

please do so and I will pay you for them any way you say."

Cowen explains that the "foreign correspondent," according to the company files, is neither a former pro nor former customer. Apparently, he's just a dyed-in-the-wool golfer. Right now he is seeking permission from postal authorities to ship the clubs across. If the P. O. will OK the shipment, Henry will deadhead the shipment to the kid.

Scotch Thrift Gag, No. 986,541,432.—Yankee servicemen visitors to the King's course at Gleneagles, Scotland, are told that an ornamental rock structure is a monument to a caddie who died of starvation looking for a golf ball Sir Harry Lauder lost. Unless the ball situation gets better over here American courses are going to be full of similar monuments.

Balls to So. Pacific.—Haverhill, Mass., golfers have sent approximately 225 used balls to recreation camps for fighters getting respite from action in the South Pacific. Other used balls have been supplied to U. S. camps. The movement was started by Capt. and Mrs. Joseph U. Ryan, parents of Pfc. Jim, former Haverhill champ, who was hospitalized in the South Pacific. Colley Court, owner, John J. O'Shea, former pres., George Astor, pro, of Haverhill CC, Charley Sombery, sr., Gazette sports editor, Rotary, Kiwanis, Chamber of Commerce, business and professional men pushed the use ball drive.

WHAT'S NEW IN THE INDUSTRY

A policy of reconditioning and repairing only clubs and equipment manufactured by the company itself has been established by the L. A. Young Golf Co., Grand Rapids, producers of the Walter Hagen line of golf equipment, according to Edward P. Rankin, sales manager. Continuing scarcity of quality repair parts and inability to produce new items in sufficient volume to service the clubs of all the various producers has prompted the decision, it is understood.

Atlas Lawn Equipment Company, 9761 Olive Street Road, St. Louis, Missouri, has been appointed distributor for Worthington turf machinery according to Ross Sawtelle, president, Worthington Mower Company, Stroudsburg, Pa.

The Atlas company, under the direction of H. S. Walter, owner and manager, will be responsible for Worthington sales and service in the counties of Lincoln, Warren, St. Charles, St. Louis, Franklin and

February, 1944



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● BACK THE ATTACK!

Golfdom

The Business Journal of Golf

FEBRUARY, 1944 VOL. 18, No. 2

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Jefferson in Missouri and Jersey, Madison, St. Clair and Monroe counties in Illinois.

In addition to the golf clubs and park department systems, the territory includes concentration of military airfields and ground force stations. Complete stock of parts for all Worthington machinery will be maintained and a corps of experienced mechanics will be in charge of service.

Atlantic Products Corp., Trenton, N. J., makers of Par golf bags, has opened a Chicago office in charge of Harold Olsen. It's in the Lytton Bldg. Telephone is Wabash 5433. Atlantic expects to be making this year about 50 per cent of its 1941 production of bags.

Designing and development work for post-war sports and athletic products of the **L. A. Young Golf Co.**, Grand Rapids, Michigan, have been assigned to a department in charge of Richard A. Link, vice-president, under the designing direction of Walter Hagen, first vice-president, according to George J. Herrmann, secretary and general manager of the firm, which produces the Walter Hagen line of golf equipment.

Besides Link and Herrmann, other officers of the L. A. Young Golf company include L. A. Young, Detroit, president; Robert F. Smith, vice-president in charge of production and personnel; Edward P. Rankin, sales manager.

Harlow Writing Golf Radio.—Bob Harlow, who's gone back to Pinehurst as publisher of the "Outlook," and Pinehurst, Inc., publicity mgr., after a year with the Associated Press as its sports radio writer at New York, now is writing a weekly radio script on golf, which is being sent out to radio stations by **Wilson Sporting Goods Co.**, Chicago. The material is being extensively used by sportscasters in giving golf valuable publicity. Pros who get local radio time and need material should write Wilson's for Harlow's stuff, which is the liveliest sports radio stuff being written today, according to broadcasting authorities.

D. B. Bell & Son, 72nd and Wornall road, Kansas City (5), Mo., now are handling in addition to Worthington Mowers, the Moto-Mower line of mowers and sweepers, Milorganite and other course supplies in the mid-continent. D. B. Bell comments that he's "tremendously impressed" by the way the section's golf clubs have held their position and expects a big boom in mid-continent golf after the war.

TURN 'EM IN EARLY—MAKE CERTAIN OF YOUR 1944 GOLF BALL SUPPLY!