



#### WORTHINGTON DISTRIBUTORS BRIEFED ON NEW GANG MOWER TRACTOR

The Worthington Mower Co., Stroudsburg, Pa., recently held a one day sales conference and demonstration in Racine, Wisconsin, home of Jacobsen Mfg. Co., of which Worthington is a subsidiary. Featured was the new Worthington Model F tractor which was viewed by distributors from Chicago, St. Louis, Kansas City, St. Paul, Milwaukee, Grand Rapids, Indianapolis, Fort Wayne, Detroit and Racine. Recently developed, this new tractor has front wheel drive and is steered from the rear wheels. Gang mowers are mounted on the front of the tractor, giving the operator a full view of the cutting operation. A hydraulic lift raises gang mowers off the ground when tractor is traveling over roads, curbs, sidewalks, etc.

#### WILSON ANNOUNCES CHRISTMAS PACKAGE OF GOLF BALLS FOR 1949

Wilson Sporting Goods Company's Christmas package of Isotropic golf balls, contained in a handsome gift chest will return for the holiday trade, Wm. F. King, vice-pres. and gen. sales mgr. has announced. The 1949 Wilson Christmas package will be better than the 1948 gift package acclaimed by top merchandising professionals, according to King. The gift package will be available in two sizes. The large package will contain 10 of the new Isotropic balls in a metallic finished chest

in rich jeweler's chased silver effect for only \$9.50. The smaller size will offer five Wilson Isotropic balls in an embossed leatherette chest in handsome English saddleleather color for only \$4.75. In both instances the customer pays only the regular price of the golf balls and receives the handsome gift container at no extra cost.

#### CLUBHOUSES USE RADIANT HEATING

Significant and useful innovations in architectural design are being incorporated in new country clubs under construction this year. The Brook Hollow Golf Club, Dallas, Texas, under the architectural guidance of the firm of Smith and Mills, is installing a new idea in heating comfort which will provide radiant heating for a wide, glassed-in veranda floor which runs across the front of the clubhouse. Coils of black wrought iron pipe will provide relaxing comfort for club members and guests on this veranda even in chilly weather as they enjoy a good meal or watch nearby action on the tennis courts.

#### OHIO GOLF PEDDLERS TOURNAMENT

Ohio Golf Peddlers Association held its annual tournament at the Shawnee Country Club, Lima, Ohio, Monday, August 1. A Pro-Amateur event was held Sunday, July 31, prior to the Peddlers Tournament. Cash prizes of \$1,000 were awarded for lowest individual scores to professionals, assistants, and seniors.

### CREEPING BENT STOLONS

RICHMOND, VA.  
Cohansey C 7  
Arlington C 1

SLOCUM, R. I.  
Arlington C 1

FARMINGTON, IOWA  
Congressional C 19

MADISON, WIS.  
Arlington C 1  
Old Orchard C 52

No sod or left over bent. Every stolon fresh, virile stock and less than one year old. True to strain, no mixture of other bents or grasses. No weeds — not even clover. Every shipment carries state inspection certificate.

Make all inquiries to R. R. Bond, Prop.

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P. O. Box 350

Madison 1, Wisconsin

Tele: 6-1846

**THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES**

## CLASSIFIED ADS

**Rates:** Minimum insertion \$4.00 for 20 words; additional words 20c each. Bold face type, 25c. per word. Classified cols. reserved for help or services wanted and for sale of used equipment.

**FOR SALE — STOP & SOCK DRIVING RANGE; ALSO CLUBHOUSE. CHICAGO AREA. LONG LEASE. REASONABLE RENTAL. VERY GOOD LOCATION. FULLY EQUIPPED. PHONE TED BALICKI, PARK RIDGE 3033-R OR ADDRESS AD 815, C/O GOLFDOM.**

**AGENTS REQUIRED** by the leading maker of hand-made Golf Clubs, the finest in the world and the most sought after by all golfers. Sections of country open for right men calling on golf professionals showing first class merchandise with these clubs. Apply in letter stating experience with full particulars. **GEORGE SAYERS, Box 306, Haverford, Pa.**

**For Sale**—Driving Range in Middle West. Full line of equipment including Fonken ball picker and mowers. Will sell complete or separate items. Address Ad 816, % Golfdom.

**Pro-Greenkeeper**—excellent teacher; A-1 credit rating, located at resort clubs for past twenty-five years, wishes a change for longer season job. Excellent references. Address Ad 817, % Golfdom.

**WANTED — MANUFACTURER'S REPRESENTATIVES** in few select territories. State experience, qualifications and references. **STAN THOMPSON GOLF CLUB COMPANY, 275 So. La Cienega Blvd., Beverly Hills, Calif.**

**CASH PAID for OLD GOLF BALLS!**  
*No Driving Range Culls Wanted*—but we buy—sell—trade old golf balls. For quotations write:  
 Northern Golf Ball Co.  
 3441 N. Claremont Ave., Chicago 18, Ill.

**Pro-Greenkeeper-Manager**—Successful experience in all departments of club operation, desires new connection. Presently employed and wants opportunity for increased earnings commensurate with good operation. Fine record in complete operation of clubs but would prefer Pro-Greenkeeper connection. Widely and favorably known in golf. Highest references. Address Ad 808, % Golfdom.

**Golf Pro** desires to make connection with club in South during winter months. Considered expert teacher, promoter, and good personality. 12 years at present club. Further details will be furnished upon request. Address Ad 809, % Golfdom.

**RE-WASHED RANGE BALLS**, superior quality. Write for prices. **Fred Martine, Jr., 39 Lowell Avenue, West Orange, N. J.**

**For Sale**—9 hole course. Course and clubhouse completely equipped. Located in thriving town of 10,000. Address Ad 810, % Golfdom.

**FOR SALE**—Limited number of coin controlled golf ball retaining machines. Test proven. Price \$3.95 each. **Pacific Telecoil Corp., 1776 South Robertson Blvd., Los Angeles 35, California.**

**PRO-MANAGER AVAILABLE AT ONCE. THOROUGHLY COMPETENT TO SERVE AS PRO OR AS MANAGER. 13 YEARS' EXPERIENCE. AGE 34, MARRIED, NO CHILDREN. ADDRESS AD 811, C/O GOLFDOM.**

**VETERAN**—with much experience in golf desires position as assistant Pro anywhere. Will accept partial pay under veteran training. Have good references. Address Ad 812, % Golfdom.

**Pro and wife for 1950.** Well established daily fee club in northern Ohio. Operate Pro shop and sandwich bar. An opportunity for a young aggressive couple who are conscientious, courteous and neat. Address Ad 814, % Golfdom.

**Greenkeeper**—Open for position. 22 years' experience, 17 years last course. G.S.A. member. Go anywhere. Address Ad 801, % Golfdom.

**For Sale**—Florida's finest Golf Range, 12 acres. All modern equipment. 2 large block buildings. Beer license. Located on main highway. Address Ad 802, % Golfdom.

**Pro-Manager**—Wife Cateress—wishes to make change to club operating the entire year. Professional of many years experience, thoroughly qualified in teaching, playing, golf course maintenance and tournament director. Member P.G.A. Wife excellent cateress to large banquets, luncheons, teas and special parties. Member C.M.A.A. Address Ad 803, % Golfdom.

**USED GOLF BALLS WANTED — ANY QUANTITY — ARROW DISTRIBUTORS, 2318 PITKIN AVE., BROOKLYN 7, N. Y.**

**PRO OR ASSISTANT—WINTER JOB, SOUTH OR WEST. DEPENDABLE, HARD WORKER, EXPERIENCED ALL PHASES OF THE GAME. AT PRESENT EMPLOYED AS PRO AT NORTHERN CLUB FOR PAST THREE SEASONS. AGE 43. FREE OCTOBER 1st. BEST OF REFERENCES. Address Ad 804, % Golfdom.**

**GREENKEEPER — ONE OF THE COUNTRY'S FINEST GOLF BUSINESSMEN. EXPERT ON BENT, ALSO BERMUDA GREENS AND CONSTRUCTION WORK, WISHES TO DEVOTE FULL TIME TO GREENKEEPING. NOW EMPLOYED AS GENERAL MANAGER. Address Ad 805, % Golfdom.**

**Pro or Pro-Greenkeeper**—37 years old, married, 2 children. Sober, reliable, dependable and hard worker. Best of references furnished. Will go anywhere. Address Ad 806, % Golfdom.

**For Sale**—Beautiful Country Club, located in midwest near large city. Operated as a private club, full membership. Clubhouse, attractive, and excellently equipped. An unusually interesting 18 hole golf course; rolling, woods, with stream. Address Ad 807, % Golfdom.

**Wanted Golf Balls**—I will pay 7c each for all your old balls—no cuts. Ship C.O.D. with privilege to inspect to Bob Simmons, Kokomo Golf Range, Kokomo, Indiana.

**WANTED — USED GOLF BALLS**  
 Highest prices paid.  
 Get our prices before selling.  
**EASTERN GOLF CO.**  
 244 W. 42nd St., New York 18, N. Y.

**Territories open** for experienced salesmen. Men and women's golf apparel. Lloyd Mangrum golf shirts. Correspondence confidential. Want men selling non-conflicting lines. **Harris and Harris, 3504 Troost Ave., Kansas City 3, Mo.**

**Greenkeeper** wanted for high calibre comparatively new 18-hole golf course. Man of successful experience with Bermuda grass maintenance preferred. Good starting salary and wide open opportunity to advance. Address **T. R. Garlington, Peachtree Arcade Bldg., Atlanta 3, Ga.**

**FOR SALE**—Driving Range by non-golfer. Year-round business, ideal for pro-owner operation. High earnings. Address Ad 818, % Golfdom.

**GOLF PROFESSIONAL DESIRES WINTER CLUB IN RETURN FOR LIVING QUARTERS FOR FAMILY OF WIFE AND ONE CHILD. WILL GIVE LESSONS, STOCK OWN SHOP AND PROMOTE YOUR CLUB ACTIVITIES. NO SALARY. FINANCIALLY RESPONSIBLE. EXCELLENT REFERENCES. ADDRESS AD 819, c/o GOLFDOM.**

**Pro** seeks position with club for winter season. PGA member, excellent instructor, experienced in women and junior group instruction, knows club repairing, pro shop business and merchandising. Age 29, married; good habits, industrious. References. Address Ad 820, % Golfdom.

**WANTED: ENERGETIC, HONEST, WEALTHY PRO-MANAGER TO STOCK PRO-ROOM, SUPPORT SELF WHILE BUILDING UP BUSINESS. SWEEPING FLOORS, TENDING BAR; PROMOTING BRIDGE, BINGO, GOLF; SOME TEACHING. EXCELLENT CLUBHOUSE. PLAYING CONDITIONS UNSURPASSED IN FLORIDA. WRITE, TELEPHONE OR FLY TO: DR. ROY A. BAIR, COUNTRY CLUB OF THE EVERGLADES, BELLE GLADE, FLORIDA.**

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*Front Cover: This is the par 3, 200-yd. 10th hole of the West Course, Winged Foot Golf Club, Mamaroneck, N. Y., scene of the Walker Cup matches, August 19-20. With no fairway, only rough and the closely trapped green, it is recognized as the toughest hole on the course.*

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### Hillcrest Remodeling Brings Added Patronage, Revenue

Modernization of facilities is as important to the welfare of a golf club as that of any other thriving business. One has only to look about himself to observe what is being done by the aggressive businessman to maintain his present position and build for the future. Announcement of the opening of the new Hillcrest Golf and Country Club, Moravian Drive and Clinton River, Mt. Clemens, Mich., July 29-31 is a story that other club officials who have been operating under the handicap of outmoded and inefficient facilities may do well to review.

Officials of the Hillcrest G & CC started remodeling club house and course, March 19, and completed the job in three and one-half months. Major feature of work on the course was the installation of a watering system which provides water for tees, fairways and greens at the rate of 600 gpm.

The club house has been completely furnished with new furniture all the way through. The banquet room and dining room have been made spacious by broad picture windows overlooking the course. Colorful awnings keep out the summer sun and add to the beauty of the clubhouse inside as well as out. Locker-room facilities have been increased and furnishings have enhanced the atmosphere of the "19th hole", men's bar and grill room.

Professional Joel Bennett's golf shop is connected to the clubhouse with three entrances so that no matter which way the golfer comes in or goes out he must go through the pro shop. Bennett's shop has everything the golfer wants. He maintains a well controlled inventory of sufficient variety to prevent any loss of sales but at the same time does not overstock. Caddy carts are kept in A-1 condition by daily cleaning and maintenance. Revenue from caddy cart rental already has increased 20 per cent.

Hillcrest officials always have been alert to the advantages of advertising and publicity gained through the radio and newspapers. Now, with the opening of the new plant, they are taking advantage of the better medium of selling the club to the public by means of television. A seven minute ad takes the prospective customer through the clubhouse and out on the course. He not only hears or reads about the golf club but is able to see the facilities and services the club provides. Patronage has increased and bar and dining room revenue are up.

An increasing number of clubs are approaching their fiftieth year of operation. In most instances a preliminary survey of the existing plant will point up inadequacies and inefficiencies that can be remedied by a remodeling program similar to the Hillcrest job. If it means more business it's worth doing.

# The Professional Ball



- ★ GOLF'S FINEST
- ★ THE SUPERCHARGED
- ★ SWEET SHOT

Designed and built for the player who demands professional results.

**High compression**—developed by super-charged construction—an exclusive patented feature that cannot be duplicated by any other ball.

**High durability**—developed by a firmly anchored, vulcan-

ized cured cover of the toughest materials used for golf ball covers.

**High accuracy**—developed by a special patented balanced center and uniform high tension winding.

Excels in Click—Distance—Durability—Accuracy. Guaranteed to give unequalled performance. (Exclusive Pro Shop distribution.)

**THE WORTHINGTON BALL COMPANY**  
*45th Year, Specializing in Golf Ball Manufacture*  
Elyria, Ohio, U. S. A.

# WORTHINGTON

WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER