Bill Roach, Sea Island (Ga.) golf pro, demonstrates a swing for Mrs. Gordon Craighead at the Sea Island course. In the background is the newly rebuilt fifth green, one of the most beautiful holes on a course famed for its beauty.

Swinging Around Golf ........................................ By Herb Graffis 3
Develop Telephone Technique to Increase
Pro Shop Sales ........................................ By Harvey Bunn 25
73-Foot Lift Saves Kicks at Orinda ........................ By Ray Haywood 28
10 Questions Often Asked About Course
Building ........................................ By Geoffrey S. Cornish 32
The Real "Secret" Is in Reasoning It Out ................... 37
Internal Control Key to Profits in Club
Restaurant Operation ................................ By Herbert Beach 44
How to Make Quick Work of Planting a Nursery Green ................................ By William E. Lyons 49
Big Golf Revival in San Diego .......................... 56
Pete Burke Wins PGA Seniors .................................. 60
Experts Exchange Ideas for Maintenance Progress .... 62
USGA Asks Member Clubs to Help Ban Gambling ... 66
Grau Answers Turfgrass Questions .................. 69
1956 Tournament Dates ................................ 75

SWINGING AROUND GOLF
(Continued from page 92)

or a daily average of 340 (closed Christmas Day) . . . The 1955 figure was 21,276 better than the previous high marked up in 1953.

Joe Kirkwood, Jr., reports 21,000 people used the facilities of his Golf and Sports Center in North Hollywood in the first two weeks of operation. 18-hole par-three course to open soon . . . Mrs. Mary T. Hastings, mother of Claude Hastings, well known golf salesman, died Jan. 22 at the age of 82 following long illness at a rest home in Newton, Mass. She is survived by sons Claude and Ed and daughters Mrs. Margaret McCarthy and Mrs. Helen Murphy . . . New address of the Detroit office-warehouse of Walter Hagen Golf Div. is 1091 Telegraph rd., Bloomfield Hills, Mich.

Norman S. Johnson, after nation-wide civil service test, awarded permanent appointment as supt. of Los Angeles County Parks and Recreation . . . Johnson has been with LA County since 1934 and formerly was asst. to previous supt. B. P. Gruendyke . . . Billy Milward to pro spot at Oneida Golf & Riding Club, Green Bay, Wis. . . . William H. Diddle is architect for new course to be built at Elkhart, Ind. . . . Tommy Armour’s book, “How to Play Your Best Golf All the Time” recently published in France . . . Olivier Lesourd, French publisher and golf enthusiast, did the translation . . . Desourd also translated and published for French golf promotion the National Golf Foundation’s booklet “Golf Lessons.”

Officers of the newest PGA section, that of Florida, are: Pres. Denny Champagne, Orlando; Vp Clyde Usina, West Palm Beach; Vp Lou Bateman, Ocala; Sec. “Skip” Alexander, St. Petersburg, and Treas. Henry Bolesa, Tampa.