



Photo by Tom Mascaro

Group which attended Northwest Turf Conference at Pullman, Wash., Oct. 13-14.

Golf Course Landscaping

F. S. LaBar, LaBars' Rhododendron Nursery, Stroudsburg, Pa.

Turf Experiences in 1952

Northern Golf Courses —

O. J. Noer, Agronomist, Milwaukee Sewerage Commission, Milwaukee, Wis.

Arthur E. Anderson, Supt., Brae Burn CC, West Newton, Mass.

Southern Golf Courses —

Dr. James R. Watson, Jr., Agronomist, Toro Mfg. Corp., Minneapolis, Minn.

J. L. Jennings, Supt., River Oaks CC, Houston, Tex.

Why Interfere With Our Golf?

V. J. Pazzetti, Jr., Saucon Valley CC, Bethlehem, Pa.

George Hurd, Green Cmmn., Saucon Valley CC, Bethlehem, Pa.

Adm. Jack Phillips, Green Chmn., Army-Navy CC, Arlington, Va.

Three Superintendents to be selected

Summary of Day's Program

Dr. Fred V. Grau, Director, USGA Green Section, Beltsville, Md.

Nause Elected Pocono Turf Assn. President

Pocono Turf Assn. at annual meeting, held at the Buck Hill Falls (Pa.) GC, elected officers for 1953 as follows:

Pres. — Frank Nause, Valley GC, Hazelton, Pa.

VP — John Patterson, Eddy Farms, Sparrowbush, N.Y.

Reelected were: Ted C. Weiser, Treas., Country Club of Scanton, Clarks Summit, Pa., and Al. Wilfong, Secy., Wyoming Valley CC, Wilkes Barre, Pa.

Retiring president was Harry J. Drennan, of the Buck Hill Falls (Pa.) GC.

Heffelfinger to Be Re-elected USGA Head

Totton P. Heffelfinger, Minneapolis, has been nominated for re-election as president of the USGA, and 13 of the 14 other members of the present administration also have been nominated for re-election.

James W. Walker, of New York, has asked to be relieved as treasurer, after having served the Association since 1948. Charles L. Pierson, of Boston, a member of the Executive committee since 1948, has been nominated to succeed him.

The nominee for the resulting vacancy on the Executive Committee is Edward E. Lowery, of San Francisco, a former Director of the Northern California Golf Assn. and the Massachusetts Amateur champion in 1927.

The Member Clubs will elect their officers for 1953 during the annual meeting at the Princeton Club, in New York, at 12 noon on Saturday, January 31.

John G. Jackson, of New York, is Chairman of the Nominating Committee. The re-nomination of the present officers for a second year is in accordance with custom. The other members of the Nominating Committee are: Hunter Hicks, of Glencoe, Ill., Crawford Rainwater, of Pensacola, Fla., Lee S. Read, of Louisville, Ky., and Jack Westland, of Everett, Wash.

Other officers of the USGA who'll be elected at the annual meeting are vps Isaac B. Grainger, Montclair (N. J.) GC and Richard B. Tufts, Pinehurst (N. C.) CC; Sec. John D. Ames, Old Elm Club, Ft. Sheridan, Ill.; Treas. Charles L. Pierson, The Country Club, Brookline, Mass., and General Counsel Fraser M. Horn, National Golf Links of America, Southampton, N.Y.

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The Pro As An Executive

By **AL MacDONALD**

Professional, Langhorne (Pa.) Country Club

One thing sure that the professional will have as a problem in 1953 is how he can best show good sound buying sense. He will not only have to buy wisely to have his investment in stock working but he'll have to overlook nothing in making his displays fit the weather.

Plenty of times the weather is against golf business but when it does favorably influence the sale of something in the shop the pro can't miss that bet because of ill-timed displays. In April you don't want to feature sun visors and in December you want to show heavy caps, jackets, sweaters and the pocket "stoves" that hunters use.

The necessity of having a good shop manager becomes more obvious each day. He's got to be an intelligent, alert, pleasant fellow who knows the stock and the customers, and when he's as good as you want him to be a member will hire him away as an exceptionally promising young salesman. But the problem of providing the personal touch is still a heavy one for the pro as usually members look for the head pro to advise them and take care of them.

A most important matter for the pro is that of making himself an ideal for the shop boys in the way that the pro handles the members. After the assistants see, time after time, how it's done so the member feels that he's the world's most important human being to the pro then the youngsters get the feel and the detail of the job. And when you get right down to it, every man, woman or child who buys in your shop is mighty important.

In too many cases the head pro makes the mistake of not hiring a good teaching pro. If your sales and payroll and the club cooperation will permit, a top shop assistant, a top teaching pro, and a top playing pro for giving all the members a chance to see how an expert can set them an example on the course, should be on your staff and they'll make money and job security for the head pro if the club is of the right size and class of membership.

You, as a master pro, want to give the members everything possible, and in this effort you may not remember that in many cases you are working for the club in an executive capacity. During the week-ends the pro at a fairly large first-class club should stay in the pro shop or mighty near it. Many a lesson of from

two to five minutes can be given by the master pro in the shop or to the players who are around the first tee, and those lessons mean better scores which, in turn, mean more sales.

In my own case I have a starter on the first tee but I stroll up there often on days of heavy play to see how things are going and to make sure my members are happy. Many times, without being forward, I can give helpful tips on the grip or how to stand the ball—the two commonest errors of most golfers—and when the man or woman I've been talking to hits a good shot off the first tee there's the pleasant and effective advertising I want.

Or when you look them over and comment "That's a good looking pair of shoes (or shirt or slacks) you have? Where did you get them?" they feel flattered and it's easy for you to remind them tactfully that in your shop you have just what such well-groomed golfers want. Maybe you've lost the sale of what they're wearing but you haven't scared them away and they'll be back to you, knowing that your judgment is the same as theirs.

GCSA Nominates Strong for Presidency

Golf Course Superintendents' Assn. nominating committee, consisting of Wm. H. Johnson, chmn., and Otis Owens, John B. Steele, John A. Gormley and Charles Shalestock, has nominated Leonard Strong, Saucon Valley CC, Bethlehem, Pa., who is a member of the Philadelphia Assn. of Golf Course Supts. for presidency of the GCSA for a one year term. Election of officers of the association will be held during the association's convention at Atlantic City.

Nominations of candidates for all offices also may be made from the floor of the convention.

It does not seem likely that there will be any candidate for the presidency other than Strong, who is widely known as a highly successful man in his professional work and a vigorous exponent of the interests of his colleagues in course maintenance.

Other nominations:

Vice-President — One to be elected for

it's golf convention time

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term of one year.

Norman C. Johnson

(Georgia-Florida Turf Assn.)

San Jose CC, Jacksonville, Fla.

Stanley Graves

(Cleveland District GCSA)

Westwood CC, Rocky River, Ohio

Directors — Three to be elected for two-year terms.

John C. Price

(Oklahoma Turf Association)

Southern Hills CC, Tulsa, Okla.

Earl S. Bell

(Heart of America GCSA)

Armour Fields GC, Kansas City, Mo.

Andrew Bertoni

(Michigan and Border Cities Golf

Course Supts. Assn.)

Meadowbrook CC, Northville, Mich.

Mavor Boyd

(Montana-Wyoming Turf Assn.)

Hilands GC, Billings, Mont.

Paul F. Leix

(The Greenkeeper's Club of W. Pa.)

Allegheny CC, Sewickley, Pa.

Raymond Phillips

(Kentuckian Greenkeepers Assn.)

Louisville (Ky.) CC

Paul E. Weiss

(Philadelphia Assn. of Golf Course

Supts.)

Lehigh CC, Allentown, Pa.

Robert Williams

(Midwest Assn. of Golf Course

Supts.)

Beverly CC, Chicago, Ill.

John Abbott

Islington GC, Islington, Ont., Canada

Leonard Bloomquist

(Minnesota Golf Course Supts. Assn.)

Superior GC, Minneapolis, Minn.

Herman Borchardt

(Texas Turf Association)

Northwood Club, Dallas, Tex.

Frank Dinelli

(Midwest Assn. of GCSA)

Northeastern GCSA)

The Edison Club, Rexford, N. Y.

Charles Schalestock

(Mid-Atlantic Assn. of GCSA)

Farmington CC, Charlottesville, Va.

Clarence Wolfrom

(Michigan and Border Cities GCSA)

Maple Lane GC, Warren, Mich.

Colin Smith

(Cleveland District Golf Course

Supts.)

Shaker Heights CC, Cleveland, O.

"SISTER" SUGGS TOURS HAWAII



Louise Suggs, Women's National Open champion, recently returned from a three weeks exhibition tour of Hawaii which the Hawaiian PGA arranged with MacGregor Golf Inc. National Amateur champion Mrs. Jackie Pung, pros and their wives and newspapermen met Louise and kept her busy in exhibitions, clinics and "relaxing."

Suggs and Art Armstrong lost an exhibition at Waialae to Pung and Guinea Kop, one down, to a birdie finish. No individual match was played between Suggs and Pung, although in the Waialae match Sister would have defeated Jackie 3 and 1, says Red McQueen, Honolulu Advertiser sports editor. Louise and pro Barrett Melvin beat Jackie and pro Willie Goo at Maui, 6 up.

The Suggs schedule included exhibitions and clinics, luncheons, dinner dates and speaking engagements at Waialae, Lanikai, Ft. Shafter, Ali Wai, Schofield, Navy-Marine, Oahu, Maui, Hilo and appearances on islands of Kauai and Lanai.

Hawaiian pros were tremendously impressed by the Suggs game. Hawaiian PGA Pres. Jimmy Ukauka, former pres. Walter Nagorski, Ted Benedict and other pros in the islands opined the Suggs tour was most interesting promotion Hawaiian golf has had.

Sports Goods Dealers Meet at New York, Jan. 23-24

National Sporting Goods Assn., holds its annual meeting and exhibit at Hotel New Yorker and the adjoining Manhattan Center, New York City, Jan. 23 thru 28. Exhibits open Jan. 24.

C. L. Higgins, C&S Sporting Goods, Austin, Tex., is NSGA pres., and G. Marvin Shutt, 1 N. LaSalle, Chicago 2, is sec.

Pat Markovich at his shop at Richmond (Calif.) CC has special display fixtures on which he shows merchandise on which he's reduced prices. The idea sells a lot of clubs and apparel.

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PGA Convention Studies

Selling and Teaching

Continued progress of the Teaching and Educational committees of the PGA found those departments of the association up against a tough handicap of time at the annual PGA meeting. The committees, headed by Harold Sargent and George Lake, tried to get into one day full treatment of major instruction, other business and operating policy problems on the pro job and although a compact and comprehensive program of high value was presented lack of time made it impossible to do more than attend to the highlights.

Departure of some delegates who had to get back on their jobs also limited the scope of the sessions.

Lake and Sargent did very well in setting up a PGA pro instruction program to compare favorably with the programs the Golf Course superintendents' national and local associations conduct for benefit of their members and members' clubs.

Lou Bola, of the Indiana section, applied this policy in telling how the Indiana PGA conducts its annual meeting for the business education of pros and assistants. The Indiana meeting which features specialists in various phases of business — specialists who are golf enthusiasts and who happen to have acquainted themselves with pro problems from the amateur golfer's viewpoint — is a meeting that veteran and younger pros alike have found really means money to them.

Bola told that programming such a meeting means not only making careful selection of outside speakers well in advance but having preliminary discussions with the speakers and briefing them so they'll handle the specific problems of listening pros.

Noer Tells Course Problems

The widely-travelled O. J. Noer of the Milwaukee Sewerage Commission, outstanding practical authority on course maintenance, gave the pros highlights of what they ought to know about current conditions in course maintenance. Noer not only gave informative close-ups to help pros who combine course maintenance and pro job responsibilities but showed how and why pros would have to be acquainted with the superintendents' problems to be in position to cooperate

for the good of the club. Watering and mowing practices which pros and other players may prefer but which are injurious and expensive were cited by Noer as examples of where a pro, without realizing it, may prevent attainment of first class course condition throughout the playing season, thus reducing his income because of less play.

Joe Dey, Jr., USGA Executive Director, gave a most instructive and interesting talk on the rules. Lack of time prevented the discussion and questions most pros would have liked after Dey's talk.

Herb Graffis spoke on the work of the National Golf Foundation and discussed some charts which Rex McMorris, Director of the NGF, had prepared showing the status of golf courses and golf equipment sales. Graffis said that although there was a promising increase in the number of courses the shortage still was serious and was restricting pro earnings. He also referred to extensive possibilities for development of industrial golf to the profit of pros and all others in the golf business.

Howard Schram of Custom Exhibits, Inc. gave a demonstration of display using a peg board display fixture that provided the background for attractive arrangements of pro shop merchandise. Schram urged that pros give more attention to shop lighting for centering attention and showing colors properly. He also advised against scattering merchandise show in pro shop and said that pros should study groups of what they want to sell.

Points Out Profit Leaks

A. W. Dubbs of National Cash Register Co. gave an intensely helpful talk, with illustrations, on pro shop accounting methods. He detailed the leaks in profits and told how to prevent most of them.

Charles B. Cannon, Chicago attorney, spoke on "The Laws Regulating Unfair Competition," a field of law in which he specializes. Cannon told of the fair trade acts and of laws that protect pros and other retailers against unfair price discrimination. He also mentioned circumstances under which pros might unwittingly violate law in getting together on

marketing arrangements. He stressed the wisdom of pro organizations receiving competent legal advice before entering into trade deals.

Teaching the Teachers

The teaching session got to the business of teaching pros to improve their teaching and did a fine job. Excellent teachers discussed their methods and other excellent teachers listened. It was the sort of a session that needs to be made available for the younger pros.

Julius Boros gave demonstrations of his shotmaking, hitting balls into an Ederer practice net. Boros told of making slight alterations in his grip until he got the placement that he now uses. He said that he never tries to hit a shot hard.

Marilyn Smith gave a pleasing exhibition of women's methods and of her procedure at women's clinics. She said that the only big difference between women's and men's instruction that she'd noticed was that teachers of women had to bear in mind that women were weaker and needed more interest developed in their short game.

Freddie Haas told of experiments in determining the master eye of the player and the importance of correctly sighting the club. He said that 80 per cent of golfers are right eye sighters and from

his own experience the master eye was a major factor in golf instruction and play although very little study had been given to the subject.

Carrying the instruction to the pupils and getting them to take more of it was detailed by Bill Gordon, Illinois PGA pres., who spoke on "Selling Golf Lessons." Gordon advised that the sales campaign for lessons should be constantly maintained and much thought should be given to having the assistant teach in the same pattern as the head pro so a large volume of business could be properly handled. He advocated plenty of "tips" as propaganda to get members lesson-minded.

Panel on Instruction Details

The panel of Al Houghton, George Lake, Joe Novak and Graham Ross covered lessons to beginners, groups, common errors of pupil and instructor, teaching the more proficient players and giving playing lessons.

Novak told of his group classes at UCLA. He divides his classes so one group watches while another group takes a lesson. In this way, Joe says, each group can make helpful comparisons and learn from the mistakes and good performances of others.

Houghton said that instruction of the



**WHEN YOU'RE REALLY FEELING SAD,
BECAUSE YOUR GOLF GAME WAS SO BAD;**

**IF YOU'LL SLEEP AWAY YOUR SORROW,
YOU'LL HAVE A BETTER GAME TOMORROW.**

**Golfer's Gopher,
Davie Divot.....**

good players must take into account advice on concentration, suggestions of playing tactics, half and three-quarter shots, and controlled slices, hooks and other shots for special conditions and trouble shots. The finesse of controlling the club-head must be taught also, he said. He remarked that unless a good player learns a lot about how to use his hands he won't become great.

Houghton also advised that pros take groups Sunday afternoons and teach them trouble shots from traps, rough and near trees. He said these classes make a great hit with members and give them pro instruction about what to do at the places where they most often find the ball they're playing.

Biggest Junior Plan Described

Lake told of the junior program at his Long Beach, Calif., Recreation Park course which probably is the largest and most successful junior program in the world. He also told of handling adult instruction at a public course, saying that the problem is greatly simplified when the pro unsells the pupil on golf being "a rich man's game." He does big business in beginners' sets, new and used.

Graham Ross said that the most common mistake of pupils are breaking the wrists too soon on the downswing. This, he said, is one of the main reasons for lifting the head although it's seldom recognized as such. Ross expressed the conviction that unnatural positions of pupils in holding the club were primary mistakes that make it impossible to swing correctly. He maintained that the natural hang of the arms, especially the position of the forearms, determines the grip that fits the individual and he illustrated this point by calling attention to the natural forearm position of pros who were his collaborators in the instruction session.

Ross also gave an interesting demonstration of hitting a medicine ball instead of a golf ball as an instruction aid that taught pupils how to get in strongest hitting position.

National Golf Fund Votes Additional Payments

National Golf Fund, Inc., has voted to pay \$20,000 in addition to payment of \$40,000 to USO from the \$80,400 received as entry fees in the "Beat Ben Hogan" competition of National Golf Day. The May 31, 1952 event, sponsored by Life Magazine and the PGA, had all expenses paid by Life magazine.

Payments authorized recently are: PGA Benevolent Fund, \$1000; PGA Relief Fund, \$4000; PGA Educational Fund, \$2000; National Caddie Assn. championship (co-sponsored by PGA), \$1500; caddie scholarship funds of Western, Massachusetts, Rhode Island, Michigan, Wisconsin and Pacific Northwest associations, each \$250; Turf fellowship for USGA Green Section, \$3000; US Junior Chamber of Commerce for promotion of Jaycee National Junior championship, \$3000; and to American Women's Volunteer Services for conducting Swing Clubs at veterans' hospitals, \$3000.

Ladies' PGA Played for \$85,000 in 1952

Fred Corcoran reports continued increase in interest and purses for women pros' events. His summary for 1952 tournaments of the Ladies PGA shows that as Tournament Director of the association he got 21 open tournaments and four more in which the Ladies PGA was co-sponsor, for a total of \$85,000 prize money.

The girls working hard in putting on clinics at clubs, luncheon promotion engagements and in highly successful exhibitions at golf ranges at night as tournament and general golf business promotion.

Mrs. George Zaharias is pres. of the organization. It has about \$2000 in its treasury.

The girls set standard distribution of prize money. Usual purses are \$1,500 for 18 hole events, \$3,000 for 36, \$3,500 for 54 and \$5,000 for 72. The Women's National Open in 1952 had a \$7,500 purse, sponsored by Philadelphia Inquirer Charities, Inc.

Salas, Mexican Golf Editor, Dies After Motor Crash

Edmundo Salas Portugal, editor and publisher of *El Golfista Mexicano*, died following an automobile accident while he was en route from the Guadalajara amateur invitation tournament to Durango where he was assisting in planning a new club.

Salas was well known in the United States for his energetic work in furthering Mexican-American golf relations, and did a splendid job in developing Mexican golf with his magazine. He was an enthusiastic and indefatigable worker who persisted cheerfully despite numerous obstacles.