many tips on what would make sales at Christmas.

The growing importance of women’s business calls for extra study and effort. Pros generally see that women’s golf clubs are bought as gifts by the women’s husbands. There’s a tremendous market for women’s equipment and accessory Christmas business.

The sportswear Christmas gift business for members’ kids also has proved to be the source of big sales. The kids’ golf club advertising also produces, at a lot of clubs, considerably more sales at Christmas than at any other time of the year.

Study of what playing equipment is going to be new in the market, and information on the new golf fashions, are essential in planning a successful Christmas gift campaign. Before long the manufacturers will have advance information on 1954 products available for pros. Pros can’t wait and go after Christmas business on a catch-as-catch-can basis. If they do, the alert stores get the gravy. One store using golf bags as a Christmas gift feature sold more than 1500 bags. Most of them were sold to golfers whose business pros could have had with smart, special effort. The pros don’t want to let that sort of business get away from them; it takes other golf business along with it.

Wipe your sweat off, as tired as you may be from late summer work, and start planning ahead right now for your Christmas business. It can show you a big profit, and what’s especially good about it is that most of it is added business—sales that you otherwise might not make.

In September GOLFDOM there’ll be more on the Christmas pro shop gift campaigning. Professionals who want to help their members get the right answers to Christmas shopping problems, as well as make a profit that will finance his off-season vacation and add to his bank balance, will make use of this selling help.

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**WHAT CHRISTMAS SALES IDEAS PAID OFF FOR YOU?**

GOLFDOM wants to help all golf professionals get the public into the habit of making the pro shop a top spot for Christmas shopping.

So will you please send us copies of letters or other advertising material you used effectively in your own pro shop Christmas sales campaign last year? We want to print the material in GOLFDOM and help the live businessmen pros with an exchange of ideas pointing toward this year’s Christmas selling opportunities.

Many thanks for your help in promoting a multi-million dollar Christmas gift business in pro shops.

HERB GRAFFIS,
Editor, GOLFDOM
407 S. Dearborn, Chicago 5, III.

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**Mass. Ten Weeks’ Turf Course Starts Jan. 4**

Twenty-fourth annual 10 weeks’ winter school for turf managers, conducted under the direction of Prof. L. S. Dickinson at University of Massachusetts, Amherst, will be held from Jan. 4, 1954 to March 12. Many supts. of famous golf courses are among the 390 graduates of this winter school.

As the course is limited to 25 men annually, all applicants are carefully screened on basis of experience and schooling. Final selection of candidates is to be made Nov. 2.

Final two days of the course, March 11 and 12, will be date of the annual Massachusetts turf conference.

Additional details of the course will be released later.

Information regarding qualifications may be secured from Prof. Dickinson at University of Massachusetts.

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**Celebrities Play to Pay for Caddie Tournament Prizes**

The caddie will be king on Aug. 17! On that date celebrities from throughout the United States will gather at the Scioto Country Club in Ohio’s capital city for a benefit golf performance that will help provide more than $5,000 in college scholarships for more than 100 boys who will begin competing in the National Caddie Tournament the next day.

That evening in Columbus, Paramount will stage the world premiere of its latest Martin and Lewis picture, “The Caddy,” with Dean and Jerry both scheduled to be present. The boys will also be on the first tee when fellow-celebrities begin teeing off in the afternoon.

Proceeds from the premiere will be turned over to the National Caddie Association, and officials of that organization indicate they are in favor of turning over some of the proceeds to the PGA to help

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Golfdom

We will sell or lease or finance your entire fleet.

Golf Cart Supply Co.
2226 Wabansia Chicago 47, Illinois

Please send complete information about Kaddie Karts. We are interested in buying leasing.

Name Position

Club

Address City State

August, 1953
defray the expenses of this year’s Ryder Cup Team.

This 8th annual National Caddie Tournament is a joint project of the National Caddie Association and the Professional Golfers’ Association of America.

Boys who come to the tournament are qualified locally by more than 30 newspapers and PGA sections throughout the nation. While in Columbus they will be quartered at the Ohio State University Tower Club, located in the southwest corner of Ohio Stadium.

James A. Rhodes, former Mayor of Columbus and now Ohio’s Auditor of State, is founder and president of the National Caddie Assn. Assisting him locally will be Kenneth Hoag, as chairman of the “celebrities” tournament and Sam Nicola as chairman of the caddie event.

GOOD SHOP ASSISTANTS
(Continued from page 46)

Aspirants to consider:

“Before, or even after, I hire an assistant, I expect him to visit club-making and ball-making factories — and to study thoroughly the methods of producing golf’s merchandise.

“If you know how it’s made, it’s much easier to sell it properly, understand what you’re selling and to make simple repairs.”

Since Southern California is very strong in the Junior PRO-motion of golf, with Lake, now National chairman for the fifth straight year, and Robinson heading a new Southern California Junior Association, with Oakley and Bassler staunch supporters, it was unanimous that much of the future of pro golf business lies in junior golf — but that all pros should strive toward impressing upon the kids that a well-balanced education MUST come first.

“Too many kids,” Oakley remarked, “think that just because they can whale the daylights out of a golf ball they’re good material for the PGA, or for a job as a shop assistant.”

“Sure, they must have sound ideas on club swinging if they ever expect to teach, but before they ever get to that teaching stage they’ve a shop apprenticeship in work, and much business knowledge to assimilate.”

Vic Baker thought, too, that an assistant who wanted either to get a job, or wanted to better himself after getting one, should “get around, associate with golfers not only of his own club but others as well.

Golfdom
"But at his own club, he must remember at all times to address club members as MR. Jones—NOT 'Hiya, Joe.' He must remember that he's an employee."

That there's an opportunity in the field of golf for ambitious men, is shown in the fact that there are 5,026 golf courses, and many topflight golf ranges, in the United States—but slightly less than 3,000 accredited members of the PGA.

"The golf field is wide open for wide-awake youth," the pros agreed, "—but they've got to learn the trade right, and apply themselves, or they'll not be able to meet the competition."

Robinson and Lake summed up the interesting session with three well-put opinions:

Robinson said: "I believe that a Class A pro, once his assistant has mastered the problems of the shop, should begin aiding his protege in the mechanics of teaching. "I find it most helpful and advisable to allow my assistants to aid in the instruction of my junior classes, which are held the year around. This gives them practical experience, and I'm on hand not only to supervise the development, both of my assistant and the juniors of my members."

Lake had two suggestions:

STOP SHOWER COMPLAINTS—Keep your club members happy, comfortable, safe—banish "booby trap showers." Have your plumber install POWERS Thermostatic WATER MIXERS. They always keep the water temperature where the bather wants it. No unexpected shots of hot or cold water. No waste of time or water. Phone your plumber today for a quotation on installing Powers Mixers. They are tops for comfort, safety and economy.

"FOR THE LAST TIME, WHEN'S THIS CLUB GOING TO PUT POWERS MIXERS IN THOSE SHOWERS!"

Stop Shower Complaints—Keep your club members happy, comfortable, safe—banish "booby trap showers." Have your plumber install POWERS Thermostatic WATER MIXERS. They always keep the water temperature where the bather wants it. No unexpected shots of hot or cold water. No waste of time or water. Phone your plumber today for a quotation on installing Powers Mixers. They are tops for comfort, safety and economy.

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OFFICES IN OVER 60 CITIES, SEE YOUR PHONE BOOK.
Nothing else will do!

Insist on

GAUZTEX
THE SELF-ADHERING GAUZE

Famous pros were first to wrap club handles with Gauztex to prevent slipping. Now thousands insist on Gauztex at their Pro Shop.

Of course you know Gauztex, the "bandage that sticks to itself." Perfect on hands, fingers and feet to prevent or protect blisters... as well as on club handles for non-slip grip. Sports Tin advertising reaches millions in the Saturday Evening Post and Golfing... in addition to regular Gauztex' year-round campaign.

There's steady profit, sure profit, season-long profit for you in Gauztex. Order the Sports Tin in 2-color display carton today.

"First," he said, "I do not want a clubmaker or player as an assistant to the extent that playing golf comes first with him. I want an assistant to aid me in my business, and I'll give him every opportunity to gain that experience which will prime him for a club job of his own.

"Second, I feel that in time a man should be given two years' credit towards PGA membership if two years are spent in school studying salesmanship, bookkeeping and accounting, psychology and public speaking. Then the PGA candidate has the foundation for not only properly learning and teaching golf but for mastering all other phases of the golf business, and there certainly are many of them other than the knack of hitting a ball into a hole.

"In golf, as in every other business, the customer is of supreme importance and an assistant who learns how to serve the customer best is working in the best possible way for the pro who employs him.

"Pro golf is exacting but satisfying and rewarding work. It requires considerably more training; study and diligence than many a young man who seeks an assistant's job realizes. The kid may think that an assistant's job consists of having a lot of time for playing golf. What he has in mind amounts to getting paid for being a member of a club.

"Sad to relate, such jobs don't exist."

SUPT'S. "DAY OFF"
(Continued from page 25)

myself, I bow to the inevitable, but it certainly is running up our labor costs and handicapping our efforts to get work done on time.

"And what some of the women will kick about makes you want to bust out crying. We had a heavy rain one night and women morning golfers who got started later than some others complained loudly about dirty tee towels.

"Oh, well, I guess if I didn't like it I wouldn't be in this business."

Among other subjects discussed by these superintendents on their days off were how Merion blue and zoysia are doing in the midwest. So far, concensus is that they're doing O.K. when put in bare spots where there is no competitive grass but not so well when introduced among other grasses. Experience has been rather satisfactory with zoysia taking hold and spreading when introduced as stolons, but getting practically nowhere when introduced as plugs. The fellows are not sure
about the zoysia color factor yet but after seeing the use of green spray at Pine Valley during the Golf Course Superintendents' Assn. convention, they are confident they've seen the right answer to temporary coloring that is satisfactory to players until nature does its work.

The main handicap on Merion blue, so Midwestern supts. have observed, is that recommended seeding rate is far too light. With heavier seeding growth is good and ultimate economy and service of Merion blue is pleasing. These superintendents also have found that recommended rate of application of fungicides often is too late for real economy and results and have done some highly satisfactory and economical work in applying heavier doses.

An interesting point on labor came up as the superintendents discussed a policy John Coghill put in force at Silver Lake, his fee course. John gets as added summer labor high school and college lads who want to play golf. In addition to their pay for course work they are allowed to play free. By having lads who are strong for golf seeing the importance and results of correct work John recruits excellent labor. If the lads don't do their work O.K., they don't get to play free. There always are applicants for vacancies on the staff.

After a day of many, many chats such as have been mentioned the superintendents gather their families and go back to their clubs. As the crowd breaks up the superintendents say, "It does a fellow good to get away from his work for a day."

Whether they really get away from work is questionable, but there's no doubt that the value of these assemblies to the clubs whose superintendents are present is far more than the clubs ever realize.

**Teachers to Finance PGA Seniors' Championship**

The 1954 Seniors' PGA championship at PGA National course, Dunedin, Fla., Jan. 28-31, will have William Teacher & Sons, Lt., Glasgow, Scotland, putting up $5,000 as prize money, paying travel and expenses at Dunedin of 30 sectional qualifiers for the event, and paying expenses of the winner to the 1954 British Open.

Under the Teachers' deal which was arranged by Fred Corcoran, PGA Tournament director, PGA seniors who do not qualify sectionally for the championship, still are eligible to play in the event and be eligible for the British Open trip.
Ferguson Named Director USGA Southwestern Office

The United States Golf Association Green Section has opened a Southwestern Office at College Station, Texas.

The Southwestern Director will be Dr. Marvin H. Ferguson, who will serve also as national Research Coordinator of the Green Section.

This will be the third office of the Green Section. The Green Section’s Main office is at Beltsville, Md., with Alexander M. Radko as Acting Eastern Director. The Western Office, opened last year, is at Davis, Calif., with Charles G. Wilson as Western Director.

The USGA is establishing regional offices in order to provide better direct service on turf information to USGA member clubs and courses. This is being done through a new Regional Turf Service, involving periodic visits by the USGA Regional Directors to individual courses and in group meetings with golf course superintendents.

The region to be serviced by Dr. Ferguson comprises the States of Arkansas, Kansas, Louisiana, Missouri, New Mexico, Oklahoma and Texas. The Regional Turf Service was introduced by Dr. Ferguson and Joseph C. Dey, Jr., of New York, USGA Executive Director, at evening meetings during the period July 6-16 at New Orleans, Houston, Dallas, Midland, Albuquerque, Oklahoma City, Little Rock, Kansas City and St. Louis.

Dr. Ferguson has spent his entire professional career in turf management. He was born in Buda, Tex., 35 years ago, received a B.S. degree in agronomy from Texas A. & M. College and a Ph.D. degree in plant physiology from the University of Maryland.

TVA Issues "Public Grounds Maintenance Handbook"

H. S. Conover, landscape architect for Tennessee Valley Authority, Old Post-office Bldg., Knoxville, Tenn., has written a practical and very well illustrated "Pub-
lic Grounds Maintenance Handbook,”
which is available from the TVA for $5
a copy.

Its chapter on turf, of course, will be
of interest to supts., but other material
not generally handy will be very helpful.
Other material in the handbook includes
details on building and maintaining road-
ways, parking areas and structures, ma-
terials specifications, planting and care
of trees and shrubs, weed control and
erosion control.

INDUSTRY’S COURSES
(Continued from page 37)

attitude of workers who have plenty of
pressure and monotony in factories, not-
withstanding everything management can
do inside the plants.

Garland B. Briggs, IBM asst. treas., in
addressing the Long Island Public Rela-
tions Assn. recently said: “The excellent
relationship between the IBM’s top offi-
cers and run-of-office and factory em-
ployees is universally known. No doubt
golf at our courses has played a major
role in creating this most satisfactory
situation. IBM is completely sold on golf

It’s an Umbrella!
MAX FAULKNER
(British Open Golf
Champion) says:
“... undoubtedly one
of the most sensible
items of golfing equip-
ment I have ever seen”

It’s a Seat-Stick!

It’s the FEATHERWATE
Umbrella Seat-Stick

At last, a walking stick, a comfortable transportable
seat, and a full-sized umbrella all in one. Many styles
available with gay colored panels: plain green,
maroon or black, or Tartan covering. Luxury models
with leather sling seat.

“FEATHERWATE” SEAT-STICKS
Several styles with all-metal or leather
seats in various colors or Tartan
design. Made in rustless lightweight
alloys. There is a “Featherwate” for
every member of the family—including
junior!

A “Featherwate” Seat-Stick is a
must for all American Sportsmen
and Women.

Full details and Trade terms from:
GENERAL SPORTCRAFT CO. LTD.
215 Fourth Avenue, New York 3, N.Y.
Made by BUTTONS LTD. BIRMINGHAM 6, ENGLAND

TRY THE NEW
Golf Pride
WRAP ON
Velvet Feel Grip
Feels right.
Relieves tension.
Improves game.
Red, green,
brown, blue,
black.

FAWICK FLEXI-GRIP CO.
Box 8072
Akron 20, Ohio

PLAY BETTER GOLF
Golf Pride
RIB LOCK

“SLIP ON”
or “MOLDED ON”
RIB-LOCK
positions grip
in hands, rel-
tutive to face
of club.
Increased dynamic
swing. Drive farther.
Hit straighter.
A guide to better
scores! Rubber and
cork won’t harden.
Five colors.

FAWICK FLEXI-GRIP CO.
Box 8072
Akron 20, Ohio
for all its help as a means for keeping everybody happy."

Joseph Martino, whose National Lead empire has plants in all but two states of the Union and many foreign countries, is a golf enthusiast. He says, "Industrial leaders are more and more realizing the essential relaxation and other benefits derived from golf, both for themselves and their employees. I can visualize the time when every important corporation will own one or more golf courses for the pursuit of happiness, health and prosperity by its employees, management, stockholders and customers."

Golf at Chrysler

A recent summary of current recreation activities conducted by the Chrysler Corp., Detroit, Mich., shows the following interesting totals in employee participation in golf: 28 leagues with 289 teams of four men each in Detroit plants and 10 leagues and 106 teams of four men each in out-of-town plants. Total — 395 teams and 1,580 employees in league play each week.

Central Counties (Pa.) to Play Charity Event

CENTRAL Counties PGA Open championship of Pennsylvania will be played Sept. 14 at Centre Hills CC, State College, Pa., with net proceeds going to Pennsylvania Society for Crippled Children and Adults, Inc.

It will be an 18-hole medal play event for Houts trophy and $1,000 prize money. Entry fee is $10. Harold Harrison, Centre Hills pro-supt., will appreciate help of other pros in getting strong pro and amateur field.

FootJoy Broadcasts World and All-American Events

Field and Flint Co., makers of Foot-Joy shoes, make their air ad debut in sponsoring radio broadcasts through station WOR, New York City, of the All-American and World golf championships at Tam O' Shanter GC, Chicago.

Harry Wismer handles the four broadcasts, with score reporting and sidelights of interviews with famed golfers in the field.

Tam O' Shanter scheduled $60,000 for radio and TV coverage and $20,000 for newspaper advertising of the championships.

Wm. P. (Billy) Bell, Architect, Dies at Pasadena, Calif.

W. M. P. (BILLY) BELL, 67, died June 21 in a Pasadena, Calif., hospital, 24 hours after being stricken by a heart attack. Bell was one of the foremost golf architects and was a past president of the American Society of Golf Course Architects. The organization held its latest annual convention at Ojai, Calif., in his honor. He designed and built the Ojai course among the more than 70 courses he created in the west.

Bell was born in Washington, Pa., and 40 years ago moved to Pasadena to engage in course maintenance work. He was one of the best of the pioneer greenkeepers, and did much to develop a high standard of western course maintenance. From course maintenance he went into course architecture and was responsible for originating or modernizing many of the west's finest courses. With the late George C. Thomas he designed and built the Riviera and Bel Air courses in Los Angeles. Tamarisk at Palm Springs is the best known nationally of his recent works, although he designed and built a number of other new courses of championship character. He also designed and built courses in Hawaii and the old Agua Caliente course in Mexico.

With his extensive experience in turf development, course maintenance, course design, and construction and operating engineering showing in his successful work the demand for Bell's services was great. He was fortunate in having his son, Wm. F., enthusiastic about golf work. Young Bell's education was directed toward golf course design and construction, and after his war service he became a partner of his father in Wm. P. Bell and Son. Wm. F., who has been doing a large part of the firm's work during the past three years, will continue to keep the name Bell high in golf course work.

Billy's widow, Mrs. Anna K., and their daughter, Mrs. Marjorie Callahan, one of the foremost women golfers of southern California, also survive.

Funeral services at Pasadena were conducted by Rev. C. Pardee Erdman, an old friend of Billy, and prominent in golf.