

Detachable Golf Cleat



Flexible, lightweight, and easy to lock on, the new ParCleaT all-metal rust-proof sole plate fits and locks on any shoe in a few seconds, and won't come off until released with a key. Compact for carrying, these cleats are perfect for the traveler or vacationist who hasn't the

space that an extra pair of shoes would require. It is manufactured by the ParCleaT Co., 3048 Rodman St., N.W., Wash. 8, D.C.

Lightweight Centrifugal Pump

Introduction of a new line of lightweight, self-priming, centrifugal pumps with direct, gasoline motor driven power fully guaranteed as to performance which can be used on the course for draining off flooded areas, filling spray tanks, as a booster for sprinkling systems, or handling liquid fertilizer is manufactured by the German-Rupp Co., Mansfield, Ohio.

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And Plaques Available For
IMMEDIATE DELIVERY



B. J. KESL INC.

220 W. MADISON ST. CHICAGO 6, ILL.
Central 4652 Dept. G

**THE ONLY
MATTING MADE
SPECIFICALLY
FOR
LOCKER ROOMS**

Country Club Matting



Here is the very thing you have long wanted for your locker room floors - - a durable matting which will withstand spike traffic.

Made of the finest quality rubber, interwoven with tough, long staple Egyptian cotton and nylon, here is a mat than can really take it!

Black in color, it is 7/32" thick and comes in rolls 36" wide and 24 or 48 feet long.

For prices and literature
write

AMERICAN MAT CORPORATION

1802 Adams Street

"America's Largest Matting Specialists"

Toledo 2, Ohio

HERE IT IS!

The new, sensational

Golf Pride GRIP

Designed and Molded for Two-Way Grip. Easy on hands; all shock eliminated.

Air-cooled for removal of moisture from hands and gripping service.

Molded directly to the shaft; cap and grip one unit.

Choice of five colors, with or without cork. Also three different sizes: large—medium—small.

The only grip for a perfectly balanced set of golf clubs, as all grips are uniform in size and weight.

Prices and information to Pros and individuals furnished on request.

Pro Shop and Driving Range Licensee.

KOSAR'S GOLF DEVELOP. LAB.

634 Portage Trail — Cuyahoga Falls, Ohio



New 1948 Rite-Arc Putter

Jack Redmond, trick shot artist, explains distinctive features of Rite-Arc Drop In putter to golf companion. The 1948 model Rite-Arc is a blade type putter which advance orders indicate will be more popular than the mallet type Rite-Arc which enjoyed lively pro shop sale last year. The new putter, especially designed for eye-ease line control, has curved face which starts ball with over-spin and helps avoid skidding and hopping. It is precision machined for accuracy and balance. Deliveries are now being made to pros in natural Armco metal or satin chrome finish by General Mach. Co., 1825 W. St. Paul St., Milwaukee, Wisc.

Miniature Field Active

Arland, 444 Brooklyn Ave., New Hyde Park, N.Y., who designs and builds miniature golf courses, reports construction nearing completion on two outstanding courses at Vaux Hall, N.J. and Lakewood, N.J. Judging from number of inquiries and caliber 1948 miniature golf course construction promises to eclipse the Tom Thumb construction activities of the early thirties.

KOSAR DRIVING RANGE TEE

EASIER — FASTER — CLEANER

The ONLY TEE for Driving Tee Mats

Increases range income by speeding up play 25% to 40%
★ Easy convenience adds to player enjoyment ★ Helps keep Driving Ranges cleaner ★ 50% savings over wooden tees.



Send for Free Sample. Used by better ranges everywhere.

4' x 5' Driving Tee Mats: 1 to 10—\$25; 11 or more—\$22.50.

KOSAR'S GOLF DEVELOPMENT LAB.

634 Portage Trail Cuyahoga Falls, Ohio

PRIVATE BRAND GOLF BALLS

15 DOZEN MINIMUM ORDER

Write for Prices

BOSTON GOLF BALL CO.
7 MAPLE ST.
Stoneham 80, Mass.

Bullis Joins MacGregor



Pete Bullis, who for the past 20 some years has been covering the north-west portion of the central states in his capacity of golf equipment and supply representative, has joined the pro sales staff of MacGregor, Inc. The amiable Bullis will continue to make Chicago his head-

quarters working out of the MacGregor office at 538 S. Clark St., which will serve as a distributing center for his professional accounts. Pete, who is as well liked as he is broadly known, will carry the MacGregor pro standard in the same territory he started to travel twenty years ago: Wis., Minn. and the Dakotas.

Gelhar Joins Burke Golf

George Gelhar, former PGA member, joins the Burke Golf Co., Chicago, as sales representative for the state of Illinois. Gelhar, class A member of the Ill. section, PGA, served his apprenticeship at Skokie CC under John C. Hackbarth and Pete Sontas at Barrington Hills CC then moved

PHILLIPS

GOLF SPIKES



SIZE
1" Diameter



FITS
Regular
Receptacle

The Swing is to the

LARGER BASE

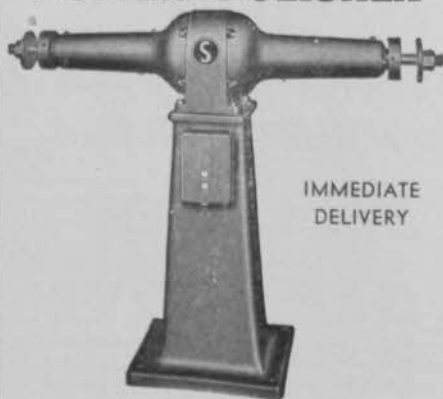
- WILL NOT TILT or Break Through Sole.
- KEEPS THE SPIKE ERECT.
- PREVENTS OUTER SOLE from Rolling.
- WEATHER TIGHT — RUST PROOF.

(White Plated or Black Finish)

WILL NOT TURN BY THE THREADS

F. C. PHILLIPS, INC.
STOUGHTON, MASS.

BUFFER-POLISHER



IMMEDIATE
DELIVERY

EVERY PRO SHOP...

needs this STANDARD "CLUBMASTER" Golf Club BUFFER-POLISHER. Wide swing with 1 H. P. 1750 RPM motor permits two boys to work at the same time. We can also furnish the 8" by 1" cloth and wire wheels. Immediate Delivery!

Write for Bulletin 110

THE STANDARD ELECTRICAL TOOL COMPANY
2524 River Road, CINCINNATI 4, OHIO

SPIKE-VISE WRENCH

Fits all spikes



Screw and taper principle and sturdy precision construction enables the SPIKE-VISE WRENCH to quickly and cleanly remove any make of spike on a golf shoe.

It takes a firm, non-slip grip on even badly worn spike stubs; then you can get them out easily.

Box of Three, \$5. (Single Wrench, \$2.)

Sold direct to pros and locker-room men.

SERLEY MFG. CO.

483 E. 6th St. ST. PAUL 1, MINN.

Serley Mfg. Co.
483 E. 6th St., St. Paul 1, Minn.

Enclosed is \$5 (Box of 3) \$2—1.

Send me the SPIKE-VISE WRENCH.

Name (please print) _____

Address _____



QUALITY SPORTSWEAR FOR THE PRO SHOP

With the sharp focus on easy comfort and smart styling, highlighted by the latest in fabrics and design, we are confident you'll agree the 1948 Jackman line will set the pace for pro shop sportswear popularity and profits.

Write for the new Jackman catalog. It's filled with items that will help you make this year your biggest in sportswear sales.

Jackman Sportswear

REN SMITH, Pres.

6332-34 Roosevelt Road

Oak Park, Ill.



GEORGE GELHAR

to South Haven CC (Mich.), and three years at Medinah CC as full professional. After leaving the pro ranks he served as sales representative for Dunlop and North British respectively in the midwestern area until the advent of war during which time he was with the Emerson Elec. Co., and Gen. Elec. Co.

Growth Portrays Acceptance of Wilson Sporting Goods

Growth, an attractive brochure portraying the story of the development of the Wilson Sporting Goods Co. for the 20 year period from 1927 to 1947 shows in graphic detail the expansion of facilities, production, and advertising volume.

In 1927, the Wilson organization operated from three distributive outlets, two factories, and accounted for only a small part of the sporting goods industry sales. In 20 years Wilson's growth is relatively twice that of the industry as a whole.

FORE!

THE MOST SENSATIONAL NEW DEVELOPMENT IN GOLF!

"Shur-Grip" GOLF GLOVE

- Firmer grip when you need it!
- Gives you a secure feeling at top of swing!
- Minimizes slippage and *improves your score!*
- Enables you to play happier golf!
- Made of top quality leather by skilled craftsmen!

"THE "PAT" PATTERSON CORPORATION

BOX 200

GLOVERSVILLE, NEW YORK



*
A new patented glove, developed after years of testing and experimentation. Order today!



W. L. Robb, left, Asst. to the Pres. and L. B. Icely, Pres. of Wilson Sporting Goods Co., celebrating their 30th anniversary, view the new Growth brochure.

Today, Wilson utilizes 37 manufacturing and distributive outlets with distributors located throughout the world. Fifteen modern factories supply the demand for Wilson sports equipment.

In the last 20 years, Wilson's volume of production has progressively increased at a tremendous pace—golf, 387.34%; tennis, 356.66%; baseballs and softballs, 459.47%; leather sports equipment, 362.17%; and sport clothing, 650.07%.

Aside from this steady increase in production, Wilson has developed and introduced many innovations in equipment and merchandising such as—tennis balls in hermetically sealed cans, the Gruv-Grip, Top-Notch tennis rackets, Strata-Bloc and Strata-Bow construction, patented improved weight distribution in iron golf club heads, pyroxolin sheaths on golf shafts and many others—that have established precedents for the industry.

Today, for the benefit of its thousands of dealers and distributors across the nation, Wilson maintains an advisory board comprising many leading stars in American sports. These ranking sports champions endorse and use Wilson equipment, thus confirming acceptance of these products.

This Golf Bag CARRIES YOU
down the fairway

to
Profits

GOLF
BAG
LIGHTER



FOR DESK or TABLE

... just push the putter ... and zip ... it's lit!

Ideal for TROPHY, GIFT or PRIZE

This novel, practical golfing memento will drive your sales right up on the green. It sells golf enthusiasts on sight... be sure your club features this handsome, sturdy cast bronze golf bag lighter. 5" high.

Price: \$18 a dozen

Get Your ORDER in the Mail TODAY!

COLTON-LEWIS, INC.
387 Washington St., Boston, Mass

THE POCKET GOLF BALL CLEANER

Small Round Plastic Box

Handy • Clean • Sanitary

Efficient • Non-breakable

Non-Abrasive • No Destructive Action

The Golfer's Pocket Companion

The Answer to the Golfer's Prayer

Retail price \$1.00 each.

Price to Dealers & Pros \$7.20 per dozen
delivered for cash with the order.

POCKET GOLF BALL CLEANER CO.
5735 Cass Ave. Detroit 2, Mich.

GOLF PROS--MAKE

your shop Service Headquarters for Golfers by being prepared to install PARK "ALL WEATHER" GRIPS. Used by nearly all tournament winners and leading players everywhere. You can get them on all new clubs. Use coupon today.

PARK "ALL-WEATHER" GRIP — Greatest Grip in Golf!

Mail this coupon to any of your suppliers or direct to:

L. A. Processing Company
801 Millford Street
Glendale 3, California

Please ship me _____ All Weather Grips
and _____ sets shaft clamps, also installation instructions.

Name _____

Address _____

City _____ State _____

(Please print plainly)

GRASS SEED of "Known Quality"

Tested for Purity and Germination

Available for immediate shipment are all of the better turf producing Grasses and Mixtures.

Also we can serve you quickly on Equipment and Supplies for The Golf Course — Brown Patch Remedies and 2-4D Weed Killers.

New 1948 Price List Free on Request

Stump & Walter Co

Grass Seeds, Fertilizers, Golf Equipment
132-138 Church Street
NEW YORK 8, N. Y.

• BENT GRASS •

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

HIRAM F. GODWIN

22366 Grand River Ave., Detroit 19, Mich.

Through leading magazines, newspapers, coast-to-coast radio programs, rebroadcast by short wave around the world, Wilson has established an outstanding name in sports equipment making an immeasurable contribution to point of sale and national advertising and public relations in support of the dealer and the professional.

"Golf Trainer" for Home Use

Interest centered on the "Golf Trainer" at recent Chicago Mid-winter Boat and Sports Show demonstrated here by John Gibson, nationally known pro, indicates growing popularity in practical inside, outside home use of "Golf Trainer" known among the professionals as the "golfer's punching bag."



It consists of a captive ball that when hit moves along a graduated scale which measures length of drive and checks accuracy of direction. It also provides needed exercise and entertainment for the family.

Convertible Golf Bag Cart

Twin Sport, a convertible golf bag cart and outboard motor carrier, is designed for the golfer, fisherman, or vacationist as a dual or a single purpose, fully collapsible carrier. Priced well, it has maxi-

Look at the SAVINGS you get with HENRY BALL WASHERS

... backed by years of thrifty performance

Saves players' clothes and tempers because it is sloop-proof. Saves time because it is quicker, more thorough and easier to use. Saves cover paint of balls because it has no scouring bristle brushes. Saves frequent replacement costs because its cleaning units won't rot and warp . . . and its unbreakable steel jacket is rust proof.

Attractive — stays tidy — easy to drain and refill — Allen Set Screws make them theft proof

PRICES F. O. B.
ELM GROVE, WISC.

Manufactured by
GOLF & GARDEN EQUIPMENT CO.
BLUE MOUND ROAD, ELM GROVE, WISCONSIN

BALL WASHER	\$12.75
Tee Data Plate	\$ 1.25
Waste Paper Cont'n'r	\$ 2.35
Complete Tee Ensemble	\$16.35

HENRY TEE ENSEMBLE
includes Ball Washer, Tee Data Plate and Waste Paper Container.

Send score card when ordering Tee Data Plates.





imum strength and wearing qualities with a minimum of weight. Construction is of seamless welded steel tubing. Twin Sport in action balances the load precisely over the axle for effortless travel and, with wheels collapsed, tracks easily across footbridges and narrow trails. Fully collapsed with bag or motor attached, it fits into an automobile trunk. Inquiries for dealer and other information should be addressed to Boyd, Inc., 711 East Fourth St., Royal Oak, Michigan.

Golf Ball Cleaner

A handy little golf ball cleaner encased in a transparent plastic box housing a small water saturated sponge which is sealed in with a leak-proof cover and can be carried about the course safely and conveniently in the pocket or the golf bag is manufactured by the Pocket Golf Ball Cleaner Co., 5735 Cass Ave., Detroit, Mich.

"AGRICO DOES A BETTER JOB — WE PROVED IT!"



RALPH LEOPARDI, Supt. of Grounds,
Atlantic City, N. J. Country Club

"We fertilized part of our fairways with Agrico and part with another fertilizer of the same analysis," writes Mr. Leopardi. "There was no comparison—the Agrico-fed turf had a darker green color, held that color all year, and the grass was much thicker—weeds just didn't have a chance." Use Agrico for best results—order now from your regular supplier, phone nearest A.A.C. Sales Office, or write to The AMERICAN AGRICULTURAL CHEMICAL Co., 50 Church Street, New York 7, N. Y.

AGRICO *Country Club Fertilizer*

NEED SUPPLIES?

(SEE Page 123)

Solve Tee Mat Upkeep for Years to Come!

MELFLEX ^{HEAVY DUTY} TEE MATS

Made from toughest bomber airplane tire carcasses

The easiest playing, the safest, the most comfortable tee mat ever made for the players . . . the most wear and weather resistant and the easiest to maintain for the range operators.

Designed to take pounding, spiking and scuffing for years. Melflex means maximum safety and pleasure for players . . . utmost economy for operators.



Weather proof — do not curl, warp or fray — non-slipping wet or dry — reversible to provide four different driving areas. Full 1" thick; 48" x 60" — or larger.

Write for folder and prices

PROMPT DELIVERIES



MELFLEX PRODUCTS CO., Inc.

L. E. Warford, Pres.

410 S. BROADWAY . . . AKRON 8, O.
In Canada: P. O. Box 411, Ft. William, Ont.

NEW ECONOMY IN TREATING AND FERTILIZING GOLF GREENS

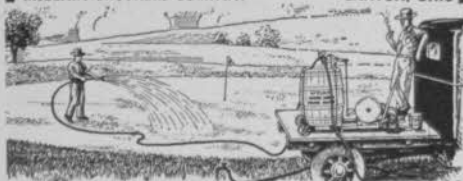
MCCLAIN HYDRO-MIXER

Get this lightning speed outfit this year.

Cut labor costs to the bone. Reduce your operating costs, social security, industrial and unemployment insurance expense. One man can handle this job with a Hydro-Mixer. The light, inexpensive Hydro-Mixer is now used by hundreds of courses from coast to coast. It no longer pays to be dragging old style cumbersome costly equipment around over the course to handle Brown Patch and Fertilizer Spraying. Safety, speed and accuracy of either the hand or power operated Hydro-Mixer are almost unbelievable. If you really want to save, write today for the literature.

McCLAIN BROTHERS COMPANY

CANTON, OHIO



Exterior of MacGregor-Goldsmith, Inc. — MacGregor Golf, Inc., branch warehouse and sales office, 1366 South Flower St., Los Angeles.

MacGregor Opens New Branch Warehouse and Sales Office

Accelerated service facilities for west coast customers of MacGregor Golf, Inc., producers of golf, tennis, badminton and diversified items, are now provided through an enlarged Southern California branch warehouse and sales office located at 1366 South Flower Street, Los Angeles 15, California. The new Southern California headquarters for MacGregor is located in a prominent business center of Los Angeles. A total of 12,000 square feet of floor space is made available for merchandise warehousing, offices and elaborate display rooms to facilitate service to Southern California and Arizona customers. The firm also maintains two warehouses at San Francisco and Seattle to serve the West Coast trade.

Extensive renovations and improvements just completed in the Los Angeles building obtained on a long-term lease make the new establishment one of the key projects in current expansion of the firm. An "Open House" to introduce the facilities to customers and friends of the firm in the West Coast area was attended

R. H. Tractor Wheel SPUDS

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

Sample spud and circular on request; advise make of tractor and purpose for which intended.

Immediate shipment. If your Ford or equipment dealer cannot supply, write direct to

R. S. HORNER
Geneva, Ohio

MFR. OF SPUDS, FORDSON WHEELS, ETC.



SKINNER SYSTEM OF IRRIGATION

..will make your course a better course

New Booklet describing SKINNER Self-closing SnapValves sent on request No obligation...

Send for Your Copy

If your golf course is irrigated by Skinner, rest assured that your membership and play will increase. Skinner's Engineered and Equipped systems of irrigation will supply ample watering for your course with surprising results, beautifying its appearance and increasing the prestige and play at your club.

The SKINNER IRRIGATION CO., 415 Canal St., Troy, Ohio

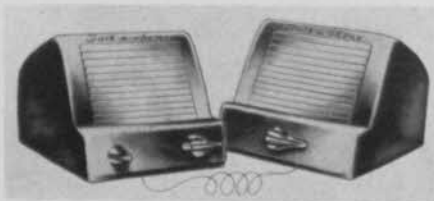
SKINNER — Pioneer and Leader in Irrigation for nearly half a century



View of golf display in sales room of recently acquired MacGregor Golf, Inc. branch warehouse and sales office in Los Angeles.

by golf pros from a wide radius, press and radio representatives, and friends. Stanley M. Clark, vice pres., MacGregor Golf, Cin., O., represented the home office.

Inter-Communication System



A new Talk-A-Phone model known as "Elsie" is an economical unit suitable for two-way conversations originating from the master unit or sub-station for inter-communication between club manager and employees, professional and caddie master, or greenkeeper and clubhouse. The system consists of a master unit, one sub-station and fifty feet of cable. Additional cable in any length is available when required. Complete information is available from the manufacturer, Talk-A-Phone Co., 1512 Pulaski Rd., Chicago 23, Ill.

Sow **WHITNEY'S**

Super-Refined Seeds

FOR VELVETY, HARDY GREENS AND THICK-TURFED FAIRWAYS

Whitney tested and proved seed mixtures for every golf course need. Special prices. WRITE for full information.

WHITNEY SEED CO., Inc.
BUFFALO 5, NEW YORK

INSTANT PEP FOR PUTTING GREENS

McCLAIN • SPIKER AND PERFORATOR

Don't let your Greens get "hardening of the arteries". Keep them bristling with life by regularly perforating the surface with millions of small holes made by smooth round spikes.

Let air, sun and water down into the roots of the grass for producing real playing Greens.

Revive hard packed turf for quick action of chemicals and fertilizer.

Save on fungicides and prevent Brown Patch by using this inexpensive machine. Hand or power operated.

Write for literature today.

McCLAIN BROS. CO., CANTON, OHIO



WILLIAM B. LANGFORD GOLF COURSE ARCHITECT

Balanced Topographical Design

Member:

American Society of Golf Course Architects
Telephone: Keystone 6501

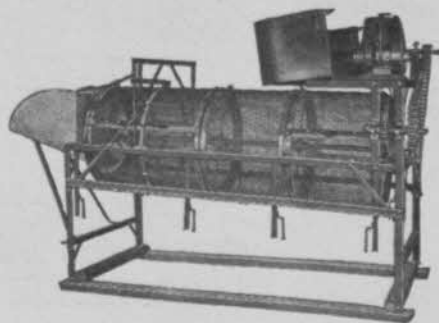
2405 Grace Street, Chicago, Illinois

CONVERSE

**ROTARY SOIL SCREENS
MAKE BETTER GREENS**

Write for Bulletin

F. S. CONVERSE CO. INC.
JOHNSON CITY
NEW YORK



HARDWOOD FLAG POLES

Made of the finest, kiln dried, second growth, tough White Ash. Tapered from approximately 1" at bottom to 3/4" at top, and fitted with flanged aluminum ferrules to fit standard 1 1/8" cup. Sanded finish with prime coat of lead and oil and finished coat of finest white enamel. Available in 2 or 3 color combinations. Immediate delivery.

Your inquiries and orders will be referred to a nearby distributor.

LEAVITT CORP. EST. 1895 **URBANA, ILL.**

Builders of "Knockdown" bleachers for all sports

MINIATURE GOLF

The fascinating game for young and old that made millions for course owners in the past is here again . . . and here to stay. Our experienced engineers make complete miniature course installations.

ACT NOW—PROFITS TOMORROW

Write or wire for brochure and full information to:

RECREATIONAL ENGINEERING CORP.

Designers and builders of Duro-Green Miniature Courses

35 Westminster Street PROVIDENCE, R. I.

Exclusive U. S. Distributors of Duro-Green all-weather, perfect performance matting.

ALLAN L. LONGSTAFF

Established 1915 as Pro Golfer

Golf Courses Designed and Constructed

960A No. 20th St., Milwaukee 3, Wis.

Telephone: West 3428

Davis Issues New Catalog

A new golf course equipment and supply catalog has been published and distributed by George A. Davis, Inc., 5440 Northwest Highway, Chicago. The unusually attractive publication lists supplies and equipment available for shipment under the following general headings: grass seeds, fertilizers and chemicals, spreaders, fungicides and insecticides, greens and tee equipment, machinery and equipment, sprinklers and hoses, weed killers and sprayers and tree equipment and tools.



Spalding Distributes Pro Catalog



New edition of the attractively designed Golf Pro Catalog being mailed to all Spalding Pro customers. It features a full line of golf equipment including the newly designed registered Top-Flite Woods, plastic woods, and graduated Offset irons.

THE GROWING OF THE FINEST BENT GRASSES is our specialty and sole business. We have been at it 20 years.

We furnish you the very best stolons that nature can be persuaded to grow.

They are of fresh, virilo stock, less than a year old, and true to strain.

There is no mixture of other bents or grasses, no left-over bents, no weeds,—not even clover.

Every shipment carries State Inspection certificate.

C 52, Old Orchard C 19, Congressional C 1, Arlington C 7, Cohansey

Old Orchard Turf Nurseries

P. O. BOX 350

R. R. BOND, Prop.

Madison 1, Wisconsin

THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES