

velop if not cut close depriving golfers of desired fairways.

Summing up Grau pointed out firmness and denseness of turf is not only desired but essential to good golf shots and close cutting if not eliminating clover makes it less objectionable.

Daniel in his opening remarks on long cutting acknowledged more superintendents were cutting close than high but consideration must be given to height of cut suitable to species of grass grown, that perhaps long cut may be needed on muni or fee courses for low maintenance costs and to avoid necessary expense of changing to grass suitable for short cut.

Wolfrom reiterated points made by Daniel emphasizing poorer clubs do better with turf maintenance at higher cuts, that studies by Mich. State College proved benefits obtained from high cutting and test plots at Selfridge Field proved turf easier to maintain at higher cut.

Listing eight points in favor of long cutting prepared with cooperation of two good turf men DeFrance prefaced his remarks by stating experience advocates close cutting in the New England area.

SHAWNEE TO HOST LEFT-HANDERS

The 13th Annual Tournament of the National Assoc. of Left-Handed Golfers will be played at the Shawnee-on-Delaware golf course, Aug. 4-7, announces Robert Romberger, their executive secy.

Keep Poa Annuua Cool To Hold It

By LAWRENCE HUBER
Supt., Ohio State University Courses

(GCSA Paper)

We all know poa annua is a cool weather grass. On the two courses I have been with, in the early part of my observations, we were fortunate in having deep well water that had a temperature of 55 degrees. Our pump capacity was just about enough to hold the pressure required to water all of our greens and fairways but to hold the pressure it was necessary to keep it running so that this cold water was being used instantly on the grass. I suppose the temperature would go up some through the pipe lines but not too much, since we watered at night.

I noticed that by using this cold water at these two courses that poa annua was not too much of a problem even in hot summer weather. Naturally we would lose some of it, due to sudden thunderstorms causing water to stand in puddles and then the hot sun coming out, and scalding it. But it usually comes back at the beginning of cooler weather.

On the Ohio State University's courses the drainage was installed, I would say, perfectly, but with the trees getting larger each year and having quite a few

ARE YOU HEADED FOR HEADACHES IN THE KITCHEN?

New crew coming? New chef? New worries about member satisfaction?

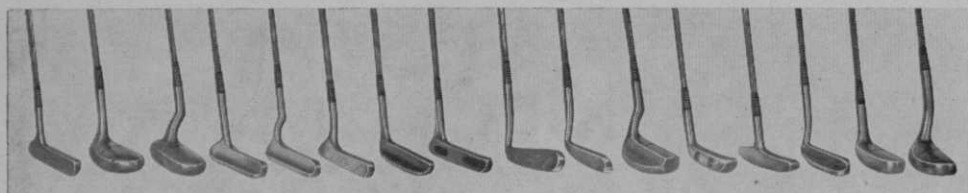
If you're facing up to meal production problems in the months ahead, get ahead of them now! If a new crew is coming in, if you're going to have to get by with limited or inexperienced help, you can still keep control of meal production — still be sure of uniformly good meals that meet member demands, if you have the Mealmaster Recipe File and Menu Service working for you.

Developed by Mary T. Kavanaugh, noted quantity food service authority, Mealmaster is already in use in hundreds of clubs, restaurants and hotels. Food service managers say it is the sure way to put meal production on a simple, streamlined, completely controlled basis.

Get the facts about Mealmaster Recipe File and Menu Service today. It contains more than 500 production-tested recipes, plus daily menu suggestions. Order Mealmaster now for only \$15, or ask for descriptive details.



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LEVINGS-VELVET TOUCH PUTTERS

Write for Price List of the Putter Line most used by the Pros who make a living playing golf, along with other golf equipment items of quality.

ACME GOLF & TACKLE CO. (Formerly Berner Co., Inc.)
1031 NORTH ALVARADO STREET • LOS ANGELES 26, CALIFORNIA

culture that has, in part, been parasitic on advances in other agricultural fields. Basic facts have been borrowed and applied to turf production. To date some of these have worked fine, but it should be realized that turf cannot build its future on borrowed research. Turf research personnel should be given an opportunity to spend more time trying to discover basic facts.

If we were pessimistic about the future of Southeastern turf, we might feel as the philosopher, Bertrand Russell, who said that, "The future must be either much better or much worse than the past—which it is to be, we do not know, but those who are young will know before long." Progress to date, however, leads one only to conclude that Southeastern turf has a definite place in developmental agriculture.

DAVIS HOLDS ANNUAL PARTY

One of the most successful group gatherings in Chicago district golf circles is the annual spring Open House of the Geo. A. Davis organization. This year's Davis "open", according to Oscar Borgmeier, v.p., set a record for entries, with golf club officials and superintendents throughout Illinois and bordering Wisconsin and In-

diana attending the Feb. 21 event held at the company headquarters at 5040 Northwest Highway. The golf course equipment and supplies, always attractively displayed, got sharp focus attention from a continuous flow of guests. Needless to say the oyster, sandwich and other bars were not overlooked. Missed, was George Davis whose grounded plane delayed his return to Chicago.

RICKEY ELECTED TO SPORTS, INC. BOARD ADVISORY COMMITTEE



Robert D. Rickey, sales manager of the golf professional division of Sports Products, Inc., (MacGregor Goldsmith and MacGregor Golf) since 1948 has been elected to the Advisory Committee to the Board of Directors of the parent company and named

to the Board of Directors of MacGregor Golf Co., it has been recently announced.

Rickey started with MacGregor his first year of high school when he worked in the

AUTOMATIC TEE NEWS AUTOMATIC BALL DISPENSER NEWS

Both Ready for National Distribution

The Most Perfect, Simple and Completely Automatic Tee Yet Devised

Positive Operation
No Way to Jam
Low Cost Operation
Needs Oiling only Twice a Season

Fully Guaranteed
Time and Weather Tested
Sensational Low Prices
Orders Shipped Within 10 Days

Golf Ball Dispenser holds 3,000 balls and will dispense predetermined number

Write for Demonstration and Prices.

ELECTROMATIC TEE CO. 900 - 29th St., Des Moines 12, Ia.

shipping room and has continued in some capacity since that time except for a tour of duty with the Army in World War II. Upon his return from the war he became purchasing agent. In 1946 he was named advertising manager and in 1948 stepped up to his present position.

GEORGE DAWSON NAMED NATIONAL SALES MANAGER FOR SPALDING

George Dawson has been named national sales mgr. of A. G. Spalding & Bros., Inc., according to a recent announcement by L. E. Coleman, Spalding v-pres. in charge of the sales. In addition to having charge of the company's national sales, Dawson will assist in merchandising various Spalding products as well as assisting in the establishing of sales policies, sales and expense budget, and advertising planning. Previous to this appointment George Dawson was assistant to C. F. Robbins, pres. of Spalding.



Geo. Dawson

STRONG 1952 AD PROGRAM TO HELP INCREASE SPALDING DEALER SALES

In reviewing Spalding's 1952 advertising plans for company representatives throughout the country, Harry Amtmann, ad mgr., used a novel presentation entitled "A Million Miles and 3 Feet", based on the fact that their company salesmen cover that amazing mileage, and more, each year to get Spalding merchandise on their retailers' shelves. The pay-off is the close gearing of Spalding's 1952 advertising to the job of helping the golf pros and their other retailers speed the movement of

RANGE OPERATORS — increase your business with **BES-TEE** at a price you can easily afford.

Just think! The sale of only one extra bucket of balls per day will pay for a tee in one season. And remember—the rugged construction of the Bes-Tee assures you many seasons of dependable, trouble-free service. Here are some of the advantages that make Bes-Tee the "best tee" for all ranges:

- 1 Primarily designed for ground installation but ideally adapted to platform use.
- 2 Mechanically operated.
- 3 Semi-automatic delivery of balls.
- 4 Simplicity of operation.
- 5 Individual ball control guards against clogging, locking or jamming. Smooth, positive delivery.
- 6 Positive placement of ball on tee.
- 7 Tee adjustable to desired height—absolutely tamper proof.
- 8 New hopper (patent pending)—revolutionary, magazine type, positive delivery.
- 9 Rugged construction assures years of dependable, trouble free service.
- 10 Guaranteed for one full year against defects in material or workmanship.



For Further Details, Write, Wire or Phone:

KEAST ENTERPRISES, INC.
Lake Zurich, Ill. Phone: Lake Zurich 2327

Distributor for BES-TEE Mfg. Co., Lake Zurich, Ill.

Eastern Representative
EASTERN GOLF COMPANY
2537 Boston Road, Bronx 67, N. Y.
Phone: Kingsbridge 7-2506

GOLF RANGES

MINIATURE COURSES

We can furnish you
COMPLETELY

Prices and Details on Request

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2537 BOSTON RD.

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Dept. A

R. H. Tractor Wheel SPUDS

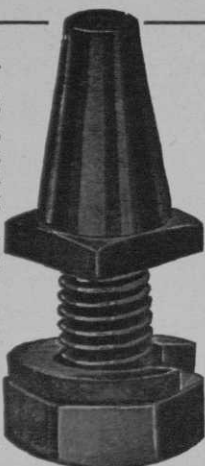
quickest to put on or take off. Increase tractor efficiency and cultivate turf . . . that's why more than half the U.S. and Canadian clubs use them. Durable and low priced.

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, FORD-SON WHEELS, ETC.



Use

WEEDANOL

2, 4-D Formulations

For Lowest Cost Weed Control

Ask Your Dealer

ASSOCIATED CHEMISTS, INC.

North Collins, N. Y.

For Greens and Fairways
that **KEEP** their
Beauty
SOW
WHITNEY SEED



Sowing Whitney's Super-Refined Lawn Seed keeps greens and fairway turf greener and tougher season after season. Highest germination, lowest weed content, blended from the world's finest grasses . . . There's a Whitney mixture for every golf course need. **WRITE:**

WHITNEY SEED CO., INC., Buffalo 5, New York

1914 **FULNAME** 1952
Golf Ball Marking

Pros! Easy-to-sell FULNAME DIES are Steady profit makers. One customer sells another. Early sales — Early profits.

P.O. Box 178

THE FULNAME CO. Cincinnati 6, Ohio

merchandise across the three feet of counter space between the retailer and his customers. To close that important last three-foot gap with a sale, the Spalding consumer campaign is aimed at every age group employing youth magazines, college newspapers, specialized sports publications including GOLFING, general magazines and newspapers, with a combined consumer impression exceeding 165,000,000. In addition will be point-of-sale displays, catalogs, Spalding Sports Show books, sports films and sports casting of the National Tennis Matches. All told the 1952 program will add up to over 220,000,000 messages to encourage golfers and other sportsmen to say those three important words "I'll buy it" and move Spalding golf and other sports equipment those last three feet across the counter into the customers' hands.

HARPER NOW VP, SALES MGR., PROFESSIONAL GOLF CO.

Chandler Harper, 1950 PGA champion, and widely known as a club and tournament pro, has joined Professional Golf Co. of America, 1233 Carter St., Chattanooga, Tenn. Harper has bought an interest in the company and joins Ewing Watkins, pres., as vp and sales manager of the First Flight line of clubs.

Harper succeeds Jack Harkins as vp and sales mgr. Harkins recently was elected pres., Lime Cola Co. He retains connection with Professional Golf Co. as treas. Harper, pro at Elizabeth Manor CC and Glensheallah munny course, Portsmouth, Va., will play in a few of the tournaments this year.

Buss Walker, sports columnist of Chattanooga Times, recently devoted his column to an interview with Ewing Watkins on the company's experience in custom-making clubs.

GOLF BALL AND CLUB SALES IN 1951

Report of the Golf Ball Manufacturers' Assn., which includes all leading makers of golf balls, shows 2,440,644 dozen balls sold in 1951. Golf ball sales for the 1950 season were 2,886,796 dozen. Korean war scare buying in 1950 accounted for the larger ball sales of that year, golf play being about equal both years. As existing golf courses are playing close to capacity, more courses are needed before the sale of golf balls, clubs, bags, etc. can show appreciable increase.

Golf club sales, according to figures submitted by the members of the National Association of Golf Club Manufacturers, totaled 3,371,631 clubs sold between Nov. 1, 1950 and Oct. 31, 1951. 2,331,637 of these were irons, and 1,039,994 were woods. Member companies of the Assn. expect to handle normal customer requirement this year.

BOROS, ANDERSON JOIN WILSON STAFF

Julius Boros and Andy Anderson, outstanding young golf professionals, have joined Wilson Sporting Goods Company's advisory staff, it is announced by L. G. (Plug) Osborne, director of the professional golf division.

Boros, Mid Pines (N. C.) Club professional, is starting his second full year on the PGA tournament circuit. Anderson joined the tournament swing late last summer and won four consecutive PGA driving contests, including 1951's longest wallop—373 yards—stopped only by a water hazard.

GOLFCRAFT OPENS NEW WEST COAST DIVISION IN CALIFORNIA

E. R. (Ted) Woolley, pres., Golfcraft, Inc., Chicago, has announced the opening of the company's west coast division in Escondido, Calif., to serve the 11 states: Ariz., N. Mex., Calif., Ore., Wash., Mont., Nev., Utah, Ida., Colo., Wyo. The new branch office and warehouse will assure prompt service on Golfcraft golf clubs and accessories to their extensive list of west coast professionals and facilitate the handling of special orders. Pros of the southern California district helped celebrate the plant's opening at a buffet lunch and in-



Examining GOLFCRAFT's new pro-only line are Joey Rey, Santa Cruz; Zell Eaton, Calif. open champ; Ralph Guldahl, twice National open champion; E. J. Redmond, v.p., and Ted Woolley, pres., GOLFCRAFT; Joe Kirkwood, Jr., present M¹l waukeé open champ.

spection tour followed by a tournament and dinner at Circle R GC. Zell Eaton, Calif. open champ, won the Golfcraft event with a 65, with Paul Runyan second and Joe Kirkwood tying for third place.

NEW FLESH-COLOR DRESSINGS

The golfer who wants to protect a small cut, blister or other hurt, but doesn't want to use a dressing that will bind or be conspicuous, will welcome the new Band-Aid Plastic Strips—strips of flesh-colored plastic adhesive tape with a

"There's dirty work
afoot", says SCRUBBY

... but who cares? I'll give 'em
the quick, easy PUSH BUTTON
BEAUTY TREATMENT with

LEWIS

Golf Club CLEANING MACHINE

- New 1951 Faster Brush Action. (Conversion pulleys to speed up 1950 models available free)

- Cleans woods or irons in seconds without hand rubbing or scrubbing. Anyone can use it. Can be coin operated for public courses.

- Built for years of dependable service with a minimum of attention.

ASK FOR DEALER DEMONSTRATION

G. B. LEWIS CO.
WATERTOWN • WISCONSIN



KEEPS
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GOLF COURSE GRASS SEEDS

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The good turf so necessary on your tees, fairways and greens is best achieved and maintained with good grass seed formulas... Formulas worked out by experienced seedsmen

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PRO FINISHED PERSIMMON HEADS

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WON-PUTT ALUMINUM PUTTERS

Quick Service on All Types of
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Get your share of the profitable SNOW-PROOF business. Nationally advertised. Waterproofs, reconditions golf shoes, golf bags, etc. Stops dry rot. Prevents mildew. Odorless, colorless, not sticky. Sold only in Bismark Brown cans. Retalls at 3 1/2 oz. 30¢. 1 lb. \$1.00, 5 lbs. \$4.00. Money-back guarantee. Descriptive folder and sample can sent FREE on request.

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THE SNOW PROOF CO.
Livonia, N. Y.

*Leather's
Best
Friend*

All the Year Around

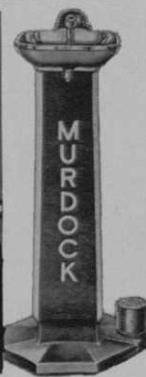


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Fountains and Hydrants
Are Non-Freezing and
Practically Trouble-Free.
All Very Important.

The Murdock Mfg. & Sup. Co.
Cincinnati 2, Ohio

MURDOCK

OUTDOOR
DRINKING FOUNTAINS
HYDRANTS
LAWN HOSE BOXES



RUBBER TIRE TEE MATS

36" x 60" \$9.90 Ea. 46" x 60" \$13.20 Ea.

TIRE LINK MATS

Any Size — to your specifications —
66c Per Square Foot

RUBBER TEES

\$2.00 Per Dozen

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small pad of absorbent gauze in the center. These thin, ready-to-use dressings stay put on hard-to-bandage places without binding, because they are elastic and stretch with the movement of the joint. Their flesh color makes them inconspicuous. They stay clean because their smooth plastic surface sheds dirt. On hand wounds, they can be washed along with the hands. Waterproof, they do not get loose or soggy when wet. Each dressing comes individually wrapped and completely sterile. Johnson & Johnson is the maker.

COWEN ELECTED TO EXCLUSIVE GROUP



Henry Cowen

Henry P. Cowen, MacGregor Golf pres., has been elected to membership in the Young Presidents' Organization, an interesting, unique and exclusive group of young Americans. Membership is limited to presidents of industrial corporations with minimum annual sales of \$1,000,000 and 100 employees. Only those elected president of their company before their 39th birthday are eligible.

Henry Cowen was elected MacGregor president in 1945 when 36 years old. He supervised the company move from Dayton, O., to its present modern manufacturing plant in Cincinnati, which launched the vast expansion program of the corporation.

NINE NEW MEN TO PRO-SHU STAFF

The Pro-Shu Company of Harrisburg, Pa. announces the appointment of nine new men to its field staff. Joseph Corey in the East; Harry Paylor in the Mid-south; Bob Hayes in the South; Bill Swazka ably assisted by Bob Storts in the Mid-west.

Milt Sweningsen in the north mid-west area; Vic Young in the Mid-west and Nick Shaeffer and John F. Sullivan on the west coast.

The addition of these men is another step in the Pro-Shu Company policy of "personalized service" to the golf shop exclusively.

Two new popular priced shoes have been added to the diversified line of Pro-Shu numbers. A colorful brochure illustrating the complete line of Pro-Shu golf, sport and dress shoes as well as accessories is available by writing to the Pro-Shu Company, Inc., Dept. G, 1918 N. Third Street, Harrisburg, Penna.

USE THE BUYERS SERVICE — Page 109

HANDY HOLDER FOR CARTS

The new Kaddy Rak, which attaches easily and conveniently to all bag cart handles, conveniently carries a score card, pencil, package of cigarettes, extra ball and six tees. It also has a handy holder for lighted cigarettes. It is made of aluminum and sells for \$2.95. Makers are the Kaddy Rak Co., 3214 N.E. Hancock, Portland 12, Ore.

BURKE GOLF COMPANY UNDER NEW OWNERSHIP

Operation of the 42-year-old Burke Golf Co., Newark, Ohio, resumed full speed ahead, February 15, under the enthusiastic and energetic leadership of its new owner, Jack A. Schram, Chicago manufacturer. Schram, an ardent golfer and member of Lakeshore CC (Chicago district) purchased outright the entire Burke plant and manufacturing facilities which henceforth will be known as the Burke Golf Equipment Corp. Early shipments of Burke golf clubs is assured under the same experienced plant personnel which has been producing the company's precision golf clubs for years, with the capable John Frankenberg as plant supt.

With few exceptions, the personnel of Burke's selling staff remains the same as before, with Willis C. Cochran as Sales Manager. The sales staff will include: Jim Vincent in the southeast territory; Larry Bove in the northeast; Chuck Tanis, Jr., Ill.; Fred Reo, New York; Joe Blanton, Ohio, Ind. & Ky.; Ross Vinton, Mich. & Wisc.; Lashe Meyers, Pa., Del. & N.J. Edw. Frost will handle the Southwest. The salesmen for other districts will soon be announced.

In addition to their golf clubs, Burke's complete line for the pros will include golf balls and a quality selection of rainwear, head covers, gloves and bags and Golf Pride grips.

Need Supplies? — See page 109

THE SAME HIGH QUALITY
AS ALWAYS in

Pro-Grip



NON-SLIP GRIP RESIN
JUST A NEW AND
BETTER CONTAINER
Order Yours Today

MANUFACTURER'S SPECIALTY
CO. INC.

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SEND FOR YOUR COPY NEW 1952 WITTEK GOLF SUPPLY CATALOG



You will enjoy ordering from our Golf Supply Catalog. It's easy — saves you money — and it's convenient. We guarantee that you will be completely satisfied. Be sure to send for your copy Today!

Wittek GOLF RANGE SUPPLY CO.
5128 W. North Ave. Chicago 39, Ill.

Extra Profits! Extra Quick!

LIGHTWEIGHT
PROTECTS club grips, shafts.
MOISTURE-PROOF PARAFFIN
COATED INSIDE AND OUT. Pre-
sents clubs conveniently.

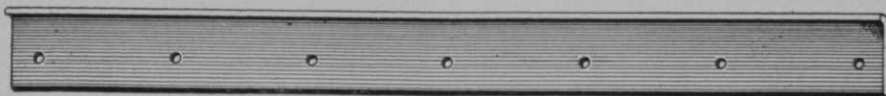
"Golfers praise 'em
and demand 'em."

30¢ Retailer
Slightly higher east and
west coasts
Your cost \$2.28 per dozen
Your profit \$1.32

Order direct or through your jobber. F.O.B. Kansas City, Mo.
CLUB SAVERS • 804 Grand Bldg. • Kansas City, Mo.



LAWN MOWER STATIONARY BLADES



We make these blades in several styles to fit the different makes and types of Lawn Mowers—including the small Hand Trimmer—Hand and Tee Mowers—Putting Green Mowers—Power Mowers and the large Gang or Fairway Mowers. Best quality knife steel, electric furnace heat treated to insure long wear and fully guaranteed to give complete satisfaction. You save important money buying direct from manufacturer.

Price sheet on request or
we will quote price for
your blade order.

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AMERICA'S BIGGEST SELECTION of GOLF AWARDS



A complete selection of golf trophies, cups, and plaques for tournaments and banquets. Immediate delivery from stock.

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515 S. Wabash Ave. — Chicago 5, Ill.
Tele. - W Abash 2-5255



COX APPOINTED ADVERTISING AND PR DIRECTOR FOR WILSON



Mark Cox has been named Advertising and Public Relations Director of the Wilson Sporting Goods Co. in a special announcement by Pres. Fred J. Bowman.

Combining of the public relations and advertising departments under Cox's direction is one of the most significant organizational changes in many years, according to Wilson executives.

Cox is well known in golf circles for his work with leading tournament players on golf books. Among those written in part or whole by him are: The Golf Clinic featuring top stars of the game like Sam Snead and Lloyd Mangrum; Golf Doctor about Cary Middlecoff; Golf Illustrated with Patty Berg; and others in collaboration with Jim Ferrier and equally famous competitors.

Five years ago, Cox organized the Wilson public relations department, later

taking on important additional responsibilities including the directorship of sales and promotion of the professional baseball division, and the school, college and professional football division.

Cox succeeds Joe Risolute, who assumes an executive position with Ivan Hill Inc., Chicago Advertising Agency, after handling the Ad Manager job at Wilson for the past three years.

NEW BAG CART HAS SEAT

Lumex, 112 101st Ave., Richmond Hill, N.Y., is increasing production of their new 3-Fore-1 golf cart, as a result of the big response they received from their initial announcement of "the cart with seat". The new cart, rugged and rust-proof, is easy, compact folding and has big bearing wheels on a wide axle, and is properly balanced for effortless handling. The bag compartment of heavy green canvas, has 14 roomy club pockets, and ball and accessory pockets. The seat is made to "rest" the heaviest golfer. The Lumex Golf Cart Seat also is available as a separate unit which can be attached without tools to any bag cart with a single post frame. It is designed so that it supports the golfer's weight. Full particulars by writing Lumex.

FROM COAST TO COAST — ALL
OVER AMERICA MILLIONS
OF PEOPLE ARE PLAYING

MINIATURE GOLF
ON
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Designed and Built
MINIATURE GOLF COURSES

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Largest Builder of Miniature Golf Courses in America

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Score Cards -- Charge Checks
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Golf Course Architect

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

NEW PLASTICS FOR GOLF

The end of the second war brought a tremendous development in plastic products. Plastic has now entered the golfing field in a big way, as John Skinner of Plastic Film Products Corp., Akron, O., learned when he showed his company's plastic golf flags at the Columbus Turf Conference. Fabricated of plastic film, also called vinyl sheeting, it most closely resembles fabrics, of all plastics, but has superior qualities of durability and dirt-resistance. This new plastic type of flag already has been successfully introduced as a safety flag to highway commissioners, utilities, etc.

The figures are silk-screened upon the golf flags, which the makers say have proved their durability, weather resistance, wind tolerance and color permanence.

Another new golf item by Plastic Film is a power mower cover. Of interest to club managers is Plastic Film's line of draperies and curtains made of pure vinyl film, in a weight that will give enough "body" to hang straight, and can be draped well. Under the "Forecast" label, they offer a wide selection of colors and designs, in smooth and fabric like textures. Complete descriptive literature on all these items from the manufacturer.

TOOL ENCOURAGES DIVOT REPAIR

Clarence Yarn, figured that given a handy tool, golfers would soon get the habit of promptly giving first aid to turf damaged by their divots. So, he fashioned a neat little tool along the lines of a minia-



ture shoe-horn with a pointed end. He had a perfect testing ground for the idea as owner of Woodside Golf Course, Des Moines, Ia. He passed out samples to his players whose reaction was as immediate and favorable as the recovery of Woodside's divot-damaged turf. Now the Divot-Fixer, as the tool is known, is in volume production at a price that permits clubs to furnish them to their members. Full particulars from Woodside Golf & Park Supply Co., Des Moines, Iowa.

Specialists in Golf Ball
Manufacturing Machinery
and Equipment

FRANCIS H. RICHARDS, INC.

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New York 7, N. Y.
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GOLFDOM'S Newest Star

PAUL HAHN

Will spend the 1952 season in exhibition
work in the eastern sector of the country.

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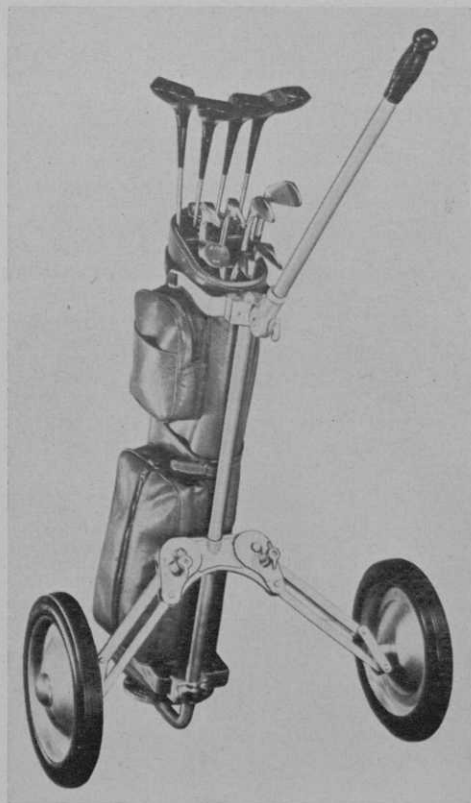
Ray Valind, Business Manager
5556 Beaumont Ave.
La Jolla, California
Phone: GLEncove 5-7236

GOLFDOM'S MISTAKE

The bag cart shown below manufactured by the National Die Casting Co., Chicago, appeared in the February issue of Golfdom accompanied by descriptive material of a bag cart made by another manufacturer.

Herewith Golfdom's apology and correct information on the cart illustrated below.

"Caddy Master" is name of this new folding caddy cart, recently introduced by The National Die Casting Co. of Chicago. Easy folding action permits opening or closing



cart in seconds. Other features include adjustable handle to assure proper balance regardless of size or weight of bag. Cart accommodates all size bags including the pipe organ style bag. Wheels are 12" in diameter with oilite and semi-pneumatic puncture-proof tires. Construction is durable, rust-proof, high strength aluminum. Cart folds to a 14" width and is backed by a one-year guarantee against defects in materials and workmanship.

**Get prices and information
on Supplies and Equipment
by using Golfdom's Buyer's Service
(See page 109)**

James G. Harrison

GOLF COURSE ARCHITECT

Member:
American Society of Golf Course Architects

R. D. #3, Box 372
Phone — Valley 3225

Turtle Creek, Pa.
Suburb of Pittsburgh

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ROBERT BRUCE HARRIS

Golf Course Architect

Member: American Society of Golf Course Architects

664 N. Michigan Ave.
CHICAGO 11, ILL.

Phone: Whitehall 4-6530

WILLIAM F. GORDON

Golf Course Architect

Member
American Society of Golf Course Architects

Doylestown,
Pennsylvania

CREEPING BENTS

C-1

C-19

C-52

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THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES

ON MacGREGOR ADVISORY STAFF

Henry Cowen, MacGregor Golf pres., has announced the addition of three young tournament pros as full-fledged members of the company's golf advisory staff: Bob Toski, Doug Ford and Ted Kroll. These three join other famous names of golf in the promotion and development of new MacGregor golf equipment. Other MacGregor staff members are: Tommy Armour, Herman Barron, Jack Burke, Jr.,



Bob Toski

Douglas, Bob Hamilton, Beverly Hanson, Chick Harbert, Clayton Heafner, Ben Hogan, Byron Nelson, Toney Penna, Louise Suggs, Lew Worsham.

Toski, 25 years old, joined the tour as a regular competitor in 1950, finishing as 31st money winner. He climbed up among the first 20 in 1951 and so far in 1952 has tied for

a win in the Bing Crosby Pro-Am Best Ball and finished in a tie for sixth spot in the actual Crosby championship. Toski, whose style and stature remind many of Ben Hogan, is destined to go far in the game. He plays out of Northampton, Mass.

Doug Ford, 28, came into his own in 1951 as a tournament player, moving from 40th money winner in 1950 he swept into the first 12 in 1951. His consistency is the biggest factor in his rise, missing the money only three times in 1951. In the Texas Open and Kansas City Open last year he tied for first place only to lose in



Doug Ford

the playoffs. Ford comes from a golfing family with his golf pro father and four golf pro uncles. He plays out of Yonkers, New York.

Ted Kroll, the 32-year-old bridegroom, has been playing some of the best golf of his career so far this year. The 155-pound ex-infantryman, has been at the top or near the leaders in nearly every tournament to date in 1952. In the rugged Los Angeles Open, he captured 4th place and \$1,200, then shot an amazing 65 in the first round of the San Diego Open and went on to win the \$2,000 first prize. He also took third place and \$1,000 in the Phoenix Open. He plays out of the Yahnundasis GC, near New Hartford, N. Y.



Ted Kroll

SCOGGINS MADE DISTRIBUTOR FOR SERBIN WOMEN'S GOLF CLOTHES

Serbin, Inc., New York and Miami, whose achievements in combining functional design with smart styling in women's fashion and sports clothes won them three consecutive Fashion Academy Gold Medals, has appointed Howard Scoggins Golf Co., Dunedin, Fla., as exclusive distributor to the golf professional trade for their attractive and practical 1952 golf apparel. Among the many features of the Serbin golfer is the "loop-on". Loops on the blouse slip through the skirt waist-band, the belt firmly holding them together and eliminating blouse "pullout". There's lots of pocket room, too, for tees, score cards and feminine accoutrements. Another Serbin golfer style is a sleeveless, one-piece garment of Lonsdale's silky broadcloth, with large patch pockets, slim skirt, elasticized belt and back bellows pocket; in colors. Other Serbin creations

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A N I N V E S T M E N T

Antiques and curios — the history of yesterday — know no falling market. Devotees of the ancient pastime of golf will find rare golf books, prints, clubs, etc., something to be cherished down the years — and with ever-increasing values. Books back to Scottish laws forbidding "gowf."

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include a knee-length model, Bermuda shorts, culottes and two sports skirts which will team with any of several Serbin blouses. For complete details of the Serbin golfer styles for 1952 write Scoggins Golf Co.

SPALDING OFFERS NEW GOLF CART

Being introduced for 1952 is a new Spalding tubular steel golf cart which is light in weight and yet very strong. It has big ten inch aluminum wheels with long wearing nylon bearings which require no lubrication, and the wheels are equipped with large semi-pneumatic rubber tires. The cart folds conveniently to fit into a locker or car trunk and can be prepared for use by pulling out the wheels, adjusting back plate to required position and adjusting the handle to height desired.



JACOBSEN ANNUAL REPORT TELLS POWER MOWER INDUSTRY GROWTH

The 1951 annual report of the Jacobsen Manufacturing Company, Racine, Wis., presents in an unusually interesting and attractive form pertinent and statistical information concerning the history and development of the company and its subsidiaries, Johnston Lawn Mower Corp., and Worthington Mower Co.

Pres. Oscar T. Jacobsen reports consolidated production, shipments and sales were the highest in the history of the company with net earnings for the year equal to \$10.41 per share as compared with earnings for the previous year of \$4.50 per share. Sales in the year just ended were \$12,886,241.74 as compared with \$7,522,556.44 in 1950.

This remarkable increase in sales volume is attributed to expanded sales activity and dealer promotion in an industry reportedly experiencing the same upward trend as other popular appliances have in the past. An increasingly power mower minded public in recent years has been the

prime mover in the expansion of an industry which has grown from less than a dozen suppliers in the early '20's to more than a reported 150 today. It is estimated Jacobsen and its subsidiaries did about 11 per cent of the industry volume in 1951, a position established, according to the company, by a consistent, well-rounded sales promotion program.

Current orders booked with Jacobsen exceed the volume for the same period last year and indicate a very strong market for the coming season, although government allocation of materials are expected to reduce over-all production of power mowers.

CORDED RUBBER FLOOR TILE

A resilient rubber floor tile which is molded from new rubber and friction cord, and known as Do-All corded rubber floor



Installation of Do-All corded rubber floor tile.

tile, is now being marketed by the American Mat Corporation, 2018 Adams Street, Toledo, Ohio.

While flexible, it is non-breaking and non-chipping and will, because of its composition, stand up under unusual conditions such as traffic from spiked shoes, cleats, ice skates, and other conditions abusive to flooring not designed to take this type of punishment. American Mat engineers state that the tile also provides a cushioning effect and serves as a noise deadener as well.

It is manufactured in a mottled design of ten different colors adaptable to a variety of decorative schemes. It is supplied in $\frac{1}{8}$, $\frac{3}{16}$ and $\frac{1}{4}$ inch thickness and in sizes 9 x 9 and 30 x 30.