

MANUFACTURER'S PREVIEW

GOLF BALLS PLENTIFUL IN 1948, RESEARCH TO BEST PRE-WAR BALL

By G. T. McCarthy, Mgr., Golf Ball Sales
U. S. Rubber Co.

It is apparent that the shortage of golf balls is over and the pro will have plenty of balls to sell in 1948. The U. S. Rubber Co. will again offer to the golfing public through pro shops only, balls in two price classes—the U. S. Royal (Blue) for the pro and expert amateur and the U. S. Royal (Red), a specially built ball for the golfer who likes extra durability and good distance. These brands will retail for 95c each. The U. S. Fairway will retail for 70c each and will be available in greater quantities throughout 1948.

It is doubtful, because of material and labor costs, that golf balls to retail for less than 70c each will make their appearance in 1948.

Since the return of natural rubber, the U. S. Rubber Co. has concentrated its research and development resources at their plant in Providence, R.I., in developing better balls than pre-war. The picture for 1948, due to further improvements, is even brighter than it was in 1947. Announcements about these improvements will be made later.

U. S. Royal golf gloves will be available in greater quantities to meet demands. They will be offered to the pro for his members, in a DeLuxe Table Cut style as well as in an improved and more competitive, Block Cut type. New posters, as well as improved score cards, together with other sales helps, will be offered to the pro to aid him in making 1948 a banner year.

U. S. sales representatives are now taking advance orders for spring delivery to assure pro plenty of U. S. Royals and U. S. Royal golf gloves to start the new season.

To make it easy for the pro to wind up 1947 in a blaze of plus business, the U. S. Rubber Co. is offering U. S. Royal and U. S. Fairway golf balls put up in attractive Christmas gift packages.

MAC GREGOR'S 1948 LINE OF MER- CHANDISE MOST COMPLETE IN COMPANY HISTORY

By Robert D. Rickey,
MacGregor Golf, Inc.

We will offer next year the most complete line in our Company's long history.

The Tommy Armour and Byron Nelson Tourney lines will again be featured. Both of these models have been vastly improved and should offer the professional a completely representative line to choose from. We are featuring several new wood laminated models in our line, which are manufactured in their entirety in our plant. There are also several new pitching irons exemplified by the Double Service Niblick, the most radical innovation in our golf club line.

Fred Metz, widely known in Rocky Mountain area sports equipment circles, recently appointed golf sales rep. of MacGregor Golf, Inc., Cincinnati, for Co'o., Wyo., and New Mexico with headquarters in Denver, by Henry P. Cowen, pres. and gen. mgr.



We have "field tested" the new Tourney golf ball these past six months in all the major tournaments and hope to announce very soon our anticipated program for the ensuing year.

Bill McNulty, sales mgr., has contracted for an extremely representative golf bag and accessory line, which features many of the favorites of the past season, such as the popular G-10 Golf Pax.

The stability acquired by the textile market in the past year has allowed Mac to assemble a complete sportswear line, too. The actual number of units in the line has been reduced in order to achieve greater continuity.

The new Wolwood shirt I'm sure will be headlined in many pro shops. The line again includes the popular Field shirt, the washable cotton shirt that retails at \$4.00.

In our recent publicity release we told of an expansion program we had undertaken to offer better service from our branch offices with new locations in Chicago, Detroit, Los Angeles, and San Francisco, which afford us much better facilities to service our professional accounts in those territories.

NEW SPRINGFIELD CUSTOMBILT PRO LINE ANNOUNCED FOR 1948

By Norrie Savaria, Pres.,
Sporting Goods, Inc.

Here is the golfing news-of-the-year—a club-making development which permits pros to prescribe clubs to fit the player with prescription-like certainty. It's done with the four new models of the Two-Action Shaft. With every set of CUSTOMBUILTS sold by the professional, the correct Two-Action Shaft can be prescribed—the one that fits the member's personal requirements;

PRO-FLEX for the hard hitting professional,
TOURNA-FLEX for the tournament-playing amateur,

CLUB-FLEX for the average golfer, and
MAXI-FLEX for the older golfer.

There are, in addition, three features of the prescription clubs which provide the opportunity to resell every member of the club with these

CUSTOMBUILT special pro models. 1. A solid copper "Personalizing" seal is permanently brazed into the stainless steel head. 2. It provides ample room for the member's initials—stamped in by the pro with a lifetime "Personalizing" Kit furnished without cost. (The "Personalizing" feature is optional, but we've a hunch they will like it.) 3. To credit the pro as the source of these custom-made clubs, we will stamp on the "Personalizing" seal, by request, either the club name or the pro's name.

We think our pro line for 1948 will be a "hit" with the pro trade.

"PAX" GOLF BAGS FEATURE OF 25 MODELS IN PRODUCTION FOR '48

By John R. Thompson
Des Moines Glove & Mfg. Co.

Particular sales emphasis will again be placed on the outside compartment "Pax" bags, which provide separate compartments for each club. This style, pioneered by Tufhorse, has gained much popularity.

Our new numbers are now in production. Style selections have been widened to twenty-five models, ranging from lightweight canvas and plastic to fine leather, at retail prices ranging from \$3.50 to around \$100.

New style pockets, hoods, straps and zipper closures have been streamlined. New strengthened bottom construction has been adopted, balance and ease of carrying has been improved. Oval, oblong and pear shaped designs for collar on top of bag are being stressed. Some models feature full length pocket with curved zipper that permits outside hood, relieving golfer of necessity of taking out divider straps.

1948 will find these new models ready with many of the stock numbers the same as last year.

Over-all ORGANIC FERTILIZERS For the Fall

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For—Flowers—grass—shrubbery—evergreens.

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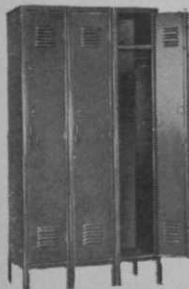
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HAGEN PRESENTS LADIES' LINE, NEW GOLF BAG & IMPROVED WOODS

By E. P. Rankin, Gen. Mgr.,
Walter Hagen Golf Division

The Walter Hagen wood club line is almost entirely new. Many improvements in model design and new materials are featured.

Four new models using the Strata-Bloc head are offered in a wide range of prices.

The now famous groov-grip is no longer confined to our top number, but is used on all woods except the two lowest priced models.

The entire wood line is equipped with the True Temper shaft.

The Tri-Balanced feature assures the finest playing qualities that can be incorporated in golf clubs.

A new No. 5 wood for both men and ladies has been added to our line.

The very popular Haig iron will be carried on exactly as offered this year. The acceptance which our Haig model had in 1947 assures a continued sale through 1948.

A brand new model known as the Speed-Flo iron which incorporates fine material and workmanship is offered at attractive price.

Also new is the Strate Away, a fine iron in the medium price range.

Since our entire sale is confined to pro shops, we thought that we should build a wood and an iron that would put the pro in a position to meet any competition. Consequently, we have added a low priced wood and iron in men's and ladies' weight. This new low priced model will definitely meet any competition.

We are presenting a fine line of ladies' golf clubs, three models of woods and irons priced to meet any budget. No effort or expense has been spared to make this the finest ladies' line of Walter Hagen golf clubs ever offered.

Our ball line will still consist of the Trophy Plus, International, and Speed-Flo, all dressed up in brand new packages. We are constantly improving these golf balls and feel that 1948 holds a good future for all of them.

We are presenting a new golf bag line. Each new model a fine value in its price range. Many new features are to be had both in our fabric and leather bags that should greatly stimulate their sale.

We are offering a very complete line of sundry items such as shirts, shoes, hats, caps and, in fact, everything used by men and lady golfers.

I would say that this 1948 line of Hagen golf equipment, for Pro Shop Sale exclusively, is the most complete, finest styled line ever to bear Walter Hagen's name.

COMPLETE LINE OF EQUIPMENT OFFERED BY WILSON IN 1948

By William F. King, Vice-Pres. & Gen.
Sales Mgr., Wilson Sporting Goods Co.

Wilson Sporting Goods Co., for the first time since the war, will be able to offer in 1948 a well-rounded line of golf equipment with substantial quantities of clubs in popular price ranges.

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There will be numerous improvements as well as additions to the club line; increased production of golf balls to meet the demand; refinements and style developments in golf bags; a new style spike with a broader base in the shoe line; and new knit head covers to complete a wide range of sundries in the Wilson line for 1948.

Gruv-Grip and Strata-Bloc will be features of new Gene Sarazen personal model woods and irons, the Sam Snead and Patty Berg Signatures. The finish on wood heads now is composed of same ingredients as before the war with a general facelifting in appearance using decals instead of stamping. Number five woods will be in production for the first time since the war.

Golf balls require more technique in production than any other product. Our production is up because we have improved machinery thus assuring uniformity of quality and packaging with a special Christmas wrapper planned for Christmas selling.

Production in golf bags in 1948 is expected to exceed that of 1947. The hoseduck is back and available again. The plastic coated bag introduced a year ago has wide acceptance and will be improved for '48 trade.

The new style spike on Wilson golf shoes makes a lighter weight shoe, according to staff players. We feel the additions and improvements in equipment Wilson is making for 1948 will provide the pro and the player with the widest range of quality merchandise the company has offered.

**HILLERICH & BRADSBY ADD NEW
LINE FOR 1948 PRO TRADE**

By Bill Kaiser
Hillerich & Bradsby Co.

We are again featuring genuine persimmon in all wood models and we are carrying stainless steel in our top line of irons. In addition the True Temper shaft is being featured throughout our golf line.

A new line of woods and irons personally designed that will carry the Bill Kaiser autograph has been added for 1948 distribution. This line will be sold exclusively through golf professionals, the same as our Louisville Power Bilt line.

We have endeavored to keep our price within the range of every golfer, for we realize that if the price of clubs continues to rise, there will be some golfers who will think the game is getting out of bounds. We have golf clubs available in price ranges for all golfers.

Everything possible is being done as far as production is concerned to take care of the demand, but we will not do anything that will in any way effect the top quality we have always strived for in our Power Bilt equipment.

**HYSPEED AND FORESPOT BALLS
BURKE FEATURES FOR PROS IN '48**

By Sam Holler, Sales Manager,
Burke Golf, Inc.

Throughout the 1948 season Burke Golf, Inc. will be featuring the Recorded line of woods and

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RILEY E. HECKERT, Greenkeeper, Country Club of Harrisburg, Pa.

"TWELVE years' experience shows that AGRICO COUNTRY CLUB FERTILIZER produces a good, heavy turf that stands up under hardest play even in hot Summer," says Riley E. Heckert, President, Central Penna. Greenkeepers Assn. "I fertilize fairways in Fall with Agrico, about 600 lbs. per acre, and top dress greens with Agrico in September, April and June, supplementing this with an application of AGRINITE Tankage in early Summer. I'm glad to recommend Agrico and Agrinite to all Greenkeepers to keep their courses in tournament condition all year around." Order AGRICO from your supplier, phone nearest A.A.C. Sales Office, or write to The AMERICAN AGRICULTURAL CHEMICAL Co. 50 Church Street, New York 7, N. Y.

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irons for the professional trade and, if everything goes well, we will be in a position to do much better for them next year as far as delivery is concerned.

These clubs will be available in both men's and ladies' makeup. The wood club line will be strengthened considerably by the addition of the 24 model which carries a round head with a deep face on the driver and medium depth faces on the Nos. 2, 3, and 4 woods.

A special feature will be the Hyspeed ball next season which will carry a compression test of from 90 to 95 points. This will make an excellent ball for the low handicapped golfers. We are also glad to announce that the Burke Forespot ball will be back next season in the 70c retail price range. This brand is well known to the majority of our professional trade and will be made up in the same durable quality as supplied before the war.

Worthington Ball Production Up

By J. C. Brydon, Vice president,
The Worthington Ball Co.

We feel, on the basis of the past season's experience, that the prospects for the golf professional in 1948 will outdistance the strides made in his business in 1947. There will be a big increase in play in 1948. Every pro should set his sights for a successful season.

Worthington business with golf professionals throughout the country exceeded our expectations. We can safely say our pro trade business increased approximately 50 per cent over any previous year. This gives you some idea of why we are so enthusiastic about pro shop business for 1948.

Worthington ball production will be stepped up to meet the anticipated demand so there will be plenty for the pro trade. Pros with an eye for business should take advantage of the Christmas season and make his shop a center for appropriate gift purchases. Our policy of continual improvement in quality coupled with increased production should pave the way for better pro business.

Acushnet Looks to Banner Year

By F. W. Bommer, President,
Acushnet Process Sales Co.

The greatest season in company history presages a banner year in 1948 for ACUSHNET golf balls. The return of better materials to the market makes possible continued improvement in our Titleist line.

Cooperation of golf professionals in the majority of pro shops in this country leads us to make the statement that there is an even greater acceptance of ACUSHNETS than before. Increasing interest by pros in becoming better merchandisers—a result of the lean war years when golf clubs and balls were scarce or not available and they had to turn to other equipment items to sell—is proving a direct benefit to not only the pro but everyone in the industry. The appreciation and thanks of all of us go to those who have been able to carry on successful merchandising programs.

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and the GSA annual golf tourney in which 95 GSA members and guests participated—Harold Jones, Albany, N.Y., posting a score of 137 to win the 36-hole event.

Afternoons of both days were devoted to inspection of turf plots and discussion of experimental work being done by Prof. H. B. Musser and staff with the following results being shown:

1. Breeding program promises to provide superior blends of bents and fescues for better turf on greens, tees and fairways.
2. Dry applications of 2,4-D formulations for weed control are as effective as liquid applications.
3. Cadmium compounds successful in controlling dollarspot—greens are not thrown off color by treatments as in the use of mercury compounds.



Dr. Grau, Dir. USGA Green Section (left), demonstrates small spray for 2,4-D use and Bob Scott, Baltimore, shows gadget for cutting square pieces of sod at Beltsville meeting.

Beltsville Turf Meeting

Approximately 75 people, including representatives from local gardener's clubs, War Dept., Navy Dept., and Maryland Univ. as well as greenkeepers from the Maryland-Virginia area attended the Field

Day meeting at the Beltsville Turf Gardens, Sept. 18, sponsored by the Mid-Atlantic Assn. of Greenkeepers.

Highlights of the meeting included:

1. Inspection of turf plots with emphasis on use of Alta fescues, the Zoysias and Bermuda grass.
2. Demonstration of maintenance machinery and "Greenkeeper Gadgets" showing lawn renovation procedures.
3. L. W. Kephart, in charge of Weed Investigations, Bureau of Plant Industry led discussion on weed control in turf, emphasizing use of 2,4-D and chemicals in the weed control program.

Attendance at the various Fall Field Day meetings is to be encouraged. These meetings afford the greenkeeper an opportunity to keep pace with advances which are being made in his profession.

**LIBERAL BUDGETS PAVE WAY
 FOR ECONOMICAL COURSE
 MAINTENANCE IN MIDWEST**

By D. M. Bell, Exec. V. P.,
 D. B. Bell & Son, Inc.

By and large within the last year the golf courses in the Middle West, in our opinion, have made the greatest strides toward economical operation that have been made in twenty years. In years to come we are convinced this is going to result in not only more economical maintenance, but in greater efficiency as well.

The opportunity that has been presented by liberal purse strings on the part of the clubs, bulging memberships, and waiting lists has given the superintendent of the golf course the opportunity to get what he has been wanting all these years without the usual long and arduous task of getting approval regarding the money, increasing the budget, etc.

Fertilization of fairways and general fairway control has been given increased consideration; weed control has been widely practiced with very satisfying results; the use of peat to improve compost for greens topdressing has been widely in-

M. J. SULKA

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creased and improvements in soil structure of greens is thus anticipated. Watering practices have been given considerable attention and this phase of maintenance, in many instances, has brought desirable results; the aerating of greens and fairways has been inaugurated in many new cases and in some instances has been made a regular practice.

With their new freedom to purchase materials and equipment that they have long needed and wanted, not only are the greenskeepers in this district pleased but there is allowance for a self educational process that is indeed interesting. Everything that is done is not correct, but with the opportunity to try new practices and procedures that have long been considered and heretofore been impossible, they are learning a great deal about turf control.

We have in the middle west, we believe, an outstanding group of greenskeepers and golf superintendents. Their attitude toward their profession is an unselfish one and for this reason primarily, we believe that they are superior in their profession to any group engaged in similar occupations. We would put the greenkeepers of the Heart of America district up against any group in the country.

We expect to see a great deal more progress in the direction of player satisfaction due to improved green and fairway turf in the next five years resulting from this opportunity of the greenskeepers to buy what they need and their very aggressive and cooperative attitude toward the challenge facing them. Although machinery has been very difficult to secure, it has been secured and is in use by many of the leading institutions and the results are indeed gratifying.

COURSE DEVELOPMENT IN FLORIDA

By James L. Blackledge,

Island Landscape Co., Palm Beach, Fla.

EQUIPMENT USE:

1. The following have adopted high-speed air-field type gang mowers for mowing roughs:

O. S. Baker, Indian Creek Country Club, Miami Beach

Gene Tift, Bayshore Golf Club, Miami Beach

C. C. Kelly, Miami Shores Golf Club, Miami Shores

Robert Cribbett, Lakewood Country Club, St. Petersburg

2. Despite a long standing prejudice against the use of power mowers on winter grass greens, there is a gradual and general change to power mowers in progress as a result of improved power mowers and a better understanding of the causes of troubles on winter grass greens.

3. O. S. Baker, Indian Creek Country Club, is doing exceptional work with the F. G. Aerifier on his fairways, greens and tees.

4. C. M. Mahannah, Riviera Country Club, Coral Gables, constructed the Riviera course with a minimum of hand labor. The savings in costs by the use of heavy construction equipment was demonstrated in an outstanding manner.

SEEDING

1. Bermuda grass fairways established at Riviera Club with seed only instead of the vegetative method usually practiced. Mr. Mahannah's method included the use of a temporary cover seeded with the Bermuda seed and produced superior fairway turf at much less cost than the sprigging method.

2. Mr. Baker and Mr. Mahannah are both working with bent grasses for use on greens in South Florida and considerable promise is indicated. Dr. Roy A. Bair, Everglades Exp. Station, Belle Glade, Fla., is conducting tests with a large number of Bent and Blue Grass strains in cooperation with the USGA Green Section.

WEED CONTROL

Results with 2,4-D formations have been generally disappointing except as a control of "pennywort." Sodium arsenate remains the preferred herbicide with most superintendents.

INSECT CONTROL

The new organic insecticides may be the answer to the mole, cricket problem in Florida courses. Some DDT formulations, sodium hexachloride and "chlordane" are showing promise in this regard. Mr. Norman Hayslip, Entomologist, Everglades Exp. Station, Belle Glade, Fla., is conducting some tests with these materials.

HIGH LABOR COSTS CAUSE TREND TOWARD MECHANIZED EQUIPMENT

By Paul Miller,

R. L. Gould Co., St. Paul, Minn.

We, in the golf course supply business, are quite alarmed with the increased cost of maintaining an 18-hole course.

In our travels, we notice that the trend is toward mechanized equipment, eliminating all the hand labor wherever possible, in order to keep maintenance operation within budget limitations.

In the past, some of the clubs used hand labor for cutting and brushing greens; now they are installing power greens-mowers with brush attachments and putting brush attachments on their spreaders when applying fertilizer and topdressing. Some have increased their fairway mower to a seven instead of a five gang unit, and the rough cutter to a five gang mower instead of a three gang or sickle-type machine. They have discarded the old conventional hand scythe and installed electric grass shears, using a portable generator for power. Others are applying fertilizer and weed control in one operation.

One 18-hole course in the Twin Cities has been maintained with but four men and really kept in first class condition. Greens cutters do all the clean-up work around the greens, such as cutting approaches, raking traps, removing weeds, changing towels, and cutting bunkers when needed. In other words everything is done without going back to do some other little job that may take but a few minutes to do. The men do not get through until along in the afternoon, but they are keeping the budget in line and at the same time doing a good job.



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SPECIAL EMPHASIS ON DRAINAGE FOR NEW GREENS IN TEXAS

By Howard Goldthwaite,
Texas Toro Co., Houston, Texas

The principles of proper drainage are being embodied in the construction of most of the new courses being built in Texas as a result of the many years of teaching by Agri. Exp. Stations and the USGA Green Section on the values to be received from both surface and internal drainage.

The drainage problem in the new construction is being solved in the following manner: First, especially on the heavier soils, four inch tile drains are placed at a twenty-four inch depth below the finished surface of the green. The tile is laid on a two inch bed of pea gravel and pea gravel is filled solid in the trench up to the level of the sub-grade. The sub-grade is further prepared by drainage both ways from the middle point of the tile lines so that the water flows equally into each tile line. Then a four inch layer of pea gravel and soil is laid on the sub-grade and on top of this an eight to ten inch layer of a mixture of equal parts by volume of coarse concrete sand containing some pea gravel, native good loam soil, and peat. The peat is shipped in from Minnesota because as yet we have been unable to find satisfactory quality of peat in this state.

These plans and preparations are made primarily because we are interested in producing the finest bent greens it is possible to have. The golf clubs in this area are willing to go to the extra expense of building greens in this way because they want to avoid those periods in the summer when there is excessive rain and high humidity coupled with high temperatures. This type of construction also is necessary because of the heavy

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clay conditions we find in many parts of Texas which rather effectively prevent the free movement of water and air through the soil. Some of the courses which have had bent greens for a number of years are now rebuilding and installing drainage so that the troubles they have encountered in the past may be avoided in the future.

CHEMICAL DISCOVERIES AID COURSE MAINTENANCE

By Woodworth Bradley, Pres.,
Woodworth Bradley, Inc., Providence, R.I.

Two outstanding events of the past year were the discoveries by our Rhode Island State College scientists. One of the chemical formulas, made up of the initials PMAS, is for the control of Crab Grass, and marketed exclusively under the name of "C-Lect."

In the East we have a terrific infestation of Crab Grass and C-Lect is definitely killing it out, including the seeds.

The other chemical is "Chlordane," marketed under the names of "Synklor 50-W," by the U. S. Rubber Company and OCTA-KLOR by Julius Hyman & Co., Denver, Colo., for the control of ants, grasshoppers, etc. It is so remarkable that in twelve hours it kills every ant in the area that has been sprayed, and one application seems to last a season.

An outstanding mechanical development, in my opinion, is the new Jacobsen Power Putting Green Mower with its 1¾ H.P. engine which was developed for the Army Signal Corps during the war. Superior mowing qualities and its low maintenance upkeep is really a remarkable development.

HARDWOOD FLAG POLES

Made of the finest, kiln dried, second growth, tough White Ash. Tapered from approximately 1" at bottom to ¾" at top, and fitted with flanged aluminum ferrules to fit standard 1½" cup. Sanded finish with prime coat of lead and oil and finished coat of finest white enamel. Available in 2 or 3 color combinations. Immediate delivery.

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