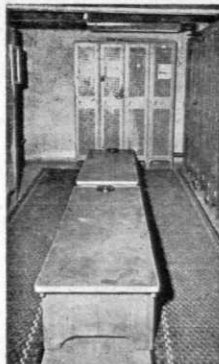


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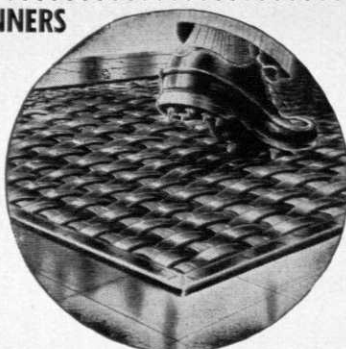


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for every size and weight of bag and height of user. Sturdy center yoke holds steel struts and steel tubing rigid. 10" wheels with bronze oilite bearings, and 1 3/4" puncture proof tires, assures control-free, easy rolling. Complete details of the "66", the "77" and De Luxe "88" models from the company.

NEW GOLF CAR BY VICTOR



The Victor Adding Machine Co., 3900 N. Rockwell, Chicago 18, Ill., has introduced its new Golfer model Electric-Car. The Golfer model, which carries two golfers and

their equipment, is one of five Electric-Cars being produced by Victor.

Features stressed by the company include maneuverability, simple operation, with smooth, controlled speeds and long life. Uphill and down, says Victor promotion, the Electric-Car travels the rough or fairway with ease. Construction is welded steel; heavy duty pneumatic tires; ball or roller bearings on all revolving parts; four forward and four reverse speeds and a battery charger with a single charge claimed ample for 36 holes.

KROYDON MAILS 1954 CATALOG

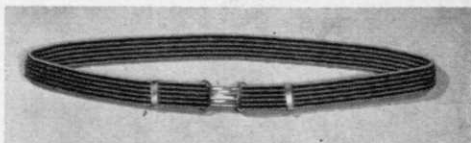
The 1954 Kroydon catalog, currently being mailed by The Kroydon Co., Maplewood, N. J., to pros throughout the U. S., makes certain by pictures and descriptive details that pros will be well acquainted with the company's newest irons, woods and accessories. Pros failing to get their copy will get it promptly by writing Frank Mitchell, sales mgr., at the address above.

WORTHINGTON ADDS THREE TO FIELD FORCE

The Worthington Mower Co., Stroudsburg, Pa., announces the appointment of William U. Roulette III and Elmer E. Berg as district field and sales engineers.

"SWING FREEDOM" The New Golfers' Belt That Has Everything

Vertical elastic ridges prevent rolling, twisting, or losing shape and gives full swing freedom. Thin, flat, smooth line buckle. Sizes in small, medium and large with adjustable features to insure correct fit for anyone, including extra large. Attractively packaged in individual, full view, rigid, cellophane containers. Packed six to the box; colors—Blue, Grey and Maroon, with assorted sizes and colors. \$18 doz. Minimum order 1/2 doz.



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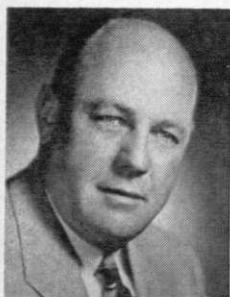
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G. Purdy Carson

In a move designed to expand its service to customers and dealers, the Worthington organization, as a part of its program for 1954, is dividing the United States and Canada into three territories. With the addition of Roulette and Berg, the company will now be able to give more on-the-spot sales and engineering

assistance than ever before.

G. Purdy Carson, Chief Field and Sales Engineer, who since 1926 has been employed by Worthington Mower Co. and who for the past 15 years has headed up Sales and Field Engineering Service for the entire United States and Canada, will now cover the northeastern United States and eastern Canada. Prior to his appointment as Field Engineer in 1939, Carson did experimental development work for the Worthington Mower Co. for 13 years at Shawnee CC at Shawnee-on-Delaware, Pa. He will make his headquarters at the com-



Elmer E. Berg



Wm. Roulette, III.

pany's general offices in Stroudsburg, Pa.

W. U. Roulette III will become district field and sales engineer for the company's southern territory with headquarters in Dallas, Texas. A graduate of the University of Scranton, Roulette was formerly employed by turf maintenance equipment dealers in San Antonio, Texas and Oklahoma City, Okla. He previously worked on the Broadmoor Hotel course at Colorado Springs, Colo., and the Shawnee CC course. During World War II, he flew with the United States Air Force.

Elmer E. Berg is now Worthington's dis-

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trict field and sales engineer for the North-western United States and Western Canada. Berg, prior to joining the Worthington organization, was sales manager for a distributor of turf and garden equipment and supplies for eight years. He served the Milwaukee County Parks for 20 years, spending the last 16 years as Field Assistant to the Director of Parks. During this time he was instrumental in developing specialty equipment for operation of Parks. He will headquarter in West Allis, Wisconsin.

THEY FINISH FRESH AT TAMARISK



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the sporty Palm Springs, Ariz., layout. The swing's the thing in golf, so let the golfers save their energy for their shots, is the Tamarisk idea.

"The motorized age has arrived in golf and the motorized golf car has passed the pioneering stage and rapidly becoming generally accepted as an accessory of the game," says Joe Lennett, Pres. of Autoette, Inc., a leading factor in golf's newest development. "The more relaxed they are, the better they play and the more they play. And, with our courses overcrowded, this new type of equipment promises to become a needed and welcome solution to the problem of speeding up play and accommodating more players on America's increasing but still far from adequate golf facilities."

In Lennett's opinion, the use of golf cars should help players improve their game and enable them to play 36 holes in less time than it takes the walking golfer to shoot 18. "Besides easing the life of average golfers," continues Lennett, "golf cars are bringing many former players back into the fairway fold. Those who had retired from golf for health reasons are playing again. Men and women of all ages who have had to forego the pleasures of golf because of physical handicaps now can enjoy its benefits by using golf cars."

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U. S. RUBBER HOST TO PROS AT BALL DEBUT

Here are some of the more than 300 pros who were guests of the U. S. Rubber Co. at its annual dinner at Ft. Harrison hotel, Clearwater, during the week of the PGA seniors' tournament. Swell party; as usual.



John Sproul, U. S. Rubber sales executive, tells pros at U. S. Clearwater dinner, about new Diamond Cover U. S. Royal. At John's left is George McCarthy, U. S. asst. sales mgr.

NEW LABELS PREVENT CLUB LOSS

S-C Products, Inc., 395 St. Ronan St., New Haven 11, Conn., are introducing Wethur-Pruf Name Labels, developed by Herman Stock, a local club official. It's an inexpensive player-convenience item which should find ready sale in pro shops. The neat, narrow band labels, which wrap around the club shaft just below the grip,

provide space for the player's name thus plainly identifying ownership and speeding return in case of loss or mix-up. Labels stick permanently without moistening and resist rain, dirt and scuffing. Details from S-C Products above.

Lot of clubs installing Niagara mechanical massage machines adjacent to their bath departments. Niagara tables, chairs and hand units gave many highly satisfactory demonstrations on pros at Dunedin during PGA Seniors' tournament, in headquarters of Scoggins Golf Co. Pros went back home enthusiastically recommending them to their clubs. George S. May has put Niagara equipment in Tam O'Shanter CC clubhouse at Chicago and members are giving it considerable use and bragging about the devices jiggling the aches and pains away.

VICTOR E. BUNCK ELECTED TO JACOBSEN BOARD

Victor E. Bunck, assistant treas., Jacobsen Mfg. Co., was elected to the Board of Directors at the company's recent annual shareholders' meeting, announces E. A. Jacobsen, vp and general manager.

Bunck, who joined the company in 1927, replaces Walter J. Evans, retired. He has served as cost accountant and general accountant and has been assistant treasurer

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at Jacobsen's main plant since 1951.

Others re-elected to the Board were: O. T. Jacobsen, Pres.; E. A. Jacobsen, VP; James F. Costello, Sec. and treas.; D. A. Butchart, VP and counsel; James S. Allan, Pres. of Walker Mfg. Co.; R. D. Sidford, VP of the State Bank of Albany (N. Y.); Charles E. Krause, VP and sec. of Massey-Harris Co.; John F. Bolger, Pres. of Shillinglaw, Bolger & Company, Chicago.

The Jacobsen Mfg. Co. at its plant in Racine, Wis., and those of its subsidiaries, the Worthington Mower Co. at Stroudsburg, Pa., and the Johnston Lawn Mower Corp. at Brookhaven, Miss., produce a complete line of hand and power mowers, reel-type and rotary power mowers, gang mowers for large area mowing, rotary snow plows and leaf mills.

GOLFERS' KEEP-WARM GARMENT GIVES PLAY AND SALES EARLY START

The pros' own experience in wearing the Keep-Warm under-jacket has spurred their interest in pushing its sales, according to distributor Grant Barnett, Buffalo, N. Y. Mike Murra, Wichita CC pro, reported several rounds of 70 and less in temperatures of 45 degrees and below which gave the jacket a brisk demand among his players. From other sections of the country the

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same cool weather use by pros brought a lively response in sales. Advance orders for spring delivery indicate pros will feature the item to get player activity under way earlier.

FREE OFFER OF BEN-GAY SAMPLES GIVES PROS SERVICE OPPORTUNITY

Thanks to Thos. Leeming & Co., New York, makers of Ben-Gay rub-in, pros soon will be able to play Good Samaritan to their muscle-bound players. Late in March pros will receive, at no cost, an attractive display carton filled with sample tubes of Ben-Gay. The display features Ben Hogan, who gave dramatic proof of Ben-Gay's effectiveness against muscle aches during last year's qualifying rounds of the U. S. Open at Oakmont. A bad back wrench threatened to force Ben's retirement from the event, but two days later he was back in his usual form.

Hogan's credit to his use of Ben-Gay in speedily relieving his strained back prompted Leeming & Co. to start an extensive advertising campaign based on Ben's experience with the product. The Leeming Co. asked some 200 pros what they thought of the idea of displaying a carton of sample tubes of Ben-Gay in their shops, as a pro service to their players. The response was practically 100% favorable, with the result

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that all pros at 18-hole courses will receive display cartons of 144 sample tubes late in March. Be on the look-out for yours. Here is a new, free pro shop service that should score with your players.

DONIGER'S DRIZZLER CONTEST SPURS EARLY SEASON ACTIVITY

Harry Doniger, Pres., David D. Doniger Co., McGregor sportswear makers, reports more than 1200 stores will cooperate with pros at golf courses and driving ranges in staging the company's "Drizzler Driving Contest" in which the nation's amateur golfers are invited to out-slam Slammin' Sam Snead. The contest to publicize Doniger's new Drizzler Jacket runs from March 20 to April 26.

Topping a long list of attractive prizes is the first prize of an all-expense vacation for two at Greenbrier with daily lessons from Snead. The early staging of the contest should help a lot in getting the 1954 golf season off to an early and fast start.

STROKE-O-MATIC—NEW DEVELOPMENT FOR ACHIEVING PROPER GOLF SWING



A method for the scientific control of proper golf practice has been developed into compact kit form which is being marketed by Precision Equipt. Co., 3720 Milwaukee Ave., Chicago 41, Ill. Stroke-O-Matic Kit consists of 13 sets of code-colored marking clips, 13 code-colored bands, foot position tape, ball position tape, erecting tape, tees, 4 steel grounding pins and the unusually helpful Stroke-O-Matic Golf Training Manual.

Working with his pupils, the pro adjusts the Stroke-O-Matic to give them their proper stance and ball position for each club. Then the pupils can practice in their back yard, at a driving range, or elsewhere, and as effectively follow the pro's instructions as though he were there supervising their swings. With the aid of code-colored bands on the clubs, this control over practicing the proper pattern laid down by the pro enables the pupil to achieve the correct stance and ball position automatically.

SWINGING AROUND GOLF

(Continued from page 120)

lark CC, Sims-Hollingsworth semi-public course at Huntington Beach, Calif., writes an instruction column for the club's magazine that's fine, helpful stuff for average golfers . . . Roland Sims does an excellent selling job in editing the publication.

Wichita (Ks.) CC home club of Marilyn Smith, to have Women's PGA \$5000 tournament Sept. 16-19, and USGA women's Open in 1955 . . . British Association of Golf Writers named Joe Carr, British Amateur champion, Golfer of the Year for 1953 . . . Merchantville (N. J.) CC to sell 9-hole course and clubhouse and build on new location . . . Bon-Air 9-hole semi-public course to open at York, Pa. this summer . . . Construction resumed on 9-hole course to be called Briarwood by C. H. Klingensmith and son, near York.

Bus Ham limiting "strictly celebrities" division of Washington Post annual Celebrities tournament Sept. 25-26 to 5 or 6 foursomes . . . Pres. Eisenhower has replica of one of Augusta National greens built at Shangri La, his retreat at Thurmont, Md. . . . Denver, Colo., planning to build new munny courses . . . Walsenburg, Colo., planning course as tourist attraction as well as to meet local demand.

John Eonta from Broad Vue public course, Pittsburgh, Pa., to Riverview GC, East Brady, Pa. as pro supt. . . . Joe Switzer veteran St. Louis amateur appointed gen. chmn. of advisory committee to improve munny courses at Forest Park, St. Louis, Mo. . . . Leonard Warren, new pro at McGuire Park course, West Monroe, La. . . . H. A. Britt, pro at Monroe munny course, Warren and others conducting weekly group lessons for community's boys and girls . . . Haydon Newton named pro at Top o'Scott GC, Portland, Ore. . . . Admiral Heights GC, Tulsa, Okla. to be opened in June by owner Clyde L. Glover, Jr. . . . 18-holes semi-public . . . Sand greens now; to change to grass when water becomes available . . . Meadowbrook CC to build course and clubhouse at Tulsa, Okla. . . . 9-hole grass green course to be built this summer . . . Another 9 later.

Bert Montessoro and Dare Davis open night-lighted Par-3 GC at Sarasota, Fla. . . . Longest hole 185 yds. . . . Grant Bennett, pro at Florence (S. C.) CC doing swell job in Golf Talk column in Florence News . . . Bennett has lined up Florence leaders in campaign to get PGA to move national



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Fred Bolton from Woodmont CC (Washington dist.) to be teaching pro at White Flint GC (Washington dist.), owned by Ray and Roy Shields . . . Charley Price doing book on Jackie Burke . . . Jack Westland thinks Gene Littler may have turned pro too soon . . . Jack figures Gene might have repeated as National Amateur champion, taken British amateur title, and been big businessman . . . Bob Jones, talking to N. Y. golf writers said an amateur can win US Open title if amateur stars don't get impatient to turn pro after getting hot.

Fred V. Grau renamed chmn. Turfgrass committee of American Society of Agronomy . . . Charles H. Tabbutt now mgr., Oak Hills CC, San Antonio, Tex. . . Walter and Helen Keller close Sunset Fields Golf Range at Los Angeles and ring down curtain on spot that once had 2 18-hole courses . . . Lovely Helen Hampton, Women's Southern GA official, married to Hugh Gartlan Perry at Signal Mountain, Tenn.

T. R. (Dick) Garlington, chmn., Green Section committee of USGA announces meeting of the committee to be held June 16 evening at Baltusrol . . . Royal Canadian GA to have turf meeting at Ontario Agricultural college, Guelph, March 17-18-19, and at University of Saskatchewan, Saskatoon, March 29-30 . . . Date of 1954 RCGA Maritime meeting to be announced later.

USGA Green Section, 40 E. 28th st., New York 16 would like to know if you have film "to do with materials, methods or equipment in the management and maintenance of golf courses." . . . Norris Morgan, pro, passing out invitations for Greenwood (Miss.) CC annual invitation tournament to star amateurs . . . Morgan tells of match recently when contestants halved Greenwood's 320 yd. 15th in deuces . . . Lewisburg, Tenn., "public" country club salvaged when project to build 9-hole private club fell thru, subject of interesting story in Tennessee Conservationist . . . Work and material, as well as money, contributions produced beautiful plant.

Bill Weber, Cedarbrook CC (Philadelphia dist.) pro in Jefferson hospital for disc operation in neck . . . Bill will be out of action for several months . . . Veteran supts. talking about party given by Rhode Island supts., club officials and members celebrating Martin Greene's 25 years as supt. Wannamoisett CC, Rumford, R. I., wondering why supts. with long association with their respective clubs don't have an old-timers'

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 fairway rough hand
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 Sod cutter
 Soil conditioner
 Soil screeners Soil shredders
 Sprayers: power hand
 Spreaders, fertilizer,
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 Spikers: greens fairway
 Sprinklers: f'way green
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 Swimming pool paint
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 Bag racks
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 Name labels, for clubs
 Practice driving nets
 Preserver for leather

Putting practice device
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 Sport jackets Rain jackets
 Windbreakers Slacks
 Abdominal supports (men)
 Women's golf dresses
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