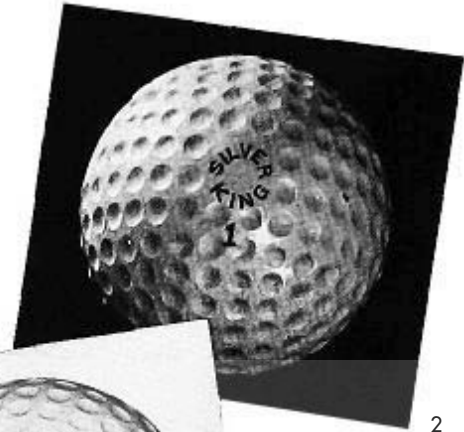




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CHECKING OVER THE LATEST IN EQUIPMENT

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EFFORTS on part of golf equipment manufacturers to catch the favor of the golfing public are never ending. Research and development are going along constantly, and every new season sees the introduction of the products of these efforts.

Quite recently THE AMERICAN GOLFER asked the manufacturers to submit a list of the newest developments in their lines, together with a brief recital of the advantages claimed for their new products, and the editors are glad to present to its readers on this and following pages a symposium of these latest developments.

ACUSHNET PROCESS COMPANY (Balls). Three balls make up the new line of this company, all characterized by the X-rayed process of guaranteeing one hundred percent concentricity. The Gold Ray Acushnet is the leader, followed by the Blue Ray, and the Green Ray, a low-priced ball added this year. "Precision-made for better play" is the claim.

BURKE GOLF COMPANY (Balls, Clubs, Bags and Accessories). The Burke "Punch Irons" are the newest development (No. 6, page 31). These clubs are designed to concentrate the weight in the head immediately back of the hitting area. They are matched in sets of 6, 9 and 10 clubs. The set of nine is a departure in the selection of clubs, omitting both the No. 1 and the putter. Instead of the No. 1, it includes what is called a No. 45, which is described as the old-style jigger brought up to date. In place of the putter is included a heavy niblick with extreme loft.

CRAWFORD MCGREGOR & CANBY (Clubs, Balls and Accessories). Fred Grieve beveled sole woods (No. 5, page 31) with graduated

whip control in the shaft, and Pace Maker irons with perfect dynamic, or swinging balanced heads, are the feature of a line which is also offering McGregor Stylized woods and irons for women players. This company is also offering a new Dry Ice Center golf ball (No. 3, above), which, it is claimed, carries uniform compression within, and keeps the center always "in round."

DUNLOP TIRE & RUBBER COMPANY (Balls and Clubs). The most interesting news here is the addition of a line of clubs, details of which will be announced February 15. These clubs are designed by Craig Wood and MacDonald Smith. The Gold Cup ball (shown on page 38) will continue to feature a full line of balls, ranging in price from seventy-five cents down, and produced in accord with the company's high standard.

P. GOLDSMITH SONS, INC. (Clubs, Balls and Accessories). Espinosa matched Woods and Triangulated Irons (No. 1, page 31) feature this line. These heads are designed by Al and Abe Espinosa, and are shafted with Spring-Action shafts. The design of the irons seeks to distribute the weight in a manner so that a ball hit slightly off center will still absorb practically as much propelling power as one struck at dead center.

GOLF ENGINEERING COMPANY (Clubs). Non-Stub Irons are the special feature. These clubs (see page 39) are built with a rounded sole, with the head carrying most of the weight near the bottom. The special advantage claimed is that it is impossible to mis-hit a shot through stubbing the blade of the club into the ground.

GRELLE CLUB CORPORATION (Practice Clubs). The club is (Continued on page 38)

1. Craig Wood swinging one of the new irons he has designed for Dunlop Tire and Rubber Co.
2. The newest Silver King Ball
3. Crawford, McGregor and Canby's? "Dry Ice" center ball
4. St. Mungo's Perfect Colonel
5. The new "streamlined" Burbank ball by Stowe Woodward, Inc.
6. The Penfold 75 fitted with the new "chemo-weld" covering

CHECKING OVER THE LATEST IN EQUIPMENT

(Continued from page 30)

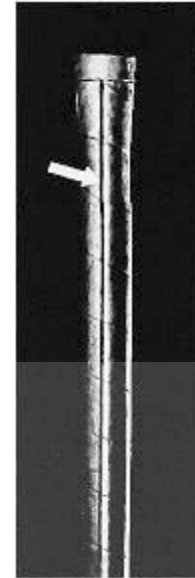
designed to foster proper use of the left hand and arm in swinging. Undue pressure with the right detaches a section of the grip on which the right hand is placed. (Illustration at bottom of page.)

HILLERICH AND BRADSBY COMPANY (Clubs and Balls). The Mehlhorn Model Wing-Sole (No. 3, page 31) in both woods and irons are the features in this line. Rite-Flex shafts are used in both. The woods are fitted with scroll sole plate.

HORTON MANUFACTURING COMPANY (Clubs and Balls). A new model head—No. 33—(No. 9, page 31) finished in light mahogany and showing the natural grain of the wood underneath features the woods of this line. It has a plain wood face, aluminum sole plate, and is shafted with a Tapered Section shaft. This company is also offering the new Bristol ball, built around a frozen plastic core, with improved winding to eliminate overlying.

KROYDON GOLF COMPANY (Clubs). The Cruiser model (No. 2, page 31) is the latest feature of this line in wood clubs. It has been designed with a sharply beveled toe and heel to eliminate ground resistance. This "streamlining" effect enables the club to glide through the turf, giving maximum speed at the moment of impact.

LIMBERSHAFT SALES CORPORATION (Clubs). New designs both in wood and iron clubheads are announced. All will continue to feature the trade-marked genuine Limbershafts, in which flexibility is distributed equally throughout the length of the shaft. This feature, it



Jones Form Grip with special design gives player a "feel" of the club, from A. G. Spalding & Bros.

is claimed, automatically prompts a more leisurely swing, and better timing, resulting in easier and better golf. The new Macfarlane cork and rubber composition grip can be had on these clubs. (See illustrations on page 39.)

NORTH BRITISH RUBBER COMPANY (Balls and Accessories). Two new balls are being offered. The first, the Super Tournament, particularly adapted to the low-handicap player, selling at seventy-five cents, and having a durable cover, despite the fact that it is very fast. The North British 50 is another new one in the fifty-cent class. The company also offers rubber overshoes, equipped with spikes for rainy weather,

PENFOLD GOLF BALLS INCORPORATED (Balls). The Penfold 75 (No. 6, page 30), made under the new Chemo-Weld process of

applying the cover, is the newest feature. Under this process it is claimed that the thin cover used will stand as much punishment as an ordinary cover of twice the thickness, and that the product offers maximum distance and durability to all classes of players.

A. G. SPALDING & BROS. (Clubs, Balls and Accessories). The newest contribution is the Jones Form Grip (illustrated just above), designed to fit the natural position of the hands. A ridge running down the under side fits snugly into the finger joints. Down the right side there is a partially flat surface parallel to the face of the club. Slight recesses near the upper end lock into the heel of the hand. This new feature enables the player to feel the direction of the clubface throughout the swing.

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Left, the Grelle practice club with detachable grip. Below, Dunlop's Gold Cup Ball, the leader in a line which covers the full range of prices



ST. MUNGO MANUFACTURING COMPANY (Balls). The Perfect Colonel (No. 4, page 30) is the latest development. This ball is built with what is described as a "gyro center," giving it perfect concentricity and flawless performance on the putting green. Fine distance and great durability are also claimed for it.

STOWE WOODWARD INCORPORATED (Balls). The Burbank Streamlined ball (No. 5, page 30) is the newest feature in this line. It offers what is claimed to be the first new idea in cover design in a score or more of years. Instead of recess or mesh markings, this cover is a design of curved channels, which the makers claim minimize the error in flight off the true line, either through hooking or slicing.

UNITED STATES RUBBER COMPANY (Balls). This company states that something distinctly extraordinary in a new ball will be announced shortly.

JOHN WANAMAKER (Clubs, Balls and Accessories). The best Silver King (No. 2, page 30) ball ever offered, made to the most exacting specifications, which combine durability and resiliency that make it second to none is the leader. King Plus is an especially high-powered ball designed for professionals and crack amateurs. The company also offers imported club models in both woods and irons.

WILSON WESTERN COMPANY (Clubs, Balls and Accessories). The Jim Gallagher Turf Rider model in woods (No. 4, page 31) is the feature of a full line of clubs. The head is finely balanced, and there is a concave surface in the sole

opening at the back and gradually diminishing toward the front. A specially designed sole plate set flush with the surface gives the effect of runners. The newest in iron clubs is the line of Sweepstakes Irons (No. 8, page 31). The Hole-Hi continues to lead a complete line of balls.

WRIGHT & DITSON (Clubs, Balls and Accessories). Joe Kirk wood Auto-graphed woods with a white line indented along the top of the face are a feature. This line is designed to help the player to be full sure that he is lining the club up at exact right angles to the desired line of play. Easy Play Irons with a beveled top edge of the blade serve the same purpose. Tru-Focus (No. 10, page 31) putter is another featured club. It has an indented line along the top edge of the blade, and a rounded sole which prevents stubbing the turf.

L. A. YOUNG COMPANY (Clubs, Balls and Accessories). Manufacturers and distributors of Hagen clubs and balls, the company is featuring their Deflector Sole Irons (No. 7, page 31), used in the four lines, International Honey Boy, Sincro-Flex, Honey Boy and Honey Flex. In the Deflector Sole, the back edge is lower than the front, causing the club to slide along the turf without digging in. This, it is claimed, gives a far greater chance for a good shot, due to the fact that extreme accuracy in hitting is not required to produce a straight shot. The honey-center ball, called the Hagen Honey Boy is provided with a new "case-hardened" cover, giving greater durability.



New design in the line of irons from Limbershaft Sales Corporation, left, with inset showing the grained appearance of the new Macfarlane type grip

Three views of the Non-Stub Irons, offered by Golf Engineering Company appear on the right. The feature of these is the rounded sole, with most of the weight near the bottom of the head