

BPA**ADVERTISERS****NBPA****GOLFDOM • JULY, 1955**

Acushnet Process Sales Co. 2nd Cover	Linck Company, O. E. 57
Adamson Sprinkler Company 67	Link's Nursery, Inc. 20
American Agric. Chemical Co., The 20	
Baker Fine Turfgrasses, O. S. 79	MacGregor Golf Company 30-31
Baldock, Bob 76	Maddox Construction Company 73
Barnett, Grant 8	Manufacturer's Specialty Co. 71
Bell & Son, William P. 74	Maples, Ellis 76
Buckner Manufacturing Co. 18	May Company, George S. 41
	McKay, A. G. 76
Campbell & Chapman Associates 76	Meisel Distributing Co., Lawrence J. 22, 67
Campbell Company, H. D. 18	Mock Seed Company 63
Cast Iron Pipe Research Association 23	Monroe Company, The 75
Century Specialty Company 71	Murray Associates, Robert 75
Chamberlin Metal Products 15	
Clary Corporation, W. A. 53	National Die Casting Company 48-49
Colby Pioneer Peat Company 64	
Cook Machinery Company 51	Old Orchard Turf Nurseries 66
Cornish, Geoffrey S. 79	Owens Company, R. S. 72
Curtis Automotive Devices, Inc. 65	
	Par Tube Company 68
Davis, Inc., George A. 10	Phillips, Inc., F. C. 8
Des Moines Glove & Mfg. Co. 6	Product Engineering Company 13
Doble Rotary Sprinkler Co. 69	Progress Pattern & Foundry Co. 22, 52
Dunlop Tire & Rubber Corp. 11	Punch-Lok Company 65
duPont deNemours & Co., Inc., E. I. Semesan Division 42-43	Royer Foundry & Machine Co. 16
Eastern Golf Company 72	
Fairway King, Inc. 5	Schieffelin & Company 58
Fate-Root-Heath Company, The 62	Scholl Mfg. Co., Inc., The 10
Fawick Flexi-Grip Company 4	Scot-Seal Company 60
Fulname Company, The 79	Scott & Sons Co., O. M. 65
	Sewerage Commission, The 64
Gallowhur Chemical Corporation 64	Spalding & Bros., Inc., A. G. 34-35
Godwin, Hiram F. 76	Sports Awards Company 71
Golf Cart Supply Company 15	Standard Manufacturing Co. 16
Golfcraft, Inc. 39	Stewart, Charles E. 74
Gordon Company, William F. 74	Superior Rubber Mfg. Co. 69
Greene, R. B. 71	Swift & Company 14
H. & R. Manufacturing Co. 63	Trophy & Medal Shop, The 4
Hagen Division, Walter 7	True Temper Corporation 24
Halogen Supply Company 75	Tull, Alfred H. 73
Harris, Robert Bruce 74	
Harrison, James G. 73	United States Rubber Company 6, 12 & 4th Cover
Hill & Co., C. M. 61	Upjohn Company, The 17
Hillierich & Bradsby Co. 27	
Hyper-Humus Company 63	Valentine Turfgrass Nursery 76
	Vestal Company, The 72
Jacobsen Manufacturing Co. 21	
Jones Mower & Equipment Co. 66	Wayne Golf Ball Company 72
Jones, Robert Trent 73	Westcoast Machinery, Inc. 9
	West Point Products Corporation 19
Laher Mustang Mfg. Co., Inc. 45	Wilson Sporting Goods Co. 3rd Cover
Langford, William B. 76	Will-Tee Company 14
Lewis Company, The G. B. 12	Wogan & Sons, Eugene F. 76
	Warthington Mower Co. 37
	Young & Halstead Company 75

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.

CONTENTS

Swinging Around Golf.....	By Herb Graffis	3
Act to Set New Record In Pro Shop Xmas Business.....	By Joe Graffis	25
Acreage, Time Element Make Short Courses Popular.....	By Verne Wickham	28
Kentucky Bluegrass Still "Old Reliable" in North.....	By H. L. Lantz	36
What Pro Shop Men Should Know About Club Repairing.....	By Joe Wolfe	46
Upright Bag Storage Compact.....		54
Seek "Fundamentals" In Teaching Methods.....		55
Cotton Boll Humus Answers My Problems.....	By Everett Shields	56
How to Avoid Accidents on the Golf Course.....		58
Turfgrass Questions Answered.....	By Fred V. Grau	59

SWINGING AROUND GOLF

(Continued from page 79)

vich and their associates have built near Napa, Calif., has a diary of his great-grandfather Willie Dunn that's rich source material for the golf historian . . . Glenview (Ill.) has passed a bond issued involving \$474,000 for purchase of Chesterfield GC.

Honolulu Junior Chamber of Commerce asked to sponsor Hawaiian Open to be played in late Nov. or early Dec. . . . Nut to be about \$25,000 . . . Ralph K. Ebling, pro at Haverhill (Mass.) CC, lauded by George Lane, pro at Merrimack Valley CC, Methuen, Mass., at Kiwanis Club lunch meeting . . . Lane after lecture and demonstration, named Ebling as "one of the great golf instructors in the country."

Charlie Hall, veteran pro at Country Club of Birmingham, Ala., and former national pres., PGA, feted at big dinner of club on June 25 . . . Charlie has been with the club since 1911 . . . Jerry Caldwell, club sec.-mgr., put on a dinner that was a championship performance in cuisine . . . Realty company considering building new 18 in Augusta, Ga.-Aiken, S. C. territory.

Charles Smith, mgr.-supt., Guadalajara (Mex.) CC, says their big annual golf party which draws many U. S. guests, will

be held Oct. 12-15, following Mexico inter-club matches, Oct. 9-10, at Guadalajara . . . Smith is helping golfers in Durango and Culiacan get 9-hole courses . . . Byrne Bauer, formerly mgr., Sunset Hills CC (St. Louis dist.) has bought famed Red Lion Inn at Stockbridge, Mass.

P. V. Beckett, who's pro at Blaney Park (Mich.) CC, is one of the first home-bred pros and, we believe, the oldest U. S. pro still on a job . . . He started in 1900 as asst. to Davey Hunter at Baltusrol when it was 9 holes, and in 1901 went as asst. to R. B. Wilson at Deal Beach, N. J. . . . He did a lot of clubmaking for Slazenger's too, in the pioneer days . . . He is mighty sound of mind and meat still.

Business Week, issue of June 25, has big story on golf business growth, accenting angle that a community without attractive golf facilities is deficient in qualifications as location for industry . . . Features course-building at Lawrenceburg, Tenn. (pop. 5,483) as giving the town a new look that interested corporation officials seeking factory sites.

Mrs. H. C. May, 87, mother of George S. May, owner of Tam O'Shanter CC (Chicago dist.) and noted promoter of tournaments, died June 18 at St. Petersburg, Fla. . . . May was at the National Open when advised of his mother's passing and flew to funeral services at Windsor, Ill.

Entirely New Golf Ball

Sales to date prove it! The Wilson energized liquid center ball provides the fastest getaway in golf!

- New green X2F additive in center sets off power reaction the moment your club touches the ball.
- New more elastic rubber thread seems almost alive as it accelerates the power transmission.
- New dry lubricant on thread eliminates any chance of reduction in power—makes the rubber strands extra lively under impact.
- New Wilson cover makes room for 24 yards more live rubber thread . . . this dynamic new ball leaps off your club face, rolls true for the cup.



This exclusive power construction is in both great Wilson golf balls . . .

ALL-NEW
Wilson Staff

AND ALL-NEW
Wilson Jet

WITH EXTRA LARGE NUMERALS FROM 1-12 FOR EASY IDENTIFICATION

Sold through professional golf shops

WILSON SPORTING GOODS CO., CHICAGO • Branch offices in New York, San Francisco and 26 other principal cities.
(A subsidiary of Wilson & Co., Inc.)