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GOLF COURSES OF DISTINCTION
DESIGNED AND CONSTRUCTED

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ESTABLISHED 1920

EUGENE "SKIP" WOGAN

GOLF COURSE ARCHITECT

Design, Supervision and Construction
110 Summer St. Manchester, Mass.
Phone Manchester 309



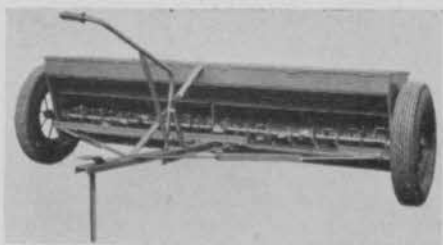
NEW SNOW-PROOF FACTORY — Bert E. Smith, President of The Snow-Proof Co., Livonia, N. Y., manufacturers of SNOW-PROOF leather preserver, which softens, preserves and water-proofs shoes, gloves, and leather goods of

all kinds, announces purchase of a new factory conveniently located on a railroad siding in Livonia, with plenty of storage space for handling carload lots of raw materials. SNOW-PROOF is supplied in 1-lb., 5-lb. and 3 $\frac{3}{4}$ -oz. cans.

IMPROVED LAWN ROLLERS — Manufacturers of Dunham Water weight Lawn Rollers announce improvements to new 1948 models designed for smoother, more efficient operation. New features include self-lubricating Keystone Oilite Bearings, installed to make rollers easier to move about, easily removable aluminum pipe drain plugs to insure water tightness and speedy filling and emptying. Either water or sand may be used. For information concerning the Dunham line, address, John H. Graham and Co., 105 Duane Street, New York 8, N. Y.

INSECTICIDE INFORMATION SERVICE — Julius Hyman and Co., manufacturers of Technical Chlordane have established an Information Service Division. Results of laboratory tests, field trials and experiments conducted by the many state and federal agricultural agencies (and user experiences) with Chlordane are assembled and available as reference material. Aim is to maintain utmost accuracy in reports and uses and to provide a ready source of authentic information.

EZEE FLOW NON-CLOG SPREADER — Ezee Flow Fertilizer spreader, made by Power Production Co., 10 S. LaSalle, Chicago 3, is getting strong endorsement from course supts. because of its cam arrangement that keeps ports from clogging and assures an even flow of fertilizer through the 32 ports of the golf course type of the device. Even nitrate of soda which was solid in the bags was evenly distributed without damage to the device. Lumpy material is handled easily and smoothly. It spreads in blanket form all commercial fertilizers, topdressing, arsenate of lead, lime and calcium chloride. Adjustment is provided within a 5 lb. range. Flow regulator permits tractor



seat control. The Ezee Flow has a welded steel body, four sets of factory lubricated and sealed heavy duty ball bearings and automotive type steel wheels. The device has 8 ft. span coverage.

NEW PROTECTIVE METAL COATING — Peelcote, a new protective coating for metal parts which can be easily and quickly peeled off after it has served its purpose, is an air-drying coating designed to protect from scratches, chips and corrosion during shipment, storage, handling and some types of fabrication which has been developed by the Watson-Standard Company, 225 Galveston Ave., Pittsburgh, Pa. It can be applied by spray or dip methods, dries quickly and is available in clear transparent or solid hiding black.

ALLAN L. LONGSTAFF

Established 1915 as Pro Golfer

Golf Courses Designed and Constructed

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

Telephone: West 3428

WILLIAM B. LANGFORD

GOLF COURSE ARCHITECT

Balanced Topographical Design

Member:

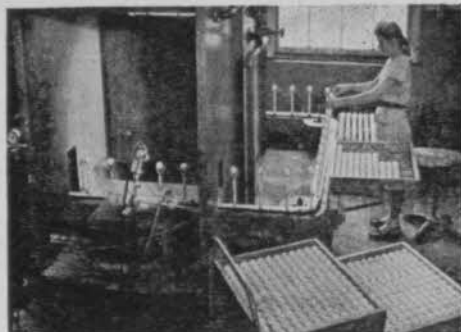
American Society of Golf Course Architects

Telephone: Keystone 6501

2405 Grace Street, Chicago, Illinois



Semi-automatic golf ball winding machines electrically controlled stop at pre-determined size thus speeding up production. The machines stop automatically in the event the rubber winding thread should snap.



Automatic spraying machines are used for painting MacGregor golf balls. Flowing water in the interior of the spray booth removes all fumes and excess spray as operator feeds and removes painted balls while in same position.

MacGregor Ball Manufacture Result of Five Year Planning

A tremendous expansion in production and sales of golf balls by MacGregor Golf, Inc., Cincinnati sports equipment firm climaxes an objective of the board of directors to broaden their field of manufacturing operations in the realm of golf and collateral sports over five years ago. MacGregor directors approved expanded operations under the condition that new products must maintain the MacGregor tradition for fine quality and that the manufacturing processes be undertaken with the best craftsmanship and the most effective machinery that could be developed.

The story of the manufacture of the golf ball involves interesting sequences of operations. Processes begin with the liquid center which is molded after being performed in a multiple cavity mold in a hy-



Several hydraulic presses like the above mold and vulcanize the cup-shaped covers on the rubber thread-wound ball. Similar presses produce the required center rubber ball which is the "beginning" of the MacGregor golf ball.

draulic press. This is the "beginning" or the "heart" of the golf ball, as on this center, a winding of fine spun-rubber thread is performed under high tension.

Quality product is maintained in the ball-winding as the wound cores are tested in a specially-built machine to check the compression of core—vital to a golf ball.

Golf ball molding operations require deft skill and timing, involving temperature control and time-gauging under heat and pressure. The liveliness of the golf ball will be destroyed in event the ball is maintained too long under heat and pressure.

Pressure amounting to hundreds of tons and a temperature of approximately 200 degrees Fahrenheit is applied, causing the balata cover-cup to become vulcanized into a perfect sphere, together with the imbedding of the well-known "dimple" indentations in the golf ball cover. Then the balls are frozen overnight with removal on the following morning. The balls next receive a very extensive "washing" process, which includes treatment with chemical solutions for removal of the last trace of dirt and grease, meanwhile etching the surface to enable paint to hold to the cover.

The first coat of golf ball enamel is applied and dried for 24 hours in a sealed, temperature-controlled drying-room. Balls receive a second coat of enamel before placement in a drying-room for seven more days. The balls are then tested for compression and grades.

After the balls are graded, they are stamped with metal dies and lettering in various colors applied for "visual" identification.

When packaged and packed in cartons, the balls are held in warehouse for seasoning prior to shipment to customers.

Preceding the marketing and distribution of the ball, MacGregor conducted hundreds of field tests, laboratory studies and had the critical analysis and observations of top-flight golfers.

Buyers' Page

Check off your Supply & Equipment Needs. Tear out and mail this sheet to *Golfdom*, 407 S. Dearborn St., Chicago 5, Ill. You'll get prices, literature and delivery information direct from the sources of supply.

Golf Course

Aerifiers: fairway green
Architects (course—house)
Arsenate of lead
Ball washers
Bent grass stolons
Brown-patch preventives
Compost mixers
Compost spreaders
Crabgrass eliminator
Cultivators: f'way green
Drinking fountains
Electric Plant (Portable)
Fencing
Fertilizers
Flags (greens) Flag poles
Flood lights
Fungicides
Fungicide applicators

Golf Course Const'n Engineers
Harrow—(spring tooth)
Hedge trimmers
Hole cutters
Hose, 3/4" 1"
Humus
Insecticides
Landscape materials
Leaf rake (power vacuum)
Mole Traps
Mowers: putting green
 whirlwind tee
 fairway rough hand
Mower grinders
Peat Moss
Pipe, water
Playground equipment
Pumps
Putting cups
Rollers (water filled)
Scythes (motor driven)

Seed: fairway green
Seeders
Sod cutter
Soil screeners Soil shredders
Sprayers: power hand
Spikers: greens fairway
Sprinklers: f'way green
Sweepers (power or hand)
Swimming pool architects
 equipment filtration
 purify, chemicals paint
Tee markers
Tennis court surface material
Tractors
Tractor tires
Tractor wheel spuds
Turf Pluggers
Water systems, fairway
Weed burners
Weed chemicals
Weed treatment marker



Pro Shop

Bags: canvas leather
Bag carts, for players
Balls Driving range
Ball cleaner (individual)
Ball markers Painting kit
Ball recovering equipment
Ball Shag
Bandages, adhesive
Buffing motors
Caddie badges uniforms
Calks, for shoes
Caps and hats
Clubs: Woods Irons

Club head covers
Club repair supplies
Detachable cleated shoe soles
Dressing for grips bags
Golf gloves
Golf Grips (all weather)
Golf shoes
Golf Practice Glove
Grip Renovating Tool
Handicap boards
Handicap racks cards
Mechanical Golf Ball Retriever
Pencils
Portable motor tool
Practice driving nets

Preserver for leather
Putter Grip
Score cards
Shoe spike wrench
Spiked rubber overshoes
Sportswear: Shirts Socks
 Sport jackets Rain jackets
 Windbreakers Slacks
Tees (wood) plastic
Tee mats
Tees (permanent)
Tees (rubber) for driving mats
Teeing device (automatic)
Tennis nets
Trophies



Club House

Adding machines
Air conditioning equip.
Athletes foot preventives
Ath. foot prophylactic bath
Bath mats
Bath slippers
Cash registers
Disinfectants
Fire protection equipment
Floor coverings

Furniture
Kitchen equipment:
 Coffee makers
 Dish washers
 Dishwashing compounds
 Frozen food storage
 Ice cube machines
 Ovens Food warmers
 Ranges
 Refrigerators
 Slicing machines
 Vegetable peelers
Glassware

Heaters: club house
 hot water
Linens, dining room
Lockers
Movies of Golf Subjects
Runners for aisles Rugs
Shoe dryer and sterilizer
Showers Shower mixers
Shower clogs
Step treads
Toilet seat covers (paper)
Towels: bath face
Uniforms

Send information
to: Name

Club
Title

Club

Address

Town

Zone (.....) State

HERE'S HELP TO MAKE 1948 YOUR MOST SUCCESSFUL CLUB YEAR

Each month GOLFDOM presents the latest, most practical ideas on golf club administration, management, upkeep and service ... for time, labor and money-saving guidance of your officials and department heads. Help the *right men* at your club do the *job right*. Send in the form below so we can get them "on the beam".

— FILL IN THE FORM BELOW — THEN MAIL THIS PAGE TO —
GOLFDOM, 407 SOUTH DEARBORN STREET, CHICAGO 5, ILLINOIS

Name of club: Private
 Daily Fee NUMBER OF HOLES
 Muny

Address Town:

Zone () State By Club Position

President's:
 name (Zone))

Add: Town: State:

Secretary's:
 name (Zone))

Add: Town: State:

Manager's:
 name (Zone))

Add: Town: State:

Green Chrmn's:
 name (Zone))

Add: Town: State:

Greenkeeper's:
 name (Zone))

Add: Town: State:

Professional's:
 name (Zone))

Add: Town: State:

GOLF BALL MARKING

is an important service in today's pro shop operations.

Years of experience have proved **FULNAME MARKER SERVICE**

- the most satisfying to players
- the most profitable to the pros

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Cincinnati 6, Ohio

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BUY THIS 18-HOLE GOLF COURSE

Meadowbrook Golf Club, Ashtabula, Ohio

Only 18-hole course in county. City, now 28,000, growing rapidly. Also big Lake Erie vacation play. Course well-established, quite profitable, low-cost to operate. Complete and excellent equipment, small clubhouse and pro shop, tool shed, shelter and caddie houses. Nine old holes in tip-top shape, nine new holes built 1946 good and improving rapidly. Roomy, 165 acres, low taxes, city water, bus service, well-located. Price, complete, land, buildings, and equipment,

\$65,000.

This is an ideal set-up for sales and promotion-minded golf businessman. Not for lease. (Owner has two other businesses needing entire attention.) Box 3, Ashtabula, Ohio.

CLASSIFIED ADS

WANTED — PRO-GREENKEEPER

By a Northwest Wisconsin 18 hole Country Club of 500 members. Give details, relative experience, references and when available. Apply Box No. 206, c/o Golfdom.

Wanted: Superintendent-Greenkeeper, charge of State Park including 18 hole golf course and complete recreational area. G.S.A. membership required. Full time. Includes house. Address Ad 222, % Golfdom.

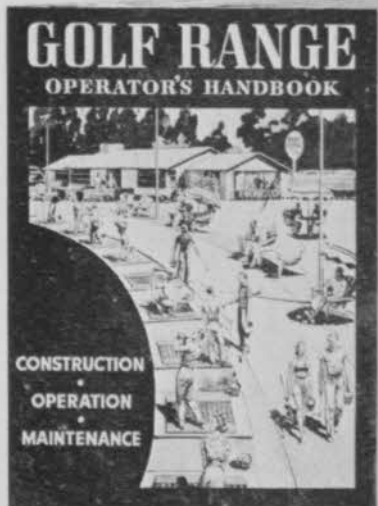
WANTED: MANAGER, GREENKEEPER
Entire charge 9-hole Course and Clubhouse. City of 2500 — Lake and summer patronage. South Central Wisconsin. Address E. S. Dodge, Lake Mills, Wis.

(Continued on next page)

February, 1948

A Must for the Golf Range Operator!!

Only \$1.00



36 Fact-Packed Pages

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The National Golf Foundation

407 S. Dearborn Street, Chicago 5, Ill.

WANTED: Greenkeeper or Greenkeeper-Pro for attractive 9-hole golf course located in northwestern Pennsylvania resort region along main east-west and Buffalo-Pittsburgh highways. Living quarters available. Good opportunity for right man. Address Ad 224, % Golfdom.

GOLF BALLS. We are again buying used golf balls at the following prices: cuts—30c doz.; club marked, synthetic or off brands—\$1.50 doz.; perfect standard brands for repainting—\$2.40 doz. Freight to be paid by shipper. Northern Golf Ball Co., 3441 N. Claremont Ave., Chicago 18, Illinois.

RIDGEFIELD COUNTRY CLUB, KINGSPORT, TENNESSEE. Openings are available for a pro and a greenkeeper for a Donald Ross 18-hole golf course to be opened shortly. In applying for either position, please include the following information in your letter: Past experience, where previously employed, names and addresses for references, qualifications, age, and an up-to-date photograph. RIDGEFIELDS Improvement Company, P. O. Box 591, Kingsport, Tennessee.

Active club wants man and wife team for men's and ladies' locker service April 1st to November 1st. Apartment furnished. Good salary and extras. Apply F. E. Williamson, % Forest Hills C.O., Rockford, Illinois.

Man or man and wife to work at public fee course. Give full details. Brae Loch Golf Club, Route 45 at Gages Lake, Grayslake, Illinois.

Reliable man with 27 years' experience as pro-greenkeeper, wants to make a change from present position. Nationality, Scot. Single, will go anywhere in United States. Address Ad 219, % Golfdom.

Pro or Pro-Mgr. desires small year-round club. Wife experienced in club management. Can furnish highest references. Address Ad 218, % Golfdom.

Steward, 56 years old. European trained Chef, experienced in all phases of Clubhouse operation. Very good references. Present club ten years. Married, without dependents. Write to: P. O. Box 126, Flourtown, Pa.

PROFESSIONAL: Veteran, age 27, married, desires job as assistant at good club. Man is well qualified and experienced. Excellent instructor. Shall furnish references and autobiography. Ten years' experience. Address Ad 220, % Golfdom.

GOLF PRO: Experienced teacher, club maker, shop manager and fine golfer. Now holding country club position desires change. Best references. Address Ad 221, % Golfdom.

Pro-Greenkeeper—Thoroughly experienced in course maintenance. Proven pro shop operation. Successful teacher. A-1 credit rating. Address Ad 204, % Golfdom.

Wanted to lease—9 or 18 hole golf course with option to purchase. Experienced in course operation. Excellent references. Address Ad 205, % Golfdom.

Assistant Pro desires year-around job, south or west. One summer's experience as pro at a 9-hole course. Ex-seaman. 23 years old. Good references. Available May 15th. Address Ad 207, % Golfdom.

THE GOLFER'S HANDBOOK and Book of Champions—A personal record book for recording scores and statistics on all golf courses. Sufficient score-card pages for entire year's play. All in one pocket-size book. Latest official rules. Establishes handicap. All P.G.A. and U.S.G.A. 1947 tournament results. Ideal for clubs and advertisers. Minimum order 250 books at ten cents per copy.

Write for free sample copy

WANDS BOOKS P. O. Box 9 FLUSHING, N. Y.

GOLF BALLS & SUPPLIES. We have a complete line of driving range woods, golf balls, etc. Also Putters, right, left or off-set for miniature Golf Courses priced from \$1.35 to \$3.60 each. We can furnish you a used ball from golf course play or a tough durable rebuilt ball from your own cut balls. We have a lot of new items this season at attractive figures and competitive quality. We are paying 30c per doz. for cut balls. Price and order sheet on request. Write, wire or call Northern Golf Ball Co., 3441 N. Claremont Ave., Chicago 18, Ill., Phone Wellington 1420.

Greenkeeper Supt. desires position with golf club in South or Southwest. 30 yrs. old; 6 yrs. experience on same course as grnkpr; can also construct a new course; married; one child. Good references. Living quarters must be available. Address Ad 201, % Golfdom.

GOLF CLUB for sale. 18 holes. 150 acres high hillside on Rangeley Lake and Hwy. 16, Maine. Shows net profit on greens fees alone. Unused road front land ideal for overnight cabin development. Roomy Clubhouse, easily enlarged for high class restaurant. Own underground water system. Large summer colony. Center for fishing, hunting and skiing. 2 miles to town, 1/2 mile to ski tow. Clubhouse could not be replaced for cost of entire property. Price \$50,000. Good terms to intelligent operator. COUNTRY PROPERTIES, Inc., 1st Nat'l. Bank Bldg., Greenwich, Conn.

GOLF SALESMAN WANTED. We have an opportunity for a part-time golf salesman to handle a special class of trade. This work will require about sixty days out of each year and will net the right man \$2,000 or more. This offer requires a man who can sell large users and present our product favorably to buyers of the executive level. Only a man of proven sales ability who is at present profitably employed most of the year will be able to handle this job satisfactorily. Please write Ad No. 202, % Golfdom.

FOR SALE: Nine hole Golf Course, in central Wisconsin, located three miles from thriving city of 28,000. A beautiful 70 acre 3166 yard course, located on ledge overlooking lake and city. Jeep, fairway and green mowers, sprinklers and other equipment purchased last year. Living quarters equipped with new kitchen appliances. Bargain price of \$42,000 is cost of building clubhouse today. The golf course is actually a free gift. We are doing a very good business but must sell because of health. Address Ad 203, % Golfdom.

Wanted—To lease or purchase, 9 or 18 hole golf course. Full particulars in letter. Address Ad 208, % Golfdom.

Successful Professional—employed at Country Club, would consider change. Veteran. Confidential. Address Ad 209, % Golfdom.

CLUB MANAGER. Available at once, 40 yrs. old; married; no children. 15 years catering experience, Clubs, hotels, restaurants. Very high-class catering ability. Wife also experienced, payrolls, hostessing, books, flower arrangements, etc. Prefer West or Midwest but will go anywhere. Address Ad 210, % Golfdom.

Pro Assistant—Crack clubmaker and teacher desires assistant job at an exclusive club preferably. Class A, PGA member and professional since 1925. Age 43, married. Address Ad 211, % Golfdom.

Pro-Greenkeeper—37—10 years' experience, married; war veteran, excellent references, interested in permanent position. Address Ad 212, % Golfdom.

Lockerroom Man—30—War Vet, single, desires change for next season. Excellent references. 6 years' experience. Address Ad 214, % Golfdom.

GOLF books, prints, curios sold and sought. Golf Book Service, 42-05 Layton St., Elmhurst, N. Y.

Thoroughly experienced Club Manager desires to make a change. At present employed in one of the largest Southwestern Country Clubs. Would like Northern Club if possible. Well known food operator and economical manager. Married, no children. Excellent references for investigation. Address Ad 215, % Golfdom.

Pro-Manager open for position. Interested in club of 250 or more members with active golf interest. Have fine record of achievement and promotion. Can take entire charge of all departments; fine greenkeeper and teacher. Wife excellent house manager and cateress with a reputation for fine dining room operation. Pleasing personalities with the know-how for club life. Address Ad 216, % Golfdom.

Wanted—Golf Club to lease, with option to purchase, by experienced Pro-Mgr.-Greenkeeper. Would also consider operating club for owner. Address Ad 217, % Golfdom.

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Front Cover: 8th green at Pebble Beach (Del Monte, Calif.) during the final match in the USGA Amateur Championship.

Julian P. Graham photo

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MURPHY, MASTER MERCHANT

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present estimate of most of us and it is responding quickly to smart development work.

Here at Glen Oaks we have something new in the way of storing clubs. We have built an addition to the pro shop to store the women's clubs. Like most other clubs, we have a full quota of men's clubs and needed the addition which we reserved for the fairer sex.

We have a considerable number of new junior players and their clubs are stored with the women's. In addition, we have had junior classes, which operate at our new driving range, one of the finest in the East. It might be interesting to note that one of the juniors, "Cooky" Swift, won the Metropolitan junior championship at Cedar Creek club at Glen Cove. She, incidentally, is a protegee of my brother, Ed (Senator) Murphy.

As you perhaps know, Glen Oaks led the entire country in raising funds for the Red Cross, USO and the other service organizations. That's something else to be borne in mind by all pros, whether they are younger fellows who were in military service this time or men who were too old for active service this time. The club established itself as an active community factor during the war and the pro, along with his members, realized that his responsibilities ex-

tended even further than providing thorough and competent service to his members. He had to participate in community service and contributed to that work his capacity for developing an extension of club spirit.

We are seeing at Glen Oaks an unprecedented demand for lessons. I have added to my staff Pete Burke, brother of Billy, ex national open champion. I am sure that now, more than ever before, it is essential that the head pro have on his staff the best possible teaching assistants as it is utterly impossible for the head pro to care for all the teaching along with his numerous other important duties.

Most of us had to learn the hard way about caring for our members' needs of equipment during the war. There never was a wartime shortage of clubs or balls at Glen Oaks or at Lakeville which I operated during the war years. In fact during those years I went out of my way to assist other professionals who were not as fortunate as I in having equipment.

I learned something from them, and I hope that there was something they were able to learn from me, as all of us are in a business that is growing so rapidly and presenting so many new problems along with new opportunities we'd all better exchange experiences to promote the general good of pro golf.

HERE'S WHY MORE
GOLFERS WILL
BUY NEW
CLUBS IN
1948!



*Tru-Goose Irons are
manufactured exclusively
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newly-designed
TRU-GOOSE IRONS*

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- *MIKE BRADY
- *FRED HAWKINS
- and other
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