.

JACOBSEN ESTATE 24

24-inch cutting width.
Rear drive allows
close trimming.



There's a big difference between the once-a-week cutting of the home lawn and the all-day, everyday demands on the commercial mower. That's why more and more golf courses are standardizing on Jacobsen for cutting tees, approaches and clubhouse lawns.

Like the famous Greensmower, all Jacobsen power mowers are built to handle tough commercial jobs, and the records they have established through years of service are proof of their design and quality.

Ask your Jacobsen dealer to show you why Jacobsen is the first choice on the tough jobs.

Jacobsen
MANUFACTURING COMPANY
RACINE, WISCONSIN



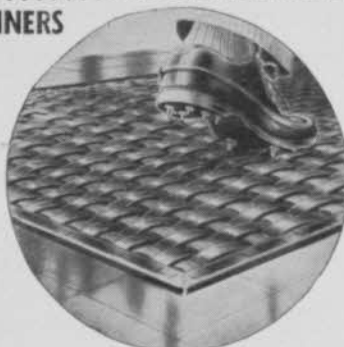
PNEU-MAT-RUNNERS

Are Spike-resistant,
Tough and Durable

Protect Clubhouse
Floors from Spikes

Provide Soft Rug-like
Cushion Under Foot

Are Reversible for
Added Wear



STANDARD
WIDTHS!
20"-24"-30"
36"-42"-48"

TRIAL SECTIONS
24"x60"—\$10.00
20"x24"—\$ 4.00
Postpaid

Write Today
for Details

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

Suggs and camera . . . The lines make changes in positions during the swing obvious for instruction and study . . . It established a pattern that is bound to be frequently used in future golf books.

Revision in British tax laws eliminated admission tax on amateur championship gallery fees, but not on Open or pro events . . . Tax also reduced on golf balls . . . Green chmn. and supts at Greater Cincinnati Greenkeepers' Assn. meeting, Hyde Park G&CC, May 12 . . . Wm. Daniel, Purdue, guest speaker . . . Daniel, Harry Mesloh (Cloverbrook), Al Wright (Hamilton County Parks), and John McCoy (Cincinnati CC), on Q & A panel . . . Cincinnati supts have policy of members taking turns on Question and Answer panel and each member attending meetings is expected to submit a written question for panel answer and discussion.

During the 5 years Tam O'Shanter CC (Chicago dist.) has been receiving non-member parties 1,446 hosts have entertained 222,620 guests at 2,025 parties in the clubhouse . . . Ralph McGill's story

in Atlanta Journal and Constitution Sunday magazine on Bob Jones as "Great Man and Great Golfer" was one of McGill's best jobs . . . Told how Jones, painfully handicapped by crushed spinal disc became energetic and effective factor in securing nomination of Eisenhower and getting Southern votes for Ike.

PGA proposal to raise minimum of PGA co-sponsored tournaments to \$15,000 from \$10,000 with added \$5,000 to be split among year's top 20 pros is association's hope for correction of situation that has chilled enthusiasm of game's rich angels . . . PGA co-sponsorship losing its weight with pro stars side-stepping PGA co-sponsored events to play in exhibitions and as shills for big Calcutta pools.

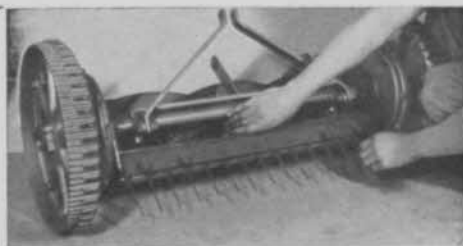
Mrs. Stanley Kertes, wife of pro at Bryn Mawr CC (Chicago dist.) won Riviera CC (LA dist.) women's championship recently . . . Kertes is Ben Hogan's asst. at Tamarisk CC, Palm Springs, Calif., in winter . . . \$93,860 at Las Vegas Tournament of Champions Calcutta believed to be biggest ever . . . Women's pro

FLEXI-COMB

Reduce Thatch

Smoother Cut

Overcome Weeds



Flexi-combs fit Toro and Worthington mowers . . . Simple depth adjustment . . . Lock out of operating position when combing is not required.

West Point Products Corporation West Point, Pa.

"Easy Transport"

an AERIFIER* Feature



**Greater Efficiency
Greater Convenience
of Operation**

**No Wasted Time
When Moving From
One Area to Another**



Tractor-drawn or self-powered Aerifiers assure the utmost ease and efficiency of operation. All Aerifiers are designed for convenience and economy in use. "Easy Transport" is a feature that minimizes wasted time. With labor costs so high, efficiency is an important feature to look for when selecting equipment.

On the tractor-drawn F-G Aerifier, hydraulic control provides quick, easy lowering and lifting of the entire spoon assembly. When the triplex gang is used, spoons on all three units are controlled by a single hydraulic pump. The pump may be mounted on the first unit or on the tractor. Lowering and raising the spoon assembly does not alter the depth setting. When spoon assembly is raised, there is ample clearance for safe transport over paved areas. The self-powered G-L Aerifier is perfectly balanced for easy handling. It rides on the transport wheels, with the spoon assembly lifted clear of the ground.

"Easy Transport" is just one of the many features that makes the Aerifier a favorite among golf course superintendents.

West Point Products Corporation

West Point, Pa.

*Reg. U. S. Pat. Off.

Pat. No. 2,580,236

For Lounge, Locker Room and Pro Shop
CLUB MANAGERS HAIL

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LEATHER CONDITIONER

Regular applications of *LEXOL* keep leather furniture looking clean, rich, mellow. Prevent leather from cracking. In the locker room, members appreciate *LEXOL* care for preserving shoes, luggage, and other leather articles. Pro Shops profit (as much as 900%) by selling monthly *LEXOL* treatments for bags at \$1.00 each (one gallon treats 30 bags).

When you get your *LEXOL*, get an extra quart or gallon for your House Manager and the Locker Room. They will appreciate this service on your part.



THE LEXOL CORPORATION

289 Bloomfield Avenue
Caldwell, New Jersey

tournaments which drew well in Florida last winter have failed to draw later.

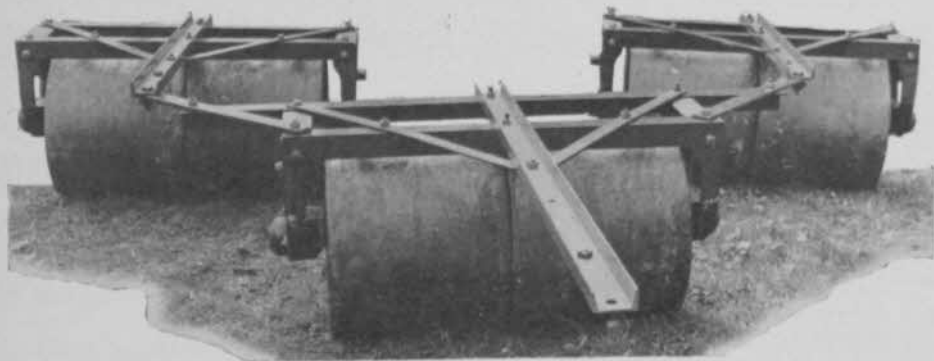
Pat Patterson, who retired several years ago after a long career as Wilson Sporting Goods Co. representative in Southern California, died recently . . . Pat was pro at Griffith Park, La., when it had sand greens.

Gene Smith now pro at Decatur (Ill.) CC . . . Southern California PGA members present big free lesson deal at Los Angeles Herald and Express Sports Show . . . If Ben Hogan plays in his first British Open this year it'll partially be because of selling talk made to Ben by Joe Dey of USGA.

Sports columnists' criticism of big Calcutta at Las Vegas puts PGA on spot . . . PGA now has to decide whether to follow USGA lead in discouraging Calcuttas which are getting to be greater menace to golf's clean sporting spirit . . . PGA in embarrassing position as its official censure of big Calcuttas at Las Vegas, Masters', Seminole, La Gorce, Crosby and other tournaments could beat players out of a cut on the gamblers' winnings . . . Las Vegas gambler says Calcutta for their championship may hit \$250,000 next year.

PETERSON

CAST-IRON GANG-ROLLER



SPECIFICATIONS — Individual sections are of fine cast-iron, beveled on the outer edge, 21 in. diam. x 18 in. width. End frames are of heavy cast-iron, with dust-proof bearing housings, furnished with Zerk fittings. Sections run on cold-rolled steel axles, supported in Maple bearings, which are replaceable.

Entire frame is made up of bolted steel U-bars. Model 9-TRC — Triple-roller, each unit consisting of two sections, with a rolling width of 9 ft. Weight 1500 lbs.

All hitches are drilled to take a plain pin, or a Fulton Hitch #B-6.

Ask your dealer for delivered price.

Distributed by — **ARTHUR D. PETERSON, Inc.**

209 East 49th St.

New York 17, N. Y.

The TED BISHOP CO., INC. PRESENTS

New!
WOMEN'S *Skee Riegel* GOLF SHOES

BROWN ALLIGATOR COMBINED
WITH BROWN CALF

#9580



OTHER COLORS AVAILABLE

- ≡ 9595 — Brown Calf and White Buck
- ≡ 9597 — Red and Blue Calf
- ≡ 9598 — Red and Sand Calf
- ≡ 9599 — All Brown Calf
- ≡ 9581 — Black Alligator and Grey Calf

New!
MEN'S *Skee Riegel* GOLF SHOES

BROWN ALLIGATOR COMBINED
WITH BROWN CALF

(Leather Lined)

≡1608



OTHER COLORS AVAILABLE

- ≡ 1609 — Black Alligator and Black Calf
- ≡ 1603 — Brown Calf and White Buck
- ≡ 1601 — All Brown Calf
- ≡ 1606 — All White Buck

UNCONDITIONALLY

The
ORIGINAL
Lightweight
GOLF
SHOE

GUARANTEED

New!
TASSEL LOAFER



- ≡ 1701 — Brown Calf, Leather Lined
- ≡ 1702 — Black Calf, Leather Lined

WITH PATENTED ADJUSTABLE GORE

The only casual shoe with this exclusive feature



New!
Patented
GOLF
GLOVE
for
MEN
and
WOMEN

Mode of Imported Cabaretta Leather

- ≡ 502 — Full Glove
- ≡ 507 — Full Glove, Nylon Back
- ≡ 544 — Full Glove, Pigtex
- ≡ 543 — Ladies' Full Glove
- ≡ 72 — 1/2 Glove for Men
- ≡ 73 — 1/2 Glove for Women

ALL ITEMS ARE SOLD EXCLUSIVELY THROUGH GOLF
PROFESSIONALS AND CANNOT BE BOUGHT ELSEWHERE

FOR COMFORT, LIGHTNESS, STABILITY — THE FINEST GOLF SHOE EVER MADE

Nothing else
will do!

Insist on
GAUZTEX

THE SELF-ADHERING GAUZE

Famous pros were first to wrap club handles with Gauztex to prevent slipping. Now thousands insist on Gauztex at their Pro Shop.

Of course you know Gauztex, the "bandage that sticks to itself." Perfect on hands, fingers and feet to prevent or protect blisters . . . as well as on club handles for non-slip grip. Sports Tin advertising reaches millions in the Saturday Evening Post and Golfing . . . in addition to regular Gauztex' year-round campaign.

There's steady profit, sure profit, *season-long* profit for you in Gauztex. Order the Sports Tin in 2-color display carton today.



Your
wholesaler
has it . . .

your
customers
want it!

Do it now!

GENERAL
BANDAGES, Inc.
Chicago 5

Albemarle GC, Newtonville, Mass., one of oldest courses in Massachusetts, converted to 9-hole pitch-and-putt course, following sale of 4 holes of its 9 for building lots . . . Pro mgr. John L. Sheehan quickly changed remainder of course to pitch-putt . . . Harold "Rags" Ragland, from pro staff of Santa Anita (Calif.) GC to be pro at Circle-R Ranch GC, north of Escondido, Calif. . . . Frank McCarthy to be gen. mgr., Sierra View CC, Roseville, Calif. . . . Wm. Brooks is pro of the new club at Roseville.

Wonder when Pres. Eisenhower's press advisers are going to get him some publicity in association with a caddie who looks like "The All-American Boy?" . . . There's been too much accent on the President having a caddie who rolled off a slab in a morgue after a cutting brawl . . . The politicians ought to be taking a cue from golf's work for youngsters with the Western Golf Assn. caddie work and similar activities . . .

Jack Redmond back from Mediterranean cruise with many rounds ashore, including one with ex-King of Spain . . . The durable trick-shooter put on exhibitions that got him front page stories in

THE GOLFER'S PAL



Model No. 1 — \$3.50



Model No. 1-X — \$5.00

A SCORE KEEPER FOR THOSE WHO WANT THE BEST

By a single press on the plunger the stroke is automatically recorded. To reset dials to zero turn knobs on face of PAL as indicated by arrows.

Attractively finished to be worn on the wrist. Packed in individual box and carton.

Obtainable through your local jobber.

or

BORM MANUFACTURING CO.
ELGIN, ILLINOIS

PREFERENCE that builds PRO PROFIT

PRO Grip

AMERICA'S FINEST

GOLF GLOVES HEAD COVERS

No. 61-S — PRO-GRIP'S Snugtex Grip

—with twice as many elastic rubber bands. World's largest selling glove with a built-in grip. New Cape suede back — softer and stronger. Specially prepared top-quality Capeskin palm.



No. 432—100% Nylon backs in red, green, blue, yellow. Concealed elastic wrist snugger. Light weight genuine Capeskin palm. Tacky grip.



No. 32-S—PRO-GRIP's famous Snugtex elastic grip full-finger glove. Cream Capeskin palm. Jersey backs, in assorted colors. PRO-GRIP original.



No. 132-PT—a light weight all leather glove cut from Pigtexted Capeskin. Comes in 2 colors — Blond and light Tan. A fine inexpensive all leather glove.



No. 55 — An outstanding genuine horsehide or cowhide cover— heavy weight, but still soft and pliable. For golfers who demand the very best.



No. W-44—PRO-GRIP's WAR-MUP adjustable weighted Hood Cover. Pat. No. 2116655. Available in matched sets, used as a regular head cover, or snap the strap and it becomes a weighted training club. 2 removable lead discs.

PRO-GRIP's complete line includes many other popular models.

Buy with confidence — insist on PRO-GRIP

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• CATERING TO GOLF PROFESSIONALS SINCE WE STARTED — IN 1940 •

TRY THE NEW

Golf Pride
WRAP ON

Velvet Feel Grip

Feels right.
Relieves tension. Improves game.

Red, green, brown, blue, black.

Rubber cap and grip in one piece.

Tapered width and thickness.

Golf Pride
PAT. APPLD. FOR

FAWICK FLEXI-GRIP CO.
Box 8072 Akron 20, Ohio

Spain, Italy, Egypt, Africa and Portugal . . . Siwanoy CC (NY Met dist.) course remodelled at expense of \$30,000 by Robert Trent Jones, officially opened with big exhibition and party honoring Steve Hughes, former pres., who's done a great job for the club.

Valley Golf Assn. organized by clubs in vicinity of Allentown, Pa., with John Shorey, pro, Allentown GC, a leader in getting the new association going . . . Carl H. Anderson, veteran pro and architect, taking over as pro-supt.-mgr. of Winter Haven (Fla.) GC while Ray Raynor, the club's pro, goes to Waynesville (N. C.) CC for summer job . . . Jack Level, golf book and antiques collector, has stumbled onto a set of 4 rare old golf prints.

Wm. F. and David Gordon, father-son architect and building team, started construction on Indian Valley CC, 3d new private club in Philadelphia dist. in past 4 years . . . Indian Valley of which Robert L. Krupp is pres., is on 147 acres 20 miles northwest of Philadelphia . . . Bob Rosburg, former Northern Calif. amateur champion and quarter-finalist in 1952 National Amateur, turns pro as asst. to

PLAY BETTER GOLF

Golf Pride
WORLD'S FINEST GRIP

RIB LOCK

"SLIP ON" or "MOLDED ON"

RIB-LOCK positions grip in hands, relative to face of club.

Increased dynamic swing. Drive farther. Hit straighter.

A guide to better scores! Rubber and cork won't harden. Five colors.

Golf Pride
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PHILLIPS
CAM LOCK
GOLF SPIKES



**The Answer
to Lost Spikes**

CAM LOCKS have been added to the regular LARGE BASE spike. The CAMS hold spike fast in position. Will not rough sole.

F. C. PHILLIPS, INC.
STOUGHTON, MASS.

KADDIE KART PRODUCTS

Patented - Registered U.S. Pat. Off.

Kaddie Kart

REGISTERED - U. S. PAT. OFF.

RENTAL TYPE



Buy
Direct
From
Factory
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No
Middle
Man
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Delivery
Now

The strongest, most serviceable cart made. Interchangeable parts, low upkeep. Balances any weight bag without adjustment. Self centering lower bracket. Protects bags from damage. Strongest steel construction. Large 14-inch wheels, ball bearings factory packed with grease for years of service. Two axle widths. Demountable axles, frames, handles, brackets. Immediate delivery. Write for information.

We will sell or lease or finance
your entire fleet.

Golf Cart Supply Co.

2226 Wabansia Chicago 47, Illinois

Please send complete information about Kaddie Karts. We are interested in buying..... leasing.....

Name..... Position.....

Club.....

Address..... City..... State.....

Ko-lap-si Kart

REGISTERED - U. S. PAT. OFF.

FOUR NEW
1953 Models
All Automatic



List Prices

- T14 Regular Brackets — "A" 14 in. Wire Spoke Wheels ...\$33.95
- T14PO Pipe Organ Type — "B" 14 in. Wire Spoke Wheels 33.95
- T11 Regular Brackets — "C" 11 in. Disc Wheels 29.95
- T11PO Pipe Organ Type — "D" 11 in. Disc Wheels 29.95

Regular Pro and Club Discounts.
Send For Catalogs.

Completely Automatic

Drop The Handle — It Folds

Lift Handle — It Opens

All steel, automatic ball bearing. The handle does the work. Long handle, no adjustment necessary. Universal balance. Stands erect either closed or open. Flexible body torsion and retractable wheels. No wing nuts, no sliding arms, no push buttons, ratchets or complicated mechanism.

Chamberlin Metal Products

2226 Wabansia Chicago 47, Illinois

Please ship.....Kolapsi Karts, Type.....
Please send complete information about the Automatic Kolapsi Kart for (resale) (my private use).

Name.....

Address.....

City..... State.....

Club..... Position.....

Rutledge COOLIE



**Floats Like
a Feather**

At last — a cart where the bag load is centrally balanced. Handle adjustable to owner's height. Made for regular or compartment bag. Baked enameled metal body. 10" ball bearing wheels, rubber tires. Occupies small space. Comes knocked down in compact box. Easy to assemble — only three parts. **\$19.95**

CADDY SAVER



Rolls when Closed...
Never has to be
Carried!

Best cart value you can get. Has a special new ratchet control that holds handle firmly in any position — it cannot slip. Takes any style bag. Lightweight but strong. Open or closed, it's easy to push or pull anywhere. Fits club locker, car trunk, rear seat space. Ball bearing wheels with semi-pneumatic tires.

With 10" wheels **\$28.95**
With 12" wheels **\$32.95**

Beckley-Ralston STROKE SAVERS

Easiest of all clubs to play. More than 1,000,000 sold. Square grips, short shafts. For shots within 50 yards of the green where $\frac{2}{3}$ of the game is played. Putter 31", Approach Cleek 32", Chipper 33". Right or Left Hand. Each **\$9.95**

Send for Literature and Discounts

THE RUTLEDGE COMPANY
3337 Belmont Ave. • Chicago 18, Ill.

Jackson Bradley at Edgewater GC, Chicago.

Pro at one of best run munny golf establishments says on their easiest 9-hole course percentage of women's play is 20.5 . . . Women can play at reduced rate on "ladies' day" and can play any day of week . . . On 18 hole course, where women also can play any day of week, women's play is 6.6 per cent . . . Merchandise sales to women about proportionate to play . . . Lessons at the courses are about 65 per cent to women.

John Plant, sec., Egyptian Golf Federation, invited Americans to play in Egyptian amateur championship at New Sports Club, Smouha City, Alexandria, Dec. 10-13 . . . Clubhouse of Colonial CC, Ft. Worth, Tex. burned . . . \$450,000 loss . . . Colonial Invitation tournament continued with emergency facilities . . . The Bob Hamiltons are expecting another tournament star in August . . . They have two sons, one 19, the other 15, now . . . Bob showed signs of this being a good year all around for him by finishing 4th in Masters' . . . The George A. Davis family also expecting a new member this summer . . . George, one of the golf course

1914 FULNAME 1953

A Fulname Golf Ball Marker is ready for your club. Buy now for the season — you will use it for many seasons.



Individual dies made to order especially to fit the Fulname machine. Your full name on the die.

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