

GOLFDOM • ADVERTISERS INDEX

BPA JANUARY, 1958 NBPA

Acushnet Process Sales Co.2nd Cover	La Marche Sales Company71
American Agric. Chemical Co., Inc., The 6	Langford, Wm. B.76
American Liquid Fertilizer Co., Inc.63	
Aquatrols Corporation of America61	MacGregor Company, The52, 53
Armour Fertilizer Works12	Maddox Construction Company75
	Manufacturer's Specialty Co.69
Baldock, Bob75	McLaughlin & Son, Hugh J.16
Bell & Son, William P.75	Merchants Tire Company69
Bridgeport Implement Works, Inc.10	Millburn Peat Company69
Brockton Footwear Sales, Inc. (Foot-Joy & Ben Hogan)28, 29	Miller Golf Printing67
Buckner Manufacturing Co. 6	
	National Irrigation Consultants14
Cast Iron Pipe Research Association 5	National Rain Bird Sales & Eng. Corp.14
Chamberlin Metal Products36	
Cleary Corporation, W. A. 4	Packard & Wadsworth76
Container Development Corporation12	Par Aide Products Co.65
Cornish, Geoffrey S.76	Phillips, Inc., F. C.68
Crescent Plastics, Inc.13	Plymouth Golf Ball Company35
Cushman Motor Works, Inc.39	Purdy, Hal76
Davis, Inc., George A. 8	Red-E Tractor Company71
Deere Industrial Div., John11	
duPont de Nemours & Co., Inc., E. I. Tersan Section42, 43	Schendel, A. C., Distributor69
Uramite Section56, 57	Sewerage Commission, The11
	Smith, Kenneth18
Envoy, The70	Spalding & Bros., Inc., A. G.31
	Standard Manufacturing Co. 4
Fairway King Manufacturing, Inc.64	Stewart, Charles E.76
Fate-Root-Heath Company, The 8	Superior Rubber Mfg. Co.70
Gill, David76	Teacher & Sons, Ltd., Wm.19
Golf Course Superintendents Assoc. of America18	Toro Manufacturing Corp49
Golcraft, Inc20	Tull, Alfred H.73
Gordon, William F. & David W.73	
	United States Rubber Co.4th Cover
Hagen Division, Walter17	
Hahn, Paul71	Victor Adding Machine Co.45
Harris, Robert Bruce73	
Harrison, James G.73	Wayne Golf Ball Company71
Hillerich & Bradsby Company23	West Coast Machinery, Inc.47
	West Point Products Corporation15
International Harvester Co. 9	Will-Tee Company16
	Wilson Sporting Goods Company3rd Cover
Jacobsen Manufacturing Co.59	Wogan & Sons, Inc., Eugene F.76
Jones Mower & Equipment Co.77	
Jones, Robert Trent75	Yardley Plastics Company 7

GOLFDOM, The Business Journal of Golf Published monthly, except November and December. Subscription rate—\$2.00 per year, Canadian and Foreign \$2.50. Joe Graffis Publisher; Herb Graffis Editor; Joe E. Doan Managing Editor; Joe Graffis, Jr. Adv. Mgr.

Publication Offices: 407 So. Dearborn St., Chicago 5; Phone HARRISON 7-5941. Eastern Representatives—Albro Gayler, 200 4th Ave., New York 3; Phone AL 4-8577

CONTENTS

<i>Swinging Around Golf</i>	Herb Graffis	3
<i>Sargent, New PGA Head, Is Son of 3rd President</i>	Herb Graffis	21
<i>Congressional Adopts New Membership Plan</i>		24
<i>Ames Slated to Head USGA in 1958</i>		25
<i>Teaching, Merchandise Sessions Help Pros</i>		26
<i>International Comes Into Its Own</i>		34
<i>GCSA Set to Move on Washington</i>		38
<i>1957 Turf Roundup</i>	O. J. Noer—Fred V. Grau	40, 41
<i>Golf Day Proceeds Distributed</i>		51
<i>Manufacturing News</i>		69

Swinging Around Golf

(Continued from page 64)

course reconstruction at Lake Merced G&CC, due to highway cutting through the club.

Elmer Border, supt., Olympic Club courses at San Francisco, says Lakeside for this year's National Amateur will have the rough easier than it was for the 1955 National Open and the fairways will be wider . . . The 17th has been lengthened to 450 yds from 410 by a new tee . . . Seventh hole now is 296 yds., instead of former 266, and has new large two-level green and new bunkering.

Miami Beach \$15,000 Open scheduled for March 26-30 has been cancelled due to PGA tournament bureau demand for \$20,000, says Wm. B. (Uncle Bill) MacDonald, tournament chmn. . . . MacDonald has been angel for Los Angeles Open and for Miami Beach pro tournaments, and for Ladies PGA events . . . MacDonald, a big maker of trailers, figures his hobby of promoting pro golf tournaments has cost him about \$250,000 . . . Cancellation of the tournament has golfers and sports writers in the area unhappy. . . Jimmy Burns, Miami Herald sports editor, wrote in his column: "South Florida will get along O.K. without golf tournaments, but I wonder if the PGA won't suffer if it persists in not honoring commitments?"

With Miami Beach out, Wilmington, N. C., Azalea Open, on the calendar for the past 9 years but given the boot for Miami Beach this year, offers to come back on the circuit at the price it originally set, \$15,000 for a 72-hole event plus \$2000 for the Top Ten plan . . .

Ken Venturi, when home in San Francisco during the fall and winter, spends 5 hours a day practicing, then plays a round.

Norman Faunce, veteran pro widely known in midwest and for past several years on pro staff at Rob Roy CC (Chicago district) died in Chicago early in December.

Couple of swell guys in hospitals who would be cheered up to really beat hell by postcards or letters from old pals: John Black, the old pro who finished second to Sarazen in the National Open of 1922 is at Canyon Sanitarium, Redwood City, Calif. . . . Stanley M. Clark, long credit mgr. for MacGregor Golf, is at VA hospital, Vine st., Cincinnati, O.

Willie Kidd has retired after 38 years as pro at Interlachen CC, Minneapolis and has been succeeded by his son, Willie, jr. . . . Minnesota pros and their wives gave Willie a big party, so did Interlachen members and other amateurs . . . Willie Goggin building a par 3 course in San Jose, Calif.

Norman Rackey from Hillcrest CC, Durango, Colo., to be teaching pro on Mick Riley's staff at Meadowbrook CC, Salt Lake City, Utah. . . . Bronze model of Harry Vardon's hands was given to Harry Moffitt when the PGA pres. last year visited Vardon's old club around time of Ryder Cup matches.

Gaines County CC, Seminole, Tex., designed and built by Warren Cantrell, opens first 9 . . . Jim Terry, formerly at Los Alamos, N. Mex., is Gaines County pro. . . . Northern California PGA members say their Angie Vote who runs their pro-ams, which are the nucleus of a 1000 member organization, is the star business girl of any one of the PGA sections.

MEMO to Golf Professionals...

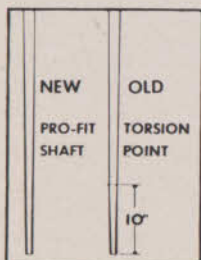
Here's Where Better Wood Design Pays Off For You!



Joe Wolfe, Wilson designer, places a loft gauge on a 1958 Strata-Bloc wood to demonstrate precise accuracy to George Keys (left), professional at Old Elm C. C., Ft. Sheridan, Ill., and Lou Strong of Tam O'Shanter C. C., Chicago.

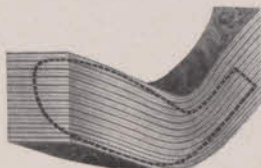
You'll like the **new 1958 Wilson Strata-Bloc Woods...**
and so will your customers!

They make for better golf... And these features mean better sales, too!



New PRO-Fit Shafts

Cross section shows old and new. New PRO-Fit Shaft has evenly graduated wall thickness for the first time in any shaft! Eliminates objectionable torsion effect and loss of power at impact.



Bigger, Colorful Inserts!

Beautiful clubs! One look and you know they'll sell—one swing and you know they'll win! Newly developed finishes make the Strata-Bloc even more beautiful, give longer life!

Strata-Bloc Head Will NOT Crack!

Strata-Bloc construction is a Wilson exclusive. It provides the truest, most durable wood head made. No distortion of club face even in the most punishing extremes of temperature and moisture variation. Strata-Bloc is the ONLY wood constructed with pro-approved, built-in feel—PLUS long life for pro and customer satisfaction.

New Head Designs—Concentrated POWER!

For increased impact potential, choose from these head designs: Pear Shaped, Deep Faced, new Compact, and Conventional—all pro-approved!

Win ^{Sales} with **Wilson**

Wilson Sporting Goods Company, Chicago, Ill.

Fastest Nationwide Service From 32 Branch Offices