

Golf Market Advertisers **WIN**

MORE ORDERS! NEW CUSTOMERS! CONTINUING SALES!

by **HITTING HARD** in **GOLFDOM'S ANNUAL OCTOBER** **PLANNING** *and* **REFERENCE** **ISSUE**

It's the Special Buyers-Operators Reference Issue

— combining, as usual, GOLFDOM's issues of October, November and December — timed perfectly to golf's market-wide planning period — aimed perfectly for complete buyer coverage.

Covers October, November and December

— when golf clubs decide on products and operations for which they'll spend millions for course and clubhouse equipment and supplies.

An Issue of Special Importance to Golf Professionals

— in planning and buying merchandise for their Christmas selling campaigns . . . for southland pros stocking up for their big winter selling season . . . for pros everywhere planning how, and with what, they'll increase their sales volume in 1954.

THREE MONTHS SELLING LIFE

— at no increase in advertising rates for its extra long selling life and close, timely reader buying interest.

**BE THERE SELLING — when
the BUYERS PLAN and BUDGET**

ADVERTISING RATES:

	1	6	10
SPACE	Insertion	Insertions	Insertions
1 Page	\$265.00	\$250.00	\$235.00
1/2 Page	157.00	146.00	133.00
1/4 Page	86.00	78.00	73.00
1/8 Page	45.00	43.00	40.00

Standard Red or Green color \$85 extra

I would strongly recommend that you sod the tee, rather than try to establish the turf from seed. Strip off the old sod. Aerify thoroughly and make generous use of lime and a complete fertilizer prior to laying the Merion sod. This preparation will stimulate rapid knitting.

Proper management of a Merion tee is quite similar to management of Bermuda. That is, close-mowing ($\frac{1}{2}$ in.) and frequent mowing (2 to 3 times a week).

There should be monthly aerifying coupled with fertilizing to supply about 2 pounds actual nitrogen to a 1000 sq. ft. each month. Water infrequently.

Q—How much 40 per cent liquid 2,4,5-T is equal to 1 pound actual acid per acre? (Missouri)

A—A 40 per cent solution contains .4 of a pound actual acid in each pound (approximately pint) of the liquid. So it would take $2\frac{1}{2}$ pounds (pints) of the liquid to equal 1 pound actual acid.

Q—How should the Verti-cut be adjusted in regard to cutting depth?

A—Any machine used on a putting green should be adjusted to operate perfectly. In the case of the Verti-cut, this means that blades should be set just deeply enough to nip off the surface runners. Like a greensmower, the Verti-cut is intended to remove only a small amount of material at a time. If any scar is left upon the green, it definitely indicates that depth adjustment was too deep.

Q—How many times should the Verti-cut be passed over a green?

A—Once over is sufficient, providing the Verti-cut is used at regular, frequent intervals. Don't follow the same path each time the machine is used. Operate from different angles on successive Verti-cuttings. In this way you can most effectively control grain, and prevent the accumulation of thatch.

USGA Places 1956 Championships

The USGA has accepted invitations to entertain 1956 Championships as follows:

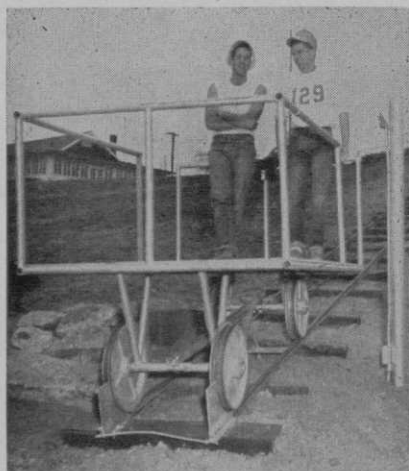
Amateur Championship — Los Angeles (Cal.) CC—North Course. (The Los Angeles Country Club had the USGA Junior Amateur Championship in July.)

Amateur Public Links Championship—City of San Francisco, Cal., Harding Park Golf Course. (The 1937 Championship was played at Harding Park and was won by Bruce McCormick.)

Junior Amateur Championship — Williams College, Williamstown, Mass., at the Taconic GC (owned by the College).

Golfers Get A Lift at Coffeyville, Ks.

The 9th green at Hillcrest (Ks.) GC is at the bottom of a steep hill with a climb to the clubhouse and parking area dangerous to tired older golfers and irritating to younger players. Many of the older players quit the game rather than make the climb.



Kenneth Linday, mgr. of the course, and J. B. Le Clere, recreation director of the Coffeyville Recreation Commission which sponsors the course, worked out the answer to the hill problem with a lift that already has increased play considerably.

The lift platform was constructed locally using narrow-gauged flanged wheels and $1\frac{1}{2}$ in. pipe welded to form the cart. It is floored with $\frac{5}{8}$ in. plywood covered with rubber matting.

Small size railroad track is used, spiked to railroad ties cut in half. The cable is $\frac{5}{8}$ in. wire rope. A regular geared type heavy duty truck winch is used.

The electrical system consists of a 3 hp reversible 220 volt motor with reversible switches at top and bottom of the incline and automatic cut-off switches in the center of the track at the top and bottom of the hill to automatically stop the car at each end of the trip. The electrical system is enclosed in weather-proof conduit.

The lift carries six or seven passengers. The trip each way takes about a minute.

Attention P.G.A. Seniors!

P.G.A. SENIORS' CHAMPIONSHIP AND SECTIONAL CHAMPIONSHIPS

again co-sponsored by

WM. TEACHER & SONS, LTD. *and*
THE PROFESSIONAL GOLFERS' ASSOCIATION



The Teacher Trophy

ELIGIBILITY:

All Senior professional golfers, 50 years of age and over, as of Jan. 27, 1955, who are members of the P.G.A.

TOURNAMENTS:

1. Sectional Championships in each P.G.A. Section, as arranged by Section officials, to be played September 13, 1954, unless otherwise designated.
2. Championship at P.G.A. National Golf Club, Dunedin, Florida, January 28-29-30, 1955.

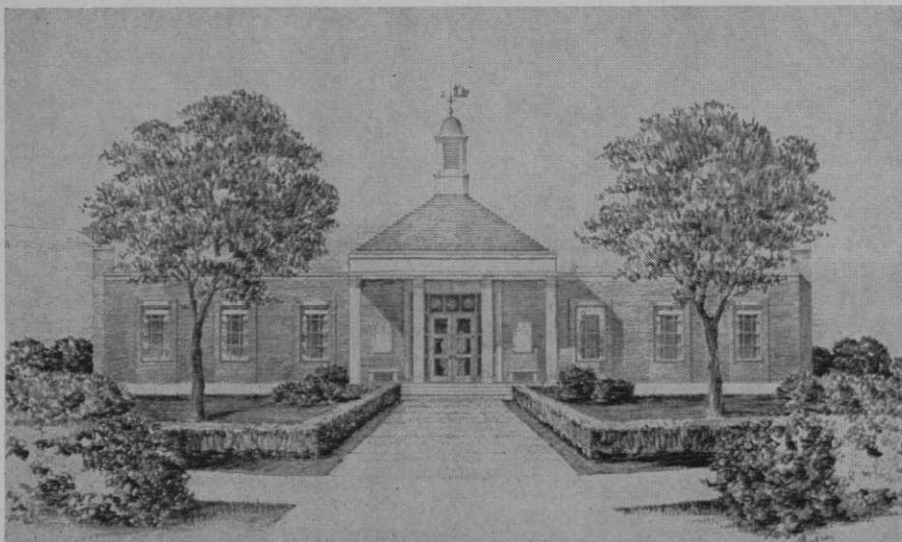
PRIZES:

1. Sectional Champions receive travel and living expenses, based on the cost of round trip air travel plus \$15 per day for 7 days, to participate in the P.G.A. Seniors' Championship.
2. \$5,000 purse to be distributed in accordance with P.G.A. standards.
3. Champion also receives a trip to Great Britain at the time of the British Open.
4. Teacher's Trophy to be held by Champion for one year and replica of Trophy for his permanent possession.

Watch for announcement of your Sectional Championship

CO-SPONSORED BY WM. TEACHER & SONS, LTD., GLASGOW, SCOTLAND

TOURNAMENT DIRECTOR, ROOM 400, 250 PARK AVENUE, NEW YORK, N. Y.



WESTERN GOLF AND EVANS CADDIES' NEW HOME AT GOLF

Golf, Illinois, 17 miles north of Chicago's Loop, will soon become the address of the Evans Scholars Foundation and Western Golf Assn.

Plans for construction of a one-story brick structure of contemporary Georgian design were announced jointly by Carleton Blunt, chairman of the Evans Scholars Foundation trustees, and Vic Bowers, president of the Village of Golf. Ground-breaking will start immediately and completion is scheduled for March 1, 1955.

The building will be owned by the Evans Scholars Foundation. The Butz Foundation already has pledged a substantial portion of the building's cost in memory of Theodore C. Butz, former president of WGA and a trustee of Evans Scholars Foundation.

The new headquarters will be used by Golf as its Village hall.

Bertram A. Weber, Chicago, is the architect.

Golf, Ill., is the only community in the world named after one of the most popular and traditional of all sports. It borders on the Glen View Club, one of the oldest golf clubs in the Chicago area.

Kid Progress Has Pro Awed

Grant Bennet, pro at Florence (S. C.) says scoring by boys 18 or younger during the 3d annual Florence Junior Invitation has him wondering when the kids are going to slow up. This year's scoring on the testing par 70 course showed greater improvement than in the second year of the event. Par was broken 11 times.

Grant isn't the only pro who is pleasantly surprised. In the first day's play, in the pro-junior event—only one pro, Avery Beck of Kinston, N. C., was under par with a 67. A couple of juniors had 68 and 69. The eventual winner, Bobby McCarty of Camden, S. C. had 71. He shot sub-par in match rounds.

Bennett's 8½-year-old son David shoots six holes of the Florence course in 34.

Bennett says he feels good when he occasionally scores par on his course and like many club pros is fairly content when

he can ease up on work and beat the members. But the way the youngsters are coming along as sharpshooters they're getting to be tough competition while showing brilliant results of pro instruction.

Kowalski Heads New Central N. Y. Supts.' Organization

Lee Kowalski, supt., Bellevue CC, Syracuse, N. Y. was elected president of the newly organized Central New York Golf Course Supts.' Assn. VP is Tom Bowen, supt., Yahnundasis GC, New Hartford, N. Y. Sec.-treas. is John P. Bowen, supt., Teugega CC, Rome, N. Y.

Other charter members are Larry Wanamaker, Twin Ponds CC, New York Mills, N. Y.; Tom Toepp, Syracuse (N. Y.) Yacht & CC; Art Davis, Drumlines GC, Syracuse, N. Y., Frank Tazzi, McConnellsville (N. Y.) GC and John Slinns, Valley View GC, Utica, N. Y.

YOU

EDIT GOLFDOM

**... ONE OF THE WORLD'S GREATEST
BUSINESS JOURNALS**

Talks with you, letters from you, telling what you're doing that's advancing golf business or asking for information to help you do your job better are GOLFDOM's primary editing.

More than 9,700 letters from golf's business men and 36,000 miles traveled each year by GOLFDOM's editor, keep GOLFDOM edited by the men who are doing the most profitable, progressive jobs in the business of golf.

As the *only exclusively business journal of golf*, GOLFDOM can concentrate with you on what's best for the golf business and those it serves in their pursuit of happiness and health.

And, think of some of the things we've done together, with you as an associate editor right on the job and GOLFDOM in its strong independent position with club officials and department heads...

Remember when greenkeeping short courses were few and new and greenkeepers' organizations were born struggling? Who kept informing, and campaigning on, club officials and other greenkeepers to cooperate in something that would be worth many, many millions to the business side of golf?

Remember how we worked together to bring about this progress?

Remember when pro shops often were holes in walls and stores were getting over $\frac{2}{3}$ rds of the golf business?

Remember how we worked together and changed that so pros now are the dominating factor in golf goods retailing?

We could go thru hundreds of details of progress in the golf business where you as an editor working with GOLFDOM made golf big business.

You're a successful editor, partner.

Thank you.

Herb Graffis
Editor

Joe Graffis
Publisher

GOLFDOM

THE BUSINESS JOURNAL OF GOLF



JUNIOR STARS GET RECEPTION IN NEW YORK

Left to right are Foster Bradley, Ronnie Schwarzel, Don Neer and Al Geiberger having dinner at the Stork Club, N. Y., prior to leaving for Britain and France to play junior stars of those nations. Neer is Jaycee Sports Director who is steering the youngsters on the trip which was financed by a grant from National Golf Day.

Visit to Golf House, session with the Luce magazine big wheels, dinner at Toots Shor's, Yankee-Tiger ball game, Forest Hills national tennis championships, the Stork Club chow, church and aboard the plane, crammed the lads' schedule.

U. S. Boys to Meet Europe's Kid Stars

THE FIRST junior golf team to represent the United States in international junior golf competition will include 17 year old Foster "Bud" Bradley of Los Angeles, Calif., 1954 USGA and Hearst Junior champion; 16 year old Allen "Lucky" Geiberger of Santa Barbara, Calif., 1954 U. S. Jaycee Junior champion and runner-up in USGA Junior, and 17 year old Ronnie Schwarzel of Pittsburgh, Pa., 1954 Western Junior medalist.

The trio will be accompanied by U. S. Jaycee Sports Director Don L. Neer on a two week swing of the continent sponsored by the National Golf Fund which will include matches with England's top junior golfers at Sunningdale course in London; with Scotland's best juniors at the Erskine Club in Edinburgh and with the leading French juniors at the St. Cloud course in Paris, France.

Highlight of the trip will be the team's participation in the international World Junior Championship tournament to be held at St. Cloud September 7-10 which will feature the best golfers under 21 from England, Scotland, Wales, Ireland, France, Belgium, Sweden, Norway, Germany and Italy.

NEW BOOKS

THE NATURAL WAY TO BETTER GOLF. By Jack Burke. Published by Hanover House, 575 Madison ave., New York 22. 140 pages. Illustrated by Norman Todhunter. Price \$2.95.

Jack has come through with a book that shows heritage of the good sound instruction sense of his father who taught a lot of duffers to play well and some promising kids to be tournament players. Burke, Jr. gets into a lot of good stuff from his own experience and observation as a home club and tournament pro.

He begins with putting instruction as containing simple elements essential to good shotmaking and works up to the drive. He's got plenty of helpful instruction on tactics. Among points that stick out in the book is Jack's accent on shoulder action in swinging the clubhead, the pause at the top of the swing, the misconception of many that they've merely moved their heads when actually they've swayed their bodies all over the lot, and the post-mortem that three-putt greens are almost invariably the result of misjudgment in distance rather than direction.

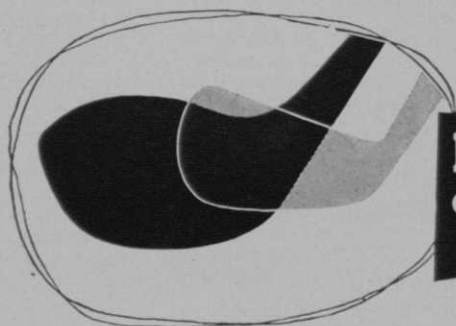
Despite the validity of Jack's remark

Spark your Drive for bigger GOLF CLUB BUSINESS

.....

with The New '55 POWER-BILTS

Our representatives will be calling on you soon with exciting information about the new '55 Power-Bilts. You'll be pleased when you see and hear about their many new refinements, that promise to make the '55 Power-Bilts the finest, most saleable clubs money can buy. Remember, your customers can pay more, but they can't buy better!



Power-Bilt
GOLF CLUBS
made to feel right

Sold only
by Golf
Professionals

HILLERICH & BRADSBY COMPANY
Louisville, Kentucky

about three-putt greens there'll still be putts and time wasted by players fooling around trying to figure the line to the cup.

ENJOY YOUR GOLF. By *Lealand Gustavson*. Published by *Harcourt, Brace and Co.*, 383 Madison ave., New York 17. 146 pages. Price \$2.95.

Gustavson's book is one that will give the beginner a good general understanding of major details of the game. It puts in a strong plug for the pro as the invaluable adviser in instruction and in supplying proper equipment.

Gustavson, a studious club amateur, is the artist who illustrated Tommy Armour's "How to Play Your Best Golf All the Time." In the second part of his book, which is devoted to the rules of golf, he presents an exceedingly helpful illustrated short course on the salient items of the code.

He makes a pretty good selection of the instruction tips he passes along, with the exception of the advice to start the downswing by accelerating clubhead speed. This will be questioned by experienced teaching professionals who have much trouble trying to teach pupils not to cast

from the top of the swing. Gustavson says the hunch comes from an analysis of some motion pictures. It is a sure thing the pictures weren't of the swings of Jones, Hogan, Snead, Nelson, Vardon or Joyce Wethered which definitely show clubhead speed is accelerated after the clubhead gets down to about hip-high on its way to the ball.

Labor Management Now Supts.' First Concern

By **CHARLES STORRIER**

Supt., Essex County CC, West Orange, N.J.

In the field of turf maintenance there are innumerable sources from which golf courses can obtain advice on the maintenance of turf areas. Research and industry have given them new strains of grass, new chemicals and new types of machinery to work with. However, the demands of present day industrialism have given golf courses the greatest problem in labor supply and management.

Prior to World War II, when the pressures and tensions were much less than at present, labor was a minor problem in giving the then small army of golfers courses

MR. GOLF CLUB OFFICIAL:

We Need the Facts . . .

ANNUAL GOLF CENSUS for 1954

Sponsored by:
The National Golf Foundation, Inc., a non-profit organization for the development of golf in the United States . . .

An cooperative effort:
Other leading organizations in the golf industry directly concerned with the development and administration of golf operation . . .

To determine:
Just how many people are playing golf in America; men, women and juniors . . .

To assist in:
Assist the National Golf Foundation and its member organizations in the development of golf wherever needed.

Your own help:
By filling out and mailing the self-addressed, postage-paid card at the right promptly . . . Please . . .

Thank You

National Golf Foundation, Inc.
407 JOHN BARRON STREET CHICAGO 6, ILLINOIS

Name of Club _____
Address _____
City _____
State _____

No. of Holes on this course _____

No. of Different Individual Golfers playing this course in 1953 _____
(No. members of total team)

No. of Men playing golf _____

No. of Women playing golf _____

No. of Juniors playing golf _____

No. of Rounds played on this course in 1953 _____

To play this year: Men Women or Both in 1953, and by some means.

My Name _____

Title _____

Have you filled out YOUR copy of the 1954 National Golf Census? The Golf Census form (shown at left) has been sent out to every private, semi-private and municipal golf club official in the United States.

The information requested in the Census is important to everyone in Golf. With it, we can work more intelligently and more effectively in the promotion and development of the game.

The census form is simple to use — requires only a few minutes of your time to fill out. Tear off the self-addressed, post-paid card and drop it in the mail today, please . . .

Thank You

to play on. A great percentage of present-day golfers had not then become conscious that there was a form of exercise where skill rather than force was the main factor in individual competition. In those days the players were not so demanding in their desire for perfection and most of them, as well as the labor used to maintain the courses, knew the limitations of the grasses then grown. Then, labor even took pride in the accomplishment of their duties, and lived not alone for the Almighty Dollar.

Since the war a new and large army of golfers has arrived with almost no knowledge of the type of grasses which make up the turf on which to play. With demands for perfection in all industrial lines have also come demands for perfection all over the golf course. These demands are for a higher standards of maintenance, with mainly a shorter cut turf so that the players can have progressively lower scores. To maintain these standards new grasses and machinery have had to be used and superintendents have had to call on labor which is more machinery-minded than heretofore.

To get this labor golf courses come in direct competition with industry where success is measured by the amount of business and profit shown on the balance sheet, in contrast to the golf course need of keeping within the budget.

Describes Bridge Flooring For Spike Traffic

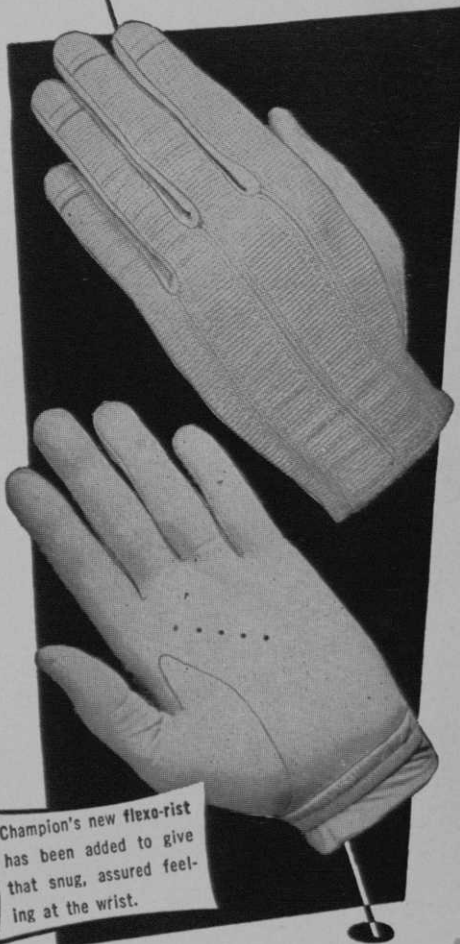
SUPT. MARION MENDENHALL of Kenwood CC (Cincinnati, O.), worked out a good way to protect bridge flooring from spike damage, reports the Green Breeze of the Great Cincinnati Greenkeepers Assn.

Roofing paper is placed down the center of the bridge floor and 1x2 inch wood strips are nailed along the sides and this area is filled with a mixture of cut-back asphalt and screenings. The cut-back asphalt is a liquid that can be purchased by the gallon from any asphalt plant. No heat is required during the warm weather. The screenings and asphalt are mixed together as you would concrete. The walk area is then filled with this mixture and raked smooth.

The surface looks like asphalt but remains soft enough for the golf spike to punch into it making it easy for the golfer.

The New "STA-TITE" Golf Glove by . . .

CHAMPION



Champion's new flexo-rist has been added to give that snug, assured feeling at the wrist.

The wonderful new patented lastik back keeps the palm tight without binding . . . giving a wrinkle-free grip on the club at all times.

Available in thin, natural colored leather, and with the flexible lastik back, only four sizes are necessary; AA-A-B-C, (AA-A Ladies' sizes), (A-B-C Men's sizes).

CHAMPION GLOVE MFG. CO.

309-11 Court Ave.

Des Moines 9, Iowa



Bidwell photo

EXCHANGE MAINTENANCE IDEAS AT RUTGERS

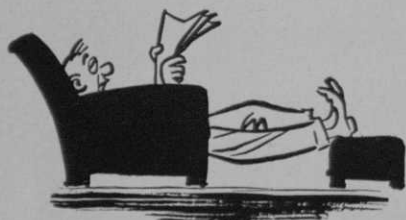
Dr. Ralph Engel, turf specialist of Rutgers university, tells golf course and park superintendents some of the developments in turf research at N. J. experimental station during annual New Jersey Turf Field Day.

How to Clear Ponds with Gypsum

If your pond needs clearing, try 15 lbs. of gypsum for each 1000 cu. ft. of water. Figure volume by multiplying one fourth the deepest footage by the number of steps around the pond squared. A pond 8 ft. deep and 200 steps around has 80,000 cu. ft. It

needs 1200 lbs. of gypsum costing about \$15. Treat at any time; use a raft if your pond is above a quarter acre.

Gypsum spread over winter ice will distribute well when ice melts. You need good grass cover on banks and watershed to make gypsum work. There won't be much clearing if every rain brings more clay silt.—*Midwest GCSA Bull Sheet*

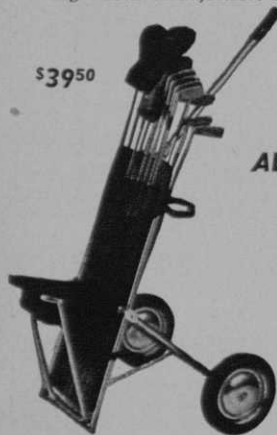


THE FAMOUS 3-FOR-1 CART

Bag, cart and seat in one complete unit. 12" ball bearing wheels on adjustable axles for perfect balance.

Roomy bag has 14 club pockets, ball and accessory pockets and umbrella holder. Colors: green, blue, red. Seat will support the heaviest golfer. Cart folds compactly.

\$3950



ALSO BY LUMEX:

GOLF CART SEAT. Easily attached to any center post cart. **\$12.50**

QUICK SEAT. Automatic Tripod type folding seat, aluminum legs. **\$8.95**

RENTAL CART. Steel construction for minimum maintenance.

Pro Price **\$12.50**

Write for Full Information

Now — "Easy-Chair" Golf with the New LUMEX "E-Z CART"

FITS ALL BAGS • ROLLS EASY
FOLDS EASY • SEATS EASY

E-Z CART

Attractive new folding golf cart with built-in seat. Lightweight aluminum alloy construction. 12" ball bearing, semi-pneumatic tired wheels. Axle width adjustable for stability. Handle adjustable for balance. Folds compactly. Comfortable seat of heavy duty red and ivory Saran webbing, opens to position as cart is set up.



\$2950

LUMEX, INC.
11 CLEVELAND STREET
VALLEY STREAM, N. Y.