



to play...

SPALDING'S NEW DURA-THIN DOT!

You have a wonderful surprise in store the first time you play the new Spalding DURA-THIN* DOT.[®]

It's a brand-new ball with a DURA-THIN cover that provides amazing new resistance to scuffing and cutting—greater uniformity of flight for more consistent golf.

A more compact ball, too, the DOT offers the real durability fine golfers have always wanted in a high-compression ball.

It's truly a hard-hitter's dream!

The new DURA-THIN has new polar markings for easier identification, too. 2-color, they're numbered 1 through 6.

Play this great golf ball on your next round. You'll be echoing the sentiments of golf pros all over the country, who are calling the new DURA-THIN DOT the golf ball they've been waiting for.

Play and sell Spalding clubs and balls . . . golf's most winning combination.

*Trade-mark

SPALDING

SETS THE PACE IN SPORTS



Professionals Set Record with Plans for Xmas Gift Sales

"Shopping Guide" Spearheads Pros' Drive for Golfers' Holiday Gift Business

PROFESSIONALS in record numbers are getting set to launch a 1955 sales drive for Christmas gift business that promises to eclipse their highly successful holiday sales promotion of last year.

Already more than 130,000 copies of the 1955 edition of "Christmas Shopping At Your Pro Shop" have been ordered by pros for distribution to their members and other sales prospects, and orders continue arriving at GOLFDOM from every section of the U. S.

The 1955 pro-only golf gift sales promotion books will have 48 pages of body on top-quality paper, many in color, and a striking three-color cover on the front of which is imprinted the professional's name, club, address and 'phone number. The page size is the same as GOLFDOM and attractive mailing envelopes are furnished for all copies. This year's edition has many new features to make it even more attractive and effective than last year's first edition which brought record revenue into pro shops at a time when pro sales generally are off.

Christmas shoppers appreciated the information and displays of pro shop merchandise and the expert pro advisory services with the result that the professionals were put into a considerably stronger competitive position for attracting Christmas gift business.

This year's "Christmas Shopping At Your Pro Shop" opens with Christmas greetings from the Pro Shop Staff and appreciation for the players' patronage. It then attractively presents various phases of the professional's authoritative services and personal acquaintance with

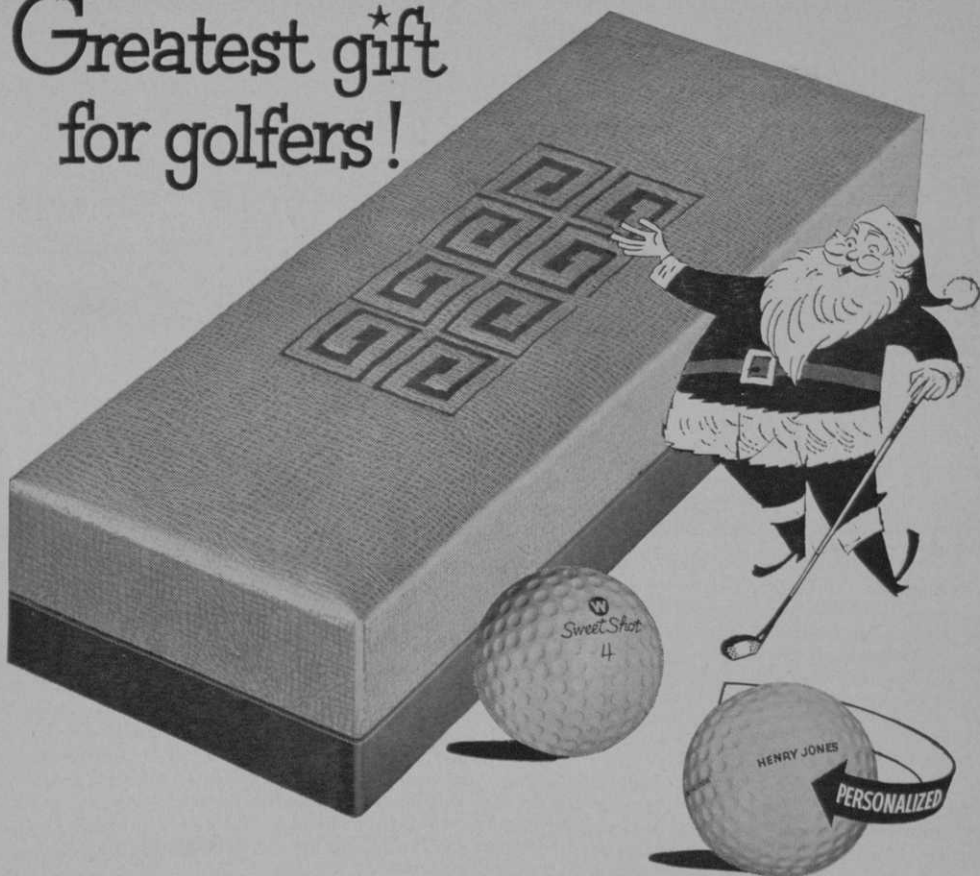
golfers' needs, and accents the superior value and desirability of "Pro-only" merchandise.

Editorial features continuing through the book are planned to make the golfers want to keep it and refer to it frequently: "Highlights of 1955 Golf", "Nuggets from a Million Golf Lessons", "Practice that Pays", etc. With appropriate advertisements leading pro merchandise manufacturers present their Xmas golf ball packages, their newest golf clubs, bags, carts, etc. and the finest in apparel and accessories. Editorial pages also pictorially present the latest in equipment, apparel and accessories to further aid the gift shopping golfers.

With their own advertising and sales promotion 22 manufacturers are tying in with the professionals' 1955 drive for golfers' Christmas gift business: Acushnet Process Sales Co., Burton Bag Co., Califame of Los Angeles; David Crystal, Inc., Des Moines Glove & Mfg. Co., Flexi-Mat Corp., Field & Flint Co., Golfcraft, Inc., C. M. Hill Co., Hillerich & Bradshy Co., Henry Hotze & Sons and Kountry Klub Sportswear; Jarman-Williamson Co., MacGregor Golf Co., Nadeo Sporting Goods Co., Product Engineering Co., Scot-Seat Co., A. G. Spalding & Bros., Inc., Squire Slacks, Inc., U. S. Rubber Co., Developar Co., Wilson Sporting Goods Co., Walter Hagen Division and Worthington Ball Co.

Shopping Guides, with mailing envelopes and promotion suggestions, will be sent to pros beginning the latter part of this month. For further details write: GOLFDOM, 407 S. Dearborn St., Chicago 5, Ill.

Greatest gift for golfers!



One dozen

WORTHINGTON SWEET SHOTS

personalized and gift-boxed

Here's a double-barreled Christmas package—a dozen super-charged Sweet Shots, each one personalized (the kind of gift people want to give) and ready to put under the tree in this smart, gold and black leatherette gift box! It's a gift that's bound to rate high with any golfer—and a profitable package for you to promote and sell. So start taking orders now—help your members beat the last-minute Christmas shopping rush!

PERSONALIZED FREE

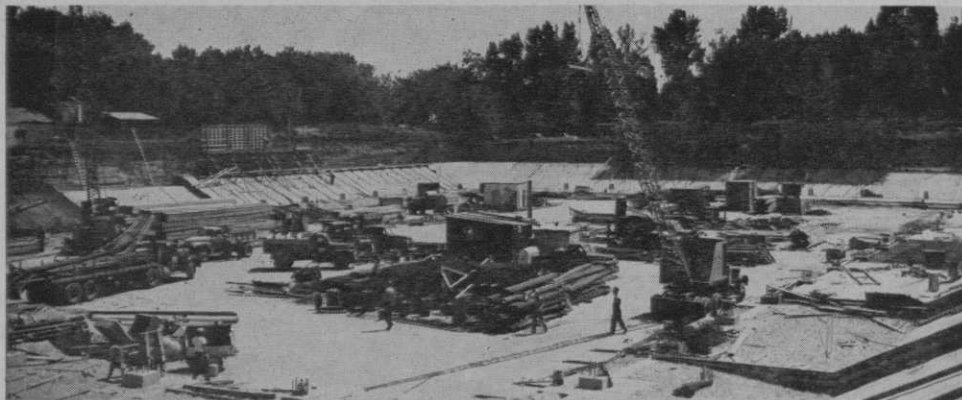
in lots of one dozen only. Name or initials, up to 15 letters and spaces. Orders for personalizing will be taken until December 10th.

**SOLD EXCLUSIVELY
THROUGH YOUR PRO SHOP**

Worthington

WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

THE WORTHINGTON BALL COMPANY • ELYRIA, OHIO, U. S. A.



The Million dollar hole under construction.

—Walter S. Craig Photo

Million Dollar Hole at Omaha Field Club

Undoubtedly the costliest tee and fairway is the Omaha Field Club's No. 1. This hole represents an investment of more than \$1,100,000.

This tee and fairway are on top of Omaha's recently completed 25-million gallon, underground water storage reservoir.

The new Field Club Reservoir is one of two serving the city. The Field Club site was selected by engineers because it fulfilled all the requirements of the new facility—it was approximately the same elevation as the other reservoir and in the best location from the standpoint of service to be rendered the Omaha water system. The selection of the Field Club site was actually made almost 25 years ago.

The Field Club's 18-hole, beautifully laid out and maintained golf course is situated on land leased from the county. The Metropolitan Utilities District, which operates Omaha's water utility, purchased the land needed for the reservoir for the county for \$35,000.

Through an agreement with the Utilities District, the Field Club has use of the ground on which the reservoir is built and maintains it as part of the golf course.

Construction of the Field Club Reservoir started in May, 1953. It was completed in June, 1954.

The No. 1 green, fortunately, was unaffected by the construction. During the time the tee and fairway were out of service, the summer of 1953 and early spring of 1954, Field Club officials re-routed play by doubling up on the No. 11 fairway which ran adjacent to No. 1. Both fairways were played in the same direction—north. With a temporary tee about 60 yds. west of the original tee, No. 1 became a dog-leg to the right around the northwest corner of the reservoir project. Par, which had been four on the original hole, remained the same.

Outside of a slight inconvenience on busy days, when it was necessary to ask the golfers to alternate in teeing off from Nos. 1 and 11 tees, play proceeded as usual and without interruption.

Some golfers feel that the playability of the No. 1 hole was improved with the installation of the reservoir because of the unusual nature of the man-made terrain. From the tee to a distance approximately 200-yds. the ground is perfectly flat. Then the fairway gradually slopes down. The green is approximately 170 yds. from the beginning of this down-slope. The green cannot be seen from the tee.

The original hole was 385 yards, par four. The new million dollar version shown below is about 15 yds. shorter and the hole is still a par four.

The new Field Club reservoir is 400 ft. long, 260 ft. wide and 35 ft. deep. The concrete roof is supported by 170 concrete columns 22-inches in diameter. The roof of the structure is covered with earth to a depth of 2½ ft. The entire cover was sodded in strips 15 in. wide and 7 ft. long. Stakes held the sod in place on the sloping sides until it could take root. The sod was watered nightly for two weeks and then the hole held out of play for another four weeks.

Approximately 300,000 sq. ft. of bluegrass sod was required to complete the job. It was all trucked in from Macedonia, Ia., about 70 miles from Omaha. The cost of the sodding was \$14,000.



TALK ABOUT A *Money-Maker!*



... then talk about MT Golf Balls and Color Magic "Scotty" Ash Trays packaged for more Christmas Sales!

It's the most exciting gift idea of the year . . . one that will result in plenty of *extra* sales over the holiday season. MT golf balls are without an equal. The ash trays are fine transparent tempered glass, *exclusive with MacGregor*. Whether it's a gift to friends, family or business associates, you'll have no trouble in "selling" this combination.

Send your initial order in now. We'll bet it won't be long before you'll be sending along a repeat.

Even the carton (in carbon black and fire red) has sales appeal.

Decorative stripes on ash trays are red, blue, yellow and white.

12 MT balls and 4 Color Magic ash trays . . . only \$13.95

6 MT's and 2 ash trays . . . only \$ 6.95

Available in both regular and ladies' MT's



If desired, MT's will be personalized with player's name . . . without charge (in quantities of 12 MT golf balls or more.)

MacGregor
THE GREATEST NAME IN GOLF

REG. U. S. PAT. OFF.



U. S. Army photograph

The 1955 All-Army golf team, chosen on medal scores in the All-Army championship at Fort Meade. L to R: SFC Murray Jacobs, Pfc Dan Sikes, Sp. W. J. Williamson, Pfc R. E. Goerlich and Lieut. W. G. Moody.

Golf and the Soldier

By LIEUT. GEN. FLOYD L. PARKS

WHENEVER George Cobb, golf course architect, comes to Fort Meade, Md., for a day or two of work on the new 18 now under construction, I try to make it a point to go around with him. After Fort Meade received approval of the construction of a second 18 holes, I was most insistent that an experienced golf course architect be employed. During my 37 years in the Army, I have seen too many golf courses, laid out by some eager Sunday golfer, with uninteresting holes, postage stamp, plateau greens, and grave-type box tees. Such an arrangement makes maintenance difficult and play boring.

I ran into George Cobb's work first at Fort Jackson, S. C. where the Army has probably its finest 18-hole golf course. Cobb designed it shortly after World War II, and today, with a division at Jackson, thousands of soldiers are enjoying golf on one of the top courses in the Southeast.

The value of a good architect is further revealed on Army courses at Fort Benning, Ga., and West Point, N. Y. Unfortunately, many of the other Army golf courses are unimaginative areas of closely cropped grass, chiefly due to false economy in not employing a good architect. At Benning, with numerous soldiers passing through attending the Infantry School, and with a combat division there

on permanent duty, the old 18 holes could not handle the number of players. Benning called in Robert Trent Jones, who designed nine new holes to give Benning one of the finest nines anywhere.

At West Point, the Army Athletic Association also employed Jones to design the Military Academy course. Only ten holes have been completed in very rugged terrain. However, considering that the course is actually built right on the side of a mountain, it is a beautiful layout and a real test of golf. The architect did his job so that there are very few holes where the player must chug straight uphill. Without an architect, West Point would not have had a real championship course for their golf teams and individual cadets to use. The cadet teams have shown steady improvement on this course and beat Princeton this year for the first time.

George Cobb feels that his 18 at Fort Meade will be an equal to Fort Jackson or possibly Pinehurst No. 2. The terrain is similar; rolling, pine-covered sandy land.

Cost Taxpayers Nothing

Financially, not one cent of taxpayer money is going towards any phase of this new golf course. The profits of the Post Exchanges and Post Theatres and similar facilities made available to the soldiers go into a Welfare Fund, which

must be expended for the welfare of the soldiers of the Army.

Such funds not only help with golf courses, but among other things they build swimming pools, tennis courts, bowling alleys and provide good shows and dance bands for soldier entertainment and recreation.

The new course at Meade, when opened for play sometime in the summer of 1956, will ease a very tight golfing situation. At present, during the week, we average about 150 golfers a day from the soldiers in the Fort Meade area. Of course, the great majority of this number arrives at the course between 5 and 6 p.m. for a quick nine holes before dark.

Big Play of Beginners

Naturally, with such numbers, many of them can't even finish their nine holes, and even those who finish must stand and wait on each shot. On Saturdays and Sundays, 350 to 450 golfers usually show up for a game—more golfers than many large clubs carry on their membership rolls. Even with a system of starting times spaced at six-minute intervals and beginning at 7:00 a.m. and ending at 4:30 p.m., the course is jammed with players taking a minimum of four hours to play 18 holes.

The fact that many beginners are coming out for golf also slows up play. Re-



U. S. Army photograph

The juniors get good golf at Fort Meade. Gary Brewer is putting on the tenth hole during the 1955 Fort Meade Junior Invitational. Brewer lost in the play-off in the "13 and under" division to John Boyce of Fort Belvoir, Va.

gardless of the resultant slowness of play, we strive to get more beginners playing every day.

I personally encourage other golfers to be considerate of beginners and help them in learning the rules and etiquette of the game. To give these beginners greater enjoyment of the game, we have a club pro and two excellent enlisted instructors, who devote a major portion of every day to instruction of the new soldier golfer—male and female.

In addition to soldier beginners, we have an active junior program aimed at getting the youngsters of our post personnel in-

Lieut. Gen. Floyd L. Parks, 2nd Army commander, recently won his third All-Army seniors' title.

General Parks during his long military experience has been conspicuously successful in combat, planning, training and executive capacities. Formal recognition of his professional achievements is strongly endorsed by the high regard in which General Parks is held by men who have served under his command.

The General's remarks about the place of golf in the recreation, physical training and morale program of the armed services are of deep interest to all in the golf business, particularly.

The armed services are getting more and better golf courses for the reasons that General Parks sets forth and which are known to other commanding officers at military installations.

Recently, at the Air Force world-wide conference of Special Services, Lyle P. (Bud) Werring, pro at Elgin Field (Fla.) Air Force Base, headquarters of the Air Proving Ground Command, detailed the golf operations at that base. Jack Isaacs, pro at Langley (Va.) Air Force Base, where the Air Force World Wide tournament (won by 2nd Lieut. Ray Terry) and Interservice matches (won by Air Force Team) were held in August, has told in GOLFDOM of the important service a pro must give in properly supplying military personnel and their families with golf equipment and programs.

Course superintendents have told in GOLFDOM of their successful handling of military course maintenance problems.

Now for the first time in a golf magazine the basic reasons for good courses, well operated, at military installations is told by a high ranking military authority.

3 WINNERS

for

For your holiday selling season this year, Acushnet presents not *one* but **THREE DAZZLINGLY BEAUTIFUL GIFTS FOR YOU TO OFFER YOUR MEMBERS** — gifts that will make 1955 the biggest Christmas profit year that ever was for you.

These inlaid boxes are unquestionably the finest we have ever offered — and the tray of heavy, jeweler's bronze is a gift every man or woman in the country will be proud to own.

Samples, with an eye-catching poster for your shop, are on the way to you now — or will be shortly. Get your orders in as quickly as possible either direct to us at the factory or through the Acushnet salesman who calls on you — and *don't under-order*. We expect the demand to exceed last year's all time high. Acushnet Process Sales Co., New Bedford, Mass.

ADVERTISED IN LEADING MAGAZINES

As usual during October and November we will advertise these gifts in leading magazines. Profits from orders received by us as a result of this promotion will be **CREDITED TO THE PRO.**



*You may order Titleist 100s, Regular Titleists or Titleist Reds.

OFF SEASON PROFITS

Handsome heavy jeweler's bronze ash tray or compo dish with one dozen personalized gift wrapped Titleists.* Moderate extra charge to cover cost of tray.



ACUSHNET
GOLF BALLS

Sold the world over through
Golf Course Pro Shops only

terested in golf. Our pro gives free group lessons every Friday during the summer for the juniors and we have an annual Fort Meade Junior Invitational Tournament which brings junior golfers from the Washington, Baltimore and Annapolis areas to Fort Meade for a day of golf. All of this adds up to very heavy play on the present course.

Pleasant Use of Free Time

With more personnel moving into the Fort Meade area all the time, the number of golfers will probably increase at least 50 percent, which simply means that many golfers are not going to play golf because of the long waiting during play and the necessity of getting starting times in advance. Such a situation will certainly force the soldier with time on his hands out into the neighboring communities and cities. Many of us know what can result from this circumstance.

The new course at Meade, and those being built at other military installations, will help to answer the question every soldier faces of what to do with his free time.

Army golf is aimed at providing healthy, enjoyable recreation for the soldiers and their dependents. Golf uses up much of the free time a soldier might otherwise use in less desirable activities. The game helps to maintain the soldier in good physical condition, especially his feet. In a motorized army the foot soldier marches very little as compared to thirty years ago. A distinguished general once told me that golf courses he had built helped thousands of men climb the hills of Korea!

The availability of an on-post golf

course gives soldiers an expense free opportunity to learn a sport which cannot fail to emphasize and develop the personal qualities of character and integrity. And, for many young Americans in the Armed Services, they learn a sport which is widely enjoyed outside the Army and which will give them years of pleasurable companionship even after they leave the service.

Army Golf Clubs Well Run

Most Army golf clubs are active and provide a number of tournaments with handicaps or different flights so that every golfer, par or 120 shooter, has a crack at a prize.

In addition, the Welfare Fund buys clubs and bags so that the soldier who wants to learn the game can get equipment for no charge. This system means that on almost every Army course you will see privates and generals trying to get the ball into the cup.

Most clubs organize golf teams and challenge other golf teams, military and civilian. My regular partner on the Fort Meade team is Sergeant Max Deckard. There is no rank on the golf course—it's the old business of distance and direction. As my old golfing friend, Col. Russell ("Red") Reeder, used to say: "A golf ball doesn't care who hits it, whether a general or a private, but where it goes depends on how it is hit. Rank cannot control a slice!"

Army Championships Train Stars

Every year the Army has an All-Army Golf Championship. Tournaments are held at the smallest posts and units and their teams are sent to the next higher tourna-

(Continued on page 60)



Looking from green to tee on the 440 yd. 17th of Fort Meade's first 18 holes. U. S. Army photograph