

NEWS from the MANUFACTURERS

STOLEN — APRIL 27

More than a hundred dozen Walter Hagen golf balls and a large quantity of Gene Sarazen Stroke Master irons were stolen from a truck load of golf equipment in Chicago, April 27. Balls stolen included both "The Haig" and "International" brands. Clubs stolen were in sets of five and six and included 2, 3, 5, 7, and 8 irons.

Golf range operators, professionals, or individuals who may be contacted for purchase of this stolen equipment are asked to notify Mr. Philip Kuhlman, Federal Bureau of Investigation, 1900 Bankers Bldg., 105 West Adams, Chicago, phone: Randolph 2150, if they have any information; names, license number, or descriptions, which will lead to the apprehension of suspects.

Monti Joins Wilson Staff



Recommended for his new position by Lloyd Mangrum with the comment, "He looks like one of the best young prospects that I have seen come up the tournament trail in a long time," Eric Monti, Santa Monica, Calif., is the newest member to join the Wilson Sporting Goods Advisory staff.

Country Club Matting

A new floor covering material made of high grade rubber and tough cotton cord



PROZOWN HED-MITS.

BOOST YOUR SALES



Soft, supple leathers . . .
superbly tanned and sewn . . .
dramatically displayed . . .
backed by a famous name and
pro-only policy . . . priced
right, with extra dollars for the
pro. Get yours from—

WM. J. ZWASKA
525 Elm Spring Ave., Wauwatosa 13, Wisc.

DOUG. GLEASON
1154 Plymouth Bldg., Minneapolis 2

TEE BRANCA
The Country Club, Salt Lake City 5

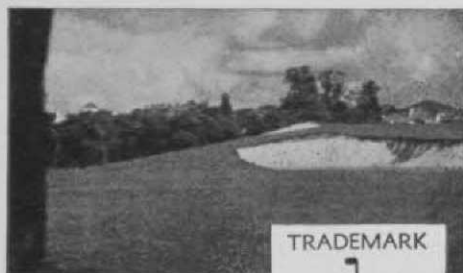
BRYAN WINTER
3418 Greenville Ave., Dallas 6

WALTER A. STEINWAY
1801 W. Covina Blvd., San Dimas, Calif.

MARK J. DOTZLER
6110 Pershing Ave., St. Louis 12

Bonded Brands

629 W. Washington St., Chicago



DUBOW

Symbol of Golf Club Excellence

Makers of the famous line of *Jock Hutchison* and the *Betty Hicks* men's and ladies' golf clubs, and the popular *Jock Hutchison Golf Ball*, the finest golf ball that can be made. Write for descriptive folder and price list.

J. A. DUBOW MFG. CO.

1905-13 Milwaukee Ave.

Chicago 4, Ill.

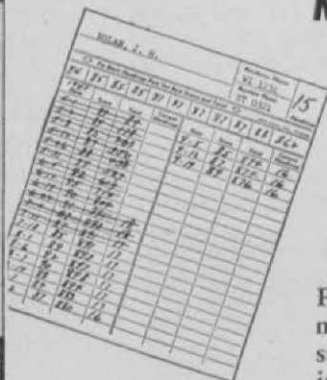
composition 7/32 inches thick available in rolls 3 feet wide and 24 or 48 feet long is manufactured by the American Mat Corp., 1802 Adams St., Toledo 2, O., as Country Club matting. Literature on this sturdy product manufactured to withstand heavy traffic under the spikes of golf shoes may be obtained by writing the company.

Spalding's Sport Show Ads

Spalding's Sport Show newspaper advertising campaign is now ready to start on its fifth season, bigger than ever. This series of top-notch sports cartoons is again the work of Willard Mullin, ace sports artist of the New York World-Telegram. Readership studies last year placed Spalding Sports Show ads first in male reader interest. With this year's increased circulation, the present series should do even better in building an audience. They will present an estimated total of nearly 120,000,000 sales messages. As before, the series will be available in booklet form as well. Nearly 2,000,000 have been distributed so far.

HAVE YOU RENEWED YOUR GOLFDOM SUBSCRIPTION?

Ten-Score Handicap Racks and Cards

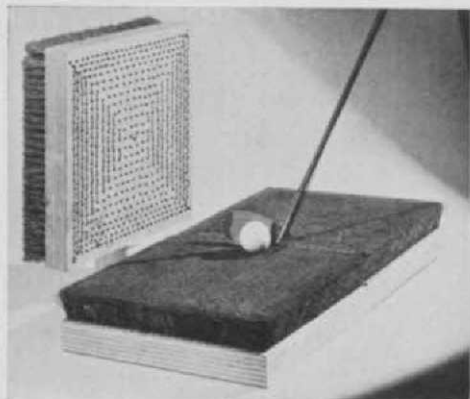


Now Available...

Bring your handicapping system up to date by installing this new and larger rack and card system. Provides adequate space for both basic and current handicaps.

Prominent display of members' individual standing encourages posting of all scores and promotes greater participation in competitive events. Ideal for locker room and pro shop use. Cards, and racks in many sizes, in stock for immediate delivery.

JOHN WILLY, INC., 123 North Wacker Drive, Chicago 6, Ill.



Mozel's "Brush" Turf

Joe Moxel Golf Enterprises, 718 N. E. 12th Ave., Portland 14, Ore., is getting big sales for its turf-like practice tee mats which now are marketed nationally after 12 years development work by Joe Moxel and his customers at the Lloyd golf range and course at Portland. They are made of green tampico fibre, 12 in. by 12 in. in area and with 1½ in. fibre which can be cut down as it is worn in use to ¼ in. The fibres are wire-stitched to the base. The brush stands heavy abuse and exposure.

PHILLIPS GOLF SPIKES



SIZE
1" Diameter



FITS
Regular
Receptacle

The Swing is to the

LARGER BASE

- WILL NOT TILT or Break Through Sole.
- KEEPS THE SPIKE ERECT.
- PREVENTS OUTER SOLE from Rolling.
- WEATHER TIGHT — RUST PROOF.

(White Plated or Black Finish)

WILL NOT TURN BY THE THREADS

F. C. PHILLIPS, INC.
STOUGHTON, MASS.



*
A new patented glove, developed after years of testing and experimentation. Order today!

FORE!

THE MOST SENSATIONAL
NEW DEVELOPMENT IN GOLF!

"Shur-Grip" GOLF GLOVE

- Firmer grip when you need it!
- Gives you a secure feeling at top of swing!
- Minimizes slippage and improves your score!
- Enables you to play happier golf!
- Made of top quality leather by skilled craftsmen!

"THE" PAT PATTERSON
CORPORATION

BOX 200

GLOVERSVILLE, NEW YORK

HERE IT IS!

The new, sensational *Golf Pride* **GRIP**

Designed and Molded for Two-Way Grip. Easy on hands; all shock eliminated.

Air-cooled for removal of moisture from hands and gripping service.

Molded directly to the shaft; cap and grip one unit.

Choice of five colors, with or without cork. Also three different sizes: large—medium—small.

The only grip for a perfectly balanced set of golf clubs, as all grips are uniform in size and weight.

Prices and information to Pros and individuals furnished on request.

Pro Shop and Driving Range Licensee.

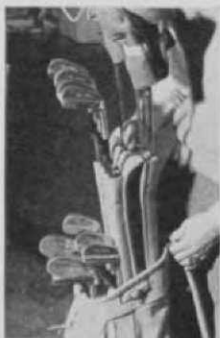
KOSAR'S GOLF DEVELOP. LAB.

634 Portage Trail — Cuyahoga Falls, Ohio



Bag-Pak Protects Clubs

Bag-Pak, a device made up of six or eight units that slips into any size or shape golf bag, invented by Hugh Bancroft, professional and owner, Highland GC, Tulsa, Okla., is distributed by MacGregor Golf, Inc., Cincinnati, O., and will be sold through professionals only. It is designed to prevent dove-tailing of clubs in the bag and rough handling by caddies. The units permit the individual separation of each club thus protecting the shafts and grips by housing the clubs the full length of the bag and makes it possible for clubs to be kept in rotation.



Stroke Savers Are Back

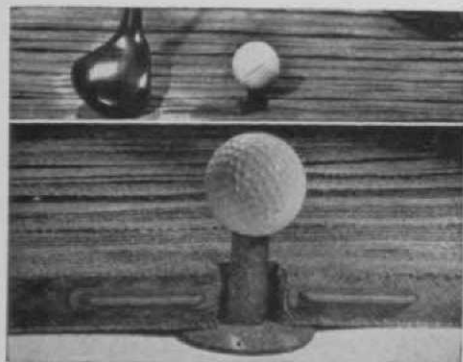
Beckley-Ralston Stroke Savers are again available after being off the market for four years. Since their introduction, 20 years ago, more than 1,000,000 have been sold. The original basic construction and balance of Stroke Savers have been

KOSAR DRIVING TEE EASIER — FASTER — CLEANER

The ONLY TEE for Driving Tee Mats

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

★ Easy convenience adds to player enjoyment ★ Helps keep Driving Ranges cleaner ★ 50% savings over wooden tees.



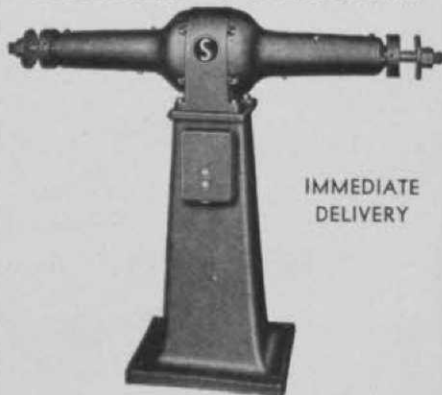
Send for Free Sample. Used by better ranges everywhere.

4' x 5' Driving Tee Mats: 1 to 10—\$25; 11 or more—\$22.50.

KOSAR'S GOLF DEVELOPMENT LAB.

634 Portage Trail — Cuyahoga Falls, Ohio

BUFFER-POLISHER



IMMEDIATE
DELIVERY

EVERY PRO SHOP...

needs this STANDARD "CLUBMASTER" Golf Club BUFFER-POLISHER. Wide swing with 1 H. P. 1750 RPM motor permits two boys to work at the same time. We can also furnish the 8" by 1" cloth and wire wheels. Immediate Delivery!

Write for Bulletin 110

THE STANDARD ELECTRICAL TOOL COMPANY

2524 River Road, CINCINNATI 4, OHIO

maintained, and the 1948 models have improved, perforated, brown leather grips and triple-plated heads. Stroke Savers, known as the "Short Game" irons, are used for all shots within 50 yards of the green. There are three clubs in the set—a putter, approach cleek and chipper, all nationally advertised. The "Walloper" is also available again. This iron driver takes the place of woods for the players who have trouble using them. It has the lie of an iron and the bulk and power of a wood driving head. Then, there is the Trap-Shooter Niblick, a two-purpose club for playing difficult lies out of sand traps and heavy rough. The entire line is in production and ready for immediate delivery. Beckley-Ralston, a division of Rutledge Outing Equipment, 3333 Belmont Ave., Chicago 18, Ill., will send additional information upon request.

Blue Mountain Bent

Chan W. Baker, Baker Grass Industries, 111 NW 36 St., Miami 36, Fla., advises Blue Mountain bent, a newcomer in the Colonial group, has been developed by, and will be introduced by H. L. Wagner & Sons, who also made Illahee fescue available. Baker says Blue Mountain bent

GOLF CLUBS BUILT
FOR A PURPOSE...
NOT JUST MADE TO SELL

Allied
WOODS and IRONS

ALLIED GOLF CORP.
4528 West Fullerton Avenue
CHICAGO 39 • ILLINOIS



BETTER GOLF GLOVES
By
"PARKER"

Featuring: The Sensational
JERRY BARBER
SKIN-TOUCH

Gives Ultra Grip and Feel
Watch the Tournament Pros

PARKER GLOVE CO.
1050 Venice Blvd., Los Angeles 15, Calif.

GOLFERS —
refinish chrome plate and
rust proof all your **\$1.95**
golf clubs for . . .

Only Tools Needed Are Soft Cloth and
NEW ION KROME KIT

Amazing invention makes old golf clubs new. Gives long lasting rust-proof chrome finish that lasts longer than the original. Entirely new plating principle. Banishes need for electrolytic equipment.

DON'T DISCARD RUSTY CLUBS

Make old clubs new. Ion is as simple to use as auto polish, yet this revolutionary new plating kit gives an enduring new metal plate that resists rust and exposure. One Ion Krome Kit will chrome finish and rust proof as many as 38 clubs, depending upon their condition, for \$1.95. Also chrome metal plate auto trim, tools, etc. Present supply limited. Dealer Inquiries Invited.

ION INDUSTRIES, INC.

Sales Office

141 WEST JACKSON BLVD., CHICAGO
Room 855 — Tel: Wabash 5527

EXTRA
Teaching Tees—
Any 15 ft. space



Golf-Trainer

EXTRA PROFIT
from Sales of
Sets for Members



● Portable driving-range. Replaceable real ball patent-anchored to nylon cord and weight, which slides across aluminum base. Sell sets at \$15 each to club and members. Stock only one, profit on orders for others. Order yours now, pay only \$9 COD.

Golf-Trainer Co.
407 S. Dearborn St. - Chicago 5

FOR A BETTER GAME!



**LEWIS
GOLF BALL
WASHERS**

Ask your
GOLF SUPPLY DEALER

combines the fine textures of the Rhode Island type bents with the rugged, hardy characteristics of the Highland. Its color is a bright vivid green and because of a heavy underground root system, it handles itself well under rather dry conditions. He ads it is unexcelled for turf areas maintained at fairway length even on poor lands, yet it will not crowd out such other grasses as Kentucky bluegrass. Its resistance to disease and fungus attacks is credited almost equally between its natural hardy characteristics and the sturdy conditions under which it is grown. Produced in rows on soil of volcanic origin at an elevation of about 3500 feet above sea level, it thrives without irrigation, even though the average rain fall seldom exceeds 16" and never exceeds 20" annually.

New Athletic Tape

Seamless Rubber Co., New Haven, Conn., has introduced Pro-Cap athletic tape for which the manufacturers claim marked reduction of itching and irritation often caused by athletic tape, better adhesion than usual tape, no slipping and no curling at edges. Makers also say Pro-Cap may be left in place for long periods or new plaster applied over the same area without causing undue irritation or maceration of the skin.

TIRE MATS

1—Driving Tees

Driving Range and Public Course Operators . . . here we believe is the finest tee made from tires. Designed to specifications of well-known pros, these mats are functionally ideal, reversible, and virtually everlasting. Immediate delivery. Sizes 42"x60" and 48"x60". Also special sizes.

2—Floor Mats

Tire Floor-Mats in long runners and special sizes for locker room, grills, entrances, and shower rooms. Pay for themselves by saving floors, spikes, and preventing accidents. Low prices due to high production.

Prices and information available upon request.

MERCHANTS TIRE COMPANY

2710 Washington Blvd.

St. Louis 3, Mo.

MORE SWINGS, MORE PROFIT

for
OUTDOOR and INDOOR
DRIVING RANGES



AIR-FLO TEES

are completely Automatic

Suction holds ball on tee. The instant ball is hit, tee recedes to receive another ball from hopper. By the time you carry through, tee with ball is in place for next drive.

They pay their way
many times over.



Pay for their use each month from greatly increased profits. Ask for demonstration. No obligation.

AIR-FLO TEE DISTRIBUTING CO.

710 Pence Building Minneapolis 3, Minnesota

WEST COAST STATES

AIR-FLO TEE COMPANY

5638 S. E. Woodstock Blvd. Portland 6, Oregon

A TOOLSHOP IN YOUR HAND

FIRST TOOL OF ITS KIND
— TODAY'S FINEST

Valuable around pro
shop and for club-
house repairs.

Smooth, steady power
at your fingertips to
grind, drill, polish,
rout, engrave, cut,
carve, sand, saw, etc.

A fine gift for a
friend or yourself.

HANDEE

**TOOL OF
1001 USES**

The efficient Handee works on metal, alloy, plas-
tic, wood, horn, bone, glass, etc. 25,000 r.p.m.
AC or DC. Easy to handle. Weighs only 12 ozs.
GET THE HANDEE KIT. A handsome, all-steel case
with Handee Tool and a complete assortment of 40
accessories. Complete, \$27.50. Handee only, with 7
accessories, \$20.50. Get it at stores everywhere. If
they can't supply you we'll send it postpaid. Satisfac-
tion Guaranteed! Free — New 52-page Manual.

CHICAGO WHEEL & MFG. CO.
1101 W. Monroe St., Dept. G, Chicago 7, Ill.

Twin Sport

AMERICA'S STURDIEST CARRIER

\$21.50

It's beautiful — and really
built to take it. A top
profit item for your pro
shop — a rental money
maker for the club.

TOP DISCOUNTS to
professionals and recog-
nized clubs.

Write today for details.

Outboard motor mount
\$2.75.



Prices Subject to Change Without Notice

BOYD, INC. 711 E. FOURTH
ROYAL OAK, MICH.

New Kroydon Booklet



Photo shows the
front cover of the
attractive new
Kroydon booklet
recently mailed to
golf professionals.
The new booklet,
beamed to the in-
terests of both golf
professionals and
their pro shop cus-
tomers, covers the
start of the Kroy-
don company and its

extensive progress
under the direction of its president, Ca-
mille Gairoard. With liberal use of ex-
cellent photographs it presents many
noteworthy features of golf club and shaft
design, engineering and production de-
veloped by the Kroydon organization. Ad-
ditional copies may be had by writing the
Kroydon Co., Maplewood, N.J.

Portable Bench Grinder, Buffer

The Modern Mfg. Co., 160 N. Fair Oaks
Ave., Pasadena, Calif., introduces a new
portable bench grinder and buffer weigh-
ing 49 lbs. complete with motor. The stone
has a capacity of 6" x 1" x 1/2", giving a
wide surface for different grinding opera-



Series
S-46

WRITE FOR NEW, 1948 TROPHY CATALOG!

SUNRAY LOVING CUP

Comes in beautiful (gold color) with gold engraved band
around bakelite base.

Height 7 1/2"	\$ 8.00	Height 15 1/2"	\$25.50
Height 10"	12.00	Height 18 1/2"	31.50
Height 12 1/2"	17.00	Height 21 1/2"	37.50

FULL MODELED TROPHY

All sunray finish; height 9" \$11.75

TROPHY & MEDAL SHOP

10 S. WABASH AVE. CHICAGO 3, ILL.



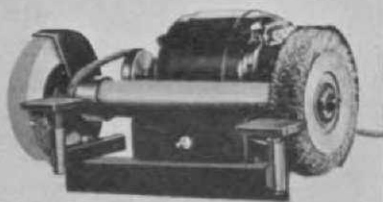


"CHAMPIONSHIP GREENS WITH AGRICO"

Joe Ball, Greenkeeper, Chartiers Heights Country Club, Crafton, Pa.

"I have used Agrico for 15 years, and it keeps my greens in championship form," writes Mr. Ball. "In 1946 the West Penn Open was held here, and our greens received many compliments. Cushion, color and texture of grass were excellent. Agrico helps control weeds by promoting growth of desirable grasses." Order Agrico now — it's America's No. One Golf Course Fertilizer. Ask your regular supplier, phone nearest A.A.C. Sales Office, or write to The AMERICAN AGRICULTURAL CHEMICAL Co., 50 Church St., New York 7, N. Y.

AGRICO *Country Club Fertilizer*



tions or the stone guards may be removed and grinder used as a polishing or buffing head. Speed of Mandrel shaft is 2500 R.P.M. which helps prevent clogging of grinding wheel or burning of material being ground. Furnished complete with motor, grinder can be powered by any motor when ordered without motor as grinder will be furnished with proper size belt and pulley.

Golfcraft's True-Goose

Tru-Goose irons by Golfcraft, Inc., Chicago, present a new design which its makers declare is a marked improvement over the time-honored gooseneck principle, and incorporates innovations that materially assist in lining up their shots. Golfcraft's Tru-Goose irons feature a design refinement in the hosel that gives the player in his club what he would normally achieve through the positioning of his feet in connection with the ball. Tru-Goose irons make it easier to line up shots off the left heel, leave the player free to concentrate on which club to use and make the moment of impact at the finish

Profit from the Experience of Profit-Wise Range Operators...

They solve their driving mat problems with



MELFLEX HEAVY DUTY **TEE MATS**

Made From Bomber Airplane Tire Carcasses

Easiest Playing • Safest • Most Dependable

Longest Lasting Tee Mats Ever Produced

Weather proof — do not curl, warp or fray — non-slipping wet or dry — reversible to provide four different driving areas. Full 1" thick; 48" x 60" — or larger.

Write for folder and prices

— **PROMPT DELIVERIES**



Insist on "Melflex" for Underfoot Safety and Protection.

LANDING MATS • STEP TREADS
AISLE and CORRIDOR RUNNERS
SHOWER and KITCHEN MATS
LINK TYPE STANDING MATS

**SPECIFY
MELFLEX**
— it means
long lasting
safety and
economy



MELFLEX PRODUCTS CO., Inc.

L. E. Warford, Pres.

410 S. BROADWAY . . . AKRON 8, O.
In Canada: P. O. Box 411, Ft. William, Ont.



of the down-swing and the point of impact, in exact line with the shaft's center of gravity. Professionals playing Golfcraft's Tru-Goose clubs in winter tournaments were enthusiastic in their approval of design, construction, and appearance. They report that iron shots tend to be cleaner, with an obvious increase in control. Back spin was easier to obtain because turf impact is easier to judge. Tru-Goose irons by Golfcraft are available in Ralph Guldahl and Joe Kirkwood Autographed and Personal models, also in the Jane Carroll for women.

Travel Alarm Suitable for Prize



This leather cased alarm clock, measuring only 2 1/4 inches square requiring little luggage space, having a rugged, well made watch type movement with pleasant alarm, economically suited for a golf prize is marketed

by Harley's Clock Shops, Altman Bldg., 11th and Walnut, Kansas City, Mo.

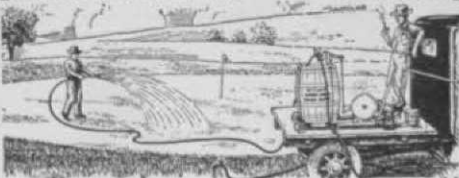
NEW ECONOMY IN TREATING AND FERTILIZING GOLF GREENS

McCLAIN HYDRO-MIXER

Get this lightning speed outfit this year. Cut labor costs to the bone. Reduce your operating costs, social security, industrial and unemployment insurance expense. One man can handle this job with a Hydro-Mixer. The light, inexpensive Hydro-Mixer is now used by hundreds of courses from coast to coast. It no longer pays to be dragging old style cumbersome costly equipment around over the course to handle Brown Patch and Fertilizer Spraying. Safety, speed and accuracy of either the hand or power operated Hydro-Mixer are almost unbelievable. If you really want to save, write today for the literature.

McCLAIN BROTHERS COMPANY

CANTON, OHIO



★ Increase your PROFITS ★

Electro-Beam FULLY AUTOMATIC GOLF TEE

For complete information write:
GOLF ENTERPRISES, Inc.
914 Arctic Bldg., Seattle 4, Wash. ★

Look at the SAVINGS you get with HENRY BALL WASHERS

... backed by years of thrifty performance

Saves players' clothes and tempers because it is sloop-proof. Saves time because it is quicker, more thorough and easier to use. Saves cover paint of balls because it has no scouring bristle brushes. Saves frequent replacement costs because its cleaning units won't rot and warp ... and its unbreakable steel jacket is rust proof.

Attractive — stays tidy — easy to drain and refill — Allen Set Screws make them theft proof

BALL WASHER ... \$12.75
Tee Data Plate \$ 1.25
Waste Paper Cont'n'r \$ 2.35
Complete Tee Ensemble ... \$16.35

HENRY TEE ENSEMBLE
includes Ball Washer, Tee Data Plate and Waste Paper Container.

Send score card when ordering Tee Data Plates.

Manufactured by

PRICES F. O. B.
ELM GROVE, WISC.

GOLF & GARDEN EQUIPMENT CO.
BLUE MOUND ROAD, ELM GROVE, WISCONSIN





A valuable soil amendment for green dressing mixtures and green construction. Cuts labor costs.

NUTRIA PEAT SALES COMPANY

500 Stinson Blvd. Minneapolis 13, Minn.

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.



EUGENE "SKIP" WOGAN GOLF COURSE ARCHITECT

Design, Supervision and Construction

110 Summer St. Manchester, Mass.
Phone Manchester 309



Pros visit with Spalding representatives during Spalding's New York house-warming. L to R: William Shafter, James Dante, W. Lyle Thompson, James Martucci, Walter Scheiber, Joseph Mazziotti, Fred Carlson, and Roy Snellbaker, N.Y. Journal-American.

Spalding New York Offices Moved to 161 - 6th Ave.

Sparkling in their new splendor, Spalding executive and dist. offices at 161 Sixth Ave., New York City, were opened to several hundred guests April 16, in a lively house-warming.

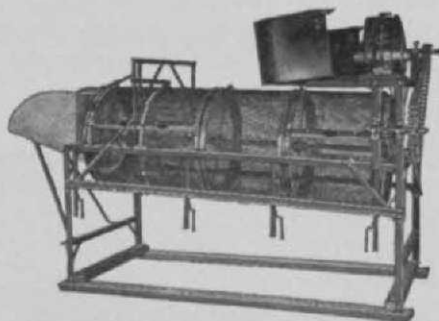


Here's the pro sample room in Spalding's new headquarters at New York, with a welcome mat for the boys.

CONVERSE ROTARY SOIL SCREENS MAKE BETTER GREENS

Write for Bulletin

F. S. CONVERSE CO. INC.
JOHNSON CITY
NEW YORK





Matt Kiernan gets bond from Pres. Charles Robbins, marking Matt's 50th year with Spalding.

The result of careful planning, inspiration and perspiration, the new Spalding quarters emphasize service to visitors and customers. The new offices are convenient in location, well-coordinated in operation and impressive in appearance. With the shipping send-out on one end of the building and the receiving department on the other end, loading and unloading of merchandise is expeditiously handled.

Murals of sports action photographs add distinction and interest to the set-up. The new quarters cover a half acre of



In the office of L. E. Coleman, vp in charge of sales, are (L to R) W. B. Gerould, Controller, Coleman and D. H. Mudd, Treas.

INSTANT PEP FOR PUTTING GREENS

McCLAIN • SPIKER AND PERFORATOR

Don't let your Greens get "hardening of the arteries". Keep them bristling with life by regularly perforating the surface with millions of small holes made by smooth round spikes.

Let air, sun and water down into the roots of the grass for producing real playing Greens.

Revive hard packed turf for quick action of chemicals and fertilizer.

Save on fungicides and prevent Brown Patch by using this inexpensive machine. Hand or power operated.

Write for literature today.

McCLAIN BROS. CO., CANTON, OHIO



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

• BENT GRASS •

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

HIRAM F. GODWIN

22366 Grand River Ave., Detroit 19, Mich.



LIQUA-VITA

The Complete Liquid Fertilizer for Golf Greens

No burning in hottest weather — applied with fungicide — cuts labor costs to a minimum.

200 greenkeepers used LIQUO-VITA in 1947; over 500 are using it in 1948.

"There's a Reason"

Write for particulars.

AMERICAN LIQUID FERTILIZER CO., Inc. Box #267, Marietta, O.

ALFRED H. TULL
Golf Course Architect

420 Lexington Avenue
NEW YORK 17, N. Y.

ROBERT BRUCE HARRIS
Golf Course Architect

Member: American Society of Golf Course Architects

664 N. Michigan Ave.
CHICAGO 11, ILL.

Phone: Whitehall 6530

Design and
Construction

*of Notable Golf Courses
for 25 years*

C. D. WAGSTAFF & CO.
GLENVIEW, ILL.
Phone Glenview 181

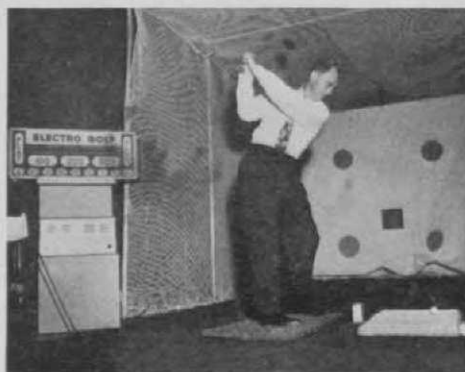
WILLIAM F. GORDON
Golf Course Architect

Member
American Society of Golf Course Architects

Doylestown,
Pennsylvania

floor space. The display rooms present a full array of Spalding and Wright & Ditson equipment for pro view.

Electrogolf Paying Big



Electrogolf distance register, an electric device which registers distance of a golf shot by speed with which it passes an electric eye placed a bit ahead of where the ball is teed or placed on a mat, has been taking in \$50 a week at bowling alley and department store installations. The machine is operated on a coin slot basis with a 25 cent payment good for six minutes. The player hits from 12 to 16 shots in that period. The device is made by John T. Clark Co., 4606 W. 21st St., Chicago 50, Ill., and is sold on the Pacific Coast by Ed Johnson, Sun Valley Distributing Co., 443 S. La Cienega, Los Angeles, Calif. An installation at the Chicago Athletic association, has received very heavy play for eight months. It is not operated with a coin slot hook-up. Installations have been free from need of maintenance and repair service. An early model was shown at the 1947 PGA convention in Chicago. Outdoor test installations have been so satisfactory in operation and business-getting draw a number of Electrogolf outfits are being erected in net locations at driving ranges and elsewhere.

ROBERT TRENT JONES

Member:
American Society of Golf Course Architects

**Golf Course
Architect**

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



MacGregor's Staff Meets

Henry P. Cowen, president of MacGregor Golf, Inc., Cincinnati, presided at the annual spring meeting of the MacGregor Golf Pro Technical Advisory Staff and the golf firm's Florida sales representatives recently at the Venetian Hotel, Miami, Fla. The spring conference, held at the time of the International 4-Ball Tournament at the Miami Springs GC, was devoted to a general review of MacGregor golf sales and promotions programs for the current season together with the disclosure of new developments and refinements in golf equipment. MacGregor Golf Pro Technical Advisory staff members and friends present included Ben Hogan, Craig Wood, Toney Penna, Claude Harmon, Jimmy Demaret, Tommy Armour, Chick Harbert, George Fazio, Jerry Glynn, George Schoux, Chick Rutan, Jack Burke, Jr. and Clarence Doser. Harry Adams, Gus Novotny and Ernie Sabayrac of the golf firm's sales staff joined in the conference.

MacGregor Tourney Package Wins Award



The MacGregor Tourney golf ball box receives a Certificate of Award for merchandising appeal in competition against a total of 196 entries in the 1948 Box Competition, a contest sponsored annually by the Folding Paper Box Assn. of America. The purpose of the competition is to improve the quality of folding paper boxes by offering recognition to outstanding contributions to the packaging industry.

Gene Marzolf Joins Northrup, King

Gene Marzolf, recently appointed as turf consultant for Northrup, King & Co., (Pacific coast div.) 660 Market, San Francisco, will make available to California clubs thirty years of experience in golf green construction, planting and maintenance. Gene's experience began at the Buffalo CC under the watchful eye of his father, also a turf expert, followed by several years at other eastern clubs, moving to Cleveland in 1919 where he finished construction of the Canterbury GC. He moved to Calif. in 1924 where he has been instrumental in the building and maintenance of three of the state's fine courses: Brentwood; Montebello, where he remained as superintendent until 1933; and Inglewood CC, where he has served for fourteen years.

Club "Replating" Polish

Platon, a kit including three chemical preparations made by Ion Industries, Inc., 600 W. 138th, Riverdale, Ill., removes rust and virtually replates, chrome and other metal surfaces. The outfit is being successfully used by pros in putting a new look on rusted metal clubheads and shafts. One of the materials removes the rust and scale, then another preparation prepares

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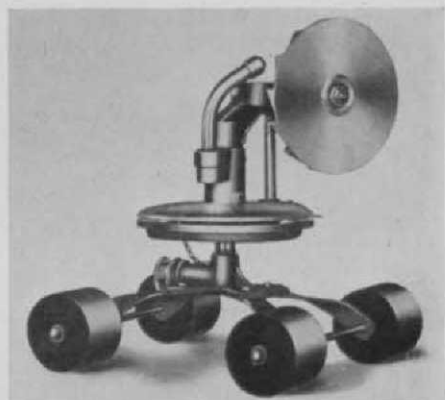
MILTON C. JONES

Box 1064

SCHENECTADY, NEW YORK

the base for the application of the new finish in the pores of the metal which is deposited by chemical action of the third compound. The Platon procedure rust-proofs material for a considerable time. Price of the kit containing the three compounds is \$1.95.

New Double Rotary Sprinkler



Engineered to give the best operation with the simplest possible mechanism, the "Lawnkeeper," a new 1948 double rotary sprinkler, manufactured by the Double Rotary Sprinkler Co., 816 A Locust St., Kansas City, Mo., has top gears running in a bath of oil and the lower part of the shaft running in graphite bronze oilless bearings. It travels in a straight line or any part of a circle and can be set at either fine or regular for new seeding or full growth. This sprinkler "with a college education" adapts itself with ease and flexibility to your individual needs, giving up to 90 foot coverage in diameter with good pressure or as little as 15 feet by turning the faucet. Built of fine quality brass, hardened steel, bronze and aluminum alloy, the double rotary "Lawnkeeper" assures many years of trouble-free service.

Iron Age Weed Sprayers

A. B. Farquhar Co., York, Pa., has added to its line of Iron Age spraying equipment two classes of weed sprayers: single purpose machines for weed spraying alone and dual purpose machines for high and low pressure applications. Among the features of the equipment that Farquhar mentions are accurate pressure control at nozzles; economical, long-life pumps; rugged tanks with hydraulic or mechanical agitation, booms and nozzles of special design, tank and suction strainers for protection of pumps and valves and strainers on each nozzle to prevent clogging, removable cap to permit easy flushing of boom.

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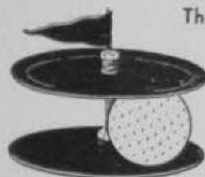


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Ros-N-Rub for Better Grip

The Parmele Co., Minneapolis, is now displaying its product, Ros-N-Rub on a newly designed, attractive, point-of-sale easel. Packed in a handy, small leather



case, lined with moisture and dust proof oiled silk, the ingredients in the container are non-soluble in water and harmless to the hands and leather grip of the club. When applied on moist hands, Ros-N-Rub has a tendency to close the pores, retarding moisture and eliminating friction with the club grip.

Golf Glove Style Trend

A definite trend toward preference for full-fingered golfing gloves is in the making, according to Kenneth L. Burgett, Peoria, Ill., golf glove manufacturer. Burgett says: "In Florida tournaments the majority of well-known pros competing wore golf gloves. Most of them were wearing the full-fingered style instead of the light backless glove which has been favored for many seasons. These men told me that they liked the full-hand protection against blisters and that with the new extra-soft and light glove leathers they got practically the same feel of the club as with bare hands. The ease of pulling the gloves on and off was another important feature they mentioned, since

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most of them wore gloves while playing their iron and wood shots but removed them on the green for putting. Pros switching to full hand golf gloves means that the public will be wearing them this summer, too," said Burgett. "When equipment gets the nod from pros, you can be sure that other golfers will follow suit in a hurry. I'm stepping up production on my Fulpar models right away. The 1948 styles are lighter and softer than ever but will retain all other features that have made them preferred. One innovation will be a light leather guard on the back of the middle finger to prevent cigarettes from burning the cloth—that will save many a good pair of gloves."

Du Pont's New Fungicide

Du Pont's new F 531 Fungicide, a chromate complex of calcium, zinc, copper, and cadmium, controls dollar spot, copper spot and pink patch. The new turf fungicide is an undiluted, green-colored soluble powder that, mixed with water, is easy to apply as a spray. It does not stain, does not corrode the metal in spray equipment, has no odor, and does not harm the grass to which it is applied when used according to directions. F 531 Fungicide is being added to Du Pont's list of turf fungicides, which include "Tersan" tetramethyl thiuramdisulfide, and Special "Semesan" fungicide, frequently used by those who prefer a mercurial formulation.

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