

National Rain Bird Sales & Engineering Corp., Azusa, Calif.

This new Model 30-W Rain Bird Sprinkler has been simplified in design to reduce the number of wearing parts, and a hood covering on the upper part of the bearings keeps abrasive material out of the sprinkler when it is in use and when it is lying on the ground.

GLISSMANN HAS NEW FOGGER FOR INSECTICIDES

An insecticide fogger that is attached to an exhaust manifold, and which uses the insecticide can instead of glass jars or tin cans to hold the fluid, is being marketed by Harold W. Glissmann, Inc., 927 South Saddle Creek Rd., in Omaha, Neb.

The B and P fogger is readily adaptable to the control of mosquitoes, chiggers, flies, and other insects.

The Glissmann Company holds that this advance in design does away with the inconveniences caused by breaking jars which motor vibration frequently causes. It also eliminates replacing rusted and corroded tanks.

Now all the operator has to do is punch a hole in the bottom of the can with the sharp bias end of the pipe leading to the exhaust chamber. At the same time the can opening is sealed against leakage by a



look close!
for Sick Turf!

If your fairways, greens and tees bear any indication of Brown Patch or other grass diseases, act now! We offer a complete line of excellent fungicides. Don't wait until your turf troubles increase — write and give us your problem. We can help you!



WIN "BEST TURF" HONORS WITH PURATURF #177

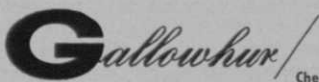
(a cadmium fungicide)

The proven cure for DOLLAR SPOT COPPER SPOT and PINK PATCH

PURATURF #10

(a soluble phenyl mercury)

eliminates crab grass and controls dollar and copper spot, pink patch. Most effective for snow mold and helminthosporium leaf spot.



Chemical Corporation
801 Second Avenue
New York 17, N. Y.

Clean out Crabgrass



EASY PROVEN Scott's WAY

No mixing, apply SCUTL as it comes from bag. 3 or 4 treatments scutillas crabgrass without discoloring good grass. Controls fungus too! Ask for estimate.

O M Scott & SONS CO., Marysville, Ohio

STUBBORN GREENS & FAIRWAYS

TRIAL OFFER

Gal. with automatic spray gun.

Reg. \$6.90 **\$4.95**

Respond to Use of

LIQUID

GRO-GREEN

...with Foliage DIETENE

Keep your course in tip-top condition with easy-to-apply Gro-Green.

30 gal. drum \$2.08 gal.
55 gal. drum \$1.98 gal.

Liquid Gro-Green contains all essential Trace and Micro-elements, hormones, and vitamins that provide balanced plant diet without waste. For greens, use handy spray gun (shown below). Fill glass container with undiluted Gro-Green and connect to hose. Spray gun automatically mixes 1 pint Gro-Green to 15 gallons of water. 1 pint covers approximately 2000 sq. ft. For fairways, use ordinary mounted sprayer. Mix 2 gallons Gro-Green with 8 gallons water, use 10 gallons per acre nozzle. Weed killer may be mixed with solution and both sprayed on at one time.



Wire or write for price list. Dealer inquiries invited.

H. D. CAMPBELL CO.
ROCHELLE ILLINOIS

SAVE 50% and more in

Labor - Materials

with **FencPainterR**

For WOOD - METAL BRICK - STONE CONCRETE



Hundreds of industries and institutions all over America are using the FencPainterR applicator system of painting at immense savings. It's five times faster than brushing methods. Irregular and corrugated surfaces painted with the same facility and covering power as smooth surfaces. One concern painted 6 ft. wire fence at a total cost of only 20c per lin. ft. FencPainterR enamels contain only top-notch ingredients — go much farther — are more economical in the long run.

SPECIAL TRIAL OFFER — Including industrial size FencPainterR and 5 gal. FencPainterR aluminum enamel, 1 gal. solvent. Complete, only \$57.00. Enough to do 300 lin. ft. of 6 ft. chain link fence. (Add \$5.00 for gray, white or black — \$10.00 for red or green).

Unconditionally Guaranteed

THE ONLY ROLLER MADE WITH CAPILLARY ATTRACTION (PAINT HOLDING POWER)

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2314 W. Van Buren Street Dept. G Chicago 12, Ill.

MAIL COUPON for new 32 page illustrated brochure with full details covering FencPainterR products and their use.

FencPainterR Corp., 2314 W. Van Buren St., Dept. G, Chicago 12, Ill.

Please rush Free 32 page Brochure
 Send Special Trial Offer, complete
(Color desired _____) \$ _____

Name _____
Address _____
City _____ State _____

rubber washer around the pipe opening. When the can is empty, replace with full one.

The B and P Insecticide Fogger can be attached to the exhaust manifold of power mowers, garden tractors, power sickles, tractors, trucks and cars.

ATLANTIC PRODUCTS PRESENTS PRO MERCHANDISING SERVICE

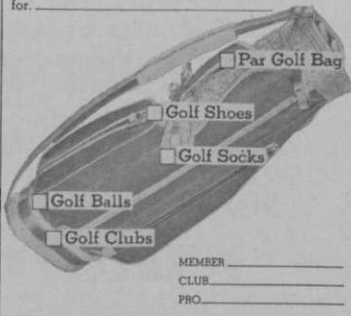
A new service to relieve the pro of some essential work now is presented by the Atlantic Products Corp., Trenton, N. J., makers of Par golf bags. This new free service permits the golf professional to conduct brisk sales promotion campaigns by using Atlantic Products' material and personnel.

J. Robert McNeil, sales mgr. of Atlantic Products, says: "We have felt for a long time that some who distribute merchandise thru the pro shops should take over a share of the important job of merchandising and selling from the professional who is busy enough conducting tournaments and giving lessons. That is why we have developed this special free service."

The plan, called the APC plan, was outlined in a letter recently to golf professionals. Any golf professional can make use of the APC plan without charge by contacting the Atlantic Products Corp. in Trenton, N. J. Each cooperating pro re-

GIFT CERTIFICATE

This certificate entitles you to purchase merchandise to the amount of _____ DOLLARS for _____



ceives eight separate services to help in the operation of his professional shop.

Plan embraces a special mailing service which will handle mailings to the professional's own club members. This mailing service types letters to all of the members on the professional's own club letterhead, and over a reproduction of the professional's signature. This service will stamp

them, mail them, and pay for the postage. These letters will promote the professional's golf lessons, the equipment he carries in the shop, and the special services he makes available to golfers.

In addition, members of the APC plan will get, free, attractive stuffers to mail out with their clubs' monthly billings.

Another sales aid included in the plan is a novel type of gift certificate to help promote golf lessons. Atlantic will supply the professional with pads of golf lesson certificates to promote sales of gift series of golf lessons.

Unique gift certificates have also been designed by Atlantic and will be supplied



free to the APC member for Father's Day, Mother's Day, birthdays and Christmas.

Another of the eight free services is the display material which Atlantic will supply for the walls and counters of the pro shop. This display material will promote the pro's golf lessons, gift certificates, and all the lines of merchandise carried in the pro shop.

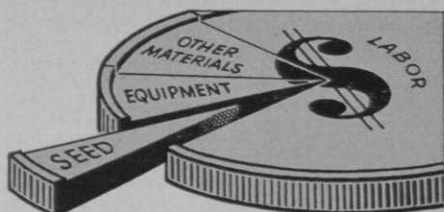
In addition, members will get immediate delivery service on any size of order with free L.C.L. rail freight transportation on individual orders weighing 100 lbs. or more. Members will also receive a new direct factory-to-pro price service on all Atlantic Par-Bags so that they can enjoy the regular competitive dealer price.

Any professional wishing to make use of the APC plan is requested to write Atlantic Products Corp., Trenton, N. J.

EDDIE WILLIAMS "DEVELOPAR" HELPS LESSON RESULTS

Eddie Williams, pro at Louisville (Ky.) CC and the only winner of three consecutive PGA Senior championships, is getting very satisfactory reports from other teaching pros and their pupils on the Williams Developar, an instruction and practice device.

Pros tell Williams their pupils are practicing with the convenient device and showing great results in improvement of hand action and hand strength. Williams has brief instruction reminders on the Developar and supplies a concise instruction and exercise manual with the device



The Smallest Slice of your course expenses can make The BIGGEST difference

Do your golfers wind up every round praising your turf? If you're not getting your share of compliments, you ought to check that vital 5%—the average course budget expenditure for seed. It's mighty important to spend that slice wisely for top quality.

Call upon Mock's for the newest developments in turf grass seed, sold either pure, or mixed to your special formula. Your inquiry will receive immediate attention . . . your needs will have Mock's specialized service.



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PITTSBURGH 30, PA.

NO STOOP, NO SQUAT, NO SWEAT

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Clearing Quartette!

Save time and labor on your course! Attach any one of 4 cutting heads to Hoffco's sturdy 2 h.p. unit—do the work of 6 men. Hoffco is lightweight, portable, perfectly balanced—America's most economical unit. 1000's now in use. Ask your dealer to demonstrate.

2 H. P. POWER UNIT

PAT. PEND.

Sawette

Heavy-duty chain saw—fells trees and brush up to 8" dia. Safe, easy, money-saving operation on any terrain!

Scytheette

Tough chisel teeth eat through weeds, briars, saplings up to 3/4" dia. Levels growth on rough terrain—operation under water.



Trimette

7" circular blade trims around walks, stones, drives—while you stand erect. Suction spreads mulch evenly. No raking!

Brushette

Powerful 10" dia. cutting head clears brambles, brush, and trees up to 3" dia. "Shock absorber" protects operator and blade.

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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.

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MINIATURE GOLF COURSES

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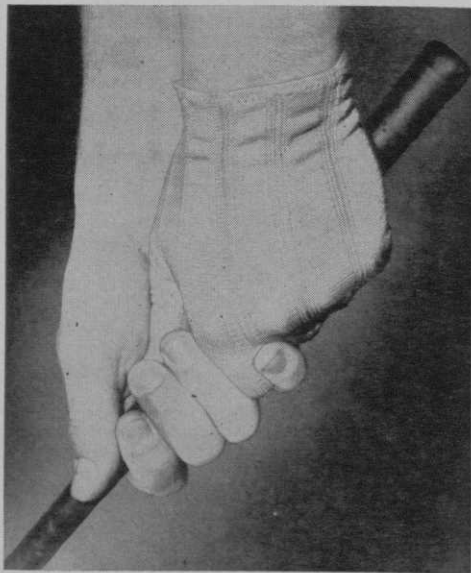
EASTERN GOLF CO.

Dept A
2537 BOSTON RD.
BRONX 67, N. Y.

for supplementing pro personal instruction when the golfer is using the device at home or in an office.

CHAMPION MAKING NEW STA-TITE GLOVE

A new "Sta-Tite" golf glove, designed with a patented one-way stretch elastic back to permit freedom of action without pulling out of shape or binding the wrist,



has been announced by the Champion Glove Mfg. Co., 311 Court St., Des Moines, Ia.

Makers say the patented construction will allow the golfer to keep the feel of the club while maintaining a wrinkle-free palm when in use.

A feature of the "Sta-Tite" golf gloves is that it is manufactured in three sizes only, AA, A and B, which are designed to fit both men and women. The lastex back is so woven that the air can circulate freely, making the glove comfortable in warm

TEE MATS

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Nationally acclaimed by golf clubs and ranges as the best buy.

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Merchants Tire Co., 2710 Washington, St. Louis 3

weather. A patented vacuum grip prevents slipping. The soft, thin capeskin leather is sewed with nylon thread for strength. The latex is guaranteed not to unravel.

The glove is offered in a polyetholene bag for attractive, visible display.

BRADLEY HAS NEW TEE LITTER CATCHER

Keep-Tee-Kleen litter catchers to fit both the pipe and channel steel types of golf ball washer holders are now available. The new baskets are made of flattened, diamond mesh steel, with galvanized rim and bottom pan. One standard size of about 10 in. diameter and 13 in. high can be had in aluminum and colored Rustoleum paint finish on order. No welding or solder is used in fabricating and if there's a trash fire, no damage but to the paint results. The Keep-Tee-Kleen is made by Clinton Kent Bradley, Mountain View, N. J. and is available thru dealers, or direct by mail order.

NOVAK ADDING TO FILM LIBRARY FOR "GENIE"

Joe Novak is adding 8 mm. films of other stars to the instruction films of Snead, Mangrum, Middlecoff, Worsham and Burke originally available for use with Joe's Golf Genie small motion picture viewer.

The Genie is getting considerable effective use in instruction other professionals tell Novak as they have found it a most convenient way of showing movies of stars, stopping and reshewing details they want to impress on pupils. Much use now

YOU MUST BE RELAXED TO PLAY YOUR BEST GOLF

This \$1 book tells you HOW!

THE SCIENCE OF CONTROLLED RELAXATION in GOLF

Think this over: Studied relaxation is the most important factor in the proper execution of all golfing shots. Yet, it is the most neglected and slighted—despite the fact that winning golf is essentially a mental accomplishment. Your body or any of its parts, cannot function correctly if you are not wholly relaxed in mind and body.

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DBA LIQUID-LUSTRE GOLF BALL WASH WITH RUST PREVENTATIVE ADDED

Insure satisfied golfers by using DBA Liquid-Lustre in your ball washers.

- Costs as little as 2¢ per washer per week
- Safe for washers . . . will not cause rusting
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ORDER YOUR SUPPLY TODAY!

Per single gallon \$4.50
5 gallons, per gallon 4.25

Order from your dealer or direct from DBA and give dealers name.



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GLOBE GOLF BALL RE-CONDITIONER YOU CAN REPAIR CUT BALLS MAKE NEW DIMPLES



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The MURDOCK Mfg. & Supply Co.
Cincinnati 2, Ohio

MURDOCK

OUTDOOR
DRINKING FOUNTAINS
HYDRANTS
LAWN HOSE BOXES



is being made of Novak's Golf Genie in showing without screen or projector movies of the pros' pupils own swings.

Joe now has expanded selling distribution so many many sections of pro trade now are being covered by salesmen. Details of the Golf Genie also may be secured direct from Joe Novak, Bel-Air CC, Los Angeles 24.

Novak also advises that his new book "How to Put Power and Direction in Your Golf", published by Prentice-Hall is selling strong.

NEW PLASTIC PRACTICE NET



South Bend Product Sales Co., manufacturers of new type golf practice net, have set up production and sales schedules for national distribution of their new product. This net, embodying an expanded cellular plastic pad designed to withstand the impact of high velocity drives, is manufactured at 1422 Mishawaka Ave., South Bend 15, Ind. The plastic, called Ensolite, absorbs the impact of the ball and allows it to drop to the ground without rebounding.

MENTHOLATUM ADDS TO PLAYERS' COMFORT AND PRO SHOP PROFITS

The increasing call for Mentholatum Medicated sticks by pro shops where attention to little items of player convenience is adding to profits and service reputation

AMERICA'S BIGGEST SELECTION of GOLF AWARDS



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

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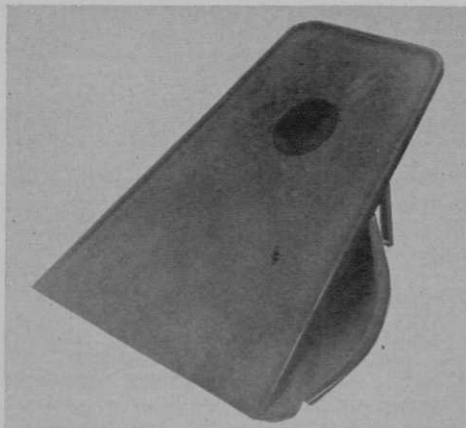
UNIVERSAL SPORTS AND AWARDS

Division of
Universal Bowling & Billiard Supply
515 S. Wabash Ave. Chicago 5, Ill.
Tele. - WAbash 2-5255

GOLF
AWARDS

has encouraged the makers to make a special offer to all golf professionals. Long a household name for soothing sun and wind dried and cracked lips, Mentholatum in its new, handy plastic case is assured an active demand at all golf courses. Sticks are packed in dozen-lot display cartons and details of special trial order for pros appear in Mentholatum ad in this issue—or write the Mentholatum Company, 1360 Niagara St., Buffalo 13, N. Y.

KUMBAK COMES BACK



Kumbak practice putting device, long a favorite with pros and amateurs, again is being pushed through pro shops by its makers Fox Products Co., Philadelphia 41, Pa. The basic idea of the Kumbak is that since carpeting is faster than grass the incline of the device equalizes speed of indoor and course putts, and the design of the return channel returns the ball to the player.

HAGEN ISSUES PRO SHOP BUSINESS LETTER

Walter Hagen div., Wilson Sporting Goods Co., has issued an interesting Pro Shop Business Letter containing news of pro operations that have increased busi-

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Top Quality
Quicker Service

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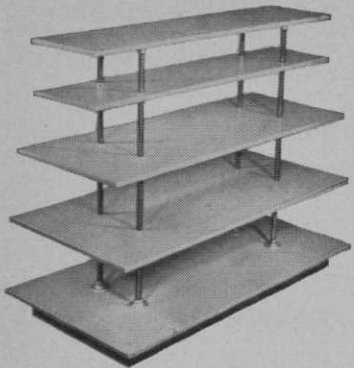
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NEW! SELF-SERVICE ISLAND

FLEXO-SPACE the new Self-Service Island Fixture gives you 300% more selling space than the conventional flat-type counter in the same floor area. Permits you to display 4 times more merchandise. **FLEXO-SPACE** requires only 121½ Sq. Ft. floor area yet you get 50 Sq. Ft. of Selling Space. Middle shelves can be raised or lowered within 15 adjustments. Modernize your Pro-Shop with **FLEXO-SPACE** Self-Service Islands. You will enjoy increased sales upon use. Write for **FREE** catalog — Today!

ADD SALES CO. 835 York St., Manitowoc, Wis.

ness. The Letter is planned for appearance every other month.

The Haig is really taking a hand in this as the Old Boy has been paying a lot of attention to the way the home club pros are playing their game. He reads royalties on the scorecard and he likes that. Eddie Rankin, the Hagen div. gen. mgr., is doing the heavy work for Walter on the letter and getting help from the Haig and the company's salesmen.

MANGRUM DESIGNS NEW CLUBS FOR GOLFCRAFT

Lloyd Mangrum, long a top playing pro star and rated among his colleagues as an authority on club design, has signed with Golfcraft, Inc., Escondido, Calif., and after some months of research and testing with Ted Woolley, Golfcraft pres., factory experts, other pros and amateurs announces Lloyd Mangrum signature clubs.

Mangrum has had the hunch for the newly designed irons and woods for some time and patiently worked out the relationship between grip, shaft and head in each club to combine balance, tempo and power in each club. He says the new clubs are the strongest he's ever had in his years of playing and are worked out to a for-

mula that gives the balance, strength and timing to the ordinary golfer as well as to the expert.

Materials and factory clubmaking and frequent process checking procedures have been worked out during several months of intensive preliminary operations.

The Lloyd Mangrum clubs are to be sold on a pro-only policy at top grade prices.

FOOT-JOY REPORTS RECORD ADVANCE ORDERS

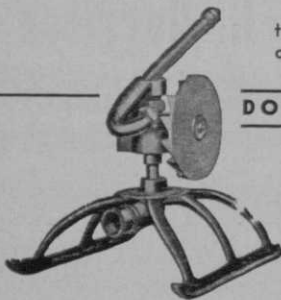
Field and Flint Co., makers of Foot-Joy street and golf shoes, has announced that production has been increased to full capacity as a result of record-breaking advance orders.

The announcement climaxed the annual five day sales and styling conference at which Clark L. Wilcox, executive vp presided. Wilcox said the new Fall and Winter lines have been planned and will be executed upon the basis of color, style and consumer acceptance trends. New models are being added to the Foot-Joy Line.

Several new shades and combinations of fabrics and leather will be introduced and rushed for early Fall delivery. The tasseled moccasin and the kiltie tongue innovation, which proved so popular this

A Great Water Saver . . . One Single Line of Water

Just a single line of water, rotating, so all the water soaks in before the line passes over again. Up to a 90-foot diameter with good pressure; down to as little as a 15-foot diameter with a turn of the faucet.



DOUBLE SPOUT

Style Illustrated
\$19.50

SINGLE SPOUT
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DOUBLE ROTARY SPRINKLER "Right as Rain"

Greater Distance — Better Coverage
Positive Action — Longer Life

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Whitehall 4-6530

ALFRED H. TULL
Golf Course Architect

209 E. 49th Street
NEW YORK 17, N. Y.

Spring, are expected to do even better in the coming seasons. Following the tassel, will be the one-eyelet shoe, which Field and Flint feels will be another fashion leader.

MURDOCK HAS BABY AT 100!

At the healthy age of 100, the Murdock Manufacturing & Supply Co., Cincinnati, O. announces the arrival of "Murdock, Jr.", a new, lower cost $\frac{3}{4}$ in. compression hydrant. This new compression hydrant is a completely redesigned, non-freezing unit for use around golf courses and other places where water is needed quickly in any weather.

Water flow on this new hydrant is controlled by large ball wheel handle on top. Lever will be supplied instead of handle, if desired. This lower cost hydrant is non-freezing in any weather without previous attention and is recommended for fire service.

**WESTALL RUBBER FLOORING
SALES BOOMING IN GOLF**

Henry Westall Co., 944-60 Merrimon ave., Asheville, N. C., says sales of Westall rubber flooring this year are racing far ahead of any previous year of the five the company has had its spike-resistant

rubber flooring in golf club lockerrooms, grills, pro shops and bars.

Repeat orders for extending covering with the Westall flooring account for quite a percent of the sales volume. In addition to clubs in all sections of the U. S. sales have been made to golf clubs in Canada, Japan and other foreign countries.

The Westall rubber flooring now is made with a new molded bottom which is assurance against any buckling or swelling from floor sweating. The material is available in red, black, green and sand colors.

List of installations and endorsing letters from managers and professionals represent many of the most attractive clubhouse and pro shops in the golf field.

**FATHER'S DAY, JUNE 20,
HAS PRO SHOP TIE-UP**

National Father's Day committee, 50 E. 42d st., New York 17, has sent pros and club managers promotion material for the day, suggesting that golf gifts and a family party at the club will go across great with Pappy.

Pros are making increasing use of the Father's Day gift idea as they know what Dad wants and needs in golf goods and can give the kids expert advice.

ROBERT TRENT JONES

Member:
American Society of Golf Course Architects

*Golf Course
Architect*

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NEW YORK, N. Y.

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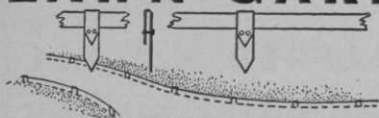
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Fungicides

American Liquid Fertilizer Co., Inc.

Rokey Chemical Co., Marietta, Ohio

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 GREEN, RUST-
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56¢
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LIME • FERTILIZER • SEED BROADCASTER



**SOLD DIRECT
 FACTORY TO YOU!**

SIZES 3-14 FT.

**FREIGHT
 PREPAID**

Sturdy, low cost Broadcaster saves real money. Modern assembly and Direct Factory -To-You-Plan. Saves over \$100. per machine. Famous quality, long lasting construction. Has special hitch. No clog agitator. Instant shut-off. Precision flow control for accurate spreading or seeding. Exact spreading 50 to 8000 lbs. per acre. Sizes 3 to 14 ft. Special sizes for small riding tractors and garden tractors. Over 14,000 now working in 48 states. Absolute Iron-Clad Guarantee. Act now

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NOW A STRONGER, HEALTHIER TURF AT LESS COST MICHIGAN PEAT

NATURE'S FINEST SOIL BUILDER

Leading clubs maintain thick, healthy turf by building their greens with proper mixture of Michigan Peat, sand and soil. Michigan Peat makes heavy soil porous, binds light sandy soils, permits adequate aeration, holds water and plant food, allows grass to attain deep root structure. Invaluable for top dressing! Saves watering bills. Our staff will help you solve your problems and save money.

MICHIGAN PEAT, INC., 267 5 Ave., N. Y. 16

PAGES 101-102 ARE THERE TO HELP
 US SERVE YOU BETTER. USE THEM!

SWINGING AROUND GOLF

(Continued from page 88)

potential greatness, now working as shop asst. for Ralph Hutchison at Saucon Valley CC, Bethlehem, Pa.

Connecticut Association of Golf Course Supts. celebrated its 25th anniversary at meeting at Wethersfield (Conn.) CC May 4 . . . Bill Lee of Hartford Courant was toastmaster at dinner . . . Speakers included John Shread, Jesse De France, Michael J. O'Grady, Joe Donato, Skip Henderson, George Hollister, Robert J. Ross, John P. Gaghan, Everett A. Peister, John Wysocki, Charles Baskin, Owen Griffith and Gene Bruyette . . . Reads like a speakers' table longer than three drives but the boys made their talks brief . . . Affair got fine newspaper publicity praising supts.' work.

Jack Redmond opens his golf range at North Branford, Conn., 6 miles out of New Haven . . . How about the American Scotch-born pros who like to do something for their old home towns putting up ball washers on Scotch courses along with names of the fellows who came to U. S. pro jobs from those towns? . . . Not many tee ball washers at Scotch courses now and they certainly need them.

Boys' Club of Detroit which has been active in Detroit area caddy work for the 20 years Russell A. Shields, owner of Bob O'Link GC, has been interested in caddie welfare, is considering a plan to have Boys Clubs and golf associations cooperating on a national basis on caddie matters . . . Rod Munday's weekly golf articles in York (Pa.) Gazette and Daily now in their second year and there's no better golf news and comment column written by a pro anywhere.

Kansas State College gets grants of \$600 from National Golf Fund via USGA Green Section and \$1450 from Central Plains Turf Foundation to continue research on grass or mixtures of grasses that will do well with little or no watering . . . Research directed by W. F. Pickett, KSC horticult-

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• BENT GRASS •

Stolons and Sod. Washington—C1—
 and other recommended strains.

HIRAM F. GODWIN

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