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NEWS from the MANUFACTURERS

WILSON'S 50c BALL—Addition of a 50c golf ball to the Wilson Sporting Goods line is announced by William F. King, VP and gen. sales mgr. King states, "Cost does not warrant manufacturing a 50c ball at present but nevertheless we feel the necessity for taking care of the popular priced field." Possessing outstanding qualities, the 50c ball will be made with a durable cover and a center wound with natural rubber. With delivery commencing in January, full information will be sent to the trade, including prices, trade names of the balls, etc.



INDOOR GAME—All-American Table golf game is a new product of the San Fernando Valley Game Co., Box 4521, North Hollywood, Calif. This game is laid out on a cardboard replica of the famous No. 2 championship course at Pinehurst, N.C. Its cover features a picture of the Spalding Kro-Flite golf ball and in the game itself the players use balls bearing other Spalding brand names. This is a game in which the golfer's knowledge is tested. It was a big seller for Christmas and ought to go throughout the year for golfers.

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Putting Green Mixture Tee Mixture
Fairway Mixture Rough Mixture
Bunker Mixture

Special Mixture made to your own formulas

Write for our special catalog today

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Dept. 65

35 Cortlandt St., New York 7, N. Y.



NEW FAUCET-HOSE SWIVEL—Broken hose, kinks and leaks due to faucet rigidity are said to be eliminated with a new

swiveling faucet connector called Swiv-El which swings in a complete circle (360 degrees) and turns with the hose. Swiv-El is manufactured by the Kiener Machine Products Co., 1313-A North Mission Rd., Los Angeles 33, Calif.



TOURNEY MONEY \$550,000—PGA 1948 tournament schedule shows \$550,000 prize money for 36 events starting with the LA Open Jan. 2 and concluding Oct. 3. Top event is George S. May's Tam o'Shanter event with \$50,000. Schedule shows an increase of \$42,000 over 1947 and a decrease of six tournaments. There were 38 requests for the 22 open dates on the 1948 tournament calendar.

NEW HAGEN CATALOG—Ed Rankin, mgr. Walter Hagen division of Wilson Sporting Goods, announces the publishing of a new 1948 Hagen golf catalogue. Designed by Joe Risolute of Wilson's home advertising department, the catalogue features the Strata-Bloc material in wood clubs covering a complete price range. Also included in the book are the popular "Haig Irons" and the American Lady woods and irons. In the golf ball line, the "Haig" golf ball heads the list in the book with Trophy Plus, International and Speed Flo following. Distribution of the catalogue has begun to professionals located where golf is a year around game. Pros who are not at their regular posts and desire a copy of the catalogue are advised to write their nearest Hagen office.



SAVE MONEY THREE WAYS

The Modern Lawn Mower Sharpener saves you money three ways in your maintenance operations. Modernize, Standardize, Economize the Modern Way. Send for FREE Bulletin No. 16A for details.

MODERN MANUFACTURING COMPANY

160 N. Fair Oaks Pasadena 1, California

ACUSHNET ADS ON ALL BALLS—For some time past, Acushnet has been putting all its advertising emphasis on the Titleist for professional play. This has had two important and not entirely satisfactory results. First, it apparently has made many people think that the high-compression Titleist is the only ball manufactured by Acushnet. Secondly, it has caused many, for whom this ball is not designed, to play it. The Titleist for professional play is a top-compression ball designed for the very long, hard hitter. It is so tightly wound and its cover is so thin that unless hit perfectly,



Use LIQUA-VITA, the Complete Liquid Fertilizer

Enthusiastic letters, along with their orders for the 1948 season, are being received from Greenkeepers all over the country as to results obtained with LIQUA-VITA on their greens this past season.

Better turf—better root action—no burning—easy to apply—saves labor—can be applied with fungicide.

"A TRIAL WILL CONVINCE YOU"

Literature and prices will be sent on request.

AMERICAN LIQUID FERTILIZER CO., Inc. Marietta, Ohio

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

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it is apt to cut or bruise and will actually not give the distance to an average hitter that a lower compression ball will.

For this reason, Acushnet plans to advertise in 1948 its whole line of balls—the Titleist for professional use, the Titleist for expert use, the Bedford, the Green Ray and the Pinnacle. The three first balls mentioned are top quality balls retailing through the Pro Shop at 95c each. The Titleists vary only in the compression used in their manufacture. The Bedford is the tough cover ball for the average player.

The Green Ray is Acushnet's ball for the 70c retail market and the Pinnacle, which has not been manufactured since before the war, fits into the 50c retail niche.

This year, Acushnet, through national advertising, point-of-purchase display and through personal contact with the pros, is aiming to educate the public that Acushnet makes a ball particularly suitable for each type of player and his individual game. From the player's point of view, this is an important and constructive effort. It is a fact that the average player will do better with the ball designed for him (Titleist for expert play or Bedford) than he will with the high compression ball sold for professional use. On the other hand, the proficient player will find that the high compression Titleist will give him 5 to 15 more yards off the tee or on his brassie shots.

Acushnet adds: There is still a vast number of golfers who must consider cost in playing the game. For these, the Green

Ray and Pinnacle are expressly designed. Both are long, accurate and fairly tough balls. Like all Acushnet balls, they pass through the same rigid inspection and examination before leaving the factory.

Acushnet sales for 1947 reached an all-time high.

IOWA SCHOOL, MARCH 8-9—Iowa State college will hold 14th annual greenkeepers' short course conducted by Iowa Greenkeepers' Assn. and the college on March 8 and 9 at Ames, Ia. Program is being prepared. Details may be secured from H. L. Lantz, Iowa Agricultural Experiment Station, Ames, Ia.



ALL-PURPOSE "GET-ABOUT"—The Motorette, a small, light, all purpose, three-wheel run-about is finding increased use at golf clubs as transportation to the club, mechanized caddy or delivery vehicle. The newest model manufactured by The Motorette Corp., 1560 Harlem Road, Buffalo 6, N.Y., has six horsepower engine with automatic clutch and transmission.

DO NOT FAIL TO VISIT

The National Turf Conference Feb. 9-13th, at the Book-Cadillac Hotel, Detroit, Michigan
See you there.

R. R. BOND, Prop.

Old Orchard Turf Nurseries . . . BOX 350, MADISON 1, WISCONSIN
The Greens are the Foundation of All Successful Golf Courses



George T. McCarthy, mgr., golf ball sales, U. S. Rubber Co., discusses U. S. Royal and U. S. Fairway golf balls before group of more than 80 district sales mgrs. and salesmen at organization meeting of 1948 sales program for general products division in the Sheraton hotel, Chicago.

U.S. "NOBBY" AT 50 CENTS—A 50-cent golf ball to help economy-minded golfers "beat inflation" is being produced by the United States Rubber Co. The ball has an exceptionally tough cover to withstand abuse although it will not fly as far as the top-grade U.S. Royal, which retails for about 95 cents, or the U.S. Fairway, retailed at 70 cents. The ball went on sale in the south and other resort areas January 1 under the name of U.S. Nobby, a name well-known to golfers before the war. It will be available throughout the United States in the spring. "This ball will help the municipal and daily fee player to lick the high cost of golfing," said George McCarthy, manager of golf ball sales for U.S. "It is also a good ball for practice play and for beginners."



WRITERS TO PICK GOLFER OF YEAR—Golf Writers Assn. of America's 135 active members are voting on "Golfer of the Year" to receive the scribes' William D. Richardson memorial award. The award is to be made to the golfer who is first choice of the writers as the one whose performance was of greatest benefit to the game during 1947. By establishing that basis of recognition the writers considered that their award would be made unique instead of becoming merely another award to a leading scorer.

JACOBSEN'S PARK 30—Jacobsen Mfg. Co., Racine, Wis., announces its new Park 30 power mower for large area applications. It is designed for golf courses, parks, cemeteries, large estates—wherever the need is for a big capacity machine that will stand up for long, steady operation. The Park 30 is equipped with a 3 hp. Wisconsin air cooled engine, 5-blade, all-steel, welded reel $7\frac{1}{2}$ " in diameter and 30" wide. Cutting heights are from $\frac{3}{8}$ " to $2\frac{1}{2}$ ". Drive wheels are located behind the cutter unit and in-

HARDWOOD FLAG POLES

Made of the finest, kiln dried, second growth, tough White Ash. Tapered from approximately 1" at bottom to $\frac{3}{4}$ " at top, and fitted with flanged aluminum ferrules to fit standard $1\frac{1}{8}$ " 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.

Your inquiries and orders will be referred to a nearby distributor.

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side the two side frames. This permits cutting close to trees, flower beds, buildings and eliminates much hand trimming. The mower has a differential drive with heavy auto-type bevel gears enclosed in oil tight housing. Power transmission is through heavy duty chain and machine cut sprockets—all chain drives are shielded or enclosed. Both the main drive clutch and reel clutch are easy-acting, spring-loaded, disc type units. Levers are located at the handle for easy finger tip control. In addition a special traction clutch, located at the lower right hand side of the mower, disengages both reel and traction clutch permitting easy guiding of the machine for storage. In designing the Park 30, ease of service attention was given prime consideration. Cutting unit or drive members may be removed without disturbing either side frame. Lubrication points are easily accessible. Ball bearings on the reel and traction mounting are fully sealed and grease packed. They require no adjustment or oiling. The Park 30 is built for riding sulky attachment, a feature which permits substantial reduction of mowing time and operator fatigue. It can, of course, be operated as a walk behind mower. Cutting capacity of from 4 to 7 acres per day; net weight of machine, 340 lbs.

WHISTON HEADS CHICAGO DIST.—Frank M. Whiston, Edgewater GC, was elected pres., Chicago District GA for 1948 at CDGA annual meeting, Dec. 12. The association reported about 9000 handicap cards sold last year. Play at veteran hospital courses built by income raised by CDGA tournaments was reported as averaging 200 each day weather permitted any play in 1947.



JUSTICE PLUG EJECTOR—A hard tining tool with new plug ejector feature speeds up aeration at minimum cost, makes it possible to add soil conditioners without compacting greens, and its use aids root development and internal drainage. Manufacturer is Dave W. Justice, 501 S. W. 44th St., Oklahoma City, Okla.

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FAST PROGRESS ON NEW SPALDING PLANT

Structural steel work has been completed at A. G. Spalding & Bros.'s new \$2,000,000 addition at Willimansett, Mass. Other phases of construction of the 7-acre plant which are now moving forward at a fast pace are: brick work, flooring of the offices, steel roof decking, and all grading and filling.

"It looks as though we would be able to carry right through on our time schedule," says Walter B. Gerould, Spalding sec-controller, who has directed and coordinated all phases of this huge undertaking since its inception. Ideal weather conditions last fall helped us substantially.

"In 1948 when our new project is completed, equipped and operating as a single manufacturing unit with our present Willimansett plant, we will have a floor space of approximately 500,000 square feet. We will have the most modern, and I believe the largest, sporting goods factory in the world."

WILSON PRO-ONLY CATALOG — Wilson Sporting Goods Co. has issued its new Restricted Line golf equipment Catalogue. The book illustrates and describes the new 1948 professional line featuring the Strata-Bloc construction, which has been incorporated in Wilson wood clubs covering a complete price range. The book is highlighted by such pro-only brands as Top-Notch, Head Speed, Foremaster, and others.

GLENN MORRIS IN NEW JOB — Glenn Morris, widely known in golf as a really great promoter of the game, has resigned as managing director of the National Golf Foundation to become associated with Ewell and Turber, advertising agency of Chicago. Morris came from sports writing into the advertising dept. of Wilson-Western shortly after World War I. He later became advertising manager of Wilson, then became gen. mgr., L. A. Young Golf Co. Shortly after Pearl Harbor Morris went into his second World War and came out a colonel in the AAF. After work with the Athletic Institute he rejoined the National Golf Foundation which he had developed into a vigorous golf promotion activity prior to the war. As an indication of how ably Morris has handled the golf promotion job, Joe and Herb Graffis who, with Morris, conducted the National Golf

Foundation activities, have had to get two bright young men, Rex McMorris and Ken Clafford, to fill in for him.



Ivan Seay, Christchurch, New Zealand, head of A. G. Spalding & Bros. plant there (Center) inspects new Spalding woods with Frank Williamson (L.) manager of Spalding's golf club factory dept., and Jerry Douglas (R.) asst. mgr.

NATIONAL CART DISTRIBUTES NEW AMERICAN BALLS



Chas. A. Burhans (L.), pres., National Cart Corp., Pasadena, Calif., and James A. Barton (R.), pres., American Golf Ball Mfg. Co., Los Angeles, sign contract whereby National organization, which has been highly successful in golf cart making and selling, takes over distribution and advertising of American's Fly-Wheel action Proplay and Cuplay golf balls. Both balls retail at 95 cents. Proplay is for pro-only sale.



WILSON AND ICELY PRESENT 4-H STARS

At Wilson's 30th annual party for 4-H club youngsters, Thomas E. Wilson and L. B. Icely introduced a great array of sports stars. (L. to R.): Ted Williams, American league batting champion; Ellsworth Vines, golf and tennis star; L. B. Icely, Thomas E. Wilson, Jim Ferrier, PGA champion; Jack Kramer, Wimbledon and U. S. National tennis champion.

CLUB SELLING IDEA—Ralph Happer of Wilson's branch relays an effective selling idea used by pro Pat Markovich, Richmond, (Calif.) GC. Stating that shipments of new equipment have been promised, Markovich advises his members to take an inventory of their clubs. The inventory consists in checking the age of the equipment, the condition of the shafts, necks, grips, condition of the wood clubs, the value of the clubs, and the comparison in price between new clubs and the prices of 1941. Result sales.

DUINO CLAIMS CHAMPS—Eddie Duino, pro, San Jose (Calif.) CC claims his club has a higher percent of low handicap players than any other club in the country. Of Eddie's 300 members only about half are active and of these 22 have handicaps of 6 or better. Eight members have 3 handicap or under. If your club can beat San Jose's showing let GOLFDOM know.

WIS. IN WESTERN CADDIE PLAN—Wisconsin GA has joined with Western GA in broadening the Western's Evans caddie scholarship plan. Wisconsin caddies will be sent to University of Wisconsin. Evans scholars foundation of the Western GA now has \$70,000 on deposit.



Members of British Ryder Cup Team, (L. to R.) Arthur Lees, Jim Adams, Fred Daly and Eric Green, visit golf club factory of Wilson Sporting Goods Co. on way home from matches in Portland, Ore.

MICHIGAN OFFERS PGA MOVIE—Michigan section PGA is offering thru Florez, Inc., 815 Bates st., Detroit 26, Mich., prints of 20 minute sound full color movies of the 1947 PGA championship for \$150 per print. Black and white sound prints are offered at \$85 per print. The prints are licensed and sold for PGA use only for admission-free showings.

HAND-MADE WOODS—Woods made to specification, with proper weight, balance, length and choice of shafts for the individual customer are again being made by Bench Craft Golf Products Co., Glen Head, N.Y., headed by Charles F. Smith, well-known Long Is. Professional and his son, Charles, Jr. In addition to the hand-made woods they have a line of accessories for the pro shop for repair of clubs including cleaning paste, wax, lacquer, grips, sewed buff wheels and nylon string.

McNULTY RESIGNS—Henry P. Cowen, pres., MacGregor Golf, Inc., has announced his acceptance with regret of the resignation of William J. McNulty, vice pres., who is leaving to enter private business in the east. McNulty had been with MacGregor the past ten years, first as sales representative for the company in the southwest, and for the past two years following his discharge, from the Navy, as merchandise manager at the Cincinnati office.

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Phone Manchester 309



GOLF GLOVES GO TO SCHOOL—Reading, writing and 'rithmetic have given way to sizing, stitching and sewing in this Peoria, Ill., school building! Purchased in May of 1946 by the K. L. Burgett Company—manufacturers of golf gloves, including PARGLOV, PARGRIP, and FULPAR—this former Lutheran school building now serves as general offices, shipping department and factory. Its production is supplemented by that of the firm's plant at Roanoke, Ill. Mr. Burgett invites pros and golf equipment dealers to visit him and inspect the remodelled building and its equipment.

"LOOK AHEAD WITH JACOBSEN" is title of new booklet depicting quarter century of progress in the manufacture of power mowers by the Jacobsen Mfg. Co. One of the pioneers in the development of the power driven mower, the company has enjoyed a steady growth since its founding in the early twenties. Under the direction of Oscar T. Jacobsen, pres., and Einar A. Jacobsen, vice pres., the company's sales and advertising policy backed by sound engineered products has earned an established reputation for the Jacobsen equipment throughout the country.

WILLIAM B. LANGFORD

GOLF COURSE ARCHITECT

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NEW COURSE EQUIPMENT HOUSE—

David D. Gustine is opening a new golf course equipment house in Shreveport, La., nerve center for the area which takes in southern Ark., east Texas, and northern La. Gustine's new business will operate under the name of Ark-La-Tex Specialty Co., 417 E. 70th St., with complete sales and repair service for power equipment and golf course accessories. Among the lines on which Gustine will handle sales and service are Toro mowers, Buickner sprinklers, Standard Mfg. course accessories, Swift Vigoro and Page fencing.

NEW LINES FOR PRO SHOP—

Joel Bennett, one of Frank Walsh's assistants at Red Run GC (Detroit dist.) suggests that bowling equipment might be a good pro shop item for fall at clubs that have bowling leagues. A lot of pros bowl with their members as well as play golf with them. Joel also says archery ranges should be investigated by clubs that want to keep members coming all winter. He adds that archery equipment would be a pretty good profit line for pros at such clubs.

GOLF TEEING DEVICE—Automatic manually operated ball teeing device for golf ranges and clubs which has specially designed 100-ball hopper; 60 inch, rubber mat covered platform constructed of 2½ inch angle iron guaranteed against breakage for two seasons; can be installed in 10 minutes and is simple to store. Manufactured under trade name of Prestoe Golf Tee by Otto Hardt, 7501 Lyndale Ave., So., Minneapolis 9, Minn.

CLASSIFIED ADS

Pro Assistant—Crack clubmaker and teacher desires assistant job at an exclusive club preferably. Class A, PGA member and professional since 1925. Age 43, married. Address Ad 102, % Golfdom.

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