

NOW! 100 for \$3.50

**PERSONALIZED
MARK-A-BALLS**



Names, events, greetings or any copy you wish. 2 lines of printing, extra lines 25c each, (limit 4 lines total). 50¢ Extra



TED LONGWORTH'S Deluxe Cigarette & Cigar Holder. A real holder that really holds your smoke while you make your shot. 2 wonderful low-priced gifts for the golfer. All prices prepaid.

MR. BUSINESSMAN: Advertise your business with a "Sure-Fire" message carrier. Golfers love Mark-A-Balls. Send for samples and prices.

TO THE PRO: Mark-A-Balls are a must on your counter, send for the "Pro-Deal" and samples. My holder will sell and delight your golfers.

TED LONGWORTH

P. O. Box 5844 Portland 22, Oregon

**PLANNING THE
GOLF CLUBHOUSE**



\$9 postpaid

ELIMINATES COSTLY GUESSWORK!
96 pages of authoritative planning data, photos and plans for architects, building committees, golf course operators and municipal planners. Send Check or Money Order to:
NATIONAL GOLF FOUNDATION
407 SO. DEARBORN ST. • CHICAGO 5, ILL.

Florida Turf Meeting

(Continued from page 66D)

Exp. Station; Dan Hall, San Jose G & CC, Jacksonville; E. Ray Jensen, Southern Turf Nurseries; Jasper N. Joiner, U. of F.; Stratton H. Kerr, Fla. AES; James M. Latham, USGA green section; Henry C. Matin, Florida State University; Salvatore Mauro, Miami Beach Park Dept.; O. J. Noer, Milwaukee Sewerage Commission; Gene C. Nutter, executive secy., GCSA; R. B. Roberts, Jr., Fla. Power & Light Co.; Col. Frank Ward, Bradenton CC; James A. Watson, Duval County Agricultural agent; and Homer D. Wells, Georgia Coastal Plain Exp. Station.

During the Florida conference, O. J. Noer of the Milwaukee Sewerage Commission was awarded by a plaque by Col. Frank Ward, representing the Florida Turf Assn., in appreciation of the "beneficial contributions he has made to the turf industry." In making the presentation, Ward said: "... we've long looked to you for solid, down to earth advice on turf problems. We hope you can find time to write and publish the great accumulation of turf knowledge you have gained over the years."

**1959 Index
of Editorials**

Book Reviews

| | |
|--|---------|
| Grounds Maintenance Handbook (H. S. Conover) | Jan. 38 |
| Golf on My Pillow (George Houghton) | Jan. 38 |
| The Encyclopedia of Golf (Nevin H. Gibson) | Jan. 38 |
| Golfing America (Hamilton-Preston) | Jan. 38 |
| Playing A Round of Golf with Tommy Armour | May 90 |
| Golf Instruction Simplified (Howie Atten) | May 90 |
| Simplified Golf Instruction (Ed Winter) | May 90 |
| Repair Your Own Golf Clubs (Hugh M. Gordon) | June 36 |

Business

| | |
|---|---------|
| Club Sales Up in 1958 | Feb. 35 |
| Distribute \$66,000 in Golf Day Funds | Feb. 55 |
| Extend Small Loan Program to Recreation Business | Feb. 58 |
| Golf Businessmen Have Chance to Build New Fortunes | May. 56 |
| 1952-58 Golf Day Fund Distribution | June 30 |
| SBA Booklet Explains Course Loan Policy | Aug. 27 |

Club Operation

| | |
|--|----------|
| Metropolitan GA's Third Volume on Club Operations | Apr. 110 |
| Chicago Dist. Clubs Fared Well | May 32 |
| Paradise CC (Crystal River, Fla.) | May 66D |
| Belvedere Short Course Long on Beauty | June 66 |
| Pacific Northwest Publishes First Survey | July 26 |
| Horwath Study Shows Operating Costs Increase | Sept. 26 |
| Public Course Clubhouse | Sept. 32 |

Construction

| | |
|--|-------------------------|
| Golf in Rarified Air | Omer Crane Mar. 43 |
| The Boom's in Bloom | Apr. 34 |
| Population Bulges So Edmonton Builds | Apr. 66 |
| Another Course | Apr. 66 |
| Cheap Pool Paint Can Be Costly | Kenneth Schiller May 36 |
| No Financial Strain as Iowans Improve Club | Lawrence Jaqua May 72 |
| Whitemarsh Watering System | June 38 |
| Low-Cost Irrigation Installation | Aug. 33 |
| Casper Country Club Digs Deep for Water | Omer Crane Sept. 38 |

Conventions & Conferences

| | |
|--------------------------------------|---------|
| GCSA Chicago Program Set | Jan. 36 |
| 1,720 Attend GCSA Chicago Show | Feb. 23 |
| 537 at Midwest Turf Conference | Apr. 60 |

General

| | |
|---|-------------------------------|
| Pa. Range Operators Fight Sales Tax Levy | Jan. 28 |
| Sixth IGA Matches Attract Record Crowds | |
| Herb Graffis | Jan. 32 |
| Golf Indoors | Feb. 34 |
| Realtors Capitalize on Golf's Magnetism | |
| Robert Bruce Harris | Feb. 48 |
| Dave Gordon Heads Architects' Society | Feb. 42 |
| Winning Tournaments Only Half of Berg Success Story | Apr. 31 |
| Southern Cal Bows to USGA on Penalty Stroke Rule | Apr. 48 |
| Fore & Aft Operation Saves Time on Range | Apr. 53 |
| Reducing Storage Losses | Ernest W. Fair May 76 |
| Board Material | Gene O'Brien June 27 |
| Par 3s Here to Stay | June 42 |
| Clubs Move Fast to Speed Up Snails | June 56 |
| Junior Golf at Elizabeth Manor | Tom Ferguson June 62 |
| Middlecoff Heads Postwar Money Winners | July 42 |
| Michigan Public Links Group Gives Full Fare | Aug. 41 |
| Coaches Absorb Links Learning | Aug. 52 |
| The Ripple Sole Controversy | O'Connell & Morehouse Aug. 78 |
| Tanglewood's Golf Package | Sept. 41 |

Golf Cars

| | |
|---|---------|
| Don't Put Members in Middle on Car Policy | Jan. 29 |
| New Golfer Influx Calls for Review of Club, Range Insurance | Apr. 36 |
| CDGA Explores Golf Car Controversy | Apr. 50 |

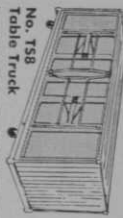
Golf Law

| | |
|---|------------------------|
| Reverses Decision on Club-Caddie Relationship | William Jabine Apr. 62 |
| Golfer Required to Know Mat Placement | William Jabine May 66 |
| Lower Court Upheld in Denying Golfer Relief | William Jabine June 64 |
| Membership Provisions Rule Out Damage Suits | Sept. 48 |

Professional

| | |
|---|---------------------------|
| Standardized Methods Reviewed in PGA Teaching Program | Jan. 25 |
| Pros Vote to Keep PGA for Pros | Jan. 26 |
| Banker Tells Pros to Seek Needed Financial Help | Jan. 30 |
| Finsterwald, Smith Teach at PGA Meeting | Jan. 44 |
| Small, Novel Touches Give Shop Personality | Richard N. Tarlow Jan. 56 |

THE MONROE CO. 12 Church St. COLFAX, IOWA



MONROE TRUCKS
Transport and Transport-Storage Trucks
For Folding Tables and Folding Chairs
WRITE FOR NEW 1960 CATALOG



DIRECT PRICES
with 20 to 45%
Discounts and
Easy Terms to ...
Churches, Schools, Clubs,
Lodges, Societies and
All Other Organizations



MONROE
FOLD-KING
No. K3 Banquet
Table, 30 x 96 in.

NEW FOLD-KING TABLES
ADD NEW
LINE
1960

MONEY BACK GUARANTEE

First Flight Steel Power Center is still the greatest!



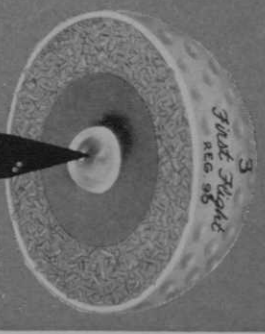
MASTERS
CHAMPION
3
TIMES

LOADED WITH
POWER

First Flight

PATENTS
PENDING

SOLD ONLY IN PRO SHOPS



The patent-pending, First Flight Steel Power Center Golf Ball is so superior in accuracy and distance that many companies have tried to imitate this great ball with various centers and constructions.

invite you to get three from your pro, play three rounds, and if you have not averaged straighter and longer drives, more accurate chips and putts, and a lower score, you may return the three balls to us for full refund.

To prove to you that First Flight is still the longest and most accurate ball, we

FIRST FLIGHT CO.
Jimmy Demaret, Vice President

First Flight STEEL POWER CENTER

"Greatest Success in Golf Ball History"

FIRST FLIGHT COMPANY • CHATTANOOGA 5, TENNESSEE



The **Nadco** Profit Line for 1960 is here—NOW!

Stock and display the carts you can recommend with confidence. The cart with the exclusive golf-ball grip—Nadco!

Only **NADCO** has ALL the PROFIT features!

- ★ Level Glide Suspension
- ★ Precision bearings, mud-free tires
- ★ Trigger speed folding
- ★ Cast aluminum—tubular steel construction
- ★ Triangular design stability
- ★ Exclusive golf-ball grip

Ask your distributor now about the all-new expanded NADCO line for 1960

Nadco Sporting Goods Co.

3635 West Touhy Avenue,
Chicago 45, Illinois

| | | |
|--|------------------|----------|
| Conn. Pro Operates in Shop with A Tradition | Bob Bodington | Feb. 38 |
| Business School Acclaimed for Pro Teaching Job | Herb Graffis | Feb. 42 |
| I Don't Sell to Them — They Buy from Me | Jerry Glynn | Feb. 44 |
| Change Your Attitude on Women Golfers | Helen MacDonald | Mar. 27 |
| Junior Schooling Assures Big Future Market | Herb Graffis | Mar. 29 |
| Methods Vary But Aims Are the Same | (Pro Teaching) | Mar. 32 |
| Pro's Responsibility for Educating New Member | Leonard Schmutte | Mar. 46 |
| West Coast PGA Business School | Herb Graffis | Mar. 68 |
| Pro's Most Important Sale — HIMSELF | George Aulbach | Apr. 42 |
| Wingate's Windows Reflect Shop's High Class | Herb Graffis | Apr. 64 |
| Philadelphia PGA Golf Show | Emmett Maum | May 34 |
| Sales Ideas | Emmett Maum | May 42 |
| A Little Help Brings Big Returns | Emmett Maum | May 48 |
| Small Town Pro Job — Sport's Toughest | George Aulbach | May 84 |
| Lost Sales | George Aulbach | June 25 |
| Some Sales Hints for Pros | George Aulbach | June 34 |
| A Pro Puts on A Fashion Show | George Aulbach | June 44 |
| Pro Operation at Long Beach Muni | George Aulbach | June 48 |
| Observe Commandments of Pro Retailing — I | Herb Graffis | July 28 |
| Merchandise Murals Are Putting My Shop Over | Herb Graffis | July 28 |
| Your Pro Shop Can Always Be Improved — I | Jack Hoffmann | July 36 |
| Don't Let Bright Ideas Get Away | Johnny Burt | July 44 |
| Jacobus Says Pros Need Psychological Training | Herb Graffis | Aug. 27 |
| Robert White, Pioneer Pro, Dies in S. C. | Herb Graffis | Aug. 30 |
| Pros Need Help That's Capable — II | Johnny Burt | Aug. 38 |
| Pro Rebuilds Shop to Get Selling Room | Harry Missildine | Aug. 44 |
| Commandments of Retailing — II | Herb Graffis | Aug. 48 |
| Teaching Pros Swing from Mental Side | Herb Graffis | Sept. 28 |
| PGA Sets Dates for 1960 Business School | Herb Graffis | Sept. 30 |
| 11 Ways in Which the Pro Can Upgrade His Work | Herb Graffis | Sept. 36 |

Turf Management

| | | |
|---|----------------|---------|
| Disaster Averted Where Clubs Guarded Against It | O. J. Noer | Jan. 40 |
| Grau's Answers — Study of the Past | Fred V. Grau | Jan. 48 |
| Supt. "Scorches" \$60,000 Rumor in Re-Turfing | Fred V. Grau | Jan. 48 |
| Scioto | Paul W. Neff | Jan. 54 |
| Charlie Wilson's Notebook | Paul W. Neff | Feb. 36 |
| Grau's Answers — Professional Advancement | Fred V. Grau | Feb. 56 |
| Nutter Named GCSA Executive Director | Fred V. Grau | Feb. 26 |
| So You're the New Green Chairman | Jack D. Mansur | Mar. 36 |
| Discuss Course Renovation & Financing at USGA Meeting | Jack D. Mansur | Mar. 38 |

| | | |
|--|---------------------|----------|
| 300 Turfmen Honor Burt Musser | Geo. A. VanHorn | Mar. 40 |
| GCSA Convention Speeches | Geo. A. VanHorn | Mar. 40 |
| Bent Can Be Grown in the South | Charles Danner | Mar. 50 |
| Troubled with Wilt — Check Pumping System | Charles Danner | Mar. 50 |
| How to Speed Up Public Course Play | Don Likes | Mar. 54 |
| Work with Nature in Designing Course | David Gill | Mar. 56 |
| Microorganisms and Nitrogen Release | David Gill | Mar. 56 |
| Grau's Answers — Open Course Policy Can Be Costly | William Martin | Mar. 58 |
| Charlie Wilson's Notebook | Fred V. Grau | Mar. 64 |
| Turf Management Under Excessive Rainfall | Fred V. Grau | Mar. 72 |
| Conditions | J. C. Harper II | Mar. 76 |
| GCSA Convention Speeches | J. C. Harper II | Mar. 76 |
| Our Problems Are Mutual | Ben Sheets | Apr. 46 |
| Supt. More Conscious of Professional Ability | Ben Sheets | Apr. 46 |
| Control Disease Through Good Management | H. B. Musser | Apr. 46 |
| How Landscaper Paints with Plants | M. C. Shurtleff | Apr. 100 |
| We're Progressing But We Still Have Problems | Clarence Gottschalk | Apr. 102 |
| Grau's Answers—Fred Williams' Role | George Lanphear | Apr. 105 |
| Noer's Turf Tips — Quick Fertilization/Green Spiker | Fred V. Grau | Apr. 52 |
| Charlie Wilson's Notebook | O. J. Noer | Apr. 57 |
| Large Scale Bermuda Planting | Paul Voynik | Apr. 74 |
| Winterkill Plants Have with Northern Greens | Wade Stith | Apr. 78 |
| Williams Gives 12-Year Report on Beverly Maintenance | O. J. Noer | May 29 |
| Grau's Answers — Interference | O. J. Noer | May 31 |
| Education in Member Relations | Fred V. Grau | May 60 |
| 5-Way Aerifying Improves Matted Greens | Paul Voynik | May 64 |
| Greens Slow in Snapping Back in New England | O. J. Noer | June 35 |
| Grau's Answers — Nature's Blessings | Franklin Hammond | June 52 |
| Trying Moments Preparing for the Open | Fred V. Grau | June 60 |
| OSU Buildings 20 Years Old But Up to Date | Franklin Hammond | July 23 |
| Seaview Uses K31-Kentucky Blue Mix | Al Hoffman | July 32 |
| Grau's Answers — Strive for Uniformity | O. J. Noer | July 40 |
| Spreader Fertilizes 18 in One-Half Day | Fred V. Grau | July 50 |
| Grau's Answers — What Happened? | O. J. Noer | Aug. 36 |
| Supt's Situation Improves But It Isn't All Roses | Fred V. Grau | Aug. 64 |
| Multiple Aerifying Benefits Thatched Greens | Paul Voynik | Sept. 23 |
| Grau's Answers — Take Another Look at Zovsia | O. J. Noer | Sept. 30 |
| | Fred V. Grau | Sept. 49 |

(See p. 130 for October articles)