

NEWS from the MANUFACTURERS

Spalding "Open House" at Chicopee Plant, October 2nd and 16th

To celebrate completion of the new \$2,500,000 addition to their plant at Chicopee, Mass., A. G. Spalding & Bros. will hold two "Open House" days, Oct. 2nd and 16th. The first will be for employees and their families; the second for Spalding customers, suppliers, and the general public. The program on each of these days will start at 9:00 A.M. and will continue into the afternoon. Guests will be welcomed in the plant's spacious reception lobby from which point a tour of the plant will begin. This excursion will give a compact picture of Spalding's extensive research, designing and engineering, administration, purchasing, manufacturing, warehousing, shipping, merchandising, advertising, and selling organization. These "Open House" days provide a fine opportunity for both sports enthusiasts and others interested in manufacturing to get firsthand knowledge of the variety of operations in making Spalding's sporting goods line.

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NOTICE TO ALL MANUFACTURERS

OF GOLF EQUIPMENT, ACCESSORIES & APPAREL

FOR THE GOLFER

We are now preparing our illustrated GolfAids catalog for distribution direct to golfers for the 1949 season.

If you have an item for sale to golfers, be it equipment, apparel, accessory, trophy, prize, novelty, gadget, instructional book or service, you will want our direct approach to every golfer.

Some products we will inventory and ship, others we will have manufacturers ship direct to customer on our order.

Send us particulars as to prices, discounts, and availability. Also send available literature and advise if printers cuts are available for inclusion in catalog.

If product is novel or unique, send sample.

- GOLFAIDS -

3875 N. TEUTONIA AVE.

MILWAUKEE 6, WIS.

"We want good golf items — if you make one, you'll want us"



Executives and staff members of MacGregor Golf, Inc. attending recent Cincinnati meeting are as follows:

First row, (L to R), William A. Koegel, Lewis Crager, Hugo Goldsmith and Anthony G. Koegel, MacGregor executives; Miss Louise Suggs, present American and British Amateur Women's titleholder; Henry P. Cowen, pres. of MacGregor Golf, Inc.; Byron Nelson, noted pro and MacGregor staff member; Stanley M. Clark and Robert D. Rickey, MacGregor executives; Toney Penna, member of the MacGregor staff; Ernie Sabayrac, Birmingham, Mich., and James Shriver, Seattle, Wash. Second row, (L to R), Elwin Nagell, Williamsville, N.Y.; Harold Peterson, Los Angeles, Calif.; Bill Meehan, Philadelphia; Clifford Eibe, with MacGregor; Cy Vail, Leesburg, Ind.; Gus Novotny, Atlanta, Ga.; Ock Willoweit, Dayton, Ohio; Jack Garrett, Greensboro, N.C.; Paul Hargrave, Dallas, Texas; Jim Scott, San Francisco, Calif.; John Walker, Kansas City, Mo.; and Helmuth Schurgast, MacGregor export representative.

Rear row, (L to R), Howard Wilkins, with MacGregor; Jerry Glynn, of the MacGregor staff; Harry Adams, Chicago, Ill.; Tom Robbins, New York City; Stan Hobbs, Boston, Mass.; Robert Lysaght, MacGregor executive; C. W. Custenborder, MacGregor executive; Pete Bullis, Chicago, Ill.; Charles Penna, Chicago, Ill.; Paul B. Gamm and Jack Herrick, MacGregor executives. Craig Wood, Tommy Armour and Claude Harmon, noted pros and members of the Pro Advisory Staff, attended the Cincinnati meeting but were not present when the photo was taken.

MacGregor Golf Production Reported at All-time High

Henry P. Cowen, pres. of MacGregor Golf, Inc., reports that the factory is now meeting a full production schedule with output of golf equipment at an all-time high as the firm's representatives from all parts of the country and noted golf pros associated with the MacGregor Advisory Staff concluded a week's meeting

at the Hotel Gibson and at the plant located at 4861 Spring Grove Ave., Cin., O.

Plans to supplement present production in order to meet the pent-up demand for MacGregor products, Cowen said, "provide the immediate objective of management and staff whose workmanship has made the MacGregor name internationally recognized."

Cowen reported that Miss Louise Suggs,

**When you make a poor
shot SMILE and change
to PARK ALL WEATHER
GRIPS. Order Improved
1948 Grips today.**

PARK "ALL-WEATHER" GRIP — Greatest Grip in Golf!

Mail this coupon to any of your suppliers or direct to:

L. A. Processing Company
801 Milford Street
Glendale 3, California

Please ship me _____ All Weather Grips
and _____ sets shaft clamps, also installa-
tion instructions.

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City _____ State _____

(Please print plainly)

present title-holder of the American and British Amateur Women's Championships, is introducing a new line of golf clubs bearing her name and intended to be sold exclusively through golf professionals.

SISTER SUGGS' OLDSMOBILE



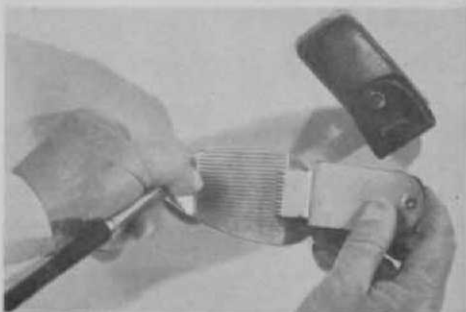
Louise (Sister) Suggs gets this Oldsmobile convertible for making her rounds in women's school promotion and work with pros in introducing new line of women's clubs bearing her name, now being produced at MacGregor's Cincinnati plant.

Special accent at the conference was accorded the record of MacGregor staffmen in tournament play this year. Ben

Hogan, a MacGregor Pro Advisory Staff member, won the USGA Open, the PGA championship and the Western Open, a record never before equalled in a single year, and on August 22 won the Denver Invitational. Claude Harmon, another MacGregor staffman, was winner of the Masters' title at Augusta.

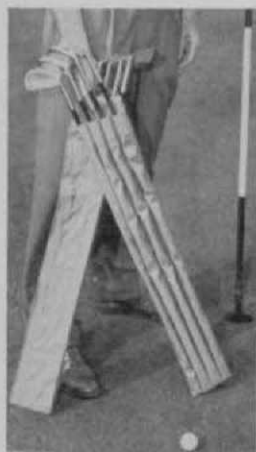
"Pro-Spin" Keeps Iron Clubs Clean

"Pro-Spin" is a new accessory of soft tempered steel used to keep the grooves in iron clubs clean. The maximum backspin from the club design is thus assured.



Now available in most sports shops. Distributor is Raymond N. Valind, 5633 Edgemoor Ave., Los Angeles 43, Calif.

"PRO CARE" for all Golf Clubs!



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BAG PAK
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Heavy canvas holder for any number of clubs — fits any bag — instantly and permanently installed.

Individual full length pockets for each club.

Prevents excessive shaft and end wear. Keeps shafts clean — separates club heads — assists caddy replace clubs carefully in bag and in permanent rotation. Minimizes losing clubs.

Designed and manufactured by a professional.

Bill Witherspoon,

Southern Hills pro says:

"Nine out of ten of our players are enthusiastic about BAG PAK — it's really great!"



*Every Golfer is
A Prospect For*

BAG PAK
PAT. APPL'D FOR

Manufactured by
HUGH BANCROFT, INC.
P. O. Box 949 Tulsa, Oklahoma



Wilson Sporting Goods Co. executives, managers and salesmen fill ballroom of Chicago's Drake Hotel during company's annual sales meeting, largest ever held.

Additions and Innovations Made In Wilson's New 1949 Lines

Increased use of the Strata-Bloc head and the Dynamic shaft in three different degrees of flexibility headlined the innovations and improvements introduced in the 1949 golf line at Wilson Sporting Goods Co. annual sales meeting held at the Drake Hotel, Chicago.

The sales meeting, consisting of 15 displays with breakdowns of the construction of each product, was conducted in classroom fashion with 15 groups visiting each exhibit. All Wilson club heads with the exception of two models will be manufactured with the Strata-Bloc construction. The Dynamic shaft being introduced into the new 1949 line will have three degrees of flexibility—maximum stiff for the strong player, medium stiff for the older pro and younger player, and minimum stiff for older players and ladies who require a soft and flexible shaft.

Headlining additions to the Wilson line are two models of Babe Didrikson clubs as a sister line to Patty Berg clubs. The woods being made of Strata-Bloc construction with a specially designed sole plate and an attractive cherry colored calfskin Reminder Gruv-Grip will be made in three lengths: 41½, 42, and 42½ inches. The Didrikson Signature irons will have the dynamic shaft and the cherry colored Reminder Gruv-Grip and will be made in two lengths.

General improvements in the 1949 line will include shorter grooves in the grip and a new improved sole plate. Another change in the line is the addition of a new Lloyd Mangrum putter designed after the model used so successfully by him. The 1949 Hagen pro only line will feature the Strata-Bloc head, the new three-quarter sole plate and to add to the attractiveness of the clubs, new decals will be used and the woods will have a natural finish.



Series
S-46

COMPLETE LINE OF GOLF TROPHIES AND AWARDS

SUNRAY LOVING CUP

Comes in beautiful (gold color) with engraving band.
Expert hand engraving 6¢ per letter.

Height 7¾"	\$ 8.00	Height 15½"	\$25.50
Height 10"	12.00	Height 18½"	31.50
Height 12¾"	17.00	Height 21¾"	37.50

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CHICAGO 3, ILL.



Wilson announces a new one piece center to the golf ball line. The new design consists of a liquid center and a one piece thinner wall accounting for more uniform compression. In addition the 1949 balls are to have electronic winding for uniform high tension, fine cover stock and a



Thomas E. Wilson, chairman of the board of directors; L. B. Icely, pres.; and Edward Foss Wilson, member of the board, study materials and steps in construction and manufacture of Strata-Bloc heads at recent sales meeting of Wilson Sporting Goods Co. held at Chicago's Drake Hotel.

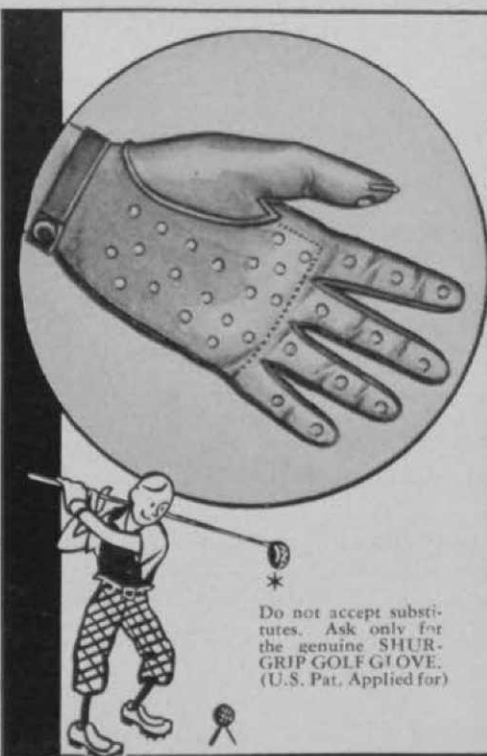
new large size pole marking making them easily identifiable.

A complete new line of golf bags is being introduced for 1949. The same quality materials and construction of previous Wilson lines will be used in the new Country Club golf bag line but more improvements in styling will be included.

Golf sundries introduced at the sales meeting include a line of interlock knit shirts, a new type of plastic head cover, a new umbrella and a higher quality line of golf shoes. The three styles of shirts presented include a knit spun nylon shirt in the polo type with both long and short sleeves; an innovation in the golf field. It has the feel of a fine piece of cashmere but is heavy enough to be comfortable in cooler weather and is washable and color fast.

Club Managers' Day

Club Managers' Day held in conjunction with the National Hotel Exposition in N.Y. will be on Monday, Nov. 8, 1948. The Social will be at 7:00 P.M. in the Hotel Pennsylvania. Invitations may be obtained from J. P. Tonetti, Publicity Chmn. of the CMAA.



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THE MOST SENSATIONAL
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GOLF GLOVE

- Firmer grip when you need it!
- Gives you a secure feeling at top of swing!
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- Enables you to play happier golf!
- Made of top quality leather!

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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

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MFR. OF SPUDS, FORD-SON WHEELS, ETC.



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IT'S GRANULATED

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

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Lawson Little Inspects 1949 Clubs

Lawson Little who has made plans to play in over 30 tournaments during the



1948-49 season visits the Spalding plant and examines a set of the clubs he designed which will be a part of the Wright & Ditson 1949 line.

Chas. Pfizer and Co., Inc., makers of Pfizer's mercurial mixture for brownspot, dollarspot and snow mold has moved into new and larger office and warehouse quarters at 211 East North Water St., Chicago.

Chan W. Baker Seeds have opened a New York office located at 277 Broadway.



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The Complete Liquid Fertilizer

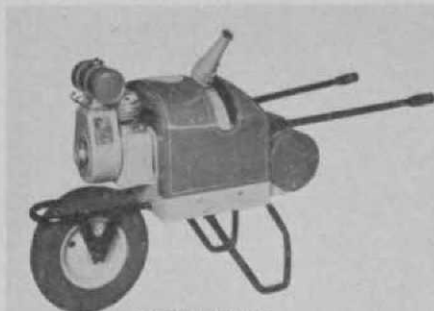
Will help get the seedlings off to a good start. Immediately available, it gives that added boost which makes for thick, rich turf. Southern greenkeepers are enthusiastic over the wonderful results obtained with winter rye. It shortens that "in-between period".

Now used by over 400 golf courses — A TRIAL WILL CONVINCE YOU.

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

Whirlwind Mist Blower

One of the latest weapons in man's fight against shade tree insects, is a wheelbarrow model mist blower for applying concentrates to small areas now being manufactured by the Fitzhenry-



GUPTILL WHIRLWIND
Mist Blower

Guptill Co., Cambridge, Mass. All controls are built into the handles so that the operator can control the direction of the spray as he moves along. An attachment provides for spraying 2, 4-D or other low gallonage sprays directly onto the affected area. This concentrate applicator is completely engineered and manufactured specifically for this method of spraying. Mechanical features include a specially designed three stage, motor driven blower and a new type of nozzle to provide thorough mixing of fluid and air.

CHANGE OF DATE

Turf Field Day at Purdue University has been changed to

SEPTEMBER 27, 1948

First meeting at 9:00 A.M. at Soils and Crops Farm located at intersection of Highway 26 and 52 east of Lafayette, Ind.

"FALL FED GREENS DO BEST!"



WILLIAM F. MELLON, Supt., Lancaster, Pa. Country Club

"FOR the past 10 years, AGRICO COUNTRY CLUB FERTILIZER has given us excellent results," writes Mr. Mellon. "We fertilize greens with 15 lbs. per 1000 sq. ft. of Agrico in early Fall for quick recovery after the season's play, and use a similar application in early Spring to get the jump on weeds." Get 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*

• BENT GRASS •

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

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Keep Fairways Beautiful and in perfect condition with →

—and you know what perfect greens and fairways can do for your club—increase membership, increase play. Skinner Engineers with years of experience in golf course watering can give you complete watering at lowest cost possible and with results that will amaze you. Ask for a list of Skinner equipped courses in your vicinity —check for yourself.

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SYSTEM
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SKINNER — Pioneer and Leader in Irrigation for nearly half a century

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FOR A PURPOSE...
NOT JUST MADE TO SELL

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Score Cards - - Charge Checks
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Forms for Locker and Dining Rooms
and for the Professional.

Samples to your club for the asking.

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GOLF BALLS & EQUIPMENT

NORTHERN HAS A COMPLETE STOCK OF:

**GOLF BALLS,
CLUBS, MATS,
PUTTERS, TEES,
ETC. FOR DRIVING
RANGE & MINIA-
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PRIVATE BRAND GOLF BALLS

15 DOZEN MINIMUM ORDER

Write for Prices

BOSTON GOLF BALL CO.

7 MAPLE ST.

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Pro Golf Enlarges Sales Staff



W. B. WRIGHT

C. L. Hornung, pres., Pro Golf Sales, Fond Du Lac, Wis., announces the addition of two new men to his sales staff; W. B. Wright, 712 Lipscomb St., Ft. Worth, Tex., who covers the South West, and Chuck Lewis and associates, 514 Far-

ley Bldg., Birmingham, Ala., who cover the entire seven Southeastern states. Dutch Schmidt, Wauwatosa, Wis., another sales representative, covers the Central and Eastern states of Ind., Mich., Ohio, and Pa. Mr. Hornung has recently returned from an extended trip throughout the states of Iowa, Minn., Nebr., Wis., and Northern Mich. where his Pro Golf Sales Co. trailer has created considerable interest among the pros. The company has taken on a new line featuring wool plaid shirts and jackets with zipper front and reversibles for both men and women.

Golf Swing Post Demonstrated



A. C. Plummer, 31 Steuben St., Albany, N.Y., demonstrates advantages of golf swing post he developed which has been installed at the Albany Municipal course for the use of beginners and students under the tutelage of professional Jerry Dwyer. According to Dwyer the device has been a great help to his beginners.

New From Hollywood

Vic Erwin, Westwood Knitting Mills, says these are leading apparel items in helping to establish pro shops as first with sports styles. Vic notes that pros at swankier clubs are selling a lot of wool



jersey polo shirts (long and short sleeves) for men and women. Wool sweater jacket, with 4-button front and patch pockets, selling at southern California pro shops and leading men's stores faster than Westwood can make them.

Fog Machine, New Equipment Aid For Control of Insects

A fog machine has been added to the pool of course equipment machinery of the Albany CC, (N. Y.) to combat that perennial golf course pest—the Japanese Beetle. At the same time, the club's grounds and buildings will be fogged weekly to rid the environs of mosquitoes, flies, gnats, and sundry other pests which have belabored the guests for many years.



Willie Ogg, Pro-greenkeeper, Albany CC (N.Y.) watches the new Todd fog machine acquired by the club to combat Japanese Beetles and other winged pests which succumb to applications of DDT.

The work is supervised by "Willie" Ogg, pro-greenkeeper, who is well-known to the golfing fraternity, and whose activities among other things, involve keeping the guests happy and contented outdoors so they can concentrate on swinging at the golf ball instead of bugs.

The machine used for the purpose is a

WILLIAM F. GORDON

Golf Course Architect

Member
American Society of Golf Course Architects

Doylestown,
Pennsylvania

Design and Construction

*of Notable Golf Courses
for 25 years*

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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.

LEAVITT CORP. EST. 1895 **URBANA, ILL.**

Builders of "Knockdown" bleachers for all sports

Increase your PROFITS *Electro-Beam* FULLY AUTOMATIC GOLF TEE

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

BRAND NEW DRIVING RANGE BALLS

6 coats of paint, one stripe, **\$2.85**
any color, per doz.

**GOLF PROFESSIONALS DRIVING RANGE
EQUIPMENT COMPANY**

11000 S. Green St.

Chicago 43, Ill.

comparatively new weapon in the long line of equipment used in the continuing battle of man versus insects. It is essentially a fog generator adapted from the smoke-screen generators made by Todd Shipyards Corp., Elmhurst, Queens, L. I., N. Y., during the war for the Navy. Todd now produces this peacetime machine called "TIFA" (Todd Insecticidal Fog Applicator) after having pioneered in applying it as a dispenser of insecticides. Its advantage is that it can produce a super-microscopic fog of insecticides in either water or oil bases. The fog can fill a building completely, penetrating the most inaccessible places, and leaves a residue which will knock out insects for time to come after killing all those on the premises.

Outdoors, the fog rolls over the terrain at a quick pace, encompassing areas 500 to 600 feet long and many feet wide, in a few seconds. It envelops every blade of grass, bit of shrubbery and tree, even working up to the skies wrapping its death-dealing embrace around the tallest

MELFLEX HEAVY DUTY TEE MATS

AMERICA'S NO. 1 DRIVING MAT • MADE FROM BOMBER AIRPLANE TIRE CARCASSES

IN DESIGN, MATERIALS AND CONSTRUCTION MELFLEX MATS OFFER
THE FIELD'S HIGHEST STANDARD OF SAFETY, SERVICE AND PLAYABILITY



No other driving mats offer the *plus features* of design, the extra strong materials, the added measure of player safety and convenience you find in the new Melflex Heavy Duty Driving Mats. Profit-wise operators prefer Melflex Mats to all others.

Check these
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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.

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Top dressing. Fine Black Cultivated peat. Works in and mowings Green. Will not Ridge. Bulk twenty ton cars \$10.00 Ton.

Packed in burlap bags \$16.00 per ton carloads less. Half bale bags, 7 1/2 bushel, granulated peat moss \$1.50 each. Quotations F.O.B. Hanlontown, Iowa.

COLBY PIONEER PEAT COMPANY, INC.

elms and firs. All insects on-the-wing which come in contact with it are knocked out for good. A residue is left by the fog, which will kill new invasions.

For Japanese beetle control, the fog machine serves double duty. To attack the pernicious beetles on-the-wing, a mix of DDT in fog oil is wafted over the landscape. For the even more voracious grubs in the ground which play havoc with the greens, chlordane is added and the fog is driven downward toward the soil.

At the Albany Country club, the porch of the lodge house is given regular coverage so the guests can dine al fresco in comfort; the tennis courts, bathing beach and even the caddies' playground are similarly blanketed. The greens get a thorough blanket every week, thus eliminating at least one hazard—mosquitoes—from the playing.

Cost of the fog machine may not be within the range of the smaller clubs when it is used for club and course use only but Ogg points out that the price is not out of line when one takes into consideration the many uses for which it can be used. The fact that much revenue can be derived by fogging member's lawns, shrubbery and gardens or community park and playground areas makes it a good investment.

CREEPING BENT STOLONS

RICHMOND, VIRGINIA

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Old Orchard C 52

All fresh virile stock and less than one year old.

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R. R. Bond, Prop.

Madison, Wisconsin

THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES

Jacobsen Acquires "Standard"

Rotary Power Mowers

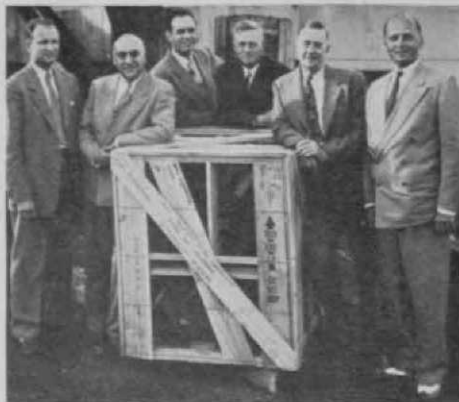
The Jacobsen Manufacturing Co., Racine, Wis., has announced purchase of the goodwill, manufacturing and sales rights of the Standard rotary mower from the Standard Mfg. and Sales Co., Lebanon, Ind. The Standard line of rotary power mowers, leaf pulverizer and other units will be manufactured by the Worthington Mower Co., subsidiary of Jacobsen, in Stroudsburg, Pa.

Standard rotary power mowers were among the first to be built of this widely used type. Built in a wide range of cutting widths, the Standard rotary mower has a series of horizontal discs, with cutting blades on each disc which rotate at high speed and cut the grass on the principle of a circular saw. Standard's special safety bolt and nut holds blades to discs preventing them from coming loose, but permitting them to turn back under the disc when an obstruction is encountered. This type of mower is used most effectively in clearing high stands of grass.

The Standard Leaf Pulverizer, an outstanding device for collecting and disposing of fallen leaves, brushes the leaves up, chops them into fine mulch, and spreads it evenly through the grass. The mulch will disintegrate within a few weeks, returning to the soil as fertilizer. The Pulverizer, quickly attached to Standard rotary

power mowers, sweeps a 37 in. swath. A 6 h.p. motor furnishes ample power for the machine with sulky drive if desired.

Jacobsen Presents Mower to Danish King



Pictured above, ready for shipping, is a Jacobsen "Park 30" power mower, now aboard the SS Signeborg en route to Denmark. It is a gift to King Frederik of Denmark from O. T. Jacobsen, president of the Jacobsen Mfg. Co., Racine, Wis. Mr. Jacobsen, who is also chairman of the Racine Friendship Fleet committee, is on a Scandinavian trip at present with a goodwill committee of Wis. business leaders. He is pictured on the right.

CLASSIFIED ADS

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Pro-Greenkeeper-Manager. Excellent instructor, businessman, greenkeeper, clubhouse manager, wants new location in full management. Capacity pro or pro-greenkeeper. 20 years' experience. Highest reputation for ability, performance and dependability. Will consider leasing club. Address Ad 924, % Goldfom.

Pro or Assistant Pro available for winter season. Excellent references. Class A member PGA. Address Ad 925, % Goldfom.

Greenkeeper—Any location, season or permanent. Rutgers Grad. G.S.A. member. Address Ad 926, % Goldfom.

Pro-Greenkeeper with excellent reputation for teaching ability and successful golf course maintenance operation available due to sale of golf course. 29 yrs. old; married; no children. Good habits, industrious, resourceful. Finest references. Address Ad 927, % Goldfom.

PGA Professional, experienced specialist in stimulating increased golf activity, clubhouse patronage and lively year 'round interest, available October 1st. Has the ideas, enthusiasm and know-how that get results. Fine references. Address Ad 928, % Goldfom.

GREENKEEPER—36 yrs. old; married; 2 children. Sober and dependable, excellent references. Attended turf conference classes for 2 yrs. at State College. Experienced in Bent Grasses and maintenance of course equipment. Will go anywhere. Address Ad 929, % Goldfom.

Reconditioned Golf Ball Slot Vending Machines, 25c play, \$250.00. 1/3 deposit with order. Herman Kramm, 244 So. Millvale Ave., Pittsburgh, Pa.

Golf Course Superintendent and professional wants position for winter season in Southeast United States as pro or greenkeeper or both. Would prefer leasing 9 hole golf course as I have my own equipment for maintenance. Address Ad 921, % Goldfom.

WORKING CHEF for private club now being remodeled, opening October 15. Must be experienced in preparing fine foods. Partly furnished apartment and opportunity for wife to work. Year 'round business in delightful southwestern climate. State experience references and salary expected. Manager, Albuquerque Country Club, Albuquerque, N. M.

PROFESSIONAL with wide experience at high-grade hotel resort courses and country clubs North and South, desires to make contact with hotel resort course for winter position in South or would consider all-year position at established private club. Presently employed at well-known New England resort. Correspondence invited. Address Ad 912, % Goldfom.