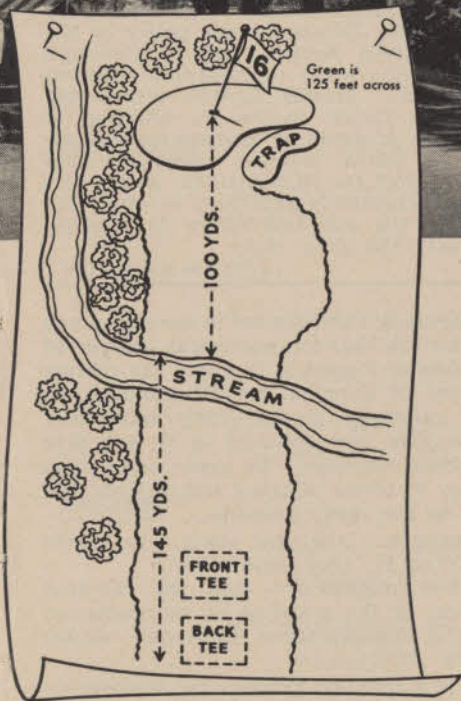


THE 16<sup>TH</sup> AT TAM O'SHANTER  
*is tricky*



*How would you play it?*

The 16th at Tam O'Shanter Country Club, Niles, Illinois, scene of the All-American Open and World Championship P.G.A. tournaments, is one of the great par 3 holes in the country. Here's how William C. Gordon, the club's popular Pro, suggests the 16th be played:

*"This hole calls for a long, straight No. 1 iron or faded spoon shot into the center of the 125 ft. long green which breaks to the right over two sloping ridges to the back of the green. The trap to the right of the green catches many well hit shots."*

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fore be equally helpful to all those concerned with the raising of turf.

"The USGA feels therefore that by the establishment of this publication, Turf Culture, it offers an authoritative organ created to serve the best interests of the golfing public, the professional greenkeepers, and that large group of individuals who are interested in improving turf for many purposes."

"The Green Section's action of stimulating and guiding a number of experiment station workers to develop a turf research program was a great contribution for the development of a better turf. The encouraging and supporting financially of those who carried on their advanced studies and at the same time brought forth new facts about turf management, has been an advancement for turf.

"There are numerous incidents where the Director of the Green Section of the USGA acted as a clearing house concerning both practical and impractical ideas.

"There are scores of reasons why members of our Association believe it is im-

portant that a turf research and coordinated program be conducted nationally. The entire turf industry is constantly looking for national leadership.

"Our Association recommends that the Golf Course Superintendents Assn. of America and other allied turf groups work toward this end. We suggest all our golf clubs be solicited to support a national turf research organization."

At the July meeting of the Mid-Atlantic Assn. of Golf Course Superintendents, Robt. Shields, sec. of the association's Education and Policy committee, reported it was the feeling of the committee that the Mid-Atlantic should not condemn or criticize the Direct Service policy of the USGA Green Section until a thorough study of the many ramifications involved was made. Shields further commented that the Green Section is offering an intensive program of research and extension to USGA member clubs and suggested that the Mid-Atlantic await further developments and study carefully the benefits the program offers to superintendents and their clubs.

## Tips on Application of Fungicides

By H. L. LANTZ

THERE are a number of methods of applying needed fungicides to bent grass greens for disease prevention but no method can equal the power sprayer in efficiency in getting the job done rapidly and comfortably and the fungicide spread evenly. For example, one 150 gal. load of fungicide solution is sufficient to do a thorough job of coverage on 40,000 sq. ft. of turf. This figures about 3½ gal. of solution per thousand sq. ft. The measurement of soluble fungicide material such as Calo-Clor, Cadminate, or other fungicide of your choice is very simple. If 40,000 sq. ft. of area is to be covered, then 5 pounds of Calo-Clor (2x40 - 80 oz.) is dumped into the spray tank. The tank should be nearly full of water and the agitator going when the fungicide is dumped into the tank. A two nozzle gun provides good distribution, and with a little practice the operator soon learns how to proceed over the green in order to cover the entire 40,000 sq. ft. A suitable pressure is from 300 to 400 lbs.

The thing to remember in mixing sprays is that the key to successful control of diseases or insects is to apply the correct amount of chemical per thousand sq. ft. The gallonage is not very important. Three gals. per thousand sq. ft. will give excellent coverage. To apply more costs money in terms of labor and in wear and tear on the spray machine.

Example: 150 gal. tank, to cover 40,000 sq. ft. (See table below.)

Other fungicides — add the required amount of the material as recommended by the manufacturer to cover 40,000 sq. ft.

It is a common practice for superintendents to add soluble fertilizers to the fungicide, provided that the chemicals involved are compatible. Caution: do not add soluble fertilizers to the cadmium sprays.

A program of disease prevention may cost a little more than to wait on disease to develop before spraying but successful superintendents apply fungicides once a week throughout the growing season. Disease just doesn't have a chance where a prevention program is carefully followed.

Material	Rate per 1000 sq. ft.	Amount needed for 40,000 sq. ft.
Calo-Clor	2 oz.	80 oz. or 5 lbs.
Calo-Clor (Summer Concentration)	1 oz.	40 oz. or 2½ lbs.
Cadminate	½ oz.	20 oz. or 1¼ lbs.

# **ATTENTION P. G. A. SENIORS!**

## **TEACHER'S TROPHY SECTIONAL TOURNAMENTS for the**

### **P. G. A. SENIOR CHAMPIONSHIP**

**start this month**

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#### **ELIGIBILITY:**

All senior professional golfers, 50 years of age and over, who are members of the P.G.A.

#### **TOURNAMENTS:**

1. Sectional Championships in each of 30 P.G.A. Districts as scheduled by Sectional P.G.A. Tournament Directors between August 1, 1953 and October 31, 1953.
2. Championship at National P.G.A. Golf Club, Dunedin, Florida, January 28-31, 1954.

#### **PRIZES:**

1. Sectional Champions receive travel and living expenses to participate in National Championship Tournament.
2. \$5,000 purse for National Championship Tournament to be distributed in accordance with P.G.A. standards.
3. Champion also receives a trip to Great Britain at the time of the British Open.
4. Teacher's Trophy to be held by Champion for one year.

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# Pros Tell What Makes Good Shop Assistants

By BOB HALL

"I WOULD rate playing ability about fifth in the list of requirements when I interview anyone for a job as assistant in my golf shop!"

That was the terse statement from George Lake, National PGA vice-president and PGA chairman nationally for junior golf promotion.

"I wouldn't pay 5 cents an hour for an assistant who can shoot 68 every time out—and do nothing more," he continued, "but I certainly would give an opportunity to a youngster who was willing to work, who was neat in appearance, who had a sincere desire to make a career of golf, and who knew not only something about golf and its fundamentals, but who had an ability to meet my customers courteously and with a pleasant attitude of salesmanship."

These and other statements from leading golf pros, which will follow, were brought out recently when we asked a group of club pros of Southern California sector of the PGA what they would expect from or require of a young man when interviewing him for a job as a club or shop assistant.

"Times have changed," declared Joe Robinson, pro at Virginia CC, and a Southern California PGA vice-president. "Once we'd ask, 'What background have you in clubmaking? . . . And what kind of golf do you play?'"

"Now a club professional's job is more in 'selling' the public—the golf customer—just as it is in the downtown stores. And much of that responsibility falls upon the assistant.

"I'd rate neatness in appearance, pleasing personality and an ability to meet the public and serve players correctly with shop merchandise, above ability to play subpar golf.

"Of course," Robinson continued, "a sound knowledge of the game is important—but like George, I'd rate 'ability to play' down the list in my interview with a prospective assistant."

Harry Bassler, president of the Southern California PGA, rated personality and appearance high on the scale.

"An assistant must be alert, clear-headed and neat," he said. "I also take into consideration the marital status of my applicant. If he's married, has some children—if he has some home responsibilities, he's a much better risk than a single man."

"On the other hand, Vic Baker, pro at Lakewood CC, near Long Beach, has the opinion, that:

"Very few young golfers these days can afford to follow the tournament tour, but there's plenty of opportunity in golf for them as club professionals if they want to apply themselves.

"Golf is not over-crowded. Touring pros are seldom good men in a shop, and thus today a youngster who wants to learn the business, who will give time and thought to club repairing, cleaning, storage, shop selling, and to learning to teach can always find a job.

"Since we're in direct competition with the downtown stores for equipment and general sports merchandise, salesmanship plays an important part in the golf shop."

## Assistants Advance

It's interesting to note the many top "shop men" who have gone from Long Beach, Calif., as pupils of Lake, Robinson, Baker and Bassler (the latter with a shop at Fox Hills CC in Culver City during the past few years) to their own Class A jobs.

For instance, three of Lake's more recent "boys" have progressed to bigger jobs: Walter (Boots) Porterfield at Milwaukee (Wis.) CC; Bobby Judson at St. Andrews CC, near Chicago, and Jimmy Clark, when not following the tournament tour, is at his shop at Laguna Beach CC, Calif.

Baker has several students in the field—Jackson Bradley at River Oaks CC, Houston, Tex.; Paul Jopes at Greeley, Colo.; Roy Beardon at Santa Anita (Calif.) CC; Jimmy Thompson, once at Provo, Utah, now at Stockdale (Calif.) CC, and Eddie Nowak, manager of a range at Bakersfield.

Bassler has placed four of his assistants in Class A club jobs during the past year. Eddie Joseph is at Fairfax (Calif.) CC; Dick Boggs has Willowick GC, Santa Ana,

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## TOURNAMENT CHAMPS, LOVER BOYS AT HEART

"The Object of My Affections" is more than a song title to (L) PGA Seniors Champion Harry Schwab and PGA Champ Walter Burkemo who, consumed with a burning love for their newly won honors, demonstrate the same great form that made them champions on the fairways.

Calif.; Chuck McCool is now at El Canto CC, Arizona, and Bill Martin has assumed chores at Rio Hondo GC, Downey, Calif.

Robinson, after six years as pro at Virginia CC, retains the same crew he signed in 1947.

But during his years previously at Brentwood CC, he had such assistants as: Eric Monti, now pro at Hillcrest CC, Los Angeles; Al Lape, Morro Bay, Calif.; Guy Bellitte, Altadena; Al Demaret, Ojai CC, and Ewing Richardson, Los Angeles CC.

"If a youngster wants to make a career of golf, what should he do in preparation?" we asked them.

Bud Oakley, pro at Palos Verdes, was of the opinion that a youth just out of high school should get a job in a shop "learning the game from the bottom up."

"There he can learn something about club design and construction, and about the players' use and needs of clubs and other equipment just by being alert when he's cleaning clubs, making minor repairs, and handling bags to and from rack storage. He will get a good close-up of the market there. He will see what he has to learn about the equipment of the business and what to talk over with the pro in learning.

"He will handle shop routine and if he has a head and is ambitious and observing

he will apply to the shop what he sees and hears at every good retailing establishment he needs. If he has initiative he will pick up good ideas and use them in his work of serving the golfers."

Lake, Robinson and Bassler had slightly different suggestions to the youth who wants to make good in pro golf business. Almost in chorus they stated:

"He should take at least two years of college, after finishing high school, and pay particular attention to study of psychology, bookkeeping and accounting, salesmanship and public speaking."

Robinson added one more to the list: general business administration.

### Prepare for Leadership

"If a golf pro in any community is going to make himself felt," said Lake, "he must take an active part in civic affairs. And in so doing, he must join several luncheon clubs and fraternal organizations with businessmen of the community.

"Naturally, he is going to be called upon for a sports program now and then. He's going to be asked to give opinions 'on the floor'—and a good public speaker at such gatherings can sell a lot of shop merchandise even though he does not have it along in a trailer."

Lake added another factor for young

(Continued on page 54)

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# Observation on *Poa annua* Trouble in Fairways

By **ROBT. WILLIAMS**

Supt., Beverly Country Club, Chicago

**D**URING years of observation I have noted that *poa annua* usually starts to recede and go out in three areas of the fairway; the approach, the tee end and the area where the mowers pull on the fairway. (This may be only two areas if the mowers enter onto a fairway from the tee or tee path.) In bad weather season you might lose *poa* all over the place but these are the key places year in and year out.

Loss of *poa* on the approaches at our club has been reduced considerably by watering the approaches with two settings of a hose and sprinkler to supplement the once-over treatment of the fairway centerline system on the end of the line. All areas of the fairway receive a double application by overlap except the two ends where only single applications are given.

With the hoseless system and the center valve and sod cup in the center of the green only a small amount of the approach gets its water supply from the green.

When *poa* goes out on the approaches it is usually in an area about 15 to 20 ft. out from the green. When *poa* goes out in other areas of the fairway it is generally from too much or too little water along with high temperature and humidity.

What happens in these three areas of most frequent *poa annua* trouble that is different from the rest of the treatment of the whole fairway?

1. Mechanical traffic; resultant compaction increased.
2. Increased foot traffic by players on both ends of fairway, adding to compaction.
3. Weakness in centerline water systems allows only  $\frac{1}{2}$  the application on the two ends, which requires additional hose sprinkling if these areas are to get an equal share of water. Here is the place we could use large part-circle sprinklers if they were available.
4. Friction from the turning of the mowers and tractor.

We therefore can state as a fact that these areas receive more traffic and compaction and less water than the rest of the fairway.

With increased control of the water by using supplemental hose sprinklers we can greatly reduce the injury in these areas and we can reduce the compaction by aeration; but water is of the greatest importance.

I have also noted that unless the first (or outside) tracks a tractor makes in mowing a fairway are straddled from time to time the bent will thin out and *poa* will take over completely. Then in the hot weather the *poa* will thin out in these areas.

A great deal of *poa* is lost on fairways by bruising from the fairway mowers if the mowing is done during the heat of the day.

This is caused primarily by the fact that we are short of moisture near the surface where *poa* roots thrive and the grass is near the wilting stage and cannot resist the bruising of the heavy mowers.

Also one of the biggest features causing *poa* to go out on the fairways is that we have limited control of the feeding of the fairways during the summer months. However, this gets into another big subject and one that I hope to do some work on. We are sorely in need of a fertilizer that we can use as a liquid spray on the fairways without washing it in immediately. We can spray our 40 acres of fairways in from 4 to 6 hours but at present have no material that can be used at high concentrations without burning. The material would have to be one that would give about  $\frac{1}{2}$  lb. of nitrogen to the 1,000 sq. ft. when mixed in about 2 gals. of water, or about 20 lbs. of nitrogen when mixed in 75 to 100 gals. of water. Even  $\frac{1}{4}$  lb. of nitrogen would do a lot if we could apply it this easy.

Perhaps we are getting too involved for the present but I think this is the path we will eventually wind up on.



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"It's beautiful! Top-grain cowhide, harness leather trim... color-fast and waterproof too!"

"I go for this sponge-rubber lined, wool-padded shoulder sling! And this saddle brace gives it perfect balance, distributes the weight for easy carrying!"



"Copper rivets throughout, solid brass locks on all pockets. Brass hardware too!"



"It's rugged too! Shock-resistor steel bottom ring protects it on carts, the molded rubber, non-skid bottom is guaranteed to outwear the bag... and these three steel stays keep it in shape always!"



"I'm sold on this full-length locker pocket with tee, glove and accessory pocket, and on the pilfer proof, detachable zipper traveling hood stored inside. And look at the size of the ball-storage pocket!"

Scarlet or kelly-green cowhide with saddle russet trim. **\$75** Same model in Saran, duck, dobby weave nylon, or vinyl-coated fabric (all in smart plaids or solid shades, all color-fast and waterproof). **\$50**

Other Par-Bag models for men and women as low as \$6.95.

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# Make Plans Now for Xmas Golf Gift Profits

By JOE GRAFFIS

**W**ITHIN the next few weeks many professionals are going to determine whether 1953 will be just an ordinary year of income for them or a year of very good profit.

The answer will depend on planning the campaign for Christmas gift sales in the pro shops. It is difficult for a pro who is sweating on the teaching tee in August to begin thinking about what he's going to do to get big Christmas business but that's what the successful pro merchandiser has to do. The stores already are figuring on their campaigns for golf Christmas gift business and competition compels the foresighted pro to do likewise.

The development of Christmas gift business is a brilliant indication of the rapid progress of golf professional merchandising. December used to mean no pro shop income except in the south. Now it is the second biggest selling month of the year at numerous clubs all over the U. S.

## December Top Sales Month

At a few clubs, where pros have made sales to company executives for supplying companies' customers with golf Christmas gifts, December pro shop sales volume is the largest of any month in the year.

GOLFDOM saw this Christmas business budding early. Like the apparel business in pro shops, the Christmas sales idea required a lot of nursing and at times GOLFDOM had its private worries about whether its editorial campaigning for more golf sales pressure for Christmas gift buying was getting anywhere.

Then, after World War II, the Christmas golf gift sales campaigns really began to score. What probably accounted for the jump in the business, more than anything else, was that pros in northern and central states decided to stay home where they had a chance to make money

around Christmas instead of rushing south in November.

Then, too, the lively, attractive advertising and sales work of a few energetic pro businessmen were paying off in Christmas sales so well other pros were learning what could be done.

Probably the first strong and highly successful pro campaign for Christmas business was made in the Chicago district by Chuck Tanis and Jerry Glynn. Tanis and Glynn had an advertising man who was a member at Chuck's club, Olympia Fields, prepare a very attractive illustrated gift suggestions booklet. The name and club of each pro was printed on the booklets sent to members of their respective clubs.

It was quite an expensive job but Glynn and Tanis by splitting the cost got a job that was more handsome, complete and effective than the golf gifts advertising any big store put out. The deal paid off a fine profit.

The Christmas golf gift buyers' guide idea is one that can be used by several pros in a community, with each taking their share of the costs of the booklets or folders. This sort of material must be prepared early as photographs and cuts must be made. Sometimes photographs of pro shops, with displays arranged especially for Christmas business, are used by pros in their holiday gift advertising and this requires work well in advance.

Ad men and printers who are club members provide invaluable help in preparation of this advertising.

## Survey Your Market

Important in the preparation of the campaign is a survey of what members need as Christmas gifts. Any pro who waits until the season's over and the bags are out of the shop misses a great

## HOLIDAY THEME IN PRO ADS →

The holiday note got into pro shop advertising early with Pat Markovich at Richmond (Calif.) CC writing the golfers' thanksgiving story in a bulletin that announced a ball sweepstakes with the entry fee being an old garment contribution to a charity affair.

Arrowhead G&C (Chicago dist.) holds open house with golf movies to introduce Christmas golf shopping period. The novel promotion proved successful in attracting a big turnout.

Henry Lindner, pro at Augusta (Ga.) CC, gets out 4-page folder presenting Christmas golf shopping list and enclosing gift certificate redeemable in shop merchandise or lessons.

Harold Sargent, East Lake CC, Atlanta, Ga., ties his Christmas advertising in with message about the value of professional selection and endorsement of golf merchandise.

Bob Gutwein, pro at Sunnehanna CC, Johnstown, Pa., mails to his members a folder describing Christmas golf gifts. Gutwein gets full benefit from folder by early mailing.