

**NOW!...NEW!...PROFITABLE!**

(PROS APPROVE)\*

**Folda FAIRWAY**

GOLF PRACTICE MACHINE



**Pros Approve\***

Here's Harry Cooper, famous Pro at Lakeside Country Club, Hollywood, who says, "Folda-Fairway is the first device I've seen to help my players improve their game. It's a 'natural' to make it easier for me to teach."

Yes, Folda-Fairway is being purchased for practice and resale by more Pros every day. Those who see it want to use it... can sell it at a profit too.

Any place a club can be swung, Folda-Fairway can be enjoyed... tells the distance and direction of the shot.

At the left is the "Cradle." Note the indicating instrument on the side that accurately measures the yardage or distance of all shots. A regulation ball securely connected to a nylon-parachute cord may be struck with any force the player desires. It is trapped in a slot showing whether the shot was straight down the Fairway, a Hook, a Slice or Out of Bounds... this in addition to giving the distance. Golfers and the entire family may now practice their game at home or take lessons the year 'round.

#### SPECIFICATIONS

Beautiful natural finished hardwood. Baked enamel and Uni-Chrome plated metal. Stands abuse and exposure. Price includes moulded rubber mat, rubber tees, hold-down brackets to secure to lawn or can be screwed to the floor. Ball attached to nylon-parachute cord included: Sold only by Pro Shops.

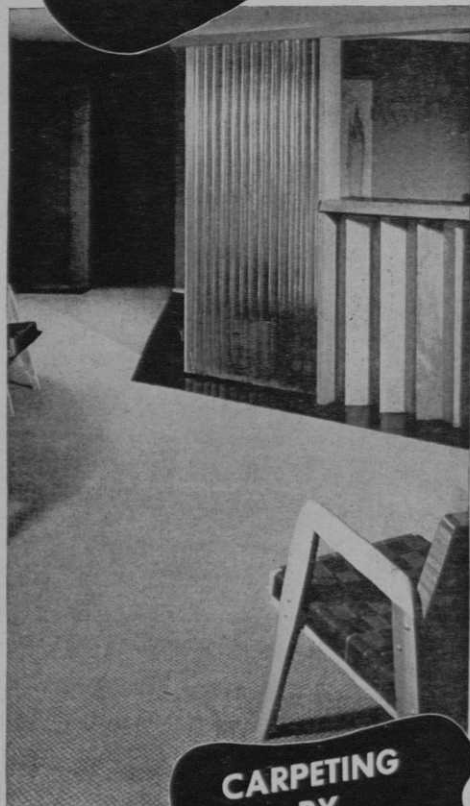
Orders are being filled as rapidly as possible. Retail price \$29.95, discounts are interesting.

\*Please write for complete merchandising plan and names of PGA members now selling Folda-Fairway.

**Folda FAIRWAY**  
HOME GOLF COURSE

**A. E. PETERSON MFG. CO.**  
GLENDALE 1, CALIFORNIA

Made to order  
FOR  
GOLF CLUBS



CARPETING  
BY  
KLEARFLAX

Tightly woven of long-wearing virgin flax, scuff-proof, beautiful in any room. Reversible, spike-resisting, moth-proof, practically burn-proof, and easy to clean. Adds distinction to any interior. For address of nearest dealer write:

**KLEARFLAX** CARPETS  
AND RUGS, DEPARTMENT G.,  
DULUTH 7, MINNESOTA

With push of Shelter Island Lion's club, headed by John Peczozzi, and financial aid of other residents, 9 holes and clubhouse will be rehabilitated . . . Good U.S. representation in 10th annual amateur invitation at Guadalajara (Mex.) CC, Oct. 11-13.

Fine tribute to Bill Burns in poem by W. M. Angle read by Elmer Ward at dinner commemorating Bill's 25 years as pro at Webhannet GC, Kennebunk Beach, Me. . . Bing Crosby has been elected a member of the R&A . . . More proof that it pays to start right in golf is Billy Maxwell, first Texan to win the National Amateur title . . . His father is pro at Big Springs (Tex.) CC.

Burns (Blackie) Nelthorpe, pro at Westmoor CC, Milwaukee, Wis., since its opening 25 years ago, honored by members at big dinner . . . Members gave Blackie \$2,525, silver life membership card . . . Wisconsin PGA gave him a watch . . . He said, "Finer words I've never heard; not even at a funeral." Nicol Thompson pro at new Niagara Falls (Ont.) public course, longest public course in Canada . . . Wm. B. Bangs, mgr. University Club of Chicago and pres., Club Managers Assn. of America, taking time off at doctor's orders to recover from effects of overwork.

Pro-Ladies tournaments this summer had fields considerably larger than in any



**PHILLIPS**  
Adjustable **GOLF SPIKES**  
For Easier Walking — Firmer Grip. Bearing at extreme outer edge.  $\frac{7}{8}$  Disc Area.



**PHILLIPS**  
Golf Spike  
**WRENCH**  
PAT. APP. FOR

EXTRA  
PINS

LOCK NUT  
FOR REFILLS

**F. C. PHILLIPS, INC.**  
STOUGHTON, MASS.

previous year . . . Generally pros say women have been spending well at pro shops this year . . . There couldn't be much stronger endorsement of first class pro merchandising methods . . . Pros in Philadelphia and Mid-Atlantic sections rejoicing MacGregor's Bill Meehan is back on the job after close call in an automobile accident.

Golf clubs of North Dakota and Western Minn. sent representatives to formal opening of first 9 of new 18 of Fargo, N. D., Edgewood munny course . . . Johnny Dolan increases size of his attractive monthly Metropolitan Golfer from pocket size to 9 by 12 inches . . . Golf Illustrated of London lauds junior promotion work done by Northern Calif. PGA and wonders what's happened to British junior promotion plans that were put up to R&A and British PGA . . . Golf Illustrated, commenting on Northern Calif. pros' junior efforts says "No wonder the American standard is higher than ours. We can never hope to compete. That is quite definite."

Mrs. Julius Boros, 23, died at St. Elizabeth's hospital, Sept. 9 from a cerebral hemorrhage . . . She suffered the attack Sept. 6, was rushed to the hospital where a caesarian operation delivered a son . . . The boy, James Nicholas, is doing well . . . As Ann "Buttons" Cosgrove, daughter of Mr. and Mrs. Frank Cosgrove, Mid Pines Club, Southern Pines, N. C., and an excel-



## Scott's RECORD

. . . for outstanding turf over the years parallels the popular growth of golf. Today, over a fourth of the nation's clubs enjoy Scott's turf perfection. This year, improve your greens and fairways with Scott's TURF PRODUCTS . . . golfers will appreciate the extras it adds to their course, their game. Write at once for our recommendations and prices on your program.

O M *Scott* & SONS CO  
Marysville, Ohio  
also Palo Alto, California

*Scott's* ARE FAMOUS  
FOR CHAMPIONSHIP TURF



Two of the world's  
most famous golf balls . .

SILVER KING PLUS • POWER BALL

SILVER KING • TOUGH COVER

. . . and, as always, in click, in getaway, in flight, this year's Silver Kings are the best ever. They'll make many friends and profits for you.



Sole Distributor

**JACK JOLLY & SON, INC.**

80 Verona Avenue, Newark N. J.



**SILVER KING**  
GOLF BALLS



## POLYCROSS BENTGRASS SEED

Developed by Professor H. B. Musser  
and his Penn State Turf Research Staff

### Grown in Oregon

A true creeping bent from seed, produced in a manner similar to hybrid corn. One pound per 1,000 square feet will develop fine turf. Supply very limited. Not more than five pounds can be supplied to any one customer.

\$7.50 per pound, postpaid

Exclusive Distributors:

THE LAFKINS  
GOLF & LAWN SUPPLY CORP.  
1200 MAMARONECK AVENUE  
WHITE PLAINS, NEW YORK  
PHONE: WHITE PLAINS 6-9700

*Congratulations to*  
**GOLFDOM**  
on its 25th Birthday  
from the

GOLF COURSE SUPERINTENDENTS  
ASSOCIATION OF AMERICA  
and its official publication

THE GOLF COURSE  
REPORTER

**PLAN NOW** to attend the  
23rd Annual  
Turf Conference and Show

February 4-8, 1952  
The Neil House  
Columbus, Ohio

lent golfer, Mrs. Boros was known to many golfers . . . Her marriage to Boros, one of the new pro stars, teamed a delightful young couple . . . Mrs. Boros one of three Cosgrove sisters . . . Surviving sisters are Jean and Mrs. Wilfred Weldon . . . The untimely passing of this gracious and merry young woman hit deeply into the hearts of all who ever met her.

US amateur victory 10 to 2 over Canadian amateur team as preliminary to USGA Amateur at Saucon Valley saw some tight matches . . . Canadian amateurs think their team could beat British Walker Cup team . . . US-Canadian amateur team matches being considered by USGA as an event in years when Walker Cup competition isn't being played . . . Virginia Denney, winner of this year's Women's Western Junior title, is going to take up golf as a career.

Bulletin 308, Fungus Diseases of Turf Grasses, by F. L. Howard, J. B. Rowell and H. L. Keil, issued by Agricultural Experiment Station, University of Rhode Island, Kingston, R. I. . . . This is practically an essential for the course supt.'s reference library . . . Symptoms, nature, distribution, possible causes, treatment and grasses most susceptible to various diseases are given . . . Helpful color plates provided by



**POWER RAKE**

A proven machine that you cannot afford to be without, at the new low price of \$98.00 F.O.B. Morton, Illinois. Get that nap and dead grass out of your greens early in the spring. Aerate those greens, make room for the fertilizer, air, and fungicides to get down into the root bed where it will do the most good, at a low cost that any golf course can afford.

Write for circular and full particulars, also dealer in your territory.

**MILLER & HEUBACH**  
407 E. Jefferson Street,  
Morton, Illinois

Mallinckrodt add to the value of the book.

Robert Trent Jones, architect, clears up our confusion about driving lengths referred to in his very interesting piece in the USGA Journal . . . Trent says the ball and clubs account for today's increased distance . . . By the way did you notice that Francis Ouimet hit his ceremonial first tee shot, driving in as captain of St. Andrews, had distances of his drive reported as 170, 180, 250 yds., and by the retiring captain, Lord Balfour of Burleigh, "one of the best drives I've ever seen." . . . Ouimet, later that day, went around St. Andrews in 76 . . . Golfers, talking about drives, use the same language fishermen use in telling about length of the fish that got away.

Mrs. Lawrence J. O'Toole of Edgewater is the new pres., Women's Western GA . . . Vps are Mrs. Owen West, Onwentsia; Mrs. John Eliot Warner, Glen View; Mrs. Wm. R. Millar, Los Angeles . . . Sec. is Mrs. George W. Dixon, Jr., Glen View . . . Asst. sec. is Miss Eileen Foell, Beverly . . . Treas. is Mrs. Eugene K. Lydon, South Shore . . . The WPGA now has 297 member clubs and almost 3000 players of handicaps from plus one thru 18 listed in its year book.

Montana and Wyoming urf Assn. held its annual meeting and conference at Montana Club, Helena, Mont., Oct. 6 and 7 . . . Saturday program consisted of discussions on fungicide control, crabgrass and weed

(Continued on page 146)

## BARGAIN IN AERIFYING MACHINES

Available at substantial saving  
a limited number of

## PERRY'S GREENS SPIKERS

All brand new Perry machines of the model just previous to current model. Perry's Greens Spikers of this particular model are accomplishing excellent turf improvement results at courses throughout the country.

A real bargain in Better Turf. First come, first served, while the limited supply lasts.

For prices and descriptive literature  
write direct to

PERRY'S GREENS SPIKER  
1340 Prescott Road, Memphis, Tenn.

*Firmer Fairways!  
Velvety Greens!*

*at lower  
maintenance cost!*

NEW PROCESS

## VIGORO\*

goes 1/3 further—supplies all the nutrients needed for best playing turf!

It's easy to keep a course in good condition with Vigoro. It's good *business* too, because tip-top greens and fairways mean *satisfied* golfers.

New process Vigoro supplies in ample amounts all the vital food elements any grass must get from *any* soil — to grow and thrive best. Even half-starved soils can be brought up to par with

Vigoro! Order Vigoro today—feed it regularly for thick, deep-rooted, play-attracting turf.

\*Vigoro is the trade-mark for Swift & Company's complete, balanced plant food.



**SWIFT & COMPANY**

Plant Food Division  
U. S. Yards. Chicago 9, Ill.



THE SHAFT OF OUTSTANDING EXCELLENCE

For 1952

**HEDDON**

• **HPRO** •

Truly the finest in our 18 years  
of scientific golf shaft production.  
As always, they are reserved for  
woods and irons sold through  
golf professionals only.

**PERFECTION**

**IN GOLF SHAFT**

**CRAFTSMANSHIP**

A real surprise awaits you in the new HPRO for 1952. In this newest and finest of our pro-only shafts you and your players will find a degree of golf club responsiveness you've never before experienced.

The effectiveness in transmitting swing-power and the feeling of confidence in clubhead control which won your highest praise for HPRO shafts this year has been developed to a still greater degree in these new HPRO shafts for 1952.

It's the outstanding shaft of the year, for a year that will call for outstanding quality.

Reserved strictly for use in *pro only* golf clubs.

*These Custom Shafts are furnished in five flexations:*

**HPRO-X—Extra Stiff   HPRO-S—Stiff   HPRO-M—Medium**  
**HPRO-F—Flexible   HLPRO—Ladies**

**JAMES HEDDON'S SONS • DOWAGIAC, MICHIGAN**  
GOLF SHAFT DIVISION

OCTOBER • 1951

## Golf Manufacturers, Dealers, Look Cautiously at 1952

Already 1952 is beginning with manufacturers of golf playing and course equipment. Shortages of materials and labor and government controls on some materials already in inventory will affect the course maintenance equipment considerably more than it will the playing equipment supply. Clubs, bags and balls, according to present indications, will be adequate for a normal year's play in 1952 but there won't be any surplus to disturb the market.

Maintenance equipment will be available but not to what might be considered a normal year's needs. It's plain that clubs requiring equipment and materials and supplies of some items can't take much of a chance in delaying ordering. Part of the difficulty in golf field ordering lies in the change of officers at clubs. A retiring administration may hesitate to order what's needed and by the time the incoming administration gets on the job shipping dates are subject to further delay.

An interesting phase of the playing equipment situation is the amount of Christmas ball business. It indicates that the stocks laid up around the time the Korean war started have been pretty nearly sold out.

Most reports indicate that play this year will be slightly ahead of 1950, despite adverse weather conditions in some sections and over-crowding at many courses, public as well as public and semi-public. Early fall play has increased at northern and central courses during the past few years.

Easing of government restrictions on course construction probably will result in a fair amount of public course construction in the near future, notwithstanding fairly high prices. The employment situation and successful promotion of junior golf create a demand for more golf facilities.

Private clubs, particularly, have found that higher costs and continued demand

for high standard of course maintenance and clubhouse operation are forcing dues increases. It is not believed that tax developments will have seriously adverse effect on private club memberships as most of these clubs in metropolitan districts have had heavy play and waiting lists.

Increase in women's play has been marked this year, with more rounds per woman player rather than a great increase in the number of women taking up golf this year, seems to be strongest factor in the year's lively activity in women's golf.

What the war situation may do to golf is anybody's guess but as there appears to be no chance of gasoline restrictions, which were the strongest factor in reducing golf play during wartime, it is expected that industrial activity with its recreation requirements will have golf play increasing normally in 1952.

Inability to push big suburban real estate developments in 1951 curtailed the trend of buying golf courses for subdividing.

How representative manufacturers in golf look at 1952 prospects is disclosed by the following statements:

**A. G. SPALDING & BROS., Inc.; C. F. Robbins, pres.:**

Reports that come to us from all over the country indicate that the interest and the actual playing of golf in the year 1951 has been on a high level. Nothing in any of these reports indicates any substantial lessening of either the interest or the active play for the year 1952. At this writing, therefore, it is our opinion that prospects for 1952 are for as large a participation as we had in 1951 and possibly even somewhat greater wherever the golf course facilities will permit.

There is much publicity these days about the availability of materials. The supply of all metals is limited; copper is by far the worst.

There is disagreement about the gov-

ernment's program for stockpiling rubber. This is really the determining factor with regard to availability of crude rubber for civilian activities.

Our over-all viewpoint of the situation may be summarized briefly as follows: We do not know that there are shortages, rather than surpluses, of the materials used in the manufacture of golf equipment. The armament program is definitely to proceed. As a consequence, we see no likelihood of the present shortages turning into surpluses. There is always the possibility that the shortages may become more pronounced.

Our conclusion, therefore, is that merchants, whether they be golf pros or not, would be well advised to carry merchandise stocks that are ample to take care of their normal requirements, based on the assumption that the participation in playing golf will remain on a high level in 1952.

#### **HORTON-BRISTOL MFG. CO., Graham R. Treadway, pres.:**

It seems almost impossible to foresee any clear pattern, insofar as availability, buying trends, or business generally is concerned. Golf equipment manufacturers will undoubtedly have their difficulties in pursuing a smooth production program but there seems to be no great need for scare buying at this time.

We would recommend that a golf professional, in planning for the 1952 season —

1. Take careful end-of-season inventory.
2. Compile his record of sales by item for 1951.
3. Discount unusual factors in his sales picture.
4. Prepare a budget based on his experience and good judgment.

These suggestions are so plain and elementary that they are difficult for anyone to adhere to, but we all, the professional included, should protect to the limit our credit and business position.

We seem to be living and planning on a day to day basis in this hectic world and by the time GOLFDOM goes to press, some other formula might be indicated!

#### **WILSON SPORTING GOODS CO.; Fred J. Bowman, pres.:**

The situation in golf equipment hasn't changed a great deal since we wrote on this same matter a year ago this time. The manufacturers still have a problem of material shortages, especially in metals. However, unless the war becomes much larger than it is today, we still feel there will be materials available for civilian products.

We certainly don't recommend that any golf professional over-extend himself financially and lay in large inventories in anticipation of shortages to come later in

the season. In general, our sentiments are about the same as last year. We are only sorry some professionals didn't follow our recommendations made at that time. Unfortunately, some professionals have their cash tied up in slow-moving merchandise.

Those professionals who followed a sane policy along these lines report a highly profitable year, in spite of adverse weather conditions in most localities. Their inventories are in good shape as the season draws to a close. We certainly recommend that any professionals who are still over-inventoried make concentrated effort to dispose of these inventories before the present season closes out.

No shortages in rubber and steel seem apparent. We know the policy of the government officials in Washington is that of no unnecessary prohibition of these materials, such as was applied during World War II. We firmly believe that the 1952 future for golf equipment is excellent, bearing in mind, of course, that an all-out shooting war would make many drastic changes in all types of business.

#### **JACOBSEN MFG. CO., M. J. Walker, dir. of sales:**

According to all present indications, the actual CMP release of material will be less than has been anticipated or predicted by press releases from NBA. The latest information in the case of material will be approximately 65% and is determined by using base figures which amount to the first six months of 1950, rather than the season just passed. In other words, it is almost a certainty that the available equipment for sale to golf courses for the coming season will be 35% less, at least, than last year.

The prices will probably be about the same as are in effect at this time. Delivery will be difficult as the materials can only be obtained by quarters which makes a production rather difficult.

Certain models will be produced in certain quarters in order to obtain a production volume of that particular product, since it appears that our total anticipated production for the coming season will be ordered by our franchise dealers before December 15. They, in turn, are of course basing their orders on the specifications of their respective customers and will be able to furnish only the amount of equipment which can be ordered in advance for later delivery.

We are finding that most golf course customers are anticipating their requirements now and are placing their orders with their favorite supplier of those products.

We are going to do everything possible to produce as much material in accordance with the government regulations as





### PLAY BOUGHT THIS TOWN

American Playground Device Co., Anderson, Ind., makers of outdoor playground and swimming pool equipment widely used by country clubs, bought the town of Nahma, Mich., including more than 100 homes, factory buildings, hotel, golf course and office building, and miles of sandy beach fronting Big Bay de Noc and Sturgeon river frontage among the 4300 acres. Property was acquired from the Bay de Noquet Lumber Co. Warren and Norm Miller, who made the American Playground Device Co. big business with play promotion, smart selling and great teamwork with and from their employees, are going to operate in the new town where they expect to make it a model home, manufacturing and recreation community, and keep their plant at Anderson going at full speed, too.

possible and maintain good service delivery for the equipment now in use.

**HILLERICH & BRADSBY CO.;** Wm. Kaiser, pro golf sales mgr.:

We are confident that 1952 will be a very fine golf year especially since we had such a fine season in 1951, although many persons in a position to know thought that golf would be curtailed to some extent.

In view of this, even though more rigid restrictions have been placed on the manufacturers due to the mobilization program, such as the cuts on such vital materials as brass, aluminum, and steel, and the quota which specifies the number of clubs that can be produced each month, we believe there will be an adequate supply of merchandise available and that golf will continue to boom in 1952.

We feel that the majority of the manufacturers will not make any radical changes in their lines other than improvements on models and construction, as the people from whom the golf industry ob-

tains raw materials did not make any changes, but I am confident that our 1952 line will be the finest we have ever offered.

In my travels from one part of the country to another in 1951 I found more interest in golf than ever before, and the same old story prevails — that if facilities were available, the number of people participating in the game would grow by leaps and bounds.

**STUMPP & WALTER CO.;** Alex E. Sehlmeier, vp:

At the present time, a further curtailment in the use of steel, aluminum, and other essential materials requested by the Office of Defense Mobilization, should create additional problems in supplying golf courses with maintenance needs.

There may be some items that will be difficult to obtain and we have had that experience all this year, particularly on small motors and aluminum. There probably will be a limited amount of every-

*(Continued on page 110)*

# the golf gift

**FOR  
RECORD  
HOLIDAY  
SALES!**

