

**SAVE
CLUB HOUSE
FLOORS**

**with
spike-resistant
pneu-mat runners**

Protect your floors from spike holes with rugged Pneu-Mat Runners. Absolutely spike-resistant, they provide a comfortable walking surface — improve the appearance of your club house.

Woven of rubber-impregnated fabric, Pneu-Mat Runners are tougher than rubber runners. Reversible for double wear.

MONEY BACK TRIAL OFFER:

Order a trial section. Test it on an area which gets especially hard wear. Money back if not satisfied.

Standard Widths
20"-24"-30"
36"-42"-48"
Trial Sections
24"x60" \$10.00
20"x24" \$4.00

Write today for illustrated folder.

SUPERIOR RUBBER MFG. CO., INC., 145 Woodland Ave., Westwood, N. J

special training at Cornell and Michigan State, especially, have done in preparing young men for successful careers in club management. The pros have seen a good deal of the benefits of the college courses in golf course maintenance.

Consequently, there are numerous professionals already forecasting that there will be pro jobs at all sizes of clubs in the next 10 to 15 years being handled by men who have had specialized training in course and clubhouse management as well as pro department operation at colleges.

Shorter work weeks, more children playing, more women playing and more golfers over the retirement age of 65 doing a lot of playing are going to increase golf play beyond the past rate of growth.

There now is an acute shortage of courses in most districts but that situation will be corrected. The big development will be shared by public courses and the private courses which will be financed by the sale of real estate bordering the new courses.

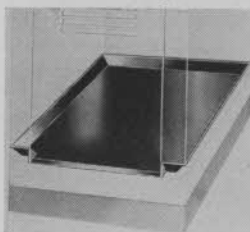
Naturally the increase of golfers, number of rounds played per golfer per year, and the amount of equipment sold is going to mean that competition isn't going to let the pros collect the profits from the enlarged market

without thinking and working hard for the increased business.

From what our men reported from and about the professionals, we adopted a pro-only policy for our Diatomic clubs. We expect to be in business for a long time and to be getting a big part of a tremendous market by growing along with the wise working pros.

Rubber Tray Keeps Locker Bottoms in Good Shape

A rubber locker bottom for standard sized lockers is being made by Academy Rubber Co., 1718 Navarre Rd., Canton 6, O., and has received approval of club managers who have had the first production of the new product.



The locker bottom prevents rusting of lockers at country clubs where members happen to store bathing suits. The hygienic and neat finish of the locker bottom trays and their low cost also have interested club managers.



**The Champ
is manufactured
in the shops of specialists — 60
years of experience engineering
and building electrically
operated equipment.**



**Get More Late Play!
End Your Caddy Problem!
Speed up Play!**

**Safe, easy-to-handle, comfortable —
Out-performs even more expensive cars!**

The Champ is easy to operate! Anyone can use it! Only 3 simple controls — ball bearing tiller steering — 2 speeds, forward and reverse. Welded steel body . . . Internal expansion brakes . . . Four-ply tires . . . Dual wheel drive . . . Foam rubber seats . . . Timken roller bearings . . . Twenty-four volt, 192 ampere-hour electrical system.

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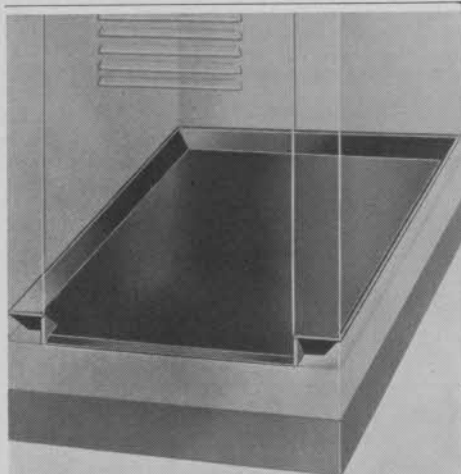
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ON ONE
BATTERY
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RUBBER LOCKER TRAYS . . .

Double locker life by preventing rusted bottom seams . . . Academy rubber locker trays seal out damaging moisture from sweaty apparel, cushion bottoms against impact of clubs, shoes and other hard objects that chip enamel and invite rust and corrosion. Standard sizes molded to fit all lockers. Trays easily removed for cleaning . . . Write for prices, sizes and colors available.

ACADEMY RUBBER COMPANY

1718 Navarre Rd., Southwest, Canton 6, Ohio

Golfcraft Distributor for New Multi-Head Cover

A Multi-Head cover, manufactured by Harlow Products Corp., Middletown, Conn., is being distributed by Golfcraft, Inc., Escondido, Calif. and retailed through pro shops.

The cover is fastened to the golf bag and gives protection to each clubhead which is



nested in an inner flannel pocket. The outer cover is made of embossed and laminated vinyl and soft knit fabric, stitched with heavy nylon thread and is said to be practically immune to weather. Clubs are covered or uncovered by pulling two draw cords and the cover, when open, can be folded down at the top so that all clubs are easily removable from the bag.

Colt Hole-In-One Trophy

Colt Golf, Inc., 161 East 37 Street, New York City, has established a "Colt Hole-In-One" Trophy Award for any player, amateur or professional, who achieves a hole-in-one when playing the Colt "Red" or "Black" golf ball.

The trophy, measuring $7\frac{1}{2}$ " in height, $2\frac{1}{2}$ " wide, features a golf ball into which the winner's initials will be imprinted with elegant white rhinestones, while the number "1" to signify the mark of the achievement is embedded between the first and last initial in red rhinestones. The ball is mounted atop a fluted brass column, which is mounted on a trophy base with a golden-finish brass plate engraved with the golfer's name.

USE BUYERS' SERVICE—PAGE 95

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Equipment and Supplies

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Ray Jensen, Agronomist

It's 'SOUTHERN TURF' for

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● Better Prices

● Better Service



Hillerich and Bradsby Co. salesmen, who specialize in the Power-Bilt golf club line, recently gathered in Louisville for a renewed injection of inspiration and enthusiasm, enabling them to go out and cope with all the problems encountered each day in pushing their product. Bill Kaiser, H & B vp, presided at the get-together. In the picture are (seated, l to r): Herb Heimerdinger, Bud Schweri, Norman Age, Red O'Dea, Ren Smith, Glen Van Tassel, Harry Paylor, Bill Zylstra, George Haschak and Jim Laverty. (Standing): Seaton Huff, Joe Rountree, Carl Gliessner, Orv Parsons, Charley Quick, Nick Schaefer, Gus Novotny, Jack McGrath, Wally Embry, John Hillerich, Kaiser, Tom Force, Ed Davidoff, John Sullivan, Joe Mellor, Mike Krak and Al McCann.

PGA Grants Sales License to Moone

The Professional Golfers Assn. of America has granted to Jack Moone Enterprises, Inc., Hackensack, N. J., an exclusive sales franchise for all merchandise manufactured to its quality standards and distributed under the official "PGA" brand name. National distribution of golf balls, clubs and accessories will be effected early this fall and will be handled

in regional areas by franchise wholesalers now being appointed.

The "PGA" line will include clubs, golf bags, balls, putters, head covers, accessories, golf hose, slacks, shoes, shirts and belts. An aggressive merchandising and advertising program will support the distribution and sales efforts, it was stated.

The new commercial venture is being headed by J. I. Moone, former founder and pres. of Snow Crop Marketers, Inc.

RAIN BIRD and NELSON...

the "Top Pros" in Sprinkling Equipment!

Rain Bird Sprinklers and Nelson "Quick Coupling" Valves provide unsurpassed watering capacity. Here's rainmaking that suits your course to a "T"; for sprinklers can be adjusted to full, half or quarter circles to prevent soaking of walks or driveways. Ease of maintenance... ease of operation will have you swinging in the rain! Sprinklers and key are inserted

into valve top, and a simple turn of the key has the sprinkler in full operation.

Write for literature on the most complete line of sprinklers and valves.

NATIONAL RAIN BIRD
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Azusa, California

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Your contacts in golfing circles can be turned into **EASY PROFIT** for you in one of the fastest growing fields in the U. S. The Highland Car Co. is establishing **EXCLUSIVE** distributors for the profitable Highland Caddy Golf Car. If you are qualified, we will put you in business in your area with established leads and proven money-making procedures. A minimum investment is required, which will be secured by inventory.

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WESTALL
RUBBER FLOORING

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You get years of dependable service when you install our smooth surface rubber flooring! Choice of red, green or tan colors. Write or wire for samples and further information.

- Protects Clubhouse Floors For Years!
- Longer-Wearing, Tough, Firm!
- So Smooth, Safe and Easy to Clean!
- Does Not Buckle, Stretch or Crawl!
- Comes in Rolls 24 ft. Long, 36" wide and 5/16" thick.

HENRY WESTALL COMPANY
944-960 Merrimon Ave., Asheville, N. C.

Design Changes in Victor Car

Important design changes are being made in the Victor Electric Car, Model 23. New features include a larger low-pressure front tire,



an automobile universal joint, reinforced disc brakes and a safety switch for forward and reverse operation. Another change includes a microswitch that controls speeds more fully.

Model 23 comes complete with batteries, telemeter and battery charger. The car is manufactured by Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18.

Luxury Automobile Offered in Nadco Hole-in-One Contest

Nadco Sporting Goods Co., 3635 W. Touhy ave., Chicago, is trying to make it possible for golfers who score holes-in-one during the season to win a luxury automobile. Any player who scores an ace and uses any of the sporting goods products manufactured by Nadco, is urged to write the company at the above address, present the facts, and his eligibility for the automobile will be determined.

The names of all eligible golfers then will be inscribed on new balls which will be driven to a par-3 green by a well-known professional. The ball closest to the cup will determine the winner. Last year, Jack Fleck, National Open champ, won a car for a Nadco contest entrant by scoring an ace with a ball inscribed with the contestant's name.

Hagen Catalog Available

Available to pros and golfers alike is the 1956 Walter Hagen catalog. Thorough diagrams illustrate the ultra wood construction and the dynamics of the ultra powered irons in the Hagen line. The catalog can be obtained from Wilson Sporting Goods Co., 2037 N. Campbell, Chicago 47.

Tifgreen Reprints Available

Reprints of "Tifgreen, New High-Rated Bermuda, Is Released," which appeared in **GOLFDOM** in April, are being made available through Southern Turf Nurseries, 611 West 20th St., Tifton, Ga.

Spalding Offers Time-Payment Plan on National Basis

A. G. Spalding & Bros., Inc., has announced the first nation-wide time-payment plan for the purchase of golf clubs and accessories.

Donald H. Mudge, Spalding treasurer, says: "This offers our pro customers a new service smoothly geared to the advanced merchandising operations and growing marketing opportunities of the pro golf businessman."

Spalding distributors will be able to use the new service at no cost to themselves. Once the initial payment of ten per cent on Spalding golf merchandise is made to the pro the matter of payments is out of the pro's hands and there is no recourse to him. He is assured of a complete sale.

Handles Collections

The matter of collections is then handled by the Beneficial Finance System of Morristown, N. J., which is working the plan in conjunction with Spalding. Beneficial Finance System, a 43-year-old \$700,000,000 business with 6500 employees and 1,000 offices throughout the United States, handles special time payment plans for leading concerns of every description. Some of its most spectacular successes recently ranged from Winchester Arms to Pan American and American Airlines.

Details of the Spalding time payment plan are being forwarded to pros throughout U. S. The "Play Now—Pay Later" plan may well prove a turning point in sports merchandising and sales history, Spalding officials say.

Pros Invited to Investigate Jetgo 54 Rental Setup

Jetgo 54, manufactured by Jetgo Mfg. Co., Chicago 30, is being driven at well over a dozen clubs in the Chicago area on a rental basis that pros all over the country are invited to investigate. The car is also available for sale.

Jetgo is a four wheel vehicle that operates on a two-wheel jetomatic drive and has no resistors or contactors, thus keeping maintenance to a minimum, according to the manufacturer.

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WRITE FOR FREE BOOKLET

HYPER-HUMUS COMPANY
NEWTON 20 NEW JERSEY





Here's a great NEW WAY to clean greens, approaches, sandtraps . . .

Quick, easy. The "LO-BLO" sends a blast sweeping like a giant air-broom. Also ideal for litter clean-up around the Club House, walks, shrubbery. On the Parking Lot, sweeps right under cars. Shipped on 3-day approval. Made by the makers of MULCH-VAC SWEEPERS.

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**GOLFERS WANT
KLEEN-STEP
Foam Rubber
INSOLES**

with leather-like covering.

- CUTS DOWN FATIGUE
- Comfortably cool, porous, perforated
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Try a pair yourself! **ORDER FROM**

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Bakers dozen
COSTS YOU
\$2.76 13 Pr.
Suggested **50c**
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GRIP for better golf
and longer profits



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Write for free sample and prices.

**CARNEGIE CHEMICAL MFG. CORP.
6363 Wilshire Blvd., Los Angeles 48**

**Williams Designs International
Tournament Trophy**

The International Golf Tournament trophy (pictured here) was designed for George S. May in 1954 by the House of Williams, 37 S. Wabash ave., Chicago. The trophy, a solid silver globe with a diamond has a silver golfer on top and is mounted on an ebony base supported by four standard-size golf balls, also of silver. House of Williams is one of the leading houses specializing in trophies for the sports field.



Wilson Releases New Catalog

A new 64-page catalog published by Wilson Sporting Goods Co., 2037 N. Campbell, Chicago 47, features Dyna-Powered irons and Strata-Bloc woods and lists a complete variety of golf equipment. One section of the catalog is devoted to listing club dimensions and another to golf fashions.

COLBY PIONEER PEAT

Products for building and maintaining golf greens are available for prompt shipment. **BLACK**—cultivated fine milled for top dressing. **BROWN**—peat for building new greens. **GREENS**—top dressing (1/3 peat - 1/3 sharp sand and 1/3 loam), or any required proportion.

QUOTATIONS on materials packed in plastic lined bags, or in bulk gladly furnished.

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HANLONTOWN, IOWA

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4 Cu.Ft.(300 Lbs.) Capacity-3 Ft. Spread**



No Holes to Clog.
Quick Shut-off Lever & Adjusting Gauge
Screw On Handle
Spreads Top Dressing, Nitro-Humus, Peat, Commercial Manure & Other Materials Successfully.

Weights Only 69 Lbs.
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Insure satisfied golfers by using DBA Liquid-Lustre in your ball washers.

- Costs as little as 2c per washer per week
- Safe for washers... will not cause rusting
- No unpleasant odor — EVER!

ORDER YOUR SUPPLY TODAY!

Per Single Gallon\$4.50
5 gallons, per gallon 4.25

Order from your dealer or direct
from DBA and give dealers name.



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OUR 15th YEAR

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Shipped Promptly

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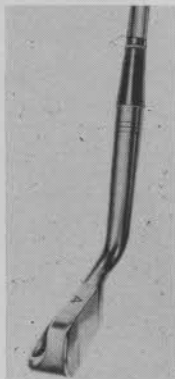
Chicago 10, Ill.

Phone: SUperior 7-6034



MacGregor's New Armour Putter

One of the most popular putters this year is the new Tommy Armour Iron Master manufactured by MacGregor. It features an extreme reverse gooseneck, which is said to provide 100 per cent hitting surface. The entire head is satin chrome except for a 2-in. bronze face frame. The grip is of tan suede leather "Vel ex". MacGregor Co. is located at 4861 Spring Grove Ave., Cincinnati 32, Ohio.



Hoffner Handles New Lines

R. E. 'Bob' Hoffner, who has spent more than a quarter century in the sales end of the golf industry, is now handling Double Eagle bags and First Flight clubs, pro only items. Hoffner covers the Middle Atlantic territory.

Hill's Griploc Glove Designed to Solve Loose Grip Problem

C. M. Hill Co., Peoria, Ill., is marketing a new golf glove designed to solve the loose grip problem. It is available for both left and right handers.

Several of the country's leading pros, including Willie Ogg, Albany (N. Y.) CC, collaborated in designing the Griploc, as the glove is called.

Third and small fingers are tied to the middle finger in the Griploc. The result is a brace, provided by giving the third and small fingers support from the middle fingers, preventing them from easing up on the grip.



Etonette Is New Eaton Creation for Women

Charles A. Eaton Co., Brockton, Mass., is manufacturing a new golf shoe for women known as the Etonette. It comes in plaid and white leather with matching, detachable plaid kiltie and has a black Avonite sole with giant removable spikes. The Etonette is available in all leading pro shops.

For summer feeding use TURF ORGANIC (100% organic)

- Releases nitrogen more slowly resulting in less disease
- Gives more uniform color
- Will not burn
- Also sold mixed with heptachlor to control beetle grubs, cut worms, chinch bugs and ants.

YOUNG & HALSTEAD CO.

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seed — professional fertilizers — weed killers
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\$39.50



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... for your golfers who want the best. 14-club compartment bag with accessory pockets, cart and seat in one smart, sturdy unit. Colors: green, blue, red.

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Valley Stream, N. Y.

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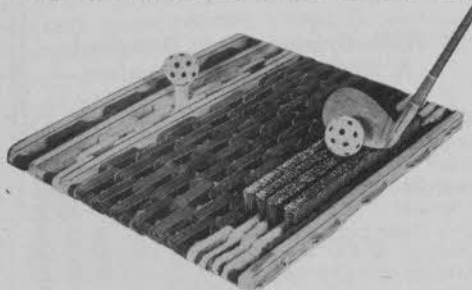
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Manufactured By

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Golf-o-Mat Recommended for Practice at Home

Golf-o-Mat, manufactured by Golf-O-Mat, 1731 So. Brand Blvd., Glendale 4, Calif., comes complete with replaceable brushes, two tees,



two featherweight perforated balls and an extra brush. The mat can be used either indoors or outdoors with all types of clubs since the perforated balls, even when well tagged, travel only negligible distances. The manufacturer recommends use of the mat set for party games where contestants can vie with one another in pitching shots into a hat or basket.

Hogan's Company Stock Owned by Zillionaires

Ben Hogan says he's the only non-millionaire owning stock in the Ben Hogan Co. of Ft. Worth. The stockholders include Marvin Leonard, Ft. Worth department store owner and magnate in other directions; George Coleman of Miami, Okla., who's got so much he bundles it with straps; Bing Crosby, who holds patent rights on money in two states; Eddie Lowery, who parlayed his caddie fee into great riches; Ted Weiner, Ft. Worth oil man, who is superfabulous even for Texas; Dan Topping who has three wonderful hobbies, money, sports and money; and brokers Paul Shields and Tim Clark, both of whom have it in tall stacks.

Grau Bulletin Available

Fred V. Grau's annual spring bulletin on lawn care is just off the press. The bulletin, as Grau points out in his opening remarks, is devoted to general recommendations and omits purely local information, as it did last year when requests for it came from all over the country. Grau's address is PO Box 177, Collège Park, Md.

Golf Score Cards

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Look Better
Stay Brighter
Last Longer
Rugged—Color Fast
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Pro-Grip



is prepared especially for the leather grips of Golf Clubs. It gives a firm, tacky grip with light hand pressure, permitting an easy relaxing rhythmic swing. Your accuracy will improve, you'll feel relaxed—and those "Extra Strokes" will vanish.

PRO-GRIP Grip Wax contains LANOLIN and is medicated.

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Specializing in
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trophies.

Free catalogue available
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House of Williams

37 SOUTH WABASH CHICAGO 3, ILLINOIS



A new display rack with space for four shoe styles is furnished free of charge by the manufacturer to all pro shops selling Etonic golf shoes. It measures 12-in. x 18-in. x 12-in. high and is suitable for both counter and display use. The Etonic is manufactured by Charles A. Eaton Co., Brockton, Mass.

Insect Repellent Tissue

Whitmore Research Laboratories, Inc., St. Louis 10, Mo., has developed a Repellen-Tissue which can be used as conveniently as clean-

ing tissue in repelling mosquitos, gnats and other insects. The tissue is made of purified paper impregnated with repellent and when perspiration is wiped off the repellent is wiped in. There are 10 tissues in a package which can be carried in pockets or purses without damaging material or contents.

Four Pros Join Spalding Staff

Four leading professionals have been added to the Spalding golf consultant staff. They are Al Balding, the first Canadian ever to win a tournament on the winter tour; Don Fairfield of Casey, Ill., Pensacola Open champion; Don January, former North Texas State Teachers star, and Jim Ferree of Old Town Club, Winston-Salem, N. C.

Mallinckrodt Releases Second Report on Kromad

Mallinckrodt Chemical Works, St. Louis 7, Mo., has followed up its original release on Kromad, a broad-spectrum fungicide, with a report from supts. who took part in the nationwide Kromad testing program. The report can be obtained from the manufacturer or local distributors.

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Whitehall 4-6530

O. E. Linck Co. Prepares Crabgrass Control Pamphlet

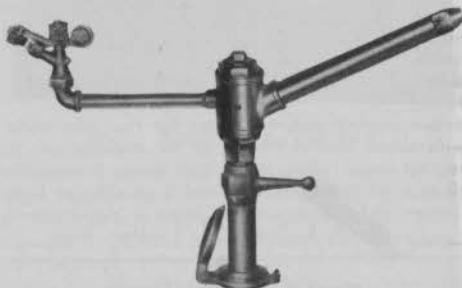
A pamphlet prepared by O. E. Linck Co., Inc., Clifton, N. J., gives the complete story behind crabgrass and tells how it can be controlled. The pamphlet tells why crabgrass appears every year, how it is identified, gives prescribed treatments for its control and includes other information of interest to supts. The Linck Co. manufactures Di-Met, which is said to selectively kill crabgrass.

Serafin is Plymouth Rep on Tournament Circuit

John Serafin, assistant pro at Fox Hill CC, West Pittston, Pa., recently signed to represent Plymouth Golf Ball Co., Plymouth Meeting, Pa., on the tournament circuit. Serafin, 26, has finished in the money this year in the Baton Rouge, Pensacola and Greensboro Opens. Serafin's father was pro at Fox Hill for many years and won the Pennsylvania and Hershey Opens several times.

Skinner Controlled Sprinkler Doesn't Interfere with Play

The Skinner controlled power sprinkler is an exceptionally slow, positive turning, even watering device designed for fairways. It covers



an area from 142 to 250-ft. and is furnished with an adjustable control which can be set as low as one revolution in 10 or 15 minutes.

The controlled power sprinkler is practically dirt proof. An impact driving mechanism, entirely outside the water channel, insures positive performance. The sprinkler has a 1/4-in. inlet and can be furnished with a 1/2, 9/16 or 5/8-in. main nozzle. An adapter is also available for smaller nozzles.

Information about the controlled power sprinkler can be obtained from Skinner Irrigation Co., 603 Water st., Troy, O.

Gets Toro Appointment

James W. Maetzold has been appointed director of personnel relations at the Toro Mfg. Corp., Minneapolis. Maetzold formerly was general employment manager of the Green Giant Co., LeSueur, Minn.