



U. S. RUBBER ORGANIZES ITS 1949-50 SALES PROGRAM

United States Rubber Company's general products division organized its 1949-50 sales program for its lines of drug sundries, golf balls, water wear and rubber specialties at a meeting held in the Park Sheraton Hotel, New York City. Present were the district sales managers who handle distribution and sales throughout the 48 states as well as sales and advertising personnel from the company's general offices. In the above picture, George T. McCarthy, manager of golf ball sales, tells district sales managers about merchandising plans for the new line of U. S. Royal golf balls which are sold exclusively through golf professionals. Left to right are: Leo Martin, Philadelphia district manager; Thomas Skinner, St. Louis; R. W. Higgins, Detroit; Raymond Lozar, San Francisco; Leo French, Chicago; Paul Brady, New York; Harry J. Haflin, general sales manager for the division; John W. Sproul, sales manager for the division, and Mr. McCarthy.

NEW PROTECTION AGAINST ATHLETE'S FOOT

A new non-toxic astringent-fungicide has been placed on the market which its maker claims will reduce athlete's foot and other foot infections in shower and locker-rooms. "Foam-X" is its name; developed by a prominent California bacteriologist. For "Foam-X" the makers claim not only an effective fungicide but a treatment that toughens the skin and builds up resistance to athlete's foot. Special stepping pads of sponge rubber saturated with "Foam-X" are furnished by the makers for placement adjacent to shower rooms. Write to Foam-X Co., Santa Barbara, Calif., for details of a test offer.

NOPEEK FOR TRAINING

Golfers' Nopeek, PO Box 98, South St. Paul, Minn., is making the Nopeek golf swing training device which consists of a rubber ball attached by a string to a clip that fits over the belt. You hold the ball in your mouth and when you swing you don't look up. It's especially good for approach shot and putt practice. Nopeek was introduced to the national market at the Western Open at St. Paul and received the endorsement of many of the stars in that field as well as of pros who devote most of their attention to teaching. Nopeek is selling well in pro shops.

MONROE FOLDER DESCRIBES LATEST IN FOLDING TABLES AND CHAIRS

A table at which guests can be seated without feet or knees stubbing against the legs or braces is the latest in folding banquet equipment developed by The Monroe Co., Inc., Colfax, Ia. This new non-tip "Pedestal Table", with its new features of strength, and guest and storage convenience, is described, illustrated and priced along with other Monroe folding service equipment in the company's new folder recently off the press. They'll gladly mail a copy upon request.

PLANNING IMPROVEMENTS?

Get prices and information on latest in Supplies and Equipment by using the **BUYERS' PAGE.**

(Page 69 of this issue)

CLASSIFIED ADS

Rates: Minimum insertion \$4.00 for 20 words; additional words 20c each. Bold-face type, 25c. per word. Classified cols. reserved for help or services wanted and for sale of used equipment.

FOR SALE—Limited number of coin controlled golf ball repainting machines. Test proven. Price \$395 each. Pacific Telecon Corp., 1776 South Robertson Blvd., Los Angeles 35, California.

USED GOLF BALLS WANTED — ANY QUANTITY — ARROW DISTRIBUTORS, 2318 PITKIN AVE., BROOKLYN 7, N. Y.

Caddy Master—age 41, married, open for position, 10 years experience with country club. Year-around position. Can furnish excellent references. Address Ad 929 % Goldfom.

TRACTOR, Case model VAI with one cubic yard hydraulic operated bucket. Good condition. New cost \$1500. Sacrifice \$900. E. Nowak, Jr., 540 New York Avenue, Lyndhurst, New Jersey.

Manager or Pro-Manager position desired. Now manager of large midwestern club. Wife experienced cateress. Can bring along an excellent cook. Interested in either small or large club. Excellent references. A-1 credit rating. Address Ad 923 % Goldfom.

GREENKEEPER—10 yrs. experience, 1948 graduate Rutgers's University Turf Management Course, wants change of location when present contract expires Nov. 1. Experienced in maintenance and construction, interested in keeping course in top condition. Excellent references. Address Ad 924 % Goldfom.

Professional: Class "A" member P.G.A., 29 yrs. old, married, excellent teacher and player and especially qualified for promoting golf and clubhouse activity. Would appreciate offer from private club with an active membership of over 150 members. Address Ad 925 % Goldfom.

PRO—AVAILABLE NOV. 1st WISHES POSITION IN FLORIDA FOR WINTER MONTHS. 8 YEARS EXPERIENCE. PGA MEMBER. MARRIED. NO CHILDREN. EXCELLENT REFERENCES. ADDRESS AD 926 % GOLDFOM.

INSTRUCTOR PRO—Available immediately. Excellent references. Member P.G.A. 19 years experience. Married. Address Ad 927 % Goldfom.

For Sale or Lease to operating manager, 18-hole golf club in northern Ohio. Attractive course and buildings. Address Ad 928 % Goldfom.

Experienced Country Club Manager able to assume complete charge of Food Business, Bar and Pro Shop. A-1 credit, age 50. Personal and Employment record on request. Will consider guarantee or concession basis. Address Ad 915 % Goldfom.

FOR SALE: One of Minnesota's most beautiful golf courses. 100 acres, ½ mile shoreline, modern clubhouse, and complete line of operating equipment. Shown by appointment only. Address Ad 917 % Goldfom.

Greenkeeper—now employed, would like a change. 20 years experience. Give good reference. Wife has taken care of office. Can take job anytime. Address Ad 918 % Goldfom.

Manager-Pro would like year-round club. Wife very fine cateress. Prefer South. Successful instructor; over 35 years experience. Address Ad 919 % Goldfom.

Pro or Greenkeeper, or both, for 1950. Excellent references. Twenty years' experience. Eastern location preferred. Address Ad 920 % Goldfom.

YOUNG PRO—looking for Winter job in the South. 12 years' experience. Enjoying wonderful success as instructor. Age 34; married. Address Ad 921 % Goldfom.

JEEP, hydraulic bucket, front end, 1 cubic yard. Light weight, can be attached to any Jeep, excellent condition. New cost \$800.00, sacrifice \$500.00. E. Nowak, Jr., 540 New York Avenue, Lyndhurst, New Jersey.

Club General Manager: Serve as Pro, Greenkeeper and House Manager. Experienced all departments. Married; 2 children; age 36. Minimum salary \$3,000 plus golf concessions. Must make arrangements by January 1st. Address Ad 922 % Goldfom.

Golf Course Wanted—To lease with option to purchase. Experienced Pro-Greenkeeper. Class A—P.G.A. member. Address Ad 909 % Goldfom.

Golf Professional—desires Winter connection. Successful teacher. A-1 credit; Class A—P.G.A. member. Married. Address Ad 910 % Goldfom.

Wanted Golf Balls—I will pay 7c each for all your old balls—no cuts. Ship C.O.D. with privilege to inspect to Bob Simmons, Kokomo Golf Range, Kokomo, Indiana.

CASH PAID FOR OLD GOLF BALLS!

No Driving Range Culls Wanted — but we buy—sell—trade old golf balls. For quotations write:
Northern Golf Ball Co.
3441 N. Claremont Ave., Chicago 18, Ill.

Pro-Greenkeeper-Manager—Successful experience in all departments of club operation, desires new connection. Presently employed and wants opportunity for increased earnings commensurate with good operation. Fine record in complete operation of clubs but would prefer Pro-Greenkeeper connection. Widely and favorably known in golf. Highest references. Address Ad 911, % Goldfom.

For Sale—9 hole course. Course and clubhouse completely equipped. Located in thriving town of 10,000. Address Ad 912, % Goldfom.

Golf Pro desires to make connection with club in South during winter months. Considered expert teacher, promoter, and good personality. 12 years at present club. Further details will be furnished upon request. Address Ad 914, % Goldfom.

RE-WASHED RANGE BALLS, superior quality. Write for prices. Fred Martine, Jr., 39 Lowell Avenue, West Orange, N. J.

Wanted: Position as Pro or Pro-Greenkeeper for club with year-round proposition. Married. Know golf and golf courses; wide experience in both. Wife experienced in club management. Best of references upon request. Prefer medium sized club. Go anywhere. Address Ad 901 % Goldfom.

Golf Pro: Now at Northern club wants pro or assistant position in South for winter months. Successful instructor, good player. Further details on request. Address Ad 902 % Goldfom.

A-1 Greenkeeper desires change. Prefers 18-hole Private Club. Will also consider position as Park Supt. Can qualify. Address Ad 903 % Goldfom.

Greenkeeper—Open for position. 22 years' experience, 17 years last course. G.S.A. member. Go anywhere. Address Ad 904, % Goldfom.

For Sale—Florida's finest Golf Range. 12 acres. All modern equipment. 2 large block buildings. Beer license. Located on main highway. Address Ad 905, % Goldfom.

PRO OR ASSISTANT — WINTER JOB, SOUTH OR WEST. DEPENDABLE, HARD WORKER, EXPERIENCED ALL PHASES OF THE GAME. AT PRESENT EMPLOYED AS PRO AT NORTHERN CLUB FOR PAST THREE SEASONS. AGE 43. FREE OCTOBER 1st. BEST OF REFERENCES. Address Ad 906, % Goldfom.

PRO OR ASST. PRO—Expert teacher-player-club-maker. 5 years experience. Past 2 seasons assistant at leading Midwest CC. Excellent references. Married; age 28. Available Oct. 1st. Go anywhere. Address Ad 907 % Goldfom.

Range balls washed and repainted 4 cents each. Return freight paid under two hundred miles. Minimum job one thousand. Wanted driving range equipment, balls, clubs, lights, mowers, etc. Hermon F. Belanger, 65 Burke Ave., Pittsfield, Mass.

Greens Superintendent desires position. Young, capable. Member of G.S.A. 15 years Golf Course experience. Can furnish excellent references. Address Ad 908 % Goldfom.

GOLFDOM • SEPTEMBER, 1949

Acushnet Process Sales Co.	32, 33	L. A. Processing Company	63
Allied Golf Corporation	64	Lamkin Leather Company	24
American Agric. Chemical Co., The	12	Langford, William B.	62
American Liquid Fertilizer Co., The	61	Leavitt Corporation	68
Armour Fertilizer Works	9	Lewis Company, G. B.	22
Bench Craft Golf Products Co.	64	MacGregor Golf Company	46, 47
Boston Golf Ball Company	66	Manufacturer's Specialty Co., Inc.	63
Buckner Manufacturing Co.	10	McGovern, J. B.	66
Burke Golf, Inc.	49	Mellflex Products Company	23
Carts, Inc.	57	Merchants Tire Company	17
Chamberlin Metal Products	59	Modern Manufacturing Co.	20
Chicago Wheel & Mfg. Co.	18	Monroe Company, Inc., The	63
County Specialties	21	Murdock Mfg. & Supply Co., The	68
Daco Golf Products	65	Myers & Bro. Co., The F. E.	15
Dargie Golf Company, Bert	66	Nelson Mfg. Co., L. R.	20
Davis, Inc., George A.	6	Northern Ball Company	65
Dennis Company, The Martin	16	Old Orchard Turf Nurseries	68
Des Moines Glove & Mfg. Co.	19	Phillips, F. C.	4
Dow Chemical Company, The	37	Powers Regulator Co., The	15
Dubow Sporting Goods Corp., J. A.	23	Royer Foundry & Machine Co.	8
Eastern Golf Company	65, 68	Ruesch, Walter	11
Ederer Company, R. J.	16	Rutledge Co., The	17
Elmaca Company	18	Schendel, A. C.	62
Farquhar Company, A. B.	13	Scott & Sons Company, O. M.	12
Fate-Root-Heath Company	6	Sewerage Commission	20
Fulname Company, The	63	Skinner Irrigation Company	62
Godwin, Hiram F.	65	Smith, Kenneth	4
Golf & Lawn Supply Corporation	68	Spalding & Bros., Inc., A. G.	28, 29
Golf Cart Supply Company	59	Standard Manufacturing Co.	13
Golfcraft, Inc.	2nd Cover	Stumpp & Walter	14
Goodyear Tire & Rubber Co., Inc.	5	Swift & Company	14
Gordon, William F.	67	Thompson Manufacturing Company	22
Graham & Co., Inc., John H.	10	Tull, Alfred H.	67
Graham Manufacturing Company	21	United States Rubber Co.	4th Cover
Hagen Division, Walter	38, 39	Universal Sports & Awards	64
Harris & Harris	55	Veg-Acre Farms—Irrigation Division	62
Harris, Robert Bruce	67	Vestal Company, John H.	64
Hillerich & Bradsby Company	35	Wagstaff Company, C. D.	66
Horton Manufacturing Co.	51	West Point Lawn Products	7, 61
Hotze & Sons Company, Henry	53	Wickwire Spencer Steel Division	8
Jones, Robert Trent	67	Wilson Sporting Goods Company	42, 43
Kroydon Company	19	Wittek Golf Range Supply Co.	65
		Worthington Ball Company, The	3rd Cover

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; Rex McMorris, Managing Editor; Joe Graffis, Advertising and Business Mgr.

Publication Offices—407 So. Dearborn St., Chicago 5; Phone Harrison 7-5941. 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: Galleries following the final day of play at George S. May's All American championship at Tam O'Shanter (Chicago dist.) overflowed new seating facilities erected at the 18th green. Tam's water tower, a prominent land mark, is shown in the background.

Making the Swing Around Golf	3
Superintendents Report Heavy Work Schedule for Fall By Herb Graffis	25
Cooper Saves Time With "Self-Selling" Shop	30
Installing Minikahda's Watering System	By Gordon Brinkworth 34
Al Ciuci, Professional Golf Selling Star for 35 Years By John M. Brennan	44
Improvement Required in Southern Caddy Picture	By Hugh Moore 48
Team of Taylors Give Club Balanced Service	By Betty Burton 52
News from the Manufacturers	62

MAKING THE SWING

(Continued from page 23)

lessons at Bob and Clem Hamilton's golf range. . . Boys' and girls' junior championships conducted same day by Detroit District GA and Michigan PGA at Indianwood CC, Lake Orion. . . Collier's Aug. 27 carried story by Bill Fay saying Cary Middlecoff is movie material. . . The movie short of Doc is scoring well with non-golfers as well as golfers.

Prosper Gianvito, one-armed pro, has been teaching at three courses near his home at Kewanee, Ill., this summer. . . "Pro" has developed some good adult golfers. . . Jack Patroni of Apawamis and Johnny Lombardi of Equinox booked as pro staff at Pinecrest Lakes club, Avon Park, Fla. for next winter. . . Topeka (Ks.) Junior Chamber of Commerce considering pushing for a muny course.

Wilbur (Chub) Hatch, formerly at Reedsburg (Wis.) CC now pro at Portage (Wis.) CC. . . Silver Anniversary of Finger Lakes GA played at Auburn (N.Y.) CC. . . Association consists of 16 neighboring clubs. . . Golf fan writes us complaining every time he raced to a tee at tournaments this summer caddies blocked out his view of some star swinging.

Exceedingly interesting history of Oakley CC, Watertown, Mass., originally

Cambridge G&CC, published to mark the club's 50th year. . . Book says site of present clubhouse was location of a dwelling built in 1685. . . The distinguished O. B. Keeler says he's never seen anything in all his born days like the merry Mr. and Mrs. and Miss tournament followed by dinner-dance at East Lake CC, Atlanta. . . 120 entries. . . Prize list so variegated Pro Harold Sargent has to go into calculus.

No Sea Lions in Gawja!

It's the miracle of transcribing a name from pencilled notes so it comes out of the typewriter something else and when it finally appears in print causes faces to turn that crimson hue. T. M. Baumgardner, Green Chairman, Sea Island Golf Club, Georgia, recently notified O. J. "Red" Noer, Agronomist, Milwaukee Sewerage Commission, that they don't have Sea Lions down there. "O. J." in turn notified advertising agent, B. J. Paulson, who in turn notified GOLFDOM. Why? Because the Sewerage Commission ad in the August issue stated, "Year after year—for 20 years . . . The Sea Lion Club, in Georgia has used Milorganite turf fertilizer." Of course it should have stated, "Year after year—for 20 years . . . THE SEA ISLAND GOLF CLUB . . . etc." and that's why there are no Sea Lions in Georgia.

SWEET SHOT— Personalized for Holiday Sales



A GAIN for the 1949 Holiday Season we will stamp *your customers' names* on each order for a full dozen Sweet Shot Golf Balls.

The personalized balls are packed in a beautiful new gift box and shipped to you in ample time for Christmas delivery.

Make this a profitable Holiday

Season with this powerful sales-building offer.

Circularize your players now and let us have your order early when we can furnish prompt service.

THE WORTHINGTON BALL COMPANY, Elyria, Ohio, U.S.A.

**45th Year, Specializing in
Golf Ball Manufacture**

WORTHINGTON

WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER