

GOLFDOM • MARCH, 1950

Acushnet Process Sales Co.	2nd Cover	Horton Manufacturing Co.	71
Allied Golf Corporation	85	Hotze & Sons Co., Henry	98
Allis-Chalmers Manufacturing Co.	27	Hyper-Humus Company	105
American Agric. Chemical Co., The	6	Ideal Power Lawn Mower Co.	16
American Liquid Fertilizer Co., Inc., The	108	Industrial Cellulose Products, Inc.	100
American Mat Corporation	94	Jackman Sportswear	98
American Playground Device Co.	25	Jacobsen Manufacturing Co.	44
Armour Fertilizer Works	15	Jamestown Fabricated Steel Co.	24
Ashland Rubber Door Mat Co.	111	Johns-Manville Corporation	21
Associated Chemists, Inc.	106	Jones, Robert Trent	112
Balanced Golf Bag, Inc.	93	Justice, Dave W.	4
Balmforth, Ltd., E. B.	103	King, Irving	90
Beaver Tractor Co., Inc.	20	Kosar's Golf Development Laboratory	34, 102
Berner Company, Inc.	97	Lamkin Leather Company	61
Bohn Manufacturing Company	95	Langford, William B.	114
Boston Golf Ball Company	111	Lewis Company, G. B.	10-13
Brealey Company, The	83	Linn Co., Inc., O. E.	33
Brevard Country Club Nursery	114	Lint Golf Equipment Co.	26
Brill Uniforms	6	Lockie Products Company	101
Buckner Manufacturing Co.	4	Macdonald, Ian	28
Buhrke Company, R. H.	97	MacGregor Golf Company	48, 49
Burke Golf, Inc.	81	Manufacturer's Specialty Co., Inc.	100
Carbide and Carbon Chemicals Division		McClain Brothers Company	105, 114
Union Carbide and Carbon Corporation	9	McLaughlin & Son, Hugh J.	111
Carts, Inc.	89	Meisel Co., L. J.	18
Central States Industrial Supply Co.	69	Mellflex Products Company	24
Chamberlin Metal Products	91	Merchants Tire Company	30
Chicago Wheel & Mfg. Co.	92	Monroe Company, The	113
Club Equipment & Supply Co.	99	Murdoch Mfg. & Supply Co., The	108
Consolidated Industries, Inc.	12	Nelson Mfg. Co., Inc., L. R.	106
Converse Co., Inc., F. S.	107	Northern Ball Company	110
D. B. A. Products Co.	22	Old Orchard Turf Nurseries	105
Dargie Golf Company, Bert	110	Pacific Coast Racket Dist. Co.	103
Darley & Company, W. S.	113	Page Fence Association	14
Darrah, John R.	113	Palmer & Co., E. C.	107
Davis, Inc., George A.	12	Park Sheraton Hotel	99
Des Moines Glove & Mfg. Co.	79	Perry's Greens Spiker	14
Dolge Co., The C. B.	16	Phillips, F. C.	35
Dow Chemical Company, The	19	Powers Regulator Co., The	22
Dual Tred Mat Company	90	Putnam Products, Inc.	29
Dubow Sporting Goods Corp., J. A.	92	Roseman Mower Corporation	23
duPont de Nemours & Co., Inc., E. I.		Royer Foundry & Machine Company	8
Semesan Division	62, 63	Ruesch, Walter	73
Durable Mat Company	34	Saratoga Laboratories, Inc.	106
Eastern Golf Company	115	Schendel, A. C.	109
Eaton Company, Charles A.	75	Scott & Sons Co., O. M.	20
Ederer Company, R. J.	30	Sewerage Commission	33
Fawick Flexi-Grip Company	95	Sherritt Flag Company	107
Ferguson & Sons	17	Skinner Irrigation Co.	108
Field & Flint Company	59	Smith, Kenneth	35
Fonken Manufacturing Co.	31	Snow-Proof Company, The	109
Fulname Company, The	115	Solar Company	26
General Bandages, Inc.	57	Spalding & Bros., Inc., A. G.	40, 41
Gill, David	115	Standard Manufacturing Company	105
Godwin, Hiram F.	109	Stumpp & Walter Company	6
GoFore Manufacturing Co.	104	Superior Rubber Mfg. Co., The	32
Golf Cart Supply Company	91	Swift & Company	10
Golfcraft, Inc.	66, 67	Toro Manufacturing Company	7
Golf Professionals Driving Range		Tull, Alfred H.	112
Equipment Co.	104	Union Carbide and Carbon Corporation	
Goodyear Tire & Rubber Co., Inc.	5	Carbide and Carbon Chemicals Division	9
Gordon-Clarke, Inc.	96	United States Rubber Co.	4th Cover
Gordon Company, William F.	112	Universal Sports & Awards	110
Haase Bros.	108	Vestal Company, John H.	110
Hagen Division, Walter	55	Wagstaff & Company, C. D.	113
Hamlin Metal Products Co.	52, 53	West Point Lawn Products	11
Handeas Company	103	Whirlwind, Inc.	18
Harris, Robert Bruce	112	Whitney Seed Company	109
Harrison, James Gilmore	115	Wickwire Spencer Steel Division	
Harrod Bag Company	102	Colorado Fuel & Iron Corporation	32
Hillerich & Bradshaw Company	36	Wilson Sporting Goods Company	3rd Cover
Holcomb Machine Company	28	Wittek Golf Range Supply Co.	111
Horner, R. S.	114	Woodruff & Sons, F. H.	8
		Worthington Mower Company	45

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—McDonald-Thompson, 639 S. Wilton Pl., Los Angeles; Phone, Dunkirk 7-2590. . . . 564 Market St., San Francisco; Phone, Yukon 6-0503. . . . Terminal Sales Bldg., Seattle, Wash.; Phone, Main 3860. Printed in U.S.A.

Front Cover: At North Hills Country Club, Milwaukee, Wis., with George Calderwood, professional, in his office at the end of the aisle of bags. And, below, the lesson tee at Winged Foot Country Club, Mamaroneck, N. Y., where Claude Harmon and assistants cure ailing swings.

Making the Swing Around Golf	3
Superintendents Hold Largest Annual Meet at Boston	By Herb Graffis 37
Pull of Events Schedule All-important to Club	By George Calderwood 42
U. of Florida Accents Golf—Country Club Helps	46
Dead Land Restored to Life by Golf Turf Program	By Cliff Allen 50
Give Salesman Time; He'll Pay Pro in Ideas	By Bob Gutwein 54
Architectural Features of Outstanding Course	By Robert Bruce Harris 58
The "Bright Look" Appeals in Ft. Wayne CC's New Shop	65
Behavior of Named Bents Under Playing Use	By W. H. Glover 68
Briefs of Committee Reports at USGA Annual Meeting	72
How Pinehurst Prepares Turf for Winter Play	By Henson Maples 76
When the Devil is Nibblin Yer Niblick	By Hugh Gordon 82
Need and Use of Potash in Turf Development	By S. D. Gray 86
News from the Manufacturers	108

MAKING THE SWING

(Continued from page 35)

.. John M. Brennan, Jamaica (N.Y.) Press golf scribe with big readership on Long Island has been campaigning for better caddy management in that district. .. Brennan cites complaints that "bottle babies" get too many choice assignments to discouragement of sober caddies. .. Philadelphia dist. course supts. in cheering section for Martin Naughton's recovery. .. Naughton, supt. at Northampton CC, Easton, Pa., and a very grand guy is in St. Elizabeth's hospital.

Nearly 6000 golfers, representing 174 clubs in London, Eng., dist., have entered Evening News week-end tournament which will end Sept. 13. .. Listens like a great golf promotion idea for U.S. papers to follow. .. Some British newspapers withdrawing as sponsors of pro tournaments. .. Fine publicity for National Greenkeeping Supts. convention at Boston in Boston Herald story by Joe Looney and Tom Fitzgerald, Boston Globe. .. Joe and Tom angled their pieces to course experts showing home owners how to get fine lawns.

Milt Woodward, former Chicago sports-writer and later minor league baseball

executive, has been appointed asst. to Jerome F. Bowes, Jr., of Western Golf Assn. . . . Woodward will work with Ex. Sec. Joe C. Hogan and Educational Director Roland F. McGuigan on the Western's caddy program. .. George Page and Mike Brady building a 9-hole practice course at Saugus (Boston dist.). .. Colorado State Publicity Dept., Denver, publishes new guide of state's golf courses. .. Broadmoor (Colo.) GC remodeling and 9 new holes being added to plans of Robert Trent Jones.

Neat notebook Greenkeepers' Club of New England distributed for use at NGSA convention. .. Book was extensively used in writing reminders of work brought up by convention talks. .. Greenkeepers' Club of New England, organized Feb. 25, 1924, was first greenkeepers' organization in U.S. . . . Fee courses in metropolitan districts making early booking of industrial tournaments for this summer. .. Shortage of courses in some areas making it tough to book the trade events. .. Don Bosco Community Center, Port Chester, N.Y., conducting caddy training program during April. .. J. J. Carlyle, asst. pro at Green Valley CC, conducting the course. .. Carlyle will have guest pros for the kids.

THE *Right Combination* FOR *Easy Selling*



Successful pros know, from experience, that the way to make the most of pro shop opportunities is to feature "name" merchandise bearing trade-marks that are known and respected, and have player-acceptance, *the nation over.*

The Wilson trade-mark occupies the same position in golf that the trade-mark of America's leading producer of motor cars occupies in the automotive field. It is backed by millions of dollars invested, over the years, in big-time national and newspaper advertising and in spectacular radio and television advertising.

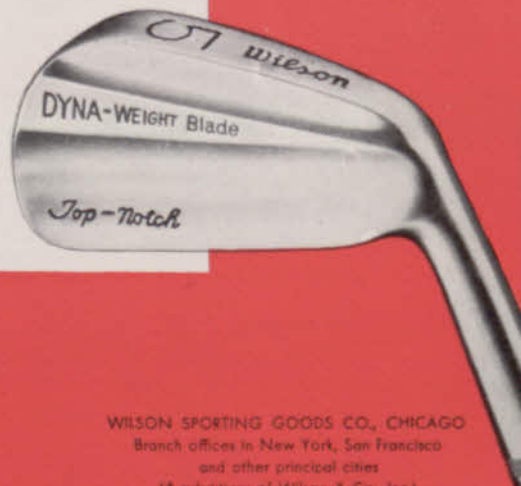
This means easier selling and faster turn-over when you feature Wilson TOP NOTCH clubs and balls in your shop.



America's No. 1 Pro Shop Selling Combination

... only Wilson offers these
exclusive features

Top Notch Strata-Bloc Woods
Top Notch Dyna-Weight Blades
Top Notch Dynamic Balance balls



IT'S **Wilson**
TODAY IN SPORTS EQUIPMENT

WILSON SPORTING GOODS CO., CHICAGO

Branch offices in New York, San Francisco
and other principal cities

(A subsidiary of Wilson & Co., Inc.)