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## WHAT'S NEW



Durable Mat Company's new plant at Norwalk, Ohio, having facilities  $2\frac{1}{2}$  times that of the old factory at Akron, is shown in the above photo. The company is hard at work on defense contracts, this in addition to maintaining, on a reduced basis, its regular business.

Despite war clouds, Acushnet officials look forward to another big year for Acushnet balls during 1942. Orders for spring delivery indicate another season of record sales, they announce. A company release under a January 1, 1942 dateline gives the following cheering news to the trade:

"It would seem that, war or no war, the American public is going to play golf and more golf. Further, it would seem that a greater number of jolly divot diggers than ever before are going to tee off Acushnet. These forecasts are based on the unusually large pre-season commitments from pros in all parts of the country flooding into the Acushnet offices at New Bedford, Mass.

"This increased interest in golf may be attributed to a number of things. Undoubtedly the government's avowed interest in promoting all sports in general and golf in particular, has much to do with it. Golf, the government seems to think, is a specific relief from wartime tension, a morale builder as well as a developer of the good physique all Americans must have these days.

"As for the swing to Acushnet balls, it is believed that the record-breaking sales of the past year indicate a host of new friends for the product. Advertising also comes in for its share of praise—and the continuance of Acushnet's famed "sold-through-the-pro-shop-only" policy unquestionably

cements the loyalty of the pros to Acushnet products."

Kearsley Corp., Plymouth Meeting, Pa., introduced its new PGA ball testing and demonstration car at the PGA annual meeting. Claude Hastings had the very attractive special body job parked on Michigan Ave. in front of the Towers club, and told the PGA delegates all the details. The lads asked Claude to send the truck around to their clubs for a show.

Sales representatives for U. S. Royal golf balls, headed by J. W. Sproul, sales manager, gathered at Chicago's Edgewater Beach hotel for the company's annual sales meeting. Besides the introduction of the new line, many problems were discussed; among them, the place of sports in the defense program.

Many prominent in the sports world have recently pointed out the importance, both to the civilian population and to the Army and Navy, of maintaining an active sports program. Such activity is valuable, they say, for physical conditioning, for recreational purposes and for maintaining morale. One plan recently advanced involves the construction of driving ranges at service camps throughout

Governor Murray D. Van Wagoner of Michigan receives with evident delight a medal for a hole-in-one from L. A. Martin, district sales manager of US Rubber's golf ball division. Governor Van Wagoner rang up his one-spot during the annual Stag Day of the Lansing (Mich.) CC last season. Since 1927 US has offered the attractive, bronze medal for every hole-in-one made in this country.





C. F. Robbins, Spalding president, was again host at the annual employees golf tournament held November 2nd at Rock Spring CC, West Orange, N. J. Ray Nolan, associated with Spalding's N. Y. pro department, and 1940 tournament winner, again copped honors for low gross score. Prizes were awarded by Robbins at a dinner in the clubhouse immediately following the tournament. Those in the picture above (left to right) are: L. E. Coleman, v.p., Ray Nolan, Bill Hellawell, C. F. Robbins, president, Walter Roberts, Jack Carpenter, A. H. "Spike" Fowler, Lyle Thompson, D. J. Whalen, Harry Reusch, Ed. Rynne, Bill Tollner, Harry Amtmann, Ken Smith, Kneeling, John Tapoosian, Phil Darcy.

the country. This idea has the backing of many high-ranking officials.

The United States Rubber Company, makers of U. S. Royals, has announced that it will maintain as near to normal a manufacturing schedule in this field as is possible, because of these important needs.

A new type, all-purpose lawn and garden rake with self-cleaning teeth has recently been introduced by the A & A Manufacturing Co., Chicago.

Unique crescent-shaped spring steel teeth on one side of the rake provide the self-cleaning feature . . . a push and the rake is clean. The rake does not have to be lifted from the lawn at any time.



When used on creeping bent, the teeth can be "adjusted" for this type of lawn by merely lifting the handle of the rake.

The other side of the rake has spring steel flanged teeth for garden work, and is used for mulching, breaking up lumps, loosening ground, etc. A seasoned ash handle is rivoted firmly to the rake head.

Kroydon releases the following anent its new Angle-Lock Shaft (Pat. Applied For), a method of construction and assembly which adds to distance and directional control.

"Instead of the steel shaft being cut to a length which leaves it flush with the sole of the club, it extends about 1 1/2 inches beyond the bottom of the club. This extra inch and a half shaft is flattened, drilled, angled and seated in a milled slot at the bottom of the head where it is screwed securely to the wooden head and covered and further secured by the sole plate.

"Kroydon's Angle-Lock fused assembly makes use of the same method of construction long used with such success to anchor the heads of Kroydon irons so they are 'shock-proof' and will not come loose. A special molten alloy is used to fuse together the

upper and lower sections of the shaft. This new method also makes it possible to control the thickness of the wood at the top of the hosel and provides a substantial shoulder instead of the "feather-edge" ordinarily found at this point.

"This basically new method of construction locks shaft and head together in the most positive fashion. Another striking advantage of Kroydon's new method of assembly is that it completely eliminates the screw fastenings at the back and base of the hosel—always the "weak spot" in woods—as attested by the fact that most clubs that go bad split or crack at this point."

One of the 'old standbys' in golf course maintenance is the McClain Brothers Company of Canton, Ohio. They know grass, and for many years have placed their chemicals and equipment before greenkeepers with the slogan "Watch the Pay Roll Go Down."

At every national greenkeepers' convention you can expect to see Waite McClain, and this year, at Chicago, you'll find him in booth 48. McClain products have played a large part in the production and maintenance of better putting greens throughout the country, and all who are interested in turf building and maintenance are invited to drop around to the McClain booth for an informative chat.

We are informed that every year since it started manufacturing Fungol, Veg-a-Tonic, KlenZip, spikers and perforators, Hydro-Mixers, shower nozzles, etc., McClain sales have greatly increased.

Its Hydro-Mixer outfit and spiker especially have been big sellers and are now used from coast to coast.

Anyone desiring literature on any McClain product will receive it promptly for the asking.

Bill Zwaska, Worthington Ball Co. representative in Ill. and Wis., and L. R. (Red) Barton, whose territory for Worthington is Mich., Ind., and Ohio have also taken on the Noe Bag line, made by Schefter & Rossum Co., St. Paul, Minn., and will represent the line of bags in their regular Worthington territory. Ted Marchi will also work with Zwaska in covering Illinois.