

Set Program for Supts.' Annual Convention

Program for the 27th annual Turfgrass conference and equipment exhibition of the Golf Course Superintendents' Assn. of America at Long Beach, Calif., Feb. 5-10 has been set by the association's convention and educational committees collaborating with the host association, the Golf Course Superintendents' Assn. of Southern California.

The convention headquarters will be at Hotel Wilton, Educational sessions and exhibits will be at the Long Beach Auditorium.

The program:

SUNDAY, FEBRUARY 5

Executive Committee Meeting — 9:00 A.M. Wilton Hotel

MONDAY, FEBRUARY 6

Registration—Wilton Hotel
Setting up Exhibits—All day—Auditorium
First round of Golf Tournament—Afternoon
Tour of Golf Courses—Afternoon
Get Acquainted Hour—Evening—Wilton Hotel
Policy Committee Meeting—8:00 P.M.—Wilton Hotel

TUESDAY, FEBRUARY 7

Registration—Auditorium
Opening of Exhibits—9:00 A.M. close 5:00 P.M.—Auditorium
Second round of Golf Tournament—Morning
Opening of Educational Conference—2:00 P.M.
Theme: Keeping The Golfers Happy
Annual Membership Meeting—8:00 P.M.—Wilton Hotel

WEDNESDAY, FEBRUARY 8

Registration—Auditorium
Exhibits—9:00 A.M. close 5:00 P.M.—Auditorium
Educational Conference—
9:30 A.M. Theme—Cool Climate Golf Course Maintenance
1:30 P.M. Theme: Warm Climate Golf Course Maintenance
Speaker's Luncheon—12:05 P.M. Wilton Hotel
Annual Banquet—7:00 P.M.—Wilton Hotel—And awarding golf prizes

THURSDAY, FEBRUARY 9

Registration—Auditorium
Exhibits—9:00 A.M. close 5:00 P.M.
Educational Conference
9:30 A.M. Theme: Business Techniques for the Golf Course Superintendent
President's Luncheon—12:05 P.M.—Wilton Hotel
1:30 P.M. Inspection of trial plots at Meadow Lark Golf Course
Membership Meeting—8:00 P.M.—Wilton Hotel—Election of Officers

FRIDAY, FEBRUARY 10

Exhibits—9:00 A.M. close 1:00 P.M.
Educational Conference
9:30 A.M. Theme: Progress in Golf Course Management
1:30 P.M. Panel Conference—Home Lawn Clinic

SATURDAY, FEBRUARY 11

Executive Committee Meeting—9:00 A.M.—Wilton Hotel
The host association, the Golf Course Superintendent's Association of Southern California, is planning an extensive entertainment program for the entire week for the ladies attending the Long Beach meeting.

"Planning the Golf Clubhouse" Book Available Next January

Architects, clubhouse planning committees, golf professionals and municipal planners will welcome the new National Golf Foundation book, "Planning the Golf Clubhouse," scheduled for distribution early next January.

The new, 96-page publication sets forth an outline of basic standards to be followed in determining the prime needs and services to be fulfilled by a clubhouse installation according to the size and type of membership or pay-play course patronage to be served.

Until recently, golf clubhouses were built upon examples already in operation,

and included many of the headaches produced by uninformed design and inadequate and inefficient facilities.

Profusely illustrated with more than 150 photographs, plans, diagrams and tables of statistics, the new book is the result of 12 months' research by Harold J. Cliffer, A.I.A., representing the Building Research & Development Corporation, which was retained by the National Golf Foundation to find out just what a golf clubhouse should be and what makes it tick.

Clubhouse managers, golf professionals, building committees and club members of 92 golf clubs, including private, semi-private, municipal, military and industrial

courses, were interviewed regarding their clubhouse facilities.

The resulting information has been compiled and digested into a guide for modern clubhouse planners, enabling them to anticipate the majority of situations that arise in the operation of a clubhouse and to provide for them in the initial plan and construction of the building.

The book is conveniently divided into three parts: Planning the Private Clubhouse; Planning the Public Course Clubhouse; and Getting the Clubhouse Built.

Individuals or groups interested in obtaining copies of the book "Planning the Golf Clubhouse," should contact the National Golf Foundation, 407 South Dearborn Street, Chicago 5, Illinois, after January 1st, 1956.

The Grand Slammer Tells What It Takes to Make a Winner

ONE of the delightful interludes of the season in a section such as Western Massachusetts, intensely devoted to golf, is the annual visit of the emperor, Bob Jones. Jones visits Springfield once a year for conferences and consultations at the A. G. Spalding & Bros., Inc., plant. His visits are timed with the sales conferences.

Whenever Jones does appear, he holds court to talk about his favorite subject—golf, as only he can talk, considering his wonderful backdrop, his great skill and accomplishments as a player.

One of Jones' pet subjects on his latest visit to Springfield, not only on official business but also to see his son Bob, 3rd, and his grandchildren, was Jack Fleck, the new Open champion.

"This Fleck is no flash in the pan", Jones said. "Any man who can come out of nowhere and beat Ben Hogan in a playoff is bound to be great. I have never seen Jack play but on that performance against Hogan I expect him to be one of the topnotchers for the next few years."

He thinks, too, that Fleck's remarkable and unexpected triumph at San Francisco is one of the best things that has happened to golf in a long time. He's also somewhat puzzled as to why the Fleck triumph didn't come sooner but sums up the difference between victory and defeat in one word—desire.

As a matter of record, "desire" is one of the pet words in Bob's golfing vocabulary, probably the basis of all his grand success and the reason that he quit when



Bobby Jones and Spalding VP George Dawson enjoying golf talk at annual sales meeting.

seemingly at the top in one of the toughest of all sports to conquer.

"You know", he added, "a lot of people often ask why I quit tournament golf back in 1930 when I was only 28 years old. I can honestly say I gave it up when I started to lose the keenness for competition. That was my greatest weapon, of course. There were golfers in my time who had more and better shots than I. But I won because I tried harder. My competition on a course was relentless. I never dreamed of playing a shot without thinking it out first. Hogan puts it another way when he says that golf is 20 per cent ability and 80 per cent management. Mental courage is the big thing in a champion and it's completely divorced from physical courage".

Jones was asked to name the tournament that gave him the most satisfaction, the one he wanted most to win. In a flash, he came back: "I'll tell you what I told Sam Snead last year. The one I wanted to win most was the tourney I was playing in at the time".

Jones adds the name of burly Mike Souchak to those of Gene Littler and Bud Holscher among the top youngsters who are beginning to get past the old guard of the game in the big tournaments.

He refuses to become excited over the amazing scores on the week-to-week pro circuit. "There's no pressure there", he argues. "There's always another tourney on the horizon. The pressure is in the big ones, like the Open. You don't wait five or six days to win the Open. Sometimes you never get the chance to win that next one."



GREEN SECTION EXPERTS INSPECT GREENBRIER

Fine condition of three courses at The Greenbrier, White Sulphur Springs, W. Va., is a profitable factor in drawing big business to the famed old resort. Greenbrier Supt. Walter Cosby makes effective use of the advice of other experts in keeping the courses in top shape. At this conference are (L to R): Gary Nixon, Greenbrier's resident pro; W. H. Bengueyfield, USGA Green Section agronomist recently appointed Western Director of Green Section; Cosby, Greenbrier's supt. of golf and grounds; and Alex M. Radko, Green Section Northeastern Director.

Take Another Look, Analyze Maintenance Routine

By SAMUEL S. MITCHELL

ONE who is responsible for golf course maintenance learns to study trouble. He learns to prevent it, if possible and when nature overrules him, to learn what he can from disaster.

Last year we lived through two hurricanes. The first one blew us flat on our backs. The second one tried to float us into the sea.

As we cleared away the wreckage and were getting the course into condition again, I reflected on the lessons of the state of emergency that we had survived.

One reaction I had was that routine operations we had felt were absolutely necessary not performed during the emergency, still we are rolling along. That jar reminded me that possibly we should analyze more often the value and necessity of various routines in turf maintenance.

This analytical check-up on our work, along with use of good conservative common sense should produce good turf, a happy golfers membership and peace of mind for the superintendent. While we shouldn't neglect the fundamentals of fertilization, irrigation, aerification, insect and disease control, we shouldn't allow them to become merely routine and overdo them.

I feel that attendance at superinten-

dents' meetings does more to pull a man out of a rut into which he may slide and awaken him from complacency, than anything else he can do. Off-hand it is not easy to recall any one specific idea picked up at an association meeting but I do know that my time has been well spent at every meeting of our Greenkeepers' Club of New England and every other gathering of superintendents I've attended.

At the outdoor meetings some little thing will hit you and you say to yourself "This man is doing a better job than I am on . . . maybe, greens, fairways, tees, or traps." Or perhaps his clubhouse grounds are particularly attractive, or his service building may be extra neat, or his equipment may show results of careful, expert maintenance. Any of these observations will serve as a prod to do a better job at home.

On the other side of the picture perhaps some phase of our job has us down and when we find that others also are having a battle we are encouraged to keep with it, stay in slugging and exchange ideas until we come up with the answer.

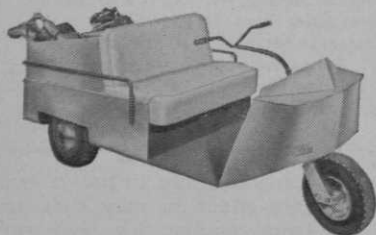
IMPORTANT NOTICE

Turn to page 142—and make sure your active operating heads receive GOLFDOM throughout 1956

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CHICAGO 18, ILLINOIS

SWINGING AROUND GOLF

(Cont. from page 94)

where he has been working winters . . . Flock of applicants for job as tournament bureau mgr., Ladies' PGA . . . Girls want to get good tournament schedule set well ahead and increase prize money . . . With energetic management and good publicity women's tournaments are drawing well.

Oct. 1 Ridgewood (N. J.) CC will observe 40th anniversary of George Jacobus as its professional . . . Golf tournament will be followed by big party at which Ridgewood members will be host to many golf celebrities . . . When George started at Ridgewood he was the country's youngest pro . . . George has served pro golf as well as his members, with great energy and competence . . . He was for many years president of the Jersey PGA section and national PGA pres., 1933-39 . . . He also organized and conducted the baseball players' championship held annually in the winter at Miami, Fla.

Ernie Ballard, 56, for 30 years active in pro golf at Asheville, and High Point, N. C., died recently . . . He came to Asheville in 1916 from his home at French

Lick, Ind., on a stretcher . . . After seven years recovering from tuberculosis he got into golf as asst. to Frank Clark, then pro at the Country Club of Asheville.

Oklahoma Turfgrass Assn. making strong campaign for record attendance at 10th annual Oklahoma Turfgrass conference at Oklahoma A&M, Stillwater, Okla., Dec. 7-9—Association raises funds for golf turf research by tournaments at state's clubs.

New booklet of Golf Events, containing many suggestions for organizing and conducting interesting competitive events, issued by National Golf Foundation, 407 S. Dearborn, Chicago 5 . . . Price is 50 cents.

Bob Haggerty, pro at Edison Club, Rexford, N. Y. put on series of golf lessons for kids in his club which culminated in 9-hole putting contest . . . Series cost 50 cents per kid and Bob donated the money to the polio fund . . . Prizes were given in putting contest . . . Each youngster in the class got a golf hat by Haggerty.

Highly successful closeout of summer sportswear in shop of Jimmy D'Angelo at the Dunes Golf and Beach Club, Myrtle Beach, S. C. . . . Jimmy's announcements

**A Hot Spark for
Cool Weather Sales**

PRO Grip
AMERICA'S FINEST

WINTER GLOVE

Cream color Capeskin palm, with soft wool back. Extra elastic on back to hold glove close to hand—for more warmth.

Here's a glove that'll keep 'em playing on frosty days—and playing well, too, for with all its hand-warming comfort it fits snug and grips firmly. PRO-Grip quality throughout. Stock them now and spark your fall glove sales for golfing, motoring, hunting, etc. A Christmas gift "natural".

Pairs only. Sizes: Men's — Small, Med., Med. Lg., Large, Ex. Lg. Ladies' — Small, Med., Large.

**SUGGESTED
RETAIL . . .
\$5 per pair**



Tell your PRO-Grip distributor you want quick delivery. You'll get it.

said for first week the sale was for members only . . . Dunes club and surrounding undamaged by hurricanes.

Joe B. Greer, pro at Yakima (Wash.) CC whacked in four aces from March 1, 1954 when he made a hole-in-one on 130 yd. 4th at Walla Walla CC, to June 16 when he aced the 140 yd. 2d at his home club . . . Joe had a previous ace on the 2d, exactly a year prior . . . June 6, 1954 he aced the Yakima 175 yd. 15th . . . Used a Titleist . . . Bill and Dave Gordon revamping three greens at Canoe Brook CC, Summit, N. J. . . . Johnny Palmer has had his fill of summer tournament golf and will be home pro at Tulsa (Okla.) CC.

Robert Keith Toski, son of Bob and Lynn, at age of three months is joining the tournament circuit . . . Let me, as a grandpa who does a hitch at baby-sitting now and then, tell you that the young pros' wives are doing an absolutely marvelous job of raising kids on the tournament circuit . . . The young mothers are competent, calm and well-organized . . . They've got a great-looking, well behaved bunch of children, too . . . The Doug

Fords, with four youngsters making the circuit, are a story in how to successfully and pleasantly manage a family under trying conditions . . . Mrs. Ford certainly handles those children so they don't disturb Daddy . . . Doug has had a higher percentage of rounds in the 60s this summer than any other tournament star.

Jimmy Johnson, pro at Farmington (Mich.) CC recently opened the 35-tee Jimmy Johnson Range at Farmington . . . Ross Vinton, Burke salesman in Michigan, passes along Plummer Mifflin's column in Lansing (Mich.) State Journal referring to the handicap stroke as "the most negative thing in sports." . . . Mifflin says a handicap club—a wood with a loft of about a 6-iron—should be used without charge on every hole where a player has a handicap stroke coming.

"Scotty" Stewart, the widely-known golf course irrigation engineer, is using a walkie-talkie system for communication with men on jobs . . . Stewart says it helps get the work done faster and correctly . . . Drive in progress to complete work on Lakeview munny course at Springfield, Ill. . . . Course, designed by

Robert Bruce Harris, intended to be one of finest many courses in the U. S.

(Continued on page 137)

Ohio Golf Salesmen Have Annual Party for Pros

Ohio's golf salesmen put on their annual party for the state's pros at Elyria (O.) CC Sept. 22 during the Ohio PGA and Seniors championship and PGA fall meeting.

More than 100 took part in the golf and festivities. The boys got an educational close-up of smart pro shop operations in the way that Elyria CC pro Clark Black and his asst. Mike Merva handle the shop. Clark is at a men's wear store in the winter and has adapted plenty of downtown retailing bright ideas in his shop set up.

Salesmen who split the tab and compared notes on how to get rich selling to and with pros were: "Red" Barton, Earl Schlax, Tim McGrath, Harry Hull, Bill Barbour, Larry Kemper, John Skinner, Ted Deal, Ed Austin, Bill Craig, Willis Cochran, Art Yann, Russ Mitchell and Bill Brown.

At the annual pro-salesmen's dinner, Herb Graffis of Golfdom spoke on the ordinary golfer's "secret"—or what makes being a pro not the world's softest job.

TRANSPARENT PLASTIC PROPORTIONER HOSE

With the cooperation of the American Chemical Co., makers of Agrico and Agrinite, the manufacturers of Cobon white plastic hose have developed a new transparent hose to use in connection with the hydraulic method of feeding turf grasses, as recommended by them.

Cobon Plastics Corp. says that the hose is non-aging, will not crack, peel or rot, and is glass smooth inside and out. Other properties include heavy duty precision machined brass couplings guaranteed to stay on, plus low drag resistance for safety on the greens. Further information may be had by consulting ad in this issue.

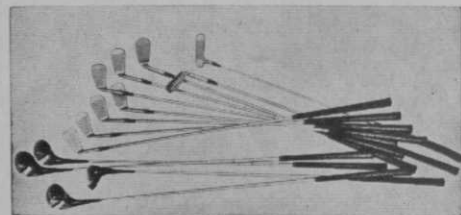
GOLF BALL WASH

DEA Products Co., Deerfield, Ill., have issued a new pamphlet for distribution to all superintendents describing the player satisfaction, economy and convenience of Liquid-Lustre golf ball wash. The manufacturers say reception of course superintendents and players alike to its concentrated cleaning action for faster, whiter washes, plus the banishment of unpleasant odors, is proof why world famous clubs such as Tam O'Shanter use it exclusively. Full information may be had by writing to the above address.

SPALDING GOES STRONG WITH XMAS GOLF GIFT ADS

Spalding's Golfers' Christmas ad will reach over three million readers in the Christmas-shopping mood this season.

The Top-Flite clubs, emphasizing Spalding's exclusive Synchro-dyned club principle, are featured in the attractive adver-



tisement. So, too, are the Dots and Top-Flite golf balls, the Spalding golf bag in a wide range of colors and prices, and the head covers.

One of the most attractive offerings is the Spalding golf ball "gift-box." Packed



in a handsome, sturdy plastic box, with attractive sleeve cover and imprinted with the owner's name—they make a welcome gift with a personal touch. Orders for personalized balls (dozen lots only) must be made before December 1st to assure delivery.

An eye-catching display which will hang on the wall and which will remind members how many days remain to Christmas is being sent to all professionals. In addition, there is a handsome calendar for 1956 which fits into the same frame.

NEW PRO SHOP DISPLAY FOR B & H FEATHER-LIGHT SHOES

As one of the focal-point features of their 1956 expanded pro shop merchandising program Bowen & Hull, 81 Masonic Ct., Pasadena 1, Calif., are offering to pros selling their Feather-light golf shoes, the attractive display unit shown below. The easily assembled, sturdy stand provides for display of up to 10 Feather-light shoes. An especially pleasing effect is obtained by the illumination of a natural-color transparency of their various shoe models in the frame at the upper left of the display. The B & H line for 1956



includes several new styles and color combinations in both men's and women's waterproofed golf shoes, with their newest women's shoe, The Lady Scot, leading the parade. For information on B & H's complete 1956 line and details of obtaining their display unit write Bowen & Hull.

HAGEN LINE COMPLETELY NEW FOR 1956

Ed Rankin, Gen. Mgr., Walter Hagen Golf Div., enthuses about the thoroughly new line of Hagen clubs for next year.

In detailing the new products Rankin says:

"I am a great believer in the value of the word 'new' when used in connection with any product, be it automobile or golf club, and if there is a value to this word, we have a great year ahead of us, as everything in our entire line is new.

"To begin with in our new Ultra Powered iron we have an entirely new weight distribution. We drill completely through the hosel and through the sole of the iron, eliminating a considerable amount of weight which has served no useful purpose. The majority of this weight is then placed into the blade, the only working area of the club. We end up with a head weight slightly less, but with a blade weight considerably heavier. This makes for a much stronger iron. In addition running the shaft completely through the head gives a fine feel on contact, and to top it all off, we have the strongest assembly of shaft and head possible. We have an entirely new head model, a new shaft and a brand new narrow pattern grip.

"We have completely re-designed our Fleetwood and International irons and have definitely increased the value of both of them.

"Our new American Lady Iron presents the finest playing ladies club we have ever developed and at a price that makes it an outstanding value.

"Our wood club line has been completely re-designed and re-styled. The top of the

Kenneth Smith

America's oldest and largest
maker of hand made clubs

Announces the

1956

Kenwin[®]

line of

Woods and Irons

Sold only in the

Best Professional Shops

Kenwin clubs are hand made in the traditional Kenneth Smith manner, in all popular variations of shaft length, shaft stiffness, head weight and swinging balance.

All clubs in a Kenwin set, woods and irons, are matched and swing balanced, registered and guaranteed highest quality. Kenwin clubs are carried in stock for prompt shipment, to be fitted to individual needs by the Pro.

Write today for a brochure describing the new Kenwin clubs —and Professional Order form.

Kenneth Smith

Hand made Golf Clubs

**BOX 41-GM KANSAS CITY 41, MO.
CUSTOM CLUB MAKER SINCE 1918**

line is the Haig Ultra, which now carries a finish which I believe is new to the golf industry, but very popular among men these days, as it is a charcoal finish that has a dignified and rich appearance. This head model on the Haig Ultra is entirely new, with beautifully rounded lines that give the impression of ease of play with great power. As with our irons we have completely re-designed the Fleetwood and International Woods, completely changing both of these models from head finish to grip.

"As a companion for the American Lady iron, a brand new American Lady wood has been developed which again gives the ladies a wonderful playing wood club at a price that is most attractive.

"Our Hagen Division has completely restyled our putter line and has added two brand new numbers to the line, The Sir Walter and the Signature. With these two additions we are now offering ten putters, every one of which is outstanding and has been somewhat improved for 1956."

NEW MODELS, NEW DISCOUNTS FROM BURKE GOLF TO PROS

New models and new, larger professional trade discounts were the main topics of discussion at the annual Burke Golf sales meeting held at Moundbuilders CC, Newark, O. In presenting 1956 woods and irons Jack Schram, Burke pres., informed the 15 sales representatives present that the company had been considerably concerned over the rising business costs confronting professionals everywhere and as a consequence had increased the trade discount to insure the professional more profit. This additional markup is adequate to cover transportation and other increased business costs, Schram says.

Schram pointed out that Burke's 1956 line had been designed based on the answers to a questionnaire sent professionals soliciting suggestions on club construction and design. Highlight of the new Burke woods is the 1956 Coronation model, a sleek, shallow faced club suggested by 87% of the questionnaire respondents who requested a wood tuned to modern play, but with shallow face. Finished in beautiful cherry Dur-O-Var, Coronation woods are available in 42 and 43 in. lengths—with leather or Rib-Lock grips and True Temper Rocket pattern shafts. Burke Punchirons have newer brighter markings and grips. The basic blade design developed last year in collaboration with the mechanical department of a leading engineering college will be maintained. The principle of "point of precision" has been definitely proved throughout the past year according to Willis Cochran, sales mgr. Cochran also informed the group that plant produc-

tion facilities had been increased to meet the growing demand for Punchirons and prompt deliveries could be anticipated except in peak months. Burke salespeople were also introduced to the newly designed 1956 pro-only wood models: The Rocket, Hyspeed and Recorded. The enthusiastic response given Chick Harbert models during the 1955 season prompted the company's decision to continue their manufacture with no major changes.

Considerable attention was focused on Burke's completely new line of golf balls. From the improved liquid core to the new exclusive white Dur-O-Glo paint, these golf balls are decided advances.

Two members of Burke's advisory staff were singled out at the meeting for unusual accomplishment — Vice Pres. Chick Harbert, 1954 PGA champion, was honored for his selection to the Ryder Cup Team and the Dean of Burke's Staff, 55-year-old Billy Burke, ex-National Open Champion, was tendered a rousing ovation for giving the youngsters a lesson in romping off with the 1955 Ohio Open Title. Billy has now won this tournament during the past 3 decades.

NADCO HOLDS SALES MEETING



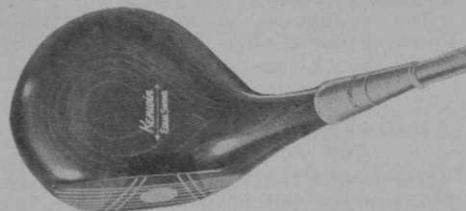
Herbert C. Johnson Jr., president of Nadco Sporting Goods Co., Chicago, tells a group of salesmen attending the firm's national sales meeting about the company's merchandising plans for 1956. Seated (l to r) are Johnson, Harry Schilling, Bellerose, N. Y.; Art Evans, Chicago; and Leo French. Standing (l to r) are John H. Young, Dallas, Tex.; George Lynn, Maywood, Ill.; Joseph M. Hayes, Woodlyn, Pa.; Peter Young, Mahwah, N. J.; John Tully, New York City; Fran Hudak, Joliet, Ill.; James Conroy, Detroit, Mich.; and Bill Foss, Ormand Beach, Fla.

KEN SMITH'S KENWIN CLUBS HAVE "NEW LOOK" FOR 1956

Kenneth Smith's 1956 line of Kenwin woods and irons will feature greater eye-appeal plus a new and improved system of balancing.

The more colorful "new look" in Kenwin clubs will consist of sparkling innovations in trim and finish.

First introduced by Kenneth Smith early in 1955, Kenwin clubs have been enthusiastically accepted by many pros because of the faster service available, since Kenwin clubs are carried in stock at the Kenneth Smith shop. All popular



variations of shaft length, shaft stiffness, head weight and swinging balance are available in Kenwin woods and irons in great variety.

Kenwin clubs are hand-made in the distinctive manner of all Kenneth Smith clubs for more than 35 years. Proof of Kenwin soundness of construction is attested by the fact that not a single instance of breakage or trouble of any kind has been reported since their introduction, says Smith.

COLT BALL NOW MADE BY PLYMOUTH

James G. Hogg, pres. of the Plymouth Golf Ball Co., Plymouth Meeting, Pa. and Marshall F. Bachenheimer, pres., of Colt Golf, 161 East 37th St., New York, advise that Plymouth has established a separate division for the exclusive manufacturing of the Colt golf ball.

The operation of the Colt Division will have no relationship or connection with any other golf ball manufacturing by Plymouth. Walter Lewandowski will be in charge of production for the Colt Division.

The establishment of a separate and autonomous division is the first such move the Plymouth Golf Ball Co. has made since its inception in 1916.

All machinery and equipment belonging to the Colt Golf Company has been installed in the new division at Plymouth.

The Colt ball will be sold at pro shops only.

WEST POINT PREPARES 1956 LINE

West Point Products Corp. announces a stepped-up Crab-E-Rad production program on chemical for crabgrass eradication, and of Liquiphene Turfgrass fungicide. These chemicals, introduced late in the '55 season, have shown up well wherever they were used, West Point reports. More research data should be available in the coming year to aid the user in obtaining maximum value from these products.

West Point will be able to fill orders

promptly for the West Point Atco greens mower. Modifications in design of the mower give improved performance and make the machine more understandable to American labor. A 12 blade reel of laminated steel produces a smooth cut and outstanding resistance to damage from abrasion.

A new and improved Verti-cut will be available for '56. Changes in design include improved wheel drive, increased h.p., reinforcement where needed to give more rugged service; speed of operation has been increased slightly.

Prompt shipment of Aer/Lift Trailers is assured for '56. An increasing number of superintendents have expressed their interest in this hydraulic trailer for safe, easy transport of equipment and materials around the course.

West Point will introduce an entirely new machine for '56. Details cannot be released at this time, the company advises, and adds it is a machine for putting greens and is much needed. This specialized machine will answer some of the superintendents' problems in maintenance and at the same time will provide more satisfactory playing conditions.

MERRY CHRISTMAS FROM WILSON



Wilson's Christmas package for Staff or Jet balls by the dozen is a striking red, yellow and black carton with Christmas tree designs. Inside the carton is an extra gift of a wrought iron ash tray.

The half-dozen Christmas package contains a bonus of a wrought iron letter holder.

SEED-EASY HAS NEW 5 FT. SEEDER-SPREADER

This new Seed Easy 5-ft. seeder-fertilizer spreader has its hopper sturdily constructed of 14 and 16 gauge welded steel. Fertilizer capacity is 300 lbs. The spreader is built to ride with ease on 4:00 x 8 two-ply tires.

The positive action adjustable gate and sturdy agitator assure even and accurate

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NATIONALLY
KNOWN
PROS!



RUBBER WRAP-ON GRIP

CAN BE APPLIED TO ANY CLUB
IN 10 MINUTES!

Adds at least 15
yards to your drive

Builds confidence
improves your game

AT PRO SHOPS



*Finest "Feel"
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PERMANENTLY IDENTIFY EACH CLUB
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RIVERSIDE GOLF CLUB
FLUSHING, N. Y.

GOLFER'S NAME and the NAME and ADDRESS of your CLUB INDELIBLY ETCHED into metal strips with a strong adhesive on the back which bonds the strip around the shaft of each club.

It is permanent, weatherproof and will last for many years. Prevents confusion of the wrong clubs in the wrong bags or lockers.

RETAIL PRICE only \$6.75 for set of 15. Less than the price of half a dozen golf balls
DELIVERY: Approx. 10 days from receipt of order.

TO ORDER: See your Golf Professional or order directly from

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P.O. Box 55 Flushing 52, N. Y.

"IDENTI-CALS" for Keys — Bags — Tools — Golf Clubs, etc.
Industrial Applications

flow of seed or fertilizer. The welded hopper, removable control plate and agitator make all surfaces accessible for thorough cleaning.

In operation, the driver sits on the hopper — has all tractor and seeder controls within easy reach.

The equipment is made by Garber Power Seeders, Inc., 307 14th St., St. Paris, O.

MAC GREGOR SALESMEN SEE MANY NEW FEATURES OF LINE

MacGregor Golf Co. presented its new 1956 pro golf line of club, balls, bags and accessories at its national sales meeting which was held in Cincinnati recently.

The headline feature of the 1956 line are the completely new woods, which will be



offered in the MT, Armour and top Suggs Tourney models. These models will feature the new Super Eye-O-Matic faces which give the clubs emphatic eye appeal and increased playability. The king-size fiber face not only completely absorbs the shock of the ball at the point of compression, which will reduce the tendency to slice or hook, but also because of its unique design will give the player perfect alignment at address.

MacGregor has developed also in their modern rubber department, a completely new grip that is unique in design and strong in eye appeal. By combining three proven materials, rubber for the player with dry hands, cord for those with wet hands and a colored bead for correct, confident gripping, this grip will satisfy every type of golfer, MacGregor says. It will be offered on all Tourney models for both men and ladies.

An additional Toney Penna wood has been added to the line, the P40W. While this club like all Tourney woods will feature the Super Eye-O-Matic face, it will be made from the long-popular 40 model and will have a good player's True Temper shaft, thus eliminating the delay ne-