

ALFRED H. TULL
Golf Course Architect

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

James G. Harrison
GOLF COURSE ARCHITECT

Member:
 American Society of Golf Course Architects

266 Harrison Road
 Valley 3-3444

Turtle Creek, Pa.
 Suburb of Pittsburgh

complete details and specifications of the new twin-blade rotary mower, and was designed for use on golf courses, private estates, highways and parks.

One of the outstanding features of the "72", which can be used with a Worthington Model "G" Tractor or with any two-plow tractor with power-take-off drive, is the arrangement of the cutting blades. They



The Worthington 72" Power-Take-Off Rotary with a leaf-mulching attachment.

are staggered so that the rotational paths overlap, for full, even, streakless mowing . . . eliminating the need for angle towing the unit. Copies of the bulletin may be had from any Worthington franchised dealer or by writing directly to the manufacturer.

CALLAWAY, HANDICAP SYSTEM INVENTOR, HAS NEW PUTTER

Lionel Callaway, scion of a famed old golf family, for 25 years a pro at Pinehurst, and inventor of the Callaway system of handicapping, has invented an interesting new putter.

The Callaway putter, Lionel says, "is an instrument, not a club." It has a rectangular head and when the head is placed on the ground the shaft is upright in balance. The larger diameter of the shaft is at the head of the putter. Callaway, whose address is 544 N. Victoria Park Rd., Ft. Lauderdale, Fla., intends to have the putter in manufacture soon.

NEW MODEL RYAN SOD CUTTER

New, improved models of the Ryan Sod Cutter enable one man to cut an acre of perfect sod a day, according to the K and N Machine Works, St. Paul, Minnesota.

Both the Ryan Standard S-1 and the Coulter X-S-1 offer a choice of two engines as power sources — the 6 h.p. Wisconsin AKN or the Briss-Stratton Model 14 — which produce speeds of up to 100 feet per minute, easily cutting 4,000 to 5,000 square yards of sod per day. Handle-mounted finger-tip control of the engine clutch, cutter bar clutch and throttle add to the ease

ARLAND

Builder of America's Finest

MINIATURE GOLF COURSES

From coast to coast and from Canada to the Carribeans millions of people play each year on miniature golf courses built by

SEND FOR
 CATALOG

ARLAND

444 Brooklyn Ave. New Hyde Park, N. Y.

DIRECT ALL BOOKING INQUIRIES TO:

PAUL HAHN

DEPT. "B"
 ELLINOR VILLAGE
 ORMOND BEACH, FLA.

RATES: WEEKDAYS: \$200.00
 SATURDAYS: 250.00
 SUNDAYS: 300.00

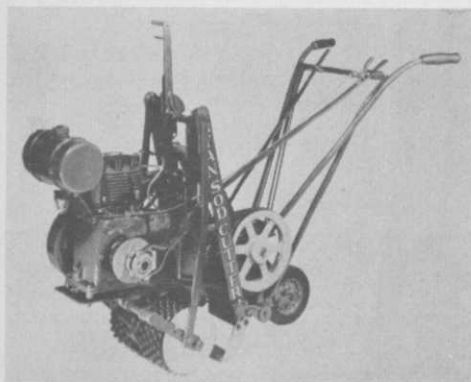
This includes: Posters, Tickets, News Releases, Mats, Pictures, and Brochures.



FORECAST INCREASED SALES AT JACOBSEN MEETING

Sales representatives attending the mid-year sales meeting of the Jacobsen Manufacturing Co. were told 1954 will be a year of highly selective buying by consumers. In making the statement, Pres. Oscar T. Jacobsen, forecast increased sales for the year ahead saying strong personal selling, improved product quality and service will be major factors. Representatives were also told plans for the spring selling season in which emphasis on sales help to retailers advertising and promotion programs were outlined.

of operation. The new "knobby-tread" drive wheel provides extra positive traction while heavy dual ball-bearing construction reduces breakdowns and maintenance costs.



Both models are available in three standard widths: 12, 15 and 18 inches.

In addition, the Ryan Coulter X-S-1 features the coulter type disc which prevents tearing, pulling or fouling with grass roots by cutting the runners of "creeping" grasses ahead of the oscillating cutting blade.

WALTER CONKLIN BUYS NET COMPANY

Walter F. Conklin, for 23 years with R. J. Ederer Co., Chicago, has bought the Fish Net & Twine Co., 310 Bergen Ave., Jersey City, N. J. Purchase was made from Lewis Lichtenstein, owner of the company which

has been in his family for 104 years. Four years ago Lichtenstein suffered loss of both legs as a result of an accident. He is widely known in the sports net business as is Conklin who developed considerable business for Ederer in the golf and tennis net business. Conklin was vp and gen. mgr. of the Ederer company until its sale in Nov. 1953.

NEW TYPE GOLF TEE



A new type of golf tee called the Par Buster is now available for immediate delivery from the Tempo Sales Co., 2718 W. Farragut, Chicago 25, Ill. The tee is designed to help correct the common faults of hooking and slicing by giving the golfer points on which to align his stance and drive. Laying flat on any surface, the tee can be used over and over again. Additional information may be secured by writing the company.

ROBERT TRENT JONES

Member:
American Society of Golf Course Architects

Golf Course Architect

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

WILLIAM P. BELL AND SON

GOLF COURSE ARCHITECTS

Member: American Society
of Golf Course Architects

544 Sierra Vista Avenue
Pasadena 10, California

"JIM" SPALDING, NEW ASST. VP A. G. SPALDING & BROS.



Jim Spalding

James W. "Jim" Spalding has joined the Spalding Co. as Asst. VP of the Spalding Sales Corp. locating at the Chicopee, Mass., plant. Spalding, formerly account executive with Young & Rubicam Advertising Agency becomes assistant to George Dawson, Spalding Exec. VP.

Jim is a graduate of Hotchkiss School. After attending Yale University, he joined the Young & Rubicam firm where he remained until assuming his present position, except for a 5-year service with the U. S. Army from which he was separated as Captain in 1946. He is the son of H. Boardman Spalding, formerly Vice-Chairman and Treas., A. G. Spalding & Bros., currently a Spalding Director and a member of the law firm of Kelsey, Waldrop & Spalding, who serve as the Spalding Company's general counsel.

Jim is a member of the Yale Club of New York City and the Bronxville Field Club.

CARMODY NAMED DISTRIBUTOR PAR-KAR GOLF SCOOTER

The J. A. Carmody Co., 1773 Board of Trade Building, Chicago, Illinois, has been named exclusive distributor of "Par-Kar" Golf Scooters in the northern half of Illinois—including the Chicago area—and in a portion of Indiana, according to an announcement by the Par-Kar Division of the C. W. Greenwood Manufacturing Co. of Neodesha, Kansas. The new '54 models of the Par-Kar Golf Scooters, may be seen in the Rapid Sales Company showrooms, 51 Lake Street, Maywood, Illinois.

AUGUSTINE ASCENDING ELMS PLEASE AT CLUBS

Augustine Ascending Elm, the columnar mutant of the American elm, first found and developed by Archie Augustine, noted nurseryman, has become popular in golf club landscaping for course installations where quick-growing upright trees are desired as architectural and beautification features and for clubhouse grounds where stately trees of uniform height are wanted without many years of waiting.

Decided success of the trees for golf club installation has been demonstrated by earlier installations, among which were those at Blue Hills CC, Kansas City, Mo.,



ROBERT BRUCE HARRIS

Golf Course Architect

MEMBER AMERICAN SOCIETY OF GOLF COURSE ARCHITECTS

664 N. MICHIGAN AVENUE CHICAGO 11 • ILL.
Whitehall 4-6530

WILLIAM F. GORDON COMPANY

Golf Course Architects

DOYLESTOWN, PENNSYLVANIA

WILLIAM F. GORDON DAVID W. GORDON

Member
AMERICAN SOCIETY OF GOLF COURSE
ARCHITECTS

Monroe FOLDING BANQUET TABLES

Direct Prices and
Discounts to
Golf Clubs,
Lodges,
Parks,



Hotels,
Churches and
All Organizations

Manufactured By

WRITE FOR
CATALOG

THE Monroe COMPANY
12 CHURCH STREET COLFAX, IOWA

WILLIAM B. LANGFORD GOLF COURSE ARCHITECT *Balanced Topographical Design*

Member:
American Society of Golf Course Architects
Telephone: Austin 7-3371
621 N. Central Ave., Chicago 44, Ill.

EUGENE "SKIP" WOGAN GOLF COURSE ARCHITECT

Design, Supervision and Construction
110 Summer St. Manchester, Mass.
Phone Manchester 309

Your headquarters for the best
HYBRID TURF BERMUDAS
greens tees fairways
write
Southern Turf Nurseries
West 20th St., Tifton, Ga.
(all turf Bermudas CERTIFIED)

FEE COURSE OPERATORS

WE want to help more public course operators stretch dollar purchasing power up to 100 per cent on golf course and clubhouse supplies. Register FREE in mutual buying pools. Now starting 8th year service, and extending to wider area.
C.K.B. SERVICES • Mountain View, New Jersey
NOT for Driving Ranges.

• BENT GRASS •

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

HIRAM F. GODWIN

22366 Grand River Ave., Detroit 19, Mich.

Flint (Mich.) CC, Brandywine CC, Wilmington, Del. and other clubs. Many thousands also have been set out in parks, cemeteries, arboretums and in other landscaping projects.

The Augustine Ascending Elm indicates strong resistance to disease in extensive tests and extensive observation. The pioneer plantings made of trees about 5 years old and 2 to 2½ in. trunk dia., in 1927 now are 90 ft. tall and 30½ in. in trunk diameter.

In 1946 Wm. A. Beaudry, Chicago landscape engineer, at the request of Archie Augustine formed the Augustine Ascending Elm Research Assn., with headquarters at 932 E. 50th st., Chicago 15, Ill., to propagate and distribute the new type elm. Each tree shipped bears a permanent copyrighted metal nameplate on which is the registered trademark and a serial number enabling careful records to be kept of all Augustine elms.

Complete details will be supplied supts. on request by the association.

SWINGING AROUND GOLF

(Continued from page 26)

course, more than 50 years old, being modernized by demand of tourists among whom have been many Americans.

Golf Course Supt.' Assn. of America to hold 1955 turf conference and show at Hotel Jefferson, St. Louis, Mo., Jan. 16-23.

Annandale GC, Pasadena, Calif., \$323,000 clubhouse expected to be finished by contractors in April . . . Ben Hogan to play against the field on National Golf Day this year . . . Date and place of Hogan round not set yet . . . Hogan played against 80,097 on National Golf Day 1952 . . . Boros last year played against 120,614, including over 12,000 in Canada and 1200 in Mexico . . . 14,667 beat Hogan . . . 12,310 at 2,650 clubs in U. S. beat Boros.

Southwestern Turfletter, being published 6 times a year for supts. and green chmn. of southwestern clubs subscribing to USGA Green Section service . . . Marvin H. Ferguson, director Green Section southwestern office, Texas A&M college, College Station, Tex., edits the informative Turfletter . . . Western Golf Assn. enlisted 30 new member clubs in 1953.

Betsy Rawls and Byron Harchke, pro at Nippersink Lodge (Wis.) CC, on "Strike It Rich" TV programs . . . Betsy won \$250 to aid crippled youth and Byron scored financially for a Nippersink caddie hero of auto crash . . . Father and son tournament inaugurated at Palm Beach (Fla.) GC as annual event for holiday season . . . C. W. Wannop, mgr., The Breakers, Palm Beach,

(Continued on page 87)

FOR YOUR CONVENIENCE—GOLFDOM'S Buyers' Service

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

Golf Course

- Aerifying equip.: Fairway
green
- Architects: course house
- Ball washers
- Ball Washing Compounds
- Bent grass stolons
- Brown-patch preventives
- Compost mixers
- Crabgrass control
- Divot fixer
- Drinking fountains
- Fence paint equip.
- Fencing
- Fertilizers Solid Liquid
- Flags (greens) Flag poles
- Fungicides
- Generators (gasoline)
- Hole cutters
- Hose, 3/4" 1"
- Humus
- Incinerators
- Insecticides
- Lapping-in machine
- Miniature Course Const'n
- Mowers: putting green
whirlwind tee
fairway rough hand
- Mower grinders
- Peat Moss
- Pipe
- Playground equipment
- Pumps
- Putting cups
- Rakes (worm cast & clean-up)
- Refuse containers
- Rollers: power water filled
- Sand (for greens, tees)
- Scythes (motor driven)
- Seed: fairway green
- Shelter houses
- Sod cutter
- Soil conditioner
- Soil screeners Soil shredders
- Sprayers: power hand
- Spreaders, fertilizer,
seed, topdressing
- Spikers: greens fairway
- Sprinklers: f'way green
- Steel curbing
- Swimming pool equipment
- Swimming pool cleanser
- Swimming pool paint
- Tractors
- Trees
- Water systems, fairway
- Weed chemicals

Pro Shop

- Bags: canvas leather
- Bag carts, for players
- Bag supports
- Bag racks
- Bag towel kit
- Balls: Regular Range
- Ball markers
- Ball reconditioner
- Ball retriever
- Bandages, cohesive
- Calks, for shoes
- Caps and hats
- Carts (motor driven)
- Club cleaning machine
- Clubs: Woods Irons
Putters
- Club head covers
- Club repair supplies
- Club separators for bags
- Cushion-sole Inserts
- Display equip.
- Dressing for grips bags
- Golf gloves
- Golf Grips: Leather
Composition
- Golf Practice Devices
- Golf shoes
- Grip preparation for hands
- Handicap racks cards
- Mech. Range Ball Retriever
- Motion picture lesson viewer
- Practice driving nets
- Preserver for leather
- Putting practice device
- Score cards
- Seat attachment, for carts
- Sport seats
- Sportswear: Shirts Socks
Sport jackets Rain jackets
Windbreakers Slacks
- Women's golf dresses
skirts blouses
- Tee mats
- Tees (rubber) for driving mats
- Teeing device (automatic)
- Tennis nets
- Trophies
- Yardage meter (watch type)

Club House

- Air conditioning equip.
- Athletes foot preventives
- Bars (portable)
- Bath mats
- Bath slippers
- Bars
- Deodorants
- Disinfectants
- Floor coverings
- Folding Table (Banquet)
- Link Type Mats
- Lockers
- Management Service
- Massage equip.
- Printing
- Runners for aisles
- Rugs
- Showers Shower mixers
- Step treads
- Towels: bath face
- Wash fountains

Send information
to: Name.....

Club
Title.....

Club.....Address.....

Town.....Zone (.....) State.....

28 YEARS OF SERVICE

as golf's clearing-house
of information on the
most successful
operating practices
and products.

Make use of it!

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. Keep them informed on the latest how-to-do-it ideas!

FILL IN BELOW — MAIL THIS PAGE TO
GOLFDOM, 407 SOUTH DEARBORN STREET, CHICAGO 5, ILLINOIS

Name of club:
Address Town:
Zone () State By Club Position

Private
 Daily Fee
 Munny

NUMBER
OF HOLES.....

President's:
name (Zone)

Add.: Town: State:

Secretary's:
name (Zone)

Add.: Town: State:

Manager's:
name (Zone)

Add.: Town: State:

Course Superintendent's: (Greenkeeper)
name (Zone)

Add.: Town: State:

Professional's:
name (Zone)

Add.: Town: State:

and Ray McCarthy, Florida resort publicist, started the event.

Harold Sargent's father, George, former PGA pres. and National Open champion in 1909, produced first PGA instruction film in 1929 . . . It was a great job of stroboscopic movie work on Hagen, Vardon and Joyce Wethered but never received the thorough scientific study it deserved.

Edison Club, Rexford, N. Y., planning 4th 9 . . . Bob Haggerty, pro at Edison Club, did big business keeping his shop open from 7 to 9 Tuesdays and Fridays in December . . . Edison Club Bulletin carried line-up of pro shop Christmas gift items and urged members to "spend a social evening at the club and still get your Christmas presents bought."

Harold Hueber, New Haven (Conn.) Lawn Club, elected pres., Connecticut Club Managers' Assn. . . . Wm. Norcross, University Club, Hartford, vp; Paul H. Brown, Race Brook CC, was elected sec.-treas. . . . Directors for 3 years: Francis Burr, Chase CC, Waterbury, and James Durbin, American Brass CC, Naugatuck.

Allard Roen, Las Vegas, elected pres., Nevada State GA . . . Nevada State GA to conduct state open and seniors in addition to amateur and junior championships on its calendar.

Looks like the wiser the turf scientists and course superintendents get the more sources of trouble they discover . . . Last year more clubs in south, southwest and west found hurtful chemicals in water were causes of mystifying injury to golf turf . . . John Ruhmann, Wichita Falls (Tex.) Director of Utilities told Texas Turf Assn.

that about 1/3 of \$5,000,000 of Wichita Falls water investment is required by turf water needs . . . Ruhmann says job being done in West Texas of producing better range grasses with less water must be done in turf grasses.

Very valuable work done by Earl Staten, Weeks Park course, Wichita Falls, Tex., in editing Texas Turf Assn. Turf News again reminds us of great jobs done by editors of regional turf association bulletins . . . These fellows perform amazingly competent, diligent and faithful jobs in expertly, accurately and concisely reporting technical and personal news in their areas . . . They get damned little recognition for their important service in promotion of turf progress and advancing interests of their associates in fine turf management.

British Golf Writers' Assn. at Wentworth presented Fred Corcoran with a seat cane, carrying an inscribed plate, for his competent press relations handling of Ryder Cup activities.

Florida pros making good use of state's year-around golf weather by boosting its junior golf programs . . . Lee Pounders, pro at Bobby Jones course, Sarasota, Fla., started free junior classes as adjunct to grammar and high school athletic programs . . . Hamilton County (O.) Park District features golf development as park district asset and service increase produced by 1/10 mill levy . . . With levy continued Hamilton district intends to build 18-hole course and clubhouse at Winton Woods.

Mrs. Lloyd Mangrum's thoughtfulness

(Continued on page 90)

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.

Under no circumstances are we permitted to divulge the name and address of those placing the blind advertisements. Responses to all box number ads should be addressed to the box number and mailed to GOLFDOM; replies are promptly forwarded to advertisers.

BANKRUPT SALE of Golf Course Supplies will interest Tee Course Operators and others. Prices slashed up to 50% on nearly \$10,000 stock, old established dealers. Broker: Clinton KENT Bradley, Mountain View, New Jersey.

ASST. PRO — desires position for year round. Will locate anywhere. Age 30, wife and child. Competent and dependable. Address AD 201 % Golfdom.

PROFESSIONAL or ASSISTANT — AGE 24, MARRIED, TWO CHILDREN. 10 YEARS IN GOLF WORK. YEAR ROUND JOB PREFERRED. ADDRESS AD 202 % GOLFDOM.

PRO — would like to make change for '54 season. Age 35. Extensive experience. Wife willing and capable to assist if necessary. Address Ad 203 % Golfdom.

Wanted — Chef-Cateress, man-wife to run kitchen at private country club. Salary or concessions. Contact Ed Verplanck, Paducah Country Club, Paducah, Kentucky.

Manager for golf range and miniature golf. Man and wife preferred. Excellent opportunity for aggressive manager for next summer starting about April 1. Write Box No. 204 % Golfdom giving background.

Middle aged, sober Pro-Manager and wife desire connection with club of 250 to 300 members in southeastern area. Pro has thorough knowledge of course maintenance and instruction and wife experienced in all phases of dining room and kitchen operation. Available April 1st. Address AD 211 % Golfdom.

ASSISTANT WANTED — P.G.A. professional at a large active Northeastern club desires a young ambitious assistant by March 15th. Must be clean cut and have clean habits. Willing to do golf shop duties or willing to learn. Address Ad 212 % Golfdom.

SALESMEN wanted to sell golf gloves. Several territories open. Also a few distributorships. Morrison Glove Company, Monrovia, California.

CADDIE MASTER — Attractive proposition for competent, dependable man who can recruit, train and supervise caddies. Tell qualifications and references in first letter. Address I. C. Williams, Onwentsia Club, Lake Forest, Illinois.

SALESMEN WANTED: TO CARRY A LINE OF GOLFERS' SPORTSWEAR TO THE GOLF SHOPS, CAPS, HOSE, SHIRTS, SWEATERS, JACKETS AND OTHER ACCESSORIES. CHOICE TERRITORIES OPEN. 10% COMMISSION. ADDRESS AD 205 % GOLFDOM.

PRO: WELL QUALIFIED AND EXPERIENCED SEEKS CHANGE FOR 1954 SEASON. P.G.A. MEMBER. RESUME OF BACKGROUND ON REQUEST. YOUR INQUIRY INVITED. ADDRESS AD 206 % GOLFDOM.

GOLF COURSE WANTED—9 or 18 hole course on long term lease or lease with option to buy. Experienced operator. Excellent references. P.G.A. member. Address Ad 207 % Golfdom.

Young Pro—married, 1 child, would like job as Pro at small club or assistant at large club. Will go anywhere. Address Ad 208 % Golfdom.

Pro—seeking permanent position. Competent instructor; young, reliable, non-drinking. Can furnish best of recommendations. Married; no children; settled. Address Ad 209 % Golfdom.

WANTED — TO BUY OR LEASE, 9 OR 18 HOLE COURSE. STATE FULL PARTICULARS. ADDRESS AD 210 % GOLFDOM.

SUPERINTENDENT or Pro-Supt—Man with extensive and successful experience in building, maintaining excellent golf courses and with fine record as pro-teacher, businessman and golf promotion man, is available for new position, having recently completed another very good course. Qualified very well also to ably serve as pro-superintendent of smaller club where earning and working prospects are attractive. Widely known for successful experience in South. Address Ad 216 % Golfdom.

Wanted — Experienced greenkeeper for one of Chicago District's finest 18-hole daily fee courses. Give references and experience when writing. Address Ad 217 % Golfdom.

Representatives wanted to cover available territories to sell golf bags and accessories and Carry-all Bags to Golf Pros. Latest styles and promotional material ready. Write for exclusive proposition.

Arnold F. Firlie, General Sales Mgr.
Can Pro Corporation
Fond du Lac, Wisconsin

Reconditioned Toro Power Mowers — Park Specials — Professionals — 3-5 and 7 gang fairway mowers. Reconditioned Aerifier. Priced right. Bob Baldock, 1505 Blackstone, Fresno, California.

COURSE SUPT. WANTED FOR CHICAGO AREA PRIVATE CLUB. WATERED FAIRWAYS. YEAR ROUND EMPLOYMENT. EXCELLENT EQUIPMENT. GIVE DETAILS ON BACKGROUND, EMPLOYMENT RECORD, REFERENCES & SALARY DESIRED. ADDRESS AD 219 % GOLFDOM.

Very capable young golf Pro would like position as teaching assistant at large metropolitan country club. 23 yrs. old, 1 yr. as head Pro at small mid-western club. 2 yrs. at country club on summer circuit and 1 yr. at country club in Chicago area. Would like 8 to 10 months a year job. Address Ad 220 % Golfdom.

NEW GOLF DRIVING RANGE, CLUBHOUSE, 3 MILES NORTH COLORADO SPRINGS, U. S. 87. ONLY ONE IN PIKES PEAK REGION. WILL FINANCE. PETER NACHTRAB, 1111 E. SAN MIGUEL, COLORADO SPRINGS, COLO.

PRO-GREENKEEPER WOULD LIKE TO HEAR FROM ANY CLUB THAT NEEDS A PRO FOR THE SHORT SUMMER MONTHS. REFERENCES. ADDRESS AD 214 % GOLFDOM.

COUNTRY CLUB MANAGER — and wife, by April 1st. Very liberal profit offer. Potential season earnings \$8,000 or more. Golfing experience desirable but not necessary. Must be able to stimulate and successfully promote Country Club activities. Do not apply unless you are located in the midwest now. Write Elks Country Club, Box 645, Oelwein, Iowa.

WANTED — CLUB MANAGER. Growing town of 30,000 in Texas. New clubhouse. Exceptional development opportunities. Write Box 215 % Golfdom, giving detailed experience, qualifications and expected salary.

WANTED FOR CASH

Old golf balls retrieved from ponds or out of bounds on or around golf courses.

Cuts and Bumps 48¢ per doz.

Off brands & synthetic \$1.20 per doz.

Round & perfect \$1.00 brands

for refinishing \$2.40 per doz.

Note — Golf range culls, picked over lots and cut deep into rubber types not acceptable at above figures. (See adv. below.)

Send for shipping tags and instructions.

DRIVING RANGE MEN — REBUILDING

Your old cores recovered with the new type paintless cover material. Tested and proven to be the best process in rebuilding for driving range or miniature course use. Guaranteed 100% against seam splitting.

Price per doz. on exchange \$2.60

Circular and information on request.

NORTHERN GOLF BALL CO.

3441 N. Claremont Ave. Chicago 18, Ill.

GOLF PROS

Now you can stock the best in a low priced ball of quality. Your mine run old golf balls accepted in trade — all high compression (*blue ribbon*) — liquid center balls in return. 24¢ to \$2.40 per doz. allowed on old cores. (See our ad above.) Bulk per doz. \$2.65; boxed \$2.85 — less old core credit.

NORTHERN GOLF BALL COMPANY

3441 N. Claremont Ave. Chicago 18, Ill.

PRO — WITH 20 YEARS EXPERIENCE AS PRO AND PRO-GREENKEEPER DESIRES CONNECTION FOR 1954. AGREEABLE, OF NEAT APPEARANCE, MARRIED, NO CHILDREN. FINEST REFERENCES. EMPLOYED FOR WINTER. CAN ARRANGE INTERVIEW. ADDRESS AD 222 % GOLFDOM.

Experienced Caddymaster wanted to start by April 15th at well established club. Send application to Caddy Welfare Chairman, Shaker Heights Country Club, Warrensville Station 22, Cleveland, Ohio.

Class A GOLF PROFESSIONAL with 20 years successful experience at two clubs wishes opportunity to serve a club needing top-grade man in the departments of membership service, instruction and course upkeep. Specializing in instruction to juniors and ladies. A-1 credit rating; excellent references. PGA member. Personal interview requested. Available April 1st. Address Ad 223 % Golfdom.

WANTED — GREENKEEPER FOR PRIVATE CLUB. GIVE EXPERIENCE AND REFERENCES. GOOD SALARY AND UTILITIES. LOCATED OUTSIDE CHICAGO. ADDRESS AD 224 % GOLFDOM.

WANTED: POSITION AS AN ASSISTANT to Class A pro. Year-round, if possible. Experienced in teaching, club repair and merchandising. Age 22, single, best of references. Address Ad 225 % Golfdom.

GROUNDKEEPER with knowledge of agronomy and with experience as superintendent of fine golf course. Position open in private country club in Chicago District. Year-round employment. Address application, including references, to Ad No. 226 % Golfdom.

CCA

ADVERTISERS

NBPA

GOLFDOM • FEBRUARY, 1954

Acushnet Process Sales Co.	2nd Cover	Langford, William B.	84
American Agric. Chemical Co., The	10	Lewis Company, G. B.	14, 68
American Playground Device Co.	69		
Arland	81	MacGregor Golf Company	42, 43
Ashland Rubber Mat Company	71	MacNeill Engineering Co.	68
Associated Chemists, Inc.	79	Magma Corporation	22
Augustine Ascending Elm Research Assn.	14	Manufacturer's Specialty Co. Inc.	80
Autoette, Inc.	25	May Company, George S.	53
		Merchants Tire Company	80
Bell & Son, William P.	83	Mock Seed Company	16
Berrien Tool & Die, Inc.	19	Monroe Company, The	84
Bradley, Clinton Kent	72	Murdock Mfg. & Supply Co.	79
Buckner Manufacturing Co.	8		
		National Rain Bird Sales & Engineering Corp.	4
C. K. B. Services	84	Naugatuck Chemical Division	6
C S I Sales Company	71		
Chamberlin Metal Products	67	Pennsylvania Glass Sand Corp.	39
Cizek Mfg. & Distributing Co.	75	Phillips, Inc., F. C.	24
Cleary Corporation, W. A.	20	Product Engineering Co.	63
DBA Products Co., Inc.	22	Red Head Brand Company	59
Davis, Inc., George A.	12	Roseman Mower Corporation	17
Des Moines Glove & Mfg. Co.	26	Royer Foundry & Machine Co.	4
Dodge Company, The C. B.	12	Rutledge Company, The	24
duPont deNemours & Co. Inc., E. I. Semesan Section	46, 47		
		S. & S. Farm Equipment Co.	51
Eastern Golf Company	75	Scott & Sons Company, O. M.	77
Electric Marketeer Mfg. Co.	57	Sealand, Inc.	61
		Sewerage Commission, The	6
Fate-Root-Heath Co., The	18	Shell Chemical Corporation	15
Fonken Manufacturing Co.	23	Sloan Valve Company	27
Fulname Company, The	72	Solaire Industries	8
		Southern Turf Nurseries	84
General Sportcraft Co. Ltd.	26	Spalding & Bros. Inc., A. G.	34, 35
Godwin, Hiram F.	84	Standard Manufacturing Co.	77
Golf Cart Supply Co.	67	Superior Rubber Mfg. Co.	18
Gordon Company, William F.	83	Swift & Company	5
Graham & Co. Inc., John H.	76		
		Triangle Plastic Pipe Division	11
Hagen Division, Walter	55	Tull, Alfred H.	81
Hahn, Paul	81		
Harris, Robert Bruce	83	United States Rubber Co.	4th Cover
Harrison, James G.	81	Universal Sports & Awards	80
Hillerich & Bradsby Company	28		
Hyper-Humus Company	79	Velsicol Corporation	16
Inertol Company, The	73	W-W Grinder Corporation	10
		Wayne Golf Ball Company	80
Jacobsen Manufacturing Co.	9	Westall Company, Henry	76
Jones Mower & Equipment Co.	71	West Point Products Corp.	13
Jones, Robert Trent	83	Wilson Sporting Goods Co.	3rd Cover
		Wogan, Eugene F.	84
Koppers Company, Inc.	21	Woodruff & Sons, F. H.	20
		Worthington Mower Co.	31
		Yardley Plastics Company	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.

GOLFDOM

The Business Journal of Golf

Vol. 28—No. 2 • FEBRUARY, 1954

CONTENTS

- Front Cover** • This is a practice putting green at the popular Miami Shores (Fla.) CC, a first class public course where Jim MacLaughlin heads up the pro staff and supt. Glenn Byrd and his crew keep course in top condition.
—Fred Kuehn photo

<i>Swinging Around Golf</i>	3
<i>Supts' Use of Research; Theme of GCSA Conference</i> By Herb Graffis	29
<i>PGA Teaching Session Sets Pattern for Advance</i>	33
<i>Citizens' Campaign Gets Palo Alto New Course</i> By Walt Gamage	38
<i>Golfers Learn to Appreciate Superintendent's Work</i> By Patty Berg	44
<i>Geoghegan Puts on Show That Recruits Golfers</i> By Charles Price	49
<i>Water, Weeds Waste the Maintenance Budget</i> By J. R. Watson, Jr.	54
<i>Quonset Hut Is Pro Shop Plus</i>	58
<i>USGA Expands Green Section; Elects Grainger</i>	60
<i>Well Equipped Shop Essential to Modern Golf Course</i>	64
<i>1954 Tournament Schedule</i>	66
<i>1954 Turf Conferences</i>	74

SWINGING AROUND GOLF

(Continued from page 87)

accounted for extension of cordial relations between US and British pro golf and some excellent publicity when she suggested US Ryder Cup team give wives of British Ryder Cup players beautiful costume jewelry as a souvenir of the matches . . . George S. May's offer to finance British Ryder Cup team visit to U. S. in 1955 got big cheers from British press and public . . . George has shown them all how to get valuable publicity from golf on mutually profitable basis.

British pros' collective salesroom has good selling idea in its Putter Alley . . . George Gibson, PGCA executive has big array of putters alongside putting carpet . . . Hole is $\frac{1}{4}$ in. wider than standard . . . That improves putting and sales . . . Wonder if it wouldn't increase putter sales to have display of putters, with price tags pasted on, and display card suggesting trial of the putters, alongside practice greens at clubs Saturdays? . . . Might be worth a trial.

W. H. Corlett, new mgr., Augusta (Ga.) National GC was major in British army and

executive mess secretary for Field Marshall Montgomery's army prior to becoming sec. of Royal Birkdale GC in England . . . Hank Donchevsky pro at Atlanta's new Peachtrees Hills Golf Center which has 3 9-hole pitch-and-putt courses, a double-decked range and an 18-hole miniature course.

Some European golfers who've played a lot in Egypt say a fellow named Hassan Khahab is one of the world's great golfers . . . These golfers also say Egyptian caddies have amazing ability to "read" greens with their bare feet . . . Young woman who caddied for Walter Burkemo in international pro matches at St. Cloud, Paris, and for Bing Crosby previously, also is caddying for the stork . . . Expects in March . . . You should see her carrying a big bag and racing after the ball.

Frank Murray, formerly green chmn., Congressional CC (Washington DC dist.) got into course construction building Norbeck CC 18 hole course in Washington's Maryland suburbs to A. H. Tull design, then another 18 hole private course for West Briar CC, in the Virginia suburbs, and now is building 18-hole Brook Farm GC (semi-private) for himself, near Norbeck.