

Swinging around Golf

NEWS OF THE GOLF WORLD IN BRIEF

George Willard, pro at Royal Calcutta GC, in United States visiting clubs and club factories, on his way back to England for periodical leave . . . Harry Adams, MacGregor Chicago salesman, scored decidedly well at Fox River Valley Exchange Club with talk and demonstration on club design and use . . . Salem (Mo.) G&CC plan-



HERB GRAFFIS

ning to build new 18 hole course . . . Central Arizona GA campaigning for new public course at Phoenix Papago Park to ease situation at Encanto GC, only public course in Phoenix.

Gen. Abelardo Rodriguez, former president of Mexico; Gov. Braulio Maldonado of Baja, California and Wm. O'Dwyer, former New York City mayor and ambassador to Mexico, in syndicate planning to build \$250,000 country club at Mexicali, near Mexico-California border . . . Several Los Angeles councilmen advocate closing overcrowded Los Angeles muni courses to out-of-city players, or charging the non-residents higher fees.

Construction of swimming pools continues at high rate at country clubs . . . Every flag on University of Mexico's 18-hole course and 9-hole par-3 course stolen one night . . . Indications point to mouse-brained kiddies who need palmistry on their fannies.

Better be some understanding reached quickly and publicly announced between PGA and Mrs. Louis Lengfeld, pres., United Voluntary Services, on National Golf

Day and Swing Club Week . . . Nels Cullenward, golf writer of San Francisco Call Bulletin, wrote of Mrs. Lengfeld at promotional meeting in San Francisco presenting "the plans for the tourney which will take the place of Life's National Golf Day of the past few years." . . . National Golf Day was co-sponsored by Life and

the PGA for three years and as announced in Dec., 1955, will be sponsored by the PGA this year . . . PGA has Golf Day promotion material in hands of clubs and pros and has very strong promotion cooperation of U.S. Jr. Chamber of Commerce. Swing Clubs are exceedingly valuable organizations of women golfers aiding service men in hospitals and other military installations . . . PGA has been very cooperative with Swing Clubs.

Some confusion involved United Voluntary Services and American Womens Voluntary Services when allotment of proceeds from 1955 National Golf Day were made but both organizations received funds for their veterans' programs.

Very foggy to the PGA, amateur golf and other civilian organizations is the picture of the government's policy and procedure in providing and maintaining golf facilities and equipment at vet hospitals . . . Golf has been valuable therapy at some hospitals . . . Golf in treatment of mental cases at a veterans' hospital having a course provided by Chicago District Golf Charities has been especially successful. At some

Front

Cover

60-year old Bill Davis of Lake Forest, Ill., a freshman at Arizona State College, Tempe, Ariz., and a member of the golf team, lines up a putt as his coach, Al Onofrio (rear), and two teammates look on. Davis, retired Chicago businessman, was attending Fordham University when his education was interrupted by World War I and nearly 40 years went by before he could get back to the books. However, his golf education apparently wasn't neglected during this time. He shoots in the 70s.

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veterans' hospitals pros report the golf facilities presented to the hospitals have been neglected until they're no longer useful.

Golf Day, which has brought in about a half million dollars for USO, Red Cross, armed services and veteran's recreation, caddie scholarships, golf turf research, junior golf extension, amputee and blind golfers, PGA relief, benevolent and educational fund, now represents the biggest single responsibility the PGA has assumed in nation-wide service and publicity . . . The PGA and its members have got to put Golf Day, June 9, across as a pronounced success or risk a flop that may be costly in prestige and cash.

What makes the Golf Day assignment one calling for every resource of personnel and publicity and persistence the PGA can command is the fact that use of golf as a fund solicitation factor is steadily increasing . . . Among causes soliciting funds by golf events are heart, cancer, cerebral palsy and crippled children hospitals, Olympic fund, boys clubs, flood relief and Red Cross . . . All of them deserve plenty from those lucky enough to be playing golf but when the golf charity deals get too

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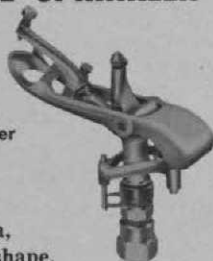
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frequent none of them click.

Big remodeling job at Sequoyah CC, Oakland, Calif., with members contributing greater part of cost in equipment and labor . . . Sutherland (Neb.) Reservoir Park, Inc., building 9-hole sand green course . . . Eugene Heitman now mgr., Belle Plaine (Ia.) CC . . . Architect Jack Daray says Coronado, Calif., Glorietta Bay munny 18 will be in play by July, 1957.

Hickory Hills CC, Springfield, Mo., opens new \$360,000 clubhouse replacing clubhouse destroyed by fire in Nov., 1954 . . . Philadelphia CC soon to start building its \$1,250,000 clubhouse . . . Pros at Minnesota PGA spring meeting at Town and Country Club, St. Paul, toured beautiful new clubhouse to be formally opened in May . . . Pro Jock Hendry getting beautiful new shop in a new building but the pro shop building is not well located for convenience to members.

Jim Murray, formerly asst. to Armand Farina at Schenectady (N. Y.) munny course, now pro at Amsterdam (N. Y.) munny course . . . Cloverleaf CC, Greensburg, Pa., opens first 9 . . . second 9 to be opened late this month . . . Larry J. Goodman, one of three owners of Cloverleaf, will manage the club.



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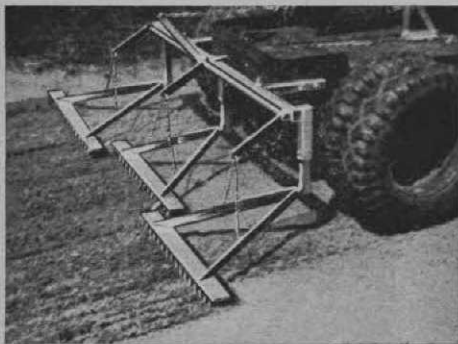
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John Yocum now pro at Galen Hall Hotel and CC, Wernersville, Pa. . . . Joe Creavy now pro at Colonia CC, Albany, N. Y. . . . Frank Murray and Russell Roberts of Rockville, Md., 30 year plan accepted for building and operating Hagerstown, Md., public course . . . Jackie Burke and Jim Demaret to be at Notre Dame university in May, as feature of golf education program financed by gift of James Gerity, wealthy alumnus who declares university student who learns to play good golf and bridge has an educational asset that helps him in business.

James G. Harrison to remodel Tygarts Valley CC, Elkins, W. Va., recently purchased by Elkins Lodge No. 1135 BPOE . . . Robert Trent Jones modernizing Elkridge Club course in Baltimore, Md. . . . Charlie Nichols, Palm Beach (Fla.) CC pro in winter, signed as pro by new Hillcrest CC, North Reading, Mass. . . . Wayne Recreation Assn. plans to build 9-hole course near Lyons, N. Y. to plans of Packard and Wadsworth, La Grange, Ill, architects.

Roger McGee to Annapolis (Md.) as pro . . . Ray Heins to Swan Creek CC, Havre

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de Grace, Md., as pro . . . Southern Hills CC, Tulsa, Okla., wants to get National Open as soon as it can . . . Grand golf course, wonderful bunch of members and officials, fine clubhouse facilities and an all-star operating staff . . . Jack and Victor Rose to operate Lebanon (Conn.) Ranch CC 9-hole course.

Andrew Lund, supt., Waterbury, Conn., East Mountain munny course, and in the city's service for 52 years, kept on job after mandatory retirement age was reached because city couldn't find a replacement . . . Cedric F. Smalldige to open 18-hole course at Lancaster, N. Y., next month . . . Lawrence Robinson, New York World-Telegram & Sun golf writer says "In 30 years more than 70 golf clubs have been lost to the Met area, with only about two dozen new ones having been built.

Miami, Fla., voters will be asked in November to approve a bond issue for building an 18-hole course near the airport . . . John B. "Reds" Lynam, jr., now pro at Shamokin, (Pa.) Valley CC . . . Bayside Golf Course, at Bayside, Queens, N. Y. C., 18-hole fee course sold for price reported to exceed \$3,000,000 . . . Course to be operated thru August, according to an-

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nounced plans . . . Course was built in 1932 to plans of Dr. Alister Mackenzie who also designed the Augusta (Ga.) National course.

John Bishop now pro at Otzinachson CC, Milton, Pa. . . . Conestoga CC, Lancaster, Pa., in new clubhouse . . . Mrs. Edna Duwe operating her course at Salem, Mo. this year on fee basis when Salem G&CC failed to exercise option to buy . . . Antioch, Calif., golfers ask council to enlarge 9-hole munny course to 18.

Talk about building course on Tulelake-Butte Valley fairgrounds at Tulelake, Calif. . . . Edwards Air Force Base 9-hole course at Lancaster, Calif., to be in play in Oct. . . . Amusing column by Edwin Pope in Atlanta (Ga.) Journal quoting pro Bill Hall of North Fulton GC on how risky golf can be with pupils swinging clubs wildly during a lesson and with careless shots on the course.

Gainesville, Fla., asking \$405,000 from government for site of present municipal course on which U. S. Corps of Engineers will locate a lake . . . City has bought land for new course to be built when it gets money . . . City of Danville, Va., closes 9-hole Cane Creek course and sold equipment because of segregation issue . . . Local

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Fairfax County, Va., Board of Zoning Appeals approves building 9-hole course which Lynch Bros., Inc., eventually will enlarge to 18 . . . Horace Smith now pro-supt, Melrose CC (Philadelphia dist.) . . . Now there are three in family of Arnold Palmer, 1954 National Amateur champion who's now doing right well as touring pro . . . The new one of the trio is Miss Margaret Ann, who at present isn't very big but, Pappy and Mammy say, is the world's most beautiful baby.

Leo Fraser, pres., Atlantic City (N. J.) CC recives 20th annual Achievement Award of the Press Club of Atlantic City for his "civic salesmanship." . . . Leo's job in getting PGA 1955 convention and British Ryder Cup team exhibition for Atlantic City were among his numerous performances for his city.

Len Cerrario now pro at Ft. Dix (N. J.) GC . . . Citizen's Recreation Committee recommends that Ogden, Ut., City Council OK construction of muny course . . . Burbank, Calif., plans to build muny course by shifting 3,000,000 cu. yds. of earth to fill part of a canyon as course site . . . Joseph De Bell, who donated land,

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specified course was to be in operation by Jan. 1, 1959.

Interest in building course on city-owned property at Indio, Calif. . . . Crystal River, Fla., to have new course designed by John Van Kleek, Tryon, N. C. . . . Building company is known as Paradise Golf Course, Inc., and is headed by D. L. Connett, Atlanta, Ga., vp of Alsonett Hotels chain . . . Leroy Silva, formerly asst. to Bud Ward at Peninsula CC (S. F. dist) now is pro at new Tracy (Calif.) CC . . . New course at McLaren Park, San Francisco, will be 9 holes . . . Construction begun on first 9 of Glendora (Calif.) CC.

Sidney Herzberg of Ontario, heads group building 18-hole El Rancho Verde CC at North Rialto, Calif. . . . Bill Bryant, gen. mgr., Rio Hondo and Laguna Beach CCs, building California CC, between North Whittier and El Monte . . . Acquired year-old clubhouse from El Dorado Club which folded . . . Bryant building 9 holes now and another 9 later . . . Golf course proposed for Disneyland, the exciting domain of Walt Disney's creations.

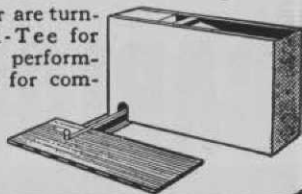
Women's Metropolitan Golf Assn. 1956 Tournament Schedule is a booklet that is top job for this sort of thing . . . Among

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"Standing Rules for Competition" is 25 cent fine on player who posts "No Card." . . . Fred Kuehn, photographer whose May tournament pictures and PGA jobs include classics, on western swing getting some pictures for forthcoming National Golf Foundation book on ranges, miniature courses and par 3 courses.

Charles L. Wilfong, for 20 years supt. at Green Valley CC in Philadelphia dist., now is supt., Pittsburgh Field Club . . . Colonial, CC Ft. Worth, roping off all 18 holes from tee to green and building more than 2000 bleacher seats around 18th green for 11th annual Colonial invitation . . . Colonial advance publicity model job of supplying information for newspaper use . . . Only Masters' does a comparable publicity job.

Buena Vista CC, near Vineland, N. J., to start construction soon . . . Building begun on Spruce Pine (N. C.) CC 9-hole course designed by Ross Taylor . . . Hope to add another 9 in a couple of years . . . S. L. Phillips is pres. . . . Bethlehem, Pa., new munny course expected to have first play Memorial Day.

Hogan's National Open entry surprised no one . . . Nobody retires after losing a photofinish . . . Spokane Athletic Round

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Table presented Spokane with \$500,000 Esmeralda new 18-hole course . . . Probably last gift of nationally-famed organization which raised \$1,500,000 by slot machines and spent it all for sports facilities, promotions and laughs.

Walter "Buddy Heckman, pro at Manor GC, Fritztown, Pa., married to Barbara Ann Eckenroth . . . Phil Galvano whose golf school on 52nd st. in New York is attended by a lot of people in show business got a fine column by the Associated Press' large genius Will Grimsley . . . George Wadsworth, U. S. ambassador to Saudi Arabia has built a 9-hole course, the Dunes, at Jidda, Saudi Arabia . . . Sand greens and fairways . . . Bunker made by piling rocks and covering them with sand . . . Wadsworth previously had built golf layouts on U. S. embassy grounds in Iran, Turkey and Czechoslovakia.

Clarence H. Fry, 64, mgr.-supt., Jeffersonville GC, Norristown, Pa., died April 4 in Montgomery hospital, Norristown, shortly after having been admitted with a heart ailment . . . He had been with the club 31 years . . . It was his first and only job in golf . . . He was a vp of the Philadelphia Assn. of Golf Course Supts . . .

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Mr. Fry is survived by his widow, the former Mable Whitehead, a daughter, four sisters and a brother . . . Clarence Fry was widely known and highly regarded by golfers and his colleagues in golf course maintenance.

Wm. C. Chapin, pres., Oak Hill CC, Rochester, N. Y., and gen. chmn. of the club's National Open committee, has succeeded Tom Choate on the USGA Executive committee . . . Choate resigned after getting the up-eyebrows for playing in the Palmetto CC Calcutta event at Aiken, S. C. . . . Dr. Edward Vacheresse, jr., Fairmount, W. Va., buys the Venice (Fla.) G&CC property; 9-hole course and clubhouse . . . Corporation to be organized as a private country club to lease the property, enlarge course to 18 holes and operate course and clubhouse.

Caruthersville (Mo.) GC building new clubhouse . . . Oroville, Calif., Table Mountain GC 9-hole course opened. Rudy Adams is pro . . . Jay Gaer, 8-time Wyoming amateur champion, named pro-mgr., Airport GC Cheyenne, Wyo. . . . Nine-hole par-3 course managed by co-owner Bert Bonanno, opened at Sacramento, Calif.

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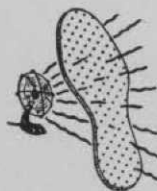
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played with Martin Stanovich, mentioned in Life magazine story as one of the ace hustlers, laughingly recall that the Fat Man gave a chump a break—if the chump could out-talk or outsmart the round man with the unorthodox swing . . . A merry tale brought north by pros who wintered around Miami tells of fairly well-known tournament pro, out of luck for a year or so, making private arrangements to team with a couple of amateur sharpshooters in hustling a sucker . . . The pro and the sucker were paired and to the pro's consternation he holed three approaches to cross his accomplices and win the money for the chump.

Nine holes of Eastern Hills CC, Dallas, Tex., opening . . . Clubhouse opened in Nov. . . . Ralph Plummer designed course . . . Lafayette Franks is pro . . . Indian Wells CC, near Palm Springs, Calif., has first 9 under construction . . . Among those financing club are Ed Susalla, associate pro at Thunderbird; Milt Hicks, Desi Arnez and Paul Prom.

Earle D. Bottom heads Athelwold CC, now building 18-hole private club course near Richmond, Va. . . . James W. Feury, from White Sulphur Springs, now supt.,

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 QUICKLY,
 EASILY**

Locks positively
 with an easy squeeze
 of pistol grips.

***RUGGED,
 DURABLE**

Light yet strong
 of airplane-type
 aluminum alloy.

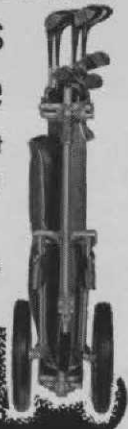
**Rolls With Wheels
 Folded, Saves Space**

Wheels fold in and cart
 stores upright in less than
 a square foot.

CON-VOY Golf Carts
 from \$29.95 retail

**PRODUCT
 ENGINEERING CO.**

4707 S. E. 17th Ave., Portland 2, Ore.



Pulaski (Va.) CC . . . Swannonoa CC, near
 Waynesboro, Va., mountain-top course
 closed for almost 20 years, reclaimed from
 wilderness and reopened by Dan O.
 Thompson and Randolph R. "Pete" Lang
 who will be gen. mgr. and pro. . . John S.
 Abbott named mgr., new Prospect Hill
 G&CC, Glen Dale, Md.

Bill Gordon, winner of Bob Harlow
 memorial award as PGA Home Club Pro
 of 1955, has signed with new Chestnut
 Ridge CC, Lutherville, Md., as pro . . .
 John D. Ames, USGA vp and chmn., USGA
 Championship committee, heads Eisen-
 hower campaign fund-raising drive.

The Masters this year was made historic
 by the first use of a box score in report-
 ing a golf tournament . . . Charles Bartlett,
 golf writer of Chicago Tribune, and sec.,
 Golf Writers' Assn. of America, compiled
 the score which appeared in the Tribune
 . . . It records Greens Hit in Par, Times
 in Rough, Times in Traps, One Putt
 Greens, Three Putt Greens, Birdies . . .
 The system worked out remarkably well
 and probably will be the basis for the sys-
 tem that eventually will be used in cover-
 ing every major tournament.

The Bartlett box score showed plainly
 that Burke with 7 one-putt greens and no

Improve your score with a . . .

CADDY CLUB CLEANER



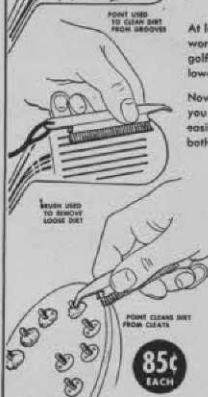
**A CADDY CLUB CLEANER
 FOR EVERY GOLFER!**

At last — here's a golfing gadget that really
 works . . . one that allows you more time for
 golfing fun! And at the same time helps
 lower your score if used regularly.

Now, with the new CADDY CLUB CLEANER
 you can clean clubs and cleats quickly and
 easily while playing — no fuss, no mess, no
 bother! To clean dirt from club head grooves
 and from around shoe cleats, you
 simply loosen caked mud with the
 specially-designed CADDY CLUB
 CLEANER point, then use the brush
 to swish it away. And, as a special
 bonus, nothing levels ball marks on
 the green as neatly and quickly as
 the CADDY CLUB CLEANER.

For added convenience, a durable
 elastic lanyard attached to your
 golf bag keeps the CADDY CLUB
 CLEANER ready for instant use!

Pro's: A Popular Item — Write
 for Details



**85¢
 EACH**

ALLEN WEATHERPROOF TAG COMPANY
 BOX 451, SPRINGFIELD, OHIO

What have we Here?

This . . . is a **SWING TIMER** . . .
designed to improve your swing,
timing and power
It grips and swings an
ordinary golf club . . .
Gives the feel of hitting the ball

IDEAL GIFT
OR PRIZE.

PERFECT SWING
in MINUTES

SWING TIMER is a big help
in developing a good golf
swing for beginners, medium
and high handicap players.

How Perich
Professional—Austin Country Club

Mfg. by
TEXAS DELTA
DEV. CORP.
Box 960
LOCKHART, TEXAS



three-putt greens beat the competition on the greens in the fourth round . . . Burke hit 11 greens in par.

Many golfers weren't clear about Ken Venturi's complaint concerning pairing the last round of the Masters . . . The leader at the end of three rounds usually is paired with Nelson for the final 18 . . . That would have been favorable psychological pairing for Venturi who, since he got out of the Army, has been getting some instruction from Nelson . . . Venturi got paired with Snead for the fourth round . . . Snead was 221 and Venturi 210 as the last round began . . . Snead picked up 9 strokes on Venturi in the fourth round . . . Middlecoff was paired with Doug Ford the last round . . . Both got 77s . . . Venturi got 80.

It seemed that the Masters had record attendance this year . . . The prize money was raised from the announced \$20,000 to \$30,000 plus \$300 to every pro. who accepted an invitation, whether he started or finished . . . The course never was in better condition . . . Greens were dry the last day and were lightning fast . . . There was considerable muttering about tricky placement of cups which has become a feature of the Masters . . . Some of the more

NOW 2 improved **FONKEN** golf ball
"Picker-Upper" models to choose from!

1. STANDARD 9 FT. model—
2. "SUPER-TRIEVER" 15 FT. model!

ALSO FASTER PICKUP • PROVEN FEATURES
NEW, FONKEN "SUPER-TRIEVER" KIT!

Choose the Fonken retriever that fits your budget and range needs!
The popular standard model is giving outstanding service on driving ranges all over the country. "Super-triever" model provides $\frac{2}{3}$ more pickup speed and "sweep" with its added 3 ft. sections. Either way, a Fonken retriever means more profits for you!

GOOD NEWS FOR "PICKER-UPPER" OWNERS! The new "Super-triever" Kit increases your Fonken standard model to 15 ft. pickup span. No modifications — quick-attaching!

WRITE FOR FREE BROCHURE

FONKEN MANUFACTURING CO.
433 West Magnolia Avenue
GLENDALE 4, CALIFORNIA

New! Improved

WESTALL **RUBBER FLOORING**

Lower Priced!

You get years of dependable service when you install our smooth surface rubber flooring! Choice of red, green or tan colors. Write or wire for samples and further information.

- Protects Clubhouse Floors For Years!
- Longer-Wearing, Tough, Firm!
- So Smooth, Safe and Easy to Clean!
- Does Not Buckle, Stretch or Crawl!
- Comes in Rolls 24 ft. Long, 36" wide and 5/16" thick.

HENRY WESTALL COMPANY

944-960 Morrison Ave., Asheville, N. C.

experienced stars say the smart way to play the course often is to go for the bunkers . . . Television rights for the Masters this year sold for a reported \$40,000 . . . Warnings to keep field moving fast to meet TV schedule were the cause of embarrassment . . . Players hurried up and had to wait on the next tee . . . Usual confusion about the results with TV although show directed by John Derr was far better than usual golf news coverage by television . . . Chick Harbert particularly good as commentator . . . Newspaper sports writers unhappy about the wireless keeping headlines away from interviews in time to make editions.

Despite few flaws that can be easily corrected the Masters is the best run major tournament and shows the benefits of experience . . . One miracle at Augusta this year was the way the Bon Air has been cleaned up by its new management . . . You'd hardly recognize the old dump with fresh paint, new screens, soap and water and service the same day or quicker.

The Ink-Stained Masters tournament, with the golf writers being guests of the Dunes Golf and Beach Club, Myrtle Beach, S. C., the Monday before the Masters at

Make More Profit Renting

NEW 1956

VICTOR **Electri-Car**

Because . . .

- Costs less to operate
- Requires little upkeep
- Built rugged to last
- More people prefer it
- Easiest on the fairways

See your dealer or write Victor for details of deferred-purchase or lease-rental plans. Excellent direct factory dealerships available.

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The only full-size electric golf car with *direct drive*—no chain to lubricate, no belt to adjust. Victor-built dyna-power motor and powerful battery plant promise more than 36 holes on most courses.

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you decide
and
you'll buy**

VICTOR
Electri-Car



Golf Pride

TRACTION ACTION GOLF CLUB GRIPS

Do a favor for your customers and make money for yourself.

Sell clubs of leading makers, featuring grips the champions prefer.

TOMMY BOLT

One of golf's "Big Ten"

"Golf Pride grips put extra power in my drives and give me keener control."



WALLY ULRICH

"Golf Prides feel right in my hands. I like the traction action."



Molded to shaft
Easy on hands
Reduced Tension
Light weight grips
Uniform size
Increase the swing weight
Won't slip or turn
RIB-LOCK control
Cap and grip one piece, can't come apart.

**DRIVE FARTHER
HIT STRAIGHTER**

Not genuine unless "Golf Pride" is on the cap end.



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Augusta, drew the largest field in its three years . . . Des Sullivan of the Newark (N. J.) Evening News, new president of the Golf Writers Assn., shot a three-over par, 75 to lead 29 of his colleagues . . . Herb Graffis, GOLFDOM editor, won low net with 70, acquired by playing the dog-leg watery 13th with a strong mind, weak back, 13 strokes and the Calloway system.

Illinois PGA held its annual spring meeting at the Morrison hotel, April 16 with Bill Kaiser of Hillerich and Bradsby and Ernie Sabayrac of Golf, Inc., featured among the guest stars speaking at the business sessions . . . Pres. Harry Pezzullo did his usual unusual job as toastmaster of the best attended dinner the section has held and made the evening hilarious . . . Tim O'Brien of Burke Golf and Bill Gordon, former president of the section, were presented with plaques of appreciation by the section . . . Herb Graffis, GOLFDOM editor, was the grateful recipient of an honorary membership in the section . . . The Chicago District Club Managers' Assn. held its 28th annual stag April 16 at the Sheraton hotel, Chicago . . . A number of club officials doubled in banqueting with the managers and the pros.

(Continued on page 78)

Lighter • Handier • More Practical CART-BAG

New BAG-CART-SEAT
combination . . . plus

EVERYTHING
a golfer
needs



PRICE

\$34.95

— 17 BIG FEATURES combined in one very simple, light-weight, yet sturdy unit with new "easy-pull" weight distribution. Literally "floats" over the fairway — makes golf more fun and less work.

CART-BAG opens up new sales possibilities! Golfers don't wait to wear out their old, heavy-to-pull carts and bags if you demonstrate CART-BAG'S many features that help them enjoy and improve their game.

CART-BAGS come in bright, attractive, colors — add newness and sparkle to your display. Make best prizes and gifts. Literature fully describing 17 BIG FEATURES all packed into one simple, light-weight unit on request.



RELAX ON
COMFORTABLE
SEAT

**SIT-N-REST
GOLF BAG CO.**

2410 W. Clybourn
Milwaukee 3, Wisconsin

Swinging Around Golf

(Continued from page 32)

Judd Edwards, who's been at Manchester (Conn.) CC and Litchfield (Conn.) CC, now supt. at Leicester (Mass.) CC . . . Edwards is a graduate of Dickinson's two-year course in maintenance at U of Mass. and Ross Russell who owns the Leicester club also is a Dickinson graduate . . . Russell and Edwards are looking for a local lad they can get interested in course maintenance and help him take the school work at U of Mass.

That huge and beautiful photograph of a scene at Oak Hill CC that Eastman Kodak Co. has on display at Grand Central Terminal in New York City may mislead the customers into believing they can take photographs at will during the National Open at Oak Hill . . . Usual restrictions against photography will apply . . . Too bad amateur photography has to be forbidden at major tournaments but the camera fans use too much finger and too little head. (The picture appears on page 76.)

Western Open to be at Presidio GC, San Francisco with date probably being Oct. 11-14 . . . San Francisco Junior Chamber

of Commerce to sponsor this 53d Western Open . . . Booklet on new Nemaha G&CC, Oklahoma City, very attractive selling job . . . Makes you want to join club now having course built to plans of Floyd Farley and clubhouse designed by Noftsgard and Lawrence.

Interesting piece in Left-handed Golfer by Joe Cheeves, pro at Mimosa CC, Morganton, N. C., tells that club now has 27 left-handers as active golfing members, one of them being Nollie M. Patton, Sr., father of Billy Joe . . . Several years ago Mimosa had 47 left-handers on its membership list . . . Patton, Sr. was the club's first champion in 1932 . . . Eight times the club championship has been won by a left-hander . . . Frank L. Bowers, a left-hander, won the Mimosa championship four consecutive years.

At the USGA Green Section annual meeting regional directors named as the two major turf problems in their respective regions: Robinson, Southeast—Weed control and water management. Bengueyfield, Western—Water management and heavy play. Hallowell, Mid-Atlantic, and Ferguson, Southwestern—Weed control and water management. Radko, Northeastern — Poa

GOLFERS LIKE THE NEW



You'll like it too because:

- made of cast aluminum, vinyl-coated, inside and out.
- rugged, built to last, easy to take apart and clean.
- completely closed when not in use.
- rubber-backed nylon bristle brush is encased in vinyl-coated steel.
- overflow pipe prevents damage from freezing.

MODEST COST—LONG LIFE!

PROGRESS FOUNDRIES, INC.

Aluminum—Brass—Bronze Castings

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**PAR
AIDE**

**GOLF
BALL
WASHER**

Brush warranted 2 years

EASY TO INSTALL

Just insert into 2-inch pipe; lock into place with tamper-proof cast screws.

Golfdom

annua and thatch.

Al Houghton and Roger Peacock, Washington district pros who put on golf demonstrations at U. S. Air Force installations in Greenland and Scotland last year invited to repeat this year and to add Spain to the itinerary . . . "Senator" Houghton brought back entertaining stories of comparing notes on golf form and results with some of the veterans Scots he met at Prestwick.

"The Swing Is the Thing" show put on by Harry Obitz and his assistants now in 11th year . . . This group demonstration of rhythmic swings has been presented before more than 250,000 in person — and no telling how many in the times it's been picked up by television.

Club Management course at Cornell University, Aug. 20-24, with co-sponsorship of Club Managers' Assn. . . . Carl J. Jehlen, gen. mgr., Baltusrol GC, Springfield, N. J., representing CMAA in planning program . . . Prof. J. W. Conner, Statler Hall, Ithaca, N. Y., handling reservations . . . Cost for class work, lunches and banquets will be \$71.

Douglas Smith, asst. to Bill Wotherspoon, pro at Southern Hills CC, Tulsa, Okla. writes an excellent piece in *Golf Illustrated* of London on the pro department's work in the U. S. . . . Smith was asst. to Jim Davidson, Henry Cotton and Jimmy Adams before coming over here . . . He served with the RAF in Britain, then after a short time working for Wotherspoon got drafted for service in the U. S. army . . . Women's Metropolitan (N. Y.) Golf Assn. now has 122 member clubs . . . Bob Baldock, Fresno, Calif., golf architect, has designed a 9-hole course for Mountain Home Air Force base, 55 miles east of Boise, Ida.

Joe Norwood, now in his 51st year in golf, busy teaching in Los Angeles and getting some younger pros as pupils at the Baldwin Hills Fairways range where he and Eddie Gayer are pros . . . Joe says assistants should get basic training in instruction conducted on an organized plan . . . Mid Island GC at Bethpage, New York City public courses, to hold its second annual pro-amateur public links tournament June 19.

Southern Seniors' Golf Assn. now in its 26th year . . . SSGA closed 1955 with 682 members . . . Membership limited to 700 . . . Last year the SSGA aided organization of the first championship of the Women's Southern Seniors' Golf Assn. . . . Architect Dick Wilson has made some al-

terations in Inverness at Toledo for 1957 National Open . . . Inverness vet Jim Secor is chmn. of the 1957 Open . . . Bad weather weekends in much midwestern and eastern territory has kept start of busy season delayed . . . Ball sales in the area naturally have been slow but club sales have been unexpectedly good . . . Cut-price stores have been fighting each other while stronger merchandising by pros has extended pro domination of the market in first-class golf goods.

Ray Lambert, pro at Mt. Manor GC, Marshall Creek, Pa., says the par-3 course built by Russell Scott, jr. and Jim Sebring in 1949 developed enough golfers to call for building the 2900 yd. 9-hole course at Mt. Manor . . . Bob Renner, tournament director of the Ladies PGA says the LPGA is hopeful it will get Jamaica, Mexico City, Venezuela and Panama on next winter's circuit.

Wm. Huerter is new mgr., Forest Hill Field Club, Bloomfield, N. J. . . . Big party at Wilmington, Del., for Porky Oliver, giving the home town boy good wishes in his new job at Blue Hill G&CC in the Boston district . . . Leo Fraser, pres., Atlantic City (N. J.) CC planning to celebrate club's 60th anniversary next year with an open tournament for pros who are 60 or older, and men and women invitation tournaments for amateurs who are 60 or older.

W. T. Hamilton, for several years sec-mgr. of the Royal Canadian Golf Assn. and a most competent, energetic and cheerful man on the job, has gone on the pro job at Oakdale G&CC, Toronto . . . Bill has been succeeded by C. E. Robinson, formerly director of the RCGA Green Section and widely known in the U. S. as in Canada for valuable work in course maintenance.

Tom Utterback, a member of the PGA National Advisory Board, recently named "Sportsman of the Month" by Sarasota, (Fla.) Sportsmen's Club . . . Golf course maintenance influence reflected brightly in "Lawns in Kansas," highly practical booklet issued by Agricultural Experiment Station of Kansas State College . . . Wint Christianson, pro at Highland GC, St. Paul, says the youngsters are getting so much bigger that it's a problem to get the right sizes to sell the younger customers in the pro shops . . . Stocking the correct size range of golf headwear is one of the bad headaches in pro shop merchandising, Wint adds.

Eddie McElligott, jr., son of the veteran pro and a fine golfer with experience as asst. pro, back from military service and taking a course in club and hotel management at Oklahoma A&M, Stillwater, Okla. . . . Eddie, jr. ought to be a good man for running a smaller club when he gets out of school soon . . . Metropolitan (N.Y.) Golf Assn. advises member clubs to discontinue paying caddies out of club funds with members signing tabs, and have golfers individually pay caddies . . . Otherwise clubs may get in trouble on withholding tax and state labor law records.

E. E. "Bubber" Johnson, supt., Hillwood Club, Nashville, Tenn., re-elected pres., Southern Turfgrass Assn. . . Wm. T. Martin, Benton, Ark., elected vp, and Pete Grandison, supt. of Woodmont at Nashville, Tenn., was elected sec.-treas. . . Elected directors of the STA: Luke Nunley, Bill Curtis, Marion Scobell, E. J. Sears, E. D. "Sunny" Guy, George Curtis . . . Southern Turfgrass Assn. will hold its 1957 conference at Colonial CC, Memphis, Tenn.

E. E. "Bubber" Johnson from Blue Grass CC, Henderson, Ky., to be supt. at new Hillwood Club, Nashville, Tenn., and will be in charge of building club's 18 to plans of Dick Wilson . . . Johnson succeeded at Blue Grass by Peck Leslie of Florence (Ala.) CC . . . Bud Carroll supt. in charge of building 18-hole Sherwood Forest CC at Baton Rouge, La. . . . Charles Brown signed as supt. of Fox Meadows CC, Memphis, Tenn., for which Chick Adams has designed and is building new course . . . Dr. W. M. Woods heads Carthage (Miss.) CC which is building new course Tullahoma (Tenn.) CC new course opened. . . . Wilbourn Jameson is pro-supt.

Fiftieth anniversary of Southern Golf Assn. to be observed during annual championship at Druid Hills GC Atlanta, Ga., May 7-12 . . . Fay Crocker signed to play in Triangle Round Robin at Cavalier Yacht & CC, Virginia Beach, Va., June 6-10 for which Triangle Pres. John E. McAuliffe puts up \$12,000 prize money . . . Fay also signed to play at Oak Hill CC, Rochester, N.Y., June 9 as Women's National Open champion in round with Jack Fleck . . . Miss Crocker's score to be the one against which the girls and women will compete in the PGA-sponsored National Golf Day. . . Seems to be logical probability that conflict of engagements will be settled by the Crocker round at Cavalier being the one
Continued on page 90



Superintendents
Report After Using **AQUA-GRO**

"Wetter Water Solved Many Turf Problems"

Effects of Thatch Are Cured

Areas suffering from the effects of thatch are cured by one full treatment of Aqua-Gro. Subsequent waterings percolate freely through the thatched areas. Wet without waterlogging. Aqua-Gro is economical, one application costs approximately 75¢ per 1000 square feet.

Effects of Hard Spots Eliminated

The effects of hard spots on greens are eliminated. Treated water penetrates quickly and deeply into the soil. Uniform water penetration in soils reduces tendency to overwet areas next to hard spots.

Dew Eliminated

Periodic application of Aqua-Gro to greens prevents formation of dew 'round the clock. Fungus growth is discouraged. Costs approximately 20¢ per 1000 square feet. A considerable savings over other methods of dew removal.

Deeper Water Penetration

Plugs of earth from compacted, hard-to-wet areas prove water penetrates up to 600% greater depth if areas are treated with Aqua-Gro. More even distribution of water in the soil results in less frequent watering and better control of turf.

AQUA-GRO COMMERCIAL
CONCENTRATE

5-Gallon Pail
Treats 86,000 Sq. Ft. **\$60.00** Freight
Prepaid

Send for Report X-200 giving research data
on use of Aqua-Gro

Aquatrols Corporation of America

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Bryn Mawr, Pennsylvania

**NOTHING FINER
FOR
Golf Club
Greens**

FLO-CROP

**NATURE'S MIRACLE
ORGANIC SOIL
CONDITIONER**

**HELPS SOIL HOLD WATER
BUILDS SOIL HUMUS
MAKES COMPOST
VITAMINS FOR GREENS
GIVES GROWTH TO PLANTS.**

NOW AVAILABLE — in larger quantities — in use by Southern Country Clubs for years.

It blends perfectly for rapid and even growth of grass.

**RECOMMENDED AS THE
FINEST DRESSING — ECONOMICAL
SAFE AND LABOR SAVING
"NO RAKE OFF NECESSARY"**

**YOUR INQUIRIES SOLICITED FOR
SAMPLES AND PRICES**

JAFFEE COTTON PRODUCTS MFG. CO.

Established 1899

**South Lamar St. and Jaffee Dr.
Dallas, Texas**

On a larger scale this will demonstrate that we are capable of handling new scientific methods and business techniques and that we are willing to accept responsibility. The grounds chairman to whom I report says that he wouldn't want a superintendent of grounds who couldn't prepare a budget, who didn't plan for the future and who didn't live within the budget.

I want to emphasize that I believe that I do a better job because the budget keeps me planning for the future and makes me feel like I am responsible for running a business which I enjoy and also is enjoyed by all those who use our golf course.

Swinging Around Golf

(Continued from page 81)

against which women who pay the \$1 entry will compete.

Roy F. Schoepf, for 15 years US Rubber golf ball salesman, has an attractive par-3 course, Mount St. Helena GC, at the Napa County fairgrounds, Calistoga, Calif. . . . He's got six holes in the infield and three hole outside the track . . . The infield holes are night-lighted . . . Lights also serve for baseball and football . . . Roy says par-3 course may be right answer for many county fairgrounds that have year-around expenses but generally only a week or so income . . . Roy was one of the four fellows who started the first Golf Salesmen's Assn. and now in mgr. of the Napa County Fair.

Stevens Point (Wis.) CC revising its second nine and will install fairway watering. . . Also will build swimming pool . . . Wadena (Minn.) GC to build grass greens . . . Homestead Women's Open to be played on Cascades course, Hot Springs, Va., July 12-15 . . . Fay Ingalls and Thomas J. Lennon to give \$6500 prize money, with \$1450 for first and \$1000 for second . . . Paul Coates designing another 18 to be added at Keller park, St. Paul, Minn.

Willie Kidd designs a second 9 for Stillwater (Minn.) GC which will be built soon. . . John Sproul, US Rubber golf ball department head, has talked before 2640 pros in series of sales meetings which began with the dinner, movie of US ball-making and John's talk on ball selling during Seniors' Week at Dunedin, Fla. . . Another 25 cent edition of Jackie Burke's book "The Natural Way to Better Golf" printed after Jackie won the Masters . . . Book also partially reprinted in Chicago Sun-Times and other papers.

Maintenance Is Easier

with

LITTER GITTER

← Install Litter Gitter on back of Tee Benches . . . Collects more litter than old style receptacles . . . Cigarettes, wrappers, etc. can be deposited in slots without opening lid . . . Perforated 22 gage steel basket lets air circulate freely . . . Sturdy — attractively painted in green and white enamel . . . Litter Gitter decal automatically suggests receptacle's use.



Replace Divots — Rake Traps — Repair Ball Marks

Thank You — The Next Foursome

Litter Gitter Tee ensemble with three R's for every Golfer → is ideal for 1st and 10th tees, or can be spotted around course . . . Big help to Superintendents in getting player and caddie cooperation . . . Supported by 2-inch standard pipe to which Litter Gitter and ball washer can be attached . . . Three R's plaque (12¼ x 15¼ ins.) also available for lockerroom or other places . . . For details, see your local dealer or write —

L. G. COMPANY . . . 9000 Milwaukee Avenue, Des Plaines, Illinois



Leo Feser building another 9 close to his 9-hole course at Wayzata, Minn. . . . Construction started on new 18 for Wayzata (Minn.) CC . . . Allied Golf Clubs of Berkshire County (Mass.) at 52d annual meeting, held at CC of Pittsfield, Mass., announced 35 tournaments for the summer.

New boy joins the team . . . Mr. Kim Pencovic born April 14 to Marie and Pinky Pencovic . . . He weighed in at 7 lbs. 13½ oz. and started right away yelling for room service . . . His daddy is very well known golf salesman on the far western beat . . . Hunter Gammon and Jesse Wall constructing 9-hole course near Reidsville, N.C. . . . Course eventually to be 18 . . . Clement Johnston, Penrose Park pro, was architect of the Reidsville course which Gammon and Wall are putting in to "increase property values, stimulate civic pride and possibly attract new industries."

Gil Middleton, after 40 years with Country Club of Pittsfield, Mass., as its pro-supt. is retiring . . . Ed Toole, Pittsfield golf writer, paid fine tribute to the merry man from Montrose in newspaper piece telling of Gil's helpfulness to amateurs and pros in New England golf . . . Joe Lopez, pro at Muleshoe (Tex.) G&CC, says new watered course of club which will open in mid-July

represents \$50,000 course built for \$17,000 because of members' contributions of labor, machine work and materials . . . Lopez, who came to Muleshoe from pro job at Brownfield, Tex., claims new course will have no superior for playing qualities and beauty in West Texas.

An 8-weeks course in turfgrass management will begin in Nov., 1957, at the College of Agriculture, Pennsylvania State university, State College, Pa.

"Dutch" Hood, shop manager for Claude Harmon at Winged Foot, recently married to Nancy Mobus . . . The two met when Dutch was asst. to Leo Fraser at Atlantic City (N.J.) CC . . . George Kreisler on the job as new pro at Asbury Park G&CC, Neptune City, N.J. introducing himself to the club's golfers with a clinic and show in which he was assisted by Andy Sikora, pro at Beacon Hill CC . . . Kreisler and Sikora busy four nights a week with group lessons in Jersey.

"Red" Dennison, pro at Green Acres CC (Chicago dist.) has completed arrangements for the National Blind tournament, July 28, at Navajo Hills CC, (Chicago dist.) . . . Blacksburg (Va.) CC, newly organized,



THE **RENOVATOR**

A combination aerating and renovating machine with a complete differential action that will follow any contour and penetrate heavily matted turf.

Equipped with curved, saw-toothed knives that slice 2-3-4 inches in depth and do not tear the surface.

Send for catalog.

ROLCOR *Industries*

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elects Charles N. Liskey, Pres... Bud Geoghegan had Bill Hamilton, former sec. Royal Canadian Golf Assn. and now a pro, as his guest at season's opening golf party at Seaton Hall university, South Orange, N.J., where Bud, pro at Crestmont CC, coaches the varsity golf team.

Ryder Cup matches of 1957 to be played at Lindrick, Worksop. . . Sir Stuart Goodwin has given British PGA the equivalent of about \$30,000 toward expenses of the event... Date to be set by American PGA. . . . Harry K. Smith in his 34th year as pro at Greenbrook CC, Caldwell, N.J. . . . Harold Sanderson now in 26th year at Canoe Brook CC, Summit, N.J.

Oak Hill CC, on whose East course this year's National Open will be played, got 114 in. of snow this past winter instead of the normal 50. . . Supt. Elmer Michaels hoping weather will level off now... Ed Carter and his team put 262 pages of advertising into the Oak Hill National program... Freddie McLeod and Johnny Farrell played their round the second day of the Masters in 2 hours, 41 minutes.

Skyline CC, Mobile, Ala., has first 9 open. . . Chick Adams designed and built the course. . . Charles Kane is pro. . . Mobile

is getting a new 18-hole munny course and a new 18 on Dolphin Island... Paul C. Frederick from Trumbull CC, Warren, O., to mgr. spot at Knollwood Club, Lake Forest, Ill. . . . Byron Harcke, well known Chicago dist. pro, playing again after operation on ulcers.

Floyd Farley, Oklahoma City architect and builder, has started construction of 18 for new Twin Oaks CC, Springfield, Mo. . . Course is on land formerly owned by Horton Smith's parents... Horton is advisor to the group and collaborated with Farley on course plan. . . "Skeeter" Lewis from Joplin's Schifferdecker Park course is Twin Oaks supts. and supervising construction... Gene Sallee signed as pro Farley's altering Indian Hills CC at Tulsa, McAlester (Okla.) CC and Vinita (Okla.) CC on account of new highway construction chopping chunks off the three courses.

Farley also to do more face-lifting of greens at Indian Hills CC, Kansas City, Mo... Bennie Boggess, pro, and Bud Elmer, supt. both in their 18th year at Indian Hills... Pro shop there is one of finest in southwest... Building of 9-hole course at Texoma Lodge, Oklahoma State Park, started by Farley... He will operate

the course for 20 years... Lee Koster now pro at Weakuntanzan CC, between Grand Rapids and Muskegon, Mich.

Vermont State Open returns to Lake Morey CC, Fairlee, Vt., June 25 and 26. ... Pro prize money \$1000; amateurs \$500 in merchandise... Last year's Vermont Open at Lake Morey club so successful, state assn. voted to hold event there for next five years... Robert N. Ward, club pres., says cooperation of Johnnie Boda of PGA invaluable in putting the tournament across O.K.... Tenth annual Pee Wee championships, conducted by Greater Orlando (Fla.) Chamber of Commerce, to be played at Pine Hills G&CC, Orlando, June 16-17.

Robert Trent Jones, on course design, John Monteith on turf and "Scotty" Stewart on watering and drainage, collaborating on plans for course at "West Point of the Air" at Silver Springs, Colo. ... Anthony G. Koegel succeeds Philip H. Goldsmith as pres., MacGregor Sports Products, Inc. ... Phil is moving up to be chairman of the board ... Tony, who has been with Goldsmith 35 years, is first fellow outside Goldsmith family to be president of the company.

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John Henry Taylor celebrated his 85th birthday at his home in Windmill Lane, Eng., overlooking the Royal North Devon links at Westward Ho! . . . He still takes a walk of a mile or more daily and sings in the church choir every Sunday . . . Tam O'Shanter CC (Chicago dist.) in its club publication says that club pro Lou Strong in three weeks lost 300 balls from the golf range.

PGA publishes its revised constitution and by-laws and PGA National course regulations in attractive, convenient booklet . . . Bud Oakley, Palos Verdes CC, new pres., Southern Calif. PGA . . . George Heaney, Brookside course, 1st vp; Guy Bellitt, Altadena CC, 2d vp; Dick Boggs, Sepulveda, sec.; Paul Scott, Griffith Park, treas. . . Directors: Jimmy Thompson, Howard Smith, Harry Bassler, Frank Rodia, George Lake, Willie Hunter, Sr., Vernon Allen and Ralph Evans.

Southern California Golf Course Supts. Assn. elects Jack Barber of the Valley Club, Santa Barbara, pres.; Jack Pahl of the Los Angeles CC, vp; Joe Martinez of Bel Air, treas., and Elmo Feliz of Sepulveda, sec. . . Board members elected: George Lanphear of Riviera, Don Calkins of Fox Hills, H. E. Coughlin of Los Angeles county, Rod Baker of Virginia and Ed Teffeteller of Oakmont.

New York State Turf Assn. elects Jack Gromley, Wolferts Roost CC, Albany, N. Y., its pres. . . James Strain, Moonbrook CC, Jamestown, N. Y. was elected vp . . . George Swanson of Cornell university was elected sec.-treas. . . Directors: Tim Gagen, Schuyler Meadows, Loudonville, N. Y.; Frank Ruggiero, Liberty, N. Y.; Ray Twombly, Wiltwyck CC, Kingston, N. Y., and Robert Dennis, Hillview GC, Fredonia, N. Y.

Fred Grau demonstrated aerifying and verticutting at Central Illinois GCSA Assn. at Peoria's Newman muny course and gave the fellows a turf survey lecture with slides, accenting the watering problems . . . Joe Kelly, Davis salesman, got this group organized three years ago and it's going good . . . Next night Grau spoke to 250 members of Peoria Golfers' Assn. . . Rhodell E Owens, Director, Peoria Parks, presented Fred as part of information program on what's being done for golfers at Peoria's muny courses.

Ed Morey, smart and successful operator of semi-private courses in the Detroit dist., has built three new 9-hole layouts, all con-

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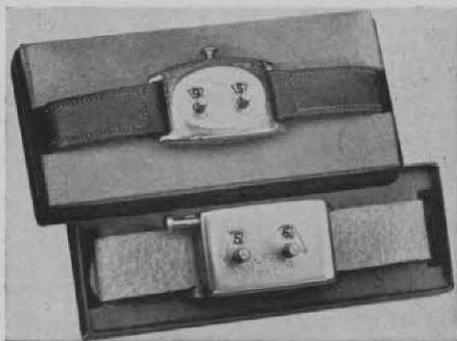


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nected . . . Morey's week-day charge for golf is ten cents a hole for the 9, 18 or 27 hole circuits he has . . . Any more, still a dime a hole . . . Hi-Desert G&CC, Yucca Valley, Calif., expects to have first 9 in play Labor Day . . . Dorado Beach hotel at Durado, Puerto Rico, Laurance S. Rockefeller enterprise, having 18-hole course built to plan of Robert Trent Jones.

Tom Utterback, Mark Wood, former pres., American Broadcasting Co.; Jackie Burke and Jimmy Demaret are in on project for 36-hole course and real estate development at De Soto Lakes, Sarasota, Fla. . . . Deal is to be something on order of Thunderbird . . . Chick Evans amateur tournament for benefit of Chicago Boys Club to be played May 21-26 at Midwest CC, Hinsdale, Ill. . . . Emmett Smith now Mgr., Richmond (Calif.) CC.

Ray Whitlow now supt., Topeka (Ks.) CC . . . Harold Henry now supt., Hillcrest CC (KC dist.) . . . P. L. Pepper now supt., El-Dorado (Ks.) CC . . . Dick Wilson working on plans for Spring Valley CC, de luxe establishment for Kansas City, Mo. . . . Bob Leacock among prime movers of the project . . . Wilson designed course for Oak Barn CC, Lafayette, La. on which construction has started.



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Mrs. Harold Sargent at the Masters and mighty lucky to be there . . . Mary was just out again after hospitalization following critical surgery . . . George S. May had close competition in winning Golf Writers' "Man of the Year" award . . . Writers gave Patty Berg a lot of votes as the one who'd done most for golf in 1956 . . . George was to receive Bill Richardson memorial award from Writers during the Masters but important business deal compelled him to change his plans.

Central Plains Turfgrass Assn. and Kansas Turfgrass Assn. to have meetings at Topeka in June . . . Boca Raton club to get back on major tournament calendar next winter with amateur mixed foursome event previously held at Everglades club, Palm Beach, being transferred there . . . Jack McAuliffe, chairman of the annual event, has very interesting plans for making it biggest amateur and social event of winter golf . . . Boca Raton under Arthur Vining Davis ownership and probably new management will be scene of several other big golf events next winter, according to vp, Jim McGoldrick.

Rumors but nothing official by April 25 from Boca Raton or Tommy Armour on whether or not Armour would be at Boca Raton as golf pro next season . . . Armour's been there since the late Clarence H. Geist established the club as the most luxurious private golf club in the world . . . Notables from all over the world have come to Boca Raton for Armour instruction . . . Morris McLemore, Miami Daily News sports editor says Boca Raton without Armour would be like the Louvre without the Mona Lisa . . . Ben Hogan has made a deal with British Broadcasting Co. to tell two main points of difference between American and British pros with the telecast being about the time Hogan and Snead are in London to play as U.S. team in John Jay Hopkins' Canada Cup and International Trophy matches June 24, 25, and 26 at Wentworth . . . Hogan decided to play again in U.S. Open but hasn't said (April 25) whether he'll enter British Open . . . Sam Snead says he'll play in British Open at Royal Liverpool, July 2-6.

British sports writers made announcement of Hopkins international event for Wentworth top line news . . . Fred Corcoran put on press party in London releasing the information . . . Writers say Hopkins bringing pros from 26 nations to England will give England the golf Olympics.

Glenn E. Miller, Madison, Wis., building contractor, buys Mt. Horeb (Wis.) CC and plans extensive improvement . . . Roselle (Ill.) CC, 27-hole semi-private layout, sold for \$332,500 . . . Loud cheers by day and night in home of Leo McNamara, Wilson New York salesman, for and by the new son . . . Roy Hunter now pro at Bel-Mar CC, Belvidere, Ill.

Concession business at Masters tournament included 6000 sandwiches for Thursday, 8000

for Friday, 20,000 for Saturday and 22,000 for Sunday . . . About 72,000 bottles of soft drinks, mainly the wine of the country, Coca Cola, sold during the Masters . . . No figures on sale of the five kinds of beer, oceans of milk, eight brands of cigarettes, two of cigars, seven kinds of candies, cookies, etc . . . Prices are fair at the Masters concessionaire stands.

Paul Hahn's new Universal short "Swing High, Swing Lo" showing Paul's new trick shots and a quick lesson, in Technicolor, had world premiere at Augusta during the Masters . . . It's the most interesting, entertaining picture job of the many the brilliant Hahn has done.

NEW BOOKS

BETTER GOLF IN FIVE MINUTES.
By J. Victor East. Published by Prentice Hall, Inc., Englewood Cliffs, N.J. Price \$3.95

Victor, an old-timer as pro, club designer and promoter (he brought Joe Kirkwood to the U.S. and got Joe started in trick-shooting) gets down to what he calls "The Basic Movement" in this book he'd had in preparation for years.

The "basic movement" is the performance in what's usually called "the hitting zone." There are many variations in the ways experts take the club back and swing down but all the good ones look about the same from the point when they get close to hitting the ball until it's well on its journey. East begins his "five minute plan" of basic training by instructing the reader "to brush the sole of a golf club squarely along the floor, grass or other level surface for three inches." He says "Do this with a half swing; never mind how you swing—just keep brushing the surface squarely until you get the feel of it."

East long has specialized in club design and this accent is reflected in his book which urges letting the club do the work for which it was designed. He tells more about club design and the details of properly fitting clubs than has appeared in any other golf book. This club material makes very interesting and helpful reading for the vast majority of golfers and presents information that can be used profitably by many professionals in their merchandising of clubs.

East's book is easy to read, easy to understand and easy to apply. When he writes "the key to good golf is in the club" he is expressing a selling invitation to the pro shop.