



Greenkeepers inspect plots at Rutger Univ. GC during New Jersey Field Day and evening meeting, one of many on eastern seaboard following plan for national coordinated turf research and education program.

### RESEARCH, EDUCATION PROGRAMS STRESSED AT TURF MEETINGS

150 greenkeepers, green chairmen and others interested in the Turf Industry attended the annual Turf Field Day at Rhode Island State College, Kingston, Sept. 9, 10, the first of a series of such meetings throughout the eastern seaboard in which staff members of the USGA Green Section participated.

The Rhode Island Golf Assn., through president Charles Hartley offered assistance to the turf program for New England by making funds available for research.

Dr. Fred Grau, Dir., USGA Green Section, outlined plans for the national coordinated turf research and education programs, pointing out that limited membership makes it possible for the Green Section to lend only minor financial assistance to decentralized research—their chief function being the co-ordination of research on a national basis and to act as a clearing house for information. Membership in the Green Section is open to all turf interests including equipment dealers, seedmen, fertilizer dealers, chemical houses, parks, and cemeteries as well as golf courses.

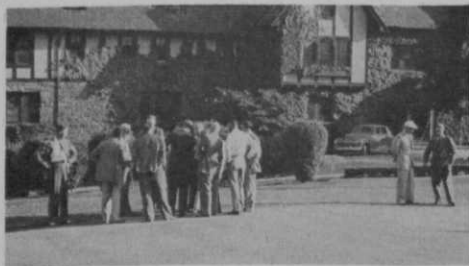
The first day of the meeting was devoted to demonstrations of turf grasses and

disease, insect and weed control with the following results being shown:

1. Cadmium compounds are very effective tops for dollarspot control.
2. Good fertilization, proper choice of grasses and proper management go a long way toward eliminating dollarspot.
3. Chlordane has proved effective against lawn and golf course ants and other insects as well.
4. New strains of native Colonial bent selected in Rhode Is. appear to be superior for fairway use.
5. Lime greatly reduces 2, 4-D injury on bentgrass.
6. Arlington (C-1) bent, untreated for disease for six years, shows practically no signs of disease injury whereas Washington bent, untreated, is virtually wiped out.
7. Merion (B-27) bluegrass permits less invasion of native bent grasses than common Kentucky bluegrass.
8. Weed control in the seed bed is practical and feasible with a number of materials.

#### Penn State Meeting

The meeting at State College, Pa. Sept. 15, 16, combined the annual Turf Field Day



Informal discussion precedes Westchester, N. Y. meeting held at Bonnie Briar CC.



Fred Grau, Dir., USGA Green Section, addresses group at Pa. Agri. Exp. Station's annual summer turf meeting.

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and the GSA annual golf tourney in which 95 GSA members and guests participated—Harold Jones, Albany, N.Y., posting a score of 137 to win the 36-hole event.

Afternoons of both days were devoted to inspection of turf plots and discussion of experimental work being done by Prof. H. B. Musser and staff with the following results being shown:

1. Breeding program promises to provide superior blends of bents and fescues for better turf on greens, tees and fairways.
2. Dry applications of 2,4-D formulations for weed control are as effective as liquid applications.
3. Cadmium compounds successful in controlling dollarspot—greens are not thrown off color by treatments as in the use of mercury compounds.



Dr. Grau, Dir. USGA Green Section (left), demonstrates small spray for 2,4-D use and Bob Scott, Baltimore, shows gadget for cutting square pieces of sod at Beltsville meeting.

**Beltsville Turf Meeting**

Approximately 75 people, including representatives from local gardener's clubs, War Dept., Navy Dept., and Maryland Univ. as well as greenkeepers from the Maryland-Virginia area attended the Field

Day meeting at the Beltsville Turf Gardens, Sept. 18, sponsored by the Mid-Atlantic Assn. of Greenkeepers.

Highlights of the meeting included:

1. Inspection of turf plots with emphasis on use of Alta fescues, the Zoysias and Bermuda grass.
2. Demonstration of maintenance machinery and "Greenkeeper Gadgets" showing lawn renovation procedures.
3. L. W. Kephart, in charge of Weed Investigations, Bureau of Plant Industry led discussion on weed control in turf, emphasizing use of 2,4-D and chemicals in the weed control program.

Attendance at the various Fall Field Day meetings is to be encouraged. These meetings afford the greenkeeper an opportunity to keep pace with advances which are being made in his profession.

**LIBERAL BUDGETS PAVE WAY  
FOR ECONOMICAL COURSE  
MAINTENANCE IN MIDWEST**

By D. M. Bell, Exec. V. P.,  
D. B. Bell & Son, Inc.

By and large within the last year the golf courses in the Middle West, in our opinion, have made the greatest strides toward economical operation that have been made in twenty years. In years to come we are convinced this is going to result in not only more economical maintenance, but in greater efficiency as well.

The opportunity that has been presented by liberal purse strings on the part of the clubs, bulging memberships, and waiting lists has given the superintendent of the golf course the opportunity to get what he has been wanting all these years without the usual long and arduous task of getting approval regarding the money, increasing the budget, etc.

Fertilization of fairways and general fairway control has been given increased consideration; weed control has been widely practiced with very satisfying results; the use of peat to improve compost for greens topdressing has been widely in-

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creased and improvements in soil structure of greens is thus anticipated. Watering practices have been given considerable attention and this phase of maintenance, in many instances, has brought desirable results; the aerating of greens and fairways has been inaugurated in many new cases and in some instances has been made a regular practice.

With their new freedom to purchase materials and equipment that they have long needed and wanted, not only are the greenskeepers in this district pleased but there is allowance for a self educational process that is indeed interesting. Everything that is done is not correct, but with the opportunity to try new practices and procedures that have long been considered and heretofore been impossible, they are learning a great deal about turf control.

We have in the middle west, we believe, an outstanding group of greenskeepers and golf superintendents. Their attitude toward their profession is an unselfish one and for this reason primarily, we believe that they are superior in their profession to any group engaged in similar occupations. We would put the greenkeepers of the Heart of America district up against any group in the country.

We expect to see a great deal more progress in the direction of player satisfaction due to improved green and fairway turf in the next five years resulting from this opportunity of the greenskeepers to buy what they need and their very aggressive and cooperative attitude toward the challenge facing them. Although machinery has been very difficult to secure, it has been secured and is in use by many of the leading institutions and the results are indeed gratifying.

## **COURSE DEVELOPMENT IN FLORIDA**

By James L. Blackledge,

Island Landscape Co., Palm Beach, Fla.

### **EQUIPMENT USE:**

1. The following have adopted high-speed air-field type gang mowers for mowing roughs:

O. S. Baker, Indian Creek Country Club, Miami Beach

Gene Tift, Bayshore Golf Club, Miami Beach

C. C. Kelly, Miami Shores Golf Club, Miami Shores

Robert Cribbett, Lakewood Country Club, St. Petersburg

2. Despite a long standing prejudice against the use of power mowers on winter grass greens, there is a gradual and general change to power mowers in progress as a result of improved power mowers and a better understanding of the causes of troubles on winter grass greens.

3. O. S. Baker, Indian Creek Country Club, is doing exceptional work with the F. G. Aerifier on his fairways, greens and tees.

4. C. M. Mahannah, Riviera Country Club, Coral Gables, constructed the Riviera course with a minimum of hand labor. The savings in costs by the use of heavy construction equipment was demonstrated in an outstanding manner.

## **SEEDING**

1. Bermuda grass fairways established at Riviera Club with seed only instead of the vegetative method usually practiced. Mr. Mahannah's method included the use of a temporary cover seeded with the Bermuda seed and produced superior fairway turf at much less cost than the sprigging method.

2. Mr. Baker and Mr. Mahannah are both working with bent grasses for use on greens in South Florida and considerable promise is indicated. Dr. Roy A. Bair, Everglades Exp. Station, Belle Glade, Fla., is conducting tests with a large number of Bent and Blue Grass strains in cooperation with the USGA Green Section.

## **WEED CONTROL**

Results with 2,4-D formations have been generally disappointing except as a control of "pennywort." Sodium arsenate remains the preferred herbicide with most superintendents.

## **INSECT CONTROL**

The new organic insecticides may be the answer to the mole, cricket problem in Florida courses. Some DDT formulations, sodium hexachloride and "chlordane" are showing promise in this regard. Mr. Norman Hayslip, Entomologist, Everglades Exp. Station, Belle Glade, Fla., is conducting some tests with these materials.

## **HIGH LABOR COSTS CAUSE TREND TOWARD MECHANIZED EQUIPMENT**

By Paul Miller,

R. L. Gould Co., St. Paul, Minn.

We, in the golf course supply business, are quite alarmed with the increased cost of maintaining an 18-hole course.

In our travels, we notice that the trend is toward mechanized equipment, eliminating all the hand labor wherever possible, in order to keep maintenance operation within budget limitations.

In the past, some of the clubs used hand labor for cutting and brushing greens; now they are installing power greens-mowers with brush attachments and putting brush attachments on their spreaders when applying fertilizer and topdressing. Some have increased their fairway mower to a seven instead of a five gang unit, and the rough cutter to a five gang mower instead of a three gang or sickle-type machine. They have discarded the old conventional hand scythe and installed electric grass shears, using a portable generator for power. Others are applying fertilizer and weed control in one operation.

One 18-hole course in the Twin Cities has been maintained with but four men and really kept in first class condition. Greens cutters do all the clean-up work around the greens, such as cutting approaches, raking traps, removing weeds, changing towels, and cutting bunkers when needed. In other words everything is done without going back to do some other little job that may take but a few minutes to do. The men do not get through until along in the afternoon, but they are keeping the budget in line and at the same time doing a good job.



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## **SPECIAL EMPHASIS ON DRAINAGE FOR NEW GREENS IN TEXAS**

By Howard Goldthwaite,  
Texas Toro Co., Houston, Texas

The principles of proper drainage are being embodied in the construction of most of the new courses being built in Texas as a result of the many years of teaching by Agri. Exp. Stations and the USGA Green Section on the values to be received from both surface and internal drainage.

The drainage problem in the new construction is being solved in the following manner: First, especially on the heavier soils, four inch tile drains are placed at a twenty-four inch depth below the finished surface of the green. The tile is laid on a two inch bed of pea gravel and pea gravel is filled solid in the trench up to the level of the sub-grade. The sub-grade is further prepared by drainage both ways from the middle point of the tile lines so that the water flows equally into each tile line. Then a four inch layer of pea gravel and soil is laid on the sub-grade and on top of this an eight to ten inch layer of a mixture of equal parts by volume of coarse concrete sand containing some pea gravel, native good loam soil, and peat. The peat is shipped in from Minnesota because as yet we have been unable to find satisfactory quality of peat in this state.

These plans and preparations are made primarily because we are interested in producing the finest bent greens it is possible to have. The golf clubs in this area are willing to go to the extra expense of building greens in this way because they want to avoid those periods in the summer when there is excessive rain and high humidity coupled with high temperatures. This type of construction also is necessary because of the heavy

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clay conditions we find in many parts of Texas which rather effectively prevent the free movement of water and air through the soil. Some of the courses which have had bent greens for a number of years are now rebuilding and installing drainage so that the troubles they have encountered in the past may be avoided in the future.

## **CHEMICAL DISCOVERIES AID COURSE MAINTENANCE**

By Woodworth Bradley, Pres.,  
Woodworth Bradley, Inc., Providence, R.I.

Two outstanding events of the past year were the discoveries by our Rhode Island State College scientists. One of the chemical formulas, made up of the initials PMAS, is for the control of Crab Grass, and marketed exclusively under the name of "C-Lect."

In the East we have a terrific infestation of Crab Grass and C-Lect is definitely killing it out, including the seeds.

The other chemical is "Chlordane," marketed under the names of "Synklor 50-W," by the U. S. Rubber Company and OCTA-KLOR by Julius Hyman & Co., Denver, Colo., for the control of ants, grasshoppers, etc. It is so remarkable that in twelve hours it kills every ant in the area that has been sprayed, and one application seems to last a season.

An outstanding mechanical development, in my opinion, is the new Jacobsen Power Putting Green Mower with its 1¾ H.P. engine which was developed for the Army Signal Corps during the war. Superior mowing qualities and its low maintenance upkeep is really a remarkable development.

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Milton Karzen (left), Sports and Pastimes Chmn., Twin Orchard CC, receives the Ill. PGA plaque from Harry Adams, awarded annually to an outstanding club member, for his work in promoting rehabilitation tournaments for the CDG Charities Rehabilitation Fund. Twin Orchard has raised \$5,000 for hospitalized vets through sponsorship of one day Pro-Amateur events.

—Photo by J. Van Fossen

**SPIKE DISC CULTIVATOR**—Spike Disc Lawn and Green Cultivators with knife-like blades cutting to root areas that aerate and cultivate in one operation are available again and details may be obtained from the John H. Graham & Co., 105 Duane St., New York.

### SCOGGINS PLAN OPENS NATIONALLY ADVERTISED BRANDS TO PROS

Putting the pro on a dealer basis by manufacturers of nationally advertised brands is a reality today as a result of the study and efforts of Howard Scoggins, Scoggins Golf Co., Dunedin, Fla., who first conceived the idea while serving overseas. After his return, Scoggins took advantage of what he saw as a blind-spot in pro shop merchandising and developed a program whereby he now is jobbing representative to the golf professional trade for 30 national manufacturers of sportswear and equipment.

Scoggins joined the Red Cross at the outbreak of the war and went to Europe as a director of sports. He found that every American sport was represented except golf. As a result he built up a golf department, started a golf lesson school with several top pros giving lessons and interest soon reached the point where 12 to 18 pros were kept busy giving lessons. A team of American pros was developed which won the championship of the ETO and, by playing teams from other countries, aided materially in fostering Anglo-American relations. It was during these years of association with the pros that Scoggins hit upon the idea of working out a plan whereby the American pro back home could buy merchandise direct from the manufacturer.

The plan has worked out to the satisfaction of the manufacturer and the pro alike, for the Scoggins Golf Co. today has a national selling organ-

ization of 12 salesmen who cover every state in the nation. During the winter months, November to March, most of these men will be found in the sample room, a building recently purchased for this purpose, located at 351 Main St., where all lines are on display and orders can be booked for Spring delivery.

### 1948 INTERSERVICE TOURNEY

The second Interservice Invitational Tournament to determine the continental champion of all of the services will be held on the Oliver General Hospital course, Augusta, Ga., March 31 to April 3, under the sponsorship of Surgeon Gen. R. W. Bliss, according to Col. O. H. Stanley, Com. Officer of the hospital. The 1947 tourney winner from a field of 160 military golfers was Aviation Chief Machinist Mate Jos. C. MacDonald, Hamilton, Mass., who carded a 147 for 36 hole medal play on the hospital course popular to golfing great and winter guests when the hospital was the former Forest Hills Hotel.

### VINES TO COACH GOLF AT IOWA U

Golf at the State University of Iowa has taken on added color with the appointment of Ellsworth Vines to the coaching staff this fall and a corresponding period next spring.

It is the belief on the Iowa campus that the progress of golf as an art and as a science is sufficiently rapid to justify the belief that a man "hot off the money circuit" will normally be in possession of significant late developments in the swing and in the game.

A university graduate, Vines' appointment was prompted by the belief that members of the varsity golf squad will gain more, other things being equal, when the coach or instructor is able to teach by example as well as by precept. Accurate and understanding analysis of the golf stroke is believed by university officials, in at least some measure, to stem from the fact that the instructor selected had acquired his own skill through painstaking study and experience as a mature person.

Vines' brilliant record in tennis is regarded as a definite asset, and it is expected that he will be able "to help the boys with their tennis, too."

### Jack Garrett, Appointed Sales Rep., MacGregor Golf, Inc.



Jack Garrett

Jack Garrett, widely known in southern amateur golf circles and a friend of many pros in the Carolinas, has been appointed sales representative of MacGregor Golf, Inc., for the states of North and South Carolina and Virginia. Garrett will have his headquarters in Greensboro, N. C.

His new territory comprises areas formerly covered by Gus Novotny, Atlanta, Ga. and William Meehan, Philadelphia, Pa., MacGregor sales representatives with headquarters in those cities.

## PATTY BERG BUSY IN SHOWS FOR PROS

Patty Berg in a September swing through N. Y., N. J. and Conn. in matches and exhibitions for pros averaged more than one show a day—playing and demonstrating. Pros marvelled at the way the cheerful, earnest little redhead managed to keep up a high standard of play which included two 69s and numerous scores in the low 70s. Pros also were impressed by



Four visitors, Carol Diringer, Tiffin, O.; Margaret Gunther, Memphis; Peggy Kirk, Findlay, O., and Shirley Spork, National Collegiate champ, Detroit, look on as Patty Berg (left) demonstrates mechanics of swing weight scales at Wilson Sporting Goods Co. Chicago plant.

the way Patty's demonstration and clinic fitted in with their own instruction campaigns.

Jack Fox at Glen Ridge CC who developed his daughter Katherine and other women stars said he'd never seen a better performance for promotion of pro interest than the energetic Wilson emissary put on. At Albany CC Patty played with two local women stars and Mae Murray, daughter of Rutland (Vt.) CC pro and considered by Miss Berg and pros as a highly promising girl golfer.

At Race Brook CC, Patty and Eddie Burke, home pro, played an exhibition with Pat O'Sullivan, Conn. women's champion and Charlie Clare, Orange pro, in a benefit for Jimmie Norval, former Race Brook pro now hospitalized after a leg amputation. Jack Redmond gave a trick shot demonstration as another feature of the show for Jimmie. Patty added several broadcasts to her crowded schedule.

**POCKET GOLF BALL CLEANER**—A small, round, transparent plastic box with leakproof cover, containing a sponge for plain water for use in cleaning a golf ball any place on the course, characterized as, "The golfer's pocket companion," is manufactured by the Pocket Golf Ball Cleaner Co., 5735 Cass Ave., Detroit, Mich.

**HONOR CLUB PREXY**—Belmont Hills CC, St. Clairsville, O., honored Pres. Wilbert Allen Oct. 2 with an afternoon of golf and an evening of appreciation. Allen, a vigorous, cordial character, is well known to managers and greenkeepers having been a visitor to many of their national conventions with Belmont Hills department heads. After retiring from business with a large fortune made mainly in publicizing and merchandising Cascarets, Allen became a member of the Belmont Hills club when it was about ready to fold. His playmates wished upon him the job of getting the club on its feet. It now has 350 active members, an 18 hole course in excellent condition and money in the bank for extensive remodeling of the club. Initiation fee is \$250 and annual dues \$25. The Oct. 2 affair was a surprise party to Allen. Road signs leading to the club were placed on main roads. A plane dropped cards onto the course paying tribute to Allen. His picture adorned napkins, matches, cigarette packages, bar bottles, stogies, souvenir ash trays. A special front page of the local-newspaper was set up for distribution at the banquet. Golf balls were used as place cards at the banquet. It was the most thoroughly engineered party of its sort GOLFDOM ever has covered. Allen had it coming to him. His job for the club has been outstanding in smaller town golf.

**SPALDING'S 1948 LINE**—A new exclusively pro line of woods will feature the Spalding 1948 line. The driver will have an extra deep face. The brassie, spoon and short spoon will have narrower faces. Spalding also will introduce plastic woods in ny-sel in the pro exclusive model and the Bobby Jones, Jimmy Thompson and Lawson Little registered woods. Spalding has been testing the plastic wood in play and laboratory for about four years to meet the acute and increasing scarcity of good persimmon heads. There will be, according to present indications, a large production of Spalding irons in men and women's models. Kroflite, Topflite and Airflite balls will be available in quantities Spalding hopes will be large enough to enable pros to meet the demand but supply of Dots will be short of supplying the tremendous demand just as the Dot supply in 1947, although larger than ever before, couldn't supply all who wanted the ball. Spalding pro departments all over the country are impressing on pros now that they'd better get orders in early for 1948 needs as it looks certain that the demand again will tax Spalding's increasing plant capacity to the limit.

## ANNUAL MEETINGS

19th GSA annual meeting—**NATIONAL TURF CONFERENCE and SHOW**, Book-Cadillac Hotel, Detroit, Mich., February 9-13, 1948.

Annual Meeting — **Professional Golfers Assn.**, Morrison Hotel, Chicago, Illinois, November 17-19, 1947.

Annual Convention, **Club Managers Assn. of America**, Radisson and Nicollet hotels, Minneapolis, Minn., March 14-17, 1948.

## TWO-WAY RADIO KEEPS GALLERIES POSTED AT INTERNATIONAL

Galleries at the recent International Tournament at Chicago's Tam O'Shanter CC for the first time were kept posted at all times on the standing of all contestants through the use of two-way short wave radio made possible with the cooperation of



George May, Tam's pres., on two way radio Army jeep.

the Army and Air Corps recruiting services who furnished the instruments and the personnel to man them.

The military personnel was divided between the main radio station in the grand stand and the galleries, there being one man equipped with a two-way radio in each gallery.

This man would report to the main sta-



Ben Hogan accepting International Cup from George S. May after winning International event.

tion the results of each play of the two contestants he was assigned to follow, and the main station in turn would short-wave the results to the radio men in all the galleries. The standard bearer in the gallery would then mark up his board, which carried the names of all eight contestants,

Fall, 1947

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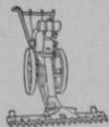
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giving the standing of each contestant in relation to par at the last hole he played. Thus the galleries were kept informed of the hole-by-hole play of all eight contestants.

### PRO GOLF SALES ADDS NEW GOLF BALL TO EQUIPMENT LINE

The Pro Golf Sales Co., Fond Du Lac, Wis., owned and operated by Clarence Hornung, nationally known golfer, celebrates its tenth anniversary with the announcement of a new Pro Special Plus golf ball.

Pro Golf Sales merchandises a complete line of quality golf equipment. Hornung's initiative in



C. L. Hornung, Pres., Pro Golf Sales Co., announces new golf ball addition to equipment line on 10th anniversary.

redesigning after years of playing resulted in the creation of the Hornung No. 14 (goose neck) Dream Putter and other clubs which carry his signature.

Quality equipment of Pro Golf Sales is recognized and used by pros throughout the country. The new ball introduced by the company will be on a par with the rest of the Hornung line. The Pro Special Plus Red will be for Championship and tournament play while the Pro Special Plus Green will be the ball for the regular golfer.

**GOLF PUTTING TRAP**—A new golf putting trap of steel construction called HOLE-IN-ONE which sets up instantly indoors or on the lawn and takes perfect shots only is manufactured by the Berghman Co., 54 South 19th Ave., Maywood, Ill. The trap lists at \$1.00 and sells to the pro or dealer at \$7.50 per dozen.

**LIQUID HAND PREPARATION**—Hydro-Tac, new liquid hand preparation for better gripping, designed for wet conditions, assures grip regardless of moisture from rain or perspiration, is sanitary, will not transfer from hands to clothing when applied for contact with golf clubs. It is manufactured by Hydro-Chemical Co., Inc., East Hartford, Conn. and is distributed through pro shops.



**CHRISTMAS GOLF BALL PACKAGE**—Reminder of prewar days is the U. S. Royal Christmas package ready for distribution to pros in December, for the first time since 1941, by the U. S. Rubber Co. The U. S. Royal (Blue) will be packed in blue and silver boxes and the U. S. Royal (Red) in red and silver boxes with a greeting card accompanying each box carrying the message, "Merry Christmas and Many Rounds of Pleasure."

### HAAS JOINS GOLFCRAFT

Fred Haas, new Orleans, former amateur winner of Southeastern PGA Open in '32, '44 and '45, who has been given by some the dubious title of professional golfdom's 1947 "hard luck" golfer, recently joined the advisory board of Golfcraft, Inc.

Haas, former Walker Cup member, after a tie with Jim Ferrier, lost out in the playoff of the St. Louis Open, a second major tournament dis-



Fred Haas

appointment within a month, having been edged out in the Peoria Open by Skip Alexander who shot seven birdies on the last 10 holes.

Haas along with trick shot artist Joe Kirkwood, and 24-year-old Fred Hawkins, 1947 Midwest Amateur winner, join Golfcraft's advisory board of Mike Brady and Bob MacDonald, and headed by Ralph Guldaahl.

Haas will work out of Chicago and will be helping in the development of Golfcraft's new 1948 line—priced in a range broad enough to put quality playing equipment within the reach of all.





First Spalding sales meeting: Reading clockwise, starting with Frank Greis, Ass't Controller, nearest camera, Matt Kiernan, VP in charge of golf sales, Tom Frainey, Bill Shaffer, Tim McGrath, Bob McLaren, Pete Wood, Walter Wood, Geo. Weaver, Gene Dahlbender, and R. Earl Jones, Eastern Dist. Mgr.

### 1948 LINES REVIEWED BY SPALDING PRO SALESMEN

1948 Spring and Summer lines were inspected and discussed by pro salesmen for A. G. Spalding & Bros. at three sales meetings held recently on successive weeks, following a plan inaugurated last year of small group meetings enabling everyone to participate in the presentations and round-table discussions.

Keen interest was exhibited by salesmen in the demonstrations at the Spalding Research Labora-

tory at Chicopee on the tour through the Brooklyn, Chicopee and Willimansett plants to get first-hand knowledge of the various stages of manufacture of all Spalding products.

The meetings were considered a great success by Earl Jones, Spalding's Eastern Dist. Mgr. who arranged and conducted the meetings and the tours through the plants, who said, "All our salesmen were enthusiastic about our 1948 Spring and Summer line and they are well informed to discuss every phase of each item—I'd say the result of the meetings was well summarized by the comment of one of the men, who said to me as he was leaving for his territory, 'It sure looks like 1948 is going to be a terrific year for us. . . .'"



Second meeting: Top row, left to right: Ed Aurin, Jimmy Nichols, R. Earl Jones, Harry Welch; Bottom row, left to right: Lyle Thompson, Dutch Voges, Eugene Gleissner, Jack Nix and Jack Miller.



Third meeting: Top row, left to right: Carey Spicer, Rube Albaugh, Fred Carlson, Newt Priestley; Bottom row, left to right: Bert Purvis, Ed Connor, Rusty Wall, Earl Jones, Eastern Dist. Mgr.



One of the specially wrapped gift packages offered distributors by A. G. Spalding & Co. for promotion of Spalding or Wright & Ditson golf ball sales during the Christmas season.

**TO BE SURE YOU GET EVERY ISSUE OF GOLFDOM DURING 1948 . . . RENEW YOUR SUBSCRIPTION NOW**

**MERCHANDISING ASSISTANCE** — Life-size display form of Craig Wood, golf pro and member of advisory staff, MacGregor Golf, Inc., used effectively in pro shop merchandising during the past season is being offered again for the 1948 sales program. The merchandising aid was introduced to pros at the beginning of the season by William J. McNulty, vice pres., who had the life-like display form sculptured by a noted artist for the purpose.

**NEW LINE OF AMERICAN BALLS** — American Golf Ball Mfg. Co., Inc., 8629 W. 3rd St., Los Angeles 36, Calif., is now making a new line of quality golf balls for national distribution.

The patented "Flywheel-Action" principle has been applied by American. For this principle is claimed sustained momentum for greater control and balance in the new American Proplay and American Cuplay balls. Tests on these liquid center, live rubber balls were begun months ago by a selected group of West Coast pros and amateurs. First users reports were highly favorable. The makers state: "American golf balls are manufactured entirely at the Los Angeles plant, controlled tension wound by experienced craftsmen, carefully covered and individually compression-tested for uniform quality. An important feature of the American line is the remarkable finish applied to the covers. Under exhaustive tests over a long period, a special paint formula was developed that stopped ordinary checking, provided resiliency and maintained a durable, long-lasting whiteness."

The balls themselves are marked "Proplay" and "Cuplay", with "American" in script and numerals up to four on the opposite side. The names are in red, blue, green and black for easier identification. "Flywheel-Action" in a different color appears on the equator of every ball.

For sale by pros only, the 95 cent retail American "Proplay" is recommended for championship use. The American "Cuplay" is for pro and general sale.

A colorful, self-demonstrating counter display card graphically depicting "Flywheel-Action" through a spinning-wheel device is available to all pros and stores. Initial distribution of the new American golf ball line will be on the West Coast, with the Southern states and Canada to follow; and national sales shortly thereafter. The company is headed by Leroy Barton, chmn. of the board; James Barton, pres.; G. R. Holtz, sales mgr.; Frank Cavignac, golf consultant. Distributor announcements will be made in the near future.

**MECHANICAL FOOT STIMULATOR** — Aimed at reducing fatigue, the Relax-A-Lator, a coin-operated, scientifically designed foot stimulator which gives stimulation to the feet and entire body through an oscillating motion has recently been developed by the McDowell Manufacturing Company. The two-minute treatment equalizes the blood supply to all parts of the body, thereby giving a harmless stimulation which lasts many hours. According to the manufacturer, a treatment by the Relax-A-Lator giving instant relief to tired aching feet, is recommended for club lockerrooms.

Because the Relax-A-Lator is coin-operated, its owner is guaranteed a return on his investment. Further information on the Relax-A-Lator may be obtained from McDowell Manufacturing Company, Pittsburgh 9, Pa.

**FERTILIZER PRICES LOW** — "Government figures show that the increase in fertilizer prices over the pre-war level is substantially less than the increase in raw material and wage costs during the period," according to Maurice H. Lockwood, President of The National Fertilizer Association.

An investigation of the fertilizer industry, such as has been proposed by Rep. Sabbath of Illinois, would show that fertilizer prices today are only 35 percent above the 1935-39 average, as compared with an increase of more than 100 percent in commodity prices generally.

#### **TESTS PROVE CHLORDANE GIVES EXCELLENT ANT CONTROL**

Chlordane, a new organic insecticide, has been proved to give exceptionally good control of ants in turf in recent tests conducted by J. C. Schread, entomologist at the Connecticut Agricultural Experiment Station. The material has been found to destroy effectively *Lesius niger*, the miniature brown ant encountered more often than any other species in turf and the most serious nuisance of the ant family in such areas. Chlordane has also given excellent control of carpenter ants, mound building ants, soil-infesting ants, and house ants. The material gives protection for from four to six weeks.

If the infestation is light, the individual ant nests may be spot treated. One-eighth of a teaspoon of Chlordane 50 per cent wettable powder should be placed in the center of each ant hill and thoroughly watered into the galleries of the ant nest. Watering may be accomplished by using a small pressure sprayer after first removing the spreader from the nozzle so that a thin stream of

#### **CREeping BENT STOLONS — FROM THE MOUNTAINS OF NORTH CAROLINA**

The finest and most prolific Bent Grass that has come under my observation in 35 years' experience in growing grass for putting greens. Free of weeds and clover. Place order now for fall planting.

Write for Prices and Information.

#### **BREVARD COUNTRY CLUB NURSERY, E. E. FRASER, PROP.**

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