THE "BABE" JOINS WILSON STAFF

The first one-two punch in women's golf has been completed by Wilson Sporting Goods Co. with the signing of the fabulous Mildred (Babe Didrikson) Zaharias to join the advisory board with Patty Berg.

After putting her signature on the dotted line Aug. 22, the Babe remained to take in Wilson's press luncheon and travel on to the All-Star football game the same evening where she went on the air for the announcement of her new affiliation with Wilson.

The Babe will represent Wilson in all of her exhibition play and as much as possible in her series of movie shorts and her approaching radio broadcasting program, both of which will start soon.

It is tentatively planned to introduce a set of clubs carrying her name in time for the 1949 line. The addition of this line will further extend Wilson's long established position in the field of women's golf clubs with the present Patty Berg line and Walter Hagen Golf division's American Lady line.

A series of exhibitions and clinics much along the type now being carried on by Miss Berg can be expected in the future featuring the colorful Babe and her superlative golfing ability.

"Babe represents one of the top names in golf," President L. B. Icely pointed out. "We feel she will be a real asset to the Wilson trademark for a long time to come."

HARDWOOD FLAG POLES

Made of the finest, kiln dried, second growth, tough White Ash. Tapered from approximately 1" at bottom to 3/4" at top, and fitted with flanged aluminum ferrules to fit standard 1 1/2" cup. Sanded finish with prime coat of lead and oil and finished coat of finest white enamel. Available in 2 or 3 color combinations. Immediate delivery.

Your inquiries and orders will be referred to a nearby distributor.

LEAVITT CORP.
(Est. 1895)
URBANA, ILLINOIS
Builders of

KOwCKDOWa

bleachers
for sports events of all kinds.
For the past 10 years, AGRICO COUNTRY CLUB FERTILIZER has given us excellent results," writes Mr. Mellon. "We fertilize greens with 15 lbs. per 1000 sq. ft. of Agrico in early Fall for quick recovery after the season's play, and use a similar application in early Spring to get the jump on weeds." Get Agrico now — it's America's No. One Golf Course Fertilizer. Ask your regular supplier, phone nearest A.A.C. Sales Office, or write to The AMERICAN AGRICULTURAL CHEMICAL Co., 50 Church St., New York 7, N. Y.

JOHN BEAN POWER SPRAYERS
Some models available for immediate and fall delivery.

JOHN BEAN 20 NOZZLE GOLF BOOM
Please write for prices and Information.

RAINBIRD SPRINKLERS
Heads only, No. 20 covers to 84 ft. $2.75; No. 40 covers to 102 ft. $5.50; No. 70 covers to 147 ft. $7.90; No. 80 covers to 215 ft. $15.70; 18" roller bases $4.00 each.
Prices Subject to Change Without Notice.

PAUL E. BURDETT
SEEDS—FERTILIZERS—GOLF COURSE SUPPLIES
P. O. BOX 241, LOMBARD, ILLINOIS

CREEPING BENT STOLONs — FROM THE MOUNTAINS OF NORTH CAROLINA
The finest and most prolific Bent Grass that has come under my observation in 35 years' experience in growing grass for putting greens. Free of weeds and clover. Place order now for fall planting.
Write for Prices and Information.

BREVARD COUNTRY CLUB NURSERY, E. E. FRASER, PROP.
Brevard, North Carolina

These new registered irons feature the "prescription" Two-Action Shaft in varying degrees of adaptability to fit the individual swing needs of each golfer. With the "prescription" Two-Action Shaft, the professional is able to prescribe, for his members or pupils, clubs that fit a custom-made standard. Every set of "Custombuilds" is provided with a shaft in any one of the following Two-Action classifications: Pro-Flex, for the hard-hitting professional; Tourna-Flex, for the tournament-playing amateur; Club-Flex, for the average golfer; Maxi-Flex, for the older golfer.

Enthusiastic over this patent pending Two-Action Shaft development, H. E. Savaria, Pres. of Sporting Goods, Inc., says:
"With the aid of the Two-Action Shaft, Springfield is able to offer the professional trade a development in club making through which the professional can prescribe for his customer with all of the skill and certainty of fit that his predecessor achieved with the simple tools of his trade in wood shaft days. All that the professional needs is his intimate knowledge of his member's game to enable him to select for that member a set of clubs that fits to a custom-made standard.

Milton B. Reach, Jr., nationally-known amateur golfer, is now bringing the story of the new irons to the pro trade.
MacGREGOR PLANS EXPANSION IN 1948

Expanded outlets through domestic and foreign distribution, accelerated production schedules and further broadening of types of manufactured items for golf, tennis, badminton and sportswear will supply major objectives for the 1948 season of MacGregor Golf, Inc., it was announced by the company following the annual summer sales-advertising conference.

Convened for this week-long conference held at the Hotel Netherland, Plaza Hotel and the firm's factory in Cincinnati were sales representatives from all parts of the United States and home office administrative, sales, advertising, research and production executives.

Henry P. Cowen, president and general manager of golf firm disclosed that recently completed branch offices in Chicago, San Francisco, Los Angeles, Seattle and Detroit (Birmingham, Mich.) areas will expedite service to dealers, golf professionals and consumer-users.

Continued development of the firm's New York office and the rapidly growing home office facilities in Cincinnati were also expected to implement the expansion program.

NORTH & SOUTH AS INVITATION — North and South Open championship at Pinehurst will be played Nov. 3-6, Donald Ross announced. It's the oldest major tournament in the country in unbroken annual competition. This year, its 45th, it becomes an invitation affair, but with a preliminary qualifying round for those not eligible by previous championship records.

Old Orchard CREEPING BENT STOLONs
No sod or left over bent. Every stolon fresh, virile stock and less than one year old.
True to strain, no mixture of other bents or grasses. No weeds — not even clover.
Every shipment carries state inspection certificate.

Old Orchard Turf Nurseries — R. R. BOND, Prop.—BOX 350, MADISON 1, WISCONSIN
The Greens are the Foundation of All Successful Golf Courses

September, 1947
Pure bone meal, and mixed fertilizers containing a guaranteed substantial percentage of bone meal and other organics.
For—Flowers—grass—shrubbery—evergreens.
Applied in the Fall, it is active in the Spring and carries through to make luxuriant vegetation and dark friable soil—a lasting investment with gratifying results.
Get in touch with our Red W dealer in your neighborhood or, if you do not know his name, communicate with us directly and we will advise you.

Clarence W. (Cussy) Custenborder, who pioneered establishment of "Personal Use Department" in which sets of clubs were "personalized" for leading professionals has been re-appointed superintendent of the golf manufacturing division of MacGregor Golf, Inc., Cincinnati, Henry P. Cowen, president and general manager has announced. "Cussy," as the veteran golf manufacturing executive is known in golf circles and by his co-workers, first became associated with MacGregor back in 1919 when he started on the golf bench in the firm's Dayton, Ohio factory. —Noer photo

Wm. J. Fix, supt. of Veterans' Administration course at McKinney, Tex. says due to sadly inadequate maintenance funds course is not in fit condition to attract patients. Bill is hoping somebody will donate maintenance equipment, fertilizer and peat moss so he really could do the sort of job he wants to do for the casualties. We've heard of other cases where inadequate budgets have the veterans' hospital courses deteriorating fast.

Greenmaster Putter, designed by Francis Gallet and with grip and head of plastics, now is on a production schedule that is catching up on heavy demand. The Greenmaster putter is made by Merilite Products Co., Milwaukee.

EUGENE "SKIP" WOGAN
GOLF COURSE ARCHITECT
Design, Supervision and Construction
110 Summer St. Manchester, Mass.
Phone Manchester 309
A New, Better Cultivator

GREEN DRAGON

Opens up and aerates packed areas — Makes topdressing and fertilizer accessible to root bed — removes grain — easy to operate without interference to turf surface.


Write for price and literature.

Manufactured by FRED BUDEL, Woburn, Mass.

IT'S BALL BEARING!

"Right as Rain"

The NEW GREENKEEPER

$13.50

... offers greater distance ... better coverage ... positive action ... longer life!

At leading golf supply houses, or order direct.

DOUBLE ROTARY SPRINKLER CO.

816A LOCUST ST. KANSAS CITY, MO.

STUART IS U.S. RUBBER PROMOTION MGR.

Appointment of Robert D. Stuart as sales promotion mgr., General Products Div., United States Rubber Co., is announced today by Henry J. Haflin, gen. sales mgr. of the division. Stuart was graduated in 1941 from Wesleyan University, Middletown, Conn. While in college he was active in radio work and he established WES, a campus radio station. He was one of the founders of the Intercollegiate Broadcasting System. He was also an announcer for WDRC, Hartford, Conn., and assistant program manager of the station's FM facilities. In 1942 Stuart enlisted as a private in the United States Army Infantry. When released in February, 1946, he was chief of AAF personnel in the India-Burma theatre, with the rank of captain. After leaving the Army he spent some time as free-lance writer and as producer for the Mutual Broadcasting System. He became associated with United States Rubber in January of this year as an assistant to the advertising director. In his new position he will supervise advertising and sales promotion for a variety of rubber products, including golf balls.

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INNOVATIONS PLANNED FOR WILSON 1948 GOLF CLUB LINE

Golf club improvements, no subsequent increases in price and expanded production plans furnished the golf platform presented at the spring and summer sales meeting of Wilson Sporting Goods Co. held recently in Chicago's Drake Hotel.

"There will be practically no increase in selling prices of the new improved golf club line, which we feel is the finest Wilson has ever presented," William F. King, vice-pres. and gen. sales mgr., told the group, pointing out that this is the first time since the war that the industry is able to offer well-rounded lines of golf equipment with substantial quantities of clubs in popular price ranges.

Mike Behrendt, factory supt., told of technical improvements planned for 1948 and Tom Flynn in charge of golf merchandising described numerous improvements and additions to the 1948 Wilson golf club line.

"There will be few special orders for some time to come," Flynn stressed, "with left-handed clubs being equally scarce."

Among the improvements announced were Gruv-Grip in the 1948 K-28 line, Patty Berg Signatures and Sam Snead Signatures with the latter being constructed in Strata-Bloc. There will be new Gene Sarazen personal model woods and irons. One of the new putters will be the Jim Ferrier with a stiff shaft like a sandiron.

A return to production in number five woods for the first time since the war and a general face-lifting in appearance with decals on the woods instead of stamping was announced.

The meeting was advised of increased production in golf balls to meet the growing demand.

Fred J. Bowman, vice-pres. in charge of manufacturing stated that, "With all natural rubber being used in Wilson golf balls for the past year,
Buyers' Page

Check off your Supply & Equipment Needs. Tear out and mail this sheet to Golfdom, 407 S. Dearborn St., Chicago 5, Ill. You'll get prices, literature and delivery information direct from the sources of supply.

**Golf Course**
- Aerifier (for fairways)
- Architects
- Arsenate of lead
- Ball washers
- Bent grass stolons
- Brown-patch preventives
- Compost mixers
- Compost spreaders
- Cultivators: f’way □ green □
- Drinking fountains
- Fencing
- Fertilizers
- Flags (greens) □ Flag poles □
- Flood lights
- Fungicides
- Golf Course Const’n Engineers

**Pro Shop**
- Bags: canvas □ leather □
- Bag carts, for players
- Balls □ Driving range □
- Ball markers □ Painting kit □
- Ball Shag
- Bandages, adhesive
- Buffing motors
- Caddie badges □ uniforms □
- Calks, for shoes
- Caps and hats
- Clubs: Woods □ Irons □

**Club House**
- Adding machines
- Air conditioning equip.
- Athletes foot preventives
- Ath. foot prophylactic bath
- Bath mats
- Bath slippers
- Cash registers
- Disinfectants
- Fire protection equipment
- Floor coverings

Send information to: Name __________________________

__________________________

Town ____________________________

Zone (_________) State __________

__________________________

Club ____________________________

Club Address ____________________________

September, 1947
the trend is for the average golfer to play balls with lower compression."

Bowman also advised that the company planned to make more bags in 1948 than 1947 and expected to fill every order.

L. R. Freeburg, company sec’y, pointed out that golf has changed. "The butcher, baker, barkeeper, all play. The priest, the preacher and the professional all can be found on the same course. Out of the service came 1,000,000 new golfers and there’s 1,000,000 more waiting the chance to play."

Science Helps Greenkeeping

(Continued from page 57)

continued feedings of sulfate are going to cause trouble. The trace elements in soils can likewise be lost by nitrogen feeding; boron, copper, zinc, iron, manganese and others. The plant must have these if it is to be healthy.

A greenhouse technician pointed out to our greenkeeping association that when their flowers get too much nitrogen they get soft, lush and will not stand shipping. To make the flowers more turgid and tough they wash out the bench and feed potash. If that applies in the greenhouse, why won’t it apply to a green? We want a tough healthy turf that will take the abuse of 500 pair of spiked shoes a day and come back smiling.

Then, is it the thing to do to apply more nitrogen and one or two ounces of mercury compound per week and pray for the weather to be just right? That hardly seems like business methods. It may be a waste of both nitrogen and fungicide plus time.

Feeding What Plants Need

There are greenkeepers who are “spoon feeding” the tiny plants on their greens by a system that is based on “asking” the plants what they need to grow in a healthy way.

Dr. G. N. Hoffer, American Potash Institute, described plant tissue testing at the Purdue University short course in 1945 and again at the Midwest Regional Turf Conference March 17-19, 1947.

Those using the system know it is not perfect. A bit of common sense has to be used in interpreting the readings of the tests. No set quantity of materials can be specified to meet the needs of the plants. And yet, the tests do show the major plant foods that are needed.

Here are some results of “spoon feeding” that are worthy of noting: On one course only 4 ounces of fungicide per 1000 sq. ft. was used during an entire season. Proper feeding is cheap, and one can have confidence in the results if science is substituted for guess work.

Greenkeepers from so many states have asked the writer for his program of green feeding that it is being presented here for argument in the hope that it will induce more examination and discussion of greens fertilization.

As soon as mat or “winter nap” is removed and the bent shows signs of new life I feed 40 lbs. of 6-10-4 or other good grade of lawn fertilizer as my spring feeding.

After 4 to 6 weeks ask the plants what if anything they need by tissue testing. Then if weather is cool I feed:

2 to 3 lbs. of sulfate of ammonia;
1 to 2 lbs. of mono calcium phosphate;
1 to 2 lbs. of 60% muriate of potash per 1000 sq. ft.

Add 1 lb. of Es-Min-El per green of 6000 sq. ft. or less. More if larger.

Apply the mixture in 150 gallons of water, follow immediately from a shower nozzle making “rain” on the green.

If fungicide is to be used it can be applied with this mixture.

Weigh chemicals accurately. Know exact size of every green. Grinding chemicals helps hold in suspension in the sprayer.

Dissolve 50 lbs. of Es-Min-El in 50 gals. of water. One gal. of solution will be same as the soluble nutrients from 1 lb. of material. It’s only the water soluble material the plant can use.

Two or 3 light feedings per season of organic nitrogen applied dry are made when tests show the plants need only nitrogen.

In putting our greens to bed for the winter, 20 to 30 lbs. of 0-12-12 is applied per 1000 sq. ft.

To reduce snow mold greens are spiked just before winter freeze and 3 oz. of fungicide applied per 1000 sq. ft. Some greenkeepers claim the spiking is enough if greens are taken into the winter well aerated. But this does not always hold true.
GOLF LIGHTING BULLETIN — Benjamin Electric Mfg. Co., 20 N. Wacker Drive, Chicago, has issued a bulletin sheet on its new lighting equipment for practice putting greens.

A brand new product—"NY-MITS"—a "new" in golf mits is now being introduced to the sporting goods market by one of the country's outstanding manufacturers of knit goods, NY-AN Co., of Albany, N. Y.

NY-MITS have all the desirable features of Nylon . . . the colors will not run or fade, the yarn will not stretch, shrink, or lose its original shape, it will not snag or tear. A survey of pros and weekend golfers, made by the Ny-An Company revealed that they wanted their mits to be colorful, to hug the club closely, and to be attached to each other to prevent loss. All these features are incorporated in NY-MITS. They are available in sets of three and four in a beautiful display package that will lend distinction to any pro shop display.

GOLF PEDDLERS REORGANIZE — After wartime shutdown the Golf Peddlers' Assn. has been reorganized by golf salesmen covering Ohio and part of Michigan. The boys put on three peddler-pro tournaments before the war. Tim McGrath, Ohio representative for Spalding, is pres., and Harry Hull, Dunlop's Michigan and Ohio representative is sec.-treas. Dues are $1 a year. The organization is planning a big party next year.

LEFT-HANDERS ACTIVE — If you've got left-handed players they may want to join the National Assn. of Left-handed Golfers. They can get full information from sec.-treas. Larry Nielsen, 252 Hubbard, Battle Creek, Mich. Left-handers' 1947 national championship at Cog-hill (Chicago, dist.) this year showed the organization of great fellows to be full of pep, high purposes, fun, and growing fast.

ATTENTION

CLASSIFIED ADS


Golf Professional—desires to get connected for winter season. Class A member of PGA, 35 years old, at present connected with one of finest country clubs in East. Available Dec. 15 to April 1. Address Ad 903, c/o Golfdom.

Greenkeeper-caretaker with 6 years' experience is open for year around job on golf course. Married. A-1 references. Available any time. Address Ad 904, c/o Golfdom.

ATTENTION

Competent Greenkeeper will consider year round position with club or other organization. Good maintenance man, willing worker, and able to handle and train men. Top salary will be required on 3 or 5 year contract in return for modern, efficient maintenance program that will justify the salary. Member of G.S.A. Excellent record of achievement that speaks for itself. Available October 15, 1947. Address Ad 905, c/o Golfdom.

Wanted: Position as Pro or Pro-Greenkeeper for club with year around proposition. Age 35, married. Class A member of P.G.A. Best of references upon request. 15 years' experience with large clubs. Address Ad 906, c/o Golfdom.

Pro or Pro-Greenkeeper. 40. Class A. P.G.A. member. Best references and credit. Anywhere in U. S. Address Ad 907, c/o Golfdom.

(Classified ads continued on page 80)

Golf pro, 25 years old, 7 years' experience, desires position as Pro or Assistant. Write Samuel Drake, 5400 Allegheny River Blvd., Oakmont, Pa.

Assistant pro desires year-around job, south or west. One summer's experience as pro at a 9-hole course. Ex-seaman, 22 years old. Good references. Available Sept. 15th. Address Ad 905, c/o Golfdom.

Golf Professional. Have been employed from past 14 years as pro-mgr. and greenkeeper, and would leave present position for pro job at a club that offers good merchandising opportunities. Very best references. Experienced player. College man, age 34, married, no children. P.G.A. member Class A. Address Ad 910, c/o Golfdom.

Professional—"A" member P.G.A. 14 years' teaching and professional experience, interested in any driving range propositions or private club openings in east or south. Address Ad 911, c/o Golfdom.

Met. Golf Club for Sale. 18-hole championship golf course located 50 miles from New York City, beautiful clubhouse, two tennis courts, grounds in excellent shape. Price $250,000. Terms. Cost $750,000 to build. Address Ad 912, c/o Golfdom.

9-hole Golf Course for sale cheap; clubhouse; beer license; write for description. Address H. D. Morse, Cleve, Ind. N.

GOLF PROFESSIONAL—located at fine western resort club desires connection with club for winter or year-round club. Schooled in very latest principles of teaching. Would like teaching under your "Pro." Well versed in golf course operation, course maintenance, some course construction. War veteran, single, dependable, finest character references, pleasing personality. Will go anywhere. Fifteen years' experience. Available October 15th. Address Ad 914, c/o Golfdom.

Golf Professional—desires connection with progressive club as pro and greenkeeper. Have had eighteen years' experience as pro; also several years' experience in the care and building of grass green golf courses. Received medical discharge from Marine Corps. Reserve and draft exempt. A-1 credit. 36 years of age. Will consider club in any section of country. Can furnish best of references from past clubs. Address Post Office Box 1086, Ashland, Kentucky.


CLUB MANAGER: New Atlanta Golf Club will be ready to open about November first. Membership limit 150. We are looking for a Manager that is experienced in the field devoted to the management of a fine course. We prefer a man with 25 years experience. Highest recommendations. Address Ad 912, c/o Golfdom.

A man desires to make a change and wants position with some club as professional or pro-greenkeeper, 30 years' experience, excellent teacher, Class A member PGA. A-1 credit rating. Thomas Roan, 3408 Parker Ave., Chicago 47, III.

Pro-Greenkeeper—36—War vet—married—desires change for more responsible. Fifteen years' experience. Address Ad 915, c/o Golfdom.

Pro-Mgr. desires year-round club or winter location—have fine organization. Consider lease. Address Ad 916, c/o Golfdom.

Golf Professional located at one of the North's most exclusive clubs desires to get connected with a club as an assistant pro. For the winter months, Dec. 1, 1949, to April 1, 1950. Address Ad 917, c/o Golfdom.

Wanted—Manufacturers' Agents for select line of golf clubs, accessories and golf apparel. Excellent opportunity for those experienced in quality selling. Address Box 918, c/o Golfdom.

Wanted to Lease—with option to purchase, 18 hole golf course. Prefer country club operation. Excellent financial and credit standing. 15 years' experience. Address Ad 919, c/o Golfdom.

Golf Professional wants position with a good golf club. Good business man, excellent instructor, capable of assuming full charge of the golf course, university graduate, member of the PGA, married, 37 years' experience. Excellent references. Address Ad 920, c/o Golfdom.

Golf pro—36—available for winter months. 20 years experience. Highest recommendations. Will take any job connected with golf. Address Ad 921, c/o Golfdom.


COUPLE: Good Bartender & excellent Waitress available after Oct. 15th for Southern or Western resort or golf course. Honest and industrious. Can furnish the best of references. C. Wilbur, Mission Hills Golf Club, Northridge, Calif.

GOLF PROFESSIONAL—Ten years' experience now holding country club position, desires change. Good player, excellent teacher. Best references. Address Ad 922, c/o Golfdom.

Golf Professional wants position for winter months. Age 29, single. PGA member. Played in PGA Championship at Plum Hollow. Excellent references. Address Ad 925, c/o Golfdom.

Position Wanted—Ex-service man would like to have a position as assistant Pro. Experienced golf teacher; also experience with golf club manufacturing company and golf course construction. Will go anywhere. Address Ad 926, c/o Golfdom.

Golf Professional available for winter. Finest references. Will go anywhere. Address Ad 927, c/o Golfdom.

Manager steward and stewardess to operate good golf course in Florida from November to April 1. Experienced in all departments of golf club operating. Served over one million people in sixteen years. References. Address Ad 928, c/o Golfdom.

Young man—18—wants position as pro, assistant, or any work connected with golf which has opening for advancement. College graduate. Highest recommendations. Excellent character. Location not important. Address Ad 929, c/o Golfdom.

Experienced young professional, college graduate, fine teacher, businessman and player wants new location for 1948. Class A PGA member. Energetic promoter of golf interest and improved scores. Cheerful personality and thoroughly reliable and industrious. Highest recommendations. Address Ad 932, c/o Golfdom.

Golf Professional desires permanent connection, preferably with the University in his own course and expanding golf program. Experienced, capable, excellent teacher and coach. University degree, P. G. A. member, married, age 37, financially responsible. Can furnish the best of references. Address Ad 932, c/o Golfdom.

DRIVING RANGES—Do not discard your cut and broken golf balls. We will rebuild them. All cores are used. These balls will stand a great deal of punishment and are guaranteed for 30 DAYS against breaking open on the seam. Send 5 dozen broken balls for trial shipment. The price is $2.50 per dozen, unpainted. F.O.B. Arrow Distributors, 2323 Bonaire Ave., Brooklyn 7, N. Y.