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## *Keith Construction Company Limited*

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CALGARY, Alberta.

January 5th, 1953.

George S. May Co.,  
291 Geary St.,  
San Francisco, Calif.,  
U.S.A.

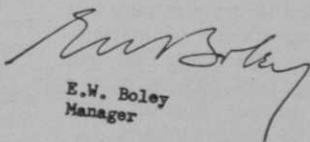
Gentlemen:-

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We feel that the cost of installation of these systems will pay for itself many times over in the foreseeable future.

A reasonable estimate of our savings for one year would be in excess of Fifty Thousand Dollars (\$50,000.00).

Sincerely,



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Manager

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## Hank Mercer's Shop Reflects Ideas Found on Circuit Tour

Hank Mercer, pro at North Hills CC (Milwaukee dist.), scene of this year's Great Lakes Amateur, came on the job this spring after a winter making the tournament circuit.

Hank didn't get rich in prize money but in addition to getting plenty of instruction ideas he's using effectively, he got many shop ideas that are paying him a fine profit on his winter touring, and which are pleasing to his members.

Mercer says that any pro who doesn't inspect and study shops at every convenient club in cities where winter circuit events are played is losing a great chance to get a big dividend on his investment in circuit traveling.

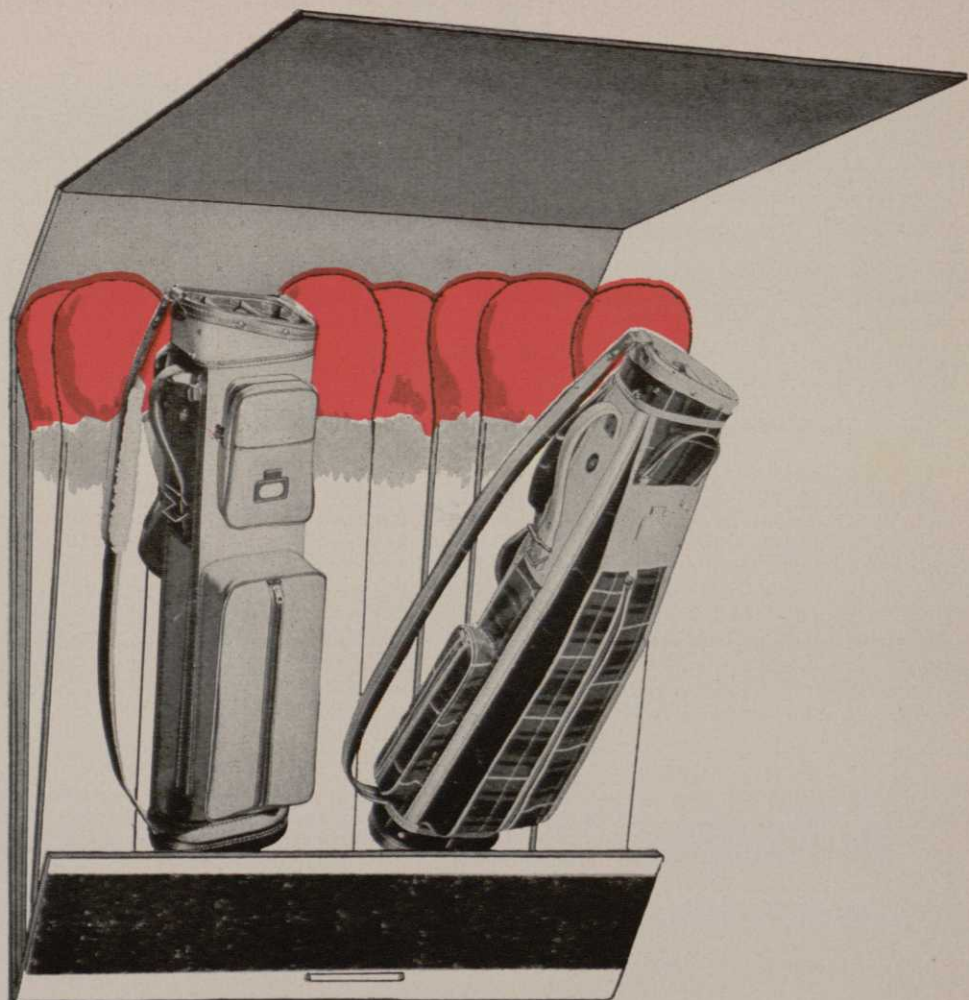
The oval counter of shelves in the center of the shop, Mercer reports, never has failed to encourage members to do more buying. So much merchandise is neatly and alluringly displayed that shop visitors are constantly reminded of their needs

when the stock is changed and freshly arranged every week or so.

The individual brackets for club display also give a chance to spotlight clubs and keep changing displays so members will have opportunities to concentrate attention on some woods or irons that just happen to look especially good to them.

Hank's observation and experience this season at North Hills indicate—to him, anyway—that making separate displays of clubs gets the possible buyer's attention quicker and more favorably than when clubs are shown in long rows.

Southern Calif. Turf Research advisory committee and Southern Calif. turf conference figured there are 700 sq. ft. of turf for each person in Los Angeles County, \$317,000,000 in turf installation (exclusive of land costs) in the county and \$159,000,000 in the city. Extending these figures makes turf installation in California a \$1,600,000,-000 investment.



For the smartest match anywhere  
... you and your Par Golf Bag ...  
so handsome

you just have to show it off.

Atlantic Products Corporation  
Trenton, New Jersey



On Sale at Your Pro Shop



## SHOWPLACE NOW NEW PINE HOLLOW CLUBHOUSE

The palatial mansion of the former Balsan estate of 133 acres near East Norwich, L. I., N. Y., is being rapidly remodeled into one of the world's finest golf clubhouses and the home of the new Pine Hollow CC.

Also promising a time record is the big job of constructing the club's new course. Bill Mitchell, Danvers, Mass., golf architect has the 6,802 yd. par 72 speedily getting into condition for play in 1955. Mitchell is bringing 3-year-old greens sod from his nursery at Sutton, N. H.

The course has three tees on 15 of its holes, practice fairways and bunkered practice greens; all watered. One of the biggest projects of landscape planting done on a golf course features the Pine Hollow layout.

The clubhouse will be completely air-conditioned and provided with complete facilities of the luxury type.

Irv Fargenson, of the Fairlawn (N. J.) Golf Center, and Jerry Wolk, Jamaica, N. Y. attorney, headed the syndicate which bought the property for \$400,000 and is converting it into a private club.

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### Evaluating the New Turf Grasses

**I**N ATTEMPTING an evaluation of new grasses a first essential is that we know "what we are shooting for." What qualities should a grass have to make it desirable for turf? The basic requirements can be grouped into 5 main categories:

First, a grass must be persistent under the environmental conditions to which it will be subjected. We know that there is no universal grass, and that each has its own regional adaptation. We recognize that the farther a grass is moved from its natural habitat the more trouble we will have with it, but we do ask it to give a good account of itself within its normal climatic area.

Second, a turf grass should have resistance, or at least a reasonable degree of tolerance, to disease. Disease is one of the major causes of turf failure. The simplest and most satisfactory control is a high degree of natural resistance.

Third, a grass must be capable of reproducing itself through successive generations without significant loss of its desirable turf forming qualities. It must breed reasonably true to its type.

Fourth, a grass must be a good seed producer. A fescue or bluegrass that is a sparse seeder will never be of more than academic interest from a practical standpoint.

And finally, a grass must have the ability to produce a good quality turf for the particular purpose for which it is to be used. High leaf density, good color, desirable texture, and resistance to wear are some of the more important items in this specification.

To qualify as a superior type any new strain must be significantly better in at least one of these categories and certainly not appreciably poorer in any of them than what is already available.—H. B. Musser, Pa. State College, in N. Y. State Turf Assn. Bulletin.

### IMPORTANT

To make certain your 1954 officials and operating heads receive GOLF-DOM—fill in the form on page 70 and mail it—today—please.

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Patented - Registered U.S. Pat. Off.

## Kaddie Kart

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### RENTAL TYPE



Buy  
Direct  
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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.

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

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### COMPLETELY AUTOMATIC FOLDING

Model T14

Model T11PO



#### 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  
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Regular Pro and Club Discounts.

Send For Catalogs.

### Completely Automatic

Drop The Handle — It Folds  
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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.

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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 .....

## DUNLOP DUPLICATES FURGOL'S NATIONAL OPEN PRIZE



At a cocktail party Dunlop Tire & Rubber Co. put on in Hotel Gotham, New York, July 9, Ed Furgol was given a \$6000 check, duplicating his first prize money in the National Open. Passing this most pleasant cocktail party hors d'oeuvre to Ed were officials of the company making the ball he played in winning his title.

L to R are Vinnie Richards, Dunlop vp, Ed Furgol, H. E. (Doc) Elden, vp in charge of Dunlop production; J. F. McCann, Dunlop sec., and R. Mackenzie, Dunlop vp.

### Good Pro At Public Course Good Business for City

With public golf steadily growing and becoming increasingly important in municipal business operations and city service to the public, the qualifications and function of the public course pro are being studied more than ever before.

There is ample evidence that the right pro with the right sort of a business arrangement can and does make a municipal course operation a solid success financially to the city, himself and the golfers. The set-up that doesn't attract and give an incentive to the right sort of pro often falls short of satisfying the city's public golfers or being good business management for city officials, according to professionals who qualify as successful specialists in public course operation.

One of these nationally known experts in golf public service who has built a large and profitable business for his city and its golfers, says of another pro in his section who also has made a success of his job:

"When this man took over the public course shop in his city on a moderate salary, public golf was just about like street car riding. You got on and you got off.

"In two years of giving the place competent pro service, interest and help, his value became so obvious to golfers that it extended to politicians and they, seeing his work, got for him the golf shop concession at a reasonable percentage of the gross.

"Later he took over the practice range

for a fair percentage and immediately improved that operation with profit to the city and to himself, and certainly vastly improved service to golfers.

"His accomplishment has been of value to his city's management, to the public, to himself and his family, and to his brother pros and the PGA.

"The job might have been just another city payroll job if politicians who saw the vote-getting power of good service and mutually profitable business operation at public golf facilities hadn't made this man a proposition with an incentive and heavy personal responsibility.

"Public golf operations without competent, specialized management working long hours on the golf job can be a painful headache to park officials. The experienced ones know it. They have found that it is for the good of their own reputations as executives, for their peace of mind, and valuable in allowing them time for their many other duties, to make an attractive and mutually profitable deal with the best pro they possibly can get for the public course job.

"Politicians also are finding that interest in public golf is so keen and strong they're better off to keep away from putting a ward-heeler in charge of a shop at a public course.

"The surprise, although it is perfectly logical, in many cases has been that when a city gets a good pro on a good deal at a public course, the city comes out far better financially than it did when it was operating the golf shop."

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with effective

**CALOCURE® or CALO-CLOR®**

Apply Calocure or Calo-Clor regularly . . .  
you will be ready for brown patch weather!

**EFFECTIVENESS PROVED** . . . by superior ratings in the National Turf Fungicide Trials every year they were tested . . . by constant use on hundreds of golf courses.

**CALO-CLOR**—extra potent—widely used for 25 years—provides positive prevention . . . quick control when vigorous brown patch fungi attack.

**CALOCURE**—designed to provide effective protection and control with maximum safety. Consistently maintains or improves the color of your grass.

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Mallinckrodt St., St. Louis 7, Mo.  
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Manufacturers of Medicinal, Photographic, Analytical  
and Industrial Fine Chemicals



STOP  
BROWN  
PATCH  
before it starts

## Remember When? And Don't Think Progress Stops Now

**T**AYLOR BOYD, supt., Camargo CC, Cincinnati, in the interesting Green Breeze published by the Greater Cincinnati Greenkeepers' Assn., gives an amusing jolt to the supt. who thinks that everything in his business has progressed about as far as it can go.

Taylor and his brothers are sons of one of the finest and smartest of the old time greenkeepers. Since the time when Boyd, Sr. was a top man in the business there has been great advance in course maintenance methods, as Taylor recalls in his article headed "Remember When?" He subtly gets across the reminder that any fellow who thinks he's doing mighty good on his course now may look back not too many years and see there's been progress made comparable with that which Taylor points out.

The Boyd piece:

Some young greenkeepers are playing with the idea of changing their greens to a grass called Bent. In fact there are new courses being planted entirely to this unproven turf grass.

The old experienced men say nothing

will take the place of fescue, clover, blue grass and poa annua. There seems to be a disease that is very deadly to this bent grass. It is known as "brown patch."

The usual treatment is bordeaux mixture. Again, some up and coming young men are starting to use mercury which hasn't proven to be very successful as yet. The reason seems to be that the bent grass needs a lot of water and they continue to water every night and the brown patch continues to grow. If these new chemicals keep coming on the market somebody will suggest that a greenkeeper will need to go to college.

The best fertilizer is rotted cow manure in compost. There is a tendency on the part of some men to use some bonemeal and some potash. There is a fertilizer on the market that is shipped in from Peru, South America, that seems to have a good effect on the grass. Beware of some fertilizers because they are mostly sand with a big name.

There are clubs, new ones mostly, that are going to water their fairways. This probably won't prove successful because of the cost of installation and having men working night and day at 25c to 35c per hour plus the cost of water and running the pumps.

## Kill the ROOTS

### and you kill the WEEDS!

#### NEW DOLGE NP WEED-KILLER

— Can be used with confidence by anyone. Kills *all* vegetation — RESULTS APPARENT IN A FEW DAYS. Spray, sprinkle or use as *dry powder* — "built-in" wetting and spreading agent works *fast* by wetting waxy surfaces of plants and inducing penetration into leaves, stems, roots. Non-inflammable, non-volatile, non-corrosive.

#### DOLGE SS WEED-KILLER

— Where **NO** vegetation is desired. Tends to sterilize the soil so that wind-blown seeds cannot germinate.

#### DOLGE E.W.T. 40- 2,4D SELECTIVE WEED-KILLER

— *Will not harm good lawn grasses*, but kills dandelions, plaintain and other broad-leaved noxious plants in turf.

Write for Dolge booklet on chemical weed control, and see your DOLGE SERVICE MAN.

Ask about **SOLEXTO**  
Kills grubs of turf insects  
—one application protects  
lawns for years!

*Dependable*  
**DOLGE**  
WESTPORT, CONNECTICUT



# Chick Harbert wins P.G.A. Championship using **Burke** Equipment

meet the Champion!

Chick Harbert, winner of the 1954 P.G.A. crown relied on BURKE equipment to bring him Golf's Greatest Championship. Two of the four semi-finalists in this event made the same club selection.

## TRY HIS CLUBS

Just as Chick Harbert and other leading P.G.A. contestants place their confidence in BURKE'S club making skill, so have numerous other champions and home professionals for 44 years.

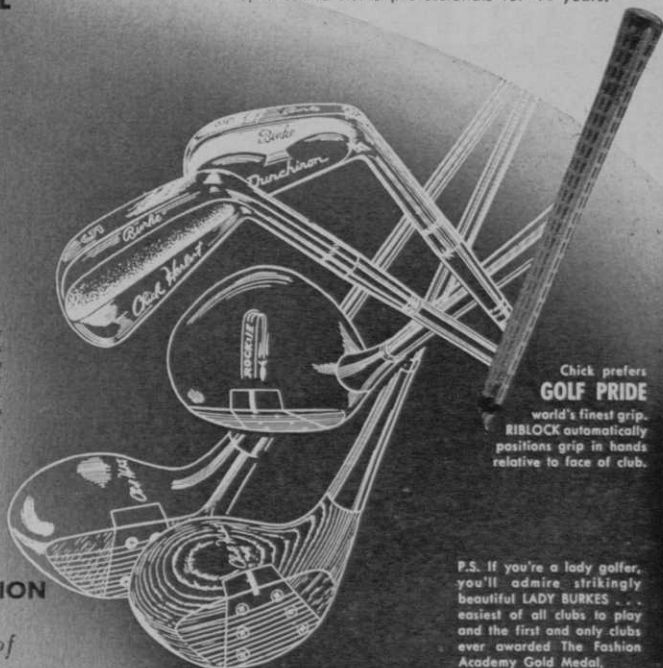
## TRY HIS GOLF BALL



Chick Harbert is also golf's longest driver (world record holder)—he plays Burke's plus compression golf balls and recommends them for hard hitters. Players desiring heavier cover will find satisfaction in Burke's high compression; and for Lady golfers Burke offers Lady Burke, the only golf ball made for exclusive feminine play.

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*America's oldest makers of  
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Chick prefers  
**GOLF PRIDE**  
world's finest grip.  
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positions grip in hands  
relative to face of club.

P.S. If you're a lady golfer, you'll admire strikingly beautiful LADY BURKES... easiest of all clubs to play and the first and only clubs ever awarded The Fashion Academy Gold Medal.

The machinery companies are in a dither to make new machinery to get some of the loose money golf clubs are spending. Toro is putting power steering on their push-type fairway mower. Toro also just came out with a hand putting green mower with a roller to drive the reel. It is designed for cutting bent grass. Jacobsen has come out with a 2-cycle power mower that is really fast and wide. Time will tell what these complicated gadgets will do to greens and fairways.

We all wish someone would come out with chemicals that will kill weeds and not kill grass; chemicals that will kill insects and not kill grass and will not be so expensive.

Some greenkeepers seem to think some type of organization should be formed to promote new ideas and pass around the ideas of one man to another. Greenkeepers are a very close-mouthed and secretive group though, and this may never be done. Some local groups may get together.

Golf has undergone some very drastic changes in the last 3 or 4 years. More changes are predicted, some of which hardly seem possible.

A young man named Herb Graffis,

Greens-committee member at the new Sunset Ridge Club, has said in ten years there would be no more horse drawn mowers, that almost every town and city would have city-owned courses for the poor people to play on and greenkeepers would need to be highly trained men to handle the mechanical and chemical problems to come in the future.

Another young man from Milwaukee named Noer, or some such Scandinavian derivation, comes around with ideas he's gathered from other greens men. He mentions a product called Milorganite and then tells you not to use it for various and sundry reasons, mostly because he is smart enough to want you to buy rather than think he's selling. Neither one of the above mentioned men will very likely be around golf over a year or two.

The USGA Green Section is doing a good job of passing out information but by the time the bulletin arrives some smart operator has already improved on the current problem which, even though the bulletin is good, is about 6 months behind their research.

It is my opinion we have about reached the peak of turf maintenance right now.

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Warren Bidwell has made the turf on the golf course of the Seaview Golf Club, Absecon, New Jersey, as fine as on any course in the East. The greens, tees, and fairways are admired by golfers from every part of the United States.

Milorganite fertilizer is a standby with Warren Bidwell. He uses several carloads every year.



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**Turf Service Bureau  
THE SEWERAGE COMMISSION, Milwaukee, Wis.**

**GOLF CLUBS  
USE MORE**

**MILORGANITE**

**THAN ANY  
OTHER FERTILIZER**