

cornerposts besides protecting the windows.

Every piece of merchandise is kept at least 12 in. off the floor, thereby keeping dust off the clubs and making the shop easy to clean. Other windows are 6 ft. from the rubber tile floor, on 9-ft.-high walls, to furnish additional protection against break-ins and more wall space for display-shelves.

Thirty-inch square rubber tile removable floor mats handle spike shoes in good style. Besides, they can be switched around the room to keep wear and tear at a minimum.

Back of Shop Shows Thought

For the cash register, I designed a special stand arranged conveniently behind a showcase-counter in the middle of the room. The showcase is placed so that golfers can view the merchandise in every direction. Other features of the front room include special eye-level built-in shelves for displaying shirts, gloves, etc.; a full-length door mirror; comfortable chairs with convenient table for current golf publications; and spotlights on the ceiling which swivel for aiming at specially-featured merchandise.

In the rear of the building are an office, caddie room, club storage area, workshop, and furnace room—all distinctly separate to facilitate each phase of operation.

Besides offering privacy, the office is used for extra storage (shoe trees, pool supplies, golf balls, etc.). Samples of each can be seen in the main display room.

In a separate area close to the office is a special set of bowling lockers where the ladies keep their purses, shoes, and practice balls. We provided this for their convenience because our ladies' locker room is on the third floor in the clubhouse and is not readily accessible.

Further in the rear is the workshop which has a special space for 14½ in. square club racks built of ¾ in. plywood to handle 280 sets of clubs.

The work bench is constructed for making minor repairs in quick, easy fashion. Above it is a teletalk system which makes it possible to contact all parts of the clubhouse and the caddie area.

The caddies have a play area which includes facilities for basketball, softball, and horseshoes and a room of their own for shelter during inclement weather. Within two minutes we can have caddies



This is Ade Jensen's teammate Betty who keeps an eye on shop operation when Ade is on the lesson tee. Note eye-level display shelves for displaying accessories as well as clubs and ample wall space below window for additional display.

59 years of managing turf
around Chicago taught them:

"It's Tersan[®] for turf diseases"



Mr. Archie Burns,
Olympia Fields C. C.
... tending turf for
31 YEARS

"After so many years of fighting diseases with only partly effective fungicides, it's a pleasure to be able to use 'Tersan.' For example, there just isn't any equal to 'Tersan' when it comes to controlling snow mold. Speed, ease of handling, and, of course, topnotch disease control are very important to us. That's why we find 'Tersan' fills our needs so well. We get excellent control of brown spot with 'Tersan,' too."

Mr. Gerald Dearie,
Edgewater C. C.

...28 YEARS

caring for golf courses

"I've been using 'Tersan' for over five years because I know it will do the job I want. We average 230 players a day, and using 'Tersan' doesn't interfere in the least with daily play. I like the way 'Tersan's' blue-green color blends with the grass, too. And, I like being able to use 'Tersan' without worrying about 'burned greens.' We have yet to have one."



Experience proves there's no disease-favoring condition that "Tersan" can't help you beat. Try "Tersan" in the handy 3-lb. package. If you like a combination of "Tersan" and a mercurial, add "Special Semesan" to your sprays. And Du Pont Soluble Plant Food can be added to feed grass at the same time. Packed in 50-lb. bags especially for golf courses, it gives grass extra vigor.

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



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

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



Assistant Bill Hogan who has worked with Jensen since 1948 gets helping hand from the "boss" (on the ladder). Close inspection will show that each bag compartment carries big label with member's name as well as a number.

and clubs ready for a foursome on the first tee.

A Mueller-Climatrol thermostat in the pro shop controls an oil heating unit in another room which is also used for storing soft drinks for the caddies. Heating pipes are imbedded in the concrete throughout the building.

Sells 95 Per Cent of Members

Has it worked out satisfactorily? Definitely yes! The members are pleased with the faster, more efficient service. While golfers wait their turns on the first tee, they have more leisure time to shop. They also can pick up last minute items such as scorecards, pencils, tees (provided free), and golf balls, with a minimum of delay. Business has perked up considerably. I sell 95 per cent of my members and none of it by high-pressure methods. As a further service on Sunday mornings, when the club doesn't serve until noon, I provide hot coffee and Danish kringle free of charge.

Visiting pros and salesmen have praised our modern shop and members of other clubs have incorporated many of our features into building projects of their own. Perhaps you can, too.

Alert Pros in Record Numbers Plan Now for Xmas Sales

DESPITE the sizzling heat wave that has blanketed most of the country in late June and all of July, pro activity hit a new high in planning Christmas gift selling campaigns.

As of July 25, pro orders for their personalized copies of the "Christmas Shopping At Your Pro Shop" buying guide totaled more than 90,000, or more than two times the guaranteed pro distribution of last year's pro-only shopping guide, its first year of publication.

Last year's record of the book in bringing over a million dollars in extra sales volume to participating pro shops established the strictly pro Christmas gift business-getter as the most profitable single item of personalized sales and prestige advertising ever used in golf pro merchandising.

Early planning of aggressive Christmas sports gift advertising and merchandising

campaigns by competing sporting goods retailers has warned foresighted pros to get started on their own Xmas gift campaigns without delay. Some slow-up in golf play and pro shop buying during the prolonged, intensely hot spell reminded businessmen pros of the high importance of applying strong advertising force to increase golfers' Christmas gift shopping at the pro shop during the most active customer spending period of the entire year.

Pros who want copies of the 1955 edition of "Christmas Shopping" delivered by Sept. 15 should have their orders in not later than August 20. A limited supply will be available for those ordering later. Pros who desire to share in the profit of this nation-wide golf Christmas gift selling campaign are urged to write GOLFDOM, 407 S. Dearborn, Chicago 5, Ill., for details.

Detroit District Surveys Maintenance Operations

EVERY golf club has the problem of maintaining satisfactory playing conditions for its members throughout the playing season.

Successful accomplishment of this objective depends largely upon sympathetic cooperation between the Green Chairman and the Green Superintendent. The latter cannot operate alone. No matter how competent he might be, he must have the necessary help, equipment and supplies to do a good job.

The Board of Directors naturally expects the Chairman to look after the needs of his department. But frequent changes in the chairmanship too often give the Superintendent a boss who is completely inexperienced in maintenance requirements.

Most club members are only interested in results and have no knowledge or appreciation of what is required to establish and maintain the kinds and quality of grasses essential to a good golf course. Consequently, there is a tendency to economize on the course in the belief that the grass will take care of itself and needs only watering and mowing. When this happens, the course invariably deteriorates.

Naturally, clubs have to be operated

within their means. All cannot afford to maintain their courses in championship condition. However, the cost of adequate care is not prohibitive. A neglected course, sooner or later requires a restoration operation that is apt to be more costly than the fertilizers and other materials that would have kept it in good condition. Neglect is not only most costly in the long run but it deprives the members of the satisfactory playing conditions they might have had.

Of course, if a club's major interest is something other than golf, that is a different matter but if directors imagine they can stint on maintenance and still have a good golf course they are sadly mistaken. It is important to recognize that golf courses get vastly heavier play than formerly and consequently require correspondingly more care.

To help clubs with their planning, your Detroit District Golf Assn. Green Section committee strives to promote a better understanding of the essentials that are indicated by experience and research. In our annual reports, we give a summary of the maintenance operations of the District clubs.

We undertake to help those that ask for assistance to obtain information or

Men who have nation-wide acquaintance with course maintenance often comment in high endorsement on the functioning of the Detroit District Golf Assn. Green Committee under the chairmanship of Charles G. Chapman.

The coordination between superintendents, green chairmen and other officials of clubs, that has been achieved in the Detroit district is reflected in a high standard of course condition and efficient use of money available.

Continued campaigning to get clubs to participate in supplying data for the DDGA Green Section annual reports is showing results as the accompanying abridged 1954 report discloses.

Figures of labor rates and superintendents' salaries are given in the DDGA report to its member clubs but omitted in this abridgement. It has been GOLFDOM's experience that publication of such figures, affected strongly by local conditions, misleads as often as it helps in situations where conditions differ and fully informed consideration is not given the financial data.

Maintenance cost percentage studies made under L. S. Dickinson's direction and GOLFDOM sponsorship at Amherst some years ago, and the basic maintenance cost survey outline prepared by the Midwest Assn. of Golf Course Superintendents, are the only work that has been done on the fundamentals of comparing maintenance costs.

A sure Christmas seller in



any pro shop

Spalding DOTs and TOP-FLITEs packed for you

There isn't a golfer in the world who doesn't like to start off the season with a fresh supply of golf balls.

That's why Spalding DURA-THIN*-covered DOTs® and rugged TOP-FLITEs® are so popular with so many golfers at Christmas. Especially when personalized to add that distinctive touch.

This year, your Spalding golf balls are ready for gift-selling in handsome, rugged plastic boxes that can be put to dozens of uses in every home. The boxes are colorfully wrapped for added Christmas appeal.

Display Spalding DOTs and TOP-FLITEs in dozens and half-dozens. *And display them early.*

Remember: orders for dozen lots of Spalding golf balls to be personalized must be received no later than December 1st. Each personal imprint limited to 18 letters and spaces—all inclusive.

*Trade-mark

SPALDING

SETS THE PACE IN SPORTS

advice from the specialists that are best qualified to deal with their specific problems. In addition to our efforts, which are largely of a liaison character, we and the Green Section of the USGA contribute financially to the turf research program at Michigan State College. From this source, we obtain invaluable information and advice based on growing conditions in our climate.

Lands Supts.' Association

Another local asset, which deserves greater appreciation, is the activity of the Michigan and Border Cities Golf Superintendents' Assn. This organization whose membership is largely composed of member clubs' superintendents, on its own initiative, meets every two weeks during the season. While its meetings are partly social, they are invariably featured with addresses by specialists in soil and turf matters. They also have open discussions of current problems during which experiences are exchanged. One meeting is always devoted to an equipment display and another a visit to the experimental turf plots of Michigan State College at East Lansing. Anyone who has attended any of these meetings knows that they are extremely beneficial.

The summary, in our annual report, of the maintenance information supplied by a majority of the member clubs records data by which any club can readily compare its performance with that of the majority. No attempt is made to set up fixed standards because conditions differ and all clubs cannot afford equal expenditures. It should be apparent, however, that those who give their courses maximum care do so because they find it desirable.

It is urged that particular attention be given to the data relating to use of fertilizers. The amounts reported used on fairways do not appear to be excessive in any instance. However, the small amounts some clubs used would seem to be little better than none. On the other hand, some of the amounts used on greens do appear to be excessive and applications too frequent. Even though fertilizer is not too expensive, it should not be wasted. It should be used in suitable amounts at the times it will benefit the grass most. Too much is as bad as too little.

In our Michigan climate, with its cold late springs, some of us question the advisability of nitrogen feedings as early as March and April.

The information is taken from reports

received from 32 member clubs relating to their course maintenance during the 1954 season. One club has 36 holes, 30 have 18 holes and 1 nine holes. (All averages in these reports are based on 18 holes.)

NUMBER OF EMPLOYEES BY MONTHS:

	High	Low	Average
January	8	1	2.1
February	8	1	2.3
March	8	1	3.7
April	12	3	6.2
May	15	4	8.0
June	20	4	9.2
July	20	4	9.2
August	20	4	9.0
September	18	4	8.0
October	18	2	6.5
November	11	1	4.0
December	8	1	2.8

(The club reporting more than 15 employees from June through October had considerable repair work due to course alterations. Normally, their maximum would be about 15. Consequently, the averages shown above are somewhat higher than normal).

FAIRWAYS

Kinds of Grasses: Mostly a mixture of Kentucky Bluegrass and Bent. Some Fescue and Red Top in combination with other grasses and all a proportion of Poa Annua.

Times Cut per Week: All but two cut at least twice. Most cut 2 to 3 times. One 3 to 4 times and 2 only once.

Cutting Height: $\frac{1}{2}$ in. to $1\frac{1}{4}$ in., average $\frac{3}{8}$ in. (Those having a preponderance of Bent cut lower than those having mostly Kentucky Bluegrass).

Fertilizer Use: In totals for the entire season, eight clubs used from 45 to 60 tons; six from 24 to 40 tons, ten from 15 to 20 tons and eight from 3 to 12 tons.

Eleven clubs fertilized both spring and fall; two spring, fall and summer; one spring and summer; one summer and fall; eight spring only; six fall only and two did not state when.

For Weed Control: 30 clubs used 2,4-D. **Results:** 27 Good and 3 Fair. 17 used Sodium Arsenite. **Results:** 13 Good and 4 Fair.

12 Clubs reported crab grass. **For Remedies:** 6 used Sodium Arsenite, 1 Potassium Cyanate, 1 Tat-C-Lect, 1 PMAS and Sodium Arsenite, 1 S.S. Weedkiller and 1 Crab-Not. One club reported only close clipping before seeds matured.

Fairways Watered: 25 Yes, 7 No. Six clubs used sprinkler equipment with fixed outlets, 16 used movable sprinklers and 2 used both.

Sources of Water Supply: 7 City, 11 wells and 14 lake or stream.

Fairways Seeded: 11 Yes. **Kinds:** 4 Kentucky Bluegrass, 1 Merion Bluegrass, 6 Astoria Bent, 1 Highland Bent, 2 Redtop, 2 Fescue and 1 Seaside bent. (In 5 cases, two kinds of seeds were used).

Fairways Cultivated or Spiked: 18 Yes. 10 both (9 in Fall and 1 in Summer), 7 both Spring and Fall and 1 three times.

Type of Cultivating Devices Used: 11 used West Point Aerifier, 2 Soilaire, 4 Disc and 1 Mechanical earthworm. One club used a spiker (kind not specified) and several used Maple Lane Spikers in addition to their other types of cultivators.

Only two clubs reported using any Lime.

GREENS

Kind of Grass: All Bent Grasses. Mostly C-50 Washington. Two clubs report Friendship, three C-1 Arlington, two C-19 Congressional, six Mixed Bents (kinds not specified), four Seaside and one Pennlu. (Many Bent greens reported infested with *Poa Annua*).

How Often Mowed during Week: 5 Seven times, 12 six times, 10 five times, 3 four times and 2 did not specify.

Cutting Height: 3/16 in. to 7/16 in. Average 1/4 in.

Devices used to eliminate grain or matted conditions: 19 clubs used the Verti-Cut and 8 used brushes or combs. 7 used only brushes and combs and 5 did not use anything.

Cultivated or Spiked: 31 Yes. **Type of Cultivator used:** 22 clubs used West Point Aerifier, 3 Motoraire, 4 Turferator and several used Maple Lane Spiker in addition to other devices.

Times Watered per Week: Eleven daily, six 4 to 6 times, five 3 times, two twice, seven as needed, and one no report. Thirteen watered in the morning, fourteen at night, four both and one no report.

Times Fertilized a Season: Most clubs reported fertilizing their greens approximately every 4 weeks during our 7 month season.

For first applications in Spring and last in Fall, some used formulas containing little or no nitrogen such as 3-9-18, 2-12-12 and 0-20-20 at the rate of 20 lbs. The usual application for dry fertilizers

such as Milorganite, 10-6-4 and 6-10-4 was from 20 to 30 lbs. One club reported using 30 to 40 lbs. and one 34 to 66 lbs.

Liquids: Ammonium Sulphate, Liqua Vita, Nu Green (Urea) and 5-10-5. The majority used ammonium sulphate from time to time when quick nitrogen stimulation was desired. Rate; 1 to 4 lbs. Average 2 lbs.

Principal Diseases: 13 Brown Patch, 22 Dollar Spot, 7 Helminthosporium, 2 Snow Mold and 4 no trouble this year.

Fungicides Used: All clubs but one used fungicides both for prevention and control of diseases.

Insecticides: 20 clubs used Chlordane and 4 also used arsenate of lead. 2 used only arsenate of lead. 1 used Chlordane, D.D.T. and Lindane. 1 used Black Leaf 40 and 6 used none. 2 did not specify.

MISCELLANEOUS

Grass Nurseries: 21 Yes and 11 No. Size: 700 sq. ft. to 60,000 sq. ft.

Grasses in Nurseries: The following types of Bent:

Twelve Washington C-50

Seven Arlington C-1

Six Congressional C-19

Three Toronto C-15

One Cohasey C-7

One Collins C-27

One Old Orchard C-52

One Pennlu

One club had a plot of C-1 and C-19 mixed and one a mixture of C-1, C-19 and C-27.

Types of Mowers used on Roughs: Those cutting at 3 in. or less used fairway mowers with raised blades. For higher cuts, Worthington Blitz and sickle-bar mowers were used.

Height of Cut: 1 1/2 in. to 4 1/2 in. Average 2 1/2 in.

Kind of Sand in Traps: (As reported) 13, Sharp, 4 Mason or Builders sand, 4 Lake sand, 4 Washed, 3 Fine, 2 Coarse, 1 Torpedo and 1 did not specify.

Philadelphia Association of Golf Course Supts. will celebrate its 30th birthday Sept. 20 at Whitemarsh CC. The association was organized at Whitemarsh, with Frank Chapman, sec. Philadelphia Golf Assn. assisting the supts. Chapman, Burt Musser and Charles Hallowell will be guests of honor at the anniversary dinner along with the district's chairmen. Herb Graffis, GOLFDOM editor, will be guest speaker.

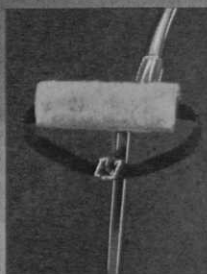
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Professional

TELESCOPIC FOLDING

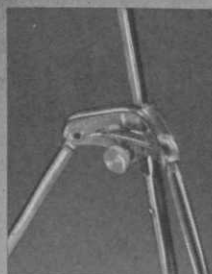
The cart sold exclusively

Here's a real opportunity to cash in on the *proved* popularity of the Nadco line of quality golf carts with this outstanding, new "PROFESSIONAL MODEL" by Nadco to be sold *exclusively* by you the Pro. Feature-for-feature — no other cart can match it.



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Prestol Cart opens and folds in one motion. Upper knob locks telescopic main support to any desired position. Wheels are parallel in the closed position for convenient storage.

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