#### TICKS-OFF KEEPS BUGS OFF OF GOLFERS

Mine Safety Appliances Co., Pittsburgh 8, Pa., has an insect repellent known as Ticks-Off that is getting wide use in golf after demonstrating its value in industrial fields among oil field workers, linemen, loggers and construction men. It is sprayed on shoes, socks, trousers or on skin where clothing fits tight.

It's got a good performance record of repelling and killing ticks, chiggers, gnats, mosquitoes, flies, etc., and is getting distribution at pro shops and in lockerrooms especially in the southwest.

#### WILSON FEATURES PROS IN BIGGEST AD CAMPAIGN

Golf professionals are featured personalities as Wilson Sporting Goods Co. unleashes its most powerful newspaper advertising campaign to add solid support to its great 1953 golf equipment sales program.

More than 30 million are covered in the circulation of this unprecedented campaign. One hundred and forty-seven newspapers in 63 cities will carry this powerful newspaper message.

Thus, more than 28 million newspaper buyers, covering practically every area in which golf is played, will hear the story







**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.

# Manufacturer's Specialty Co., Inc.

2736 Sidney Street

St. Louis 4, Missouri

of Wilson golf club and golf balls — and the golf professional.

Most dynamic feature of the newspaper program are the 850 line ads. Measuring 10 inches wide and more than 12 inches deep, these ads will feature many of the top newspapers in leading cities.

Throughout this newspaper advertising, a strong, aggressive, selling approach will be used in the copy and extensive mileage will be obtained from Wilson's great 1952 tournament record — victories in all major championships.

In addition to this advertising campaign, there is the direct mail program which will send more than a quarter-of-amillion of each of four booklets to country club members. The first, on Wilson golf balls, is being mailed. The others on irons, woods, bags and scoring clubs will follow.

Support on the magazine front comes from the golf player magazines and Time magazine which is read primarily by business men and executives.

Aiding the magazine campaign will be a strong broadside, filled with sales impact. This broadside gives the complete story of Wilson's 1953 newspaper-magazine advertising campaign. It will reach golf professionals, stressing this theme of



Wilson advertising — sales for golf profesionals.

At the same time, Wilson's intensive year-round program in golf trade publications will continue to do an outstanding selling job.

#### LEW BRIDGE APPOINTED GOLFCRAFT MIDWEST PRO REPRESENTATIVE

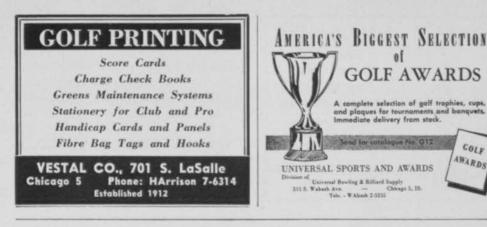


Since April 15th the Chicago office of Golfcraft, Inc., of Escondido, Cal., has been humming to the lively beat of its new pro sales manager, a personable fellow named Lew Bridge, whom the pros are going to like. Considering his service background in the European theatre as a Lt. Col. and aide to Gen. Bradley, and his past rating as a

one-handicap golfer, Lew is a modest guy. With Mamma Bridge and three little Bridges, Lew has racked up a still higher rating as a family man. His territory includes Illinois, Indiana, Wisconsin and western Michigan. You'll be seeing him.







#### MANY JOBS LISTED FOR THE INTERNATIONAL TRACTORS

Budget problems or labor shortages, serious factors in maintenance jobs to many golf course and park supts., can be eased through the profitable utilization of multi-purpose tractor equipment, according to Elmer A. Braker, General Supervisor of the Industrial Power sales engineering section of the International Harvester Co.

Speaking before nearly 250 members of the Midwest Institute of Park Executives at their March meeting in the Chicago Park District headquarters auditorium, Braker used a series of specially prepared slides to illustrate the many time and money saving attachments that now are available for the International Harvester Farmall "Cub" and the International "Super A" wheel tractors.

Braker cautioned: "Every tractor manufacturer has specified engineering requirements that special duty equipment must meet before it can be placed on the approved list. Mounting approval is granted only after these engineering requirements have been fulfilled and satisfactory tests have been completed."



Mott Hammer-Knife mower for tough rough and brush is new attachment approved for use with International Farmall "Cub" tractor.

Approved by Braker were mowing attachments to the "Cub" or "Super A" material handling equipment, leveling blades, post-hole diggers, concrete mixers, digger - crane - shovel, backhoe, tractormounted sprayer, dump rake, sweepers, water pump, circular and chain saws, belt conveyors, carry lift, trailer wagon, scoop, winch and other attachments.



### **POW-R-GRIP** GOLF GLOVES For the Golf Professional Trade



Styled and designed for better golfing. Manufactured from selected imported leather, by \*Master Craftsman.

Write for prices and literature Manufactured by PERRELLA GOLF GLOVES INC. Gloversville, N. Y.

\*A Tablecut Glove sizes for men and ladies.



#### BURGETT OFFERS GLOVE MERCHANDISING AIDS

K. L. Burgett Co., Peoria, Ill., manufacturer of Parglow and Par-D-Lux golf gloves, is offering valuable merchandising aids to pro shops.

New and unusual is Burgett's new glove size chart which speeds up sizing by



giving the correct size in every height and weight bracket. The easy to read chart is incorporated in a full-color wall poster showing Burgett offerings in their natural color. The poster, including the size chart, is available to pros without cost upon request.

Also available is an attractive counter merchandiser with a curved transparent front that displays the gloves to best advantage yet protects them from being

## ATTENTION

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

## WAYNE GOLF BALL CO. 35966 South Gratict, Route 5 Mount Clemens, Michigan

soiled or mixed up. It is also available to pro shops without cost.

 $\hat{\mathbf{K}}$ . L. Burgett, pres., calls attention to the refinements of detail and quality that characterize his 1953 line. All leather gloves, for instance, are table cut from their own dies to assure trueness.

#### SCOGGINS ISSUES NEW CATALOG FOR PRO SHOPS

Howard Scoggins Golf Co., Dunedin, Fla., has issued its large 1953 catalog of pro shop merchandise. It is by far the largest catalog of goods for pro shop sale ever issued, containing more than 150 pages. The book is extensively illustrated and contains many selling ideas for apparel, accessories, shoes, sundries and items of other classifications in which there is a market and profit for pros.

#### WILSON ADVISORY STAFF BIOGRAPHIES IN BOOK

Wilson Sporting Goods Co.'s gailystriped 1953 press-radio-TV information golf brochure was recently mailed and released at the Masters tournament to leading sports writers and announcers throughout the country.

The book, which features a bright red and white striped cover pattern, has a tab index, plastic binding and measures four







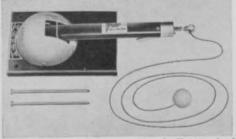
by seven inches — ideal for carrying in the pocket to major golf tournaments.

Included in the handy book are stories, biographical information and records on the 25 members of Wilson's famous golf advisory staff of champions.

Also in the book is a complete tabulation of winners and runners-up in leading national and international tournaments.

#### VOIT GOLFMASTER TELLS HOW PRACTICE SHOTS GO

Voit Golfmaster practice device, made by W. J. Voit Rubber Corp., 1600 E. 25th st., Los Angeles 11, Calif., is a compact,



sturdy device with a captive ball attached by 640 lb. test nylon cord to a register that records distance, direction and trajectory of the shots made.





It can be used by right-or left-handed golfers. The Golfmaster outfit is provided with hold-down spikes, a grass-like rubber mat with removable tee, scorecards of famous courses and a basic manual of golf instruction.

Pro shops are selling quite a number of Golfmasters.

#### GOLFOMETER MEASURES AS YOU WALK

Golfometer, a new device about the size of a watch, and carried on one's belt, is being made by the New Haven Clock and Watch Co., New Haven 4, Conn. It measures in yards and is calibrated to the length of the user's normal step so the Golfometer measurements are remarkably accurate.

The device was given a test by golf writers covering the Masters' tournament and aided decidedly in technical accuracy of coverage. Other tests by pros and golf writers has shown the Golfometer to be more accurate than some scorecard distances. In measuring distances it should be very helpful to many golfers and discouraging to those who get the 300 yd. (locker-room distance) drives. The New Haven Clock and Watch

The New Haven Clock and Watch Co. is retailing the Golfometer primarily through pro shops.

## NOTICE TO GOLF RANGES

We wish to correct an error made in our April ad. The price for our paintless, white for life, plastic cover golf balls for golf ranges should have read, price \$2.90 per doz. \$2.60 per doz. with your culls.

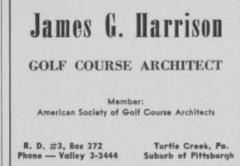
WITTEK GOLF RANGE SUPPLY COMPANY 5128 West North Avenue Chicago 38, Illinois



NEW JACOBSEN CATALOG TELLS ABOUT ENTIRE LINE



A new 24-page catalog covering the complete line of Jacobsen reel and rotary power mowers has just been issued by Jacobsen Manufacturing Co., Racine, Wis. The cover is strikingly printed in four colors. Power mowers and allied products



are described and illustrated in three colors.

In addition to descriptions and specifications, a section outlines important factors to consider when buying a power lawn mower. It discusses, for example, the proper cutting width of mower to be used on various sizes of lawns and explains where reel-type (both side-wheel and rear-drive) and rotary mowers can be used to best advantage.

#### NEW MODELS AND MATERIALS IN DUNNER "INVISIBLE ACTIVE SWING" GOLF SHIRTS

Dunner of New York, Inc., 137 Fifth Ave., New York City, recently released to the golf professionals a folder illustrating and describing the attractive 1953 line of Dunner golf shirts. Leaders in men's models are long and short sleeve polo type shirts of fine-combed knit cotton and knit acetate, in plain colors, stripes and dots. Matching adjustable golf caps feature Dunner's attractive new line of women's short sleeve polo shirts in diamond jacquard, fine-combed cotton. All shirts embody the Dunner patented "Invisible Active Swing" insert, set where the sleeve meets the body of the shirt, which permits easy freedom of arm and body action. For complete details and pro prices write Al Dunner at above address.

A R L A N D America's Most Outstanding DESIGNER AND BUILDER of MINIATURE GOLF COURSES (SHORT 9 HOLES) GOLF DRIVING RANGES ICE SKATING RINKS ARLAND ENGINEERING & CONSTRUCTION "from Coast to Coast" 444 Brooklyn Ave., New Hyde Park, N. Y. GOLF'S TOP EXHIBITION JOE KIRKWOOD Master of Golf Magic with his entertaining and instructive TRICK SHOT SHOW and CLINIC For Booking Details Write: JOE KIRKWOOD

5843 West Division St.

Golfdom

Chicago, III.

c/o GOLFCRAFT Inc.

## WILLIAM F. GORDON COMPANY

#### **Golf Course Architects**

DOYLESTOWN, PENNSYLVANIA

WILLIAM F. GORDON DAVID W. GORDON

Member AMERICAN SOCIETY OF GOLF COURSE ARCHITECTS

#### U. S. RUBBER HAS NEW MESH MARKED BALLS

Innovation in golf balls is a new mesh marked golf ball introduced by United States Rubber Co. as an addition to its 1953 golf ball line. Each mesh marked golf ball is covered with an electronically sealed plastic covering that protects it until it is played.

In introducing the mesh marked golf ball, U. S. Rubber revives a distinctive cover marking that was a favorite among golfers 25 years ago. The 1953 mesh



marked ball has the modern improvements of a silicone center and electronic winding, to give long, true flight and uniform performance. It has a tough, fully cured Cadwell cover that is highly resist-



ant to cutting and scuffing. It is improved with modern painting so it looks and stays whiter.

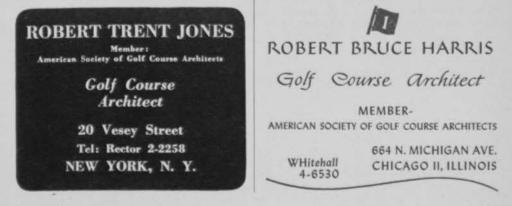
The 1953 mesh marked ball is a legal tournament golf ball that meets all required specifications of the USGA.

John W. Sproul, sales mgr. of U. S. Golf Balls, says, "The mesh marked golf ball looks slightly larger to the eye and appears to sit up better on the fairway. Preliminary tests indicate it gives slightly more distance with the wind. It is long off the tee, true in putting and very durable."

Sproul said that the new mesh marked ball is being presented this season in the U. S. Royal Special, the U. S. Royal (Blue) and the U. S. True Blue brands. The mesh marked balls are being sold

The mesh marked balls are being sold in distinctive new packaging, — an electronically sealed plastic covering called Plasti-Guard, which is exclusive with U. S. Rubber. In this packaging, each ball is covered so it can be separated for play without disturbing the protective seal of the other balls.

"The plastic covering," Mr. Sproul said, "protects each ball not yet played, from becoming dirty in the golf bag, in the pocket, or in the locker. The balls do not discolor as quickly because they are protected from direct light and air."



#### Swinging Around Golf

#### (Continued from page 32)

Matt Niesen and Chet Posson of Tam O' Shanter arranged with Willie Schniewind, pres., German Golf Assn., to have Germany's star pro, Georg Bessner, compete in Tam's World's championship, when they met Schniewind at Augusta . . . H. E. Gaertner, publisher of Golf, German golf monthly, also at Augusta . . . He says there are 4000 golfers in Western Germany playing on 32 courses . . . Russians closed down the 33 courses in the Eastern zone.

Lincoln Werden, N. Y. Times golf writer, elected pres., Golf Writers' Assn. of America . . . Werden also is pres., New York Golf Writers' Assn. . . .

Mid-Century Festival of American Sports, with headquarters at 1 N. LaSalle St., Chicago 2, Ill., organizing big sports programs in May in various communities with golf as a feature . . . Armand "Art" Roux goes from Willowick GC (LA dist.) to Irvine Coast CC, Santa Ana, Calif., as pro . . . Roux entered golf at Lake Placid, N. Y. under Harry Pressler, for 19 years was pro at Hacienda (LA dist.), and was asst. to Lou CC Berrien at Wilshire CC, LA . . . Irvine Coast CC will open in Sept.

Entries for National Golf Day, May 23, sponsored by Life magazine and PGA already far ahead of 1952 figure of 80,000 ... Entries will compete on handicap basis against Julius Boros playing a round at Oakmont ... Public and semi-public course players also eligible although handicapping is more difficult problem than with private club entries ... Women players by thousands also to compete although in numerous instances not on May 23 (Saturday) at private clubs.

National Open prize money boosted from \$15,000 to \$20,000 . . . First will be worth \$5000 instead of last year \$4000 . . . All 72-hole finishers will get at least \$150 . . . Billy Bell and Son to design course for new Foothill G&CC to be built in Los Angeles dist. for group headed by J. P. Ravelle, Arcadia, Calif. . . . First new private course in more than 20 years in LA dist.

El Dorado (Ks.) American Legion to replace present 18-hole sand green course with 9-hole grass green layout . . T. L. Slaughter named mgr., Evansville (Ind.) CC . . . John Gonella, Washington Post sports writer, says PGA committees "have not been slow to chase the dollar" hence cannot blame members who show symptoms of acute money itch . . . Let's see anybody who is allergic to \$\$\$\$.

Robert Trent Jones directs alterations of Birmingham (Mich.) CC course for PGA championship . . . Course will be 6,465 and par 71 instead of 6,737 and par 72 as before revisions . . . One par 5 hole reduced to a 4 . . . Jones found some distances on scorecards were incorrectly measured . . . We've been using a stepmeasuring watch-like gimmick called a Golf-o-meter which is quite accurate and have found some surprising differences between scorecard and actual distances on courses.

April showers in many parts of U. S. reduced early play...St. George's G&CC (NY Met dist.) to be in new clubhouse next month . . . Johnny Farrell had an arm broken by pupil swinging in Saks 5th Ave. where Johnny had winter school ... Fred McPheters, left-handed amateur star turns pro to take Northport (Me.) CC job.

Western Golf Assn. distributing 1953 membership bag tags which finance the association's Evans Caddie scholarships . . . Hord Hardin, chm., Western Open championship, and St. Louis District Golf Assn. report in mid-April more than 3,600 season tickets have been sold for Western Open at Bellerive CC, St. Louis, May 28-31.

USGA probably will clarify industrial golf tournament situation so this swiftly developing sector of the game will be further encouraged but golf's firm amateur status will be protected against business firm commercialization of sports on semi-pro basis . . . Why do British sports writers rap Hope and Crosby when Bob and Bing are prevented from applying themselves intensely to golf competition by uncontrolled foolishnes of their British galleries? . . . Unless the writers be nice little gentlemen we'll ask that Hope and Crosby be put on the U.S. Walker Cup team, and that would not risk our loss of the Cup.

Walter Grego, supt., Deepdale GC (NY Met. dist.), hailed as growing in Yankee stadium at New York City finest turf in any baseball park in the country . . . British golf pros to get workout for Ryder Cup matches at Wentworth where matches will be played in Oct. when the fourth Daks tournament is played June 10, 11, 12 . . Tournament sponsored by FOR YOUR CONVENIENCE-GOLFDOM'S Buyers' Service

Check off your Needs, tear out and mail this sheet to Golfdom, 407 S. Dearborn St.. Chicago 5, Ill. You'll get prices and literature direct from the sources of supply.

# **Golf Course**

Aerifying equipt.: Fairway 🗌 green Architects: course 🗌 house 🔲 Ball washers Ball Washing Compounds Bent grass stolons Brown-patch preventives Compost mixers Crabgrass control Divot fixer Drinking fountains Fencing Fertilizers Flags (greens) 🗌 Flag poles 🗌 Fungicides Gasoline engines Generators (gasoline)

# **Pro Shop**

Bags: canvas | leather | Bag carts, for players Bag supports Balls: Regular | Range | Ball markers | Ball reconditioner Ball retriever Bandages, adhesive Buffing motors Calks, for shoes Carts (motor driven) Club cleaning machine Clubs: Woods | Irons | Putters | Club head covers

# Club House

Air conditioning equip. Athletes foot preventives Bars (portable) Bath mats Bath slippers Bars Golf Course Const'n Engineers Hole cutters Hose, 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

#### ×

Club hoods (weighted) Club repair supplies Club separators for bags Cushion-sole Inserts Dressing for grips || bags || Golf gloves Golf Grips: Leather || Composition || Golf Practice Devices || Golf Practice Devices || Golf shoes Grip preparation for hands Handicap racks || cards || Head covers for irons Insect repellants Mech. Range Ball Retriever Practice driving nets

#### \*

Deodorants Disinfectants Floor coverings Folding Table (Banquet) Link Type Mats Lockers Rollers: power [] water filled [] Sand (for greens, tees) Scythes (motor driven) Seed: fairway 🗌 green 🔲 Sod cutter Soil screeners 🗌 Soil shredders 🗌 Sprayers: power 🗌 hand 🗍 Spreaders, fertilizer, seed, topdressing Spikers: greens 🗌 fairway 🗋 Sprinklers: f'way 🗌 green 🗍 Sweepers (power or hand) Swimming Pool equipment Swimming pool cleanser Swimming pool paint Tractors Water systems, fairway Weed chemicals

Preserver for leather Putting practice device Range ball washer Score cards Score counter (watch type) Sport seats Sport seats Shirts Socks Socks Sport jackets Rain jackets Windbreakers Slacks Tees (wood) plastic Tees (rubber) for driving mats Teeing device (automatic) Tennis nets Trophies Yardage meter

Management Service Massage equipt. Printing Runners for aisles Rugs Showers Shower mixers Step treads Towels: bath face

Send information		Club Title	
to: Name		Title	
Club	Address		
Town	Zone () State		
May, 1953			109

# 27 YEARS OF SERVICE

as golf's clearing-house of information on the most successful operating practices and products.

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Each month GOLFDOM presents the latest, most practical ideas on golf club administration, management, upkeep and service ... for time, labor and money-saving guidance of your officials and department heads. Help the right men at your club do the job right. Send in the form below. Keep them informed on the latest how-to-do-it ideas!

## FILL IN BELOW - MAIL THIS PAGE TO GOLFDOM, 407 SOUTH DEARBORN STREET, CHICAGO 5, ILLINOIS

Name of club:		Daily Fee NUMBER Muny OF HOLES	
Address	Town:		
Zone ( ) State	Ву	Club Position	
President's: name		(Zone )	
Add:		State:	
Secretary's: name		)	
Add:		State:	
Manager's: name		(Zone	
Add:		State:	
Course Superintendent's: (Gr name		(Zone	
Add:	Town:	State:	
Professional's: name		(Zone )	
Add:	Town:	State:	