

NADCO CART OFFERS CADILLAC AS HOLE-IN-ONE PRIZE

National Die Casting Co., 3635 W. Touhy ave., Chicago 45, makers of the Nadco bag cart, is offering a 1955 Cadillac as a prize in its hole-in-one contest this year.

The contest will run through Sept. 15. Up to that time anyone who has made an ace this year will become eligible to compete in a national play-off. The next week



Bill King, sales mgr., Nadco, studies promotion copy on company's hole-in-one contest, flanked by (L), Art Evans, asst. sales mgr., and (R) Henry Rich of O'Grady-Andersen-Grey advertising agency.

a famed pro will drive a number of balls equal to the number of contestants entered in the contest, off the tee at a pre-selected par-3 hole.

Each ball will be identified as representing one of the entrants. The ball nearest the hole—or in—will get the Cadillac, explains Bill King, Nadco sales mgr.

ACUSHNET INCREASES ADVERTISING

Acushnet Process Sales Co. which registered new high record in its ball sales in 1954 is expanding its advertising to beat last year's sales figures.

Campaign in golf player and general magazines will start in March and run into September. Total circulation of the campaign will exceed 12,000,000.

Maxwell Stiles in his sports column in the Los Angeles Mirror-News is sure boosting California's contributions to golf business. The old practically-native son gives bows to Golfcraft's glass shaft and to the Wm. Joyce featherweight golf shoe. He quotes Kip Bowen as saying the Pasadena-made shoe saves the golfer from carrying about 3½ tons in taking some 10,000 paces around 18 holes.

GENERAL STEEL LOCKER ROOM EQUIPMENT

At last we have found the right size locker for our needs.

IDEAL LOCKER BENCHES



GENERAL STEEL PRODUCTS CORP.
FLUSHING 55, NEW YORK. INDEPENDENCE 3-3000

Our experienced sales engineers are available.

IMPORTANT

Every golf club in the United States is being mailed our annual form card on which space is provided for names of each club's operating personnel entitled to receive GOLFDOM. Please give this your prompt attention.

Unless we receive up-to-date information on those who are actively engaged in duties concerned with your golf club's operation we cannot continue mailing GOLFDOM.

If your club failed to receive our form card or misplaced it—use the form you'll find on Page 140 in this issue. Recently enforced regulations of our circulation auditing association require us to show that the names to whom GOLFDOM is mailed are up-to-date. Lacking this information we are instructed to stop mailing GOLFDOM to old names on our list.

To make certain your 1955 officials and operating heads receive GOLFDOM—fill-in the form and mail it—today—please.

Thank you.

GOLFDOM

CALI-FAME SPORTSWEAR NAMES NEW DISTRIBUTORS

Cali-Fame of Los Angeles is changing their method of distribution east of the Rockies, and have selected as warehouse distributors of their products:

Golf & Gift Mart, Inc., 217 Pierce St., Birmingham, Mich.

Jackman Sportswear, 6332 W. Roosevelt Rd., Oak Park, Ill.

E. J. Smith & Sons, 1100 Elizabeth Ave., Charlotte, N. C.

Winter-Dobson Co., 5010 Greenville Ave., Dallas 6, Tex.

The warehouse facilities and the sales force of the above mentioned firms will provide the service that is most important to the golf pro.

Regular numbers will be stocked in the various warehouses so the pro will have close at hand a complete assortment of both shirts and caps for immediate delivery. They will stock the same items that have been stocked in Los Angeles and they will be sold to the pro at the same prices as in the past.

SURE-FLO HAS NEW ALUMINUM LINE FITTINGS

Perfection Sprinkler Co., 1765 S. State St., Ann Arbor, Mich. has a new array of Sure-Flo suction line fittings, made of aluminum and easy to handle.

This equipment includes intake adapters, intake elbows, intake couplings, foot valves, suction pipe and suction strainers.

Perfection will send supts. full information on request.

Lyndon Industries, 1573 E. Larned St., Detroit 7, Mich. has a new oval side table to be used as occasional tables and as card room service tables at country clubs. The table was designed at the request of Don Edie, mgr., Country Club of Detroit.

U. S. RUBBER RULES POSTERS GET BIG SHOWING

"The 10 Most Violated Rules in Golf" which the United States Rubber Co. prepared in poster form after checking copy and illustrations with the USGA, is being extensively shown at pro shops and in

NO. **1**
in a series

THE 10 MOST VIOLATED RULES IN GOLF

THE RULE:
Rule 24, Section 2a)
"Stroke Play
"When a competitor's ball lying within twenty yards of the hole is played and strikes or is stopped by the flagstick, whether it is in the hole or not, or the person attending the flagstick, the competitor shall incur a penalty of two strokes and shall play the ball as it lies."
NOTE: No penalty for striking flagstick, if unattended, in match play (Rule 24, Section 2b).

SEE YOUR PRO FOR THE **U.S. ROYAL** JUST RIGHT FOR YOUR GAME
The Rules Are Part of the Game. For Your Greatest Golfing Enjoyment, Know Them and Play According to Them.

lockerrooms and grill rooms in clubs in the south and southwest.

The general practice has been to show one of the cards for several days, then switch to another rule card, so the displays will be alive and busy all through the year in reducing common violations of the rules.

**NEW ARMOUR INSTRUCTION MOVIE
SOON READY FOR HOME USE**

Jack Levine, whose Par Mate company makes the Tommy Armour golf glove, reports that the Universal Film Exchange, with offices in many larger cities, will soon have a Tommy Armour instruction film available. It's a home movie and can be purchased or ordered thru your usual photography supply source. The Armour golf glove is given prominent exposure in the film, which will make its bow at the Nat. Photographic Dealers' Show, March 27th.

Spalding is supplying pro shops with a new shop display card on the Spalding Dot. The attractive card has a large embossed ball that jumps out at the eyes.

**H & B ISSUES CERTIFICATES
TO ACE-MAKERS**

Hillerich and Bradshy, Louisville, Ky., now issues a certificate, fancy-looking like the credentials of a Kentucky colonel, to any one who makes a hole in one.

It will be sent upon receipt of a copy of the attested aced scorecard. The H&B fellows say they expect most of the aces will be made by users of their Power-Bilt precision golfing instruments, but the certificate will be sent cheerfully to anyone who

Helen says:

"A heavy bag is too much for me to carry or pull. I need a Lightweight **BALANCED GOLF BAG.**"

PATENTED



**STANDARD
MODEL**

15 CLUB CAPACITY
COLOR - GREEN

\$4⁰⁰ ea. F.O.B. CHICAGO

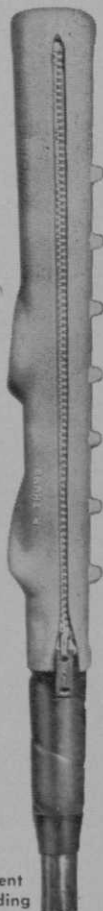
Minimum shipment—1/2 doz.

ORDER NOW

BALANCED GOLF BAG

2029 Clybourn Avenue Chicago 14

NEW! now zip
the proper grip on
your golf club with
PROP-O-GRIP



Now at last—a grip guide that requires no permanent installation, is ready for use in seconds. Prop-o-Grip is made of lightweight molded rubber, can be carried in pocket or golfbag. Ribbed projections guide fingers into position, thumbs rest easily and firmly against molded rubber grooves. Only ONE Prop-o-Grip is needed per set of clubs, because it can be transferred during play.



PROPER position of left hand — thumb against molded projection.

PROPER position of right hand. Fingers rest naturally between projections.

**Retails at
\$1.95
in U.S.A.**

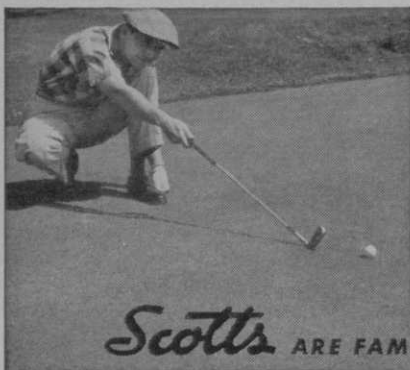
ONE Prop-O-Grip serves a whole set of clubs—zips on and off easily.

Patent Pending

MAIL THIS COUPON TODAY

ELASCO, INC.
1944 E. Market St., Akron, Ohio
Please send me more information about Prop-o-Grip.

Name _____
Address _____
City _____ State _____



FOR BETTER SCORES follow through with *Scott's*®

Over the years, Scott's record for producing outstanding turf parallels the popular growth of golf. Today, players on over a fourth of the nation's courses enjoy Scott's turf perfection. Plan now to improve your greens and fairways with *Scott's* TURF PRODUCTS. The results are certain to win enthusiastic player acclaim. Write for recommendations of our turf specialists and estimates on your program.

O M Scott & SONS CO, Marysville, Ohio
also Palo Alto, California

Scott's ARE FAMOUS FOR CHAMPIONSHIP TURF

makes an ace, even if it is a matter of sheer luck with another make of club which, the H&B guys generously admit sometimes happens.

V-C 13 NEMACIDE — NEW CHEMICAL CONTROL FOR TURF NEMATODES

A new chemical for the control of nematodes on turf and ornamental shrubs has been announced by Virginia-Carolina Chemical Corp., Richmond, Va. An organic phosphorous compound, the new product will be marketed under the trade name V-C 13 Nemacide.

Nematodes are tiny, thread-like worms that attack plant roots and stunt or ruin growth. Fertilizer, water and good care are wasted when destructive nematodes abound in the soil and wreck and ruin grass roots. Damage shows up as spotty, tufted, yellow, stunted grass with short, sparse roots.

V-C describes the new product as an insoluble liquid which is applied as an emulsion and remains in the soil. It is the first nemacide of its type on the commercial market. The company reports that the



rate of application of V-C 13 Nemacide is such that nematode control has been obtained without damage to growing plants.

AMERICA'S FINEST GOLF PRACTICE NET

made with United States Rubber Company's shock absorbent ENSOLITE



—a tough expanded cellular plastic pad designed to withstand the terrific impact of high velocity drive. Prevents ball rebound.

- Easy to set up—INSIDE OR OUTSIDE
- Back drop 8' wide 9' high
- Ensolite pad 4' x 6'
- Side nets 8' x 9'..... \$98.00 F.O.B. Factory
- 8'x9' back drop and Ensolite Pad, without side nets..... \$69.50 F.O.B.

Please enclose check, money order or purchase order.

SOUTH BEND PRODUCT SALES

Associates of — City Awning Company,
1422½ Mishawaka Ave. South Bend, Indiana

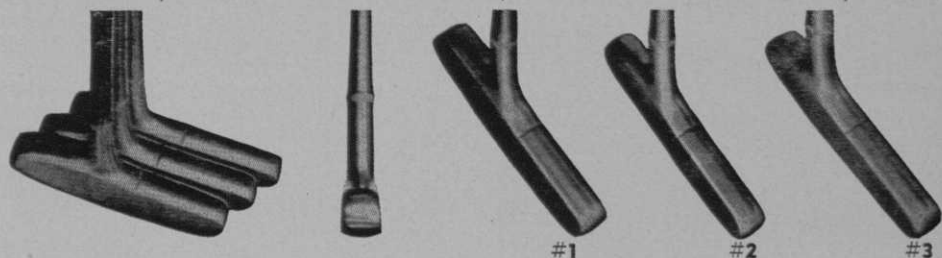
BEN RICHTER'S "DROPEM" BLADE PUTTERS

Brand New Center Shafted Putter — Brought Up-to-date — 3 Attractive Models

No. 1 SHORT TOE, LONG HEEL

No. 2 MEDIUM TOE, MEDIUM HEEL

No. 3 LONG TOE, SHORT HEEL



Each Model in Flat-Medium or Upright Lie. In Dull Chrome or Silicon Bronze
Any length—Rubber or Leather Grips to Order. Sold thru pro shops or direct—\$12.50

BEN RICHTER, Normandy 21, Mo.

In the past, the control of nematodes has been effected generally by fumigation of the soil with toxic chemicals.

The active ingredient of the new product is 0.2, 4-Dichlorophenyl 0, 0-Diethyl Phosphorothioate. It was first synthesized by Doctors William P. Boyer and J. Roger Mangham in the Richmond research laboratories of Virginia-Carolina, while extending investigation into this field of compounds originally investigated by Dr. Gerhard Schrader of Leverkusen, Germany. Its effectiveness as a nemacide was discovered by Dr. J. R. Christie and V. G. Perry of the Bureau of Plant Industry, U. S. Dept. Ag., under screening programs for possible solutions to the nemacide threat.

Extensive laboratory and field tests conducted on golf courses and various ornamentals in the past four years have proven the effectiveness of the new chemical in controlling the pests, according to V-C scientists. It may be used on established grass, and at half strength on new,

young seedlings. V-C 13 Nemacide has a powerful, long-lasting residual effect and continues to control nematodes as long as it remains in the soil. Easy to use, it may be sprayed or sprinkled on turf with any standard spray equipment; then soaked into the soil with additional watering.

V-C 13 Nemacide is offered in two convenient sizes: 10 pounds in a one-gallon jug, and 50 pounds in a five-gallon drum. Descriptive literature and prices may be obtained by writing: Virginia-Carolina Chemical Corp., 401 East Main Street, Richmond 8, Va.

NEW CATALOG ON STAR LOCKERS

Star Steel Equipment Company, Inc., 117-20 Fourteenth Road, College Point 56, New York, has announced that their new catalog is available upon request illustrating the company's line of steel lockers and basket shelving.

Personalize Golf Clubs with

WETHER-PRUF
TRADE-MARK

**NAME
LABELS**

STICKS WITHOUT MOISTENING
RESISTS RAIN • SNOW • DIRT

END LOSS, MIX-UP & AGGRAVATION! The quick way for golfers to put their names on their clubs. 5 Year Guarantee against weather and wear. New low price assures fast sale. Packed 12 kits on a self-selling counter card. Retail at 75¢ per kit. Dealer's price only \$5.40 per counter card (12 kits).

S-C PRODUCTS, INC., 395 ST. RONAN STREET, NEW HAVEN, CONN.

15 Labels
and
Covers
only **75¢**
PATENT PENDING

Here's the **ONE** golf grip
you'll **SELL** and **SELL** and **SELL!**

Major Passy
Pat. Pending
**SPONGE
GRIPS**

- Simple to Apply with amazing, exclusive dri-back adhesive
- Pro-Designed; Pro-Approved
- Exclusive Diamond face finish eliminates Blisters, Slippage, Shock, Sting, Callouses
- Comes in colorful display carton
- Nationally advertised

The Grip that Relaxes Golfers for a smooth, tension-free swing. No "club-loss" anywhere in the swing. Like a built-in glove. Makes golf a pleasure in all weather.

Sold through jobbers

Phone OL 3-1764

MAJOR SALES Inc. 1842 Givan Avenue
New York 69, N. Y.

**FOR COMFORT IN ACTION
TEE OFF with
SQUIRE SLACKS!**

Latest selection of Quality Slacks— . . Dacron-Linair FORSTMANN DOESKINS, IMPORTED and DOMESTIC FLANNELS, Blends of silk and wool, TROPICAL wool, sheen gabardines and others.

Ten Different types of fabrics for all kinds of weather in 75 different colors — truly the largest selection available to the GOLF WORLD!

You will find top grade tailoring at sensible prices and last but not least **IMMEDIATE DELIVERY DIRECT FROM THE MANUFACTURER.**

Note in particular our DACRON-LINAIR GOLF SQUIRE MODEL sold exclusively in PRO shops and its companions: Men's Bermuda Shorts and Lady Par Bermuda Shorts.

These Models walked par on many courses this past season and broke all sales records in leading pro-shops.

For Free catalog and samples write to:

SQUIRE SLACKS • Dept. "G"
18 West 20th St.
New York 11, N. Y.

**WILSON SIGNS MAXWELL,
INMAN, TO PRO STAFF**

Billy Maxwell, 1951 National Amateur champion, and Walker Inman, Jr., collegiate star and assistant to Henry Picard prior to service in the Air force, have joined pro staff of Wilson Sporting Goods Co.

Maxwell turned pro in 1950. He started golf when he was 12 and attained prominence as a North Texas State College student.

MAKES MOVIE ON PLANT GROWTH

American Agricultural Chemical Co., 50 Church St., New York 7, has a new 16mm color film, "How Green Is Your Garden", which runs 40 minutes. Much lawn-building and maintenance material is in it. Function of plant food is shown. The film is loaned without charge.

**10 "SURPRISES" IN CHESTERFIELD
1955 PRO ONLY SWEATER LINE**

Herman Schwartz, President, Chesterfield Sportwear Co., 1133 Broadway, New York City, is showing the golf professionals that he is following through on their last year's sales success with Chesterfields with the "sweater surprises" of



1955. They're strictly for pro shop sale and cannot be seen in stores. Chesterfield's 1955 line includes 10 beautiful models in a variety of colors. The materials range from imported virgin wool and Australian zephyr wool to nylon and vicara, and orlon.

Some are strictly for golf, others for dress, and still others to serve for both daytime and evening wear—styles include cardigans, crew necks and johnny collars. The dressier models have a variety of beaded and jewel designs. Details of the complete Chesterfield sweater line, prices and samples are available by writing the manufacturer.

GENE DAHLBENDER HONORED BY PROS, SALESMEN

Gene Dahlbender, Wilson southeastern salesman, recently was elected president of the Southeastern Golf Salesmen's Assn., a position of much honor, considerable responsibility, some work and no pay.

Gene also was given a gold wrist watch by the pros in his territory. Inscribed on the watch is "In appreciation of 30 years service to the members of the Southeastern PGA." He sure is proud—and has a right to be—of that watch. He's already worn out three straps on the watch, taking it off to read the lettering to his wife.

Roseman Tractor Mower Co. put on its usual big winter party for Chicago district superintendents, with feasting, merriment and a raft of door prizes.

PROGRESS INTRODUCES ITS NEW GOLF BALL WASHER



Progress Pattern & Foundry Co., 1457 Marshall Ave., St. Paul, Minn., have set a production schedule on their new "Par-Aide" ball washer that promises deliveries by April 1st.

Main units are made of non-corrosive cast aluminum. Its helical agitator and cover are hard-coat anodized, and the entire unit is coated inside and out with colored vinyl plastic.

The brush, a one piece unit, forms two helical sections to conform to the helical design of the agitator. Brush is rubber-backed with nylon bristles encased in an 18 gauge steel cylinder which can easily be removed, replaced or reversed to insure maximum performance.

The reservoir section fits into a two inch steel pipe, and is secured by a tamper-proof set screw. The reservoir traps the accumulation of dirt, leaving clear water in the cleaning chamber. The unit is designed for easy cleaning.

The stainless steel guide shaft is cast integrally into the agitator as is the shaft for the tenite spinner knob. The guide shaft travels up and down through a bearing in the main body of the unit.

When not in use the "Par-Aide" is completely closed against water evaporation and over-filling by rains. For further detailed information and prices write: Progress Pattern and Foundry Co., 1457 Marshall Avenue, St. Paul 4, Minnesota.

Lead Off With A Leader!

Start 'em off this spring with
the glove that lowers their score

Tommy Armour GOLF GLOVE

with CLUB CONTROL

SELLS
FAST
AT \$4



Reinforced
thumb with club-
hugger inset in palm
assures firm, relaxed grip
at all stages of swing. Biege
only.

Men & Women—All sizes—immediate delivery.

PAR-MATE

Reg. Trade Mark

10 W. 33rd Street
NEW YORK 1, N. Y.

AT YOUR SERVICE
for 1955 . . .

PRO-SHU CO. OF HARRISBURG, PA.

1918B N. THIRD STREET
HARRISBURG, PA.

featuring

26 Styles of Ladies' and Men's

GOLF SHOES

Write for Illustrated Color Catalog



IMMEDIATE DELIVERY!

Write for Free Catalogues on our complete line of Lockers (Single, Double & Multiple Tier), Cabinets and Shelving.

**STAR STEEL
EQUIPMENT CO., INC.**

Dept. Co. College Point, New York



**DUNLOP PRESENTS SPORTS
SALES LINE-UP**

Vinnie Richards, vp in charge of Dunlop's sporting goods division, has issued an informative folder giving data on the Dunlop golf Advisory committee, Ed Furgol, Mike Krak and Paul Hahn; on the company's tennis Advisory committee, the regional sales managers and staffs, and the distributors.

**MILLS INVENTS CURB EDGING
TRACTOR ATTACHMENT**

Lon Mills, veteran golf course supt. and now city horticulturist of Knoxville, Tenn., has invented a tractor attachment that does a very satisfactory job of edging turf at curbs. The device fits golf course tractors or the small two-wheel tractors.

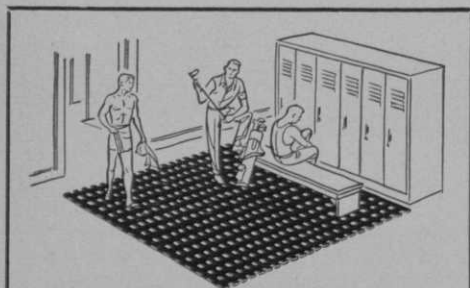
It is quickly attached and simple. It has been used extensively in Knoxville and has produced neat grooming at curbs, quickly and at low cost.

Mills has applied for patents on the device.

**SPALDING'S 1955 PRO-ONLY
CATALOG IS OUT**

Spalding's 1955 pro golf catalog is 38 pages of the newest in the line, starting off with the improved Spalding Dot ball.

The catalog also shows improvements in Top-Flite Synchro-Dyned woods and in-



SPECIFY DURABLE MATS

GOLF Tee Mats — No upkeep —
soon pay for themselves — size 5' x 5'.

MATS for EVERY PURPOSE —
pro shop, locker rooms, shower rooms,
work surfaces, aisles, entrances, and
lobbies.

Durable keeps floors clean — saves cleaning

DURABLE

MAT COMPANY

Norwalk, Ohio

Seattle, Wash.



roduces a completely new set of in-between Top-Flite Synchro-Dyned woods, numbered 1, 2½, 3½, 4½. There are new heads on the Top-Flite Synchro-Dyned irons.

New putters also have been added. The bag line contains 28 numbers.

**SCOGGINS FEATURING NEW SHIRT;
BEN RICHTER PUTTERS**

Scoggins Golf Co., Dunedin, Fla., has brought out a new golf shirt that caught on with pros at the PGA National course. It's of Egyptian cotton which has a softer silkier finish than is usual with cotton. It is washable. The shirt has a wide open

neck, which can be buttoned. The neck is attractively finished.

Frank Sproggell of Scoggins says sales of Ben Richter putters, which are nationally distributed by Scoggins, have been exceptionally large and that orders for spring show the putter has caught on all over the country. The Danga wood shaft on many of the Richter putters is getting strong endorsement from pros.

NADCO INTRODUCES NEW SELLING FEATURE FOR THE PRO SHOP

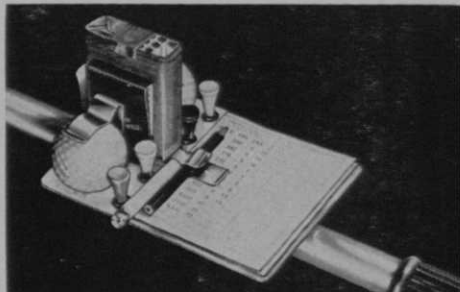


A golf ball on the handle, is a novel merchandising feature offered by NADCO as a new design to help the pro shop build golf cart sales. Practical as well as eye-catching, the golf ball on the handle of the cart is designed to fit the contours of the hand for greater pulling ease. Bill King, sales mgr. of National Die Casting Company, reports this new feature is available with every cart in the complete Nadco line, including models, 66, 77, 770 and 88.

PAR-PAK—CART ACCESSORY

This new cart accessory packs small golf items in easily accessible areas on compact, convenient score card rack.

Everything convenient, compact and secure; nothing falls off even when cart is folded. Pencil and score card are placed



on firm, smooth writing surface. Stainless steel spring clamps hold items securely; tees held by rubber grommets. Par Pak will not be in the way of the folding mechanism of the most compact folding cart.

Constructed of quality materials; aluminum and stainless steel for handsome finish. Distinctively boxed for gift giving. Under \$2.00, usual pro discount. Details from Parway Mfg. Co., 2300 W. 59th St., Chicago 36, Ill.

**SAVE MONEY
SAVE TIME
SAVE WORK with a**

**PERFECTION ONE-MAN
PROPORTIONER**

The easiest and most efficient method for applying fertilizers, fungicides and chemicals to golf greens.

Used by hundreds of
greenkeepers since 1937

Price only \$38.50

See your dealer or
write direct to

PERFECTION SPRINKLER CO.

Box 363

Ann Arbor, Mich.

Shine?

Sure! You need a clean
club for a clean shot.

**LEWIS
Golf Club Cleaner**



This extra special service can make an extra special friend on any course. "Shines" the golfers' clubs in a jiffy with quick-and-easy automatic brush action. Can be coin operated, too, to pay for itself. Worry-free service for years and years and years. Add a big measure of pleasure for your members or patrons... "shine" their clubs with the popular Lewis Golf Club Cleaner.

ASK FOR DEALER
DEMONSTRATION

G. B. LEWIS CO. WATERTOWN, WISCONSIN



Golf course superintendents, city, county and park officials and turf equipment manufacturers who were guests of B. Hayman Co. at recent dinner in Pasadena, Calif.

B. HAYMAN HOSTS TURF EQUIPMENT HEADS

B. Hayman Co. Inc., Los Angeles, recent entrant to the golf course equipment business in Southern California, was host to 149 golf course superintendents, city, county and park officials and turf equipment manufacturers, from all points of the nation at a dinner meeting held at the Huntington-Sheraton Hotel, Pasadena, on January 31, 1955.

In addition to seeing a complete display of leading lines of turf equipment, the group was addressed by some of the in-

dustry's most qualified authorities. The principal speaker was Dr. Fred Grau, of West Point Products Corp., West Point, Pennsylvania.

Also speaking at the meeting was David E. Graves, president and general manager of the H. V. Carter Co.

Koppers Co., Inc. Public Relations dept., Pittsburgh 19, Pa. has a new booklet describing pressure-treated wood use for golf course shelters, bridges, etc., for golf courses.



DUNLOP SPORTS DIVISION IN SALES CONFERENCE

A three-day session at the Dunlop Tire and Rubber Co. plant at Buffalo, N. Y., brought together salesmen of the company's sports division with Dunlop's executive, administrative and technical personnel, in planning for another big year.

Dunlop Pres. Glenn Crawford told of plans for expanding production and distribution facilities to meet increasing demand for Dunlop sports goods. Vincent Richards, vp in charge of Dunlop's Sporting Goods div., conducted the sessions.

The line-up of the Dunlop sports team:

Front Row, L to R: P. W. Gibbs, V. Richards, G. H. Crawford, R. A. Burgoyne.

2nd Row, L to R: J. E. Doran, I. Chappell, J. Bold, H. Fahey, W. W. Long, L. Pauley, R. Thoms, F. P. Reeser.

3rd Row, L to R: H. Hull, E. Fottrell, M. Kiernan, O. D. Ellis, J. P. Kane, E. Copeland, H. Kinsey, J. McCullough, R. E. Kinnen.