

ROBERT TRENT JONES

Member:
American Society of Golf Course Architects

Golf Course Architect

20 Vesey Street

Tel: Rector 2-2258

NEW YORK, N. Y.

ROBERT BRUCE HARRIS

Golf Course Architect

Member: American Society of Golf Course Architects

664 N. Michigan Ave.

CHICAGO 11, ILL.

Phone: Whitehall 4-6530

TWO NEW JACKETS BY WHITEWATER

Whitewater Raincoat Co., Whitewater, Wisc., is featuring as a leader in its 1951 pro line of golf apparel the Jerry Glynn Golf Jacket. This year's models follow the same design as the original Jerry Glynn jackets of wide popularity several years ago. Made of fine combed Pima



yarn mercerized, in single ply as well as two tone reversible, with English button style neck. Another new Whitewater item exclusively for pro shop retailing is their popular priced "World Pattern" golf jack-

et, a lightweight, durable plastic fabric on which is printed a map of the world. The jacket, in one plain color for men, has an attractive color assortment of four colors for ladies and is available in small to x-large sizes. Details of both jackets from Whitewater.

MOORE NEW LITHOX PRESIDENT

The Lithox Corporation of Wapakoneta, Ohio, whose many underfoot surface products include Country Club floor tile, household mats and stair treads, has just announced the election of D. W. Moor, Jr. as president. Moor is also pres. of American Mat Corp. and D. W. Moor Company, Toledo, and v.p. of Toledo Rubber Products Corp. Other Lithox officers elected were T. K. Zuber, v.p.; Clyde N. Latridge, secy.; H. E. Sheets, treas.

BALL-WHITE, NEW BALL CLEANER

Lew Waldron, many years a golf pro active in the promotion of golf and new pres. of Columbia Chemical Co., 154 E. Erie St., Chicago, announces the development of a new golf ball cleaner for use in all types of ball washers. Ball-White, newest of Columbia's many sanitation products, comes in paste form in 10 lb. containers. It contains no abrasive chemicals to harm

Better Courses

... when you insist on Wagner-grown seed from your supplier. Hardy, mountain-grown Fescues, Bents and Blue Grasses for every course need.

H. L. WAGNER & SONS
Imbler, Oregon

TEE MATS

Heavy, full 1" thick 4' x 5'
Driving Tee Mats

Write for full descriptions
and prices

MINIT MAN MATS

301 No. 8th St., Springfield, Ill.

ALFRED H. TULL
Golf Course Architect

209 E. 49th Street
 NEW YORK 17, N. Y.

WILLIAM P. BELL AND SON
GOLF COURSE ARCHITECTS

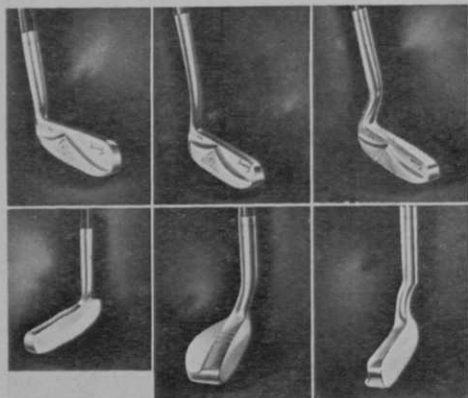
Member: American Society
 of Golf Course Architects

544 Sierra Vista Avenue
 Pasadena 10, California

skin or ball paint, cleans quickly while renewing lustre of cover paint. Tests have proved Ball-White also excellent for cleaning white wall tires. Soon available thru golf supply houses.

Toney Penna and Krook models. Each one of these new putters is suited for particular styles of putting strokes.

MacGREGOR'S 1951 PUTTERS



New in MacGregor's 1951 line of putters are the six new models shown. Top row, left to right; M2, M3, M4—note that each carries the unique "MT" design. Bottom row, left to right: the Louise Suggs,

**ROSEMAN MOWER STRENGTHENING
 NATIONAL SALES ORGANIZATION**



Joseph A. Roseman, Jr., v-p in charge of sales for the Roseman Mower Corp. of Evanston, Ill., gang mowing equipment makers, announces that his firm will soon inaugurate a more aggressive dealer program. Certain territories not now properly represented, offer opportunities that merit attention. Inquires are welcomed from established concerns in the lawn equipment business interested in adding quality gang mowing equipment to their present lines. Inquiries will be held in strict confidence and should be addressed to Roseman Mower Corp., Evanston, Ill., personal attention: Joseph A. Roseman, Jr., Vice-pres. and state firm's qualifications, present lines handled and territory desired.

concerns in the lawn equipment business interested in adding quality gang mowing equipment to their present lines. Inquiries will be held in strict confidence and should be addressed to Roseman Mower Corp., Evanston, Ill., personal attention: Joseph A. Roseman, Jr., Vice-pres. and state firm's qualifications, present lines handled and territory desired.

James G. Harrison
GOLF COURSE ARCHITECT

Either Contract or Fee

Member:
 American Society of Golf Course Architects

R. D. #3, Box 372
 Phone — Valley 3225

Turtle Creek, Pa.
 Suburb of Pittsburgh

WILLIAM F. GORDON
Golf Course Architect

Member
 American Society of Golf Course Architects

**Doylestown,
 Pennsylvania**

Buyers' Service

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

Golf Course

- Aerifiers: fairway green
- Architects (course — house)
- Ball washers
- Bent grass stolons
- Brown-patch preventives
- Compost mixers
- Crabgrass control
- Drinking fountains
- Fencing
- Fertilizers
- Flags (greens) Flag poles
- Flood lights
- Fungicides
- Gasoline engines

- Golf Course Const'n Engineers
- Hedge trimmers
- Hole cutters
- Hose, 3/4" 1"
- Humus
- Insecticides
- Lapping-in machine
- Miniature Course Const'n
- Mowers: putting green
 - whirlwind tee
 - fairway rough hand
- Mower grinders
- Compost, prepared
- Peat Moss
- Pipe
- Pumps
- Putting cups

- Refuse containers
- Rollers: power water filled
- Root cutter
- Scythes (motor driven)
- Seed: fairway green
- Sod cutter
- Soil screeners Soil shredders
- Sprayers: power hand
- Spikers: greens fairway
- Sprinklers: f'way green
- Stiles (over fence)
- Sweepers (power or hand)
- Swimming pool cleanser
- Topdressing
- Tractors
- Tractor wheel spuds
- Water systems, fairway
- Weed chemicals



Pro Shop

- Bags: canvas leather
- Bag carts, for players
- Bag covers (overall)
- Balls: Regular Range
- Ball markers
- Ball retriever
- Bandages, adhesive
- Buffing motors
- Calks, for shoes
- Caps and hats
- Club cleaning machine
- Clubs: Woods Irons
 - Putters
- Club head covers

- Club repair supplies
- Club separators for bags
- Cushion-sole Inserts
- Dressing for grips bags
- Golf gloves
- Golf Grips: Leather
 - Composition
- Golf Practice Devices
- Golf Practice Glove
- Golf practice mirror
- Golf shoes
- Grip preparation for hands
- Handicap racks cards
- Luggage (leather)
- Mechanical Golf Ball Retriever
- Pencils
- Portable motor tool

- Practice driving nets
- Preservative wiping cloth
- Preserver for leather
- Printing
- Pro accounting book
- Range ball washer
- Rubber-spiked overshoes
- Score cards
- Shoe spike wrench
- Sportswear: Shirts Socks
 - Sport jackets Rain jackets
 - Windbreakers Slacks
- Tees (wood) plastic
- Tee mats
- Tees (rubber) for driving mats
- Teeing device (automatic)
- Tennis nets
- Trophies



Club House

- Air conditioning equip.
- Athletes foot preventives
- Bath mats
- Bath slippers
- Bars
- Deodorants
- Disinfectants

- Fire protection equipment
- Floor coverings
- Folding Table (Banquet)
- Furniture
- Kitchen equipment:
 - Dish washers
 - Frozen food storage
 - Ice cube machines
 - Slicing machines
- Link Type Mats

- Lockers
- Movies of golf subjects
- Outdoor grills (portable)
- Playing cards
- Printing
- Runners for aisles
- Rugs
- Showers Shower mixers
- Step treads
- Towels: bath face

Send information to: Name Club Title

Club Address

Town Zone (.....) State

LET GOLFDOM HELP YOUR OFFICIALS MAKE THE MOST OF 1951

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 Muny 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 Chrnm's:
name (Zone

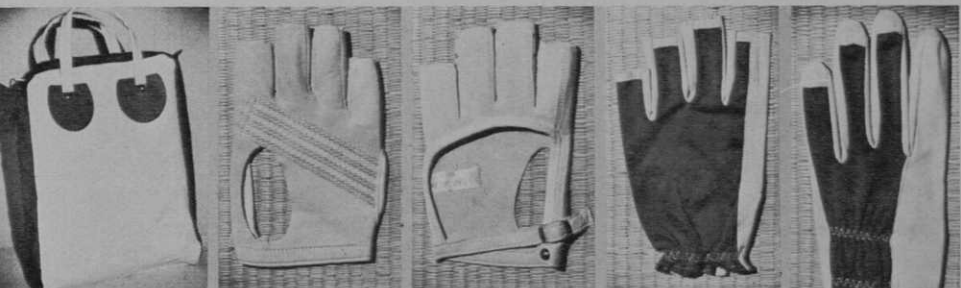
Add: Town: State:

Greenkeeper's:
name (Zone

Add: Town: State:

Professional's:
name (Zone

Add: Town: State:



NEW PARGLOV LINE FOR 1951 READY FOR PRO SHOPS

In the new Parglov line, service and smart styling are combined to lure more glove customers into pro shops in 1951. Illustrated, left to right: attractive new shag bag; G3W Parglov—short finger, with gripper in capeskin palm, chamois back, adjustable snap fastener; A2 Par-

glov—same as G3W but without gripper palm; A3 Parglov—short finger, capeskin palm, colored nylon back, elastic wrist; B3 Par-D-Lux—same as A3 but full fingered with eggshell colored capeskin palm. Details of line including counter display boxes from The K. L. Burgett Co., Peoria, Ill.

LANTZ SICKLE GRINDER

This new Lantz Grinder is new in design, in that the grinding stone is mounted on a swinging arm which can be moved

point angles—from standard mower bars to garden tractors. It is available with or without an electric motor, or it can be equipped with your own 3/4 horsepower engine. No bench space is required in a shop, for the entire outfit can be mounted on the wall. A spring loaded table keeps the sickle bar close to the stone, while the sickle bar itself is moved right or left. Information from Lantz Manufacturing Company, Inc., Valparaiso, Indiana.



back and forth, toward the sickle bar, grinding coming and going.

The unit handles sickle bars from 1 to 7 feet in length, with extension arms to support bars of greater length. Two stones are available to grind sickles of varying

KROYDON ELECTS OFFICIALS

Camille L. Gairoard was re-elected president of The Kroydon Company, Maplewood, N. J. at the company's recent annual meeting held last month. Other officers and directors include Miss Marie Louise Gairoard, vice-president, Clifford W. Reeve, secretary-treasurer, William H. Hall, asst. treasurer, Frank E. Mitchell and Henry J. Anderson, directors.

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.

CADDY MASTER wanted, over 21, Northern Ohio. \$200.00 month, plus noon meal. Seven-month season. Must have 3 years caddy experience plus references. Address Ad 302, % Golfdom.

(Continued on next page)

CREEPING BENTS

C-1

C-19

C-52

Branch Nurseries Farmington, Ia., Slocum, R. I., Winnsboro, Texas
Main Nursery & Office Madison I, Wisconsin P. O. Box 350

Old Orchard Turf Nurseries

R. R. Bond, Prop.

THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES

Professional — Desires connection with approved private or Resort Country Club. Over 20 years successful experience as Class A member of PGA. Thoroughly competent all phases of Golf, Instruction, Pro Shop service, Course Maintenance. Age 44; married; no children. Pleasant, courteous, dependable, regular in habits. Finest possible references. Address Ad 301, % Golfdom.

40 range mats, 4x6 feet, perfect condition, used one season. Cost \$27.00. Will sell for \$14.00. Write 3208 Calvert Ave., Overland, Mo. Tel. Wab. 4033J.

SALESMEN in all territories. Only interested in men with good following. Carry our nationally known and wanted line on commission basis; 10%. May handle non-conflicting lines. **DUNNER SHIRTS** for Men and Women, 1384 Broadway, New York, N. Y.

USED GOLF BALLS WANTED

Highest prices paid. Write us for quotations.

WITTEK GOLF PRODUCTS
5123 W. North Ave., Chicago 39, Ill.

Employed Golf Pro wishes to affiliate with an active club with a minimum membership of 350, which desires to keep its golf course in tip-top condition. Inquiries treated confidentially. Address Ad 303, % Golfdom.

FOR SALE — Complete Driving Range equipment; flood lights, with switch boxes and wire, white rubber tee mats, Toro Professional power mower, clubs, good range balls, tools and small implements. Address Ad 304, % Golfdom.

WANTED — Good location for Golf Driving Range. Must be close to heavily populated area on busy street or highway. I will furnish equipment, you operate the business. Lease or profit sharing agreement. Address Ad 305, % Golfdom.

WANTED — **USED GOLF BALLS and RANGE CUTS**
Highest prices paid.
Get our prices before selling.
EASTERN GOLF CO.
244 W. 42nd St., New York 18, N. Y.

Used Fairway Mowers and Greens Mowers. Fred E. Greiner, 6901 So. Calhoun St., Fort Wayne, Ind.

Club Manager presently employed in large town Club prefers Country Club. High Class caterer and business executive. Married, wife capable assistant or social hostess if desired. Complete knowledge of all club operations. Outstanding references. Address Ad 306, % Golfdom.

PRO-GREENKEEPER — Experienced successful man with finest recommendations seeks new location. Vigorous, resourceful, pleasant personality and specialist in developing golf interest and improving course. Address Ad 307, % Golfdom.

DRIVING RANGE FOR LEASE on main highway six miles from Boston, adjacent to beaches. Completely equipped and ready to operate. Must be financially responsible party. Address Ad 308, % Golfdom.

SINGLE MAN, 20 YRS. OLD, NEAT APPEARANCE, WITH A SOUND GAME, DESIRES START AS ASST. PRO. NO RESPONSIBILITIES, GOOD CHARACTER WITH EXCELLENT REFERENCES. DRAFT EXEMPT. WILL GO ANYWHERE. AVAILABLE AT ONCE. ADDRESS AD 309, % GOLFDOM.

Greenkeeper — 46 years old, single, 27 years experience, desires position at 18 hole course. Has excellent record in ground maintenance and all phases of turf care and production. Address Ad 310, % Golfdom.

For Sale — Complete used outfit for recovering golf balls, including 20 molds and presses, steel heating tanks, etc. Reasonable. Address: Green Valley Golf Range, 635 East Pittsburgh Blvd., McKeesport, Pa.

PGA Member desires Pro position at good private club in Chicago or Midwest area. Details of experience and qualifications upon request. Harold Hiser, 98 Cedar Lane, San Jose, California.

Golf Pro, with knowledge of greenkeeping, wishes position. Fully experienced in all branches of golf course management. The best of references available. Address Ad 311, % Golfdom.

YOUNG ASSISTANT PRO DESIRES POSITION. EXCELLENT INSTRUCTOR. WILL GO ANYWHERE, BUT MIDDLE WEST PREFERRED. ADDRESS AD 312, % GOLFDOM.

AVAILABLE — Experienced Club Manager with private club references. Joe Wallman, 6439 Newgard Ave., Chicago 26, Ill.

WANTED: Salesman, calling on Golf Clubs and Golf Driving Ranges, to handle well made high quality tee mat. Good commission basis. Address Ad 314, % Golfdom.

CASH PAID FOR OLD GOLF BALLS

We will buy for cash any golf balls suitable for rebuilding to a like-new ball for resale purpose. Write for grade quotations.

DRIVING RANGE MEN — REBUILDING

Get your cores in early while we have the new type paintless cover material available for you. Tested and proven to be the best process in rebuilding for driving range use. Circular and information on request.

NORTHERN GOLF BALL CO.

3441 N. Claremont Ave. Chicago 18, Ill.

Caddie Master. Program successful past two years, Private Indiana Club, desires change to Chicago area club. PGA Member. Address Ad 315, % Golfdom.

Wanted — Pro for Oconomowoc Golf Club, ideal job for single young man. Phone or write Dr. G. R. Love, Oconomowoc, Wisconsin.

WANTED — **ASSISTANT PRO AND SHOP MAN EXPERIENCED IN MERCHANDISING, BY MIDWEST COUNTRY CLUB. SEND QUALIFICATIONS WITH INQUIRY. ADDRESS AD 316, % GOLFDOM.**

PRO — 34 YRS. OLD, WITH 7 YEARS' EXPERIENCE AS ASST. PRO, DESIRES POSITION AS PRO, PREFERABLY MIDWEST BUT WILL GO ANYWHERE. GOOD TEACHER AND PROMOTER. EXCELLENT CHARACTER REFERENCES. DRAFT EXEMPT. ADDRESS AD 317, % GOLFDOM.

AVAILABLE — **CLUB MANAGER** wishes to make change. Eight years' experience in Country Clubs and Private Clubs. Age 33. Education four years college. Good recommendations for ability and successful business operation. Husband and wife. Wife has successful food and operation background. Will relocate anywhere. Address Ad 318, % Golfdom.

EXPERIENCED GREENKEEPER, NOW IN CHARGE OF 18 HOLE SEMI-PUBLIC MIDWESTERN COURSE, DESIRES CHANGE. AM 31 YEARS OLD, MARRIED, 2 CHILDREN. PREFER EASTERN SEABOARD LOCATION. ADDRESS AD 320, % GOLFDOM.

Nine hole golf course and country club near town of 10,000 needs either Pro-Manager & wife or couple for managing clubhouse, 225 members. A wonderful opportunity for someone to work up a good proposition. We will cooperate. Living facilities at club. Snow Hill C.C., % Frank J. Casey, Wilmington, Ohio.

Manager — who is conscientious in every respect, excellent food and liquor controller, wishes to contact a good country club. Wife will assist. Address Ad 321, % Golfdom.

MANAGER available for town or country club, married, no children. Age 44. Prefer club with large food volume. Can furnish A-1 reference. Excellent caterer. Not afraid of work. Address Ad No. 322, % Golfdom.

PROFESSIONAL — OPEN FOR ENGAGEMENT 1951 SEASON, HOTEL, RESORT OR CLUB. GOOD ORGANIZER — EXPERIENCED MODERN GREENKEEPING AND MAINTENANCE. MARRIED. STEADY AND DEPENDABLE. REFERENCES. ADDRESS AD 323, % GOLFDOM.

PRO — with excellent record of increasing golf interest and play, wishes connection with club looking for a dependable, hard working businessman-pro. Good teacher; best recommendations. Address Ad 324, % Golfdom.

PRO-GREENS SUPT. — DESIRES POSITION. HAS EXCELLENT RECORDS IN GROUND MAINTENANCE. EXPERIENCED IN ALL PHASES OF TURF CARE AND PRODUCTION. MEMBER N.G.S.A. ALSO MIDWEST GREENKEEPERS' ASSN. PAST P.G.A. MEMBER. CLEAN CHARACTER, OUTSTANDING REFERENCES, EXCELLENT GOLF INSTRUCTOR. AVAILABLE ON SHORT NOTICE. ADDRESS AD 325 % GOLFDOM.

CCA

ADVERTISERS

NBPA

GOLFDOM • MARCH, 1951

| | | | |
|---|-----------|--------------------------------------|-----------|
| Acme Golf & Tackle Co. | 82 | Jones Mower & Equipment Co. | 83 |
| Acushnet Process Sales Co. | 2nd Cover | Jones, Robert Trent | 91 |
| American Agric. Chemical Co., The | 4 | Justice, Dave W. | 18 |
| American Liquid Fertilizer Co., Inc., The | 84 | Klearflax Linen Looms | 26 |
| American Mat Corporation | 77 | Kunkle Industries | 29 |
| American Playground Device Co. | 19 | Langford, William B. | 86 |
| Arland | 90 | Lewis Company, G. B. | 12, 28 |
| Armour Fertilizer Works | 11 | Linck Co., Inc., O. E. | 20 |
| Ashland Rubber Door Mat Co. | 87 | Link's Nursery, Inc. | 21 |
| Atlas Lawn Equipment Co., The | 21 | MacGregor Golf Company | 54, 55 |
| Balanced Golf Bag | 27 | Manufacturer's Specialty Co., Inc. | 89 |
| Bell & Son, William P. | 92 | McClain Brothers Company | 85, 86 |
| Berman Chemical Company | 23 | McDonald & Son Golf Company | 76 |
| Bes-Tee Manufacturing Corp. | 79 | McGraw-Hill Book Company | 78 |
| Brabrook, A. N. | 88 | Merchants Tire Company | 80 |
| Brearley Company, The | 69 | Michigan Peat, Inc. | 86 |
| Briggs & Stratton Corp. | 19 | Minit Man Mats | 91 |
| Buckner Manufacturing Co. | 8 | Mock Seed Company | 87 |
| Burgett Company, K. L. | 24 | Monroe Company, The | 90 |
| Chamberlin Metal Products | 75 | Murdock Mfg. & Supply Co., The | 87 |
| Chicago Wheel & Mfg. Co. | 77 | Northern Golf Ball Company | 26, 87 |
| Chipman Chemical Company, Inc. | 84 | Old Orchard Turf Nurseries | 95 |
| Cleary Corp., W. A. | 17 | Old Pro, The | 88 |
| D B A Products Company | 4 | Page Fence Association | 8 |
| Dargie Golf Company, Bert | 89 | Phillips, Inc., F. C. | 25, 81 |
| Davis, Inc., George A. | 6 | Pro-Shu Company | 71 |
| Des Moines Glove & Mfg. Co. | 65 | Redmond Golf Exhibition Bureau, Jack | 90 |
| Dolge Company, The C. B. | 6 | Roseman Mower Corporation | 10 |
| Dual Tred Mat Company | 81 | Royer Foundry & Machine Co. | 12 |
| Dubow Sporting Goods Corp., J. A. | 27 | Schendel, A. C. | 85 |
| duPont deNemours & Co., Inc., E. I. | 50, 51 | Scott & Sons Co., O. M. | 23 |
| Semesan Section | | Sewerage Commission, The | 14 |
| Eastern Golf Company | 79 | Skinner Irrigation Company | 85 |
| Eaton Company, Chas. A. | 67 | Smith, Kenneth | 25 |
| Fate-Root-Heath Company, The | 10 | Snow-Proof Company, The | 84 |
| Ferguson & Sons | 22 | Spalding & Bros, Inc., A. G. | 38, 39 |
| Field & Flint Company | 63 | Sportlite Apparel, Inc. | 88 |
| Flip-It, Inc. | 28 | Standard Manufacturing Co. | 22 |
| Fonken Manufacturing Co. | 73 | Stroke-Master | 34, 35 |
| Fulname Company, The | 89 | Stumpp & Walter Company | 14 |
| General Bandages, Inc. | 61 | Superior Rubber Mfg. Co., Inc. | 78 |
| Godwin, Hiram F. | 89 | Swift & Company | 18 |
| Golf & Tractor Equipment Corp. | 20 | Toro Manufacturing Co. | 13 |
| Golf Cart Supply Company | 75 | Tull, Alfred H. | 92 |
| Golfcraft, Inc. | 30, 45 | United States Rubber Co. | 4th Cover |
| Goodyear Tire & Rubber Co., Inc. | 5 | Universal Sports & Awards | 88 |
| Gordon Company, William F. | 92 | Vestal Company, John H. | 90 |
| Great Lakes Golf Ball Co. | 89 | Wagner's Golf Sales Co. | 81 |
| Hagen Division, Walter | 57 | Wagner & Sons, H. L. | 91 |
| Haines, Jim | 83 | Walton Associates | 76 |
| Harris, Robert Bruce | 91 | West Point Lawn Products | 15 |
| Harrison, James G. | 92 | Wheeling Nurseries | 86 |
| Heeman Manufacturing Co. | 16 | Whitewater Raincoat Co. | 29, 80 |
| Hillerich & Bradsby Co. | 47 | Whitney Seed Company | 84 |
| Horton Manufacturing Co. | 41 | Wilson Sporting Goods Co. | 3rd Cover |
| Holze & Sons Co., Henry | 24 | Wittek Golf Range Supply Co. | 89 |
| Jackman Sportswear | 82 | Woodruff & Sons, F. H. | 16 |
| Jacobsen Manufacturing Co. | 9 | Worthington Mower Corp. | 7 |

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.; Joe Graffis, Jr., Asst. Adv. 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 Representative—McDonald-Thompson, 3727 West Sixth St., Los Angeles 5; Phone, Drexel 2590 . . . 625 Market St., San Francisco; Phone, Yukon 6-0503 . . . Terminal Sales Bldg., Seattle, Wash.; Phone, Main 3860. Printed in U.S.A.

Front Cover: Gallery watches Byron Nelson sink putt on first hole of Pebble Beach Course during the Bing Crosby Pro-Amateur. Nelson won the event with a three-round total of 209.

| | |
|---|--------------------------|
| Swinging Around Golf..... | 3 |
| Managers Plan Adjustment to Defense Economy..... | 31 |
| Golf Programs Demand Pro Planning Now..... | By Herb Graffis 33 |
| How to Measure Soil Moisture..... | By Wm. H. Daniel 36 |
| Mac Shows the Master's Hand in Pro Shop Operation..... | 42 |
| Converting to Bent Saves on Maintenance..... | By Charlie Danner 44 |
| Increase Capacity for Play by Streamlining Course..... | By Packey Walsh 46 |
| Soil Aeration Prime Factor in Turf Development..... | By Theo. T. Kozlowski 48 |
| Hahn's Shop Display Motto: "Keep It Clean and Neat"..... | 52 |
| 1951 Tournament Schedule..... | 56 |
| Study Shows Management Big Factor in Club Success..... | 58 |
| How to Identify and Control Dutch Elm Disease..... | By Noel B. Wysong 62 |
| Orlick Does Outstanding Job with Junior Golf Program..... | 68 |
| Warns Clubs to Meet Unfair Tax Threat..... | By Harry J. Fawcett 72 |
| News from the Manufacturers..... | 88 |

Univ. of Mass. Puts Turf Meet on Big Business Basis

The Fine Turf Conference at the Univ. of Mass., March 8, 9 pioneered by Prof. Lawrence S. Dickinson sets a pattern for some welcome changes in conference programming. Recognizing turf production as big business, Prof. Dickinson set up the 1951 conference on the basis of a big business operation. Invitations sent out were addressed, "Dear Production Executives" and the conference was announced as a "meeting of the factory officers, superintendents in charge of production, and all others interested in fine turf production."

In the words of Dickinson:

"The growing of fine turf areas is our business — one of the largest in the free world. There are more factories (Golf Clubs, Parks, Sports Areas, Airfields, Cemeteries, etc.) than in any other business except perhaps farming. 'Big Business' on a farm has to produce products profitably to exist. So must fine turf 'factories.'

"Big business, even little business, has its officers and superintendents in charge of production. They produce along sound business principles. Fine turf 'factories' too often forget the business principles. They use expediency, temporary structures, panaceas, and scientific data with too little regard for the business principles."

With the announced intention of omitting trite subjects and speeches and adhering to a strict time schedule unless voted down by delegates the following program was outlined for the two-day session:

Thursday: Opening of conference and explanation of procedure, The Buyer's Expectations and Practical Production, Labor Prospects, Fertilizer Economies, Production Assets and Fixed Charges, Annual Banquet.

Friday: Production Equipment, Production Costs—Budget for 1951, Possible Alternations in Production Mechanics, Getting Buyers to Realize the Manufacturing Situation.

Golf Ball Sales Up 35% in 1950

The Golf Ball Manufacturers Association on the basis of figures submitted by all members reports a total of 2,886,796 dozen golf balls were sold during the calendar year of 1950. This is an increase in sales of 35% over the year 1949.

L. E. Coleman of A. G. Spalding & Bros., Inc., Pres., Golf Ball Manufacturers Association says, "from all indications the member companies of this association will be in a position to take care of the normal requirements of their customers during 1951."

The two biggest names in women's golf

make these clubs headliners in any
pro shop... **Patty Berg and
Babe Didrikson woods and irons**

It's safe to say, more women know Patty Berg and Babe Didrikson than any other women golfers. That's because they're constantly in the public eye—conducting clinics, giving exhibitions, winning tournaments, the nation over. As a result, more women play with Wilson Berg and

Wilson Didrikson models than any other make or makes—by a wide margin. Yes—they're America's most popular golf clubs for women. Cash in on the fame and popularity of these two famous stars—feature Patty Berg and Babe Didrikson clubs in your shop.



BABE DIDRIKSON



PATTY BERG

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

WILSON SPORTING GOODS CO., CHICAGO
Branch offices in New York, San Francisco
and 26 other principal cities