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# **Golfdom Completes 25 Years of Service**

**with the October Annual Planning Issue**

**25 years of service to  
professionals, superintendents, managers  
and club officials**

In those 25 years the ONLY EXCLUSIVELY BUSINESS journal of golf has served club officials by informing them of more efficient policies and operations that have made and saved millions for clubs.

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GOLFDOM has waged a persistent and successful campaign for substantial recog-

nition of course maintenance specialists, superintendents and scientists. Thousands of expressions of appreciation for the help of GOLFDOM'S editorial and advertising pages exhibit their close cooperation with the ONLY EXCLUSIVELY BUSINESS journal of golf.

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**It is strictly independent, accurate and fair. Its only purpose is to make golf a bigger, better business.**

**October GOLFDOM — The Annual Planning Issue — features 25th Anniversary editorial material and advertising of lasting value from the leading factors in the golf business.**

## Jaycees Sponsor Biggest Event, Seven Pro's Sons Entered

The sixth annual National Junior Amateur Championship sponsored by the United States Junior Chamber of Commerce and played at the Hope Valley CC, Durham, N. C., Aug. 13 to 18 had 210 entries from 43 states and the District of Columbia, the largest field to enter the national tournament in the short history of the event. The 210 boys, 18 years and under, were the cream of the crop of more than 18,000 who started in local and state tournaments sponsored by the Jaycees.

Of the 210 boys who toured the course during the first two days of qualifying, seven were sons of professionals. They



Jerry Port, teen-ager from Wilmington, Del., is awarded Jimmy Thomson Driving Award for his winning drive of 281 yds. at annual banquet held on eve of U. S. Jaycee Nat'l Jr. Amateur Championship. Joe Robb, Jr., local Jaycee chmn., makes award. Seated at head table are: (L to R) Harold Sargent, Harry Welsh, Floyd Fletcher and Bill Kaiser.

were Tom Watrous (16), son of Al, professional at Oakland Hills CC, Birmingham, Mich.; Herman Uebele, Jr. (17), whose father is pro at Beechwood GC, La Porte, Ind.; William F. Boggess (18), son of Charles, pro at Indian Hills CC, Kansas City, Mo.; Roger Rubendall (16), son of Harry, pro at Freeport (Ill.) CC; Phil Wiechman (17), son of Clem, pro-mgr., Logan CC, Chapmanville, W. Va.; Pat Schwab (18), son of Harry, pro at Community CC, Dayton, Ohio; and David Hugh Law (16), son of Hugh, pro at Bartlett CC, Olean, N. Y. Ralph Guldahl, Jr., who entered the California state tournament from San Diego failed to make the grade for one of the berths on the team representing Calif. at the national.

The final match pitted the North against the South with Douglas Sanders of Cedartown, Ga., winning 6 and 5 over Donald Welch of Whitefish, Montana. Medalist honors went to Teddy White, Roswell, New Mexico, high school lad

with a 73-67—140. Oklahoma won the state team championship with a low total of 588. First winner of the Jimmy Thomson Driving Award was Jerry Port, Wilmington, Delaware, with a drive of 281 yds.

Chairman Joseph A. Robb, Jr. and the Durham Jaycees with the assistance of Hugh Egan, Jr., Director of the U. S. Jaycee Sports and Recreation program handled the tournament in fine shape. The boys were housed at one of the Duke University dormitories. A banquet for all contestants and sponsors was held on the Duke campus also. Harold Sargent, PGA vp from Eastlake CC, Atlanta, Ga., featured speaker at the banquet, gave the boys some valuable tips and pointed up some of the important things to weigh in considering golf as a profession. Trick shot artist Jack Redmond led off with a fine show for the boys in the series of clinics scheduled. Bill Kaiser of Hillerich and Bradshy was kept on the tee until near darkness the next day by enthusiastic and interested youngsters following a fine clinic. Loddie Kempa, the left-hander who recently joined the Wilson advisory staff also put on a fine performance for the lads.

The 1952 tournament will be played on the Eugene (Ore.) CC course August 11-16. Participants will be housed at the University of Oregon. Hosts for the 7th annual event will be the Eugene Jaycees under the chairmanship of Jim Bandy, who was on hand for the whole of the tournament at Durham taking notes and tape recordings for a full report to the local Jaycees and as a guide in planning for a big tournament next year.

### COMING TURF EVENTS

- Sept. 5-7 — Turf Field Days. The Pennsylvania State College and USGA Turf Advisory Committee, State College, Pa.
- Sept. 10-11 — Turf Field Days. Purdue University and Midwest Regional Turf Foundation. West Lafayette, Ind.
- Oct. 7-9 — National Turf Field Days. Beltsville Turf Gardens, Plant Industry Station, Beltsville, Md.
- Oct. 24-26 — Turf Conference. Central Plains Turf Foundation and Kansas State College, Manhattan, Kansas.
- Nov. 14 — Fall Turf Meeting of the Southern Calif. Turf. Assn., Univ. of Calif. at Los Angeles.

## SUPERINTENDENTS BENEFIT

(Continued from page 26)

ment of weeds with arsenicals. This, to me, was truly the beginning of the present era of good weed-free turf. His lessons made a very great impression on me and they have been used on our courses to great advantage."

Wes Updegraff, supt., Wichita (Kans.) CC credits informative association and sup'ts. meetings as being responsible for "practically all improvements made on golf courses in this part of the country." He says, "we learned about the new bent — C1-C19 at these meetings. All 20 of our greens have been planted and we are completely satisfied that they make the finest putting greens possible.

"U-3 Bermuda has proven very good for tees. They heal over well and we cut them 5/16" and have fewer divots at this close cut. We have learned crabgrass can now be controlled with a number of crabgrass killers. Fairways are going to be seeded with Highland bent and Astoria bent.

"Through the association meetings our golf course becomes an experiment station for all new ideas. Each new thing we learn we experiment with until we are satisfied it is what we want for our own course and then we use it.

"We find that about 75 per cent of our club members use our improvements on their own yards and estates. We would be unable to help all these people if we did not attend our meetings, turf conferences and Field days."

Bill Brady, supt., Maple Bluff CC, Madison, Wis., says "The meetings we have had in Wisconsin are very helpful in all aspects of course maintenance. While attending a meeting in Milwaukee, I was lamenting over the fact that although I had watered fairways, I also had two that are not watered because they are short iron holes. One supt. told me that if I would give the fairway that was not watered a medium shot of fertilizer around the first week in July they would hold bet-

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ter. I applied approximately 400 lbs. of Milorganite the first week of July and three weeks later we had a four weeks dry spell with hot drying wind, with temperatures of 90-94 for one whole week. The unwatered fairways held surprisingly well.

"We now have had two beautiful weeks of grass growing weather and in comparing the fairways, it is fairly impossible to tell which were unwatered."

G. M. Dearie, supt., Edgewater GC, Chicago, Ill., tells some of the many things he has learned about growing and caring for turf at superintendent's meetings and short courses. He says,

"When a greenkeeper has a turf problem at his Club, he is anxious to get information that will help him, and to whom else would he turn but his fellow Greenkeepers. That is the main object of the Greenkeepers Meeting each month. Here he sees his associates and some of them have at some time or other been confronted with the same problem that is bothering him. Here we have the opportunity to talk privately together, and when the formal meeting gets underway we have the chance to state our problems to the group and get the best information available. Some of the knowledge is acquired from practical experience and some by science.

"I have used to great advantage a solution I worked out with Graham Gardiner several years ago, when he used it at Park Ridge CC and obtained good results. This was to correct a soil compaction condition of greens with an application of pea gravel. The green is top-dressed with pea gravel, according to the condition of the compaction of the soil. The average application is one yard of pea gravel to 5000 sq. ft. This application is followed by a continued spiking until all particles of gravel are worked into the soil. Several treatments may be necessary to correct the condition.

"The short course given for the greenkeeper who is interested in improving his course and acquiring valuable information is a wonderful help. Here he gets facts, everything has been tested before it is presented to the greenkeeper and he can have all the information as to application, treatment and results.

"I obtained my idea of fertilizer versus seed over ten years ago, at a plot demonstration in Arlington, Virginia, where Dr. Montieth explained and proved a small amount of seed and plenty of fertilizer will give you better turf than a heavy seeding and light fertilizing. I have used this to great advantage ever since

"In short, at Greenkeeper meetings and

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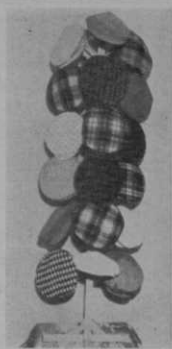
Merchandise is easily kept clean and in neat order by this Scoggins pro shop display tree. It adds to the color and life of the entire shop and pays for itself quickly in increased sales.

This tree is only one of the new Scoggins display features that are a sensationally strong added selling power in any pro shop.

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short courses we get the answers to our problems if there are answers, and if there are not, we work together to find them."

Lawrence Huber, supt., Ohio State University GC, Columbus, says it is hard to point out any one thing learned from attending Turf Conferences and association meetings. Such an undertaking would require the listing of a great many facts, short cuts, new methods, etc. He says, in listing some of them in the order of importance, "I would say that 2,4-D has brought about the most important change made in the last five or six years on courses over the country. With the fungus and pest control we have today courses have shown vast improvement over past years.

"Aerifying in the last few years has proven its worth in getting the water to penetrate deeper into our clay soils and in letting the fertilizer down around the roots, all of which has resulted in better turf.

"These are a few of the outstanding things which come to mind at the moment; but let me add that a great deal is learned today from reading the fine golf and turf magazines that are published."

R. C. Bowman, supt., Lakewood CC, Dallas, Texas, says one of the great tips

he got at the annual turf conference last year and the thing that brought the most praise from members was how to handle nap on greens. At the proper time nap was taken off the greens and when the new grass came back he had the best putting surface ever.

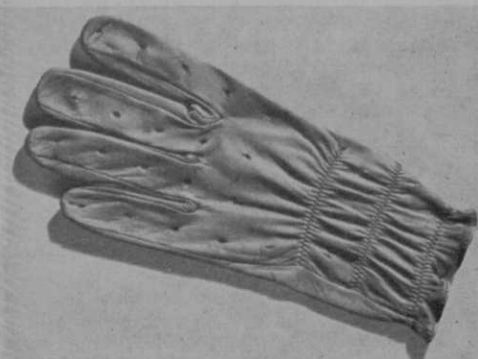
### PRO DEPT. TUNES IN

(Continued from page 28)

tains that many of a golfing resort's patrons are people who are greatly benefited by a few tips—just enough, and simple enough, to be easily and deeply absorbed. Naturally much of this work has to be what a doctor might call emergency treatment as it's a sure thing a brief golf clinical session isn't going to remake a man's or woman's game.

Obitz maintains that considerable of this clinic treatment has resulted in a lot of less money for pros at points from which the Shawnee guests hail. Many of the clinic patients haven't taken golf instruction for years—or at all—because they had no idea pro instruction could be so helpful.

Harry says that he and his staff in numerous cases follow the medical general practitioner's line and refer the pa-



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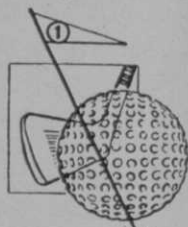
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tient to a home club pro as a "specialist;" meaning that the home club pro could do a lot of good for the patient if the patient would give the pro the time.

### Expose Guests to Buying

The lessons, the competitive programs and the lively golf atmosphere of the whole place develop a very substantial volume of shop business. Obitz is strongly adverse to any idea of high-pressure selling but he certainly makes it easy and pleasant for the Shawnee guests to be exposed to the temptation of buying.

He has volunteered in his shop a surprisingly large amount of business that has been entirely overlooked by pros at clubs from which Shawnee guests come. Pros could get some excellent instruction in alluring display and technique in exposing the merchandise to the customer when the customer is in the right mood, by observing the Obitz staff's methods.

The pro department personnel at Shawnee must be immaculately groomed and wearing the latest of what the shop has to sell. They're walking displays of shop merchandise. On hot days the teaching pros change outfits at noon. Fred and Harry both make a strong point of the pro staff at a smart resort showing par for smart resort wear.

### "Mind If I Change Shoes?"

Shoe business is particularly good and one reason is that when the circumstances permit a pro staff member will say to a guest "do you mind stepping into the shop for a few seconds while I change into my golf shoes?" The guest goes in, sits down by the shoe display, and guess what happens frequently?

The keynote of the Obitz operations are that Harry works on the platform that the pro shop and the services of the pro department personnel must be a golf resort attraction to personalize and emphasize the quality of the course and every other feature of the resort.

"We strive to attend to every guest so he and she will think subconsciously that the main reason Fred Waring runs Shawnee is to make each guest his happy friend. When that's done in a resort, private or fee club for the management the pro and the management both are going to be rewarded when they look at the financial statement."

### THE ROUGH AS A FACTOR

(Continued from page 30)

and blend effectively with the natural landscape.

When properly proven by play, the outlines of the fairway (or rough) should be meticulously maintained. So often, careless or thoughtless mowing will gradu-

ally and imperceptibly change a hole until its original character is utterly destroyed. Sometimes the demand for relief from the seeming injustice of some hazard influences the Green committee to eliminate a salient of rough upon which the whole scheme of play hinges and in a few years, when the old setup is forgotten, players ask, "Who built that silly, meaningless bunker No one ever gets into it!"

The rough costs comparatively little to create and little more to maintain properly than to neglect. Properly outlined and conditioned, it is an important factor in the strategy of each hole. Thought expended on its location and vigilance in maintaining its outline when proven is more than worth while.

## PROS TELL IDEAS

(Continued from page 22)

Cheaper sweaters, shirts, sox, etc., are poor sellers and the amount of profit derived from them is very small compared with the top grade goods. A wide variety of hats and caps, fancy and otherwise, alone grosses \$2000 annually.

"Criticism of members' clubs is not permitted by me, but we do suggest that better clubs are made when such is the case."

### Stage "Clearances" With Care

Howie Atten, well trained as an assistant and now doing a fine job as pro at the Dubuque (Ia.) G&CC says:

"For a club the size of Dubuque G&CC, I find that running blind bogeys during the early part of the season with many small prizes creates interest. Along toward the latter part of the season, after building up interest with many winners of small prizes, I clear inventory of sets of clubs with a few large winners. Running bogeys on Saturday and Sunday, one can get rid of a set of woods one day and a set of irons the next. In smaller clubs, one set of woods or irons for both days would probably be the better way. This type of clearance could run from Aug. 15 on.

"If reductions in price are the manner of clearance, too many wait and look for the 'bargains' and it spoils the potential

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for next year. Only merchandise that does not hold out well (shirts, white goods, etc.) will be cleared with 'closeouts' and reductions this year."

### Get Rid of the Stock

Bill Wotherspoon, Southern Hills CC, Tulsa, Okla., is another pro who believes that the type of club governs the advisability of "clearance sales" and in some cases it's not wise to push cut-price sales. He thinks that more cautious buying and close inventory control will do away with the necessity of clearance sales. However, weather and other factors, such as the unwarranted ball shortage scare, Bill admits, cause problems of liquidation that test pro's business ability.

He says:

"In my own case the shop inventory is in very good shape for the beginning of August and it is right now I begin to buy again with thoughts of fall and Christmas sales. Only one article I happen to be long on is one type of golf ball and I am going to have to do something about that.

"The makers might send a letter to the boys and find out if they are overstocked in their particular line of clubs or balls. If so they could suggest unloading or transfers of the merchandise to others close by. No manufacturer would want a

pro to sell old models next year or yellowed golf balls and as long as the stocks are there it will be difficult for them to sell the new 1952 line.

"I have never believed in sales in pro shops as members are prone to believe there is something wrong with the merchandise and also they might wait for that time of the year all the time and the over all picture would be hurt.

"Junior golf and presenting clubs to caddies helps my trade-in situation and sometimes I will gather used clubs together and give a bargain to a fee course pro where there is a better market than mine.

"A live wire golf events program presents an outlet for prizes such as carry-all bags, cashmere sox, umbrellas, seat covers, and shirts which members might not buy but like to have. However, I do not unload these items after they've been in stock for months as it wouldn't be long until the golf committee would switch to other prizes so all winners receive up-to-date merchandise. Sometimes, though, it helps to create sales for new items.

"The telephone is a great means of personal advertising and every professional knows the bargain hunters. Why not a personal call on overstocked clubs as

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long as the pro knows the set will fit the individual and improve his game? I have always figured no deal would work unless it worked to both party's mutual advantage so these sales should have as much thought as ones through which the full profit is made."

### "Trade-ins" A Staple Item

George (Apple) Apalakis, pro at Sagamore Springs GC, Lynnfield Center, Mass., ties in his merchandising at a fee course with golf promotion. His sales leads are mainly from transients.

Apalakis says:

"I have to build up an inventory of good used equipment and purposely encourage trade-ins during November and December. I must have used equipment in excellent condition when I open shop in the spring, hence 'clearance sales' are out of the question with me.

"By expert reconditioning of the trade-ins I establish a reputation for my shop as being a very reliable place to get bargains and that brings business from those who have to keep their golf costs under close control. I find that this reputation for providing top values at any price also helps my new club business.

"Pros at fee courses and private courses should work together on this trade-in

matter as the fee course pro, provided with good bargain merchandise can approach his 'hard to sell' players with something that gives them what they want without increasing their golf costs unduly.

"The cooperation means more golf play. The players of any age who may not want to make much of an investment in golf playing equipment because of intermittent play may get a set of expertly reconditioned clubs at an affordable price and play a lot more golf.

"There can well be more cooperation between neighborhood professionals in selling some of a pro's surplus stock to another professional whose shop stock may be thin. None of us want out-of-date models of unused clubs backing up on the market next spring. We want to avoid that by quicker turn-over of inventory, getting players who can afford to do so buying new clubs more frequently, and bringing more players into the game."

Bill Cleary, head of W. A. Cleary Corp., New Brunswick, N. J., says next issue of their "Turf Maintenance Tips" will carry valuable information on control of fairy ring and snow mold with PMAS.

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#### SEAT CANES UNDERSOLD

Growing use of seat canes by tournament pros so they can rest their legs while another player is taking a long time to study a shot tips off the most undersold item in most pro shops. Seat canes could stand a lot more sales push, especially among older players whose legs get tired. Good seat canes are being made now that don't weigh much more than a golf umbrella and with lighter bags the seat canes don't make too much weight for the caddie.

#### HUMPHREYS ELECTED NEW BOARD CHAIRMAN OF U. S. RUBBER



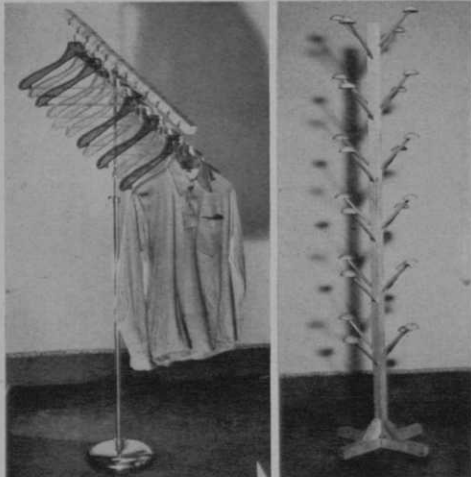
H. E. Humphreys, Jr., pres. of U. S. Rubber Company, has been elected chairman of the board of directors, effective September 1. Humphreys, who will continue as president, will succeed Herbert E. Smith, chairman and former president, who will retire August 31, after 38

years of service. Mr. Smith will continue as a director and member of the finance committee.

Humphreys joined U. S. Rubber as a vp, director and member of the finance and executive committees in 1938. On January 1, 1942, he was given the additional responsibility of heading the finance committee of the company. Later in the same year he was elected vice-chairman of the executive committee. He became president and chairman of the executive committee on January 1, 1949.

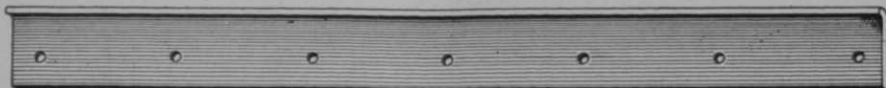
#### PRO SHOP DISPLAY EQUIPMENT FEATURED BY SCOGGINS

Display equipment and fixtures designed to improve the appearance and increase sales in pro shops are featured in a new catalog being distributed to professionals by the Howard Scoggins Golf Co., Dunedin, Fla. Items being offered the pro to dress up his shop, samples of which are shown in the accompanying illustration, include: portable slack rack, blouse case, chrome garment rack, chrome trouser and short rack, ladies' plastic hangers, men's plastic hangers, jacket hanger, shirt display stands, plastic stock boxes, single,



double and triple portable show cases, shirt boxes, glove and hosiery trays, plastic skirt form, plastic blouse form, chrome tee stands, belt racks, plastic zipper bags, display stands for hats, caps, visors, etc., and men's jersey forms.

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