

Koppers Shelter Houses . . .



Standing Invitation to sit out a Shower

WHEN the rain comes down hard, golfers are glad to find a friendly shelter house like this. Overhanging eaves provide good protection against the wind and rain. Benches don't sag. And there's ample room for seventeen people to sit in comfort.

Pre-cut for quick assembly, Koppers Shelter Houses are shipped as a complete unit (all hardware and lumber included). Two men can erect a shelter house in three or four days.

All lumber has been pressure-treated against decay, weathering and termite attack. With this protection, Koppers Shelter Houses last three or four times as long as shelters made of untreated wood. And yearly maintenance and replacement costs are greatly reduced.

Designed for rustic beauty, Koppers Shelter Houses will blend with the landscape of any golf course. And they require no painting. Write today for prices and descriptive literature.



KOPPERS COMPANY, INC.

PRESSURE-TREATED SHELTER HOUSES

Wood Preserving Division, Pittsburgh 19, Pennsylvania

MAGNITE

THE NATURAL ALL-IN-ONE
SOIL CONDITIONER AND PLANT FOOD

INVITES COMPARISON

- CONDITIONS SOIL
- FERTILIZES ● ADDS VITAL MINERALS AND ORGANICS

GREENS KEEPER, VIC LINDHOLM, SAYS THIS ABOUT MAGNITE:

"The test for your product, Magnite, on the old roadway in front of the 18th green of Cherry Hills Country Club here at Englewood, Colorado, was a very severe one. In fact, our experience has been so bad that we thought it impossible to get a stand of grass on this strip, some 200 feet long and 100 feet wide, without removing all of the road fill, filling in with new soil and resodding.

"At the time of this report, it is a pleasure to say that improvement in this area is now seen. With the exception of some of the ridges where the heavy water spray washed the Magnite away, the grass is of good texture and of a fine color. Where new grass was seeded a good healthy stand has started.

"From our observation, Magnite is a product that merits acclaim and we appreciate you Magniting this bad spot which is helping us to overcome a difficult problem."

TEST IT YOURSELF—TO SEE HOW MAGNITE:

1. Reactivates weak, worn-out soil
2. Speeds growth — builds healthier plants and foliage
3. Restores important plant foods and minerals
4. Produces more effective "insoak" of water
5. Tends to prevent run-off, causing soil erosion
6. Improves "workability" of soil

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THE MAGMA CORPORATION

1714 South Ashland Avenue
Chicago 8, Illinois

YES, I would like to try Magnite. Please send my FREE sample to:

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TITLE _____

CLUB _____

CITY _____ ZONE _____ STATE _____

from England . . . Then built Mayfield in 1909 and became its pro when it opened in 1911 . . . He retired on pension two years ago . . . He is the liveliest, youngest-looking 80 year old lad in this country . . . That television program "Life Begins at 80" should star Bertie.

Eddie Bush, pro at Woodmar CC, Hammond, Ind., at Tampa Women's Open, looking like he's coming out a winner against serious illness . . . Medicos say Eddie, a grand lad with a lot of moxie, is coming out ahead . . . Eddie and his wife Betty, his pupil who he made one of the contenders on the women's pro circuit, are a really lovable team.

Pros at Seniors' tournament talking about amazing boost to golf business shown by National Golf Foundation activities . . . Foundation's 1953 report showed 52 new courses opened for play, 109 under construction, and 225 being considered or planned . . . And report is not complete . . . Smart businessmen pros point out that National Golf Foundation report shows current activities are increasing pro job opportunities to extent of approximately 15 per cent of present PGA Class A membership . . . Increase of market for clubs, balls,



DBA LIQUID-LUSTRE GOLF BALL WASH WITH NEW RUST PREVENTATIVE

The enthusiastic reaction of greenkeepers and golfers to DBA LIQUID LUSTRE since its introduction is convincing proof that here at last is a golf ball wash that performs as claimed and produces satisfied golfers at a minimum of cost. Look at these advantages:

- Costs as little as 2¢ per washer per week
- Safe for washers . . . will not cause rusting
- No unpleasant odor — EVER!

ORDER YOUR SUPPLY TODAY!

Per single gallon \$4.50
5 gallons, per gallon 4.25

Order from your dealer or direct from DBA and give dealers name.



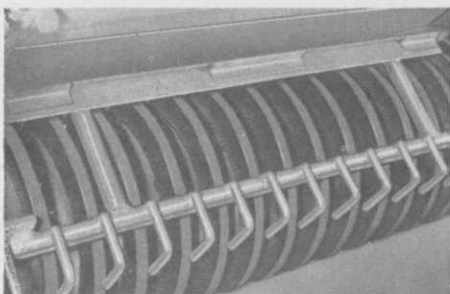
FONKEN
"PICKER-UPPER"
GOLF BALL RETRIEVER



FIRST CHOICE OF RANGE OPERATORS FOR OUTSTANDING SERVICE!

All the popular features and quality engineering that have won the praise of range operators year after year are combined with improved production methods to make the Picker-Upper better than ever. Make this the season to have a Fonken Picker-Upper on your range for reliable, positive golf ball retriev-

ing and injury-free ball pick-up. Fast, mechanical retrieving with the Fonken Picker-Upper — even under rugged service conditions — is the right step towards increased range profits! Improved pick-up discs assure golf ball pick-up without injury — lift-out wire basket-type containers allow for easy unloading and are ideal racks for hosing and washing golf balls. Rugged all steel welded construction and only once-a-year lubrication of bearings provide stand-out performance and maintenance-free operation.



Photograph shows section of seamless molded and bonded rubber covered pick-up discs. Thick rubber covering, rigid construction of discs and separator angles for aligning golf balls assure best possible pick-up under all range conditions.

ORDER DIRECT — Illustrated brochure giving complete details and specifications of the Fonken Picker-Upper golf ball retriever is available on request.

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A deLuxe
Collapsible
Cart



The Only Cart that Rolls When Folded! Easiest to open and close — practically automatic. Holds any style bag. New ratchet control holds handle firmly in any position — it just can't slip. Lightweight but strong. Easy to push or pull, open or closed. Rustproof — made of strong tubing and aluminum. Ball bearing wheels, semi-pneumatic tires, 10" **\$28⁹⁵**

Beckley-Ralston STROKE SAVERS Cut Scores 10 Strokes!

Easiest of all Clubs to play. More than 1,000,000 sold — there is a large and growing replacement market.

Famous for their square grips and short shafts, which give golfers greatest possible directional accuracy for shots within 50 yards of green. Putter 31", Approach Cleek 32", Chipper 33". Right or left hand **\$ 9⁹⁵**



WALLOPER — Fastest selling special club ever developed. Takes place of woods for players who have "woods" difficulty. 39" long, with standard round grip. Right hand **\$12⁵⁰** only

TRAPSHOOTER-NIBLICK — A 2-purpose club, to play difficult lies out of sand traps, heavy rough and long grass. 35" long. Standard round grip. Right hand only **\$10⁹⁵**

RUTLEDGE PUTTER — Gets the putts down, because it gives unflinching directional accuracy. Square grip. Right or left hand. **\$ 9⁹⁵**
34" long

Send for Literature and Discounts

THE RUTLEDGE COMPANY
3337 Belmont Ave., Chicago 18, Ill.

bags, and other playing and course maintenance equipment and home club and tournament players' earning possibilities is most profitable planned golf development work ever done in the game, successful businessmen pros add.

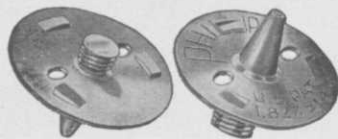
Considerable talk at Dunedin also on how PGA-National Golf Foundation collaboration in promoting junior, high school and university, and industrial golf is beginning to show substantial profits at pro shops.

Homer Herpel from Indian Meadow CC (St. Louis district semi-public) to Algonquin CC (St. Louis dist.) as pro, succeeding Harrison brothers, retired . . . Leo Crane, PO Box 1803, Fresno, Cal., has published good directory of 150 pay-play California clubs and pros . . . Price is \$1.

George Calderwood from North Hills CC (Milwaukee dist.) to South Hills CC, Fond du Lac, Wis., as pro . . . Harry Obitz from Shawnee Inn CC to San Marcos hotel course, Chandler, Ariz., for winter . . . Dick Farley and Al Nelson, two of Obitz' assistants at Shawnee, go with him.

Bergen County (N. J.) Board of Freeholders acquiring 350-acre site on which county's first public course (36-holes) is to be built . . . Pro Henry Bontempo, Supt. Joseph Lacivita and Starter George Mc-

PHILLIPS CAM LOCK



The Answer
to Lost Spikes

CAM LOCKS have been added to the regular LARGE BASE spike. The CAMS hold spike fast in position. Will not rough sole.

F. C. PHILLIPS, INC.
STOUGHTON, MASS.

Sand traps to right
of them,
Bunkers to left
of them,
Balls volleyed and
thundered!
Down the fairway
they came,
Playing the Thunder-
bird game,
... "some of the
hundred"!



Here come the **AUTOETTE** *Golfmobiles!*

Pictured above are "some of the hundred" AUTOETTE Golfmobiles...at Thunderbird Country Club, Palm Springs, California. Nearby, at Tamarisk, are two-score more of these powerful electric Golfmobiles.

Many of these AUTOETTE Golfmobiles are privately owned by individual Club Members—others are available for rental from the Club Pros. All of them make it possible for smart golfers to play a better game...a faster game...without fatigue.

We are constantly striving to improve the performance and ease of handling the Golfmobile. Recently, we added a new dual-speed control, for more flexible operation...up hill

and down...under all driving conditions.

This...combined with a new, self-locking brake pedal and powerful, dual-motor drive... keeps the 1954 AUTOETTE Golfmobile far ahead of the field—the finest golf car ever built!

★ ★ ★

For complete information and colorful Golfmobile brochure, sign and return coupon. Pros and Club Managers: Ask for information about the BIG EXTRA INCOME you can earn so easily—by renting Golfmobiles to members of your Club.

P. S. to Greenskeepers

Did you know that we also manufacture a 1/2-Ton AUTOETTE Pickup Truck... for transportation of tools, seeds, supplies, etc., about your golf course? Like the AUTOETTE Golfmobile, this speedy electric pickup is powerful, dependable, and will not harm the turf in any way. Sign and return the coupon for complete information.

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Please send me brochure describing Golfmobile
Pickup Truck . I am interested in information
about renting Golfmobiles to members of my Club .

Name _____

Address _____

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PRO SHOP PROFITS

sell
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Model LP 618

Has luxury features, yet sells at a popular price. Note tooled steerhide leather trim, extra long hood, deep ball and accessory pocket. Made of durable CANVALON in black, blue or gray.

MacGregor
THE GREATEST NAME IN GOLF

4861 Spring Grove Ave., Cincinnati, Ohio

MADE BY
DES MOINES GLOVE & MFG. CO.
DES MOINES, IOWA

Keown honored and presented purses for their 25 years' service at Franconia GC, Springfield, Mass. . . . All three were at the course when it started.

Art Millea now supt.-pro in charge of renovation of Sanlando GC, Winter Park, Fla. . . . Tony Macaluso from Carbon, Ut., to be pro-supt. of Tooele, Ut. munny course . . . Army-Navy CC (Washington dist.) planning to sell 9 of its 27 holes as home sites and build new 18 with proceeds . . . Lakeview CC, Morgantown, W. Va., new 9-hole club expected to open in April.

Mississippi Valley Golf Course Supts.' Assn., the St. Louis district organization which will be host to 1955 annual convention of Golf Course Supts.' Assn. of America, has elected as its pres. Clarence Plien, Lakeside GC . . . Vp elected at MV annual meeting Dec. 1, 1953 is Joseph F. Lammert . . . Sec.-treas. is Ralph Guyer, 631 S. Berry Rd., Webster Groves 19, Mo. . . . Executive committee consists of Forrest T. Turpin, Tom Hayes and Vertis Mitchell.

Joe Kennedy and Archie Campbell building par-3 course to open about March 17 on outskirts of Knoxville, Tenn. where Kennedy has long been active in pro golf . . . St. Moritz, Switzerland, Engadine

(Continued on page 84)

LIGHTWEIGHT CHAMPIONS

OVER 30 MODELS



"FEATHERWATE" Seat-Sticks are all season best-sellers to sportsmen and sportswomen everywhere (there's a children's model, too!) Choose from brown, fawn, or grey stem with all-metal, leather or tartan seats in a full range of colors . . . in all, over 30 models, each constructed in rustless lightweight alloy, guaranteeing amazing lightness with strength.

Retail prices from —

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AND NOW . . .

The "FEATHERWATE" standard range is fitted with large-diameter KICK-OVER GROUND PLATE. Folds into line with stick when not in use.

. . . NO INCREASE IN PRICE!

Ask for details of the NEW Automatic Self-Adjusting model, "FEATHERWATE" Umbrella-Seat-Sticks, and Beach Brolly.



SEAT
STICKS

GENERAL SPORTCRAFT CO., LTD.
215, Fourth Avenue New York 3, N. Y.
MADE BY BUTTONS LTD., BIRMINGHAM 6, ENGLAND

Here is the
Shower Head that's
**AUTOMATICALLY
SELF-CLEANING**
each time it's used

NO CLOGGING • NO DRIPPING

There is no shower head like the new SLOAN Act-O-Matic. The exclusive feature which sets it apart from all others is its automatic self-cleaning action. The unique spray disc moves downward into shower position when the water is turned on. A cone-within-cone spray of maximum efficiency is delivered. When the water is turned OFF the disc is moved upward, draining the head instantly.

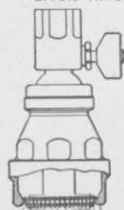
Because the water is completely removed, the Act-O-Matic SHOWER HEAD does not clog or lime up, and therefore it will not deliver irregular or distorted spray patterns. The Act-O-Matic is also economical in use. It saves water, fuel and maintenance service. (Institutional models available.)

SLOAN VALVE COMPANY

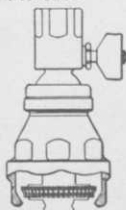
4328 WEST LAKE STREET

CHICAGO 24, ILLINOIS

THE Act-O-Matic Disc MOVES
EACH TIME SHOWER IS USED



DISC DOWN
SHOWER ON



DISC UP
SHOWER OFF

OFF position opens large, free waterway
permitting Automatic Self-Cleaning

THE SLOAN

Act-O-Matic

SHOWER HEAD

The SLOAN Act-O-Matic SHOWER HEAD is a product of Sloan Valve Company, whose flush valves are in world-wide use — in buildings of every type and on ships at sea. More Sloan Flush Valves are sold than all other makes combined.



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4328 West Lake St., Chicago 24, Illinois
Please send folder containing full information on your
Act-O-Matic SHOWER HEAD to:

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Supts. Use of Research; Theme of GCSA Conference

By HERB GRAFFIS

MORE THAN 700 superintendents, turf research, and equipment and supply men applied themselves to the plain and complex problems of golf course operation at Miami, Fla., Jan. 3 to 9. The 25th turf conference and equipment exhibition of the Golf Course Superintendents' Assn. of America which engaged these men, and which had as a sideline an interesting entertainment program for almost 250 of their wives and children, again warranted the GCSA verdict of "best" on the steadily increasing value of its meetings.

For the first time the supts.' organization held its national meeting in the south and not only answered requests of southern turf men to make the association's program truly national but, in acquainting northern and central supts. with some southern turf maintenance difficulties and triumphs, showed broad, enlightening close-ups of remarkable progress in course condition.

The south was further spotlighted by the GCSA in the election of Norman C. Johnson, San Jose CC, Jacksonville, Fla., as president to succeed Leonard J. Strong, Saucon Valley CC, Bethlehem, Pa. Johnson had a highly successful background as supt. on northern courses prior to his excellent operation in Florida.

Wm. Beresford, Los Angeles (Calif.) CC, was elected vp. Agar M. Brown, who has very ably served the association for years as its sec.-treas. was re-appointed.

New directors elected are Earl S. Bell, Armour Fields GC, Kansas City, Mo.; John Gormley, Wolferts' Roost GC, Albany, N. Y.; and Paul Weiss, Lehigh Valley CC, Allentown, Pa.

Florida Assn. of Golf Course Supts., co-

sponsors of the convention, saw to it that the visitors were taken around to see the Miami area's famed courses and that visiting supts.' wives and youngsters got samples of vacationland as partial payment for not complaining about daddy having to be on the job long hours and seven days a week, often at the cost of a normal family life.

Research Application Is Theme

Keynote of the educational conference was sound application of turf research. In almost all addresses on grasses, weed and insect and fungus pests and other phases of turf management, stress was placed on individual judgment in the use of basic findings of research.

The conference opened promptly at 9:15 a.m. Jan. 7 with invocation by Rev. Wayte Fulton, Jr. of Miami's First Presbyterian church. Pres. Leonard J. Strong briefly reviewed the association's contributions to improvement of courses and American turf in general, and to the increase of golf play and enjoyment.

Warren Bidwell, Seaview CC, Absecon, N. J., chmn. of the opening session, introduced Willard M. Fifield, director, Florida Agricultural Experiment stations. Fifield outlined the principles of turf research and tersely referred to the complex factors of water, light, temperature, soil, plant food and diseases that figured in practically every phase of the scientific search for improved turf.

Using Weather Forecasts

Henry M. Tonkin, Jr., meteorologist of the U. S. Weather Bureau at Miami spoke of the use of weather forecasting in course maintenance as the less dramatic but tre-



—Hinman Photo

Officers and Directors for 1954 of the GCSA elected at the annual meeting held in conjunction with the 25th National Turf Conference and Show in Miami during the first week in January. Front row, (L to R): Andrew A. Bertoni, Dir., Meadowbrook CC, Northville, Mich.; William Beresford, V-Pres., Los Angeles (Calif.) CC; Norman C. Johnson, Pres., San Jose CC, Jacksonville, Fla.; Robert Williams, Dir., Beverly CC, Chicago, Ill. Back row, (L to R): Agar M. Brown, Sec.-Treas., St. Charles, Ill.; Colin Smith, Dir., Shaker Heights CC, Cleveland, Ohio; Earl S. Bell, Dir., Armour Fields GC, Kansas City, Mo.; John A. Gormley, Dir., Wolferts Roost CC, Newtonville, N. Y.; and Paul E. Weiss, Dir., Lehigh CC, Allentown, Pa.

mendously important employment of a fairly reliable art and science.

Tonkin said nobody can predict weather with high accuracy any longer than 48 hours in advance but Weather Bureau 5-day forecasts and 30-day outlooks provide valuable guidance as weather in most areas follows a repetitive pattern. He advised supts. to secure weather forecasting data available from the Bureau's 14 district offices and from Washington. This material, he said, provided information on high, low and average stages of weather factors and enabled a supt. to plan his work with reasonably good adjustment to a 30 day outlook. He said that "Climate and Men" published by the Government Printing Office at Washington contained much valuable information for supts.

In response to a question Tonkin said that a supts.' own observation and experience on cloud formation and wind direction as local weather forecasting was quite reliable in forecasting.

Frank Godwin, professor of marketing, University of Florida, delivered a highly amusing and instructive address on the little things that count in selling and public relations. He urged that supts. know the names of their members or frequent players on pay-play courses. He also said that the attitude of the prospective buyer generally was a reflection of the attitude of the fellow who was trying to sell his own

personality or an idea and urged that supts. keep this thought in mind in developing their own status.

Berg Judges Course Care

Patty Berg, first of the professional stars ever to address a GCSA convention, was introduced by Joe Dey, USGA executive secretary.

The energetic and competent Miss Berg told of being grateful to supts. for providing facilities that not only were materially favorable to good golf play but which supplied psychological aids to better scores in beautiful turf, landscaping and grooming of courses.

Patty said that the golfer who enjoys the game most regards the course as another home and shows toward the course the same consideration one would exhibit in keeping a home attractive. She expressed appreciation of the supts.' problem with untidy players.

Her talk pioneered along lines that is great public relations for topnotch pros as well as fine propaganda for supts. It appears on page 44 of this issue of GOLFDOM.

Supts.' Publicity Needs Care

The publicity aspect of the golf course maintenance job was treated in an excellent address by Frank Dunlap, Country Club of Cleveland, and pres., Cleveland District GCSA. Dunlap declared that local association activities coordinated with national GCSA activity was the groundwork