

Congo SUNHATS

VISORS and CAPS

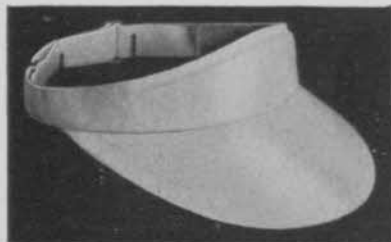
"Why Under The Sun Don't You Wear One?"



CONGO No. 101

The answer to sunny days . . . this extra fine Sunhat is light, airy and cool. Made of Storm-tite Zelan Treated Poplin with soft, flexible, multi-stitched brim and six airvent eyelets in top of crown. Colors: Natural or Tan. Small, medium, large, and extra large sizes . . . one dozen to the box . . . assorted sizes . . . solid or assorted colors.

CONGO No. 100 — Same style as No. 101 in fine Topsail cloth. Colors: Blue, Green, Red, Beige, and White.



WIMBLEDON No. 475

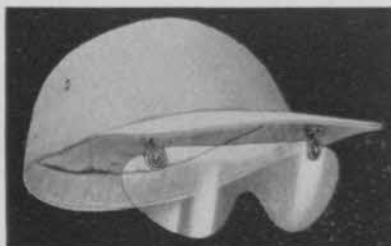
The perfected tennis visor . . . carefully tailored and smartly styled. Made of Topsail Cloth in colors, Twill in White. Padded forehead shield, adjustable to any size, visor underlined with green material to shade eyes and dispel reflections. Colors: Blue, Green, Red, and Beige in Topsail Cloth . . . White in Twill only. One dozen to box . . . solid or assorted colors.

GAMESTER No. 476 — Same as No. 475 only visor is of white opaque Acetate.



CONGO No. 2325

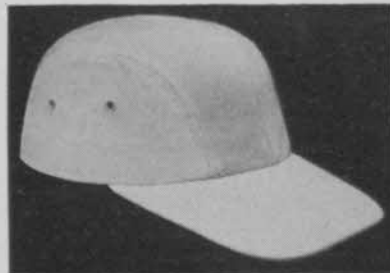
The original, world famous Congo Sunhat with non-glare Pyralin eyeshade in front brim. Made of fine Duck material with airvent eyelets on each side. Well tailored and steam blocked. Colors: White or Tan. Made in small, medium, large, and extra large sizes. Packed one dozen to the box . . . assorted sizes . . . solid or assorted colors.



FAIRVIEW No. 432

The two-way sports cap . . . equipped with flip type Clearasite eyeshade and windshield. May be worn as regular cap with eyeshade up under visor or as protective shield with eyeshade down. Cap is smartly tailored in fine quality Stormtite Zelan Treated Poplin. Colors: Natural or Tan. Small, medium, large, and extra large sizes. Packed one dozen to the box . . . assorted sizes . . . solid or assorted colors.

*Write for Complete
Information and Name
of Nearest Jobber*



PADDOCK No. 430

A sleek, streamlined cap in colorful Topsail Cloth, also in white Twill. Styled with a long, sturdy, water-resistant visor and equipped with an absorbent sweat-band. A popular model for all outdoor activities. Colors: Blue, Green, Red, and Beige in Topsail Cloth . . . White in Twill only. One dozen to box . . . assorted sizes . . . solid or assorted colors.

THE BREARLEY CO., ROCKFORD, ILL.

Headquarters for Sunshine Headwear

Long Island Leads N. Y. Area In Golf Course Development

By JOHN BRENNAN

A tremendous golf boom is picking up momentum in the New York Metropolitan area, with Long Island's suburban area leading the drive in providing additional facilities for the harassed divot diggers of the largest city in the world.

Course architects, greenkeepers and others interested in course development and maintenance will be a busy lot in the Metropolitan area during the next two years in spite of the high appraisal placed on real estate in this area. When one considers that the Pomonok CC in Flushing, less than seven miles from the towering Empire State Building, rejected a bid of nearly two million dollars for its 130 acres of gorgeous golfing tract and that Fresh Meadow CC, less than a mile from Pomonok, was purchased by the New York Life Insurance Co. for \$1,500,000, one shudders at the thought of developing this costly property for divot digging.

Even in Nassau County, which lies beyond the New York City boundary line, the more than 100 acres necessary for construction of an 18-hole golf course costs in excess of \$350,000. That was the price paid by the Sound View syndicate for the former Women's National G&TC at Glen Head which was abandoned during the war and most of its members transferred to Cedar Creek Club in Glen Cove.

But, in spite of these abnormal values placed on Long Island real estate, golfers will be playing over additional courses when the 1948 season rolls around.

The Cord Meyer Corporation, developer of fashionable Forest Hills, which has operated the highly successful Bayside Links, has announced an additional 18-hole course will be constructed on farmland between the Bayside Links and Clearview, one of the 10 municipal courses operated by the New York City Department of Parks. The present Bayside Links, managed by Walter Grego, is jam-packed, even on week days, due primarily to its accessibility and gorgeous condition.

Bayside lies in the New York City area, approximately seven miles from the Queensboro Bridge leading to Columbia Circle.

More Public Courses Coming

With the 10 municipal courses due to

play more than 600,000 rounds during 1947, Parks Commissioner Robert Moses has promised some relief to the patrons of these congested city courses. Two more 18 hole courses will be constructed at Marine Park, near the Belt Parkway, in the Brooklyn area. Dyker Beach, lone course in Brooklyn, will have played some 90,000 rounds before the current season expires.

To be expected, the major job of providing facilities for the urban golfers is to be done next year in Nassau County, which already boasts of perhaps more courses than any similar area in the world.

Lido, the famed seaside course at Long Beach, which was rubbed out by the Navy to provide a drilling ground for the seamen during the war, will be restored to its former beauty. The Seidens, who are operating the Lido Hotel and adjoining property, have announced work will start soon on the restoration of the course that many consider on a par, if not the peer, of Pebble Beach.

The Seidens operated the Lido CC several years before the outbreak of the war. Soon after the declaration of war, the Navy took over Lido, lock, stock and barrel. The golf course, one of the finest seaside layouts in the world, was ploughed under and leveled to provide a drilling grounds for embryonic sailors.

Fortunately, photographs of every hole were made and blueprints are available to enable the Seidens' course architects to reproduce the picture-book Long Beach layout.

An additional 36 holes will be ready next season for the patrons of Nassau County Park, giving them a 72-hole layout comparable to Bethpage State Park, less than 15 miles away at Farmingdale. Construction on the additional two courses at Nassau County Park, formerly known as Salisbury CC, has started. The two courses, the old No. 2 and 3 of Salisbury, have been in operation during the war. The courses are operated by Nassau County, which restricts their use to residents of the bailiwick.

Salisbury was founded by the late J. J. Lannin, former owner of the Boston Red Sox when Babe Ruth was a crack pitcher for the Beantown aggregation. Nassau County took over the vast golfing empire for taxes, following the depression years.

NOW IT CAN BE TOLD



... WITH

CUSTOMBUILTS

- STRAIGHTER SHOTS
- MORE DISTANCE
- SWEETER FEEL
- LESS FATIGUE

Yes, now it can be told . . . by Pros exclusively. A newer, sweeter game . . . solid enjoyment in club handling . . . lower scores! From fairway to fairway the word has passed around: CUSTOM-BUILTS have got "it!"

Four "Pro-Prescription" Two-Action* Shaft Models

"Prescribed" by Pros Only

Every CUSTOMBUILD features the Two-Action* Shaft . . . with a Power Zone for extra "kick" in yardage . . . and a Control Zone to keep shots flying straight down the fairway.

But here's the BIG news! Each member — with the aid of his Pro — can select his CUSTOMBUILTS with the type of Two-Action* Shaft that best fits his individual game! It's the history-making "Pro-Prescription" Two-Action* Shaft . . . available in these four new models:

- Pro-Flex - for the extremely heavy hitter
- Tourna-Flex - for the tournament-playing amateur
- Club-Flex - for the average golfer
- Maxi-Flex - for the older golfer or lighter hitter

Less Tension and Fatigue

Equipped with CUSTOMBUILTS — and the shaft that fits him best — the golfer is off to a new adventure . . . a custom-made adventure. He's happy. His clubs fit his swing. He enjoys greater freedom from tension and fatigue . . . gets longer, straighter flying shots . . . a lower score.

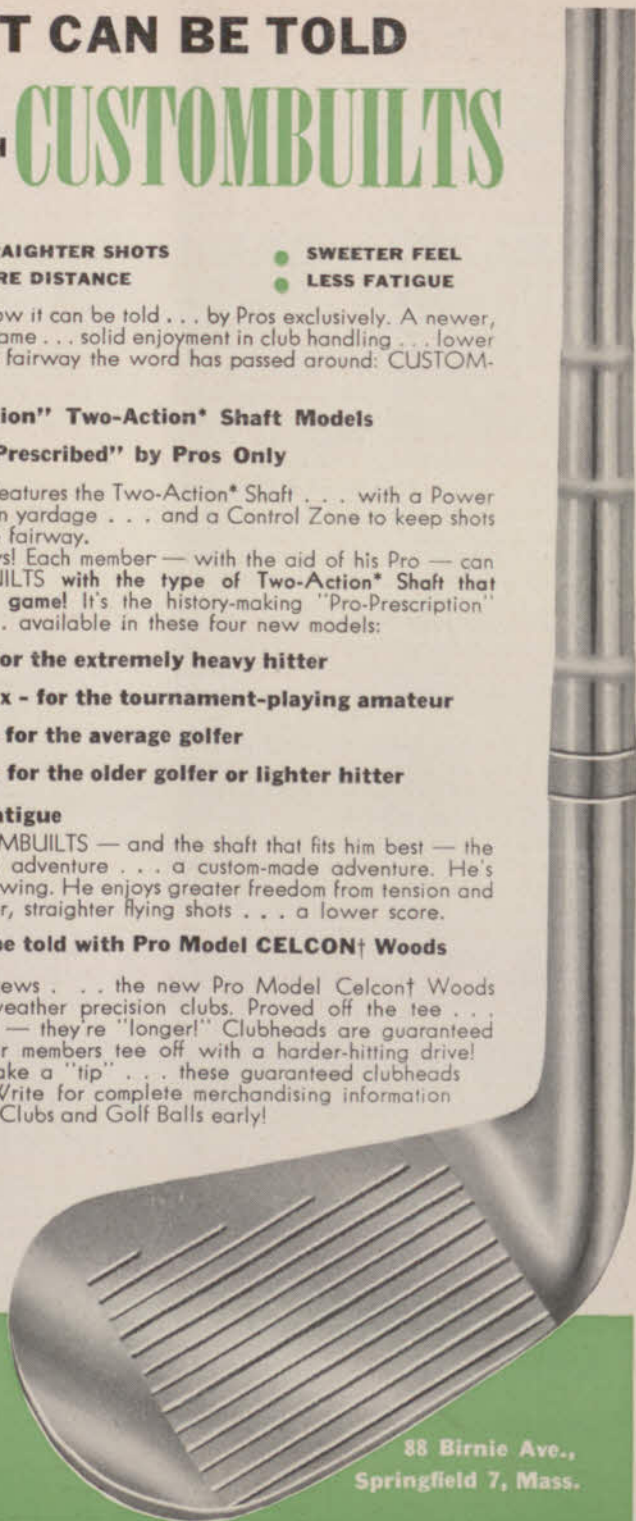
And now it can be told with Pro Model CELCON† Woods

Here's more surprise news . . . the new Pro Model Celcon Woods . . . the nation's all-weather precision clubs. Proved off the tee . . . proved on the fairway — they're "longer!" Clubheads are guaranteed against breakage. Your members tee off with a harder-hitting drive! Sold by Pros only. Take a "tip" . . . these guaranteed clubheads will "click" for you! Write for complete merchandising information today. Order *Springfield* Clubs and Golf Balls early!

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*Patents Pending

†Trade Mark Celanese Corp. of America



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When completed, the Nassau County Park development will be one of the outstanding 72-hole tracts in this country. In addition to golf, there will be facilities for other sports and outings.

Bethpage Sets Records

Bethpage, where two of the four courses were virtually closed during the war years, is once again booming with the Black course, rated by some oracles as one of the toughest in the world, back in operation. Joe Berbeck, who operates Bethpage for the Long Island State Parkway Commissioner, was responsible for "softening" the Black course when it was revived at the start of the 1947 season. Some of the yawning traps and bunkers were removed, especially those in the fairways. Bethpage, with the Red, Green, Blue and Black courses again operating, has been setting attendance records, thanks to a cooperating Weather Man.

Timber Point, another seaside course, located at Great River, shut down nine of its 18 exquisite holes during the war, but these are being reconditioned and will be ready for play in 1948. With 12 water holes, Timber Point is one of the real treacherous courses of the East, especially if the fickle winds start emanating from nearby Great South Bay.

Another Suffolk course recently revived is Island Hills in Sayville, where Charlie Mayes is responsible for the near-miracle of reproducing a fine course.

Fred Grieve, who used to work for Willis Anderson and later became pro and greenkeeper at Leewood in Westchester, prevailed upon a syndicate of Sound View Golf Club members at Great Neck to purchase the abandoned Women's National layout. Grieve, upon acquisition of the property, immediately hired some 30 greensmen to recondition the course, which was sadly neglected. The first balls since the war were hit off the tees on reasonably good fairways last month, a magnificent tribute to Grieve's wizardry as a greenkeeper.

Both Fresh Meadow CC at what formerly was the Lakeville GC plant in Great Neck and the nearby Glen Oaks Golf Club in Little Neck are completing their post-war programs costing nearly a half million dollars.

Fresh Meadow, after moving from Flushing to Great Neck, spent lavishly to streamline the former Lakeville layout, which originally cost \$2,500,000, into one of the finest of the East. Glen Oaks, following a three-year tenure at Lakeville, during which time its clubhouse was used by the Army and Navy, was compelled to transform its clubhouse from a war factory to a sumptuous layout of prewar days.

Glen Oaks' clubhouse is the largest of Long Island.

There is talk of constructing several new courses in the Garden City region, which already is thickly populated with gorgeous courses, including Garden City Golf, Cherry Valley, Garden City County, Wheatley Hills and Hempstead.

Golf is definitely on the upswing in the New York suburbs where real estate values are at a lofty peak. With club memberships at the saturation points, the majority have lengthy waiting lists. Long Island, in the opinion of conservative officials, can use at least another dozen 18-hole courses to accommodate the players now congesting private and public courses from Queensboro Bridge to Montauk Point.

Pre-Season Letter Brings Business for Sprogell

Frank Sprogell, pro at Blythefield CC (Detroit dist.), like most other live pros, sends out a pre-season letter to his members. This one Frank sent out before the season opened brought more of a buying response than any Frank used in previous seasons.

This letter reads:

Dear Member:

BEAUTIFUL BLYTHEFIELD BECKONS YOU!

At last the days are warm and sunny—the long cold winter has departed. I know of no better tonic for the tired businessman than a combination of sunshine, fresh air, and relaxation—and a pleasant game of golf.

With your best interests at heart, I have attended several golf clinics where the foremost professionals discussed teaching and present day methods of swinging and shot making. I will be only too glad to pass these latest tips on to you. Whatever your score is, now is your chance to cut strokes from your game; if you are a beginner, there is no better time to learn to play.

For the convenience of all who would like to practice, I have purchased hundreds of live rubber golf balls—an ample supply of which will be on the practice tee at all times. Just hit them out and leave them, as arrangements have been made to collect them each evening. There will be a small charge for the use of the balls.

Of interest to all is the fact that we now have the best assortment of post war golf equipment available. We not only have the finest golf equipment, we also have smart sport shirts and every other related accessory.

A wonderful golfing season is at hand—don't miss any of it. Come out soon—I'll be looking for you.

Exclusively Pro

The Supercharged Sweet Shot



- ★ TOPS IN COMPRESSION
- ★ TOPS IN DISTANCE
- ★ TOPS IN PERFORMANCE

ionals for resale by them to their players. No direct sales, or sales to other classes of outlets have ever been made or knowingly permitted by our company.

National advertising in the Saturday Evening Post—circulation nearly 4,000,000 copies per issue—will direct players to buy the Sweet Shot at Pro Shops.

The needs of the Nation's top golfers are best served by the Golf Professional.

On this basis the Supercharged Sweet Shot has been, is now, and will continue to be sold exclusively to Golf Professionals

*Play a winner
Sell a winner
Profit two ways*

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WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

GSA Conference Exhibits Show Latest Turf Management Aids

The showing of the latest equipment and the recent developments of science and industry for turf management assures success of the annual meeting. The opportunity to meet and discuss problems and accomplishments with leading manufacturers and turf production men offer constructive educational values which cannot be overlooked by course superintendents or club officials whom they represent. **GOLFDOM** gives you a brief review of what the exhibitors have in store for those attending.

CARBIDE AND CARBON CHEMICALS CORPORATION—Will announce commercial production of "Crag" fungicide for treating dollar spot and other turf diseases in space number 48 attended by Mr. Carl Setterstrom. Previously known as "Experimental Fungicide No. 531," this material is a cadmium-copper-zinc-calcium-chromate specially prepared after three years of research and testing. Desirable advantages are—green color, harmless to turf, economical and easy to apply, contains no inert material, non-corrosive to equipment, and no watering is necessary after application.

DOW CHEMICAL CO.—Exhibit will display samples of all Dow Weed Killers and will be attended by Mr. Dan Sanford, Russell D. Ashworth and William F. Richards of Agri. sales and advertising departments.

MILWAUKEE SEWERAGE COMMISSION—V. H. Kadish, Sales Manager, and O. J. Noer, Agronomist, will be in attendance at booth No. 56 throughout the show to discuss fertilizer and maintenance problems with members of the G.S.A. and others.

Fertilizer programs for bent greens with Milorganite as the principal source of nitrogen have lessened dollar spot and simplified its prevention in the northern region where this disease is the principal one. Milarsenite treatment together with Milorganite feeding has controlled crab grass and produced dense turf quickly on Bermuda fairways. Milarsenite has eliminated chickweed on watered fairways in the north and has lessened poa annua. It stops earthworm casts and helps control grubs.

O. M. SCOTT & SONS CO.—Display will feature high quality grass seed, fertilizer and weed control products in space 51.

One feature of the display will be a fixture demonstrating the uniform distribution of a Scott spreader, ideal for seed, fertilizer and weed control on greens, tees and lawn areas. Treadmill and spreader will be available for all to manipulate.

JARI PRODUCTS, INC.—Mr. C. U. Applegate, dealer in Detroit area, will be on hand to exhibit the Jari Power Scythe and other company items.

BUCKNER MANUFACTURING CO.—A complete line of modern golf course irrigation including latest models of sprinklers, quick-coupling valves and other allied irrigation devices will be in the display in charge of Mr. Harry Cleason and Mr. C. E. Stewart.

THE SABIN MACHINE CO.—The Roto-blade Aerator will be shown by Mr. O. C. Sabin and Mr. L. E. Petzinger who believe they have the secret to turf aeration because of the fact the machine not only aerates but provides quick drainage and leaves green in perfect playing condition.

MCCLAINE BROTHERS CO.—Chemicals and equipment will be shown by Mr. Waite McClain in Booth No. 22. Products displayed will include the Hydro-Mixer for treating and fertilizing greens; the Spiker and Perforator with unbreakable spikes; and Klenzip, a new McClain golf ball washing compound.

TERMINAL SALES CORP.—Will display such items as Milorganite, DuPont Turf Fungicides, Woodridge Mercurials, grass seed, weed killers and other chemicals in addition to the exclusive feature product, Greens Doctor.

F. H. WOODRUFF & SONS—Turfmaker line of lawn seed, a mixture of Kentucky Bluegrass, Colonial Bent and Creeping Fescue will be in the exhibit in charge of Paul Williams who will have educational material pertinent to use of straight grass seed in making seed mixtures.

STUMPP & WALTER CO.—John Melady and T. Mitchell Avery will feature samples of Seaside Bent, Triple A Bent, Colonial and Astoria Bent, Chewing's Fescue, Blue Grass and others which show higher purity and germination than company has been

(Continued on page 78)

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TEE
MOWER**



**THE
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ESTATE 24**



You'll find the streamlined Jacobsen Estate 24 a worthy companion to the time-tested widely used Jacobsen Power Greens-mower in the many grass cutting jobs found on every golf course.

For mowing tees, approaches, aprons and around bunkers the Estate 24 does an exceptionally smooth, even cutting job.

Its auto-type differential permits easy turning without scuffing. Drive wheels in the rear of the cutting unit permit mowing close to trees and buildings, eliminating much of the tedious hand trimming.

Separate reel and traction clutches allow transportation of the mower under its own power with cutting reel idle.

All-in-all this versatile mower deserves your investigation. Check your requirements now and be ready for the Spring mowing season.

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USGA Announces Junior Event; Blasts Rules Evasion

By HERB GRAFFIS

Fielding Wallace, Augusta, Ga., former chmn. of the USGA Green Section committee, became pres., USGA, at the association's annual election and meeting which was held at Waldorf-Astoria hotel, New York, Jan. 10. James D. Standish, Jr., Detroit, who with Totton P. Heffelfinger, Minneapolis, were elected vps., was appointed chmn. Green Section committee.

A new event, the national junior championship, was announced at the meeting. Place and time are to be selected.

The amateur status rules were changed to allow a caddie, caddie master or asst. caddie master to serve until his 21st birthday without forfeiting amateur status. Idea of this is to allow university students to pick up golf income during the summer and provide select educated personnel for the caddie development program. Action was influenced by desire to encourage such enterprises as the Western GA Evans scholarships.

USGA also made a new ruling prohibiting anyone after his or her 18th birthday accepting a scholarship or its equivalent as an incentive to enroll or continue as a student in an institution of learning. Penalty is loss of amateur status. High school or college golf coaches if they receive any compensation for instruction now lose amateur status.

Criticized Shamateurs

The USGA also took a blast at the pot-hunters and semi-pros. The Calcutta and sweepstakes events were referred to as contrary to the amateur spirit and developing mercenary sharpshooting and no small degree of larceny. The USGA mentioned the ruling of the Texas GA which recently advised member clubs that anyone participating in sweepstakes in which money prizes were given would be ineligible to compete in the TGA amateur events.

Condemn Carry-and-Cash Rules

At the annual lunch representatives of state associations emphatically asserted their agreement with the USGA on the matter of one set of rules. Testimony of general amateur trend toward stricter observance of the rules was extensive. It was the belief that the carry-and-cash version of the rules for softening tournament play and making low scores easier had had the effect of identifying the USGA championships in the public mind as the true tough tests of golfing ability.

A copy of a resolution submitted to the American Society of Golf Course Architects by the Society's Committee on the Ball, Implements and Standards, and unanimously adopted by the Society was read at the USGA meeting.

The resolution read:

"WHEREAS the members of the American Society of Golf Course Architects in annual meeting at Pinehurst, N.C., Dec. 3 through 6, 1947, unanimously recognized the United States Golf Association as the ruling body of golf in the United States, therefore be it resolved that the Society and its members pledge full cooperation with the Association and approve the rules and regulations governing the game of golf as drawn up by the Association.

"WHEREAS the members of the American Society of Golf Course Architects are charged with the responsibility of designing and building golf courses and whereas the design of golf course is effected by the standards of golf balls and golf implements and whereas the United States Golf Association has adopted standards for balls and implements which are approved by this Society and its members, therefore be it resolved that this Society urges the retention by the United States Golf Association of said standards."

With an income of \$88,396 in 1947 the USGA operated at a \$9,391 loss. Main items of expense were:

Administrative and general	\$45,203
Green Section (net)	34,459
Walker Cup	15,632

This year the Curtis Cup women's international matches, Birkdale, Eng., May 21-22, will cost about same as the Walker Cup matches.

Those to whom invitations have been sent as members of the team are Dorothy Kilty, Los Angeles; Dorothy Kirby, Atlanta; Grace S. Lenczyk, Newington, Conn.; Mrs. Julius A. Page, Jr., Chapel Hill, N. C.; Polly Riley, Fort Worth, Tex., and Louise Suggs, Atlanta.

In the event that an original nominee is unable to make the trip, an invitation will be extended to one of the following alternates in the order listed: First alternate, Helen Sigel, Philadelphia; second alternate, Peggy Kirk, Findlay, Ohio; third alternate, Jean Hopkins, Lakewood, Ohio.

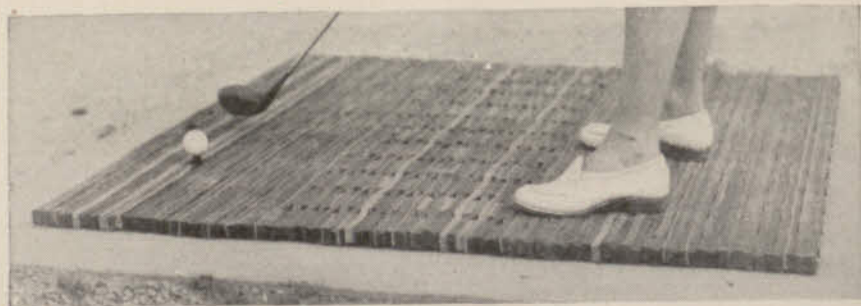
(Continued on page 76)

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FOR BETTER GOLF

WHEN you feature Wilson you can be sure it's equipment that will score with your most discriminating members. Here are three examples of better *equipment* for better *golf* by Wilson. Smartly styled Wilson *Saddle* Shoes for men, are built for action—plus comfort that takes the player's feet completely off his mind. Also available in good-looking brown and white Algonquin and Wing Tip styles. Wilson shoes for women golfers come in brown and white Moccasin styles as well as in genuine white buck Wing Tip style with white buck Kiltie tongue. Equipped with Phillips broad base, removable spikes, Wilson golf shoes will bring new comfort and pleasure to your members.

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