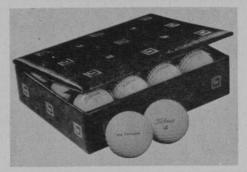
ACUSHNET HAS NEW HOLIDAY GIFT BOX



In accordance with past practice the Acushnet Process Sales Co. again offers for the holiday trade a handsome gift box with one dozen personalized Titleists, Finalists or Bedfords at regular prices with shipping charges included. The item will be heavily advertised all

through the Christmas buying season.

All profits on all mail-order sales will be credited to the pros.

WILSON SALESMEN SEE 1955 GOLF LINES

Wilson golf salesmen saw the company's pro line for 1955 unveiled at four meet-

The company had its entire sales staff gathered at meetings held in Chicago. New York, Kansas City and San Fran-

Wilson executives, factory experts and members of the Wilson golf advisory board, gave the salesmen talks on strong selling features of the new goods and the Wilson advertising and merchandising plans for helping pros sell.

CHRISTMAS GIFT BALL PACKAGES BY WILSON

Wilson announces two new Christmas golf ball packages. One is a wrought iron container for a dozen balls that may be used as an ash tray or a plant holder. The other is a wrought iron letter and envelope holder after the six balls of this package are removed.

The golf ball packages come wrapped in brilliant Christmas paper.

Upjohn News, published by Upjohn Co., Kalamazoo, Mich., carries a story on 8 years of work behind development of Actidione. The product is a result of a search for an antibiotic effective against human fungus diseases. Upjohn's work with golf course supts. includes Bill Klomparens' diagnosis of more than 400 samples of diseased turf sent to Upjohn by the men in charge of courses.



Davis grass seed will give your greens, tees and fairways that needed lift after a hot scorching summer sun. Let us take care of your fall seeding requirements.

> GEORGE A. DAVIS, Inc. \$440 HORTHWEST HIGHWAY, CHICAGO 30, ILLINOIS

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NATURE'S FINEST SOIL BUILDER

Leading clubs maintain thick, healthy turf by building their greens with proper mixture of Michigan Peat, sand and soil. Michigan Peat makes heavy soil porous, binds light sandy soils, permits adequate aeration, holds water and plant food, allows grass to attain deep root structure. Invaluable for top dressing! Saves watering bills. Our staff will help you solve your problems and save money.

Need Supplies? Use Golfdom's Buyers Service

MICHIGAN PEAT, INC., 267 5 Ave., N. Y. 16

See Page 77

BENCH TYPE POWER HACK SAW



Tops in every golf course equipment shop. Special outfit \$60 FOB Factory. Write for details

C. K. B., Mountain View, New Jersey



SPALDING'S PRO GOLF SALESMEN IN ANNUAL SALES MEET

Pro golf salesmen for A. G. Spalding & Bros., came from all U. S. districts to the company's annual sales meeting at Chicopee, Mass. The fellows got close-ups from experts on the 1955 Spalding pro lines. Matt J. Kiernan, asst. vp in charge of Spalding's pro sales (left at rostrum) is opening the meeting.

NEW DURA-THIN DOT FEATURES SPALDING SALES MEET

An entirely new Dot ball, with new patented Dura-Thin cover, in the 1955 line was the highlight of the annual pro sales meeting held at the A. G. Spalding &

Bros., Inc. Chicopee, Mass. plant.

"The new Dot incorporates the revolu-tionary developments," George Dawson, vp in charge of sales, told the pro salesmen. "Its exclusive new Dura-Thin cover is tough, yet thin and is the result of seven years of intensive research and develop-

To go with the new ball is a brand new line of pro-only Top-Flite Synchro-Dyned

woods and irons.

Now for the first time Top-Flite registered woods will come in sets of 1-21/2-31/2-

41/2 and 1-21/2-31/2.

A Youngster set of clubs was shown. Measuring only 35½ in. for the driver, down to 29¾ in. for the putter, the set is designed for children 8 years of age and younger. The set includes a driver, 3-iron, 5-iron, 9-iron, and putter.

Two new putters were also shown one being a heavy-blade type designated as an "SLA" putter, the other a lighter one designated as "Tru-Line" putter.

The "Top-Flite" Sand Club has a new powerful blade of stainless steel with straight line sand-blasted face scoring. And the Top-Flite Wedge has a new head precision designed for accurate approach shots.

There were also shown a new line in golf bags, shag bags, and club bags, some available in matching Scotch plaids, and

one as a three-bag ensemble.

A new type of a sling with full-length suspension that prevents the bag from tilting and the clubs spilling while being carried, is a new patented feature added to some golf bags in the 1955 line.

Mallinckrodt Chemical Works, Mallinckrodt St., St. Louis 7, Mo., makers of Cadminate, Calocure and Calo-Clor fungicides, have issued the complete report of 1953 turf fungicide trials, and will send it to golf course supts. on request.

SHOULD AULD **ACQUAINTANCE**



Davie Low (L) and Francis Gallett, years ago fellow workers in Bob Simpson's clubmaking shop at Carnoustie, meet again in Francie's shop at Blue Mound CC during the Western Seniors' tournament. Davie now has a shop of his own in Scotland and is taking a vacation to see old pals who migrated from the Craw's Nestie. Here he's inspecting the new Greenmaster putter that Gallett is having made to his design. Gallett's also importing some other special clubs to show along with the big stock of U. S. top brands he features in his shop.

MEADOWTONE IS NEW CARPETING FOR CLUBHOUSE

In clubhouse decor is a new and different kind of low-cost, quality carpeting called Meadowtone. It is loomed of 100% pure linen fibres and has been designed specifically to meet the demand of decorators and architects for a smart and practical floor covering that will adapt to versatile commercial needs.

Meadowtone is said to be the only flaxen carpeting in all America. It is high in textural interest, harmonious with any furnishing motif and possesses wearing advantages for which pure linen is famous. It is mothproof, mildewproof, fire resistant and reversible for double wear. Styled in 10 coordinated color combinations and a variety of solids to blend with any decor. Available in rugs and broadloom widths to 15 ft. For other details, write: National Automotive Fibres, Inc., 13-174 Merchandise Mart, Chicago 54, Ill.

U. S. RUBBER HAS TWO XMAS BALL PACKAGES



United States Rubber Co. is making its US Royals available in two Christmas packages.

The package shown above is holly green. It later may be used as a jewelry box or for cigarettes or cigars. This package is supplied to the pro so it can be sold containing a dozen or half-dozen balls.

The other Christmas package is the bright red plastic putting practice container with an opening 41/4 in. wide and side panels for retaining the putted balls. This sold big last Christmas. It comes with 12 U. S. Royals enclosed.



MURDOCK

OUTDOOR DRINKING FOUNTAINS HYDRANTS LAWN HOSE BOXES





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P. O. Box 350

Madison, Wisconsin

The Greens Are The Foundation of All Successful
Golf Courses

SWINGING AROUND GOLF

(Continued from Page 24)

Hillcrest CC... Walter Scholl and Hilda M. Wallace of Dept. of Agriculture, Beltsville, Md., making survey of golf course fertilizer use... Latest previous survey of non-farm consumption of fertilizer was made in 1947-48.

Very few golfers will ever realize it but weather in many districts this summer was ideal for only one thing; grass-destroying diseases . . . Yet course damage was kept remarkably limited . . . Shows how far supts. have progressed since 1949 when similar weather caused heavy losses of turf . . . Quebec Golf Course Supts.' Assn. off to a lively, valuable first season.

Lon Mills, supt. Whittles Springs GC, Knoxville, Tenn., quickly back on job after physical check-up in hospital... Doctors told him not to work so hard and play more golf... Recommendation probably would go for most fellows in golf business... Bob Baldock now sole owner Sierra Sky Ranch (Calif.) course... Baldock bought out his former partner Walt Clark... Jack Hill, formerly of Fresno (Calif.) muny course, now managing Sky Ranch.

Percy Clifford, after 30 years as an amateur, now managing Club de Golf Mexico, Mexico City . . . Percy certainly knows what the golf business score is in Mexico . . . He succeeds Olin Dutra who goes to Mission Valley CC, San Diego, Calif., as

Mrs. Clarence L. Hornung, 63, wife of president of Pro Golf Sales Co., and a great friend of pros and their wives, died at St. Agnes hospital, Fond du Lac, Wis., Aug. 20 after 5 months illness... She was born in Fond du Lac and owned and operated fashion shops in that city from 1916 to 1941... For past 7 years she's traveled with her husband... She was a delightful personality and a sound businesswoman... She is survived by her husband, three daughters and a son.

Bill Livie, after 9 years out of pro golf, back in as pro-supt., Whiteville (N. C.) CC... Bill has put course in good condition... Club headed by Dr. R. C. Sadler, has built new locker-rooms and pro shop and plans new clubhouse... One of the best of the golf television programs is 26 once-a-week series put on by WTRI, Albany, N. Y... Sports director Steve Davis with smart cooperation from Albany, Schenectady and Troy pros, made the program a feature that drew public and increased golf play.

Wm. Bangs, Jr. from Milwaukee (Wis.) CC to Knollwood Club, Lake Forest, Ill., as mgr. succeeding Wm. Buescher who resigns Sept. 15 to be gen. mgr. of swanky new beach club at Ft. Lauderdale, Fla. . . . Lloyd Lynch from Wichita (Ks.) CC to manage Louisville (Ky.) CC.

Ellsworth Vines signs as pro at Tamarisk CC, Palm Springs, Calif., succeeding Ben Hogan . . . Ellie's successor at Wilshire CC (LA dist.) hadn't been selected when Sept. GOLFDOM went to press . . . Dick Chapman hit in knee when the amateur star was giving a kid a tip on how to cure a slice . . . Longest ace ever made in Great Britain recently holed at 345 yd. 14th at Morpeth (Eng.) GC by R. Markham.

Cheers across the sea to hail the birth of Sylvia Leglise, at Paris, July 24 . . . Her daddy is president of the French Golf Assn.

Swing to shorts by women golfers is about winding up women's golf dress business in pro shops . . . Fred V. Grau handles turfgrass part, along with other experts who wrote new book "The Care and Feeding of Garden Plants." . . Book will be off the press Nov. 1. Will sell for \$3 . . . Published by National Fertilizer Assn., 616 Investment Bldg., Washington 5, D.C.

Gainesville, Tex., to have 9-hole muny course near airport . . . Ralph Plummer has designed the course . . . Limit of 750 on California Amateur championship to be played at Pebble Beach Sept. 20-26.

Eddie Bush, pro at Woodmar CC, Hammond, Ind. playing and teaching again and looking mighty well . . . Feeling great, too . . . Last winter surgeons went into Eddie and cut out malignant growth . . . Marvelous comeback by Bush . . . Henry Longhurst, London Sunday Times golf writer, over here covering National Amateur and Curtis Cup matches and exhibiting his three 16 mm. films on "Great Golfing Occasions." . . . Highly interesting movies for Americans as an array of Yank pros and amateurs star in the pictures... Longhurst's colored film on St. Andrews showing features of the Old Course, the golfing treasures inside the clubhouse and other highlights of the "Old Grey City" runs 16 minutes . . . It should go very well with American golfers.

Pros' offspring are taking a lot of the spotlight in golf . . . Arnold Palmer, son of M. J. Palmer, pro at Latrobe (Pa.) CC 9-hole private club, heads the pros' kids with his victory in the National Amateur . . . Arnold, a week prior to the



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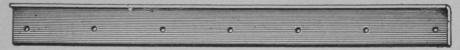
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September, 1954

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Price sheet on request or we will quote price for your blade order.

JONES MOWER & EQUIPMENT CO. 2418 Grasslyn Avenue, Havertown, Pa. We pay the postage on all orders of \$15.00 and over.

Amateur, won the amateur top honors in May's All-American championship . . . He was led most of the way in the National finals by the veteran Bob Sweeny, but hung on until Bob's putter cooled off and his luck ran out . . . Marilyn Herpel, a daughter of Homer, pro at Algonquin CC (St. Louis dist.) successfully defended her Missouri Women's title and won the St. Louis District championship . . . She's a physical education supervisor in the Brentwood, Mo., schools . . . Paula Sue Gore, 14-year-old daughter of Paul, pro at Denver's Wellshire muny course, won Colorado Women's championship at Denver CC.

National Golf Foundation has engaged Harold Cliffer, Chicago architect, to make survey of golf clubhouse building requirements . . . Cliffer is working with club managers to determine basic needs in planning clubhouses for efficient operation . . . Report is expected to be available for club building committees, managers and architects early this winter.

Jim Grebe, Salt Lake City (Ut.) Desert News and Telegram sports columnist does feature on Al Emery, Bonneville GC supt., giving Al's slant on how players could keep from "tearing up" golf courses . . . Al says if he had his way the Rules of Golf would contain a 2-stroke penalty for those who fail to repair ball marks that pit greens.

Red Hill CC, North Reading, Mass., owned by Harvey Kelch, is a really complete and modern pay-play plant that's getting business... Red Hill now is playing 18, having added the second 9 not long ago; has a 30-tee range and an 8000 sq. ft. pitch-and-putt area between 1st and 10th tees... Herman Keiser and J. F. Winbigler, who've got the 27-hole Loyal Oak course at Barberton, O., report play has been "wonderful" this year.

Shawnee CC "Swing's the Thing" show put on by Harry Obitz and four assistants on his staff at Fred Waring's Shawnee-on-Delaware, Pa., course going greater this year than ever before . . . Show was top feature of Celebrities affair at National Caddie tournament at Columbus . . . USGA issuing complete record book of all its tournaments thru 1953 . . . Price is \$2.

Westbriar CC, Vienna, Va., bought sod from Baltimore's Hillendale CC 18 greens . . . B. K. Cohee Co., course equipment and supply dealers, has moved into new (Continued on Page 79)

ELLIS MAPLES

Pine Brook Country Club WINSTON-SALEM, N.C.

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building at 9572 Montgomery Rd., Montgomery, O. (Cincinnati suburb).

Value of teamwork in operations brightly exhibited at CC of Detroit during National Amateur . . . Green chmn. Charles G. Chapman and supt. Steve Forton have been working together for about 17 years . . . Course in magnificent condition for late August, although maintenance was handicapped by water shortage . . . Forton and Chapman say C19 they put in on pitching practice green heals quickly after ball pitting . . . Mgr. Don Edic and pro Joe Belfore also gave demonstration of major tournament operation to make club pres. Howard Walton, other officials and members proud . . . Press all-star eating team headed by Capt. Duncan Hines Harlow pronounced Edic's chow truly epicurean without tournament prices.

Organizers of new private club apply for zoning permit in Greenwich and Stamford, Conn. . . . Willie Walker now pro at Hillman's Golf Land par 3, nightlighted course at East Paterson, N. J. . . . Indian Spring CC (Washington, D. C. dist.) reported to have bought land for new course.

Greer (S. C.) CC being organized with Dr. Lewis Davis and Fred Crow as cochmn. . . . Mercer County, N. J. officials discussing building public course at old Mercer airport near West Trenton . . . S. G. Loeffler, operator of Washington, D. C., public courses, conducted hole-in-one contest yielding \$1,783 for Washington Star's summer camp fund.

Bus Ham, Washington (D. C.) Post & Times Herald sports editor, doing great job in promoting the paper's annual Celebrities tournament . . . Celebrities tourney at Congressional CC, Sept. 23-26, will have as its top feature the first PGA Sponsors' tournament . . . Sponsors' \$40,000 event was put on the schedule as a possible solution to problem of getting good entry of stars at all tournaments on the circuit.

Taconic GC, North Adams, Mass., to remodel old house on property into new clubhouse . . . First tee and 18th green also to be relocated due to enforced change to new clubhouse . . . Taconic is Williams College course which will be host to USGA Boys' Junior championship in 1956 . . . Dick Baxter has been Taconic pro-supt. since 1924.

Water from swimming pool used by fire dept. in limiting fire loss at clubhouse of Meadowlands CC, near Ambler, Pa., to less than \$10,000.

Hudson (Wis.) G&CC being organized by committee headed by Robert C. Mc-Grew and Douglas Togerson . . . Plan to (Continued on Page 82)

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.

NO CLASSIFIED ADS ACCEPTED AFTER THE 25TH OF MONTH PRECEDING DATE OF ISSUE.

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.

JOBS OPEN

GREENKEEPER wanted by private 18-hole club in north-eastern Ohio, preferably to start with growing season this Fall. Give full details including approximate salary expectations in first letter. Address Ad 908 c/o Golfdom.

PRO wanted. Working pro rather than tournament player. By private 18-hole club with about 200 family members. Located northeastern Ohio. Excellent teaching opportunity, shop concession, etc. Start Spring 1955. Give all possible details in first letter, including financial expectations. Address Ad 907 c/o Golfdom.

Wanted: Salesmen calling on the Golf Pros. Complete line of Golfers Sportswear and Accessories. Adjustable Caps, Shirts, Jackets, Sweaters, Hose, for Men and Women. Choice territories open. Address Ad 910 c/o Golfdom.

JOBS WANTED

Asst. Pro—for winter season. Married, no children. Good teaching, shop and merchandise experience. Now with largest club in Iowa. Address Ad 901 c/o Golfdom.

PRO-GREEN SUPT.—PRESENTLY EMPLOYED, DESIRES A CHANGE. MEMBER OF G.C.S.A., MIDWEST & CENTRAL ILL, & IND. GREENKEEPERS ASSN. TOPS IN TEACHING. EXPERT IN ALL GOLF COURSE MAINTENANCE AND CONSTRUCTION. EXPERIENCED IN ALL BENTS, FUNGICIDES, FERTILIZERS AND MACHINERY. ADDRESS AD 902 0/0 GOLFDOM.

PRO-GREENKEEPER—DESIRES TO MAKE CHANGE FOR 1955. CLASS A - PGA MEMBER. TWENTY-TWO YEARS EXPERIENCE, REFERENCES, ADDRESS AD 903 c/o GOLFDOM.

PRO seeks good club connection, preferably in central or eastern state where excellent training and experience will pay off for club and himself. Successful record on tournament circuit and in private club job. Fine teacher, good businessman with A-1 credit rating, good character, cheerful personality and active promoter of golf interest. Married; no children. Highest references. Address Ad 925 c/o Golfdom.

Professional and/or Greenkeeper. Young Pro seeks change from 9 hole golf course. Would like to make contact with private club in the midwest. A-1 credit rating and good references. Excellent teaching qualities. Address Ad 905 c/o Golfdom.

Assistant Professional from Wisconsin section, experienced in all phases of golf shop work, desires position in south during winter months. Address Ad 908 c/o Golfdom.

ASST. PRO-Good player with shop and some teaching experience and ambition to learn from first class pro how to eventually be able to handle home pro job of his own, seeks asst. job in South for Winter. Hard worker, Single. Reliable, will make money and friends for his employer. Address Ad 909 c/o Golfdom.

Mr. Employer: Can you use the services of a man with these qualifications? He has been the architect for five courses this past year. He has worked on many large tournaments, state, sectional, club. He has successfully served four clubs as professional. At the last club he averaged over twelve lessons a day, and his sales were slightly over \$24,000 for the year. During his career, he has developed many fine golfers, including four successful professionals. His promotional programs have been in-stituted in many successful clubs. He is well known for his fidelity in catering to the needs of his members. He is not only active in the golf professional field, but he is also active in the research and propogation of finer and better turfs for golf courses. He has written numerous golf articles for magazines, and this spring will see the publication of his golf book. He is a cultured person, reliable, a university graduate with a pleasing personality. He plays consistently in the low seventles. Inquiries held in confidence. Address Ad 911 c/o Golfdom.

Golf Professional—Class A PGA member, now located in Midwest, desires year-around job in Southern or Western part of country, or 4 months winter job. Address Ad 912 c/o Golfdom.

Golf Course Supt. or Pro-Supt. desires new location. 20 years experience in golf course maintenance. Member of G.C.S.A. Best character and ability. References. Married. Address Ad 914 c/o Golfdom.

Pro or Assistant-desires job for winter months. P.G.A. member, teaching experience, merchandising. Conscientious worker. Will furnish references. Age 35. Address Ad 915 c/o Golfdom.

Winter position wanted, Pro or Assistant Pro. Eight years experience, Age 26, single, Class A PGA member, Will go anywhere, Address Ad 916 c/o Golfdom.

Pro-Greenkeeper—desires position for winter months. 20 years experience. Class "A" P.G.A. member, Will consider anything connected with golf. Address Ad 917 c/o Golfdom.

Wanted: Class A P.G.A. professional would like position as assistant pro for winter months in south or southwest. Single; age 29. Excellent teacher, fine player. Can furnish the best of references. 10 years merchandising experience. A-1 credit rating. Address Ad 919 c/o Golfdom.

WINTER POSITION WANTED-IN SOUTH OR SOUTH-WEST. OVER 20 YEARS EXPERIENCE AS TEACHING PRO, GREENKEEPER AND MANAGER. PRESENTLY OPERATING LEASED RESORT COURSE. PREFER SMALL CLUB. WIFE CAPABLE ASSISTANT. SOBER AND RELIABLE. CAN FURNISH HIGHEST REFERENCES. AD-DRESS AD 920 c/o GOLFDOM.

PRO JOB WANTED-Assistant to prominent pro at fine club for 5 years now well ready to handle master pro job. Prefers opportunity at smaller club he could build. Fine player and teacher. Good businessman. Made good worling and learning with pro who insists on best for club members. Age 25; married. Address Ad 921 c/o Golfdom.

PRO-SUPT .- 16 years experience in fine course maintenance. instruction, shop operation and highly satisfactory all-around service to first class Canadian club. Desires U. S. club connection. Address Ad 922 c/o Golfdom.

Golf Pro would like club for 1955. Presently employed by large N. Y. met. golf club as asst. to nationally known golf pro. Age 30; married. P.G.A. member. Address Ad 923 c/o Golfdom.

Superintendent-presently employed, desires change. Graduate 2 year Turf Management Course University of Mass. Construction and maintenance experience. Married. Northeastern location. Address Ad 924 c/o Golfdom.

MISCELLANEOUS

ANNUAL SURPLUS SALE GOLF COURSE SUPPLIES starts with this notice. Just about everything for course upkeep except heavy machinery, climate and "dough." Sale conducted nationally with select group manufacturers and distributors. You can parley up 2c postcard inquiry investment into many dollars savings.

CKB Services,

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For Sale-3 used baseball machines with netting, gates, balls, etc. A complete setup. Best offer. Contact Duke at Al's Fairway, Inc., 1846 E. 93rd St., Chicago, Ill.

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WANTED TO BUY: ESTABLISHED NINE-HOLE GOLF COURSE. ADDRESS AD 904 c/o GOLFDOM.

Public Golf Course For Sale—Original owners retiring. Long established. Kansas City's most beautiful and profitable. Martin Realty, 203 East 39th, Kansas City, Missouri.

For Sale: Owner must sacrifice first class Golf Range complete. Located at busy highway intersection at gateway to Northern Illinois lake resorts. Built in 1952. Business improving each year. 30 tees, excellent lighting, large clubhouse, reasonable rent. This is an outstanding opportunity. Threeunit baseball batting range on premises available under separate transaction. Write Grayslake Golf Range, c/o George Fields, Box 49, Libertyville, Ill.

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

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