

ticularly pleasing in 1950, the Golden Anniversary of the playing of the USGA's Open, Amateur and Women's Amateur, to realize that we have covered some mighty important milestones in Turf History. The future lies ahead but if the next five years adds to our stature as the last five have, the future is bright indeed!

Financial support of cooperative turf research has exceeded all expectations—but we need much more to do the job properly.

The crying need now is to extend Extension Teaching in Turf Management to get results of turf research into practical use and to expand private knowledge for the benefit of others.

Golf clubs that want college graduates to head their turf programs well could offer a scholarship to the student of their choice in his senior year with a guarantee figure on graduation. Commercial firms already are doing this.

The study of greater Economy in Turf Management is a universal problem. Only unselfish coordinated effort will do the job.

More clubs need better nurseries of superior grasses which fit into the economy scheme.

Ryegrass, Redtop, and Timothy virtually outlawed in seed mixtures which contain valuable perennial species.

There never was a better time to learn how to do more with less; especially less oppressing; less water; less labor.

Best weed control is good turf—some chemicals help.

Zoysia-bluegrass turf outstanding over a wide area.

Merion bluegrass out-performs common pasture bluegrass at every turn.

WAYNE RANGE BALL

STAND-OUT REBUILT BALL OF THEM ALL

- Guaranteed 1 year against cover splitting
- Absolutely no reclaimed rubber used in ball or cover. Won't get egg-shaped.
- Cover paint unsurpassed for durability.

DON'T SEND SYNTHETIC OR REPROCESSED BALLS

Allow 10% for spoilage; throw-outs will be returned if requested. Give us good balls to start with and we'll return them as the finest rebuilds you ever saw. This is the best rebuilt ball we've found in our years of specialized range business. Try a test lot of 25 doz. and you'll agree.

Write for prices — today

WITTEK GOLF RANGE SUPPLY CO.
5128 W. North Ave. Chicago 39, Ill.

Make a survey and decide now where additional
MURDOCK Outdoor Drinking Fountains and Hydrants are to be installed.

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

SAVES MORE! SERVES BETTER! LASTS LONGER!

HENRY GOLF BALL WASHER

Unbreakable, Rust-Proofed Heavy Gauge Pressed Steel

BACKED BY 11 YEARS OF STURDY SERVICE

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.

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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.

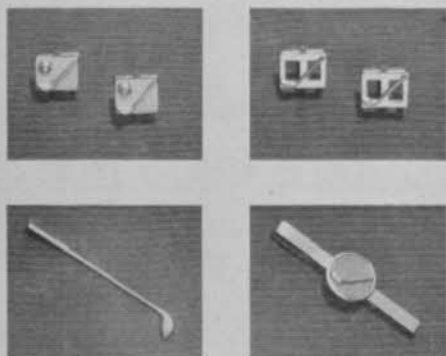


NEWS from the MANUFACTURERS

BURKE CLUBS GET FASHION AWARD

On the basis of "exceptional design and distinctive fashion appeal", Lady Burke woods and irons manufactured by Burke Golf, Inc., Newark, Ohio, have been awarded the Fashion Academy Gold Medal Award for 1951. Mr. J. T. Gilfillan, pres. of the company has announced. The award was made by Mr. E. A. Hartman, Dir., Fashion Academy, N. Y. and marks the first time any golf club has been so honored according to Mr. Gilfillan.

GROWING DEMAND FOR GOLF JEWELRY



Following through on the pro shop sales success of their golf tie pins Howard Scoggins Golf Co., Dunedin, Fla., now are offering a complete line of golf motif jewelry for men and women including cuff links, stick pins, bar pins, etc. Scoggins predicts a fast growing season on golf jewelry for Christmas selling and tournament prizes.

HOME-LAWN AERIFIER



West Point Lawn Products, West Point, Pa., has a new, low-priced H-L model Aerifier especially de-

signed to meet the requirements of home-owners. It is easy to handle on a small lawn, convenient for small jobs on the golf course, cultivates a path nine inches wide and is hand-pushed. The same cultivating action associated with the larger model Aerifiers is found in this tool which uses 1/2" diameter spoons that penetrate the soil to a depth of about three inches.

Equipto Div., Aurora Equipment Co., Aurora, Ill., has a new steel shelving arrangement that looks very good for golf bag storage rooms.

SNOW BLOWER FOR GRAVELY TRACTOR



The Gravelly Motor Plow & Cultivator Co., Dunbar, W. Va., has a new heavy-duty snow blower attachment which can be used with their 5 HP Gravelly Tractor. Quickly adjustable to throw snow at any angle, either right or left, it cuts a swath 25 in. wide through snows up to four feet deep. The new attachment is one of 20 now available. A circular "How To Solve Snow Removal Problems with Gravelly Power Equipment" will be sent free upon request.

HORTON-BRISTOL 1951 LINE TO FEATURE ART WALL, JR. CLUBS



The 1951 line of golf clubs manufactured by the Horton-Bristol Mfg. Co., Bristol, Conn., will feature clubs bearing the name of Art Wall, Jr., who has made 30 hole-in-ones to date. The above photo shows Horton salesmen attending a recent sales conference at the factory in Bristol.

• BENT GRASS •

Stolons and Sod, Washington—C1—
and other recommended strains.

HIRAM F. GODWIN

22366 Grand River Ave., Detroit 19, Mich.

STROKE SAVERS GET USGA OK

The Rutledge Co., Chicago, manufacturers of Beckley Ralston Stroke Saver clubs and the Rutledge putter, have received from the USGA Implements & Ball Committee a definite ruling that their clubs conform to the specifications of the rules governing the make and form of golf clubs. The entire Rutledge line of clubs, including the Beckley Ralston Chipper, Cleek, Putter, Trapshooter and Walloper and the Rutledge Putter, were submitted to the USGA committee in order to completely clarify any uncertainty that might exist as to the legality of their clubs.

Although B-K Stroke Saver clubs have been sold in substantial volume for almost 30 years, occasional inquiries since the war indicated some pros and players were uncertain as to the conformity of their design. Consequently the company's request for a current ruling.

HAWKINS JOINS WILSON STAFF

Fred Hawkins is the latest addition to the golf advisory staff of Wilson Sporting Goods Co. Husky young Hawkins, a native of Antioch, Ill., and son of a pro, is regarded as one of the finest young prospects. He has been a money-winner this year, with more than \$5,000 for his tournament performances.

At 27, the 6' 1½", 185-pounder can point to his triumph in the Cavalier Specialists' and his runner-up role in the Toledo Inverness as his top 1950 performances. In addition, this year, Fred has tied for

GOLF RANGES

MINIATURE GOLF COURSES

We Have a Complete Line of Supplies
Write for prices

EASTERN GOLF CO.
244 W. 42nd St., Dept. A, New York 18, N. Y.

fourth in the Bing Crosby Pro-Amateur, tied for seventh in the Bing Crosby Open, finished sixth in the Texas Open, tied for seventh in the North Fulton (Ga.) Open, tied for third in the Sioux City Open and tied for sixth in the All-American tournament. Hawkins was graduated from Antioch Township High School and has also attended the University of Illinois and Texas Western College.

NEW FERTILIZING SERVICE IS INTRODUCED AT GOLF CLUB

Jefferson City (Mo.) CC received first golf club demonstration of new fertilizer service devised by Farm Fertilizer div., L. W. Hayes Co., 222 W. 72nd St., Kansas City 5, Mo., late in September. The Hayes



service combines soil testing of various areas, mixing of indicated fertilizer on the spot, then application by Hayes equip.

Monroe

FOLDING TABLES

And
Folding
Chairs

WRITE
FOR
CATALOG
NO. 200

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to GOLF CLUBS
PARKS, etc.**

THE Monroe COMPANY INC.
12 CHURCH STREET COLFAX, IOWA

AMERICA'S BIGGEST SELECTION of GOLF AWARDS

A complete selection of golf trophies, cups, and plaques for tournaments and banquets. Immediate delivery from stock.

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UNIVERSAL SPORTS AND AWARDS
Division of Universal Bowling & Billiard Supply
515 S. Wabash Ave. Chicago 5, Ill.
Tele. - Wabash 2-5215

**GOLF
AWARDS**

L. W. Helmrich, green chmn., Jefferson City CC., and Charles Hadwick, green-keeper of the club since its founding 38 years ago, arranged for the first use of the system on a golf course and have expressed themselves as highly satisfied with logic and economy of the operation. Hayes agronomists tested the soil in several spots of all fairways. Fertilizers to the agronomists' recommendations were ordered and mixed by the Hayes special 20-ton mixer. The mixed fertilizer then was discharged into spreader trucks and distributed.

Among fertilizer recommendations were the following:

No. 1 Fairway, 4.4 acres

17,600 lbs. of lime
1,320 lbs. of ammonium sulphate
5,280 lbs. of rock phosphate
880 lbs. of muriate of potash

No. 2 Fairway, .8 acre

4,800 lbs. of lime
320 lbs. of ammonium sulphate
960 lbs. of rock phosphate
160 lbs. of muriate of potash

No. 3 & 4 Fairways, 7.8 acres

34,200 lbs. of lime
3,120 lbs. of ammonium sulphate
9,360 lbs. of rock phosphate
780 lbs. of muriate of potash

No. 5 & 6 Fairways, 3.85 acres

15,400 lbs. of lime
1,160 lbs. of ammonium sulphate
4,620 lbs. of rock phosphate
770 lbs. of muriate of potash

No. 7, 8 & 9 Fairways, 2.5 acres

40,000 lbs. of lime
4,000 lbs. of ammonium sulphate
12,000 lbs. of rock phosphate
2,000 lbs. of muriate of potash

NYLON GOLF BAGS ADDED TO SPALDING'S 1951 LINE

In addition to the 1951 Leather and Canvas golf bag line, Spalding has added a selection of 25 colorful nylon bags for men and women in a wide range of prices. Combining strength, light weight and beauty, the new nylon golf bags are available in the following colors for men — Blue, Cardinal, Green, Russett and Grey Mist; for women—Blue, Cardinal, Green and Grey Mist.

Universal Match Co., St. Louis 3, Mo., has a new safety match book with a striking strip that is moisture-proof. Just rub off the rain or sweat from the striking strip and the matches light. They first were tested in the south with high humidity. Golfers strongly approved them. Look like they'll be standard for golf club matches.

MacGREGOR GOLF'S NEW FACILITIES IN EAST



Double space, improved location and better shipping facilities have been acquired for the New York office and warehouse of MacGregor Golf Co., by its move to the third floor, 260 Fourth avenue, at 21st street. The former location was just across the street. The new Eastern headquarters includes ample display room, office space, and storage and shipping room, permitting a substantial stepping-up of the company's service to its customers in Metropolitan New York, New Jersey, Eastern Pennsylvania, Maryland and D. C. The New York manager is Robert Holtberg, who is assisted by Ted Andrews, shown above.

Attention!
GOLF PROFESSIONALS
DRIVING RANGES
Retrieve practice balls with

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 BALSHAG**
 U. S. PATENTS 1,077,828
 2,027,944, 2,263,172

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 Plus Postage

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**PRO FINISHED
 PERSIMMON HEADS**
WOODS HAND MADE TO ORDER
WON-PUTT ALUMINUM PUTTERS

Quick Service on All Types of
 Repair Work.

Bert Dargie Golf Co.

2883 Poplar Avenue, Memphis 11, Tenn.

**SPALDING MAKES HOWARD NANNEN
 N. Y. AREA SALES MANAGER**

Howard Nannen, Spalding sales representative in the Manhattan section of New York City, becomes sales manager of the New York area, it has been announced by C. F. Robbins, president. Nannen who has a wide acquaintance with professionals and is well known throughout the Manhattan area will take over the managerial duties of the New York area immediately.



Howard Nannen

**JACOBSEN SHARPENS POINT OF SALE
 WITH NEW ENGINE DISPLAY PIECE**

Jacobsen Manufacturing Company is focusing attention on one of the strong selling points of its power mowers—the Jacobsen engine—through a new nine-

page, fold-over counter display piece just released to Jacobsen dealers and salesmen. Explanation of the various details of engine operation is simple and direct so the prospective power mower buyer is able to get a comprehensive picture of what makes a power mower tick. Purpose in making this display piece available is to supply dealers with a handy, easy-to-use piece to explain graphically the advantages of the Jacobsen engine and as an attention-getter that will stop customers who are browsing about the store while waiting for a sales clerk.

**ACUSHNET'S ALPHABETICAL RULES
 OF GOLF CHARTS REVISED**

The 1950 simplified version of Acushnet's popular Alphabetical Rules of Golf (Copyrighted) represents the fifth revision of the rules charts since the first presentation by president Phil Young in 1930. The recent revision was made by Mr. Young during a period of convalescence following a leg injury. New rules have been incorporated, old ones eliminated and the whole chart measuring 38" x 25" made clearer, shorter, easier to read and easier to understand. Printed on

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Score Cards - - Charge Checks
 Greens Maintenance Systems
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 Forms for Locker and Dining Rooms
 and for the Professional.
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Samples on request.

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 Established 1912

**LOWER OPERATING COSTS
 with RANGE BUILT PRODUCTS!**

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 (Also in Colors)

NOW Available in Limited Quantities

NEW — Dow Metal — Long Life Range Driver

TEE MATS { 4' x 5' — Golfer Approved — No black smudge on clubs or balls. The only Trouble Free Mat in the business.

NEW — TEE QUEEN — Foolproof "Automatic" Tee

NEW — LOW PRICE Automatic Ball RETRIEVER

Get on our mailing list { We will save you money
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C. D. Wagstaff & Co.

**Golf Course Design and
Construction of Notable
Courses for 25 years.**

GUARANTEED CONTRACT IF DESIRED

Glenview, Ill. Phone Gl-4-2400

heavy glossy paper in red and black the chart makes a useful addition to the pro shop, locker-room or lobby of any club. Copies may be obtained by golf clubs or pros by sending request to Acushnet Process Co., New Bedford, Mass.

SPALDING'S NEW COLLAPSIBLE CART

The new Spalding Golf Cart makes a very appealing item for Christmas as well as a valuable addition to the 1951 line. It is so balanced that it can be pulled without effort, and, when collapsed, can be stored in a locker or the trunk of a car.

It has a satin finish, all-aluminum frame, handle and wheels — light-weight and non-rusting — entire cart weighs approximately 8¾ pounds. The 10" wheels are equipped with extra-large ball-bearings and 1¾" semi-pneumatic rubber



GOLF BALLS, CLUBS & EQUIPMENT

**FOR
DRIVING RANGE
MINIATURE OR
PITCHING COURSE
RETAIL SALES.**

**CONSTRUCTION &
MAINTENANCE
HINTS.**

NORTHERN BALL CO.

3441 N. Claremont Ave., Chicago 18, Ill.



tires. Wheels slide in toward the center when not in use, measuring 14½" in width — sliding axle "locks" at "out" position when in use, giving a firm foundation to avoid tipping.

HORTON CHANGES COMPANY NAME

The Horton Manufacturing Co., Bristol, Conn., makers of quality sporting goods bearing the "Bristol" trademark for more than 60 years, have, for purposes of better identification of their products, decided to change the name of the Company to The Horton Bristol Mfg. Co. The change incorporating both trademark and company name becomes effective October 1, 1950. Personnel, sales and operating policies are in no way affected by the change.

SCHIELE INTRODUCES "BAG-STAN"

The new Schiele 'Bag-Stan', made by Schiele Products, Mount Prospect, Ill., when placed on the ground has a plunger which squeezes the phosphor bronze spring that snaps the legs open and snaps the legs closed when raised up. It also holds the legs snugly against the bag while carrying. Stooping over and lifting of the bag are eliminated.

The Schiele Bag-Stan is made of stainless steel with a bright permanent finish.

"EVERYTHING FOR GOLF"

Pro Shops — Ranges

Balls, Bags, Carts, Clubs, Sports

Apparel & Accessories

Used balls bought, sold and exchanged.

Reprocess your old balls under private brand.

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WILLIAM F. GORDON

Golf Course Architect

Member

American Society of Golf Course Architects

**Doylestown,
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WILLIAM P. BELL AND SON

GOLF COURSE ARCHITECTS

Member: American Society
of Golf Course Architects

544 Sierra Vista Avenue
Pasadena 10, California

ALFRED H. TULL

Golf Course Architect

209 E. 49th Street
NEW YORK 17, N. Y.

The Bag-Stan is adjustable in length and width to fit any standard size or type of golf bag. It weighs only slightly more than a golf club.

L. G. (PLUG) OSBORNE HEADS WILSON'S PRO DEPT.



L. G. Osborne

Wilson Sporting Goods Co. Pres. Fred J. Bowman announces the appointment of L. G. (Plug) Osborne to head Wilson's professional golf department, with headquarters in Chicago.

"In his new appointment," says Bowman, "Osborne will supervise all pro golf activities, handling the details of our staff members; contact with various golf organizations—national and district, such as PGA, USGA, Western, Women's Western, Chicago District, etc.; and also work closely with all branches in the sale of pro merchandise."

Osborne started with the company as Charlotte (N.C.) branch manager in 1931

and has been with Wilson ever since, with the exception of six years' duty in the army during World War II, where he served as Lt. Colonel and Chief of Staff of the 92nd Division in Europe. Since 1948 he has worked in Chicago, handling several of the largest sales accounts.

DO-ALL MATTING INSTALLATION



Above photo shows installation of Do-All rubber and cord matting for new floors at the Oaklawn Country Club, Moline, Ill. A product of American Mat Corp., 1802 Adams St., Toledo 2, Ohio, Do-All Matting comes in rolls 20' 5" long, comprised of 35" x 35" units of four 17" square sections. It is available in four mottled colors: Venetian red, Erin green, Delft blue and mosaic

ROBERT TRENT JONES

Member:
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Golf Course Architect

20 Vesey Street
Tel: Rector 2-2258
NEW YORK, N. Y.

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Golf Course Architect

Member: American Society of Golf Course Architects

664 N. Michigan Ave.
CHICAGO 11, ILL.

Phone: Whitehall 4-6530

PRO CHRISTMAS GIFT PROMOTE ON FOOT-JOY SHOES

Field and Flint Co., Brockton 68, Mass., has set up an attractive Christmas gift sales promotion campaign on Foot-Joy golf shoes. The shoemakers provide pros with mailing cards in the Christmas decorative spirit suggesting the purchase of Foot-Joys for the golfers in the family.

When the suggestion clicks the pro provides the buyer with a Merry Christmas gift certificate to be presented to the recipient of the gift, the certificate advising that there's a pair of Foot-Joys in the pro shop awaiting the one who has received the present, or the Foot-Joys themselves are presented in a Christmas wrapping.

All the cards a pro needs for his mailing campaign will be sent free on request by Field and Flint.

NEW 3/4 INCH SPOON FOR AERIFIER

West Point Lawn Products, West Point, Pa., announces a new $\frac{3}{4}$ inch diameter spoon for use on either F-G or G-L model Aerifiers. It is a new size requested by greenkeeping superintendents for turf where inch diameter spoons seemed too large and the $\frac{1}{2}$ inch spoons too small. The length and cultivation depth for the new spoon are the same as for the inch and $\frac{1}{2}$ inch diameter spoons and it is equipped with Flexi-press.

HERB GREER HEADS WILSON MFG., MERCHANDISING

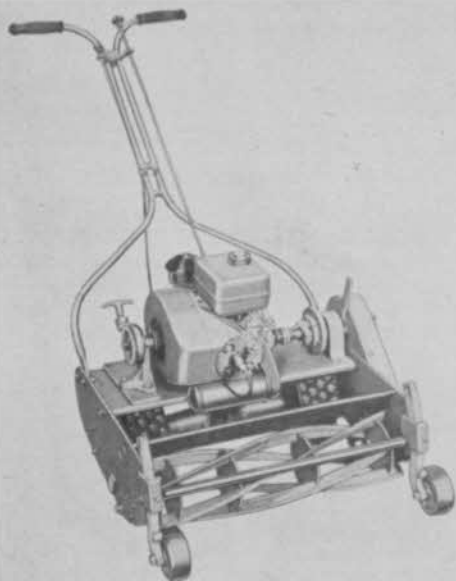
Herb Greer, who has been with Wilson Sporting Goods Co. for 33 years, has been placed in charge of the company's manufacturing and merchandising. In Greer's new capacity he will supervise all manufacturing, factory personnel, laboratory and development depts., merchandising and order departments, warehouse, shipping and maintenance, says Fred Bowman, Wilson pres.

The assignment sounds like Herb will have a 48 hour day but he takes work in easy, able stride. He was asst. to the vp in charge of manufacturing, credit manager, salesman, factories manager and merchandising mgr. prior to his present job. He was made sec. of the company in March this year.

Greer is succeeded as merchandising mgr. by E. T. (Jibby) Royer who was with Wilson's Kansas City and Pittsburgh branches prior to coming to Chicago as asst. merchandising mgr. in 1949.

JACOBSEN'S TWO NEW MOWERS

The Jacobsen Mfg. Co., Racine, Wisc., has announced the MANOR, a new 21 in. power mower of unusual maneuverability, modestly priced, and featuring an automotive type differential which allows



The Jacobsen Manor with 21-inch cutting width.



Worthington 25 Rotary Disc Mower.

sharp turns under power without scuffing, plus traction wheels which are located behind the cutting reel, enabling the mower to cut close to obstructions. Also, keeping in step with the growing demand for rotary-type mowers is the new Jacobsen-Worthington 25 inch Rotary Disc, all purpose, large capacity grass & weed cutter. Where other large Rotary Disc mowers

are designed primarily for heavy duty commercial use, the new 25 is an easy-handling mower, designed and priced for light use.

Mallinckrodt Chemical Works, St. Louis 7, Mo., says present view is that its complete line of turf fungicides will be available to golf clubs in 1951. The line includes trademarked Cadminate, Suspension Calo-Clor, Suspension Calogreen, Auragreen and mercurous chloride and mercuric chloride.

GOLF PRIDE GRIPS GET WIDE USE

Golf Pride molded cork-rubber grips which were extensively used on the 1950 lines of several leading club manufacturers and which were applied at licensed re-gripping shops to thousands of clubs sent to these shops by pros, already are certain of even larger use in 1951. J. A. Karns, inventor of the Golf Pride grip is vp and gen. mgr. of the Fawick Flexi-Grip Co., Akron, O., which makes this grip, Cushlite golf club grips, Revo-Tee, sectional mats for golf ranges and other sports and industrial products. A Rainy-Day golf game is soon to be marketed by the company.

In 1947 Karns, an ardent sportsman and rubber expert, got interested in golf club grips and after considerable experimenting and field testing by pros came up with the combination of rubber and granulated cork with rows of indentations to promote secure, easy gripping. The club manufacturing aspects of sales appeal, uniform and fast manufacturing operations and results, was demonstrated to decided satisfaction in this year's lines, says Wm. H. Junker, sec. and sales mgr. of the Fawick organization.

Establishment of Fawick licensed gripping shops to give quick service to pro trade in various districts further increased

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

R. S. HORNER
Geneva, Ohio

MFR. OF SPUDS, FORD-SON WHEELS, ETC.



Same Day Shipment!

GRASS SEED of "Known Quality"

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Write for new fall price list on seeds, fertilizers, and golf course supplies.

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CREEPING BENT STOLONS

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Sebastopol, California
Old Orchard C 52 & Arlington C I

Arlington C I
Old Orchard C 52

We do not chop up sod or left over bent and call them stolons. 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 seed-head hand plucked while still in the flower stage. Quicker service, fresher stolons and lower transportation charges. Every shipment carries state inspection certificate.

Please address all inquiries to

Old Orchard Turf Nurseries

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R. R. Bond, Prop.

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 R. D. #3, Box 372 Turtle Creek, Pa.
 Phone — Valley 3225 Suburb of Pittsburgh

the Golf Pride grip business and meant pro profits. These shops now do an international business.

Junker says the GOLFDOM advertising campaign which was the sole advertising in putting the Golf Pride quickly into a high sales rating next year will be supplemented with a consumer advertising campaign.

SURE-LOCK INTRODUCES NEW SPIKE

Sure-Lock, originator of the locking feature in golf spikes, recently introduced what the makers claim to be the most advanced development in spike receptacles since the advent of the replaceable spike . . . a square based forged receptacle that will not break or bend and cannot turn around inside the sole. The Sure-Lock spike and receptacle were developed by Mac Neill Engineering Co., Waltham, Mass., expressly for pros and thru their recommendations. The spike cannot fall out because of its patented locking action, yet permits replacement three times faster with the Sure-Lock slip proof wrench. The new spike already has won wide praise among pros, manufacturers and distributors.

MILLIONTH STRATA-BLOC CLUB

More than one million woods manufactured and sold in nine years is the achievement story of Wilson Sporting Goods Co. and its Strata-Bloc golf club introduced in 1941, and now played by headline professional and amateur golfers everywhere.

One of the all-time tough problems faced by golf club manufacturers has been the development of a golf club to withstand the elements and severe usage of the game. The success factor of Strata-Bloc lies in

its construction—1/28-inch layers of maple, with every fourth layer cross-grained, bonded together with plastic adhesive to form a club head.

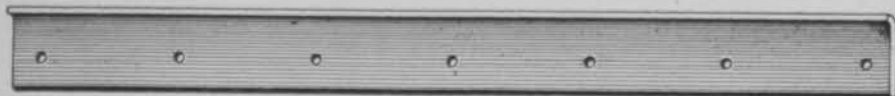
The new Wilson club possesses increased resistance to deterioration and wear, while



The 1,000,000th Strata-Bloc club manufactured by Wilson Sporting Goods Co. is inspected by (L to R) Mike Behrendt, factory supt., Jack Havey, laboratory chief and pres. Fred Bowman.

the cross-graining principle eliminates swelling, shrinking and splitting of the head as well as maintaining a uniform weight, strength and hardness. Proof of the club's moisture resistance can be found in the Wilson laboratory where a Strata-Bloc head has been submerged in water for nine years without perceptible effect. But laboratory facts and tests alone do not prove the success of a product. The acceptance of Strata-Bloc—more than one million clubs manufactured and sold in nine years—by men and women golfers in all ranks, is the real story behind the success of this innovation to golf.

LAWN MOWER STATIONARY BLADES



We make these blades in several styles to fit the different makes and types of Lawn Mowers—including the small Hand Trimmer—Hand and Tee Mowers—Putting Green Mowers—Power Mowers and the large Gang or Fairway Mowers. Best quality knife steel, electric furnace heat treated to insure long wear and fully guaranteed to give complete satisfaction. You save important money buying direct from manufacturer.

Price sheet on request or we will quote price for your blade order.

JONES MOWER & EQUIPMENT CO.
 2418 Grasslyn Avenue, Havertown, Pa.

We pay the postage on all orders of \$10.00 and over.