

expert help in choosing equipment from someone who knows their game and their golf habits. They buy from a merchant who is interested in selling them what they need and want, and holding them as customers; because their golf game as well as their golf equipment is his business. That's why the club hired a pro and built him a golf shop.

The pro is boss foreman to the hundred odd caddies in his charge. The caddie master may be directly responsible but the smooth operation of the caddie system goes back to the pro. The club chose him for his ability to handle the men and boys in his charge. He is a labor chief at the club. That's how he got the job as pro.

The club officials and members may not be aware of all the reasons why they hired a pro or the pro may not clearly realize what's expected of him. But when something goes wrong, then the pro learns what's expected of him. It's plenty.

MIDLAND COURSE

(Continued from page 48)

were brought in for green construction. There's been an extensive program of soil preparation followed in preparing greens, fairways and tees. Surface- and sub-drainage has been carefully planned and double-checked.

Artificial lakes and meandering draws have been designed into the layout so they look like nature made them.

The landscaping program started by making golf architectural use of largest of the mesquite trees native to the land and has been expanded into installation of 682 elms, cottonwoods and poplars fitted into the golf architecture and scenic planning.

Grau and Watson recently went on an inspection tour of the Midland job with Plummer and Fred Hogan and Jay Floyd of the club and the turf authorities are satisfied that this job already has made golf construction history in showing that recommendations of turf scientists effect the quick establishment of first grade golf

turf on what appears to be forbidding territory, and that the ultimate economy in cash has a long, long margin over the trial and error methods.

Another historic aspect of the Midland development is that three presidents and three boards have been in office since the project was begun yet there have been few alterations in the basic planning and the boys haven't drawn 6-guns on each other in labor-pain arguments. Roy Minear and Percy F. Bridgewater preceded the present president, Don Johnson, in office. Through the three administrations building has steadily progressed.

The club intended to construct a \$500,000 clubhouse but government building restrictions have forced indefinite postponement to that work.

SHAW LAWN EQUIPT. CO. HOST TO PHOENIX AREA SUPTS.



Alva Shaw and missus of the Shaw Lawn Mowing Equipment Co., Phoenix, Ariz., entertain the golf course superintendents and wives of the Phoenix area at annual dinner party. Guests of the Shaws for this occasion were Mr. and Mrs. Phil Hanson, Phoenix CC, Mr. and Mrs. Mike Perow, Mesa G&CC, Mr. and Mrs. W. H. Stanley, ass't. at Phoenix CC, Mr. and Mrs. J. Woodward, Arizona CC, Preston Childers, Phoenix Muny Course and Cecil Watkins, Wigwam Course, Litchfield Park.

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NEW YORK, N. Y.

WILSON ADVISORY STAFF REACHES 32 WITH ADDITION OF KLEIN

The addition of Chuck Klein, professional from the Willow Springs GC, San Antonio, Texas, brings the Wilson Sporting Goods Co. golf advisory staff up to a total of 32 players. Chuck captured top money for the first time this year when he won the Rio Grande Valley Open and added to his earnings when he tied for second place in the Miami Beach Open. Klein has been a professional since 1935 and counts among his past victories the San Antonio Grand Sweepstakes, the Ruidoso (New Mexico) Open, the West Texas Open and the Oklahoma Open.

GOLFCRAFT BROCHURE TELLS SPORK STORY

To aid sportswriters and sportscasters covering tournaments, clinics and exhibitions in which their Shirley Spork participates, Golfcraft, Inc., Chicago, have prepared a brochure on the charming and competent young lady that is noteworthy for its attractiveness, information and interest. Shirley and Miss Jane Woolley, Advertising Manager of Golfcraft, Inc., will leave on July 3 for San Francisco, where

Miss Spork is scheduled to give clinics and exhibitions at numerous golf clubs including the Sail-Ho GC, U. S. Training Center, San Diego; La Jolla CC, La Jolla, California; and the Pasatiempo CC in Santa Cruz, during the Northern California Girl's Championship.

180 YEARS OF SERVICE



Miss Hedwig Amend, secretary to H. Amtmann, Spalding Advertising Mgr., and Matthew J. Kiernan, ass't. vp in charge of golf offer mutual congratulations as they celebrate this month the observance of

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Miss Amend's 52nd year with the Spalding Co. and Mr. Kiernan's 53rd year. C. F. Robbins, Spalding, pres. (left) with the company 36 years, and L. E. Coleman, vp in charge of sales, with the company 39, are interested spectators for the occasion.

LIGHTWEIGHT IS FEATURE OF NEW SKEE RIEGEL GOLF SHOE

Two former national Amateur champions, Ted Bishop, 1946 champion and Robert H. (Skee) Riegel, 1947 champion, are teamed-up in the Ted Bishop Co., which reports a lively demand for their recently announced lightweight golf shoe. The newly developed shoe, known as the Skee Riegel golf shoe, is said to be the lightest golf shoe made. A spring steel equalizer is bonded to the sole to improve stance and to eliminate spike shifting and sole warping.

Insulated from hot and cold and moisture proof, the shoes come in three tones and in sizes from 7 to 12. Retailing at popular prices they are sold thru pros exclusively. Tournament tiredness started the Ted Bishop shoe business. "I always seemed to score higher the second round of tournament play and felt it was tiredness," says Bishop, "so Skee and I kept experimenting with all types of shoes and finally, in the Skee Riegel shoe, produced a truly lightweight, cushion comfort golf shoe which we believe golfers have longer for." Complete details from Ted Bishop Co., 101 Tremont St., Boston 8, Mass.

IMPROVED FLEXI-COMB DESIGN

The Flexi-comb, manufactured by West Point Lawn Products, West Point, Pa., and used for a number of years as an attachment to fairway mowers to get better cut fairways has been redesigned to provide greater operating convenience. New feature quickly locks comb in or out of combing position. Set the combs down to operate on fairways, snap them up out of operating position when crossing roads or moving mowers from one area to another.

Flexi-combs fit popular makes of mowers and are easy to install. Complete range of depth adjustment makes combs adaptable to individual conditions. Reduction of thatch, smoother cut, eradication of weeds by cutting runners and removal of seedheads are advantages of using Flexi-comb while mowing.

BEV HANSON, HELEN DETTWEILER JOIN MACGREGOR GOLF STAFF

Beverly Hanson, National Amateur Golf Champion, has turned professional and with Helen Dettweiler, her instructor, has joined the MacGregor Golf Co. Advisory Staff, according to pres. Henry P. Cowen, who made the announcement when he introduced the two golfers at the annual meeting of the MacGregor Tourney Club traditional get-together of the nation's top golf pros, held each year on the eve of the PGA Championship.

It is the first time that a nationally-known instructor-pupil golf team has joined a manufacturer's staff, Cowen said. They will aid in the development and promotion of MacGregor golf clubs and balls. Both are scheduled to conduct clinics and exhibitions across the country in behalf of the company. They will participate also in all women's opens and other events sched-



Beverly Hanson (left) and Helen Dettweiler hold contracts making them members of the MacGregor Advisory Staff. Pres. Henry Cowen made the announcement and presented the new members at the annual meeting of the MacGregor Tourney Club.

uled by the Ladies PGA of which Fred Corcoran is tournament director.

Beverly, who is 24 and divides her time between Indio, Calif. and Fargo, N. D., began to hit the golf limelight in the 1950 season when she won the Women's Texas Open at Fort Worth, the California State, the Southern California title, the Pasadena City championship, the Mid-Winter at Los

CREEPING BENTS

C-1

C-19

C-52

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THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES

Angeles CC, the Palm Springs Invitation, and also the Indio title.

In the International Curtis Cup matches at Buffalo last Fall, she won the singles, was top amateur in the All-American and then took the big one, the National Amateur at Atlanta. In all, she was winner of 9 major tournaments in 12 months.

Dettweiler is one of the nation's top women golf pros and teacher of such champions as Beverly Hanson and film stars Jack Benny and Ray Milland. She designed and built the Cochran Ranch Golf Course, at Indio, Calif., where she has been chief pro for six years.

As an amateur, Helen won several sectional titles in the East, events such as the District of Columbia, Maryland State and Middle Atlantic, each of which she won several times. Then she went on to capture major titles such as the Western Open in 1939.

SWINGING AROUND GOLF

(Continued from page 21)

man in business and at play ... Surviving are his widow, Mrs. Helen D'Alessandro Pedersen, his brothers and a sister, Mrs. E. C. Jackson.

California State Seniors' Golf Assn. membership closed at 250 with waiting list of 50 ... Many state senior associations now have problem of too many active players to be accommodated in one day's tournament play ... Midwest Seniors' annual championship at Edgewater GC, Chicago, July 12-13 has such big entry, qualifying at Lake Shore CC, Glencoe, Ill., had to be put into schedule.

Some Maine notes from Jack D. Mansur, course equipment rep. of Fryeburg, Me. ... Jimmy Jones, pro-gkpr., Bath CC for 15 years, has gone to Augusta CC as gkpr. ... Jimmy's brother George has been pro at Augusta CC for 9 years ... John (Dud) Perry succeeds Jimmy at Bath CC ... The Jones boys are proteges of Frank Gilman who was pro-gkpr. at Augusta for 20-some years prior to 1943 ... Ernest Ruby, supt., Portland CC, has been making course alterations to design of Robert Trent Jones ... Remodelled course in best condition for years ... Gene McNabb switches from pro job at Saco GC, Biddeford, to St. Croix CC, Calais ... George Wells, formerly with

his father, Alvah, owner of Bridgton Highlands GC, now pro at Naples GC ... George Jenny, supt., Webhannett GC, Kennebunk Beach, has done notable job of greens conditions with aerifying and new feeding program ... Maine weekly program schedule got under way with pro Jim Browning of Brunswick GC, home of Bowdoin College, as host ... Purpoodock GC, Cape Elizabeth, where Al Baka is pro, has given life membership to Harry Webster for his excellent job of golf promotion with Golf in Maine.

Tournament pros breathed easier when George S. May Co. announced its Tam O'Shanter championships with total purses of \$77,600 for Aug. 2-5 and Aug. 9-12 ... World championship event at Tam, Aug. 9-12 has invited champions of 12 nations ... Edna Wesson, wife of Milt, Spalding man at Los Angeles, scored a 136 yd. ace ... What brand of ball, club and shoes do you think she was using? Darn well better be, hadn't she, Milt?

J. Russell Gnau, 50, insurance executive, formerly an official of Ford Motor Co., and valuable promoter of tournament golf in Detroit, died at Indianapolis following a stomach operation shortly after being stricken at the Indianapolis 500-mile auto races ... Gnau was a member of the advisory boards of the national and Michigan PGA ... Russ was a really grand fellow who had an army of friends in golf.

Woodridge (Calif.) G&CC considering expanding from 9 to 18 holes ... Chan W. Baker of Baker Grass Industries, Miami 35, writes "Leonard Strong's article 'Superintendent's Job is Far Bigger than Greenkeeping' in May GOLFDOM should be reprinted and a copy sent to every green chairman in the U.S." ... British Board of Greenkeeping Research staging exhibition and demonstration of course maintenance equipment at St. Ives Research station July 17 and 18.

Now some notes from Scotty Chisholm, the laddie in the hiellands of Southern California:

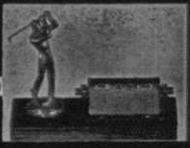
Live wire Bill Bryan, who runs Fox Hills, Baldwin Hills, and the Rio Hondo (LA dist.) public courses and owns and operates the recently opened Laguna Beach (Calif.) CC where Jimmy Clark is associated, has named the first 9 holes on the last named course: No. 1 the TOM

(Continued on page 74)

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