



Personable Marilyn Smith talks golf with admirers (l to r) Larry Spence, Joe Schwendeman, Evening Bulletin writer, Bob Ferrera and Andy Studwell. Spence, Ferrera and Studwell are with Spalding.



Leo Fraser, pres. of the Philly PGA section, presents "home-pro-of-the year" award to Joe Hunsberger of the Juniata munny club. Several other players and officials were honored at golf show.

## Golf Fever Hits Philadelphia

**Miserable Weather Doesn't Discourage Hungry Public . . . Planning Details Described**

**By JOSEPH W. DRAGONETTI**

**A**pril 11 was a miserable, rainy day in Philadelphia but despite the poor weather golf fever was in the air. The fever was brought on by the fifth annual golf show sponsored by the Philadelphia Section of the PGA. It was held at the Sheraton Hotel.

More than 5000 persons attended the show, far exceeding last year's record crowd. Golf addicts were pulled in by some fine attractions including some of the country's best golfers, the latest in equipment displayed by exhibitors, free lessons, panel discussions and clinics, and award presentations.

The show was open to the public from noon until 10 P.M. This was preceded by a trade show from 9 until noon at which area professionals had an opportunity to preview the exhibits and get tips on how to improve their business.

### **Impressed by Pros**

An opportunity to get advice on their games was one of the big attractions for the average players. Typical was a comment made by Vince Cardillo, a young Philadelphia insurance broker. "I am impressed," he said, "by the way these pros are willing to share their knowledge. This is the first time I have attended a golf show and I not only wanted to meet some of the pros, but I also was interested in seeing all the type of equipment exhibited by the manufacturers."

Cardillo's reaction to the pros sharing their knowledge was in line with the part that the pros play in a show of this kind. Leo Fraser, of the Atlantic City CC, president of the Philadelphia Section said that pros' cooperation this year



Howard Everitt, Al Besselink, George Stratton, Skee Riegel and Henry Williams, all well known in Philadelphia golf circles, served on panel during the PGA section show.

was undoubtedly the best it ever had been.

The show, as in other years, was put on under Fraser's guidance. He was assisted by Joseph Aneda of the Newark (Delaware) CC, who was general chairman. Anne Scott, of A. G. Spalding & Bros., executive secretary of the Philly Section, handled many of the administrative details. Al Keeping, pro at Gulf Mills GC, who has a vast knowledge of "who's who" in golf in his area, was in charge of the registration desk. Charles A. White, Jr., vice president of the Buckley Organization, Inc., handled promotion. Horace Horton, of Dunlop Sporting Goods Div., was the exhibitors' representative on the planning committee.

The show was held in the main ballroom of the Sheraton. It was evident that if only a few more exhibitors come in next year, additional room or new quarters will be needed.

One booth that got a big play was that of the Aronimink GC, which will be the site of the 1962 PGA Championship, July 19-22. Quite a few tickets for the tournament were sold and there were hundreds of inquiries as to tournament particulars. On hand to greet the visitors on behalf of Aronimink was Joe Capello, who has been the pro there for 33 years, and John LaCerde, who is handling public relations for the coming Championship.

#### Suggest Planning Guides

If other PGA sections plan a golf show similar to the one staged by Philadelphia, Aneda, Fraser and White provide some guidelines.

Charlie White says a show of this kind has to be widely promoted. The Philadelphia Section authorized him to spend about \$700 for 20-line announcement ads in Philadelphia newspapers. They were released over a period of a week before the show and announced the date, time and admission price and

described some of the attractions. About 1,000 posters were displayed in golf and country clubs throughout the area. Tent cards were also effectively used on dining tables at the Sheraton Hotel.

#### Create a Mood

White, a member of the Philadelphia Cricket Club, says that creating a mood is important to a golf show, and that the promoters have to include something for everyone from the low handicapper to the fellow who shoots in the 120s. From a business standpoint, exhibitors get a chance to sell the pros and to indirectly sell the public.

"Look at what a depressing day this is," White observed. "But people are flocking in here because they have that go-go urge. There's nothing quite like a show to give them that final push to get out and play golf."

Joe Aneda says that the first thing that has to be done in planning a show is to arouse enthusiasm among the local pros for it. This was done through a series of letters sent out by the Philly section, starting several weeks before the exhibition was scheduled.

#### Never a Lull

"We concentrate on setting a fast pace during the entire program," Aneda explains. "There never is a lull during the entire day. The mc's are reminded to constantly keep talking so as to stir up interest among the onlookers. Visitors are invited to attend the clinics or take their turns at the practice nets and, of course, to get around and view all the exhibits."

Leo Fraser says that interest in the Philadelphia shows keeps growing each year. "We got a fine break in scheduling it right after the Masters," Fraser adds. "Everyone had just seen Palmer and Player and the other great golf play-

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### Grau's Answers

(Continued from page 67)

can be calculated similarly, guided by soil tests and previous history).

A final example is set forth to act as a guide for calculating pounds of nutrients in a ton (2,000 pounds) of fertilizer.

Fertilizer	Pounds of nutrients in 100 lbs. fertilizer	Pounds of nutrients in 1 ton
	N P K	N P K
5-10- 5	5-10- 5	100-200-100
20-10-10	20-10-10	400-200-200
10- 3- 7	10- 3- 7	200- 60-140

In a 20-10-10, for example, each figure represents the per cent of the nutrient in 100 pounds — thus a 100 lb. bag of 20-10-10 carries 20 lbs. of nitrogen, 10 lbs. of phosphorus ( $P_2O_5$ ) and 10 lbs. of potash ( $K_2O$ ). Since there are 20 one-hundred pound bags in a ton, the pounds of nutrients in a ton can be calculated quickly by multiplying the analysis figure by 20, thus  $20 \times 20 = 400$  pounds of N in a ton of 20-10-10.

By utilizing this example, one can quick-

ly determine the pounds of each nutrient in a ton of any kind or analysis of fertilizer so that the total tonnage required easily can be determined.

### Philadelphia Show

(Continued from page 60)

ers on TV. That means a great deal. The mere mention of the word, golf, gets them to wondering where and how soon they can get their hands on a club or swing at a ball. We provided the first outlet for them this year."

Fraser says this year's Philly show was a big improvement over its predecessors because the section set up more committees than before to handle details leading up to the show. There also were more pros on the floor to explain the game and demonstrate it when the show finally went on.

Among the visitors to the Philly exhibition were several national PGA officers as well as members of quite a few of the country's other 31 sections. As for the honors, they were bestowed on Marie Weiland, William Hyndmann III and Sam

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**Palm Harbor, Florida**

Penecale as the district's outstanding woman, amateur and pro golfers-of-the-year, respectively. Morton H. Fetteroff, Jr., former president of the Golf Assn. of Philadelphia was cited for his "contribution to the game", and Joe Hunsberger of Juniata received an award as "home pro-of-the-year".

## Convention Golfers

*(Continued from page 50)*

no golf worries and all he has to do is to enjoy himself playing.

When a golfer arrives at Whiteface he doesn't have to touch his clubs until he arrives at the first tee. Our routine is:

(1) Bellboys bring clubs to the golf shop;

(2) Clubs are cleaned and tagged;

(3) Cars and caddies are assigned at first tee;

(4) Players are met at 18th for scores and scores are posted;

(5) Clubs are cleaned again and stored;

(6) Bags taken to hotel on checkout day;

(7) Assistants tabulate tournament

scores and results;

(8) Hole-in-one, driving, and putting contests are conducted for each convention by one of my staff.

## Tournament Calendar Ladies PGA

May	10-13	Women's Western Open, Montgomery, Ala.
	17-20	Muskogee (Okla.) Civitan Open
	24-27	Dallas Civitan Open
June	1-3	Babe Zaharias Open, Beaumont, Tex.
	7-10	Austin (Tex.) Civitan Open
	15-17	Cosmopolitan Open, Rockton, Ill.
	21-24	J. E. McAuliffe Memorial, Plainfield, N. J.
	28-30	USGA Women's Open, Dunes Club, Myrtle Beach, S. C.
July	6-8	Kelly Girl Open, Ellicott City Md.
	12-15	Milwaukee Jaycee Open
	20-22	Carling Eastern Open, Worcester, Mass.
Aug.	2-5	Waterloo (Ia.) Women's Open
	10-12	Heart of America Invitation, Kansas City, Mo.
	17-19	Albuquerque (N. M.) Swing Parade
	23-26	Salt Lake City Open
	31-Sept.	3 Spokane Open