

ize the tasks that require his feet, face and hands and get for himself and his club more time for using his brains.

EXHIBITS and DEMONSTRATIONS

(Continued from page 35)

large capacity baskets powered by 4 cycle gasoline motors. Rotary brushes in front of the unit gather debris while the main brush draws it into a large catcher. This unique construction makes this more than a lawn sweeper. It can be used inside as well as outside, on paved and unpaved curbed areas and is ideal for around the clubhouse use.

THE SKINNER IRRIGATION CO. — Exhibit will feature the new No. 63 snap valve, a double valve which permits the watering unit to be taken out of the ground from above ground level for cleaning of the valve seat. By so doing the secondary valve closes leaving the complete system under pressure at all times permitting fairway watering to continue during the cleaning operation. In addition a complete line of snap valves and fairway, green and tee sprinklers will be on display. Special attention is called to the

Spray-Lo sprinkler, an ideal sprinkler for tees because it throws a very low angle stream, practically unaffected by the wind and uses a low volume of water on pressures as low as five pounds.

MALLINCKRODT CHEMICAL WORKS—Data sheets, pamphlets and informational literature along with a special measuring glass will be handed out at the exhibit which will show Calo Clor, Calogreen, Auragreen and the various other Mercurials used as turf fungicides. The data sheets carry an explanation of Brown Patch control and the most effective remedies, lists detailed methods of dry and wet application with special sections on snow mold and earth worm eradication.

DR. LAWSON BROUGHT GOLF

(Continued from page 42)

do the job? There was no money in the treasury to pay a professional, or even for a person as a manager. Not wanting to see his work wasted, he consented to continue management of the golf club without salary and to be green-chairman.

But the completion of the layout did not bring an end to his difficulties. The up-



LEADER in Player Popularity, Pro Profits Reorders tell the Success Story of

THE SENSATIONAL *Rite-Arc*

DROP IN PUTTER

PRECISION MACHINED

GIVES BALL NATURAL OVERSPIN

Player enthusiasm, spreading the word of the DROP IN Putter's amazing performance, kept pros reordering throughout 1948. The "putter that really produces" is a sure profit leader for 1949. A putter of unequalled eye-ease control, feel and swinging confidence that strokes the ball with natural overspin, smoothly without skid or hop. As an expert judge of clubs you'll enthuse over their precision machining. Just put them where your players can feel them—they'll sell themselves.

In Natural Armco Metal.

Write for particulars and Professional's price.

GENERAL MACHINE CO.

1825 WEST ST. PAUL AVENUE

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Golf Course Architect

Member: American Society of Golf Course Architects

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CHICAGO 11, ILL.

Phone: Whitehall 4-6530

WILLIAM F. GORDON

Golf Course Architect

Member
American Society of Golf Course Architects

Doylestown,

Pennsylvania

keep of the course was quite expensive, and the treasury was always pushed to the limit. Then the war came along, the equipment wore out and couldn't be replaced. Three hand lawn mowers were obtained, and the helper used them in a desperate effort to keep the fairways and greens in playable condition.

The late Donald Ross, world-renowned golf architect from Pinehurst, once looked over the place and told Dr. Lawson that no golf architect could take the same amount (and kind!) of acreage and make any better nine-hole golf course. Quite a compliment to a man who knew nothing about the game before he started out with the project.

Dr. Lawson has a brilliant background as an athlete and a coach, and his natural ability as an athlete enabled him to grasp the fundamentals of the game of golf quickly and become an excellent player at an age when most people are beginning to eye an easy chair rather than taking an active part in sports, especially of a tournament nature.

Although he has celebrated his 73d

birthday, he acts far below his years when it comes to the Chapel Hill course. Recently he played five holes of golf (he passes up Nos. 2, 3, 4, and 5 because of the steep hills) and birdied the 420-yard first hole, birdied the sixth, and parred the last three.

Born in Lynchburg, Va., August 23, 1875, Dr. Lawson got his start in athletics when he entered Locust Dale Academy in Virginia and was a pitcher on the baseball team. That was to lead to a brilliant diamond career that saw him pitch for John McGraw of the old Baltimore Americans, the first year after the junior major league circuit was organized, and later for the Boston team of the National League.

From 1898 through 1900 he was a pitcher on the University of North Carolina nine, winning 35 games and losing only one — a 4 to 3 decision to the University of Maryland. He didn't miss a single game, playing every other position when not pitching. He once hurled seven games in eight days, from Saturday through Saturday, without losing once, including Georgia twice, Tennessee, and Macon (now Auburn) among his victims. He

ROBERT TRENT JONES

Member:
American Society of Golf Course Architects

Golf Course
Architect

20 Vesey Street

Tel: Rector 2-2258

NEW YORK, N. Y.

ALFRED H. TULL

Golf Course Architect

209 E. 49th Street

NEW YORK 17, N. Y.

batted .418, .426, and .448 those three years, and was captain of the team the last two. He also played three years of football as a quarterback, and was acting captain of the track team as a senior.

While with John McGraw's Baltimore Americans he once pitched 27 consecutive scoreless innings against the slugging Cleveland Indians in four days, three times as a relief pitcher and once the whole game. The Indians had the famed Napoleon Lajoie and other well-known stars in their lineup. After dropping out of baseball he returned to the University of North Carolina as a member of the faculty in 1906, and last fall he began his 43d year as a member of the University staff.

At various times during this period he has coached the football and baseball teams, and was trainer for football from 1906 through 1925 when Chuck Quinlan, the present trainer, took over.

After leaving the University as a student, he attended Medical School at the University of Maryland. He holds medical licenses in the states of Virginia, New Jersey, Pennsylvania, and Maryland, in addition to North Carolina. He was a teacher in the medical school at the University for more than thirty years before being transferred to the Physical Education Department. He coached the gymnastics team for a good many years until the sport was dropped at the beginning of World War II. He now teaches courses in anatomy, physiology, and therapeutics. During his time at the University he had never had a leave of absence until this past year when an illness forced him to give up his teaching duties for the fall quarter. But with the beginning of the winter term in January he was right back at his post.

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on the best - suggest ...**

CUSTOM MADE CLUBS

By **KING**

THE FINEST IN CLUB CRAFTSMANSHIP

KING'S CUSTOM GOLF CLUBS
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FITS
Regular
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The Swing is to the

LARGER BASE

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Smooth, steady power
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The efficient Handee works on metal, alloy, plastic, wood, horn, bone, glass, etc. 25,000 r.p.m. AC or DC. Easy to handle. Weighs only 12 ozs. **GET THE HANDEE KIT.** A handsome, all-steel case with Handee Tool and a complete assortment of 40 accessories. Complete, \$27.50. Handee only, with 7 accessories, \$20.50. Get it at stores everywhere. If they can't supply you we'll send it postpaid. Satisfaction Guaranteed! Free — New 52-page Manual. **CHICAGO WHEEL & MFG. CO.** 1101 W. Monroe St., Dept. G, Chicago 7, Ill.

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Miniature Golf Courses

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24 Installations in '48
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Operators are making big profits —
one owner took in \$9,500.00 in 5½
weeks — this was 3 times more than the
complete cost of building the course.

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ARENAS . . SPORT FIELDS
PLAY AREAS . . SWIMMING POOLS
GOLF DRIVING RANGES

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NEWS from the MANUFACTURERS

LOUISE RECEIVES SIGNAL HONOR



Louise Suggs, famed golf champion and only woman member of the Pro Advisory Staff of the MacGregor Golf Co., now enjoys the distinction of being one of the Ten Young Women of the Year upon receipt of 1948 Merit Award for Signal Achievement presented to Miss Suggs and nine other women at a ceremony held at the Hampshire House in New York City on Dec. 30 by the magazine, Mademoiselle.

BETTER DRIVING MATS BUILD BETTER BUSINESS!

MELFLEX HEAVY DUTY TEE MATS

PREFERRED BY AMERICA'S BUSIEST RANGE OPERATORS.



THIS MELFLEX MARK
IS YOUR ASSURANCE
OF SAFETY

Players prefer Melflex Mats because their smooth playing qualities and non-slip, non-warp underfooting gives greater swinging confidence. And, satisfied players build business. Operators prefer Melflex Mats because their tough bomber airplane tire carcass construction gives extra long life — all-weather safety and service — and lowers maintenance costs.

Reversible-Full 1" thick — 48" x 60" — or special sizes

MELFLEX means SAFETY throughout the club

LANDING MATS • STEP TREADS • AISLE RUNNERS
CORRIDOR and SWIMMING POOL RUNNERS
SHOWER STALL MATS • KITCHEN MATS and
MATTING • LINK TYPE STANDING MATS



TEE ECONOMY!

Melflex tubular, colored, molded rubber tee peg. An amazingly long-lasting tee that speeds play and cuts replacement costs.

WRITE FOR
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PROMPT DELIVERY



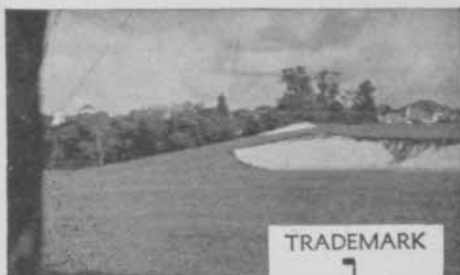
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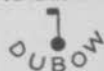


Emile Coene Jr. has joined A. G. Spalding & Bros. as assistant to Mr. L. E. Coleman, vp in charge of Sales. To accept his new position, Mr. Coene resigned as Assist. to the Pres. of John W. Harris Associates, the firm that built the recently completed addition to Spalding's Chicopee, Mass. plant. He is a graduate of Yale, was associated with Hegeman Harris Co., Sales Mgr. of F. W. Doege Corp., commissioned in the Navy and discharged as a Lt. Com. in 1946 after four years active duty, and was Sales Mgr. of the Monitor Controller Co. before joining the Harris Associates.



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JOCK HUTCHISON and BETTY HICKS
PRECISION-BUILT GOLF CLUBS

For

MEN and WOMEN

Three Distinctive Styles and Price Range
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DUBOW H. C. — SUPER 803 COVER
GOLF BALL

The finest Golf Ball that can be made.

Write for 1949 Catalogue and Price List

J. A. DUBOW SPORTING GOODS CORP.

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IT'S NEW! IT'S TERRIFIC!

IT'S CINCH THE LIQUID
GOLF GRIP

"Beats anything I've ever used for grip", says Frank "Lil Abner" Strasz, World's Longest Driver.

A few drops of CINCH on the hands will give your customers the grip that means better golf — instantly. CINCH is sanitary . . . stainless . . . dries instantly. 10 to 12 applications in the 25¢ tube — 10¢ profit on each tube.

This attractive display container is offered free with initial order of 2 dozen tubes.

Retail Value	\$6.00
You Pay Only	3.60
Your PROFIT	\$2.40



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GOOD NEWS for Driving Ranges

THE WILLCOX AUTOMATIC TEE

is on the market for limited distribution. Designed by a range operator—"Pat" Willcox—for his own use, and thoroughly tested during 1948 for dependability and wear, this tee has everything you want—

- * Attractive streamlined housing.
- * Full electric operation.
- * Water and weather proof.
- * Lifetime lubrication.
- * Only 3 moving parts—no springs.
- * Counting system in office.
- * Nothing to wear out or break.
- * Comes complete with mat.

The price . . . it's sensationally low with a liberal guarantee that makes Willcox Tee a "sure thing" for bigger, faster range profits. Write today for full information.

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PRIVATE BRAND GOLF BALLS

15 DOZEN MINIMUM ORDER

Write for Prices

BOSTON GOLF BALL CO.

7 MAPLE ST.

Stoneham 80, Mass.

STANDARD'S NEW CATALOGUE

Professionals will be interested in the new illustrated folder recently released by the Standard Electric Tool Co., Cincinnati 4, Ohio which describes their new grinders, polishers, buffers and dust collecting systems. Write for catalog No. 44, if interested.

HORTON SMITH PLACED IN CHARGE HAGEN ADVISORY STAFF



Horton Smith, long one of the nation's outstanding golf professionals, has been placed in charge of field advisory work for the Walter Hagen Division of the Wilson Sporting Goods Co., according to E. P. Rankin, manager of Walter Hagen Golf. Smith will combine his new duties with his regular position as professional of the Detroit (Mich.) GC.

In making the announcement, Rankin expressed great pleasure in welcoming Smith back to the company, which he rep-

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BINGO



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NOW play Bingo the easy way at your Club with these new "Finger-Tip" Bingo Cards. Sliding windows do away with loose markers which become a nuisance. "Finger-Tip" Bingo Cards can be held in hand or lap, thus eliminating the use of tables if table space is at a premium. Cards can be used over and over again. Write today for a FREE sample card and prices.

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TIRE TEE MATS

THE FINEST THING IN TEE MATS

The mat with a detachable and replaceable tee off section. These mats are easily handled by one man. They come in 3 sizes.

36" x 60" \$17.50

42" x 60" \$20.50

46" x 60" \$22.50

F.O.B. Ashland

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632 MADISON ST., ASHLAND, OHIO

resented as field promotion manager from 1929 to 1934. "It was due to his old friendship and close association with Walter Hagen that brought about Smith's new position," stated Rankin. "Smith started out as a caddie for Hagen and actually has been a protege of The Haig's ever since."

In accepting the position, Smith said, "I always have been keenly interested in the golf professional and his job of promoting, developing, and maintaining the best qualities of the game. I am very happy to be associated with the Hagen Co."

WILSON TELLS CONSTRUCTION STORY IN TOP NOTCH ADVERTISING

The inside story of the new isotropic methods used in the construction of Wilson Sporting Goods Co.'s Top Notch golf ball—the culmination of 20 years of research—is to be featured in Wilson's national advertising campaign at the beginning of the golf season. In order that they will be familiar with the story, professionals will be mailed copies of the advertisements in advance of publication.

SAWTELLE BROTHERS FIRST YEAR



The Sawtelle Brothers, Ross and Chester, who have over 20 years experience with grass cutting and turf maintenance problems have recently completed the first year of operation at their new location on the Newburyport Turnpike, Saugus, Mass. During the course of the year the boys have added Hardie Sprayers, Royer Compost Shredders and Skinner Irrigation equipment to their original Worthington, Jacobsen and Standard lines to provide New England greenkeepers with a complete line of maintenance equipment.

SAVE UP TO \$1000 A SEASON

By using ROYAL'S

ALUMINUM DRIVING RANGE CLUB

Longer Life



No Repairs

NOW USED IN OVER 42 STATES

Also matched sets of ALUMINUM WOODS

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GOLF BALLS

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DRIVING RANGES

Good Quality — Reasonable Price

We will also rebuild
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1941 W. IRVING PK., — LAkeview 5-1770
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Tufhorse

See the new G-45 Pax Bag — made in beautiful steerhide and canvas.

Tufhorse has made and improved these Pax bags, with unit side tubes for each club, for more than 20 years. Golfer acceptance has been enthusiastic all the way.

Send your inquiry to

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GOLF CLUBS BUILT
FOR A PURPOSE...
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GOLF BALLS & CLUBS FOR RANGES & MINIATURE COURSES ALUMINUM HEAD DRIVERS

(Fastest selling club on market—no breakage—no repairing.)

Golf Balls in colors & PUTTERS
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When you make
a poor shot
SMILE and
change to



PARK
"ALL-WEATHER"
GRIPS

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

DUNNER DRESS, PRO SHOP ITEM INTRODUCED BY SCOGGINS

The Dunner "Invisible Active Swing" Dress is a new item that should open up a new field of profits for the aggressive professional looking for accessory items with sales and service appeal for his members. The dress is featured by the Howard Scog-



gins Golf Co., Dunedin, Fla., which reports that orders are being placed daily by visiting pros.

At the point where the sleeve meets the body of the dress there is an insert of linen knit ribbing that stretches and twists, allowing the player complete freedom of movement.

The dress is designed for street wear as well as for golf and comes in a wide assortment of colored, washable, year-round tropical fabrics.

Smart styling and reasonable pricing should make this dress as popular a pro shop item as the Dunner men's golf shirt.

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)

Buffalo Courier — Express pictorial section shows interesting series of Buffalo workers making Dunlop golf balls. The picture continuity tells the story in 10 pictures finishing with a view of the Dunlop flight tester operating on completed balls, simulating the actual stroke.

CASE DUAL-PURPOSE TRACTOR



A Case Model VAI tractor pulling a 5-gang Worthington mower shows cutter-bar mower at rest as course maintenance work proceeds on fairway of golf course in Forest Park, St. Louis, Mo. Hydraulic lift accounts for ease of operation in raising and carrying cutter-bar unit as tractor pulls reel type mower. Combination permits maintenance of rough and fairway alike without extra equipment.

Milton C. Jones, 118 Jay St., Schnectady, N. Y., has a sound record which he'll send to golf club committees that want to listen to explanation of his plan and forms for conducting pari-mutuel affairs at golf tournaments.

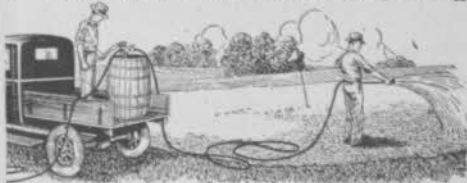
GREENS FERTILIZED OR TREATED IN 10 TO 15 MINUTES WITH THE McCLAIN HYDRO-MIXER

Hundreds of these outfits are saving thousands of dollars on courses all over the country.

Fastest and simplest equipment ever devised. Displaces high priced spraying rigs everywhere.

Operates perfectly on any pressure. Gets spraying done with unbelievable speed and accuracy. Outfit complete from water tap to nozzle. Big labor and time saver. Inexpensive. Write for literature today.

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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

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Look at the SAVINGS you get with —THE "HENRY" GOLF BALL WASHER— HENRY'S "TENTH" year of sturdy service HEAVY GAUGE PRESSED "STEEL" Rigid, Strong, Unbreakable, Rust Proofed

Saves players' clothes and tempers because it is stop-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.

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

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

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.

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



ELI COLBY CO.

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Producers of quality

PEAT PRODUCTS

for the building and the
top-dressing of golf greens.

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"The Table
That Never
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NO KNEE INTERFERENCE
DESIGNED AND MANUFACTURED
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12 CHURCH STREET COLFAX, IOWA

WRITE FOR
LITERATURE

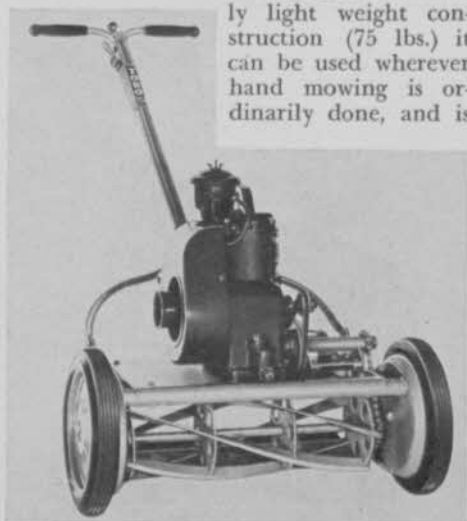
DES MOINES GLOVE ANNOUNCES NEW LINE

Des Moines Glove and Mfg. Co announce a new line of popularly priced leather golf bags comparable in weight to canvas bags with a considerably wider price range from lower priced bags to higher priced models. Several changes and improvements in the entire line have been made including attractive club covers and improved carryalls.

LOW PRICED POWER MOWER INTRODUCED BY TORO

A new low priced power motor will make its debut early this spring. Designed by the Toro Mfg. Corp. of Minneapolis, Minn., the new Sportlawn cuts a 17-inch swath and is self-propelled with a four cycle $\frac{3}{4}$ h.p. Briggs & Stratton engine.

Because of its extremely light weight construction (75 lbs.) it can be used wherever hand mowing is ordinarily done, and is



especially adaptable to cutting bunkers or steep terraces. The Sportlawn also has many of the features found on higher priced machines including finger-tip clutch and throttle controls, adjustable cutting height, semi-pneumatic tires, sectional rol-

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HARDWOOD FLAG POLES

Made of the finest, kiln dried, second growth, tough White Ash. Tapered from approximately 1" at bottom to $\frac{3}{4}$ " at top, and fitted with flanged aluminum ferrules to fit standard $1\frac{1}{8}$ " 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.

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Builders of "Knockdown" bleachers for all sports