

a great new
MONEY MAKER
for range operators

new
COMBINATION
RANGE
MAT

 for wood and iron shots

- doubles customer play per mat
- stops turf destruction
- eliminates high maintenance costs
- improves customer's game
- assures repeat business and more profits

Here's a great new asset to a more successful range operation! Flexi-Fabrix *combination* range mats — the dual purpose mats that are increasing play and profits in hundreds of ranges all over the country. They have stopped turf destruction, drastically reduced costly maintenance expense and most important — *have doubled and tripled play on every mat!* Customers can now play faster, better and will continue to come back for more. Large replaceable mat insert provides a soft "grass" lie for irons, and firm "tees" insure a proper foundation for wood shots. Low in cost, easy to install, they're tough, long lasting and practically indestructible. Made of $\frac{7}{8}$ " thick airplane tire carcasses. All clamping plates are cadmium plated to resist rust and are **rubber covered** to prevent club damage. Ideal for indoor and outdoor use and perfect for "par-3" golf courses.

Get full details on this remarkable mat and see how you can **DOUBLE YOUR PROFITS**

See your local supply dealer or write us direct for descriptive circular and prices. You'll be glad you did.

Flexi-Mat Corporation

2249 S. Calumet
Chicago, Ill.

GENERAL STEEL

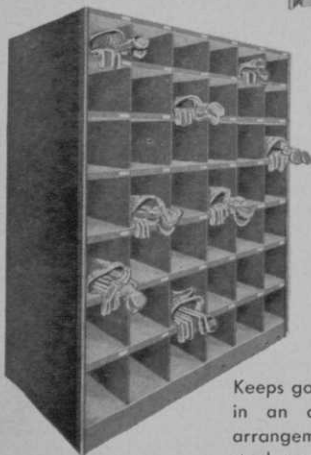
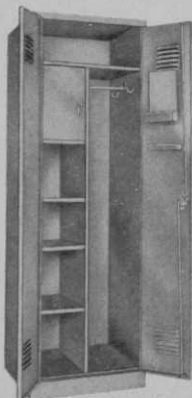
LOCKER ROOM EQUIPMENT

on a par with service every golfer wants

Club members appreciate the handy, roomy accommodations of General Steel Lockers and Racks. Your investment pays off in longer lasting, trouble-free service. Write today, literature on request.

GOLF LOCKER No. 72

Sturdy all-steel constructed double door locker, made in standard sizes. Contains full hat shelf, coat rod and hooks, private-lock inner compartment, 4 spacious open compartments with lid shelves, mirror, tray, towel rack, and cylinder lock set in handle. Baked-on enamel finish in green or gray.



GOLF BAG RACK No. 72

Keeps golf bags and clubs in an orderly, compact arrangement. Heavy duty steel construction, design-

ed in sections 3 ft. wide by 3 ft. deep with 12" square openings. Illustration shows two units with 42 openings. These racks can be made to your specific requirements. Baked-on enamel finish in green or gray.

LOCKER ROOM BENCH No. 72-LB

(not illustrated)

Steel pedestals. Height 17", width 8-1/4", solid oak top 1-5/8" thick. Cut to any length required.

*"Those in the know see the pro"
for top quality direct from
the source call*



GENERAL STEEL PRODUCTS CORP.
FLUSHING 55, N.Y. Independence 3-3000

Mfrs. of STEEL LOCKERS · SHELVING · CABINETS · SHOP EQUIPMENT

lor from Clovis (N. M.) CC . . . Ken Wingho from Littlefield, Tex. moves to Taylor's former spot at Clovis.

Hampton Auld now pro at Norwalk (O.) Elks CC . . . That club's supt., Ed Leonhardt, has greens many say are state's finest . . . Bob Smith from Connecticut now pro at Wooster (O.) CC succeeding Chick Biagetti who's gone into drug store business . . . Charley Stamm returning as pro to Zanesville (O.) CC where he did a grand job in 1953, his first year there . . . Stamm was trained as asst. by "Sandusky Bill" Gordon, Paul Bertholy, Harry Schwab and Gene Marchi . . . With tutelage like that Charley sure ought to be good . . . Last year at Zanesville he conducted a twice-a-week TV show and fine junior program, finished well in Ohio Open.

Ohio's "Sandusky Bill" Gordon starting his 29th year as pro at Sandusky's Plum Brook CC after recovering from slight ticker trouble during winter at Dunedin . . . Abe Forbrich in his 20th year as pro at Fremont (O.) CC . . . New clubhouse being built by Fremont CC . . . Club expects to add second 9 after recovering from clubhouse construction expense . . . Paul Bertholy's Sandusky (O.) Golf Range raised

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CHAMP
SELF LOCKING
GOLF SPIKES

EXCLUSIVE!



YOU CAN'T BREAK 'EM APART!

ARE YOUR SPIKES MARKED Hardened Steel?
THEN THEY'RE **CHAMPS** THE PROVEN SPIKE!

20,000,000 NOW IN USE!

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Con-Voy BAG MASTER

The Golf Cart That
Stores Upright in a
Square Foot! and it rolls
Even When Folded!

MORE ROOM FOR MORE CARTS

There are two ways to accommodate the growing number of golf carts at your club. One is to add storage space.

The best way is to sell Con-Voy Bag Master. Con-Voy stores upright, with bag, in only One square foot of floor space. No nesting. Con-Voy rolls when folded. You *never* have to carry a Con-Voy.



Pro Designed

You can recommend Con-Voy to your members with confidence because it is the *one* cart with every single feature checked and approved by club professionals.

Feature by feature, from the contour formed rubber handle to the easy rolling semi-pneumatic ball bearing wheels, Con-Voy is the golf cart *golfers asked for*.

Light and maneuverable, Con-Voy has (1) quick, positive hand release lock action. (2) 24 position ratchet handle. (3) Exclusive "Snug Fit" bag brackets which adjust to any size, won't damage bags. Also available, special brackets to accommodate large round bags.

CON-VOY BAG MASTER
\$29⁹⁵
Retail

CON-VOY BAG MASTER DELUXE
\$34⁵⁰ Retail

- Stroke counter
- Tee holder
- Cigarette holder
- 12" wheels
- All regular features

FREE BROCHURES . . . Self-Selling Display. The Con-Voy Display gives the facts, sells Con-Voy for you while you are working at something else. Give every member of your club the story of Con-Voy. Send with statements. Just fill in this coupon.

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4707 S. E. 17th Avenue, Portland 2, Oregon

Please rush _____ (number you need) free Con-Voy Bag Master brochures:

Name _____
Club _____
City _____ State _____

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Green Chairmen:

Keep greens unmarked by supplying inexpensive Divot-Fixers to your players, and save upkeep costs.

Endorsed by turf experts and superintendents. Clubs everywhere proving that given Divot-Fixers players do their part to protect greens. 10 minute delay often too late for recovery of injured turf. Repeat orders prove its value.

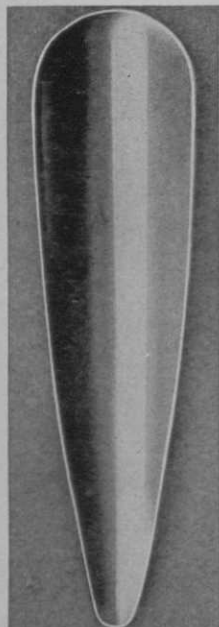
Also cleans shoe spikes, scoring on club heads, etc.

Prices for nickel plated,
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Imprinting,
\$10.00 extra per order

WOODSIDE GOLF
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ACTUAL SIZE

nearly \$1500 by hole-in-one tournament to send Leo Biagetti on tournament circuit.

Warren Gallagher and Archie Craig opening their course at Glens Falls, N. Y. . . . Gallagher's former pro job at Pine Brook CC, Gloversville, N. Y. being filled by George Morrison, last year pro at Hyannisport (Mass.) Club . . . Don Grauer taking Hyannisport job.

Bob Renaud from pro-mgr. position at Thomson (Ga.) CC to Pickens County CC, Pickens, S. C. . . . Renaud designed Pickens County course and supervised its construction . . . First 9 opens July 1 . . . Work begun on second 9 . . . Clubhouse and pool being completed . . . Pickens County club was started July, 1953 with 220 members . . . Expects to have one of best, most complete plants in southeast.

Thomson (Ga.) CC certainly came along with Renaud's work . . . Club had started with 100 members in 1951 . . . Slow action dropped membership to 45 . . . Renaud came on job in June, 1953, when the course was one weedy green and a weedy range . . . He completed a 9-hole course, stirred up golf interest and when course was opened Sept. 15, 1953 membership was over 100 and golf interest was rapidly growing.

RKO releasing Jimmy Demaret picture . . . Demaret Golfashions Co. presenting new golf shirt . . . Collier's magazine carries story on Hogan by Demaret . . . TV stations offered series on "Golfing with Demaret" . . . Looks to us like a hell of a busy schedule for a guy who's incorrectly labeled a playboy.

George W. Hargreaves now pro at Plym Park GC, Niles, Mich. . . . Billy Sixty, Milwaukee (Wis.) Journal golf writer, had a merry yarn with some untold close-ups on "Fabulous Hagen — Golfdom's Rainbow" in March 14 Journal's Men's and Recreation Section . . . Royal Canadian GA and Cana-

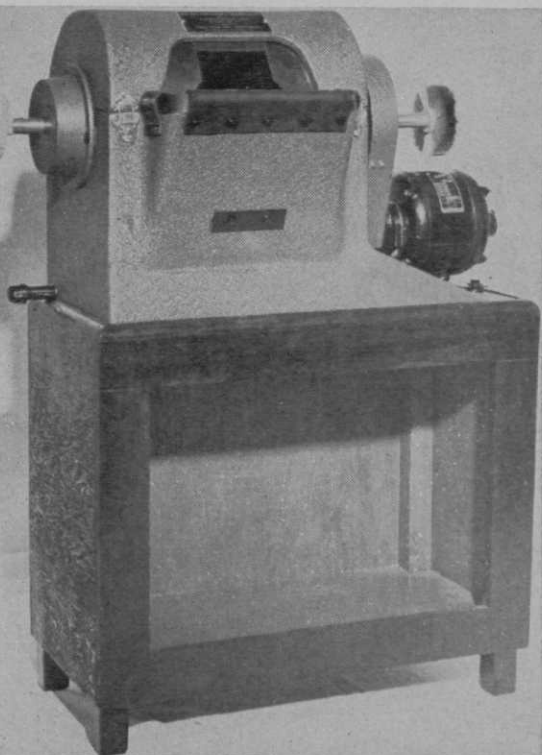
Complete equipment for GOLF RANGES and MINIATURE COURSES

We have a good supply of
low priced range balls.

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FRED HAAS CLUB CLEANING & POLISHING MACHINE



In the new 1954 model we have realized our ambition to perfect a machine that enables the professional to maintain the highest standard of club cleaning service.

Among the improvements are: a new impeller type electric motor assures positive flow; new, permanent aluminum brush backings; double extension of main drive shaft with wool drying or polishing bonnet at one end and fine soft wire brush at opposite end for removing heavy ball marks on irons.

- Cleans grooves on both woods and irons
- Cleans all or any one spot on clubs
- Clean—no splashing or dust nuisance
- Simple and safe to use—no mechanical knowledge required for proper operation or maintenance
- Speedy for "peak" period operations
- Cleaning solution continuously filtered
- One year guarantee on material and workmanship
- Practical, dependable—it really does the work that gives "Member Service Deluxe".

Simple, fast, efficient—streams of a non-rust polishing wax fluid mixed with water play on rapidly revolving wear-resistant nylon brushes to accomplish a completely efficient job with safety and speed

Price . . . \$300

F.O.B. Schenectady, N. Y., with wooden cabinet stand and 4 gals. cleaning fluid. Weight (machine alone) 110 lbs.

Why not ask a near-by pro user? Space is too limited for listing the many professionals in all sections of the U.S. who know what the Haas machine will do. We'll gladly send you the name of a near-by pro user with whom you can check.

Write for complete information and delivery date.

Fred Haas & Associates

4122 N. Sheridan Rd. Chicago 13, Ill. — Tel. Lincoln 9-2431

North West Representative: Ted Longworth, 3102 Lake Rd., Milwaukie, Ore.

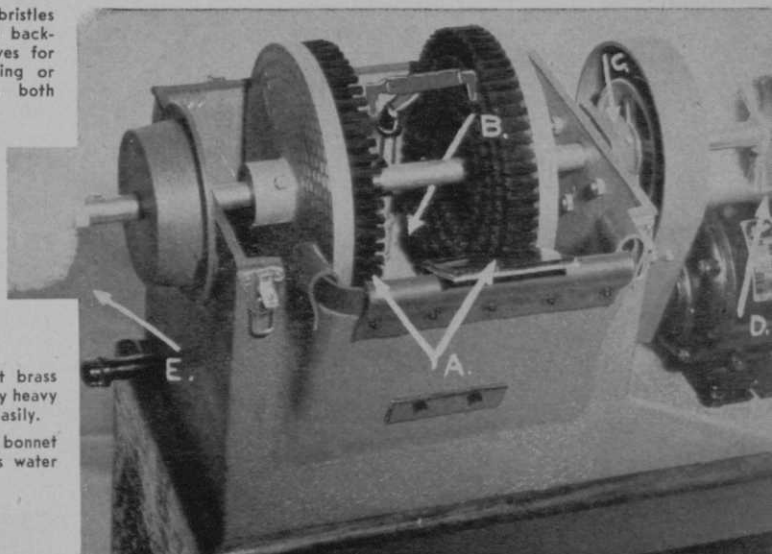
A. BRUSHES: DuPont nylon bristles set in permanent aluminum backings. Backings split in halves for easy accessibility in rotating or replacing brushes. Cleans both Woods and Irons.

B. PUMP: Quiet, efficient, impeller type, electric pump. Permanently sealed and lubricated. Provides a continuous circulation of cleaning fluid.

C. BEARINGS: Heavy-duty, self-aligning, ball bearings. Require a minimum of attention.

D. WIRE BRUSH: Fine, soft brass wire brush. Whisks excessively heavy ballmarks off rapidly and easily.

E. BONNET: Lambs wool bonnet drying aid. Removes excess water quickly. Speeds cleaning.





SHINE?
A few quick strokes of this paddle won't count against your score. A clean ball clicks off par far better than the penalty of lost balls too dirty to find.

HOW TO MAKE A HAPPY GOLFER

Better-than-ever Lewis Ball Washers are ready to come to the aid of the golfer. Up goes the paddle, in goes the ball, and in a few quick seconds, you're ready for the tee-off.

WEATHER WINNER

Two "stick-fast" coats of paint shielded by an all weather-protector plastic. Any season . . . year after year . . . ready to keep your golfers happy. **KEEP YOUR PATRONS SATISFIED**

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GOLF BALL
WASHERS**

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dian Seagram distillers co-sponsors of first international blind golfers team match between U. S. and Canadian teams in July . . . Costs will be borne by Seagrams . . . Gate receipts will go to Canadian National Institute for the Blind.

John D. Parr, 69, who was at clubs in New Jersey, New York and New Hampshire for 45 years, died recently at his home in Westfield, N. J. after a long illness. He came from England 50 years ago and retired from pro golf 5 years ago, leaving the Roselle GC, Rahway, N. J. . . . He is survived by his son John A. Parr, Colonia, N.J.; a sister, Mrs. Alice Lewis of Westfield, N. J., and a brother and sister in England.

Watsonville (Calif.) GC converting first hole to golf range, adding 3 new holes to make a 12 hole course . . . Expect to add 6 more soon if play continues to increase . . . Model home erected on one of 45 homesites on course . . . New watering system and pro shop . . . Club is energetically promoted . . . And why not, with Pat Markovich and Joey Rey owning it?

Frank Lovrine, formerly asst. to Bruce Herd at Flossmoor CC (Chicago dist.) signed as pro by South Side CC, Decatur, Ill. . . . Richard Dodds, formerly at Cress-

PAIRED FOR PEAK PERFORMANCE

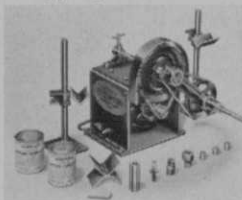
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Mower Grinder**



The most accurate sharpener ever built! Best for precision grinding of any reel type mower, from the smallest edger to the largest power or fairway mower. No disassembling of mower necessary. Engine, handle, wheels remain in place on the mower during grinding. Equipped with attachment bar for grinding both the face and edge on bed knives. Offered with gravity feed or hand crank for accurate grinding. Adjusts instantly for hook or straight line grinding. Reconditioner provided for lapping-in operations. It's the fast, easy way to keep your mowers sharp.

Simplex 100 Portable Lapping Machine

Designed to recondition any reel type mower quickly and with minimum of effort. Will run in either direction. Can be used anywhere that a source of electric power is available. Reduces sharpening costs. Keeps mowers in top condition between grinding jobs.

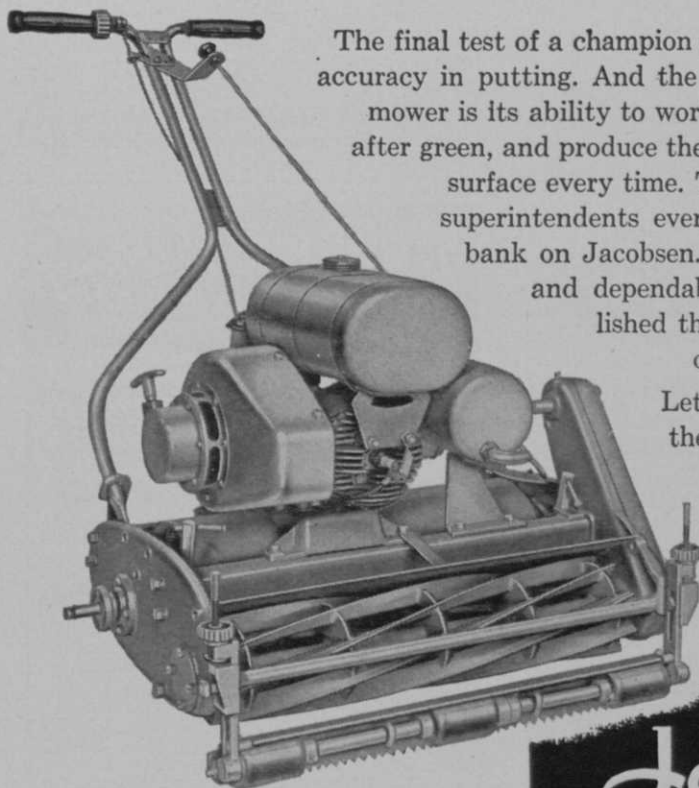


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THE FATE-ROOT-HEATH COMPANY, Dept. G-4, Plymouth, Ohio

IT TAKES CONSISTENT PERFORMANCE ON THE GREEN

to be one of golfing's all-time greats



JACOBSEN GREENS MOWER

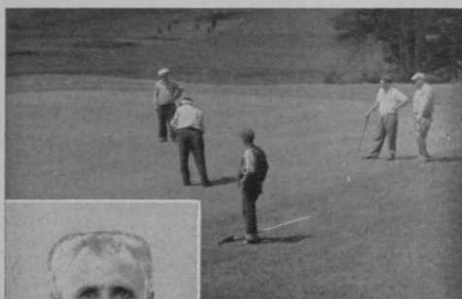
22-inch cutting width,
2¼-hp. Jacobsen Engine

The final test of a champion golfer is his consistent accuracy in putting. And the final test of a greens mower is its ability to work day after day, green after green, and produce the same flawless putting surface every time. That's why golf course superintendents everywhere have come to bank on Jacobsen. Its balance, precision and dependable power have established this greens mower as an outstanding performer.

Let your dealer show you the many quality features that have made the Jacobsen Greens Mower standard on America's fine courses.

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MANUFACTURING COMPANY
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"AGRICO greens show excellent growth and color"



— Cosmo Piantedosi, Superintendent, Commonwealth C. C., Newton, Mass.

"Regular feeding of AGRICO COUNTRY CLUB for greens has always given my greens excellent growth and color," reports Cosmo Piantedosi, superintendent at Commonwealth Country Club, Newton, Mass.

"In November, I applied AGRINITE to my greens after I last cut them," he goes on to say. "The results in the spring were very good. The color was good, too, and remained a long time. Also the turf thickened up considerably. Use of Agrico and Agrinite has given me the utmost satisfaction and I shall certainly continue to use these fine products."

Order Agrico now — it's America's premier Golf Course Fertilizer. Contains both organic* and inorganic plant foods. Ask your regular supplier or write to The AMERICAN AGRICULTURAL CHEMICAL Co., 50 Church Street, New York 7, N. Y.

*Organic derived from AGRINITE, the better (over 8% nitrogen) all-organic plant food.



moor CC, Hobart, Ind., now pro at Valparaiso, Ind., Forest Park munny course . . . Members of Golf Writers' Assn. of America to bust out in new uniforms at Masters' tournament . . . Darlingest jackets of hang-over brown with embroidered crest over left lung and lovely old school ties . . . Writers at Masters' formerly keenly felt their sartorial inferiority to the club's caddies in swanky green space cadet uniforms, members wearing green jackets with air of studied carelessness and the Barbour's dog in its green blanket.

Other plans of Golf Writers call for business meetings at the Masters', US Open, PGA and National Amateur championships . . . Writers' pres., Lincoln Werden of NY Times, and Cliff Roberts arranged for snack bar in press sty at Masters', thus happily settling complaint of golf writers that a sandwich in the clubhouse cost them about the figures of the winning score of the tournament.

Bo Dempsey, pro at Plainfield (Tex.) CC during day is an outfielder at night for Plainville Ponies of West Texas-New Mexico league . . . C. H. Alberding, hotel magnate, planning new course in Phoenix, Ariz. . . . Tony Skover, green chmn., Mea-

STANDARD *Golf Course* EQUIPMENT

GUARANTEED
 FLAGS
 FLAG POLES
 BALL WASHER
 HOLE CUTTERS
 PUTTING CUPS
 RULE SIGNS
 BAG RACKS
 MARKERS
 ETC.

NEW "NYVANE" FLAG



"CANNOT WHIP OR FLAP"

Made of color fast nylon fabric with spring steel wire in binding edge to keep it stretched tight. Write for folder and prices.

Standard Manufacturing Co.

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After a dieldrin treatment

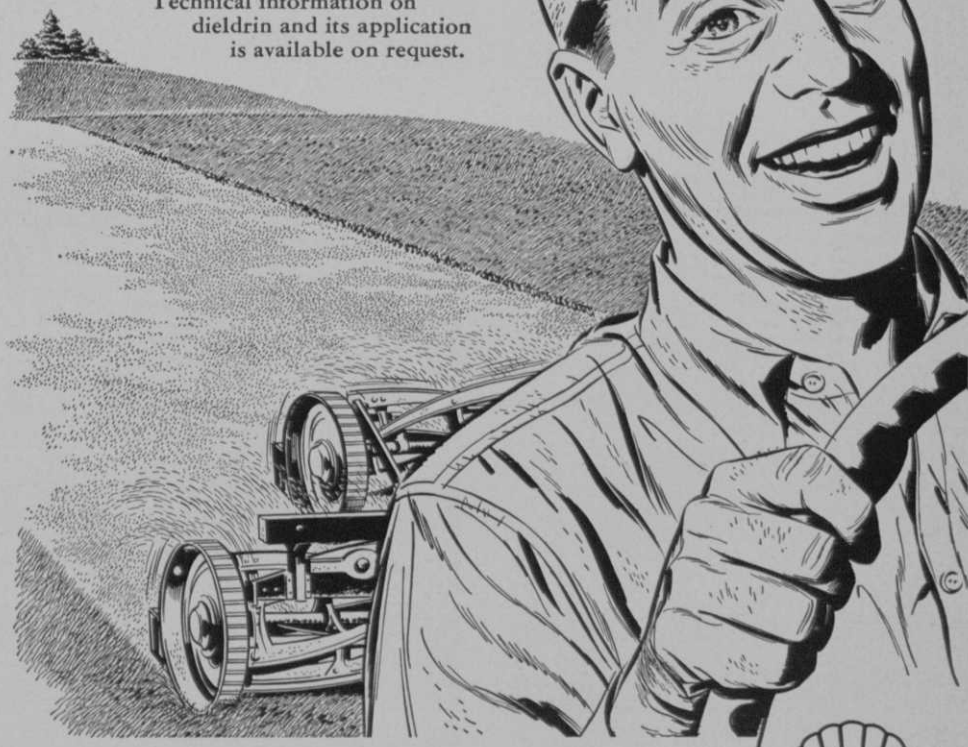
"The green grass grows all around
...all around!"

TOP QUALITY TURF in fairways, parks and estates is at the mercy of many varieties of turf pests both above and below the ground.

With dieldrin you can be sure of getting dependable turf pest control. Tested in all areas, dieldrin has proved that such turf pests as Japanese beetle grubs, white grubs, lawn chinch bugs, sod webworms, cutworms and others cannot survive dieldrin's lethal power, above or below ground.

Dieldrin is available in three forms—1 to 5% granules, 25 to 50% wettable powders, and 1½ lb. per gallon emulsible concentrate. Any of these three formulations are easily applied with conventional equipment.

Technical information on dieldrin and its application is available on request.



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dowbrook CC (Detroit dist.), and Meadowbrook's supt., Andy Berton, also teamed together in officiating basketball games last winter.

Sherwood Moore, Hollywood (N. J.) CC, re-elected pres., New Jersey Golf Course Supts.' Assn. . . . Melvin B. Lucas, Homestead; and Joseph Stemmler, Springdale, were elected vps . . . Albert Foster, Aldercrest was elected sec., and H. T. Isleib, Madison, was elected treas. . . . Directors elected: Frank Scchla, Colonia; Benjamin Dzedzic, Crestmont; and Wm. Monahan, Rock Spring.

Hawaiian golfers complaining about Honolulu Star-Bulletin new policy of eliminating results of tournaments held by "more than 50 clubs of varying sizes" . . . Sports editor Wm. Metz says it doesn't think the "routine" events are worth the space nor do readers "whose main interest is baseball, basketball, football, etc." . . . If the old newspaper axiom "names make news" still holds good amateur participating sport should continue to be a circulation builder . . . Reason golf news is so limited in many papers is difficulty of getting the names and scores easily and quickly . . .

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 W-W COMPOST
 GRINDER and SOIL SHREDDER**

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 ELEVATOR DETACHES FOR
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This double-duty model can be used separately as a grinder or a loader. Handles shoveling of 3 men and grinds thoroughly. Elevates 7 1/2 ft. on acid-resisting belt. Material can't stick. Has handy transport hitch.

\$684.00 Complete with engines
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