

### BOROS, ANDERSON JOIN WILSON STAFF

Julius Boros and Andy Anderson, outstanding young golf professionals, have joined Wilson Sporting Goods Company's advisory staff, it is announced by L. G. (Plug) Osborne, director of the professional golf division.

Boros, Mid Pines (N. C.) Club professional, is starting his second full year on the PGA tournament circuit. Anderson joined the tournament swing late last summer and won four consecutive PGA driving contests, including 1951's longest wallop—373 yards—stopped only by a water hazard.

### GOLFCRAFT OPENS NEW WEST COAST DIVISION IN CALIFORNIA

E. R. (Ted) Woolley, pres., Golfcraft, Inc., Chicago, has announced the opening of the company's west coast division in Escondido, Calif., to serve the 11 states: Ariz., N. Mex., Calif., Ore., Wash., Mont., Nev., Utah, Ida., Colo., Wyo. The new branch office and warehouse will assure prompt service on Golfcraft golf clubs and accessories to their extensive list of west coast professionals and facilitate the handling of special orders. Pros of the southern California district helped celebrate the plant's opening at a buffet lunch and in-



Examining GOLFCRAFT's new pro-only line are Joey Rey, Santa Cruz; Zell Eaton, Calif. open champ; Ralph Guldahl, twice National open champion; E. J. Redmond, v.p., and Ted Woolley, pres., GOLFCRAFT; Joe Kirkwood, Jr., present M<sup>1</sup>l waukeé open champ.

spection tour followed by a tournament and dinner at Circle R GC. Zell Eaton, Calif. open champ, won the Golfcraft event with a 65, with Paul Runyan second and Joe Kirkwood tying for third place.

### NEW FLESH-COLOR DRESSINGS

The golfer who wants to protect a small cut, blister or other hurt, but doesn't want to use a dressing that will bind or be conspicuous, will welcome the new Band-Aid Plastic Strips—strips of flesh-colored plastic adhesive tape with a

March, 1952

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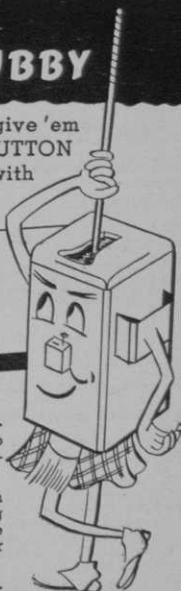
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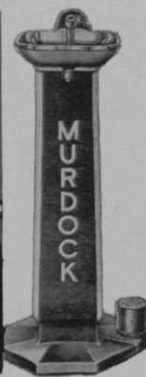


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small pad of absorbent gauze in the center. These thin, ready-to-use dressings stay put on hard-to-bandage places without binding, because they are elastic and stretch with the movement of the joint. Their flesh color makes them inconspicuous. They stay clean because their smooth plastic surface sheds dirt. On hand wounds, they can be washed along with the hands. Waterproof, they do not get loose or soggy when wet. Each dressing comes individually wrapped and completely sterile. Johnson & Johnson is the maker.

## COWEN ELECTED TO EXCLUSIVE GROUP



Henry Cowen

Henry P. Cowen, MacGregor Golf pres., has been elected to membership in the Young Presidents' Organization, an interesting, unique and exclusive group of young Americans. Membership is limited to presidents of industrial corporations with minimum annual sales of \$1,000,000 and 100 employees. Only those elected president of their company before their 39th birthday are eligible.

Henry Cowen was elected MacGregor president in 1945 when 36 years old. He supervised the company move from Dayton, O., to its present modern manufacturing plant in Cincinnati, which launched the vast expansion program of the corporation.

## NINE NEW MEN TO PRO-SHU STAFF

The Pro-Shu Company of Harrisburg, Pa. announces the appointment of nine new men to its field staff. Joseph Corey in the East; Harry Paylor in the Mid-south; Bob Hayes in the South; Bill Swazka ably assisted by Bob Storts in the Mid-west.

Milt Sweningsen in the north mid-west area; Vic Young in the Mid-west and Nick Shaeffer and John F. Sullivan on the west coast.

The addition of these men is another step in the Pro-Shu Company policy of "personalized service" to the golf shop exclusively.

Two new popular priced shoes have been added to the diversified line of Pro-Shu numbers. A colorful brochure illustrating the complete line of Pro-Shu golf, sport and dress shoes as well as accessories is available by writing to the Pro-Shu Company, Inc., Dept. G, 1918 N. Third Street, Harrisburg, Penna.

USE THE BUYERS SERVICE — Page 109

### HANDY HOLDER FOR CARTS

The new Kaddy Rak, which attaches easily and conveniently to all bag cart handles, conveniently carries a score card, pencil, package of cigarettes, extra ball and six tees. It also has a handy holder for lighted cigarettes. It is made of aluminum and sells for \$2.95. Makers are the Kaddy Rak Co., 3214 N.E. Hancock, Portland 12, Ore.

### BURKE GOLF COMPANY UNDER NEW OWNERSHIP

Operation of the 42-year-old Burke Golf Co., Newark, Ohio, resumed full speed ahead, February 15, under the enthusiastic and energetic leadership of its new owner, Jack A. Schram, Chicago manufacturer. Schram, an ardent golfer and member of Lakeshore CC (Chicago district) purchased outright the entire Burke plant and manufacturing facilities which henceforth will be known as the Burke Golf Equipment Corp. Early shipments of Burke golf clubs is assured under the same experienced plant personnel which has been producing the company's precision golf clubs for years, with the capable John Frankenberg as plant supt.

With few exceptions, the personnel of Burke's selling staff remains the same as before, with Willis C. Cochran as Sales Manager. The sales staff will include: Jim Vincent in the southeast territory; Larry Bove in the northeast; Chuck Tanis, Jr., Ill.; Fred Reo, New York; Joe Blanton, Ohio, Ind. & Ky.; Ross Vinton, Mich. & Wisc.; Lashe Meyers, Pa., Del. & N.J. Edw. Frost will handle the Southwest. The salesmen for other districts will soon be announced.

In addition to their golf clubs, Burke's complete line for the pros will include golf balls and a quality selection of rainwear, head covers, gloves and bags and Golf Pride grips.

**Need Supplies? — See page 109**

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

## BALANCED BAGS FEATURE NEW COLLAR

All 1952 Balanced Golf Bags will have an attractive new leather collar which will add to the serviceability and popularity of the featherweight type of bags. The professionals' prompt and enthusiastic response to its introduction late last year brought the decision to make the feature standard in all the company's 1952 production. Complete details from Balanced Golf Bag, 1401 W. North Ave., Chicago 22,

## 1952 BES-TEE HAS NEW FEATURES

Keast Enterprises, Inc., Lake Zurich, Ill., announce several new features in the 1952 model of Bes-Tee, their semi-automatic tee for driving ranges. The new model, primarily designed for ground installation, but readily adapted to platform operation, has an improved hopper, a non-clog feed line and an all-weather, positive ball delivery mechanism. Production has been stepped up to meet early spring delivery dates. Eastern Golf Co., Bronx 67, N. Y., is eastern representative for Bes-Tee. For complete details write markers at Lake Zurich.

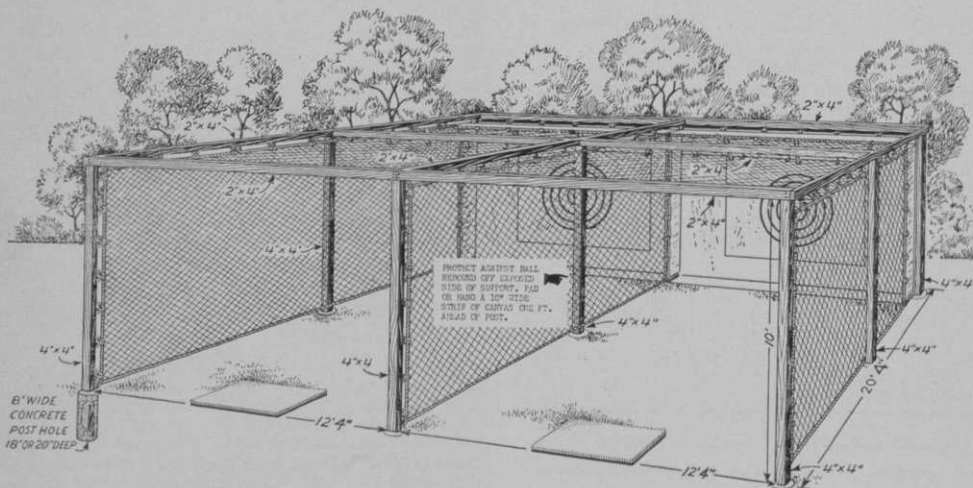
## NEW SPIKE-DISC FOR LAWN USE

The Ohio Machine Products, Inc., Columbus, Ohio, announce the addition of the Spike-Disc No. 8T to their line of Spike-Disc aerators and cultivators. The 8T is a smaller model of the type used on most golf courses and is designed for use on home lawns. It consists of a row of discs armed with long knife-like blades which cut unnoticeable slots to the root areas, supplying aeration and permitting retention of water, all of which tend to combat brown patch, crab grass, and other lawn blemishes. For information write general sales agent, John H. Graham & Co., Inc., 105 Duane St., New York 8, N. Y.

## LEWIS PARKS DIES AT WATERTOWN

Lewis Parks, known throughout the golf world as manufacturer of the Lewis Golf Ball Washer, died the last of January in Watertown, Wisc. For many years head of G. B. Lewis Co., he had gradually retired from business activity in recent years. He is survived by a son, Steven Parks, sales mgr. of the company.

## NEW GUIDE FOR BUILDING OUTDOOR NET FRAME



R. J. Ederer, 540 Orleans St., Chicago, has prepared an easy-to-follow drawing for the guidance of clubs, schools, industries, etc., in constructing wooden frames for outdoor golf net installations. The drawing, shown here, shows the dimensions and framework arrangement for a double net installation by those planning to build their own frames. If more than two driving nets are to be included in the set-up it is a simple matter of adding three 4" x 4" upright supports and the 2" x 4" upper connecting sections. With the increasing popularity of outdoor driving nets, particu-

larly combination units, the Ederer drawing for wooden frame installation is an aid in overcoming the delay in obtaining material for steel pipe frames. Many pros have equipped outdoor nets with a covering material purchased locally which they hang behind the canvas back drop and draw over the top of the net for rain or sun protection. It is advisable to have the frame 2" larger in width, length and height than the size of net ordered. This permits the net to hang 2" inside frame and eliminates possibility of injury from ball rebound off frame. For net sizes write Ederer.

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### COX APPOINTED ADVERTISING AND PR DIRECTOR FOR WILSON



Mark Cox has been named Advertising and Public Relations Director of the Wilson Sporting Goods Co. in a special announcement by Pres. Fred J. Bowman.

Combining of the public relations and advertising departments under Cox's direction is one of the most significant organizational changes in many years, according to Wilson executives.

Cox is well known in golf circles for his work with leading tournament players on golf books. Among those written in part or whole by him are: The Golf Clinic featuring top stars of the game like Sam Snead and Lloyd Mangrum; Golf Doctor about Cary Middlecoff; Golf Illustrated with Patty Berg; and others in collaboration with Jim Ferrier and equally famous competitors.

Five years ago, Cox organized the Wilson public relations department, later

taking on important additional responsibilities including the directorship of sales and promotion of the professional baseball division, and the school, college and professional football division.

Cox succeeds Joe Risolute, who assumes an executive position with Ivan Hill Inc., Chicago Advertising Agency, after handling the Ad Manager job at Wilson for the past three years.

### NEW BAG CART HAS SEAT

Lumex, 112 101st Ave., Richmond Hill, N.Y., is increasing production of their new 3-Fore-1 golf cart, as a result of the big response they received from their initial announcement of "the cart with seat". The new cart, rugged and rust-proof, is easy, compact folding and has big bearing wheels on a wide axle, and is properly balanced for effortless handling. The bag compartment of heavy green canvas, has 14 roomy club pockets, and ball and accessory pockets. The seat is made to "rest" the heaviest golfer. The Lumex Golf Cart Seat also is available as a separate unit which can be attached without tools to any bag cart with a single post frame. It is designed so that it supports the golfer's weight. Full particulars by writing Lumex.

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### NEW PLASTICS FOR GOLF

The end of the second war brought a tremendous development in plastic products. Plastic has now entered the golfing field in a big way, as John Skinner of Plastic Film Products Corp., Akron, O., learned when he showed his company's plastic golf flags at the Columbus Turf Conference. Fabricated of plastic film, also called vinyl sheeting, it most closely resembles fabrics, of all plastics, but has superior qualities of durability and dirt-resistance. This new plastic type of flag already has been successfully introduced as a safety flag to highway commissioners, utilities, etc.

The figures are silk-screened upon the golf flags, which the makers say have proved their durability, weather resistance, wind tolerance and color permanence.

Another new golf item by Plastic Film is a power mower cover. Of interest to club managers is Plastic Film's line of draperies and curtains made of pure vinyl film, in a weight that will give enough "body" to hang straight, and can be draped well. Under the "Forecast" label, they offer a wide selection of colors and designs, in smooth and fabric like textures. Complete descriptive literature on all these items from the manufacturer.

### TOOL ENCOURAGES DIVOT REPAIR

Clarence Yarn, figured that given a handy tool, golfers would soon get the habit of promptly giving first aid to turf damaged by their divots. So, he fashioned a neat little tool along the lines of a minia-



ture shoe-horn with a pointed end. He had a perfect testing ground for the idea as owner of Woodside Golf Course, Des Moines, Ia. He passed out samples to his players whose reaction was as immediate and favorable as the recovery of Woodside's divot-damaged turf. Now the Divot-Fixer, as the tool is known, is in volume production at a price that permits clubs to furnish them to their members. Full particulars from Woodside Golf & Park Supply Co., Des Moines, Iowa.

Specialists in Golf Ball  
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5556 Beaumont Ave.  
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### GOLFDOM'S MISTAKE

The bag cart shown below manufactured by the National Die Casting Co., Chicago, appeared in the February issue of Golfdom accompanied by descriptive material of a bag cart made by another manufacturer.

Herewith Golfdom's apology and correct information on the cart illustrated below.

"Caddy Master" is name of this new folding caddy cart, recently introduced by The National Die Casting Co. of Chicago. Easy folding action permits opening or closing



cart in seconds. Other features include adjustable handle to assure proper balance regardless of size or weight of bag. Cart accommodates all size bags including the pipe organ style bag. Wheels are 12" in diameter with oilite and semi-pneumatic puncture-proof tires. Construction is durable, rust-proof, high strength aluminum. Cart folds to a 14" width and is backed by a one-year guarantee against defects in materials and workmanship.

**Get prices and information  
on Supplies and Equipment  
by using Golfdom's Buyer's Service  
(See page 109)**

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## CREEPING BENTS

C-1

C-19

C-52

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#### ON MacGREGOR ADVISORY STAFF

Henry Cowen, MacGregor Golf pres., has announced the addition of three young tournament pros as full-fledged members of the company's golf advisory staff: Bob Toski, Doug Ford and Ted Kroll. These three join other famous names of golf in the promotion and development of new MacGregor golf equipment. Other MacGregor staff members are: Tommy Armour, Herman Barron, Jack Burke, Jr.,



Bob Toski

Douglas, Bob Hamilton, Beverly Hanson, Chick Harbert, Clayton Heafner, Ben Hogan, Byron Nelson, Toney Penna, Louise Suggs, Lew Worsham.

Toski, 25 years old, joined the tour as a regular competitor in 1950, finishing as 31st money winner. He climbed up among the first 20 in 1951 and so far in 1952 has tied for

a win in the Bing Crosby Pro-Am Best Ball and finished in a tie for sixth spot in the actual Crosby championship. Toski, whose style and stature remind many of Ben Hogan, is destined to go far in the game. He plays out of Northampton, Mass.

Doug Ford, 28, came into his own in 1951 as a tournament player, moving from 40th money winner in 1950 he swept into the first 12 in 1951. His consistency is the biggest factor in his rise, missing the money only three times in 1951. In the Texas Open and Kansas City Open last year he tied for first place only to lose in



Doug Ford

the playoffs. Ford comes from a golfing family with his golf pro father and four golf pro uncles. He plays out of Yonkers, New York.

Ted Kroll, the 32-year-old bridegroom, has been playing some of the best golf of his career so far this year. The 155-pound ex-infantryman, has been at the top or near the leaders in nearly every tournament to date in 1952. In the rugged Los Angeles Open, he captured 4th place and \$1,200, then shot an amazing 65 in the first round of the San Diego Open and went on to win the \$2,000 first prize. He also took third place and \$1,000 in the Phoenix Open. He plays out of the Yahnundasis GC, near New Hartford, N. Y.



Ted Kroll

#### SCOGGINS MADE DISTRIBUTOR FOR SERBIN WOMEN'S GOLF CLOTHES

Serbin, Inc., New York and Miami, whose achievements in combining functional design with smart styling in women's fashion and sports clothes won them three consecutive Fashion Academy Gold Medals, has appointed Howard Scoggins Golf Co., Dunedin, Fla., as exclusive distributor to the golf professional trade for their attractive and practical 1952 golf apparel. Among the many features of the Serbin golfer is the "loop-on". Loops on the blouse slip through the skirt waist-band, the belt firmly holding them together and eliminating blouse "pullout". There's lots of pocket room, too, for tees, score cards and feminine accoutrements. Another Serbin golfer style is a sleeveless, one-piece garment of Lonsdale's silky broadcloth, with large patch pockets, slim skirt, elasticized belt and back bellows pocket; in colors. Other Serbin creations

#### NOW AVAILABLE CERTIFIED TIFTON 57 TURF BERMUDA

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Architects: course  house   
Ball washers  
Ball Washing Compounds  
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Brown-patch preventives  
Compost mixers  
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Divot fixer  
Drinking fountains  
Fencing  
Fertilizers  
Flags (greens)  Flag poles   
Flood lights  
Fungicides  
Gasoline engines

Golf Course Const'n Engineers  
Hedge trimmers  
Hole cutters  
Hose, ¾"  1"   
Humus  
Insecticides  
Lapping-in machine  
Miniature Course Const'n   
Mowers: putting green   
whirlwind  tee   
fairway  rough  hand   
Mower grinders  
Compost, prepared  
Peat Moss  
Pipe  
Playground equipment  
Pumps  
Putting cups  
Refuse containers

Rollers: power  water filled   
Root cutter  
Sand (for greens, tees)  
Scythes (motor driven)  
Sedge peat  
Seed: fairway  green   
Sod cutter  
Soil screeners  Soil shredders   
Sprayers: power  hand   
Spikers: greens  fairway   
Sprinklers: f'way  green   
Stiles (over fence)  
Sweepers (power or hand)  
Swimming Pool equipment  
Swimming pool cleanser  
Topping  
Tractors  
Tractor wheel spuds  
Water systems, fairway  
Weed chemicals

## Pro Shop

Bags: canvas  leather   
Bag carts, for players  
Bag supports  
Balls: Regular  Range   
Ball mfg. equipt.   
Ball markers   
Ball retriever  
Bandages, adhesive  
Buffing motors  
Calks, for shoes  
Caps and hats  
Club cleaning machine  
Clubs: Woods  Irons   
Putters

★  
Club repair supplies  
Club separators for bags  
Cushion-sole Inserts  
Dressing for grips  bags   
Golf gloves  
Golf Grips: Leather   
Composition   
Golf Practice Devices   
Golf shoes  
Grip preparation for hands  
Handicap racks  cards   
Mech. Range Ball Retriever  
Portable motor tool  
Practice driving nets

Preserver for leather  
Printing  
Pro accounting book  
Range ball washer  
Rubber-spiked overshoes  
Score cards  
Sport seats  
Sportswear: Shirts  Socks   
Sport jackets  Rain jackets   
Windbreakers  Slacks   
Tees (wood)  plastic   
Tee & Score Card Holder  
Tee mats   
Tees (rubber) for driving mats  
Teeing device (automatic)  
Tennis nets  
Trophies

## Club House

Air conditioning equip.  
Athletes foot preventives  
Badges (caddie and guests)  
Bath mats  
Bath slippers  
Bars  
Deodorants  
Disinfectants

★  
Floor coverings  
Folding Table (Banquet)  
Kitchen equipment:  
Dish washers  
Frozen food storage  
Ice cube machines  
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Link Type Mats   
Lockers

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Men's toilet items  
Menu Service  
Movies of golf subjects  
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Rugs   
Showers  Shower mixers   
Step treads  
Towels: bath  face

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Title .....

Club ..... Address .....

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Name of club: .....  
Address ..... Town: .....  
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 Daily Fee NUMBER  
 Munny OF HOLES .....

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Add: ..... Town: ..... State: .....

Secretary's:  
name ..... (Zone .....)

Add: ..... Town: ..... State: .....

Manager's:  
name ..... (Zone .....)

Add: ..... Town: ..... State: .....

Green Chrmn's:  
name ..... (Zone .....)

Add: ..... Town: ..... State: .....

Course Superintendent's:  
name ..... (Zone .....)

Add: ..... Town: ..... State: .....

Professional's:  
name ..... (Zone .....)

Add: ..... Town: ..... State: .....