

lations departments, Howlett moved up as his assistant to prepare him for the man-agership he will now assume under Cox's direction.

Cox became director of Advertising and Public Relations for the Wilson Sporting Goods Company in February of 1952, and Howlett was named his assistant. Cox's excellent record in this new position resulted in the important, new Wilson & Co. executive assignment.

#### NEW IRONS, WOODS, AND SHAFTS FEATURE KROYDON'S 1954 LINE

At their annual summer sales meeting Frank Mitchell, sales mgr., The Kroydon Co., Maplewood, N. J., introduced salesmen east of the Rockies to the company's 1954 line, main feature of which is the new Thunderbolt woods and irons. Thunderbolt irons, companion number to Kroydon's Cruiser irons, and also an Al Link creation, have the improved Hy-Power three taper rhythmic shaft, Cruiser irons retaining Vertebrae (Control-Flex) shafts introduced last fall. Thunderbolt woods have a deep face head and the newly developed Hy Test rhythmic shaft.

Cruiser woods will have a new running mate in 1954—the new Stratocruiser woods, with laminated heads in natural color.

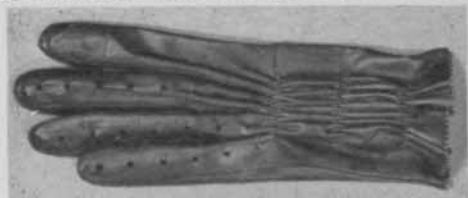
Regal, Cruiser, Stratocruiser and Thunderbolt woods will have the new "Control-weight" feature of sole weighting, developed by Al Link; Kroydon has applied for patent on this idea of weight placement.

Rhythmic, Hy-Velocity and Maplewood irons are improved and eight new putters added to the line. Kroydon's 1954 accessory line features a new line of quality golf bags, head covers, gloves, umbrellas, carts, etc.

#### BURGETT ANNOUNCES NEW PAUL HAHN GLOVE

K. L. Burgett Co., Peoria, Ill., announces a new full hand glove that it expects to be one of 1954's best sellers.

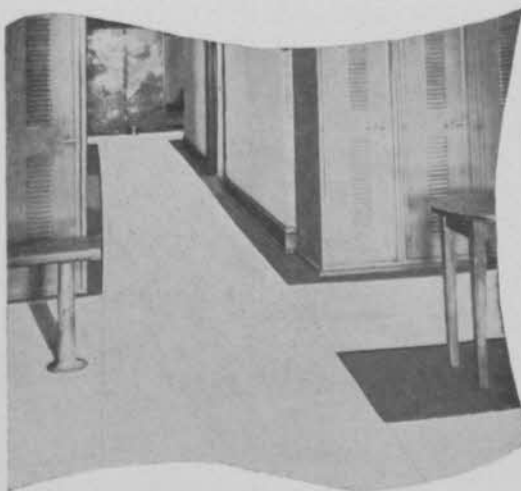
The glove is designed to Paul Hahn's specifications and is the glove that he rec-



ommends and uses himself both in play and in exhibitions.

It's a deluxe glove, table-cut and styled from the finest Capeskin . . . soft and

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# 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:

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**XMAS  
"SELLER"**

# BAG SHAG



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

**TUBE ►  
MODEL**

Retails at  
**\$7**

**BAG MODEL**

Retails at  
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## 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.

**Parts Replaceable**

**Pro Only**

**ORDER  
DIRECT — HOWARD CAPPS CO.**  
P. O. Box 1246, Richmond, Calif.

comfortable but tough and durable. The glove is offered both in natural leathers and in a rainbow of solid colors, accented by contrasting stitching. Full range of sizes, attractively packaged for self-display.

## HEALEY NAMED ASS'T MGR., BRANCH SALES FOR U. S. RUBBER

Appointment of Louis J. Healey as ass't mgr. of branch sales is announced by C. W. Pennington, mgr. of branch sales for United States Rubber Co. footwear and general products division. Healey will be located in the company's headquarters in Rockefeller Center, New York City. Appointment is effective immediately.

In his new position, Healey will share managerial responsibility for sales through district branches of golf balls, waterwear and other products. He will also be responsible for advertising, sales promotion and publicity.

Healey started with U. S. Rubber in 1939 as a sales clerk in San Francisco branch, becoming a salesman the following year. After serving with the United States Navy from August 1941 to February 1946, he returned to the rubber company as ass't dist. mgr. of San Francisco branch. The next year he was made dist. sales mgr. of the branch and the following year Pacific Coast sales mgr. In December

# PROS ... This is it!

The Original

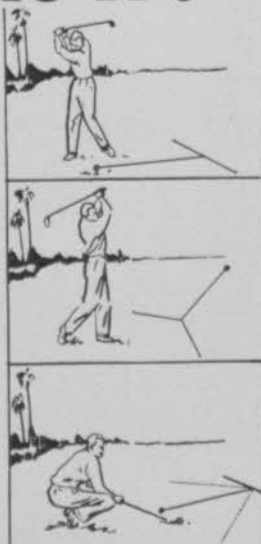
## McDougall GOLFER

**The Ball That Returns To You.**

Here is the most practical CAPTIVE GOLF BALL on the market. Provides a practice range in yard or drive-way. Includes real standard brand ball. Hit as hard as you like, ball will always return to you, indicating slice, hook or straight shot. Use with woods or irons. Sets up in 60 seconds; needs only 40' space. Not a plaything but a real help in perfecting any golfers game. Used and recommended by pros and amateurs throughout the country.

An ideal golfers gift.  
Order now for Christmas trade.

**\$3.95**  
Retail Price



**McDOUGALL, LTD., 130 N. Central Ave., Phoenix, Arizona**  
Regular Discounts To Pros • Dealers. Territories Available For Manufacturers' Agents.

*Please join our Patrons* **LEWIS GOLF CLUB CLEANER**

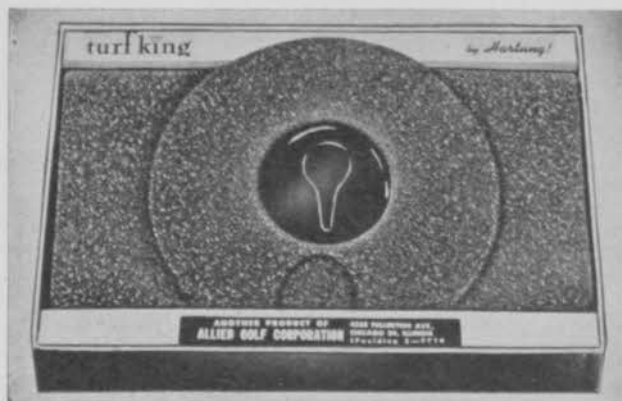
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*Topo in Tee Service . . . LEWIS Golf Ball Washer*

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# NEWEST PUTTING SENSATION

Simple, foolproof, and practically indestructible, this new golf putting device employs a flipper plate to eject ball from cup. Depressed by foot or club, mechanism pops ball out, thus eliminating stooping. Simulated grass matting covers both the putting cup and the eight foot putting carpet. Insure your share of the Christmas gift business — order now!



Complete Turf King is attractively packaged as shown to retail for \$8.50 as holiday gift special. Usual pro discount. Additional cups can be ordered individually to retail for \$5.

Advance pre-market showing and Christmas orders to pros indicate two weeks delivery time, F.O.B. Chicago.

## ALLIED GOLF CORPORATION

4538 Fullerton Avenue  
CHICAGO 39, ILLINOIS

1952, he was appointed sales mgr. of general products, and transferred his headquarters to Providence, Rhode Island.

### CLEARY ACTIVE IN TURF TRIALS TO MARKET DRY PMAS IN '54

William Cleary, pres., the W. A. Cleary Corp., New Brunswick, N. J., reports that after several years research and experimenting, they have perfected a dry formulation of the phenyl mercuric compounds and will be ready next spring to market a dry application of PMAS for weed and disease control. This new dry formulation also will include a fertilizer, thus feeding and protecting turf with one application.

Originally presented to golf turf management as a herbicide for crab grass, su-

perintendents for the past two years have extended the use of PMAS, employing it as both herbicide and fungicide and, says Cleary, getting excellent economical control of both disease and crab grass. "There will always be new turf management problems, and we welcome the opportunity of searching for their solutions," says Cleary. "As with poa annua, field trials with PMAS have been set up by John Darrah at several agricultural stations and progress thus far is promising. We also look forward to a definite answer to Dallis grass and Silver crabgrass with PMAS in combination with 2,4-D, in these trials." A pamphlet covering "Turf Fungicide Trials—1952," on snow mold, issued by the Washington Ag. Exp. Station will be sent free on request by the Cleary Corp. Leo Cleary and John

## STUMP INCINERATOR

*A Picturesque and Practical Incinerator for Golf Courses, Playgrounds and Spacious Surroundings.*

Made of steel reinforced concrete, asbestos lined and will last for many years. Its rustic bark finish harmonizes with natural surroundings.

Side openings at bottom for draft and cleaning. Strong tubular grate. 36 in. high — 20 in. diameter. Weighs 200 lbs.

Price \$23<sup>50</sup>

FOB New York  
Crating extra  
for shipping \$5

**J. OLCINA ART CEMENT WORKS**

83 Montgomery St., New York 2, N. Y.



Darrah will be at the National GC Supts. conference, ready to discuss turf weed and disease problems.

### WILSON'S 1954 LINE IS PREVIEWED BY SALESMEN

"The new Rocket shaft for Wilson's 1954 golf clubs represents the most significant development in this area of golf construction since the steel shaft replaced hickory," Pres. Fred J. Bowman said at the recent Wilson Sporting Goods Co. sales meetings in Chicago.

Regional sales meetings were held in Chicago, New York, Kansas City, and San Francisco to acquaint the Wilson salesmen with the 1954 line.

A newly developed type of boron steel — stronger, tougher and with greater shock resistance — greatly increases shaft power with less weight, the Wilson people say of the Rocket shaft.

This new boron steel has enhanced the "head feel."

Construction innovations include new step-down design for greater kick; and new tip diameter construction for greater head feel.

The new Rocket shaft by True Temper is the answer to a demand made by top-notch amateur and professional golfers for many years for a light shaft with ad-

ditional feel at the tip end, and not underneath the hands. It is not a softer shaft. It is a shaft strong with power but with additional kick and "feel" at the tip end.



Wilson vp, Herb Greear (R) points out special buckles on new 1954 golf bags to (L to R) Ray Cook, L. G. (Plug) Osborne and Tom Walsh at recent sales meeting.

The Rocket shaft is available in flexes to suit the individual. This assures shaft action to match the power and speed of the swing. There's also a special model for lady golfers.

By reducing the wall thickness in the

# most Enduring of all golf clubhouse floor covering.. **MELFLEX** HEAVY DUTY PRODUCTS

For 27 years golf management's preference for Player Safety,  
Floor Protection, Lasting Service and Maintenance Ease.

GET MELFLEX "FACTORY  
DIRECT" QUOTATIONS  
ON THESE LEADERS:

Heavy Duty MEL-ISLE and  
MEL-FLOOR AISLE RUNNERS

Heavy Duty ENTRANCE  
MATS

MOLDED SAFETY  
STEP TRENDS

SHOWER AND  
STANDING MATS

Made of the toughest, surest-footed non-slip materials obtainable, Mel-Isle (ribbed) and Mel-Flor (smooth) are amazingly enduring for spike shoe traffic.

Range owners say Melflex Extra-Duty Driving Mats play best, last longest of all tee mats. Melflex tubular rubber tees are tops in durability — \$17 per 100. Be your own judge — with a trial order.



**MELFLEX PRODUCTS CO., Inc.**

L. E. Warford, Pres.

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In Canada: P. O. Box 411, Ft. William, Ont.

tip area, added feel has been transmitted from the clubhead to the hands.

Other major changes for 1954 Wilson clubs have been incorporated in the Dyna-Weight iron. The hosel has been shortened  $\frac{1}{4}$  in., outside diameter of the hosel has been reduced and the blade has been shallowed at the heel. Reducing the hosel size has helped remove unwanted weight and has given a more graceful and streamlined hosel.

Making the blade shallower at the heel has taken away more undesirable weight and has improved appearance.

All the professional model clubs will feature a new grip—in the same red leather but with smaller perforations. In all of the woods, the Wilson factory has added a templating operation to the faces, which insures definite prescribed sizes and shapes to the wood clubs.

The 1954 Wilson woods and irons feature new decals and stamping that dress up the appearance of the clubs.

In the golf bag line, bright new plaids in Saran help make the 1954 line one of the most impressive on the market.

In addition to the new Saran golf bags—which add color to any golfing scheme—Wilson will continue to maintain its selling features in leather, nylon, vinyl and canvas bags.

In the utility line, Wilson has designed a No. 6 wood to help those players who have difficulty hitting those long iron shots.

Colored in light mahogany, the 6 wood is ready to take up where your regular woods stop. It can be used out of the rough and helps the golfer get added height on his shots.

#### McDOUGALL GOLFER HAS "CAPTIVE" BALL

McDougall Golfer, made by McDougall, Ltd., 130 N. Central, Phoenix, Ariz., has a standard golf ball attached to a sturdy, weatherproof cord which, in turn, is secured to the center of a strong, weather-

## WAR-MUP

the WEIGHTED head cover

**SPECIAL CHRISTMAS PACKAGE AVAILABLE WITH IMMEDIATE DELIVERY FROM YOUR NEAREST DISTRIBUTOR.**

- Coleman Golf Corp., Pittsburgh, Pa.
- Golf Associates, Boston, Mass.
- Golf Mart, Inc., Birmingham, Mich.
- Jackman Sportswear, Inc., Oak Park, Ill.
- Jack Jolly & Son, Newark, N. J.
- Mayflower-Medalist, Ltd., New York City
- Pro Golf Sales, Fond du Lac, Wisc.
- Stan Thompson Golf Co., Beverly Hills, Calif.
- Ralph G. Tyler & Co., Muncie, Ind.
- Winter-Dobson, Dallas, Texas.
- Bailey & Izett, Ardmore, Pa.



"Snap The Strap"  
Your driver becomes  
a training club.



Sets of four, including weighted WAR-MUP from \$5.50. Individually weighted WAR-MUP from \$2.50.

**HOODSWING CORP.**

P.O. Box 1497 So. Miami, Fla.

Make sure your operating officials get  
**GOLFDOM** in 1954

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**COMPARE — and you'll insist on**

## HENRY GOLF BALL WASHERS

- ★ **CLEAN** ● Dirty water can't splash; no brushes to rot.
- SAFE** ● All-over "massage" action gentle on ball point.
- THRIFTY** ● Serving year 'round course for 12 years.
- BEAUTY** ● Trim design, silver coated — dresses up tees.
- SERVICE** ● Long life rubber liners replaceable; oil impregnated bearings. Speedy parts delivery.

Henry Golf Ball Washer—A. C. Schendel, Distributor  
Waukesha 5, Wisconsin



**\$12.75**

PRICES F.O.B. WAUKESHA



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have made hundreds of extra dollars by installing this SUPERIOR grip during the off-season. Always use the

*Finest "Feel" in Golf*

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**GOLF BALL MARKERS**  
 Prompt Delivery  
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**LAWN MOWER STATIONARY BLADES**



SINGLE Lip and DOUBLE Lip HEAVY DUTY Blades for all Makes of Fairway Mowers — Hand and Power Putting Green Mowers — Power Mower Blades — Tee Mower and Trimmer Blades all made of the best quality knife steel and heat treated to insure long wear and guaranteed to give complete satisfaction. Order on your Club Stationary for Special Club Discount. Dealers and Repair Shop orders are also given prompt attention and wholesale prices. You will save important money buying direct from manufacturer.

Price sheet on request or we will quote price for your blade order.

**JONES MOWER & EQUIPMENT CO.**  
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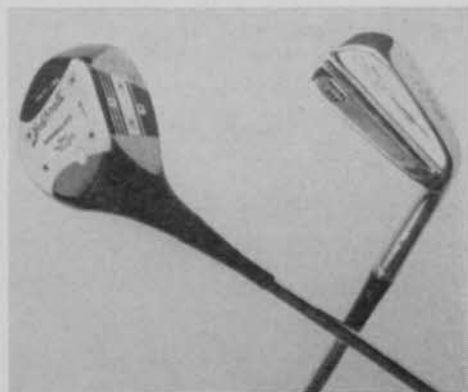
We pay the postage on all orders of \$15.00 and over.

proof elastic cord. The elastic cord ends are secured by metal spikes outdoors or eye-screws indoors.

Return of the ball after it has been hit and extends the elastic gives a rather reliable indication of the distance and character of the shot hit. It is one of the older and very popular devices now made of top grade units and retails at a price which should make it a big-selling Christmas gift item in pro shops and a staple item for all year sales and practice.

**GOLFCRAFT FEATURES IMPROVEMENTS IN THEIR 1954 WOODS AND IRONS**

Ted Woolley, pres., Goldcraft, Inc., Escondido, Calif., reports improvements and refinements which will add very definitely to the performance and sale of the 1954 models of Goldcraft No. 250 woods and No. 250 irons. The No. 250 wood has a newly



Goldcraft's No. 250 woods and irons for '54.

perfected compact head and a brass-bound inlay. It is beautifully finished in maroon with a black and white insert and is "pressure-bonded" for greater durability. The design and ruggedness of the club has received high praise of the many pros who have course tested them under all playing conditions.

The No. 250 iron is a compact, hard chromed head in a new modern design. Those who have subjected them to scien-



tific research are amazed at the 72-hour salt spray chrome that Golfcraft has put on these irons.

The Shirley Spork signature, the No. 309 model, and Johnston putters, all have received refinements that will further strengthen their sales record.

As always, every Golfcraft club is backed by factory guarantee.

#### MINNESOTA GC SUPTS. GUESTS AT TORO RESEARCH CENTER

Sept. 21st, the day preceding their annual tourney and banquet, members of the Minnesota GC Supts. Assn. were guests of Toro Mfg. Co., and Minn. Toro, Inc., at



Toro's Research and Development Center, South Minneapolis. The golf mowing and maintenance machinery company established the research center last year for test and evaluating grass cutting equipment. Keen interest of a large turnout rewarded Dr. James Watson, Toro's agronomist, who conducted the tour.

Tests shown included studies on maleic hydrazide, the effect of mulching leaves on turf, fertilizer (including tests involving nitrogen, phosphorus and potash in all possible combinations) and the availability of nitrogen from various carriers.

Test Center nurseries include co-operative tests on Bermuda & Zoysia selections conducted in conjunction with the Tifton (Ga.) Experiment Station. Test is to evaluate winter survival of these grasses under Minnesota conditions. Also in the nursery are selections of Meyer Zoysia (Z-52) and

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**STROKE MASTER GOLF SHOES**

**GIHON DOUBLE EAGLE GOLF BAGS**

**WESTERN GOLF CARTS**

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Personalized and Christmas Gift Wrapped

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WESTERN MICHIGAN  
(Stroke Master Only)

Models and Sizes to Satisfy  
Your Selection  
with Immediate Delivery

**REPROCESSED-NEW-USED GOLF BALLS**

Complete Line Golf Accessories  
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## ROTARY SOIL MACHINE

MIXES and SCREENS

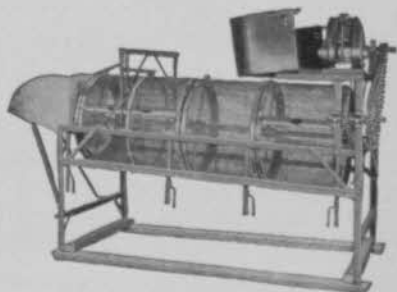
BETTER PREPARED SOIL

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**F. S. CONVERSE CO., INC.**

Manufacturers

**JOHNSON CITY, NEW YORK**



(Z-73) Zoysia and T-47 Bermuda, from Texas.

Plots also include bent selections — some from local and distant golf courses; also a poa annua selection from Oak Ridge GC, in Hopkins, Minn. Toro is co-operating with the Minnesota supts., and the Minnesota GA on many of these tests.

The experimental green, of five bent strains, was of strong interest. The green



Minn. supts. are shown test plots at Toro's new Research and Development Center by agronomist, Dr. James Watson.

includes Old Orchard, Polycross, Dahlgren (C-115) and two local bents selected by Leo Feser at Woodhill CC.

Of particular importance is the Center's "cutting test," which includes eleven species and strains of turf grasses (cool season as well as warm season grasses) — each strain being cut with different types of mowers, and at four different cutting heights varying from  $\frac{1}{2}$  to 2 inches.

The group was shown one of Toro's research and development machines for determining cutting characteristics on the cutting test area.

#### **SPALDING GOLF PRO SALES STAFF MEETS AT CHICOPEE, MASS.**

The entire golf Professional national sales staff, district managers and depot managers of the Spalding selling group

met at Chicopee, Mass., during the recent sales meetings. They were shown the complete line of Spalding professional golf clubs, balls, and bag lines, as well as sundry items for 1954.

Emphasis was placed on the continuance of the Synchron-Dyned golf clubs with many improvements. There will be a selection of two head models in the Top-Flite Registered woods. The Top-Flite Registered iron sets will have more compact 7, 8, and 9 irons with an improved head model. Both woods and irons are available in either the widely accepted spiral wrap-around leather grip or the new All Play composition grip, being introduced in 1954. This All Play grip is a simulated wrap-around model of composition with wool fibres, having a soft "velvety" feel in any kind of weather.

Several other price lines of golf clubs were shown as part of the complete 1954 line. Of special interest was the new "Youngster" clubs designed for youngsters of about 8 years of age.

Following the equipment session, Merchandise Mgr. Gordon Browne spoke about the fine acceptance of the Lifetime White finish on Spalding-made golf balls and the continuance for '54. He then showed the beautifully designed and finished Christmas Box for golf balls. Browne also exhibited the golf bag line for '54 including Saran, nylon, duck and leather bags. The line embraces both men's and women's models as well as a new one for the very young players carrying the "Youngster" clubs. A complete line of sundries completed the presentation.

Bobby Jones, Lawson Little, Jimmy Thomson, and Marilyn Smith were present as members of Spalding's golf consultant staff.

The salesmen toured the factory to see developments in Spalding manufacturing methods.



Spalding pro salesmen from all sections gathered at the Chicopee, Mass., plant to get previews and study of the 1954 golf line, inspect the company's manufacturing developments and discuss pro marketing.

# TEE MATS

★ For the **FINEST, LONGEST-WEARING** and **MOST ECONOMIC** Tee Mat on the Market! **Nationally acclaimed by golf clubs and ranges as the best buy.**

★ SEND TODAY FOR LOW PRICES  
Merchants Tire Co., 2710 Washington, St. Louis 3

## WEST POINT VERTI-CUT AVAILABLE

West Point Products Corp., West Point, Pa., reports increased production of their Verti-cut is now meeting the lively demand. Orders far exceeded expectations when the Verti-cut was introduced at last year's GCSA Convention. Back orders have been filled and new orders are shipped promptly.

Golf courses using the Verti-cut report its results better than promised. Its vertical cut slices off weeds, improves turf appearance immediately and its numerous cuts through runners stop weed spreading.

West Point's special Thatch Spoons for the Aerifier also are being shipped promptly. They cut out a complete circle of turf and are especially valuable for cultivation of heavily thatched areas. The spoon tip is closed so clogging is minimized; it is curved to cultivate like regular Aerifier spoons.

## AUTOETTE SALES SHOW CHANGE IN GOLFING HABITS

Pros and players agree that with the coming of the power type of golf cart the golfing habits of the nation are changing, according to Joe Lennett, pres., Autoette, Inc., Long Beach, Calif.

"Now golfers can ride from tee to tee

## SPECIAL OFFER

**SIX ASSORTED WOOD RAKES MADE BY US** for golf course use, sent with each bundle of 50 bamboo whipping poles 18 feet long; Formosa or Japan grown. \$50 value.

Price only \$30 remitted with order F.O.B. our warehouse. Sale lasts until combination packs are sold out.

**Clinton KENT Bradley**

*National Rake Supplier*

Mountain View

North Jersey

over the longest courses, and finish the game refreshed — and they are taking advantage of this new found enjoyment of the game judging from the ever mounting demand for our Autoette Golfmobiles," says Lennett. The dual-motor Golfmobile carries two players, and their clubs; has plenty of reserve power for 18 holes and



Latest model Autoette Golfmobile gets approval of member Ralph McNece and pro Howard Smith at Inglewood CC, Los Angeles.

## AMERICA'S BIGGEST SELECTION of GOLF AWARDS



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

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### Pro-Grip

#### DRY HAND CREME

PRO-GRIP Dry Hand Creme removes perspiration from the Hands and leaves them soft and velvety. It enables the golfer to have a firmer and more reliable grip on the golf club.

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Arlington C-1, Congressional C-19

Old Orchard C-2

Old Orchard Turf Nurseries

RALPH R. BOND, Prop.

P. O. Box 350 Madison, Wisconsin

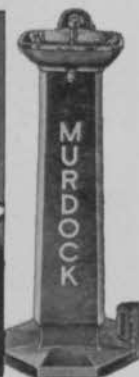
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YOUR BETTER BUY  
FOR LONG,  
ECONOMICAL SERVICE

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OUTDOOR  
DRINKING FOUNTAINS  
HYDRANTS  
LAWN HOSE BOXES



more. Its heavy duty batteries are easily recharged, its controls are simple and its wide wheels distribute its full load without injury to turf, applying less pressure on turf than that of maintenance tractors.

## ETONIC ANNOUNCES NEW LIGHTWEIGHT STYLE

The C. A. Eaton Company, manufacturers of Etonic All-Weather Golf Shoes, have unveiled the latest addition to their extensive line, a shoe extremely light in weight,



yet maintaining the sturdiness and long service features of the Etonic shoe line.

Golfers will be interested to learn the New Etonics weigh in at  $\frac{3}{4}$  lb. less than ordinary shoes. Those who are statistically inclined can toy with the saving in effort in carrying  $\frac{3}{4}$  lb. less weight the 10,000 steps or so made each round played. The new styles are of standard Goodyear welt construction, with a flexible new sole material largely responsible for the weight saving feature.

## JACOBSEN ANNOUNCES NEW PRODUCTS AND IMPROVEMENTS

After extensive factory and field proving, Jacobsen Mfg. Co., Racine, Wisc., have incorporated several improvements in their latest models of power mowers. Horsepower of the Jacobsen power greens mower is now  $2\frac{1}{4}$ , up from  $1\frac{3}{4}$  hp. Their Lawn King and Estate 24, both extensively used for club lawns and tees, now have the same power increases. To further increase the frequency of cut, the greens mower now has an eight blade reel instead of the former seven.

Jacobsen's 30-inch Leaf Mill is one of the two labor savers recently announced and now in full production. The Leaf Mill picks up leaves, grinds them and returns them to the turf as a fine mulch, eliminating usual leaf disposal operations.

The other labor saver is Jacobsen's new