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New Kroydon Booklet



Photo shows the front cover of the attractive new Kroydon booklet recently mailed to golf professionals. The new booklet, beamed to the interests of both golf professionals and their pro shop customers, covers the start of the Kroydon company and its extensive progress

under the direction of its president, Camille Gairoard. With liberal use of excellent photographs it presents many noteworthy features of golf club and shaft design, engineering and production developed by the Kroydon organization. Additional copies may be had by writing the Kroydon Co., Maplewood, N.J.

Portable Bench Grinder, Buffer

The Modern Mfg. Co., 160 N. Fair Oaks Ave., Pasadena, Calif., introduces a new portable bench grinder and buffer weighing 49 lbs. complete with motor. The stone has a capacity of 6" x 1" x 1/2", giving a wide surface for different grinding opera-



Series
S-46

WRITE FOR NEW, 1948 TROPHY CATALOG!

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Comes in beautiful (gold color) with gold engraved band around bakelite base.

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FULL MODELED TROPHY

All sunray finish; height 9"

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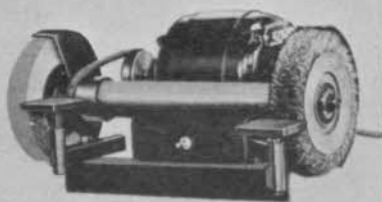


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GREENS
WITH
AGRICO"**

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AGRICO *Country Club Fertilizer*



tions or the stone guards may be removed and grinder used as a polishing or buffing head. Speed of Mandrel shaft is 2500 R.P.M. which helps prevent clogging of grinding wheel or burning of material being ground. Furnished complete with motor, grinder can be powered by any motor when ordered without motor as grinder will be furnished with proper size belt and pulley.

Golfcraft's True-Goose

Tru-Goose irons by Golfcraft, Inc., Chicago, present a new design which its makers declare is a marked improvement over the time-honored gooseneck principle, and incorporates innovations that materially assist in lining up their shots. Golfcraft's Tru-Goose irons feature a design refinement in the hosel that gives the player in his club what he would normally achieve through the positioning of his feet in connection with the ball. Tru-Goose irons make it easier to line up shots off the left heel, leave the player free to concentrate on which club to use and make the moment of impact at the finish

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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

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of the down-swing and the point of impact, in exact line with the shaft's center of gravity. Professionals playing Golfcraft's Tru-Goose clubs in winter tournaments were enthusiastic in their approval of design, construction, and appearance. They report that iron shots tend to be cleaner, with an obvious increase in control. Back spin was easier to obtain because turf impact is easier to judge. Tru-Goose irons by Golfcraft are available in Ralph Gulda and Joe Kirkwood Autographed and Personal models, also in the Jane Carroll for women.

Travel Alarm Suitable for Prize



This leather cased alarm clock, measuring only 2 1/4 inches square requiring little luggage space, having a rugged, well made watch type movement with pleasant alarm, economically suited for a golf prize is marketed

by Harley's Clock Shops, Altman Bldg., 11th and Walnut, Kansas City, Mo.

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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.

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

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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.

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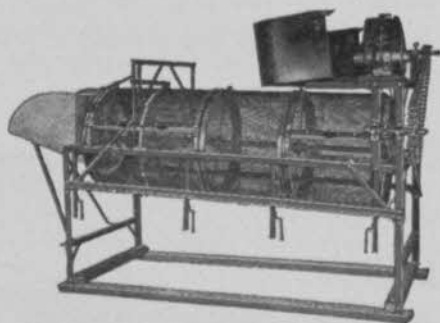
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Write for Bulletin

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JOHNSON CITY
NEW YORK



Pros visit with Spalding representatives during Spalding's New York house-warming. L to R: William Shafter, James Dante, W. Lyle Thompson, James Martucci, Walter Scheiber, Joseph Mazziotti, Fred Carlson, and Roy Snellbaker, N.Y. Journal-American.

Spalding New York Offices Moved to 161 - 6th Ave.

Sparkling in their new splendor, Spalding executive and dist. offices at 161 Sixth Ave., New York City, were opened to several hundred guests April 16, in a lively house-warming.



Here's the pro sample room in Spalding's new headquarters at New York, with a welcome mat for the boys.



Matt Kiernan gets bond from Pres. Charles Robbins, marking Matt's 50th year with Spalding.

The result of careful planning, inspiration and perspiration, the new Spalding quarters emphasize service to visitors and customers. The new offices are convenient in location, well-coordinated in operation and impressive in appearance. With the shipping send-out on one end of the building and the receiving department on the other end, loading and unloading of merchandise is expeditiously handled.

Murals of sports action photographs add distinction and interest to the set-up. The new quarters cover a half acre of



In the office of L. E. Coleman, vp in charge of sales, are (L to R) W. B. Gerould, Controller, Coleman and D. H. Mudd, Treas.

INSTANT PEP FOR PUTTING GREENS

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

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• BENT GRASS •

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

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The Complete Liquid Fertilizer for Golf Greens

No burning in hottest weather — applied with fungicide — cuts labor costs to a minimum.

200 greenkeepers used LIQUO-VITA in 1947; over 500 are using it in 1948.

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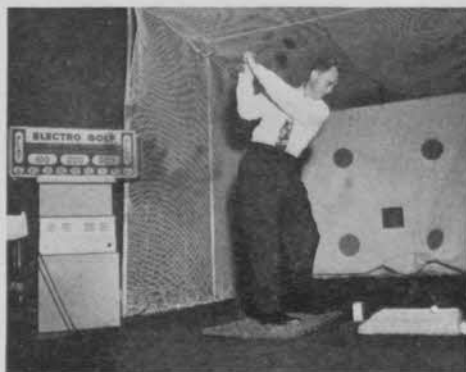
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Pennsylvania

floor space. The display rooms present a full array of Spalding and Wright & Ditson equipment for pro view.

Electrogolf Paying Big



Electrogolf distance register, an electric device which registers distance of a golf shot by speed with which it passes an electric eye placed a bit ahead of where the ball is teed or placed on a mat, has been taking in \$50 a week at bowling alley and department store installations. The machine is operated on a coin slot basis with a 25 cent payment good for six minutes. The player hits from 12 to 16 shots in that period. The device is made by John T. Clark Co., 4606 W. 21st St., Chicago 50, Ill., and is sold on the Pacific Coast by Ed Johnson, Sun Valley Distributing Co., 443 S. La Cienega, Los Angeles, Calif. An installation at the Chicago Athletic association, has received very heavy play for eight months. It is not operated with a coin slot hook-up. Installations have been free from need of maintenance and repair service. An early model was shown at the 1947 PGA convention in Chicago. Outdoor test installations have been so satisfactory in operation and business-getting draw a number of Electrogolf outfits are being erected in net locations at driving ranges and elsewhere.

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Member:
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Golf Course
Architect

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NEW YORK, N. Y.



MacGregor's Staff Meets

Henry P. Cowen, president of MacGregor Golf, Inc., Cincinnati, presided at the annual spring meeting of the MacGregor Golf Pro Technical Advisory Staff and the golf firm's Florida sales representatives recently at the Venetian Hotel, Miami, Fla. The spring conference, held at the time of the International 4-Ball Tournament at the Miami Springs GC, was devoted to a general review of MacGregor golf sales and promotions programs for the current season together with the disclosure of new developments and refinements in golf equipment. MacGregor Golf Pro Technical Advisory staff members and friends present included Ben Hogan, Craig Wood, Toney Penna, Claude Harmon, Jimmy Demaret, Tommy Armour, Chick Harbert, George Fazio, Jerry Glynn, George Schoux, Chick Ruttan, Jack Burke, Jr. and Clarence Doser. Harry Adams, Gus Novotny and Ernie Sabayrac of the golf firm's sales staff joined in the conference.

MacGregor Tourney Package Wins Award



The MacGregor Tourney golf ball box receives a Certificate of Award for merchandising appeal in competition against a total of 196 entries in the 1948 Box Competition, a contest sponsored annually by the Folding Paper Box Assn. of America. The purpose of the competition is to improve the quality of folding paper boxes by offering recognition to outstanding contributions to the packaging industry.

Gene Marzolf Joins Northrup, King

Gene Marzolf, recently appointed as turf consultant for Northrup, King & Co., (Pacific coast div.) 660 Market, San Francisco, will make available to California clubs thirty years of experience in golf green construction, planting and maintenance. Gene's experience began at the Buffalo CC under the watchful eye of his father, also a turf expert, followed by several years at other eastern clubs, moving to Cleveland in 1919 where he finished construction of the Canterbury GC. He moved to Calif. in 1924 where he has been instrumental in the building and maintenance of three of the state's fine courses: Brentwood; Montebello, where he remained as superintendent until 1933; and Inglewood CC, where he has served for fourteen years.

Club "Replating" Polish

Platon, a kit including three chemical preparations made by Ion Industries, Inc., 600 W. 138th, Riverdale, Ill., removes rust and virtually replates, chrome and other metal surfaces. The outfit is being successfully used by pros in putting a new look on rusted metal clubheads and shafts. One of the materials removes the rust and scale, then another preparation prepares

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**GOLF BALLS,
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AND

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NOTICE

Tournament Committee

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on
A GOLF TOURNAMENT

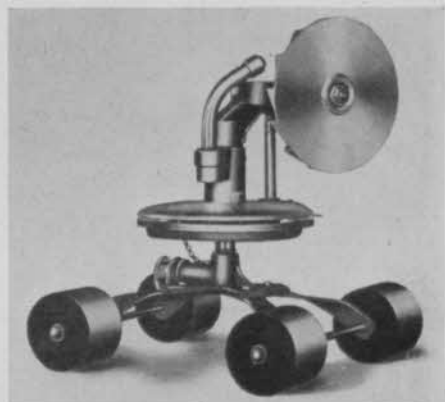
MILTON C. JONES

Box 1064

SCHENECTADY, NEW YORK

the base for the application of the new finish in the pores of the metal which is deposited by chemical action of the third compound. The Platon procedure rust-proofs material for a considerable time. Price of the kit containing the three compounds is \$1.95.

New Double Rotary Sprinkler



Engineered to give the best operation with the simplest possible mechanism, the "Lawnkeeper," a new 1948 double rotary sprinkler, manufactured by the Double Rotary Sprinkler Co., 816 A Locust St., Kansas City, Mo., has top gears running in a bath of oil and the lower part of the shaft running in graphite bronze oilless bearings. It travels in a straight line or any part of a circle and can be set at either fine or regular for new seeding or full growth. This sprinkler "with a college education" adapts itself with ease and flexibility to your individual needs, giving up to 90 foot coverage in diameter with good pressure or as little as 15 feet by turning the faucet. Built of fine quality brass, hardened steel, bronze and aluminum alloy, the double rotary "Lawnkeeper" assures many years of trouble-free service.

Iron Age Weed Sprayers

A. B. Farquhar Co., York, Pa., has added to its line of Iron Age spraying equipment two classes of weed sprayers: single purpose machines for weed spraying alone and dual purpose machines for high and low pressure applications. Among the features of the equipment that Farquhar mentions are accurate pressure control at nozzles; economical, long-life pumps; rugged tanks with hydraulic or mechanical agitation, booms and nozzles of special design, tank and suction strainers for protection of pumps and valves and strainers on each nozzle to prevent clogging, removable cap to permit easy flushing of boom.

Buyers' Service

Check off your Supply & Equipment Needs. Tear out and mail this sheet to *Golfdom*, 407 S. Dearborn St., Chicago, Ill., or use convenient card. You'll get prices and literature 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
Hedge trimmers
Hole cutters
Hose, 3/4" 1"
Humus
Insecticides
Leaf rake (power vacuum)
Miniature Course Const'n
Mole Traps
Mowers: putting green
 whirlwind tee
 fairway rough hand
Mower grinders
Peat Moss
Playground equipment
Pumps
Putting cups
Rollers (water filled)
Scythes (motor driven)
- Seed: fairway green
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
Turf trimmer, border
Water systems, fairway
Weed chemicals



Pro Shop

- Bags: canvas leather
Bag carts, for players
Balls: Regular Range
Ball cleaner (individual)
Ball markers
Bandages, adhesive
Buffing motors
Caddie badges uniforms
Calks, for shoes
Caps and hats
Chrome refinishing kit for golf shafts
- Clubs: Woods Irons
 Putters
Club head covers
Club repair supplies
Detachable cleated shoe plates
Dressing for grips bags
Golf gloves
Golf Grips: Leather
 Composition
Golf Practice Devices
Golf Practice Glove
Golf shoes
Handicap boards
Handicap racks cards
Mechanical Golf Ball Retriever
Movies of Golf Subjects
- Pencils
Portable motor tool
Practice driving nets
Preserver for leather
Score cards
Shoe spike wrench
Sportswear: Shirts Socks
 Sport jackets Rain jackets
 Windbreakers Slacks
Tees (wood) plastic
Tee mats
Tees (rubber) for driving mats
Teeing device (automatic)
Tennis nets
Trophies



Club House

- Air conditioning equip.
Athletes foot preventives
Bath mats
Bath slippers
Disinfectants
Fire protection equipment
Floor coverings
- Furniture
Kitchen equipment:
Dish washers
Frozen food storage
Ice cube machines
Ovens Food warmers
Ranges
Refrigerators
Slicing machines
Heaters: club house
 hot water
- Linens, dining room
Link Type Mats
Lockers
Runners for aisles
Rugs
Showers Shower mixers
Shower clogs
Step treads
Towels: bath face
Uniforms

Send information to: Name

Club Title

Club

Address

Town

Zone (.....) State

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Attractively finished aluminum ash tray. Real selling appeal.... Ideal for low priced tournament prizes.

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Ros-N-Rub for Better Grip

The Parmele Co., Minneapolis, is now displaying its product, Ros-N-Rub on a newly designed, attractive, point-of-sale easel. Packed in a handy, small leather



case, lined with moisture and dust proof oiled silk, the ingredients in the container are non-soluble in water and harmless to the hands and leather grip of the club. When applied on moist hands, Ros-N-Rub has a tendency to close the pores, retarding moisture and eliminating friction with the club grip.

Golf Glove Style Trend

A definite trend toward preference for full-fingered golfing gloves is in the making, according to Kenneth L. Burgett, Peoria, Ill., golf glove manufacturer. Burgett says: "In Florida tournaments the majority of well-known pros competing wore golf gloves. Most of them were wearing the full-fingered style instead of the light backless glove which has been favored for many seasons. These men told me that they liked the full-hand protection against blisters and that with the new extra-soft and light glove leathers they got practically the same feel of the club as with bare hands. The ease of pulling the gloves on and off was another important feature they mentioned, since

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