

CONTENTS

| | | |
|--|------------------------|----|
| <i>Swinging Around Golf</i> | Herb Graffis | 3 |
| <i>Architect Calls for Re-Examination of Construction</i> .. | Charles B. Schalestock | 19 |
| <i>Hire A Woman to Step Up Shop Sales</i> | Mrs. Joe Moore | 22 |
| <i>O. J. Noer's Turf Tips</i> | | 24 |
| <i>Golf Course Irrigation</i> | C. E. (Scotty) Stewart | 28 |
| <i>Harry Obitz Is Tireless Pro</i> | | 34 |
| <i>Many Pros Work to Extend Golf Season</i> | | 36 |
| <i>Common Sense of Pro Shop Selling</i> | George Aulbach | 44 |
| <i>Prof. L. S. Dickinson Retires</i> | | 45 |
| <i>Horwath Gives Breakdown on Club Costs</i> | | 46 |
| <i>Grau's Answers</i> | Fred V. Grau | 48 |
| <i>Manufacturing News</i> | | 67 |

All advertising and editorial correspondence, change of address notices, subscription orders, etc., should be sent to GOLFDOM, 407 S. DEARBORN ST., CHICAGO 5, ILL.

Swinging Around Golf

(Continued from page 64)

Goggin in the 1933 PGA at Blue Mound, Milwaukee . . . Goggin's win was good for \$2000.

Arthur Kashulines and son Art, jr., have opened the first 9 of Whip-Poor-Will CC at Nashua, N. H. . . . Manuel Francis designed and built the course . . . Greens are Vesper Velvet bent . . . First 9 at Riverside CC, Lake Jackson, Tex. opened . . . Chet Warner is pro . . . Billy Bell designed new 18 at Climesa, Calif., first 9 of which is being built.

A. M. (Skip) McMahon of Los Angeles is new pres., International Golf Sponsors' Assn. . . . John Monfrey, San Antonio is 1st vp; T. A. Williams, Greensboro, N. C., 2d vp; Howard Guthman, St. Paul, treas., and George S. May is sec. . . . The IGSA is composed of sponsors of 23 tournaments.

Don Collett, Coronado (Calif.) muni course pro was editor of the San Diego Junior Golf magazine when he was appointed to the pro job at the new course . . . His lively promotion work at Coronado has given the course high rating as a community asset.

Spalding recently completed manufacture of its 250,000,000th golf ball . . . Marilyn Smith, newly reelected Ladies' PGA pres. and a Spalding staffer, will represent French Lick (Ind.) Sheraton hotel on the circuit.

Marion Luke, formerly supt., Augusta (Ga.) National GC goes to Dorado Hotel Beach & CC, Dorado, Puerto Rico . . . Ed Dudley, formerly pro at Augusta National during the fall, winter and spring, went to Dorado as pro last winter . . . A Wilson bulletin says there are 336 dimples on a Wilson ball . . . The Arnold

Palmers are celebrating arrival of a second girl.

Mason Rudolph, former Western Amateur and USGA Junior champion, to turn pro when he gets out of the Army this fall . . . Midwest Assn. of GCSA to hold annual fall clinic at Olympic Fields CC (Chicago dist.) Nov. 18-19 . . . Grand painting of Walter Hagen by Frank C. Bensing, presented by Robert A. Stranahan, sr. to USGA's Golf House.

Reggie Spencer, now in his 37th year at Fairmont (W. Va.) Field Club . . . Reggie has been a Class A member of the PGA for 25 years and a member of the GCSA for 28 years . . . Pros who played in Chicago Open were astonished at tough test of 6,350 yd. course . . . Condition of greens and fairways of Gleneagles course on which Chicago Open was played highly lauded . . . Supt. Walter Fuchs had both 18s of Gleneagles showing no signs of tournament play and parking ten days after the event.

Chicago Open lost money, plus loss of revenue from the play at the popular semi-private course owned by the McNulty brothers . . . Event had pretty large galleries at that and got a great deal of publicity with the able James S. Kearns as press relations director . . . Pictures and copy flown by helicopters from Gleneagles to Chicago's Loop thence distributed to papers.

Compromise between Tournament Sponsors and PGA Tournament Committee saved embarrassment, money and tournaments . . . It's tough enough to get members of grade A private clubs to agree to receiving any tournaments other than USGA, Western GA and a few other amateur affairs . . . Tournament pros aren't only ones who have to gamble to put on sports shows . . . Bowling tournaments and rodeos show interesting financing by contestants.