

**U. S. DIAMOND MARKED BALL  
MAKES ITS DEBUT**

United States Rubber Co. is supplying pro shops with a new golf ball with diamond cover markings that give noticeably greater distance, John W. Sproul, sales mgr. of U. S. balls, reports.

The new ball, according to Sproul, will give more distance regardless of weather and against or with the wind. It also looks whiter, stays whiter in play and washes up



Pro Shop "Jewel" Display for New U. S. Diamond Ball.

easily, he says. He adds: "The secret of the ball's improved performance is the revolutionary new diamond markings on the cover.

"Our Diamond Cover markings are the result of three years' intensive work by our development and engineering experts who applied the principles of aerodynamics to get greater lift and carry to our golf balls," Sproul continues.

"Hundreds of tests with driving machines show the new cover design gives the golf ball greater lift and makes it stay in the air almost a quarter of a second longer, adding 10 yds. to the golfer's drive. Tests made by pros and average golfers, when the ball was introduced in the south, indicate some golfers will get much greater distance." Sproul also remarks, "Because the diamond cover markings add sparkle and whiteness, it is easier for the golfer to keep his eye on the ball when hitting. Since the new markings permit more even distribution and coverage of paint, the ball appears whiter, stays whiter and is easier to retrieve on the course. It remains cleaner in play because it does not pick up or hold dirt within the markings. It washes up easily."

The new Diamond Marked ball is now being made in the U. S. Royal Special and the U. S. Royal brands that are sold pro only.

The new balls are packed in threes in an



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electronically sealed plastic covering that protects them till they are played. Each can be removed from its covering, leaving the other two balls protected against dirt and discoloration until needed for playing.

### TOM MASCARO NOW WEST POINT PRODUCTS SOLE OWNER



Tom (L) Mascaró has bought his brother Toney's shares in West Point Products and West Point Lawn Products corporations and the boys are parting business company after a long and successful association. Tom will continue the operation of the corporations with the present staffs and Toney will take some time off to play with his family.

### HOGAN'S CLUBS "PRO ONLY"; ON SALE MAY 1

Production got started in the new factory of the Ben Hogan Co. at Fort Worth, Tex., before Ben took off for Florida to begin his limited tournament schedule this year. The clubs will be on sale at pro shops, on a pro only sales policy, about May 1.

Hogan has really been sweating on design and production during a great deal of the time since he returned from Carnoustie. He'd work at the band on models, then test them in play and on the practice tee, and get back to the bench and work again.

Although the plant has most modern special machinery, Hogan says he is not going after business on a big volume basis. He says he will settle for 150,000 clubs the first year, and indications are he will make his sales par with comfortable speed. Price of the clubs will be strictly in line with custom club prices.

Hogan is sure-enough president and major stockholder of the company. It was his decision to go "pro only", turning down buying overtures that would have put him into big production figures right from the tee-off.

Hogan's spent considerable time with

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engineers, metallurgists and other experts developing his clubs.

The irons are graduated in exactly 4 degrees of loft and the woods in 3 degrees of loft. Measurements are to be microscopically checked during the critical points of manufacture to assure uniformity of product. Shafts will be in three groups, suitable to cover the range of requirements from those of the hard hitting, strong pros and amateurs to the canny older fellows who need help more from the shaft.

Head designs will be uniquely Hogan's. Woods will be available in sets of 4, with a 5 wood when ordered. Irons will be in sets of 8, with pitching wedge, bunker wedge, putter and 1-iron as ordered.

Personnel of the Ben Hogan Co. sales organization soon will be announced.

### NEW MAT SIZE PRODUCED BY AMERICAN

Modernization of the Lima, O. plant, which produces Gro-Cord Counter-Tred and Neo-Cord Counter-Tred matting for American Mat Corp., Toledo, Ohio, has just been completed, according to D. W. Moor, Jr., pres. Installation of new, costly molds will permit production of 30-in. widths,

a width for which there has, until now, been an unfilled demand.

These mats, which withstand abuse of excessive traffic and constant turning of heel and sole in a confined area, are made from 80% cotton cord, bound together with rubber compounds, the same materials used in other sizes for 20 years. They provide a resilient, comfortable, non-skid walking surface and assure safety against slipping. The ridged bottom affords aeration and drainage, making a dry, sanitary walkway where wet floors prevail. They are  $\frac{3}{8}$  in. thick and come in rolls of up to 60 lineal feet.

Further details of this new matting will be sent free by American Mat Corp., 1802 Adams St., Toledo 2, Ohio.

### AUTOETTE GOLFMOBILE PLANT ENLARGED

Joseph Lennett, pres., Autoette, Inc., says completion of an addition to the company's assembly plant at Long Beach, Calif., will increase the company's production capacity from 250 to 600 units a month. Construction of a new Autoette factory in Long Beach is to begin in May.

In Nov., 1952, the company introduced its battery-powered 2-passenger, 2-golf

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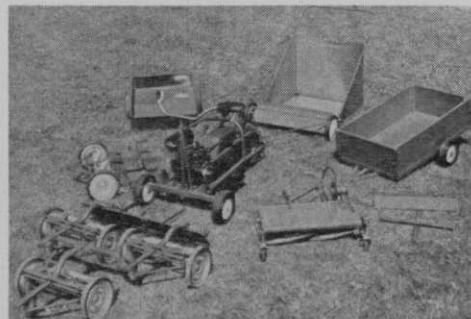
This includes: Posters, Tickets, News  
Releases, Mats, Pictures, and Brochures.

bags cart, the first produced on a quantity basis especially for golf use.

The Golfmobile proved so popular that adaptations of the car were made for industrial use. In 1953 Autoette more than tripled its 1952 sales and with golf business rapidly mounting and the addition of industrial sales Autoette's 1954 volume is expected to double that of 1953.

### LAWN TRACTOR, ATTACHMENTS, NOW MADE BY CIZEK

Cizek Mfg. and Distrib. Co., Clutier, Ia., now is making a low cost, lightweight Superior lawn tractor and attachments which although primarily for lawn, estate and smaller playground use has a definite place in mechanized maintenance programs



of country club turf. The Superior tractor has a 2 or 3½ hp air-cooled engine, chain drive, auto steering, reversible type transmission, ball bearings thru-out, and towing hitch.

Attachments include 3-gang ground-driven mower, single ground-driven mower, power driven mower, lawn sweeper and trailer.

### RYAN MARKERS SOLVING CART AND BUGGY ROUTE PROBLEMS

Course maintenance problems arising from extensive use of bag carts and golf buggies are being successfully solved in California with Ryan's Dry Line Markers, says John J. Fox, sales mgr., H. & R. Mfg. Co., Box 215, Palms Station, Los Angeles 34, Calif.

The Ryan markers first were used on tennis courts but now have wide application in sports. The Ryan devices first were used in golf in marking boundaries of the course, then of water hazards and ground under repair areas. The next use was in setting gallery control lines around greens and tees. This practice has become almost standard procedure in tournaments and has proved effective, simple and economical.

Now Fox reports that clubs in southern California are using Ryan markers with gypsum or other white granular material beneficial, or at least not injurious to turf.

for marking traffic paths for bag carts and golf buggies. Supts. report that the practice has reduced maintenance work and expense by reducing turf wear in areas where wheel traffic previously deteriorated playing conditions.

#### **U. S. RUBBER HAS NEW SPIKE-PROOF MATTING**

Spike resistant matting for golf club-houses and pro shops which is said to last longer than conventional matting will soon be introduced in five different colors by United States Rubber Co.

Tested for the past 2½ years at several prominent clubhouses throughout the



country, the U. S. matting shows no marks, rips or cuts in spite of continuous heavy usage. It is made of a combination of natural and synthetic rubber so compounded to produce an unusually tough material.

The new colored matting, ¼ to ¾ in. thick, will come in red, blue, green, gray and brown. It will also be made in black as it was when originally developed in the laboratory. It will be available in widths up to 84 in. and in lengths up to 16 ft. in four different surface patterns: smooth, pyramid, corrugated and cloth impression.

In addition to its safety advantage because of its non-skid surface, its extra tough rubber layers protect tile, wood or any other permanent flooring from damage.

#### **BUCKNER HAS TWO NEW SPRINKLERS**

Buckner Mfg. Co., Box 232, Fresno 8, Calif., announces two new sprinklers; one a rocket-jet part-circle sprinkler and the other a heavy duty rocket-jet agricultural sprinkler that keeps turning and wears long under sand and silt conditions.

The new Buckner part-circle sprinkler rotates slowly in a complete circle, can be set to oscillate in any desired arc or can be locked to water long strips. It operates on all usual water pressures and covers a radius up to 45 ft.

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### "POOSH 'EM UP, CHIEF"

Worthington's New Model F Chief Tractor with front wheel drive, rear wheel steering and 7-gang cutting units in front, is demonstrating to supts. it will cut those steep fairways cleanly, uniformly and without stalling. With grass being mowed ahead of power unit wheels the operator finds it easier to do a perfect job without streaking, says Worthington Mower Co., Stroudsburg, Pa., makers of the equipment.

### WORTHINGTON MOWER ASKS "LOVE THAT GOLF COURSE"

Worthington Mower Co., Stroudsburg, Pa., has in April Golfing, The National Players' Magazine, a two page advertisement written and illustrated by Don Herold, asking golfers to "Love That Golf Course."

The advertisement is one of the first ever run by a national advertiser asking golfers to cooperate in keeping their golf courses in good condition. Major points in which the lack of information or where heedlessness of golfers needlessly increase maintenance costs and offset work of supts. and chairmen to give players best possible course condition were determined by a nation-wide survey in which many supts. and club officials participated.

The Golfing advertisement has a circulation of 60,000. Reprints of the advertisement are being mailed to supts. and green chmn. with the suggestion that they display the reprint on club bulletin boards. Copy and illustrations of the advertisement may be used in golf clubs' own publications as player educational material.

### LECTROETCH GIVES CLUBS, BAG TAGS, NEAT MARKING

Al Hubbard, pro at Acacia CC, South Euclid, O., is national distributor to pro trade of the Lectroetch metal marking equipment made by The Lectroetch Co., East Cleveland 12, O., and thru demonstrations at the PGA annual meeting and at Dunedin has brought the equipment extensively and favorably into pro shop use.

Lectroetch is an electrical device which etches on shaft, hosel or steel head of clubs or on metal bag tags the owner's name, and if desired the club connection or owner's address. If the owner chooses his own signature may be etched on, or the etching done by a stencil made on a typewriter.

The device is easy to use and moderate

in cost. The service brings in a good profit for pro shop spare time and is of value to owners of the playing equipment. The etching is lightly done so it does not affect strength of the material.

### DOLGE N P WEED KILLER

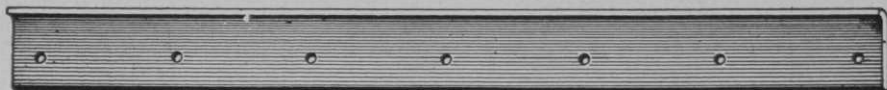
The C. B. Dolge Co., Westport, Conn., makers of chemicals for golf maintenance, are marketing a new type of weed killer. Called N P Weed Killer, it is a readily soluble powder that requires no agitation to keep it in suspension. A built-in spreading and wetting agent wets waxy surfaces of leaves and plants and increases contact and penetration. While this preparation kills on contact, it also acts by translocation to finish roots; heavy doses sterilize soil so seeds cannot sprout. It is non-selective— for use where no growth is wanted. N P Weed Killer can be sprayed or sprinkled— or used as a dry powder—so long as the recommended amount is applied to the treated area. Quick acting, non-flammable, non-volatile, non-corrosive, it requires no experience to handle.

### VIC KADISH RETIRES FROM MILWAUKEE COMMISSION

Victor Hugo Kadish, sales mgr., Milwaukee Sewerage Commission, retired April 1 after 32 years of service with the commission.

Kadish, nationally prominent as a chemical engineer, graduated from the University of Wisconsin, served on the faculty of the University of Wisconsin and was a chemical engineer in Chicago and Milwaukee before becoming a member of the Milwaukee Sewerage Commission. In 1923 he was assigned to production and sales problems of the city's activated sludge plant. In 1925 he directed the contest which resulted in the name Milorganite.

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In 1926 Milorganite production was 3,000 tons. In recent years the annual production has been approximately 70,000 tons. More than 1½ million tons of Milorganite has been shipped since 1927. The operation, which from the start has been strongly based on expertly engineered sales work at golf courses, is rated by American municipal authorities and sales and advertising men as the foremost demonstration of civic efficiency in marketing as well as in solving a difficult problem of sewerage disposal.

Kadish, an enthusiastic and fairly proficient golfer, will begin his lively retirement program with his usual spring training trip to Pinehurst.

### SWINGING AROUND GOLF

(Continued from page 35)

Bill Remsen, formerly asst. to Spencer Murphy at Glen Oaks, succeeds Pat Doyle as pro at Clearview, New York City muni course . . . Doyle resigned after 18 years at Clearview . . . Billy Capps of Greenville, N. C., joining Murphy staff . . . Midwest Assn. of Golf Course Supts. has public relations committee of Gordon Brinkworth, Brookwood; Bill Stuppel, Exmoor; and Ray Gerber, Glen Oak; supplying lawn and garden bulletins to garden editors of Chicago and suburban newspapers and radio stations.

Robert F. Hutchinson signed as pro-supt. by Forrest Park CC, Adams, Mass. . . Johnny Cochran, Denver (Colo.) CC pro gets Zeke Dexter, former All-American footballer, as asst. . . Willie Nicoll, pro at Peninsula G&CC, San Mateo, Calif., for 31 years, resigns because of poor health . . . Willie's going to make a trip to Scotland to visit the old playmates . . . Club plans to give its beloved Willie a big party before he sails.

Henry J. Stacey, gen. mgr., and Walter Scheiber, pro, planning brilliant schedule for spotlighting Great River CC, formerly

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Timber Point, famous spot on Long Island . . . Boston Sunday Post carried bright illustrated story by Gerry Moore on how Phil Farina and his supt., Bob Mucciarone have restored abandoned Wayland CC (Boston dist.) 9-hole course and enlarged it to 18 . . . New course will open Memorial Day . . . Farina who started in golf as a caddie when 11, then worked his way up thru pro ranks until going into World War II combat, is co-owner of Wayland.

Alex Radko has no chance to sample the new leisure . . . Alex continues in charge of USGA Green Section office at Beltsville, Md., while handling duties as director of USGA Green Section office in newly established Northeastern office at Rutgers university, New Brunswick, N. J. . . . Radko's been at series of meetings of green chmn. and supts. in N. Y., N. J. and Conn. telling of Green Section program . . . With new Green Section office at Rutgers the long and valuable service of Eugene L. Larkin and Dr. M. E. Husted in promoting turf research and its golf course use in NY metropolitan area and N. J. reaches a target . . . Wonder if clubs in that area realize how much Gene and Doc have done for them over the years? . . . Probably not.

Green Section's tie-up with Georgia Coastal Plain Experiment Station with new Southeastern office and the Rutgers tie-up puts dead stop to early suspicion that new policy of Green Section meant reduction of turfgrass research . . . By the way, turfgrass is now the formal term for what golf is played on . . . The term turf was officially discarded by agronomy authorities as having the connotation of horse racings . . . When we write turf to save space in GOLFDOM we mean turfgrass so don't think we are thinking about getting a long shot in the third at Churchill Downs.

USGA decision, effective in 1955, to limit Open championship exemptions to winners of previous 5 National Opens instead of all previous Open champions, and to lowest 10 scores and ties in previous Open, instead of lowest 20, came after several years consideration . . . USGA didn't want to hurt feelings of ex-champions or unduly tighten Open competition, but pressure to give more young candidates a chance in the Open forced the decision.

USGA annual meeting Jan. 29 to announce first winner of USGA Bob Jones award to be given to an individual "of any degree of golfing skill" in U. S. for "single act or series of acts over a period of years"



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Soil screeners  Soil shredders   
Sprayers: power  hand   
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seed, topdressing  
Spikers: greens  fairway   
Sprinklers: f'way  green   
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Swimming pool equipment  
Swimming pool cleanser  
Swimming pool paint  
Tractors  
Trees  
Water systems, fairway  
Weed chemicals



## Pro Shop

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Bag supports  
Bag racks  
Balls: Regular  Range   
Ball markers   
Ball reconditioner  
Ball retriever  
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Composition   
Golf Practice Devices  
Golf shoes  
Grip preparation for hands  
Handicap racks  cards   
Mech. Range Ball Retriever  
Name labels, for clubs  
Practice driving nets

Preserver for leather  
Score cards ( ) Charge checks ( )  
Seat attachment, for carts  
Sport seats  
Sportswear: Shirts  Socks   
Sport jackets  Rain jackets   
Windbreakers  Slacks   
Abdominal supports (men)  
Women's golf dresses   
skirts  blouses   
Tees, adjustable  
Tee mats   
Tees (rubber) for driving mats  
Teeing device (automatic)  
Tennis nets  
Trophies  
Yardage meter (watch type)



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President's:  
name ..... (Zone .....)

Add.: ..... Town: ..... State: .....

Secretary's:  
name ..... (Zone .....)

Add.: ..... Town: ..... State: .....

Manager's:  
name ..... (Zone .....)

Add.: ..... Town: ..... State: .....

Course Superintendent's: (Greenkeeper)  
name ..... (Zone .....)

Add.: ..... Town: ..... State: .....

Professional's:  
name ..... (Zone .....)

Add.: ..... Town: ..... State: .....