

# Boosts earnings to \$60,000!

ESTABLISHED 1885

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**SPARGO WIRE COMPANY**  
MANUFACTURERS OF  
COPPER & BRONZE FLY SCREEN CLOTH  
BARE COPPER WIRE FOR ELECTRICAL PURPOSES



ROME, N.Y.  
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March 10, 1952

George S. May Co.  
122 East 42nd St.  
New York, N.Y.

Gentlemen:

A year ago the George S. May Co. set up a system of production control and functional organization for this Company. They also suggested certain changes in our plant layout for more efficient operation, which were put into effect.

The result has been that our operations are smoother, our customers receiving better service and our employees happier.

Evidence to the present shows that yearly earnings of at least \$ 60,000.00 will be realized.

Very truly yours,

SPARGO WIRE COMPANY

JAMES A. SPARGO, JR.  
President & General Manager

JAS/w

Learn how to increase your profits!

## George S. May Company

### BUSINESS ENGINEERING

CHICAGO 6, Engineering Building  
SAN FRANCISCO 2, 291 Geary Street

NEW YORK 17, 122 E. 42nd St.  
CANADA, 660 St. Catherine St., Montreal

Another Pro reports on

# GOLFERS KEEP WARM

"Your Golfers Keep Warm jacket is the best I've ever used . . . it will keep me playing good golf all thru the winter. My last six rounds show 67-67-68-70-68-70 in temperatures 45 or below."—Mike Murra, Professional, Wichita C. C.



## A PROVED PRO SHOP SELLER!

A Pennsylvania Pro sold 27 within six weeks, on his first order—and a Kansas Pro sold 26 in less than four weeks. You'll find the GOLFERS KEEP WARM a real headliner in getting your spring selling off to a fast start.

An 8 ounce action-free cool weather garment that keeps players warm and dry—yes, their hip area, too. A "plus" in golfing comfort that players buy *in addition* to sweaters and wind-breakers.

Here's cool weather comfort that really stimulates early season sales. Order now. Be ready to cash in on this early spring business.

**Retail price**  
**Small, Medium and Large**     **\$12.00**

Extra Large Size \$1.00 extra.  
Companion Tee Shirt, high quality, \$1.35

Order from your salesmen or direct.

## GRANT A. BARNETT

707 Main St., Buffalo 3, N. Y.

reporting for work on winter hitch as Red Leonard's assist.

Frank Mitchell, Kroydon vp and sales mgr., learned how women's golf is growing when wives of pros at Dunedin sweetly suggested Frank should give women's golf gloves as a souvenir of the seniors' event, instead of just passing out gloves to the husbands . . . He did and it really scored.

One of the very best resort golf course business promotion jobs we've ever seen is "How to Break 90 at Ponte Vedra", a beautiful illustrated job written by Robert Trent Jones who remodeled the course, and Don Herold, noted artist and genial hacker . . . It's brought business to the famed Florida resort . . . It's a swell idea too for pros to use in their club magazine articles for the instruction of men and women members who would buy a lot more in the pro shop if they had the thrill of breaking 90 by using their heads with their shots.

Jones did great job of alteration at Ponte Vedra, making it fine example of what the late Dr. Alister Mackenzie, great architect, said made best golf architecture: designing

## FREE TO GOLF PROS

### Mail Coupon for Your Copy of "GOLF AFTER FORTY"

Fastest Seller to Hit Pro  
Golf Shops in Past 10 Years!

Send for your free copy today. Take a quick glance at its 132 easy-to-read pages. Look at the 87 big 5" x 6 1/2" photographic illustrations. Then you'll understand why "GOLF AFTER FORTY" is one of the fastest-selling items you've ever handled. This is the kind of fascinating book that every golfer over forty has been waiting for. This book was written by no less an authority than Dr. H. A. Hattstrom, recognized authority on golf for nearly 40 years and inventor of the famous Hattstrom "Equalizer Grip." Put a stock of these 75c books on a counter in your golf shop—and watch them vanish, like snow in the bunkers when the spring sun hits it! Not only golfers over forty, but youngsters, too, go for the "Flat Foot Stance"—the "Million Dollar Secret" of direction—the "In Line" system of putting. But don't take our word for it. See for yourself—without a penny's cost. Mail coupon now, for your copy of "GOLF AFTER FORTY". It's yours FREE.

132 Pages . . .  
87 Big  
Photographic  
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Big, Easy-to-  
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# Con-Voy

# BAG MASTER

The Golf Cart That  
Stores Upright in a  
Square Foot! and it rolls  
Even When Folded!

## MORE ROOM FOR MORE CARTS

There are two ways to accommodate the growing number of golf carts at your club. One is to add storage space.

*The best way is to sell Con-Voy Bag Master. Con-Voy stores upright, with bag, in only One square foot of floor space. No nesting. Con-Voy rolls when folded. You never have to carry a Con-Voy.*



## Pro Designed

You can recommend Con-Voy to your members with confidence because it is the *one* cart with every single feature checked and approved by club professionals.

Feature by feature, from the contour formed rubber handle to the easy rolling semi-pneumatic ball bearing wheels, Con-Voy is the golf cart *golfers asked for.*

Light and maneuverable, Con-Voy has (1) quick, positive hand release lock action. (2) 24 position ratchet handle. (3) Exclusive "Snug Fit" bag brackets which adjust to any size, won't damage bags. Also available, special brackets to accommodate large round bags.



**FREE BROCHURES . . . Self-Selling Display.** The Con-Voy Display gives the facts, sells Con-Voy for you while you are working at something else. Give every member of your club the story of Con-Voy. Send with statements. Just fill in this coupon.

**Product Engineering Company**  
4707 S. E. 17th Avenue, Portland 2, Oregon

Please rush \_\_\_\_\_ (number you need) free Con-Voy Bag Master brochures:

Name \_\_\_\_\_

Club \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**PRODUCT ENGINEERING CO.**

4707 S. E. 17th AVENUE, PORTLAND 2, OREGON

# Rutledge

## 50-FORE! GADDY SAVER

A Deluxe  
Collapsible  
Cart



The Cart that Rolls When Folded! Easiest to open and close—practically automatic. Holds any style bag. New ratchet control holds handle firmly in any position—it just can't slip. Lightweight but strong. Easy to push or pull, open or closed. Rustproof—made of strong tubing and aluminum. Ball bearing wheels, semi-pneumatic tires, 10" wheels \$28<sup>95</sup>

### Beckley-Ralston STROKE SAVERS Cut Scores 10 Strokes!

Easiest of all Clubs to play. More than 1,000,000 sold—there is a large and growing replacement market.

Famous for their square grips and short shafts, which give golfers greatest possible directional accuracy for shots within 50 yards of green. Putter 31", Approach Cleek 32", Chipper 33". Right or left hand \$ 9<sup>95</sup>



**WALLOPER** — Fastest selling special club ever developed. Takes place of woods for players who have "woods" difficulty. 39" long, with standard round grip. Right hand \$12<sup>50</sup> only

**TRAPSHOOTER-NIBLICK** — A 2-purpose club, to play difficult lies out of sand traps, heavy rough and long grass. 35" long. Standard round grip. \$10<sup>95</sup> Right hand only

**RUTLEDGE PUTTER** — Gets the putts down, because it gives unflinching directional accuracy. Square grip. Right or left hand. \$ 9<sup>95</sup> 34" long

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**THE RUTLEDGE COMPANY**  
3337 Belmont Ave., Chicago 18, Ill.

a hole that looked hard for the ordinary golfer but played easy with brains, and which looked easy but played hard for the star.

Most amazing job of putting excellent turf on a run-down weedy layout we've looked at in past three years has been done by Supt. Scott Tuppen at Ponte Vedra.

Joe Dey, USGA executive sec., says first numbered clubs were used by Margaret Curtis who won U. S. women's titles in 1907, 1911 and 1912, and who, with her sister Harriot (winner of 1906 Women's National) gave Curtis cup for women's international team matches . . . Miss Margaret's clubs were numbered by her brother Greeley Stevenson Curtis in 1896 . . . She then had 16 clubs, a tremendous number in that year when the second Women's National was played . . . By the way, Margaret beat Harriot 7 and 6 for the 1907 title at Midlothian (Chicago district) . . . It's the only time there's been a sister act in any major finale.

Man bites dog makes news theme: The member who thinks he is an expert in golf instruction and gets everybody messed up is no novelty among woes of pros . . . But once in a while a pro does get good help

## GOLFERS SCORE BETTER with GRIP TITE



Grip Tite is the new formula that gives golfers the "tackiest grip ever." It absorbs perspiration, keeps hands clean and assures firm, relaxed control of the club. Sold by pro shops everywhere in its smartly colored, compact type plastic container. Packaged in attractive counter display cartons of one dozen boxes that build sales and profits. Retail at 50c.

A trial order will convince you that **GRIP TITE** is the best of all golf grip compounds. Pro price: \$3.60 per dozen; minimum order—1 doz. Order from:

AL POLAGYI — Golf Division  
**LUSTRE LANE PRODUCTS, Inc.**  
Salamanca, N.Y.



new iron head models—creations that represent the most modern styling in iron head designing



Power-Bilts feature the new "Rib-Lock" grip designed expressly for them



choice, air seasoned genuine persimmon wood heads



**All these Exceptional Power-Bilt Features and the New Rocket Shaft, Too!**

**New Rocket Shaft puts Snap in your Swing . . .**

In keeping with Power-Bilt's policy to incorporate the latest and finest in golf club design and manufacture, this year's Power-Bilts quite naturally feature True Temper's new Rocket Shafts.

Power-Flite panel-inlay face inserts combine beauty with their practical function



new lustrous long-life finishes on woods

**Power-Bilt GOLF CLUBS**  
made to feel right

then, too, Power-Bilts are made by one of golf's most respected manufacturers



Sold only by Golf Professionals

Made By HILLERICH & BRADSBY Makers of FAMOUS LOUISVILLE SLUGGER BATS

**Jim says:**

"No other bag is both  
lightweight and  
balanced. See the new  
Lightweight  
BALANCED GOLF BAG."

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**STANDARD  
MODEL**

15 CLUB CAPACITY  
COLOR - GREEN

\$400 ea. F.O.B.  
CHICAGO

Minimum shipment—1/2 doz.

**ORDER NOW**

**BALANCED GOLF BAG**

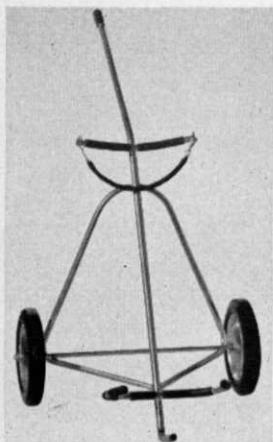
2029 Clybourn Avenue Chicago 14

from a studious member . . . Jimmy D'Angelo, pro at Dunes Golf and Beach Club, Myrtle Beach, S. C., says he's got a member, Larry M. Graves, who passed along to him some tips on check points in grips, stance and swing, Graves had read in an old book . . . From one of the ideas Jimmy, a very good teacher, got a hunch that lengthened his drive about 20 yds.

Lake Tarleton Club, Pike, N. H., "Tales of Tarleton" says Manuel Francis job in remodeling 18 hole course, designing and constructing woods and irons practice area and practice green, and supervising maintenance of golf facilities has been big factor in making club one of most popular of New England golf resorts.

Cyanamid use in eliminating weed seeds from soil which supts. saw in several demonstrations at Miami GCSA meeting so impressive many supts. are talking about making it standard practice in greens construction . . . Hal Pierce, pres. of USGA in 1940-41, has retired as Green chmn., The Country Club of Brookline, Mass., after 27 years on the job . . . Hal is succeeded by Charles L. Peirson, also USGA executive, and active in staging 1953 Walker Cup matches at Kittansett.

## ROGLO RENTAL CART—Meets your needs perfectly



**Wholesale price to Pros and Clubs:**

\$10.80 per Cart

F.O.B. Milwaukee, Wis.

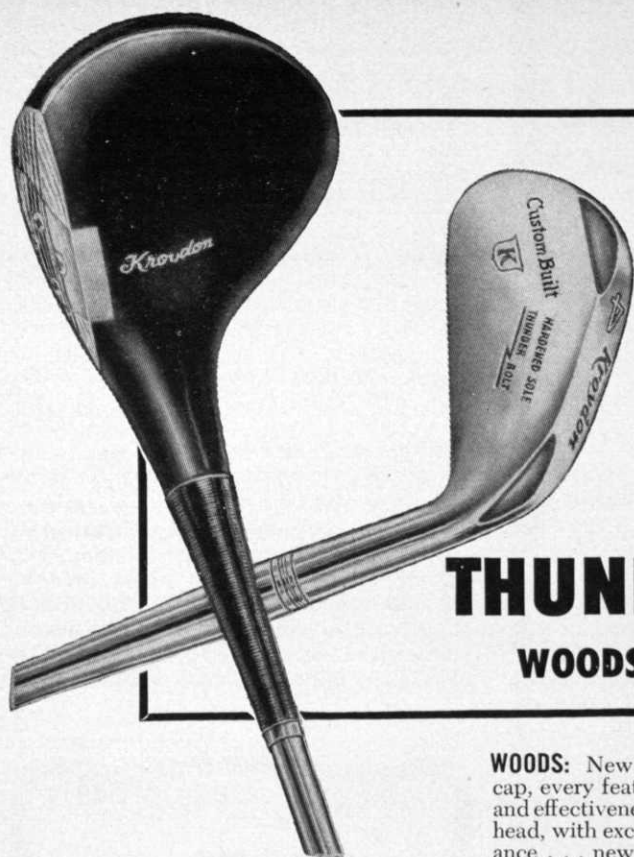
Terms: 2%/10 - net 30 days,  
when rated.

Designed and developed expressly to meet the exacting demands of rental service. Sturdy and perfectly balanced to take rough, tough going day in and day out. Tubular steel construction with brazed connections and aluminum finish. Solid steel axle. All one, strong unit; nothing to assemble or give trouble. *Shipped to you completely assembled.*

Ten inch, full ball-bearing disc wheels with puncture-proof, semi-pneumatic rubber tires, 20" over-all tread. Basket bottom requires no straps and fits all bags. Rubber covered spring fastener holds bag tightly on top. All parts that touch bag are covered with plastic tubing to protect it. Scientific design and proper balance for easiest, free-wheeling rolling and handling. Lightweight, only 14 lbs.

We know when you see this Cart, you will say: "Here's the Cart that is built to my own specifications." Order today.

**ROGLO,** 6838 Milwaukee Ave., Milwaukee 13, Wis.



*Nice  
clubs  
to play...*

## **THUNDERBOLT WOODS AND IRONS**

**WOODS:** New from sole plate to grip cap, every feature adding to its beauty and effectiveness. Re-designed box-type head, with exclusive contro-weight balance . . . new Thunderbolt Hy Lustre Shaft . . . genuine Persimmon Head. Available with new deep beveled leather or Golf Pride "Rib-Lock" cork and rubber grips.

**IRONS:** The irons feature Concentrated Weight behind the hitting area . . . Exclusive KROYDON HY POWER Stif-flex HY LUSTRE Shafts, making the club as attractive as it is powerful . . . Special Hy-carbon Steel or Stainless Steel Heads. Furnished with "RIB-LOCK" or new deep spiral leather grips with handsome plastic cap.

# *Kroydon*

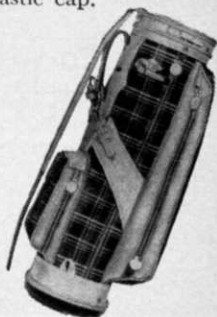
**CLUBS FOR BETTER GOLF**

MAPLEWOOD, NEW JERSEY



Cruiser Thunderbolt Ball 100+ compression . . . a distance ball for top-flight players. Hy-test ball for average golfer.

Handsome, black plaid bag with russet leather cuffs, chape and saddle panel. All leather sling, top ring, divider strap and tunnels. 9" round.



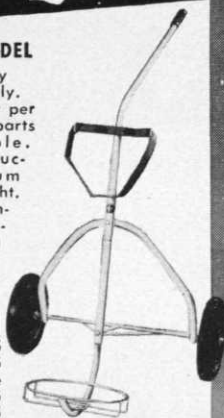
# K-KART Strongest OF THEM ALL!

## K-KART RENTAL MODEL

K-KART RENTALS pay for themselves quickly. You make more money per Kart. Upkeep is low—parts are interchangeable. Aluminum-steel construction assures maximum strength, minimum weight. Equipped with new improved bag rest. Semi-pneumatic ball-bearing wheels. Detachable handle assures complete control.

Prices  
1-piece

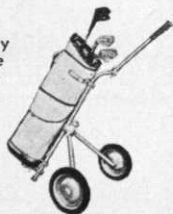
R-10-10" Wh. \$13.25  
R-12-12" Wh. 14.25  
With Detachable Handle  
R-10D-10" Wh. 13.95  
R-12D-12" Wh. 14.95



## INTRODUCING K-100

The K-100 incorporates many of the fine features of the K-KART. A turn of the knob opens the K-100 ready for use. This patented self-locking device is found only on the K-100. Equipped with 10" wheels.

Only \$21.50



## K-KART COLLAPSIBLE Golf Bag Carriers

Rest while you play with K-Kart's New Rest-Period Seat. Automatically locks wheel to prevent rolling. Supports 200 pounds easily. Weight transferred through wheel to ground. A mere turn of a wing nut and you are ready to start for the first tee. Collapses in seconds. Adjustable handle for perfect balance.

Retail Prices

K-10-10" Wheel. \$27.50

K-12-12" Wheel. 29.50

Rest-Period Seat. 7.50

Also: K-50 only \$17.50



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2358 Clybourn Avenue  
Chicago 14, Ill.

Please enter our order for:

\_\_\_ doz. R-10 Rentals    \_\_\_ doz. R-12 Rentals  
Check if you desire with detachable handle

Remember: 30c each freight allowance on 12 or more.

**KUNKEL INDUSTRIES**

2358 Clybourn Avenue • Chicago 14, Ill.

When you hear course supts. talk off the record most of them will say a good Green chmn. is the first essential item they need for doing first class work on the course . . . A chmn. who rates high with New England supts. is Dr. E. M. Webb, who has been chmn., Highland CC, Attleboro, Mass., for 17 years . . . Houston (Tex.) CC selling its present site to city for municipal course and has plans for building new 18 and clubhouse.

Watering problems really are delicate at a heavily played industrial course, says Frank Tull, supt., Hercules CC, Wilmington, Del. . . . Play starts early with wives and children of employees and twilight league and individual play finishes in the dark with some golfers playing the first three holes twice . . . Lot of supts. telling that training a man to properly hand water contoured greens is difficult, important job.

Supts. believe they'll get some relief from previous years' labor problems this spring and summer due to less competition from industries that have been working on defense and farm business . . . Employment of high school and college students as summer course workers has had very spotty results . . . Some kids have sabotaged ma-

Bill says:

"Less to carry - more  
play with a  
Lightweight  
BALANCED GOLF BAG."

PATENTED



**STANDARD  
MODEL**

15 CLUB CAPACITY  
COLOR - GREEN

\$400 ea. F.O.B. CHICAGO

Minimum shipment—1/2 doz.

ORDER NOW

**BALANCED GOLF BAG**

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THE 11<sup>th</sup> AT BRAE BURN IS EXACTING...

**Bristol** "CERTIFIED"  
GOLF CLUBS

Bristol's "Certified" complete matched set of golf clubs includes No. 5 wood, putters, pitching wedges and No. 1 iron. The only complete matched set available to your members at your shop.



**HYDRO-LOK Construction**

An exclusive patented feature of Bristol irons, which locks the head and shaft together immovably. No old-style pin to rust or loosen.

*How would you play it?*

"Come 11" doesn't bring any joy to golfers on the thrilling course of the Brae Burn Country Club, Newton, Mass. For the 11th hole is certainly "treed in!" Charles Sheppard, Brae Burn's accommodating Pro, advises:

*"A drive of 250 yards is necessary for a clear shot at the green as trees to the right will stymie a short drive. Second shot must be kept to right side of green as green slopes towards the left. Second shot will be about a No. 2 iron."*

Your members will always have the right club for the right shot right at hand now that Bristol "Certified" golf clubs come in complete matched sets of 17 clubs . . . 5 woods . . . 12 irons. For the first time in golfing history, Pros can offer their customers every club needed from tee-to-green in one complete matched set.

Bristol "Certified" golf clubs retain all their famous features plus Tru-Grip, 5-Step Steel Shaft, 20-20 Flite Guide, Hydro-Lok Construction and Threaded Cap. Now your members can thrill to longer drives, more accurate approaches and pinpoint putting . . . far lower scores.

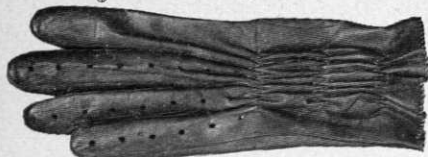
Remember Bristol "Certified" golf clubs are made to be sold exclusively by golf Pros. See your Sealand representative for complete data.

Buy  
THE SPORTS BRAND  
MILLIONS DEMAND!





*They try it...  
and Buy it!*



*K.L. Burgett Co's*

**PAUL HAHN**

*Glove*

A full hand glove they can't resist. Table-cut and tailored to Paul Hahn's specifications. Styled of tough capeskin, light and soft as facial tissue! Full range of sizes . . . rainbow colors. Order now!

manufactured by *K.L. Burgett Co* peoria, ill.

chines so they could sit around on their fannies and draw pay while mowers are being repaired or readjusted.

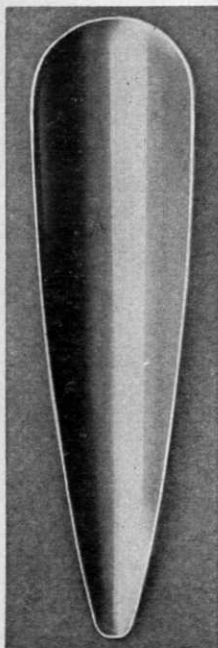
Joe Turnesa, Jr., 21, is capt. of Georgetown U golf team . . . Another one of the great older pros, Johnny Farrell, also has a son on the Georgetown team as has Gene Howard . . . Johnny Farrell has been doing a sales missionary job for Triangle plastic pipe among supts. and pro-supts. in the south this winter . . . Johnny has picked up a lot of information from the course maintenance men, and from engineers, and is talking a good selling game.

Paul Odessi now supervising maintenance of Tamarisk, Thunderbird and O'Donnell courses at Palm Springs, Calif. . . . Paul went west after starting golf course work in Ohio and learned the answers right . . . Mrs. Bill Stewart, wife of supt. of Hillcrest CC, Los Angeles, fighting a great battle with illness . . . The wee mommie is a sweet lassie and we're all pulling for her quick and complete recovery.

Charles Betschler, 19 years pro at Hillendale CC (Baltimore dist.) retiring and moving to California . . . His successor at Hillendale is Harry Paxton . . . Pros at

# STOP BALL MARKS ON GREENS

*with this handy DIVOT-FIXER*



ACTUAL SIZE

Green Chairmen:

Keep greens unmarked by giving these inexpensive Divot-Fixers to your golfers. Save on topdressings and extra labor costs.

Endorsed by leading turf experts and golf course superintendents. Experience has proven that given a good tool, golfers will do their part in maintaining our beautiful greens. A delay of ten minutes will often be too late for the recovery of the injured turf.

The many repeat orders have proven the value of this little tool.

First time in the history of golf that a tool has been made for this specific purpose.

This tool can be used as a shoe horn, to clean dirt from spikes and upper soles of shoes; also to clean scoring on clubheads and serve as a light screwdriver and finger nail cleaner.

Prices: for nickel plated, F.O.B. Des Moines, Ia.:

1000 — \$65;

500 — \$35;

250 — \$20;

Ten dollars per order extra for imprinting names of clubs or firms.

**WOODSIDE GOLF & PARK SUPPLY CO.**

Des Moines 13, Iowa