

grant for a second turf research fellowship at Penn State so that you can have better turf grasses from seed. This is the kind of support that produces results of the kind that all of you have been asking for.

Turf Extension Work

When Charles K. Hallowell, County Agent of Philadelphia County, received an appointment to serve as visiting professor at University of California, Los Angeles, in 1950, you may be sure that extension work in turf got a new lift. The ability to make friends (and keep them), and to make people like you, are terrific assets in this turf work. Charles has all of them together with an uncanny sense of being able to say the right thing at the right time and to engender confidence. The fact that he knows what he is talking about is common knowledge. This, then, is the essence of extension teaching; to wander among your fellow men, to seek no favors, to dispense accurate information impartially, to encourage the backward, to encourage and to utilize the hidden talents of natural leaders, to subdue without offending those who "push-to-the-front" overbearingly, to assist when help is needed and, above all, to seek no credit but to enjoy quietly the fruits of one's work by

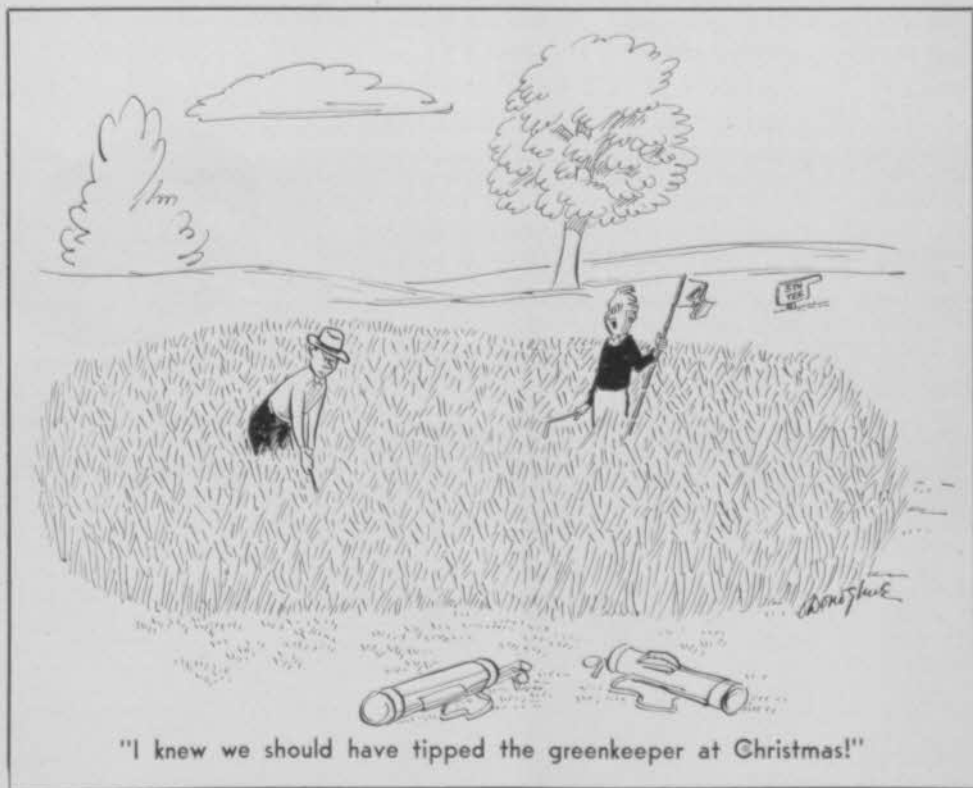
helping others to get the credit they deserve.

We need more good extension workers in turf to help protect the gullible American public from themselves and from the "hi-jackers" who sell inferior products at outrageous prices. We need more unselfish men and women who will dispense information to all who seek it without thought of reward. Among all the States in the Union only two have provided sufficient funds to provide a full-time extension man in Turf—Pennsylvania (1935) and Indiana (1950). Considering the value of turf and of the products sold and labor hired which go to maintain turf, this is rather a dim record, especially when one considers that "nearly every taxpayer is a lover of good turf."

Let us say then, that we are not happy over the development of turf extension work. Now, more than ever before, we need strong young men and women to tell the story of better turf—more economical turf—less wasteful turf—with the backing of accurate facts from the strong national research program.

Resident Teaching in Turf

Most of our recent Ph. D.'s in Turf were handicapped at the start because their undergraduate work had no relationship



MacGregor

ANNOUNCES A GUIDE TO

GOLF LINE

• As golf pros across the country look ahead and plan for the important 1951 golf season, MacGregor, too, is looking toward the future. Right now the greatest line of golf equipment ever designed by MacGregor craftsmen is being developed for next year. On this page are the four great lines of 1951 TOURNEY clubs — a new, improved 1951 TOURNEY golf ball — and other utility clubs and accessories made to help any golfer play a better game.

So in '51, again it's line number one — TOURNEY! TOURNEY golf clubs and balls are sold by golf professionals exclusively.

MacGregor
THE GREATEST NAME IN GOLF
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"MT" TOURNEY



Tourney GOLF BALLS



NUMBER ONE

... IN '51

TOMMY ARMOUR



LOUISE SUGGS



BYRON NELSON

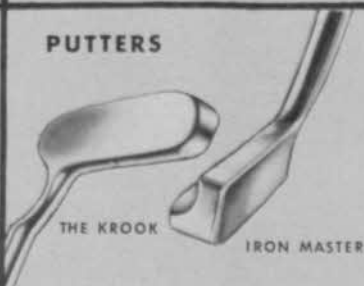


MacGregor Tufhorse GOLF BAGS

More than 20 attractive and practical Tufhorse bags are in the MacGregor line for 1951.



PUTTERS



12 different types of MacGregor putters are available.

UTILITY IRONS



Double Service and Double Duty irons are the game's most popular utility clubs.

to special turf problems. A strong effort is being made at two schools—Penn State and Purdue—to rectify this situation. Four year curricula are provided for students of selected backgrounds so that regular college courses with full credits can be taken and studied as they apply to turf management. For instance, a course in soils will be vastly more helpful to the student if he also studies the soil as it occurs on the golf course or on the athletic field. Disease of tobacco or cabbage are of little importance to the turf student when there are diseases of grasses to study. The very same diseases attack pastures, too. The whole idea is to teach the same fundamental courses in science but to let the turf students study that science as it relates to turf!

The plan had to wait several long years while the G. I. overcrowding of classrooms diminished. We hate to see it because many G. I.'s wanted to study turf but it wasn't in the cards. The plan is sound and receives our heartiest commendations and assistance. Some of the "top-dog" graduates will go on to take post-graduate work for advanced degrees in some special turf problem. These men will be our future leaders in Research Extension and Teaching. Yes, Turf has come of age!

Short courses in turf (6-8 or 10 weeks) and some 2-year courses, are being offered at New Jersey and Massachusetts. These fill a need among greenkeepers, park superintendents, and others who feel the need of a "refresher" course, to be brought up-to-date. Those who "graduate" have no academic standing but they achieve an enhanced position of importance among their fellow men and become more valuable to their employers. There always will be a demand for the short course because many will not be able to afford a four-year college course.

In all fairness, it should be pointed out that there is a steadily-increasing demand for college graduates to fill positions as turf superintendents at golf courses, parks, cemeteries, and college turf systems. Unfortunately, there is a serious lag in making the positions sufficiently attractive financially so that a young fellow can afford to spend four years in college. The ball is now in the hands of those who do the hiring—will it be a short kick (to the rear) or a long forward pass—or or a lousy fumble?

Orchids

First it was the Aerifier gang, then it was O. J. Noer. Should it go this year to the best crabgrass killer (heaven forbid) or to the best control for goosegrass (heavens, no). After long debate with ourselves we came to the unanimous decision that it should be ORCHIDS to

those who have done the most for cooperative Turf Research in a financial way. No arguments should arise over this popular decision—the record speaks for itself.

The golf associations include: Southern, Southern California, Detroit District, Georgia State, Indiana, Indianapolis District, Oklahoma, Western Pennsylvania, Women's of Augusta, Minnesota (Public), New England, Philadelphia, Pennsylvania, Maryland State, Texas, St. Louis District, Professional Golfers, and USGA, of course.

The turf associations include: Southern, Texas, Pocono, New York State, Oklahoma.

The golf clubs include: Atlanta Athletic Club, Capital City Club, Augusta National, and many many more who were not able to kick in \$1000 each.

The commercial firms include: American Cyanamid, R. R. Bond, Mock Seed Company, H. L. Wagner & Sons, Ed. Geary & Sons, West Point Lawn Products and our 170 Green Section Service Subscribers who pay \$35 a year for Green Section Service, most of which goes to support cooperative research.

The individuals include: O. O. Clapper—The John Samuel Clapper Memorial Grant.

The greenkeeper's associations include: Central Pennsylvania, Mississippi Valley Golf Supt.

Others include: Forest Park Cemetery, Houston, Texas, Municipal Sports Fund, City of Los Angeles, Tulsa, Oklahoma, Golfers' Fund for War Wounded, Inc.

Let us not forget the tireless efforts of those who have directed the research—Musser, Burton, Stoutemyer, Mott, DeFrance and all the rest who did the real work. Their orchids have that special fragrance of "forget-me-not." (If we missed someone tell us—not your neighbor. We're sorry!)

Conference and Field Days

Never before in history have there been so many gatherings and such intense interest on the part of the record-breaking attendances. There were some "Firsts" in 1950. Northern California got going at Berkeley in May. The Northern Intermountain region had their first at Billings in June. The Central Plains Turf Foundation was organized and has scheduled its first annual conference for October 25, 26 and 27 at Manhattan, Kansas. There seems to be a fierce desire to learn the "now" things and to be among the first to put them into practice. The pioneer spirit still is strong! The quality of the gatherings steadily improves with experience—and mistakes.

Poor preparation often dims the pleasure of a talk or a feature on the plots. A room not darkened spoils daytime Kodachromes. A faulty P. A. system can be a nuisance. Speakers who run overtime by 30 minutes should be checked by the Chairman. Many other faults could be listed.

Complete transcriptions of nearly all talks at Turf Conferences have been made available through the courtesy of the West Point Lawn Products. The records of the talks represent a valuable file of information for those fortunate enough to get them. A permanent record on what was said is needed by many who can not absorb all that is said (and that means most of us).

Nearly all dates for turf events cleared with the Green Section office first. Many conflicts were avoided and economy in travel was effected. Better spacing of conferences and Field Days is occurring.

Turf Publications

A splendid sturdy crop of Turf Newsletters has developed which are serving a very useful purpose. A partial list is given here: Heart of America, Oklahoma Turf News, Turf Maintenance Tips (R. I.), Bull Sheet (Midwest), New York-Connecticut, Tropical Turf Tips (Fla.), Turf Topics (Pa.), Pocono Golf Turf Association, Newsletter for Greenkeepers (Ia.), Mid-Atlantic, Midwest Turf News & Research (MRTF), New York State Turf Association, Turf News of Texas, Mississippi Valley Golf Supts. Association, University of California, Los Angeles, is getting ready to publish one and so is Southern Turf Foundation.

These local organs have a very important function. They cover the important things while they are happening. They are personal whereas Golfdom, Greenkeepers Reporter, and USGA Journal have to be more impersonal and factual. Congratulations to all those who serve on the staffs of these delightful adjuncts to keeping informed on local turf matters.

Turf Grasses and Seed Mixtures

In 1949 nearly 50 million pounds of common pasture bluegrass seed were stripped, processed, cleaned and sold. Now stop to think, "When and where was it I last saw a good bluegrass lawn?" Does it occur to you that most of the common bluegrass seed sold for turf fails to produce acceptable turf? In many cases the people who bought fancy, re-cleaned, 28-pound bluegrass seed might as well have bought crabgrass seed because that is what they ended up with. Seeding rates of 150 to 250 (or more) pounds of common bluegrass seed to the acre helps only the seedsman who sold seed. The Turf that

develops is just susceptible to leafspot disease (and others) and to crabgrass and other weeds as though only 50 pounds to the acre had been sown. It seems illogical to sell an inferior grass and then sell a high-priced "crabgrass control" for the crabgrass that is bound to follow.

In 1950 some 20,000 pounds of Merion (B-27) bluegrass seed were produced. The seed sold in 1-pound, 5-pound, and 25-pound lots at \$3.50 to \$4.00 a pound—and it was worth it as compared to common bluegrass seed at 80c. From 5 to 20 pounds to the acre of Merion bluegrass has resulted in perfect stands of turf in one year. $200 \times \$.80 = \160.00
 $20 \times \$4.00 = 80.00$

\$ 80.00 saving per acre by planting Merion. Good seed (genetically good) always will be higher per pound but cheaper by the thousand (square feet) because less seed will be required and it won't have to be treated with hormones and other things. "Treated Seeds" as yet have not been proven. They make good sales talk but it's hard to prove their value.

In 1950 nearly 50,000 pounds of Penn State Chewings fescue were produced. The fact that it isn't certified doesn't change the fact that it is the best Chewings fescue available, especially from Washington, D. C. and into the Midwest where the going gets tough in summer. It stands diseases and close mowing better than other sources of Chewings tested at Beltsville.

The great new creeping red fescue, Penn State F-74, produced over a ton of seed in 1950. A piddling quantity, to be sure, but it is a start. This creeping red fescue actually creeps, is very resistant to disease and drought, and has been excellent for three years at ¼-inch mowing (putting greens). All of the other so-called creeping red fescues will have to bow to the newcomer (which will probably be a blend with several sister selections), especially in the "rougher-tougher" turf areas like Washington, Cincinnati, St. Louis, etc.

New top-crossed bents show promise but it is too early to say much on this point. Beware of so-called "hybrid" fescues or other grasses carrying a mysterious "X" designation. Where a "new" grass is "discovered" you owe it to yourself to report it at once to the Green Section or to your experiment station.

Virtually complete agreement has been reached on this point: Ryegrass, Redtop, and Timothy have no place in a seed mixture containing valuable perennial species. These three grasses detract from the value of any good mixture which contains

(Continued on page 86)

golf's greatest ball
NOW GREATER THAN EVER!



**The Ever-Dependable DOT
is Going Stronger than Ever**

This year the New DOT made golf history with its "Tru-Tension" Winding. That means:

1. **Consistent Maximum Distance** combined with sweet feel and the famous DOT "click".
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the great NEW

Spalding DOT



Spalding Sets the Pace in Sports

"What Can I Do to Give My Members Best Pro Service?"

By HERB GRAFFIS

Gene Root, that alert businessman who is pro at Lakewood CC, Denver, Colo., and sec. of the Rocky Mountain PGA, says he's got one question always in his mind.

It's the most important question a pro can ask himself:

"Am I giving my members absolutely the best in values and service?"

A pro, being as human as any other businessman, never will be able to give every member the best according to each member's desires, tournament and purse, but because the pro knows his customers better than most other retailers do the pro can come closer to giving perfect sales treatment than other retailers can.

One thing that makes the pro's merchandising problem tough is the fact that so many of his potential customers don't know what they want. They depend on the pro's authoritative knowledge of golf and his friendly interest in them to remind them of what they should want. If the pro reminds them too bluntly they'll possibly resent it, thinking that he's trying to high-pressure them into buying.

So the pro has to depend on the suggestion-power of shop display as much, or more than, any other retailer. Often the pro has a shop so small and poorly laid out that display is difficult. And often the pro doesn't show any too much judgment in buying, particularly of styles and colors and sizes of apparel items.

Now is a good time for many pros to study their season's operations with a view to discovering mistakes in shop arrangement and display so they can correct these errors long before 1951 golf play starts at their clubs. There's still some time for experimenting with the shop before play closes down in the northern and central states.

In looking at many pro shops this year I've noticed two extremes, neither of which give the pro the opportunity he wants to serve his members and make sales.

One extreme is that of having merchandise strewn around the shop like the goods in a drugstore window. The method may be O.K. for a chain drugstore. It must be or these stores wouldn't keep at it. But with few exceptions the method doesn't work at pro shops. The exceptions are at clubs and courses where the traffic is heavy and buying is done to a large extent

on the hit-and-run basis and large stocks on display have the power of reminding the shop visitor that everything one might buy "downtown" is on sale conveniently at the pro shop.

The exceptions in which this large open display really does business are those in which the various classifications of items are plainly departmentalized. The wearing apparel is close together; shirts, jackets, hats and caps, hosiery, belts and ties. There are different sections for men's and women's apparel. The shoes are not scattered around the shop. Clubs and bags are spotlighted in inviting displays instead of being distributed around all the walls.

These pros who have learned to show merchandise so there are strong and attractive selling accents instead of confusing spray of display are those who get the quickest turn-over on their investments in shop stocks.

Too Easy Not to Buy

The other extreme is the arrangement of displays so people who walk into the shop don't have attractive merchandise slowing their rapid transit and getting inspection.

The most common mistake in pro shops is having the ball sales case where players can come in and buy balls or a package of tees and not have their eyes stopped by other merchandise. I'd make a conservative guess that in 30 per cent of the U.S. pro shops make it too easy not to see other shop merchandise by having the ball case located where the players dash in and dash out. Sometimes the ball case almost blocks free passage into the rest of the shop.

You'll frequently see wasted sales opportunities because of failure to display some moderate-priced item right by—or even on—the ball case. Hats, caps and golf gloves are examples of the sort of merchandise that will be bought on impulse when they're exposed to the eyes of the possible buyer in a pro shop and all the buyer has to do is sign a sales slip.

One pro told me that he thought he was stuck with a line of hats that looked good to him and were good buys but didn't sell when he had them displayed with the rest of the apparel. He moved a couple of the hats on top of the ball case and by always keeping one or two there he sold five dozen

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Thanks to you pros for helping to make GOLF PRIDE the outstanding grip of 1950. Business has been phenomenal and prospects for 1951 look even better. *Golf Pride*

FAWICK FLEXI-GRIP CO.

Golf Pride - Kushlite - Flexi-Grip golf grips

BOX 72 - AKRON, OHIO

CALENDAR DOES NIFTY JOB OF ADVERTISING EVENTS



You seldom see any more complete or livelier advertising of club events than is done by the Wausau GC, Schofield, Wis. The members not only come to the club often but they play a lot and play well. Bud Werring who is pro-mgr., works with all committees to see there's something doing all through the season at the Wausau club. But having something doing is only part of the job. The members are kept constantly reminded of what's doing. The club calendar, page of which is shown here, is crowded with events. Even the caddy tournaments are listed on Mondays. The calendar sheet measures 12¼ in. wide by 7½ in. high, allowing the member to make notes of his golfing dates on the day spaces. Werring sends all his members an attractive small desk calendar on which is lettered "A Tip in '50 Will Keep Your Game Nifty." The club's photostated 4-page monthly magazine "Off the Green" is a newsy, illustrated job, telling what's doing at the club, giving instruction pointers, results and a lot of personality material.

of these hats in a few weeks at an average-sized private club. He said that taught him something about the value of display space in his shop and he was surprised that he hadn't learned it before by seeing how many repainted balls he had sold out of a glass bowl on his ball case.

Another common mistake in pro shops is to have an open aisle from the locker-room to the door that opens toward the first tee. That's all right if you want your shop to be only a thoroughfare but if you want to bring to the attention of members something that they could buy and use in making their golf better and more enjoyable put a table on which there is a display of popular merchandise right in the path through the shop.

And you might put on that table some specialty item that's new and which you want to bring to the attention of your members in showing them that you are on the job to bring them the latest good ideas in golf equipment. You've got to bear that "first with the latest" idea in mind if you are going to be able to give yourself the right answer to the question Gene Root says a pro should be asking himself: "Am I giving my members absolutely the best in values and services?" The members expect you to have the best in golf merchan-

dise before anyone else shows the product.

One of the smartest things a pro can do for himself and his club is to get each member's guests talking about the service at the club. Jack Drucker, veteran pro at Ravisloe CC (Chicago dist.) and who has served at other excellent clubs, told me years ago that anything a pro did for a member's guest seemed to count with a member stronger than anything the pro could do for the member himself.

I saw, when I played at Ravisloe several weeks ago, that Jack still is operating on that basis. My clubs and those of the other guests of our host, had been cleaned and stacked in the guest rack in a club hall. The cleaning didn't take as long as the time devoted by the guests to favorable comment on this thoughtful service.

When a guest goes to a first class club he knows it is customary to have his street and golf shoes shined. But rarely does a guest have his clubs cleaned; a job that takes less time than shoe-shining. Of course the locker-room man usually gets tipped for the service but the pro is shooting for a bigger cash reward than a tip.

Pro service generally has reached the point at better clubs where the pro has to keep a sharp watch and use his imagination in discovering ways to improve his services