

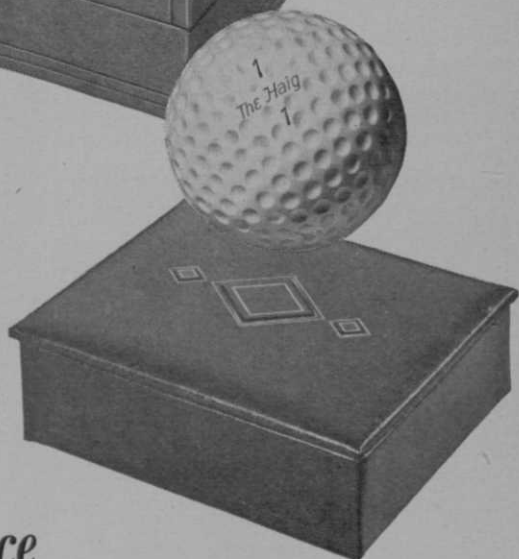


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Attractive Open Display Sets Off New Pro Shop

Lou Strong, pro at Park Ridge CC (Chicago dist.) does remarkably good volume of business at his shop by virtue of attractive open display of well chosen variety of quality merchandise, vigilant care of his assistants in keeping the stock immaculately clean and neatly arranged, a fine location for the shop, and steady diplomatic application of sales work.

The shop is located on the ground floor of the clubhouse with the route from the men's locker-room to the first tee being through the shop. A rubber-base floor covering cares for this spiked-shoe traffic without showing undue wear. The assistants see to it that this runner, and the checkered rubber composition tile flooring of the shop are kept clean at all times.

Large windows open onto a porch that borders the practice putting green and first tee and a door from this porch is conveniently located where women members have

access to the shop. One window is used for effective displays which are frequently changed.

Strong maintains that his assistants, Carl Wilborg and Ken Weiler are Class A from the ground up because they make the first essential—cleanliness—first in a pro shop. They're well groomed themselves and make a strong point of seeing that everything about the shop is cleaned and dusted the first thing in the morning and kept in order all through the day. The members of a first class club are the type of people who are accustomed to complete order and cleanliness and would be quick to notice—with adverse reflection on the pro shop staff—anything that's not as it should be.

Strong designed the cases himself. Beneath the counter in the center of the shop and beneath the apparel and shoe shelves on the walls are storage space from which replacements of display stock can be made,

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NEW

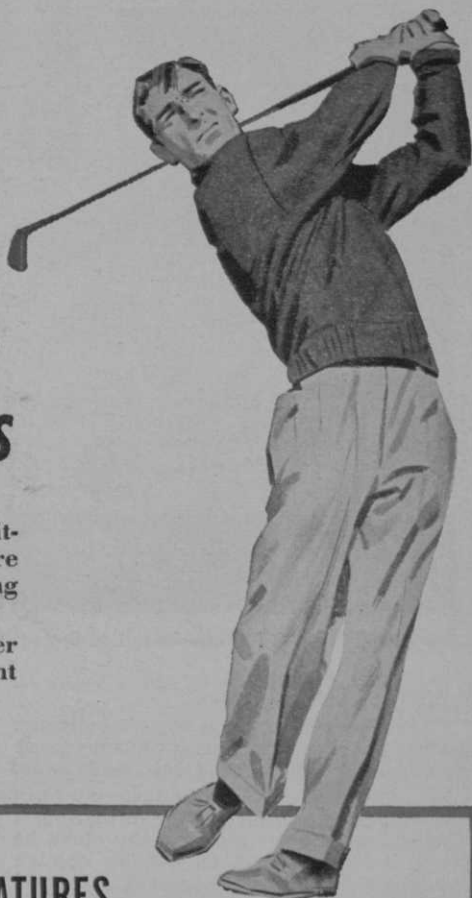
Gold Line

TOP-FLITE IRONS

tops in power because:

(a) Concentration of hitting weight over a smaller, more compact area—without reducing hitting area.

(b) Uniformly low center of gravity directly behind point of impact.



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produce the distinctive Spalding feel—no sting or harshness:

1. New scientific weight distribution (mentioned above).

2. Spalding's patented screw assembly.

3. Spalding's own type of mild stainless steel.

4. Spalding's panel-form grips with their shock-absorbing molded cork foundations.

SPALDING

SETS THE PACE IN SPORTS





Park Ridge (Ill.) CC professional Lou Strong uses this illustrated four-page, two-color folder in

or different sizes obtained.

Slacks are shown on a compact display against the wall. They're in the far corner in the lower picture on the right hand page.

Lou, like some other very successful pro businessmen, does not believe in making a complete display of most of the clubs he has in stock. He has on display enough club stock to get the members attracted and interested, and of course he and his assistants always are looking for an indication of need or buying interest by members. Then, when the prospective purchaser is looking over the display stock Lou can say "I've got something I've been keeping in my reserve stock that I believe will be absolutely right for you."

Al Watrous at Oakland Hills is one of the best we ever saw working this "something special" angle. Al's got a very small shop with only limited room for display so he uses that as the ballyhoo in front of the tent and when he gets them inside gets from his back-of-shop storage something he got and laid away especially for the lucky buyer. Lou Strong is one of the bright younger school of pro merchants who uses that angle very well.

The artificial lighting of Strong's shop is particularly well designed. The overhead lights give a sunshine effect and the concealed lighting units of the club displays make the clubs appear as attractive as if they were in sunlight.

A door back of the ball and accessory case and counter leads to the club-cleaning room in which there's a work bench.

Hangers are provided for clubs being repaired so the shop doesn't look junky with clubs scattered around. Tools and supplies are kept in the ample drawer and other storage space beneath the work bench.

The shop has sign painting equipment for making neat price tags and other of the few but expertly lettered signs the shop uses. Strong has price tags, small but clear, on his shop merchandise.

Buffing and cleaning equipment is alongside the window through which the caddies return the clubs. This space is small but so conveniently arranged that Strong says his club-cleaner can keep up with the heaviest week-end and holiday rush.

At the far end of the bag storage bin room is a small room in which Strong has a desk and does his paper work. In that room also is a heavy storage case for balls and accessories which is kept locked. There's another storage room off the rack room in which stocks of clubs are kept. Another room is provided for storage of bag carts.

Extensive burglar alarm equipment is provided for the shop as it should be for all shops having considerable window space that opens onto areas from which thieves might enter without being readily discovered.

Park Ridge being bordered by suburban homes and having most of its membership living close by, gets quite a lot of late season play. The course supt., Bert Rost, keeps the course so fall play isn't discouraged by balls lost under leaves. One re-



calling attention to Christmas gift values in his shop. (L) Front and back pages. (R) Inside pages.

reflection of this condition is in Strong's club sales for August and September being greater than is customary at most central and northern clubs.

Possibly the club being so conveniently located for members may have something to do with Strong's volume of Christmas business. But probably the real reason for this very satisfactory volume is the way that Lou goes after the Christmas business.

One of Strong's members laid out the four-page 11½ by 8¾ in. folder shown in the accompanying illustration. The folder cost money but it made highly productive advertising. Lou enclosed with the folder the following letter:

"Dear Member:

"The most personal of Christmas Gifts for the golfer is something for golf, whether it is a nice set of clubs, a putter or some other needed implement to improve his game, perhaps a sweater or various accessories that add to the golfer's comfort. In this respect I have a complete stock of nationally famous merchandise for your convenience and selection.

"The enclosed folder might give you some ideas, or better yet, why don't you drop in and 'browse' around. I know pretty well what equipment each member has, a good idea of his likes and dislikes, and I might be able to give you some suggestions as to what he or she needs.

"The Pro Shop is open daily and Sunday from 9:00 AM until 5:00 PM, or for your convenience any evening by appointment.

Purchases will be gift wrapped and may be included on your monthly bill or paid for separately, as you prefer.

"Your Pro Shop Staff and I take this opportunity to wish you and yours a very Merry Christmas and a Happy New Year.

Yours very truly,
Lou Strong"

Disease Damages Bent Greens During Extreme Texas Heat

Extreme heat over a long period during the summer has resulted in considerable trouble with bent grass greens on a great many Texas courses. Weak grasses especially have been subject to disease attacks analyzed as *Helminthosporium* by Texas A & M College officials.

Ralph Rowley, Goldthwaite's Texas Toro Co., who is familiar with most of the work being done reports the treatment for this disease has been rather unsatisfactory with all known turf fungicides. A check of all sources of information on the disease have been made. At the present time a material known as Acti-Dione, a derivative in the manufacture of penicillin, obtained from Prof. John R. Vaughn, Michigan State College is being used in tests for treatment of the disease. Additional information on the history of the disease and attempts to bring it under control will be reported in a later issue of *Golfdom*.

Texas courses which have experienced trouble with the disease this summer are: Colonial CC, Ft. Worth; Northwood CC, DAC CC, and Lakewood CC, all of Dallas.

A Two-year Turf Maintenance Course for the Southeast

By B. P. ROBINSON and G. W. BURTON

Within the past two years, we have received calls from a number of golf clubs for men trained as golf course superintendents or greenkeepers. Unfortunately, we have been unable to give them any assistance because we have not known of anyone well qualified to fill these positions.

The Advisory Committee for our Turf program gave this personal problem serious study at their last meeting and recommended that an effort be made to set up a course for training turf specialists at Tifton. The committee felt that such a course should give the student the technical information that he will need to grow grass and, at the same time, give him training that will help him to work with the people that he will be associated with. To this end, we have worked with President G. P. Donaldson at Abraham Baldwin Agricultural College here in Tifton developing the course outlined below. We have included such courses as English, public speaking, economics, and political science in this course for two reasons. In the first place, we believe that they will

successful greenkeepers. The practical experience gained in this way should prove invaluable.

It is hoped that golf courses, municipal centers, or other organizations interested in turf production will help young men attend the two-year course. Such organizations or individuals should immediately contact Miss Evamae Howard, Registrar, Abraham Baldwin Agricultural College, or B. P. Robinson, Georgia Coastal Plain Experiment Station, Tifton, Georgia, for necessary enrollment information. New students start enrollment on September 17, 1951. Since many individuals interested in a turf maintenance course may not be familiar with college courses, a description of the courses to be offered and expenses follows.

Description of Courses

First Year — Fall quarter

Turf maintenance 1 — Actual experience will be obtained in the establishment and management of various turf grasses on the experimental turf plots on the Southeastern Turf Research Center. General introduction to the types of turf plants, rates and methods of planting, frequency and height of mowing, general systems and methods of fertilizing, watering, disease prevention and insect control.

Chemistry 21 — A general course in chemistry including a study of chemical elements, their properties, and the laws of chemical action.

Botany 21 — Foundation study of plant cells, tissues, structure, and function of parts, environment effects and reproduction of seed-bearing plants.

English 101 — A review of grammar, including a systematic enlargement of the student's vocabulary and constant practice in writing.

Winter quarter

Physiology of Turf Plants — A study of the processes occurring in turf plants and their relation to the complex activities constituting plant growth. Topics include basic considerations of anatomy and physiology of roots, stems, and leaves, absorption and translocation of mineral elements and water, transpiration or loss of water, food synthesis, and respiration.

Chemistry 22 — Continuation of chemistry 21, including a general survey of subjects related to plants and general agriculture.

Agronomy 1 — Study of major agricultural plants with special emphasis on varieties, adaption, fertilizers, rate of seeding, spacing, top dressing, cultivation, and disease and insect control. The results of soil and plant improvement researches are considered.

Agricultural Engineering 20 — Detailed information in solving problems related to soil and water conservation with special emphasis given to drainage and water diversion constructions.

Spring quarter

English 102 — Continuation of English 101 with attention being given to exposition, narration, description, and writing of special papers. Models are used to stimulate the student's thinking.

Agronomy 10 — The course covers a study of soils



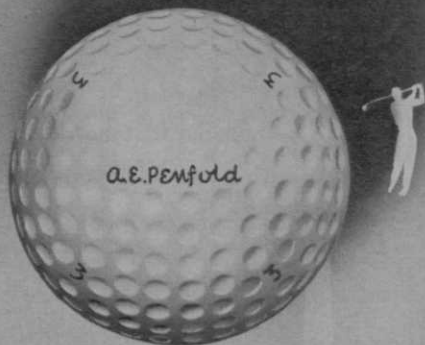
Southeastern Turf Research Center gardens of the Georgia Coastal Plain Expt. Station adjoin Abraham Baldwin Agri. College where new two-year turf maintenance course is being offered. Partial view of turf plots shown above.

help the turf specialist to deal with the public. They will, also, supply required courses that he will need should he wish to attend a four-year college and complete his B.S. degree after finishing here. We are requiring that he spend considerable time actually working on the experimental turf plots in order to gain valuable experience. In addition, each student will be expected to spend at least one summer working on selected golf courses with

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- PENFOLD gets away faster because its live, natural rubber cover is molded around the ball—not vulcanized over it.
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as natural units with their inherent characteristics, practical significance of chemical and physical properties of soils, relationships between soils and plants, and principles involved in the use of soil management practices.

Forestry 1 — A general agricultural forestry course with consideration given to tree identification, nursery planting, treatment and use of woods, environmental effects, growth, culture and management.

Second Year — Fall quarter

Fertilization and Management of Turf Plants —

Methods of fertilization and management of various turf plants as related to their use, and soil and environmental conditions. A detailed study and continuous observation of fertility and management practices carried out on the turf experimental plots and their relation to practical turf production will be stressed.

English 203 — A course in public speaking designed to give the student experience in informal conversation and presentation of formal types of discourse. Special emphasis is placed on speaking before groups.

Botany 22 — This course includes a study of important processes going on within the plant, environmental and hereditary factors influencing plant growth, plant improvement by breeding, and a brief study of plant classification.

Agricultural Engineering — The course includes carpentry, concrete, soldering, oxyacetylene and arc welding, sheet metal, pipe fitting, and planning of work shop.

Winter quarter

Turf Weed, Disease, and Insect Control — A study of the types and kinds of weeds, insects, and diseases and how to control each. Consideration is given the many kinds of chemical compounds used for pest control. Students will identify and control turf pests on the college and experimental station property.

Mathematics 224 — A course in college algebra designed for students with little or no preparation in algebra.

Agricultural Engineering 62 — The course includes operation, care and repair, and uses of agricultural engines and tractors. Practical work includes actual field operation of equipment.

Agricultural Economics 4 — A course in agricultural arithmetic, including land calculation, depreciation, fertilizer formula and keeping, analyzing, and interpreting records and budgets.

Spring quarter

Turf Maintenance 2 — Thorough resume of South-eastern Turf research methods, results, and practical application to turf production. Each student will be assigned a special problem related to turf maintenance, which may be solved completely or in part by working on the experimental turf plots.

Agricultural Engineering 61 — Theory and practice in operation, care, and repair of agricultural implements, including the selection of implements and actual field operation of equipment.

Physics 20 — A brief study of the elements of applied physics with emphasis being placed on the more practical phases of problems applying to agriculture — or:

Political Science 1 — Brief and comprehensive study of the United States and State through the medium of the Constitutions and current history and problems.

Expenses

College expenses are payable in advance. Schedule of costs is on the basis of one quarter. Matriculation fee \$30.00, Student activity fee \$5.00, Clinical fee (for students living on campus) \$3.00, Out of state students \$50.00, Room \$24.00, Board \$90.00, Books and laundry (estimated) \$20.00, Application deposit (returnable) \$10.00, Total per quarter \$232.00. Approximate cost per year \$666.00.

N.Y.-Conn. Turf Men Honor Butler and Bengeyfield

Joseph Butler, Supt., Siwanoy CC was honored by fellow superintendents and nationally known turf men at a meeting of the N. Y.-Conn. Turf Improvement Assn. Tribute was paid to this fine gentleman whose father, Michael Butler, was the first green supt. at the St. Andrews GC, Mt. Hope, N. Y.

The dinner meeting was held at the Siwanoy where Joe Butler has been in charge of the course for the past 26 years. Prior to this, he had been at the St. Andrews Course, following in the footsteps of his father. Club officials at Siwanoy; H. A. Eastman, green chairman, and R. Rughes, committee member, took part in the ceremonies in which A. R. Twombly, President of the N. Y.-Conn. group presented Butler with an engraved wrist watch. Butler thanked association members for the honor, then thanked Harry Vare, longtime assistant, and pointed out that down through the years it has been the cooperation of the green committee who have made it possible to do a good job.

Also honored at this meeting was William Bengeyfield, Assistant County Agricultural Agent in Westchester County. Bengeyfield, who has been actively working with the green superintendents and their turf problems, has been recalled by the Air Force. The N. Y.-Conn. group presented him with a going away gift.

O. J. Noer, Chief Agronomist of the Milwaukee Sewerage Commission, and Fred V. Grau, Director of USGA green section, spoke. Over 70 members and guests, including Dr. J. A. Adams, Gene C. Nutter, Charles G. Wilson, Dr. Ralph Engel, were present. A fine dinner was arranged by Pat Chambers, manager of the Club. The meeting was arranged by Pres. Twombly, D. L. Rankin, A. H. Maslin and W. E. Lafkin.

Mrs. Ralph Bond Dies at Madison, Wis.

Mrs. Ralph R. Bond, 58, wife of the owner of Old Orchard Turf Nurseries, died Aug. 4 in a Madison, Wis., hospital after a long illness. Mrs. Bond was widely known as a delightful and competent woman whose inspiration and help in her husband's work with bent grass was of great value. She travelled extensively with her husband and was beloved by the wives of many course superintendents as their intimate, understanding friend.

For many years she was prominent in Girl Scout and Eastern Star work. She is survived by her husband; two daughters, Mrs. Daniel Skelly and Mrs. Raymond Walsh and one brother, Clyde F. Rex.

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