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Patented - Registered U.S. Pat. Off.

Kaddie Kart

REGISTERED - U. S. PAT. OFF.

RENTAL TYPE



Buy
Direct
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Factory
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No
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Delivery
Now

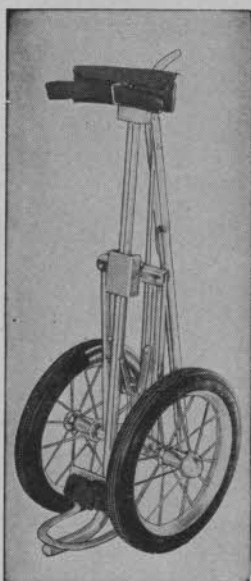
The strongest, most serviceable cart made. Interchangeable parts, low upkeep. Balances any weight bag without adjustment. Self centering lower bracket. Protects bags from damage. Strongest steel construction. Large 14-inch wheels, ball bearings factory packed with grease for years of service. Two axle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

We will sell or lease or finance your entire fleet.

Ko-lapsi Kart

REGISTERED - U. S. PAT. OFF.

FOUR NEW
1952 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.

Golf Cart Supply Co.

1466 W. Madison St. Chicago 7, Ill.

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

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

Club.....

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

Chamberlin Metal Products

1466 W. Madison St. Chicago 7, Ill.

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.....

**Builds Golf Interest
In the Home**

RIGHT ANGLE

Putt Trainer

*Easy To Sell With
A Putting Lesson*



Exclusive roll back feature can be set to return ball to player, greatly increasing practice value. Porous canvas—when laid over rug—has feel of real green. Nine-hole game makes fun for a crowd.

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"The Truth About Putting"

new book by business man golfer C. L. Parris, explains Right-Angle method of putting. A \$1 value, book goes with game.



PARRIS MANUFACTURING CO.

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Home of The National Catfish Derby
FREE Trial—Send Coupon Today

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Please send me Parris Putt Trainers in quantity shown complete with instruction book and bill me at regular discount.

1 Dozen Sample only

If not fully satisfied I may return this merchandise in 10 days for full refund.

Name _____ Title _____

Golf Shop or Club Name _____

Address _____

City _____ State _____

fied. . . Hagen used to do it better. . . He'd lie like a gentleman about a cow pasture saying it was "a sporty little course."

Atlanta, Ga., now has 8 munny and 3 privately-owned fee courses. . . It probably will lose a 9-hole James K. Key course due to a new highway construction. . . Atlanta now has Lincoln Park, a 9-hole privately owned course as its only course for Negroes but is planning an 18-hole munny course for Negroes. . . Talk in several cities about Negro private clubs being built. . . Newest private course with Negro membership we think of is Apex CC, Pomona, N.J. near Atlantic City. . . William Spence is pro.

Al Mengert, runner-up to Jack Westland for 1952 National Amateur title, signed by Claude Harmon as asst. at Winged Foot CC (NY Met dist.). . . Mengert will make next winter's tour. . . Fred Waring's Shawnee Inn & CC, Shawnee-on-Delaware, Pa., to have 30th annual Shawnee Invitation May 7-10. . . Bill Waite Memorial Invitation and National Old Masters' to be played at Shawnee Sept. 8-13.

Many clubs have spring fashion shows

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Try **NEW**
PENFOLD
FINEST ENGLISH
GOLF BALLS

Double Eagle is exclusive Penfold distributor to the Golf Professional (Pro. only) Finest English Golf Ball. Played round the globe. Show sparkling counter display and colorful package. Colonel Penfold statues available!!



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MEMBERS WANT FULLY SATISFYING SHOWER BATHING

This all clubmen know: that fatigue from work or play *can* be washed away and the feeling of fitness restored IF the shower is *completely* satisfying. To measure up to their wants the SHOWER HEAD must deliver a full spray, evenly distributed in an undistorted pattern, and directed as desired.

Management Wants Grati-
fied Members and MONEY SAVINGS

— BOTH ARE THE CONTRIBUTIONS OF

THE NEW SLOAN

Act-O-Matic

SHOWER HEAD

In this revolutionary new shower head you get the Desired Dozen Features:

- 1 **Self-cleaning.** Patented automatic action thoroughly flushes the interior of shower head with each use.
- 2 **No clogging.** All clogging particles are automatically and completely discharged.
- 3 **Simple, reliable, long-lasting.** Only one moving part inside the solid brass, high chrome finished housing.
- 4 **Greatly improved spray pattern.** Cone-within-cone spray gives an evenly distributed shower.
- 5 **Fingertip volume control.** Foolproof volume-control increases or decreases rate of water flow to suit bather.
- 6 **Spray direction adjustable.** Never-leak ball joint enables bather to direct spray as desired.
- 7 **No dripping.** New design principle prevents dripping after shower has been turned off.
- 8 **Water economy.** Exclusive design provides efficient bathing with big water savings.
- 9 **Fuel savings.** It costs money to heat and pump water; thus water economy means saving of costly fuel.
- 10 **Maintenance eliminated.** Since this shower head is always free from clogging and other faults it requires no servicing.
- 11 **Easily, quickly installed.** Equipped with connector that fits all standard shower arms on old or new installations.
- 12 **Vandal-proof model.** To prevent tampering or theft, a vandal-proof model is available at slight additional cost.

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Please send me illustrated folder containing full information on the unique New SLOAN *Act-O-Matic* SHOWER HEAD.

Name and Title

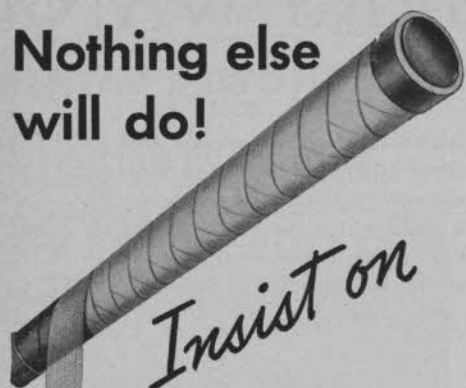
Name of Club

Street Address

This Shower Head is
**AUTOMATICALLY
SELF-CLEANING**
Each Time



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

on their women's entertainment programs. . . Women's dress on courses is getting better looking. . . Strange thing how so many usually well-groomed women are so carelessly attired on golf course that the men (the old hens) comment. . . Men can't understand why so many women play in worn-out, sloppy golf shoes. . . Pro shop merchandising of women's golf wear and shoes already is beginning to improve women's appearance on courses.

Sympathy of the many in golf business who know him is extended to Clayborne Watson, supt., Seminole CC (Palm Beach, Fla.) and to Mrs. Watson on loss of their daughter, who was fatally injured in an automobile accident. . . The Watson's son-in-law was en route to Korea at the time of the accident.

PGA attorneys file petition opposing application of Perfumers' Guild of America for trademark covering initials "PGA." . . . Good story on Mildred Didrikson Zaharias in Feb. 2 Time magazine and most of it facts. . . Babe's recovering slowly from her serious operation last summer but now that she knows she has

It's an Umbrella!

MAX FAULKNER
(British Open Golf
Champion) says:
" . . . undoubtedly one
of the most sensible
items of golfing equip-
ment I have ever seen"



It's a Seat-Stick!

It's the **FEATHERWATE™**
Umbrella Seat-Stick

At last, a walking stick, a comfortable transportable seat, and a full-sized umbrella all in one. Many styles available with gay colored panels; plain green, maroon or black, or Tartan covering. Luxury models with leather sling seat.

"FEATHERWATE" SEAT-STICKS

Several styles with all-metal or leather seats in various colors or Tartan design. Made in rustless lightweight alloys. There is a "Featherwate" for every member of the family—including junior!

A "Featherwate" Seat-Stick is a must for all American Sportsmen and Women.

Full details and Trade terms from:

GENERAL SPORTCRAFT CO. LTD.
215 Fourth Avenue, New York 3, N.Y.

Made by BUTTONS LTD. BIRMINGHAM 6, ENGLAND



to take her convalescence in easy stages getting back on her game.

Cornell Turf Conference, Feb. 24-26, on Cornell campus at Ithaca, N.Y., with John Cornman having valuable program that can be applied on the jobs at golf courses. . . Metropolitan Golf Assn. 38th Met Open Sept. 22-24, Rockville CC, Rockville Center, L.I., N.Y. . . . Western Golf Assn. "Caddie Shots" bulletin says many clubs improved caddie recreational, housing and working facilities in 1952. . . Among new caddie houses were those at Spokane (Wash.) CC, Exmoor CC, Highland Park, Ill., Mt. Lebanon CC, Cononsburg, Pa., and Mission Hills CC, Kansas City, Mo.

Greenkeeper Club of New England in its Newsletter thanks Joe Looney, Boston Globe golf writer, for his glowing recognition of the superintendents' performances on New England courses . . . New England supts. are up against problem of many different strains in their old greens. . . Greens at Brae Burn CC where Arthur Anderson is supt., are 50 years old. . . With many varieties of grass, "greens maintenance," says Anderson, "is about like running a hotel with 1000

GOODWIN
FLANGE-WRAP GRIPS
(Patents Pending)
Tension Wound for Greater Distance!



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The new improved method of application has now made it possible for even greater profits for the professional. When ordering your 1953 clubs demand the


Finest "Feel" in Golf

C. S. I. Sales Company

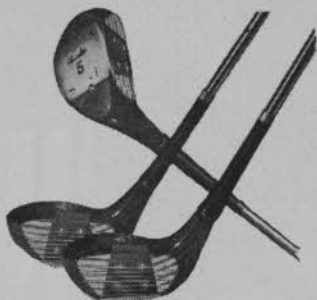
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have you seen
the new **Burke**



Nos. 5 & 6 Woods?



Golfers everywhere are expressing much interest in these new clubs that are perfect for bad lies. Carefully made to give plenty of distance, extra loft, and pin-point accuracy. Available immediately for only \$15.00 retail.

JOIN the Swing to **BURKE**



PUNCHIRON



RECORDED WOODS

For almost 50 years Burke has been America's finest club — this year's recorded woods and punchirons are the greatest ever built — they are incomparable — write for catalog.

SOLD ONLY THROUGH PROFESSIONALS

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GOLF

NEWARK OHIO

America's oldest and exclusive clubmakers

Made to order
FOR
GOLF CLUBS



CARPETING
BY
KLEARFLAX

Tightly woven of long-wearing virgin flax, scuff-proof, beautiful in any room. Reversible, spike-resistant, moth-proof, practically burn-proof, and easy to clean. Adds distinction to any interior. For address of nearest dealer write:

KLEARFLAX CARPETS
AND RUGS, DEPARTMENT G.,
DULUTH 7, MINNESOTA

guests and every one of them must be kept happy."

Several Chicago district semi-private course owners met recently at Sarasota, Fla., to discuss plans for this year's operations. . . Wall Street Journal quotes golf goods makers at N.Y. Sports Goods Show as saying golf is still going strong but is being slowed by lack of courses. . . Phil Young, Acushnet ball pres., wintering at Coral Gables, Fla., and fully recovered from illness. . . Phil's playing a lot of golf, has changed from sailing to power-boating in his Sparrow and has added croquet as another sideline to his golf game.

A. B. (Monk) Keith, pro-mgr, Hughes Club GC, 5334 Leeland ave., Houston 23, Tex., opening second 9 this month. . . Keith and few other members — all employees of Hughes Industries, laid out course, supervised construction. . . Clubhouse and course 17 miles from Houston. . . Has 160 active on golf teams playing intra-company and other matches against Houston area industrial teams. . . Keith would be glad to compare notes with those operating or planning golf facilities and programs for other companies. . .

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LEATHER CONDITIONER

Yes . . . with a gallon of LEXOL you can treat 30 leather bags at \$1.00 each. That's 900% profit! Labor cost is negligible. A good rainy day job for the boys in your shop.

LEXOL cleans and conditions leather . . . makes it softer, handsomer, longer lasting.

Popular with golfers. Profitable for you. Get LEXOL at your Wilson branch or your other suppliers.



THE LEXOL CORPORATION
289 Bloomfield Avenue
Caldwell, New Jersey

The Hughes club includes recreation facilities for all members of employees' families. . . Hughes colored employees also have fine club of which they're very proud. . . No golf course yet at this club.

Nothing like a good healthy, innocent error to prove that GOLFDOM is read by experts. . . A Milorganite ad in GOLFDOM referred to Franklin Hills CC (Detroit dist.) in the copy and had, by mistake, an illustration of the Los Angeles CC north course. . . We heard about that plenty, but pleasantly, for which we're thankful.

Albert Allen, supt., Kernwood CC (Boston dist.) on faculty at University of Massachusetts Winter School of Greenkeeping at Amherst. . . This pioneer school started by Prof. Lawrence S. Dickinson has done more for golf course maintenance and supts. all over the nation than ever has been generally recognized. . . Dick showed his fellow-workers how to make use of research and with a bunch of veterans in course maintenance made a tremendously valuable tie-up of classroom and field work on courses. . . The influence of the Dickinson work has reached far and continues to be one of

(Continued on page 124)

BAG-SHAG

Doubles practice time. Shags, bags ball with single motion. No stoop!

a natural for pro shop selling

SIX MAJOR IMPROVEMENTS

1. Cast Aluminum Handle.
2. Plates—24 gage steel.
3. Deeper furrows for canvas support.
4. Stronger canvas.
5. Harder metal in tube.
6. Double tool steel spines.

ALL PARTS REPLACEABLE

Retail price \$15

Order direct from maker—

HOWARD CAPPS CO.
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Yes! MELFLEX

can supply promptly its leaders in underfoot safety and service:

**MEL-ISLE HEAVY DUTY RUNNERS
HEAVY DUTY ENTRANCE MATS
MOLDED SAFETY STEP TREADS
SHOWER MATS • STANDING MATS**



Many of the biggest users of MELFLEX Products began with small installations and let them **PROVE** their outstanding **DURABILITY** and **SAVING**.

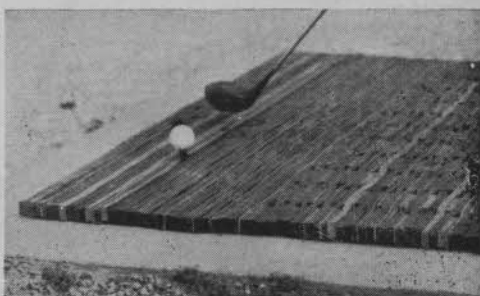
Write us your needs. We'll quote you at direct-from-factory prices which we offer golf and country clubs.



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MELFLEX HEAVY DUTY TEE MAT

America's No. 1 driving mat. Year after year the continuous, ever increasing flow of repeat orders from driving ranges and golf courses throughout America adds proof of its superiority.

Made of airplane bomber tire fabric it outlasts all other mats. Full 1" thick, rugged construction with extra reinforcement of heavy metal side plates. Put it to the test and you'll see the difference. A Profit Wise-Savings Investment.

at the 1952 National Open...
130 out of 161 players wore

Foot-Joy
REG. U. S. PAT. OFF.
"The Shoe That's Different"

BY FIELD AND FLINT CO.

this fantastic superiority
means profits for you!

It's easier to sell FOOT-JOY... customers know they're the overwhelming choice of champions. And they're already sold on the superior craftsmanship, round-the-course comfort and the same smart styling of our custom-crafted street shoes.

No need to carry large inventory. You can sell Foot-Joy golf and street shoes right from our catalog. And our in-stock plan assures fast factory-to-you service. Carry — feature — promote FOOT JOY SHOES and set new profit records at your pro shop.

JULIUS BOROS
National Open
and World
Champion



Style 6014 —
Natural grain calf
one eyelet tie



Style 7099 — Golf
Black calf with
shawl tongue

Write for free catalog
FIELD AND FLINT CO.

Brockton 68, Mass.

MARCH • 1953

Greatest Educational Program Presented at 1953 GCSA Meet

By HERB GRAFFIS

The 24th turf conference and equipment and supply exhibition presented by the Golf Course Superintendents' Assn. at Atlantic City, N.J., Feb. 8-13 was the most valuable gathering the association, research men and manufacturers have contributed to golf course operation. More than 850 were registered. Included were a number of green chairmen and other club officials, park officials and superintendents' wives.

The Golf Course Supts. Assn. of N.J. and the Philadelphia Assn. of Golf Course Supts., did a perfect job as hosts to the national meeting. A trip to the famed, unique Pine Valley course was a feature prior to opening of the formal sessions. Keynote of the conference was "Research-Development-Application," with a close tie-up presented in all addresses. Many of the addresses were given with colored slides and such an excellent job was done in this respect the conference sessions were virtually inspection and study visits to dozens of courses in various parts of the U.S.

More than ever before the trend of GCSA conventions toward making each superintendent's attendance pay off at his home course was in evidence. In the formal and informal discussions many thousands of dollars of savings and improved results of operations originated. It's now estimated that their clubs pay, as a logical item of the maintenance budget, the convention expenses of more than ¾ of the superintendents at these GCSA affairs.

Leonard Strong, supt., Saucon Valley CC, Bethlehem, Pa., was elected pres. to

succeed Malcolm E. McLaren, supt., Oakwood Club, Cleveland, O. The 1954 GCSA convention was set for the first week in January at Miami, Fla.

Set Publicity Policy

This year's GCSA convention addresses will appear in this and following issues of GOLFDOM. The association set a publicity policy to encourage all possible helpful understanding of the superintendents' work, application of research and its general rating high among professional, technical and scientific groups.

Public relations of those in the business phases of golf was the subject of lively informal discussion among superintendents and officials at the GCSA as a result of the withdrawal of pros from the El Paso (Tex.) Open. The withdrawing pros blamed conditions of the course and weather conditions. Par was broken by many who stayed in the competition. Superintendents remarked that when things got tough they weren't able to quit work and pass the buck but had to work harder against odds and for a lot less money than there is in tournament golf. Club officials expressed the opinion that it's becoming more difficult to get first class clubs to accept open tournaments or have star exhibition matches, due to criticism of players who don't happen to score well.

Heavily outweighing tournament players' unhappy comment on course condition as a factor in the superintendents' progress is the public relations angle of superintendents' talks before garden clubs, their authoritative and helpful articles on the garden and lawn sections of news-



— Photo by Fred Hess & Son

NEW OFFICERS AND DIRECTORS FOR GCSA FOR 1953

Officers and Directors of the Golf Course Superintendents Association for 1953 elected at Atlantic City meeting, February 12, 1953 are: Front row (L to R): Dir. Willis H. Glover, Fairfax (Va.) CC; Pres. Leonard J. Strong, Saucon Valley CC, Bethlehem, Pa.; Vice-Pres. Norman C. Johnson, San Jose CC, Jacksonville, Fla.; Dir. William Beresford, Los Angeles (Calif.) CC. Back row, (L to R): Dir. Earl S. Bell, Armour Fields GC, Kansas City, Mo.; Dir. Colin Smith, Shaker Heights CC, Cleveland, Ohio; Sec.-Treas. Agar M. Brown, St. Charles, Ill.; Dir. Andrew Bertoni, Meadowbrook CC, Northville, Mich. Dir. Robert Williams of Beverly CC, Chicago, Ill. was not present. Beresford and Glover are serving second year of their terms as directors; Brown continues in the appointive office. Past-Pres. Malcolm E. McLaren of the Oakwood Club, Cleveland, Ohio, was appointed to be an ex-officio member of the Executive Committee.

papers and magazines and other assistance to the public in growing and maintaining grass approaching the golf course standard. This activity in public relations is beginning to bring superintendents out of anonymity into local prominence as experts. The opening session of the conference was started by two supts. who have done excellent jobs in this phase of the supts.' public relations. Frank Dinelli, supt., Northmoor CC (Chicago dist.) was chairman of the Wednesday morning program and Pres. Mal McLaren threw the educational sessions into gear with a brief address expressing confidence that the conference would pay to golfers and course operations vast dividends on the time and money devoted to the convention.

New Jersey State senator Frank S. Farley welcomed the supts. as men whose contributions to the pleasure, material and esthetic values of the country extended far beyond their courses and the work for which they were paid.

Applications of Research

Gilbert H. Ahlgren of Rutgers university spoke on what the application of

research means to the superintendents, outlining research work of far reaching value in golf turf work and advising how to most effectively tie-in with this work for specific and general value to the course and the superintendent.

Warm season grasses and the cool season grasses were subjects of, respectively, Dr. Fred V. Grau who recently resigned as USGA Green Section director and H. B. Musser, Penn State College grass authority. Grau remarked that golf is a warm weather game mainly and urged against making a fetish of color as a primary specification of golf turf. He and Musser both referred frequently to the border climes where a combination of warm and cool-weather grasses could be the right answer. Musser mentioned that differences in soils and management practices might often be factors that accounted more than differences in grasses in determining playing qualities of turf, although the characteristics of the various grasses were fundamental in establishing a sound turf program.

Slides of strong, practical educational value illustrated the talks of both experts