LAWN MOWER STATIONARY BLADES

SINGLE Lip and DOUBLE Lip HEAVY DUTY Blades for all Makes of Fairway Mowers — Hand and Power Puttering Green Mowers — Power Mower Blades — Tee Mower and Trimmer Blades all made of the best quality knife steel and heat treated to insure long wear and guaranteed to give complete satisfaction. Order on your Club Stationery for Special Club Discount. Dealers and Repair Shop orders are also given prompt attention and wholesale prices. You will save important money buying direct from manufacturer.

Price sheet on request or we will quote price for your blade order.

JONES MOWER & EQUIPMENT CO.
2418 Grasslyn Avenue, Havertown, Pa.

We pay the postage on all orders of $15.00 and over.

Price

Sheet

on

request

or

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price

for

your

blade

order.

die Williams, Louisville (Ky.) CC pro . . . Ella Mae turned down pro offers when she was in her teens . . . Now she’s mother of sons who are 12 and 10 years old, and will devote spare time to instruction . . .

She’s applied for membership in the Ladies’ PGA . . . Charles Reed heads group planning new country club at Roswell, N. M. . . . Tim Boyer, protege of Joe Novak and Lou Bola, is new pro at Ojai (Calif.) Valley CC . . . Elmer Bertucci now in his 44th year as supt. Old Elm Club (Chicago dist.) . . . “The Mole” in the Midwest Sups.’ Bull Sheet, says Elmer is oldest supt. in years of service in the midwest.

Hillcrest CC (LA dist.) gave their pro Mortie Dutra, a gala dinner after an afternoon’s golf tournament honoring the PGA Senior champion . . . The club also gave Mortie $1000 to ease his problem counting British change when he goes abroad to meet the British PGA Senior champion . . . About 250 Hillcrest members at the dinner, including many members who are movie and wireless notables.

Col. Frank Ward elected pres., West Coast (Fla.) Greenkeepers’ Assn., and Peter A. Chuita, sec-treas. . . . West Coast organization has leased Tarpon Springs course from the city and will operate it, with Chuita as pro-mgr. . . . West Coasters hope to make the Tarpon Springs course a model of maintenance . . . Jimmy Blackledge has opened his own golf course equipment and supply distributing agency in Florida.

Ohio Turf and Field Day at Ohio State University experimental station, Sept. 19 . . . Gus Wortham, Houston (Tex.) insurance man, buys Houston CC at price rumored to be around $1,625,000 . . . Will operate as a fee course after 18 months during which Houston CC will retain use of property while building new club.

Fred Corecoran puts across deal for Babe Zaharias life story in six installments in Saturday Evening Post . . . Harry Paxton writing the story . . . Corecoran has arranged for book publication of the Babe’s story in fall and movie based on the story is being negotiated.

Lee Harrington, 70, for 19 years with Wilson Sporting Goods Co., as salesman, advertising mgr., and merchandise mgr., died April 12 at St. Cloud, Fla. . . . He was a football and basketball letterman at the University of Michigan, from which he graduated in 1908 . . . During World War II he was purchasing agent for armed forces athletic and recreational material at the Chicago Quartermaster depot . . . He is survived by his widow, Amy, and a sister, Mrs. Robt. Cook of Waukegan, Ill.

Albert Forrester, from pro job at Jal (N. M.) CC to be pro at new all-grass muny course at Hobbs, N. M., to be opened July 1 . . . F. Lanier Reed to Cleveland (Tenn.) G&CC as pro-supt. . . . Reed doing daily golf column for Cleveland (Continued on page 114)

CREEPING BENT STOLONS

Pennlu 10 (37) 4, Arlington C-1, Congressional C-19 Old Orchard C-52

Old Orchard Turf Nurseries
P. O. Box 350—Tel. AL 66395
R. R. BOND, Prop.
Branch Nursery in Farmington, Iowa.

THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES

May, 1955

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Chip-In, a lawn golf game that uses Pee Gee Bee plastic practice golf balls and a plastic target cup held off the ground by metal pins, now is being made by Cosom Industries, 6012 Wayzata Blvd., Minneapolis 16, Minn. The outfit comes with 3 balls and 2 small plastic baskets which serve as the cups.

Golf Ball Developments Ltd., makers of the Penfold ball, and the Swallow Raincoat Co. team in sponsoring the biggest money tournament ever held in England. Prize money is the equivalent of about $12,000. The tournament will be played at Southport the week of May 21 and Dick Penfold welcomes U. S. pros to it.

CLASSIFIED ADS

Rates: Minimum insertion $4.00 for 20 words; additional words 20c each. Bold face type, 25c per word. Classified cols. reserved for help or services wanted and for sale of used equipment.

NO CLASSIFIED ADS ACCEPTED AFTER THE 25TH OF MONTH PRECEDING DATE OF ISSUE.

Under no circumstances are we permitted to divulge the name and address of those placing the blind advertisements. Responses to all box number ads should be addressed to the box number and mailed to GOLFDOM; replies are promptly forwarded to advertisers.

JOBS WANTED

Young, energetic professional, excellent teacher, with summer club, desires position in South or West for winter. Green-keeping experience. Recommendations. Address Ad 501 c/o Golfdom.

Pre-Greenkeeper — 47 year old. Excellent experience as instructor and splendid greenkeeping results on courses with Bermuda grass. Good background and character. Address Ad 505 c/o Golfdom.

PROFESSIONAL-SUPT. Have extensive successful experience qualifying me to do very well for a club as its pro-supt. or in handling either department separately. Excellent instructor who has developed a number of fine men, women and junior players. Good promoter of golf and sound businessman. First-class golf course superintendent whose most recent job has been that of bringing into fine playing condition a course highly praised by players on the winter circuit. Will go anywhere. Moderate salary to start with raises dependent upon performance. Thoroughly reliable. Address Ad 508 c/o Golfdom.

JOBS OPEN

Pro-Manager for Southeast Kansas 9 hole grass greens course. Man and wife preferred. Salary plus profits from meals and pro shop. State qualifications and references. Address Ad No. 502 c/o Golfdom.


MAN (OR COUPLE PREFERRED) FOR MANAGER-PRO-GREENKEEPER BY WAYSNEBORO (VIRGINIA) COUNTRYSIDE. NINE HOLE COURSE, 290 Y. FAMILY MEMBERSHIP. SEND FULL DETAILS STATING QUALIFICATIONS, SALARY DESIRED, ETC. TO BOX 322 WAYSNEBORO, VIRGINIA.

Man and wife wanted to operate and maintain private, nine hole, 150 member club; recently re-organized with new clubhouse and pool. Living quarters, salary, plus pro-shop and food concessions. Address inquiries to: Dr. S. M. Richardson, President, Pine Hills CC, Minden, Louisiana.

MISCELLANEOUS


REPAINTING FOR PROS: NAMES AND MARKINGS EXERTLY BRUGHT OUT ON REPLACEMENT EQUIPMENT, 5c PER BALL. REBUILDING YOUR CUTS WITH CAD. WELL-GEER COVER. WE BUY OLD BALLS OR TAKE THEM IN TRADE. SATISFACTION GUARANTEED OR MONEY REFUNDED, HUGH J. MCLAUGHLIN & SON, Thomas Street, Crown Point, Indiana.


WANTED FOR CASH

Old golf balls retrieved from ponds or out of bounds on or around golf courses. Cuts and Bumps, .36 per doz. Off brands & synthetic, or slightly nicked $1.44 per doz. Round & perfect $1.00 brands for refilling. $2.40 per doz. Like new, Top brand, for rewashing $3.60 per dozen.

Send for shipping tags and instructions. DRIVING RANGE MEN—REBUILDING. Your old grass balls 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 $2.60 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.

USED GOLF BALLS WANTED

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

WE NEED USED GOLF BALLS

Cash paid for balls retrieved from ponds, and found on Golf Courses.

Cuts and out of round 36c per dozen
Balls round and not cut $1.50 per dozen
$1.10 balls suitable for repainting $2.40 per dozen

Golf Range customers and service men—Including balls deeply cut not accepted at above prices.

Send for shipping tags and tags. We pay the freight.

ATTENTION DRIVING RANGE OPERATORS

Send us your old cores for recovering with the tested new type paintless cover material. Proven to be the best process in rebuilding for driving range and miniature course use. Guaranteed 100% against splitting in seam, $2.60 per dozen exchange.

McDONALD & SON GOLF COMPANY
P.O. Box 366, West Chicago, Ill.

PHONE: West Chicago 50
Making the Swing Around Golf... By Herb Graffis 3

Pro Must Study Selling Like He Studies His Swing... By Walt Silkworth 35

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How to Make Most of Slacks Market at Pro Shops... By Jack Lust 78

SWINGING AROUND GOLF

(Continued from page 111)

(Tenn.) Daily Banner that combines sound instruction and lively promotion for golf in the community.

Expect to open new 9-hole Pickens (S.C.) CC course soon... Course built by J. P. Traynham who operates Paris Mountain (S.C.) CC which, due to heavy play, is planning to return to private status... Bob Renaud, pro at Pickens County (S.C.) CC, says last year before the 9-hole course was built the county had 35 golfers... Now the club has more than 200 active golfers... Completing construction of 9-hole course for Greer CC, near Apalache, S.C.

Chicago District Club Managers' annual spring stag at Morrison hotel, April 18, biggest party the Chicago managers ever put on... Ralph Lang from Indian Hills G&CC, Ft. Pierce, Fla., to pro job at Carolina CC, Raleigh, N. C... Howard Pluth to Tuckaway CC (Milwaukee dist.) to replace Carl Rather as pro... Rather has retired... Tuckaway and Ozaukee in Milwaukee dist., building new clubhouses... Jimmy Milward now pro at North Hills CC (Milwaukee dist.)... Billy Sixty and wife now grandparents and the veteran golf writer is celebrating... The new arrival is Guy Stephen, son of Mr. and Mrs. Billy, Jr... Billy, Jr., now asst. to Jules Platte at Knollwood club (Chicago dist.)

Frank Stagner now pro-supt. at new Gainesville, Tex., muny 9, designed by Ralph Plummer... Course has watered fairways, well contoured Bermuda greens and big grass tees... It's 3400 yds., with 36 par... has three waterholes... Course which will open in July, will be one of finest in north Texas, Stagner says... City mgr. Homer Bly enthusiastic about course as civic asset.

John F. Beier, 70, who came into golf course construction and maintenance as aide to the late Joe Roseman, died April 8 at Glenview, Ill., where he was supt., Naval Air Station course... He helped build and was supt., at Pickwick GC, which was name of the course before the Navy took it over.

Bill Langford, architect, and member of USGA Public Links committee, arranges 10-man team matches between Chicago and Milwaukee public links players as trials for Publinx championships, and to raise funds for financing teams' trips to national championship... Langford designing 18 hole semi-private course to be built and owned at Mundelein, Chicago northwest suburb, by Ray Didier, formerly supt., Tam o'Shanter CC (Chicago dist.)
New Sales Picture for Wilson Golf Balls

This 600-line newspaper ad appeared in 98 newspapers in 44 cities. It is just 1 of 288 big ads hitting 26 million readers again and again.

Wilson announces

Entirely New Golf Ball

Step up and set off a dynamic new chain reaction with the exclusive Wilson energized liquid center golf ball... a ball that will travel fast off your club face... far down the fairway!

- New greased XIF (eXtra Internal Friction) makes the ball play like a dream.
- New Wilson never makes more than 25 yards, more like 75 yards. Great for you who hit the ball far off your club face, make large fairway shots.
- This exclusive power combination is in both great Wilson Staff and Wilson Jet.

This exclusive power combination is in both great Wilson Staff and Wilson Jet.

Wilson

world's largest manufacturer of sports equipment

Pretesting amongst golfers of all handicaps proves the all-new Wilson Staff and Wilson Jet golf balls really have it! To make sure all your customers get the wonderful word, Wilson has unleashed a major advertising attack in the sports sections of America's most important daily newspapers, and in TIME, the nation's No. 1 news magazine.

All you have to do is stock these great Wilson golf balls... display 'em... tie in with this great sales effort... and profit more in '55.

WILSON SPORTING GOODS CO., CHICAGO • Branch offices in New York, San Francisco and 26 other principal cities. (A subsidiary of Wilson & Co., Inc.)