Moorestown, N. J...... Fallsburg, N. Y., public course construction contract awarded to A. J. Cevasco Construction Corp. for $208,570...... Wm. Mitchell designed the course.

Begin building 18-hole course to plans of Robert Bruce Harris at $44 million development on 1,600 acres owned by L. T. Landon and J. T. Timan, north of Tuscon, Ariz...... Profits of operation of Hagerstown, Md., 9-hole muny course get officials of Waynesboro, Md., interested in building a municipal course...... Jacksonville Beach, Fla., considering selling part of property it has been holding as muny course site to finance course construction.

Golfers of Smithtown, N. Y. and adjacent communities on Long Island's North Shore asking State Park Commission to build course at Smukten Meadow Park...... Organize Green Hills GC to build club at Athens, Ga.

Long Island Golfer is newest of district golf magazines...... Maryan Linek of Roslyn is editor...... Mrs. George S. May sat in with Western Golf Assn. officials in screening candidates for WGA Chick Evans Caddie Scholarships...... She is first woman to serve in that capacity and a mighty smart businesswoman she is...... The Mays, George and Alice, doubled their Evans caddie scholarship contribution this year, making their ante $2 for every $1 Tam o' Shanter members contributed.

Luther O (Luke) Morris, golf salesman whose home is at Decatur, Ga., and who is well known to pros in southeast, has been issued other patents on his ingenious idea for a compact golf course with one tee and fairway serving 3 holes...... New York Times Aug. 9...... New Patents feature gave Luke's patent top position...... There ought to be money in operating a golf layout such as Morris has designed.

Northern California PGA and UVS Swing Clubs sponsored a memorial tournament to Harry Hayward, San Francisco Examiner golf writer and Pres. California Golf Writers' Assn. who died in June...... Event played recently at Del Monte (Calif.) GC was of foursomes — pro, woman, two junior girls...... Northern California GA also establishes Hayward memorial events.
Warm up your sales when the weather's frosty!

PROGrip
AMERICA'S FINEST

WINTER GLOVES
Keep 'em playing this fall . . .
start 'em early next spring with PRO-GRIP Winter Gloves. Light enough to give feel to the grip . . . warm enough to keep hands comfortable. Top quality Cepeskin palm, specially treated for tacky grip. Soft, light wool back laced with 4 rows of elastic to hold glove closely for extra warmth. Fits snugly . . .
grips firmly. Fine also for driving and hunting.

No. WG-32 — PAIRS ONLY. Suggested retail only $5.25 per pair.
Men's — small, medium, medium large, large and extra large. Ladies’ — small, medium, large.

ASK YOUR DISTRIBUTOR

Veteran pros, sports writers and tournament fans recently exchanging notes on tournament operations, agreed that pro dept. and club-house service at Southern Hills CC Tulsa, during this year's Open was the best they'd seen during many years at major affairs . . . Pro Bill Wotherspoon enlarged his staff and expanded shop to include porch in taking care of contestants and public . . . Manager Bill Bangs, Jr. and his aide, Sam Hurt, had food, lockerroom and press quarters running as smoothly as though the Open's large crowds were merely another lively Saturday night party.

Range pros with high ratings as experienced instructors have heavy schedules in metropolitan districts . . . George Sprafka, who left private club work to establish a range at Higgins and River roads in northwest suburban Chicago, is teaching 10 hours week days and going 15 hours weekends and holidays . . . Sprafka has a number of professional musicians as pupils . . . He says range instruction of women is proving to be biggest booster women's golf ever got.

Paul Hahn echoes Sprafka statement about women's big enrollment as pupils of range instructors . . . Hahn has been putting on his trick shot exhibitions at many ranges . . . Paul finished latest midwestern swing with shows at 4Gs range, where veteran Bob Macdonald is pro, and Chuck Reidy's range at Westmont in suburban Chicago.

Morgan Boggs, supt., Lindsay CC, Ft. Knox, Ky., host supt. at meeting of Louisville district supt. Sept. 9 . . . Boggs also edits a monthly bulletin for his comrades who are responsible for the management of courses in the area . . . The Louisville supt.s, group has a lot of energy and optimism . . . They're in one of the toughest locations for course maintenance . . . The poetry about the beautiful bluegrass country doesn't mean a thing close to the humidity of the Ohio river valley.

Alexander G. McKay, veteran course builder and architect, is keeping on a busy schedule . . . He designed and built Glenrochie CC, Abingdon, Va., which opened July 4; has completed the Lake Bonaventure CC, St. Paul, Va., which opens this month; is building the Bristol (Tenn.) CC which he designed . . . The Bristol 18 will open in spring . . . McKay also has finished the 9-hole addition to the Green Meadow CC, Maryville, Tenn.; has designed a course for Newport, Tenn.; and has started on an addition and revamping of Wright-Patterson Air Field course, Dayton, O.

Jimmy Gamewell supervising construction of Midland, Tex., many course on ground donated by Frank Hogan . . . Frank Beley, pro at Arrowhead CC, Canton, O. recently won Youngstown Open after play-off with Dale Andreason, pro at Westmoreland CC, Pittsburgh . . . Frank says his game improved considerably not long ago after reading a magazine instruction piece — you guessed it — Andreason.

Charles A. (Gus) Hook, Baltimore's supt. of parks who made the city's Mt. Pleasant course one of the finest, has built an even better course in the new Pine Ridge . . . Gus and his assistant,
Ed Myerly, are lauded by Baltimore golfers and sports writers for the job that some authorities say is the world's most beautiful public course. The Eastern Open will be played at Pine Ridge next year. Johnny Bass is pro.

Bob Jones going to Britain as non-playing captain of the U.S. team to play at St. Andrews, Oct. 8-11, in the first World Amateur Team Championship. Jones was at Tucson during the Jaycees National Junior championship. The way he gets around despite the heavy handicap of his physical condition is a magnificent, inspiring exhibition of top class and guts.

Program, well stocked with ads and informative reading matter, issued for Vermont State Open which was played at the Wards' Lake Morey CC, Fairlee, Vt., where Peter Keane is pro and Bob Ryall is supt. Vermont Open went begging for a home until Bob Ward and his family put out the welcome mat for the event.

Ford Motor Co. sponsors 200 golf leagues in its employees' recreation program. Goodyear Tire & Rubber Co. Wingfoot Golf Assn. employees' golf league rules printed in Recreation Management magazine as a pattern for all industrial golf leagues. Jim Reynolds, engaged as pro at Hermitage CC, Richmond, Va., following resignation of Russell Kelley, has hired as assistants George Wilson Tinsley and Emory Stafford.

Bob Baldock, Fresno, Calif., appointed architect for Albuquerque, N. Mex., new muny course. Cliff Revells, formerly at Key Bicayne hotel as supt. grounds and its par 3 course, now is supt., Rockledge CC, Cocoa, Fla.

It certainly isn't often and probably is rare when one club produces three state amateur champions in one year. That's what happened this summer in Wisconsin when three members of the Ozaukee CC, Thiensville, shown here, won the following titles: Otto Haase, Senior Amateur; Women's Amateur, Mrs. Marilyn Williams; and Men's Amateur, Dick Sucher. If any other clubs have duplicated or exceeded this record, GOLFDOM would like to hear about it.

Mitchell now supt. Pompano Beach (Fla.) CC, succeeding the late Walter Weeks. Bernard "Dino" Politz succeeds Mitchell as supt. at Coral Ridge CC, Ft. Lauderdale, Fla.

Talk about naming the Waveland Av. golf course of the Chicago Park District for Chick Evans. It wouldn't be a fine thing for the Park District to do in honoring Chicago's most famous golfer. Denver city officials hoping

THE PARGO ELECTRIC GOLF CAR
FOR MORE COMFORT – MORE POWER* – THE BEST IN PERFORMANCE

For Information Write: Columbia Car Corporation
P. O. Box 86
Grovetown, (Augusta) Georgia

DEALERSHIPS AVAILABLE

September, 1958
**Superior Quality BENT GRASS STOLONs**

Arlington C-1 and Congressional C-19 from the lush Litchfield Hills

Vigorous selected stolons, grown and nurtured under the most careful supervision. These stolons are of the finest quality, developed under the direction of the nation's leading turf agronomist. For uniformity, smoothness, easy maintenance, they are, without doubt, the finest stolons you can obtain. Write, phone, or visit us for details.

_Sold in Sod or Stolon, mixed or pure strain_

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**SAVE HAND LABOR**

on Re-seeding, Rebuilding or New Courses

with the PIXTONE Mechanical Stonepicker

You saw it mentioned in Bluegrass Seeding Article in the September 1957 issue.

Many contractors, landscapers and clubs (names on request) use PIXTONE to pick up, carry and dump stones ¾” to 8” in diameter — preparing an ideal seed bed. Does complete and economical job. Write direct to manufacturer for full details.

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**BRIDGEPORT IMPLEMENT WORKS, INC.**

1483 Stratford Ave. Stratford 12, Conn.

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Golfdom
How to Sell Women
(Continued from page 22)

quently, she has become price conscious to the extent that she is quality conscious.

Weighs Quality and Price

What I mean to say, and it can't be emphasized too much, is that a woman weighs quality against price; and taking all things into consideration, usually makes the choice that will save money in the long run. Three times out of four she won't buy a cheaper sports shirt if a more expensive one is available because the real saving is in the latter item. Her husband, on the other hand, may not base his decision on quality or price but on how gaudy the shirt is. Certainly, he won't give much thought to buying a shirt that matches his slacks or vice versa.

As I have implied here, I don't think the average pro will ever do a good job of taking advantage of the women's golf bonanza. I think he'd be much farther ahead to bring a woman, preferably one with some retail experience, into his shop to handle the feminine trade. He should look for a girl who is forceful yet pleasant, one who knows how or has the ability to learn to buy conventional stock and at the same time be able to keep an eye out for new merchandise that will sell in a pro shop.

Training May Be in Order

Maybe this sounds like a big order. Finding a girl who has the experience and merchandising instinct described above may be difficult. Perhaps it may be necessary for a pro to bring a girl in who would have to train for a short time at his expense, but in the long run it would be worth it. To begin with, most girls have a pretty fair idea of what women's merchandising is all about just from the shopping they have done, and I don't think it would take the average female more than a few weeks to take over and capably manage the women's department in a pro shop. I'm certain that in at least four cases out of five a girl would operate it much more profitablly than it is now being run.

Resigns Texas A & M Position

John S. Rogers has resigned as head of the Dept. of Agronomy at Texas A & M College to become research director for Associated Seed Growers, Inc. He had been with A & M for 20 years and was named head of the agronomy dept. in 1956.

ADD THIS NEW CADDY CART to your CHRISTMAS LINE!

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ADD THIS NEW CADDY CART to your CHRISTMAS LINE!

The STOWAWAY

THE BEST CADDY CART SELLS FOR LESS

IT follows LIKE A FEATHER

Your players deserve the best available cart at the lowest price — and you can be sure they'll buy! The STOWAWAY is English-made, and costs less than any cart with comparable features. Remarkable easy-rolling lightweight design makes the STOWAWAY a favorite of women players. Tubular steel construction, ball bearing wheels, wide semi-pneumatic tires, expandable axle, easy-grip handle, and unique design make it easiest of all to use. 3-year guarantee. Compare features, compare prices — select the STOWAWAY.

WRITE TODAY FOR FULL INFORMATION

SPORTS INTERNATIONAL
P. O. BOX 356 • OAKLAND 4, CALIFORNIA
MCLAUGHLIN
PRESENTS FOR 1958
TOMMY MCLAUGHLIN
GOLF BALL
All NEW Construction
Also the following
IMPROVED reconditioned
and rewound golf balls:
ALEX CAMPBELL
— high compression—liquid center.
ALEX DUNCAN
— medium compression — liquid center.
EDINBURGH — low compression.
Proven the most reliable pro line in the
competitive price range. Available
with our trade name or private brand in
24 doz. lots. Satisfaction guaranteed.
Used cut or uncut balls taken in trade
or purchased.
Custom repainting of your golf balls.
These balls sold to pros exclusively.
Write for prices.
HUGH J. MCLAUGHLIN & SON
CROWN POINT, INDIANA

REMODEL
YOUR GOLF
SHOP
with
PEG-BOARD
and
FIXTURES
By
MILLER GOLF PRINTING
2053 Harvard — Dunedin, Fla.
Send For Pictures and
Complete Information

Common Sense Selling
(Continued on page 44)
“No, Mr. Jones, I don’t feel the price
is too high. These shoes must be made
stronger and more rugged than dress shoes
to stand up under all kinds of weather and
conditions and then left to dry in a stuffy
locker. The golf shoe takes the worst beat-
ing of any type shoe. They have to be
made better. I have a pair of my own that
I have been wearing now for five years
and they are still in fair condition. They
were $30 shoes, which means they cost me
$6 a year to wear. Since they will outwear
any other shoe, they are cheap.
“Just feel the leather in this upper. It
is imported Norwegian calf for durability.
The sole has a flexible, stainless steel plate
between the outer and inner sole. The
spikes are threaded into the steel plate to
hold them firmly in their correct position.
They cannot bend or slip. This flexible
plate also prevents the soles from warping
out of shape after the shoes have been
wet. It has a form fitting arch that clings
to the foot during the swing, giving more
foot comfort. And, of course, the shoe is
leather lined to resist wet weather. It’s
also stitched with breakproof nylon thread.
A pair of shoes like this is a good invest-
ment in foot comfort.”
You’ll get Mr. Jones thinking — and
probably buying.

UNIQUE — PRACTICAL X-MAS GIFT
BAKER’S DOZEN WITH THIS AD
13 PER DOZEN — ORDER NOW
Usual Credit Terms to Pro Shops and
Rated Organizations

66
Golfdom
Pretty Jill Parker, with dad, Edwin L. Parker, pres. of A. G. Spalding & Bros. looking on, gives Paul Bunyan container box the champagne treatment as Spalding recently inaugurated system of airline shipping of clubs from Bradley Field, near Chicopee, Mass. plant, to Southwest, Far West and other distant points for record-breaking delivery of 1959 equipment. Stewardess is Margaret Warner.

**Turf Renovation Pointers**

West Pointers for August, the West Point (Pa.) Products Corp. publication, carries a great deal of interesting information on turf renovation. The opinions of several experts in the field are quoted on the subject. Those quoted include Eliot C. Roberts, H. B. Musser, William H. Daniel, Wayne W. Huffine and Roy Goss.

**Little Rock Pro Dies While Playing Pro-Am Tournament**

Edgar (Ed) Ackerbloom, for more than 20 years a pro in Little Rock, Ark., died in July while playing in a pro-am tournament in nearby Camden. His death was attributed to heat prostration. He was 44 years old.

After graduating from high school in the mid-30s, Ed became an assistant to his late brother, Julius, at Little Rock’s Willow Beach CC. Later he went to the Shrine CC and then to Riverside, now Riverdale CC. After serving in the Air Corps from 1942 through 1945, Ed became pro at the Municipal War Memorial course. Along with this position, he held the post of co-professional at the new Rebsamen Park municipal course at the time of his death.

Mr. Ackerbloom was a member of several Little Rock civic and fraternal groups and was secy. of the Greater Little Rock Pro-Am assn. He is survived by his wife, Willie Mae, his mother, one brother and one sister.
GOOD ROADS MULCH-VAC SWEEPER

Ideal for Golf Courses

...Eliminates Leaf Removal and Disposal!

Towed-Type. Cleans 6' 5" width at one pass—25 to 30 acres per 8 hour day. Picks up leaves by vacuum suction, thoroughly mulches and spreads them evenly over the ground. Leaf mulch disintegrates to a natural fertilizer. Does the job in hours that takes many men days.

Also available: Small self-propelled "walkie" model for obstructed areas or club-house grounds. For further information write:

GOOD ROADS MACHINERY CORPORATION • MINERVA, OHIO

BENT GRASS STOLONS

• Washington • Cohensey (C7)
• Congressional (C19)
• Arlington • Pennlu

Our stolons are true to name, weed and seed free and in vigorous growing condition. As a proof that we know how to keep our strains pure, our present Washington exactly matches that we sold in the 1920's.

A Reliable Source of Supply Since 1920

HIRAM F. GODWIN & SON

COLBY PIONEER PEAT

The 1958 U. S. Royal Christmas Case is royal blue with a pillowed lid having a rich gold Florentine Design. Patterned for many "after" uses, the U. S. Christmas Case is available in both doz. and half-dozen sizes with individual personalization available at no extra charge for doz. lots. U. S. Royal Specials, Royal Seniors, and Queen Royals are all available in this attractive gift package.

Joe Morgan Retires from Globe

Joe W. Morgan, many years mgr., turf equipment dept., Globe Machinery and Supply Co., Des Moines, Ia., and one of best known course equipment and supply salesmen in the Midwest, is retiring from Globe next Jan. 1. Joe is 74. On July 1 Morgan retired as mgr. of Globe's turf equipment dept. and was succeeded by Robt. M. Daly.

Golf Car on Tie Clip

Victor Electri-Car tie clip is an attractive little gimmick that has as its design a small colored metal replica of the Victor car. Victor Adding Machine Co., 3900 N. Rockwell, Chicago 18, says Electri-car sales jumped recently because of the prospect of caddies returning to school.
WITH SPIKE-RESISTANT PNEU-MAT RUNNERS

Protect your floors from spike holes with rugged Pneu-Mat Runners. Absolutely spike-resistant, they provide a comfortable walking surface — improve the appearance of your club house.


Money Back Trial Offer: Order a trial section. Test it on an area which gets especially hard wear. Money back if not satisfied.

STANDARD WIDTHS

Trial Section

20" - 24" - 30"
24" x 60"
36" - 42" - 48"
$12.50 postpaid

SUPERIOR RUBBER MFG. CO., INC. • 145 Woodland Ave., Westwood, N. J.

MacGregor Sales Meeting

Several new products were introduced to MacGregor sales reps when they met in Cincinnati recently at a week-long sales meeting. Highlight was the introduction of the FC4000 irons for '59. They have a deep black face of ceramic material which is fused to the head at 400 deg. F. Also introduced were new "Velocitized" woods, liquid center Tourney ball, "Sweep Flare" bags utility club, putters, grips and improved Pro-Pel Action shaft. The MacGregor Sunburst Club, a company salesman marching society, gave Pres. Henry Cowen a special award for "inspired leadership" and also gave watches to Charles Meyer and Al Wharton of the home office and Bill Ford of the advertising staff. Robert D. Rickey, vp and sales mgr., gave sales awards to Harold Peterson, Harry Adams and Bill Meehan.


For better and more economical golf ball washing

HENRY Golf Ball WASHER

- Will dress up any course
- Dirty water will not splash
- Heavy gauge steel
- NEW improved insert in rubber squeegee
- Oil impregnated bearings
- No brushes to rot.

A. C. Schendel, Distributor
Box 92, Waukesha 5, Wisconsin

Dealers in all principal cities

BALL WASHER
$14.75
Prices F.O.B.
Waukesha, Wis.
MORE Sprinkling Coverage FOR LESS COST

NATIONAL RAIN BIRD SALES & ENGINEERING CORP.
Azusa, California
RAINY SPRINKLER SALES
609 West Lake Street, Peoria, Illinois

Old Orchard Turf Nurseries
P. O. Box 350
Arlington C-1, Wisconsin

Ralph R. Bond, Prop.
Congressional C-19

The Greens are the foundation of all successful golf courses

Bach Turl Nurseries, Tobias Grether
Box 182, R.R. No. 2, Camarillo, Calif.

ALL SUCCESSFUL GOLF COURSES

FOR LESS CO

You save time and money with Nelson and Rain Bird turf irrigation equipment. Rain Bird Sprinklers provide maximum, even, penetrating coverage. Together, Nelson and Rain Bird offer the most complete line of turf valves. Quickly coupled and uncoupled without tools, they are constructed of highest grade brass and provide for maximum water flow through the valve with minimum pressure loss. Additional features combine to offer the greatest ease of maintenance and economical operation.

Write for literature on the most complete line of turf valves & sprinklers.

Nelson Midget Valve Model 40A

The MacGregor Christmas gift pack of golf balls is made up of 1959 Tourneys and a heavy metal serving tray. The 9-color tray, which humorously depicts golf's history, is imported from Holland. Tourney balls and trays are available for the price of balls alone. A 10-inch tray comes with a dozen balls and a 6-inch tray with half-dozen packages. MacGregor will personalize balls free of charge on orders of a dozen or more. Available at all pro shops.

West Point Publishes New Fall Renovation Bulletin

Supts. can obtain "Fall Renovation of Greens & Fairways," a new 62-page bulletin, from West Point Products Corp., West Point, Pa., upon writing the company. It is said to give a very comprehensive treatment of the subject and, in addition, the bulletin carries a chapter on "Analysing Turfgrass Problems." There are also 12 pages of Acrifier and Verti-Cut equipment notes.

Munsingwear Corners Champions

Don Finsterwald, winner of the 1958 PGA Championship, is a member of the Munsingwear Sports advisory board along with Tommy Bolt, USGA Open champion, and Arnold Palmer, who won this year's Masters. Victories in these major tournaments by the Munsingwear board members gives the firm the right to boast that it has cornered the cream of the pro circuit as playing ads for its products.

Grass on the Roof

O. M. Scott & Sons, Marysville, O., in its midsummer bulletin, "Lawn Care," has an interesting article on a Stowe, Vermont architect, who has a full grown lawn on the roof of his home. The lawn is eight years old.

The Kent Hollow Farms ad which appeared in August Golfdom (page 57) showed the firm's telephone number as MILFORD Elgin 4-6046. It should have read: NEW MILFORD Elgin 4-6046. Kent Hollow is located near New Preston, Conn.