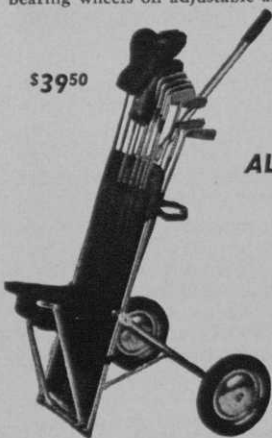


THE FAMOUS 3-FORE-1 CART

Bag, cart and seat in one complete unit. 12" ball bearing wheels on adjustable axles for perfect balance. Roomy bag has 14 club pockets, ball and accessory pockets and umbrella holder. Colors: green, blue, red. Seat will support the heaviest golfer. Cart folds compactly.

\$3950



ALSO BY LUMEX:

GOLF CART SEAT. Easily attached to any center post cart. \$12.50

QUICK SEAT. Automatic Tripod type folding seat, aluminum legs. \$8.95

RENTAL CART. Steel construction for minimum maintenance.

Pro Price \$12.50

Write for Full Information

Now — "Easy-Chair" Golf with the New LUMEX "E-Z CART"

FITS ALL BAGS • ROLLS EASY
FOLDS EASY • SEATS EASY

E-Z CART

Attractive new folding golf cart with built-in seat. Lightweight aluminum alloy construction. 12" ball bearing, semi-pneumatic tired wheels. Axle width adjustable for stability. Handle adjustable for balance. Folds compactly. Comfortable seat of heavy duty red and ivory Saran webbing, opens to position as cart is set up.



\$2950

LUMEX, INC.
11 CLEVELAND STREET
VALLEY STREAM, N. Y.

BIG PLAY FROM SENIORS SAYS AUTOETTE CHIEF

Pro shop sales this year have reflected big increase in play by senior golfers says Joseph Lennett, pres., of Autoette, Inc., golf car makers. Lennett tells where Autoette use has brought old-timers back into a lot of play. Pros have noted the old boys, with their revival of activity, are good spenders in the pro shops.

Doctors also have told Lennett that the electric car has been a great boon to golfers with mild heart trouble. When some of these fellows quit golf they are inclined to lapse into self-imposed invalidism.

Among other interesting developments of year noticed by the Autoette president is vast increase in eastern club business where it was thought slopes would be too pronounced for Autoette use.

BOWEN AND HULL STAFF SET TO SIMPLIFY PRO BUYING

A department store buyer wouldn't even try to do what the pro often has to in the important work of buying, says Kip Bowen of Bowen and Hull, makers of Wm. Joyce golf shoes. Bowen remarks that no department store buyer would attempt to receive a salesman who arrives

Golf Trophies PRIZES and NOVELTIES

FREE



with every order of \$10.00 or more a deck of the famous

**MONTEBELLO
PLAYING
CARDS**

with golf motif on each card.

Write for Free golfer's circular today.



**The Girl Golfer
Compact**

#BL60—2 tone jeweler's bronze. Light weight 3" diameter. Suitable for engraving as prize or gift. Only\$1.75 ea.

Ht. Price

J15C 15 1/2" 12.00

J15B 17" 13.00

J15A 18 1/2" 14.00

HAND ENGRAVING ONLY 6c PER LETTER

THE TROPHY AND MEDAL SHOP

Dept. G-10 10 S. Wabash Avenue
Chicago 3 Central 6-5018

unannounced and spreads many lines of merchandise on the counter and elsewhere in the shop for the buyer to inspect while customers are picking up the merchandise and there are many other interruptions.

And that's generally the situation that handicaps the pro buyer, Bowen adds.

To simplify the highly important work of pro buying, Bowen and Hull set up their pro shop distribution with Flip-It caps, Hartog knit shirts, Amber shirts, Panama gloves, Lloyd Mangrum, Barney Barnum putters and Streve belts in addition to their own Joyce shoes.

With this quality "package deal" top salesmen are attracted by excellent earning probabilities. The Bowen and Hull salesmen are trained in how to aid pros in proper ordering, stock turnover, display, fitting, sound reordering, how to mark-up, how to make mark-downs, inventory control and other essentials of good merchandising.

The Bowen and Hull sales policy has introduced the practice of writing the pro in advance making appointments so the pro can devote proper amount of undisturbed time to going over his records and working out methods for better service to members and higher net profit to the pro dept.

Bowen and Hull sales staff at present includes Ed Finney, 3041 Mountain View, Los Angeles 34; Ralph Knolle, 420 Market St., San Francisco; Rollie Shearer, 2315 Main St., Evanston, Ill.; James Stewart, 2115 Calhoun, New Orleans; Joe Zakarian, 12550 Beech Rd., Detroit; Leslie Cottrell, 217 Highcrest drive, Clearwater, Fla.; and W. A. Jobson, Jr., who is covering Mass., Conn., Rhode Island and New York.

JACOBSEN NAMES DISTRICT SALES MANAGERS

George O. Allaman has been named district sales mgr. for the Jacobsen Mfg. Co. Allaman's territory is Mo., Kan., Okla., Colo. and N. M.

Allaman is a native of Kansas City. A graduate of the University of Missouri where he received his B. S. degree, he also studied at the Missouri School of Mines, Drury College and the Kansas City College of Commerce.

He formerly managed the West Coast branch sales office of Dean Bros., a Kansas City heavy construction company.

F. D. Trainor, who has a background of 18 years in the sales field, has been named Indiana district sales mgr. for Jacobsen.

Trainor, 37, is a native of Minnesota. His background in sales includes experience with F. H. and E., Inc., Cunningham-Ortmeyer, and Humphrey Chevrolet, all



F. D. Trainor



Geo. O. Allaman

Milwaukee, Wis., firms. He served with the United States Air Force for four years during World War II.

R. F. Dorr, of Rochester, N. Y., has been named by Jacobsen as its district sales mgr. for western New York state.

Dorr spent seven years as a New York sales representative for the Becker Roofing Co. of Chicago. His territory included Rochester, Syracuse and New York City. Before that he served as a salesman in the Buffalo area. He is a graduate of Rensselaer Polytechnic Institute of Troy, N. Y.

CLEARY TO ADD NEW FUNGICIDES IN 1955

W. A. Cleary Corp., New Brunswick, N. J., will have new fungicides, herbicides and insecticides, along with its PMAS in 1955. Cleary says years of expert tests have proved the new products ready for general marketing to golf courses.

PMAS had an excellent year of results as a selective crabgrass killer and fungicide in 1954, with many supts. effectively using the product.

Fitchburg Engineering Corp., Fitchburg, Mass., has just released a new illustrated booklet, "Real Brush Eaters," describing equipment to convert brush and trimmings on the job to easy-to dispose-of wood chips.

PEDERSEN SALES PRESENTS 1955 PRO SHOP LINES

The Pedersen Sales Co., Wilton, Conn., headlines its pro-only merchandise for 1955 with all new woods and irons for immediate delivery. Among new points of the woods are bronze face inserts for harder, non-resilient hitting surface. The new irons have hand-fashioned stainless steel blades designed to accurately align the blades to the ball, and more power through change in weight distribution.

The clubs, as before, are custom made

with shafts and grips available to pro specifications.

New colorful bags for men and women are made of a durable, lightweight material called Kalistron. The bags are leather-trimmed. Pedersen has a new and attractively colored moderate-priced line of men and women's bags.



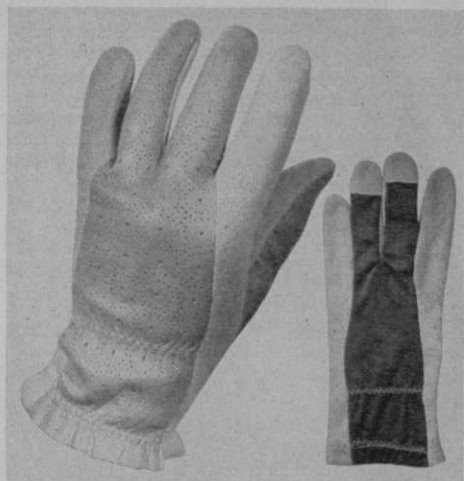
Another new Pedersen item that should go big as Christmas gifts are washable coat style 100% wool shirts, in a range of colors and small, medium, large and extra large sizes.

Hathaway shirts of Viyella flannel are other big selling Pedersen numbers. This material, made in Britain, is 55% lambs' wool for warmth and 45% Egyptian cotton for strength and washability.



Cashmere sweaters and matching hose for men are a new Pedersen feature. The material is 60% pure cashmere for warmth and 40% nylon for long wear without losing shape.

New models of the popular Mace chamois gloves also are presented, in addition to the all-chamois glove. One new model



has fine leather on the back of the chamois glove and thumb. The other one has a nylon back. There are new patterns of perforations on all the Mace gloves.

MACNEILL HAS THREE NEW SPIKES IN 1955 LINE

MacNeill Engineering Co., Waltham 54, Mass., makers of Sure-Lock replaceable golf spikes has a new "Grip-Welt" auxiliary golf spike developed to give golfers double traction where it's needed most, along the edge of the sole.

Another new item developed is new "Hasty" electric shoe dryer for damp or soaking wet golf shoes. This is an attractive utility selling at a surprisingly low price. It contains quality electric motor, two heating units and two blowers to dry shoes at controlled temperature, making it impossible to harm leather.

The third item is used largely in conjunction with the "Hasty" dryer. It is the new G-40-4 fungicide and athletes' foot preventative which may be sprayed directly on the feet or into the shoes which are in turn dried out on the "Hasty" dryer.

Harold MacNeill also reports that the company's "Champ" all-hardened steel shoe spike has grown in popularity since they inaugurated practice of stamping the respective shoemakers trade names on every spike.

RENOVATAIRE GETS PLACE IN MAINTENANCE PROGRAM

Introduced in the late summer, the Renovataire, built by Soilaire Industries, Minneapolis 3, Minn., has proved an interesting addition to the field of fairway maintenance. This tractor-drawn machine employs a new penetrating principle of

curved saw-toothed knives which combine a slicing, cultivating and renovating action along with aerating compacted and sod-bound turf.

The Renovataire is built with a hydraulic lift frame so transporting is no problem. A few strokes of the pump lift the individual wheels free and clear of the ground, and it can be moved anywhere over paved roads without disassembling.

CHANGES IN 1955 JOYCE LIGHTWEIGHT SHOES

Bowen & Hull, 81 Masonic Court, Pasadena, Calif., advise that the bottom of the wedge has been widened on all 1955 models of their Wm. Joyce lightweight golf shoes for men and women and stitching of uppers to bottoms will be complete from heel to toe.

A new soft glove tannage type leather that is washable, water-resistant, to the point of being 90% water-proof, keeps its color and does not fade, promises further popularity to the new year's Joyce line.

The 1955 stock models include a red and black combination for men, along with yellow and blue, white and brown and all brown shoe. For women, stock models will be white and red combination, white and blue, white and brown, all white and all tan.

STROKE-SAVER NEW PUTTING PRACTICE DEVICE

Golfers Imports, Inc., Box 26 Hillside Manor, 127 Lakeville Rd., New Hyde Park, L. I., N. Y., has a new "Stroke Saver" putting instruction and practice device that is teeing off well as a golf Christmas gift item.

The device is attached to any blade-type putter and has a bubble level that signals when the head isn't kept steady and the stroke is jerky and out of line. Pros who have tested the device say it's very good for establishing sound putting style of whatever features the player discovers best fit him or her. The Stroke Saver comes with a plastic cup for indoor practice.

HAGEN 1955 LINE NEW COMPLETELY — RANKIN

Ed Rankin, gen. mgr., Walter Hagen Golf Div. of Wilson Sporting Goods Co., says the 1955 Hagen pro-only line is entirely new and in the opinion of Walter Hagen, who has been spending more time in the factory and with club pro businessmen than ever before, the best line that has had his name.

Rankin remarks in detail:

"At the top of our line, as always, is the Haig Ultra in an entirely new model

"The mats are really great"

... Says JACK REDMOND —

GET MELFLEX FACTORY
DIRECT QUOTATIONS
ON THESE LEADERS:

•
Heavy Duty MEL-ISLE and
MEL-FLOR Aisle Runners

•
Heavy Duty
ENTRANCE MATS

•
MOLDED SAFETY
STEP TREADS

•
SHOWER AND
STANDING MATS

INTERNATIONALLY FAMOUS GOLFING
GLOBE TROTTER AND RANGE OPERATOR

For 28 Years MELFLEX PRODUCTS

Have Been Favorites of Golf Management

Range owners say Melflex Extra-Duty Driving Mats play best, last longest of all tee mats. Melflex tubular rubber tees are tops in durability — \$16.50 per 100. Be your own judge — with a trial order.

Melflex floor coverings are made of the toughest, surest-footed, non-slip materials available. Mel-Isle (ribbed) and Mel-Flor (smooth) are amazingly enduring for spike shoe traffic, and, reduced Floor Cleaning and Maintenance Costs.



MELFLEX PRODUCTS CO., Inc.

L. E. Warford, Pres.

410 S. BROADWAY . . . AKRON 8, O.
In Canada: P. O. Box 411, Ft. William, Ont.

and offered both in Strata Bloc and per-simmon heads. This club is beautifully trimmed and is equipped with the Rocket Shafts.

"We also have a brand new model that is beautifully finished in every respect and will be known as the Fleetwood. This club will be in the medium price range and will present an excellent value.

"Another brand new number is the International Wood, this club I am sure is going to have a great appeal to the type of golfer who is interested in a good sound playing club at a very reasonable price.

"After some years absence, the very popular American Lady Wood will return to our line, however in a brand new form, as the model is entirely new and the head finish and trim I am sure will please the girls and women.

"Where iron clubs are concerned, it seemed impossible to me that we could improve the Haig Ultra, but that we certainly have done, both by slightly changing the model, and by our finish and unusual trim.

"We have a brand new set of irons under the Fleetwood name, that will be companions for the medium priced Fleetwood wood. These clubs are an outstanding value in the medium price range. An-

other new iron, and another outstanding value, is the International, a very fine golf club in the lower price bracket. The new American Lady iron like its companion wood, is a thing of beauty and a golf club which will play very easily.

"Improvements of course have been made in our utility clubs and putters which make them most outstanding. Two brand new putters have been added to our line—the 'Cavalier' and the 'Conquest.'

"An entirely new Haig Ball construction is being used for 1955."

NEW HANDLE, SELF-STARTER TORO INNOVATIONS

The new Guard-N-Guide, an attractive, functional handle and control unit designed for its small power grass cutting equipment, now is being made by the Toro Mfg. Co., Minneapolis, Minn.

Designed after extensive studies at the Toro Research and Development Center, the Guard-N-Guide is essentially a graceful open loop whose sides protect the air-plane-type controls against accidental contact. Thus the risk of tearing clothing or inadvertently stopping or starting the motor is virtually eliminated, even though the operator may press his body against the handle while operating the machine.

The curved sides of the loop make the

Designed by Pros! Preferred by Greenskeepers!

VICTOR'S NEW ELECTRI-CAR

Victor—makers of the world's most famous precision adding machines, now make the world's best golf vehicle—the Electri-Car.

Electri-Car is literally trouble-free. Runs 36 holes on many courses, 27 on most, and 18 on all courses. Includes Victor's exclusive Lightning Recharger. Course-proven over hundreds of golf courses, on all types of terrain.

Just check these quality features:

- Drives from either side
- Sturdy steel construction
- Ball or roller bearings on all moving parts
- Lightning battery charger included—just plug into any outlet
- 4 speeds forward, 4 reverse
- Simple operation—no clutch, no gears to shift
- Easy-riding pneumatic tires
- Choice of 5 color combinations
- Preferred by greenskeepers because it's easy on the turf



MAIL THIS COUPON TODAY!

Victor Adding Machine Co.
Electri-Car Division, Dept. GD-10,
Chicago 18, Illinois

Please rush information on items checked.

Pro Purchase Plan Co-op Trial Offer
 Rentals Dealerships

Name.....
Address.....
Title.....

machine itself easily maneuverable from any angle and so encourage proper posture whether the operator be tall or short.

The Guard-N-Guide will be available on the 18 and 21 in. Toro Sportlawn, self-propelled reel-type mowers, and on both the self-propelled and push type 20 in. Whirlwind, a rotary-type mower.

An electric self-starter is an innovation on the 1955 "Professional" model power mower by Toro.

This is the first time in its 40-year history that Toro has made self-starters available on any of its grass equipment.



**BURKE GOLF
1955 LINE
ENTIRELY NEW
DESIGN**

Burke Golf's "Lady Burke" iron.

Burke Golf Co., Newark, O., introduced at the company's annual sales meeting at Moundbuilders CC, Newark, O., a 1955 line that had every club, except the Chick Harbert PGA Championship irons, entirely new in design and engineering.

Burke 1955 Punchiron retains its distinctive back design but blade size has been slightly increased and hosel shortened. A new precision grinding technique has been employed so that the exact geometric center of the blade is also the center of percussion — this percussion point being that where there is no sting or twist in the club regardless of the speed and force with which the ball is struck. This feature also holds to a minimum the possibility of an open or close head at time of impact.

Each club in the Punchiron set is perfectly matched and balanced with respect to the others graduating up in number from 2 through the wedge that only loft makes the difference in appearance.

The pitching and sandwedges in the Punchiron set have been redesigned so that the blades conform to those used by Chick Harbert for his remarkable wedge shots during PGA Championship play. New True Temper Rocket shafts with 3 de-

grees of flex are featured in the irons.

Burke will again offer in addition to the Harbert Championship, four top grade wood models, all with True Temper Rocket shafts and Leader grips, but each with a different color finish and distinctive head shape.

The Rocket model is a distinctively streamlined head with deep red finish, the Recorded model is round with a cherry finish, and the Chick Harbert Bomber is both round and deep faced finished in black. To meet the demand for higher lofted woods Burke is offering the Hy-speed model — each club in this set of four has approximately two more degrees of loft than standard. All clubs have a two-tone fibre insert.

Burke will also introduce a new line of popularly priced pro-only woods and irons — Power-Pak. Woods are of modern design finished in a sleek, new maple durovar. Irons have medium sized double flange heads, new True Temper Meteor shafts throughout.

There will also be many new putters in the 1955 Burke line. Three will feature Hickory shafts and all are available with a wide choice of grips.

Burke will offer new Lady Burke woods and irons — woods feature a new two-tone insert and natural finished face, but the same rich mahogany finish that has always characterized these clubs. Irons have slightly smaller blades than heretofore — a brighter finish and more striking markings and ferrules. The Miss Burke models together with the Chick Harbert registered and signature models have been completely restyled and will be found to embody dazzling beauty combined with playability.

Burke sales representatives enthusiastically greeted 15 new golf bags, most numbers are being offered in a choice of new gay colors. A further addition to Burke's accessory line is the new, popularly priced Chick Harbert Ball. All 1955 Burke merchandise is now available for immediate delivery.

**ACUSHNET HAS BIGGEST
YEAR IN 1954**

Wm. Bommer of Acushnet Process Sales Co. says that despite production delays caused by hurricanes Carol and Edna hitting New Bedford, Mass., the company's output and sales have been the biggest of Acushnet history.

The Titleist continued its high showing in major tournament and general golfing play and will have in 1955 only minor developments.

A new Titleist (Red) Tough is in the 1955 line. It has an exceptionally tough cover and Bill Bommer says it is for the

GOLFERS' HED-RITE

Recommended by Dr. Cary Middlecoff
for

Correction of Faulty Head Movement

Stop looking up too soon! Quit that slice or hook and cut down your score with HED-RITE. Faulty head movement, which upsets balance and your game, is flashed to you by color change.

"For distance, direction and delight
Only view the ball as white"

Worn with or without glasses.

\$3.00

At your Pro Shop or by mail order or check postpaid

GOLFERS' HED-RITE, INC.



P. O. Box 1600 • San Francisco, Calif.

golfer who wants distance but treats a ball rough.

The Club Special which was a big seller in the Acushnet line before World War II will return to the line next year and is getting a big advance order from pros.

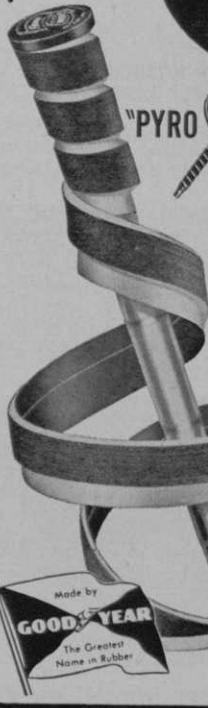
NEW HILL GLOVE USES HELANCA BACKING

The C. M. Hill Co., Peoria, Ill., advises it has developed an all-new golf glove, the "500," designed to retain a snug, wrinkle-free fit for the entire life of the glove. The new glove features a backing material of 100% "Helanca," a fabric of



100% nylon produced in Switzerland, and widely used as the elastic material in the "one-size" men's sock which has met with marketing success in this country the past year. The elasticity of "Helanca" is built right into the material through a special weaving process and tests have shown that full elasticity is retained for the lifetime of the material. In addition,

NEW!
NEW!
NEW!



"PYRO MAGNETIC"

Hand Heat Creates
the Feel of a Magnet

- Caps Molded to Size
- No Listing Required
- Apply Direct to Shaft
- Perfect Taper

*Finest
"Feel"
in Golf*



C.S.I. Sales Company

Solon Center Bldg. • Solon, Ohio

Exec. Office: 536 Terminal Tower, Cleveland 13, Ohio

**PAGES 141-142 ARE THERE TO HELP
US SERVE YOU BETTER. USE THEM!**

the new fabric is claimed to be three times more durable than ordinary 100% nylon material of comparable weight.

Pres. C. M. Hill reports that the new glove is in full production after one year of research and testing. He says that special dies for each hand size have been made to insure a more perfect fit in each pair of gloves made. He added that the strength of the material used has eliminated the necessity of finger-tips in the glove, eliminating bulk and adding to the efficiency and comfort of the product.

A. G. Spalding & Bros., Inc. had net earnings of \$640,000 for first 9 months, ending July 31, of its current fiscal year.

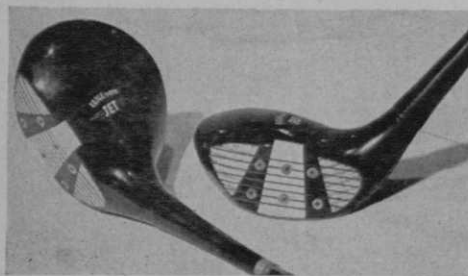
A plastic golf ball tee modeled to the contour of the female form (minus the lady's head) is being made by Los Feliz Products Co., 5151 W. Washington Blvd., Los Angeles 16. It's a novelty that will arouse plenty of chat.

LOTS NEW IN WILSON'S 1955 PRO-ONLY LINES

Wilson Sporting Goods Co. is presenting a notably new 1955 line of woods and irons especially designed for professional selling.

These top-quality clubs—including the famous Dyna-Weight iron—now feature improved weight distribution and a new black leather grip with a new type of perforation.

The Top Notch woods now feature a new face insert with a red bullseye and a dark walnut finish.



Wilson's new Jet woods have lofts that are suited to most players' games.

Also new in the wood club line are the Wilson Jet woods. These clubs have been designed as an easier playing club by featuring extra loft. The Wilson Jet has a black head with a two-tone insert in sparkling black and white.

A set of four Jet woods offers a driver, spoon, Nos. 4 and 5 woods. Wilson laboratory and field men decided to add the 5

wood to help the golfer who has trouble with his long irons and close lies. The brassie seems to be a most difficult club for these players to use. The new Jet woods should be the answer.

For years many golfers have used Wilson Foremaster woods and for 1955, Wilson introduces a companion set of irons to this popular set. The new Foremaster irons feature a True Temper Meteor shaft plus attractive new stamping.

In the utility club line Wilson now has a "Putters For Profit Package" featuring 12 all new Wilson putters. The set comes in an attractive new box and enables the pro shop customer to pick out the exact putter he desires.

Another great utility club being introduced in 1955 by Wilson is the 3D wedge—designed for triple purpose. This handsome wedge, with ultra-modern stamping, can be used on the fairway, in the rough or out of the sand. It gives the player three clubs for the price of one.

Adjustable balance and a new molded



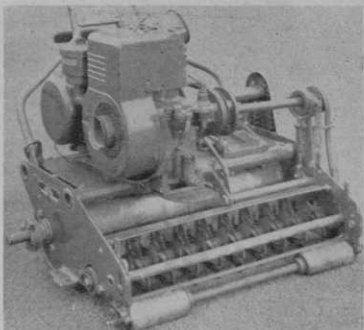
handle are two of the many features in the 1955 Wilson Country Club golf bag line.

The adjustable balance has been checked on a Wilson Perfect Bag Balance gauge that shows the proper carrying point for a bag. The carrying point or point of Perfect Balance—easily adjustable with a carrying strap—changes with the number of clubs added to or taken out of the bag.

The new molded handle eliminates distortion on the handle plate and also gives a neater appearance. There is also more attractive embossing on all of the Country Club model golf bags. In addition, Wil-

PAR-THATCHER SAVES ON EQUIPMENT EXPENSE

For easy, low cost Thatch removal on Bent greens, Bermuda tees and on aprons for reseeding. Install in an idle greensmower — Par-Thatcher models to fit most Toro and Jacobsen greensmowers. Ask your local golf course equipment dealer for a demonstration or write.



LAWRENCE J. MEISEL Distributing Co., 444 S. Brentwood Blvd., Clayton 5, Mo.

son will present two sizes of new, plastic keystone bottoms in the 1955 line.

Wilson has added several new numbers to the outstanding Free-For-All shirt line that are certain to be in great demand.

New styles and patterns in Orlon-wool knit and Pebble cloth have been added to the popular woven flannel and cotton models. These new materials are soft and comfortable enabling the golfer to take a smooth, even swing.

A new line of golfing hats will also make its debut in 1955. These Wilson hats are patterned after the latest trend in smaller sized English or Continental styles.

For inclement weather, Wilson will also present a Free-For-All rain-jacket with all the patented features of the famous Free-For-All shirts.

GOLFCRAFT HAS GLASSHAFT IN MANGRUM CLUBS

"After 7 years research Golfcraft has developed a glass shaft that has the trim lines, strength and flex required for a fine golf club," says Ted Woolley, pres. of Golfcraft, Inc., Escondido, Calif.

Innumerable laboratory tests preceded the development of the Golfcraft Glasshaft to the point where Woolley considered it ready for testing in clubs. Then Lloyd Mangrum began work testing the new shafts for feel, performance, weight, strength and relationship between head, shaft and grip.

Together with engineering specialists assigned to the project Mangrum reached the point of being completely satisfied that the desirable shaft had been produced. He declares the Glasshaft clubs with Mangrum heads and his balance ideas are "the sweetest feeling" he's ever used.

The Mangrum clubs with Golfcraft Glassshafts are available only thru pro shops.

BUY YOUR——

Cashmeres

Direct from ENGLAND

Men's pure cashmere full fashioned long sleeve golfing sweaters. Sizes 36" 38" 40" 42" 44" 46". Shades:—Black, White, Blazer Green, Navy, Yellow, Light Grey, Natural, Hazel Bud, Pheasant Brown, Pale Blue, Strawberry . . .

\$15.50

(WORN BY RYDER CUP PLAYERS.)

Ladies' pure cashmere full fashioned twinsets. Sizes:—36" 38" 40" 42". Shades:—White, Crimson, Black, Navy, Light Grey, Yellow, Coral Rose, Pale Blue, Natural, Hazel Bud, Mascara, Pheasant Brown, Steel Grey, Turquoise, Dark Grey, Strawberry . . .

\$22.50

PLUS 50 cents per garment to cover postage and insurance. Checks with order—delivery at once.

MEN'S ARGYLE ELASTICATED SLACK SOCKS
6 pairs—\$7.50. Assorted colors — Sizes: 10" 10½" 11" 11½" 12".

Tatler Stockings

LIMITED

Manufacturers of Fine Gauge Hosiery
41 GEORGE STREET
Manchester, England

Complete supply listing on page 141

Shell Chemical Corp., Denver 1, says supts. made extensive use of Dieldrin and Aldrin this year in effective control of many insects. Results indicated that in the future Dieldrin because of its long residual action and versatility probably will outweigh Aldrin. The company has some valuable informative bulletins free to supts. on request.

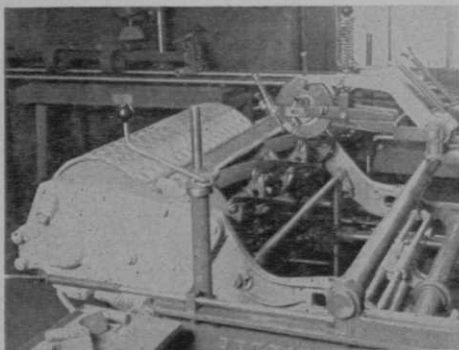
SIMPLEX LAPPING MACHINE NEW MODEL BY FATE-ROOT-HEATH

Fate-Root-Heath Co., Plymouth, O., has completely redesigned Simplex portable lapping machine since its introduction 3 years ago, and is bringing out Simplex Model 150.

This machine uses a G-E $\frac{1}{4}$ hp motor



and can be connected to the reel shaft of any mower for reconditioning with lapping compound without moving or unhitching other mowers. Reversing switch



permits the driving shaft to run in either direction. Simplex Lapping Compound is available in coarse, medium or fine grit.

F-R-H's Peerless mower sharpener, Model 600, will have 1955 design un-

changed as supts. are highly satisfied with the equipment with its capacity for accurate grinding of mowers of any weight. The weight of the mower is supported by the Peerless and its special jack. Screw type adjustments make it easy to position heavy mowers for accurate grinding, either by the hook method with bedknife in place or straightline with the bedknife in or out.

NO FREEZE, NO POLLUTION FOUNTAIN BY MURDOCK

Replacing the Murdock "Air-Lock" drinking fountain in the company's line is the new "Ejecto-San" anti-freezing, non-pollutable fountain. It is sanitary, durable, easy to install, and a fine-looking outdoor fountain.

H. F. Oswald of Murdock sales dept. also advises the new Murdock, Jr. $\frac{3}{4}$ " anti-freezing compression hydrant, made of grade A bronze and grey iron castings, precision machined and tested before shipment, now is available at a low price.

KAPCO DIV. EXPANDS RAPIDLY IN GOLF FERTILIZING

The Kapco Division of The Summers Fertilizer Co., Inc., Box 20, McKeesport, Pa., is now engaged in manufacturing special golf course fertilizers, and has shipped several thousand tons in the northeastern part of the United States, and as far west as Iowa. Most of Kapco's turf fertilizers contain at least 50% slow organic types of nitrogen.

For the past 2 years Kapco has been able to utilize the high analysis Chicago activated sludge, cleaned and screened, which is shipped in the eastern part of the United States. There is a great deal of difference between Kapco material Kap-Oganic and other Chicago sludges, inasmuch that the lower analysis sludges are used for manufacturing purposes; whereas the high analysis materials are only used for bagging purposes. This, in addition to the cleaning and screening method, accounts for the high quality products.

Kapco solubles are sold chiefly to large users through their distributors. Kapco has moderate prices on solubles, which accounts for the large consumption of these fertilizers that are used both by large commercial truck growers and on golf courses.

The Kapco Division of The Summers Fertilizer Co., Inc., is headed by Philip P. Rosette, in charge of sales and administration, and assisted by Howard J. Miller, who is experienced on production. Miller's experience in The Summers Fertilizer Co., Inc.'s plants in the New England area, and executive work in the Baltimore Office, has qualified him to this post.