

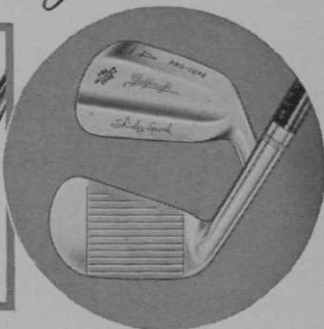
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Integrated Display Moves Pro Shop Merchandise

By REX McMORRIS

At the 1949 spring business meeting of the Indiana PGA, a display demonstration was put on by Coleman Clark, display manager of Wm. H. Block Co., Indianapolis department store.

Clark and his assistants set up quick and simple displays showing pros how to assemble merchandise and present it with strongest selling appeal. Indiana pros who have been using the Clark ideas now say that they didn't know the ABCs of sales making displays until they saw how Clark and his men handled the job, and that even limited use of primary points illustrated by Clark have accounted for hundreds of dollars of sales.

An idea that Clark stressed and which is seldom used in pro shops is called by display men "integrated displays." It's basically the same idea the men's stores use when you come in to buy hosiery and the salesman asks you how you're fixed for garters and underwear; or when you buy a shirt you're asked about buying ties.

The Walgreen stores do a strong job in this respect. Go into a Walgreen store and buy razor blades and you're sure to have the purchase of shaving cream, after-shaving lotions and other associated items suggested to you.

There isn't much of this sort of thing done in pro shop displays.

When you see golf shoes in a pro shop display there should be sox displayed along with at least one or two pairs of the shoes. The forms that shoe stores use in making combination displays of shoes and hosiery should be used in pro shop displays. The pros are doing big business in shoes but the greater part of pro hosiery sales is sale for emergency use. The fellow who forgets to bring sox out to the club that he bought elsewhere buys a pair of sox from the pro instead of stocking himself with sports hosiery.

Gloves Fit into Display

Golf gloves are another item which fit nicely into an integrated display and add color to a showing of clubs. A glove draped over the grip of a club is a pointed reminder of use, and stands a much better chance of making a sales appeal than if kept, as it usually is, in a package on a shelf or in a case.

In most pro shops the headwear is one place and the shirts elsewhere and slacks in still another part of the shop. The ex-

perienced store operator and display man handle the arrangement much smarter, as you'll note when you go into any of the better metropolitan stores.

Displays Headwear, Shirts and Slacks

The successful store displays show headwear, shirts and slacks in ensembles, for even if the customer may want only one of the three items, that one will look better with an associated item and has stronger sales appeal. Not very often is found one of the oldest sure-fire display tricks in pro shops. That's the use of a tie displayed with a shirt. Although a tie isn't a must with a sports shirt many pro shops carry ties and could pick up a fair volume of profit on ties if effectively displayed.

Golf belts are about in the class with garters as far as most men purchasers are concerned. A man usually doesn't get a new pair of garters until his old ones are completely worn. It's rather surprising that so many otherwise rather dapper golfers wear belts that are obviously worn out and dirty, and in many cases clash with the color scheme of the rest of the outfit.

The answer to that is improper display of the belts. Displayed with shirts or slacks the belts have much greater attractiveness and sales appeal.

In making these associated displays the advice of the pro's wife usually is very desirable because women have so much better color judgment than men. But pros and their shop assistants will have to learn how to handle color correctly in making sales. Some of the apparel color harmony advice in *Esquire* and the business journal *Apparel Arts*, can be used to great advantage in making pro shop displays.

Clubs Displayed in Bags

One of the most obvious opportunities for integrated display in pro shops is in clubs and bags. Yet in many shops you see the clubs and the bags displayed in widely separated spots. Bill Schuchart at Happy Hollow Club, Omaha, and the shop assistant on Claude Harmon's staff at Winged Foot GC (N.Y. Met dist.) are two I recall as having made very effective use of clubs displayed in bags. Even if the prospective purchaser is interested in only the woods, the irons or the bags, each looks better when they're all together and both these fellows told me the displays definitely had

sold complete outfits to men who originally were interested in only one item of the combination.

Club displays are hard to make in a distinctive way. Most of the displays simply have the clubs against the wall, in or out of the boxes. Putting a head-cover over one wood of a set makes the whole set stand

out and helps to sell head-covers. Look in your bag racks and see how many sets of head-covers should be replaced. Then see if your head-covers are on shelves or in cases so they don't jump out and ask for business as they would if correctly displayed.

(Continued on page 66)

FOUR!



FOUR!

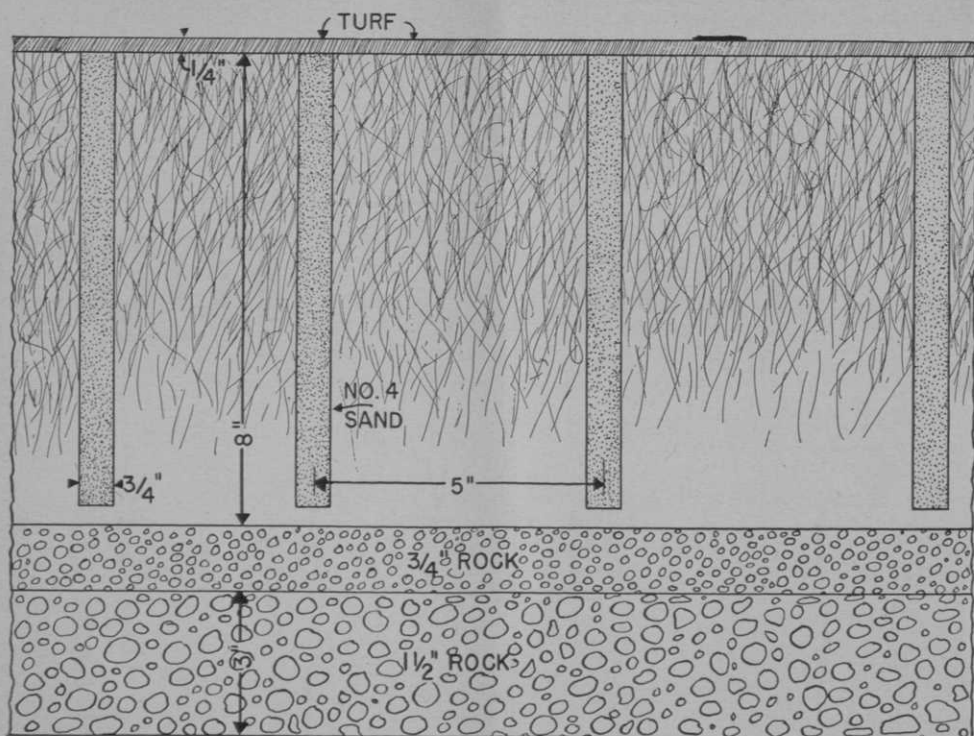


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Hall's Rebuilt Greens Beat Kansas Heat

Art Hall, owner-mgr., Victory Hills GC, Bethel, Kansas, who has had experience with the damage high temperatures can suddenly cause greens through scald, Algae and the like has hit on a method of green construction which he says requires less water, less fertilizer, less fungicide, and gives him less trouble, in short he says greens give him no trouble.

Art has rebuilt three greens using the same pattern. He takes the turf off in $11\frac{1}{2}$ " blocks so they may be laid back in position in the manner of laying a tile floor. The blocks of turf are cut and stacked out of the way at the side of the green. Following removal of all turf an ordinary farm disk is used to disk all the soil suitable to be replaced. Soil is then moved out to side of the green.

Using an instrument Hall proceeds to stake out the base for the new green, making the contour such as to let water drain off green in at least two directions. Stakes are set extending 4" above the base. When base is completely staked out a 3" layer of crushed rock (1" to $1\frac{1}{2}$ " dia.) is put down and covered with an inch of $\frac{3}{4}$ " binder. This is rolled or tamped until it is thoroughly settled then a 12" screed (similar to those used in concrete floors) is set on the rock base using care to keep the contour of the green intact.

At this point soil of the proper structure is put on the rock base. Hall places considerable emphasis on the right soil structure saying some localities call for one mixture while another calls for an entirely different mixture. A safe mixture in any locality is the basic 50-25-25. For the greens on his Victory Hills GC he uses a mixture of 20% well-rotted compost, 20% soil, 20% peat moss and 40% No. 4 sharp sand which he runs through a mixer and puts on the green. After the screeds have been filled and smoothed off the green is rolled until thoroughly compact. The green is then worked with hand rakes until the contour is perfectly smooth. When the soil is finally raked down the blocks of turf are replaced and rolled with a hand roller in all directions. After the rolling is done the sprinklers are set for a thorough watering.

Later several light top-dressings of the same soil structure as used in the greens are put on to get the desired smooth, finished green. After the green has been allowed to settle for about a year it is drilled with $\frac{3}{4}$ " drills on 5" centers and top-dressed with No. 4 sand, filling the holes and removing all the surplus sand from the green with a sweeper. This method of rebuilding a green, Hall claims, gives him a green on which he can set a sprinkler all day or night with a temperature of 100 degrees without fear of damage from scald, Algae or other hot weather troubles.

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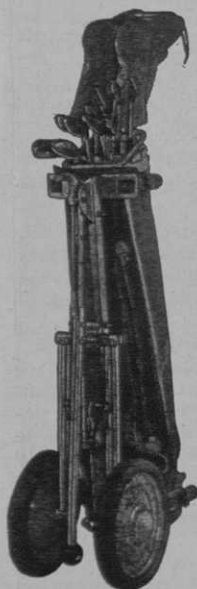
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Good News About Trees For Golf Clubs

By RALPH B. BRYAN

Increased attention to possibilities of improved tree landscaping of golf courses is creating greater understanding of shade tree selection and care.

It is interesting that appreciation of values of shade and ornamental trees has been quickened in late years by some over-emphasizing of "bad news" of disease difficulties encountered by some trees.

Apprehensiveness for the welfare of trees is refuted by positive evidencing of strong adjustments in some of the most familiar tree species, with new generations developing new varieties adapted to changed conditions of growing and environment.

Trees have lived purposefully upon the earth for millions of years through changing cycles of growth, development, and adjustments.

There are generations of tree life as well as of animal life, and progression of vitality evidenced in each generation. A generation of Elms covers a period of around 150 years; Oaks, 250 years; Beeches, 350 years; Poplars, 30 to 40 years, and so on.

The life span, the generation term, and the cyclical development of trees varies according to species, and may also be affected by climate, soil conditions, environment, and other outward factors. But always there is a new generation growing in the tree world, new varieties created by nature, and new adjustments to changing environs.

It is recognized that the distinguishing mark of a superior golf course is the presence of good trees, wisely chosen and carefully tended. They are, almost invariably, genuine evidence that the course is designed and maintained for greatest playing pleasure.

The Augustine Ascending Elm Research Association, Inc., a Chicago group that has recently introduced a new species of Elm after more than 20 years of study and development, has conducted exhaustive research into fundamental backgrounds of many tree varieties and has for some time conducted a continuing educational program to broaden understanding of the American Elm tree character, characteristics, selection, and care.

Challenging "bad news" of trees, the Association points out that nature exerts a

continual regenerative force, and that in all the history of trees there is no record of any species having been destroyed by any degeneration or destructive influence.

This regenerative force of nature can be aided by intelligent selection of trees for planting, according to purpose, soil, and climatic conditions, environment, and other influences to which it will be exposed. It is also aided by proper care of tree and soil to insure healthy growth and strong resistance to insects and disease.

New Tree Introduced

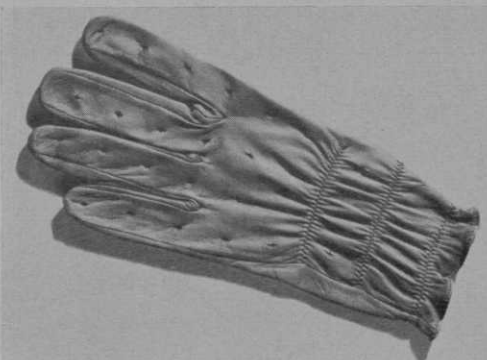
The new tree, which the Association first introduced for public planting a few months ago, is the Augustine Ascending Elm. It has stirred considerable interest in its possibilities for golf course landscaping because of unusual attributes and characteristics.

The Augustine Ascending Elm is a pedigreed tree in the "younger generation" of the Elm family that traces its ancestry back some 60 million years into the dim mists of antiquity. It was developed by the late A. M. Augustine, of Normal, Illinois, who was president of the American Nurserymen's Assn. and chairman of the committee that drafted the valuable "plant patent" law.

Following his work in Washington, Mr. Augustine devoted his time to research and propagation of plants and trees. In the course of this work, he was attracted to the unusual fast growth and stately columnar form of a young elm tree planted by his father as a seedling. Sturdy branch and trunk structure of the tree indicated unusual health and strength, and inspired Mr. Augustine further to study and experiment with this distinguished mutation of American Elm.

This was the beginning of a study which continued for more than two decades in which every factor and influence affecting the development and prosperity of the tree was painstakingly examined and diligently tested. Upon Mr. Augustine's death in 1947, the work which he began was taken up by the Augustine Ascending Elm Research Association, Inc., a group of tree experts inspired by the results of Mr. Augustine's pioneer work.

Successive generations of scions were raised from cuttings of the parent tree, and were planted in widely separated areas



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of the country under differing conditions and their progress then carefully studied and noted. The preliminary dissemination of specimen trees to arboretums and experimental locations inspired wider propagation of the tree to test its integrity further. Several thousand young trees were grown to three-year size under the watchful eyes of Association experts, and these trees were made available in limited quantities to municipalities for observation planting under varying conditions.

Important Development

When reports from this long study and development work were compiled, the results presented startling evidence of one of the most important arboreal developments in recent years, and full manifestation of the vision which inspired Mr. Augustine nearly a quarter-century ago in the little Illinois college town.

The Augustine Ascending Elm is a youthful American Elm mutation. It bears no seed, and is propagated by root grafted cuttings. It presents a majestic upright form as a result of stoutly crocheted limbs carrying the branches upright, with short lateral branches that provide wall-like foliage and columnar form. It has limited root spread and large leaves. It is exceptionally fast growing, and studies indicate

the rate of growth to be about 20 per cent faster than most other varieties of American Elm.

Highlights of the carefully studied experiences of Augustine Ascending Elms through the years include:

All of the scions have grown true to the form and character of the parent tree.

Suffers No Damage

Exceptional strength and health was evidenced in every scion. No tree has been damaged or destroyed by insects or disease, nor suffered by exposure to infected trees in so-called "epidemic areas".

Cyclones, high wind storms, sleet, ice, and snow that have badly damaged neighboring trees have left Augustine Ascending Elms unscathed and growing to beat the band.

Because of exceptionally fast rate of growth and unusual strength and vigor of young stock, the tree is economical. Substantial savings in initial cost are possible by planting younger trees, which soon outstrip in growth older varieties of Elm. The younger trees also adapt themselves more quickly to changed conditions and suffer less shock from transplanting.

In April, 1949, nine small Augustine Ascending Elms were planted in the green-

(Continued on page 65)

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Outlines Golf's Place in Physical Ed. Program

More and more the education of the golf professional is requiring knowledge of the planning and operating of golf activities in school physical education programs. The growing demand for competent pro services in active or advisory capacities in association with school physical education departments has been well met by a number of pros but in many cases the golf work is still pretty much on an experimental basis. The collaboration of professionals and physical education authorities at schools is working out some excellent practical programs with the youngsters developing into rather good players whose progress should be certain inasmuch as it's based on a good understanding of the fundamentals.

At the University of Minnesota considerable attention has been given to setting up a program that can be applied to high school athletic programs throughout the state. Carl L. Nordly, professor of physical education at the University of Minnesota, and Les Bolstad, the university's golf coach, have devoted a great deal of time and study to coordinating the work of the PE instructor and the golf professional into a mutually satisfactory and effective effort.

Nordly's summary of the place of golf in a school physical education program is of interest and value to pros. His outline:

A. Phases of the Physical Education Program:

1. Service program — required and/or elective.
2. Adapted and restricted.
3. Intramural sports, Girls Athletic Assn. or Womens Athletic Assn. and club activities.
4. Extramural sports.
5. Interschool (interscholastic or intercollegiate) athletics.

B. Types of Activities in a Physical Education Program:

1. Individual and outing.
2. Dual sports.
3. Team sports.
4. Fundamental skills.
5. Stunts and self-testing.
6. Rhythmic.

C. Essentials of a Physical Education Program:

1. Leadership.
2. Facilities.
3. Equipment.
4. Time.
5. Golf—A Physical Education Activity
1. May be enjoyed throughout life.

2. Maybe enjoyed by anyone regardless ability—dubs and experts.
3. May be enjoyed by those with physical handicaps.
4. Is an excellent family recreative activity.
5. Is adaptable to equality of competition by means of handicapping regardless of age, height and weight.
6. Has considerable social value.
7. Provides opportunities for development of standards of conduct.
8. Gives participant an opportunity to compete against himself as well as others.

E. Objectives of Golf Instruction in Schools:

1. To develop skill beyond the novice class for satisfying participation after school hours, during week-ends and vacations and during adult life.
2. To develop attitudes favorable to participation in golf.
3. To understand the literature pertaining to golf—origin, history, rules, terminology, trends and place in American life.
4. To acquire an appreciation of the skillful performance of others for spectator purposes.
5. To understand one's physical-organic status as it pertains to participation and enjoyment of golf.
6. To develop pride in performance in keeping with one's capacities.
7. To avoid injury to self or others while practicing or playing the game.
8. To practice the etiquette of golf as participant and spectator.
9. To understand the sports page in regard to golf—handicap, flight, match medal, etc.
10. To develop consumer judgment in the selection, purchase and care of golf equipment and clothing.

F. What the Physical Education Teacher Might Want to Learn About Golf from the Professional:

1. The principal fundamentals.
2. The essential rules.
3. Golf etiquette.
4. Teaching hints.
 - a. For mass and individual instruction
 - b. For the beginner, novice, average, and expert performer
 - c. For the interschool team
 - d. Whole versus part
 - e. Club sequence
 - f. Tournaments
 - g. Competition with limited facilities at school.

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5. How to get the greatest results from instruction given during classes varying in total periods.
 6. Suggestions in regard to the selection, purchase and care of golf equipment and clothing.
 7. How to use and provide indoor and minimum outdoor space for instructional purposes.
 8. References—books, periodicals, pamphlets (not costly)
 9. Sources for obtaining movies.
- G. What the Golf Professional Can Do to Promote Golf Instruction in the Schools:
1. Promote campaigns to collect old balls and clubs and distribute them to schools.
 2. Assist in developing facilities for instruction indoors and outdoors.
 3. Instruct physical education teachers without charge.
 4. Instruct students (offer to do so)
 5. Give demonstration during assembly periods.
 6. Promote reduced green fees for students during hours when play is slack.
 7. Rent equipment at a nominal cost.
 8. Help to establish classification and rating systems.
 9. Help to stimulate a variety of golf competition—intramural, extramural, club, and interschool.
 10. Suggest materials for a school golf library and films which may be used for instruction and motivation.

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Pro Uses Local TV to Develop Community Interest in Golf

By RICHARD A. GARVER

The armchair golfers who can talk a good game but somehow never get around to making that trip out to the course are really reforming in Bloomington, Indiana.

Behind this movement from living room to fairway are the efforts of golf pro Eddie Lawson and his televised "Tips On Golf" shown over WTTV every Tuesday evening.

Sporting the record of originating the first TV golf in Indiana, Lawson has progressed through an initial six-weeks series of golfing instructions that is bringing the game right into the armchair addict's lap.

"Tips On Golf," run by WTTV as a public service in conjunction with the City Recreation Department, has the effect, in Lawson's words, of "giving a private lesson to hundreds of persons at the same time."

This program series was originated with the idea that even the person who had never seen a golf club might be a potential golfer, and that the audience members who already were golfers would appreciate some tricks to polish up their games.

A definite program sequence was planned in advance of the first TV showing. This is how the six shows were mapped out:

First week: A quick history of the golf game with accent on its old age. Some pictures clipped from *The Golf Handbook*, showing the evolution of the game and its present-day equipment were used. First instruction to be given was fundamentals of the grip.

Second week: Get down to facts with discussion of the stance, swing, and follow-through. Grip is reviewed, with diagrams drawn on fingers to show proper grip. Proper stance shown on backdrop by white shoe prints pasted on sheet of black cardboard.

Third week: A continuation of the stance and swing instructions with a local feminine golfer on the program to illustrate the lesson.

Fourth week: So many TV fans had written in asking about rules of the game that Lawson took this session to explain situations that might occur while on the course.

Fifth Week: A group of young golfers, ranging from five to fifteen years of age, were guests on the show. This was more

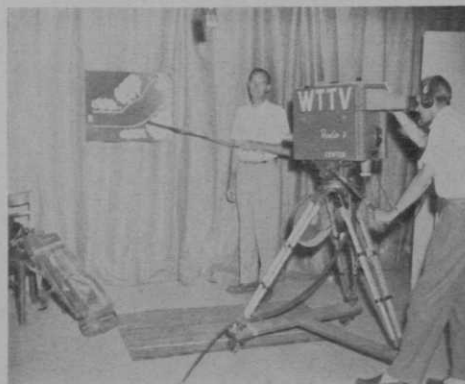
of a question and answer session with the kids strongly bringing out the point to the audience that golf is not just a retired businessman's game.

Sixth week: An interview with other state pros and a general roundup picture of the game and its possibilities.

Although the programs were planned in advance, a number of technical problems arose during the course of the series. Most were minor, but their solutions were important to the success of the show.

For example: The first night that Lawson stood before the camera and began swinging the clubs, the reflection from the club's chrome shaft so glistened in the camera's lens that it was impossible to tell if the pro had a No. 3 iron or a No. 9 iron in his hands. From this point on, clubs with dark shafts were used.

A special effort was always made to show grips from both the top and bottom view, so that the person who was watching



Bloomington, Ind. pro Eddie Dawson uses diagram and thumb tacks for illustration before TV camera as he presents interesting session on rules.

might follow the same procedure with his own club in front of the TV receiving set. Standing instructions from Lawson always were: "Get out your own clubs and go through this with me."

For exhibition of all shots, Lawson stood on a rubber mat which had a cross of white tape on it. By using this cross, the audience could accurately judge the relationship of ball, feet, and club.

Another technicality which was taken care of before the series began was the