

Here's the equipment—

Worthington equipment includes front-wheel-drive, dump body, and hill-hugging standard tractors; fairway and blitzer mowers in 3- to 9-gang combinations (standard and self-lift models) as well as self-powered and power-take-off rotary mowers.

Here's what it does—

Worthington Units are designed for heavy-duty mowing on golf courses, parks, highways, estates, cemeteries, airports and institutions. Whatever your mowing problem may be, Worthington has the *right* answer with the *right* equipment.

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Worthington Mower Company, through Authorized Dealers, will — with no obligation — survey your mowing needs and demonstrate the right equipment for your requirements at *any time* and *any place*. Just write us — we'll do the rest.

Write for your demonstration, today!

The world's finest line of large-area mowing equipment
WORTHINGTON MOWER COMPANY

STROUDSBURG, PENNSYLVANIA

"Ike" Grainger Renamed to Head USGA

ISSAC B. Grainger of the Montclair (N. J.) GC will be re-elected President of the USGA at the association's 61st annual meeting to be held at the Vanderbilt hotel, New York, Jan. 29.

Along with Grainger 12 of the 14 other members of his 1954 USGA teammates have been nominated for re-election. The USGA custom is to nominate officers for a second term.

John D. Ames, Onwentsia Club, Lake Forest, Ill., and Richard S. Tufts, Pinehurst (N. C.), CC will continue as vps. Charles L. Peirson of the Country Club of Brookline, Mass., will be re-elected treas., and Fraser M. Horn, National Golf Links of America will continue as the USGA's General Counsel.

USGA Nominating committee report is tantamount to election. George W. Blossom, Jr., heads the Nominating committee, which includes C. W. Benedict of Winged Foot, Robert W. Goldwater of Phoenix CC, Richmond Gray of the Country Club of Virginia and Hal A. White of Plum Hollow CC.

Wm. P. Castleman, Jr., Dallas, Tex., and Frederick L. Dold, Wichita, Ks., withdrew from USGA Executive committee due to demands of other duties. Their replacements are Emerson Carey, Jr., Denver, Colo. and John M. Winters, Jr., Tulsa, Okla.

Carey was Western Golf Assn. junior champion in 1925, captain of Cornell's 1925 football team, and pres., Trans-Mississippi GA in 1939.

Winters was captain of the University of Michigan golf team in 1923. He also served as pres., Oklahoma GA.

The USGA Executive committee to serve this year:

John D. Ames, Onwentsia Club, Lake Forest, Ill.; J. Frederic Byers, Jr., Allegheny CC, Sewickley, Pa.; Emerson Carey, Jr., Denver CC, Denver, Colo.; Thomas H. Choate, Meadow Brook Club, Westbury, N. Y.; John G. Clock, Virginia CC, Long Beach, Cal.; John W. Fischer, Western Hills CC, Cincinnati, O.; T. R. Garlington, Atlanta Athletic Club, Atlanta, Ga.

Also Charles B. Grace, Gulph Mills GC, Bridgeport, Pa.; Isaac B. Grainger, Montclair GC, Montclair, N. J.; Gordon E. Kummer, Milwaukee CC, Milwaukee, Wis.; Edward E. Lowery, San Francisco GC, San Francisco, Cal.; F. Warren

Munro, Waverley CC, Portland, Ore.; Charles L. Peirson, The Country Club, Brookline, Mass.; Richard S. Tufts, Pinehurst CC, Pinehurst, N. C.; John M. Winters, Jr., Southern Hills CC, Tulsa, Okla.

"Soils Clinic" Is Practical School for Midwest Supts.

FIFTY superintendents attended the Soils Clinic, Dec. 2 and 3, at University of Illinois Medical School campus, Chicago, and got highly valuable schooling in the foundation of their profession. The majority of those present were from Illinois, with Roy Nelson and Milt Wylie from Minnesota and several others from adjacent states also attending.

The clinic was co-sponsored by the Midwest Assn. of Golf Course Supts., University of Illinois Drug Plant division of the Pharmacy school and the Toro Mfg. Co.

Don Strand and Bob Williams, Educational committee chmn. of supts.' associations, planned the program with Dean Searles, Dr. Voight and Dr. Crain of the U of I, James Watson, chief agronomist of Toro and his asst., Jack Kolb.

The initial clinic, last year, was on plant diseases. The clinic next year probably will be on plant feeding.

Lectures and experiments conducted by Watson covered The History and Development of Soil Science, Fundamental Concept of the Soil, Origin of Soils, Weathering Processes, Formation and Classifications of Soils, Soil Classification and Survey, Mineral Constituents of Soil, Soil Organic Matter, Air, Soil and Water Relationships, Soil Temperature, Soil Microbiology.

Experienced, successful superintendents were unanimous in declaring the clinic valuable basic training and refresher education that is bound to have a profitable reflection in their turf management practice.

Golf Club Sales Up in 1954, Manufacturers Report

NATIONAL Association of Golf Club Manufacturers reports that members sold 3,700,953 golf clubs from Nov. 1, 1953 to Oct. 31, 1954. This is 328,352 more than the previous 12 month period's sales.

The latest report showed sales of 2,574,140 irons (233,495 more than previous 12 months), and 1,126,813 woods (94,857 more than previous 12 months.)

Fairway "Face-lifter" Saves Seattle \$7800 a Year

By WILLIAM F. STEEDMAN

FACE-LIFTING for fairways has become a much simpler operation through the use of a method devised by Pierre M. (Pete) Masterson, Seattle's director of municipal golf.

An enthusiastic and capable golfer himself, Masterson has personal acquaintance with the tribulations of the player. Like others, he often has had the frustrating experience of having the reward of a good drive canceled by a bad lie in the middle of the fairway.

Playing 'em as they lie is a principal of golf Pete is willing to accept. The lie in a divot hole he can take as a torment that's part of the game. But there are bad lies that can be prevented and he believes in doing everything possible to prevent them.

The golfer, he contends, is just as much entitled to good fairways as to good greens. "A bad lie on the fairway," he says, "can be just as disastrous and undeserved as a missed putt resulting from a badly kept green."

Among the preventable causes of bad lies are those spots on fairways where the ground drops abruptly below the level of the surrounding turf. Such depressions may be caused by burrowing animals or, as frequently is the case in the Pacific Northwest, by the rotting of long-submerged tree roots.

Over such spots the mowers pass without effect, leaving holes in which the grass is long, tough and tufty. The player whose drive down the middle finishes in one of these spots will encounter a lie that is anywhere from difficult to absolutely unplayable, while his opponent's ball, no better hit, lies a foot away on perfectly groomed turf.

All kinds of efficient methods and equipment had been introduced for manicuring and upkeep of the course, but here was a fairway problem that was as old as the game itself and that was being handled by methods just as old.

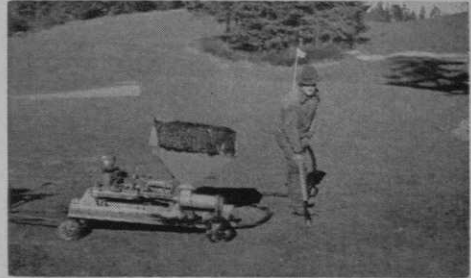
Standard practice was to cut away the sod, fill the hole with soil, tamp down firmly, replace the sod and wait for it to knit together again. Such scars sometimes took a long, long time to heal.

Losing Maintenance Battle

Surely, Masterson told himself, there must be some more efficient way of handling the problem. On Seattle's three mu-

nicipal courses the job was occupying at least four men an average of 40 days a year. And they appeared to be fighting a losing battle. Each year it seemed there were more holes than the year before.

At last Pete got an idea. Why not raise the depressed surface to the level of the surrounding fairway by forcing soil UNDER the turf by some method of injection, so as to avoid the actual cutting of



Masterson Injector forcing mud filling into fairway depression.

the turf itself and the long process of healing the scars?

His experimental equipment was an interesting adventure in improvisation. It was assembled by using the motor from an abandoned green-mower and an old pump. The device was tried out on the city's municipal courses and the results surpassed the inventor's fondest hopes.

Soil in semiliquid form was injected under the sunken turf through a nozzle. The surface was forced up to the level of the adjacent fairway in a matter of seconds. Evenness was easily obtained by making the injections from different angles. And there was the bad spot all leveled up with the surrounding ground without injury to the surface of the turf.

Further, experience showed that the turf thus raised stayed put. The injector plan produced a solid surface, packed firmly in every corner. That meant few "repeats." The machine isn't a cure-all for large depressions but it has been completely satisfactory in filling old mole and gopher runs and small declivities where tree stumps have decayed.

In actual practice Masterson has found that two men, using the new method, can fill 350 holes in an eight-hour day. By the old method four men could fill 70 holes.

Almost any type of soil can be used in the injector operation. A soil heavy in clay content appears to be particularly adaptable to the purpose. Whatever soil is used, it must be screened through a mesh of not more than half an inch.

Masterson has made important improvements on his original machine. A special feed device permits the use of a soil much more nearly solid than the mud that was used at first. The new equipment is a compact affair, weighing about 250 lbs. It is mounted on pneumatic tires that will permit its use on wet fairways without damaging the turf. A 25-ft. hose provides a range of 50 ft. as the machine moves along the fairways.

The Seattle Park Department's engineer estimates that use of the new method will save \$7,800 a year in the maintenance of the city's three municipal courses. The City Council has shown its appreciation by voting Masterson a substantial cash award for his invention.

Manufacture of the Masterson injector has been started by the Turf Services Co. of Snohomish, Wash. A number of the machines are in active use on a rental basis. The rental plan has been adopted in view of the fact that the work the machine is designed to accomplish is not ordinarily a year-round job.

Craigs, 41 Years Audubon Pro, Retires

BOBBY CRAIGS, 41 years pro at Audubon CC, Louisville, Ky., and his wife, Clementine, were guests of honor at a club dinner Dec. 16 at which Bobby's retirement was officially announced.

Virtually the club's entire membership attended. Craigs and his wife were presented with a round trip ticket to visit the old home town in Monifieth, Bobby was given a substantial pension for the rest of his life and a gold card of honorary membership in Audubon and cuff links from caddies. Mrs. Craigs was given a large framed colored photograph of Bobby. A portrait of the old pro was unveiled in the clubhouse by two of his amateur proteges, Chris Brinke and Bobby Nichols.

Charley Vittitoe and Alvey Humes spoke for the PGA and Bobby's pro graduates and presented Craigs with a traveling bag from the Kentucky PGA. Eight of Bobby's former assistants, now master pros, were present.

Col. Lee Read, with cooperation of club officials and Bill Kaiser, engineered the affair, biggest ever held for a home club pro. Telegrams from prominent pros and amateurs to Craigs decorated the club entry hall. Tommy Armour's telephone call from Delray Beach, Fla., in tribute to Craigs added hearty sentiment.

Herb Graffis, GOLFDOM editor, spoke,

naming Bobby as a beloved representative of the pioneer pros who have served splendidly in promoting the uniquely American policy of "the pursuit of happiness."

Hopkins Trophy Matches Come to La Jolla, Calif.

AFTER three successful years in Canada, where it had its premiere, the International PGA team matches between the U. S. and Canada, for the Hopkins Trophy, will be held at La Jolla (Calif.) CC, Jan. 18 and 19.

Originated in 1952 by John Jay Hopkins, international industrialist, the Hopkins Trophy Matches will be played as a prelude to the \$15,000 Convair-San Diego Open.

The 1954 Open and PGA Champions both will be members of the US professional golf team which will defend the Hopkins Trophy.

Ed Furgol, the Open Champion, and Chick Harbert, the PGA champion, will head a team including Bob Toski, Jack Burke, Jr., Marty Furgol, Jerry Barber and Cary Middlecoff.

The Canadian team, which will be headed by Vancouver's Stan Leonard, Canadian PGA champion, will receive coveted invitations to the famous Bing Crosby tournament. As each player has his travelling expenses to and from San Diego paid, and also receives \$750, those who desire can go south early and play in the PGA sponsored events prior to the Hopkins matches.

Ryder Cup Matches, Nov. 5 and 6, At Thunderbird, Palm Springs

THUNDERBIRD Ranch & CC, Palm Springs, Calif., will be the site of the 11th Ryder Cup matches on Saturday and Sunday, Nov. 5 and 6.

The British team is tentatively set to leave England around October 13, in order to permit them to play at least one match on the way to Palm Springs and allow them requisite practice time there, according to Robert Hudson, a member of the PGA National Advisory Committee, who was instrumental in arranging the matches.

While the makeup of the United States team is still in doubt until the Ryder Cup standings are compiled, the 1955 PGA champion will be an automatic member of the team.



Sunset Ridge Country Club
Winnetka, Illinois

Fine clubs like these are always
in great demand



Take advantage
of early spring sales
and stock up now!



Haig  Ultra
GOLF EQUIPMENT

Sold through
professional golf shops

Walter Hagen, Division of Wilson Sporting
Goods Co., Grand Rapids 2, Michigan

Park Ridge Club Cares for Employees and Dependents

A comprehensive hospital protection plan for employees and dependents, believed to be the first of its kind to be installed by a club in the Chicago district, has gone into effect at the Park Ridge (Ill.) CC.

The club's Board of Directors decided to provide its employees with hospital protection following two instances early this year of heavy hospital and medical expense suffered by club employees. Club members helped with donations in both cases, but expenses amounted to about \$2000 in one case and over \$1000 in the other.

Club officers sat down with Harold Lichty, Park Ridge member and Field Director of the Benefit Association of Railway employees, Chicago insurance firm that has specialized in employee protection since 1913, and worked out a program which assures club employees of substantial help when illness or accident sends them to the hospital. The club pays the entire cost of the protection for full time employees who have been employed for at least three months and has also made protection available for dependents at a low monthly premium which is deducted from the employee's paycheck.

The plan, which includes a \$1000 life insurance policy for each employee, pays the full cost of hospital room and board for a ward or semi-private room and of such miscellaneous hospital fees as anaesthesia, x-ray examinations, laboratory service, drugs, blood, oxygen, etc. Out patient fees for accident and surgical cases are covered, and there is an ambulance service benefit.

When a private room is desirable or necessary, the allowance is \$14.00 per day. In all cases requiring bed care in a hospital, the employee pays the first \$25.00 of the hospital bill and the plan pays the balance for 70 days. Surgical operations are covered under a schedule that provides varying amounts up to \$200. The hospital and surgical benefits are available to dependents of club employees in addition to a maternity benefit of \$90.

"We're proud to be the first off the tee in the Chicago district with a hospital plan for our employees," said J. T. Keck-eisen, retiring president of the Park Ridge club, "We want our employees to be as free from worry as possible when they or their dependents have to go to the hos-

pital. We think this protection plan will help more than anything else we could do to guarantee the best care and treatment for them and bring about an early recovery whenever an operation or hospital treatment is necessary."

Expense to the club is moderate.

The plan has been a great boost to employee interest and morale. It has brought into club employee welfare benefits that now are common in industrial employment and which first class club operations eventually are going to have to consider.

Further details of the plan may be secured from Harold Lichty, 901 Montrose ave., Chicago.

USGA Etiquette Film Premiere At PGA Meeting

FIRST PUBLIC showing of the initial "Golf House" Film Library movie "The Rules of Golf—Etiquette" was made at the PGA annual meeting in St. Paul following the rules talk by Joe Dey, USGA executive sec.

This sound film is 16 mm. Kodachrome running 17½ minutes. It was produced by National Educational Films, Inc., 165 W. 46th st., New York 36, in cooperation with the USGA. It may be rented for \$15 which includes shipping costs to the exhibitor. Bookings should be made thru National Educational Films, Inc.

The film shows a father, mother, son and daughter playing a friendly round and flagrantly violating details of etiquette set forth in Section 1 of the Rules of Golf. Pro opinion was that the film should be extensively shown at golf clubs and would do a good job that pros can't handle as forcibly as they desire.

Club pros commented that despite the valid criticism of tournament pros for violation of the code of golf etiquette, the most frequent offenses in this respect are those of the average golfer who needs the education and reminders of the new film.

Shooting of film action was done at the Somerset Hills CC, Bernardsville, N. J., last summer, with some title backgrounds being shot at the Ridgewood (N. J.) CC.

Clever Christmas card of Heart of America GCSA with names of members in heart wreath around Santa Claus. Lot of bright holiday cards from pros to members, with Ray Carter, Glen Lakes CC, Dallas, Tex., and several others showing shops decorated for Christmas.

Million Dollar Increase in Pros' 1954 Gift Sales

PRO shop Christmas gift business was at least 20 per cent larger in 1954 than in any previous year.

The percentage of increase is estimated on spoken and written reports from professionals in all parts of the country.

What mightily pleased the professionals were expressions from their customers appreciative of having Christmas shopping problems answered so easily and satisfactorily. Making a big added profit by doing what the customers want done is a good deal all around.

"Christmas Shopping At Your Pro Shop," the pro-only Christmas golf gift shoppers' guide published by GOLFDOM at the suggestion of the professionals, is credited by the pros as having given tremendous nation-wide push to the practice of doing Christmas gift buying at the pro shops. The shoppers' guide had powerful effect in bringing business into public course pro shops as well as into private club shops.

Joseph H. Lally, veteran in public golf in the Louisville area, commented: "The pro shop Christmas gift guide got a lot of business from people — especially women — who'd never been in pro shops before, as well as getting a big bonus of sales from customers who ordinarily quit buying golf goods in late summer."

From the professionals doing largest volume of pro shop business to pros on 9-hole jobs, the power of "Christmas Shopping At Your Pro Shop" proved profitable. It had the size, service aspects and class to make a strong, favorable impression on Christmas gift shoppers. It was supplemented by the pros' own excellent Christmas gift advertising and the attractive gift advertising supplied by manufacturers.

Out-powered Competition

The campaign simply out-powered and out-drew competitive gift advertising campaigns previously taking vast sums away from pro shop volume.

The first year of "Christmas Shopping At Your Pro Shop" was the result of pro

requests to GOLFDOM. As a trail-blazing job it succeeded far beyond expectations for pros, their customers, and golf goods manufacturers.

There were 106,300 copies of the pro shop shopping guide bearing the names and business addresses of 357 professionals used in the Christmas golf gift merchandising campaign. Requests for more than 7000 additional copies were received too late to be handled.

Some difficulty was experienced in shipping copies to professionals as mail service has seriously deteriorated from the previous high standard.

Planning 1955 Edition

Plans for the 1955 edition of "Christmas Shopping At Your Pro Shop" already are being formulated and effectiveness of the advertising is certain to be even much greater than that of the initial year. Close study of experiences by the professionals, the publishers and manufacturers has recommended new features in the book itself and in its distribution.

This year the book will be prepared in June and shipments will be made to the professionals in September, allowing them a month and more to arrange for their own distribution and coordinate all their Christmas gift merchandising work.

Professionals have suggested aligning manufacturer representation closely to pro shop stocks, which the manufacturers are planning to do.

The initial pro shop Christmas book was based on an expected circulation of 40,000, after preliminary questioning of representative pro businessmen.

Joe Graffis, publisher of GOLFDOM, says "We made an error on the conservative side that cost us money, but in view of the substantial profit made by the participating professionals and manufacturers we will take this loss cheerfully. It is less than we have spent annually for many years in trying to build up Christmas business in pro shops.

"Estimates from professionals using the book give us reason for cautiously believ-

ing that pros using the book had a Christmas sales increase averaging about \$10 per book used, and that million dollar increase over 1953 pro shop Christmas gift business is a fine demonstration of what pro businessmen can do with the right sort of advertising aids in customer service."

Joe also comments:

"Letters and interviews show beneficial results of the 'Christmas Shopping At Your Pro Shop' book considerably beyond the highly satisfactory increased income from golf gift sales.

"Pros have told us the campaign so completely liquidated their late season inventories they will start 1955 in far better cash and inventory position than in any previous year."

The stimulation of the "Christmas Shopping At Your Pro Shop" publicity produced many productive sales tie-ups by the pros. Jim Fogertey, pro at Sunset Hills CC (St. Louis dist.) had exhibits of pro shop merchandise set up in the clubhouse Saturdays and Sundays prior to Christmas. Jim and his assistants sold a substantial volume to members and their guests for personal use and as gifts.

The liveliness and canny advertising of many pros this past Christmas was closely coupled with displays at shops, pro visits to homes and offices of members, telephone calls and all other elements of effective merchandising. It paid off!

Club Pro of Year to Get Harlow Memorial Award

A NEW AWARD to be given to the "Golf Professional of the Year" was approved by the PGA at St. Paul. This award, to a club pro, differs from the "Professional Golfer of the Year" established award which is annually presented to a playing pro.

Action responsible for the new award is the outcome of discussions by Richard Tufts, pres., Pinehurst, Inc., and Dugan Aycock, pres., Carolinas PGA. National recognition of a club pro has been mentioned as a possibility several times in GOLFDOM but was believed beyond practical attainment due to difficulty of selection of winners.

This difficulty has been solved by a plan which Dugan worked out and the PGA adopted. It calls for selection committees of men and women's amateur association officials and sports writers in each of the PGA's 30 sections. These committees will

make awards on the basis of

- Promotion of junior golf;
- Encouraging women's play;
- Service to his home club;
- Devotion of his life to the game of golf;
- Promotion of public relations;
- Tournament play locally;
- Interest in caddies;
- All around service to the community of which he is a member;

Charitable endeavors for those who are handicapped or have suffered misfortunes;

Constant effort in improving his ability as a teacher.

From the 30 sectional choices a committee of 5 amateurs appointed by the PGA Executive committee will select the "Golf Professional of the Year."

The national choice will receive the Robert E. Harlow Memorial trophy. Money for the Harlow trophy, a tribute to a beloved and great builder of golf, is rapidly being raised. Checks should be sent to Dugan Aycock, Lexington (N. C.) CC.

Rehling Writes Book for P. E. Golf Teachers

GOLF FOR THE PHYSICAL EDUCATION TEACHER AND COACH. By Conrad H. Rehling. Published by Wm. C. Brown Co., Dubuque, Ia. 127 pages. Price \$3.

Rehling, golf instructor and assistant professor at the University of Florida, has drawn on his own successful experience and that of a number of professionals teaching golf at universities, in producing a good common sense manual.

He takes a middle road between the physical education specialist and the practical teaching pro in his building of a foundation for mass golf instruction.

Rehling, who started in golf as a caddy, is strongly influenced by the pros' experience in teaching. He goes at the technicalities of instruction in a sound way which few teaching pros can criticize in detail. He also applies P. E. teachers' methods which university golf coaches have found useful.

Tournament golf lost a notable new sponsor when Fred Miller, pres., Miller Brewing Co., died in a plane accident. Miller, brilliant football player and scholar at Notre Dame, sponsored the \$35,000 Miller High Life Open to be played at Milwaukee, July 14-17, beginning two days after the All-Star baseball game in Milwaukee County Stadium.



The Teacher's Trophy

16th Annual
P.G.A. Seniors' Championship
for the
TEACHER'S TROPHY

P.G.A. National Golf Club, Dunedin, Florida

January 28-30, 1955

ELIGIBILITY

All senior professional golfers, 50 years of age and over as of January 27, 1955, who are members of the P.G.A.

TOURNAMENT

Championship to be played over 54 holes at P.G.A. National Golf Club, Dunedin, Florida, January 28-30, 1955. Also special flights by age groups as arranged by P.G.A. Seniors Tournament Committee.

PRIZES

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

CO-SPONSORED BY WM. TEACHER & SONS, LTD., GLASGOW, SCOTLAND
TOURNAMENT DIRECTOR, ROOM 400, 250 PARK AVENUE, NEW YORK, N. Y.

Southern GA Championships to Linville N. C. Club

Southern Golf Assn. men's championship will be played June 14-18, at Linville (N. C.) GC, with 18 hole qualifying rounds on the first two days, and the low 96 comprising three divisions of 32 each.

A Seniors' championship (55 or older) will be played by 36 holes medal play, simultaneously with the qualifying rounds. Team play for the Robert T. Jones trophy also will be during the qualifying rounds.

"Mr. Dutch" Harrison's average of 70.41 for 67 rounds to win Vardon trophy in 1954 was first win of this honor for the veteran.

Mr. and Mrs. Jack Jolly recently celebrated their 50th wedding anniversary.

NEWS from the MANUFACTURERS

R. CARL CHANDLER ELECTED TO SPALDING'S BOARD OF DIRECTORS

R. Carl Chandler, VP, Union Bag & Paper Corp., New York City and resident of Short Hills, N. J., was elected to the A. G. Spalding & Bros. Board of Directors at their December meeting.

Chandler also serves on the board of directors of the Hawkins Container Co., Cleveland, O.; Highland Container Co., Jamestown, N. C.; Standard Packaging Corp., New York City; American Tractor Corp., Churubusco, Ind. The F. C. Russell Co., Cleveland, O.; Fourdrinier Kraft Board Institute, New York City, Fibre Box Assn., Chicago; National Paperboard Assn., Chicago.

B. Hayman Co., Inc., Los Angeles, has established a new Garden, Nursery and Golf Course Equipment Division. The new division of this 78-year old firm will handle distribution and service on a complete line of nationally-known garden, nursery and golf course supplies in the Southern California area.

Bob Rosburg's win of Miami Open got him promoted to full Advisory staff classification with MacGregor.

Archibald Holmes and Son, Philadelphia manufacturers of wilton carpets, just published a generously illustrated six-page brochure devoted exclusively to the use of carpet in leading golf and country clubs.

NEW SPALDING CANADIAN PLANT



Walter Gerould (center) Spalding pres., breaks ground for Spalding's new Canadian factory.

TRIANGLE OPENS TWO NEW PIPE WAREHOUSES

Triangle Conduit & Cable Co., Inc., New Brunswick, N. J., makers of plastic pipe, announces two new warehouse facilities. These new warehouses are at 3540 Croton Avenue, S. E., Cleveland, O., and the other at 2300 Hickory St., Dallas, Tex.

NEW PENNA WOODS, NEW BAG IN MACGREGOR LINE

MacGregor Golf Co. introduces two new models of Toney Penna woods. The P83T is in a light cherry glaze finish with a red fibre face and white insert. The other model is the TPT and is a coal black glaze. Both models have a MacGregor True-Temper chrome shaft in a firm, medium-stiff pattern. Both are 43 inches in length. They are available with molded grips or the new two-tone black and red leather grip. They are available from all pro shops in sets of driver, brassie, spoon and No. 4 wood.

A new bag also is in the MacGregor line for 1955. This one is LP638 and it is pro-only. Special features include its step-down top collar, leather side saddle panel and the two-zipper ball pocket. It is made of Canvalon, new long-life material by MacGregor. It is available in three different color combinations - black and red, grey and red, grey and green.

MacGregor Golf Christmas card, painted by Ralph C. Reynolds, showed the 18th at Olympic Club, San Francisco, as viewed from the clubhouse. The beautiful scene at the course where the National Open will be played this year, made a fine companion piece to MacGregor's 1954 art of Baltusrol.

Wilson Sporting Goods Co. says new Staff ball with X2F compressible energized center and Atomite dry lubricant of thread winding giving winter resort golfers results that are boosting sales remarkably.