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In the Lubbock Country Club, Lubbock, Texas, (shown above) HOLMES Quality 282 was installed in a smartly styled, specially monogrammed pattern. This design with *your club initials* is just one of the many HOLMES patterns available in Quality 282.

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G1-6

of older people, learn golf much easier.

Ernest Jones, noted golf instructor and author, concluded the morning session with his talk on "How I Teach Golf." After years of study, teaching and no little research every new student presents a challenge to Jones because although he knows what he's going to teach, each pupil decides for him how he's going to teach. To Jones each pupil is different.

Jones approaches the subject of the golf swing by reducing it to its simplest terms. He pointed out that the golfer swings the clubhead with both hands and since the hands and fingers are in control, you don't use your wrists, that the wrists act only as hinges. Since contact with the club is only through the hands and fingers, one should not interfere with those hands and fingers.

Jones noted that the law of the pendulum takes over in learning to swing the club, that you cannot force a swing but at the same time it is impossible to get force without the swing and the speed with which you are swinging the club.

In the matter of keeping the head still he declared that it doesn't make sense when trying to move something as fast as possible that one should also try to hold something as still as possible. At the same time, control goes hand in hand with balance and perfect balance is the even distribution of weight essential to a basic swing.

Jones noted the body has power and that the hands are the medium through which power is transmitted. The first and most important step is to learn to swing.

Jones commented on a remark made by Gene Littler as being noteworthy of consideration by all those who aspire to become good golfers and attributed Littler's remark that he had "practiced years getting smoothness" as perhaps being the successful ingredient in his development.

George Dochat, professor of physical education at Rutgers university in talking on "The Psychology of Teaching" reminded professionals that their reading might well include some standard works on the subject of teaching. The Rutgers authority said knowledge of the laws of learning would make instruction easier.

Dochat said that a good teacher is a good analyst and must be able to recognize individual mental and physical differences in pupils and adjust the teaching methods to the pupil.

He said that the five factors most important in teaching, learning and playing golf are skill, strength, speed, endur-

ance and relaxation.

Fred Hawkins, newly elected chmn.. Tournament committee of the PGA replaced Doug Ford, PGA champion and "Professional Golfer of the Year," on the program as Ford was competing in the south. The personable 31-year-old Hawkins talked fluently but briefly on the tournament personalities then hit a few shots with a 7-iron.

Hawkins had his most profitable year in 1955. He said he formerly was bothered by a fast-swing but has been able to slow it down and keep swinging smoothly. He admitted that he also had a tendency to sway but now turns away from the ball.

Ben Hogan gave a smooth performance. Ben started off with the admission that he was given "a hell of a tough chore," then worked up through details of his own methods and attitude toward experimentation, practice and competition.

The Hogan talk will be reported fully in GOLFDOM's February issue.

Bob Jones in wrapping up the teaching sessions said that in his opinion the Teaching committee was the most important PGA activity as it was directed at increasing people's enjoyment of golf.

Jones told of the difficulties he'd seen pros experience in trying to teach almost hopelessly clumsy pupils. Bob remarked that he and the professionals and amateur experts present were tremendously interested and benefited by Hogan's talk as one for those striving for the ultimate. But Bob added, for the masses who don't need the finesse and accuracy of a Hogan the pros must have a simple and effective way of teaching.

Bob said the pro has to know the steps of every swing in order to know where to look for errors and corrections but that the swing isn't something to be taken apart. The problem of getting the language to describe the feeling associated with correct golf Bob declared was beyond solving, but pros could come close to the solution by lucid teaching.

Jones said that the activities and policies of the club and tournament professionals should be complementary. He expressed the belief that publicity of the tournament professionals might get newcomers into golf but these green ones probably won't stay unless the game is made pleasant for them by the club pros.

The Jones talk was recorded on film for television and later gave PGA immense publicity by appearing on 84 TV programs.

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## Introducing **METHAR**

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Tried and proven on some of the country's outstanding courses, METHAR has been found to give highly effective crabgrass control without injury to the finest turf. Its ease of mixing and low level toxicity merit its addition to the well planned control program. METHAR is packed in 25 lb., 50 lb., and 100 lb. containers.

## **PMAS**

The **DOUBLE ACTION** Herbicide/Fungicide kills Crabgrass and prevents and controls Dollar Spot, Small Brown Patch, Copper Spot, Snow Mold and Helminthosporium Curvalaria. The same application treats turf for both Crabgrass and Fungus Diseases, with worthwhile savings in time and labor.

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A dry 75% THIRAM material to control and prevent Large Brown Patch, Dollar Spot and Snow Mold that is compatible with PMAS for application in hot humid weather when the threat of turf disease is most prevalent.

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**BETTER  
TURF**

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**CLEARY CORP.**  
NEW BRUNSWICK, N. Y.



West Point Products distributors get together at annual school for service to superintendents.

#### **WEST POINT HOLDS ANNUAL SCHOOL FOR SALESMEN**

West Point Products Corp. Second Annual Turfgrass School was held at the Adelphia Hotel, Philadelphia. Fifty-one distributors and salesmen, representing territories from Maine to Calif., attended.

Demonstrations of West Point equipment, including a new "surprise" machine, were held at Philadelphia CC. Bert Graves, H. V. Carter Co., San Francisco, who traveled the greatest distance to attend the school, unlocked the box containing the new machine. Uses for the machine were described by Tom Mascaro, and a demonstration followed. The "surprise" machine will receive its first general showing at the 27th National Turfgrass Conference and Show in February.

Four-way aerifying of a green was done



Bert Graves opens the box to reveal West Point's "surprise" machine.

under Dr. Grau's direction. Marshall Farnham showed his procedure for aerifying thatched fairways.

Educational sessions at the hotel were conducted by R. B. Alderfer, Rutgers University; Fred V. Grau, West Point; Wm. Daniel, Purdue University; Art Schwerdle, Vineland Chemical Co.; Charles Wilson, Milwaukee Sewerage Commission; H. B. Musser, Pennsylvania State University.

Theme of the West Point meeting was "Selling Through Service." The educational sessions equip the salesman with the basic agronomic knowledge needed to render competent service.

#### **NEW MOWER SHARPENING MACHINE INTRODUCED BY STEEL CITY**

Steel City Lawn & Garden Equipment, 4851-53 Broadway, Gary, Ind., recently introduced a lawn mower back lapping machine that sharpens almost all makes of reel and knife mowers from edgers to 72-in. widths.

Overall length of the Model CR 47, as the machine is known, is 70-in. It is 21-in. high. Power and greens mowers are sharpened on the CR 47 without any wheels being removed or gears or pawls reversed, although on hand and gang mowers, pawls have to be reversed. Carborundum grit is applied to reels in the sharpening operation.

#### **NADCO AND SCOGGINS TO BE HOSTS AT SENIORS PARTY**

Nadco Sporting Goods Co. and its distributor, Scoggins Golf Supply Co., are to be hosts to professionals and their wives

**ANNOUNCING THE NEW  
NESTOR JOHNSON  
PRO-TEE**

A rugged, completely mechanical golf tee, perfected and produced with all the famous Nestor Johnson sports engineering and design know-how behind it!

60 years of Nestor Johnson craftsmanship and quality standards offer you these five points in a completely tested and guaranteed golf tee for more play, more profits:

- Easy installation
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- Adjustable tee height
- Foolproof operation
- 100-ball capacity hopper

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MUNICIPAL AUDITORIUM

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4 times this spring!  
Your customers can't  
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• genuine crepe outsoles  
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at a cocktail party and fashion show to be held at Ft. Harrison hotel, Clearwater, Fla., from 5 to 9 p. m. Jan. 22.

Arrangements have been made to televise the party which will be featured by the showing of new golf styles for men and women.

The big gift to the companies' guests at the party will be an all-expense trip to Puerto Rico.

## JACOBSEN REPORTS 98 PER CENT PROFITS INCREASE IN 1955

Sales of the Jacobsen Mfg. Co., Racine, Wis., and its subsidiaries for the fiscal year ending Aug. 31, 1955, amounted to \$11,405,905, shareholders were told at the annual meeting in December. This was an increase of 11 per cent over the previous year.

Net earnings for the period were \$252,740, an increase of 98 per cent over 1954.

In his report to stockholders, Oscar T. Jacobsen, pres., pointed out that overall sales and earnings were adversely affected by damage to a subsidiary, Worthington

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BECAUSE LOUISE SUGGS GIVES GOLFERS  
PLENTY OF EASE FOR THEIR SWING

You and Your Golf Shop can, like many of the finest golf shops in the country, sell dozens of these Louise Suggs Golfers, week after week . . . get extra volume and big profits, too, with the sales and repeat-sales that come with these Golfers . . . Because popular-priced Louise Suggs Golfers have exclusive sell-on-sight, action-features and superb styling . . . because once a golfer buys a Louise Suggs Golfer, she's sure to give you repeat-business, season after season.



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DAVID H. SMITH CO., Inc., Lynn, Mass.

*New!*  
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• Steel City's Lawn Mower  
• Back Lapping Machine

Sharpens most all makes of reel and bed knife mowers from edgers to 72 in. width.

Especially good for green-mowers. No wheels, side-plates or gears to remove or change.

Sharpens all mowers in 15 minutes or less.

Fully guaranteed for 1 year.

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Here are more sensational  
Steel City features!  
Large rollers  
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Right speed

A New, 96 Page "How-to" Book . . .

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*TELLS and SHOWS you how to plan a  
PRIVATE or PUBLIC golf clubhouse:*

- To adequately service the golfer
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Contains 96 pages of planning data, comparative charts and graphs, plans and photographs, to aid the architect, building committee or public course operator in planning adequate space, service facilities and efficient functional arrangement of facilities to accommodate a membership or clientele of any size. . .

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Woven of rubber-impregnated fabric, Pneu-Mat Runners are tougher than rubber runners. Reversible for double wear.

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Order a trial section. Test it on an area which gets especially hard wear. Money back if not satisfied.

**Standard Widths**

20" - 24" - 30"  
36" - 42" - 48"

**Trial Sections**

24" x 60" \$10.00  
20" x 24" \$4.00

*Write today for illustrated folder.*

**SUPERIOR RUBBER MFG. CO., INC., 145 Woodland Ave., Westwood, N. J.**

Mower Co., whose Stroudsburg, Pa. plant was in the direct path of Hurricane Diane. The Worthington plant is now in full operation.

The long range plan of bringing the subsidiary Johnston Lawn Mower Corp. into full production was completed in 1955, Jacobsen said. Johnston sales increased 35 per cent last year as the result of the redesigning and restyling of popular-priced lines of reel and rotary mowers. The subsidiary plant is located in Brookhaven, Miss.

**DAN SHEEHAN WITH BURKE  
GOLF AS SALES MGR.**

Dan Sheehan, former Field Director of the National Golf Foundation, Chicago, resigned to join Burke Golf Sales Co., Newark, O. Jan. 1, as general sales mgr. In his work with the Foundation's field service since April, 1953, Sheehan has covered almost every state consulting with groups interested in developing new golf courses. In his new job Sheehan will operate out of the Burke company's home

office in Newark in heading up national sales and sales promotion work.

**SPALDING OPENS DISTRICT  
OFFICE IN DALLAS**

A. G. Spalding & Bros., Inc., has opened a district office in Dallas, Tex., to serve the Southwestern market. Manager of the new branch, located at 1403 Turtle Creek Blvd., is John Williams, formerly assistant Chicago district mgr.



The Dallas district office will serve customers in Utah, Colorado, Kansas, Missouri (except St. Louis), New Mexico, Oklahoma, Arkansas, Mississippi, Louisiana, Western Tennessee and Texas. The Chicago office will continue to service the balance of states in the Mid- and Southwestern territories.

**GOOD GREENS AND TEES**

Experts all over the country are finding green and tee trouble stem from hard packing. Bent roots must have oxygen and they can't get it thru a hard, fine packed top layer. The answer is the use of a uniform coarse sand that is clean and free from hard packing fines. Spike tooth the green, clean, and apply uniform coarse sand and drag. We'll ship anywhere—bagged or bulk.

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**MILWAUKEE WINS SUIT TO  
"ORGANITE" EXCLUSIVE**

A settlement of the trademark litigation between the Sewerage Commission of the City of Milwaukee, manufacturers of "Milorganite," and Summers Fertilizer Co., et al., distributors of "Pittorganite" has been resolved in favor of the City of Milwaukee in the United States District Court for the Western District of Pennsylvania.

As a result of a decree entered in the above court, defendants have been perpetually enjoined from selling or marketing a fertilizer product under the name "Pittorganite" or "Kapoganic — formerly called Pittorganite" on the grounds that the name "Pittorganite" is an infringement on the tradename "Milorganite." As part of the judgment the Summers Fertilizer Co. agreed to substantial damages.

**MIDWEST THIRD CLINIC  
STUDIES INSECTS**

**T**HIRD annual clinic of Midwest Golf Course Supts. Assn. held in association with the University of Illinois, was held at the U of I College of Pharmacy, Chicago, Dec. 7 and 8. In following the

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CAM LOCK**



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Will not turn or break apart.  
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**Heavy Duty MEL-ISLE and  
MEL-FLOR AISLE RUNNERS**

**Heavy Duty  
ENTRANCE MATS**

**MOLDED SAFETY  
STEP TREADS**

**SHOWER AND  
STANDING MATS**

Melflex "Factory-Direct"  
quotations mean  
economy, too.

Known throughout golf management as the one matting that stands up longest under the toughest of spike shoe traffic — and looks good doing it. It's because the toughest materials available put the "big plus" in Melflex durability.

Safest, too! Heavy duty compounded rubber construction provides non-slip, non-sag surface for maximum safety. Easy to clean. Stay clean longer. No buckle or creep.

Melflex Extra-Duty Driving Mats play best, have surest footing and last longest of all tee mats, say range owners. Melflex Tubular Rubber Tees are tops in durability — \$16 per 100. Be your own judge — with a trial order.

Prepare early — write for literature and prices.



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Products for building and maintaining golf greens are available in winter storage for prompt shipment.

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**GREENS**—top dressing (1/3 peat - 1/3 sharp sand and 1/3 loam), or any required proportion.

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pattern of previous annual sessions this clinic concentrated on one subject.

Insects that damage or destroy golf turf, trees and shrubs was the Third Clinic's topic. Dr. Bernard Greenberg conducted the sessions, under the direction of Dr. Ralph F. Voigt. The clinic was attended by 39 superintendents of Chicago district courses.

### MACGREGOR XMAS CARD AGAIN SHOWS NATIONAL OPEN VIEW

A painting by noted landscape artist Ralph C. Reynolds, of a scene on the Oak Hill CC course at Rochester, N. Y., ap-



peared on MacGregor Golf Christmas cards.

This view of the course on which this year's National Open will be played is the third in the series of MacGregor Christmas cards showing National Open courses of the following year.

Reprints of the Oak Hill scene and others in the series make good pictures for pro shops. They'll be sent on request by The MacGregor Co., Cincinnati 32, O.

### SPALDING NAMES OPERATING HEADS

A. G. Spalding & Bros., Inc., newly formed Operating committee for streamlining operations is headed by Walter B. Gerould, pres.; and George Dawson as vp. The Spalding division has James M. Long