

# NEW sales for Pro Shops

*"The*

**CART SEAT"**

Patents  
Pending

strictly new... yet already making sensational sales for the first pros to stock them:

*"...sold 25 Cart Seats the first week..."*

Portland Golf Club

*"...from 1 floor sample sold 22 in 10 days."*

Tacoma Country & Golf Club

and every sale is *extra* business, because Cart Seat does not compete with anything else you have in stock. Cart Seats are *new*, strictly new!



**THE BIGGEST  
NEWS IN GOLF  
SINCE THE GOLF CART**

## NEW Relaxation for golfers!

easily fitted to almost any cart in 5 minutes. Then just click-click and your customer has a comfortable seat... click-click and he or she is away again. Also makes a better handle for golf cart on sloping paths and fairways. And easily detaches for a portable spectator seat. All aluminum alloy and stainless steel construction for years of wear.



### SPECIAL OFFER

Tell us by airmail how many Cart Seats you wish. After 2 weeks, if you're not satisfied with sales possibilities, return any you have left. Retail at \$16.50. Full pro discount.

F.O.B. Portland, 2% E.O.M. Selling Booklets, Display Cards, and Instruction Sheets included with every order.

**"The CART SEAT" Company**

3338 S. E. 17th Ave., Portland, Oregon

Definition 18—A marker should not lift the ball or mark its position.

Rule 21-2,3—Clarified to provide that strokes played with a wrong ball do not count in the player's score.

Rule 36-1—Combining match play and stroke play prohibited.

Rule 37-3—Clarified to prohibit practice on course before starting in stroke play.

In addition, Definitions 17, 20, 21, 22 and 26 and Rules 9, 27, 30, 32, 35, 40 and 41 have been slightly reworded.

### National Golf Fund Allots \$68,000

NATIONAL GOLF FUND, INC., at its annual meeting during the PGA annual convention, approved distribution of \$68,000 from National Golf Day funds contributed by U. S. golfers to the nationwide event co-sponsored by Life magazine and the PGA.

Fund distribution is subject to recipient organizations qualifying under internal revenue regulations.

Largest amount, \$25,000, went to 14 caddie scholarship funds, headed by Western Golf Assn. Evans scholarship fund. WGA will handle distribution on basis of present scholarship commitment ratio, among Detroit, Mass., Wis., Western Pa., Cleveland, Rhode Island, Pacific Northwest, Illinois Women's GA, Omaha, Maine, Minn., and Kansas City GA caddie scholarship funds.

PGA educational and benevolent funds got \$16,000. Green Section of USGA got \$10,000 to be employed for regional and coordinated research. US Junior Chamber of Commerce got \$10,000 of which \$7,000 is earmarked for its national junior championship and \$3,000 for sending USGA, Western GA and USJCC junior champions to British junior championship.

American Women's Volunteer Services got \$3000 for its Swing Club program at vets hospitals and military establishments. Possibilities Unlimited tournament for disabled vets and civilians got \$2,000. Middle Atlantic Blind Golfers' Assn. and United States Blind Golfers' Assn. each got \$1,000.

After split of proceeds of 1952 and 1953 National Golf Days between USO and National Golf Fund, distribution of \$20,000 from 1952 "Beat Hogan" event and \$68,000 allotted at National Golf Fund, Inc. at December meeting, \$5,000 remains in the fund.

Officers, headed by Fred L. Riggin, Sr., Port Huron, Mich., were re-elected.

### Rutgers Turf Course Has Packed Program, Jan. 18-22

Ralph E. Engel, Rutgers university turf specialist, in releasing program for Rutgers' annual turf short course to be held at the university, New Brunswick, N. J., Jan. 18-22, says the enlarged program requires some separate sessions for golf course supts. and for the group interested in other uses of fine turf. There will be several general sessions.

The golf sessions will feature 1953 fungicide trials, "Is fairway renovation paying?"", watering practices, clover control studies, performance of 18 bentgrasses cut to ¼ in., turf problems in the northeast and a report on golf course maintenance operation in 1953.

N. J. experts plus John Cornman, O. J. Noer, Fred Grau and Al Radko will present the program. Applications for enrollment should be sent to Westervelt Griffin, Office of Director of Resident Instruction, Rutgers university, New Brunswick, N. J.

### PGA Has Business School Program for Dunedin

PGA announces program for its business course sessions at PGA National GC, Dunedin, Fla. Sessions, unless otherwise designated, will be exclusively for PGA members. Seminars will be conducted by the PGA Teaching committee one evening each week.

Business course sessions will be held Mondays starting Jan. 11 and ending with the Feb. 22 session. There will be an extra session Friday, Feb. 12 on "Bookkeeping, Insurance, Inventory, Finance."

Subjects and speakers already assigned: Starting Beginners in Golf; Variations in Sound Methods of the Golf Swing; Our Experiences with Our Golf Instruction (Betsy Rawls and Betty McKinnon); Golf after 50; Public Relations and Merchandising; Bookkeeping — Insurance — Inventory — Finance; Visual Aids in Teaching; Future Planning for Dunedin (Leo Grady and Emil Beck).

### BEST SELLING IDEAS

(Continued from page 40)

more inviting and to keep tired golfers resting and looking around instead of virtually crowding them out. Rearrangement of small shops to make them look roomy and orderly has been quite an achievement.

"One of the real selling jobs I've noticed this year was done by a pro who was hav-

15th ANNUAL  
P.G.A. SENIOR CHAMPIONSHIP  
*for the new*  
TEACHER'S TROPHY

NATIONAL P. G. A. GOLF CLUB, DUNEDIN, FLORIDA  
JANUARY 28-30, 1954

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*The new Teacher's Trophy will be placed in competition for the first time at the 15th P.G.A. Senior Championship. It will be presented to the winner by Mr. Ronald Teacher, director of Wm. Teacher & Sons, Ltd., sponsors of the tournament.*

*Eligibility:* All senior professional golfers, 50 years of age and over as of January 27, 1954, who are members of the P.G.A.

*Tournament:* Championship to be played over 54 holes at National P.G.A. Golf Club, Dunedin, Florida, January 28-30, 1954. Also special flights by age groups as arranged by Senior P.G.A. Tournament Committee.

*Prizes:*

1. \$5,000 purse to be distributed in accordance with P.G.A. standards.
2. Champion also receives a trip to Great Britain at the time of the British Open.
3. Teacher's Trophy to be held by Champion for one year and replica of Trophy for his permanent possession.

SPONSORED BY WM. TEACHER & SONS, LTD., GLASGOW, SCOTLAND  
*Tournament Director, Room 400, 250 Park Avenue, New York N. Y.*

ing trouble getting bag rack customers. He observed bags standing outside the locker room door before being put in cars, instead of going into the pro shop for cleaning and storage after the game.

"So this pro sent a boy out to clean the clubs and stay there until the owner of the clubs got ready to leave, then put the clubs in the man's car.

"Some members resented this but the pro told them that it was his job to keep their clubs clean and in good playing condition, and as members of a good club they had this service due them. Favorable comment of guests who also got this service stilled the complaints of members who started to complain loudly.

"It wasn't long before either the samples of the service or embarrassment or simple education got almost 100 per cent club cleaning service.

"Despite difficulty of getting good club-cleaning boys I have noticed this year that pros generally are training and supervising their club cleaners better. There is still plenty of room for improvement. I think that some pros may be dismayed to see ball paint marks on clubs that are supposed to have been cleaned, dirt in the grooves of irons, grips in bad condition and minor repairs receiving no attention. In these cases the member isn't getting what he pays for.

"The pro knows that wood and iron faces out of good condition can throw a ball out of line from 15 to 50 yards, but generally the member doesn't know this."

#### **Work League Golfers — Schlax**

Earle Schlax, Kroydon representative, sees sales prospects among industrial league golfers as one of the biggest new developments in pro merchandising. Schlax is a veteran expert appraiser of profitable selling ideas for pros. In *GOLFDOM*'s first issue, February 1927, he had an article on successful pro merchandising that forecast general use of ideas that have made millions of dollars for pros.

Now Earle observes:

"Pros located at clubs in industrial areas who have the facilities to handle the shop leagues have a vast sales potential. In order to crack this market the pro has to do promotional work which starts as soon as the leagues are signed up and even before play starts.

"In Cleveland's Eastside there are six courses where industrial leagues run a full summer schedule. The pros, Pat LaConte, Mayfield Heights GC; Ralph Bond and Ed Garfield, Lyndhurst GC; Bud Baker, Lost

Nation CC; John Austin, Black Brook CC; Gordon and Art Alves, Willowick CC; and Grange Alves, Grantwood CC, have their spring merchandise shipped early in the spring and on display. Knowing what leagues are signed for the year they get letters to the different men who handle the golf activities in the various plants.

"Some of the firms have women's leagues so naturally a letter goes to the party in charge so as not to overlook this market. The letter offers any assistance the pro can give in drawing up a schedule of events and invites all players to come out for a pre-season showing of this year's new merchandise.

"This preliminary promotion work pays off. The pros are able to get much closer to the league players. The players themselves are at the present writing drawing down nice checks each week and when they buy golf merchandise of any sort, they buy the best. The pro who takes the trouble to make them welcome as individuals and not just a member of another one of those golf leagues will cash in nicely as any of the above plutocrats will testify."

#### **Educate Fee Player — Pezzullo**

From the angle of the salesman who deals directly with the buyer of golf merchandise, Harry Pezzullo, pro at Mission Hills GC, Chicago dist., semi-public course, says that making pro shop selling service conspicuously "special" has been his most profitable idea of the year.

"It's been the most profitable idea for the buyers, too," says Pezzullo. He relates: "I make quite a point of examining the clubs of players at our semi-public course. Then I compare a customer's store-line club with a pro grade club. The balance, weight, swing weight, shafts, grips, finish, details of fine workmanship, coordination of woods and irons and fitting to the user's physical features and type of swing make subjects of a most interesting, educational and convincing nature.

"When the player learns for the first time what he—or she—really should have they want to buy instead of have to be sold.

"This idea also applies to trade-in clubs.

"Then with a larger stock of clubs and of good bags to carry the clubs, purchasing is further facilitated.

"Many of us in pro golf talk about pro service when we haven't given the first, most important of pro services, informing the player of exactly what should be bought for best performance with clubs."

# 'SAM SNEAD SWINGS'

MOTION PICTURE GOLF LESSONS  
THROUGH THE MAGIC OF JOE NOVAK'S



# GOLF GENIE

No Screen

Or Projector

Needed

## GOLF GENIE

THE GOLF GENIE consists of fifty feet of 8mm golf instruction movies loaded in a pocket Movie Viewer which replaces screen and pro-

jector. Now you can enjoy movies of Sam Snead and other golf greats without owning expensive camera equipment. The motion picture golf swings are seen inside the Viewer. No batteries or electrical connections. Carry it in your pocket; use it anywhere—office, club, home.

## A VISUAL-EDUCATION GOLF AID

THE GOLF GENIE is especially designed to enable you to learn golf by visual impression—seeing the correct swing in action over and over from every angle until it is a part of your thinking and reflexes. Hand operation of the Viewer permits you to see the film at any speed, ranging

from normal to slow motion. At any part of swing, stop film instantly for "still" study. Plenty of close-ups and angle shots. All this makes the GOLF GENIE a permanent golf lesson—one you can't forget. A lifetime lesson at your fingertips that you can repeat as often as necessary to restore the clear mental image that is the basis of golf progress.

## STUDY YOUR OWN SWING

Take films of your swing with your own or rented camera. One 50-ft. reel is approx. 25 sep-

arate swings. Put your film in the Viewer, show it to your pro at your next lesson. Better yet, order an extra Viewer for your film. Make a direct comparison with Snead at each position of the swing.

## START YOUR FILM LIBRARY OF "GOLF MASTERS IN ACTION"

"Sam Snead Swings" is the first of a film series which will feature:  
MANGRUM . . . MIDDLECOFF  
. . . BURKE . . . BOROS . . . WOR-  
SHAM . . . HARRISON . . . BESSI-  
LINK . . . FERRIER . . . BOLT . . .  
KROLL . . . CLARK . . . PALMER . . .  
STEWART . . . HOLGUIN . . . .

JOE NOVAK ENTERPRISES  
P. O. BOX A-6  
Los Angeles 24, Calif.

- ( ) Send me Golf Genie (one Viewer plus one 50-ft. film, "Sam Snead Swings") \$11.95
- ( ) Send me one additional Viewer for my own film 4.95

Enter total here \_\_\_\_\_

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Guests at the recent West Point Lawn Products - Philadelphia GCSA joint meeting learned that Fred Grau, former USGA Green Section director, had joined the West Point staff when they opened the "surprise" envelopes.

### WEST POINT HOSTS TO PHIL. GCSA

On December 9th West Point Products Corp. held open house at their plant in combination with the December meeting of the Philadelphia Golf Course Supts. Assn. 120 superintendents and guests had a preview of a large-coverage Aerifier model, to be introduced generally at the National Turf Conference and Show in Miami.

Following lunch the afternoon meeting was opened by Warren Bidwell, Pres., Philadelphia Assn., who introduced Admiral Phillips, chairman of the green committee of Army-Navy CC. Leonard Strong, Pres., GCSA, urged attendance at the Miami conference and emphasized the value of cooperation between superintendents and industry. "We need them as much as they need us", Strong stated.

Tom Mascaro introduced Fred Grau in his first public appearance as a member of the West Point organization. Dr. Grau expressed pleasure in again working with the superintendents, stating that in his new position in industry he will have unlimited opportunity to help not only superintendents, but all turfgrass interests. Grau acknowledged the superintendents' contributions in developing ideas for improved turfgrass tools.

With Kodachrome slides Dr. Grau presented a review of the vast turfgrass progress in the past quarter century. He cited the significant contributions of men like Joe Valentine, Eb Steinger and Marshall Farnham and recalled early trials of chemical weed control made by Tom Dougherty, Joe Ryan, Bob Pollock and Harry Wood. What courage it took to apply the unfamiliar chemicals back in those days.

Although progress has been tremendous, Grau believes that the future will bring

many more improvements. More research is needed, and much of the money for research will come from industry. Although golf course superintendents have been leaders in the field, their contributions will benefit everyone. There is a big job for agricultural extension and for men in industry to take the information to all turfgrass interests.

Charles K. Hallowell, Philadelphia County Agent, emphasized the need for cooperation among the men in the field, the experiment stations and industry, pointing out that knowledge does not belong to any one group. The progress made by golf course men must be shared with all those engaged in turfgrass management.

### NEW WOOD RAKES

Wood rakes of various sizes and teeth spacing now made especially for golf course, park and other professional use, are available from established golf course supply dealers only, or direct by mail order from the manufacturer. Called the Make-A-Rake line, they are packed with heads, braces and handles ready to assemble, reducing shipping cost, ease of handling and storing, with minimum chance of damage in transit.

Replacement teeth, heads with teeth inserted, handles and braces can be purchased separately, a convenience and saving to users who previously had to discard rakes worn or damaged by careless workmen. Make-A-Rakes are made stronger to last longer. Stock models include "leave-in-trap," "trapeaser" lawn-leaf, hay, seeding and grading rakes. National rake supplier is Clinton Kent Bradley, Mountain View, New Jersey, retired golf course and park superintendent.

## REIHMAN AND THOMAS WITH JACOBSEN

Jacobsen Mfg. Co. recently announced the appointment of two sales representatives. John W. Reihman has been named to handle Jacobsen sales in New York



William A. Thomas, Jr.      John W. Reihman

state; William A. Thomas, Jr. will work with Jacobsen dealers in Iowa and Nebraska.

Before entering the power lawn mower field, Reihman sold major appliances both at the retail and wholesale level. His wholesale experience was primarily with Western Electric Supply Co.

Thomas was a sales representative for General Electric Supply Corp. before joining Jacobsen. He will headquarter in Des Moines.

### THE CART SEAT



A new golf innovation, The Cart Seat, made of aluminum alloy and stainless steel construction and can be installed on almost all carts in less than five minutes is re-

garded by many of the golf professionals who have seen and used it as the biggest contribution to relaxed golf since the golf cart.

It has three distinctive features. (1) a handle permitting the arm to relax as the cart is pulled and providing better control when the cart starts tipping on paths or sloping fairways. (2) a comfortable seat to relax the legs with only a click of a knob. After play is resumed, with another click, click the seat reverts to a handle and you're on your way. Ease of handling affords rest many times during each round of golf. (3) a detachable seat or spectator seat with another click, click. Ideal when hiring a caddie, watching a tournament or other outdoor competition.

The Cart Seat was conceived and perfected by two members of the Portland Golf Club and is manufactured by the Cart Seat Co., 3338 S. E. 17th Avenue, Portland, Ore.

Night lighting of practice greens and tees is becoming more extensive every year at private and semi-private courses. It's increasing clubhouse business and encouraging more use of clubs by players. It calls for more work by course maintenance dept. as insect elimination often is a big factor in use of the lighted installations.

### BALTUSROL VIEW FIRST IN MacGREGOR SERIES



MacGregor Golf seeking an idea for a Christmas card had its advertising agency, Hugo Wagenseil and Associates, come up with a fine answer. The 1953 Christmas card was a painting of the 4th green at Baltusrol where the 1954 National Open will be held. The beautiful oil by Ralph C. Reynolds shows the clubhouse in the background. Each Christmas MacGregor will have as its card illustration a painting of a view on the course on which the following year's National Open will be played. Reproductions of these scenes, in full color, measuring 5 in. by 8 in. are available for framing and pro shop decoration.



#### DAVIS COMPANY HONORS VETERANS

George A. Davis Co., golf course equipment and supply dealers, staged a banquet for three veteran employees: Roy Yele and Wm. Smith who have been with the company 25 years, and Harry S. (Bill) Bailey who is retiring after more than 35 years in the golf equipment business; the past 24 of them with the Davis organization. Sixty employees of the company with their wives or husbands attended the merry affair. George A. Davis, pres., and Oscar Borgmeier, presented Auto-wind watches to the veteran teammates. Bearing the leis are (L to R): Oscar C. Borgmeier, Roy Yele, H. S. Bailey and George A. Davis.

#### OBITZ TAKES ON SILVER PRIZE AND TROPHY LINE

Harry Obitz, head pro at Fred Waring's Shawnee Inn and CC, Shawnee-On-Delaware, Pa., has added the distribution of sterling silver trophies, prizes and gifts to his activities.

Obitz became associated in his business venture with one of the major sterling silver houses. Catalogues of the new Harry Obitz line of Sterling Silver can be obtained by writing Harry Obitz, P. O. Box 752, Englewood, N. J.

#### STAN THOMPSON MAKING NEW SLIPSTREAM WOODS

Aerodynamic principles of jet plane design are being applied to the new Slip-

stream woods. Of standard appearance otherwise, these clubs have three small horizontal air passages through the club head. Air flowing through these passages cuts down wind resistance on the swing and dissipates the partial vacuum created by the clubhead. "Adds 20 yards to your drive," is claim of maker.

Slipstream clubs come in men's and women's models. Swinging weights and shafts can be supplied to individual requirements. Maker points out that while club is proving popular with amateurs and pros alike, design is not yet approved by USGA.

Slipstream clubs are sold only in pro shops, and are manufactured by Stan Thompson Golf Club Co., 275 South La Cienega Blvd., Beverly Hills, Calif.

#### WORTHINGTON "G" HAULS 9-GANG UPHILL



Worthington dealers from all over the United States and Canada recently witnessed an amazing demonstration of hill climbing ability turned in by a Worthington Model G tractor pulling a 9-gang mowing outfit. The unit with its 4-cylinder 134-cubic inch displacement engine easily pulled the 9-gang fairway mowers up a hill in the steepest direction. The Worthington design of the Model G, has low center of gravity and maximum traction on its 7.50 x 16 dual rear wheels.



## You'll improve your course with **SKINNER** irrigation

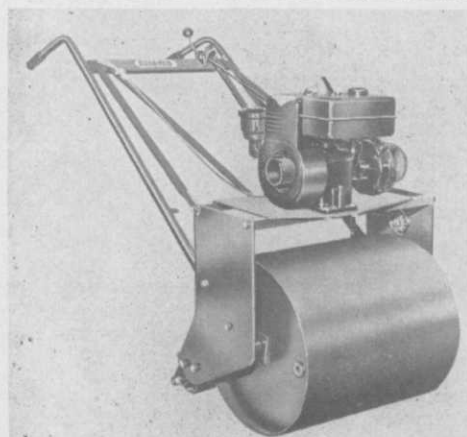
Individual units or complete "tee to green" systems. Precision made of brass, bronze and stainless steel parts to assure dependable performance for years. Write today for specifications. THE SKINNER IRRIGATION CO., 415 Canal St., TROY, OHIO



**"Pioneer and Leader in Irrigation for Nearly Half a Century"**

### **AERATOR-ROLLER CONVERTIBLE PRESENTED BY SOILAIRE**

A new hand guided power roller which can be easily converted into a soil aerating machine has been announced by Soilaire



Industries, 1200 Second Avenue South, Minneapolis 3, Minn.

Called the Rollcor, this new roller has a Briggs 1½ h.p. engine, a heavy duty B-belt clutch, is 19 in. in width and weighs 410 lbs. water load, and 495 lbs. with sand. The

roll is 18 in. in diameter and built of 3/16 in. steel plate.

An interesting feature of the Rollcor is that by disconnecting the drive chain and taking off one side-plate, the roller can be dropped out and an aerating attachment is quickly installed. The machine then has the dual purpose of rolling or aerating and can be used throughout the year.

### **"CONGO" HEADWEAR DIV. PURCHASED BY RED HEAD BRAND CO.**

Mrs. Alma K. Anderson, Pres., Red Head Brand Co., Chicago, announces negotiations completed by Clarke F. Hine, V. P. and Sales Mgr., for the purchase of the "Congo" Headwear Div., the Brearley Co., Rockford, Ill., including patents, trademarks, machinery and inventory. Acquisition of the popular "Congo" line of America's Sunshine Headwear is another step in the expansion program of the Red Head Brand Co., manufacturers of Red Head Brand hunting and fishing clothes and accessories.

The addition of the "Congo" line allows Red Head to offer a complete line of caps for sports and spectator wear to suit every possible taste. Production schedules on both "Congo" and Red Head in 1954 lines have been stepped up to insure prompt delivery on early spring orders.



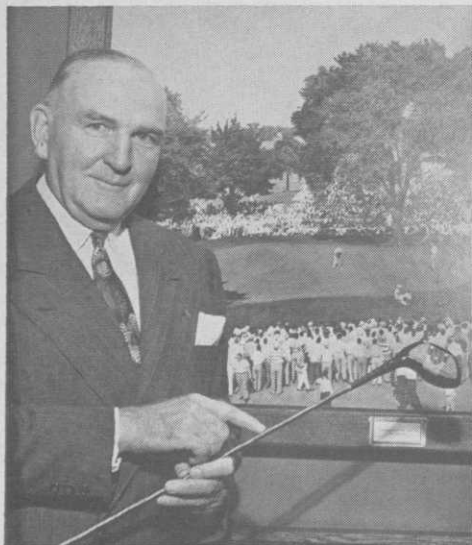
## **FOR BETTER SCORES follow through with *Scott's*®**

Over the years, Scott's record for producing outstanding turf parallels the popular growth of golf. Today, players on over a fourth of the nation's courses enjoy Scott's turf perfection. *Plan now to improve your greens and fairways with Scott's TURF PRODUCTS.* The results are certain to win enthusiastic player acclaim. Write for recommendations of our turf specialists and estimates on your program.

O M *Scott & SONS CO.*, Marysville, Ohio  
also Palo Alto, California

*Scott's* ARE FAMOUS FOR CHAMPIONSHIP TURF

## BOWMAN TESTIFIES FOR ROCKET



Fred Bowman, Wilson Sporting Goods Co. pres., points to "secret weapon" of the new True Temper Rocket shaft used in Wilson clubs. Bowman, a better than average golfer, made early tests of the Rocket location of spring for more clubhead feel and action, and with the shaft stretched his shots 10 yds. more. His own experience and observation of testing Rocket shaft performances in clubs played by other representative members of his own club, combined with Wilson pro advisory staff findings, convinced Bowman the new shaft is going to help pros solve a major problem of getting more clubhead speed and feel into clubs they sell.

### ACME SALES AGENCY BOUGHT BY MARTIN

Acme Golf and Tackle Co., national sales agents for golf equipment, has been purchased by Don Martin, former West Coast manufacturers' representative for golfing merchandise.

In taking over the general management of the company, Martin brought with him a new line of accessories, Tu-Tone golf gloves. Other lines handled by the company are Bag Boy Carts, Atlantic bags, Levings Velvet Touch putters, balls, head covers, club gripping materials and golf specialties.

Los Angeles address for Acme Golf and Tackle Co. is 1031 North Alvarado St.

### ARGONAUT GOLF BAG STAND PRODUCED IN CALIF.

E and F Engineering Co., 2982 Pico Blvd., Los Angeles 6, Calif., is making the new Argonaut golf bag stand, a lightweight de-



vice which attaches to any type of golf bag and automatically sets itself to hold the bag up on the ground to make selection of club convenient.

E. C. Lorman, widely known in golf business, is sales mgr. of the new company. Jim O'Hearn of the St. Louis (Mo.) CC has been retained in an advisory capacity to help fit the Argonaut into pro service and merchandising.

The stand, in addition to being lightweight and sturdy, is trim looking, and is claimed to increase bag life and prevent club nicking.

## 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

## GOLF RANGE

MINIATURE  
COURSE

PRO-  
SHOP

SUPPLIES

*"Yorker" Custom Designed  
Range Clubs*

Price List On Request

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