



Dave Bauer's daughter demonstrates her daddy's timing machine.

## "Keep Your Heel Down"; Device Teaches

★ DAVE BAUER, golf pro and aircraft worker of Long Beach, Calif., thinks that much of the trouble in a faulty golf swing can be traced to the right heel — and has invented a golf "timing machine" to prove it.

That machine, for which a patent was listed recently, has received plaudits from leading pros of Southern California, many of whom have asked for immediate delivery for their lesson tees, while driving range managers visualize the "timing machine" as a postwar boon to their business.

The machine takes guesswork out of a troublesome golf stroke correction, for both the golfer and the instructor.

The secret is a small metal cylinder about the size of a three-inch lead pencil. It is placed in a hole on the tee-box (the holes being spaced to accommodate any sized golfer). When the golfer addresses the ball, he places his heel over the key, forcing it down into the hole. This key, in turn, through the simple levers inside the tee-box, discharges a ball from the automatic feeder. The ball rolls onto the automatic rubber tee.

The key is also the important factor in the timing.

As long as the key is down, the rubber tee remains up, and the golfer has a teed-up ball to shoot.

But, as soon as he raises that heel, the tee lowers into the box — and the golfer who has thus raised his heel too quickly on the downstroke because of shifting his hips into the shot too soon or for other reasons, finds either no ball to hit, or a ball which he can no more than top.

The machine weighs less than 75 pounds. It is controlled by a series of

SPALDING FEATURES "FIRSTS" IN ADS—A. G. Spalding & Bros. launch in September another new coast-to-coast newspaper campaign, to follow the successful "Spalding Sports Show" cartoon series.

This new campaign will also use the cartoon technique of Willard Mullin, the country's most publicized sports cartoonist, and will headline Spalding's position in the nation's major sports, as well as the fact that Spalding produced the first balls ever made in America for golf, tennis, major league baseball, football and basketball. One ad will remind the nation's golfers that Spalding golf balls have been used by more pro and amateur champions than any other ball. Another ad will point out the adoption by the U. S. Lawn Tennis Association of the Spalding-made "Wright & Ditson" tennis ball as the only Official ball in the National Tennis championships again in 1945, the 59th consecutive year, as well as the only ball used in all Davis Cup matches played in the United States. As part of the campaign a special broadside will be mailed to golf pros. A two-sheet affair, it will be die-cut in the shape of a golf ball . . . with an enlarged photographic reproduction of a Spalding golf ball forming the cover. This unique presentation, however, has its practical side, too . . . for, by cutting along a dotted line that separates the two sheets, the pro will have three counter pieces for alternate display. Spalding will also provide its golf pros with giant, eye-catching cards that punch over the major theme of the "First" campaign: "SPALDING! The name that's OFFICIAL with America! Look for it on all Sports Equipment!"

★ WALTER F. CONKLIN, Ederer's V.P. and Gen. Sales Mgr.—Walter F. Conklin has been appointed V.P. and Gen. Sales Mgr. of R. J. Ederer Co., Chicago, one of the leading manufacturers of sports nets. Mr. Conklin will have charge of all national sales for the company and its subsidiaries. Conklin came to the company in 1930 as a salesman in the Great Lakes Territory, and in 1936 was promoted to Sales Manager of the Great Lakes Division. In 1940 he was appointed General Manager of the Chicago Plant, and at the same time, was given complete charge of all advertising, in which capacity he will continue under the new appointment.

levers and springs, and contains, in addition to the timing key, an automatic ball feeder which can be manipulated both by the instructor and player.

Bauer has built only his original model, but hopes in the next few months to begin building the machine for public use.