

BALANCED GOLF BAG

26,000,000 Advertising Messages this Spring in...



MAKING GOLF HISTORY ... AND SALES!

In all golfing history there's never been anything like it—a golf bag that is so easy to carry . . . that adds so much pleasure to the game . . . that is nationally advertised.

The new *lightweight* BALANCED GOLF BAG is taking the country by storm; its popularity is skyrocketing. Your customers want it—order your supply now. Remember—what's good for golf is good for you!



**A Better
Golf Bag!**

U.S. Patent
No. 2364223



**STANDARD
MODEL
\$5⁰⁰**

• Finest quality duck.
Sun tan or White—
trimmed in olive green.

\$36⁰⁰ per dozen

One dozen or more shipped prepaid.

BALANCED GOLF BAG, INC.

North and Noble Streets

Chicago 22, Illinois

April, 1946



Capt. C. M. Shaar hits first ball at Long Beach Naval Hospital course opening. In background George Lake, Olin Dutra and Bob Hope sitting down.

When he inquired why we didn't make the course a nine hole affair and was told of the cost of such a layout, he offered to help enlarge if enough land was available. Captain C. M. Shaar, who relieved Captain Albright, not only agreed to give us the land but to help with landscaping. With this assistance, the pros were able to make the course 9 holes and add a large practice putting green. The total cost was \$12,000. Other monies used to finish this course were raised through the playing of exhibition golf matches throughout Southern California and from sweepstakes held and conducted by PGA professionals at the various clubs.

Lake says: "Those who have helped us in this golfing program are too numerous to mention, but we would like to pay particular thanks for their assistance to Captain C. M. Shaar, Medical Officer in Command; Captain I. L. V. Norman, Executive Officer; Captain P. M. Albright; Lt. Commander Karl G. Johanboeke, Welfare Officer; Lt. Dan Henry, Recreation Officer; Lt. Commander C. B. Sharer; Milton Arthur, Wm. P. Bell, Architect; Jimmie Lawson, and Rodney Barker, Virginia CC.

Columbus (O.) Sets National, State and Local Caddie Dates

★ Columbus (O.) private and municipal course golfers, headed by Mayor James A. Rhodes, plan to put caddie golfers into the spotlight with caddie tournaments this summer. The first national caddie tournament will be played at Ohio State university's golf courses Aug. 26-31, inclusive; the Ohio State caddie event will be played at the Ohio State layout, Aug. 19-24, and the Columbus Metropolitan caddie tournament will be played Aug. 12-17. Two private clubs and 2 public courses are bidding for the Metropolitan event.

These events, with the Columbus \$10,000 Open, July 5-7, should make the Buckeye capital a hot spot for golf this summer.

Caddie tournament first prizes are to be

4-, 2-, and 1-year scholarships at Ohio State University, for the national, state and local events, respectively. Caddies must have sanction of president, pro, caddie-master or manager of clubs they represent. All events will be run at match play after qualifying rounds.

Consensus of Columbus' leading golfers is that golf needs far more emphasis on caddie play and should have something on the order of the American Legion junior baseball schedule with its "Little World's Series" climax, and the other annual junior baseball feature, Esquire magazine's All-Star boys' ball game in which 32 newspapers in major cities collaborated in 1945.

Columbus golfers intend to establish the National Caddie Association, a non-profit organization for the help and encouragement of the kids. Mayor Rhodes, an ex-caddie, hopes to arrange for a Bing Crosby-Bob Hope exhibition match in Columbus as one of the means of financing the caddie association's activities.

John B. Gillespie, Ohio GA, pres., who helped establish the highly successful Columbus Metropolitan caddie championship, is among those active in getting the caddie championship idea on a state and national basis.

The intention is to have elimination tournament play. Favorable reception of the caddie tournament idea by club officials and pros in various parts of the country indicates that there is definite promise of arousing considerable interest in the kids' play. One of the objectives is to get the association so established that the kids themselves can do considerable of the job of conducting the organization's affairs, thus receiving training unique in sports operation.

The plan calls for bringing into sharp focus publicity for the kids, locally and nationally, that'll be complementary to the excellent job the Western GA has done with its Chick Evans scholarships and other caddie enterprises.

Club presidents, pros, caddie-masters and managers interested in the plans Columbus golfers are making for the caddie tournaments can get full details by writing James A. Rhodes, mayor, Columbus, O.

★ CHALLENGE RECRUITS CADDIES
—When Ray Sage went from Forrest Hills GC, Atlanta to become pro-gkpr. at Southwinds, Lake Placid, Fla. course owned by Ronald A. Baker, New York hotel man, Ray brought along an excellent Negro golfer to act as caddymaster. Each Monday morning caddies are allowed to play in a tournament against the caddymaster. Any caddy who beats his score gets a prize. The event played on an off-morning draws numerous caddie recruits and gets helpful newspaper publicity.



for Pro Shops only...
the Complete line of
Hagen Golf Equipment

WALTER HAGEN GOLF

Grand Rapids 2, Michigan

Division of Wilson Sporting Goods Co.



"in the Name of Perfection"

Broker's Book Tells Spalding Story

Investor's Reader, magazine of stock exchange house of Merrill Lynch, Pierce, Fenner & Beane, features "The Spalding Saga" in its March 13 issue. The story goes:

"Spring tugged at the U. S. this week and 130,000,000 sports-loving Americans began to think longingly of sunny afternoons at the ball park and on the fairways. And some of the most exciting sports events in many a year lie ahead—for the first time since 1939, 20 nations will compete in international tennis matches; Broadway scalpers are already touting tickets for the Louis-Conn fight at \$100 a head. In short, sports spell big business in the U. S. (golfers spent \$70,000,000 for caddies in one pre-war year). And one company due for a champion's share is the \$12,000,000 A. G. Spalding & Bros., Inc., leading U. S. manufacturer of athletic goods.

"Since A. G. (for Albert Goodwill) Spalding and brother J. W. (for James Walter) founded the business in 1876 with \$800 and plenty of optimism, the Spalding name has been synonymous with sporting traditions. Enthused *Fortune*: 'Rare is the manufacturer who has made with his market a union so binding, so permanent, so complete.' The first year's sales were only \$11,000 but the Spalding Brothers were promotion-wise far ahead of their time. A. G. had been a star pitcher for the Chicago Nationals and helped organize the National League. One result: Spalding's always has been the official baseball for both major leagues. When Americans looked with disdain on golf, J. Walter imported British Open Champion Harry Vardon and sent him on a cross-country exhibition tour. Golf players multiplied and so did the sale of Spalding clubs. Meantime Spalding picked up prestige by making the first U. S. baseball, basketball, football, etc. The company began to spread across the world. In 1930 when sales hit a record high of \$28,000,000, Spalding had 70 retail stores in this country, 15 in England, three in France, five in Canada. Besides this Spalding had dealers in almost every country in the world. Company-owned stores sold everything from niblicks to knickers.

"The depression knocked this further offside than a duffer's slice and in 1931-40 Spalding lost over \$7,500,000; its common stock sank to ⅓ in 1941. Says rangy, attractive president Robbins: 'From 1933 until 1935 we did what every company did, cut expenses and so on, but in 1935 we started actual physical reorganization of the company. We disposed of all foreign

and unprofitable holdings. Also until 1937 we had a large internal board of directors with only one outsider on it. That year we changed to a seven man board with only two company officers as directors.' If nothing else this made the Spalding board look more like a directing body and less like a rubber stamp.

"The trimming-down was tough but like every good athlete Spalding knew the result would be worth it. Formal reorganization took place in 1939 and Spalding headed up. Since 1940 net income has averaged \$500,000 (or \$1.00 a common share) with sales hitting between \$9,000,000 and 1945's heart-warming \$16,000,000. A better gauge of Spalding's thoroughgoing reorganization is that on equal sales of \$11,000,000 the company earned \$500,000 in 1943 against a loss of \$2,000,000 in 1934. Net working capital is \$8,500,000 and only recently the company called for redemption all outstanding \$2.25 preferred. Furthermore, Spalding intends to integrate its set-up still more, has promised dealers that goods will be distributed only through them with no competition from company-owned stores. And promotion-minded Spalding's current ads show the historical aspects of sports.

"Last week in his lower Manhattan office, Yale-bred Charles Francis Robbins (who has been with Spalding since 1915), spoke with quiet assurance about the future: 'We have about achieved the end result of our reorganization which was that our principal business should be to manufacture only athletic equipment and sell it through authorized dealers. We have no present plans for expansion. Our plants are in top shape. And we feel that there will be a great demand for our goods.'"

Golf Cart Problems

(Continued from Page 36)

directing the traffic where the architect wants it, with pot bunkers and deep traps.

Perhaps the architect's best friend would be contours around the greens and tees. With the adroit use of a shovel and scraper, fairways can be shaped to turn the flow of the two-wheelers as well as the flow of drainage. The old-fashioned cross bunker, "chocolate-drop" bunkers and deep traps can be used to halt the traffic and nice inviting slopes toward the next tee used to direct the traffic.

The department of the player is gradually improving but will never be perfect. Golfers are beginning to understand their cart, its possibilities and its hazards and its drawbacks. Golf course architects will have to protect the golfer from the hazards of improper bag-cart department.

SPRAY WEEDS ON AND OFF THE FAIRWAYS

WITH
WEEDONE

TRADE MARK

WEEDS DIE . . . GRASS LIVES

Follow this summer rule and your members won't have to play "winter rules." Spray Weedone, the sensational 2-4D weed-killer, on the fairways and rough. Weedone picks out and kills the weeds right out to the root tips *without killing grass*.

Clear the course of broad and narrow-leaf plantain, dandelion, pennywort, heal-all, knotweed, hawkweed . . . most weeds that spoil turf. Spray annual weeds *early* and they will die before seeding next year's crop. Weedone is *not* sure-fire on crab grass. Go easy with Weedone on the greens; under certain conditions, bent may be susceptible.

Weedone does not sterilize the soil; re-seeding can be done as soon as weeds die. Weedone does not corrode metal spray equipment. It is less poisonous than common salt to humans and animals.

Weedone is economical . . . \$12 to \$14 an acre for heavy infestations . . . much less on a "spot" basis. Ask your dealer for Weedone; or write to

AMERICAN CHEMICAL PAINT CO.
AMBLER, PA.



2-Year Turf Course

(Continued from Page 50)

competent professional supervision have been fully satisfied." However, the student is given certain leeway, since the statement continues, "Experience obtained before, during or following completion of the 2-year course may be offered to fulfill this requirement."

It has often been pointed out that any training program, must of necessity, for a well-rounded program, be supplemented by a sound body of facts established by carefully controlled research. Viewing the situation from this aspect, the new course at Penn State certainly is advantageous. For years Penn State has been a leader in research of turf problems and recent conferences indicate even greater expansion in turf work at the Experiment Station.

Research Coordination Helps

Thus, those enrolling in the new 2-year course not only gain the advantage of a new and specialized course of instruction but have full access to the detailed work and findings in research. Such data will be up-to-date, whether in selective breeding of turf grasses, new chemical weed killers, control of insects and disease with recently discovered compounds, seed production, use of organic matter for physical conditioning of the soil, fertilizer requirements or involved drainage studies. Since the experimental work at Penn State is now co-ordinated with research at New Jersey and Rhode Island, findings will provide practical background for immediate use to those completing the new courses.

Besides the specialized instruction in turf management, with all its related phases, the new course includes some work in English and other similar standard subjects. Ample outlet for individual interests is also made possible by various electives accompanying the course. These electives vary from such subjects as accounting or plant propagation, to meadow and pasture management, mathematics and rural sociology. A special elective in forging has been listed for those wishing to learn how to make repairs to mechanized pieces used in turf management.

To prepare for the new course, the faculty of the School of Agriculture at Penn State has combined certain basic courses with specialized instruction. Among the "special" additions to the curriculum for the 2-year course are: training in equipment and machinery used in turf maintenance, identification and control of insects and diseases peculiar to the grasses and legumes, identification and control of weeds. All the classroom work will be augmented by field studies and periodic inspection of the test plots in the Penn State Experiment Station.

Those interested in further details of the new "Turf Management" course should write direct to A. L. Beam, Director of Short Courses, Room 203, Dairy Building, Pennsylvania State College, State College, Pa. Because of limited housing facilities in the State College area, college officials have been urging all prospective students to enroll as early as possible and have indicated that late applicants may find no available accommodations.

Hagen Predicts Record Winning Score at Cleveland

At the recent Masters Tournament, Walter Hagen, former American and British Open Champion, and many-time winner of the PGA, predicted that the winning score of the National Open at Cleveland in June should produce the lowest golf scores in the history of the game.

Hagen, now an official of the Wilson Sporting Goods Co., declared that championship scores have dropped an average of 5 strokes every 25 years and that winning averages will reach the "middle sixties by 1970."

"From the way the present generation is giving specialized attention to playing the game, and from what I have been able to see and study in the way of scientific advancements in equipment, there is no doubt that the current 25 year period in golf will see startling reductions in championship scores," the former star said.

Pointing out that he played against the law of averages to win his many championships, Hagen said that the same type of play has brought a 10 stroke drop in the winning score of the United States Championship in the 50 years that event has been played.

"The five stroke drop in the United States Championship," Hagen said, "coincides almost exactly with the results of the British Open Championship where the winning average has been lowered 15 strokes in the 75 year life of that event."

SPALDING RENEWS SPORTS CARTOON—A. G. Spalding & Bro. is renewing its sports cartoon general advertising campaign for the third consecutive year, with Willard Mullin, famed sports cartoonist doing the illustrating of the sports historical facts and oddities. Last year more than 500,000 requests were received for the booklet containing reprints of the informative and entertaining ads. Enlargements of the ads will be supplied for pro shop display.

Need Buying Help? See Page 73



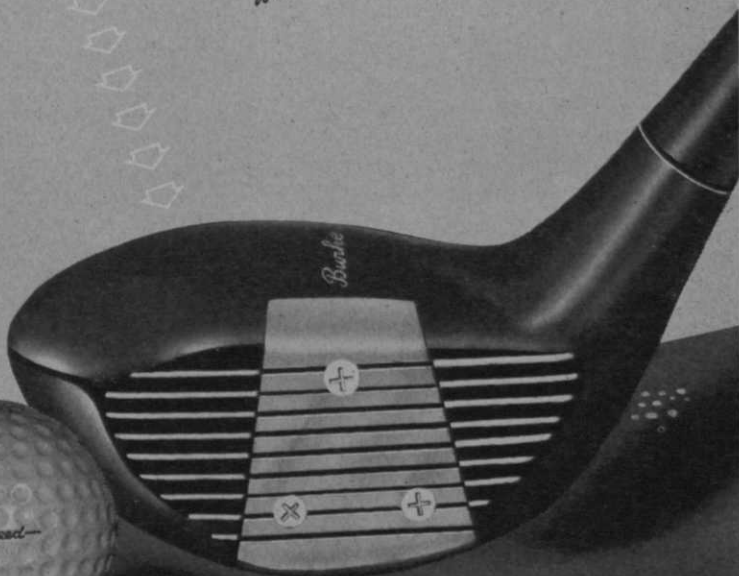
Burke



**THE GUIDE
TO TRULY FINE GOLF CLUBS**

In every industry there is one company whose product is the guide to quality. Since 1910, Burke clubs have been such a guide. Today, Burke again is making clubs that set the standard for beautiful balance and uniformity and precision of craftsmanship. Today, you again can let Burke be your guide.

Write for information about the Burke line.



Burke Golf, Inc.
NEWARK, OHIO

LOOK AT THESE
PARGLOV
FEATURES...



- EASILY ADJUSTED SNAP-FASTEN STRAP!
- LIGHT-WEIGHT FOR NATURAL CLUB GRIP!
- EXCLUSIVE, TAPERED FINGER CONSTRUCTION!
- VENTILATING HOLES BETWEEN EACH FINGER!
- MADE OF FINEST IMPORTED CAPE SKIN!

America's fastest selling golf glove again assures you the biggest slice of the huge 1946 market—a market of 2,300,000 golfers! Get your PARGLOV stocks ready! Order today!

K.L. BURGETT CO.
PEORIA, ILLINOIS

The
DUBOW
TRADEMARK



identifies

FINE GOLF CLUBS



Featuring

JOCK HUTCHISON and BETTY HICKS
CHAMPIONSHIP CLUBS

DESIGNED FOR BETTER SCORING

J. A. DUBOW MFG. CO.

1905-13 MILWAUKEE AVE.

CHICAGO 47, ILL.

Preview Tomorrow's Club

(Continued from Page 40)

grades for the government and with the black market getting a lot of the live stock the private buyer of better meats comes out on the short end, along with the white market packers. He advised freezing meat when the club manager could get enough ahead. There should be a good supply of pork, he said. Lamb and veal picture isn't bright. It would have done club members and house committee chairmen good to hear Kahn tell about the expert fussiness of club managers in buying better meat than the public generally gets elsewhere.

Class Air with Linen

David T. Park of William Liddell & Co., veteran authority on linens, remarked that there's still nothing that gives the main dining room of a club the class look of white Irish linen table napery. Color in half-linen and cotton goods fits in nicely with other dining rooms. Printed goods should be laundered more carefully than white or woven bordered goods, Park counseled. He called attention to the fact that "a sloppy table set-up, tables poorly lined up, table cloths which seem as though they had been thrown at tables" can ruin the appearance of an otherwise beautifully decorated room. Park advised conserving because "we are in for another year of short supply" in linen, cotton and half-linen goods. He suggested the managers check up with their laundrymen, who have plenty of troubles of their own, but could be reminded to use as little bleach as possible. Egyptian long staple cotton mixed with rayon is among the new materials being considered for club table cloths and napkins, Park noted.

The picture of the golf club management field was subject of a talk by Herb Graffis, editor of GOLFDOM.

Tourneys Finance Turf Research

Pres. Percival E. Furber, New York Metropolitan Golf Assn., writes presidents, green and golf committee chairmen of the association's member clubs:

"The USGA is establishing experimental stations throughout the country so experiments heretofore carried on in Washington will be held in all sections. It has long been recognized that what may be best in Washington may not necessarily apply to other parts of the country.

"The USGA has made arrangements with the State Agricultural College (Rutgers University), New Brunswick, N. J., to carry on this work for the Metropolitan district.

"Dr. Fred V. Grau, who has succeeded

Golfdom

★ ★ ★ SERVING THROUGH SCIENCE ★ ★ ★

For economical large-scale weed control—spray TUFOR

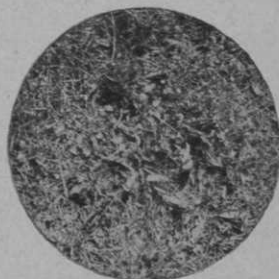
**Improved Hormone Weed-Killer,
Ideal for Acreage Treatment,
Kills Weeds and Roots**

WEEED control problems in parks, golf courses, lawns, and turf areas of all sizes find a remarkable answer in Tufor, the selective weed-killer.

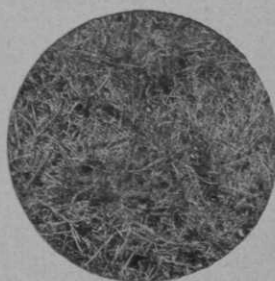
Tufor solution—harmless to grasses except bent—is applied rapidly by spraying; causes a minimum of interference with the normal use of the grounds. One application takes out nearly all the common broad-leaved weeds (over 50 species)—the spray penetrating the plant and killing the entire structure through to the roots, making second growth impossible. Weeds so small that they escape work gangs or mowers are removed by Tufor.

Ask your dealer about Tufor, or write us directly for information.

UNTREATED



TUFOR TREATED



TUFOR WEED KILLER

UNITED STATES RUBBER COMPANY

Naugatuck Chemical Division

1230 AVENUE OF THE AMERICAS • ROCKEFELLER CENTER • NEW YORK 20, N. Y.

BI-CAL

A Mixture consisting of
65% Calomel,
32% Corrosive Sublimate
and
3% Activating Agent

CALOMEL
•
BICHLORIDE
OF
MERCURY

METALSALTS
CORPORATION

27 FIRST AVENUE,
PATERSON 4, N. J.

Paterson: ARmory 4-4422
New York: PEnnsylvania 6-2626



Dr. John Monteith as full-time Director of the Green Section of the USGA, is in direct charge of this work. Rutgers will supply the grounds, the labor, the office space and the office help, but the Metropolitan district must supply the money to pay the salary of the agronomist, who will be available at all times to visit your course and give expert advice. He will also devote himself to experiments at Rutgers.

"The Metropolitan GA is vitally interested in this work and we feel that every member club has an equal interest in the project. It has therefore been suggested that each and every club hold a special One Day tournament for their members on the week-end of May 25-26, 1946. Entry fees will be \$1 per round and players may play more than one round. This tournament would be called 'The Turf Tournament' and the entire proceeds would be turned over to the Metropolitan GA to be used exclusively for Green Section work.

"It is hoped that each member club will put up its own prize for this event so that a substantial amount of money may be raised.

"As the golfer is the one to benefit from any improvement in his own course he should have no objection to this small contribution.

"We would greatly appreciate the inclusion of the dates of this tournament in the printed golf schedules of all our member clubs."

WESTERN GOLF ASS'N TOURNAMENTS

Open.....Sunset CC, St. Louis—May 24-26
Amateur.....Northland CC, Duluth—Aug. 5-11
Junior.....Iowa State College, Ames.—June 17-21

RUTGERS EXPERTS WRITE BOOK

—Ten of the agricultural experts of Rutgers university faculty have collaborated in writing "Grounds for Living" which the Rutgers University Press, New Brunswick, N. J., has published at \$2.50. The 324 page book is sub-titled "The Home Dwellers' Complete Guide to His Lawn, Trees and Gardens." It is a simple, practical and thorough job that greenkeepers can safely endorse to members who keep coming to them for the answers in trying to give their places the golf course or private estate class appearance. Gilbert H. Ahlgren, widely known to greenkeepers because of his New Jersey short course work, writes the chapter on lawns and makes it plain that the home dweller should not wish to have a lawn line a golf green. He gives the same sort of simple understandable advice a smart greenkeeper would give a member about a lawn. The soil chapter by Firman E. Bear is another especially good one for the club member who may think that all he has to do is ask the greenkeeper a few questions, then go home and get himself a