New units added to the Cunningham line of tractors and mowers for 1948 will have additional matched implements including sickle-bar mower attachment, a reel type lawn mower attachment, a spray rig, and wheel weights. The reel type mower attachment on steel wheels and rubber tires goes with present sickle bar equipment and snow plow blades. Cunningham portable power tools are manufactured by James Cunningham, Son & Co., Rochester, N.Y.

LOCKE WITH DUNLOP

Bobby Locke was recently signed to use the Dunlop championship golf ball, announces Vincent Richards, asst. to the pres., Dunlop Tire & Rubber Corp. Richards said the South African not only signed a three year contract with the Dunlop company but no matter what country he is playing in, he will be using Dunlop equipment. Locke intends to stay in the United States for the next seven months competing in all of the winter and early spring tournaments, sailing for England to participate in the British Open in early June.

MELFLEX OPENS CANADIAN PLANT

Established MELFLEX Safety Products for underfoot safety, security and protection are in production at a new company plant at Fort William, Ontario as MELFLEX PRODUCTS (Canada) Ltd. Officers of the new company, allied with MELFLEX PRODUCTS CO., AKRON, OHIO, which permit direct plant purchase of a ‘Made in Canada’ product are: Fred Page, Fort William, vice pres. and gen. mgr.; T. F. Thornes, Fort William, dir.; John J. Haberbusch, Akron, dir. and comptroller; Wm. F. Ong and Helen F. Warford, Akron, directors and L. E. Warford, Akron, founder of MELFLEX, pres. and treas.
J. Edvin Carter has bought interests of the estates of George O. Stumpp and Julian H. Walter and the W. A. Sperling interest in the famed seed, garden and golf course supply house of Stumpp and Walter Co., 132-138 Church St., New York. Carter now is pres. and treas. of the company. Messrs. Stumpp and Isaacs resigned. Thomas F. Kearney continues as sec. and Alex H. Sehlmeyer as asst. sec. Other personnel will continue as before change of ownership and the company's branches, farms and plants at Stamford, Conn., White Plains, N.Y., Englewood, N.J., Newark, N. J., Islip, N.Y., and Farmingdale, N.Y. will continue.

Carter, a resident of Summit, N.J., and a member of Baltusrol and Canoebrook, is nationally prominent as a publisher of newspapers and trade journals.

TRIJA — SIX CLUBS IN ONE

Trija, the golf club with 3 dual-purpose, demountable precision heads that makes six perfectly balanced irons, can be considered either as a supplemental club or as a fully matched set for practice, for guests, or out-of-town trips. First manufactured during the war to meet the needs of the Navy Rehabilitation program, now available through the pro shop or directly from the manufacturer, Trija Co., 1063 Gayley, Los Angeles 24, Calif.

ROMIG HEADS AGRICULTURAL DIV., AMERICAN CHEMICAL PAINT CO.

Gerald C. Romig, vice president of the American Chemical Paint Company, Ambler, Pa., has taken over the direction of the firm's agricultural division formerly headed by Franklin D. Jones, who left the company. The company manufactures and sells plant hormones and 2, 4-D weed killers. Other top men in the division who remain at their posts, include Joseph H. Torchiana, advertising manager; Robert H. Beatty, horticulturist in charge of research and field work; William W. Allen, in charge of production; Joseph M. F. Leaper, chief chemist; John C. Hendren, and Thomas Farrell, sales activities.

SCOGGINS APPOINTED DISTRIBUTOR FOR CAMPBELL GOLF BALL

The Howard Scoggins Golf Co., Dunedin, Fla., has been appointed U. S. distributor for the Campbell golf ball, manufactured by the Campbell Mfg. Co., Ltd. of Canada. This is the first introduction to the United States of the ball, the main features of which the manufacturer reports are a thinner cover, and a larger wound-rubber center made possible by a cool moulding process. The Scoggins Co. will follow their established policy and sell the Campbell ball through professionals only.

NEW ALL-RUBBER GOLF CLUB GRIP

Flexi-Grip is the name of a new, patented, all-rubber golf-club grip now being marketed to the golf trade. It combines the natural grip of rubber with proven grip-assisting, non-slip designs or patterns to provide a more comfortable and positive grip without the necessity of tight "grabbing" of the club. Several designs are available and all will fit any diameter grip desired. "Chick" Harbert recently wired Mr. T. L. Fawick, Flexi-Grip inventor, as follows: "Have had the opportunity to give your grips a complete trial on my clubs under all weather conditions. Am happy to report that they were 100 per cent satisfactory. Have never before experienced such hand security and comfort."

Flexi-Grips can be applied at the factory by club manufacturers, one maker already

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.

Write for Prices and Information.

BREVARD COUNTRY CLUB NURSERY, E. E. FRASER, PROP.

Brevard, North Carolina
### Golf Course

- Aerifiers: fairway □ green □
- Architects (course — house)
- Arsenate of lead
- Ball washers
- Bent grass stolons
- Brown-patch preventives
- Compost mixers
- Compost spreaders
- Crabgrass eliminators
- Cultivators: fairway □ green □
- Drinking fountains
- Electric Plant (Portable)
- Fencing
- Fertilizers
- Flags (greens) □ Flag poles □
- Flood lights
- Fungicides
- Fungicide applicators
- Golf Course Const'n Engineers
- Harrows—spring tooth
- Hedge trimmers
- Hole cutters
- Hose, ¾" □ 1" □
- Insecticides
- Landscape materials
- Leaf rake (power vacuum)
- Mole Traps
- Mowers: putting green □
  - whirlwind □ tee □
  - fairway □ rough □ hand □
- Mower grinders
- Peat Moss
- Pipe, water
- Playground equipment
- Pumps
- Putting cups
- Rollers (water filled)
- Scythes (motor driven)
- Seed: fairway □ green □
- Seeders
- Sod cutter
- Soil screeners □ Soil shredders □
- Sprayers: power □ hand □
- Sprinklers: f'way □ green □
- Sweepers (power or hand)
- Swimming pool architects □ equipment □ filtration □
  - purify, chemicals □ paint □
- Tee markers
- Tennis court surface material
- Tractors
- Tractor tires
- Tractor wheel spuds
- Turf Pluggers
- Turf trimmer, border
- Water systems, fairway
- Weed burners
- Weed chemicals
- Weed treatment marker

### Pro Shop

- Bags: canvas □ leather □
- Bag carts, for players
- Balls □ Driving range □
- Ball cleaner (individual)
- Ball markers □ Painting kit □
- Ball recovering equipment
- Ball Shag
- Bandages, adhesive
- Buffing motors
- Caddie badges □ uniforms □
- Calfs, for shoes
- Caps and hats
- Clubs: Woods □ Irons □
- Club head covers
- Club repair supplies
- Detachable cleated shoe soles
- Dressing for grips □ bags □
- Golf gloves
- Golf Grips (all weather)
- Golf shoes
- Golf Practice Glove
- Grip Renovating Tool
- Handicap boards
- Handicap racks □ cards □
- Mechanical Golf Ball Retriever
- Pencils
- Portable motor tool
- Practice driving nets

### Club House

- Adding machines
- Air conditioning equip.
- Athletes foot preventives
- Bath mats
- Bath slippers
- Cash registers
- Disinfectants
- Fire protection equipment
- Floor coverings
- Furniture
- Kitchen equipment:
  - Coffee makers
  - Dish washers
  - Dishwashing compounds
  - Frozen food storage
  - Ice cube machines
  - Ovens □ Food warmers □
  - Ranges
  - Refrigerators
  - Slicing machines
  - Vegetable peelers
  - Glassware

- Heaters: club house □
  - hot water □
- Linens, dining room
- Lockers
- Movies of Golf Subjects
- Runners for aisles □ Rugs □
- Shoe dryer and sterilizer
- Showers □ Shower mixers □
- Shower clogs □
- Step treads
- Toilet seat covers (paper)
- Towels: bath □ face □
- Uniforms

---

**Send information to:**

**Name**

**Address**

**Town**

**Zone (________) State**

**March, 1948**
HERE'S HELP TO MAKE 1948 YOUR MOST SUCCESSFUL CLUB YEAR

Each month GOLFDOM presents the latest, most practical ideas on golf club administration, management, upkeep and service ... for time, labor and money-saving guidance of your officials and department heads. Help the right men at your club do the job right. Send in the form below so we can get them "on the beam".

--- FILL IN THE FORM BELOW — THEN MAIL THIS PAGE TO ---
GOLFDOM, 407 SOUTH DEARBORN STREET, CHICAGO 5, ILLINOIS

Name of club: ........................................................................
Address .............................................................................. Town: ........................................
Zone ( ) State ............... By ..................................................

President's:
name ................... (Zone .........)
Add: .. Town: .............. State: ......................

Secretary's
name .................. (Zone .........)
Add: .. Town: .............. State: ......................

Manager's:
name .................. (Zone .........)
Add: .. Town: .............. State: ......................

Green Chrmn's:
name .................. (Zone .........)
Add: .. Town: .............. State: ......................

Greenkeeper's:
name .................. (Zone .........)
Add: .. Town: .............. State: ......................

Professional's:
name .................. (Zone .........)
Add: .. Town: .............. State: ......................

Golfdom
BENT GRASS
Stolons and Sod. Washington — Cl — and other recommended strains.
HIRAM F. GODWIN
22366 Grand River Ave., Detroit 19, Mich.

THE GOLFER'S HANDBOOK
AND
BOOK OF CHAMPIONS
A Golfer's personal record book for his season's scores on all courses. Ideal For Clubs — Establishes Handicaps. Information and sample copy on request.
WANDS BOOKS, P.O. Box 9, Flushing, N.Y.

offering them as standard equipment. Or, they can be used to replace other or damaged grips by professionals in their own shops. The patented "bell" end design permits quick and easy installation.

Flexi-Grips are supplied in complete packages, including 36 grips with caps, starter plug, cement and complete installation instructions. Prices to professionals or manufacturers allow attractive profits. They are marketed by The Fawick Flexi-Grip Company, 2306 Tower Building, Akron, Ohio.

GAUZTEX PRO SHOP DISPLAY

"No More Blisters!" marks the '48 promotion theme on Gauztex Sports Tin, as evidenced by the new display pictured here. Requiring only 5 x 7\(\frac{1}{2}\) inches of counter space, the displays are expected to furnish point-of-sale reminder for the pro.

CREEPING BENT STOLONS
Old Orchard C 52, Congressional C 19, Arlington C 1, Cohansey C 7
No old 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 grases. 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.

March, 1948
SPALDING OFFICERS REPORT TO STOCKHOLDERS

L to R: W. B. Gerould, controller; H. B. Spalding of law firm of Kelsey, Waldrop and Spalding; C. F. Robbins, pres., W. T. Brown, vp, in charge of manufacture; L. E. Coleman, vp in charge of sales; D. H. Mudd, treas. as A. G. Spalding & Bros. met with stockholders at annual stockholders' meeting, Vanderbilt hotel, New York, Feb. 3.

Stockholders were invited to an informal get-together in addition to directors' meeting, met Spalding officials, discussed company business and had adv. mgr. Harry Amtmann present 1947 World's Series film. Directors elected for ensuing year: C. F. Robbins, W. T. Brown, Herbert H. Pease, P. Lyndon Dodge, Stanley A. Sweet, H. Boardman Spalding, Thomas Roy Jones and Washington Dodge.

GOLF-O-TRAY, PRIZE OR GIFT ITEM

Golfers will go for this all metal ashtray patterned after a typical wood driver. The Golf-O-Tray is an attractive ashtray, symbolizing the owner's favorite sport. This new item recently put on the market sells on sight, is ideal for a low-priced tournament prize, and is a "natural" as a gift. The Golf-O-Tray is manufactured by the Engineering Ideas Specialty Co., 16 North Morgan St., Chicago 7, Ill.

SPALDING SENDING PERSONALIZED PLAQUE TO PRO GOLF DISTRIBUTORS

Measuring approximately 7½" x 4½", three color plaque, with the pro's name inserted, is being supplied to Spalding's customers. It can serve as an identification for the pro's name, to both new members and guests.

CADDY SAVVY BOOKLET—Caddy Savvy "The Know-How of Expert Caddying" is a profusely illustrated booklet of caddie instruction issued by S. M. Masse, 216 High Ave., Cleveland 15, O. The booklet is intended to be the caddie's own text book and coordinated with the caddie-master's instruction program. Prices and complete information concerning the booklet may be secured from Masse.

NEW SPIKE-VISE WRENCH

Serley Mfg. Co., 483 E. Sixth St., St. Paul 1, Minn., has a new spike-vice wrench that fits all golf shoe spikes. The device makes use of the screw and taper principle to get a tight firm lock on even worn spikes and of any make or spike now in use on golf shoes. It also has extra engaging pins to make removal of the spike heads easy and clean. It has a spike cleaner as an added feature. The device is a sturdy and precisely machined job. It was used extensively in pro shops and locker-rooms in Minnesota last summer and received strong endorsement there before being placed on the national market.
Beautiful in design, colorfully illustrated with graphic presentation of details and specifications, the new 1948 catalogue issued by the Jacobsen Mfg. Co., Racine, Wis., shows the right type and size of mower for every job with recommendations for use and adaptability of side wheel, rear wheel, and roller type machines. The catalogue quotes delivered price of each piece of equipment, a policy recently adopted by the company in all Jacobsen advertising appearing in national magazines and trade publications to help insure price stability. A limited number of dealerships are available to those interested in this new merchandising plan.

"GUN-TYPE" FAIRWAY SPRINKLER

This new "Gun-type" Perfection Sprinkler, G47a-B, is for large coverage on medium pressures. It was designed primarily for field irrigation but demand for fairway watering has made this a popular item because of the extra large coverage (100 ft. to 200 ft. dia.) on low pressures (50 lb. to 60 lb.). The sprinkler shown is fitted with suitable base for use with 1½ or 2 inch hose or the head only can be used on fairway snap valve outlets where sufficient pressure is available. Manufacturer is Perfection Sprinkler Co., Ann Arbor, Mich.

March, 1948
Fee course in midwestern metropolitan district wants reliable house manager with experience in handling fee and tournament play. Good proposition for right man. Send details of experience in first letter. Address Ad 325, % Golfdom.

Lockerroom Man — In charge or assistant. 18 years' experience with excellent references. Single, honest and desires change clubs every nine years. Available now for new club. Address Ad 326, % Golfdom.

PRO-GREENKEEPER-MANAGER. Experienced professional greenkeeper, and wife available to take over complete operation of moderate sized club. Highly successful record, thoroughly dependable, diligent, resourceful and personal references. Best recommendations. Address Ad 327, % Golfdom.

Golf Professionals-Greenkeeper, desires change. Lifetime experience, student several short courses including Mass. State, Member GSA. References; character, ability and credit. Address Ad 314, % Golfdom.

Pro-Manager wanted at Midwest 9-hole course with 300 members. Good year-round job for energetic and competent man. Please send complete details with first letter. Address Ad 310, % Golfdom.

PRO-GREENKEEPER-MANAGER—Energetic, successful man experienced in teaching, greenkeeping and complete management of club available, as present course may be sold. Promotion of golf tournament interest is my forte. Address Ad 315, % Golfdom.

Pro-Greenkeeper—Background of excellent results as veteran in teaching, course upkeep, and all other details of real business management in outside departments of club. Hard worker, thoroughly dependable and thoroughly desires change for next season. Excellent references. Address Ad 317, % Golfdom.

Golf Professional—Wants to be connected with club desiring Pro. Expert instructor, capable, excellent character. 18 years' experience, PGA member, 16 years' experience. Address Ad 318, % Golfdom.

Pro with excellent record of instruction, increasing golf interest and conducting pro department operations with high satisfaction to club members and officials, seeks new location. Now employed. Dependable, hard worker, pleasant personality, stays on the job. Experience includes 10 years as Pro at Tam O'Shatter, Chicagoland 28, Ill. Address Ad 319, % Golfdom.

Used Friend putter, iron wheels, good condition, $150.00. Used Bean, 150 gallon capacity, 20% off. Used players clubs, $450.00. Used B. & K. B. Butterfly, 64 lbs. $125.00. Have 2,000 pro Army & Navy Corps sun glasses, with leather cases, doz. $27.00. Every club member will want a pair. Retail $4.00. Golf Pro, Highland C.C., Pittsburgh 29, Pa.

Caddie Manager—Must be man who has genuine interest in golf, development and welfare of young under his care. Write stating experience, age, qualifications, references and salary expected. Room and board will be furnished if desired. Address Ad 310, % Golfdom.

PRO-GREENKEEPER-MANAGER. Experienced professional greenkeeper, and wife available to take over complete operation of moderate sized club. Highly successful record, thoroughly dependable, diligent, resourceful and personal references. Best recommendations. Address Ad 327, % Golfdom.

Golf Professional-Greenkeeper, desires change. Lifetime experience, student several short courses including Mass. State, Member GSA. References; character, ability and credit. Address Ad 314, % Golfdom.

Lockerroom Man — In charge or assistant. 18 years' experience with excellent references. Single, honest and desires change clubs every nine years. Available now for new club. Address Ad 326, % Golfdom.

Golf Professional-Greenkeeper, desires change. Lifetime experience, student several short courses including Mass. State, Member GSA. References; character, ability and credit. Address Ad 314, % Golfdom.

WANTED: Golf Ball lot Machines for sale, 250 en. We also want a pair. Retail 4.00. Golf Pro, Highland C.C., Pittsburgh 29, Pa.

Lockerroom Man — In charge or assistant. 18 years' experience with excellent references. Single, honest and desires change clubs every nine years. Available now for new club. Address Ad 326, % Golfdom.

WANTED: Greenkeeper or Greenkeeper-Pro for attractive 9-hole golf course located in northwestern Pennsylvania resort region along main east-west and Buffalo-Pittsburgh highways. Living quarters available. Good opportunity for right man. Address Ad 315, % Golfdom.

WANTED: To lease or purchase, 9 or 18 hole golf course. Full particulars in letter. Address Ad 309, % Golfdom.

WANTED: Greenkeeper or Greenkeeper-Pro for attractive 9-hole golf course located in northwestern Pennsylvania resort region along main east-west and Buffalo-Pittsburgh highways. Living quarters available. Good opportunity for right man. Address Ad 315, % Golfdom.

WANTED: To lease or purchase, 9 or 18 hole golf course. Full particulars in letter. Address Ad 309, % Golfdom.

Golf Professional-Member, desires change. At present employed in one of the largest Southwestern Country Clubs. Would like Northern Club if possible. Well known food operator and economical manager. Married, no children. Excellent references for investigation. Address Ad 308, % Golfdom.

WANTED: Greenkeeper or Greenkeeper-Pro for attractive 9-hole golf course located in northwestern Pennsylvania resort region along main east-west and Buffalo-Pittsburgh highways. Living quarters available. Good opportunity for right man. Address Ad 315, % Golfdom.

Assistant Pro desires year-around job, south or west. One summer's experience as pro at a 9-hole course. Ex-service, 23 years' experience. Good references. Available May 15th. Address Ad 311, % Golfdom.

GOLF books, prints, curios sold and sought. Golf Book Service, 42-05 Layton St., Elmhurst, N. Y.

PRO-GREENKEEPER—Thoroughly experienced (18 yrs.); young; industrious; age 36; married, 2 children; veteran; college education; capable of training and directing men to do their work with a maximum of efficiency and a minimum of expense to the club. Excellent references. Will consider position with right club. Please state full particulars when answering. Address Ad 301, % Golfdom.

Club Manager now employed with exclusive club would like to find a club of any size of City or Country Club. Accustomed to the finest of food and service. Will conduct an enviable daily fee course. Address Ad 302, % Golfdom.

Golf Ball Slot Machines for sale. $250 ea. We also buy, repair and refinish golf balls. Herman Kramm, 244 So. Millvale Ave., Pittsburgh, Penna.

Wanted—Pro Manager for Maxwellton Golf Course, Syracuse, Indiana. Prefer man who runs a course in the South during the winter and wants a summer connection. Address Lisle Wilt, Secretary, Maxwellton Golf Course, Syracuse, Indiana.


ASSISTANT PRO, first class shop salesman and repairman; good instructor. Experienced, neat, industrious and loyal. Address Ad 328, % Golfdom.

GOLF PRO—16 years' experience at grass and sand green courses and driving ranges would like pro for coming season. First letter. Age 31, single, will go anywhere. Address Ad 329, % Golfdom.

<table>
<thead>
<tr>
<th>ADVERTISERS</th>
<th>NBPA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLFDOM</strong></td>
<td><strong>MARCH, 1948</strong></td>
</tr>
<tr>
<td><strong>Acushnet Process Sales Co.</strong></td>
<td>2nd Cover</td>
</tr>
<tr>
<td><strong>Allied Golf Corporation</strong></td>
<td>67</td>
</tr>
<tr>
<td><strong>American Agricultural Chemical Co.</strong></td>
<td>114</td>
</tr>
<tr>
<td><strong>American Fork &amp; Hoe Co., The</strong></td>
<td>32</td>
</tr>
<tr>
<td><strong>Associated Chemists, Inc.</strong></td>
<td>23</td>
</tr>
<tr>
<td><strong>Balanced Golf Bag, Inc.</strong></td>
<td>91</td>
</tr>
<tr>
<td><strong>Beam Manufacturing Co., John</strong></td>
<td>22</td>
</tr>
<tr>
<td><strong>Berghman Company</strong></td>
<td>106</td>
</tr>
<tr>
<td><strong>Bonded Brands</strong></td>
<td>93</td>
</tr>
<tr>
<td><strong>Boyd, Inc.</strong></td>
<td>99</td>
</tr>
<tr>
<td><strong>Boston Golf Ball Company</strong></td>
<td>107</td>
</tr>
<tr>
<td><strong>Bradley Washountain Company</strong></td>
<td>100</td>
</tr>
<tr>
<td><strong>Breadley Company</strong></td>
<td>69</td>
</tr>
<tr>
<td><strong>Breward Country Club Nursery</strong></td>
<td>122</td>
</tr>
<tr>
<td><strong>Bruitin &amp; Company, Inc.</strong></td>
<td>114</td>
</tr>
<tr>
<td><strong>Buckner Manufacturing Co.</strong></td>
<td>26</td>
</tr>
<tr>
<td><strong>Burgett Company, K. L.</strong></td>
<td>107</td>
</tr>
<tr>
<td><strong>Burke Golf, Inc.</strong></td>
<td>85</td>
</tr>
<tr>
<td><strong>Burton Manufacturing Co.</strong></td>
<td>102</td>
</tr>
<tr>
<td><strong>Carbone &amp; Carbon Chemical Corp.</strong></td>
<td>17</td>
</tr>
<tr>
<td><strong>Cauhorn Distributing Co.</strong></td>
<td>107</td>
</tr>
<tr>
<td><strong>Chamberlin Metal Products</strong></td>
<td>96</td>
</tr>
<tr>
<td><strong>Chicago Wheel &amp; Mfg. Co.</strong></td>
<td>108</td>
</tr>
<tr>
<td><strong>Clapper Company, The</strong></td>
<td>10</td>
</tr>
<tr>
<td><strong>Colby Company, Eli</strong></td>
<td>28</td>
</tr>
<tr>
<td><strong>Converse Co., Inc., F. S.</strong></td>
<td>117</td>
</tr>
<tr>
<td><strong>Cooper Manufacturing Co.</strong></td>
<td>21</td>
</tr>
<tr>
<td><strong>Corcoran Incorporated</strong></td>
<td>101</td>
</tr>
<tr>
<td><strong>Cunningham, Son &amp; Co., James</strong></td>
<td>5</td>
</tr>
<tr>
<td><strong>D B A Products Co.</strong></td>
<td>24</td>
</tr>
<tr>
<td><strong>Davis, Inc., George A.</strong></td>
<td>23</td>
</tr>
<tr>
<td><strong>Dawson &amp; Mfg. Co.</strong></td>
<td>60</td>
</tr>
<tr>
<td><strong>Dettra Flag Co., Inc.</strong></td>
<td>30</td>
</tr>
<tr>
<td><strong>Dubow Mfg. Co., J. A.</strong></td>
<td>111</td>
</tr>
<tr>
<td><strong>Dungans, Bob</strong></td>
<td>118</td>
</tr>
<tr>
<td><strong>DuPont Semesan Company</strong></td>
<td>66, 67</td>
</tr>
<tr>
<td><strong>Eastern Golf Company</strong></td>
<td>103</td>
</tr>
<tr>
<td><strong>Ederer Company, R. J.</strong></td>
<td>6</td>
</tr>
<tr>
<td><strong>Fagruhar Company, A. B.</strong></td>
<td>6</td>
</tr>
<tr>
<td><strong>Fate-Root-Heath Company</strong></td>
<td>29</td>
</tr>
<tr>
<td><strong>Fawick Flexi-Grip Company</strong></td>
<td>3rd Cover</td>
</tr>
<tr>
<td><strong>Fink &amp; Company</strong></td>
<td>119</td>
</tr>
<tr>
<td><strong>Fonken Manufacturing Company</strong></td>
<td>18, 19</td>
</tr>
<tr>
<td><strong>Fullman Co., The</strong></td>
<td>106</td>
</tr>
<tr>
<td><strong>Golf Clubs, Chemical Corporation</strong></td>
<td>12</td>
</tr>
<tr>
<td><strong>General Bandages, Inc.</strong></td>
<td>55</td>
</tr>
<tr>
<td><strong>Godwin, Hiram F.</strong></td>
<td>125</td>
</tr>
<tr>
<td><strong>Golf &amp; Garden Equipment Co.</strong></td>
<td>112</td>
</tr>
<tr>
<td><strong>Golf Club Supply Company</strong></td>
<td>95</td>
</tr>
<tr>
<td><strong>Golf Enterprises, Inc.</strong></td>
<td>110</td>
</tr>
<tr>
<td><strong>Gordon, William P.</strong></td>
<td>3, 121</td>
</tr>
<tr>
<td><strong>Graham Manufacturing Company</strong></td>
<td>31</td>
</tr>
<tr>
<td><strong>Hagen Golf Division, Walter</strong></td>
<td>58, 59</td>
</tr>
<tr>
<td><strong>Handees Company</strong></td>
<td>106</td>
</tr>
<tr>
<td><strong>Hardee Manufacturing Co.</strong></td>
<td>25</td>
</tr>
<tr>
<td><strong>Harris, Robert Bruce</strong></td>
<td>121</td>
</tr>
<tr>
<td><strong>Henderson &amp; Co., Peter</strong></td>
<td>14</td>
</tr>
<tr>
<td><strong>Hilbertich &amp; Bradbsey Co.</strong></td>
<td>53</td>
</tr>
<tr>
<td><strong>Horner, Bob</strong></td>
<td>116</td>
</tr>
<tr>
<td><strong>Horton Manufacturing Company</strong></td>
<td>81</td>
</tr>
<tr>
<td><strong>Hyper-Human Company</strong></td>
<td>26</td>
</tr>
<tr>
<td><strong>Ideal Power Lawn Mower Co.</strong></td>
<td>19</td>
</tr>
<tr>
<td><strong>Jacobsen Manufacturing Co.</strong></td>
<td>61</td>
</tr>
<tr>
<td><strong>Jari Products, Inc.</strong></td>
<td>30</td>
</tr>
<tr>
<td><strong>Johnson Seed Co., J. Oliver</strong></td>
<td>117</td>
</tr>
<tr>
<td><strong>Jolly &amp; Son, Inc., Jack</strong></td>
<td>96</td>
</tr>
<tr>
<td><strong>Jones, Robert Trent</strong></td>
<td>121</td>
</tr>
</tbody>
</table>

Kesi, Inc., B. J. | 104  |
Kosar’s Golf Development Laboratory | 115  |
A. F. Proctor Company | 116  |
Lake Sunapee Turf Gardens, Inc. | 119  |
Langford, William B. | 120  |
Leavitt Corporation | 120  |
Lewis Co. G. B. | 16  |
Linck Co., Inc., O. E. | 11  |
Longstaff, Alan L. | 116  |
McClanahan Brothers Company | 119  |
McKenzie Company, R. R. | 102  |
MacGregor Golf, Inc. | 76, 77  |
Mast-Fooe Manufacturing Co. | 114  |
Meleflex Products Co. | 69  |
Mellon Club Co. | 118  |
Modern Manufacturing Company | 118  |
Morgan, A. W. | 107  |
Moxaz Golf Enterprises, Joe | 36, 37  |
Murdoch Mfg. & Supply Co., The | 117  |
Myers & Scovil, Inc. F. E. | 30  |
Na-Churs Plant Food Co. | 28  |
Nelson Mfg. Co., L. R. | 30  |
Old Orchard Turf Nurseries | 125  |
Onan & Sons Inc., O. W. | 16  |
Page Fence Association | 24  |
Parker Pattern & Foundry Co. | 12  |
Phillips, Inc., F. C. | 118  |
Powers Regulator Co., The | 100  |
Pro Golf Sales Co. | 98  |
Roseman Tractor Mower Company | 15  |
Royer Foundry & Machine Co. | 10  |
Scoggin’s Golf Co., Howard | 97  |
Scott & Sons Co., O. M. | 27  |
Seamless Rubber Company | 53  |
Selby Manufacturing Co. | 126  |
Sewage Commission | 8  |
Sherwin-Williams Co., The | 17  |
Skinner Irrigation Co. | 113  |
Smith, Kenneth | 103  |
Snow-Proof Company, The | 118  |
Spalding & Bros., Inc., A. G. | 44, 45  |
Springfield Company | 79  |
Standard Electrical Tool Co. | 108  |
Standard Manufacturing Co. | 31  |
Standard Steel Equipment Co., Inc. | 115  |
Stanley Physical Tool Division | 25  |
Stump & Walter Company | 8  |
Surka, M. | 120  |
Swift & Company | 50  |
Thompson Manufacturing Co. | 31  |
Toro Manufacturing Co. | 48, 49  |
Tull, Alfred H. | 121  |
United States Rubber Company | 4th Cover  |
U. S. Rubber Co., Agric. Chemical Div. | 27  |
Venetian Hotel | 98  |
Venkese, Gene | 110  |
Vestal Company, John H. | 108  |
Wagner Avning & Mfg. Co. | 14  |
Wagner & Sons, H. L. | 22  |
Wagstaff Co., C. D. | 122  |
Wand Company | 14  |
West Point Lawn Products | 5  |
Whitney Seed Company | 119  |
Willy, Inc., John | 119  |
Wilson Sporting Goods Company | 40, 41  |
Wogan, Eugene “Skip” | 120  |
Woodruff & Sons, Inc., F. H. | 28  |
Worthington Ball Company | 51  |
Worthington Mower Company | 72, 73  |

GOLFDOM, The Business Journal of Golf. Published monthly, except November and December. Subscription rate—$2.00 per year, Canadian and Foreign $2.50. Herb Graffis, Editor; Joe Graffis, Advertising and Business Mgr.

Publication Offices—407 So. Dearborn St., Chicago 5; Phone Harrison 5941. Eastern Representative—Albro Gaylor, 20 Vesey St., New York 7; Phone, Cortland 7-1644. Pacific Coast Representative—Roy M. McDonald & Co., 631 S. Witton, Los Angeles; Phone, Drexel 2590 . . . 56 So. Market St., San Francisco; Phone, Yukon 6-0688 . . . Terminal Sales Bldg., Seattle, Wash.; Phone, Main 8860. Printed in U.S.A.

March, 1948
Pros Must Plan Sales Battle As Competition Tightens

(Continued from page 34)

(5) An opportunity to show the pro's own sincere personality and competence in making the sales transaction a matter of service rather than the store method of cold exchange of cash for merchandise.

Check Up Pro Strong Points

In preparing himself to get the drop on budding competition the pro will be wise to go over his entire membership list and see just what he knows about each member and the member's game, equipment and needs.

It will surprise many a pro to be reminded by such a survey that he doesn't know as much as he should about a lot of his comparatively new members and the golfing prospects in the new members' families.

The pro's very strong point of expert fitting of clubs has been neglected during the long period when clubs that precisely fit haven't been available. Players have been so eager to get new clubs they'd buy almost anything they could find.

Many of the older—and wealthier members—have clubs that are too heavy and have shafts that are too stiff. Actually one reason for a club having a first class professional is to attend to rectifying such cases as these outgrown clubs. The pro has to handle these cases with discreet judgment but if he doesn't look into them he's going to lose sales—and his members who go elsewhere won't be fitted properly. It will be a loss all around—except to the stores.

I've mentioned the shop arrangement and stock as being a vital matter to the younger professional but the older professional too can well spend some time considering the price range of his shop stock and keeping his displays constantly with "that new look."

This year far more than in years past the pro has to think of what he's got in selling points that the stores haven't got. And the pro has to make sure that the member is made keenly aware of the superior points of pro shop stocks and service. You can't expect the member to go to any trouble making the discoveries for himself.

If a pro loses out in competition with stores in the battle for golf business that will begin in earnest this year he can't complain that luck was against him. He'll have to blame himself for overlooking the same sort of smart planning and work the store would do if it had the inside track on golf business that the pro logically has.