Melflex Products Observes 30th Anniversary

Melflex Products Co., 410 S. Broadway, Akron, Ohio, is observing its 30th anniversary of the manufacture of frictionized rubber safety treads and mats. L. E. Warford, in 1930, decided that more resistance to wear could be built into treads if ground tire cord fabric could properly be compounded into rubber. After much testing the correct formula was found. Today, Melflex products are installed in thousands of locations and have brought about a decided reduction in accidents.

Wilson Now Advertising on TV Golf Shows

Wilson golf equipment is now being pre-sold for professionals via TV. It’s being done through spot announcements on “World Championship of Golf” in four markets and on “All-Star Golf” in one market. The TV selling is being done on a test basis and Wilson is confident that it will be expanded in the future.

List Five Features For Ezee-Flow Model 88D

Ezee-Flow div. of Avco Distributing Co., 3428 N. Harlem Ave., Chicago 34, lists five important features of its Model 88D Olympia 96-in. spreader. They are: (1) It can be accurately calibrated; (2) holds a uniform setting under all conditions; (3) front-mounted seeder attachment sows grass evenly; (4) gives perfect film distribution of all fertilizers and seeds; (5) breaks up and uniformly applies rock salt and sodium chloride for snow and ice control. Model 88D has removable agitator and remote control device that permits hopper shutter operation from the tractor seat.

Seaboard is Grau Distributor

Seaboard Seed Co., 701 S. Front St., Philadelphia, has become a distributor for Fred V. Grau’s Grasslyn crown and processed and Penn-gift crownvetch seed. These varieties are excellent ground covers for slopes, embankments, etc.
FOUR TURF-SAVING TIRE WIDTHS AVAILABLE ONLY IN PARGO
See page 137

WILLIAM W. AMICK
GOLF COURSE ARCHITECT
Complete Design and Remodeling Service
530 Cove Drive Fort Walton Beach, Florida
Phone CH 3-2061

LAKEVIEW 8-6302 — 8-7213
Harry M. Rainville
GOLF COURSE ARCHITECT
LAND PLANNING
6092 Orchard Drive Yorba Linda, Calif.

WILLIAM B. LANGFORD
GOLF COURSE ARCHITECT
Balanced Topographical Design
Member: American Society of Golf Course Architects
Telephone: Austin 7-3371
621 N. Central Ave., Chicago 44, Ill.

ALEXANDER G. McKay
Golf Course Architect
DESIGN and CONSTRUCTION
Green Building Specialists
Phone JU 6-5467 P.O. Box 176
Morristown, Tenn.

CHARLES E. STEWART
GOLF COURSE IRRIGATION ENGINEER
Reports • Design • Supervision
18357 Homewood Ave., Homewood, Ill.
Phone: SY 4-3918

GEOFFREY S. CORNISH
GOLF COURSE ARCHITECT
Fiddler’s Green South Amherst, Mass.
Phone: Alpine 3-3913

ARTHUR JACK SNYDER
Golf Course Architect
Graduate Landscape Architect
DESIGN — CONSTRUCTION — REMODELING
1009 E. Heatherbrae P.O. Box 493
SCOTTSDALE, ARIZONA PINETOP, ARIZ.

Reconditioned Victor Golf Cars For Sale
Cars also available on rental basis to Pros or Golf Courses
Write: GOLF KART RENTAL, Inc.
1226 Geers Avenue, Columbus 6, Ohio

Golfdom
The PAUL HAHN Show
Informative clinic. Amusing comedy. Amazing trick shots.
Write for Brochure "G.G. Paradise Country Club, Crystal River, Florida

TIFTON 328 (TIFGREEN)
GROWN FROM FOUNDATION STOCK
Texas Dept. of Agriculture inspected
$1.80 per yard Air Freight Prepaid
SUPERIOR TURFGRASS NURSERY
218 Carroll, Corpus Christi, Tex. TU 40445

TEEE MATS... Locker Room Mats
The finest mats in the market
Well made from selected strips of heavy duty tires and bound with high tempered, heavy galvanized, spring steel wire for outstanding performance and longevity. Made to order. Low priced. Shipped prepaid. Write Harry B. White, Merchants Tire Mat Division, 2710 Washington, St. Louis.

O. JONES & SON
Golf Course Design - Supervision
Construction - Remodeling
CHAMPIONSHIP OR PAR 3 COURSES
P. O. BOX 9464
WEST PALM BEACH, FLA.
PHONE OV 3-0726
WINSTON-SALEM
NORTH CAROLINA
PHONE PA 3-6326

CERTIFIED HYBRID BERMUDAS
TIFTON 328 (TIFGREEN) - TIFTON 57
Send for descriptive booklet also reprint from U.S.G.A. Journal titled "Changing Greens from Common Bermuda to TIFGREEN".
GOLF & LAWN GRASS NURSERIES
3539 Kingsboro Rd. N.E.
Atlanta 19, Ga.

Make More Money from Miniature Golf!
George Zuckerman, Convention Hall,
Asbury Park, N. J. Phone: PR 5-0900

GOLFDOM'S
April Advertising
Forms Close
March 29th

ELECTRONIC CHANGE-A-PANEL
AVAILABLE ONLY IN PARGO
See page 137

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 service 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. Response to all box number ads should be addressed to the box number, mail to GOLFDOM, 407 S. Dearborn, Chicago 5. Replies are promptly forwarded to advertisers.

Golf Professional wishes to affiliate with club desiring to improve golf course, instruction, shop operation, etc. Address Ad 315 c/o Golfdom.

JOBS WANTED
Course Superintendent with 30 years experience, 28 of them as Superintendent at same club. In 1957 and '58 was Superintendent in charge of construction of 18 hole course. 50 years old. Address Ad 301 c/o Golfdom.
Club Administrator - 25 years experience. Presently with prominent West Coast country club. Will relocate with year round or seasonal operation. Address Ad 302 c/o Golfdom.
Lockeroom man, extensive experience at fine clubs, north and south, and now engaged, wishes to make new connections for northern season. Successful experience, pleasant personality, good judgment qualifies me to give excellent service at members', club officials' and managers' desires at first-class club. For full particulars address Ad 303 c/o Golfdom.

March, 1960
PRO - PGA, CLASS A - COLLEGE GRADUATE DESIRES CHANGE FOR SUMMER SEASON TO MORE AGGRESSIVE CLUB IN NORTHERN RESORT AREA. CONSIDERED EXCELLENT INSTRUCTOR AND PROMOTER. EXPERIENCED ALL PHASES CLUB OPERATION, EXCELLENT APPEARANCE. BRIGHT AND PERSONALITY. PICTURE AVAILABLE. RETAINED RESPONSIBLE WITH EXCELLENT CREDIT RATING. BUSINESS AND CHARACTER REFERENCES SUPPLIED. AVAILABLE FOR YEAR ROUND ASSOCIATION WITH NEW, MODERN, UP-TO-DATE PROPERTY. ADDRESS AD 314 c/o GOLFDOM.


Veteran Superintendent available for quality maintenance, renovation or design. Offer unusual qualifications to discriminating club. Details requested and exchanged. Address Ad 317 c/o GOLFDOM.

Wanted - Experienced teaching assistant for Greens Manager at small club or good teaching job at large club. Address Ad 321 c/o Golfdom.

New Country Club in attractive community midway between Rochester and Buffalo needs combination Pro & Greens Manager for coming season. Nine holes course containing all hazards for club house or dining room which is operated separately. Will offer good salary, usual commission. Write Shurtleff Country Club, Medina, N.Y., stating all particulars including salary desired.

SALESMEN WANTED: EXPERIENCED SALESMEN WITH PRO SHOP FOLLOWING. COMPLETE LINE OF SPORTS MACHINES FOR BACK AND WAGEN. CHOOSE TERRITORIES OPEN. 10% COMMISSION. ADDRESS AD 308 c/o GOLFDOM.

Professional wanted at semi-private club. Excellent opportunity for permanent position. Experience essential. References required. Write Board of Directors, Pontaluna Country Club, Sandusky, Ohio, Paul Bertholov, PGA pro.

For Sale - by owner - Golf Practice Net - 20' ft. long, 10 ft. high, 10 ft. wide. $250.00.

For Sale - Driving Range - Miniature beautifully maintained - sand bunkers - target, 20' ft. long, 10 ft. high, 10 ft. wide. $250.00. Address Ad 319 c/o GOLFDOM.

WANTED: Manufacturer's representatives calling on Golf Professionals to carry additional new line creatively designed for sales and profits. Fairway & Fields, Roslyn Heights, New York.

Wanted — Experienced teaching assistant for summer season. Salary plus per cent lessons. Midwest. Address Ad 310 c/o GOLFDOM.
FOR YOUR CONVENIENCE — GOLFDOM'S

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

Buyers' Service

Golf Course

Aerifying equipt. : Fairway  □   green □
Algae Killer (ponds) □
Architects: course □   house □
Ball Washers □
Ball Washing Compounds □
Bent grass stolons □
Bermuda Stolons □
Brown-patch preventives □
Compost mixers □
Crabgrass control: Regular □   Pre-emergence □
Grass control machine □
Drinking fountains □
Edging machines □
Fertilizers Solid □   Liquid □
Flags (greens) □   Flag poles □
Fungicides □
Hole cutters □
Hose □
Hose clamps □
Humus □
Irrigation consultants □
Lapping-in Machine □
Leaf Pulverizer □
Line markers □
Miniature Course Const'n □
Min. putting surface (felt) □
Mowers: putting green □   whirlwind □   tee □   fairway □   rough □   hand □
Mower Grinders □
Poa Annua Control □
Pavement equipment □
Poa ANNUA Control □
Putting cups □
Rakes (worm cast & clean-up) □
Repellents: Rabbit-Deer □
Rollers: cast-iron □   water filled □
Seed: fairway □   green □
Shelter houses □
Shoe Spike Cleaner □
Sod cutter □
Soil conditioner □

Soil screeners □ Soil shredders □
Sprayers: power □   hand □
Spreaders, fertilizer, seed, topdressing □
Squirrels: greens □   fairway □
Sprinklers: f'way □   green □
Stone picker (mechanical) □
Sweepers-mulchers □
Swimming pool paint □
Tee Markers □
Turf milling machine □
Tractors □
Turf Insecticides □
Turf sweepers □
Water systems, fairway □
Weed chemicals □
Pro Shop

Golf Practice Devices □
Golf shoes □
Golf shoe cleaners □
Golf Shoe Spikes □
Handicap racks □   cards □
Lighting equipment □
Mech, Range Ball Retriever □
Name labels, for clubs □
Practice driving nets □
Practice Golf Balls □
Preserver for leather □
Score cards ( ) Charge checks ( )
Score card & pencil Tee Box □
Seat attachment, for carts □
Sports wear: Shirts □   Socks □
Sport jackets □   Rain jackets □
Windbreakers □   Slacks □
Ladies' Bermuda shorts □
Tee bag racks □
Tee mats □
Tees (rubber) for driving mats □
Teeing device (automatic) □
Trophies □

Club House

Athletes Foot preventives □
Bath mats □
Bath slippers □
Cash Registers □
Chairs (lounge) □
Disinfectants □
Financing (new, modernization) □
Floor coverings □
Folding Table (Banquet) □
Link Type Mats □
Lockers □
Locker & Toilet articles □
Lockers □
Locks (combination) for lockers □
Lockers □
Lockers □
Locks □
Printing □
Runners for aisles □
Rugs □
Showers □   Shower mixers □
Shower water control □
Stop treads □
Towels (golf, disposable) □

Send information

To: Name ____________________________ Club ____________________________

Club ____________________________ Address ____________________________

Town ____________________________ Zone (________) State ____________________________

March, 1960

175
34th YEAR OF SERVICE
as golf's clearinghouse of information on the most successful operating practices and products for your club. 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

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President's:
name (Zone .........)
Add.: Town: State:.......

Green Chairman's:
name (Zone .........)
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Manager's:
name (Zone .........)
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Course Superintendent's (Greenkeeper):
name (Zone .........)
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Professional's:
name (Zone .........)
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**GOLFDOM, THE BUSINESS JOURNAL OF GOLF**

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Publication Offices: 427 So. Dearborn St., Chicago 3; Phone H Arrison 7-5941. Eastern Representative—Alfred Gaynor. 209 Park Ave. S. New York 5; Phone AL 4-0275
Swinging Around Golf (Continued from page 138)

pros match by Fred Corcoran, will sponsor the 1961 tournament and will put up $15,000 prize money plus paying expenses of the 34 sectional winners to the championship at Dunedin.

First Flight Co. of Chattanooga, sponsored the PGA’s Quarter Century Club championship (with $3000 cash and $2000 in merchandise) for the fourth year and repeated as sponsor of the PGA National club championship, giving $2000 in prize money and $3000 in merchandise as the club tourney prizes.

The cocktail party and fashion show put on by makers of Wm. Joyce golf shoes, Munsingwear golf shirts and E-Z-Go golf carts, prior to the UGA Seniors’ dinner, was colorful and a social and business success ... Pros’ wives, to a considerable degree responsible for the professional’s vast progress in merchandising, showered Eve Bowen, wife of Kip, pres., Bowen, Inc., Wm. Joyce golf shoe makers, with compliments for her showmanship in preparing and presenting the show ... USGA’s 1960 Bob Jones award for distinguished sportsmanship went to Chick Evans who, in accepting it, made plea to clubs to keep their caddie programs going strong.

Joseph C. Dey, jr., executive dir., of the USGA, presented with two bound volumes of letters written to rejoice in Joe’s 25th anniversary with the association ... Senator Prescott Bush (R-Conn.) got the letters together ... Bush was the USGA president when Joe was hired ... That was a lucky day for golf and the USGA ... Joe has been of incalculable value to the game ... When he’s been in a tough spot — and there have been plenty of them in his 25 USGA years — he always has thought of the good of the game and the golfers, rather than about what’s good for Joe ... There have been times when that attitude didn’t get him any votes as America’s Sweetheart but everybody’s got to say Joe always stood up as an honorable gentleman and thorough sportsman ... He has been right in the difficult decision a whole lot oftener than he has been wrong ... That’s better than par for humans.
You can See the Difference...You can Feel the Difference

**THE NEW STAFF-PRO SHAFT**

by WILSON

This exclusive development means extra distance...improved accuracy

Wilson's new Staff-Pro shaft provides four-way improvement for your golf game,

- Uniform shaft wall thickness throughout means controlled shaft flex.
- Short, quick steps in the middle of the Staff-Pro shaft eliminate torsion and vibration.
- Wilson concentrates the flex in the lower part of the shaft. Added flex here increases accuracy, and even more important, distance.
- Graduated steps in the upper shaft up to the grip give a sweet, smooth-swinging feel you'll recognize when you swing a Staff-Pro shaft.

*Dyna-Powered* irons give you still more! The new, non-oxidizing Pro-Tack grip for a comfortably tacky feel that adds to your confidence. And it won't dry out or lose its tack during the life of the club.

Play the new Wilson Power-Flare *Dyna-Powered* irons. When you pick one up, you'll see the difference...When you hit with it, you'll feel the difference!

**AT PRO SHOPS ONLY**

And you'll also see the Staff-Pro shaft in Wilson Professional woods for '60

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