

GOLFDOM • SEPTEMBER, 1948

Acushnet Process Sales Co. 2nd Cover	Leavitt Corporation	76
Allied Golf Corporation	Lewis Co., G. B.	19
American Agricultural Chemical Co., The .. 73	Long Sales, Chester A.	64
American Fork & Hoe Company, The	McGovern, J. B.	75
American Liquid Fertilizer Co., Inc. 72	MacGregor Golf, Inc.	28-29
Armour Fertilizer Works	Meliflex Products Company	76
Bancroft, Inc., Hugh	Merchants Tire Company	21
Boston Golf Ball Company	Modern Manufacturing Co.	8
Buckner Manufacturing Co.	Myers & Bro. Co., The F. E.	10
Burton Manufacturing Co.	"Na-Churs" Plant Food Co.	4
Chamberlin Metal Products	Nelson Mfg. Co., L. R.	16
Chicago Wheel & Mfg. Co.	Northern Ball Company	74
Colby Pioneer Peat Company, Inc.	Nutria Peat Sales Company	72
D B A Products Company	Ny-An Company	22
Davis, Inc., George A.	Old Orchard Turf Nurseries	78
Des Moines Glove & Mfg. Co.	Patterson Corporation, The "Pat"	71
Dubow Mfg. Co., Inc., J. A.	Pennsylvania Lawn Mower Div.	47
Dunning, R. C., "Bob"	Phillips, Inc., F. C.	23
DuPont Semesan Company	Power Production Company	18
Eastern Golf Company	Powers Regulator Co., The	14
Ederer Company, R. J.	Pro Golf Sales Company	64
Farquhar Company, A. B.	Royer Foundry & Machine Co.	13
Fawick Flexi-Grip Company	Rutledge Outing Equipment	23
Gallowhur Chemical Corporation	Sani-Tread Co., Inc.	21
Godwin, Hiram F.	Scoggins Golf Co., Howard	63
Golfaids	Scott & Sons Co., O. M.	20
Golf Cart Supply Company	Sewerage Commission	14
Golf Enterprises, Inc.	Skinner Irrigation Company	73
Golf Prof. Driving Range Equip. Co.	Smith, Kenneth	61
Golf World	Spalding & Bros., Inc., A. G.	42-43
Goodyear Tire & Rubber Co., Inc.	Springfield Company, The	3rd Cover
Gordon, William F.	Standard Manufacturing Company	19
Graham Manufacturing Co.	Stumpp & Walter	19
Hagen Golf Division, Walter	Swift & Company	16
Harris, Robert Bruce	Thompson Manufacturing Co.	13
Hillerich & Bradsby Company	Toro Manufacturing Company	11
Horner, R. S.	Trophy & Medal Shop	70
Horton Manufacturing Company	Tull, Alfred H.	75
Hurst Flooring Company, R. D., "Bob"	United States Rubber Co.	4th Cover
Hyper-Humus Company	Vestal Company, John H.	74
Johnson Seed Co., J. Oliver	Wagstaff & Co., C. D.	75
Jones, Robert Trent	West Point Lawn Products	9
Kesl, Inc., B. J.	Wickwire Spencer Steel Division	18
L. A. Processing Company	Wilson Sporting Goods Company	32-33
Langford, William B.	Woodruff & Sons, Inc., F. H.	15
Lapp, Walter S.	Worthington Ball Company	35
	Worthington Mower Company	51

GOLFDOM, The Business Journal of Golf. Published monthly, except November and December. Subscription rate—\$2.00 per year, Canadian and Foreign \$2.50. Herb Graffis, Editor; Joe Graffis, Advertising and Business Mgr.

Publication Offices—407 So. Dearborn St., Chicago 5; Phone Harrison 5941. Eastern Representative—Albro Gaylor, 20 Vesey St., New York 7; Phone, Cortland 7-1668. Pacific Coast Representatives—Roy M. McDonald & Co., 639 S. Wilton Pl., Los Angeles; Phone, Drexel 2590 . . . 564 Market St., San Francisco; Phone, Yukon 6-0503 . . . Terminal Sales Bldg., Seattle, Wash.; Phone, Main 3860. Printed in U.S.A.

Front cover: Sam Snead looks on as gallery watches E. J. "Dutch" Harrison putting on the 12th green at Tam O'Shanter CC, Chicago, during play-off of final match between Harrison, Snead and Lloyd Mangrum who had finished the previous day's play in George S. May's All American in a three-way tie.

Making the Swing Around Golf.....	By Herb Graffis	3
How Successful Pro Merchants Lengthen Selling Season		25
Methods and Materials Develop Weed-free Turf	By J. A. DeFrance	30
Architect's Services In Course Modernizing	By Edw. B. Dearie, Jr.	34
Professional Coaching Brings Winning Golf	By Verne Wickham	40
Clean Course of Leaves to Extend Play and Profits	By Rex McMorris	44
Rolf Sub-Irrigator for Dry Spots	By O. J. Noer	50
News From the Manufacturers.....		67

17th Annual Field Day at Rhode Is. Exp. Station

The 17th Annual Greenkeepers' Field Day for inspection of turf experiments conducted by the Rhode Island Agri. Exp. Station and sponsored by the USGA and the New England Golf and Greenkeeping Superintendents' Assns. is being held at Kingston, Sept. 8 and 9. The meetings are sponsored by the Assns. as a phase of their service to members, greenkeepers and others interested in the development of fine turf and the attendant problems. Held near the close of a busy season, the Field Day affords greenkeepers an opportunity to talk over their 1948 turf problems, discuss how they were solved, and learn of new materials and methods being developed.

Manufacturers and distributors of equipment and supplies support the meeting with demonstrations making it possible for everyone to see the latest labor-saving machinery and materials available.

Representatives of the USGA, GSA and the New England Assns. will be present to discuss important problems of the past season in addition to the discussions and presentations by the Experiment Station Staff.

Los Angeles Golf Courses Get Needed Tax Reduction

The Los Angeles Board of Supervisors has granted substantial tax assessment cuts to 16 of the 30 golf courses in Los Angeles county. The cuts, amounting to near 50 per cent on club buildings and 25 per cent on land used for the courses may mean the difference between solvency and insolvency as far as a number of courses are concerned.

The Board of Supervisors granted the tax reductions on the basis that the golf courses performed a public recreation service and therefore were entitled to tax relief. Action was taken after H. J. Wilson, pres., Wilshire CC, spokesman for the group, pointed out that the county's golf facilities were "shrinking away." Only 30 courses exist today compared to 43 in 1940.

The courses affected by the tax cut other than Wilshire include: Oakmont CC, Los Angeles CC, San Gabriel CC, Virginia CC, San Fernando VCC, Hacienda CC, California CC, Annandale CC, Riviera CC, Fox Hills CC, Hillcrest CC, Lakewood GC, Westward Ho GC, Bel-Air and Lakeside CC. Other courses are expected to be granted reductions later.

Springfield FOR '49

Springfield "Cobra" Putter...
patented head design...
pendulum accuracy...
hose shape provides center
shafted action...
chrome shaft...
perfect putting.



1. Medallion Registered Custombuilt

... with Two-Action* Shaft (first major improvement in club design since the advent of the steel shaft) ... Power Zone for EXTRA DISTANCE ... Control Zone for GREATER ACCURACY ... Stainless Steel Heads — Genuine Calfskin Grips. In four advanced models ... Pro-Flex — Tourna-Flex — Club-Flex — Maxi-Flex, to fit your members' game.

2. Springfield's New Matched Iron

... Two-Action* Shaft ... embodies fine playing qualities of Medallion and has chrome-plated mild steel heads. Newly developed *Springfield* Weatherproof Grip. Popularly priced.

Springfield's New and Improved Celcon† Woods

3. ... Registered Pro Model with distinctive face insert ... all-weather club heads guaranteed against breakage ... Hung with latest DAMASCUS shaft. Precision-built for Power Impact and distance.

4. Matched Model fitted with the newly developed *Springfield* Weatherproof Grip.

Your members expect the best advice
- advise the best - **SPRINGFIELD FOR '49**



Springfield Medallion, Thunderbolt and Cobra Golf Balls ... with extra tough Cadwell-Geer covers ... give better performance ... sold by pros only.

THE *Springfield* COMPANY

88 BIRNIE AVE., SPRINGFIELD 7, MASS.

Springfield Two-Action* Clubs prescribed and sold through Pros only.

*Patents Pending

†Trade Mark Celanese Corp. of America