

# NEWS from the MANUFACTURERS

## WILSON'S STRATA-BLOC HEAD



The beginning and end in the process of manufacturing a golf club head from the new strata-bloc material. Beneath the finished product may be seen the head as it is first turned.

### NEW SPALDING "TRU-FLITE"



The new 50c Spalding "TRU-FLITE" sold exclusively by Spalding pros is packed by this charming Miss as they roll off the production line.

## Driving Ranges AND Miniature Golf Courses

We have a complete stock of  
GOLF BALLS — CLUBS  
TEES — MATS — PUTTERS



Write for prices

### EASTERN GOLF CO.

244 W. 42nd St., Dept. A, New York 18, N. Y.



## PROs! YOU NEED

# Ken

## SHOP SUPPLIES

Prepared Especially for Pros

**FORM-A-COAT . . .** Puts a professional finish on whippings. Forms a cap on ends of clubs.

**TACKY GOLF GRIP CONDITIONER . . .** Keeps leather grips soft and tacky. Small bottles for resale.

**GOLF CLUB ADHESIVE . . .** Cements grips in place. A flexible all purpose adhesive for your shop. Fast drying.

**GOLF CLUB LACQUER . . .** Protects the finish on wood heads. Easy to apply. No equipment needed: not even a brush. Dries in an hour.

**GOLF BAG DRESSING . . .** Preserves all types of leather bags. Easy to apply.

PRO SHOP EQUIPMENT  
WHIPPING CORD, FINISHING AND  
BUFFING SUPPLIES

WRITE FOR HANDY ORDER BLANK

## Kenneth Smith

### GOLF CLUBS

*Hand made to fit You*  
BOX 41, KANSAS CITY 10, MO.

THE CLUB SITUATION: We are now filling orders for sets of woods and irons received many months ago. Sorry we can't give rush service. Please continue to place orders many months ahead of your requirements.

**O. E. LINCK CO., INC.**—Feature of exhibit will be TAT Soilicide and TAT C-Lect, water soluble mercurials for fungus and crabgrass control and TAT Mo-go (molegopher) thallium sulphate composition, odorless and tasteless control for moles and other rodents. Mr. William E. Zimmerman and distributor representatives will be on hand to discuss products.

**SWIFT & COMPANY**—Mr. W. E. Smith, D. D. Reichert, and W. H. Leathers will attend to explain to greenkeepers Swift's service to golf courses and supply any technical information they may require on the proper use of Vigoro, EndoWeed and other plant food products.

**NEW 2, 4-D FORMULATION**—The Dow Chemical Company has announced the development of a new, higher acid equivalent and faster dissolving 2-4 Dow Weed Killer (Sodium Salt of 2, 4-D). Developed during



New 2, 4-D Dow Weed Killer Powder, with increased acid content dissolved in water makes a clear pink sediment free solution as shown here by a Dow chemist.

the 1947 season, this new formulation contains 95% monohydrated sodium salt of dichlorophenoxyacetic acid which is equivalent to 80.5% acid as against the previously offered Dow formulation of 70% 2, 4-D acid equivalent. Solubility in water

## R. H. Tractor Wheel SPUDS

quickest to put on or take off. Increase tractor efficiency and cultivate turf that's why more than half the U.S. and Canadian clubs use them. Durable and low priced. Sample spud and circular on request; advise make of tractor and purpose for which intended. Immediate shipment. If your Ford or equipment dealer cannot supply, write direct to

**R. S. HORNER**  
Geneva, Ohio

MFR. OF SPUDS, FORDSON WHEELS, ETC.



IT TAKES SO LITTLE  
and it PAYS SO MUCH  
AT EVERY  
**TEE!**



## START your Irrigation plans HERE . . .

• The sprinkler heads that actually throw the water on the grass should be your first consideration in planning fairway irrigation. Their specifications directly affect the pipe and plumbing equipment needed. Dependable RAIN BIRD Sprinkler Heads are available in a wide range of sizes and performance characteristics. By selecting RAIN BIRD Heads first you choose exactly the irrigation wanted and may save a great deal of money on piping. Write today for catalog on RAIN BIRD Sprinklers and SILVER TOP Valves.

**L. R. NELSON MFG. CO., INC.**  
PEORIA, ILLINOIS

Manufacturers of Lawn and Golf Course  
Sprinkling Equipment • Overhead Irrigation  
• Since 1911

# PRODUCTS BY **BRULIN**

**FOR THE GROUNDS  
AND THE CLUBHOUSE**

**Weed Killer (Arsenic Type)**

**Weed Killer—2, 4-D**

**Insecticides**

**Disinfectants**

**Hand Soaps • Scrub Soaps**

**Floor Waxes • Floor Machines**

**Free samples sent upon request  
(except 2, 4-D)**

**BRULIN & COMPANY, INC.**

2939 Columbia Avenue  
INDIANAPOLIS, INDIANA

is unusually rapid and complete with a minimum of agitation. The powder formulation is recommended for use on turfs at the rate of 1½ pounds per acre dissolved in enough water to give good coverage.

## **Brand Names Honors Louisville Slugger Bats**

Hillerich & Bradsby Co. of Louisville, makers of Grand Slam and Powerbilt golf clubs, was recently awarded the Certificate of Public Service by Brand Names Foundation in recognition of the brand name "Louisville Slugger," which identifies the baseball and softball bats produced by the company. The Brand Names Foundation is a national organization devoted to the promotion and preservation of "branded" merchandise which has proved itself worthy of public acceptance through 50 or more continuous years of dependable service. L. W. Goessling, vp, Hillerich & Bradsby attended the ceremonies and received the award for his firm.

## **PORTABLE PRO SHOP**



Vic Soitz, pro at Edgewood Valley CC, (Chicago dist.) had this portable pro shop constructed to his design and has it at the first tee on Saturdays, Sundays, holidays and other days of big play.

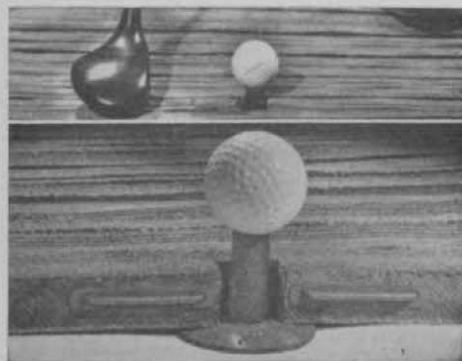
Soitz has an indoor pro shop that is very attractive and well stocked and from that excellent operation gets all the business that normally could be expected in taking care of his members and their guests. But this added convenience of the well displayed stock at the first tee got Vic a great deal of extra business last year. He says, "You wouldn't believe how much golf merchandise golfers need when they arrive at the first tee."

# **KOSAR** DRIVING RANGE **TEE** **EASIER — FASTER — CLEANER**

**The THRIFT TEE for Driving Tee Mats**

Increases range income by speeding up play 25% to 40%

★ Easy convenience adds to player enjoyment ★ Saves peg tee waste ★ Eliminates broken tee litter and cost of removing it.



**SEND FOR A FREE SAMPLE**

Test it for its easy, sure tee-up, its practical design and rugged durability.

**KOSAR'S GOLF DEVELOPMENT LAB.**

634 W. Portage Trail

Cuyahoga Falls, Ohio

## Newly Designed Golf Club Grip Made of Compounded Rubber

A new Golf-Pride inner-locking grip made of especially compounded rubber cured-on to the steel shaft to last a lifetime, is an innovation for American golfers which has been devised and patented by James A. Karns, engineer and designer for the Westgate Rubber Co., Akron, Ohio. 342 separate fins graduated symmetrically and running in a horizontal position down the shaft are reinforced by six vertical moulded ridges which combine to create an element of friction that will not slip under any circumstances and yet is kind to milady's tender palms.

The grips, in small, medium and large sizes can be tailor-made to fit the hands of any golfer. Utilizing the same principle as is used in the manufacture of tires, the pre-treated steel shaft (which guarantees perfect adhesion of rubber to metal) is placed in a mold under pressure. When the heat is applied, the rubber flows into every tiny mold fin to guarantee true register on the shaft.

After the "cure" is complete, the club is removed from the mold with the hard rubber butt button permanently locked in place. All that is required for the finished product is light, high-speed buffing to remove the overflow rubber ridges.

By new compounding methods, pre-determined weight for perfect balance on club sets is no longer a theoretical selling point but has now become a reality. By the same token, the lightweight grip makes possible a grip of larger diameter for golfers with large hands without the deadly increase of weight. This means that the "club head feel," designed into the club by the manufacturer, will remain even though larger grips are needed. The drilling and plugging club heads, when larger grips are needed, will become a thing of the past.

Cork can be added to the grip without the hazard of peeling or crumbling. When cork is used in the Golf-Pride combination rubber and cork grip, the small cork segments are mixed and milled into the rubber compound. During the vulcanizing process, the rubber flows into the tiny irregular cork segments locking them permanently into the rubber grip.

Other outstanding advantages of the new Golf-Pride grip include: (1) the "new look" achieved quite simply by pigmentation in compounding. Color combinations are unlimited and grips in production now are red, black, blue, brown and green: (2) rubber, known as the world's greatest shock insulator, eliminates the hand shock of a topped ball.

*Sow*

**WHITNEY'S**

*Super-Refined Seeds*

**FOR VELVETY, HARDY GREENS AND THICK-TURFED FAIRWAYS**

Whitney tested and proved seed mixtures for every golf course need. Special prices. WRITE for full information.

**WHITNEY SEED CO., Inc.**  
BUFFALO 5, NEW YORK

### JOHN BEAN POWER SPRAYERS

Some models available for immediate and fall delivery.

### JOHN BEAN 20 NOZZLE GOLF BOOM

Please write for prices and information.

### RAINBIRD SPRINKLERS

Heads only, No. 20 covers to 84 ft. \$2.75; No. 40 covers to 102 ft. \$5.50; No. 70 covers to 147 ft. \$7.90; No. 80 covers to 215 ft. \$15.70; 18" roller bases \$6.00 each.

Prices Subject to Change Without Notice.

**PAUL E. BURDETT**

SEEDS—FERTILIZERS—GOLF COURSE SUPPLIES  
P. O. BOX 241, LOMBARD, ILLINOIS

## NEW LIFE FOR PUTTING GREENS

### McCLAIN • SPIKER AND PERFORATOR

AERATION is the thing.

Loosen up that tough soil with this fine turf conditioner. Saves fertilizer and fungicides. Increases grass growth. Revives sluggish greens. Soon pays for itself.

Write for literature.

**McCLAIN BROTHERS COMPANY**  
CANTON, OHIO



## ARLINGTON BENT GRASS (C1)

Bulletins from U. S. G. A. Green Section, Beltsville, Md., or Iowa State College, Ames, Iowa, will guide you in the selection of a bent grass suitable for your area.

Plant the best first

**WOODSIDE BENT GRASS NURSERIES**  
R. F. D. No. 4—Des Moines 13, Iowa



Golfcraft's new and modern plant is at 1700 West Hubbard St., conveniently located near downtown Chicago.

**NEW SLINGERLAND GOLF-GLOV** — Jack Redmond, internationally famous trick shot golf artist demonstrates a Slingerland GOLF-GLOV, custom manufactured from fine, durable glove leather that will not harden or lose shape when soaked with perspiration or water. It consists of an open, two-fingered sleeve to accommodate



the last two fingers of the left hand and the main gripping surface of the palm. An elastic band, adjuster strap, wrist strap, brass retaining hooks and adjustable brass buckles complete the parts. It is available in three sizes: large, medium and small from the Upham Products Co., New Haven 10, Conn.

**VELVETGREEN OKed BY TEXANS** — Frank Goldthwaite, Texas Toro Co. mgr., relays good testimony from Dallas and Ft. Worth course authorities on their use of Armour's Velvetgreen fertilizer. Wells Howard, supt. of Worth Hills heavily played munny course says results on Bermuda and rye greens and tees has been so satisfactory fairways are getting Velvetgreen this spring. R. M. Alexander, Jr., Colonial supt., attributes to the product considerable credit for excellent turf on the nationally famed course. The veteran pro Larry Nabholz and Supt. Bowman of Lakewood at Dallas also report highly satisfactory results.

### **Golfcraft's New Home Marks Thirty-Year Achievement**

Crowning 30 years of fine golf club design and manufacture, E. R. (Ted) Woolley has moved his Golfercraft, Inc. into a new and modern manufacturing home at 1700 West Hubbard Street, Chicago. Outwardly, Golfercraft's new home presents an imposing front, in brick and steel, with concrete entrance way, curved across the corner.

Inwardly, the new plant is a model of attractive efficiency. Offices are located on two sides of the second floor. These include a large executive suite. Flanked on one side by the Accounting Department, on the other the plant manager's offices. Beyond this is a large and efficient display room of the Sales Department, behind which are private offices of Golfercraft's territorial sales managers.

The factory floor occupies 25,000 square feet, efficiently organized to permit pro-



E. R. "Ted" Woolley, pres., Golfercraft, Inc. at his desk in beautiful and spacious managerial suite of company's new manufacturing home.

## ROBERT TRENT JONES

Member:  
American Society of Golf Course Architects

### Golf Course Architect

20 Vesey Street  
Tel: Rector 2-2258  
NEW YORK, N. Y.

gressive manufacture and assembly of wood clubs in one line and of steel clubs in the other. The plant is equipped with the newest and finest machinery available for precision building of fine golf clubs much of which is new equipment, procured to promote maximum productivity in the new plant. An air conditioning and ventilating system has been installed in the interest of worker health, comfort and efficiency.

Managerial and sales activities are under the direct supervision of Mr. Woolley who today is one of the prime workers in the endeavor to get the Nation's teen agers out of the juke box zone into the more stimulating zone of the Nation's golf courses.

Territorial sales managers are Roy Hunter, Roy Hanson, Cal McKee, Buck Bertsch and Lee Tully. Factory manager is Edward Delahan.

Woolley and his associates recently played host to some 500 fellow workers, and contemporaries who were taken on progressive tours of the plant, and given a preview of Golfcraft's new 1948 line of TRU-GOOSE woods and irons.

**LIQUID HAND PREPARATION**—Hydro-Chemical Company, Inc., East Hartford, Conn., announces Hydro-Tac, new liquid hand preparation for better gripping.

## WILLIAM F. GORDON

### Golf Course Architect

Member  
American Society of Golf Course Architects

Doylestown,  
Pennsylvania

## ROBERT BRUCE HARRIS

### Golf Course Architect

Member: American Society of Golf Course Architects

664 N. Michigan Ave.

CHICAGO 11, ILL.

Phone: Whitehall 6530

Hydro-Tac is specially designed for wet conditions, is sanitary, will not transfer from hands to clothing when applied for contact with golf clubs. Assures grip regardless of moisture from rain or perspiration. Distributed through sporting goods dealers.

**POCKET SIZE PEN**—Rite-Right Ball Pen, 2½" long, made of aircraft dural, combined with key chain, is ideal for golfers, is guaranteed against any defects in workmanship and material. Writes up to two years under normal usage.

Liberal discounts allowed. Distributors are being sought by the manufacturer, Van Petty Manufacturing Company, 5033 Exposition Blvd., Los Angeles 16, Calif.

**THERMO-SERVER**—An odorless, heat-retaining and portable food server consisting basically of a thermostatically-controlled radiant glass heating element in a polished hardwood base with a detachable "rigidized" aluminum roll-back hood designed to keep foods properly heated without adding moisture or drying out is in production by the Sunline Co., 8661 Grand River Ave., Detroit, Mich.

## ALFRED H. TULL

### Golf Course Architect

420 Lexington Avenue  
NEW YORK 17, N. Y.



**NOW AVAILABLE!**

*Mr. O's*

10-6-3 and 18-25-12

## LIQUID FERTILIZERS

"PERFECT FERTILIZERS, FOR PERFECT GREENS"  
 CLEAN — ODORLESS — FAST ACTING  
 LONG LASTING — LABOR SAVING  
 INEXPENSIVE — SAFE — 100% SOLUBLE

VISIT OUR DISPLAY IN DETROIT, FEB. 9-13

19th GSA National Turf Conference and Show  
 or write for descriptive folder to  
 Mr. O's Products, 1316 S. Margo, Los Angeles 15, Cal.

How About Additional  
**MURDOCK Outdoor Drinking  
 Fountains and Hydrants**  
 Write for copy Catalog "L."  
 The Murdock Mfg. & Sup. Co.  
 Cincinnati 2, Ohio

**MURDOCK**



## FLINK-RAWLS POWER MOWER

**Cuts • Mows • Hauls • Grades**

The FLINK-RAWLS is more than a Mower. It is a versatile (4 H. P.) power unit used by clubs, highway departments, air fields, parks, athletic fields, estates, farms, and institutions. Rugged, maneuverable, extremely easy to operate. 3 MPH in operation—13 MPH on highway. Run 8 hours on 1/4 gal. gas.

Write for complete information.

For name of distributor near you, write

**FLINK CO.**  
 Dept. G  
 STREATOR, ILL.



Charles F. Robbins

## Spalding President Opens 2nd Annual Employees' School

The second annual session of the A. G. Spalding & Bros. employees' school which includes men from both the Willmansett and Chicopee plants is opened by Charles F. Robbins, pres., with the comment, "A business is not brick and stone and mortar . . . a business and its success depends on the men and women who work for it . . . human beings who must be developing and growing or the business stands still. It's not just today we're thinking about but the future—and gentlemen, the future is yours."

This year's seminar, which is patterned on the highly successful one of last year, includes classes in **FACTORY MANAGEMENT** by Wm. T. Brown; **WAREHOUSING & MERCHANDISING** by Gordon W. Browne; **TAXES AND INSURANCE** by V. F. Greis; **CONTROLS & ACCOUNTING** by Controller-Secretary Walter B. Gerould to whom go the honors of conceiving, setting up and running the school; **SALES & DISTRIBUTION** by L. E. Coleman; **CREDIT & FINANCE** by D. H. Mudd; and, **ADVERTISING & PROMOTION** by Harry Amtmann.

## 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.

Write for Prices and Information.

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

Brevard, North Carolina

## M. J. SULK

GOLF COURSES OF DISTINCTION  
DESIGNED AND CONSTRUCTED

124 MAIDEN LANE, NEW YORK 7, N. Y.  
PHONE WHITEHALL 4-0626  
ESTABLISHED 1920

## EUGENE "SKIP" WOGAN GOLF COURSE ARCHITECT

Design, Supervision and Construction

110 Summer St. Manchester, Mass.  
Phone Manchester 309



**NEW SNOW-PROOF FACTORY**—Bert E. Smith, President of The Snow-Proof Co., Livonia, N. Y., manufacturers of SNOW-PROOF leather preserver, which softens, preserves and water-proofs shoes, gloves, and leather goods of

all kinds, announces purchase of a new factory conveniently located on a railroad siding in Livonia, with plenty of storage space for handling carload lots of raw materials. SNOW-PROOF is supplied in 1-lb., 5-lb. and 3¼-oz. cans.

**IMPROVED LAWN ROLLERS**—Manufacturers of Dunham Water weight Lawn Rollers announce improvements to new 1948 models designed for smoother, more efficient operation. New features include self-lubricating Keystone Oilite Bearings, installed to make rollers easier to move about, easily removable aluminum pipe drain plugs to insure water tightness and speedy filling and emptying. Either water or sand may be used. For information concerning the Dunham line, address, John H. Graham and Co., 105 Duane Street, New York 8, N. Y.

**INSECTICIDE INFORMATION SERVICE**—Julius Hyman and Co., manufacturers of Technical Chlordane have established an Information Service Division. Results of laboratory tests, field trials and experiments conducted by the many state and federal agricultural agencies (and user experiences) with Chlordane are assembled and available as reference material. Aim is to maintain utmost accuracy in reports and uses and to provide a ready source of authentic information.

## ALLAN L. LONGSTAFF

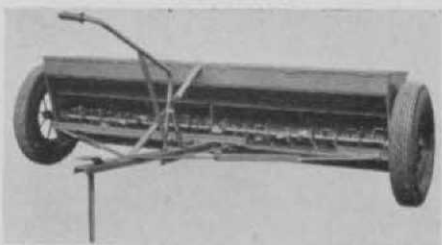
Established 1915 as Pro Golfer

Golf Courses Designed and Constructed

960A No. 20th St., Milwaukee 3, Wis.

Telephone: West 3428

**EZEE FLOW NON-CLOG SPREADER**—Ezee Flow Fertilizer spreader, made by Power Production Co., 10 S. LaSalle, Chicago 3, is getting strong endorsement from course supts. because of its cam arrangement that keeps ports from clogging and assures an even flow of fertilizer through the 32 ports of the golf course type of the device. Even nitrate of soda which was solid in the bags was evenly distributed without damage to the device. Lumpy material is handled easily and smoothly. It spreads in blanket form all commercial fertilizers, topdressing, arsenate of lead, lime and calcium chloride. Adjustment is provided within a 5 lb. range. Flow regulator permits tractor



seat control. The Ezee Flow has a welded steel body, four sets of factory lubricated and sealed heavy duty ball bearings and automotive type steel wheels. The device has 8 ft. span coverage.

**NEW PROTECTIVE METAL COATING**—Peelcote, a new protective coating for metal parts which can be easily and quickly peeled off after it has served its purpose, is an air-drying coating designed to protect from scratches, chips and corrosion during shipment, storage, handling and some types of fabrication which has been developed by the Watson-Standard Company, 225 Galveston Ave., Pittsburgh, Pa. It can be applied by spray or dip methods, dries quickly and is available in clear transparent or solid hiding black.

## WILLIAM B. LANGFORD

GOLF COURSE ARCHITECT

Balanced Topographical Design

Member:

American Society of Golf Course Architects

Telephone: Keystone 6501

2405 Grace Street, Chicago, Illinois





Semi-automatic golf ball winding machines electrically controlled stop at pre-determined size thus speeding up production. The machines stop automatically in the event the rubber winding thread should snap.

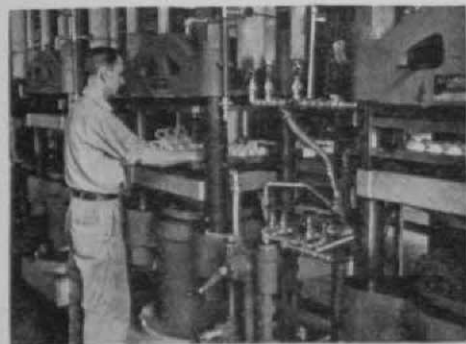


Automatic spraying machines are used for painting MacGregor golf balls. Flowing water in the interior of the spray booth removes all fumes and excess spray as operator feeds and removes painted balls while in same position.

### **MacGregor Ball Manufacture Result of Five Year Planning**

A tremendous expansion in production and sales of golf balls by MacGregor Golf, Inc., Cincinnati sports equipment firm climaxes an objective of the board of directors to broaden their field of manufacturing operations in the realm of golf and collateral sports over five years ago. MacGregor directors approved expanded operations under the condition that new products must maintain the MacGregor tradition for fine quality and that the manufacturing processes be undertaken with the best craftsmanship and the most effective machinery that could be developed.

The story of the manufacture of the golf ball involves interesting sequences of operations. Processes begin with the liquid center which is molded after being performed in a multiple cavity mold in a hy-



Several hydraulic presses like the above mold and vulcanize the cup-shaped covers on the rubber thread-wound ball. Similar presses produce the required center rubber ball which is the "beginning" of the MacGregor golf ball.

draulic press. This is the "beginning" or the "heart" of the golf ball, as on this center, a winding of fine spun-rubber thread is performed under high tension.

Quality product is maintained in the ball-winding as the wound cores are tested in a specially-built machine to check the compression of core—vital to a golf ball.

Golf ball molding operations require deft skill and timing, involving temperature control and time-gauging under heat and pressure. The liveliness of the golf ball will be destroyed in event the ball is maintained too long under heat and pressure.

Pressure amounting to hundreds of tons and a temperature of approximately 200 degrees Fahrenheit is applied, causing the balata cover-cup to become vulcanized into a perfect sphere, together with the imbedding of the well-known "dimple" indentations in the golf ball cover. Then the balls are frozen overnight with removal on the following morning. The balls next receive a very extensive "washing" process, which includes treatment with chemical solutions for removal of the last trace of dirt and grease, meanwhile etching the surface to enable paint to hold to the cover.

The first coat of golf ball enamel is applied and dried for 24 hours in a sealed, temperature-controlled drying-room. Balls receive a second coat of enamel before placement in a drying-room for seven more days. The balls are then tested for compression and grades.

After the balls are graded, they are stamped with metal dies and lettering in various colors applied for "visual" identification.

When packaged and packed in cartons, the balls are held in warehouse for seasoning prior to shipment to customers.

Preceding the marketing and distribution of the ball, MacGregor conducted hundreds of field tests, laboratory studies and had the critical analysis and observations of top-flight golfers.