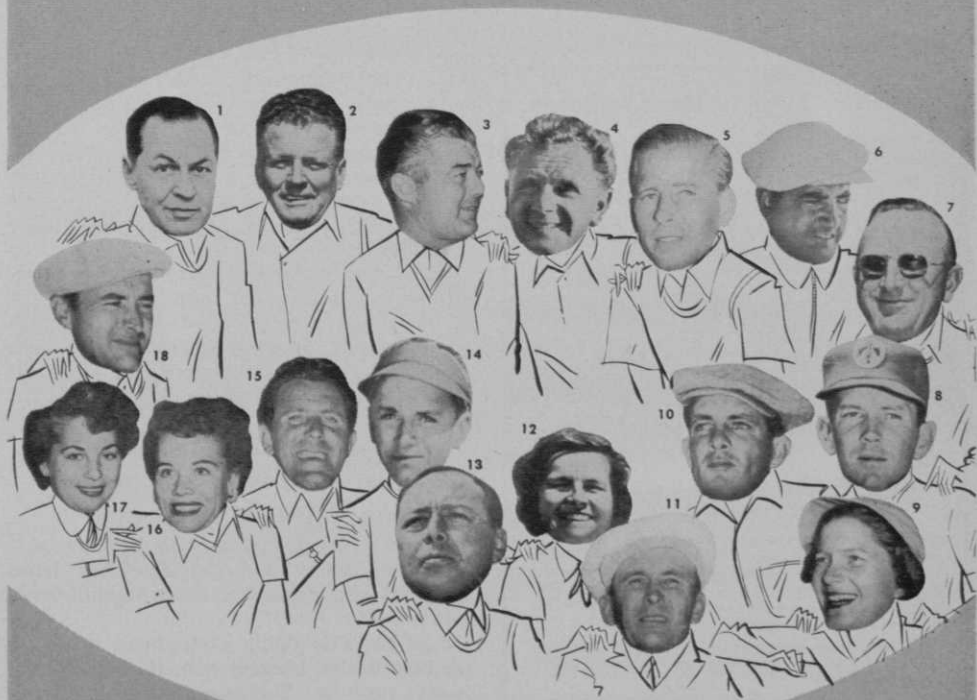


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We've been working with the Spalding engineers. Wait till you see the all-new features we've developed for the easiest-to-play, easiest-to-sell golf clubs in the history of the game.

REGISTERED TOP-FLITE

Synchro-Dyned® Clubs

SOLD ONLY THROUGH GOLF PROFESSIONALS

Pro Businessman Featured in Bank Advertisement

Herb Snow, pro at Keller course, St. Paul, was spotlighted in a 3 column 10 in. advertisement Empire National Bank ran in the St. Paul Dispatch, July 22, during the PGA championship at Keller.

The ad told that Herb and his wife, Hazel, opened a joint checking and saving account at the bank 20 years ago and have made increasing use of the bank's facilities.



Herb Snow, host pro of PGA tourney, banks at EMPIRE



HERB SNOW, an EMPIRE customer, host pro at the Keller course for the PGA tournament. He automatically qualified to play in the tourney. The lowest score he ever shot was a 59 on a par 34 course, and he has two holes in one to his credit during his 25 years of golf, the last 14 years at Keller.

HERB SNOW, host pro at the Keller Golf Course where the 36th annual PGA tournament now is attracting national attention, has been banking at The EMPIRE for 20 years. With his wife, Hazel, he opened a joint checking account and a joint savings account at The EMPIRE in 1934. Their use of EMPIRE facilities has broadened with the years. Now, in addition to checking and savings facilities, the family also enjoys the protection of an EMPIRE Safe Deposit Box, and opened a special savings account for their son, David, who graduated from Johnson High just last June.

"I don't feel at home at any other bank," said Herb Snow. At The EMPIRE, I happen to know all the officers, and they know me. Why, it's always enjoyable to walk into The EMPIRE."

Like the Snows, you, too, will find it always an enjoyable mission to step into The EMPIRE, or phone them, or bank with them by mail. And when you need additional money, whether for a new car, or a new home, or for refinancing your property, take advantage of the low-cost bank rates The EMPIRE's superior personal service provides. Our new phone number is Capital 4-5773.

You'll always feel at home at The Empire

EMPIRE NATIONAL BANK

Robert at Fifth—Capital 4-3773

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Snow is a smart pro businessman as other pros who dropped into his shop at Keller during the PGA saw. The shop is small but displays are made to make it easy to buy.

One little display stunt has greatly increased his hat, cap and visor sales. He's got a wire stretched from one wall of the shop to the other and from it, by clips that don't injure the merchandise, are strung headware of many styles, colors and sizes. The display is high enough to

be out of the way but easily reached by buyers. The price of a couple of screws and some wire were all the display cost him. It makes a colorful decoration in a pro shop, and it certainly does sell.

Another highly profitable idea Snow uses is in connection with his display rack of putters. When Herb sees anyone handling a putter he goes over to the interested shopper, gives him a ball and says "Take two or three of those putters out to the practice green and see which one is best for you."

With two or three putters chances are good one of them will score with the shopper. Snow sold nine putters one day recently with this idea.

He has the Burgett golf glove display case on top of his ball case right by the door to the shop which is close to the first tee. He says the combination display and storage device has boosted his glove business plenty.

Snow has a good selection of shirts on a table in his crowded shop and does a lot of business in shirts, and a surprisingly good volume of shoe business. He says cellophane display wrappers are essential on pro shop shirt displays.

Hot Weather Protection Often Neglected

Doctors say too many golfers are suffering seriously and unnecessarily from the heat. Every locker-room should have salt tablets.

Golfers who don't wear head covering playing under blazing sun, if not already goofy, may be. Perhaps already suffering from the heat are pros who have hats and caps for sun protection in their shops and don't wear head covering themselves to protect themselves and increase business with a good example.

Incidentally, eye authorities say eye-shade provided by hat, cap or visor generally is just as good for eyes as dark glasses.

The latter part of July and August are good months for inspecting your members' bags as many of them may have been away on vacations and suffered some damage to their golf equipment, if not outright loss. Bags, particularly, take a beating during the summer vacation trips and with the contrast the bright new bags now provide with the old and worn bag sales of new bags aren't especially hard to make.

—Eddie Duino

Page 3 ...

in the Walter Hagen Scrapbook!



Walter Hagen demonstrates masterly iron play for gallery prior to tournament at Riverside C.C., Sydney, Australia, in 1937.

In his many years of highly competitive tournament golf in all parts of the world, Walter Hagen continually studied the fine points of golf equipment. From what he learned he developed the exclusive design-formulas that are the basis of all HAIG ULTRA golf clubs. There is nothing finer in meticulous craftsmanship, or in performance, in all the world. Truly, HAIG is the ULTRA.

Haig



Ultra

GOLF EQUIPMENT

Sold through Pro Shops Only



WALTER HAGEN, Division of Wilson Sporting Goods Co., Grand Rapids 2, Michigan

Back of Pro Shop Needs More Attention

By **BILL HARDY**

Co-Professional with Ward Burgess at Chevy Chase (Md.) Club

Most of us in professional golf, and our members, have seen remarkable improvement in pro shops as sales facilities but when we look behind the scenery we seldom find the needed improvement in the back of the shop.

In the first place, when we consider location of the shop with respect to service to members we often neglect shop location with respect to caddy service and supervision. We don't want the kids where they'll be noisy and apt to make a litter that doesn't look well from the first tee. But we do want them so they can get bags out of shop storage quickly and return them quickly.

Many times bags must be toted in and out through the shop display room and moved again from the club-cleaner to the rack room.

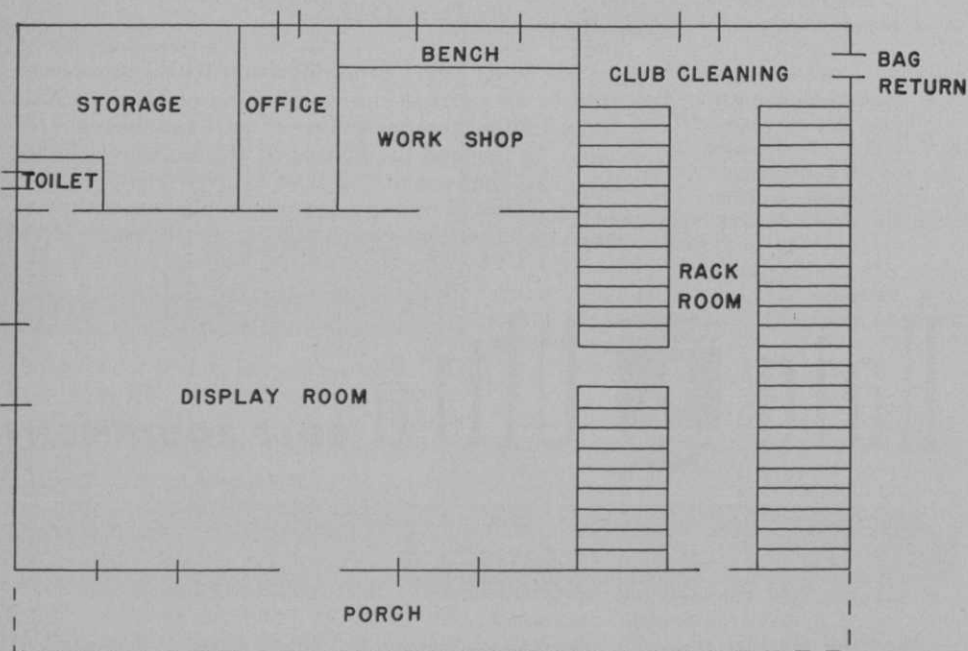
As is shown by the diagram of the Chevy Chase shop we take the bags from the rack and place them on the porch for the caddies. That gives the pro staff a chance to

make an inspection of the bag and clubs just to make absolutely sure everything's O.K. The ideal would be to issue the clubs directly from storage to the caddy with careful supervision in the shop.

Club cleaning should have plenty of space handy to the club return window so the cleaner can handle the bags without there being the usual rush-time pile-up and disorder.

Bag numbering should be on the order of the accompanying diagram to protect against hasty misfiling.

Not only the location, arrangement and size of bag handling, club cleaning and storage facilities needs more attention in most pro shops but the racks themselves are due for revision. The sharp edges—wood or metal—of many storage racks are no good for the bags. The racks should have rounded fronts and supports. Possibly when pipe again gets available improved bag racks can be constructed. There is plenty of room for improvement in this detail of pro shops.



THEY'RE ALL BUYING

THE GOLF CAR THAT'S YEARS AHEAD

Fairway King

This sleek, sharp power-packed golf car is the answer for touring the courses in relaxation and comfort.



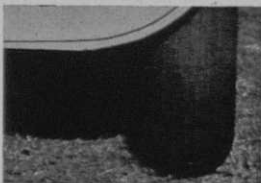
NOW the "Fairway King" offers the first truly modern golf car . . . the result of two years of experiment, engineering and design, and tested on some of the nation's toughest courses.

This car has it . . . performance . . . dependability . . . style . . . comfort . . . and low maintenance cost. IT is the money-maker that golf courses have been wanting!

For further information clip coupon.



Sturdy bag carrier . . . "Tight Grip" racks . . . Bags can't fall out or tip.



Big wide tires, 6.00x6 on all 4-wheels . . . No cutting of turf.

Contact these distributors for sales and service:

Motive Warehousing Corp.

1130 N. Snelling, St. Paul, Minnesota

Bob Chambers

6201 E. McNichols, Detroit, Michigan

A. T. Rodgers

2417 N. Ocean Blvd., Ft. Lauderdale, Fla.

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- I want full particulars, prices, etc., on the "Fairway King."
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Name _____
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Fairway King inc.

1349 WEST RENO
OKLAHOMA CITY, OKLAHOMA

Besides the cramped space of club cleaning and storage quarters there often is the additional handicap of dust. More attention must be paid to making it easy to keep this part of the shop clean. We're going to find that more necessary as the brightly colored nylon bags are in more extensive use.

Part of the pro department service members have a right to expect at a good club are immediate minor repairs. Not many shops have facilities for making such repairs correctly, conveniently and quickly.

A storage room for inventory not on display must be adequate, convenient and theft-proof. This should be arranged so a pro can make quick inventory, keep his books in good shape and have his buying order signals conspicuous. There also should be a pro office for the paper work that must be done in bookkeeping, club tournaments and handicaps and other activities for which the pro department must be responsible. This office also is useful for receiving salesmen and learning from them all a pro staff should know to be able to select the best merchandise and get information of interest and help to the member buyers.

A toilet is an essential to the pro shop that is in a building detached from the clubhouse.

The display room size, fixtures and floor plan depends on the size and character of the club and on individual judgment of the pro and officials. Opinions will vary on the placement of the stock but almost always experience will endorse the idea of having the ball case deep in the shop so members will see much displayed merchandise when entering and leaving for ball purchasing.

It's A Long Road the Supt. Has Traveled

By AL SCHARDT

Supt., Wanakah Country Club, Hamburg, N. Y.

WE'VE COME a long way in golf course maintenance. I see some of the route as I look through my files of GOLFDOM which are complete from 1927 on. And a lot of the path of progress I can retrace with laughs from my own experience.

I recall my first years at Inverness in Toledo when each vehicle of course maintenance had as standard equipment a broom and shovel to clean up the solid exhaust from the motive power.

Then, the contents of the baskets, along with what came out of the backdoor of the barn were important sources of supply for the all-important compost pile.

The greens were cut by the sweat of our brows and along toward the end of that job the man mowing the greens would be grunt-

ing louder than any greens mower engine does now.

If the fairways were cut once a week that was something to brag about.

The rough was let grow tall enough to harvest and make good fuel for the horses. As Chick Evans said at one of our superintendents' conventions, to find a ball in that kind of rough you had to lie down and roll until you felt a bump; then you hoped it was the ball.

In those days most golfers took the full five minutes—or more—to find a lost ball. When the ball was found what a thrill it was to see some guy with a 50-in. waistline trying to whack the little pill back onto the fairway.

The main event then was put on by the redhot golfer who wrapped a hickory-shafted club around the nearest tree after something had gone wrong with a shot. At one short hole, to save a beautiful shade tree, we planted what became known as the "whipping post" so a player after missing a shot could break shafts to his heart's content without damage to our nice tree.

I once saw a golfer break three shafts around that post after dubbing his tee shot. That was beautiful business for the pro.

It seems that the golfers had to be more rugged in those days. They asked or gave no quarter. Shots were played from any kind of a lie and putts had to be made over mountains of worm casts. Bunkers, sand traps and old chocolate drops with grass 8 to 12 in. long, were places to keep away from.

I heard Ted Ray tell a golfer who questioned the location of a bunker that no trap is misplaced as long as the golfer knows it is there; keep away from it or take the penalty without complaining.

With the steel shafts, high compression balls, mechanized maintenance equipment and chemicals for solving maintenance problems came great advances in methods of course maintenance and much is yet to come. The manufacturers have done a good job for golf.

And I might also say, so have the superintendents. Their job of course maintenance gets more exacting each year apparently, but they seem to survive, keep cheerful and healthy and possess their faculties after many testing years in the business. Working on a golf course in the old days probably automatically selected the durable and optimistic ones. The rest were killed off or went into easier work—and there was and has been quite an amount of easier work around the country.



Construction costs were cut by member co-operation in building this new maintenance headquarters at Portage Country Club, Akron, O.

Model New Building Aids In Portage Maintenance

At Portage CC, Akron, O., Supt. Nelson Monical has been receiving numerous superintendents and green-chairmen on inspection visits to the new course maintenance building at the club.

Monical, a veteran authority in course maintenance, was instructed by club officials to present ideas for the most practical building that could be provided for course maintenance equipment, supplies storage and working facilities. The green-committee and club officials approved Monical's plans quickly.

The result is a brick and steel structure 150 ft. long by 40 ft. wide, well lighted, with door space thoughtfully arranged and all facilities for efficient work and comfort of the maintenance staff.

Principal sections of the building are those for implement storage, fertilizer storage, topdressing preparation and storage, repair shop, supply room, locker, toilet and shower facilities, office, paint room, and furnace room. Hot air heating is provided for comfort and economy in cold weather work.

Monical and his staff gave considerable thought to planning placement of all equipment, materials and repair machinery in the building so no time would be lost in securing material, properly checked-out, and in replacing any machinery or imple-

ments used, or in inventorying the building's contents.

Construction costs were kept at minimum by cooperation Portage members gave their club's green-chairman and superintendent in providing construction material free or at their cost. Some work on the building was done by the Portage course staff.

Portage has long been an outstanding example of efficient course operation and now is an exhibit of how much correct facilities for storage and servicing of



Light, open areas in shop make it a place where work can be planned and performed.

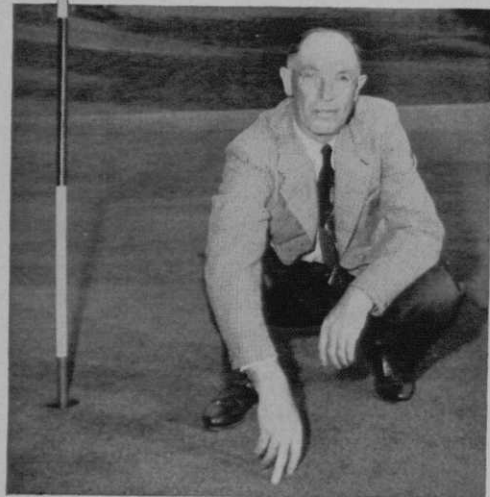
These men need effective disease control and get it . . . with Tersan[®]



Paul O'Leary

*Superintendent,
Warwick Country Club,
Warwick, R. I.*

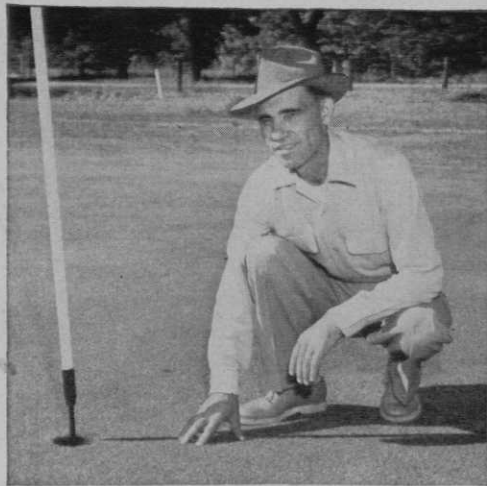
"New England weather poses quite a problem for us, so I find it advisable to spray 'Tersan' every seven to ten days. For brown patch there is nothing like 'Tersan' on the market. 'Tersan's' safety factor plus its remarkable control of brown patch are strong enough reasons for advocating its exclusive use to anyone. And I find that Du Pont Soluble Plant Food works well with 'Tersan' . . . helps maintain color nicely."



Charles Baskin

*Superintendent,
The Country Club of Waterbury, Inc.,
Waterbury, Conn.*

"Weather conditions here are frequently all too favorable for brown patch to spread. It is a relief to know that an application of 'Tersan' will eliminate it then and there. I've used 'Tersan' since it hit the market and, as a consequence, brown patch has never been a serious problem here. 'Tersan' will help make a job easier for any greens superintendent anywhere."



Manuel Francis

Superintendent,
Vesper Country Club,
Lowell, Mass.

"'Tersan' has saved this club money and headaches. I find nothing else on the market that could do a better job for me. The work of sodding and resodding is cut down immensely by the consistent use of 'Tersan.'

"One spraying of 'Tersan' and 'poof,' brown patch melts away. And, I'm convinced that more than one application per season of 'Tersan' will eliminate snow-mold problems."



Michael O'Grady

Superintendent,
Country Club of New Bedford,
North Dartmouth, Mass.

"Brown patch is an elusive hazard, depending on weather conditions. A few years back we did have large patches of this fungous nuisance, but none since our first usage of 'Tersan.' I've had little or no snow mold and just a fringe of winter kill, but you can bet I'll have it sprayed with 'Tersan' at the first sign of it this year.

"With 'Tersan' there isn't any discoloration or shock. In fact, I honestly feel it adds color to my greens."

Superintendents who rely on "Tersan" Turf Fungicide don't have to worry about disease problems, even when tough weather conditions favor fungous growth. "Tersan" has proved itself under problem conditions all over the country. If you're not using "Tersan," let your worst green be the proving ground and you'll see how quickly "Tersan" can clean up brown patch. Use "Tersan" also for effective control of snow

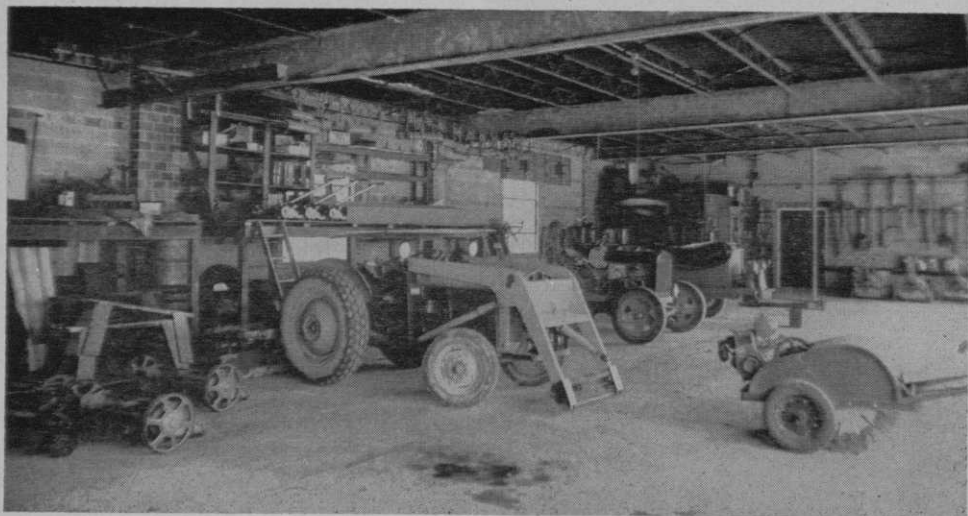
mold. "Tersan" is compatible with most turf chemicals, and comes in handy 3-lb. bags for easy measuring and mixing. If you like a combination of "Tersan" and a mercurial fungicide, just add Special "Semesan" to your sprays. For a saving in time and labor use the same application to feed grass. Mix in Du Pont Soluble Plant Food, specially packaged in 50-lb. bags for golf courses.

On all chemicals always follow directions for application. Where warning or caution statements are given, read them carefully.



Order **Tersan**[®] Turf Fungicide
from your golf supply dealer

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY



Portage shop is arranged for orderly, convenient storage and efficient repair and adjustment work.

equipment used in mechanized maintenance can improve any showing possible with antiquated, inadequate maintenance headquarters that still are too common at first class clubs.

The building vicinity is attractively landscaped. That's an important feature, not only to have the work area fit in with the looks of the rest of the club property, but because high type residential property adjoins the club grounds.

Gassing Out Bermuda in Building Bent Greens

By HARRY M. RAINVILLE

THE construction of the golf course at the Clock CC in Whittier, Calif., presented the troublesome problem of no soil free of Bermudagrass for building bent greens.

The terrain is rolling hills of red and yellow clay covered with an average of one foot of black adobe. The entire area has Bermudagrass all through the topsoil. As the undersoil is not usable, the regular methods of stripping could not be used.

We covered the greens with the best soils available and then treated them with methyl bromide. This was done by using two plastic tarps, each 50 by 100 ft. After putting all the desired humus, etc., on the greens a smooth path was raked down the center line. Number one tarp edge was placed along this line but not covered. Then the three remaining sides were placed in a smooth trench about 4

in. deep. The trenches were saturated with water to help seal in the gas.

After placing the edge of the tarp in the trench it was covered with strips of old canvas. The canvas served two purposes, to protect the light plastic tarp and to aid in removing the dirt after fumigation.

When these three outside sides were covered we placed the second tarp on top of the first tarp. Next canvas and dirt along this edge, sealing the two tarps at the green's center line. Now the second tarp is unfolded, like the opening of a book and covering the other half of the green. Seal these edges the same as the others.

Before placing tarps on the green we filled 80 old sacks with straw and tied them with cord. These stuffed sacks are scattered over the green allowing the gas to disperse evenly. Also two $\frac{3}{4}$ -inch hoses (must be rubber) were placed under each side for the gas.

A small butane boiler with copper coil running through the hot water was loaned by the Neil A. Maclean Co. of Los Angeles. They also made the tarps. The methyl bromide bottle was set on a bathroom scale for measuring the gas by weight.

With the water boiling the liquid gas enters the coils and comes out roaring in a tremendous volume of fumes. Ten pounds of liquid gas to 1,000 sq. ft. will kill most everything. This operation does not sterilize the soil and planting can start in a couple of days.