

many tips on what would make sales at Christmas.

The growing importance of women's business calls for extra study and effort. Pros generally see that women's golf clubs are bought as gifts by the women's husbands. There's a tremendous market for women's equipment and accessory Christmas business.

The sportswear Christmas gift business for members' kids also has proved to be the source of big sales. The kids' golf club advertising also produces, at a lot of clubs, considerably more sales at Christmas than at any other time of the year.

Study of what playing equipment is going to be new in the market, and information on the new golf fashions, are essential in planning a successful Christmas gift campaign. Before long the manufacturers will have advance information on 1954 products available for pros.

Pros can't wait and go after Christmas business on a catch-as-catch-can basis. If

they do, the alert stores get the gravy. One store using golf bags as a Christmas gift feature sold more than 1500 bags. Most of them were sold to golfers whose business pros could have had with smart, special effort. The pros don't want to let that sort of business get away from them; it takes other golf business along with it.

Wipe your sweat off, as tired as you may be from late summer work, and start planning ahead right now for your Christmas business. It can show you a big profit, and what's especially good about it is that most of it is added business—sales that you otherwise might not make.

In September GOLFDOM there'll be more on the Christmas pro shop gift campaigning. Professionals who want to help their members get the right answers to Christmas shopping problems, as well as make a profit that will finance his off-season vacation and add to his bank balance, will make use of this selling help.

WHAT CHRISTMAS SALES IDEAS PAID OFF FOR YOU?

GOLFDOM wants to help all golf professionals get the public into the habit of making the pro shop a top spot for Christmas shopping.

So will you please send us copies of letters or other advertising material you used effectively in your own pro shop Christmas sales campaign last year? We want to print the material in GOLFDOM and help the live businessmen pros with an exchange of ideas pointing toward this year's Christmas selling opportunities.

Many thanks for your help in promoting a multi-million dollar Christmas gift business in pro shops.

HERB GRAFFIS,
Editor, GOLFDOM
407 S. Dearborn, Chicago 5, Ill.

Mass. Ten Weeks' Turf Course Starts Jan. 4

Twenty-fourth annual 10 weeks' winter school for turf managers, conducted under the direction of Prof. L. S. Dickinson at University of Massachusetts, Amherst, will be held from Jan. 4, 1954 to March 12. Many supts. of famous golf courses are among the 390 graduates of this winter school.

As the course is limited to 25 men annually, all applicants are carefully screened on basis of experience and schooling. Final selection of candidates is to be made Nov. 2.

Final two days of the course, March 11 and 12, will be date of the annual Massachusetts turf conference.

Additional details of the course will be released later.

Information regarding qualifications may be secured from Prof. Dickinson at University of Massachusetts.

Celebrities Play to Pay for Caddie Tourney Prizes

The caddie will be king on Aug. 17!

On that date celebrities from throughout the United States will gather at the Scioto Country Club in Ohio's capital city for a benefit golf performance that will help provide more than \$5,000 in college scholarships for more than 100 boys who will begin competing in the National Caddie Tournament the next day.

That evening in Columbus, Paramount will stage the world premiere of its latest Martin and Lewis picture, "The Caddy," with Dean and Jerry both scheduled to be present. The boys will also be on the first tee when fellow-celebrities begin teeing off in the afternoon.

Proceeds from the premiere will be turned over to the National Caddie Association, and officials of that organization indicate they are in favor of turning over some of the proceeds to the PGA to help

KADDIE KART PRODUCTS

Patented - Registered U.S. Pat. Off.

Kaddie Kart

REGISTERED - U. S. PAT. OFF.

RENTAL TYPE



Buy
Direct
From
Factory
—
No
Middle
Man
—
Delivery
Now

The strongest, most serviceable cart made. Interchangeable parts, low upkeep. Balances any weight bag without adjustment. Self centering lower bracket. Protects bags from damage. Strongest steel construction. Large 14-inch wheels, ball bearings factory packed with grease for years of service. Two axle widths. Demountable axles, frames, handles, brackets. Immediate delivery. Write for information.

We will sell or lease or finance
your entire fleet.

Golf Cart Supply Co.

2226 Wabansia Chicago 47, Illinois

Please send complete information about Kaddie Karts. We are interested in buying..... leasing.....

Name..... Position.....

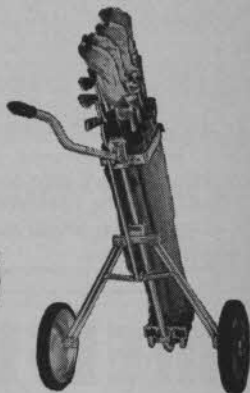
Club.....

Address..... City..... State.....

Ko-lap-si Kart

REGISTERED - U. S. PAT. OFF.

FOUR NEW
1953 Models
All Automatic



List Prices

- T14 Regular Brackets — "A" 14 in. Wire Spoke Wheels ...\$33.95
- T14PO Pipe Organ Type — "B" 14 in. Wire Spoke Wheels 33.95
- T11 Regular Brackets — "C" 11 in. Disc Wheels 29.95
- T11PO Pipe Organ Type — "D" 11 in. Disc Wheels 29.95

Regular Pro and Club Discounts.
Send For Catalogs.

Completely Automatic
Drop The Handle — It Folds
Lift Handle — It Opens

All steel, automatic ball bearing. The handle does the work. Long handle, no adjustment necessary. Universal balance. Stands erect either closed or open. Flexible body torsion and retractable wheels. No wing nuts, no sliding arms, no push buttons, ratchets or complicated mechanism.

Chamberlin Metal Products

2226 Wabansia Chicago 47, Illinois

Please ship.....Kolapsi Karts, Type.....
Please send complete information about the Auto-
matic Kolapsi Kart for (resale) (my private use).

Name.....

Address.....

City..... State.....

Club..... Position.....

defray the expenses of this year's Ryder Cup Team.

This 8th annual National Caddie Tournament is a joint project of the National Caddie Association and the Professional Golfers' Association of America.

Boys who come to the tournament are qualified locally by more than 30 newspapers and PGA sections throughout the nation. While in Columbus they will be quartered at the Ohio State University Tower Club, located in the southwest corner of Ohio Stadium.

James A. Rhodes, former Mayor of Columbus and now Ohio's Auditor of State, is founder and president of the National Caddie Assn. Assisting him locally will be Kenneth Hoag, as chairman of the "celebrities" tournament and Sam Nicola as chairman of the caddie event.

GOOD SHOP ASSISTANTS

(Continued from page 46)

aspirants to consider:

"Before, or even after, I hire an assistant, I expect him to visit club-making and ball-making factories — and to study thoroughly the methods of producing golf's merchandise.

"If you know how it's made, it's much easier to sell it properly, understand what you're selling and to make simple repairs."

Since Southern California is very strong in the Junior PRO-motion of golf, with Lake, now National chairman for the fifth straight year, and Robinson heading a new Southern California Junior Association, with Oakley and Bassler staunch supporters, it was unanimous that much of the future of pro golf business lies in junior golf — but that all pros should strive toward impressing upon the kids that a well-balanced education **MUST** come first.

"Too many kids," Oakley remarked, "think that just because they can whale the daylights out of a golf ball they're good material for the PGA, or for a job as a shop assistant."

"Sure, they must have sound ideas on club swinging if they ever expect to teach, but before they ever get to that teaching stage they've a shop apprenticeship in work, and much business knowledge to assimilate."

Vic Baker thought, too, that an assistant who wanted either to get a job, or wanted to better himself after getting one, should "get around, associate with golfers not only of his own club but others as well.

MELFLEX HEAVY DUTY CLUBHOUSE SERVICE PRODUCTS

give you **3** important savings!

- 1—Because they out-last, by far, all others MELFLEX means savings in replacement expense
- 2—Because they give spike shoe traffic sure-footed safety they save accident expense
- 3—Because they are easy to clean they save important annual maintenance expense.

A trial order will start savings for your club that will continue for years!

OTHER MELFLEX LEADERS

Diamond Tread Step Treads —
Landing Mats — Standing,
Shower and Kitchen Mats.

MEL-ISLE (rib type) or MEL-FLOR (smooth surface) outstanding for spike shoe traffic lanes. Tough, sure-footed rubberized fabric, full 1/4 in. thick.

MELFLEX Rubber Tees — tubular, durable — \$17 per 100. MELFLEX Heavy-Duty Tee Mats — smoothest playing, longest lasting of all tee mats.

MELFLEX factory-to-you saves you time and money.



MELFLEX PRODUCTS CO., Inc.

L. E. Warford, Pres.

410 S. BROADWAY . . . AKRON 8 O.
In Canada: P. O. Box 411, Ft. William, Ont.

"But at his own club, he must remember at all times to address club members as MR. Jones—NOT 'Hiya, Joe.' He must remember that he's an employee."

That there's an opportunity in the field of golf for ambitious men, is shown in the fact that there are 5,026 golf courses, and many topflight golf ranges, in the United States—but slightly less than 3,000 accredited members of the PGA.

"The golf field is wide open for wide-awake youth," the pros agreed, "—but they've got to learn the trade right, and apply themselves, or they'll not be able to meet the competition."

Robinson and Lake summed up the interesting session with three well-put opinions:

Robinson said: "I believe that a Class A pro, once his assistant has mastered the problems of the shop, should begin aiding his protege in the mechanics of teaching.

"I find it most helpful and advisable to allow my assistants to aid in the instruction of my junior classes, which are held the year around. This gives them practical experience, and I'm on hand not only to supervise the development, both of my assistant and the juniors of my members."

Lake had two suggestions:

STANDARD *GUARANTEED* *Golf Course*
EQUIPMENT

FLAGS
FLAG POLES
BALL WASHER
HOLE CUTTERS
PUTTING CUPS
RULE SIGNS
BAG RACKS
MARKERS
ETC.

RULE SIGNS

200 YDS REPLACE TURF	250 YDS REPLACE TURF
300 YDS REPLACE TURF	PLEASE REPLACE TURF
PLEASE KEEP OFF	OUT OF BOUNDS
DO NOT WALK THRU SAND	LEVEL SAND AFTER PLAYING
REPLACE DIVOTS	KEEP OFF THE GREEN

Establish local rules—eliminate playing delays.

WRITE FOR FOLDER

STANDARD MANUFACTURING COMPANY
Box G Cedar Falls, Iowa

**This
can't happen
at clubs with**



**Thermostatic
SHOWER
REGULATORS**



"FOR THE LAST TIME, WHEN'S THIS CLUB GOING TO PUT POWERS MIXERS IN THOSE @*%!!*%!! SHOWERS!"

Stop Shower Complaints—Keep your club members happy, comfortable, safe—banish "booby trap showers." Have your plumber install **POWERS Thermostatic WATER MIXERS**. They always keep the water temperature where the bather wants it. No unexpected shots of hot or cold water. No waste of time or water. Phone your plumber today for a quotation on installing Powers Mixers. They are tops for comfort, safety and economy.

Offices in Over 60 Cities, See Your phone book.

THE POWERS REGULATOR CO., Skokie, Illinois • Over 60 Years of Temperature Control.



Nothing else will do!

Insist on **GAUZTEX**

THE SELF-ADHERING GAUZE

Famous pros were first to wrap club handles with Gauztex to prevent slipping. Now thousands insist on Gauztex at their Pro Shop.

Of course you know Gauztex, the "bandage that sticks to itself." Perfect on hands, fingers and feet to prevent or protect blisters . . . as well as on club handles for non-slip grip. Sports Tin advertising reaches millions in the Saturday Evening Post and Golfing . . . in addition to regular Gauztex' year-round campaign.

There's steady profit, sure profit, *season-long* profit for you in Gauztex. Order the Sports Tin in 2-color display carton today.



Your
wholesaler
has it . . .

your
customers
want it!

Do it now!

**GENERAL
BANDAGES, Inc.**
Chicago 5

"First," he said, "I do not want a club-maker or player as an assistant to the extent that playing golf comes first with him. I want an assistant to aid me in my business, and I'll give him every opportunity to gain that experience which will prime him for a club job of his own.

"Second, I feel that in time a man should be given two years' credit towards PGA membership if two years are spent in school studying salesmanship, bookkeeping and accounting, psychology and public speaking. Then the PGA candidate has the foundation for not only properly learning and teaching golf but for mastering all other phases of the golf business, and there certainly are many of them other than the knack of hitting a ball into a hole.

"In golf, as in every other business, the customer is of supreme importance and an assistant who learns how to serve the customer best is working in the best possible way for the pro who employs him.

"Pro golf is exacting but satisfying and rewarding work. It requires considerably more training, study and diligence than many a young man who seeks an assistant's job realizes. The kid may think that an assistant's job consists of having a lot of time for playing golf. What he has in mind amounts to getting paid for being a member of a club.

"Sad to relate, such jobs don't exist."

SUPT'S. "DAY OFF"

(Continued from page 25)

myself, I bow to the inevitable, but it certainly is running up our labor costs and handicapping our efforts to get work done on time.

"And what some of the women will kick about makes you want to bust out crying. We had a heavy rain one night and women morning golfers who got started later than some others complained loudly about dirty tee towels.

"Oh, well, I guess if I didn't like it I wouldn't be in this business."

Among other subjects discussed by these superintendents on their days off were how Merion blue and zoysia are doing in the midwest. So far, consensus is that they're doing O.K. when put in bare spots where there is no competitive grass but not so well when introduced among other grasses. Experience has been rather satisfactory with zoysia taking hold and spreading when introduced as stolons, but getting practically nowhere when introduced as plugs. The fellows are not sure

about the zoysia color factor yet but after seeing the use of green spray at Pine Valley during the Golf Course Superintendents' Assn. convention, they are confident they've seen the right answer to temporary coloring that is satisfactory to players until nature does its work.

The main handicap on Merion blue, so Midwestern supts. have observed, is that recommended seeding rate is far too light. With heavier seeding growth is good and ultimate economy and service of Merion blue is pleasing. These superintendents also have found that recommended rate of application of fungicides often is too late for real economy and results and have done some highly satisfactory and economical work in applying heavier doses.

An interesting point on labor came up as the superintendents discussed a policy John Coghill put in force at Silver Lake, his fee course. John gets as added summer labor high school and college lads who want to play golf. In addition to their pay for course work they are allowed to play free. By having lads who are strong for golf seeing the importance and results of correct work John recruits excellent labor. If the lads don't do their work O.K., they don't get to play free. There always are applicants for vacancies on the staff.

After a day of many, many chats such as have been mentioned the superintendents gather their families and go back to their clubs. As the crowd breaks up the superintendents say, "It does a fellow good to get away from his work for a day."

Whether they really get away from work is questionable, but there's no doubt that the value of these assemblies to the clubs whose superintendents are present is far more than the clubs ever realize.

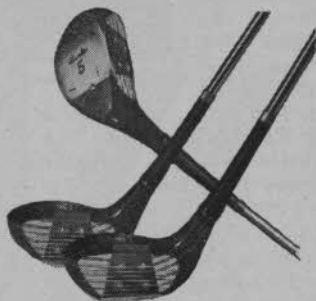
Teachers to Finance PGA Seniors' Championship

The 1954 Seniors' PGA championship at PGA National course, Dunedin, Fla., Jan. 28-31, will have William Teacher & Sons, Lt., Glasgow, Scotland, putting up \$5,000 as prize money, paying travel and expenses at Dunedin of 30 sectional qualifiers for the event, and paying expenses of the winner to the 1954 British Open.

Under the Teachers' deal which was arranged by Fred Corcoran, PGA Tournament director, PGA seniors who do not qualify sectionally for the championship, still are eligible to play in the event and be eligible for the British Open trip.

have you seen
the new
Burke

Nos. 5 & 6 Woods?



Golfers everywhere are expressing much interest in these new clubs that are perfect for bad lies. Carefully made to give plenty of distance, extra loft, and pin-point accuracy. Available immediately for only \$15.00 retail.



PUNCHIRON



RECORDED WOODS

For almost 50 years Burke has been America's finest club — this year's recorded woods and punchirons are the greatest ever built — they are incomparable — write for catalog.

SOLD ONLY THROUGH PROFESSIONALS

Burke

GOLF

NEWARK
OHIO

America's oldest and exclusive clubmakers

Ferguson Named Director USGA Southwestern Office

The United States Golf Association Green Section has opened a Southwestern Office at College Station, Texas.

The Southwestern Director will be Dr. Marvin H. Ferguson, who will serve also as national Research Coordinator of the Green Section.

This will be the third office of the Green Section. The Green Section's Main office is at Beltsville, Md., with Alexander M. Radko as Acting Eastern Director. The Western Office, opened last year, is at Davis, Calif., with Charles G. Wilson as Western Director.

The USGA is establishing regional offices in order to provide better direct service on turf information to USGA member clubs and courses. This is being done through a new Regional Turf Service, involving periodic visits by the USGA Re-



Marvin Ferguson

gional Directors to individual courses and in group meetings with golf course superintendents.

The region to be serviced by Dr. Ferguson comprises the States of Arkansas, Kansas, Louisiana, Missouri, New Mexico, Oklahoma and Texas. The Regional Turf Service was introduced by Dr. Ferguson and Joseph C. Dey, Jr., of New York, USGA Executive Director, at evening meetings during the period July 6-16 at New Orleans, Houston, Dallas, Midland, Albuquerque, Oklahoma City, Little Rock, Kansas City and St. Louis.

Dr. Ferguson has spent his entire professional career in turf management. He was born in Buda, Tex., 35 years ago, received a B.S. degree in agronomy from Texas A. & M. College and a Ph.D. degree in plant physiology from the University of Maryland.

TVA Issues "Public Grounds Maintenance Handbook"

H. S. Conover, landscape architect for Tennessee Valley Authority, Old Post-office Bldg., Knoxville, Tenn., has written a practical and very well illustrated "Pub-

*There is
Only One*

PMAS

The proven
**HERBICIDE-
FUNGICIDE**

**"PMAS is No. 1
Fungicide for Me"—**



*says Ernie Schneider, Superintendent,
Evansville, Indiana, Country Club*

"I started using PMAS four years ago to control crabgrass on the greens. We were pleasantly surprised to find it equally effective for common diseases on the greens. Here in the pocket along the Ohio River, disagreeable weather and high temperatures seem to be a sure thing — we feel safe from *Helminthosporium* and *Curvularia* by making weekly applications of this fungicide."

It's the REGULAR WEEKLY application of PMAS that gives certain Dual Control of both disease and crabgrass on fairways. Get PMAS from your supply dealer or contact

W. A. CLEARY CORPORATION
NEW BRUNSWICK, NEW JERSEY

lic Grounds Maintenance Handbook," which is available from the TVA for \$5 a copy.

Its chapter on turf, of course, will be of interest to supts., but other material not generally handy will be very helpful. Other material in the handbook includes details on building and maintaining roadways, parking areas and structures, materials specifications, planting and care of trees and shrubs, weed control and erosion control.

INDUSTRY'S COURSES

(Continued from page 37)

attitude of workers who have plenty of pressure and monotony in factories, notwithstanding everything management can do inside the plants.

Garland B. Briggs, IBM asst. treas., in addressing the Long Island Public Relations Assn. recently said: "The excellent relationship between the IBM's top officers and run-of-office and factory employees is universally known. No doubt golf at our courses has played a major role in creating this most satisfactory situation. IBM is completely sold on golf

It's an Umbrella!

MAX FAULKNER
(British Open Golf Champion) says:
"...undoubtedly one of the most sensible items of golfing equipment I have ever seen"



It's a Seat-Stick!

It's the FEATHERWATESM Umbrella Seat-Stick

At last, a walking stick, a comfortable transportable seat, and a full-sized umbrella all in one. Many styles available with gay colored panels; plain green, maroon or black, or Tartan covering. Luxury models with leather sling seat.



"FEATHERWATE" SEAT-STICKS

Several styles with all-metal or leather seats in various colors or Tartan design. Made in rustless lightweight alloys. There is a "Featherwate" for every member of the family—including junior!

A "Featherwate" Seat-Stick is a must for all American Sportsmen and Women.

Full details and Trade terms from:

GENERAL SPORTCRAFT CO. LTD.
215 Fourth Avenue, New York 3, N.Y.

Made by **BUTTONS LTD. BIRMINGHAM 6, ENGLAND**



TRY THE NEW

Golf Pride
WRAP ON

Velvet Feel Grip

Feels right.
Relieves tension.
Improves game.

Red, green,
brown, blue,
black.

Rubber cap
and grip in
one piece.

Tapered width
and thickness.

Golf Pride
PAT. APPLD.
FOR

FAWICK FLEXI-GRIP CO.

Box 8072

Akron 20, Ohio

PLAY BETTER GOLF

Golf Pride

**WORLD'S FINEST
GRIP**

RIB LOCK

"SLIP ON"
or
"MOLDED ON"

RIB-LOCK
positions grip
in hands, relative
to face of club.

Increased dynamic
swing. Drive farther.
Hit straighter.

A guide to better
scores! Rubber and
cork won't harden.
Five colors.

Golf Pride
PATENTED

FAWICK FLEXI-GRIP CO.

Box 8072

Akron 20, Ohio

for all its help as a means for keeping everybody happy."

Joseph Martino, whose National Lead empire has plants in all but two states of the Union and many foreign countries, is a golf enthusiast. He says, "Industrial leaders are more and more realizing the essential relaxation and other benefits derived from golf, both for themselves and their employees. I can visualize the time when every important corporation will own one or more golf courses for the pursuit of happiness, health and prosperity by its employees, management, stockholders and customers."

GOLF AT CHRYSLER

A recent summary of current recreation activities conducted by the Chrysler Corp., Detroit, Mich., shows the following interesting totals in employee participation in golf: 28 leagues with 289 teams of four men each in Detroit plants and 10 leagues and 106 teams of four men each in out-of-town plants. Total — 395 teams and 1,580 employees in league play each week.

Central Counties (Pa.) to Play Charity Event

CENTRAL Counties PGA Open championship of Pennsylvania will be played Sept. 14 at Centre Hills CC, State College, Pa., with net proceeds going to Pennsylvania Society for Crippled Children and Adults, Inc.

It'll be an 18-hole medal play event for Houts trophy and \$1,000 prize money. Entry fee is \$10. Harold Harrison, Centre Hills pro-supt., will appreciate help of other pros in getting strong pro and amateur field.

FOOT-JOY BROADCASTS WORLD AND ALL-AMERICAN EVENTS

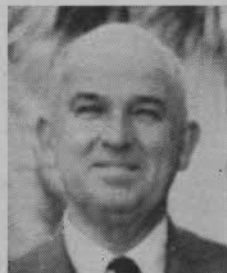
Field and Flint Co., makers of Foot-Joy shoes, make their air ad debut in sponsoring radio broadcasts through station WOR, New York City, of the All-American and World golf championships at Tam O' Shanter GC, Chicago.

Harry Wismer handles the four broadcasts, with score reporting and sidelights of interviews with famed golfers in the field.

Tam O' Shanter scheduled \$60,000 for radio and TV coverage and \$20,000 for newspaper advertising of the championships.

Wm. P. (Billy) Bell, Architect, Dies at Pasadena, Calif.

W M. P. (BILLY) BELL, 67, died June 21 in a Pasadena, Calif., hospital, 24 hours after being stricken by a heart attack. Bell was one of the foremost golf architects and was a past president of the American Society of Golf Course Architects. The organization held its latest annual convention at Ojai, Calif., in his honor. He'd designed and built the Ojai course among the more than 70 courses he created in the west.



Bell was born in Washington, Pa., and 40 years ago moved to Pasadena to engage in course maintenance work. He was one of the best of the pioneer greenkeepers, and did much to develop a high standard of western course maintenance. From course maintenance he went into course architecture and was responsible for originating or modernizing many of the west's finest courses. With the late George C. Thomas he designed and built the Riviera and Bel Air courses in Los Angeles. Tamarisk at Palm Springs is the best known nationally of his recent works, although he designed and built a number of other new courses of championship character. He also designed and built courses in Hawaii and the old Agua Caliente course in Mexico.

With his extensive experience in turf development, course maintenance, course design, and construction and operating engineering showing in his successful work the demand for Bell's services was great. He was fortunate in having his son, Wm. F., enthusiastic about golf work. Young Bell's education was directed toward golf course design and construction, and after his war service he became a partner of his father in Wm. P. Bell and Son. Wm. F., who has been doing a large part of the firm's work during the past three years, will continue to keep the name Bell high in golf course work.

Billy's widow, Mrs. Anna K., and their daughter, Mrs. Marjorie Callahan, one of the foremost women golfers of southern California, also survive.

Funeral services at Pasadena were conducted by Rev. C. Pardee Erdman, an old friend of Billy, and prominent in golf.