ACUSHNET HAS NEW HOLIDAY GIFT BOX

In accordance with past practice the Acushnet Process Sales Co. again offers for the holiday trade a handsome gift box with one dozen personalized Titleists, Finalists or Bedfords at regular prices with shipping charges included.

The item will be heavily advertised all through the Christmas buying season.

All profits on all mail-order sales will be credited to the pros.

WILSON SALESMEN SEE 1955 GOLF LINES

Wilson golf salesmen saw the company’s pro line for 1955 unveiled at four meetings.

The company had its entire sales staff gathered at meetings held in Chicago, New York, Kansas City and San Francisco.

Wilson executives, factory experts and members of the Wilson golf advisory board, gave the salesmen talks on strong selling features of the new goods and the Wilson advertising and merchandising plans for helping pros sell.

CHRISTMAS GIFT BALL PACKAGES BY WILSON

Wilson announces two new Christmas golf ball packages. One is a wrought iron container for a dozen balls that may be used as an ash tray or a plant holder. The other is a wrought iron letter and envelope holder after the six balls of this package are removed.

The golf ball packages come wrapped in brilliant Christmas paper.

Upjohn News, published by Upjohn Co., Kalamazoo, Mich., carries a story on 8 years of work behind development of Actidione. The product is a result of a search for an antibiotic effective against human fungus diseases. Upjohn’s work with golf course supt.s. includes Bill Klomparens’ diagnosis of more than 400 samples of diseased turf sent to Upjohn by the men in charge of courses.

September, 1954
SPALDING'S PRO GOLF SALESMEN IN ANNUAL SALES MEET

Pro golf salesmen for A. G. Spalding & Bros., came from all U. S. districts to the company’s annual sales meeting at Chicopee, Mass. The fellows got close-ups from experts on the 1955 Spalding pro lines. Matt J. Kiernan, asst. vp in charge of Spalding’s pro sales (left at rostrum) is opening the meeting.

NEW DURA-THIN DOT FEATURES SPALDING SALES MEET

An entirely new Dot ball, with new patented Dura-Thin cover, in the 1955 line was the highlight of the annual pro sales meeting held at the A. G. Spalding & Bros., Inc. Chicopee, Mass. plant.

"The new Dot incorporates the revolutionary developments," George Dawson, vp in charge of sales, told the pro salesmen. "Its exclusive new Dura-Thin cover is tough, yet thin and is the result of seven years of intensive research and development."

To go with the new ball is a brand new line of pro-only Top-Flite Synchro-Dyned woods and irons.

Now for the first time Top-Flite registered woods will come in sets of 1-2½-3½-4½ and 1-2½-3½.

A Youngster set of clubs was shown. Measuring only 35½ in. for the driver, down to 29¼ in. for the putter, the set is designed for children 8 years of age and younger. The set includes a driver, 3-iron, 5-iron, 9-iron, and putter.

Two new putters were also shown — one being a heavy-blade type designated as an “SLA” putter, the other a lighter one designated as “Tru-Line” putter.

The “Top-Flite” Sand Club has a new powerful blade of stainless steel with straight line sand-blasted face scoring. And the Top-Flite Wedge has a new head precision designed for accurate approach shots.

There were also shown a new line in golf bags, shag bags, and club bags, some available in matching Scotch plaids, and one as a three-bag ensemble.

A new type of a sling with full-length suspension that prevents the bag from tilting and the clubs spilling while being carried, is a new patented feature added to some golf bags in the 1955 line.

Mallinckrodt Chemical Works, Mallinckrodt St., St. Louis 7, Mo., makers of Cadminate, Calocure and Calo-Clor fungicides, have issued the complete report of 1953 turf fungicide trials, and will send it to golf course supt.s on request.

SHOULD AULD ACQUAINTANCE

Davie Low (L) and Francis Gallett, years ago fellow workers in Bob Simpson's club-making shop at Carnoustie, meet again in Francis's shop at Blue Mound CC during the Western Seniors' tournament. Davie now has a shop of his own in Scotland and is taking a vacation to see old pals who migrated from the Craw's Nestie. Here he's inspecting the new Greenmaster putter that Gallett is having made to his design. Gallett's also importing some other special clubs to show along with the big stock of U. S. top brands he features in his shop.
MEADOWTONE IS NEW CARPETING FOR CLUBHOUSE

In clubhouse decor is a new and different kind of low-cost, quality carpeting called Meadowtone. It is loomed of 100% pure linen fibers and has been designed specifically to meet the demand of decorators and architects for a smart and practical floor covering that will adapt to versatile commercial needs.

Meadowtone is said to be the only flaxen carpeting in all America. It is high in textural interest, harmonious with any furnishing motif and possesses wearing advantages for which pure linen is famous. It is mothproof, mildewproof, fire resistant and reversible for double wear. Styled in 10 coordinated color combinations and a variety of solids to blend with any decor. Available in rugs and broadloom widths to 15 ft. For other details, write: National Automotive Fibres, Inc., 13-174 Merchandise Mart, Chicago 54, Ill.

U. S. RUBBER HAS TWO XMAS BALL PACKAGES

United States Rubber Co. is making its US Royals available in two Christmas packages.

The package shown above is holly green. It later may be used as a jewelry box or for cigarettes or cigars. This package is supplied to the pro so it can be sold containing a dozen or half-dozen balls.

The other Christmas package is the bright red plastic putting practice container with an opening 4 1/4 in. wide and side panels for retaining the putted balls. This sold big last Christmas. It comes with 12 U. S. Royals enclosed.

September, 1954
SWINGING AROUND GOLF
(Continued from Page 24)

Hillcrest CC . . . Walter Scholl and Hilda M. Wallace of Dept. of Agriculture, Beltsville, Md., making survey of golf course fertilizer use . . . Latest previous survey of non-farm consumption of fertilizer was made in 1947-48.

Very few golfers will ever realize it but weather in many districts this summer was ideal for only one thing; grass-destroying diseases . . . Yet course damage was kept remarkably limited . . . Shows how far supt.s have progressed since 1949 when similar weather caused heavy losses of turf . . . Quebec Golf Course Supts.’ Assn. off to a lively, valuable first season.

Lon Mills, supt. Whittles Springs GC, Knoxville, Tenn., quickly back on job after physical check-up in hospital . . . Doctors told him not to work so hard and play more golf . . . Recommendation probably would go for most fellows in golf business . . . Bob Baldock now sole owner Sierra Sky Ranch (Calif.) course . . . Baldock bought out his former partner Walt Clark . . . Jack Hill, formerly of Fresno (Calif.) muny course, now managing Sky Ranch.

Percy Clifford, after 30 years as an amateur, now managing Club de Golf Mexico, Mexico City . . . Percy certainly knows what the golf business score is in Mexico . . . He succeeds Olin Dutra who goes to Mission Valley CC, San Diego, Calif., as pro.

Mrs. Clarence L. Hornung, 68, wife of president of Pro Golf Sales Co., and a great friend of pros and their wives, died at St. Agnes hospital, Fond du Lac, Wis., Aug. 20 after 5 months illness . . . She was born in Fond du Lac and owned and operated fashion shops in that city from 1916 to 1941 . . . For past 7 years she’s traveled with her husband . . . She was a delightful personality and a sound businesswoman . . . She is survived by her husband, three daughters and a son.

Bill Livie, after 9 years out of pro golf, back in as pro-supt., Whiteville (N. C.) CC . . . Bill has put course in good condition . . . Club headed by Dr. R. C. Sadler, has built new locker-rooms and pro shop and plans new clubhouse . . . One of the best of the golf television programs is 26 once-a-week series put on by WTRI, Albany, N. Y. . . . Sports director Steve Davis with smart cooperation from Albany, Schenectady and Troy pros, made the program a feature that drew public and increased golf play.
Wm. Bangs, Jr. from Milwaukee (Wis.) CC to Knollwood Club, Lake Forest, Ill., as mgr. succeeding Wm. Buescher who resigns Sept. 15 to be gen. mgr. of swanky new beach club at Ft. Lauderdale, Fla. . . . Lloyd Lynch from Wichita (Ks.) CC to manage Louisville (Ky.) CC.

Ellsworth Vines signs as pro at Tamarsk CC, Palm Springs, Calif., succeeding Ben Hogan . . . Ellie’s successor at Wilshire CC (LA dist.) hadn’t been selected when Sept. GOLFDOM went to press . . . Dick Chapman hit in knee when the amateur star was giving a kid a tip on how to cure a slice . . . Longest ace ever made in Great Britain recently holed at 345 yd. 14th at Morpeth (Eng.) GC by R. Markham.

Cheers across the sea to hail the birth of Sylvia Leglise, at Paris, July 24 . . . Her daddy is president of the French Golf Assn.

Swing to shorts by women golfers is about winding up women’s golf dress business in pro shops . . . Fred V. Grau handles turfgrass part, along with other experts who wrote new book “The Care and Feeding of Garden Plants.” . . . Book will be off the press Nov. 1. Will sell for $3 . . . Published by National Fertilizer Assn., 616 Investment Bldg., Washington 5, D.C.

Gainesville, Tex., to have 9-hole muny course near airport . . . Ralph Plummer has designed the course . . . Limit of 750 on California Amateur championship to be played at Pebble Beach Sept. 20-26.

Eddie Bush, pro at Woodmar CC, Hammond, Ind., playing and teaching again and looking mighty well . . . Feeling great, too . . . Last winter surgeons went into Eddie and cut out malignant growth . . . Marvelous comeback by Bush . . . Henry Longhurst, London Sunday Times golf writer, over here covering National Amateur and Curtis Cup matches and exhibiting his three 16 mm. films on “Great Golfing Occasions.” . . . Highly interesting movies for Americans as an array of Yank pros and amateurs star in the pictures . . . Longhurst’s colored film on St. Andrews showing features of the Old Course, the golfing treasures inside the clubhouse and other highlights of the “Old Grey City” runs 16 minutes . . . It should go very well with American golfers.

Pros’ offspring are taking a lot of the spotlight in golf . . . Arnold Palmer, son of M. J. Palmer, pro at Latrobe (Pa.) CC 9-hole private club, heads the pros’ kids with his victory in the National Amateur . . . Arnold, a week prior to the
Amateur, won the amateur top honors in May's All-American championship. He was led most of the way in the National finals by the veteran Bob Sweeney, but hung on until Bob's putter cooled off and his luck ran out. Marilyn Herpel, a daughter of Homer, pro at Algonquin CC (St. Louis dist.) successfully defended her Missouri Women's title and won the St. Louis District championship. She's a physical education supervisor in the Brentwood, Mo., schools. Paula Sue Gore, 14-year-old daughter of Paul, pro at Denver's Wellshire muny course, won Colorado Women's championship at Denver CC.

National Golf Foundation has engaged Harold Cliffer, Chicago architect, to make survey of golf clubhouse building requirements. Cliffer is working with club managers to determine basic needs in planning clubhouses for efficient operation. Report is expected to be available for club building committees, managers and architects early this winter.

Jim Grebe, Salt Lake City (Ut.) Desert News and Telegram sports columnist does feature on Al Emery, Bonneville GC supt., giving Al's slant on how players could keep from "tearing up" golf courses.

Al says if he had his way the Rules of Golf would contain a 2-stroke penalty for those who fail to repair ball marks that pit greens.

Red Hill CC, North Reading, Mass., owned by Harvey Kelch, is a really complete and modern pay-play plant that's getting business. Red Hill now is playing 18, having added the second 9 not long ago; has a 30-tee range and an 8000 sq. ft. pitch-and-putt area between 1st and 10th tees. Herman Keiser and J. F. Winbigler, who've got the 27-hole Loyal Oak course at Barberton, O., report play has been "wonderful" this year.

Shawnee CC "Swing's the Thing" show put on by Harry Obitz and four assistants on his staff at Fred Waring's Shawnee-on-Delaware, Pa., course going greater this year than ever before. Show was top feature of Celebrities affair at National Caddie tournament at Columbus. USGA issuing complete record book of all its tournaments thru 1953. Price is $2.

Westbriar CC, Vienna, Va., bought sod from Baltimore's Hillendale CC 18 greens. B. K. Cohee Co., course equipment and supply dealers, has moved into new (Continued on Page 79)

ELLIS MAPLES
Pine Brook Country Club
WINSTON-SALEM, N.C.
Golf Course Architecture & Construction

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GOLF COURSE ARCHITECT
Design, Supervision and Construction
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Member: American Society of Golf Course Architects
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FOR YOUR CONVENIENCE—GOLFDOM'S
 Buyers' Service

Check off your Needs, tear out and mail this sheet to Golfdom, 407 S. Dearborn St., Chicago 5, Ill. You'll get prices and literature direct from the sources of supply.

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<th>Golf Course</th>
<th>Pro Shop</th>
<th>Club House</th>
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<td>Golf course Aerifying equipt.: Fairway box green box Architects: course box house box Ball washers Ball Washing Compounds Bent grass stolons Brown-patch preventives Compost mixers Crabgrass control Divot fixer Drinking fountains Fertilizers Solid box Liquid box Flags (greens) box Flag poles box Fungicides</td>
<td>Generators (gasoline) Hole cutters Hose Humus Insecticides Lapping-in machine Miniature Course Const'n box Mowers: putting green box whirlwind box tee box fairway box rough box hand box Mower grinders Peat Moss Pipe Playground equipment Putting cups Rake(s) (worm cast &amp; clean-up) Rollers: power box water filled box Sand (for greens, tees) Scythes (motor driven) Seed: fairway box green box Shelter houses Sod cutter Soil conditioner Soil screeners box Soil shredders box Sprayers: power box hand box Spreaders, fertilizer, seed, topdressing Spikers: greens box fairway box Sprinklers: f'way box green box Steel curbing Swimming pool equipment Swimming pool cleanser Swimming pool paint Tractors Trees Water systems, fairway Weed chemicals</td>
<td>Clubs: Woods box Irons box Putter(s) Club head covers Club repair supplies Cushion-sole Inserts Display equipt. Dressing for grips box bags box Golf gloves Golf Grips: Leather box Composition box Golf Practice Devices Golf shoes Handicap racks box cards box Mech. Range Ball Retriever Practice driving nets Preserver for leather Score cards ( ) Charge checks ( ) Seat attachment, for carts Sport seats Sportswear: Shirts box Socks box Golf jackets box Rain jackets box Windbreakers box Slacks box Sweaters ( ) Women's golf dresses box skirts box blouses box Tee mats box Tees (rubber) for driving mats Teeing device (automatic) Tennis nets Trophies</td>
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Send Information to: Name _____________________________________________
Club _____________________________________________ Address _____________________________________________
Town __________________________ Zone ( ) State ___________________________

September, 1954
28 YEARS
OF SERVICE
as golf’s clearing-house of information on the most successful operating practices and products.
Make use of it!

Each month GOLFDOM presents the latest, most practical ideas on golf club administration, management, upkeep and service... for time, labor and money-saving guidance of your officials and department heads. Help the right men at your club do the job right. Send in the form below. Keep them informed on the latest how-to-do-it ideas!

FILL IN BELOW — MAIL THIS PAGE TO
GOLFDOM, 407 SOUTH DEARBORN STREET, CHICAGO 5, ILLINOIS

Name of club: ____________________________________________
Address: ________________________________________________ Town: ________________________
Zone ( ) State: ________________________ By: ________________________ Club: ________ Position:

President’s:
name ________________________ (Zone ________ ) Add.: ________________________ Town: ________________________ State: ________________________

Secretary’s:
name ________________________ (Zone ________ ) Add.: ________________________ Town: ________________________ State: ________________________

Manager’s:
name ________________________ (Zone ________ ) Add.: ________________________ Town: ________________________ State: ________________________

Course Superintendent’s: (Greenkeeper)
name ________________________ (Zone ________ ) Add.: ________________________ Town: ________________________ State: ________________________

Professional’s:
name ________________________ (Zone ________ ) Add.: ________________________ Town: ________________________ State: ________________________

Golfdom
building at 9572 Montgomery Rd., Montgomery, O. (Cincinnati suburb).

Value of teamwork in operations brightly exhibited at CC of Detroit during National Amateur . . . Green chmn. Charles G. Chapman and supt. Steve Forton have been working together for about 17 years . . . Course in magnificent condition for late August, although maintenance was handicapped by water shortage . . . Forton and Chapman say C19 they put in on pitching practice green heals quickly after ball pitting . . . Mgr. Don Edic and pro Joe Belfore also gave demonstration of major tournament operation to make club pres. Howard Walton, other officials and members proud . . . Press all-star eating team headed by Capt. Duncan Hines Harlow pronounced Edic's chow truly epicurean without tournament prices.

Organizers of new private club apply for zoning permit in Greenwich and Stamford, Conn. . . . Willie Walker now pro at Hillman's Golf Land par 3, nighttime course at East Paterson, N. J. . . Indian Spring CC (Washington, D. C. dist.) reported to have bought land for new course.

Greer (S. C.) CC being organized with Dr. Lewis Davis and Fred Crow as chmn. . . . Mercer County, N. J. officials discussing building public course at old Mercer airport near West Trenton . . . S. G. Loeffler, operator of Washington, D. C., public courses, conducted hole-in-one contest yielding $1,783 for Washington Star's summer camp fund.

Bus Ham, Washington (D. C.) Post & Times Herald sports editor, doing great job in promoting the paper's annual Celebrities tournament . . . Celebrities tourney at Congressional CC, Sept. 23-26, will have as its top feature the first PGA Sponsors' tournament . . . Sponsors' $40,000 event was put on the schedule as a possible solution to problem of getting good entry of stars at all tournaments on the circuit.

Taconic GC, North Adams, Mass., to remodel old house on property into new clubhouse . . . First tee and 18th green also to be relocated due to enforced change to new clubhouse . . . Taconic is Williams College course which will be host to USGA Boys' Junior championship in 1956 . . . Dick Baxter has been Taconic pro-supt. since 1924.

Water from swimming pool used by fire dept. in limiting fire loss at clubhouse of Meadowlands CC, near Ambler, Pa., to less than $10,000.

Hudson (Wis.) G&CC being organized by committee headed by Robert C. McGrew and Douglas Togerson . . . Plan to

(Continued on Page 82)
ANNUAL SURPLUS SALE GOLF COURSE SUPPLIES
starts with this notice. Just about everything for course upkeep except heavy machinery, climate and “dough.” Sale conducted nationally with select group manufacturers and distributors. You can cut up 1c postcard inquiry investment into many dollars savings.

CBK Services, Mountain View, New Jersey

For Sale—3 used baseball machines with netting, cages, balls, etc. A complete setup. Best offer. Contact Duke at Al’s Fairway, Inc., 1846 E. 93rd St., Chicago, Ill.

USED GOLF BALLS WANTED
ANY QUANTITY—QUALITY—CONDITION
GET OUR PRICES BEFORE SELLING
WRITE FOR FULL DETAILS
NORTHERN GOLF COMPANY
2537 BOSTON ROAD, BRONX 67, N. Y.

WANTED TO BUY: ESTABLISHED NINE-HOLE GOLF COURSE. ADDRESS AD 904 c/o GOLFDOM.


For Sale: Owner must sacrifice first class Golf Range complete. Located at busy highway intersection at gateway to Northern Illinois lake resorts. Built in 1952. Business improving each year. 30 tees, excellent lighting, large clubhouse, reasonable rent. This is an outstanding opportunity. Three-unit baseball field, driving range, 18 holes. Sale of premises available under separate transaction. Write Graylake Golf Range, c/o George Fields, Box 49, Libertyville, Ill.

WANTED FOR CASH
Old golf balls retrieved from ponds or out of bounds on or around golf courses.

Cash paid for balls retreived from ponds, and found on miniature course use. Guaranteed 100% against splitting in seam. $2.60 per doz. (field culls, round and not cut $1.20 per doz.)

Balls round and not cut $1.00 brands per doz.

Note—Golf range culls, picked over lots and cut deep into rubber types not acceptable at above figures.

Send for shipping tags and instructions.

DRIVING RANGE MEN—REBUILDING
Your old cores recovered with the new type paintless cover material. Tested and proven to be the best process in rebuilding for driving range or miniature course use. Guaranteed 100% against seam splitting.

Price per doz. on exchange $2.50

Also nation-wide distributors of the best in golf range and miniature course equipment—balls, clubs, mats, etc.

Circular and information on request.

NORTHERN GOLF BALL CO.
3441 N. Claremont Ave.
Chicago 18, Ill.

WE NEED USED GOLF BALLS
Cash paid for balls retrieved from ponds, and found on golf courses. Cuts and Bumps .36 per doz.

Price per doz. on exchange $2.50

Note—Golf range culls, picked over lots and cut deep into rubber types not acceptable at above figures.

Send for shipping tags and instructions.

DRIVING RANGE OPERATORS
Send us your old cores for recovering with the tested new paintless cover material. Proven to be the best process in rebuilding for driving range or miniature course use. Guaranteed 100% against seam splitting.

Price per doz. on exchange $2.50

Also nation-wide distributors of the best in golf range and miniature course equipment—balls, clubs, mats, etc.

Circular and information on request.

MCDONALD & SON GOLF COMPANY
P.O. Box 366, WEST CHICAGO, ILL.
PHONE: West Chicago 50

WILL LEASE, MANAGE OR BUY
GOLF COURSE
P.G.A. PROFESSIONAL. Box 918 c/o Golfdom

Professional and/or Greenkeeper. Young Pro seeks change from 9 hole golf course. Would like to make contact with private club in the midwest. A-1 credit rating and good references. Excellent teaching qualities. Address Ad 966 c/o Golfdom.

Assistant Professional from Wisconsin section, experienced in all phases of golf shop work, desires position in south during winter months. Address Ad 909 c/o Golfdom.

ASST. PRO—Good player with shop and some teaching experience and ambition to learn from first class pro how to eventually be able to handle home pro job of his own. Seeks assistant job in South for Winter. Hard worker. Single. Reliable, will make money and friends for his employer. Address Ad 906 c/o Golfdom.

Mr. Employer: Can you use the services of a man with these qualifications? He has been the architect for five courses this past year. He has worked on many large tournaments, state, sectional, club, has successfully served four clubs as professional. At the last club he averaged over twelve lessons a day, and his sales were slightly over $24,000 for the year. During his career, he has developed many fine golfers, including four successful professionals. His promotional programs have been instituted in many successful clubs. He is well known for his fidelity in catering to the needs of his members. He is not only active in the golf professional field, but he is also active in the research and propagation of finer and better turfs for golf courses. He has written numerous golf articles for magazines, and this spring will see the publication of his golf book. He is a cultured person, reliable, a university graduate with a pleasing personality. He plays consistently in the low seventies. Inquiries held in confidence. Address Ad 911 c/o Golfdom.

Golf Professional—Class A PGA member, now located in Midwest, desires year-around job in Southern or Western part of country, or 4 months winter job. Address Ad 912 c/o Golfdom.

Golf Course Supt. or Pro-Supt. desires new location. 20 years experience. Class “A” P.G.A. member. Will consider anything Golf Course Supt. or Pro-Supt. desires new location. 20 years experience and ambition to learn from first class pro. Age 25; married. Address Ad 913 c/o Golfdom.

WINTER POSITION WANTED—IN SOUTH OR SOUTHWEST. OVER 20 YEARS EXPERIENCE AS TEACHING PRO, GREENKEEPER AND MANAGER. PRESENTLY IN THE MIDWEST, DESIRES POSITION IN SOUTHERN CLUB. ADDRESS AD 914 c/o GOLFDOM.

PRO JOB WANTED—Assistant to prominent pro at fine club for 5 years now well ready to handle master pro job. Job offers opportunity at smaller club he could build. Fine player and teacher. Good businessman. Made good working and learning with pro who insists on best for club members. Address Ad 915 c/o Golfdom.

PRO-SUPT.—18 years experience in fine course maintenance, instruction, shop operation and highly satisfactory all-around service to first class Canadian club. Desires U. S. club connection. Address Ad 922 c/o Golfdom.

Golf Pro would like club for 1955. Presently employed by large N. Y. met. golf club as asst. to nationally known golf pro. Age 36; married. P.G.A. member. Address Ad 923 c/o Golfdom.

Superintendent—presently employed, desires change. Graduated 2 years ago with Masters Degree, College of Management Courses with emphasis on Golf Course Construction and maintenance experience. Married. Northeastern location. Address Ad 924 c/o Golfdom.