

# BEFORE LONG . . . BE USED BY MOST GOLFERS

LEADING PROS *also*  
SELL AND INSTALL

The **NEW**  
*Golf Pride*

**Slip-on grip**



QUICKLY INSTALLED  
IN ANY PRO SHOP

**T**HIS is new! It means new action and new business for you! Many golfers with the wrong grips on their clubs, will be anxious to have Golf Pride "Slip-ons" installed right away. These new "slip-on" grips are the next best thing to "molded to the shaft" Golf Prides. It's that "deal" you have wanted to put new life in business. Stock up now for immediate added interest and profits.

AMONG FIRST PROS TO SHOW GOLF PRIDE "SLIP-ONS"



**Bill Scott**, professional at Mound Builders C. C., Newark, Ohio.

**"Chuck" Tanis**, professional at Olympia Fields Club, Olympia Fields, Illinois.

Five Colors.  
Write for  
Literature

**ONE PIECE**  
Molded of cork and rubber, with cap and grip in one unit, there is nothing to unravel or come apart. Perfectly shaped.

**EASY TO INSTALL**  
Any pro can install Golf Pride "Slip-On" grips, quickly and easily. Special cement binds grip firmly to shaft. Only tools or equipment used are: vise, clamp, knife and small brush.

**BUSINESS RIGHT AWAY**  
Many golfers want their clubs equipped before they go South. Others want theirs changed during winter, ready for spring. Golf Pride "Slip-Ons" will stimulate winter business and rouse activity for Spring.

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# Small Shop with Big Sales From Close-up Displays

The shop at the Bob O'Link GC, at Highland Park, Ill., probably does as much business per member as any other pro shop in the world, although the shop is small—much smaller than many an old shop at average smaller town clubs. The reason is, first, Bob O'Link's membership. It's men-only. The club's 250 members are very active golfers and do considerable entertaining; in fact one of the problems at the club is that of keeping guest play restricted without curtailing the members' notably hospitable operations. The membership consists of 225 resident and 25 non-resident men, with the non-residents getting into the Chicago district often.

Previously the Bob O'Link shop was in a room out of the way of traffic to the first tee and from the 18th green. The location of the shop shut it out from big business, although Earl Dean, gen. mgr. of the club, and Stanley Pankman, teaching pro, made up for some of the defect of shop location by locker-room and tee selling.

Dean, who came with Bob O'Link as pro 28 years ago and who has performed so capably for the club that he now is responsible for all operations, naturally didn't regard the former shop as providing the service to which members were entitled. He kept trying to figure out ways of improvement without having to do a major construction job on the clubhouse.

Dean's concern about this matter was shared by Maynard G. (Scotty) Fessenden when he became Bob O'Link's president. Fessenden, as chmn. of the PGA Advisory committee, a member of six golf clubs and one of the strongest boosters for home club and tournament pros, always seemed to regard the old Bob O'Link shop as a reflection upon himself because he gets around a lot at golf clubs and has seen the great progress in pro shops.

Dean and Fessenden got the board to approve a \$10,000 expense for pro shop remodeling. Walls were knocked out and the main change made was setting the shop and its display so players walking from the locker-room were bound to bump into something attractive to buy.

The shop was trimmed with wood of a light greenish blue, a shade that made

the merchandise show up well. Indirect fluorescent lighting was installed. The flooring is twisted carpet which wears very well under spike traffic.

The ball and accessory counter is at the end of the shop opposite the door. Dean figured that inasmuch as balls were a staple item having the balls sold at a point that would require five or six steps to the right, away from the door, would expose the players to more display of merchandise.

All display is open. The apparel and shoes are on slanted shelves and almost pop out to invite inspection. The clubs, bags, umbrellas, etc., also are pushed at the possible buyers by the displays and the more the stuff is handled the better it suits Dean. The shop boys, the Schramm brothers, keep the place immaculate and have the excellent habit of putting every bit of merchandise neatly back into place after some buyer happens to get the stock disordered.

## Change Stock Often

The first thing every morning the displayed merchandise and the rest of the shop is cleaned so it shines. The merchandise on display is changed often. Dean says that this practice of frequently changing the display reminds members that what they happen to see at the moment on display isn't, by any means, all of the shop stock. They have been educated to the fact that what they happened to see yesterday, or last week, on display isn't out of stock but probably is back in reserve storage and can be quickly brought out for sale.

There's a lot of storage space back of the shop. By getting word of big reserve stocks around to the members Dean and Pankman have the members realizing that they can be exactly suited with anything they may happen to want, even though what they happen to see on display at the time, doesn't exactly suit them.

Dean says that the small size of the shop made a virtue out of a necessity. There isn't so much on display that the customer is bewildered. But the main thing about the small shop is bringing the customers so close to the merchandise they feel that all they have to do to own it is to reach out and get it. The wall of the shop opposite that illustrated, has

Bob O' Link members walk out of locker room right into something to buy. Display is easy to reach. To the right: (L to R) Stanley Pankman, teaching pro; Tom Schramm, shop asst.; and Earl Dean, gen. mgr., Bob O' Link GC.



# Golfcraft's

# New

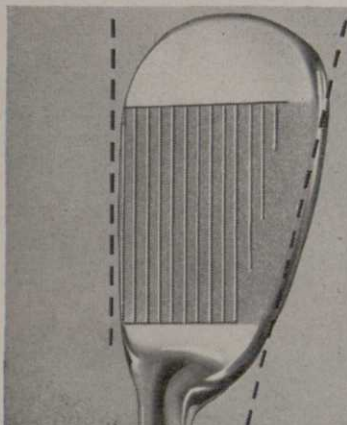
# TRU-

FRED HAAS, JR.

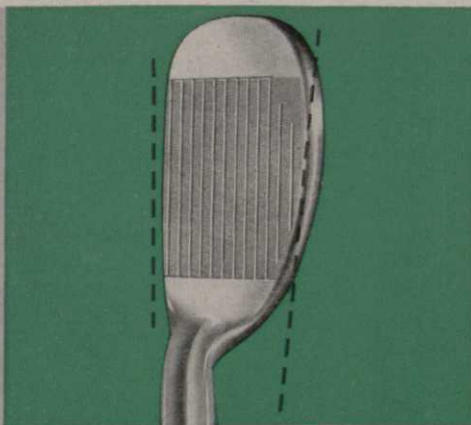


**GOLFCRAFT'S TRU-SIGHT IRONS** are the greatest development in club design of the past 50 years—and worthy of Golf's Hall of Fame. In Fred Haas, Jr.'s words—*"they are irons with a built-in-sense-of-direction; designed to make straight, true iron shots come easier and more often for all golfers."* TRU-SIGHT Irons are sold by golf professionals only. Look at these new, fine features:

**TRU-SIGHT • STRAIGHTEST-SHOOTING IRONS EVER!**



**CONVENTIONAL IRON** from above. Note how top of blade moves out at sharp angle from bottom and is far from parallel with it. Lining up shots is difficult—direction uncertain—accuracy reduced. Player confidence drops.



**TRU-SIGHT IRON** as seen from above. Note how top and bottom of blade are closely parallel. Lining-up shots in the rough or on the fairway is easy — direction certain — accuracy increased. Player confidence soars.

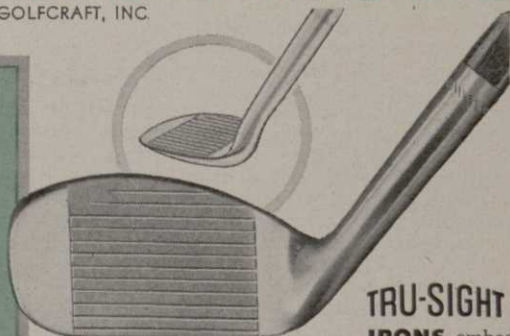
# Marvel of Design!

# SIGHT IRONS

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**THIS VIEW SHOWS THE BOTTOM** thickness and the smooth contour of the back of the TRU-SIGHT blade. Notice how effectively the weight is concentrated behind the hitting area to provide explosive power at point of impact.



## TRU-SIGHT IRONS

embody the plus value of Golfcraft's famous and exclusive TRU-GOOSE principle. This design refinement makes it possible to play all shots off the left heel; with increased accuracy; and to get the most out of every club.

## WE STRIPPED THE FAT AND CONCENTRATED THE MUSCLE

While the conventional iron and the TRU-SIGHT Iron compared here weigh the same, the ultra-compactness of the TRU-SIGHT blade is readily seen. In its head weight and strength are contained in a smaller area with these results: power is more concentrated, more easily controlled, and resistance to the club head is lowered when playing shots out of the rough.

## CONVENTIONAL



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similar display flanking the locker-room door.

Dean and Fessenden maintain that the profitable discovery made in fitting the shop into small space was that traffic can be directed so it comes smack up against the merchandise and with that done selling is speeded. Too much pro shop display, they believe, is actually out of the way of possible customers.

One incident of how having traffic bump into display is an almost historic case of pro shop buying. A wealthy member had seven guests one day, some of whom walked into the pro shop while the others were getting dressed in the locker-room adjoining. The pro shop visitors were favorably commenting on the clubs that obviously were displayed to invite handling. The host observed the interest of these guests and the result was that he made gifts of seven bags, seven sets of irons and seven sets of woods.

Right after the new shop was installed Fessenden as a president eager to have his judgment confirmed, and being a guy of cheery and vigorous fluency of expression, spoke freely to some of his constituents, informing them that the ancient equipment with which they were playing made the new pro shop look bad, so if they didn't buy new stuff he would buy it, sign their names and shove it into the bags . . . or otherwise dispose of it so it would be their personal property. The buying boom in the new shop was started and it's never let down.

## Promotion of Golf's Appeal Is Building Market

By JACK JOLLY  
Jack Jolly & Sons, Inc.

Congratulations to GOLFDOM on completing its 25th year. The first 25 years are the hardest, as the records of extinct golf magazines show. With GOLFDOM having survived and grown and strengthened in its work of helping to build the business back of the game I hope it will, like Tennyson's brook, go on forever.

There can be no doubt of the continued growth of the game as its appeal and merit are so basically sound that the market is certain to steadily increase although marketing conditions, affected by general business factors, may present temporary problems testing the judgment and fitness to survive of those in the business of golf.

The fundamental value of the game as a physical and mental conditioner for players within a wide range of age, and for those whose recreation is limited by physical handicaps, give golf the liveliest marketing opportunities of any game. The market promotion begun by the enthusiasm of the amateur and professional pioneers of golf in the United States now has developed into market expansion work that has bright promise of happiness and health for millions who are not yet playing and a vastly enlarged market for those in golf business.

## Club Managers Association Is 25 Years Old

GOLFDOM'S first issue, February, 1927, carried a piece on the first convention of the recently organized Club Managers Association of America. The association, organized mainly through the efforts of the late Col. C. G. Holden, then gen. mgr., of Olympia Fields CC (Chicago dist.), elected Holden its first president in a session held at Hotel Sherman, Chicago.

Frank H. Murray, then of Ravistoe CC (Chicago dist.) was elected sec., and Wm. Bohnhoff, then of Bryn Mawr (Chicago dist.) was elected treas. Vice presidents elected were J. W. Palise, T. J. Jones, H. J. Foerster, C. L. White-man and F. L. Woods.

The organization has grown tremendously in service and influence and now includes as members, managers of the great majority of country and city clubs. It has 34 section chapters and is giving especially valuable help to clubs now with its activities in club finances, operating

surveys and its legislative work.

Wm. B. Bangs, Jr., of a family famed in club management, is pres. of the CMAA. He left the Exmoor CC (Chicago dist.) several years ago to become mgr. of the University Club of Chicago. At present he is recuperating from the effects of overwork. His CMAA duties are being handled by the association vp, Page Curran, mgr., River Crest CC, Ft. Worth, Tex.

The Club Managers Assn. will have its 25th anniversary convention at Edgewater Beach hotel, Chicago, Feb. 10-13, 1952. Convention chmn. is H. W. Womeldorf, mgr., Medinah (Ill.) CC. Asst. convention chmn. is Jack Fina, Elmhurst (Ill.) CC. Convention sec. is Wm. A. Buescher, Knollwood CC (Chicago dist.) and convention treas. is Jack Felbel, mgr., Bryn Mawr CC (Chicago dist.). Chmn. of the Educational conference is Wayne Miller, recently signed as mgr. by the Northmoor CC (Chicago dist.).

# Past, Present and Future of Turf Maintenance

By O. J. NOER

O. J. Noer, in this review, gives credit to many for their work in improving standards of golf course turf, but he takes none himself.

So, in behalf of a host of superintendents, and club and course maintenance association officials and for ourselves, we'll bow low to "Red" Noer as one of the most helpful individuals in improving golf course turf practices.

A bright and sound young agronomist whose work at the University of Wisconsin plainly indicated a great career in research, Noer went to work as a sales engineer with the Milwaukee

Sewerage Commission when it was beginning to make Milorganite. His field work, his practical advice, his good judgment and amazing industry and his great number of illustrated informative lectures have helped golf clubs, superintendents, his employers and other fertilizer manufacturers and dealers to a tremendous extent.

He spends more time making the rounds of golf courses all over the country than any other man in golf. Mrs. Noer deserves a crown for putting up with that, without complaining.

To the two of them; golf's gratitude.

Turf quality has improved and maintenance practices have changed during the past quarter of a century. Viewed on a year to year basis, both may seem inconsequential, but the overall picture emphasizes the fact that today golf course turf is better than ever before.

At one time poor turf on greens in mid-summer was commonplace. Extensive loss of grass at that time of year was accepted as inevitable. Today such an occurrence is a major disaster. The golfer has come to expect perfect putting greens irrespective of weather. Those charged with maintenance have met the challenge. Wholesale loss of turf is confined to spells of impossible weather.

Golf started in the United States as a rich man's game. The early teachers were imported from Great Britain. Those colorful Scotch and English professionals laid the groundwork for the tremendous expansion by popularizing the game with the middle classes and the workingman. Although essentially golfers, these Britishers influenced turf maintenance practices. Quite naturally they favored methods used in Britain. Some practices were sound over there but were not suited to most parts of America with its continental type of climate, typified by extreme changes in summer and winter.

Quick loss of grass on the greens at Columbia CC, Washington, D.C., at the time of a USGA National Open Tournament marked the end of a haphazard approach to golf turf maintenance.

The sudden loss of grass baffled everybody and sparked the formation of the

Green Section. Dr. Harbin of Columbia and members of the Executive Committee, USGA enlisted the help of Drs. Piper and Oakley of the Forage Crops Division, USDA.

That was the start of a research and extension program which has been carried on ever since, and has been expanded to include many of the state agricultural experiment stations. Oscar Pitts, now at Columbia, and George Cunningham were among the early pioneer workers. The early work on turf diseases was done by Dr. John Monteith, Jr., who became the second Director of the Green Section. He continued and expanded the grass selection and development project started by Dr. Piper.

Leach solved the grub problem when it looked as though the Japanese beetle was about to ruin all the turf on the courses in the Philadelphia area.

## Grau Extended Research

After World War II Dr. Fred Grau assumed the directorship and has put new life into turf research. He has decentralized the work and has been instrumental in starting projects in all parts of the country. Studies are under way at Tifton, Ga., in Florida, Texas, Oklahoma, California, Washington, Kansas, Iowa, Purdue, Michigan, Cornell, Massachusetts, Rhode Island, Rutgers, (N. J.); Maryland, and Pennsylvania. Among the older workers, Musser at Pennsylvania; Sprague, Evaul and Longnecker at New Jersey, DeFrance at Rhode Island, Tyson at Michigan, Stoutemeyer in California, and Dickinson at Massachusetts merit high mention. The

**ATCO Greens Mowers —**  
Britain's finest — used on North Berwick,  
Royal Belfast and other  
famous British Golf Courses



## Only **ATCO** Mowers have *all* these "top-performance" money-saving features

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ten-week winter school at Massachusetts has trained many turf men, and is nearing a quarter century of service.

GOLFDOM has played a very important part in the turf improvement program. Authoritative factual articles have presented research findings to the practical men in simple, concise language. Research is of little practical value unless the information is placed before the people who can put the findings to use.

Through the years the National Green-keeping Superintendents Assn. and the local state and district organizations have enabled the practical men to become self-educated in all the diverse phases of turf maintenance. All of their meetings are of an educational nature, with but one purpose—to provide trustworthy information about the maintenance of turf—and so these organizations have been important factors in producing qualified superintendents, and in turn better golf courses.

### Grass Choices Change

Twenty-five years ago creeping red (mostly Chewings) fescue and South German mixed bent were the favored grasses for golf courses. Fescue was preferred over blue grass for fairways, and many clubs seeded the roughs to sheep fescue rather than blue grass because of its slow growth rate. With this grass roughs were seldom cut more than once a season. This was important in the days of extremely slow cutting behind horses.

Most greens were seeded with a mixture of fescue and South German mixed bent. The fescue persisted alone or in the mixture until the mower manufacturers developed the modern hand putting green mower, which was capable of close cutting. After that, fescue disappeared within several years after seeding and turf consisted of mixed German bent. The greens looked like a patch quilt, due to the patches of velvet bent and the creeping bents, which differ markedly in color and habit of growth.

The importation of bent seed decreased when World War I started in 1914, and stopped when the United States declared war. When the war ended scarcity prompted the Green Section to study vegetative planting with stolons of creeping bent. Selections were made from old mixed German bent greens, and the strains were tested in the turf garden at Arlington, Va. The most promising strains were given names, based on the place of origin. Washington and Metropolitan were the best ones at first. Metropolitan soon lost favor, but Washington is still preferred by some. There are many greens of it as good today as they were 25 years ago. The poorer selections included Virginia, Columbia, Vermont, In-

verness, etc. Through a mix-up in identification a large quantity of Virginia bent was sold and used as Washington. At first Washington got a bad name, because Virginia is a coarse strain which develops grain and is very susceptible to leaf spot.

In recent years newer selections, such as Old Orchard, Arlington, Congressional, Collins, Toronto, etc. have gained favor. The mixture of Arlington, Congressional, and Collins is performing well and the individual grasses do not separate into distinct patches.

The chaotic conditions in Europe after World War I and the rapid expansion in golf interest led this country to seek a domestic source of bent seed. Rhode Island harvested and sold some seed as Rhode Island Colonial bent. Since the quantity was inadequate, the USDA assigned the task of locating additional sources to Lyman Carrier. He found the best source in the Pacific Northwest where there were meadows of creeping bent alongside the Pacific Ocean. Seed production started first in the area around Coos Bay near Coquille, Ore. Seed was sold under the designation of "Seaside Bent". Congress was induced to place a duty on imported seed to help the infant industry. Grass seed production has become big business in the Pacific Northwest.

Besides Seaside, which is a creeping bent, colonial types are harvested and sold as Astoria and Highland bent. Some New Zealand brown top is being grown and sold as Oregon Colonial.

More recently grass seed production has been started in Eastern Oregon, where the grass is grown in rows as a cultivated crop. This method simplifies roguing and insures seed which is truer as to type than meadow grown grass.

### Breeding New Bents

A further advance in bent seed production is in prospect as a result of breeding by Prof. H. B. Musser. Superior strains are used as parent stock and grown in alternate rows. Some of the poly cross bent plots at Penn State College look extremely good. The turf is as tight as any of the vegetative strains and there is no evidence of any grain. A limited amount of seed is available for testing under use conditions.

When coverage is uniform creeping red fescue provides a perfect fairway lie. The original fescue fairways were the delight of golfers. Turf degeneration started with the advent of gang mower cutting with tractors, under player urge for more frequent and close cutting. The same thing happened to blue grass fairways. Close mowing did least damage where some bent seed was included in the original