

TEXAS SHORT COURSE AT A & M COLLEGE, JAN. 20-22

Southwest district turf short course will be held at Texas A&M college, College Station, Tex., starting at 1:30 P.M. Jan. 20 and closing at 11:30 P.M. Jan. 22.

On the program will be Grau and Ferguson of the USGA Green Section, O. J. Noer, G. W. Burton of the Georgia Experiment station, Tifton, Ga., members of the faculty and research staff of Texas A&M and others prominent in golf maintenance work in the southwest. Indications point to an attendance of more than 150 from Texas, Oklahoma, Arkansas, Louisiana, New Mexico and Kansas.

During the meeting plans will be formulated for establishment of a turf research station at Texas A&M as further extension of the Green Section's regional work in close association with golf club supts., pros and officials, the college staff, USGA Green Section, regional golf associations and other organizations concerned with turf work.

Graham Ross, Glen Lakes CC, Dallas, Tex., will be chairman of the Texas short course.

BURKE HAS DELUXE BALANCED BAG—

A new deluxe model of the Balanced Golf Bag is announced by Burke Golf, Inc., Newark, Ohio. This new bag is made on the same principle as the popular Lightweight Balanced Golf Bag, incorporating in its construction a wooden rod above the mouth of the bag to which the upper end of the carrying strap is attached. This provides perfect balance, making the bag easy to carry, eliminating spilling, sagging and unnecessary dead weight. The Burke DeLuxe Model of the Balanced Bag is larger so that 14 or 15 clubs may easily be carried without danger of scuffing the grips when removing or replacing clubs. It has a commodious shoe pocket in addition to the ball pocket, and comes equipped with draw string hood for the protection of club heads. The bag is constructed of heavier, sturdier canvas in a choice of 3 colors—tan, dapple green or white, all with olive green trim. The carrying strap is made with sponge rubber shoulder pad. The Burke DeLuxe Lightweight Balanced Bag is sold by Burke Golf, Inc., exclusively and will retail at \$9.00 complete with hood. Burke Golf, Inc., will also handle the Standard model Balanced Golf Bag.

BULLIS RETURNS TO BURKE—

Pete Bullis, for 15 years prior to the war with the Burke Golf Co., Newark, O. and one of the most popular golf salesmen in the mid-west, has returned to the company. Pete will handle Burke's pro trade in Wisconsin, Minnesota, North and South Dakota and the upper peninsula of Michigan. Before coming into golf Pete was a catcher in the Eastern baseball league. His second sport now is hunting. He wears himself leg-weary during the pheasant season.

BETCHA DIDN'T KNOW—A. G. Spalding & Bros., set forth some interesting facts about their balls and clubs. Wound rubber thread on a Spalding golf ball is about 100 ft. long. Stretched, it is 400 yds. long, just 40 yds. less than Jimmy Thomson's record drive. Without stretching the rubber in Spalding's annual output of golf balls would go around the world 9 times at the equator; stretched it would circle the globe another 100 times. In a year Spalding uses in its golf balls 600,000 lbs. of balata that requires 200,000 gals. of naphtha in processing. Spalding's golf clubs in a year use enough steel shafting to stretch from St. Louis to New Orleans. The grips on these clubs require hides from 17,000 cows and calves. The iron heads use about 1,500,000 lbs. of soft carbon steel. The wood heads require about $\frac{3}{4}$ of a million board ft. of persimmon. A million feet of trim cord, more than a half-billion screws, and thousands of gallons of lacquer are used in a year's production of Spalding woods.

Guldahl Heads Golfcraft Advisory Staff

Golfcraft, Inc., Chicago, announces the appointment of Ralph Guldahl to head up its advisory staff. Guldahl has designed the new irons and woods to be produced by Golfcraft, Inc. under a five year contract,



Ralph Guldahl signs 5 year contract to head Golfcraft's advisory staff. Pres. Ted Woolley at right.

recently signed with Ted Woolley, pres. of the firm. Other members of the Golfcraft advisory staff include Mike Brady and Bob MacDonald.

While establishing himself as a designer of championship golf clubs, Ralph Guldahl set an impressive record as a player both in this country and abroad. Winner of the National Open in 2 consecutive years and the only golfer to win the Western Open 3 years in succession, Guldahl has won or been runner-up in countless other major tournaments and has twice been selected a member of this country's Ryder Cup Team. Low scores posted by Guldahl include a 281 in the 72-hole National Open and a 72-hole



Ed Delahan, plant mgr., Golfcraft, Inc., and Ralph Guldahl inspect iron head with shaft hole in hozel bored and reamed to within .001 in. limit by special Kingsbury machine.

total of 279 in the Augusta Master's Invitational—both establishing records for the events. Pro for the Medinah CC (Chicago district), one of the country's largest and most beautiful, Guldahl will tour this winter's circuit, playing with his newly designed Golfcraft clubs.

Improved manufacturing methods of Golfcraft, Inc. are being developed under the supervision of Ed Delahan, plant manager. Delahan was formerly a production engineer with the Borg-Warner Corp., for 17 years, chief industrial engineer at the Oliver Corp., and, during the recent war, organized the production planning department of the Douglas Aircraft Co. in Chicago.

The plant modernization program includes the adoption of methods and equipment developed during the war. According to Delahan the objective of Golfcraft, Inc. is to eliminate handwork in the manufacture of clubs, as far as possible, in order to assure precision products.

PETER HENDERSON CO. IN ITS CENTENNIAL YEAR

One hundred years ago this month a Scotch lad, in this country but 4 years, began the Peter Henderson Co., pioneer American seed company. He was the first American seedsman to establish trial grounds to test the seeds he sold. Henderson's company today emphasizes that its "seeds are treated seeds." Henderson had many firsts. It was his company which introduced the famous "American Beauty" rose, in 1885. When the firm was 50 years old it presented a new rose called "Jubilee."

In the vegetable branch of his trade, Peter Henderson's company made fame, also. Best known among the firm's early novelties were the Trophy tomato, Early Summer cabbage, and the Green Prolific cucumber.

Although it was a century ago that Peter Henderson founded his company, his tenets of business are still the rule of his heirs—always be courteous, always answer every seeker of information, and reply to each letter the day it is received.

January, 1947

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