

ALFRED H. TULL
Golf Course Architect

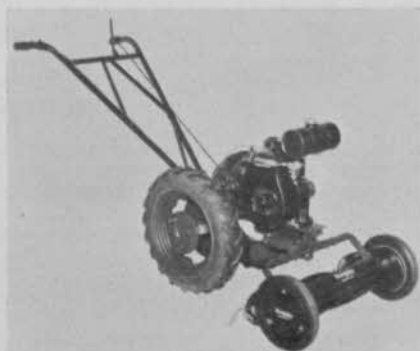
420 Lexington Avenue
NEW YORK 17, N. Y.

WILLIAM F. GORDON
Golf Course Architect

Member
American Society of Golf Course Architects

Doylestown,
Pennsylvania

NEW CUNNINGHAM UNITS



New units added to the Cunningham line of tractors and mowers for 1948 will have additional matched implements including sickle-bar mower attachment, a reel type lawn mower attachment, a spray rig, and wheel weights. The reel type mower attachment on steel wheels and rubber tires goes with present sickle bar equipment and snow plow blades. Cunningham portable power tools are manufactured by James Cunningham, Son & Co., Rochester, N. Y.

LOCKE WITH DUNLOP

Bobby Locke was recently signed to use the Dunlop championship golf ball, announces Vincent Richards, asst. to the pres., Dunlop Tire & Rubber Corp. Richards said the South African not only signed a three year contract with the Dunlop company but no matter what country he is playing in, he will be using Dunlop equipment. Locke intends to stay in the United States for the next seven months competing in all of the winter and early spring tournaments, sailing for England to participate in the British Open in early June.

MELFLEX OPENS CANADIAN PLANT

Established MELFLEX Safety Products for underfoot safety, security and protection are in production at a new company plant at Fort William, Ontario as MELFLEX PRODUCTS (Canada) Ltd. Officers of the new company, allied with MELFLEX PRODUCTS CO., AKRON, OHIO, which permit direct plant purchase of a 'Made in Canada' product are: Fred Page, Fort William, vice pres. and gen. mgr.; T. F. Thornes, Fort William, dir.; John J. Haberbusch, Akron, dir. and comptroller; Wm. F. Ong and Helen F. Warford, Akron, directors and L. E. Warford, Akron, founder of MELFLEX, pres. and treas.

ROBERT BRUCE HARRIS
Golf Course Architect

Member: American Society of Golf Course Architects

664 N. Michigan Ave.
CHICAGO 11, ILL.

Phone: Whitehall 6530

ROBERT TRENT JONES

Member:
American Society of Golf Course Architects

**Golf Course
Architect**

20 Vesey Street
Tel: Rector 2-2258
NEW YORK, N. Y.

J. EDWIN CARTER BUYS STUMPP & WALTER



J. Edwin Carter has bought interests of the estates of George O. Stumpp and Julian H. Walter and the W. A. Sperling interest in the famed seed, garden and golf course supply house of Stumpp and Walter Co., 132-138 Church St., New York. Carter now is pres. and treas. of the company. Messrs. Stumpp and Isaacs resigned. Thomas F. Kearney continues as sec. and Alex H. Sehlmeier as asst. sec. Other personnel will continue as before change of ownership and the company's branches, farms and plants at Stamford, Conn., White Plains, N.Y., Englewood, N.J., Newark, N. J., Islip, N.Y., and Farmingdale, N.Y. will continue.

Carter, a resident of Summit, N.J., and a member of Baltusrol and Canoebrook, is nationally prominent as a publisher of newspapers and trade journals.

TRIJA — SIX CLUBS IN ONE

Trija, the golf club with 3 dual-purpose, demountable precision heads that makes six perfectly balanced irons, can be considered either as a supplemental club or as a fully matched set for practice, for guests, or out-of-town trips. First manufactured during the war to meet the needs of the Navy Rehabilitation program, now available through the pro shop or directly from the manufacturer, Trija Co., 1063 Gayley, Los Angeles 24, Calif.

ROMIG HEADS AGRICULTURAL DIV., AMERICAN CHEMICAL PAINT CO.

Gerald C. Romig, vice president of the American Chemical Paint Company, Ambler, Pa., has taken over the direction of the firm's agricultural division formerly headed by Franklin D. Jones, who left the company. The company manufactures and sells plant hormones and 2, 4-D weed killers. Other top men in the division who remain at their posts, include Joseph H. Torchiana, advertising manager; Robert H. Beatty, horticulturist in charge of research and field work; William W. Allen, in charge of production; Joseph M. F. Leaper, chief chemist; John C. Hendren, and Thomas Farrell, sales activities.

SCOGGINS APPOINTED DISTRIBUTOR FOR CAMPBELL GOLF BALL

The Howard Scoggins Golf Co., Dunedin, Fla., has been appointed U. S. distributor for the Campbell golf ball, manufactured by the Campbell Mfg. Co., Ltd. of Canada. This is the first introduction to the United States of the ball, the main features of which the manufacturer reports are a thinner cover, and a larger wound-rubber center made possible by a cool moulding process. The Scoggins Co. will follow their established policy and sell the Campbell ball through professionals only.

NEW ALL-RUBBER GOLF CLUB GRIP

Flexi-Grip is the name of a new, patented, all-rubber golf-club grip now being marketed to the golf trade. It combines the natural grip of rubber with proven grip-assisting, non-slip designs or patterns to provide a more comfortable and positive grip without the necessity of tight "grabbing" of the club. Several designs are available and all will fit any diameter grip desired. "Chick" Harbert recently wired Mr. T. L. Fawick, Flexi-Grip inventor, as follows: "Have had the opportunity to give your grips a complete trial on my clubs under all weather conditions. Am happy to report that they were 100 per cent satisfactory. Have never before experienced such hand security and comfort."

Flexi-Grips can be applied at the factory by club manufacturers, one maker already

CREEPING BENT STOLONS — FROM THE MOUNTAINS OF NORTH CAROLINA

The finest and most prolific Bent Grass that has come under my observation in 35 years' experience in growing grass for putting greens. Free of weeds and clover.

Write for Prices and Information.

BREVARD COUNTRY CLUB NURSERY, E. E. FRASER, PROP.

Brevard, North Carolina

Buyers' Page

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

Golf Course

Aerifiers: fairway green
Architects (course—house)
Arsenate of lead
Ball washers
Bent grass stolons
Brown-patch preventives
Compost mixers
Compost spreaders
Crabgrass eliminator
Cultivators: f'way green
Drinking fountains
Electric Plant (Portable)
Fencing
Fertilizers
Flags (greens) Flag poles
Flood lights
Fungicides
Fungicide applicators

Golf Course Const'n Engineers
Harrows—(spring tooth)
Hedge trimmers
Hole cutters
Hose, 3/4" 1"
Humus
Insecticides
Landscape materials
Leaf rake (power vacuum)
Mole Traps
Mowers: putting green
 whirlwind tee
 fairway rough hand
Mower grinders
Peat Moss
Pipe, water
Playground equipment
Pumps
Putting cups
Rollers (water filled)
Scythes (motor driven)

Seed: fairway green
Seeders
Sod cutter
Soil screeners Soil shredders
Sprayers: power hand
Spikers: greens fairway
Sprinklers: f'way green
Sweepers (power or hand)
Swimming pool architects
 equipment filtration
 purfy. chemicals paint
Tee markers
Tennis court surface material
Tractors
Tractor tires
Tractor wheel spuds
Turf Pluggers
Turf trimmer, border
Water systems, fairway
Weed burners
Weed chemicals
Weed treatment marker

Pro Shop

Bags: canvas leather
Bag carts, for players
Balls Driving range
Ball cleaner (individual)
Ball markers Painting kit
Ball recovering equipment
Ball Shag
Bandages, adhesive
Buffing motors
Caddie badges uniforms
Calks, for shoes
Caps and hats
Clubs: Woods Irons

★
Club head covers
Club repair supplies
Detachable cleated shoe soles
Dressing for grips bags
Golf gloves
Golf Grips (all weather)
Golf shoes
Golf Practice Glove
Grip Renovating Tool
Handicap boards
Handicap racks cards
Mechanical Golf Ball Retriever
Pencils
Portable motor tool
Practice driving nets

Preserver for leather
Putter Grip
Score cards
Shoe spike wrench
Spiked rubber overshoes
Sportswear: Shirts Socks
 Sport jackets Rain jackets
 Windbreakers Slacks
Tees (wood) plastic
Tee mats
Tees (permanent)
Tees (rubber) for driving mats
Teeing device (automatic)
Tennis nets
Trophies

Club House

Adding machines
Air conditioning equip.
Athletes foot preventives
Ath. foot prophylactic bath
Bath mats
Bath slippers
Cash registers
Disinfectants
Fire protection equipment
Floor coverings

★
Furniture
Kitchen equipment:
 Coffee makers
 Dish washers
 Dishwashing compounds
 Frozen food storage
 Ice cube machines
 Ovens Food warmers
 Ranges
 Refrigerators
 Slicing machines
 Vegetable peelers
Glassware

Heaters: club house
 hot water
Linens, dining room
Lockers
Movies of Golf Subjects
Runners for aisles Rugs
Shoe dryer and sterilizer
Showers Shower mixers
Shower clogs
Step treads
Toilet seat covers (paper)
Towels: bath face
Uniforms

Send information
to: Name

Club
Title

Club Address

Town Zone (.....) State

March, 1948

HERE'S HELP TO MAKE 1948 YOUR MOST SUCCESSFUL CLUB YEAR

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 so we can get them "on the beam".

FILL IN THE FORM BELOW — THEN MAIL THIS PAGE TO —

GOLFDOM, 407 SOUTH DEARBORN STREET, CHICAGO 5, ILLINOIS

Name of club: Private Daily Fee Munny **NUMBER OF HOLES**

Address Town:

Zone () State By Club Position

President's:
name (Zone

Add: Town: State:

Secretary's:
name (Zone

Add: Town: State:

Manager's:
name (Zone

Add: Town: State:

Green Chrmn's:
name (Zone

Add: Town: State:

Greenkeeper's:
name (Zone

Add: Town: State:

Professional's:
name (Zone

Add: Town: State:

● BENT GRASS ●

Stolons and Sod, Washington — C1 — and other recommended strains.

HIRAM F. GODWIN

22366 Grand River Ave., Detroit 19, Mich.

offering them as standard equipment. Or, they can be used to replace other or damaged grips by professionals in their own shops. The patented "bell" end design permits quick and easy installation.

Flexi-Grips are supplied in complete packages, including 36 grips with caps, starter plug, cement and complete installation instructions. Prices to professionals or manufacturers allow attractive profits. They are marketed by The Fawick Flexi-Grip Company, 2306 Tower Building, Akron, Ohio.

GAUTEX PRO SHOP DISPLAY



"No More Blisters!" marks the '48 promotion theme on Gauztex Sports Tin, as evidenced by the new display pictured here. Requiring only 5 x 7½ inches of counter space, the displays are expected to furnish point-of-sale reminder for the pro.

THE GOLFER'S HANDBOOK AND BOOK OF CHAMPIONS

A Golfer's personal record book for his season's scores on all courses. Ideal For Clubs — Establishes Handicaps. Information and sample copy on request.

WANDS BOOKS, P. O. Box 9, Flushing, N. Y.

Handled by all the golf wholesalers, Gauztex has fully recovered from its war-shortage troubles. The manufacturer advises that the pre-war production method (using natural rubber latex) is once more in use. Consistent advertising in Golfing, Saturday Evening Post and other national publications lend assurance to the customer's purchase—and steady profits to the pro shops.

STANLEY GRASSHEAR



This well-balanced, lightweight trimmer is designed to trim grass where it is difficult to get to, i.e., around trees, shrubs, flower beds, the edges of sand traps, on banks and slopes, along sidewalks and between flagstones. Suction created by the combination fan and blade pulls the grass up and into the cutter head, the back of which is totally enclosed providing a safety zone so that grass, stones and dirt will be deflected away from the operator. The Grasshear operates on 110 volts, AC or DC, 60 cycles or less from any electric outlet or portable generator. Manufactured by Stanley Electric Tools Division, Stanley Works, New Britain, Conn.

CREEPING BENT STOLONS

Old Orchard C 52, Congressional C 19, Arlington C 1, Cohansy C 7

No old sod or left over bent. Every stolon fresh, virile stock and less than one year old.

True to strain, no mixture of other bents or grasses. No weeds — not even clover.

Every shipment carries state inspection certificate.

Old Orchard Turf Nurseries — R. R. Bond, Prop. — Box 350, Madison 1, Wisconsin

THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES

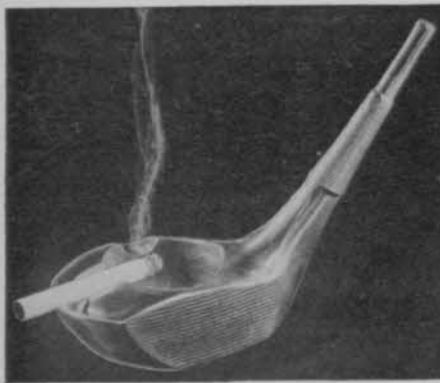


SPALDING OFFICERS REPORT TO STOCKHOLDERS

L to R: W. B. Gerould, controller; H. B. Spalding of law firm of Kelsey, Waldrop and Spalding; C. F. Robbins, pres., W. T. Brown, vp., in charge of manufacture; L. E. Coleman, vp in charge of sales; D. H. Mudd, treas. as A. G. Spalding & Bros. met with stockholders at annual stockholders' meeting, Vanderbilt hotel, New York, Feb. 3.

Stockholders were invited to an informal get-together in addition to directors' meeting, met Spalding officials, discussed company business and had adv. mgr. Harry Amtmann present 1947 World's Series film. Directors elected for ensuing year: C. F. Robbins, W. T. Brown, Herbert H. Pease, P. Lyndon Dodge, Stanley A. Sweet, H. Boardman Spalding, Thomas Roy Jones and Washington Dodge.

GOLF-O-TRAY, PRIZE OR GIFT ITEM



Golfers will go for this all metal ash tray patterned after a typical wood driver. The Golf-O-Tray is an attractive ashtray, symbolizing the owner's favorite sport. This new item recently put on the market sells on sight, is ideal for a low-priced tournament prize, and is a "natural" as a gift. The Golf-O-Tray is manufactured by the Engineering Ideas Specialty Co., 16 North Morgan St., Chicago 7, Ill.

SPALDING SENDING PERSONALIZED PLAQUE TO PRO GOLF DISTRIBUTORS



Measuring approximately 7 1/2" x 4 1/2", three color plaque, with the pro's name inserted, is being supplied to Spalding's customers. It can serve as an identification for the pro's name, to both new members and guests.

CADDY SAVVY BOOKLET—Caddy Savvy "The Know-How of Expert Caddying" is a profusely illustrated booklet of caddie instruction issued by S. M. Masse, 216 High Ave., Cleveland 15, O. The booklet is intended to be the caddie's own text book and coordinated with the caddie-master's instruction program. Prices and complete information concerning the booklet may be secured from Masse.

NEW SPIKE-VISE WRENCH

Serley Mfg. Co., 483 E. Sixth St., St. Paul 1, Minn., has a new spike-vise wrench that fits all golf shoe spikes. The device makes use of the screw and taper principle to get a tight firm lock on even worn spikes and of any make or spike now in use on golf shoes. It also has extra engaging pins to make removal of the spike heads easy and clean. It has a spike cleaner as an added feature. The device is a sturdy and precisely machined job. It was used extensively in pro shops and locker-rooms in Minnesota last summer and received strong endorsement there before being placed on the national market.



Beautiful in design, colorfully illustrated with graphic presentation of details and specifications, the new 1948 catalogue issued by the Jacobsen Mfg. Co., Racine, Wis., shows the right type and size of mower for every job with recommendations for use and adaptability of side wheel, rear wheel, and roller type machines. The catalogue quotes delivered price of each piece of equipment, a policy recently adopted by the company in all Jacobsen advertising appearing in national magazines and trade publications to help insure price stability. A limited number of dealerships are available to those interested in this new merchandising plan.

"GUN-TYPE" FAIRWAY SPRINKLER



This new "Gun-type" Perfection Sprinkler, G47a-B, is for large coverage on medium pressures. It was designed primarily for field irrigation but demand for fairway watering has made this a popular item because of the extra large coverage (190 ft. to 200 ft. dia.) on low pressures (50 lb. to 60 lb.). The sprinkler shown is fitted with suitable base for use with 1½ or 2 inch hose or the head only can be used on fairway snap valve outlets where sufficient pressure is available. Manufacturer is Perfection Sprinkler Co., Ann Arbor, Mich.

March, 1948

BUSINESSMAN GREENKEEPER FOR A GOOD CLUB

Greenkeeper with very successful record in providing high class maintenance at reasonable cost, successful business experience and college science background, available for club willing to pay a moderate price for excellent turf management. For complete details write

BOX 332

GOLFDOM, 407 S. Dearborn, Chicago 5, Ill.

FOR SALE—EASTERN NEW ENGLAND SEASIDE COUNTRY CLUB. SPLENDID 18-HOLE COURSE. OWN NEVER-FAILING WATER SUPPLY. GOOD MEMBERSHIP. NO MORTGAGES. NO DEBTS. HAVE MOST DESIRABLE ADJOINING ACREAGE FOR COTTAGE OR HOTEL DEVELOPMENT. NOT INTERESTED IN "SHOE STRING" OPERATORS. ADDRESS AD 331, % GOLFDOM.

RANGE BALLS

We manufacture top grade rebuilt balls. All cores are wound to proper size and topped with good quality balata covers, built for service and durability. The balls are finished with 2 coats of enamel and your trade name if requested. Price \$3.05 per doz.; and \$2.65 per doz. if you supply the cuts. Arrow Distributors, 2318 Pitkin Ave., Brooklyn 7, N. Y.

Golf Professional wanted at Fountain Head Country Club of Hagerstown, Maryland. One of the leading Clubs in the State of Maryland. Must be sober, industrious, good business man and best of credit references required. Must be capable of doing an exceptionally good job of handling caddies. Excellent instructor. Best of references. Remuneration—Salary and Profit \$5,000 to \$10,000 per year depending on ability. Address P. O. Box 662, Hagerstown, Maryland.

WANTED—position as Pro or Pro-Grnkpr. Excellent references, club maker, teacher. Recently finished short course at Rutgers and one year's job training under experienced greenkeeper. Age 29, married. Address Ad 321, % Golfdom.

For Sale—9 hole Golf Course, 131 acres land on Lake Ontario, waterfront cottage lots, harbor for boat rental, clubhouse with living quarters, all modern equipment. Price \$30,000. Donald E. Ames, Sandy Creek, New York.

Opportunity for Pro—to buy half interest in 9 hole golf course, to take over clubhouse and all pro activities. \$16,000 cash. Address Ad 322, % Golfdom.

Pro-Manager-Greenkeeper—Class A PGA member, thorough knowledge of house management, fully experienced and capable in course construction and maintenance. Can take full charge of operation of entire club and run it efficiently and economically. Lifetime experience in golf. Address A 323, % Golfdom.

GOLF PROFESSIONAL desires connection with progressive club as pro and greenkeeper. Have had nineteen years' experience as a golf professional; also, several years' experience in the care and maintenance of grass green golf courses. Received discharge from Marine Corps Reserve. A-1 credit. 36 years of age. Will consider club in any section of country. Can furnish best of references from past clubs. My wife has had extensive experience in the operation of dining room and kitchen; also, in the management of a club. Address P. O. Box 455, Blytheville, Arkansas. Telephone: 2358.

Pro with fine record, desires change. Now employed. Excellent instructor. Operates pro department so it's real service to club members. First-class player; cheerful personality. Address Ad 324, % Golfdom.

(Continued on next page)

Fee course in midwest metropolitan district wants reliable house manager with experience in handling fee and tournament play. Good proposition for right man. Send details of experience in first letter. Address Ad 325, % Golfdom.

Lockerroom Man—In charge or assistant. 18 years' experience with excellent references. Single, honest and desires change clubs every nine years. Available now for new club. Address Ad 326, % Golfdom.

PRO-GREENKEEPER-MANAGER. Experienced professional, greenkeeper, and wife are available to take over complete operation of moderate sized club. Highly successful record, thoroughly dependable, diligent, resourceful and cheerful personalities. Best recommendations. Address Ad 327, % Golfdom.

Golf Professional-Greenkeeper, desires change. Lifetime experience, student several short courses including Mass. State, Member GSA. References; character, ability and credit. Address Ad 314, % Golfdom.

Pro-Manager wanted at Midwest 9-hole course with 200 members. Good year-round job for energetic and competent man. Please send complete details with first letter. Address Ad 315, % Golfdom.

Pro-Greenkeeper-Manager—Energetic, successful man experienced in teaching, greenkeeping and complete management of club available, as present course may be sold. Promotion of golf tournament interest is my ace in the hole. Address Ad 316, % Golfdom.

Pro-Greenkeeper—Background of excellent results as veteran in teaching, course upkeep, and all other details of real business management in outside departments of club. Hard worker, thoroughly dependable and has disposition that helps members enjoy their club. Best of references. Address Ad 317, % Golfdom.

Golf Professional—Wants to be connected with club desiring Pro. Expert instructor, capable, excellent character and personality. 34 years of age, married, PGA member, 15 years' experience. Address Ad 318, % Golfdom.

Pro with excellent record of instruction, increasing golf interest and conducting pro department operations with high satisfaction to club members and officials, seeks new location. Now employed. Dependable, hard worker, pleasant personality, stays on the job. Experience includes 10 years as Pro at Tam O'Shanter, Chicago, five winters at Ponce de Leon Springs, Florida. Finest recommendations. Address Ad 319, % Golfdom.

Used Friend Sprayer, iron wheels, good condition, \$150.00. Used Bean, 150 gallon Steel Tank, Rubber Tires, very good condition, \$450.00. Paul E. Burdett, Seed Fertilizer, Golf Course Supplies, P. O. Box 241, Lombard, Ill.

Reliable man with 27 years' experience as pro-greenkeeper, wants to make a change from present position. Nationality, Scot. Single, will go anywhere in United States. Address Ad 320, % Golfdom.

Golf Professional-Manager, wife cateress—long experience—thorough knowledge of all departments, desires change for 1948. Available by April 1st or sooner if necessary. Excellent ability, character and credit references. PGA and CMAA member. Would consider professional and greenkeeping only. Address Ad 304, % Golfdom.

GOLF PROFESSIONAL, 34, good businessman, industrious, dependable, stays on job and attends to business. Courteous and obliging in all dealings with club officials and members. Clean, impressive record as Professional, Greenkeeper, Club Manager. Excellent in teaching and golf promotion. Best recommendations regarding ability and character. Desires position with nine or eighteen hole course capable of being developed into steady yearly income, or, will consider lease on small course. Your inquiry welcomed. Address Ad 305, % Golfdom.

Golf Balls and range equipment. A full line of supplies for miniature golf courses and driving range tee line. We buy, sell and exchange used golf balls of any type. Special prices on golf balls, mats, clubs and putters. Order sheet and price list sent on request. Northern Golf Ball Co., 3441 N. Claremont Ave., Chicago 18, Illinois.

Have 2,000 pr. Army & Navy Air Corps sun glasses, with leather cases, doz. \$27.00. Every club member will want a pair. Retail \$4.00. Golf Pro, Highland C.C., Pittsburgh 29, Pa.

Wanted—Caddie Master—Must be man who has genuine interest in the development and welfare of boys under his care. Write stating experience, age, qualifications, references and salary expected. Room and board will be furnished if desired. Address Ad 306, % Golfdom.

Lockerroom Man—30—War Vet, single, desires change for next season. Excellent references. 6 years' experience. Address Ad 307, % Golfdom.

Thoroughly experienced Club Manager desires to make a change. At present employed in one of the largest Southwestern Country Clubs. Would like Northern Club if possible. Well known food operator and economical manager. Married, no children. Excellent references for investigation. Address Ad 308, % Golfdom.

WANTED: Greenkeeper or Greenkeeper-Pro for attractive 9-hole golf course located in northwestern Pennsylvania resort region along main east-west and Buffalo-Pittsburgh highways. Living quarters available. Good opportunity for right man. Address Ad 312, % Golfdom.

Wanted—To lease or purchase, 9 or 18 hole golf course. Full particulars in letter. Address Ad 309, % Golfdom.

Successful Professional—employed at Country Club, would consider change. Veteran. Confidential. Address Ad 310, % Golfdom.

Assistant Pro desires year-around job, south or west. One summer's experience as pro at a 9-hole course. Ex-seaman. 23 years old. Good references. Available May 15th. Address Ad 311, % Golfdom.

GOLF books, prints, curios sold and sought. Golf Book Service, 42-05 Layton St., Elmhurst, N. Y.

PRO-GREENKEEPER—Thoroughly experienced (18 yrs.); young; industrious; age 36; married, 2 children; veteran; college education; capable of training and directing men to do their work with a maximum of efficiency and a minimum of expense to the club. Excellent references. Will consider position with right club. Please state full particulars when answering. Address Ad 301, % Golfdom.

Club Manager now employed with exclusive club would like to take over food and bar concession. Can furnish excellent references. Have all the necessary qualifications to assume complete management of any size of City or Country Club. Accustomed to the finest of food and service. Will consider well-established daily fee course. Address Ad 302, % Golfdom.

Golf Ball Slot Machines for sale, \$250 ea. We also buy, repair and refinish golf balls. Herman Kramm, 244 So. Millvale Ave., Pittsburgh, Penna.

Wanted—Pro Manager for Maxwellton Golf Course, Syracuse, Indiana. Prefer man who runs a course in the South during the winter and wants a summer connection. Address Lisle Wilt, Secretary, Maxwellton Golf Course, Syracuse, Indiana.

SLIGHTLY USED GANG-MOWERS, reconditioned tractors and gang-mowers. Send for list. Chas. W. Sawtelle, 5 Saxon Woods Park Drive, White Plains, N. Y.

Wanted—Couple, Pro-Grnkpr., and wife to operate clubhouse dining room. New 9 hole course located on main highway. Write Durand Country Club, Durand, Michigan.

ASSISTANT PRO, first class shop salesman and repairman; good instructor. Experienced, neat, industrious and loyal. Address Ad 328, % Golfdom.

GOLF PRO—16 years' experience at grass and sand green courses and driving ranges would like pro job for coming season. First class player and instructor. Age 31, single, will go anywhere. Address Ad 329, % Golfdom.

Wanted: Capable assistant pro for summer employment. Must be good manager and teacher. Attractive salary. Central Wisconsin location. Address Ad 330, % Golfdom.

GOLFDOM

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Front Cover: Architects are making attractive use of glass to bring beauty and life of the course into the inside of the clubhouse. This view is from the dining room of the remodeled Tam O'Shanter clubhouse (Chicago).

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PROS MUST PLAN

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(5) An opportunity to show the pro's own sincere personality and competence in making the sales transaction a matter of service rather than the store method of cold exchange of cash for merchandise.

Check Up Pro Strong Points

In preparing himself to get the drop on budding competition the pro will be wise to go over his entire membership list and see just what he knows about each member and the member's game, equipment and needs.

It will surprise many a pro to be reminded by such a survey that he doesn't know as much as he should about a lot of his comparatively new members and the golfing prospects in the new members' families.

The pro's very strong point of expert fitting of clubs has been neglected during the long period when clubs that precisely fit haven't been available. Players have been so eager to get new clubs they'd buy almost anything they could find.

Many of the older—and wealthier members—have clubs that are too heavy and have shafts that are too stiff. Actually one reason for a club having a first class

professional is to attend to rectifying such cases as these outgrown clubs. The pro has to handle these cases with discreet judgment but if he doesn't look into them he's going to lose sales—and his members who go elsewhere won't be fitted properly. It will be a loss all around—except to the stores.

I've mentioned the shop arrangement and stock as being a vital matter to the younger professional but the older professional too can well spend some time considering the price range of his shop stock and keeping his displays constantly with "that new look."

This year far more than in years past the pro has to think of what he's got in selling points that the stores haven't got. And the pro has to make sure that the member is made keenly aware of the superior points of pro shop stocks and service. You can't expect the member to go to any trouble making the discoveries for himself.

If a pro loses out in competition with stores in the battle for golf business that will begin in earnest this year he can't complain that luck was against him. He'll have to blame himself for overlooking the same sort of smart planning and work the store would do if it had the inside track on golf business that the pro logically has.