

12-YEAR SUCCESS!



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.

AGRICO Country Club Fertilizer

GRASS SEED of "Known Quality"

Tested For Purity and Germination
Golf Supplies & Equipment
Immediate Service

Stump & Walter Co.

SPECIALISTS IN GOLF GRASS SEEDS
FERTILIZERS AND EQUIPMENT

132-138 Church St. (Corner Warren St.)
NEW YORK 8, N. Y.

• BENT GRASS •

Stolons and Sod. Washington — Cl — and
other recommended strains.

HIRAM F. GODWIN

22366 Grand River Ave., Detroit 19, Mich.

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.