

terian Hospital, Pittsburgh, Pa., of a heart attack . . . A native of England, he came from Canada in 1921 to manage Oakmont . . . He retired as manager in 1949 . . . He was in charge of 8 national championships at Oakmont and one of the best beloved, most competent of club managers . . . He was made an Oakmont member while managing the club . . . He is survived by his widow, a daughter, Mrs. Gladys Fuhrer, and a son, Wm. A.

Art Vogt now pro at Daytona Beach (Fla.) CC . . . Bond salesman Ted Richards of Long Beach, Calif., won 1953 USGA Public Links title at West Seattle, Wash., course . . . Remember when bond salesmen who were hot golfers used to get expense account memberships at the fanciest private clubs? . . . Pro instruction of students at R. J. Reynolds High School, Winston-Salem, N. C., paid for by Bahnson Gray.

Lester Bolstad, U of Minnesota pro, and Wally Ulrich, Austin, Minn., tournament circuit contender, get great publicity in Twin City newspaper features . . . North vs. South California team match for Garfield trophy during California Seniors tournament at Pebble Beach and Monte-



Wherever you may be . . . and whatever your turf requirements . . . the Mock reputation for quality and specialized service can be helpful in solving your problems.

Mock's are leaders in distribution of all the newest developments in modern turf grass seed, sold either pure, or mixed to your specified formula. Your inquiry for information or quotation will receive immediate attention.

*"For custom-tailored turf . . ."*

**MOCK SEED COMPANY**

PITTSBURGH 30, PA.

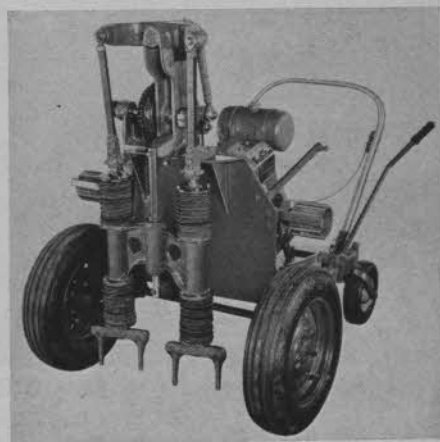
## NEW in DESIGN with IMPROVED FEATURES • The FERGUSON NIGHT CRAWLER GREEN AERIFYING MACHINE

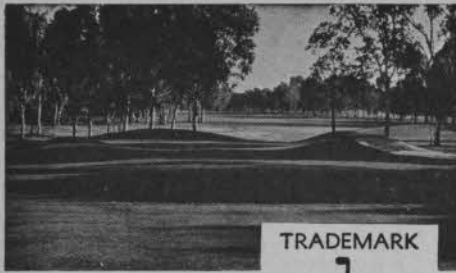
LET THE NIGHT CRAWLER PROVE TO YOU  
THESE 10 DISTINCT ADVANTAGES:

1. No damage to putting surface. The Night Crawler can be used any time.
2. More holes per square foot.
3. Deeper penetration under all conditions.
4. Fast (18 greens in two days).
5. Clean cutting tines will not transplant crabgrass and Poa Annua.
6. Turns around on green while in operation.
7. No mechanical clutches — cam operated from one lever.
8. Climbs steep banks and approaches.
9. Operates easily — not a man-killer.
10. Straight-in straight-out aerification.

Write for the name of your nearest Night Crawler dealer

**BERRIEN TOOL & DIE, Inc. Eau Claire, Mich.**  
DIVISION OF SOUTH BEND SCREW PRODUCTS, INC., SOUTH BEND, IND.





TRADEMARK

**DUBOW**



**Symbol of Golf Club Excellence**

**JOCK HUTCHISON and BETTY BUSH**  
*(Betty Bush, famous professional women's golfer, is  
 the newest member of our Advisory Golf Staff)*

**PRECISION-BUILT GOLF CLUBS  
 GRADUATED GOOSE-NECK IRONS  
 LAMINATED and PERSIMMON WOODS  
 COMPLETELY NEW**

and  
**DISTINCTIVELY STYLED  
 For MEN and WOMEN GOLFERS**

*Also Makers of the New*  
**DUBOW H. C. — SUPER 803 COVER  
 GOLF BALL**

*The finest Golf Ball that can be made  
 Write for descriptive folder and price list*

**J. A. DUBOW SPORTING GOODS CORP.**  
 1905-13 Milwaukee Ave. Chicago 4, Ill.

rey Peninsula, Sept. 21-24.

Lawson Little writing book on golf for teen-agers . . . John Handwerg says he plans to lease Shackamaxon CC, near Elizabeth, N. J., effective Jan. 1, 1954 . . . Oscar Kumbel of Teaneck, pres., CC of N. J. in River Vale, N. J., named as prospective lessee . . . Shackamaxon members seek to prevent lease . . . Victoria, Tex., hopes to open new munny course this month . . . R. Carl Byers and W. G. Acker of Pickens, S. C., among those organizing club which expects to have 9-hole course playable in 1954.

Alex G. McKay has resigned as supt., Goose Creek CC, Leesburg, Va. . . Mac now is building 9-hole course at new Shenandoah Retreat, 20 miles from Leesburg . . . Paterson (N. J.) News runs entertaining series of biographies of local pros . . . El Dorado, Ark., Lions Club park 9-hole public course and range opened . . . Johnny Palazzini is park mgr.

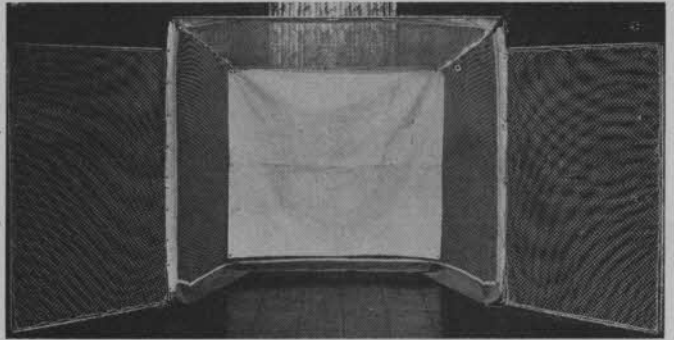
Newly organized Foothill CC, Arcadia, Calif., plans early construction of course and clubhouse . . . Willow Run course for iron play only opened at Jamestown, N. Y., by Edgar L. Nash . . . Okanogan Valley GC, Omak, Wash., now playing its

**SHAG BOY**



**PORTABLE  
 PRACTICE NET  
 THE IDEAL NET  
 FOR INSTRUCTION  
 AND PRACTICE**

**INDOOR or OUTDOOR  
 AT THE GOLF CLUB  
 for  
 LESSONS and PRACTICE  
 For HOME PRACTICE  
 SCHOOLS, COLLEGES  
 INDOOR  
 GOLF SCHOOLS  
 RECREATION CENTERS  
 INDUSTRIAL PLANTS**



**SAFE • DURABLE • COMPACT • EASILY SET UP**

Shag Boy Portable Golf Net, designed and made by a PGA pro, is always ready to set up in any space 16' wide, 9' high and 20' deep. Made of steel tubing, high grade netting and canvas it is easily postable and quickly set up. All exposed frame padded for safety. Both the back, and the target drop are made of extra heavy, durable canvas. Mildew proof canvas at bottom stops ball escape. Stakes furnished for outdoor installation. Front frame—8' wide x 7' high x 5' deep. Back frame—6' x 6'; wings 4' x 6' high. Frame and net shipped as one unit—weight approx. 77 lbs.

*Write for detailed description and pro price.*

**SHAG BOY CO.**

(formerly CENTRAL STATES TEESIT CO.)

612 Chaffee Rd.

Fort Des Moines, Iowa

new 9-hole course . . . Lynchburg, Va., Recreation Dept. study construction costs on 9-hole munny project.

Lawrenceburg, Tenn., businessmen sharing with city the cost of building golf club . . . Lawrenceburg Democrat-Union, reporting progress of financing, says, "One of the major considerations which has entered into the negotiations with industrialists for the establishment of factories in Lawrenceburg has been general recreational facilities, with particular emphasis on a development of this (golf club) kind. In fact, such an item is considered not only important, but vital."

James Stravino, owner and pro, opens his 9-hole Birch Run CC near Olean, N. Y. . . . Yakima, Wash., considering construction of munny course at airport . . . Long Beach, Calif., considering adding 9-hole, 27-hole, 9-hole short course and range, and 18-hole establishments as part of long-range golf facilities plan in city where present 27 holes of munny golf average more than 200,000 players a year . . . Long Beach munny operation highly regarded as model of service, promotion and community advertising.

(Continued on page 76)

**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 FEATHERWATE™  
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**

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

**POWERS**

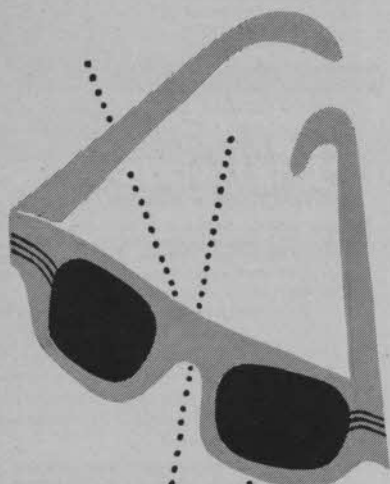
**Thermostatic  
SHOWER  
REGULATORS**



**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.



**You won't need  
3-D glasses to see that the**

**NEW POWER-BILTS**

**STAND OUT**

**like no others in  
golf club history...**



**... and  
they're sold only  
by  
professionals**



**It won't be long before our representative  
will be calling on you and with him will be the finest  
line of golf clubs we've ever built!**

**HILLERICH & BRADSBY CO. Louisville, Ky.**

# Highlights in Planning Pro Christmas Gift Selling

By **HERB GRAFFIS**

**I**NTERVIEWS and correspondence that GOLFDOM has had with pros who have been highly successful in Christmas golf gift selling repeatedly emphasize that these profitable campaigns have been thoughtfully planned.

Several professionals report they have started their Christmas golf sales campaigns in September. The novelty of suggesting in September that the golfer "do Christmas shopping early" gets attention and laughs but it also gets action. Many golfers in central and northern states, knowing their club bills are low after September, realize there is financial leeway in October and November for paying what they'll give as Christmas presents.

Procedure of the successful professionals highlights the following points in preparing the Christmas gift campaign:

## Market Study

Numerous pros went over bags in storage and made notes of what golfers needed.

One pro sold 12 complete sets of women's woods and irons and bags by discovering, and reminding husbands, that equipment their wives had been using was from eight to 12 years old.

Another professional advised GOLFDOM he sold 63 golf gloves as Christmas gifts last year simply by learning from examining bag pocket contents how many members' gloves were badly worn and dirty.

Still another pro businessman bases all his Christmas gift advertising on the study he has made of what equipment his members have and what they need. Among the responses to this approach was the sale of 16 wedges.

One phase of the market study is that

of locating the members who may buy Christmas presents for their companies to give to customers. This invariably pays off big. By far the biggest selling golf item in this part of the market is balls. Numerous pros have sold hundreds of dozens of golf balls for company gift distribution.

This ball business must be signed early, especially if the balls are to have personalized marking.

One pro reported that the ball Christmas gift sales drive had reduced the number of cut-price off-brand store balls coming into his club to almost nothing although he had suffered in previous years from this competition.

Accessory and golf specialty business pays big in the Christmas sales drives. Prices of many of these items are low enough to get considerable volume from people who don't want to spend much per item. Practice devices, head hoods and such practical new items as the Kaddy towel, ball retrievers, shag bags, etc., sell very well, if featured at Christmas.

Bag and bag cart Christmas gift sales have been booming the past couple of years in pro shops. The stores in some cities have gone strong on these items, but the pros who saw the sales opportunities have more than caught up on the competition.

## Stocking for Christmas

The prospects for sales of golf Christmas gifts for kid use are growing each year. The professionals who have made a study of what the youngsters at their clubs need and suggest these presents to the kids' parents are doing a genuine shopping service as well as helping the kids.

Every professional consulted says he's been helped a great deal by watching GOLFDOM ads for Christmas gift angles. The ball ads especially have meant many thousands of dollars of increased pro profits, judging by pro statements on the amount of added business done by pushing the attractive Christmas gift packages of balls.

Many pro tie in with the Christmas gift packages early by displaying a package as soon as possible in the shop and displaying "Available for pre-Christmas delivery" signs.

Clubs differing from the normal stock also have to be ordered early so they'll be received before Christmas. This makes a very legitimate reason for the pro soliciting Christmas club business well in advance. Deliveries of the 1954 models of clubs generally aren't until spring and the pro who wants the new stock for Christmas gift selling hasn't much time left for ordering if he is to get deliveries before Christmas. He'd better canvass his sales prospects soon and pay special attention to players who take winter vacations in the south or southwest, if he is at a northern or central club.

Particularly interesting is the practice of some professionals of cutting the price on slow-moving stock and converting it into cash at Christmas. This operation has been growing, with the pros picking their spots among people who want new clubs and can be sold when there's a discount.

In several instances pros have reported that the Christmas sales have not only practically cleaned out their own inventories but have disposed of clubs neighboring pros haven't been able to sell and want to turn into cash so they'll have their bills paid and able to make a clean start the following season.

The Christmas gift certificate business has been growing steadily. Gift certificates supplied by the National Golf Foundation, 407 S. Dearborn St., Chicago 5, Ill., are used by the thousands each Christmas.

#### **Schedule Ad and Sales Work**

Inventories should be carefully checked before Christmas campaign plans are made. Pros have found that a lot of the summer stuff, especially slacks, hosiery and headwear, can be sold as Christmas gifts when the winter golf vacation idea is played up.

Advertising material must be prepared well in advance and dates set for mailing

the folders or letters. Often cuts have to be made of photographs the pro has shot of gift displays he has arranged in his own shop. Some cuts may be secured from manufacturers. Generally the number of folders the pro sends out is small enough to make advisable the use of printing methods that can use illustrations rather than cuts.

At almost every club there is an advertising man who will be very glad to work with the professional in preparing the Christmas campaign. This man is busy and the pro can't depend on the ad man's services at five minutes before midnight.

Manufacturers supply enough material to make possible a steady campaign of mailings by the pro to sales prospects starting late in November and hitting the potential buyers two or three times before Christmas.

In the letters pros have found it very profitable to stress the point that valuable shopping service is available in specific and expert advice on the golf gift the recipient would like most.

In a few instances pros have gone to the trouble of individually checking items in folders that amount to concise golf Christmas gift catalogs so the one who receives the checked list is advised what to buy for certain members of his or her family.

If the clubhouse is kept open in the winter, or the pro operates a winter school, special displays of Christmas gifts have proved to be exceedingly profitable. It pays to have a sign painter make special Christmas signs for these displays.

Without exception pros have found that the most profitable of all advertising and sales methods are the direct personal approach with definite suggestions of gifts golfers in members' families would desire and certainly could use in getting pleasure from a Christmas gift throughout the year.

Pros have found that it pays to advertise shop stocks of jackets, sweaters and other apparel as Christmas gifts for members' kids.

A couple of pros told of making mention in their Christmas ads of boxes of balls as Christmas presents for women golfers. The pros said women at their clubs played too long with badly beaten-up golf balls and they took a chance on suggesting new balls as an added gift for the wives and mothers. The idea clicked.

# Golf Market Advertisers **WIN**

**MORE ORDERS! NEW CUSTOMERS! CONTINUING SALES!**

## by **HITTING HARD** in **GOLFDOM'S ANNUAL OCTOBER PLANNING** and **REFERENCE ISSUE**

### *It's the Special Buyers-Operators Reference Issue*

— combining, as usual, GOLFDOM's issues of October, November and December — timed perfectly to golf's market-wide planning period — aimed perfectly for complete buyer coverage.

### *Covers October, November and December*

— when golf clubs decide on products and operations for which they'll spend millions for course and clubhouse equipment and supplies.

### *An Issue of Special Importance to Golf Professionals*

— in planning and buying merchandise for their Christmas selling campaigns . . . for southland pros stocking up for their big winter selling season . . . for pros everywhere planning how, and with what, they'll increase their sales volume in 1954.

#### ADVERTISING RATES:

SPACE	1 Insertion	6 Insertions	10 Insertions
1 Page	\$265.00	\$250.00	\$235.00
1/2 Page	157.00	146.00	133.00
1/4 Page	86.00	78.00	73.00
1/8 Page	45.00	43.00	40.00

Standard Red or Green color, \$85 extra

#### **THREE MONTHS SELLING LIFE**

— at no increase in advertising rates for its extra long selling life and close, timely reader buying interest.

**BE THERE SELLING—when  
the BUYERS PLAN and BUDGET**

# Turf Development Procedure That's Successful in S. W.

By **BOB DUNNING**

**T**HE following is to be considered general agronomic recommendations for the establishment of turf suitable for a championship golf course and choosing soils that will be conducive to the production of bent and other grass of excellent quality. The recommendations are not meant to be a specification and any reference to contouring, mounds, undulations or orientation are used only to coordinate general agronomic problems with the architectural phases of golf course construction and point out important phases of construction that will affect championship turf, and not how to accomplish construction. It should be further understood that the two are so closely related that they cannot be divided and have a successful conclusion to the overall construction.

## **GREENS**

For the ultimate in putting green construction drainage must be considered in five phases 1. surface drainage, 2. internal drainage, 3. lateral drainage, 4. air drainage and 5. drainage by diffusion and this, of course, among others means the very best in topsoil structure.

A green should be constructed so that surface runoff is in several directions; never all off of the front of the green. The base of the green may be constructed out of any soil at hand unless it contains material that would cause excessive subsequent shrinkage or would be deleterious to plant growth.

**Bob Dunning of Bob Dunning-Jones, Inc., Tulsa, Okla., consults with superintendents and architects in considerable course construction and remodeling in Oklahoma. The results have been excellent. His general agronomic recommendations in these cases have been found by superintendents and chairmen to be exceedingly valuable. These recommendations are given in the following article. Dunning, of course, makes his recommendations for conditions prevailing in his territory.**

Mounds may be used to divide drainage areas for surface runoff, orientation and character and to lend to and add and to blend into the surrounding terrain.

From the standpoint of the establishment of future turf all undulations and mounds that are to appear in the finished surface of the green are part of the base of the green or the subgrade and there shall be no pockets where water could stand.

For the very best in green construction there should then be installed a herringbone system of 4 in. farm tile provided with proper protected inlets and outlets. Tile should be placed in the subgrade so that it will be at least 18 to 24 in. below the finished surface of the green on a carefully prepared grade of proper fall and bedded into 2 in. of crushed rock or approved gravel.

There shall be left a space from 1/16 to 1/8 of an inch between tile joints to facilitate the entrance of water. The joints shall be properly protected with a small piece of tar or water proof building paper to prevent materials from dropping into tile from the top. Care should be exercised not to have these strips too long, otherwise they will cover the tile joints on their sides and thereby prevent water from entering easily.

The trenches shall then be back-filled with approved crushed rock or gravel to the surface of the subgrade. Laterals shall be staggered and properly spaced. The installation of tile effects drainage in three phases: internal, lateral and by diffusion, allowing the interchange of atmospheric and soil gases helping to prevent an overabundance of carbon dioxide and to prevent the forming of carbonic and other organic acids which are toxic to vegetation.

The base should then be covered with at least a 6 in. gravel blanket or crushed rock of approved material containing a minimum of fines but there shall be some fines.

There shall be no pockets in the finished grade of the gravel blanket. The gravel blanket shall then be covered with 10 in. of imported thoroughly mixed improved





Bidwell photo

## SPEED-UP IN COURSE CONSTRUCTION THIS YEAR

More than 102 golf courses are under construction or have been finished this year; greatest golf building activity since the '20s. Extensive use of fast, labor-saving machinery and new methods are offsetting higher costs of materials, and producing better construction. View is on Indian Valley CC, Lansdale, Pa., where Wm. F. Gordon & Co. are doing the building. Alex Bryce, formerly of Atlantic City (N. J.) CC, is supt. of construction. Ed Riley, formerly of Springfield CC, Media, Pa., has been engaged as course supt.

In background as bulldozer grades topsoil of green, are Tony Mascaro, Alex Bryce and Dave Hulzhauser.

top soil consisting of:

60% course sharp approved (Muskogee) sand, coarser than concrete sand.

25% approved soil (Tulsa Cemetery soil).

15% fibrous peat (like Eli Colby brown hypnum peat).

*NOTE: The mixture will vary slightly if any other sand is used other than the one used in making the tests as it contains a small amount of fines. Further tests will be run for exact percentages of mixture after final approval of all materials to be used.*

Tile used for draining traps shall also be laid in trenches, using the same procedure as above but the tile should only be laid 6 to 8 in. below the sand and the top 2 in. of the backfill shall be approved friable soil.

### APRONS

An 8 ft. apron shall be provided as a buffer and to facilitate proper playing conditions between the putting green proper and the shoulders of the green. The apron is to be known as No. 1 buffer zone. This area does not necessarily need the gravel blanket but the gravel blanket may be feathered out over the area in construction. The gravel blanket shall contain a small amount of fines or if crushed rock is used it shall contain sand.

This area shall then be covered to an 8 in. depth with an imported prepared topsoil consisting of approximately 60% (Muskogee) sand, 25% (Tulsa Cemetery) soil and 15% (Eli Colby brown hypnum)

peat in accordance with future testing of approved materials.

Immediately outside of No. 1 buffer zone there shall be provided an area 6 ft. wide that shall be hereafter known as the No. 2 buffer zone. This zone shall be covered to at least a 6 in. depth with an approved topsoil, medium sandy loam in nature that would not contain any material that would be deleterious to plant growth, to blend into and be a part of the surrounding area.

The shoulders of the green adjacent to No. 2 buffer zone shall be of an approved topsoil made available on the site of the golf course and shall blend into the surrounding terrain.

The putting green proper, the No. 1 buffer zone and No. 2 buffer zone shall be fertilized as follows: Per 1000 sq. ft.

60 lbs. Milorganite

30 lbs. superphosphate 20% grade

8 lbs. muriate of potash 60% grade

4½ lbs. Nu-Green or 6 lbs. ammonium nitrate

Also to be incorporated per 1000 sq. ft.:

50 lbs. dolomite

10 lbs. arsenate of lead

Any changes in these recommendations will be in accordance with the analytical results of soil samples tested and any future analytical results of approved materials.

Three-fourths of these materials shall be mixed with the prepared topsoil at the time of its thorough mixing and before placing. One-fourth of the material shall

# SPALDING

## *Synchro-Dyned*

PROVEN  
IN '53

Lower scores for thousands of golfers  
Record-breaking sales

### **BURKEMO WINS THE BIG ONE!**

In seven days of the toughest of all competition, Walter Burkemo of Franklin Hills won the 1953 PGA title at Birmingham, Mich. Playing Spalding Synchro-Dyned woods and irons and the Spalding DOT ball, Burkemo scored a popular victory over a notable field of shot-makers... a field in which *more players used Synchro-Dyned irons than any other make.*

Burkemo is a member  
of the Spalding advisory staff.

