

thing the pros could do would be to set up a credit union or a means of getting funds to get back in business. The manufacturers should also respect the many pros coming back from service in regards to merchandise. The pro that spent several years wearing Uncle Sam's Tans and Pinks should be given every consideration within reason.

"With some sort of wartime program necessary the emphasis should be placed upon patriotic integrity with all concerned. Hoarding, chisling, etc. are certainly not patriotic performances."

#### Finding Golf's Place in Wartime

Frank Goldthwaite of the Texas Toro Co. warns that unless golf adjusts itself to wartime conditions the adjusting will be done for it by bureaucrats who haven't any particular regard for the customary manner of operating golf establishments. At present the avowed disposition of official Washington is to allow businesses some leeway in adjusting themselves to wartime conditions but unless golf gives evidence of making its own adjustments somebody who hankers to be bossy will find golf an exposed target.

Goldthwaite's comment:

"The place of golf clubs in connection with wartime conditions was thoroughly discussed, and a good many of the points that follow were obtained from Dr. How-

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Fulname marking insures  
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Every golfer is a Fulname prospect.  
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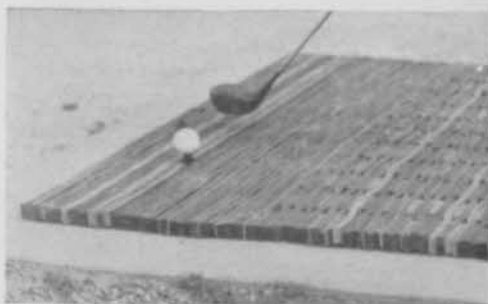
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Operators say their Melflex Mats take more beating and abuse without showing it than any other mat available.

Full one inch thick, with the under-foot feeling of turf your players like; smoother for sure-footed pivoting and slip-proof wet or dry; always stays flat; reversible for added service. Let us show you what goes into golf's No. 1 tee mat that delivers the best buy in range safety, service and maintenance. And, the savings you make with the famous Melflex Rubber Tees.

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ard B. Sprague, past pres., Texas Turf Association. Dr. Sprague has long been connected with research work in turf agronomy, and we feel that his statements will cover the position the golf courses should take under full wartime operation. The body of our discussion is as follows:

"The place which golf courses should fill in the national defense effort is based on the belief that we are in the early stages of what will become a general mobilization involving as complete a conversion of industrial facilities as the economy of the nation will permit. Eventually, about 50% of the total economic potential of the nation will be devoted to the military support, as contrasted with about 44% at the peak period in World War II.

"Golf as a means of maintaining physical fitness of all persons who are seriously engaged in essential activities—both military and civilian—is in line with the conversion of our national resources to meet the emergency. Among the things that golf courses should do to fit into this picture are: (1) Rapidly trim off all luxury aspects of golf course operations and devote essential labor and materials to maintenance of grass and facilities actually needed for the game of golf. A careful scrutiny of all new projects and of every operational expenditure to separate the really essential items from those that are merely pleasing or that have only social value, must be done by someone at each club; and that someone should not only be interested in the coordination of golf courses into the national effort, but the persons making these decisions should have sufficient courage and determination to 'sell' the decisions to the membership and governing body.

"(2) During the last war there was a great movement of people away from home, to war industries and into military service. Many thousands of these people were doing work that called for great mental concentration and effort, and were

denied nearly all opportunity for exercise and recreation necessary to keep mentally and physically fit. By contrast, people who continue to reside in their home communities have access to golf and other means of exercise and recreation, and military personnel stationed at a permanent installation are required to keep physically fit. For the great numbers of civilians who are working away from home, and the military personnel whose duties prevent them from taking regular exercise at a permanent station, golf courses can render a highly important service by making it easy and convenient for these essential workers (both civilian and military) to come in for a round of golf whenever they find spare time to do so.

"This will be highly disturbing to that small class of golfers who use the clubhouse and the course merely to make life more pleasant during the emergency, or who are using golf to pass the time until the current unpleasantness is liquidated and they can return to their normal peacetime routines. Fortunately, this class of membership which is highly vocal when their pleasures are disturbed, makes up a small percentage of most golf clubs, and they may be convinced of the value of wartime service to 'strangers' if the matter is fully explained to them. The golf clubs will need to exercise some judgment in admitting strangers, but identification of all persons engaged in the civilian and military war effort will usually be easy. These people all should pay modest fees to cover cost of the facilities they use—mostly the golf course, and not any fees for the social or luxury items which will not be open to them.

"I believe these are the two basic principles that should underlie all adjustments in golf course operations. If they are accepted and rigorously applied to all aspects of golf in advance of any governmental restrictions, golf courses will render a useful service to the country."

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### DESIGNED ESPECIALLY FOR PROS AND GOLFERS



Style: St. Andrews

No. 265. St. Andrews. Finest quality 100% wool knit all purpose Sportsman's shirt with Special Felted Finish for extra wear. Long sleeve with tailored cuff. Special feature "SCOGGINS" under-arm action panel for free-swinging comfort. Specially constructed zipper with no exposed metal parts to catch on bare chest. Extra long 10" zipper front for easy pull-on and pull-off. Two tailored breast pockets with button flaps. Taped shoulder seams to prevent sag at vital points. All seams sewn with Lock Stitch for extra strength. Regular shirt-tail bottom for wear inside slacks.

COLORS: Navy, Tan, Grey, Maroon.

Exclusively through

**HOWARD SCOGGINS GOLF CO.**  
DUNEDIN, FLORIDA



## SCHORR'S SHOP BRINGS THEM IN

I. C. (Rocky) Schorr, now in his 25th year as pro at Bluefield (W. Va.) CC, solved the problem of bad location of a pro shop by making the shop a magnetic spot and a valuable service station for members. Schorr's shop is 50 yards from the clubhouse locker-room. He gets members to come into the shop to secure caddies and when they get in there they see, attractively displayed, a complete stock of golf equipment in a bright golfing atmosphere. Schorr has hundreds of pictures of local golfers and major national figures on the walls. Members appreciate having this shop as one of the finest of 9-hole club shops and about 95% of all golf purchases by Bluefield members are made in Schorr's shop. "Rocky" believes the club is the liveliest 9-hole club in the U.S. It has 190 active men golfers and 74 women golfers. The Bluefield women have won A and B class championships in the Southwest W. Virginia league the past two years. Schorr conducts the club tournaments from his shop and says alert and hustling men's and women's tournament committees teamed with a pro who is on the job, increase golf play and enjoyment, clubhouse and pro shop business to the extent the club is bound to be attractive and successful.



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proof, beautiful in any room. Reversible, spike-  
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and easy to clean. Adds distinction to any  
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**FRED J. BOWMAN ELECTED PRES.,  
WILSON SPORTING GOODS CO.**



Fred J. Bowman, vp of Wilson Sporting Goods Co. for the past 16 years, and a member of the Wilson board of directors, has been elected president of the company, succeeding the late L. B. Icely.

Bowman, 55, has been with the Wilson sports organization for 30 years. For 14 years he was with the distributing part of the company and for the past 16 years has been in the manufacturing and merchandising operations. He was born in Kansas City and was educated in Kansas City public schools. He was prominent as a high school athlete and was twice captain of the Westport high school basketball team. He was a member of the first pro football team in Kansas City.

Bowman started work with Johns Manville Co. and had that employment interrupted by service on the Mexican border with the Missouri National Guard and by World War I. He served overseas with Battery D, 129th Field Artillery as a top sergeant under Capt. Harry S. Truman. After the armistice he was active in sports overseas until he was shipped back.

In 1920 Bowman went with Lowe and Campbell. He became treasurer and in 1934 was transferred to Chicago as vp of the L & C division of Wilson. For the past 10 years Bowman has been in charge of Wilson's manufacturing at its 15 factories.

For 11 years Bowman served as sec., Athletic Goods Mfgs. Assn. and now is serving his second term as president of that organization. He has served seven years as sec., Golf Club Mfgs. Assn. During World War II he was active on the advisory committee of the athletic goods division of the War Production Board.

Bowman is a director of Sunset Ridge CC (Chicago dist.) of which he was president in 1940. He is a director of the Western Golf Assn.



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It's Sensational*

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GET THAT TACKY FEELING.

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### MacGREGOR SALES MEETING



Recent MacGregor Golf sales meeting shows Toney Penna discussing new 1951 line of MacGregor irons. With Toney at table is Henry Cowen, President of MacGregor Golf.

### POWER MACHINE SPEEDS SOD CUTTING

In the Ryan Power Sod Cutter, made by K & N Machine Works, 871 Edgerton St., St. Paul, Minn., golf course superintendents will find welcome speed, accuracy and savings in their sod work. A 4 H.P. Wisconsin engine delivers the power that enables one man to cut up to 600 yds. of sod per hour. The blade cutting the sod is placed directly under the traction wheel thus assuring uni-

form thickness of cut. Thickness of cut from  $\frac{1}{4}$  in. to  $2\frac{1}{2}$  in. is made by simple adjustment. The high carbon steel blade operates with a shuttle action which keeps it free of roots and cuts the sod smoothly. A shock absorber prevents damage to the machine when striking hidden rocks. Compactness and easy maneuverability of the machine and the high quality of the sod produced are features important in golf turf maintenance. Two models are available—12 in. and 18 in. widths. Complete details from the manufacturers.

### TORO PURCHASES COLDWELL-PHILA. LAWN MOWER BUSINESS

As another step forward in their expansion program, David M. Lilly, pres. Toro Mfg. Corp., Minneapolis, Minn., has announced the purchase of Coldwell-Philadelphia Lawn Mower business, oldest name in the mowing machinery field. Manufacturing of the Coldwell line will be in the Milwaukee plant of Whirlwind, Inc., another Toro subsidiary. John O'Neill, formerly Brand Mfg. Co.'s sales manager, will serve in the same capacity with the new unit, under direction of Robt. W. Gibson, Toro's vp and gen. sales manager. Toro's 1950 volume is expected to substantially exceed the \$6 million mark.

## PERMA-MATS

Constructed of Tire Casings  
for Heavy Duty—Longer Wear

### 1 THE BEST MAT FOR DRIVING TEES!

Designed to specifications of well-known pros, these mats are functionally ideal, reversible and virtually everlasting. The finest tee mat at the lowest cost to you.

### 2 BEST IN LOCKER ROOM, ENTRANCE & SHOWER

Perma-Mats pay for themselves by saving floors, spikes and preventing accidents. Lays flat (no kinks), thicker cushion, closely woven for firmer footing.

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## C. D. Wagstaff & Co.

**Golf Course Design and  
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**GUARANTEED CONTRACT IF DESIRED**

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Individual units or complete "tee to green"  
systems keep your course at its best. Write  
today for specifications.  
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**Pioneer and Leader in Irrigation for Nearly a Half Century**

### HILLERICH & BRADSBY MEETING



Representatives, company and factory  
officials attend annual Power Bilt sales  
meeting of the Hillerich & Bradsbay Co. held  
August 7-11 at the Brown Hotel, Louis-  
ville, Ky.

### MODERN GOLF RANGE FOR CANADA



Twin Cities Driving Range is the latest  
addition to Canada's fast growing golf  
practice facilities. Modern in every respect  
the new range is located on the Trans-  
Canada highway mid-way between Ft. Wil-  
liams and Port Arthur, Ont. Harry Husiak  
of hockey fame and Mrs. Alex Kyryluk, a  
ski champion are owners of the range  
which opened with a contest between the  
mayors of the twin cities. The 12 tees

### CREEPING BENT STOLONS

Slocum, Rhode Island  
Farmington, Iowa

Arlington C 1  
Congressional C 19  
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Arlington C 1  
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**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  
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and lower transportation charges. Every shipment carries state inspection certificate.

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



are equipped with Melflex mats and rubber tees. L. E. Warford, pres. of both the Canadian and American Melflex plants reports the new Twin Cities layout comparable to the most modern in the States.

#### NEW HEAD MODELS, PUTTERS, NYLON BAGS FEATURE WILSON 1951 LINE

New, improved head models on many different numbers, the addition of two new putters, and the introduction of nylon golf bags in many attractive colors highlighted the innovations in the 1951 golf line at Wilson Sporting Goods Co.'s recent annual sales meeting at Chicago's LaSalle Hotel.

One-hundred-forty sales, merchandising and manufacturing representatives from Wilson's 30 branches and 15 factories heard President Fred Bowman tell the assembled delegates, "Wilson Sporting Goods Co. will maintain its position in the athletic equipment manufacturing field through intensive research, development of new and better products, and large volume manufacturing of quality material."

Wilson will again feature an outstanding Christmas package value this year. The Sam Snead Payoff Putter will be featured in a gift package along with Sam's new book, "How to Hit a Golf Ball," and the two will sell for the price of the putter alone.

In golf Sundries, Wilson is offering two new nylon golf umbrellas with water-resisting qualities; full-fingered, feather-weight, nylon-back Cabretta golf gloves

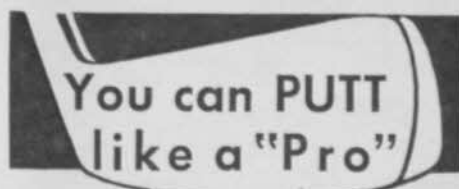


Some of the 140 sales, manufacturing and merchandising representatives attending Wilson's annual meeting at the LaSalle Hotel, Chicago.

with leather finger tips for longer wear; the new Sure-Lock shoe calk which cannot work loose when applied properly; and a new folding caddy cart with 10-inch wheels equipped with oilite bearings.

Nylon will feature the Wilson golf bag line in 1951 with an attractive range of color choices — mist, grey, cardinal, green, blue and maple. These bright, attractive bags combine both light-weight and long-wearing qualities.

New head models in both The Haig and Jet wood club highlight the Walter Hagen 1951 line. In addition, Custom, Sir Walter and American Lady model woods and irons are being introduced.



with the New PRAC-TI-PUT



Type I



\$3.95 Complete  
7.50 Per pair

Type II



\$4.95 Complete  
9.50 Per pair

Improve your game 100% and surprise your friends with your putting skill. Use PRAC-TI-PUT in your home, on the lawn, or at the golf course.

It's great sport, and a quick way to learn how to make winning shots on the green. A simple, sturdy, practice device. Send money order.

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## PRO FINISHED PERSIMMON HEADS

WOODS HAND MADE TO ORDER  
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FOR  
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GOLF AWARDS**



A complete selection of golf trophies, cups,  
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Immediate delivery from stock.

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**UNIVERSAL SPORTS AND AWARDS**  
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**SPALDING ANNOUNCES CHANGES  
IN EXECUTIVE POSITIONS**



George Dawson (L), former Chicago District Manager, has been appointed Assistant to the President of A. G. Spalding & Bros., Inc., as of September 1. He is well known throughout the country as an outstanding amateur golfer joining the company in 1936, advancing through various positions to his present one as Assistant to Mr. C. F. Robbins. Also effective as of this date, Mr. Emile Coene, Jr. (R), who joined Spalding as Assistant to VP L. E. Colman in December, 1948, has now been appointed the Chicago District Mgr.

**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.

**FRED REO JOINS BURKE STAFF**

Fred Reo, well known New York state professional, who recently joined the staff of Burke Golf, Inc., Newark, Ohio, will represent Burke in contacting all professionals in Western and Central New York. Mr. Reo's background includes 15 years as pro at Seneca Lake CC, Geneva, New York, while serving as golf coach at Cornell University, and four winters as associate pro at the Hollywood CC, Hollywood, Fla., a position he retains in conjunction with his staff job with Burke Golf, Inc. A Class A member of the PGA, Mr. Reo is an officer of the Western New York PGA.

**GOLF RANGER—NEW BALL RETRIEVER**

After a year's testing under practical range operating conditions Automatic Parts Co., 3433 N. 35th St., Milwaukee, Wis., is marketing a new type of golf ball

**GOLF PRINTING**

Score Cards - Charge Checks  
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Forms for Locker and Dining Rooms  
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## **WILLIAM F. GORDON**

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Member  
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Doylestown,  
Pennsylvania

retriever named "The Golf Ranger." It was designed and built according to ideas advanced by Eddy Greenwald, for many years operator of one of the busiest golf ranges in the Milwaukee district. The machine is



a full view push type with a capacity of 3,600 balls for the 12 ft. model. Angular bars guide the balls into grooved elevator wheels which deposit the balls into sturdy galvanized expanded metal baskets which are easily removed for convenient dumping. Rugged construction details assure long service under continuous use. Articulating wheels raise and lower picking units over

uneven terrain. Efficiency, speed, ease of handling and sturdiness of construction are features stressed by the manufacturers. The Golf Ranger is available in models that range in width from 6 ft. to 20 ft. Full particulars from Automatic Parts Co.

### **KROYDON SALES ORGANIZATION ATTENDS ANNUAL MEETING**

Sales representatives and company officials of the Kroydon Company at their recent annual sales meeting heard pres. C. L. Gairdard state that a gradual tightening up of materials can be expected but that the factory would be able to supply the trade on all holiday and spring orders placed this fall.

The 1951 line will feature new Hy-Test and Hy-Power shafts with different flute placements which have been tested and proven to be superior to Kroydon shafts manufactured in the past. All wood models have had a "face lifting." They will include a compact "box type" model fitted with special medium flax shafts for the better woman golfer—and also a new number five wood, the "Silver Baffy" with a stainless steel face insert. The new muscle back will be compact with heavy top-line and concentrated weight behind the hitting area. The company will also

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NEW — Dow Metal — Long Life Range Driver

TEE MATS { 4' x 5' — Golfer Approved — No black smudge  
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MINIATURE GOLF COURSES

We Have a Complete Line of Supplies  
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**EASTERN GOLF CO.**

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

show a complete bag line featuring colored nylon and the new sturdy lumite material, gloves, balls and accessories.



Names and territories of salesmen attending meeting are as follows: Standing (L to R): Frank Penning, Chicago District; "Bob" Hoffner, Mid-Atlantic District; Earle Schlax, Ohio District; Frank E. Mitchell, Sales Manager; C. W. Reeve, Treasurer; Joseph Murphy, New York State District; Herrmann Grover, South-eastern District. Kneeling: (L to R): "Dick" Franklin, New England District; John C. Baduini, Metropolitan District; Tate Chiles, Kansas District; Charles Banks, Factory Sales (Reserve Capt. in Field Artillery, recalled to active service since this picture was taken) and Jim Hersey, Texas District.

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CLUB CAN HAVE PLAYING  
CARDS WITH CLUB NAME OR EMBLEM  
IMPRINTED AT SAME PRICE AS ORDINARY  
CARDS



**50¢** PER DECK  
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