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VINNIE RICHARDS PROMOTED TO DUNLOP VICE PRESIDENCY

Vincent Richards has been named vp Dunlop Tire & Rubber Co., announces David Collee, acting pres. of the company. The Richards promotion followed board meetings of Dunlop Rubber Co., Ltd., London, Eng., and the American company.

Richards also will continue as asst. to the president and gen. mgr. of the sports division, which position he has held since he joined the Dunlop organization in 1930.



RICHARDS

He will make his headquarters at the Dunlop office, 500 5th ave., New York City.

Richards, now 50, has had a notable career in the play and business of sports. He was the tennis Boy Wonder from 1917 when he, then 14, won the Boys' Outdoor Singles tennis championship, then proceeded to

35 U. S. and world amateur and pro tennis titles, and played on 5 Davis cup teams.

He turned pro in 1923. In 1927 he was a prime mover in organizing the Professional

Lawn Tennis Assn. of the U. S. Twenty-seven years after he won his first National Doubles title with the late Bill Tilden, Richards and Tilden won the national pro doubles championship. In 1947 Richards served as Commissioner of the World's Professional Tennis league.

He has continued to play astonishing tennis and as late as 1945 defeated many of the younger stars in war drive and military installation matches.

He is a week-end golfer now, playing in the low 80s. His association with pro golf and with golf ball manufacturing and distributing business has given numerous showings of sound, keen judgment and has made him a multitude of friends in the business end of the game.

ANNOUNCE NEW MODELS OF SADDLE STOOLS

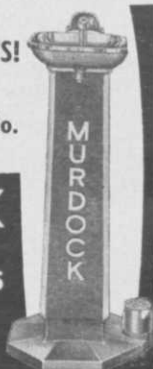
Lichtenberger-Ferguson Co., 352 S. Los Angeles St., Los Angeles 13, Calif., announces new models of folding saddle stools, with leather and duck seats, reinforced seat corners, hardwood legs and nickel-plated hardware. These 3-legged stools which are very easily carried are rapidly growing in popularity among golf spectators, and among players who want to take it easy during waits.

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THE **Monroe COMPANY**
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Forty-three sales engineers from Buckner distributors thru-out U. S., instructors and others of Buckner staff assemble between sessions of the company's first design and layout school.

BUCKNER WATERING SCHOOL STUDENTS PRAISE COURSE

Buckner Mfg. Co., manufacturers of Turf King sprinklers, Buckner quick-coupling valves, and kindred sprinkler irrigation equipment, recently held its first Design and Layout School at the factory in Fresno, Calif. John B. Gill, Buckner's Gen. Mgr., conceived the plan of inviting distributors' men for a week's instruction in basic design of efficient sprinkler systems.

Gill, who directed the preliminary planning as well as the school itself, reports that

Dr. Winston Strong, Prof. at Fresno State College; King Ewing, Manager of Atlas Lawn Sprinkler Co.; Bob Baldock of B. Baldock Co.; J. M. Hennessey of Landmark Engineering Co.

The curriculum included a basic course in hydraulics, sprinkler design, typical sprinkler system layouts, characteristics of soils and the determination of proper sprinklers for specific types, the effects of watering on various grasses and turfs, how to water properly, and the servicing and repair of sprinklers.

The instruction was kept entirely practical by numerous field demonstrations of all Buckner equipment and a visit to the new Buckner testing laboratory and station. On the last day those attending the school toured the Buckner factory to view advanced methods of manufacturing, testing, and inspection.

According to Gill, the purpose of the school was to assist Buckner distributors by helping to instruct their men in proper sprinkler specification and system layout. The instructors gave special emphasis to providing greater efficiency and economy in watering systems by means of scientific design. As a follow-up, Buckner will continue the program with a correspondence course involving periodic mailings.

Months of planning preceded the school but its success was best expressed in the enthusiasm and attentiveness of the 43 sales engineers who attended. As the school progressed it became increasingly evident that this course of practical instruction filled a definite need. It was obvious that the far-reaching results will more than justify the time and effort expended by all.



H. M. Clark, Buckner chief eng., clocks flow of water thru test pipe at irrigation school. Water distribution is measured from cans in background.

the results were gratifying beyond expectations. The success of this school will undoubtedly lead to similar presentations in the future.

Forty-three sales engineers representing distributors of turf equipment from all parts of the country, assembled at Fresno for a well-planned course of concentrated study. A variety of pertinent subjects were discussed by five qualified instructors: H. M. Clark, chief engineer of Buckner;

Arnold Firlie, vp Canvas Products Corp. (Can-Pro bags), Fond du Lac, Wis., won the Astrup trophy at the Annual National Canvas Goods Manufacturers Assn. convention. Plum Hollow, GC of Detroit dist., was the scene of the tournament in which 75 players entered.

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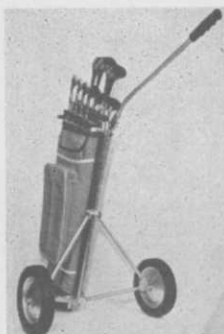
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Member
AMERICAN SOCIETY OF GOLF COURSE
ARCHITECTS

**PAR-WAY 1954 CART HAS
RED HANDLE, WIDE TIRES**

The 1954 model of the Par-Way golf cart will be handled for distribution throughout the eastern states by the Kroydon Co., says Bob Cassidy, president of the Cassidy Mfg. Co., Vancouver, Wash., makers of the cart.



A new feature of the Par-Way Cart, which should prove popular to retailers, is the red plastic handle. Attractive, durable and useful, the red grip provides easy identification for the owner, especially at crowded tees or in storage. The new plastic grip has a smooth, clean feeling and is resistant

to deterioration from weather exposure and perspiration.

Another new feature of the Par-Way cart is the wide-tread, semi-pneumatic tire specially developed by the Gates Rubber Co. The Par-Way tire is softer and gives more resiliency to the cart. With more surface contact, the tire improves handling qualities and is easy on turf.

NEW WEED CONTROL BOOKLET

An up-to-date revision of "You Can't Argue with Weeds" has just been issued by Chipman Chemical Co., Bound Brook, N. J., manufacturers of chemical weed killers since 1912. This 40-page booklet contains helpful information on a wide variety of chemicals currently recommended for weed, grass and brush control—explaining what they are, what they are used for and how to use them.

In addition, many pages are devoted to illustrations and detailed descriptions of the most troublesome weeds, as well as specific directions for their control. Considerable information on killing brush, trees and stumps is also included.

A copy of "You Can't Argue with Weeds" may be obtained without cost by writing Chipman.

FRED GRAU JOINS WEST POINT STAFF

Fred V. Grau has joined the staff of West Point Products Corp.

West Point's future plans are keyed to the idea of new products and technics. Fred Grau is well qualified to coordinate this twofold program. He will be available to superintendents for consultation service.

Born on a farm near Bennington (Oma-

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Familiar with the Finest American layouts
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SPALDING CONSULTANTS PLAN 1955 LINE

Working well ahead in planning Spalding's 1955 golf line the company's golf consultants, executives and factory experts go into conferences at the A. G. Spalding & Bros. plant at Chicopee, Mass. Shown above are:

Left side of table—(back row) L to R: Al Brosch; Al Watrous; Luke Smith; Don Tait; Jake Doubleday.

(Front row) L to R: Jay Hebert; M. J. Kiernan; Frank Heery; Paul Jones; Jerry Douglas; Frank Williamson; Mike Turnesa; Johnny Palmer.

Rear of table—(standing) Jimmy Long; (seated) Jerry Barber.

Extreme right side of table—(front to rear): Walter Burkemo; Frank Hiatt, National Sales Mgr.; Gordon W. Browne, Merchandise Mgr.

Center—(front to rear): Phil Tait, Walter B. Gerould, Spalding Pres.; George Dawson, Spalding VP.

Nearest table—(front to rear): Fred Carlsen; Lyle Thompson; Jimmy Thomson, Tom Brandon.

ha) Nebraska, Grau received early training in grass work from his father. During his college days at the University of Nebraska he was part-time greenkeeper at the old Shrine CC, and caretaker of the Plant Museum under the guidance and inspiration of Dr. F. D. Keim. Upon graduating he became research assistant with the Green Section during Dr. Monteith's directorship. 1931-1933 he did graduate work at the University of Maryland where some of the original work in chemical weed control was done. The degree of Master of Science was awarded him in 1933, and in 1935 he was awarded the degree of Ph.D. in Agriculture.

In February 1935 he accepted the position of Extension Agronomist with the Pennsylvania State College and thus became the first Extension man in the U. S. to devote a major part of his time to turfgrass improvement.

During World War II rGau took a year's leave of absence from Penn State to assist U. S. Army Engineers with grassing prob-

lems. In August 1945 the USGA selected him as Director of the Green Section, and charged him with the task of developing a coordinated, decentralized national turfgrass program. Due to his efforts a number of highly trained young men now occupy important positions in the turfgrass program across the U. S. In 1945 less than half a dozen agricultural experiment stations had developed a turfgrass program; today over half the stations have an active turfgrass program.

"CHAMP" SPIKE LESSENS BREAKAGE

The "Champ" all-hardened steel replaceable spike, with its tough non-break-apart construction, has completely eliminated the trying problem of lost or broken washers or bases, according to its makers, MacNeill Engineering Co., Waltham, Mass. MacNeill engineers also state that the "Champ" spike gives the golfer 25 per cent more gripping surface for better traction and swinging foundation.

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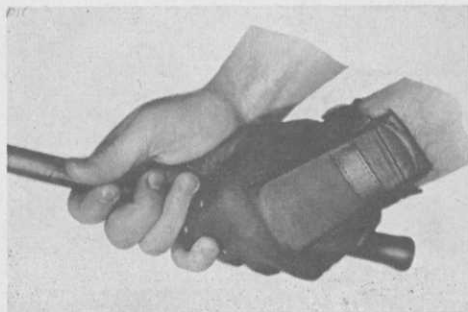
266 Harrison Road
Valley 3-3444

Turtle Creek, Pa.
Suburb of Pittsburgh

**"BREAK 90" GLOVE IS NEW
CHAMPION PRODUCT**

A new golfing glove, the "Break 90", is now being marketed by the Champion Glove Mfg. Co., Des Moines, Ia.

Company officials say the new type of glove has a "built-in resistor" which controls the movements of the left wrist in



golfing; that it has enabled average golfers to slash as much as 10 strokes off their score in actual tests.

The "Break 90" glove keeps the golfer's left hand and wrist firm and straight. It is scientifically designed to allow hands and wrists to swing into proper position at the top of the backswing and keeps the left

hand firm through the follow through. In addition, the resistor keeps the left hand in correct position for accurate putting. The glove is available in both men's and women's sizes.

The glove was developed by professional golfers at Town House Golf Centre Inc., one of the largest golfing schools in New York.

**NOVAK'S "GOLF GENIE" SCORES BIG
HIT AS GOLF TEACHING AID**

Few, if any, golf teaching devices have so quickly and broadly won the interest and use of players and pros alike as Joe Novak's new "Golf Genie" judging from orders and users' comments since the device was introduced last November. Novak, honorary pres. of the PGA, and author of the highly successful "Par Golf in Eight Steps" is one of golf's soundest and most highly regarded instructors.

As Novak relates the story of the "Golf Genie", "I reasoned that if visual impression was nature's own way of teaching us, why not employ nature's method in teaching golf. So, I started to develop the 'Golf Genie' on nature's fundamental law that a clear mental picture is the basis of all physical performances. By seeing the correct swing over and over it becomes part of



ROBERT BRUCE HARRIS

Golf Course Architect

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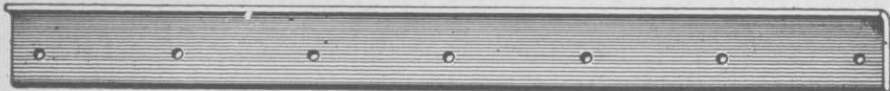
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your thinking and reflexes. Observation comes first, then imitation followed by the subtle modifications of our subconscious minds in adapting basic principles to our individual requirements.

"The Viewer," which is part of the 'Golf Genie' is designed so that players learn by visual impression. I realized the conventional movie projector was too expensive, bulky and required too much preparation to en-

50 ft. reel has about 4,000 pictures. Our film library of 'Golf Stars in Action' leads off with Sam Snead, whose perfect swing is on the film currently being furnished with the 'Golf Genie', and later films will feature Mangrum, Middlecoff, Burke, Boros, Bolt, Harrison, Worsham and many other tournament stars. Also in preparation is a film based on my own instruction method, reduced to an 8-step formula presented in my first book, which depicts the principles of attaining power through the body and direction of the hands. The film will be ready for the release shortly, of my new book, 'How to Put Power and Direction in Your Golf.'

"By taking your Viewer along when taking a lesson from your pro it will enable him to illustrate details by pointing them out in Snead's swing or your own."

Complete information on the "Golf Genie" may be had from Joe Novak Enterprises, P.O. Box A-6, Los Angeles 24, Calif.

SWINGING AROUND GOLF

(Continued from page 23)

mony Landing CC, announces purchase of land for 18-hole course . . . New England PGA pros planning 5-day pro-member tournament to be held at five clubs late this summer . . . Dave Todd to Cherry Point (N. C. Marine Air Corps) GC, as pro.

PGA Senior championship at Dunedin with Ronald Teacher, Glasgow distiller, picking up tab for expenses of qualifiers from PGA's 30 sections stirring so much interest many of the old boys have been practicing this winter . . . Teacher's financing of PGA Seniors and National Golf



Joe Novak stops film in "Golf Genie" to show pupil detail of swing causing trouble.

courage the spontaneous, frequent viewings essential for the most productive results. So, the Viewer was made pocket size to be conveniently carried anywhere, thus encouraging frequent use at home, the office or club, with no batteries or electrical connections needed.

"Hand operation regulates film at any speed, even freezing a still picture for detailed study at any phase of the swing. Each

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whirlwind tee
fairway rough hand
Mower grinders
Peat Moss
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Sand (for greens, tees)
Scythes (motor driven)
Seed: fairway green
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Sod cutter
Soil screeners Soil shredders
Sprayers: power hand
Spreaders, fertilizer,
seed, topdressing
Spikers: greens fairway
Sprinklers: f'way green
Swimming pool equipment
Swimming pool cleanser
Swimming pool paint
Tractors
Water systems, fairway
Weed chemicals

Pro Shop

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Bags: canvas leather
Bag carts, for players
Bag supports
Bag racks
Bag towel kit
Balls: Regular Range
Ball markers
Ball reconditioner
Ball retriever
Bandages, cohesive
Calks, for shoes
Caps and hats
Carts (motor driven)
Club cleaning machine
Clubs: Woods Irons
Putters

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Club repair supplies
Club separators for bags
Cushion-sole Inserts
Dressing for grips bags
Golf gloves
Golf Grips: Leather
Composition
Golf Practice Devices
Golf shoes
Grip preparation for hands
Handicap racks cards
Mech. Range Ball Retriever
Motion picture lesson viewer
Practice driving nets

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

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Air conditioning equip.
Athletes foot preventives
Bars (portable)
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Bath slippers
Bars
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Floor coverings
Folding Table (Banquet)
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Step treads
Towels: bath face
Wash fountains

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name (Zone.....)

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name (Zone.....)

Add.: Town: State:

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

Add.: Town: State:

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

Add.: Town: State:

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NOT for Driving Ranges.

Fund, Inc. allotments to PGA educational, relief and welfare funds considerably relieved PGA budget problem . . . George S. May organization study of PGA headquarters resulted in suggestions for operating economies.

Life magazine considering paying for PGA film on teaching to be produced by Teaching committee headed by Harold Sargent . . . Film to include several stars as models and to have the pros' instruction customers in the act . . . That'll be interesting valuable innovation as golf instruction films have pictured only the performances of the perfect, not the problems of those who go to pros for playing help.

Western Golf Assn. awards its 1955 Western Open to Portland GC, Portland, Ore. . . . Western director Bob Hudson to sponsor the event . . . Every event Bob has engineered (Portland Open, PGA and Ryder Cup) has been highly successful.

Be sure the USGA Handicap System for Men poster displayed in your clubhouse or pro shop is the one printed in blue . . . The poster printed in black had lines transposed in the 85% Allowance Table.

Royal Canadian GA split its \$12,166 for 1953 National Golf Day 50-50 between Canadian Red Cross and junior golf promotion.

West coast historians (?) whose book on sports promotion history recently was published can't qualify as authorities on the basis of their references to golf tournament circuit development . . . They omitted vast credit due to Bob Harlow . . . After Mrs. Tommy Armour and Mrs. Al Espinosa did the planning and letter-writing that actually started the tournament circuit and Hal Sharkey gave it push as a winter sideline to his New Jersey golf writing Harlow went in as a full-time worker . . . He really established the golf tournament circuit as big business in lean years . . . Nobody will tell you that any quicker than Fred Corcoran who succeeded Harlow and ably developed the circuit to its present fiscal and calendar dimensions.

Harlow was originator of the international pro matches played last October at Paris . . . The idea was Bob's and his enthusiasm for friendly international expert competition on golf courses and in restaurants got

(Continued on page 82)

CLASSIFIED ADS

Rates: Minimum insertion \$4.00 for 20 words; additional words 20c each. Bold face type, 25c. per word. Classified cols. reserved for help or services wanted and for sale of used equipment.

Under no circumstances are we permitted to divulge the name and address of those placing the blind advertisements. Responses to all box number ads should be addressed to the box number and mailed to GOLFDOM; replies are promptly forwarded to advertisers.

BANKRUPT SALE of Golf Course Supplies will interest Fee Course Operators and others. Prices slashed up to 50% on nearly \$10,000 stock, old established dealers. Broker: Clinton KENT Bradley, Mountain View, New Jersey.

ASST. PRO — Good player with shop and some teaching experience and ambition to learn from first class pro how to eventually be able to handle home pro job of his own, seeks asst. job. Hard worker. Single. Reliable, will make money and friends for his employer. Address Ad 101 % Golfdom.

WANTED: PRO-GREENKEEPER for 9 hole golf course, **ALSO MAN AND WIFE** to take over food concession, operate dining room and manage clubhouse, in small central Ohio Country Club having membership of 150. Address Ad 102 % Golfdom.

PROFESSIONAL, CLASS A PGA MEMBER presently employed as Pro at large N.E. club, desires to change pro position for coming season. 25 years' experience, including club management and greenkeeping. Finest references and top credit rating. Married, no children. Address Ad 103 % Golfdom.

ASST. PRO — desires position for year round. Will locate anywhere. Age 30, wife and child. Competent and dependable. Address Ad 104 % Golfdom.

PROFESSIONAL or ASSISTANT — AGE 24, MARRIED, TWO CHILDREN. 10 YEARS IN GOLF WORK. YEAR ROUND JOB PREFERRED. ADDRESS AD 105 % GOLFDOM.

PRO — would like to make change for '54 season. Age 35. Extensive experience. Wife willing and capable to assist if necessary. Address Ad 106 % Golfdom.

SCOTCH BORN PRO NOW EMPLOYED WISHES A CHANGE FOR 1954. P.G.A. MEMBER. EXCELLENT TEACHER, SOBER HABITS, MARRIED, NO CHILDREN. ALSO INTERESTED IN A POSITION IN THE SOUTH FOR THE WINTER MONTHS. ADDRESS AD 107 % GOLFDOM.

Wanted: Experienced greenkeeper, under 50 years preferred. Home and utilities furnished, 18 hole public course. Write to A. W. Pettibon, Broadhead Road, R. D. #1, Monaca, Pa.

WANTED: To lease with option to buy, Golf Range in any part of country, with or without equipment. Address Ad 108 % Golfdom.

SALESMEN wanted to sell golf gloves. Several territories open. Also a few distributorships. Morrison Glove Company, Monrovia, California.

Manager for golf range and miniature golf. Man and wife preferred. Excellent opportunity for aggressive manager for next summer starting about April 1. Write Box No. 109 % Golfdom giving background.

CADDIE MASTER — Attractive proposition for competent, dependable man who can recruit, train and supervise caddies. Tell qualifications and references in first letter. Address I. C. Williams, Onwentsia Club, Lake Forest, Illinois.

PRO-GREENKEEPER WOULD LIKE TO HEAR FROM ANY CLUB THAT NEEDS A PRO FOR THE SHORT SUMMER MONTHS. REFERENCES. ADDRESS AD 110 % GOLFDOM.

Representatives wanted to cover available territories to sell golf bags and accessories and Carry-all Bags to Golf Pros. Latest styles and promotional material ready. Write for exclusive proposition.

Arnold F. Firl, General Sales Mgr.
Can Pro Corporation
Fond du Lac, Wisconsin

Reconditioned Toro Power Mowers — Park Specials — Professionals — 3-5 and 7 gang fairway mowers. Reconditioned Aerifer. Priced right. Bob Baldoek, 1505 Blackstone, Fresno, California.

GOLF PRO — Public Course, City 50,000 North Central State, 20,000 rounds; Pro Shop and Golf Management, 7 months. Make offer. Address Ad 111 % Golfdom.

GOLF PROFESSIONAL — would like new location. 15 years experience, teaching, golf shop management and charge of caddies. Have small family. Good credit rating and references. Address Ad 112 % Golfdom.

WANTED FOR CASH

Old golf balls retrieved from ponds or out of bounds on or around golf courses.

Cuts and Bumps	48¢ per doz.
Off brands & synthetic	\$1.20 per doz.
Round & perfect \$1.00 brands	

for refinishing \$2.40 per doz.
Note — Golf range culls, picked over lots and cut deep into rubber types not acceptable at above figures. (See adv. below.)

Send for shipping tags and instructions.

DRIVING RANGE MEN — REBUILDING

Your old cores recovered with the new type paintless cover material. Tested and proven to be the best process in rebuilding for driving range or miniature course use. Guaranteed 100% against seam splitting.

Price per doz. on exchange \$2.60
Circular and information on request.

NORTHERN GOLF BALL CO.

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GOLF PROS

Now you can stock the best in a low priced ball of quality. Your mine run old golf balls accepted in trade — all high compression (*blue ribbon*) — liquid center balls in return. 24¢ to \$2.40 per doz. allowed on old cores. (See our ad above.) Bulk per doz. \$2.65; boxed \$2.85 — less old core credit.

NORTHERN GOLF BALL COMPANY

3441 N. Claremont Ave. Chicago 18, Ill.

PRO OR GREENKEEPER OR COMBINATION. LONG EXPERIENCE, COMPETENT, AGREEABLE, MODERATE INCOME SATISFACTORY. EASTERN OR SOUTHERN LOCATION. ADDRESS AD 114 % GOLFDOM.

Wanted — Chef-Cateress, man-wife to run kitchen at private country club. Salary or concessions. Contact Ed Verplanke, Paducah Country Club, Paducah, Kentucky.

Graduate Hotel School Cornell University desires position as Pro or Pro-Manager. Five years experience in golf. Resume furnished. Write Box 115 % Golfdom.

Wanted for 1954 season — married couple, qualified Greenkeeper or Pro-greenkeeper, and wife to act as club stewardess, 9 hole course in New England. Living quarters furnished in club for 12 months. Golf season, 7 months — clubhouse open all year. State experience, age, and salary expected. First-class references required. Opportunity for winter employment. Address Ad 116 % Golfdom.

Mr. Employer: Do you need someone for these responsibilities: Teaching, shop operation, course maintenance, caddies, golf promotion, tournaments, handicaps, etc. Address Ad 117 % Golfdom.

PRO-MGR-GREENKEEPER or combination, desires position. Experienced in all phases of Management and Supervision. Wife capable of operating clubhouse and dining room. Best of references. If interested write Ad 118 % Golfdom.

SUPERINTENDENT or Pro-Supt — Man with extensive and successful experience in building, maintaining excellent golf courses and with fine record as pro-teacher, businessman and golf promotion man, is available for new position, having recently completed another very good course. Qualified very well also to ably serve as pro-superintendent of smaller club where earning and working prospects are attractive. Widely known for successful experience in South. Address Ad 119 % Golfdom.

Salesmen calling on pro shops. Nicely styled knit shirts and sweaters. 10% Commission. Spring line now ready. Chicago, New York, New England territories available. Sunset Sportswear, 709 Mission Street, San Francisco 3, California.

GOLF PROFESSIONAL desires connection with progressive club as pro-greenkeeper. Over twenty years experience as a golf professional; also, several years experience in the care and maintenance of grass green golf courses. Received medical discharge from Marine Corps., and draft exempt, A-1 credit, forty-two years of age. Will consider club in any section of country. Can furnish best of references from past clubs. Address: Frank L. Reed, Route 4, Box 672, Lakeland, Florida.

Pro-Greenkeeper would like to contact club in need of someone who has every qualification necessary for this position. Successful service with many prominent clubs. Can supply best of references. Address Ad 120 % Golfdom.

Wanted — Man and wife, no children, experienced in clubhouse management and operation of kitchen, dining room and bar. Living quarters at club. Membership and fee course. Open all year. New Jersey location. Give particulars and references first letter. Address Ad 121 % Golfdom.

SALESMEN WANTED: TO CARRY A LINE OF GOLFERS' SPORTSWEAR TO THE GOLF SHOPS, CAPS, HOSE, SHIRTS, SWEATERS, JACKETS AND OTHER ACCESSORIES. CHOICE TERRITORIES OPEN. 10% COMMISSION. ADDRESS AD 122 % GOLFDOM.