

YOU GET A "FEEL" OF CONTROLLED POWER IN THESE NEW BRISTOL CLUBS

The demand for golf clubs this year looms largest in history.

To enable you to profit on this unprecedented demand, BRISTOL brings you the most advanced golf club values ever offered under this famous name.

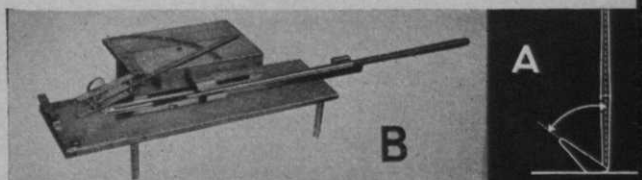
But that's only half the story.

To help you make fast sales, fast profits, with these superb new golf clubs, powerful BRISTOL advertisements... such as that on this page... will appear regularly before the 5,000,000 readers of



BRISTOL... first to introduce the steel golf club shaft... now makes another big contribution to the pleasure of your favorite game. This latest BRISTOL achievement comes to you in the beautiful, newly-designed matched sets of BRISTOL Golf Clubs. They bring you, among other features, a new high accuracy of swing-weight

balance made possible only BRISTOL'S long experience high-precision manufacturing. You'll thrill to the new "feel" rhythm and controlled power very first time you swing on these handsome Bristol clubs. It's the "feel" that bolsters your confidence for better shots, and puts a more fun in every round you play.

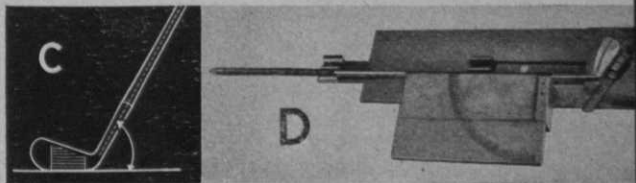


↑ NEW PRECISION IN "LOFT"

The "loft" of a club... determined by the angle between the club's face and the center line of the shaft... provides for the proper height and distance of the shot. (See Diagram A). The correct degree of "loft" for each club in the BRISTOL set is now fixed with high-precision accuracy by the BRISTOL-invented "Club-O-Meter." (See illustration B.)

NEW PRECISION IN "LIE"

The "lie" of a club is the degree of slant of shaft when the sole of the club is held on ground in correct striking position. (See Diagram C). The uniform "lie" for each club in the BRISTOL Set is now also fixed with line exactness with the BRISTOL-invented "Club-O-Meter." (See illustration D.)



Hit
Better Shots
with the
NEW

Bristol GOLF CLUBS
THE BRISTOL MANUFACTURING CO.
BRISTOL, CONNECTICUT



Wilson

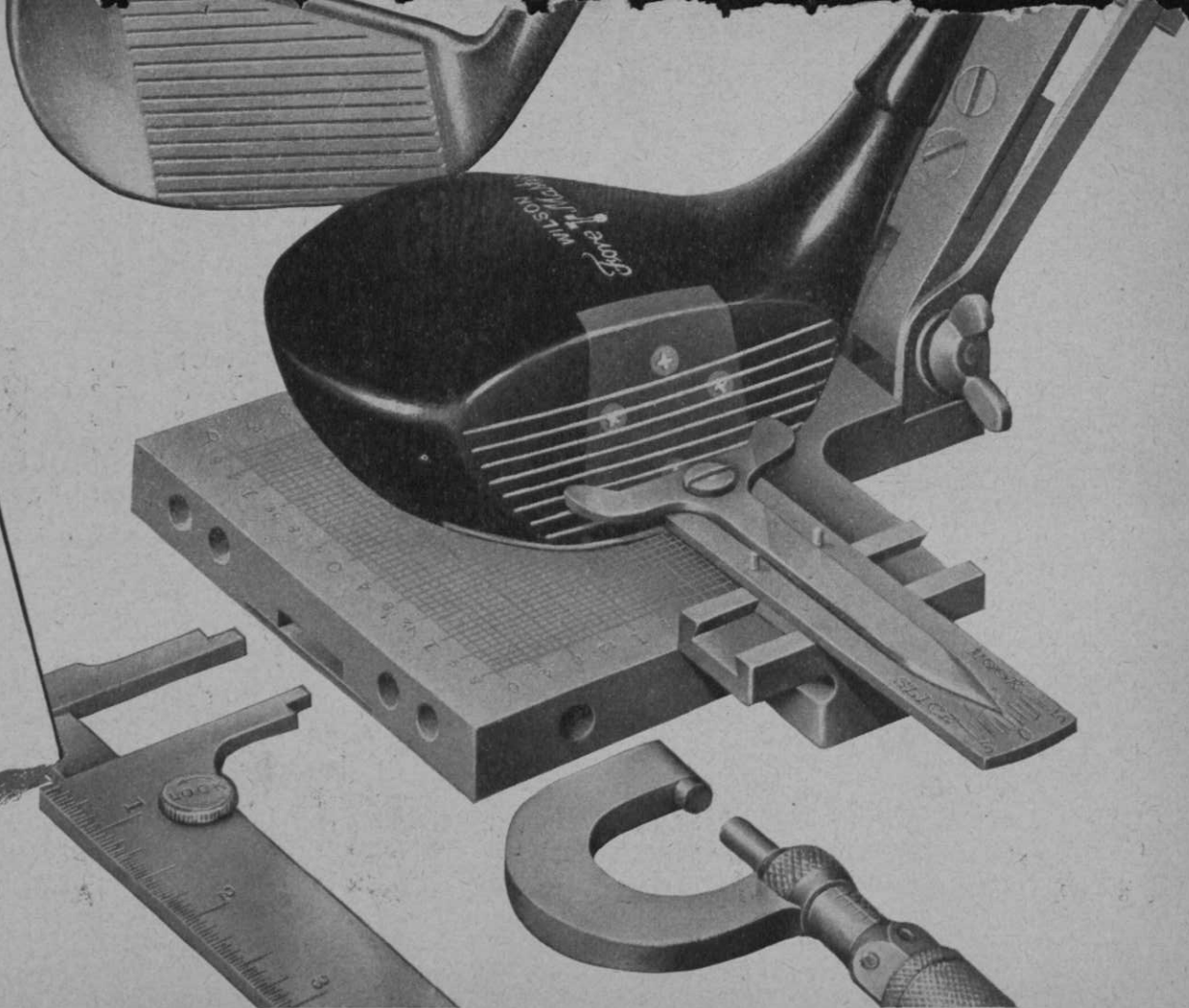
the last word in PRECISION

An important feature of Wilson golf clubs is precision. By the use of scientific instruments of finest accuracy our craftsmen work to tolerances based upon *thousandths* of an inch. Wilson gives the player scientifically built golf clubs—the last word in modern design and precise manufacture. Look to the leader for the latest. Wilson Sporting Goods Co., Chicago, New York and other leading cities. A. Wilson & Co., Inc., subsidiary.





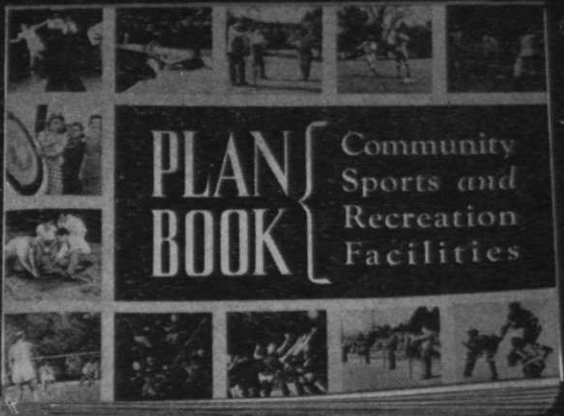
"The last word in precision" is being told to millions of the nation's golfers currently in LIFE, SATURDAY EVENING POST, COLLIER'S and ESQUIRE. Cash in on this powerful advertising campaign. Feature Wilson Golf Clubs in your shop.



IT'S WILSON TODAY IN SPORTS EQUIPMENT

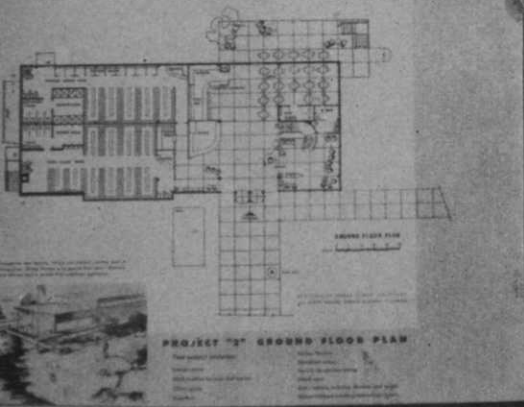


Plot plan for Project 7, 320 acres with golf course. The plan shows a central golf course with 18 holes, surrounded by residential areas, parking lots, and other facilities. The plan is detailed with lot numbers, street names, and various annotations.



PLAN BOOK

Community Sports and Recreation Facilities



PROJECT '3' GROUND FLOOR PLAN



PROJECT '6' PLOT PLAN - 133 ACRES - INCLUDING 9 HOLE GOLF COURSE

New Book Helps Sports Planners

PRACTICAL AID to one of their most pressing postwar problems recently was placed in the hands of the chief executive in each of the 5,000 towns and cities ranging in population from 1,500 to 100,000, in the form of a book entitled "Plan Book of Community Sports and Recreation Facilities."

The Plan Book, published by The Athletic Institute, 209 S. State St., Chicago, is designed to do a double-duty job: (1) Awaken municipal officials, and civic, business and industrial leaders to the urgent need and economic value of more adequate recreational facilities; (2) Give practical assistance to those organizing, financing, planning and promoting recreation projects to meet the insistent postwar demand for happier, healthier places in which to live and work.

The 32 page book is large size, 11 in. x 14 in., and includes plot and building plans for projects ranging in area from one city block to 320 acres, designed by leading architects specializing in recreation.

It is to be desired that a new building be erected on the site of the old building, with the new building on the site of the old building.

The building should be designed to provide for the maximum use of the site, and to be in harmony with the surrounding environment.

The building should be designed to provide for the maximum use of the site, and to be in harmony with the surrounding environment.



FUNCTIONAL UTILITY FEATURES THIS COMPACT CLUBHOUSE FOR GOLFERS



PLANS for the following several types of golf facilities will be furnished without charge by the Athletic Institute, upon request: (1) Practice Putting Green; (2) Pitch-and-Put Green; (3) Handicap Putting Green.

BIBLIOGRAPHY

Recreation Planning Methods, by William H. Wines, Jr., published by the American Recreation Planning Association, 1946.

Recreation Planning, by William H. Wines, Jr., published by the American Recreation Planning Association, 1946.

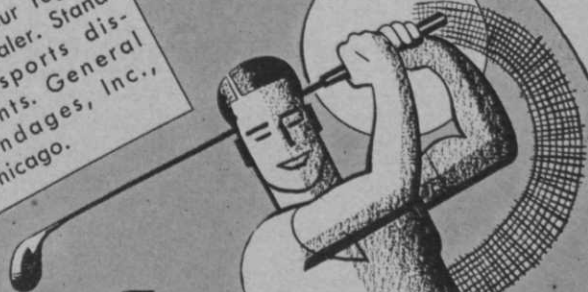
Recreation Planning, by William H. Wines, Jr., published by the American Recreation Planning Association, 1946.

Recreation Planning, by William H. Wines, Jr., published by the American Recreation Planning Association, 1946.

DUAL-PURPOSE SPORTS BANDAGE

makes profits for pros!

Order Gauztex
Sports Dozens (in
a bright two-color
display carton)
from your regular
wholesaler. Stand-
ard sports dis-
counts. General
Bandages, Inc.,
Chicago.



for

NON-SLIP Grip!

Gauztex sticks only to itself.
Just wrap around hands or
handles. Won't slip.

Prevent blisters by bandaging
tender fingers, hands and feet
with Gauztex.

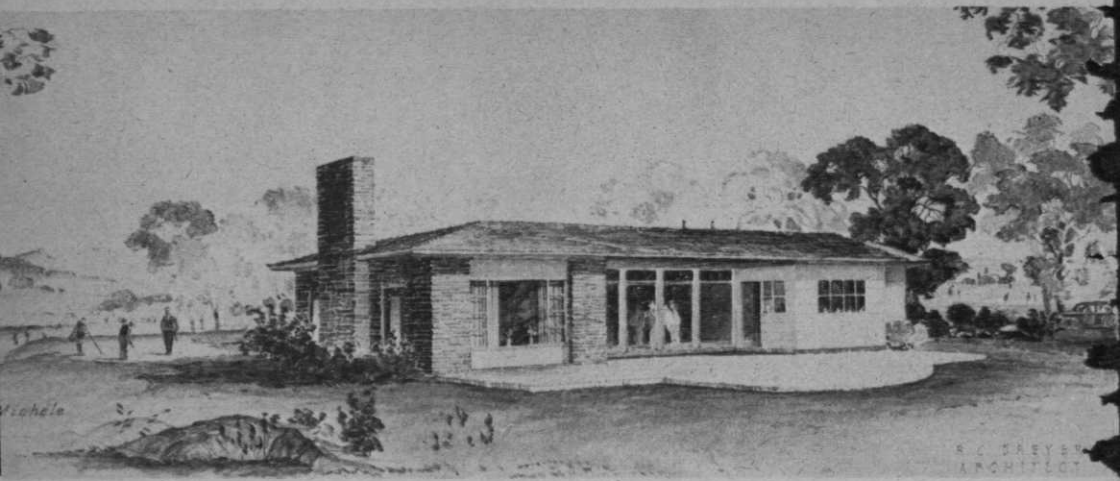
30¢

WON'T COME LOOSE IN WATER!

THIN • TOUGH •

FLEXIBLE •

GAUZTEX



R. C. DREYER
ARCHITECT

Homes for Small Clubs

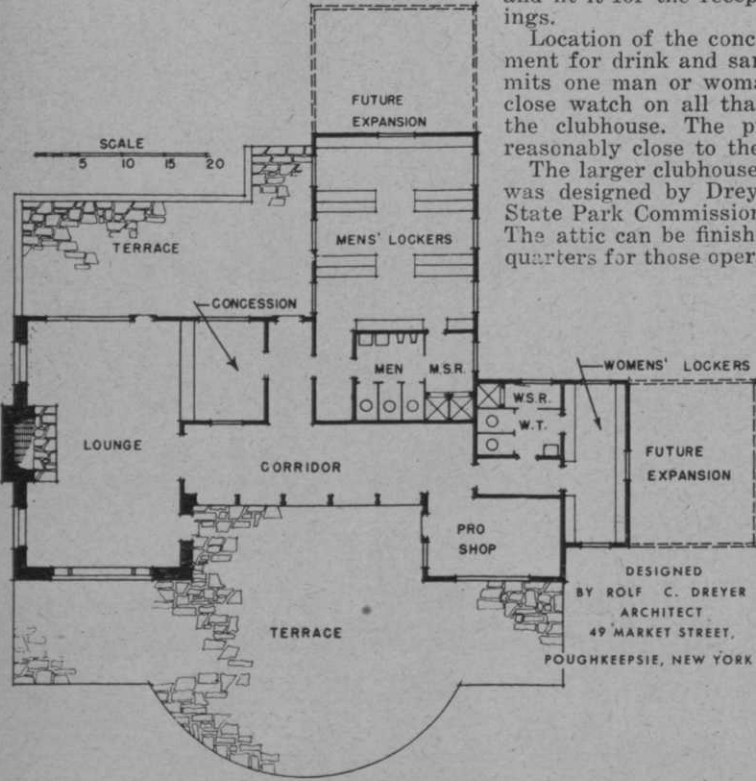
The Athletic Institute's Plan Book for Community Recreation presents two clubhouses for the small private or public course. Rolf C. Dreyer was architect of both clubhouses.

The clubhouse shown on this page is about as compact as a small and service-

able clubhouse can be made while providing limited food and drink service, toilet, pro shop and locker facilities. Provision is made for men and women players, and for expansion. Large windows at both ends of the lounge, and the fireplace, make the room cheerful summer and winter, and fit it for the reception of small meetings.

Location of the concessionaire compartment for drink and sandwich service, permits one man or woman keeping a fairly close watch on all that's going on within the clubhouse. The pro shop should be reasonably close to the first tee.

The larger clubhouse, shown on page 48, was designed by Dreyer for the Taconic State Park Commission, Staatsburg, N. Y. The attic can be finished to provide living quarters for those operating the clubhouse.



DESIGNED
BY ROLF C. DREYER
ARCHITECT
49 MARKET STREET,
POUGHKEEPSIE, NEW YORK

. . . to make a
GOOD GAME *better*

Power-Bilt clubs by Hillerich & Bradsby have long been the favorite of the majority of leading Pros throughout America.

To play with Power-Bilts and to represent the line, is to identify yourself with the finest quality and dependability obtainable in any golf club line.

If you would like information regarding Power-Bilt clubs, we will accept your inquiries subject to prevailing manufacturing conditions.

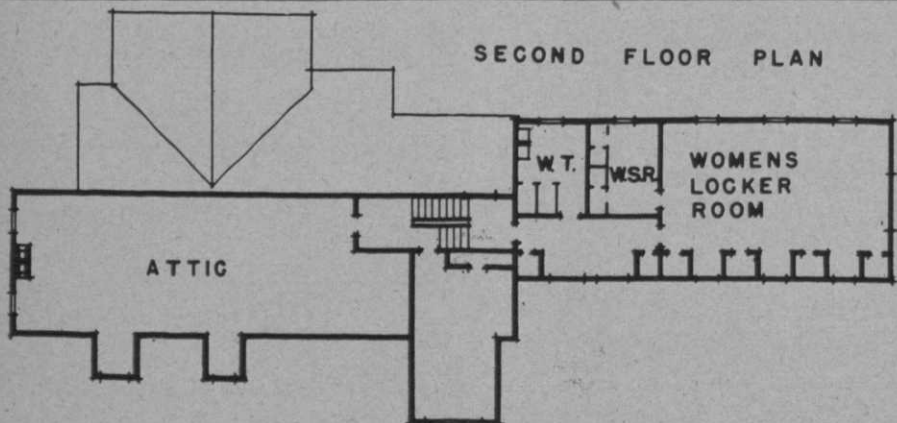
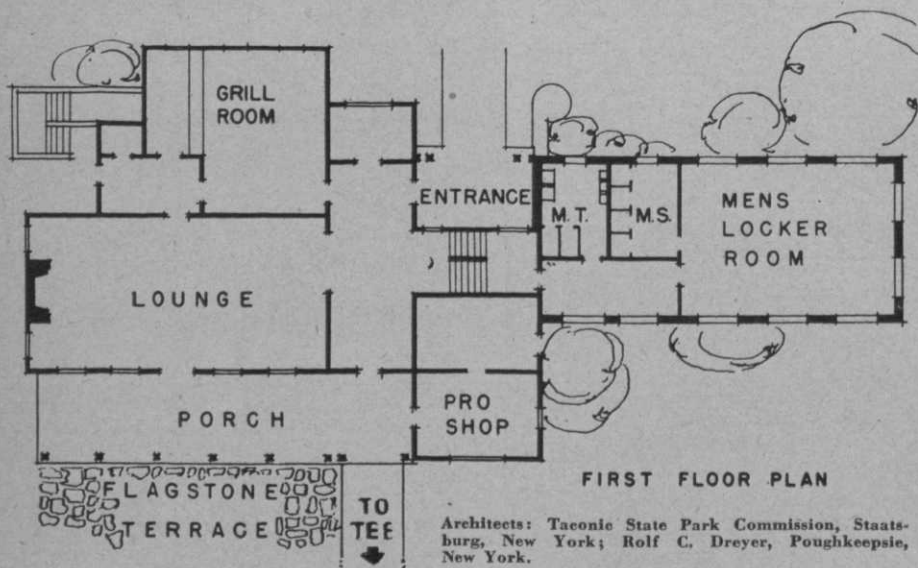
HILLERICH & BRADSBY COMPANY

LOUISVILLE 2, KY.





FUNCTIONAL UTILITY FEATURES THIS COMPACT CLUBHOUSE



FORGET EVERYTHING YOU'VE SEEN OR HEARD
ABOUT GOLF BAG CARRIERS...

Just look at this ➡

We know—there's a regular epidemic of golf bag carriers on the market. But there's nothing quite like the Auto-Caddy. It's something you will be proud to use, own, rent or sell!

To begin with, the Auto-Caddy is the most finely engineered product of its type. It is not made flimsy to be light—it is made of seamless steel tubing throughout. Also, it has aircraft precision bearings; and steel foldaway wheels with semi-pneumatic tires that are gentle on the fairways and easy on your pulling arm.

Easily nested; takes up little room in shop or locker—and makes that little room pay big! Order direct from the makers: the John Henry Company, Inglewood, California.

P. S. A natural for the "Pro-Shop"

The Auto-Caddy is being exploited nationally. That means golfers the nation over will soon know about it; and that means a ready rent-or-sale market for you!



Regular Retail Price

\$29⁵⁰

(Less regular trade discount)

Auto Caddy

TRADEMARK
REGISTERED

A JOHN HENRY PRODUCT

Penn State To Have 2-Year Turf Management Course

FOR YEARS turf interests have recognized the need for a specialized course of instruction in colleges and universities that would train, professionally, individuals in the many phases of turf culture and turf management. This need has become more apparent as country club committees view the few years of wartime neglect to golf courses, and was re-emphasized as the aviation industry looked ahead to municipal airports dotting the continent.

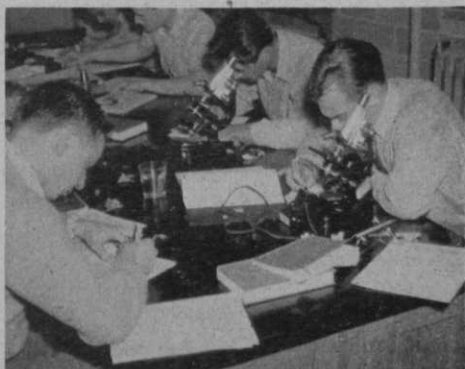
Today that long-awaited need seems closer to realization.

As the first educational institution to take this precedent-establishing step, the School of Agriculture of the Pennsylvania State College announces plans to begin a 2-year course in Turf Management with the Fall, 1946, semester.

The Penn State announcement states the new course "is designed to train students for the professional culture and management of turf on golf courses, parks, estates, airports and similar grassed areas." As outlined, every subject either directly or even remotely related to the culture or management of turf, is included in the course of study or available as an elective in the course.

At the same time, the proposed course in meeting demands of the industry for specialized, trained personnel, is also meeting demands from returned servicemen for training of this kind. Numerous veterans have already indicated a desire to take whatever training is necessary to enter the field and college officials are hopeful the new course may attract still others.

Quoting from the outline of the new two-year course, it will include "basic



Economic botany, included in the new Turf course, provides a general view of the plant world.

training in the fundamental courses of chemistry, botany and bacteriology, followed by applied courses in agronomy and horticulture, including soils and fertilizers and the identification, culture, use and maintaining of turf and other plant materials. Training is also provided in accounting methods, turf diseases, insect and weed control, tractor operation, land drainage, and turf machinery and equipment."

Practical Work Required

Over and above the classroom work, the new course will stress to a new extent, the practical experience involved in such work. The outline clearly states "a certificate of graduation will not be issued until minimum requirements of 2 full seasons under

(Continued on Page 66)



Greenkeepers of Pennsylvania make annual trips to inspect test plots at the college experiment station.