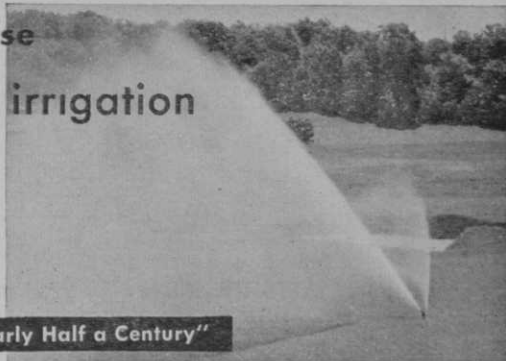


You'll improve your course  
with **SKINNER** irrigation

Individual units or complete "tee to green" systems. Precision made of brass, bronze and stainless steel parts to assure dependable performance for years. Write today for specifications. THE SKINNER IRRIGATION CO., 415 Canal St., TROY, OHIO



"Pioneer and Leader in Irrigation for Nearly Half a Century"

**SEND ME IN, COACH**



Fred Bowman, pres., Wilson Sporting Goods Co. (L.) looks over Ed Rankin (Walter Hagen div. gen. mgr.), Old Master Sarazen and Sam (Ft. Knox) Snead, prior to T-hour at the Masters. Sam looks like he is in a serious mood and wants that Masters' first money. He got it.

**INSECTICIDER — NEW INSECT KILLER**

Among golf clubs and other clubs where summertime's flying insects are a continuing nuisance because of the constant flow of traffic in and out of clubhouses a new machine known as the "Insecticider" should bring welcome relief. The insect

killing machine, said to kill all flying insects, is the latest development of Columbia Chemical Co., 154 E. Erie St., Chicago, manufacturers of Glyco-Master air purifying equipment. Light in weight, it has the appearance of an attractive bowl shaped wall lamp. Its lower section is



equipped with a thermostatically controlled electric heating unit which vaporizes Lindane powdered crystals placed in the upper section. One ounce of Lindane crystals, a safe and effective insecticide, will last 28 days and treat 15,000 cu. ft. per hour. The unit has an automatic

**Use**

**WEEDANOL**

**2, 4-D Formulations**

**For Lowest Cost Weed Control**

**Ask Your Dealer**

**ASSOCIATED CHEMISTS, INC.**

North Collins, N. Y.

**LIQUA-VITA**

1 2 - 8 - 4

The Complete Liquid Plant Food for Golf Greens

"Ask the man who uses it!"

"I have been using your Liqua-Vita on my greens during June, July and August for the past 4 years and wish to express my complete satisfaction with results obtained. No burning—even distribution—good color. Applied with the fungicide, it practically pays for itself in labor saved. I wouldn't be without Liqua-Vita for summer feeding."

Charles Shirey, York Country Club, York, Pa.

**AMERICAN LIQUID FERTILIZER Co., Inc.**  
Box 267, Marietta, Ohio

## GOLF'S TOP EXHIBITION

*The Master of Golf Magic*

### JOE KIRKWOOD

*with his entertaining and instructive*

TRICK SHOT SHOW and CLINIC

*For Booking Details Write:*

**JOE KIRKWOOD**

c/o Golfcraft, Inc.

1700 W. Hubbard St., Chicago 22, Ill.

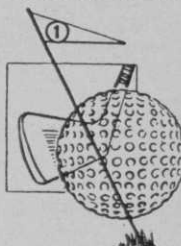
## GOLF BALLS, CLUBS & EQUIPMENT

FOR  
DRIVING RANGE  
MINIATURE OR  
PITCHING COURSE  
RETAIL SALES.

CONSTRUCTION &  
MAINTENANCE  
HINTS.

**NORTHERN BALL CO.**

3441 N. Claremont Ave., Chicago 18, Ill.



shut-off and a pilot light and meets all federal and state requirements. Full particulars from Columbia Chemical on unit cost and Lindane refills.

### BETTY DODD SIGNED BY HILLERICH & BRADSBY

Betty Dodd now is making the girls' tournament circuit and demonstrating at girls' schools golf classes, as a member of the Hillerich & Bradsby Co. advisory staff.

Betty's father is Brig. Gen. Francis T. Dodd. Betty (Elizabeth H.) has spent much of her 21 years traveling as her father's army assignments moved the family. She attended high school and junior college at San Antonio, Tex.

She took up golf seriously three years ago and was semi-finalist in the 1950 Trans-Mississippi and semi-finalist in the 1951 Women's Southern. The lassie has a delightful personality and she'll do O.K. developing as a pro golfer and a golf businesswoman.

Watson Distributing Co., PO Box 4624, Houston, Tex. has new illustrated folder on Arthritis Special, the gasoline-engined golf buggy that is making it possible for so many with arthritis, high blood pres-

sure and other disabilities to enjoy golf. The Arthritis Special conveyance is becoming quite a common sight on courses and is getting strong endorsement from doctors, pros and users who otherwise wouldn't be able to play.

### PUTTING POP IN THE MIDDLE



That dapper gentleman in the middle is Ed Oliver, Sr., pappy of Porky as you might easily guess without any cut line. The distinguished party at the right is Wilson's Claude Hastings, who is giving Sonny Oliver an important item of the Oliver diet.

## GOLF RANGES

### MINIATURE COURSES

We can furnish you  
COMPLETELY

Prices and Details on Request

**EASTERN GOLF CO.**

2537 BOSTON RD.

BRONX 67, N. Y.

Dept. A



## Pro-Grip Wax

PUTS POWER  
IN YOUR DRIVES  
Sold Through ALL  
Leading  
Distributors

**MANUFACTURER'S SPECIALTY CO., INC.**

2736 Sidney St.

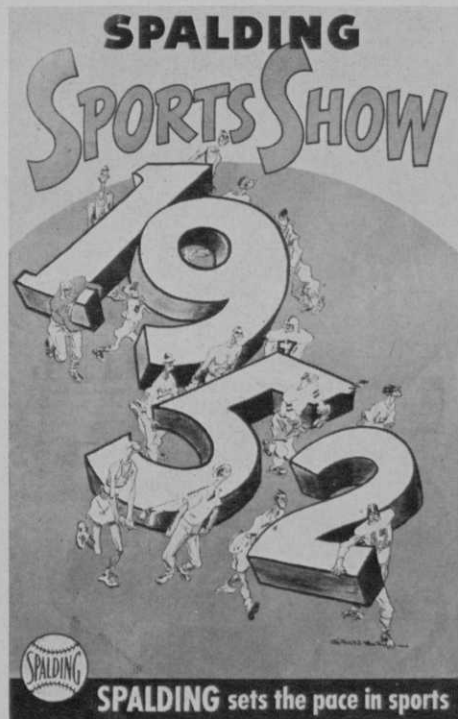
ST. LOUIS 4, MO.

**EASTERN GOLF CO. HAS 25th  
BIRTHDAY IN NEW BUILDING**

Eastern Golf Co., celebrates its 25th anniversary by moving into its new office and factory building at 2537 Boston Rd., corner Wallace ave., Bronx 67, New York.

Ralph DeSalvo started the company as a golf ball reconditioning operation. He did so well with that and established himself so solidly that his company has expanded into doing considerable business not only in reconditioning balls but in all other equipment for golf ranges and miniature courses.

**SPALDING PICTURE BOOK**



Spalding's 1952 collection of Willard Mullin's entertaining cartoons of sports personalities and oddities in the records, is presented in a book you'll see with the above cover. The book differs from former years in that the newspaper ads are not reprinted in book form but all of the unusual incidents in the book are original selections appearing for the first time in the Sports Show series.

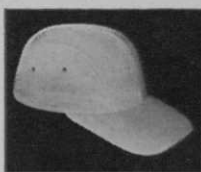
**1914 FULNAME 1952**

Traffic on *your* golf course needs the green light for '52. Where Fulname Dies are used, no irritating delays — no mix-ups in ownership — fewer permanently lost balls.

After a *relaxing* game the player is a good business prospect.

P.O. Box 178  
**THE FULNAME CO.** Cincinnati 6, Ohio

**Congo SUNSHINE HEADWEAR**



Write today for the latest catalog of 1952 models illustrated in smart solid, two-tone, and plaid colors. Congo is the leading line of caps, visors, and hats for golf, tennis and other outdoor activities. Make your selections now to insure desired delivery.

Write us for Catalog . . . Order From Your Jobber  
**WHY UNDER THE SUN DON'T YOU WEAR ONE?  
THE BREARLEY CO., ROCKFORD, ILL.**

**GOLF PRINTING**

Score Cards -- Charge Checks  
Greens Maintenance Systems  
Caddie Cards -- Handicap Systems  
Forms for Locker and Dining Rooms  
and for the Professional.  
Fibre and Paper Tags  
Envelopes -- Stationery  
Samples on request.

**VESTAL CO., 701 S. LaSalle**  
Chicago 5 Phone: HArrison 7-6314  
Established 1912

**PRO FINISHED  
PERSIMMON HEADS**

WOODS HAND MADE TO ORDER  
WON-PUTT ALUMINUM PUTTERS

Quick Service on All Types of  
Repair Work.

**Bert Dargie Golf Co.**

2883 Poplar Avenue, Memphis 11, Tenn.

**GOLF AWARDS**

Featuring  
Better Value  
Top Quality  
Quicker Service

Order Now For  
Spring Tournaments.  
Free Delivery on  
Prepaid Orders.

Send for free catalog.

**Sports Awards Co.**  
429 W. Superior St.  
Chicago 11, Ill.



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**

### CORRECTION IN BOSTON: SNEAD WON THE MASTERS

Wilson's advertising department sends mats of ads to 60 metropolitan newspapers and in case one of the Wilson staff wins a major tournament the papers have instructions to insert the name of the winner in the ad and let the presses roll.

After Snead won the Masters the Boston (Mass.) Evening American slapped Sammy's name in an advertisement for other golf equipment by mistake. Due to considerable previous advertising associating Sam's victories with Wilson equipment the error was widely noted. That's the way it goes; make a mistake and almost everybody catches it. Wilson got out ahead as the paper ran a correcting ad on Sam's second Masters' victory the next day.

### HAGEN ISSUES PRO SALES AND REFERENCE BOOK

The Walter Hagen Co., div. of Wilson Sporting Goods Co., has done an excellent job for pro businessmen with its new Walter Hagen Professional Golfer Sales and Reference Book. It is a large, leather-bound loose-leaf book containing valuable information on merchandising, shop layout, club repairs, the Hagen cata-

## RANGES

Stock your range with NEW IMPROVED PLASTIC COVER Golf Balls. Available in all white, or white with a stripe in Red, Green, Blue, Yellow or Black.

\$3.08 per dozen outright, or \$2.65 per dozen with equal amount of old balls.

The ONLY RANGE BALL guaranteed 100%, by replacement, against seam splitting or cracking.

**WHEN YOU BUY PLASTICS, YOU BUY THE BEST**  
**WAGNER'S GOLF SALES CO.**  
534 10th STREET, SANTA MONICA, CALIF.  
Phone — Exbrook 31689

log and history of Hagen and the Hagen company's contributions to clubmaking.

The merchandising section in itself is a fine short course in buying, record-keeping, display, advertising and sales methods, credit, inventory control and relations with club officials and members. The shop layout section also contains valuable suggestions for improving shops.

Inventory control forms and purchasing forms are furnished along with the book. Something else that may be had by master pros is the Hagen appointment book which has the half-hour spaces for every day for a year.

This Hagen sales and reference book with its loose-leaf makeup and tab indexing is a great start for the pro who wants to make his own business manual. Business magazine articles and other material may be inserted in the book for reference and the pro soon will have a highly valuable book.

The course superintendents have gone into the reference library angle to the extent that it's been exceedingly helpful to them, and the pros can take a tip from their team-mates by making use of the Hagen binder and basic material in compiling their own compact reference file.

## AMERICA'S BIGGEST SELECTION of GOLF AWARDS



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

Send for catalogue No. G12

**UNIVERSAL SPORTS AND AWARDS**

Division of Universal Bowling & Billiard Supply  
515 S. Wabash Ave. — Chicago 5, Ill.  
Tele. - WAbash 2-5255



## Monroe FOLDING BANQUET TABLES

Direct Prices and Discounts to Golf Clubs, Lodges, Parks,

Hotels, Churches and All Organizations

WRITE FOR CATALOG

Manufactured By

**THE Monroe COMPANY**  
12 CHURCH STREET COLFAX, IOWA



**9 OUT OF 10 ...  
MINIATURE GOLF COURSES**

**Built At Golf Driving Ranges  
Were**

**Built By ARLAND**

**From Coast to Coast  
All Over America**

**ARLAND**

444 Brooklyn Ave. New Hyde Park, N.Y.

**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

*Write for Illustrated Folder  
and Complete Information*

**ASHLAND RUBBER MAT COMPANY**  
1221 ELM ST. P. O. BOX 167 ASHLAND, OHIO

**WITTEK CATALOG FEATURES  
NEW ITEMS FOR RANGES**

Driving range operators will find many practical items needed for the management of successful ranges in the 1952 catalog of Wittek Golf Range Supply Co., 5128 W. North Av., Chicago 39, Ill. In addition to a comprehensive line of range balls, clubs, ball pails, tees, etc., for ranges and miniature putting courses, the new Wittek catalog features the new Wittek Batting Practice machine which many ranges are installing to supplement their



income. The batting machine is coin operated and has an automatic feed which draws on a hopper with a capacity of 500 baseballs.

Another leader in Wittek's 1952 line is the Magic Fog machine, an inexpensive fogging attachment readily attached to

gasoline operated mowers. The unit, introduced last season, has proved its effectiveness in ridding range property of mosquitoes, flies, chiggers, and other pests. Rounding out the catalog's contents is a line of regular golf course equipment including clubs, golf carts, bags, jackets, head covers and other accessories. The catalog will be sent free to those writing the Wittek address above.

Wilson Sporting Goods Co., Chicago has issued its 1952 press-radio-TV biographical and record books containing material on Wilson men and women advisory staff members and much record data on major tournaments. It's valuable reference work for those who write or broadcast golf.

**NINE MODELS IN 1952 LINE OF  
SKEE RIEGEL GOLF SHOES**

The Ted Bishop Co., 101 Tremont St., Boston, Mass., recently completed mailing to the professionals a colorful folder illustrating this year's models of Skee Riegel lightweight golf shoes. Five models of women's shoes and four of men's are included in the line, four of the women's models having lug soles and two-tone color combinations. The pro mailing folder pre-

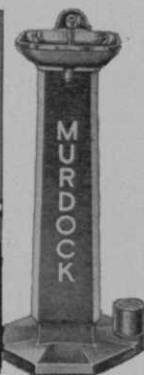
Drinking Water is as Important  
to Health as Air and Sunshine.

**MURDOCK Outdoor Drinking  
Fountains and Hydrants**

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

**MURDOCK**

**OUTDOOR  
DRINKING FOUNTAINS  
HYDRANTS  
LAWN HOSE BOXES**



**GOLF COURSE  
GRASS SEEDS**

**TESTED FOR  
PURITY AND GERMINATION**



Fine formulas for all golf course needs,  
worked out by experienced seedsmen and  
thoroughly tested!

Write for our special seed and golf course  
supply catalog today.

**Peter Henderson, Stump & Walter Co.**  
38-1 Henderson Bldg., 48 Cortlandt St., N.Y. 7, N.Y.

## WILLIAM F. GORDON

Golf Course Architect

Member

American Society of Golf Course Architects

Doylestown,  
Pennsylvania

## ALFRED H. TULL

Golf Course Architect

209 E. 49th Street  
NEW YORK 17, N. Y.

sents the entire line in the colors in which each model is available and lists the sizes and retail prices. The new Skee Riegel elastic golfer's belt is also described. Skee Riegel golf shoes are sold through professionals exclusively. For complete details, and the 1952 folder if yours failed to reach you, write Ted Bishop at address above.

### NEW SALES AGENCY FOR PRO TRADE

Fred Haas, until recently gen. mgr. of the professional dept. of Golfcraft, Chicago, has organized a sales and distributing agency under the name of Fred Haas & Associates. The new selling organization is engaged in assembling equipment, supply and accessory lines for distribution through golf pro shops and invites inquiries from manufacturers seeking pro outlets. Haas for many years was one of the best known professionals in the south and was first management committee chmn. of the PGA National Golf Course at Dunedin, Fla. His associates are seasoned salesmen in pro shop merchandise lines. During his many years of service to the game Fred has made a host of friends throughout the golf pro trade and their best wishes are with him and his associates in their new business. Headquarters are in Chicago, P.O. Box 900.

### BOB CLARK SELLING FOR ACUSHNET

Robert R. Clark was recently named to the sales staff of the Acushnet Process Sales Co. and has taken over in his new territory which includes Arkansas, Colorado, Kansas, Wyoming and parts of Missouri, Nebraska and South Dakota.

Bob was born in Dunfermline, Scotland, and came to the United States in 1930 to settle in Cleveland, Ohio. His introduction into golf was made under the guidance of Dave Livie, then Pro at the Shaker Heights CC, Cleveland, O. Bob later served as assistant to Livie at the Charlotte (N.C.) CC.



Bob Clark

He began his selling career as a representative for the Goodyear Tire and Rubber Co. before becoming affiliated with the E. J. Smith & Sons Co. of Charlotte, N. C. (distributor for the Acushnet Process Sales Co. in the South Eastern states) with whom he remained until receiving his recent appointment.

## GOLFDOM'S Newest Star PAUL HAHN

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

For information Write, Wire or Phone

Ray Valind, Business Manager

1831 Colorado Ave.  
Santa Monica, Calif.  
Phone: GLen Cove 5-7236



## GOLF TROPHIES & PRIZES

N75-A  
5 1/2"  
\$2.00

### GOLF TROPHIES & PRIZES

Write for free catalog of

Trophies  
Cups

Plaques  
Novelties  
Jewelry

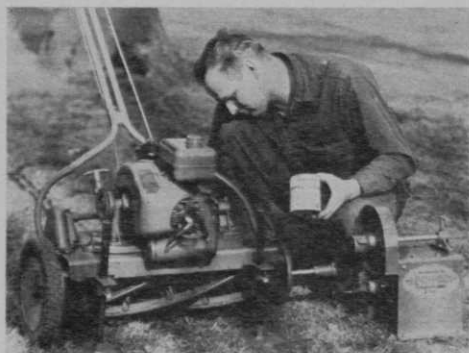
Banquet Souvenirs

Immediate Delivery  
Hand Engraving 6¢ per letter

**THE TROPHY & MEDAL SHOP**  
10 S. Wabash Ave.  
Chicago 3, Ill.

#### PORTABLE MOWER LAPPING MACHINE

The Fate-Root-Heath Co., Plymouth, Ohio, has introduced their Simplex Portable Lapping Machine, a portable power unit designed to lap in any reel type mower quickly, with minimum effort. Designed for use either in the shop or on the fairway, the Simplex can be coupled to the reel of a mower anywhere near a source of 110-volt power. Adjustable mower supports are provided along with several sizes of reel shaft couplers and two grades of lapping



compound. A reversing switch is provided to run the Simplex in either direction and the final drive arm can be adjusted to any position from 3 in. to 16 $\frac{1}{4}$  in. above floor level.

The Simplex uses a  $\frac{1}{8}$  H.P. double shaft motor. Grinding wheel or wire brush may be mounted on either shaft. Drive reduction to 145 RPM is through V-belts and pulleys; no gears. Belt tension is adjustable on both belts. Built for long, trouble free service, the unit weighs 45 lbs., measures 20" x 10" x 14" high. Complete details from the manufacturer.

#### STURDY WOOD DISPLAY FOR GOLF BALL SPRAY-NEW

A counter display of wood and masonite has just been completed for self-service sales of Golf Ball Spray-New. The

### EVERYTHING IN GOLF AWARDS

SEND FOR FREE CATALOG

**R. S. OWENS & CO.**

2039G W. 13th ST.  
CHICAGO 8, ILL.

## James G. Harrison

GOLF COURSE ARCHITECT

Member:

American Society of Golf Course Architects

R. D. #3, Box 372  
Phone — Valley 3-3444

Turtle Creek, Pa.  
Suburb of Pittsburgh

## ROBERT BRUCE HARRIS

Golf Course Architect

Member: American Society of Golf Course Architects

664 N. Michigan Ave.  
CHICAGO 11, ILL.

Phone: Whitehall 4-6530

## ROBERT TRENT JONES

Member:

American Society of Golf Course Architects

Golf Course  
Architect

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

## WILLIAM P. BELL AND SON

GOLF COURSE ARCHITECTS

Member: American Society  
of Golf Course Architects

544 Sierra Vista Avenue  
Pasadena 10, California

display is self-descriptive, painted in white, yellow and green. An empty dispenser and "before-after" treated golf ball are mounted on the display panel. The display stand is 14½" high. The step platform holds both the 6 ounce Junior Size and 12 ounce Economy Size. At the right of the display are two of the new new "30 treatment" dispensers that sell for \$1.29 including convenient ball holder. The large, 70 ball treatment size remains at \$2.25 retail with holder. The new display is supplied free of charge to pros with stock orders of 3 cases from Golf Ball Spray-New, Division of Federal International Co., Inc., 50 New Street, New York 4, N. Y.

### TRU-STROKE PRACTICE GADGET HITS SALES STRIDE

Tru-Stroke practice and training device, invented by Lou M. Miller, pro-mgr., Rock Spring CC, Alton, Ill., has caught on as a pro shop item. It's a gimmick that fits onto the shaft of the putter or approaching club, training the player to line up shots accurately and keep the clubface square. The device, made by True-Stroke, 22 E. Broadway, Alton, Ill., now has a new non-slip clamp on it that doesn't mar the club shaft. Pros and amateurs who at first thought the device was just another wild idea now are finding that it works very effectively in helping to improve the short game.

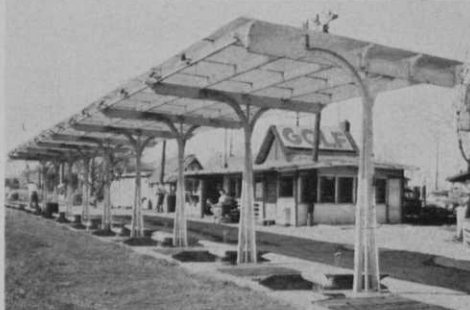
### KROYDON CATALOG STRESSES QUALITY CONTROL IN CLUB MAKING

"Kroydon—For Better Golf", is the theme of the practical, attractive 1952 catalog of The Kroydon Co., Maplewood, N. J., makers of Kroydon golf clubs. The complete line of Kroydon's 1952 woods and irons is described and illustrated, several models in full color. As pointed out by C. L. Gairoard, pres., Kroydon forges its own steel heads and makes its own steel shafts, thus affording control of quality through every step of each club's manufacture. Included in the catalog is Kroydon's accessory line for pro shop merchandising, including bags, gloves, umbrellas, head covers, jackets, etc. Kroydon has enlarged its sales force to ten representatives, six distributors and two pro advisory staff members, and the territories which they cover are given in

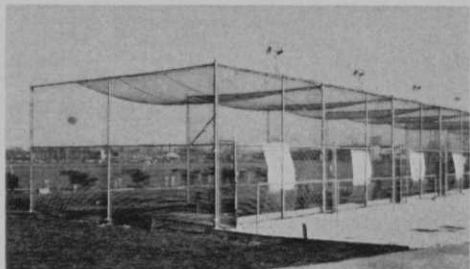
their catalog. If you haven't received your copy one will be sent upon request directed to Frank Mitchell, sales mgr., at Maplewood, N. J. plant.

### ATTRACTIVE CANOPY FOR RANGES

Devon Links, Chicago, said to be the world's largest golf driving range, is quick to provide facilities that afford comfort and convenience for their customers. The latest addition is the attractive tee canopy



here illustrated. The steel standards are gracefully curving, the joists and girders are made of dressed lumber and the top of transparent, corrugated fibreglass in various colors. The players stand well in front of the ample room between the standards. The canopy was designed and installed by Chain-Link Fence Corp., Chicago, manufacturers of the Chalinko Golf



Ball Washer. The company also manufactured and installed the protective screening for the battery of eight batting practice cages recently installed at Devon Links. As shown in the illustration, galvanized Chain-Link wire screen material is used for the sides, back and dividing panels. Ederer golf netting is used across the top.

### CREEPING BENTS STOLONS

C-1

C-19

C-52

Branch Nurseries Farmington, Ia., Slocum, R. I.

Main Nursery & Office Madison 1, Wisconsin

P. O. Box 350

### Old Orchard Turf Nurseries

R. R. Bond, Prop.

THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES

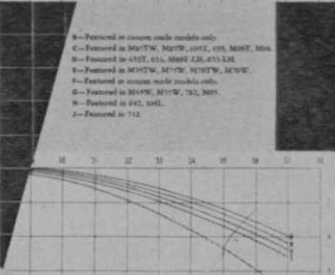
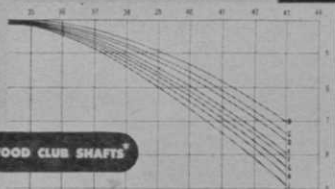
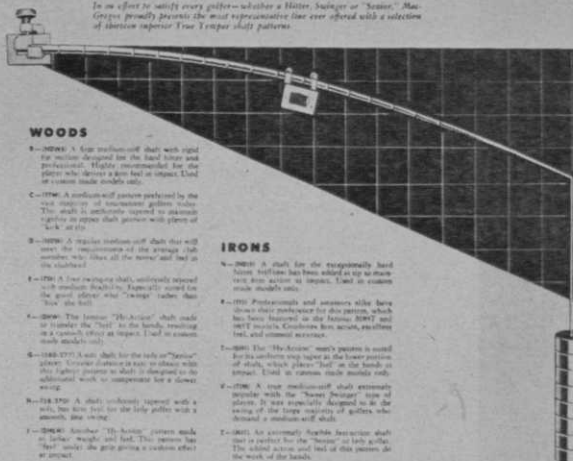


# MacGregor

## TRUE TEMPER *Tourney* SHAFTS

With 87½-year experience in golf club making, MacGregor has probably custom made more clubs for outstanding players than any other manufacturer. While there have been many changes in club design through the years, it has always been evident that the shaft and its feel are one of the most important things in creating a good model.

In an effort to satisfy every golfer—whether a Hitter, Swinger or "Saver," MacGregor proudly presents the most representative line ever offered with a selection of alternate superior True Temper shaft patterns.



### WOODS

- W-1000: A fine traditional shaft with rigid flexion designed for the hand hitter and professional. Highly recommended for the player who desires a firm feel in impact. Used in custom made models only.
- W-1001: A medium-stiff pattern preferred by the vast majority of intermediate golfers today. This shaft is particularly suited to intermediate players in upper shaft grades with flexion of 4 1/2" to 5 1/2".
- W-1002: A regular medium-stiff shaft that will meet the requirements of the average club member who likes all the normal feel in the clubhead.
- W-1003: A low swinging shaft, initially tapered with medium flexibility. Especially suited for the quiet player who "saves" rather than "hits" the ball.
- W-1004: The famous "Hi-Airline" shaft made to imitate the "feel" of the hand, resulting in a "catch" effect at impact. Used in custom made models only.
- W-1005: A soft shaft for the club in "Senior" player. Greater flexibility is built in closer with the lighter pattern to deal in deviation to the additional work to compensate for a longer swing.
- W-1006: A shaft, initially tapered with a soft, but firm feel for the help golfer with a smooth, slow swing.
- W-1007: Another "Hi-Airline" pattern made in lighter weight and feel. This pattern has been made the grip giving a cushion effect at impact.

### IRONS

- I-1001: A shaft for the exceptionally hand "heavy" golfer who has been advised to give a more "soft" iron action at impact. Used in custom made models only.
- I-1002: Professionals and amateurs alike have chosen this pattern for the iron, which has been featured in the famous BUNY and WEST Invitational. Excellent for accurate ball and control accuracy.
- I-1003: The "Hi-Airline" iron's pattern is used for the medium to light in the lower portion of shaft, which "floats" off on the hands at impact. Used in custom made models only.
- I-1004: A true medium-stiff shaft extremely popular with the "hand designer" type of player. It will especially be designed to do the swing of the large majority of golfers who demand a medium-stiff shaft.
- I-1005: An extremely flexible iron pattern shaft used in perfect for the "senior" or help golfer. The added action and feel of this series do the work of the hands.

MacGregor Golf Co.  
4801 Spring Grove Ave., Cincinnati 32, Ohio

## MacGREGOR CHART SHOWS SHAFT CHOICE

MacGregor's new wall chart for pro shop explains shaft choices available in wood and iron clubs and shows customer the pro has in stock or can get shaft exactly suited to the club buyer's game. Chart is 28 in. by 21 in., printed in three colors. Supplied free by MacGregor Golf Co., Cincinnati 32.

### BALANCED BAG INCREASES PLAY, EXPERIENCE SHOWS

Balanced Golf Bag Co., Chicago 22, Ill., has received from pros statements that this light, balanced canvas bag has increased play by golfers during caddy shortages. Pros report that when smaller kids have to go double members switch clubs from their standard-type bags into the Balanced bag to ease the kid's load and help him to move faster, or when there are no caddies available carry their own Balanced bags.

The company also has heard from pros that in many clubs there is a substantial percentage of players who have Balanced bags as second bags, and put the Balanced bags inside the big bag when trav-

eling to resorts where caddy supply is low. That also makes more play. After a couple of seasons of use the Balanced canvas bag is worn out, but the user has had his money's worth and comes to the pro for another, so the manufacturers say many pros have told them.

### ACUSHNET LAUNCHES NEW ADVERTISING PROGRAM

With May issues of the national general and golf player magazines, the Acushnet Process Co., manufacturers of Acushnet balls, tees off their powerful and highly concentrated advertising campaign for 1952.

Two-color half pages will be used throughout the summer and early fall.

### • BENT GRASS •

Stolons and Sod. Washington—C1— and other recommended strains.

HIRAM F. GODWIN

22366 Grand River Ave., Detroit 19, Mich.

### WILLIAM B. LANGFORD GOLF COURSE ARCHITECT Balanced Topographical Design

Member:  
American Society of Golf Course Architects  
Telephone: KEystone 9-6501  
2405 Grace Street, Chicago, Illinois

Acushnet's nationally popular Famous Foursome, the creation of well-known illustrator, Harry Beckhoff, will again parade their sand-trap antics for the entertainment of the golfing public. In the new series these lovable dubs will be aided, abetted (and frustrated) by their wives and friends. They should win as always, attention and applause.

The Acushnet Titleist for 1952 has great things claimed for it—greater length, more durability and improved click and

feel. It will, like all Acushnet balls, be sold through pro shops only.

Acushnet will continue its highly interesting (and sometimes controversial) campaign in the trade press. Two color bleed pages in second cover and back cover positions will run throughout the year. Point of purchase advertising and direct mail will be continued—and the Acushnet driving machines will continue to give their dramatic demonstrations at golf clubs in every part of the country.

## CLASSIFIED ADS

**RATES:** Minimum insertion \$4.00 for 20 words; additional words 20c each. Bold face type, 25c. per word. Classified cols. reserved for help or services wanted and for sale of used equipment.

*Under no circumstances are we permitted to divulge the name and address of those placing the blind advertisements. Responses to all box number ads should be addressed to the box number and mailed to GOLFDOM; replies are promptly forwarded to advertisers.*

**RANGES ATTENTION:** Your golf balls recovered, reasonably priced, New white paintless cover, guaranteed. Incoming freight paid. Norman Van Ness, Pinebrook Road, Montville, New Jersey, Caldwell 6-6794.

### WANTED FOR CASH

Old golf balls retrieved from ponds or out of bounds on or around golf courses.

Cuts and Bumps 60¢ per doz.

Off brands & synthetic \$1.50 per doz.

Round & perfect \$1.00 brands

for refinishing \$2.40 per doz.

Note—No golf driving range cull throw-out balls wanted at above figures.

Send for shipping tags and instructions

### DRIVING RANGE MEN—REBUILDING

Your old cores recovered with the new type paintless cover material. Tested and proven to be the best process in rebuilding for driving range use. Guaranteed 100% against seam splitting.

Price per doz. on exchange \$2.65

Circular and information on request.

### NORTHERN GOLF BALL CO.

3441 N. Claremont Ave. Chicago 18, Ill.

**SOUTHERN GOLF CO. GOLF BALLS, NEW - USED BOUGHT AND SOLD. RANGE BALLS. COMPLETE FAST RECOVERING SERVICE. WRITE FOR PARTICULARS. RUSSELLVILLE, ALABAMA, JOE CALWELL, PGA MEMBER.**

**WANTED—**Golf drivers, shop worn or outmoded, in quantity. Quote price. Thos. Muth, 514 E. 19th Street, Paterson, N. J.

**Golf Pro—**interested in locating winter club, available Nov. to March. Have been at present Country Club, one of the largest and finest in the east, for seven years. Excellent recommendations and qualifications for teaching and tournaments. Address Ad 514 % Golfdom.

**RANGE BALLS** wanted. Highest prices paid. Sunset Fields Fairway, 4000 W. Santa Barbara Ave., Los Angeles 8, Calif.

**Pro or Greenkeeper** or combination. Long experience, competent, agreeable. Moderate income satisfactory. Eastern or Southern location. Address Ad 507 % Golfdom.

### USED GOLF BALLS WANTED

Highest prices paid. Write us

for quotations.

### WITTEK GOLF PRODUCTS

5128 W. North Ave., Chicago 39, Ill.

**EXCEPTIONALLY WELL QUALIFIED GOLF PRO WANTS POSITION WITH A LARGE GOLF CLUB. ADDRESS AD 506 % GOLFDOM.**

**WANTED: EXPERIENCED GREENKEEPER FOR LARGE COUNTRY CLUB IN SOUTHWEST. STATE EXPERIENCE, REFERENCES, EXPECTED SALARY. ADDRESS AD 509 % GOLFDOM.**

Young man 36 desires change. Presently employed as General Manager of entire golf and recreational operation. Prefer a 36 hole maintenance location with some challenging problems; organization and turf a specialty. Have practical experience in every department, professional, greenkeeping, club management, also full knowledge of design and construction. College graduate. Address Ad 510 % Golfdom.

**CHEF-STEWARD—WHITE—AVAILABLE FOR CLUB WITH LARGE FOOD VOLUME. MORE THAN TWENTY-FIVE YEARS EXPERIENCE. CAN FURNISH EXCELLENT REFERENCE. ADDRESS AD 511 % GOLFDOM.**

**MANAGER—AVAILABLE FOR TOWN OR COUNTRY CLUB. MARRIED, NO CHILDREN. AGE 45. CLUB WITH LARGE FOOD VOLUME. CAN FURNISH A-1 REFERENCE. EXCELLENT CATERER. ADDRESS AD 512 % GOLFDOM.**

**WANTED: PRO-GREENKEEPER—9 HOLE RESORT COURSE, NEW. ADDRESS WOODLAND COUNTRY CLUB, WESTON, W. VA.**

**PRO-GREENS SUPT. DESIRES POSITION. HAS EXCELLENT RECORDS IN GROUND MAINTENANCE, EXPERIENCED IN ALL PHASES OF TURF CARE AND PRODUCTION. MEMBER N.G.S.A. ALSO MIDWEST GREENKEEPERS ASSN. PAST MEMBER P.G.A. CLEAN CHARACTER. OUTSTANDING REFERENCES. VERY FINE GOLF INSTRUCTOR. AVAILABLE ON SHORT NOTICE. ADDRESS AD 501 % GOLFDOM.**

**ASSISTANT PRO: COLLEGE GRADUATE, GOOD GOLFER, INDUSTRIOUS; DESIRES ASSISTANTSHIP UNDER SUCCESSFUL PRO. AVAILABLE FOR WORK AFTER GETTING OUT OF THE SERVICE ABOUT JUNE 15th. ADDRESS AD 502 % GOLFDOM.**

Wanted—gang of 3, 5 or 7 used Roseman Mowers in good condition. Tenos Brothers, Wexford, Pennsylvania.

**For Sale or Lease—**Thriving 9 hole golf course and fully equipped 35 box Driving Range combination, located on Route 104—7 miles from Rochester. Equipment and buildings in excellent condition. Books open to interested parties. Cash or terms. We welcome strictest investigation. Camello Bros., Braemar Country Club, Spencerport, N. Y.

**Canadian (P.G.A.) Professional** would like position anywhere in United States. Highest references. Good instructor. Private club and resort experience. Permanent resident of U.S. Married; very steady. Could also lease club as financial position warrants same. Address Ad 503 % Golfdom.

Position as Assistant to Pro wanted, preferably in South or Southwest, to learn business from ground up. Age 27; married; no children. Address Ad 504 % Golfdom.

**FOR SALE—**Used Terferator, good condition. \$125.00. Address Ad 505 % Golfdom.

**ALL kinds** used course equipment sold or swapped; serving as your Broker. Send want or have list. Clinton KENT Bradley, Mountain View, New Jersey.