

FER-MEL

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Available from golf supply houses

Wilson Sporting Goods Co. presents Babe Zaharias woods and irons for 1952. Woods are Strata-Bloc heads with increased swing weight. The irons are in two styles of heads, with slightly increased headweight.

W. A. Cleary Corp. and American Research Associates start suits claiming infringement on PMAS herbicide-fungicide patents.

GLENN MORRIS LEAVES TO ENTER BUSINESS IN CALIFORNIA

Glenn Morris, for more than a quarter of a century an executive in sales, advertising and promotion depts. of the sporting goods industry has resigned as account executive with Ewell and Thurber advertising agency where he was in charge of national advertising program of Wilson Sporting Goods Co. to take an active part in personal business interests in California where he has maintained a residence in Glendale for many years.

Glenn was in charge of sales promotion for Wilson for 10 years, leaving the company in 1927 to become vp and gen. mgr. of L. A. Young Golf Co. where he set up the selling organization for the Hagen line. In 1939 he joined the National Golf Foundation and continued on to direct the Foundation's activities until he was called to duty as reserve officer in the Army Air Force where he served on Gen. Hap Arnold's staff. He returned to the Foundation following the war leaving in December, 1947 to go with Ewell and Thurber.

A member of the Board of Directors of the Athletic Institute for a number of years, Glenn is well known and highly regarded throughout the Sporting Goods Industry.

"Jigger Jim" East Has Made 123 Aces

"Jigger Jim" East, San Diego, Calif., golfer who'll be 83 on Nov. 23, has a world



record for aces, having made 123 of them. Despite his age East is still playing every day. His record includes 110 aces on the Presidio Hills GC, a short course at San Diego, with a par of 54. Presido's holes are 125 yds. and shorter; but how many have sunk 110 approaches of 75 to 125 yds.? "Jigger Jim's" record at Presidio is

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43, one over the course record held by a much younger player.

East has made 13 aces on longer courses, including 6 at Mission Valley GC, San Diego; two each at Claremont CC, Oakland, Calif.; La Jolla (Calif.) CC, and Balboa Park Club, San Diego, and one at French Lick Springs, Ind.

He belongs to six golf clubs. He's been in Ripley's Believe It or Not three times, the subject of numerous articles in the Saturday Evening Post and other magazines, and on several radio and TV programs.

East is using the Beckley-Ralston chipper and approach cleek with which he's made all of his aces within the reachable distance of these clubs. The Rutledge Co., makers of the clubs, admits that although more than a million of these clubs have been sold, East's performance outranks that of other users.

U. S. RUBBER TO LAUNCH BIG AD PROGRAM IN 1952

The United States Rubber Co. in 1952 will continue to sell through pro shops an outstanding line of golf balls, and its Pro-Only Policy on all U. S. Royal Brands will prevail. In order to create more sales in the pro shops and to create more consumer demand among the golfers of this country, the U. S. Rubber Co. will launch the finest advertising and sales promotion in its entire history. In addition "U.S." will continue to supply golf professionals with the popular U. S. Royal medal and match play score cards for use in their club tournaments; the U. S. Hole-In-One Medal to present any any of their members who accomplish that feat in 1952; the attractive personalized name plate for their desks or counters and other timely and helpful displays and posters which help to sell merchandise and good will to their club members.

The golf professional has an opportunity to close out the present season with plus sales by offering to his members U. S. Royal golf balls put up in attractive 6- and 12-ball Raffia gift boxes, which can be used for a number of years for many utility purposes. Also the U. S. Fairway golf balls put up in an eye-appealing gift wrapper. These packages will help golf club members to solve their gift problems early."

Worthington Recalls Early Days of Gang Mowing

In commenting on GOLFDOM's 25th year, Worthington Mower Co. recalls its own pioneering experience in large area grass cutting. Prior to World War I, C. C. Worthington, head of the famous Worthington Pump and Machinery Co., retired from business. Turning his attention to his

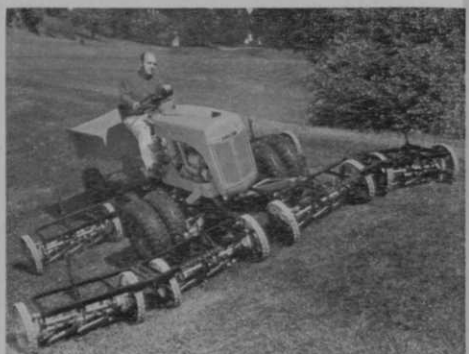
favorite hobby, he built what was to become one of the finest private golf courses in the country.

In those days, fairways and roughs were cut by cumbersome grass-cutting tools.



Early evidence of the influence of course maintenance practice on other large turf maintenance appears in this view of Bolling Field, Washington, D. C., 25 years ago with the Worthington Model F tractor and gang mowers which were extensively used in golf.

However, their weight and inflexibility damaged turf, while the great manual effort required made them far from satisfactory. To remedy this, Mr. Worthington originated the gang mowing principle—a horse-drawn machine consisting of several 30-inch cutting units hooked in series. Be-



The progress of 25 years is shown in the new Worthington Model F Chief tractor which utilizes engine weight for greater traction, and with front mounted gangs eliminates tractor wheel marks and makes it easy for the operator to watch his work. The modern Worthington Model G tractor and 7-gang rough Blitzer is other evidence of the vast advance in course mowing equipment.

sides cutting a smoother, wider swath, these units conformed to undulations and eliminated packing and scalping.

So successful was this new device that guests were soon asking for similar machines for their own courses. Mr. Worthington presented machines to many of them, but soon the demand outgrew his