



*team up
with a top
money winner...*

P A R K E R

Distinctive design, quality materials and fine workmanship make Parker a top-money favorite with golfers in 14 countries. Styled in nineteen California-rainbow colors to match any costume, Parkers give a firm grip, delicate "feel"... and cost no more. The Jerry Barber Skinn Touch (shown) heads a complete line which includes nylon back and three-quartered finger models. Stock up for a money-winning season with Parker. Immediate delivery. See your Parker salesman TODAY, or write to Parker Glove Co., 1050 Venice Blvd., Los Angeles 15, Calif.

P A R K E R

Special Care Helps Success of Bent Greens in South

By O. J. NOER

THE Mason and Dixon Line has been the boundary — east of the Mississippi — for bent grass greens, excepting the hilly and mountainous regions of Tennessee, North Carolina, and Georgia. Bent culture there has been made possible by the cooler nights. There have been good bent greens in Knoxville, in western North Carolina, and northeast Georgia. The original greens at Fairyland Golf Club on Look-out Mountain near Chattanooga, Tennessee, were seeded originally with a mixture of fescue and mixed German bent. Later they were Bermuda grass in the summer and rye grass was used for wintertime play.

Four years ago Charles Danner of Richland Country Club in Nashville, Tennessee, decided to try bent grass on one green at his club. He received encouragement from Mr. Johnson, Chairman of the Greens Com-



Dual greens, No. 3 hole, Capital City CC, Atlanta, Ga. Summer green in front covered with pine needles to prevent growth of poa annua and winter weeds. Winter green of rye grass in back.

mittee. His first move was to contact the Green Section of the USGA, and other turf specialists. The final plan and program was based on their advice. A start was made on the sixth green. It has been in use for four years and the bent looks better now than ever before. The practice green was converted to bent more than a year ago. The club is considering a switch to bent grass on all other greens.

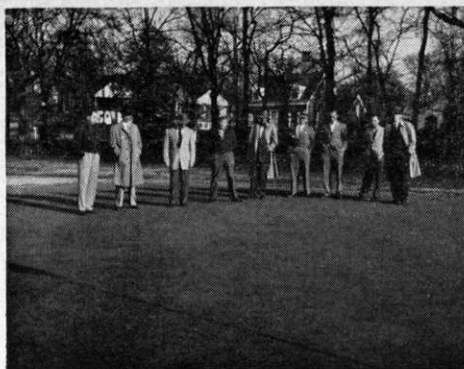
The Capital City Country Club in Atlanta, Georgia, has two bent grass greens. Mr. H. H. Beckett built both of them. This club has alternate greens at every hole, both with a base of Bermuda grass. One is overseeded with rye for winter play, and the other is used for summer play only. During the winter it is covered with pine needles to prevent growth of poa annua and winter weeds. Besides seeking expert advice, Mr. Beckett visited clubs in Washington and Philadelphia. It is three years since the first green was planted to bent, and the second one has been in use for one season. Both came through surprisingly well, but surface drainage on the first one is to be improved.

Fairyland Golf Club had one bent grass green in play all of last year, and has changed three others to bent. The plan is to change the others over a period of several years. Pictures of the bent could not be taken because of the bad weather the day the greens were inspected. The green in play had a fine cover of grass.

Some of the officials of the Chattanooga Golf and Country Club were so impressed with the bent greens in Knoxville that they prevailed upon Alec McKay to change their Bermuda greens to bent. All eighteen greens were in play throughout 1952. There were nineteen straight days of above 100 degree temperature, but, fortunately, no rain so Alec was able to avoid extensive loss of grass.

In every instance cited above success so far has been due to careful soil preparation before planting, or seeding, together with good surface and underdrainage. The selection of good grasses helped, but Seaside, which is a bad actor in bad weather, did quite well for the first year at Capital City, but not when it was seeded for fill-in at Richland.

Tile underdrainage was provided in every instance. The herringbone system was used. Laterals were close together and the lines were placed near the top of the subgrade. A blanket of gravel was placed over the tile and subgrade, and was covered with 8 to 10 inches of top soil.



Charlie Danner shows Arlington bent on No. 6 green to local group. The bent was planted four years ago.



A close-up of Charlie Danner examining Arlington bent on No. 6 green, Richland GC, Nashville, Tenn.

The amount of sand in the top soil mixture was high, in the range of 60 to 70 per cent. The sand particles varied in size with those of larger size predominating. The balance consisted of loam or a mixture of loam and peat. McKay did not mix peat with the original top soil, but added about 20 per cent by volume to the subsequent top-dressing mixture. The others used 15 to 20 per cent peat by volume in the original top soil mixture.

Danner planted Arlington bent on the sixth green, and also on the practice green. He seeded with Seaside on the back corner of number six, and over the entire practice green, because the original planting of Arlington made such a poor start on this green, probably because the planting was done in hot weather. The Seaside areas contain the most poa annua and have the poorest turf. Alex McKay relied on Old Orchard and has eighteen good-looking greens. Fairyland has used Arlington mostly. In the first green at Capital City, H. H. Beckett used a mixture of Arlington, Congressional, and Collins. When the ninth green was changed he used a mixture of these three grasses across the back, and used seed on the front two-thirds. Seaside was used in the center and Polycross in the front section. The seeding rates were 2 pounds of Seaside and 1 pound of Polycross bent per 1,000 square feet. The Polycross bent has been very fine, but Seaside has been good also up to now.

It is too early to state positively that bent greens are feasible below the Mason and Dixon's Line. Yet indications point that way in parts of Tennessee and Georgia, provided the club can and will pay for their maintenance. Success depends upon the use of the right grass and careful con-

struction with respect to drainage and physical soil condition. Severe surface contours cannot be tolerated. The man in charge must learn to know bent, and how to handle it to prevent disease. He must learn to recognize wilt, and must be ready to use a little water promptly to revive the grass and cool the soil. A switch to bent will eliminate the bad playing conditions during the transition periods in fall and in spring. The over-all expense should not

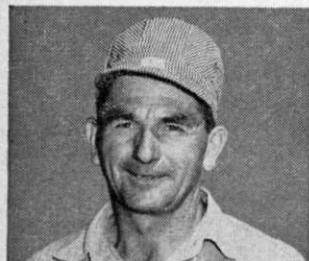


A. H. (Pop) Beckett on No. 1 green, Capital City CC, Atlanta. The turf is a mixture of Arlington, Congressional, Collins planted two years before picture was taken.

be excessive. Based on his experience up to now, Danner does not think bent greens will cost any more than the rye grass-Bermuda combination.

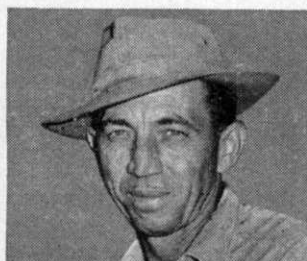
For the time being, the pioneering being done should be followed and encouraged but not necessarily extended. When a nearby club decides to try bent the spot selected for the green should be out in the open in a spot where a temporary green of Bermuda can be developed as a

These Turf Experts Are Among the Many Who Depend on "Tersan" to Stop Turf Diseases



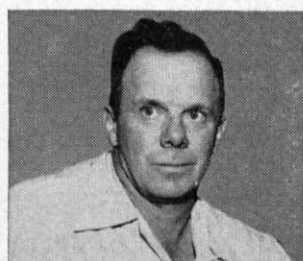
ERWIN BERTRAM, (Wis.)

"Perfect for brown patch . . . I use 'Tersan' exclusively."



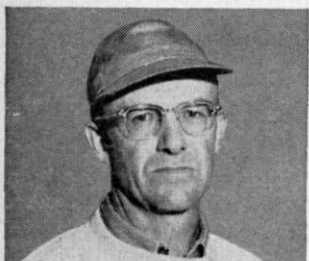
JOHN STAMPL, (Wis.)

"Safe and sure . . . no burning is what I like about 'Tersan'."



CHARLIE SHILEY, (Wis.)

"Ends snow mold—'Tersan' put a stop to it for sure."



ORVAL DECKER, (Wis.)

"Easy on the greens . . . stops disease without any grass damage."



FRANK MUSBACH, (Wis.)

"Best by test—takes care of snow mold, brown patch, dollar spot."



WILLIAM J. HANSBURY, (Pa.)

"Never afraid of burn—'Tersan' is always safe on turf."

Yes, these golf-course superintendents at leading courses in Milwaukee, Cleveland, Philadelphia and St. Louis areas *all* favor "Tersan" as the safe, sure, economical turf fungicide right through the season. You, too, can keep your greens in top shape with "Tersan." Try it in the handy 3-lb. package.



EBERHARD R. STEINIGER, (N. J.)

"We depend on preventive spraying with 'Tersan'."



JOSEPH J. RYAN, (Pa.)

"We tested 'Tersan' early . . . have used it ever since."



ALEX W. STRACHAN, (Pa.)

"No question about it—'Tersan' controls brown patch."



CLARENCE PLEIN, (Mo.)

"Safe and effective 'Tersan' ends our worries about brown patch."



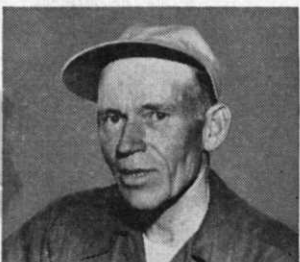
AUGUST SCHNATZMEYER, (Mo.)

"Saved our greens . . . with a preventive program of 'Tersan'."



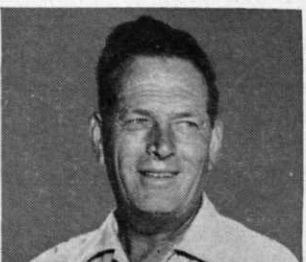
RALPH GUYER, (Mo.)

"Easy to use . . . 'Tersan' stops brown patch with less bother."



WALTER RAGAN, (Mo.)

"No burning with 'Tersan' even with sprays in the heat of day."



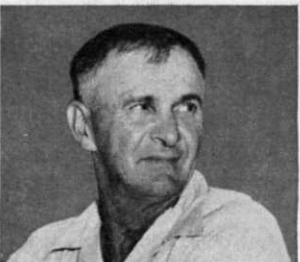
OSCAR BOWMAN, (Mo.)

"Best on the market . . . lowest cost brown-patch control is 'Tersan'."



COLIN SMITH, (Ohio)

"We depend on 'Tersan' to keep down fungous diseases."



LESTER DAYTON, (Ohio)

"Sure results . . . 'Tersan' stops disease with less shock to grass."



FRANK P. DUNLAP, (Ohio)

"No greens eaten up with snow mold . . . since I first used 'Tersan'."



"MIKE" MATTEO, (Ohio)

"Hot or cold—'Tersan' is best to control turf diseases."



REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING

. . . THROUGH CHEMISTRY

Tersan® **TURF FUNGICIDE**

part of the fairway out in front for use during bad or trying weather.

On courses where there are dual greens, it would seem feasible to put bent on one and leave Bermuda on the other, reserving the latter for use only when the weather is extremely bad for bent. Almost every club has one or more greens in a low-lying pocket area. These are the bad spots for bent grass everywhere. It would seem wise to provide a small Bermuda green alongside the one of bent to be used as a temporary from time to time in spells of bad summer weather. The Bermuda must have access to sun because it does not grow well on putting greens even in partial shade.

Population Statistics Show Junior Golf's Importance

FORESIGHTED professionals got something more to think about when figures on school attendance became big news in September. With 31,000,000 kids of school age, school facilities in teaching personnel and space are seriously inadequate. In most large cities the youngsters have to attend grammar school in shifts.

The offspring of World War II vets are starting to school. Population trend is increasing and despite housing shortages and expenses the big family idea is strong among young married couples.

On the dark side is the warning of J. Edgar Hoover of a vast increase in juvenile crime.

It all adds up to tremendously increased responsibilities, opportunities and work for golf pros.

In almost every district this year junior programs have been enlarged and worked more vigorously by pros at private and public courses than ever before. In many cases the pros are doing the job without needed appreciation or cooperation from club, public or semi-public course officials, although parents' pressure finally is forcing an awakening of the officials.

Thoughtful club and public course officials and pros, educational authorities and parents see in the developing junior situation the probability of having junior play account for practically all of the time that might be open at private courses, an enforced increase of courses to care for the juniors, and an increase in pro salaries and guarantees to care for the greatly increased and important work with the kids.

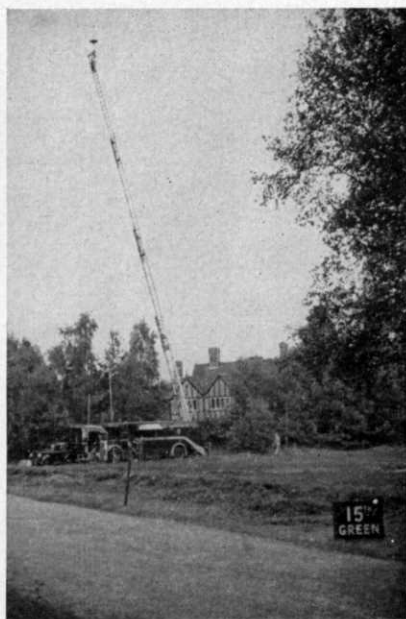
Pros and manufacturers see in the population statistics a sound promise of a dou-

bled golf market within the next 20 years, and many more good pro jobs, if the junior opportunity is properly handled.

The caddie situation is being given study in several metropolitan areas as probably providing a strong element in reduction of juvenile delinquency. Juvenile court judges, police and child welfare workers have observed that the kid with no work record usually is the one who gets into trouble with the law. Caddie facilities and management has improved greatly at clubs but the increase of bag carts and their economy over costs of boy caddies has cut down the proportion of demand for caddies. Child labor laws enacted without informed consideration of caddie work also is a factor limiting the performance of golf in combatting juvenile delinquency.

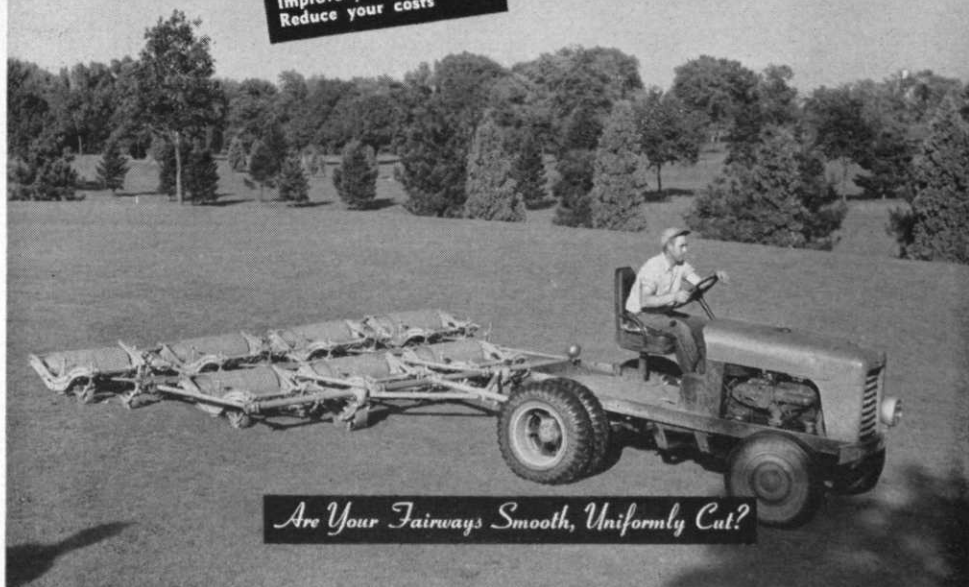
At any rate the jump in the birth rate and millions of kids now on the threshold of golf have the best minds in the game planning to take better care of more kid golfers.

EXTENDS GOLF TV RANGE



Television coverage of golf at the 1953 Ryder Cup matches at Wentworth (Eng.) GC was much more extensive than TV cameras cover U. S. golf tournaments. The British coverage was made possible by the portable telescopic mast shown above. On top of the mast is photographic equipment for close-up and wide shots and broadcasting antenna.

ROSEMAN
Hollow-Roller Gang Mowers
Improve your fairway
Reduce your costs



Are Your Fairways Smooth, Uniformly Cut?

ROSEMAN Hollow-Roller Gang MOWER

Improved Fairways

Lower Maintenance Cost

IMPROVED FAIRWAYS

Smooth, uniformly cut putting-green surfaces are the result of mowing with roller-type green mowers. This same desirable quality can be had in your fairways by using Roseman Hollow-Roller-Drive Gang Mowers.

LOWER LABOR COSTS

Roseman Mowers mow faster, more uniformly without kicking up in the rear. Less time required to mow. Roller design permits overhang of traps—slow, costly hand trimming eliminated. No protruding side wheels permits close cutting, eliminates fringe around trees. Narrower overall width permits mowing in tight places.

**MAKE YOUR NEXT GANG . . .
ROSEMAN.
ROSEMAN MOWER CORP.**

Crawford, Central and Ridge Road
EVANSTON, ILLINOIS

ASK THESE OWNERS

- | | |
|---|--|
| Oakland Hills
Country Club
Birmingham, Michigan | Charlotte Harbor
Country Club
Punta Gorda, Florida |
| Tam O'Shanter
Country Club
Niles, Illinois | Exmoor Country Club
Highland Park, Ill. |
| Hershey Country Club
Hershey, Pa. | Ft. Wayne Country Club
Ft. Wayne, Indiana |
| Agua Caliente
Country Club
Tiajuana, Mexico | Forsyth Country Club
Winston-Salem,
North Carolina |
| Rhode Island
Country Club
W. Barrington, R. I. | Kings Gateway
Country Club
Land O'Lakes, Wisconsin |
| Hillcrest Country Club
Kansas City, Mo. | Fairfax Country Club
Fairfax, Virginia |
| | Hardscrabble
Country Club
Fort Smith, Arkansas |

**YOUR MEMBERSHIP DESERVES THE
BEST POSSIBLE PLAYING SURFACES.**



Shoe business is a big item in Howard Capp's beautiful shop at Desert Inn in Las Vegas, Nev. Well-selected stock is back of golfer who makes fitting pleasant work for Howard's asst. Milton K. Ross. George Bruno is the assistant behind the counter. Wilcox, in accompanying story, suggests shoe fitting stool for salesman be provided in all pro shops. Young Ross doesn't find kneeling on Faulco spike-proof flooring too bad in this case.

How to Make Money in Shop Shoe Section

By C. L. WILCOX

Vice President, Field and Flint

THERE'S no mystery about the magnitude of the golf shoe business in pro shops. Approximately 250,000,000 miles a year are walked on U. S. golf courses. Hard turf, soft turf, traps, rough, walks, locker-rooms, wet ground and baking sunshine, twisting foot action — all those conditions are bound to make proper stocking, display, fitting and sale of golf shoes produce a substantial percentage of total shop sales volume for the pro who is competently serving his players.

The majority of average-sized private club pro shops can satisfactorily serve shoe customers with a wisely selected stock of from 24 to 36 pair on hand. In larger clubs, and at public or semi-public courses where the pro has made an effective bid for shoe

business, the stock should be from 50 to 100 pair.

In selecting a golf shoe stock it's highly advisable in all except the wealthiest clubs to have a canny range of prices from the low price that has enough value to it that the pro won't be apologizing, explaining or making adjustments that might bring the rest of his merchandise under buyer suspicion, through the good medium-priced lines into the top quality and price shoes that identify the pro shop as the place to get the best of everything for golf.

Shoe Dept. Must Look Adequate

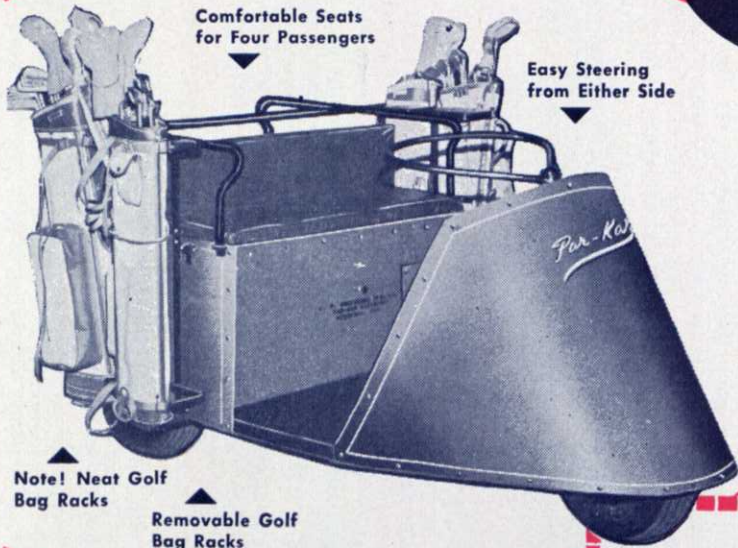
Naturally, the more accent on quality the quicker the prospective buyers acquire a desire for quality that justifies the price.

To make shoe business really as good as

**SOONER OR LATER
YOU WILL BUY . . .**

Par-Kar

GOLF SCOOTER



Comfortable Seats
for Four Passengers

Easy Steering
from Either Side

Note! Neat Golf
Bag Racks

Removable Golf
Bag Racks

SPECIFICATIONS:

FRAME All steel welded frame, shock absorbing coil springs on all wheels.

ENGINE Popular Briggs & Stratton 4 cycle engine. 36 holes on one gallon gas.

CLUTCH New sensational automatic torque control. One pedal does it all.

DRIVE Positive extra heavy guarded Diamond roller chain drive.

POWER Power to spare on the most rugged golf courses.

STEERING Easy finger tip steering. Par-Kar turns in own radius.

Send me additional information about Par-Kar

Name _____ Title _____

Club _____ Address _____

City _____ Zone _____ State _____

Mfg. By **C. W. Greenwood Mfg. Co.** Neodesha, Kans.
Par-Kar Division

**TESTS PROVE THERE IS
NO COMPARISON**

Positively Will Not Harm Turf

Width	5/2	6	6 1/2	7	7 1/2	8	8 1/2	9	9 1/2	10	10 1/2	11	11 1/2	12	12 1/2	13	13 1/2	14	14 1/2	15
AAA														(2)						
AA					1	6	8	5	24	18	37	29	28	29	12	21	6	6		1
A				3	6	16	31	48	72	85	103	108	64	76	21	41	1	6		1
B		3	6	23	44	98	177	256	289	274	305	246	120	135	21	49	1	7		1
C		12	29	80	143	295	435	520	605	523	507	315	141	142	23	41	4	7		1
D		22	61	133	244	386	575	584	683	544	428	290	113	125	20	28	0	5		
E		9	22	44	80	85	156	145	154	130	113	71	126	27	9	13	0	1		
EE			4	3	6	5	11	2	5	7	4	5	4	1						

As you see from this chart of the brief test period surveyed, 10,568 pairs (86%) were found to be concentrated in only 37 sizes whereas the balance of 1,708 pairs (14%) were scattered over 75 sizes.

it should be in a pro shop the shoe section must look plainly like it has enough stock to provide the purchaser with exactly the right shoe. The shoe-fitting facilities should be inviting, convenient, comfortable and by no means appear to be make-shift.

It's essential to every properly conducted pro shop shoe business to have a fitting stool and a foot measuring device. At the PGA annual meeting at Detroit a demonstration was given of the device made by Brannock of Syracuse, N. Y., which is proving highly satisfactory to pros and their customers. Other good devices are made for this purpose and the pro may learn about them from his shoe salesman.

In building his shoe business to the point where it becomes one of his very valuable services the pro must watch and listen to see what his customers prefer and study what will be best for them. The co-operation of locker-room men is important in this matter. The locker-room man can tell if he hears a member complain about old shoes or remark that he needs a pair of new shoes. And certainly the locker-room man knows when a member needs new shoes.

Display should be frequently changed and shoes suitable to the prevailing weather should be featured.

Control Inventory Wisely

Inventory always should be kept under close control with the sizes and styles that are in most active demand kept in stock and the slow-moving items sold out.

Simple but adequate inventory control keeps the pro's cash working for him. He doesn't get too much money tied up in stock and by having a brisk turnover has money for taking full advantage of discounts. These discounts for prompt payment add up and do a great deal toward

paying shipping charges of merchandise the pro buys.

In arriving at the correct retail price the merchant's "rule of 6" is the safest guide. For example: If an item costs a pro \$18, divide by 6 then multiply by ten. That gives the \$30 retail price which yields a 40 per cent gross profit which is about right and is the gross the pro certainly is entitled to for his service in providing proper and highly desirable equipment essential to enjoyment of golf.

Shoe comfort is the groundwork of all golf business. If their feet are in good shape for making the course and the turning and twisting of foot action in the shots then the pro's customers are going to play pleasant golf and a lot of it. Condition of the players' feet effects the sales volume of all items in the shop.

How to Determine Stock

In setting up an opening-of-the-season stock of shoes pros who have been busy in this phase of sales should consult their sales records of former years and put emphasis on sizes which have sold best at their clubs. Sizes that aren't often called for or models that aren't in strong demand may be secured from the manufacturers quickly.

For those who are getting started in the pro shop shoe business and as a reminder to pros experienced in golf shoe business the accompanying chart will be most helpful.

Study this chart. Although it covers but a brief period of many pros' selling season the chart was compiled when the season was far enough along to show what sizes were in greatest demand.

The chart checks closely with pro shop experience of the past four years. It is based on pro orders for men's golf shoes