

PATTY BERG BUSY IN SHOWS FOR PROS

Patty Berg in a September swing through N. Y., N. J. and Conn. in matches and exhibitions for pros averaged more than one show a day—playing and demonstrating. Pros marvelled at the way the cheerful, earnest little redhead managed to keep up a high standard of play which included two 69s and numerous scores in the low 70s. Pros also were impressed by



Four visitors, Carol Diringer, Tiffin, O.; Margaret Gunther, Memphis; Peggy Kirk, Findlay, O., and Shirley Spork, National Collegiate champ, Detroit, look on as Patty Berg (left) demonstrates mechanics of swing weight scales at Wilson Sporting Goods Co. Chicago plant.

the way Patty's demonstration and clinic fitted in with their own instruction campaigns.

Jack Fox at Glen Ridge CC who developed his daughter Katherine and other women stars said he'd never seen a better performance for promotion of pro interest than the energetic Wilson emissary put on. At Albany CC Patty played with two local women stars and Mae Murray, daughter of Rutland (Vt.) CC pro and considered by Miss Berg and pros as a highly promising girl golfer.

At Race Brook CC, Patty and Eddie Burke, home pro, played an exhibition with Pat O'Sullivan, Conn. women's champion and Charlie Clare, Orange pro, in a benefit for Jimmie Norval, former Race Brook pro now hospitalized after a leg amputation. Jack Redmond gave a trick shot demonstration as another feature of the show for Jimmie. Patty added several broadcasts to her crowded schedule.

POCKET GOLF BALL CLEANER—A small, round, transparent plastic box with leakproof cover, containing a sponge for plain water for use in cleaning a golf ball any place on the course, characterized as, "The golfer's pocket companion," is manufactured by the Pocket Golf Ball Cleaner Co., 5735 Cass Ave., Detroit, Mich.

HONOR CLUB PREXY—Belmont Hills CC, St. Clairsville, O., honored Pres. Wilbert Allen Oct. 2 with an afternoon of golf and an evening of appreciation. Allen, a vigorous, cordial character, is well known to managers and greenkeepers having been a visitor to many of their national conventions with Belmont Hills department heads. After retiring from business with a large fortune made mainly in publicizing and merchandising Cascarets, Allen became a member of the Belmont Hills club when it was about ready to fold. His playmates wished upon him the job of getting the club on its feet. It now has 350 active members, an 18 hole course in excellent condition and money in the bank for extensive remodeling of the club. Initiation fee is \$250 and annual dues \$25. The Oct. 2 affair was a surprise party to Allen. Road signs leading to the club were placed on main roads. A plane dropped cards onto the course paying tribute to Allen. His picture adorned napkins, matches, cigarette packages, bar bottles, stogies, souvenir ash trays. A special front page of the local newspaper was set up for distribution at the banquet. Golf balls were used as place cards at the banquet. It was the most thoroughly engineered party of its sort GOLFDOM ever has covered. Allen had it coming to him. His job for the club has been outstanding in smaller town golf.

SPALDING'S 1948 LINE—A new exclusively pro line of woods will feature the Spalding 1948 line. The driver will have an extra deep face. The brassie, spoon and short spoon will have narrower faces. Spalding also will introduce plastic woods in ny-sel in the pro exclusive model and the Bobby Jones, Jimmy Thompson and Lawson Little registered woods. Spalding has been testing the plastic wood in play and laboratory for about four years to meet the acute and increasing scarcity of good persimmon heads. There will be, according to present indications, a large production of Spalding irons in men and women's models. Kroflite, Topflite and Airflite balls will be available in quantities Spalding hopes will be large enough to enable pros to meet the demand but supply of Dots will be short of supplying the tremendous demand just as the Dot supply in 1947, although larger than ever before, couldn't supply all who wanted the ball. Spalding pro departments all over the country are impressing on pros now that they'd better get orders in early for 1948 needs as it looks certain that the demand again will tax Spalding's increasing plant capacity to the limit.

ANNUAL MEETINGS

19th GSA annual meeting—**NATIONAL TURF CONFERENCE and SHOW**, Book-Cadillac Hotel, Detroit, Mich., February 9-13, 1948.

Annual Meeting — **Professional Golfers Assn.**, Morrison Hotel, Chicago, Illinois, November 17-19, 1947.

Annual Convention, **Club Managers Assn. of America**, Radisson and Nicollet hotels, Minneapolis, Minn., March 14-17, 1948.

giving the standing of each contestant in relation to par at the last hole he played. Thus the galleries were kept informed of the hole-by-hole play of all eight contestants.

PRO GOLF SALES ADDS NEW GOLF BALL TO EQUIPMENT LINE

The Pro Golf Sales Co., Fond Du Lac, Wis., owned and operated by Clarence Hornung, nationally known golfer, celebrates its tenth anniversary with the announcement of a new Pro Special Plus golf ball.

Pro Golf Sales merchandises a complete line of quality golf equipment. Hornung's initiative in



C. L. Hornung, Pres., Pro Golf Sales Co., announces new golf ball addition to equipment line on 10th anniversary.

redesigning after years of playing resulted in the creation of the Hornung No. 14 (goose neck) Dream Putter and other clubs which carry his signature.

Quality equipment of Pro Golf Sales is recognized and used by pros throughout the country. The new ball introduced by the company will be on a par with the rest of the Hornung line. The Pro Special Plus Red will be for Championship and tournament play while the Pro Special Plus Green will be the ball for the regular golfer.

GOLF PUTTING TRAP—A new golf putting trap of steel construction called HOLE-IN-ONE which sets up instantly indoors or on the lawn and takes perfect shots only is manufactured by the Berghman Co., 54 South 19th Ave., Maywood, Ill. The trap lists at \$1.00 and sells to the pro or dealer at \$7.50 per dozen.

LIQUID HAND PREPARATION—Hydro-Tac, new liquid hand preparation for better gripping, designed for wet conditions, assures grip regardless of moisture from rain or perspiration, is sanitary, will not transfer from hands to clothing when applied for contact with golf clubs. It is manufactured by Hydro-Chemical Co., Inc., East Hartford, Conn. and is distributed through pro shops.



CHRISTMAS GOLF BALL PACKAGE—Reminder of prewar days is the U. S. Royal Christmas package ready for distribution to pros in December, for the first time since 1941, by the U. S. Rubber Co. The U. S. Royal (Blue) will be packed in blue and silver boxes and the U. S. Royal (Red) in red and silver boxes with a greeting card accompanying each box carrying the message, "Merry Christmas and Many Rounds of Pleasure."

HAAS JOINS GOLFCRAFT

Fred Haas, new Orleans, former amateur winner of Southeastern PGA Open in '32, '44 and '45, who has been given by some the dubious title of professional golfdom's 1947 "hard luck" golfer, recently joined the advisory board of Golfcraft, Inc.

Haas, former Walker Cup member, after a tie with Jim Ferrier, lost out in the playoff of the St. Louis Open, a second major tournament dis-



Fred Haas

appointment within a month, having been edged out in the Peoria Open by Skip Alexander who shot seven birdies on the last 10 holes.

Haas along with trick shot artist Joe Kirkwood, and 24-year-old Fred Hawkins, 1947 Midwest Amateur winner, join Golfcraft's advisory board of Mike Brady and Bob MacDonald, and headed by Ralph Gulda.

Haas will work out of Chicago and will be helping in the development of Golfcraft's new 1948 line—priced in a range broad enough to put quality playing equipment within the reach of all.



First Spalding sales meeting: Reading clockwise, starting with Frank Greis, Ass't Controller, nearest camera, Matt Kiernan, VP in charge of golf sales, Tom Frainey, Bill Shaffer, Tim McGrath, Bob McLaren, Pete Wood, Walter Wood, Geo. Weaver, Gene Dahlbender, and R. Earl Jones, Eastern Dist. Mgr.

1948 LINES REVIEWED BY SPALDING PRO SALESMEN

1948 Spring and Summer lines were inspected and discussed by pro salesmen for A. G. Spalding & Bros. at three sales meetings held recently on successive weeks, following a plan inaugurated last year of small group meetings enabling everyone to participate in the presentations and round-table discussions.

Keen interest was exhibited by salesmen in the demonstrations at the Spalding Research Labora-

tory at Chicopee on the tour through the Brooklyn, Chicopee and Willimansett plants to get first-hand knowledge of the various stages of manufacture of all Spalding products.

The meetings were considered a great success by Earl Jones, Spalding's Eastern Dist. Mgr. who arranged and conducted the meetings and the tours through the plants, who said, "All our salesmen were enthusiastic about our 1948 Spring and Summer line and they are well informed to discuss every phase of each item—I'd say the result of the meetings was well summarized by the comment of one of the men, who said to me as he was leaving for his territory, 'It sure looks like 1948 is going to be a terrific year for us. . . .'"



Second meeting: Top row, left to right: Ed Aurin, Jimmy Nichols, R. Earl Jones, Harry Welch; Bottom row, left to right: Lyle Thompson, Dutch Voges, Eugene Gleissner, Jack Nix and Jack Miller.



Third meeting: Top row, left to right: Carey Spicer, Rube Albaugh, Fred Carlson, Newt Priestley; Bottom row, left to right: Bert Purvis, Ed Connor, Rusty Wall, Earl Jones, Eastern Dist. Mgr.



One of the specially wrapped gift packages offered distributors by A. G. Spalding & Co. for promotion of Spalding or Wright & Ditson golf ball sales during the Christmas season.

TO BE SURE YOU GET EVERY ISSUE OF GOLFDOM DURING 1948 . . . RENEW YOUR SUBSCRIPTION NOW

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.

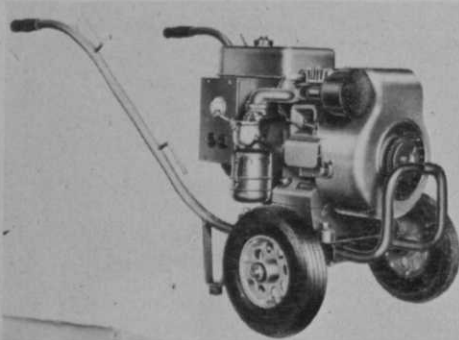
In the case of a more widespread infestation, the best treatment consists of a thorough watering of the turf area with a solution of Chlordane. The material can be applied with a hose and garden nozzle, the latter open as wide as possible at 100 pounds pressure. The proper proportions are 4 ounces of 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.