BOROS, ANDERSON JOIN WILSON STAFF

Julius Boros and Andy Anderson, outstanding young golf professionals, have joined Wilson Sporting Goods Company's advisory staff, it is announced by L. G. (Plug) Osborne, director of the professional golf division.

Boros, Mid Pines (N. C.) Club professional, is starting his second full year on the PGA tournament circuit. Anderson joined the tournament swing late last summer and won four consecutive PGA driving contests, including 1951's longest wallop—373 yards—stopped only by a water hazard.

GOLFCRAFT OPENS NEW WEST COAST DIVISION IN CALIFORNIA

E. R. (Ted) Woolley, pres., Golfcraft, Inc., Chicago, has announced the opening of the company's west coast division in Escondido, Calif., to serve the 11 states: Ariz., N. Mex., Calif., Ore., Wash., Mont., Nev., Utah., Ida., Colo., Wyo. The new branch office and warehouse will assure prompt service on Golfcraft golf clubs and accessories to their extensive list of west coast professionals and facilitate the handling of special orders. Pros of the southern California district helped celebrate the plant's opening at a buffet lunch and in-

Examiner GOLFCRAFT's new pro-only line are Joey Rey, Santa Cruz; Zell Eaton, Calif. open champ; Ralph Gulda, twice National open champion; E. J. Redmond, v.p., and Ted Woolley, pres., GOLFCRAFT; Joe Kirkwood, Jr., present Madison open champ.

New Flesh-Color Dressings

The golfer who wants to protect a small cut, blister or other hurt, but doesn't want to use a dressing that will bind or be conspicuous, will welcome the new Band-Aid Plastic Strips—strips of flesh-colored plastic adhesive tape with a

March, 1952
PRO FINISHED PERSIMMON HEADS
WOODS HAND MADE TO ORDER
WON-PUTT ALUMINUM PUTTERS
Quick Service on All Types of Repair Work.
Bert Dargie Golf Co.
2883 Poplar Avenue, Memphis 11, Tenn.

SNOW-PROOF
Get your share of the profitable SNOW-PROOF business. Nationally advertised. Waterproof, reconditions golf shoes, golf bags, etc. Stops dry rot. Prevents mildew. Odorless, colorless, not sticky. Sold only in Bismark Brown cans. Retail at $3.00 per case, 2 lbs. $5.00, 5 lbs. $4.00. Money-back guarantee. Descriptive folder and sample can sent FFREE on request.

Henry Cowen
Henry Cowen was elected MacGregor president in 1945 when 36 years old. He supervised the company move from Dayton, O., to its present modern manufacturing plant in Cincinnati, which launched the vast expansion program of the corporation.

NINE NEW MEN TO PRO-SHU STAFF
The Pro-Shu Company of Harrisburg, Pa. announces the appointment of nine new men to its field staff. Joseph Corey in the East; Harry Paylor in the Mid-south; Bob Hayes in the South; Bill Swazka ably assisted by Bob Storts in the Mid-west. Milt Sweningsen in the north mid-west area; Vic Young in the Mid-west and Nick Shaeffer and John F. Sullivan on the west coast.

The addition of these men is another step in the Pro-Shu Company policy of "personalized service" to the golf shop exclusively.

Two new popular priced shoes have been added to the diversified line of Pro-Shu numbers. A colorful brochure illustrating the complete line of Pro-Shu golf, sport and dress shoes as well as accessories is available by writing to the Pro-Shu Company, Inc., Dept. G, 1918 N. Third Street, Harrisburg, Penna.

USE THE BUYERS SERVICE — Page 109
HANDY HOLDER FOR CARTS

The new Kaddy Rak, which attaches easily and conveniently to all bag cart handles, conveniently carries a score card, pencil, package of cigarettes, extra ball and six tees. It also has a handy holder for lighted cigarettes. It is made of aluminum and sells for $2.95. Makers are the Kaddy Rak Co., 3214 N.E. Hancock, Portland 12, Ore.

BURKE GOLF COMPANY UNDER NEW OWNERSHIP

Operation of the 42-year-old Burke Golf Co., Newark, Ohio, resumed full speed ahead, February 15, under the enthusiastic and energetic leadership of its new owner, Jack A. Schram, Chicago manufacturer. Schram, an ardent golfer and member of Lakeshore CC (Chicago district) purchased outright the entire Burke plant and manufacturing facilities which henceforth will be known as the Burke Golf Equipment Corp. Early shipments of Burke golf clubs is assured under the same experienced plant personnel which has been producing the company's precision golf clubs for years, with the capable John Frankenberry as plant supt.

With few exceptions, the personnel of Burke's selling staff remains the same as before, with Willis C. Cochran as Sales Manager. The sales staff will include: Jim Vincent in the southeast territory; Larry Bove in the northeast; Chuck Tanis, Jr., Ill.; Fred Reo, New York; Joe Blanton, Ohio, Ind. & Ky.; Ross Vinton, Mich. & Wisc.; Lashe Meyers, Pa., Del. & N.J. Edw. Frost will handle the Southwest. The salesmen for other districts will soon be announced.

In addition to their golf clubs, Burke's complete line for the pros will include golf balls and a quality selection of rainwear, head covers, gloves and bags and Golf Pride grips.

Need Supplies? — See page 109

LAWN MOWER STATIONARY BLADES

We make these blades in several styles to fit the different makes and types of Lawn Mowers—including the small Hand Trimmer—Hand and Tee Mowers—Putting Green Mowers—Power Mowers and the large Gang or Fairway Mowers. Best quality knife steel, electric furnace heat treated to insure long wear and fully guaranteed to give complete satisfaction. You save important money buying direct from manufacturer.

Price sheet on request or we will quote price for your blade order.

JONES MOWER & EQUIPMENT CO.
2418 Grasslyn Avenue, Havertown, Pa.

We pay the postage on all orders of $10.00 and over.

March, 1952
BALANCED BAGS FEATURE NEW COLLAR

All 1952 Balanced Golf Bags will have an attractive new leather collar which will add to the serviceability and popularity of the featherweight type of bags. The professionals' prompt and enthusiastic response to its introduction late last year brought the decision to make the feature standard in all the company’s 1952 production. Complete details from Balanced Golf Bag, 1401 W. North Ave., Chicago 22.

1952 BES-TEE HAS NEW FEATURES

Keast Enterprises, Inc., Lake Zurich, Ill., announce several new features in the 1952 model of Bes-Tee, their semi-automatic tee for driving ranges. The new model, primarily designed for ground installation, but readily adapted to platform operation, has an improved hopper, a non-clog feed line and an all-weather, positive ball delivery mechanism. Production has been stepped up to meet early spring delivery dates. Eastern Golf Co., Bronx 67, N. Y., is eastern representative for Bes-Tee. For complete details write markers at Lake Zurich.

NEW GUIDE FOR BUILDING OUTDOOR NET FRAME

R. J. Ederer, 540 Orleans St., Chicago, has prepared an easy-to-follow drawing for the guidance of clubs, schools, industries, etc., in constructing wooden frames for outdoor golf net installations. The drawing, shown here, shows the dimensions and framework arrangement for a double net installation by those planning to build their own frames. If more than two driving nets are to be included in the set-up it is a simple matter of adding three 4" x 4" upright supports and the 2" x 4" upper connecting sections. With the increasing popularity of outdoor driving nets, particularly combination units, the Ederer drawing for wooden frame installation is an aid in overcoming the delay in obtaining material for steel pipe frames. Many pros have equipped outdoor nets with a covering material purchased locally which they hang behind the canvas backdrop and draw over the top of the net for rain or sun protection. It is advisable to have the frame 2" larger in width, length and height than the size of net ordered. This permits the net to hang 2" inside frame and eliminates possibility of injury from ball rebound off frame. For net sizes write Ederer.

NEW SPIKE-DISC FOR LAWN USE

The Ohio Machine Products, Inc., Columbus, Ohio, announce the addition of the Spike-Disc No. 8T to their line of Spike-Disc aerators and cultivators. The 8T is a smaller model of the type used on most golf courses and is designed for use on home lawns. It consists of a row of discs armed with long knife-like blades which cut unnoticeable slots to the root areas, supplying aeration and permitting retention of water, all of which tend to combat brown patch, crab grass, and other lawn blemishes. For information write general sales agent, John H. Graham & Co., Inc., 105 Duane St., New York 8, N. Y.

LEWIS PARKS DIES AT WATERTOWN

Lewis Parks, known throughout the golf world as manufacturer of the Lewis Golf Ball Washer, died the last of January in Watertown, Wisc. For many years head of G. B. Lewis Co., he had gradually retired from business activity in recent years. He is survived by a son, Steven Parks, sales mgr. of the company.

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And Folding Chairs
DIRECT PRICES TO GOLF CLUBS, PARKS, HOTELS, SCHOOLS, etc.
THE MONROE COMPANY
12 CHURCH STREET
GOLDFAX, IOWA

AMERICA'S BIGGEST SELECTION of
GOLF AWARDS
A complete selection of golf trophies, cups, and plaques for tournaments and banquets. Immediate delivery from stock.

Send for catalogue No. GI2

UNIVERSAL SPORTS AND AWARDS Division of
Universal Bowling & Billiard Supply
515 S. Wabash Ave. Chicago 1, Ill.

COX APPOINTED ADVERTISING AND PR DIRECTOR FOR WILSON

Mark Cox has been named Advertising and Public Relations Director of the Wilson Sporting Goods Co. in a special announcement by Pres. Fred J. Bowman.

Combining of the public relations and advertising departments under Cox's direction is one of the most significant organizational changes in many years, according to Wilson executives.

Cox is well known in golf circles for his work with leading tournament players on golf books. Among those written in part or whole by him are: The Golf Clinic featuring top stars of the game like Sam Snead and Lloyd Mangrum; Golf Doctor about Cary Middlecoff; Golf Illustrated with Patty Berg; and others in collaboration with Jim Ferrier and equally famous competitors.

Five years ago, Cox organized the Wilson public relations department, later taking on important additional responsibilities including the directorship of sales and promotion of the professional baseball division, and the school, college and professional football division.

Cox succeeds Joe Risolute, who assumes an executive position with Ivan Hill Inc., Chicago Advertising Agency, after handling the Ad Manager job at Wilson for the past three years.

NEW BAG CART HAS SEAT
Lumex, 112 101st Ave., Richmond Hill, N.Y., is increasing production of their new 3-Fore-1 golf cart, as a result of the big response they received from their initial announcement of “the cart with seat”. The new cart, rugged and rust-proof, is easy, compact folding and has big bearing wheels on a wide axle, and is properly balanced for effortless handling. The bag compartment of heavy green canvas, has 14 roomy club pockets, and ball and accessory pockets. The seat is made to “rest” the heaviest golfer. The Lumex Golf Cart Seat also is available as a separate unit which can be attached without tools to any bag cart with a single post frame. It is designed so that it supports the golfer's weight. Full particulars by writing Lumex.

FROM COAST TO COAST -- ALL OVER AMERICA MILLIONS OF PEOPLE ARE PLAYING MINIATURE GOLF ON ARLAND Designed and Built MINIATURE GOLF COURSES ARLAND 444 Brooklyn Ave., New Hyde Park, N.Y. Largest Builder of Miniature Golf Courses in America

GOLF PRINTING
Score Cards -- Charge Checks Greens Maintenance Systems Caddie Cards -- Handicap Systems Forms for Locker and Dining Rooms and for the Professional. Fibre and Paper Tags Envelopes -- Stationery Samples on request.

VESTAL CO., 701 S. LaSalle Chicago 5 Phone: MAtrix 7-6314 Established 1912

March, 1952
NEW PLASTICS FOR GOLF

The end of the second war brought a tremendous development in plastic products. Plastic has now entered the golfing field in a big way, as John Skinner of Plastic Film Products Corp., Akron, O., learned when he showed his company’s plastic golf flags at the Columbus Turf Conference. Fabricated of plastic film, also called vinyl sheeting, it most closely resembles fabrics, of all plastics, but has superior qualities of durability and dirt-resistance. This new plastic type of flag already has been successfully introduced as a safety flag to highway commissioners, utilities, etc.

The figures are silk-screened upon the golf flags, which the makers say have proved their durability, weather resistance, wind tolerance and color permanence.

Another new golf item by Plastic Film is a power mower cover. Of interest to club managers is Plastic Film’s line of draperies and curtains made of pure vinyl film, in a weight that will give enough “body” to hang straight, and can be draped well. Under the “Forecast” label, they offer a wide selection of colors and designs, in smooth and fabric like textures. Complete descriptive literature on all these items from the manufacturer.

TOOL ENCOURAGES DIVOT REPAIR.

Clarence Yarn, figured that given a handy tool, golfers would soon get the habit of promptly giving first aid to turf damaged by their divots. So, he fashioned a neat little tool along the lines of a miniature shoe-horn with a pointed end. He had a perfect testing ground for the idea as owner of Woodside Golf Course, Des Moines, la. He passed out samples to his players whose reaction was as immediate and favorable as the recovery of Woodside’s divot-damaged turf. Now the Divot-Fixer, as the tool is known, is in volume production at a price that permits clubs to furnish them to their members. Full particulars from Woodside Golf & Park Supply Co., Des Moines, Iowa.

GOLFDOM’S Newest Star
PAUL HAHN

Will spend the 1952 season in exhibition work in the eastern sector of the country.

For information Write, Wire or Phone
Ray Valind, Business Manager
5556 Beaumont Ave.,
La Jolla, California
Phone: GLencove 5-7236

Golfdom
GOLFDOM’S MISTAKE

The bag cart shown below manufactured by the National Die Casting Co., Chicago, appeared in the February issue of Golfdom accompanied by descriptive material of a bag cart made by another manufacturer.

Herewith Golfdom’s apology and correct information on the cart illustrated below.

“Caddy Master” is name of this new folding caddy cart, recently introduced by The National Die Casting Co. of Chicago. Easy folding action permits opening or closing cart in seconds. Other features include adjustable handle to assure proper balance regardless of size or weight of bag. Cart accommodates all size bags including the pipe organ style bag. Wheels are 12” in diameter with oiltite and semi-pneumatic puncture-proof tires. Construction is durable, rust-proof, high strength aluminum. Cart folds to a 14” width and is backed by a one-year guarantee against defects in materials and workmanship.

Get prices and information on Supplies and Equipment by using Golfdom’s Buyer’s Service (See page 109)

March, 1952
ON MACGREGOR ADVISORY STAFF

Henry Cowen, MacGregor Golf pres., has announced the addition of three young tournament pros as full-fledged members of the company's golf advisory staff: Bob Toski, Doug Ford and Ted Kroll. These three join other famous names of golf in the promotion and development of new MacGregor golf equipment. Other MacGregor staff members are: Tommy Armour, Herman Barron, Jack Burke, Jr., Douglas, Bob Hamilton, Beverly Hanson, Chick Harbert, Clayton Heafner, Ben Hogan, Byron Nelson, Toney Penna, Louise Suggs, Lew Worsham.

Bob Toski

Toski, 25 years old, joined the tour as a regular competitor in 1950, finishing as 31st money winner. He climbed up among the first 20 in 1951 and so far in 1952 has tied for a win in the Bing Crosby Pro-Am Best Ball and finished in a tie for sixth spot in the actual Crosby championship. Toski, whose style and stature remind many of Ben Hogan, is destined to go far in the game. He plays out of Northampton, Mass.

Doug Ford, 28, came into his own in 1951 as a tournament player, moving from 40th money winner in 1950 he swept into the first 12 in 1951. His consistency is the biggest factor in his rise, missing the money only three times in 1951. In the Texas Open and Kansas City Open last year he tied for first place only to lose in the playoffs. Ford comes from a golfing family with his golf pro father and four golf pro uncles. He plays out of Yonkers, New York.

Ted Kroll, the 32-year-old bridegroom, has been playing some of the best golf of his career so far this year. The 155-pound ex-infantryman, has been at the top or near the leaders in nearly every tournament to date in 1952. In the rugged Los Angeles Open, he captured 4th place and $1,200, then shot an amazing 65 in the first round of the San Diego Open and went on to win the $2,000 first prize. He also took third place and $1,000 in the Phoenix Open. He plays out of the Yakumudasis GC, near New Hartford, N. Y.

TOSKI

SCOGGINS MADE DISTRIBUTOR FOR SERBIN WOMEN’S GOLF CLOTHES

Serbin, Inc., New York and Miami, whose achievements in combining functional design with smart styling in women’s fashion and sports clothes won them three consecutive Fashion Academy Gold Medals, has appointed Howard Scoggins Golf Co., Dunedin, Fla., as exclusive distributor to the golf professional trade for their attractive and practical 1952 golf apparel. Among the many features of the Serbin golfer is the “loop-on”. Loops on the blouse slip through the skirt waist-band, the belt firmly holding them together and eliminating blouse “pullout”. There’s lots of pocket room, too, for tees, score cards and feminine accoutrements. Another Serbin golfer style is a sleeveless, one-piece garment of Lonsdale’s silky broadcloth, with large patch pockets, slim skirt, elasticized belt and back bellows pocket; in colors. Other Serbin creations...
FOR YOUR CONVENIENCE—GOLFDOM'S

Buyers' Service

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

Golf Course

Aerifying equipt.: Fairway □ green □ Architects: course □ house □ Ball washers Ball Washing Compounds Bent grass stolons Brown-patch preventives Compost mixers Crabgrass control Divot fixer Drinking fountains Fencing Fertilizers Flags (greens) □ Flag poles □ Flood lights Fungicides Gasoline engines

Pro Shop

Bags: canvas □ leather □ Bag carts, for players Bag supports Balls: Regular □ Range □ Ball mfg. equipt. □ Ball markers □ Ball retriever Bandages, adhesive Buffing motors Calks, for shoes Caps and hats Club cleaning machine Clubs: Woods □ Irons □ Putters □

Club House

Air conditioning equip. Athletes foot preventives Badges (caddie and guests) Bath mats Bath slippers Bars Deodorants Disinfectants

Golf Course Const'n Engineers Hedge trimmers Hole cutters Hose, 3/4" □ 1" □ Humus Insecticides Lapping-in machine Miniature Course Const'n □ Mowers: putting green □ whirlwind □ tee □ fairway □ rough □ hand □ Mower grinders Compost, prepared Peat Moss Pipe Playground equipment Pumps Putting cups Refuse containers

Rollers: power □ water filled □ Root cutter Sand (for greens, tees) Scythes (motor driven) Sedge peat Seed: fairway □ green □ Sod cutter Soil screeners □ Soil shredders □ Sprayers: power □ hand □ Spikers: greens □ fairway □ Sprinklers: f'way □ green □ Stiles (over fence) Sweepers (power or hand) Swimming Pool equipment Swimming pool cleaner Topdressing Tractors Tractor wheel spuds Water systems, fairway Weed chemicals

Preserver for leather Printing Pro accounting book Range ball washer Rubber-spiked overshoes Score cards Sport seats Sportswear: Shirts □ Socks □ Sport jackets □ Rain jackets □ Windbreakers □ Slacks □ Tees (wood) □ plastic □ Tee & Score Card Holder Tee mats □ Tees (rubber) for driving mats Teeing device (automatic) Tennis nets Trophies

Management Service Men's toilet items Menu Service Movies of golf subjects Playing cards Printing Runners for aisles □ Rugs □ Showers □ Shower mixers □ Step treads Step treads Towels: bath □ face □

Send Information to: Name...

Club Address...

Town- Zone (.. ..) State...

March, 1952

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LET GOLFDOM HELP YOUR OFFICIALS MAKE THE MOST OF 1952

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 ____________________________ Club ____________________________ Position ____________________________

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: ____________________________

Course Superintendent’s: name ____________________________________________ (Zone _________)

Add: ____________________________________________ Town: ____________________________ State: ____________________________

Professional’s: name ____________________________________________ (Zone _________)

Add: ____________________________________________ Town: ____________________________ State: ____________________________

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Golfdm