

Golfcraft

SCORES AGAIN!..



...with Clubs of Advanced Design

"No finer golf clubs made" is the tribute paid to PRO-ZONE Clubs by those who have played them. Designed out of the long playing experience of the pros who form our advisory staff, these matched clubs, with the

famous "TRU-GOOSE" design irons, can be counted on to help both distance and direction in your members' game. Capitalize on PRO-ZONE's self-selling "feel." Keep a set out where your members can try—then buy.

Penfold—the best ball for all golfers



Fine, large, fully liquid, latex sac core. It's livelier because its natural rubber cover is thinner yet harder to cut. Sold only through pros. Order today.

Look for
the Penfold
Trademark

Golfcraft
Inc.

MAKERS OF FINE GOLF CLUBS

1700 WEST HUBBARD STREET • CHICAGO 22, ILLINOIS

Exclusive National Distributor PENFOLD GOLF BALLS • Distributor BURTON GOLF BAGS



General view of putting green turf plots at UCLA during Southern California Turf Conference.

270 Attend Southern Calif. Turf Conference

A highly successful two-day Southern California Conference on Turf Culture was held on May 8 and 9 with a registration of 270 visitors covering all of the various interests in turf culture, including athletic fields, golf courses, parks, cemeteries and air fields.

The morning session of the first day was held at the turf plots on the Ornamental Horticulture area of the Los Angeles Campus of the University of California. Dean R. W. Hodgson opened the conference by welcoming the visitors on behalf of the College of Agriculture of the University. Professor Pierre A. Miller of the Division of Plant Pathology explained the testing of fungicides which he had conducted during the past season. These trials were part of a national cooperative program. Profes-

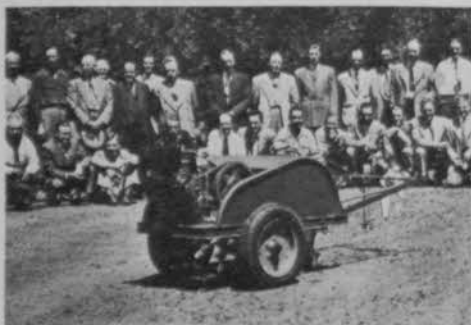
sor R. N. Jefferson of the Division of Entomology described methods of determining the presence of turf insects and presented the results of his experiments with various control measures.

Mr. John E. Gallagher, in charge of maintenance of the experimental turf plots, explained the series of tests with fertilizers. These plots show a moderately high requirement of nitrogen for the maintenance of high quality putting greens of creeping bent. These trials also indicate the desirability of the new urea-form fertilizers for turf growing. Other test plots demonstrated that 2, 4-D can be used successfully on bent grass greens if certain precautions are taken. Methods of planting stoloniferous grasses were discussed.

Mr. Charles K. Hallowell of the Pennsylvania Agricultural Extension Service and currently on a visiting appointment in the Division of Ornamental Horticulture showed the results of various methods of aeration of turf on the root systems of grasses.

The performance of various new strains and species of grasses in the plots was explained by Professor V. T. Stoutemyer of the Division of Ornamental Horticulture.

The afternoon program was held at the Riviera Country Club with Mr. Colin C. Simpson, Chairman of the Research Advisory Committee, presiding. The various members of this group, which includes representatives of the various interests concerned with turf culture, were introduced. Professor John J. McElroy of the Agricultural Extension Service of the University at Berkeley spoke briefly of the activities of the University in relation to agriculture. Mr. Howard A. Miller told of the importance of turf culture in Southern California. Mr. Hallowell outlined his re-



The self-powered G-L Aerifier was about to be put thru its paces when this photo was taken during the recent No. California greenkeepers meeting at Del Paso CC, Sacramento. D. E. Graves, pres., and Herb Graves of H. V. Carter Co., were hosts to the group at luncheon where the steaks were sizzlin'. California, here I come!

for record scores... for record sales

BURKE HYSPEED

WOODS AND IRONS

- Easy-to-use, confidence-inspiring, handsome-looking, powerful-feeling, the new Burke Hyspeed line will win interest, approval and sales action this season among your "scratch" players and over-90 shooters alike.

- Massive, deep-faced woods are capable of plus yardage in anybody's long game; irons have double flange sole and modified offset blade for better clubhead control and weight-where-it's-needed for distance. Both woods and irons feature Burke's popular, non-slip cork-and-rubber Vacuum Grips by Golfpride.

- You can count on record sales volume from the Hyspeed line, for here, indeed, are Burke's outstanding examples of "Better Clubs For Better Golf."

- Stock "Lady Burke" for the fair sex, Burke "Model J" for juveniles, popular Burke "Crestwood" for beginners. Write for new poster-catalogue showing these and other quality clubs, accessories and balls.



BURKE GOLF, Inc., NEWARK, OHIO

Distributed in the Eleven Western States by

CURLEY-BATES CO., Los Angeles • San Francisco • Seattle

sults of a survey which he has been conducting on turf conditions in Southern California and stated that he considered soil conditions to be the most important problem. Dr. Fred Grau of the U. S. Golf Association Green Section discussed recent new developments in turf culture, emphasizing the remarkable results which are apparent from the selection and breeding



From L to R, Dr. V. O. Stoutemyer, Charles K. Hallowell and John Gallagher study sample of soil underneath experimental turf plot, which is a part of the Univ. of Calif. experimental turf culture program for golf courses and lawns. Hallowell, who is agriculture extension representative at Pennsylvania State College, is assisting Dr. Stoutemyer and Gallagher of U.C.L.A. in this program.

program for new bermuda grass, bluegrass, bents, fescues, zoysias, and others. Professor F. L. Howard, of Rhode Island State College, showed many colored slides of turf diseases and discussed diagnostic symptoms and treatment. The number of known diseases which attack turf is about one hundred.

The Tuesday morning session was devoted to an extensive equipment exhibit under the supervision of Mr. E. B. Marzolf, a member of the Research Advisory Committee. Mr. Charles K. Hallowell discussed the subject of mechanical aeration of turf and showed slides of this operation on Eastern athletic fields and golf courses. Dr. Fred Grau discussed the nutrition of turf grasses and emphasized the need of air for roots to make possible their uptake of nutrients. The correct timing of applications to favor certain grass when grown in mixtures was emphasized. The program was concluded by a talk on irrigation and water problems by Professor A. F. Pillsbury of the Division of Irrigation and Soils.

Resolutions were passed by those attending the conference requesting the Agricultural Experiment Station to finance the experimental program in turf culture, which was initiated and has been supported by private contributions, and to provide an extension staff member in turf culture.

New USGA Home



—Wurts Bros. photo

A five-story building at 40 East 38th Street, New York, N.Y., has been purchased by Golf House, Inc., to serve as the future home of the USGA and its Golf Museum and Library.

The building will be known as "Golf House." It is a 25-foot-wide, limestone-front, American basement dwelling, with elevator. After alterations, the USGA expects to occupy part of it late in September. Until then, the USGA will maintain its present quarters at 73 East 57th Street, New York City.

Golf House, Inc., is a New York corporation formed by the USGA for the purpose of acquiring and holding this property.

The building was purchased from Elliott D. Odell for \$72,775, including a mortgage. Brokers for the purchaser are Douglas Gibbons & Co., Inc.; and for the seller, Malcolm E. Smith Co. The purchaser was represented by its General Counsel, Fraser M. Horn, a member of the firm of Curtis, Mallet-Prevost, Colt & Mosle. The seller was represented by Edgar H. A. Chapman.

"Golf House" is being established with funds contributed by individual golfers, clubs and associations throughout the United States, as well as in Canada and South America.

Thus far \$44,749 has been subscribed by 2,601 contributors. Total estimated final cost of the project of establishing this national center for the game of golf will be approximately \$100,000.

All golfers are cordially invited by the USGA to participate in founding "Golf House." The names of all contributors will be inscribed as Founders on a permanent roll in the headquarters.

PATENTED

KADDIE KART PRODUCTS

MANUFACTURED BY KADDIE KART MFG. CO.

AND ITS AFFILIATED COMPANIES

GOLF CART SUPPLY SERVICE and CHAMBERLIN METAL PRODUCTS
1466 W. MADISON ST. SECOND FLOOR CHICAGO 7, ILL.

GOLFERS

Ko-lap-si Kart



**Four New
950 Models**

TYPE T 11
ELEVEN INCH WHEELS
LIST PRICE \$28.75

TYPE T 14
FOURTEEN INCH WHEELS
LIST PRICE \$31.00

**SPECIAL OFFER
TO PROS AND
CLUB BUYERS**

SENT AS TRIAL OFFER
EXPRESS PREPAID

TWO T-14 — \$39.60

TWO T-11 — \$38.10

ONE T-11 & ONE

T-14 — \$38.85

Patented
Automatic Golf Cart

1. Drop the handle — it folds.
2. Lift the handle — it opens.
3. Steel and aluminum construction.
4. No buttons, rods, legs or arms to push or pull. No thumb screws, wing nuts, ratchets to twist, adjust or keep tight.
5. It stands erect either closed or open. Type T 14 folds to thirteen and a half inches. Type T 11 folds to ten and one quarter inches.
6. Compensated shock-absorbing, with flexible body torsion to eliminate jars and jolts.

—PATENTED—

Kaddie Kart

THE RENTAL KART



**BUY
DIRECT
FROM
FACTORY**

**NO
MIDDLE
MAN**

The strongest most serviceable Kart made. Interchangeable parts, low upkeep. Balances any weight bag without adjustment. Strong steel construction. Large 14-inch wheels or 11-inch wheels, ball bearings factory packed for five years' service. Two axle widths. Demountable axles, frames, handles. Immediate delivery. Write for information.

NEW LOW PRICES — ORDER NOW

GOLF CART SUPPLY — CHAMBERLIN METAL PRODUCTS

1466 W. Madison Street, 2nd floor, Chicago 7, Illinois

Please ship _____ Kolapsi Karts _____ Type T-14 \$39.60 _____ Type T-11 \$38.10

Enclose \$ _____

☐ Please send information and wholesale prices on ☐ Kolapsi Karts for resale

☐ Kaddie Karts for rental fleet. We are interested in buying _____ leasing _____

Name _____ City & State _____

Address _____

Club _____ Position _____

COLLEGE COURSES HELP

(Continued from page 25)

efficient working team . . . we are getting almost 30% of our lessons by recommendation. Our club sale policy of being absolutely honest with the customer has built confidence; we now sell many sets (by phone), merely on our recommendation. Management policies are simple and effective enough that the school functions just as well when I'm away as when I'm there.

What of the Future?

Our growth curve has just about flattened out; lack of space limits further expansion of lessons, though club sales could be increased. Our main concern, however, is not increasing business during the peak, but stimulating business during the off season.

The club I started for golf students may help accomplish this. This club was established when I realized that lessons were only part of the job of instruction. So many beginners, especially women, take lessons, buy clubs and still do not play golf. Several factors work against the student who does not belong to a country club, who cannot play golf on weekdays, and has no automobile. These factors are:

1) I'm afraid to go on the course alone; 2) I'm afraid to play with friends . . . they're too good to want me tagging along; 3) I have no car to get out to less crowded outlying courses. Here is a new student faced with the dismal prospect of trying to play golf for the first time without guidance, on week-ends, on the crowded courses served by street cars.

Our club tries to meet this problem in this way: We meet in the city about 9 A.M. Sunday at a golf driving range easily reached by public transportation; from this meeting spot, those who haven't cars ride to the golf course with members fortunate enough to own an automobile. We use a "big brother" system to start the new players. Each beginner is assigned a sponsor who is to show him where to buy the tickets, where to stand, advise what club to use, and . . . great day . . . something about golf etiquette. Often I advise them to play alternate shots on one ball to speed play.

This "every one teach one" method is working surprisingly well; new players usually report enjoyment instead of disappointment on their very first golf game. We are most proud of getting timid people, of marginal golfing ability, on the golf course: once or twice with patient encouragement and they have been "had" . . . the golf bug's got them, and they are then confident enough to play on their own. Last year, we had one of these golf events each month, but since the club is now about 150 members, we are running additional smaller events almost every week-end, at courses that can be reached by street car. To avoid crowds, these events are often scheduled for twilight golf.

Members enjoy the sociability of these golf events so much that we are planning indoor events for them this year, to include canasta, bridge, shuffleboard, dancing, ping-pong and general get-togethers for plain fun. If these events can be made interesting enough to attract and hold members during the fall and winter, we may be able to flatten out the income curve of the golf school.

The success of the school and of the club for beginners seems to indicate that a real need is being met. This same promotional idea could be used on a small public fee golf course; I'd certainly like to try it, even on a run-down (but basically sound) golf course. The beginner has been much maligned by players, but it is the beginner who buys new clubs, takes lessons, and pays the fees. A course with a program to help the beginner (especially women . . . even providing a supervised playground for children so the mother is free to play golf) could become a course that would make profits week-days as well as on week-ends and holidays.



Full view of main reception area in Rauworth's club showing merchandising display as designed by Reynard and Majewski. Club racks and fixtures for hanging bags put clubs and bags within easy reach of prospective buyer. Note racks are designed to provide ample storage space behind display. Ceiling lights are high to avoid breakage. Driving areas at either end of club are provided with three-way outlet allowing either regular or ultra violet light with timer to avoid over-exposure. Lights above display racks are on swivels to allow spotting certain merchandise.

UNIV. OF MASS. OFFERS

(Continued from page 30)

Entomology S6—Turf Insects

Public Speaking S2

Elective—Physical Education S4 (Basketball and Hockey)

Second Year—first semester—October 1 to January 31 (Sixteen weeks resident instruction)

Agricultural Engineering S3—(Farm Shop)

Agrostology S5—Correlating all Courses and Water Systems

Agrostology S7—Disease Control

Arboriculture S1—Lectures

Business English S1

Horticulture S3—Surveying and Mapping

Horticulture S7—Grounds Maintenance

Physical Education S5—(Required of students not participating in football.)

Second Semester—February 1 to May 31 (Sixteen weeks resident instruction)

Agricultural Engineering S2—Motors

Agrostology S6—Turf Maintenance as a Business

Agrostology S8—Layout and Construction of Turf Areas

Arboriculture S2—Lectures

Floriculture S8—The Uses of Herbaceous Plants

Horticulture S4—Landscaping

A TOOLSHOP IN YOUR HAND

One Tool for every job around pro shop and clubhouse. Initial clubs—smooth nicks out of irons and faces of wood clubs and for refinishing operations.

The Handee is always ready with smooth, steady power to grind, drill, polish, rout, engrave, cut, carve, sand, etc. Handee does all these operations on all kinds of material, metal, alloy, plastic, wood, etc.

Get a Handee, first tool of its kind—today's finest, and be sure of ruggedness, dependability, long life and cool running. AC or DC 25,000 r.p.m. Weighs only 12 ozs. Easy to carry and use. Balanced for perfect performance.



HANDEE TOOL
OF 1001 USES

NEW LOW PRICES
Handee only, with 7 accessories, \$19.95. Complete Handee Kit with 51 accessories, \$27.50. Order Today. Sent postpaid. Satisfaction Guaranteed!

CHICAGO WHEEL & MFG. CO.
1101 W. Monroe St., Dept. G.
CHICAGO 7, ILL.

**FREE
52 PAGE
CATALOG**

July, 1950



**BANISH
"Booby Trap
Showers"**

with the **DOUBLE** Safety of

POWERS
THERMOSTATIC
SHOWER MIXERS



● One shower accident may cost many times more than Powers

shower mixers. They are really safe and non scald. Temperature of Powers regulated showers remains constant wherever set regardless of pressure or temperature changes in water supply lines. Failure of cold water supply instantly and completely shuts off the delivery. Bathers can really relax and enjoy the best showers they ever had.

MAY WE SEND CIRCULAR H48?

THE POWERS REGULATOR COMPANY
2720 Greenview Avenue, Chicago 14, Illinois

- ☐ Please send Circular H48 and prices
☐ Have an engineer call

Name _____ TITLE _____

Club _____

Address _____ BTG

**Stimulate
GOLF BALL
SALES...**

**RAISE REVENUE
FOR YOUR CLUB**

Install the

Country Club

BELL TYPE CONSOLE

Golf Ball Machine



Furniture
Styled
for use in
Pro Shop,
Bar Room,
Locker Room,
Lounge, and
Veranda.



WRITE, PHONE OR WIRE FOR COMPLETE
DETAILS AND DESCRIPTIVE LITERATURE

**Club EQUIPMENT
AND SUPPLY CO.**

29 W. KINZIE ST., CHICAGO 10, ILL.
Phone SUperior 7-6900

Electives—Physical Education S4 (Basketball and Hockey), Physical Education S6 (Baseball)

A description of the turf courses given by the Section of Agrostology and taught by Professors Lawrence S. Dickinson and Geoffrey Cornish is as follows:

Agrostology S1—This course provides a background for the succeeding courses. The numerous aspects that enter into professional turf growing are introduced and correlated with each other and the actual growing of grass.

Agrostology S2—(Construction of Turf Areas) Influencing of foundation, subsoil and topsoil zones. Talks preliminary to placement training. Adaptation of Agrostology S1.

Agrostology S3—(Uses and Requirements of Turf Areas) Grass seed and plant characteristics, identification and adaptation. Germination of seeds and growing of plants.

Agrostology S4—(Maintenance of Turf Areas) Fertilizing, weeds, clipping and watering, with practical work and problems. Adaptation of Agrostology S2.

Agrostology S5—(Correlating all courses) Thorough resumé of the summer work by students, discussing labor, operations, equipment, and results. Application of first year courses to managerial and cultural problems.

**We Will METALIZE
the WINNING BALL**

**A NEW SERVICE
for EXTRA PROFITS
to YOU**

**Every Golfer Keeps
the Ball He Prizes**

- A HOLE-IN-ONE
- THE MATCH WINNER
- LOW SCORER or any ball for a dozen different reasons.



The Perma Plating Co. employs skilled craftsmen who by a highly specialized method, perfected over a period of many years, are enabled to deposit a coat of metal over the golfer's own ball. You submit the balls to us and we will metalize them.

Send for **FREE
Counter Card**
and full details,
today!

NOW you can offer
to have original ball

PERMA PLATED
and mounted on a
handsome base in
BRONZE · SILVER · GOLD

PERMA PLATING CO., Valley Stream, N.Y.

Agrostology S6 — (Turf Maintenance as a Business) Cost, purchasing and reports, and public relations.

Agrostology S7—Two parts—A: Water Systems, B: Diseases, weeds and insect pests, with their controls.

Agrostology S8 — (Layout and Construction of Turf Areas) Construction of recreational areas, athletic fields, airports and cemeteries, is studied in detail from the turf viewpoint. The design of golf courses is introduced. Contracting law and financing of turf construction contracts are discussed.

Tuition is \$50.00 a semester for in state students and \$200 for those from out of state. The course is approved for G.I. Training.

Two classes have been graduated. Graduates are listed as follows with their present positions:

Class of 1948

Judson F. Edwards, Supt., Litchfield CC, Connecticut

Paul J. Murphy, Operator, Little St. Andrews Golf Center, Shrewsbury, Mass.

Paul J. O'Leary, Supt., Warwick CC, Warwick, R.I.

Thomas G. Rohan, Turf Spraying Specialist, Holyoke, Mass.

Robert L. Sellers, Pro-Greenkeeper, Keene CC, New Hampshire

John L. Sullivan, Pro-Greenkeeper, Suffield CC, Conn.

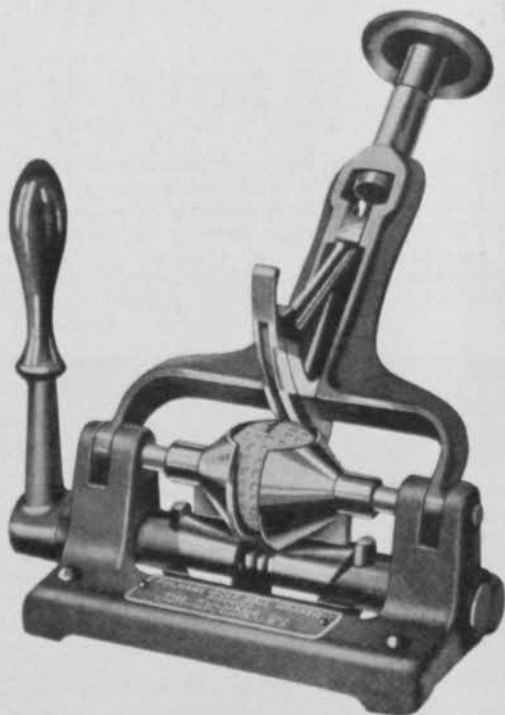


PERFECT BALANCE

Beautifully shaped, perfectly balanced, handmade King's Woods are Custom-made to the player's exact needs. Non-chip, no-crack, everlasting varnish finish. Choice of Golf Pride and other grips. Prompt delivery.

**KING'S Custom Made
GOLF CLUBS**

**P. O. Box 3252
Shreveport, La.**



FULNAME GOLF BALL MARKER

Know what you are buying!

When a marker is in use in 21 countries and the U. S. for 36 years — there's a reason!

BRINGS PROFIT—to the pro on die and ball sales

SPEEDS MARKING — no fuss — dries quickly

IMPRINTS CLEARLY — no distortion of ball

"The Rolling Die Does It"

GET THE BEST! GET FULNAME!

THE FULNAME Co.—Cincinnati 6, Ohio



It's New - It's Terrific
It's Sensational
PRO GRIP LIQUID ROSIN
PRO GRIP REJUVENATOR

**JUST WHAT YOU'VE BEEN LOOKING FOR TO
GET THAT TACKY FEELING.**

Sold through all Country Club Pro Shops

MANUFACTURER'S SPECIALTY CO., INC.
 2736 Sidney St. St. Louis 4, Mo.



Class of 1949

Alexander Galanis, Present position not known

Lawrence Graham, Supt., Springfield CC, Mass.

William Kennedy, Asst. Supt., Grounds Department, Mass. Mutual Life Ins. Co., Springfield, Mass.

Norman B. Ladd, Asst. Supt., Racebrook CC, Conn.

Donald McKay, Jr., Supt., Avon Country Club, Conn.

Kayem Ovian, Supt., Wampanaug CC, Connecticut

Daniel Silver, Supt., Oak Hill Country Club, Mass.

Bernard Simoneau, Supt., Amherst GC, Amherst, Mass.

Chester Wender, Asst. Supt., Montclair CC, New Jersey

Joseph Witazek, Turf Foreman, Mt. Auburn Cemetery, Mass.

Two year students are encouraged to take positions as assistant superintendents upon graduation. Due to demand in the last two years, most have become superintendents upon graduation.

Since many are sons of greenkeepers or have worked on golf courses before coming to the University, they have been

quite capable of accepting the heavy responsibilities of a greenkeeping supt.

SOIL AND ITS MAINTENANCE

(Continued from page 41)

improve the supply of plant foods in the soil. In order that plants can assimilate those plant foods and make maximum use of them, physical soil conditions must be right. Proper aerification is the way to ensure the loose, porous soil structure needed for optimum plant growth.

When to Aerify?

Quite naturally, the questions arise as to when to aerify and how often? Aerification should be carried out when soil is "right" for it—that is, soil should not be excessively wet nor should it be too dry and hard to cultivate. The same common-sense that tells a person when to spade up the garden is a good guide as to when it is alright to aerify. As to frequency—the oftener the better. Aerification preferably should be done more than once at each operation and the operation should be carried out more than once each season.

An increasing number of superintendents favor once a month aerification throughout the growing season. Improvements on aerifying equipment, to reduce

PERMA-MATS

**Constructed of Tire Casings
for Heavy Duty—Longer Wear**

ONLY

90c

PER SQ. FT.
PREPAID

1 THE BEST MAT FOR DRIVING TEES!

Designed to specifications of well-known pros, these mats are functionally ideal, reversible and virtually everlasting. The finest tee mat at the lowest cost to you.

2 BEST IN LOCKER ROOM, ENTRANCE & SHOWER

Perma-Mats pay for themselves by saving floors, spikes and preventing accidents. Lays flat (no kinks), thicker cushion, closely woven for firmer footing.

Immediate delivery on popular sizes, send specifications.

MERCHANTS TIRE CO. 2710 WASHINGTON AVE. ST. LOUIS 3, MO.

