

NEWS from the MANUFACTURERS

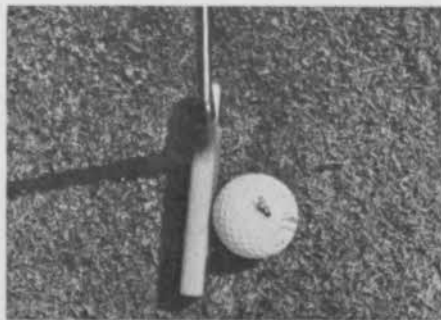
SPROGELL NOW SCOGGINS SALES MGR.



Dunedin, Fla. — Frank Sprogell, veteran in the golf business, has been named sales mgr., Howard Scoggins Golf Co. Sprogell, who came to the company as a district sales mgr., is widely known in golf, having started in 1912 near his birthplace, the Philadelphia district.

Frank was with Bon Air and Philmont in the Philadelphia area, then served with Birmingham (Ala.) CC, Montgomery (Ala.) CC, Colonial CC, Memphis, Tenn., then the Kent CC at Grand Rapids for 20 years. He served numerous terms as national PGA vp and sec. and as pres. and sec. of the Michigan PGA. He was a pioneer in modern merchandising in pro department operation and his own success in pro shop selling brought him into the Scoggins organization.

"YOU CAN CATCH MORE FLIES..."



Here's new proof of the truth of an old adage... "you can catch more flies with honey", etc. Instinct has proved a true guide to the little pest in the picture above. He has been attracted to "a honey"... according to golfers who say the Titleist is the sweetest ball they ever smacked.

HARRINGTON WITH CARTS, INC.

Lee Harrington, widely known in golf business for his work as Wilson Sporting Goods Co. specialist on pro merchandising, has joined Carts, Inc., Altadena, Calif., in charge of distribution and promotion of Tag-A-Long and other of the

THE DEMAND IS GREATER THAN EVER BEFORE
For

Pro-Grip Wax



Because:

It Puts Power in Your Drives.

Helps Prevent Slicing and Hooking.

MANUFACTURER'S SPECIALTY COMPANY, INC.
2736 Sidney St. ST. LOUIS 4, MO.

company's line of golf carts. Harrington is setting up more extensive distribution facilities and developing pro profit possibilities with the line.

IT AIN'T CLARK GABLE



Left is Arthur T. Dalton, golf nut who got rich making Handee portable electric versatile tool, and right is Toni Gilman of popular "Our Gal Toni" television program. Dalton, whose previous dramatic appearance was dusting a telephone in a play given by his graduating class, showed unsuspected talent to television program director and was grabbed for the program. He had trained himself for drama by missing 3 foot putts.



GOLF HEADQUARTERS IN NEW YORK

Neal Lang, your host, invites you to enjoy television in your Park Sheraton room at no extra charge.



A Sheraton
Hotel

202 WEST 56th STREET, NEW YORK

*For Players Who Demand
The VERY FINEST . . .*

King's Custom made WOODS

Master Craftsmanship, Superb Designing and the non-chip, no-crack, everlasting (varnish) finish . . . plus the fact that they are handmade to the player's personal requirements, make these America's finest Golf Woods.

We offer GOLF PRIDE "rubber and cork" grips on your new "Kings" or to replace your old grips. Delivery 48 hours.

Irving King

P. O. Box 3252
SHREVEPORT, LOUISIANA

Spalding Precision Forging Assures Quality Club Heads

By JAMES M. LONG
Assistant Manager, Golf Club Dept.
A. G. Spalding & Bros.

The head is the most important part of the club and the secret of making good iron heads is to start with a forged head which is as accurate as possible.

It is not the general practice in the forge industry to work as close as we



Bill Duncan, one of the skilled craftsmen who do the important work of making master models and special order irons, is checking a head with a precision gauge.

do in our drop forge and many experienced forge shop owners, who visit our plant, are amazed that we have made a "watch factory out of a drop forge". If we had to use the general run of the mill forging, instead of our own precision forged heads, we wouldn't be able to work as close as we do now in making our finished matched sets. We insist that our forgings do not



Machinist Robert Champigny is operating a huge machine called a Hydro-tel used in making forging dies in Spalding's machine shop. Instrument at the left cuts out exact pattern of the model at right. Dies cut on this machine from the master model are accurate to 8/1000 of an inch.

vary more than 5/1000 from the master model in size and shape or a fraction of an ounce in weight. Because of this high precision forging we can maintain closer tolerances for size, shape, and weight.

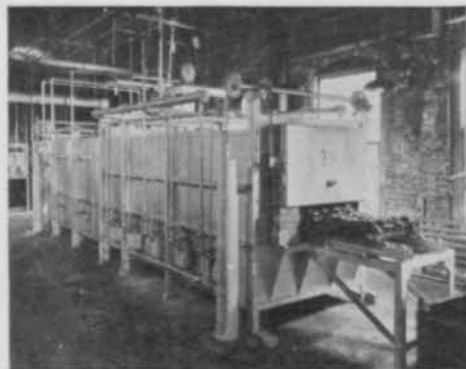
To illustrate briefly I will mention the six major operations following forging and the features of the forged head that are the most important to each of these processes: **broaching**—head that has a straight face and is accurate for size; **centerless grinding** and **drilling**—heads



Three stages in the forging of a head. (Right) The bar after it has been bent. (Middle) After two blows in the blocking impression. (Left) Forging about to be cut off from bar of steel.

with perfectly round hosels; **face scoring** and **stamping**—heads that have a maximum of face scoring and are tops in appearance; and **polishing**—one of the most important and skillful steps.

The first important step in making an iron club is producing a master model of the iron to be made. This has to be hand forged from a steel bar. Naturally



After heads have been forged they are put through this large annealing furnace where they are heated and then allowed to cool off slowly under carefully controlled conditions. This process softens the steel and gives the head the same "feel" as mild steel.



DUBOW

Symbol of Golf Club Excellence

JOCK HUTCHISON and BETTY HICKS
PRECISION-BUILT GOLF CLUBS
GRADUATED GOOSE-NECK IRONS
LAMINATED and PERSIMMON WOODS
COMPLETELY NEW
and
DISTINCTIVELY STYLED
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MEN and WOMEN GOLFERS

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**DUBOW H. C. — SUPER 803 COVER
GOLF BALL**

The finest Golf Ball that can be made
Write for descriptive folder and price list
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A TOOLSHOP IN YOUR HAND

One Tool for every job around pro shop and clubhouse. Initial clubs—smooth nicks out of irons and faces of wood clubs and for refinishing operations.

The Handee is always ready with smooth, steady power to grind, drill, polish, rout, engrave, cut, carve, sand, etc. Handee does all these operations on all kinds of material, metal, alloy, plastic, wood, etc.

Get a Handee, first tool of its kind—today's finest, and be sure of ruggedness, dependability, long life and cool running. AC or DC 25,000 r.p.m. Weighs only 12 ozs. Easy to carry and use. Balanced for perfect performance.



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OF 1001 USES**

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CATALOG**

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1101 W. Monroe St., Dept. G.
CHICAGO 7, ILL.

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**MURDOCK Outdoor Drinking
Fountains and Hydrants**

A Postcard will bring your copy.

The Murdock Mfg. & Sup. Co.
Cincinnati 2, Ohio

MURDOCK



much of the work on this master model is dependent on the trained eye of the skilled craftsman, however, he checks his own work with high precision gauges and fixtures to measure lie, loft, hook, slice, face progression, blade length, blade outline, top line, and sole line thickness. From this master model the forge die is made.

We not only make the forge dies but also the hot strike dies, trimmer punches and dies, broaching fixtures and cutters, drilling fixtures, stamping fixtures and face scoring fixtures and dies. Precision tools are necessary to produce dies from

Use

WEEDANOL

2, 4-D Preparation

For Lowest Cost Weed Control

Ask Your Dealer

ASSOCIATED CHEMISTS, INC.

North Collins, N. Y.

GRASS SEED of "Known Quality"

Tested for Purity and Germination

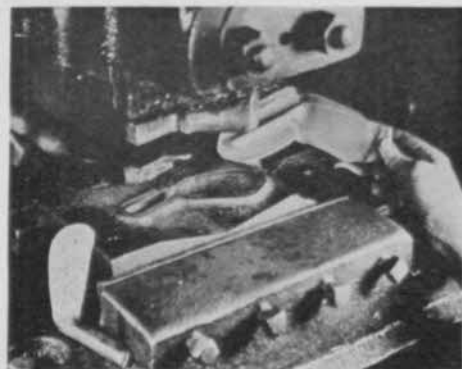
We offer the best of turf producing grasses and mixtures.

Send for our 1950 Price List on Seeds, Fertilizers, Insecticides, and golf course supplies.

Stumpp & Walter

132 Church Street

New York 8, N. Y.

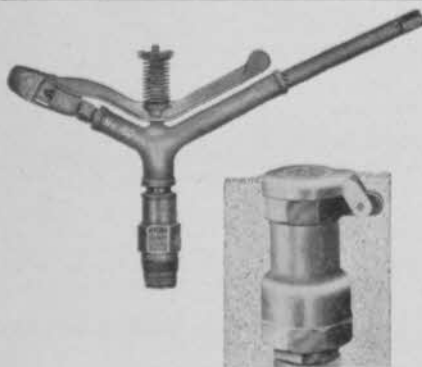


"Flash", the excess metal around the head proper is trimmed off in this punch press.

which finely matched precision sets of clubs are made.

It takes between 80 and 100 hours to make one set of dies, time that could be spent otherwise if we didn't know that the forging of our own heads was so important in the production of the finest matched clubs.

Forging is a very interesting and difficult work. We use a very tough stainless steel alloy, made to our own specifications, and we heat the bars in a furnace where the temperature is regulated, by control equipment, to a heat that is as



MORE COVERAGE PER DOLLAR

With
**NELSON
SILVER TOP
VALVES**

and
**RAIN BIRD
No. 80 Special
SPRINKLERS**

These quick coupling Silver Top valves speed work and save labor. Available in capacities up to 125 gallons per minute.

Rain Birds are simple, rugged and trouble-free. Full or part circles. Available in capacities up to 125 gallons per minute.

For Information Contact

East of Denver

L. R. NELSON MFG. CO., INC., PEORIA, ILL.

Denver West

RAIN BIRD SPRINKLER MFG. CORP., GLENDORA, CALIF.

free from scaling as possible and yet gives the proper forging heat.

After the solid round bar is heated it is forged into a club head by an average of six blows from the drop forge hammer. First the operator bends the straight piece of metal so that it has the rough angle or shape of an iron head. Next he strikes it with two blows in the blocking impression of the forge die, and then two more in the finishing die, to complete the forging cycle. After the forging is hot trimmed it is re-struck in a single impression finishing die. This hot striking process gives a super finish perfect head. The final operation in the drop forge is to



A section of the grinding and polishing room where a large group of experienced operators hand-grind the heads to their final shape and size.

pass the forgings through the annealing furnace to soften the steel and make it 'feel' the same as mild steel.

After the heads have left the drop forge they are carefully sorted in sets, correct shafts are selected for each set,

WATCH THE PAYROLL GO DOWN!

IT TREATS A GREEN IN 10 TO 15 MINUTES. THE SPEED OUTFIT THAT CUTS EXPENSE

WITH THE

McCLAIN HYDRO-MIXER

Faster treating and fertilizing of Greens is now just a one-man job with this complete inexpensive equipment. Hundreds now working on courses in every part of the country saving thousands of dollars of labor and time. Unequaled for accurate application of chemicals and fertilizers. Displaces large cumbersome spraying rigs. Start today to cut operating costs by writing for the literature.

McCLAIN BROTHERS COMPANY — CANTON, OHIO



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GOLF COURSE ARCHITECT

Balanced Topographical Design

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

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"HENRY" GOLF BALL WASHERS

An 11 year record of carefree service proves the popularity of its practical design and the lasting qualities of its sturdy construction

HEAVY GAUGE, UNBREAKABLE PRESSED STEEL, RUST PROOFED

SLOP-PROOF: saves players' clothes and tempers
... **SAVES TIME:** it's quicker, more thorough and easier ... **SAVES COVER PAINT:** it has no scouring bristle brushes ... **SAVES REPLACEMENTS:** its cleaning units do not rot or warp and its cleaning chamber is rust-proofed pressed steel.

Quick - Trim - Tidy - Easily drained and refilled.

Allen Set Screws make them theft proof.

A. C. SCHENDEL, Distributor
HENRY GOLF BALL WASHER
WAUKESHA 5, WISCONSIN

BALL WASHER \$12.75
Tee Data Plate \$ 1.25
Waste Cont'n'r \$ 2.35

HENRY TEE ENSEMBLE
with Ball Washer, Tee
Data Plate and Waste
Container \$16.35

Send score card when
ordering Tee Data Plates.

PRICES F. O. B.
Waukesha 5, Wis.



SKINNER



sprinklers of every type for
golf courses



Individual units or complete "tee to green" systems keep your course at its best. Write today for specifications.
The Skinner Irrigation Co., 415 Canal St., Troy, O.

Pioneer and Leader in Irrigation for Nearly a Half Century

and then they move down our production line together until they become the fine matched sets of clubs seen in pro shops throughout the country.

JACOBSEN SERVICE SCHOOL



A representative of the Service Department, Jacobsen Manufacturing Co., Racine, Wis., discusses the finer points in the construction of a Jacobsen Lawn Queen. The company is conducting a series of mid-winter classes on the servicing of power mowers. Dealers and servicemen from all parts of the country attend the three-day courses.

for *Velvety Greens*
**AND THICK,
STURDY FAIRWAYS**



• WHITNEY'S Super-Refined Lawn Seed will help you produce and maintain greens and fairways the golfers really praise. Germination tested mixtures for every need. Write —

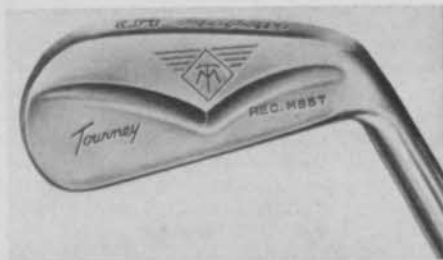
WHITNEY SEED CO., Inc.
Buffalo 5, N. Y.

Sow WHITNEY SEEDS

GOECKEL, RUBBER THREAD REP.

Ed C. Goeckel, 8811 S. Laflin, Chicago, has been appointed special sales representative by Rhee Elastic Thread Co., Warren, R.I. Ed, for many years in charge of Wilson's field and laboratory golf ball research and factory operations, is highly qualified for the golf ball thread phase of the Rhee production.

MacGREGOR'S "MT" TOURNEY BLADE



The "MT" Tourney blade shown above is gaining a fine reception for the company's new line of clubs, according to officials of the MacGregor Golf Co. Main features of the blade are compactness and scientific placement of weight at the heart of the club. The new club is sold through professionals only.



LIQUA-VITA

The complete Liquid Fertilizer for Golf Greens

Turf Special 12-8-4

Regular 6-9-7

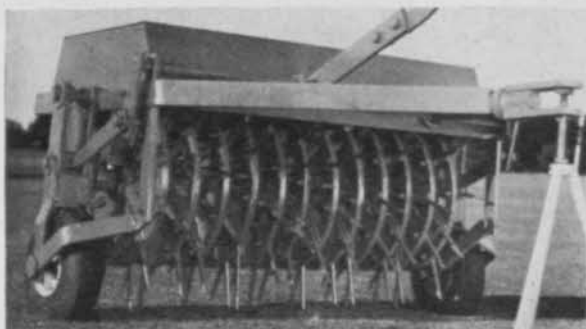
Plus all Trace Elements

Its use on 700 golf courses (as long as 5 years on some) has proved its value as a greens fertilizer. Greenkeepers are enthusiastic over results. It doesn't burn — cuts labor costs — is easy to apply.

A trial will convince you.

AMERICAN LIQUID FERTILIZER CO., Inc. Box No. 267, Marietta, O.

PERRY'S Greens Spiker for Better Turf



An indispensable implement especially designed for properly loosening and aerifying soil to encourage abundant, healthy turf development and watering efficiency. In every four sq. ft. 144 hollow iron spoons remove $\frac{3}{8}$ " plugs of compacted soil to an adjustable depth up to 4 inches, without injury to turf. Easily transported on tractor drawn rubber tires with lift bar handy for operation from driver's seat. An essential in planning your turf improvement.

Write for illustrated descriptive folder.

(PAT. APP. FOR)

PERRY'S GREENS SPIKER

1340 Prescott Road Memphis, Tenn.

CADMINATE, NEW FUNGICIDE

An ounce of prevention has been proved too much. The well-preserved adage finally met with an exception when Mallinckrodt Chemical Works announced the availability of a new and powerful turf fungicide, Cadminate. Only one-half ounce of Cadminate, used either as a preventive or cure, is the recommended rate of application for 1,000 square feet of turf. Manufactured and marketed by the Mallinckrodt Chemical Works a feature of prime interest to the greenkeeper is the new one-half ounce packet in which Cadminate will be packaged. This easily-opened packet assures the greenkeepers convenience and ease of application, but most important, the guess-work in measuring and waste are automatically eliminated.

Dollar Spot, Copper Spot and Pink Patch can be prevented by only one application per month at the rate of one-half ounce per 1,000 square feet of turf. The curative power of Cadminate is just as amazing. Investigators have restored lawn areas that were 78 percent dead to 100 percent healthy turf within a month's time. These serious scourges that have been a constant plague of greenkeepers and lawnmens for many years are destined to become a pest of the past with the introduction of Cad-

minate. Additional information and literature can be obtained by writing to Mallinckrodt Chemical Works in St. Louis or New York, or by contacting your dealer.

BURKE'S NEW JUNIOR CLUBS

"Misfit, hand-me-down clubs are the biggest handicap a youngster faces in learning to play golf," says Burke Golf, Inc., Newark, O., in announcing a new line of junior clubs designed exclusively for 10 to 15 year old players. Burke feels that dad's discarded clubs are definitely not for daughter or son if the youngster is to get maximum enjoyment from the game. It's not just a matter of club length, Burke explains. Proper length, size, shape and weight of the club head and the diameter of the shaft and grip are all important factors. Simply shortening a standard size club doesn't make it suitable for a youngster's use, as an "adult" club is designed for larger hands and stronger arms and wrists as well as for greater leverage.

"We feel that it is the manufacturer's responsibility to make clubs available that are designed specifically for a youngster's strength and stature," says Burke, "if a solid interest in the game is to be de-

ROTARY SOIL MACHINE

MIXES and SCREENS

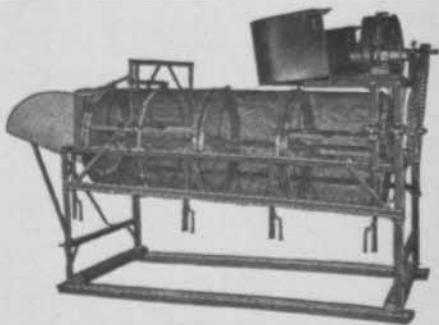
BETTER PREPARED SOIL

write for bulletin

F. S. CONVERSE CO., INC.

Manufacturers

JOHNSON CITY, NEW YORK



developed." It is more difficult and costly to make junior clubs, with many extra operations, special equipment and materials involved. Yet, in the interest of golf's future, junior clubs must be produced and

His greatest claim to fame came when he defeated Sam Snead in a play-off for the U.S. Open title in 1947. He is professional at famed Oakmont CC, Pittsburgh.

GOLF TAKES WINTER CRUISES

How it happens that this golf lesson is being given in the middle of winter in warm Caribbean waters, how Neal McGeehan, pro at CC of York (Pa.) satisfied his longing for a winter cruise and how Melflex Driving Mats went along for the "drive" was told in November American Magazine's interesting article—"First Tee At Sea." Neal got the idea that many winter vacation voyagers would like to take their golf along. He headed for New York and sold his plan to a steamship line and became Neptune's first golf instructor. That was 12 years ago. Since then McGeehan has made more than 50 trips, averaging 100 pupils each voyage. His individual and group classes embrace

made available at the lowest possible cost. With their new Model J (junior) line, Burke will make a serious effort to stimulate greater interest in the game among boys and girls by getting them off to a good start.

Burke Junior clubs duplicate Burke standard size clubs in quality and workmanship, but with special, small-diameter shafts and grips and smaller-than-standard heads for easier use and better control. Complete set: Number 2 and 4 wood and 2, 5, 7, and 9 irons and putter and oval bag. Woods of persimmon, finished in chip-proof Dur-O-Var Mahogany. Irons have small, chrome heads with flange soles and line scored faces. Literature and prices from Burke.

WORSHAM ON MacGREGOR PRO STAFF

Lew Worsham, former U.S. Open Champion and Ryder Cup star, has joined the MacGregor Golf Pro Advisory and Technical Staff. In making the announcement, Henry Cowen, pres., said, "He will have a hand in the development of future MacGregor golf clubs and balls." In many tournaments in which Lew plays he will have the opportunity to test new ideas and new equipment.

Born in Alta Vista, Virginia, Worsham has been playing golf since an early age.



Photo by Geo. Burns. Courtesy of The American Mag.

students ranging from 9 to 79 years. Pupils drive and chip into a canvas net installed on a specially built platform equipped with a Melflex Driving Tee Mat, product of Melflex Products Co., Akron,

Pros

Here's an opportunity to buy

GEORGE NICOLL "PINSPLITTER"

Imported Irons

PRICED for QUICK SALE \$6.90 ea.

Sets include: 8 Irons, Putter, Chipper and Sand Wedge—for Men, Women and Left Handers. Only 225 sets available—first come, first served. Write or wire:

SPENCER MURPHY

Sole Distributor

GLEN OAKS CLUB, INC.

Great Neck, Long Island, New York

RUBBER TIRE TEE MATS

36" x 60" — 46" x 60"

RUBBER TEES

**LINK TYPE MATS FOR
LOCKERS AND CLUBHOUSES**

ASHLAND RUBBER DOOR MAT CO.

ASHLAND, OHIO

WILLIAM F. GORDON

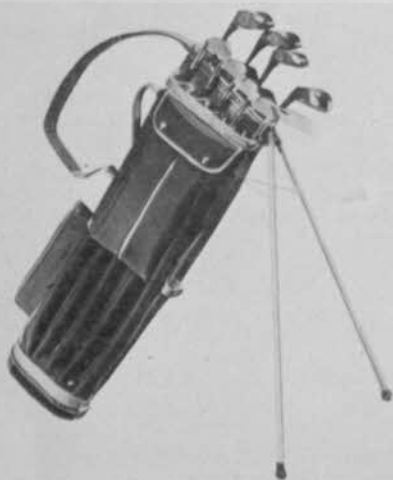
Golf Course Architect

Member
American Society of Golf Course Architects

Doylestown,
Pennsylvania

TRI-PAR, NEW ATLANTIC TRIPOD BAG

Atlantic Products Corp., Trenton, N.J., are in production on the automatic "knee action" tripod golf bag illustrated. The legs drop as the bag is removed from the



shoulder forming a tripod to support it, with clubs waist-high for convenient selection. The legs retract as the bag is lifted by the shoulder strap. Tri-Par, as

The BIG MONEY is in MINIATURE GOLF

Driving range owners who installed miniature courses are making big profits.

We design and build miniature golf courses anywhere in the U. S.

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America's Most Outstanding
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444 Brooklyn Ave. New Hyde Park, N. Y.

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Specialists, for years to many of America's largest and most exclusive courses, can *best serve you, too.*

Score Cards - Charge Checks
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Forms for Locker and Dining Rooms
and for the Professional.

Samples to your club for the asking.

VESTAL CO., 703 S. La Salle, Chicago

the new bag is known, utilizes aircraft construction to assure unfaltering performance; the mechanism weighs less than one club. Literature giving details of models, colors, etc. from Atlantic.

APPOINTED MERCHANDISE MANAGER

Robert B. Hamilton, well-known sales executive in the department store and hardware fields, has been appointed Merchandise Manager of the Garden Hose Accessory line of the Seovill Manufacturing Co., Waterbury, Conn., as announced by Mr. P. E. Fenton, VP. of the company.

SPALDING'S 73rd REPORT

A. G. Spalding & Bros., Inc. 73rd annual report, for fiscal year ended Oct. 31, 1949, showed net earnings of \$944,827 on sales volume of \$20,967,362. Charles F. Robbins, pres., pointed out in the report that sales decrease of approximately 10% and lower margin of gross profit accounted for decline in earnings. Concentration of manufacturing in the new plant at Chicopee, Mass., somewhat lowered manufacturing costs. Current asset position with working capital of \$9,427,506 improved over previous fiscal year. Report showed strong position after sports goods industry had caught up with demand stored up during war years.

More and more range owners are turning to McLaughlin for new and rebuilt dependable range balls, sold with a guarantee against splitting—at a price you can afford to pay.

Also factory seconds carrying the above guarantee available from time to time at reduced prices.

We buy cut balls.

HUGH J. McLAUGHLIN & SON

Golf Ball Mfgs. since 1932

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