

MERCHANDISING ASSISTANCE — Life-size display form of Craig Wood, golf pro and member of advisory staff, MacGregor Golf, Inc., used effectively in pro shop merchandising during the past season is being offered again for the 1948 sales program. The merchandising aid was introduced to pros at the beginning of the season by William J. McNulty, vice pres., who had the life-like display form sculptured by a noted artist for the purpose.

NEW LINE OF AMERICAN BALLS — American Golf Ball Mfg. Co., Inc., 8629 W. 3rd St., Los Angeles 36, Calif., is now making a new line of quality golf balls for national distribution.

The patented "Flywheel-Action" principle has been applied by American. For this principle is claimed sustained momentum for greater control and balance in the new American Proplay and American Cuplay balls. Tests on these liquid center, live rubber balls were begun months ago by a selected group of West Coast pros and amateurs. First users reports were highly favorable. The makers state: "American golf balls are manufactured entirely at the Los Angeles plant, controlled tension wound by experienced craftsmen, carefully covered and individually compression-tested for uniform quality. An important feature of the American line is the remarkable finish applied to the covers. Under exhaustive tests over a long period, a special paint formula was developed that stopped ordinary checking, provided resiliency and maintained a durable, long-lasting whiteness."

The balls themselves are marked "Proplay" and "Cuplay", with "American" in script and numerals up to four on the opposite side. The names are in red, blue, green and black for easier identification. "Flywheel-Action" in a different color appears on the equator of every ball.

For sale by pros only, the 95 cent retail American "Proplay" is recommended for championship use. The American "Cuplay" is for pro and general sale.

A colorful, self-demonstrating counter display card graphically depicting "Flywheel-Action" through a spinning-wheel device is available to all pros and stores. Initial distribution of the new American golf ball line will be on the West Coast, with the Southern states and Canada to follow; and national sales shortly thereafter. The company is headed by Leroy Barton, chmn. of the board; James Barton, pres.; G. R. Holtz, sales mgr.; Frank Cavignac, golf consultant. Distributor announcements will be made in the near future.

MECHANICAL FOOT STIMULATOR — Aimed at reducing fatigue, the Relax-A-Lator, a coin-operated, scientifically designed foot stimulator which gives stimulation to the feet and entire body through an oscillating motion has recently been developed by the McDowell Manufacturing Company. The two-minute treatment equalizes the blood supply to all parts of the body, thereby giving a harmless stimulation which lasts many hours. According to the manufacturer, a treatment by the Relax-A-Lator giving instant relief to tired aching feet, is recommended for club lockerrooms.

Because the Relax-A-Lator is coin-operated, its owner is guaranteed a return on his investment. Further information on the Relax-A-Lator may be obtained from McDowell Manufacturing Company, Pittsburgh 9, Pa.

FERTILIZER PRICES LOW — "Government figures show that the increase in fertilizer prices over the pre-war level is substantially less than the increase in raw material and wage costs during the period," according to Maurice H. Lockwood, President of The National Fertilizer Association.

An investigation of the fertilizer industry, such as has been proposed by Rep. Sabbath of Illinois, would show that fertilizer prices today are only 35 percent above the 1935-39 average, as compared with an increase of more than 100 percent in commodity prices generally.

TESTS PROVE CHLORDANE GIVES EXCELLENT ANT CONTROL

Chlordane, a new organic insecticide, has been proved to give exceptionally good control of ants in turf in recent tests conducted by J. C. Schread, entomologist at the Connecticut Agricultural Experiment Station. The material has been found to destroy effectively *Lesius niger*, the miniature brown ant encountered more often than any other species in turf and the most serious nuisance of the ant family in such areas. Chlordane has also given excellent control of carpenter ants, mound building ants, soil-infesting ants, and house ants. The material gives protection for from four to six weeks.

If the infestation is light, the individual ant nests may be spot treated. One-eighth of a teaspoon of Chlordane 50 per cent wettable powder should be placed in the center of each ant hill and thoroughly watered into the galleries of the ant nest. Watering may be accomplished by using a small pressure sprayer after first removing the spreader from the nozzle so that a thin stream of

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. Place order now for fall planting.

Write for Prices and Information.

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

Brevard, North Carolina

water is obtained rather than a cone-shaped spray. Water poured slowly from a watering can, from which the sprinkler has been removed, may also be used. An alternate method is to add one ounce of Chlordane to each gallon of water in a small sprayer and, with the spreader removed from the nozzle, direct the stream of spray mixture into each ant nest.

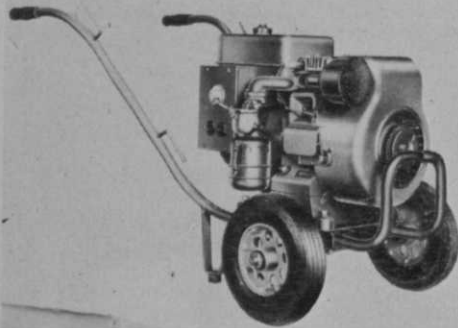
In the case of a more widespread infestation, the best treatment consists of a thorough watering of the turf area with a solution of Chlordane. The material can be applied with a hose and garden nozzle, the latter open as wide as possible at 100 pounds pressure. The proper proportions are 4 ounces of Chlordane 50 per cent wettable powder per 75-100 gallons of water for each 1,000 square feet of turf. This treatment should be followed by watering the turf with 50 to 60 gallons of clean water per each 1,000 square feet.

CHLORDANE is manufactured by Julius Hyman & Company, Denver, Colorado under the trade name OCTA-KLOR. Chlordane formulations are available at U. S. Rubber (Naugatuck Chemical Division) and The Dow Chemical Co.

PORTABLE ELECTRIC PLANT—A new AH series of portable electric plants especially designed to simplify the task of greenskeepers has been developed by D. W. Onan and Sons Inc. of Minneapolis, Minnesota.

These new electric plants provide power for any electric gardening tool, universal, a.c., or d.c., within their full rated capacity and will operate under heavy load conditions for *more than four hours on a single gallon of gasoline.*

Modern maintenance equipment such as close-cropping electric grass-shears used for trimming hard-to-get-at weeds and tall grass around fences,



bushes, trees, can be used in any place on golf courses. Mounted on easy-wheeling dollies the model can be moved directly to the job easily by one man.

Besides turf maintenance, repair work on any part of the grounds can be completed quickly and surely with high-speed electric drills, fast-cutting electric saws and powerful electric hammers driven by the portable AH.

The AH Models are powered by a single-cylinder, 4-cycle, air-cooled engine available in A.C., 500 or 750 watts, and D.C., 750 or 1200 watts.

SWINGING AROUND GOLF

(Continued from page 29)

afternoon. . . . Nobody can be less than his best in playing against the class of golf Skee Riegel shot at Pebble Beach. . . . Riegel was the best player on the course the week of the National Amateur and deserved to win.

Ralph Trost in Brooklyn Eagle says "Jug" McSpaden was right in blasting pro tournament golf. . . . Trost maintains home club pros have lost prestige as result of emphasis on continuous performance of tourney pros. . . . He says PGA tournament committee insistence on easier rules and soft courses to promote low scores has boomeranged on playing pros.

Francis J. Powers, Chicago Daily News veteran sports writer, says amateur rule which bars John Barnum from USGA and Western amateur tournaments because he is salesman for a golf manufacturer is antiquated. . . . Powers points out that Frank Stranahan and Skee Riegel and others of unquestioned formal amateur status play more golf with pros than Barnum gets in his sales promotion work. . . . Mrs. Floyd Hendley in Greensboro (N.C.) Daily News says the majority of women golfers now play as fast as men. . . . Therefore, continues Mme. Hendley, private club rules restricting women's play are due for revision.

GWA (Golf Writers Assn. of America) pays just tribute to a great writer by unanimously voting to name their "Golfer of the Year" trophy, "The Bill Richardson Memorial Trophy." . . . This follows suggestion of president Russ Newland instead of staging a tournament to perpetuate memory of Wm. D. Richardson, golf writer for N.Y. Times from 1921 until he passed away in Aug. . . . Members will vote on winner of trophy at year's end.

CLASSIFIED ADS

FOR SALE

One of the well-known daily fee golf clubs in the southwest area of Chicago, consisting of two 18-hole courses and clubhouse. Fully equipped and in excellent condition. Will appeal to private club or industrial organization. Shown by appointment only. Price \$275,000. Edward J. Brady, 5442 S. Halsted St., Chicago 9, Ill., Phone Boulevard 0034.