

GREEN

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"Anyone can use 'Tersan'" without burning the greens," Mr. Valentine states. Joseph Marcantonio, right, sprays it at the rate of 5 or 6 oz. per 1,000 square feet to keep brown patch under control. "Tersan" saves time and labor because it mixes easily with water and needs no wetting in. This gives ground crews more time for other maintenance tasks.

"The ideal control for dollar spot is Du Pont F-531 fungicide," adds Mr. Valentine. "We use it every 10 days in season and get highly effective results. To prolong control of dollar spot, we use a spiker before spraying."

"Semesan" and Special "Semesan" are also available for those who prefer mercurial fungicides.

• "Tersan," "Semesan" and Special "Semesan" are registered trade marks of E. I. du Pont de Nemours & Co. (Inc.)



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The Paintless Cover Ball.



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constructed of the finest Latex rubber thread, wound by experts using the latest high tension winding machinery.



Check these
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features:

Withstands 212 degrees of heat without damage . . Unaffected by continuous exposure to hottest sun . . Tougher and gives more distance than any ball on the market of equal compression . . Has a fine click and will stay round longer.

The Yello Jacket will stand the strongest washing solutions . . and wash white in a jiffy!

Range colors — All White or 1/2 White and 1/2 Yellow. Choice of many distinctive colors for Miniature Courses.

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Place Cups and Tees — and Merion's Ready for Open

Joe Valentine, veteran supt. of Merion GC, and Arnold Gerstell, official of the 1950 National Open club since about the time Wm. Penn cut loose of the title to the property, don't believe in drastically changing a course for a major championship. It's either a championship course, or it isn't, the Gerstell-Valentine team maintains.

So Merion for the Open is "a seasoned golf course brought to maturity with a sustained regard for the traditions of the game — a course neither fallen into fossilization, nor fictitiously glamorized," says Arnold. The course will measure 6,694 yds. Some of its more than 100 traps will have new sand. The rough will be about three inches high for five feet in from the fairways, then be mowed to five inch height. But there won't be noticeable change from the way Merion was when Jones completed his Grand Slam in 1930 or when Olin Dutra won with 293 in 1934. Each year there are little touches added to Merion's perfection and some planting for backgrounds is done now and then, but as far as making special effort to groom the course for the Open Joe says there is little done except outline water hazards and set the cups and tee markers.

Merion's greens and fairways are considered highest standard by course maintenance authorities and they're fellows who think of the player before, but with, the grass. The scoring this year should give some indication of the faster standard of the field as well as probably reflect the constant improvement in turf conditions.

Program advertising and advance ticket sales probably will have \$50,000 raised before the first man tees off in the top USGA affair and the daily ticket customers begin streaming through the gates.

The course is Valentine's baby. He started with the Merion Cricket Club in 1907, pushing a mower. Joe, Italian-born, came to the U.S. when he was 19 and began working in a bank, handling foreign money orders and steamship passages. The bank paid Joe \$5 a week. He liked outdoor work better. He went to work on Merion's east course when building began in 1911. March 1, 1912 he was put in charge of the course. Joe was one of the early ones to get into a lot of books to learn about golf course maintenance. His colleagues in greenkeeping consider him one of their stand-out combinations of a course-taught and reading- and listening-taught golf course supt.

BUYERS' SERVICE — SEE PAGE 93

Six New Books Come To Golfers' Market

NOVAK, MIDDLECOFF, SNEAD, BERG, IGOE
AND MERRILL PRODUCE NEW WORKS

PAR GOLF IN 8 STEPS. By Joe Novak. Prentice-Hall, Inc., 70 Fifth Ave., New York, publishers. 131 pages. Price \$2.95.

This will be one of the most discussed golf instruction books written for some years as Novak's instruction method, consisting of four routine actions in taking position with the club and four routine actions in making the swing, constitute a plan for organizing the shot-making in what Novak maintains is the plan usually followed by the leading American players. Some of Joe's professional colleagues may take exception to one or two points of his routine, but others probably will cite their experience and observation as confirming his analysis and synthesis.

Novak declares that golf is essentially a simple, natural game and that the pro's study and genius registers highest achievement when the player is taught to coordinate power and direction with minimum chances of error. He adopted the text book type of treatment for the purpose of showing the amateur golfer reader how extensively the PGA members have gone into the problem of developing better golfers. Novak livens up this manner of handling the subject with numerous references to personalities so the book will hold the student's interest and develop cooperative understanding of the pro teacher's efforts.

The material on the forward and reverse press is unique, as far as we can recall the contents of shelves of golf books. It seems due to help many a golfer to understand and learn what pros strive to teach about weight shifting. The positioning of the hands also is given much fuller text and illustrative treatment than is customary in golf instruction books.

Novak's highly successful experience as a teacher at first class private clubs and in conducting golf classes at the UCLA are brought into clear focus in the book. The chapter on golf instruction in schools will be very helpful to pros and physical educators at high schools, colleges and universities.

Joe held off for some time before turning over his manuscript to a publisher,

reluctant to risk any whispering that he might be injudiciously capitalizing the position to which his fellow PGA members elected him. The case he puts forth for pros as smart and untiring experts who are trying to make good golf much easier for their pupils is one of the soundest and most penetrating propaganda jobs done for the professionals.

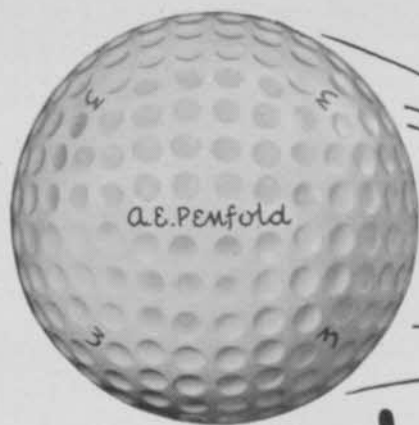
There is a confusing, but minor typographical error in the book that should be corrected in later editions to read that Wayne Timberman, an Indianapolis professional, after studying and discussing the method employed by a school teacher who taught a juvenile rhythm band, adapted the teacher's technique to his own resultful teaching of golf to juniors.

GOLF DOCTOR. By Dr. Cary Middlecoff. Whittlesey House, 330 W. 42d St., New York, publishers. 103 pages. Price \$3.

Doc has done a good, simple and concise job in his book. The illustrations are particularly helpful in their close tie-in with the text. Instruction material is orthodox. Middlecoff emphasizes that "the proper grip and stance for each individual are the keys to a sound golf swing." Illustrations are well handled to make the grip and stance instructions fool-proof. Doc doesn't go much into the "why" but tells the readers what to do, without wasting words. With his accent on grip and stance he maintains that most of the other details become automatic. He advocates a straight left, saying that eliminating the elbow bend reduces the possibility of error.

Middlecoff's chapter on putting probably will be appraised by many readers as the most valuable section of the book. Doc credits Lloyd Mangrum with advising him to get a longer shafted putter so he'd get his head and eyes directly over the ball when putting. That advice, Middlecoff says, made him a greatly improved putter. Doc advocates wristy putting for the longer ones and stiff-wristed putting for the putts of 6 feet and under.

He tells of his 4-count routine in setting himself to the ball as procedure that eliminates tension and provides a check-up on his stance.



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PENFOLD

Bob Hope wrote an amusing foreword in which he says Doc's Southern style instruction is to "drawl the clubhead back." Doc has graceful acknowledgments to L. B. Icely, pros J. C. Fondren, Buck White and Lloyd Mangrum, his father, Bob Hope, Mark Cox, Ed Feeney and the Memphis, Chickshaw and Colonial Country clubs in getting his excellent opus off to a smooth start.

GOLF ILLUSTRATED. By Patty Berg. A. S. Barnes & Co., 101 Fifth Ave., New York 3, publishers. 72 pages. Price \$1.50.

Patty turns in her usual fine performance in this production which is designed to be used as a text book and is coordinated with the extensive work she has done in presenting demonstrations and clinics before a group of women golfers at private clubs and at girls' schools.

It is fundamental material, well organized and boiled down and accompanied by a close tie-up of excellent photographs made by Ed Feeney. The indefatigable Mark Cox, listed as co-author with Patty, did his customary competent job of interviewing and getting the stuff written so it's a true representation of Patty in person.

Patty has a few pages on equipment for the woman golfer in which she gives good advice.

Golf Illustrated is far more than an edited reprint of Patty's earlier book on golf. It makes use of what she's learned in her many miles of travel and answering the questions girls and women have asked her about how to play better golf.

HOW TO HIT A GOLF BALL. By Sam Snead. 74 pages. Hall Pub. Co., Box 285, East Lansing, Mich., publishers. Price \$1.

For a guy who says he just hits a ball "the most simplest way Ah knows how" this is a great job of going into detail that won't have the customers getting themselves tangled up with a mess of theory. Mark Cox has expertly edited the Snead syndicated newspaper stuff and put some more dope in it, such as a close-up on how Sam happened to get that bogey 4 on the 71st hole in the 1949 National Open, but still maintains using the putter for the approach was selecting the right club. The line drawings are really first class as clear instruction material.

The book emphasizes playing from any sort of a lie. It's quite helpful to duffer and fairly low handicap amateurs. It seems that the higher handicap fellows usually are playing from places that would test the abilities of the stars.

THE GOLF COURSE GUIDE. By Anthony F. Merrill. Thomas Y. Crowell Co., 432 Fourth Ave., New York 16, publishers. 418 pages. Price \$3.50.

Merrill has ably done a tough job in compiling data on 1800 U.S. and foreign courses that the touring golfer might want to play. Many of these courses can't be played by outsiders, except as guests of members, but Merrill has done very well in concisely describing the features of these great courses and in giving details of the courses where play of desirable visitors is welcomed by resort, daily fee and public course management. Before a book like this can get to press there are changes in personnel and courses. Some courses have been closed to be taken over for subdividing.

The book is the only thing of its kind and we are happy to give it an enthusiastic plug as it saves us a lot of time in charting trips for touring golfers. Now they can spend \$3.50 of their own money, make up their own minds and save us time which we've been spending on letters.

HOOKS and SLICES. By Jim Igoe, Jr., with illustrations by John Faulkner. Published by Reilly & Lee, 325 W. Huron, Chicago. 96 pages. Price \$2.

This one comes close to, or beats par, in golf humor on almost every page. The characters and situations at every club are given a neat, swift once-over. You can name the names of those at your club who fit the pictures. After seeing many, many books of alleged golf humor that impressed and didn't score it's great to look through this one and really grin.

NE Wisconsin Officials in Fourth Annual Session

Presidents, secretaries; green, house and sports committee chairmen; pros, green-keepers and managers of northeastern Wisconsin golf clubs met at Pine Hills GC, Sheboygan, Wis., May 9 in the fourth of the NE Wisconsin GA's annual business sessions. Dan Steiberg, Jr., sec.-treas. of the association, its veteran pres., M. A. Carroll and VP Robert Testwuide, arranged sessions at which club officials and department heads compared operating figures, conditions, problems and solutions.

O. J. Noer, Milwaukee Sewerage Commission, went into a very helpful huddle with course men on their troubles and hopes and R. G. Howe of Ryerson Co. spoke on new items of golf equipment. He also demonstrated the Aerifier. Jack Hayes of Butte des Morts headed the house committee session. Jim Milward of Green Bay presided at the pro session in which handicapping and increase of play with live tournament programs were featured subjects. Showers stopped to permit some afternoon golf on the beautiful Pine Hills course. A banquet with Herb Graffis as guest speaker concluded the crowded day's program.

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Jacobsen gives you all these plus-
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MANUFACTURING COMPANY

Racine, Wisconsin

Corcoran Sells Committee on Right Plan for Shop

Lo, the poor pro when his dreams of a new shop run headon into the tastes, preferences and foibles of club building committees. The management hired him for his knowledge of the game and the business of golf; the membership pays his salary; but when the all-important matter of shop location and layout in a new building is considered these same good people often give a cold shoulder to the pro's ideas. Consciously, or unconsciously, the professional is abruptly made to be a football between the forces of those interested in club social events and those interested in golf. The only recourse left to the pro is to use his head, his personality and his prayers in the hope that a combination of these will win over his numerous bosses.

George Corcoran, pro at Greensboro CC of Greensboro, N.C., took these bumps in stride and his combination worked out. Today he is established in what he considers is one of the finest shop layouts in the country. Of the three elements in the combination George says it must have been prayer, lots of it. The evidence points, however, to extensive and successful use of the other two.

It can be told now. Now that everybody is happy and the new shop is an admired part of the new wing of the clubhouse. And there was the first rub! Some committee members wanted the shop to be separate from the clubhouse, just off the 1st tee. The idea was to divorce the golf headquarters from the club proper and in so doing place idle caddies at a distance.

Shop in Clubhouse Helps Sales

The theory of remote caddie facilities had no opposition, but with quiet insistence Corcoran talked with the committee individually and collectively regarding the removal of the shop. In his opinion this action would cut down as much as 20% of his sales potential. Since his income is dependent in the main on his shop sales this was a fair and reasonable objection. As an alternative he suggested that a caddy house be built adjacent to the first tee, design to conform with clubhouse architecture, and that the shop be redesigned and kept in its original location. That location being on the ground floor just back of the first tee by some 40 feet. Maybe prayer did do it, but the button-

holing of members with a definite plan and a reasoning attitude played a big part. The shop was not moved. The caddy house was built detached. And George's fear of a 20% sales loss went out the window.

Along with removal of the shop came the idea of placing the women's locker room on the east side of the building and the men's locker room on the west; a cocktail lounge to be placed where the old shop had been. This would have meant that the only real contact between golfers and point-of-sale merchandising would have been the few moments spent in signing up for a round and in posting scores afterwards. The successful campaign of this working pro terminated with a set-up that seems now to suit the members just as much as it does him. The women's locker room is entered either from the shop (on the north side) or from outside coming in from the 18th green. The men's locker room is entered from the shop (east side) or from the 18th green pathway. Net result, traffic is continuous through the shop from lockers to first tee and from parking areas to lockers. The volume of traffic is a prime factor in the establishing of the urge to buy golf equipment and accessories. In the new shop George has certainly got the traffic.

Some members of the building committee kept pointing to the lack of space in the clubhouse shop for adequate club storage in a spacious rack system that was desired. As an alternative, the use of a section of the adjacent boiler room was proposed by the pro. It was found that the simple procedure of cutting through an existing wall for entryway would provide ample space for the system. That closed the deal in that direction. Racks for clean, orderly storage of 250 bags were set up with the only cost being that of painting the rackroom walls and cutting in a doorway; that door opening off the south side of the shop.

Gets Himself An Office

Based on his years of shop operation experience Corcoran requested that he be allowed to set aside a portion of his shop for office space.

"What use has a pro for an office?", was the explosive query.

It was pointed out that the days of a golf professional spending his time almost

Two views of Corcoran's new shop showing primary counter, table and display cases. —>



entirely on the course with members was a thing of the past from an economic standpoint. Also, the assignment of duties and responsibilities other than teaching golf and supervising course maintenance had brought on the need for a filing system, other records, and a private place for the numerous conferences with various committees looking to the pro for getting things done. In this instance the pro in question was in charge of the shop, the caddies, instruction of golfers of all ages, course maintenance and improvement, swimming pool, tennis court and grounds maintenance. The committee saw the light. George got his small office.

In that office today are convened meetings of the tournament committees in charge of golf, tennis and swimming. Records of handicaps, tournaments, plant operations and requirements are in order for prompt reference. On the commercial side the many golf equipment salesmen who come by are able to sit down and have a businesslike, uninterrupted chat with the pro, whereas before they had to catch him standing up against the counter or on the run. It is needless to say that this innovation also has proven a popular one.

The office is on the north side of the shop and the primary counter is on the south. Midway between the two is a walnut table on which are displayed caps, gloves, sox and sweaters. Behind the counter is a ceiling-high walnut cabinet containing various brands of golf balls. On either side of the door opening onto the first tee are floor racks of "impulse

club" buys, such as different putter styles, sand wedges, approach irons, etc. Across the room on the right side of the men's locker room door is a ceiling high display case of some 16 sets of matched irons and woods in a double row. On the left is a graduated display rack for golf shoes. This section is used during tournaments to display the trophies to be awarded. The floor is rubber tile with heavy rubber runners in the traffic lanes to prevent spike damage.

This shop is one of the best we have ever seen. There may be some that cost more, but there are none that are better designed for the function intended nor has better taste in functional furnishings been observed.

It is an example of a pro's dream come true. Credit should go not only to George Corcoran for his selling job to the building committee, but also to the members of the committee for having the wisdom to follow the recommendations of a man who knew his business and whose success at that business was really their success too.

And about that prayer business; a lot of pros across the country are going to want George Corcoran to tell them which saint he addressed and what words he used!

N.Y.-Conn. Turf Meet Answers Questions

Dr. John Cornman and Gene Nutter of Cornell and Dr. John Schread of Yale were headlined experts on program of the New York-Connecticut Turf Improvement Assn. meeting held at the fine Tamarack CC, Greenwich, Conn. Joseph Lockhart, M. Kent and Bob McGregor were hosts to the 69 attending. Tony Mascara showed colored films of a new mole drain and of a complete course renovating job, as another feature of the excellent program arranged by Pres. A. R. Twombly and Sec. A. Maslin. A lively discussion on annual bluegrass was led by M. Strazza of the Round Hill Club. Among those comparing notes on the problem were Doug Rankin, J. Butler, D. Artese, J. Vigliotte, H. LeFurgy and J. Flynn. None considered he had the right answer but considered they got constructive help from the annual bluegrass experiences.

Wm. Bengelfield, Asst. County Agricultural Agent, as usual, helped greatly in publicizing the meeting.

The N.Y.-Conn. organization is actively supporting the Turf Conference planned for Oct. 30-31 at White Plains, N.Y.; the first meeting of its kind in the area.

Next meeting of the association will be an all-day picnic and meeting at James Baird State Park.



Corcoran utilizes this corner of pro shop for attractive open shoe display. Inviting, isn't it?