

and how another set of muscles ached following a subsequent change to a different kind of sawing and otherwise shaping wood heads from large knee-shaped blocks.

Skill and Sweat in "Old Days"

Veteran pros, aside from remembering the necessary skill and work for the making of new clubs, will recall how adept one had to be to restore or repair the broken "heels" and "toes" of wood club faces, caused from the mishitting of the solid "gutter" balls of the era. It would indeed have been a rarity in those days, if there were not an accumulation of such jobs after every normal weekend of play; split and broken shafts were pretty much an every-day happening and wood heads snapped off at the neck were almost as common.

There's nothing of special importance and learning to come from a recital of things gone by, except it will serve to show the change that has taken place. Just how much of a change can perhaps be gathered by my telling of how long it took to reshaft an iron.

Starting with a one-inch square strip of hickory, the fitting, riveting, rasping, planing, filing, scraping and sandpapering to a finished shape, the staining, shellacing, gripping and final finishing were by actual time study all completed within 20 to 25 minutes. This will convey some idea of the tempo and general nature of the work prior to the advent of the rubber-cored ball.

With the coming later of the steel shaft and other synthetic controllable superior materials, as well as mechanization with mass production, there have been no end of changes, so that today an assistant professional need only to know the simpler things in being able to do the general line of relatively minor repairs. It is as well this is so, as time can be more profitably used for the learning and applying of the

best principles for merchandising and selling goods, as well as attending to the services that mean so much to the healthful pleasure of the amateurs, the sum total of which adds up to the means from which the whole profession derives its livelihood.

Let's take a little further look into some of the details of today's requirements and see whether some simple pattern can be outlined for the advancement of the assistant professional, thereby for the profession as a whole, and beyond for all branches of the golf industry.

Assistant's Training Course

I have mentioned the advisability of business training and study of English. In a combination of both these points, I have set down a list of items to which the assistant professional might well address himself; they are as follows:

Become versed in a suitable and simple method of bookkeeping, including inventory control.

Know all phases of caddy service.

Make a careful study of merchandise and merchandising.

Improve knowledge of the golf stroke.

Become proficient in fitting clubs to individuals.

Study the best methods of imparting instruction.

Become increasingly familiar with course construction and maintenance techniques.

Learn how to improve member, committee, community and human relations.

There are many other items that could be added, but it is a safe bet that any young man who becomes reasonably proficient in the foregoing will not only be able to do his employer an excellent service, but, in so doing, will advance his own interests within the common field of endeavor.

There is one other aspect of the change that has taken place in golf as it relates to the junior or assistant professional. This has to do with whether to concentrate on becoming a tournament player or not.

It is indeed gratifying to observe the PGA has at long last recognized the playing professional and has done something in the direction of changing the outmoded constitution and by-laws, to recognize the tournament activity as being a highly important part of the total golf picture. When one pauses to think about the five-year clause and remembers its original intention was to cover the average period for the apprentice to become qualified as a clubmaker in the olden days, which necessity no longer exists, it is reasonable to suppose the period of qualification will, under certain conditions, undergo a change.

I might touch on what an assistant professional might think about if he is of a mind to try to become a tournament player.

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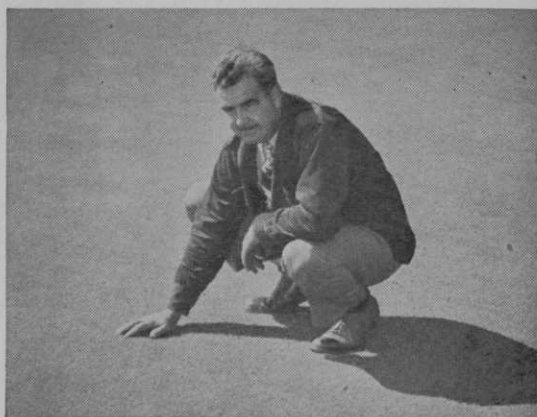


"I use 'TERSAN' to prevent brown patch ... it never shocks turf"

says William Glover, Greenkeeper at FAIRFAX GOLF CLUB, Fairfax, Va.

A public course such as Fairfax must keep its greens in top shape to attract players, and to sell itself every day. "That's why I use Du Pont 'Tersan' fungicide," says Mr. Glover. "It prevents brown patch safely."

This picture story is another in a series of "experience reports" from well-known golf courses, coast to coast.



"I've used 'Tersan' since it was first produced," says Mr. Glover, who helped test this product before it was marketed.



For sure prevention of brown patch, Mr. Glover sprays with "Tersan" every ten days. "It's very easy to handle," says Mr. Glover. "Needs no wetting in." Picture shows ninth green being sprayed with "Tersan."



"Tersan" keeps greens really green to attract steady business for this beautiful course. This view shows the approach to Number 4 green at the Fairfax Club.

"Tersan" 75—New, improved formulation and package:

- Higher concentration of active ingredient (75% instead of 50%) reduces bulk to be handled . . . makes transporting easier.
- New handy, 3-pound packages eliminate measuring from bulk . . . easier to handle, cleaner, more accurate. Two packages cover 9 average greens.
- "Tersan" 75 stays in suspension better to assure even application.
- New green color blends with grass.

For exceptional control of dollar spot, use Du Pont F-531 fungicide. This outstanding Du Pont cadmium fungicide controls copper spot and pink patch as well. Special "Semesan" is also available for those who prefer a mercurial fungicide.

"Tersan" and "Semesan" are registered trademarks of E. I. du Pont de Nemours & Co. (Inc.)

Order "Tersan" 75 from your golf supply house today, and be prepared to head off brown patch before it starts.

DU PONT

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Turf Fungicides



Better Things for Better Living . . . through Chemistry

May, 1951

Root Systems

Tight Turf Treated at Ozaukee

Windburn damage was bad on high spots in the greens at Ozaukee CC, Milwaukee, Wis., in the spring of 1948. The weather was dry and windy. The grass started to turn green, then it withered and turned brown on the elevated parts of the greens. Examinations showed a matted condition at the surface and very shallow roots.

It was decided to drill the greens with a Turferator. Two men were used, one to operate the Turferator and the other to remove the loose soil around the holes with a home-made dandelion-type rake. The men exchanged places every half hour. With the large size greens on this course, from 1½ to 2 greens were drilled each day.

There was good recovery in the windburned spots by mid-June without any re-seeding. The holes were left open and greens were not top-dressed. Examination showed deep roots four to five inches long in each hole. They started to develop within a week after drilling.

The Turferator was used periodically during the summer along the outside edge of the green to offset the compacting effect of power mowing.

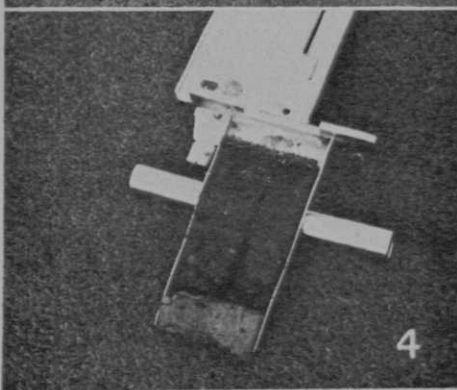
The turf went through the summer in fine shape and maintenance was easier than the year before, according to Arno Weasel, the man in charge. This seemed like an unusual statement since others found 1948 a bad and trying year.

1. Operating the Turferator along the edge of the green at Ozaukee CC. 2. Surface immediately after Turferating. 3. Removing the loose soil around the drill holes after Turferating. 4. Soil profile from green at Ozaukee a week after drilling. Note fine white roots several inches long. They developed after Turferating.

Hill Tells NY-Conn. Supts. of Oregon Seed

Twenty-five years ago Highland, Astoria and Seaside bents started the grass seed industry of Oregon—so Dr. D. D. Hill, Agronomist at Oregon State College told greenkeepers at the N.Y.-Conn. turf meeting in March. Dr. Hill is at Rutgers University as an exchange professor until June 1951. He and Dr. Gil Ahlgren of Rutgers have switched jobs for the past year.

A. H. Maslin, Treas. the N.Y.-Conn. Assn. presided at the meeting attended by 53 members and guests. Maslin was ably assisted by Doug L. Ranklin, Westchester CC, and Edward P. Brady, N. Y. City Park Department. President A. R.



Get Air-Treated

Aerifying at Shaker Heights

Colin Smith of Shaker Heights CC, Cleveland, O., tried the new G-L Aerifier on the practice green at Shaker Heights. The half-inch spoons were equipped with flexi-springs.

A workman was at hand to pole the green when plugs were dry enough to crumble easily. The green was poled once and then places where the plugs did not disintegrate completely were poled again. The green was then mowed.

The surface was surprisingly good after aerifying, and putted almost as good as before. The flexi-spring prevented serious tearing of the turf by the spoons.

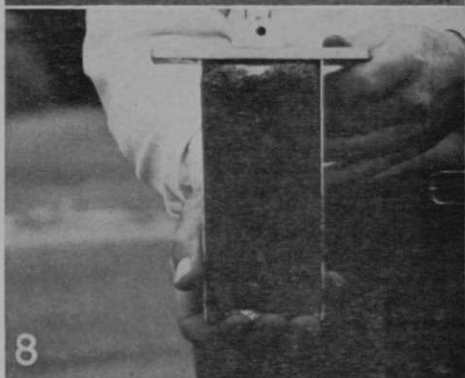
A soil profile was removed from a green just seven days after the aerifier had been used. Many new white roots were present in the cultivated soil area, attesting to the benefit of cultivation.

Colin Smith expressed the view that something should be done in the way of cultivation to overcome the compacting effect of heavy play and power equipment. Otherwise he believes root systems are bound to become shallower, and then maintenance is difficult or impossible in times of hot, windy weather.

5. Mal McLaren observes the Aerifier as workman starts to pole the aerified part of the green. 6. Colin Smith of Shaker and Mal McLaren of Oakwood measure depth of hole made by the spoons on the Aerifier. 7. View of poled part of green after using the Aerifier. The flexi-spring on the spoons prevents the development of a rough surface. 8. New roots in cultivated area a week after using Aerifier with half-inch spoon equipped with the flexi-spring.

Twombly was absent because of ill health. Returning from the sick list was Sam Camberato, Supt., Vernon Hills GC.

Dr. Hill told the association of the expanded acreage in Oregon of Merion bluegrass, Chewing's and Red fescue seed fields. 130,000 tons of all type seeds were produced last year in Oregon. Over 12 million pounds of Alta Fescue seed alone was harvested in 1950. He spoke of the Oregon seed testing laboratory, employing 38 people and testing over 25,000 samples of seed per year. Through this laboratory passes the certified seed of Oregon State. With the major seed markets thousands of miles away, Dr. Hill said the Oregon farmers and seed producers want to know what kind of seed consumers want, and how they can improve seed now produced.



Fly Control Problem Gives Country Clubs Trouble

By FRED A. BATSON

Fly control, thanks to the combined efforts of chemists, entomologists, pest control operators and other interested groups has been developed to the state that if properly done excellent results will be obtained under almost every conceivable condition. Fly control is the result of good planning and of the proper diagnosis and solution of the specific problems you face on your own premises. It is an excellent idea to enlist the help of a professional in this field. A reputable pest control operator who specializes in fly control can save you time and expensive mistakes. He has the knowledge, experience, the necessary equipment and highly trained servicemen to attend to the actual insecticidal treatments.

Modern fly control remains a combination of three factors, sanitation, complete screening and proper application of a good residual insecticide.

Inadequate screening and poor sanitation make good control extremely difficult to attain. The recommendations which follow are gathered from government bulletins, public health reports and last of all from hard-gotten personal experience in applying fly control in thousands of commercial establishments.

Screening is a factor that seems so commonplace it should be unnecessary to mention it. You say your place is well screened? Just for your own satisfaction make an inspection of your own premises. The chances are you'll find at least one window without a screen or a screen door without a spring or other closing device. Frequently screen doors do not close entirely because they bind either at top or bottom. It costs little in time and money to discover and correct such defects but it pays dividends.

Under some circumstances vestibules and overhead fans can be installed. These are excellent supplemental measures in preventing the entrance of flies, particularly in connection with doors leading into kitchens and other food handling areas through which flies are most likely to enter.

Sanitation

The second fundamental in fly control and the one which is extremely important from the standpoint of the entire community is sanitation. Here again the pest

control operator can aid you in making a survey designed to remove as many breeding sites as possible from your premises. Remember that one pound of decaying organic matter can support about 1,200 fly larvae. It has been calculated that the progeny of a single pair of house flies would cover the earth with a layer of flies 47 feet thick in one season if they were provided with sufficient decaying material in which to deposit their eggs. This explains the constant emphasis on sanitation by all authorities on house fly control. Let's list some of the more important points in sanitation:

1. Store garbage in tightly covered containers and have it removed several times weekly.
2. Clean garbage cans frequently to prevent the accumulation of material on the bottoms and sides in which flies might breed.
3. Bury, haul away or thoroughly burn all decaying organic matter such as spoiled fruit, vegetables, grass clippings, etc. and do not permit them to lie in piles and ferment.
4. Try to prevent practices which will attract flies to the vicinity of the buildings such as throwing dish water on the ground or carelessly dropping scraps of garbage around garbage cans. Do not pile cases of empty beverage bottles just outside of doors. Keep garbage cans as far away from doors as possible.

It is better to keep garbage cans in doors or else in screened sheds with concrete floors. This is a big factor not only in fly control but also in rat control. Carelessly stored garbage quickly attracts rats and many people have found this out to their great sorrow. It is well to remember that the residual life of insecticides is shortened by direct exposure to rain, wind, etc. A screened shed with a roof furnishes protected surfaces on which an insecticide will retain its toxicity for longer periods of time than when directly exposed to the elements.

Application of Insecticides

It is here that the services of a professional pest control operator are of paramount importance. In recent years such an array of new insecticides has appeared

(Continued on page 71)

Exclusive **SWEET SHOT** features

SELL THEMSELVES

- Sales-compelling Sweet Shot advertisements, like the one on the left, are appearing in newspapers coast to coast. The ads will tell and sell 90% of all golfers the advantages of the exclusive Sweet Shot features.

The Sweet Shot golf ball is *exclusive* in construction, in performance, in value. It's especially designed and constructed for hard-hitting Pros and crack amateurs. And its ultra-high compression pays off big in distance and direction—has helped many tournament players end up with top honors.

SOLD ONLY IN PRO SHOPS
For more profit—stock and feature the Sweet Shot. Made exclusively for Pro selling and not available through any other outlet.

THE WORTHINGTON BALL COMPANY
Elyria, Ohio

WORTHINGTON

WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

All Even On The 17th



"My short irons were hotter than a pistol. With the 18th, a tough par 4, coming up I had to roll close enough on my drive for a controlled iron shot to the green. So I teed up a Sweet Shot and let 'er go. Well, then it was an easy 5 iron to the green. I dropped it just a good putt away, and sank it for a birdie 3—and the match. Not the first time either that a Sweet Shot has helped pull me out of a tough spot."—From the experience of a club champion.

The Sweet Shot is built with an ultra-high compression, super-charged power center. Windings are the new F-239 vita-life pure rubber thread that does not deteriorate in normal storage periods. Vulcanized cured cover is uniformly tough and long lasting.

SOLD ONLY IN PRO SHOPS. The Worthington Ball Company, Elyria, Ohio. Since 1904, the world's largest exclusive golf ball maker.



The "Homey Air" Warms Buyers

Morrie Talman has been pro at Whitemarsh Valley CC for 34 years. He's a home-town boy in the Philadelphia district, having started as a caddy at the old Belmont Cricket Club, predecessor of the Aronimink GC.

Morrie doesn't believe in getting old or in letting a shop get old. He averages about 800 lessons a year at Whitemarsh Valley and keeps lively notwithstanding that grind. Morrie believes that the lesson tee is the ideal place for studying the members' needs. Nobody else can get the close-up the teacher gets on what the pupil really needs to play his best and most enjoyable golf.

Morrie maintains that the shop must have an enjoyable, homey air about it so the customers feel the reason the shop is there is to conveniently supply them with what they ought to have for the most fun out of golf rather than being there to sell them something.

"Keep the place as bright and clean and inviting as you'd want a place in your home to be," Talman advises about a pro shop. "You can go too far at some clubs

in making the pro shop look like a store. In the old days a pro shop was a shop with the clubs being manufactured and it had an atmosphere of expert workmanship and authority about it that put the pros in business. Now we can't show the customers how much we know about clubs as men whose job it was to make the best clubs. But what we can do now is to preserve that same feeling of intimacy and expert interest in the player's satisfaction.

"Have your displays so people won't think everything is supposed to stay in exactly the same place. Give them the idea it's O.K. for them to pick out any club and feel it and swing it if they can do it without taking somebody's ear off with the backswing. The easier and more inviting it is for the customers to get some merchandise in their hands the more is bought.

"Make the place so bright and clean and comfortable that people buy without realizing the pro made it so attractive for them to sell themselves."

Plenty of Balls, McCarthy Tells Illinois PGA

Spring Meeting of Illinois PGA at Chicago, April 9, was highlighted by manufacturers giving pros a close-up on the golf business situation as it appears to club and ball makers. George McCarthy, U.S. Rubber Co. golf ball sales mgr., told pros that as near as ball makers figure 30% of a normal year's production of golf balls now is in consumers' hands. George said that 700,000 doz. more balls were made in 1950 than in 1951 and at rate manufacturers had been producing balls there'd be an average of 600 doz. for every golf course in the country. McCarthy showed the new 3-dimension pictures of the U.S. ball manufacturing processes; a really astonishing pictorial education presentation.

Fred Bowman, Wilson pres., told the Illinois pros that manufacturers' plans are made so far ahead there'll be no shortage of clubs this year and that the pros had better be thinking about selling this year instead of worrying about 1952 stocks. He advised the pros not to get hysterical and overload on inventories and if a pro found himself over-inventoried to discuss his situation with manufacturers before he got too far out on a credit limb.

Emil Coene, Jr. of Spalding's said manufacturers were relying on pros on

the firing line of retail golf selling to keep the manufacturers closely and accurately advised of selling conditions and that this close cooperation would keep the golf market stable.

John D. Ames, USGA vp said Oakland Hills for this year's National Open was trapped tighter than ever before and had a par of 70 for its 6800 yds. John remarked that Oakland Hills was slightly more open than Merion's 6700 yds. but the rough would be scaled to increasing height from the fairway and the boys who didn't learn at Merion that rough is an essential of a championship course would get another chance to learn when they played at Oakland Hills. He also told of the probability of the USGA and R&A making agreements and changes in the rules at a meeting in Britain during May.

Stanley Van Dyke, pres., Chicago District GA, lauded the Illinois pros for the way they cooperated with the amateur associations. He said the Illinois PGA action in raising more than \$10,000 through the Vets hospital day blind bogey was one of the most resultful and unselfish performances in sports.

For Wise Buying
Use Golfdom's Buyers' Service
(See page 77)

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GOLF'S



These members of the Wilson Advisory Staff are all working for you when you feature Wilson TOP NOTCH balls:—

Skip Alexander	Fred Hawkins	Sam Snead
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