

playable ball belong.

Some suggested the two players go back to the tee and drive again but while that might possibly be O. K. in match play the interests of the rest of the field wouldn't make the solution acceptable in stroke play.

McMorris Shows New Film

Rex McMorris, director of the National Golf Foundation, made the first public showing of the Foundation's new colored, sound slide film, "Community Planning Gets a Golf Course."

The film, being used by and on community groups in showing how to promote public golf courses, received strong approval from the pros, several of whom requested it to be used in helping men in neighboring communities who'd asked the pros how to go about starting a municipal course. Loan of the film, free, may be made by writing McMorris at National Golf Foundation, 407 S. Dearborn st., Chicago 5.

Frank Chase, sales mgr., Multiclean Products, gave the pros practical and inspirational advice on their outlook on their market. Chase said the pros, like other salesmen, must constantly improve because competition is constantly getting tougher.

He asserted that the American public doesn't "buy" a higher standard of living, it has to be sold to them.

Pros Sell "Want" Satisfaction

Howard Longstaff, professor of psychology, University of Minnesota, told the pros that they are not primarily selling any product but selling what the product will do in satisfying a basic want.

The "secret" of selling success, said Longstaff, is the same for General Motors and a pro at any club or course—find out what the golfers want and what they don't want.

He suggested that a pro get a book with a page for each man on which should be listed that member's likes and dislikes and what the member wants, whether the member happens to be aware of that want or not.

That intensive study of the pro's market plus full knowledge of the products the pro has to sell would increase any pro's business, Longstaff forecast.

Golfers Entitled to Cooperation

Thomas C. McGuffey, pres., Club Managers' Assn. of America and Mgr., Missouri Athletic Club, St. Louis, in considering the relations of the club manager, the

professional and the supt. reminded his hearers that the club officials and players have a right to expect complete cooperation and loyalty from department heads.

A club itself is based on the idea of cooperative ambition and effort. McGuffey remarked that every first-class man he knew in club management, pro golf and course maintenance has such pride in his work he appreciates all the friendly and competent help he can get in making his performance perfect. Hence every good man heading a club department regards his teammates heading other departments as valuable aids in his own achievement and thinks of his own responsibility in helping his associates.

Each department head is bound to hear some comment by players that is of interest and constructive help to other department heads and it's part of each man's job to have such understanding friendliness with his associates that these comments, even if critical, can be passed along to the man directly concerned.

Some complaints around clubs may be merely bad-tempered or informed belly-aching but taking care of those gripes is part of every executive's job. The pro and the supt. don't need to think they are victims of unwarranted complaints any more than the manager is, McGuffey reminded the pros.

He said there had been a great advance in teamwork as the result of the Club Managers' Assn., the PGA and the Golf Course Supts' Assn. helping their respective members to increase their usefulness and understanding.

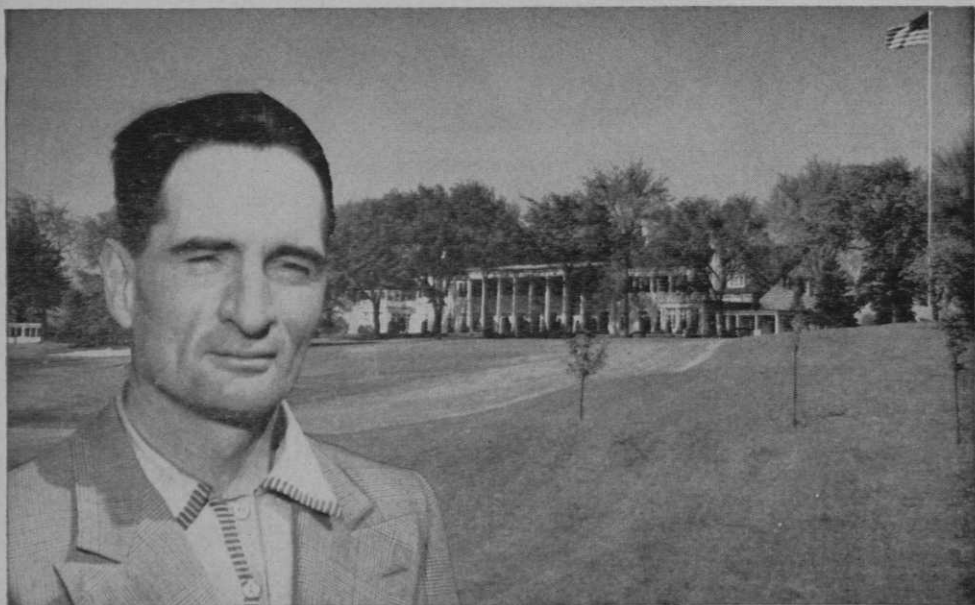
As a little tip from the managers McGuffey related that in clubhouses Saturdays, Sundays and holidays he'd heard too frequent complaints about the scores. He suggested that supts. and pros see that the courses played easier on the big days.

Western Golf Assn. Makes Golf Car Survey

Western Golf Assn. is making a survey on golf car use.

Questions asked of WGA member clubs include how many cars at a club, kind of ownership, rules governing use of cars, charges for car use, maintenance and storage, and effect on the clubs' caddie programs.

In 1956 the Women's Trans-Mississippi goes to Monterey (Calif.) CC; first time for the womens Trans in this area.



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Oakland Hills, Birmingham, Michigan

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William Phillipson, Superintendent
Dearborn Country Club, Dearborn, Michigan

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* * *

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LIVING . . . THROUGH CHEMISTRY

Harlow, Gentleman Sportsman, Made Golf History

By HERB GRAFFIS

WHEN Bob Harlow passed an era in golf ended.

Harlow was the man who made tournament golf big business. He charted the path to glory and riches for the army that came after Hagen. Hagen was the first to blithely parade through the social barrier that separated professional athletes from the amateurs and the spectators in the old days.

When the news of Bob's death was telephoned to Hagen by Eddie Rankin, the deeply grieved Hagen said "I'd never got where I did if it hadn't been for Bob."

That tribute might well be echoed by all tournament golfers.

Bob was the first man to make a full career of promoting professional golf play. He was an excellent newspaperman and to his last day was the best reporter of golf who saw a story and told it brightly and accurately in type.

Prior to Harlow's specialization in tournament golf the exhibition bookings and tournament promotions were handled as sidelines. Bob quit his newspaper work in 1921 and devoted himself exclusively to the job of managing Hagen and Joe Kirkwood.

Hagen won the British Open four times and the US PGA championship five times when he and Harlow were teammates. With Harlow ahead of the show Kirkwood was brought into golf history and fortune with an entirely new and fascinating phase of the game, the trick golf act.

Bob Harlow was a gentleman sportsman of the very highest type. His integrity, charm, ingenuity and vitality drew to him a multitude of friends whose lives he enriched. It was upon the older ones of those good golfing companions he relied in introducing Hagen as a marvelous golfer with the social graces to enliven smug and dull society.

It was the debonair Hagen and the astute management of Harlow that brought sports, finance and society together in a way that the shrewd Tex Rickard noted and adapted in gathering those loosely known as "The Hundred Millionaires." That promotion touch made boxing the

rich industry it became prior to the 1929 panic. Boxing, the scum of sports business, could make brief but gigantically profitable employment of the discovery made by Harlow in sensing the change of social conditions.

Bob battled unremittingly to keep golf unsullied by the filth of big money gambling and threw punches at the menace of the extravagant Calcuttas. He was a realist who knew men like to gamble but he also was a realist who knew that the hustlers and the hopeless unprincipled would have to be objects of ceaseless vigilance.

Harlow developed tournament golf far more than any other one man when he became the first full-time manager of the PGA tournament bureau. He didn't draw much more than a star caddie's salary and expenses when he went into that tough assignment.

By tremendous enthusiasm, determination and resourcefulness he established tournament golf when the going was the roughest possible. He laid the foundation so well that the game was bound to grow as economic conditions improved and the general interest in golf grew. No one will more fervently endorse the superb job Bob did in getting tournament golf under a full head of steam than his successor, Fred Corcoran.

Bob Harlow, a son of a clergyman who was one of the noblest of modest Americans, was a missionary at heart. Bob's push was accountable to a great degree for the Ryder Cup matches as a fixture, for a great deal of the growth of international relations between American and foreign pro stars, and not many months before his death he came up with the idea of having U. S. and European juniors competing, which dream he saw brought to a thoroughly happy realization in the visit of US juniors to play against European youngsters, financed by some of the National Golf Day proceeds.

He also was a strenuous campaigner for a national Seniors' championship under the auspices of the USGA and he lived to see that competition set as a fixture on the USGA calendar.

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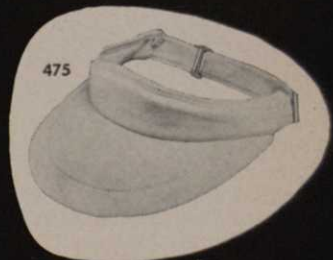
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1207 One of the Congo linen-like conservative model snap-down caps...light as a breeze, dressy and wonderfully practical for golfers of all ages.



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Agronomy Society Turfgrass Section Details Progress

Bob was a fellow of infinite, overwhelming earnestness and he was sublimely indifferent to odds against him. When he thought that bringing a team of Japanese pros over here for exhibitions and tournaments under PGA sponsorship would be a valuable missionary job for friendly international sports relations he put that deal across on fiscal peanuts. With a secondhand car and battered trailer Bob drove his Nipponese charges around the country, booking exhibitions and dropping his boys into tournaments. He stretched pennies until they were a brassie-shot long but he got the tour concluded successfully.

And with Bob's exciting driving you may be sure the Jap players' nerves were put to the supreme test before they got on the first tees.

When Bob started his news weekly, *Golf World*, my brother Joe and I were among those who were absolutely certain it would go over, not only because of Bob's genius, acquaintanceship and determination but because in Bob's adored wife, Lillian, he had exactly the brilliantly talented business management he needed for his commercial affairs. Bob and Lillian were one of the very greatest of teams, to which my wife and I who have spent hundreds of unforgettably merry hours with them can testify in bright memories.

Lillian will carry on *Golf World* in the sound pattern that Bob set. It will be a lasting success. There never will be another Bob Harlow but Tom O'Neil, his long-time newspaper associate and golfing companion knew Bob's spirit and ambitions and golf news connections. He will carry on capably. The paper has a competent balanced staff. Furthermore everyone who had the great job of being a friend of Bob will make sure that his soul goes marching on in the paper that he built.

On golf courses, at operas, at race tracks, at football games, on trains, planes, ships and in automobiles, in lockerrooms, hotels, bars and in those places where he was the supreme authority — excellent restaurants — in homes, clubs, art galleries, churches, movies, press tents, sports departments, and anywhere else, Bob Harlow was the heart's own comrade.

Many have been and will be more ancient than Bob and the ancient and honorable game of enjoying life to the fullest but nobody ever will be more honorable.

AT MEETINGS of the American Society of Agronomy in St. Paul, Minn., Nov. 8-12, the Turfgrass Committee delivered a written report for later publication in the *Agronomy Journal*. A series of Kodachrome slides were presented to the meeting of the Crop Science Division. Dr. Fred V. Grau, Chairman of the Turfgrass Committee, made the Kodachrome presentation, using slides furnished by members of his committee.

Slides depicted highlights of turfgrass work at various centers over the country. Some of the features included: grass identification in teaching, grass breeding and testing, weed control, new equipment, mixtures of grasses, irrigation, depth of rooting, new and improved grasses, soil cultivation, work on putting greens, a new legume for erosion control, work on fertilizers and many other phases.

The written report featured a listing of graduate students, current research studies and needed lines of investigation, the Turfgrass Survey for Los Angeles County, Calif., new grasses and legumes released, new chemicals for weed control, and publications.

The meeting of Division XI, Turfgrass Management, under the chairmanship of W. H. Daniel, Purdue, featured papers by Duich and Musser on Penngift Crown Vetch for erosion control on highway slopes; by Jim Watson on warm-season grasses in Minnesota; by Bill Daniel on poa annua control with arsenic; and by Musser on syn-o seed of creeping bentgrass.

At the business session of Division XI the nominating committee of Marvin Ferguson and Jack Harper proposed the name of Charles G. Wilson as Co-Chairman of Division XI for 1955. There were no other nominations. The Co-Chairman is chosen to assist the Chairman with local arrangements. Watson is the Chairman of Division XI for 1955. The meetings will be held at Davis, Calif. in August.

Members of the Turfgrass Committee for 1955 are: Kling Anderson, W. H. Daniel, J. A. DeFrance, R. E. Engel, M. H. Ferguson, R. M. Hagan, C. K. Hollowell, O. J. Noer, H. B. Musser, J. C. Harper, G. C. Nutter, H. H. Rampton, A. G. Law, V. T. Stoutemyer, J. R. Watson and F. V. Grau.

TEACHING THE TEACHERS

(Continued from page 23)

their performances by bending over or stopping to line up a putt instead of standing up "like the Lord made you" to survey the line from the near and far sides of the hole. The alteration of head position from the upright, or any jerkiness in surveying the line, disturbs the inner ear mechanism and ruins precision.

Hawley also remarked that when anyone, regardless of temperament, takes more than 1½ or 2 seconds on a putt, freezing on the putt is unavoidable.

He made some astonishing putts cross-handed, backward between his legs and with his right leg on a chair, to demonstrate the validity of his theories.

On an engineering basis Hawley figured out that the accuracy of putting varies as the square of the distance of the putt. He also pointed out that playing stars don't average as well as the older amateurs in putting because the stars have longer approach shots and don't get as near to the hole for putting as the shorter players do.

Cary Middlecoff and Jerry Barber demonstrated and described their shot-making techniques in the Mozel net, giving the pros examples of the difference between a tall and a short player, and providing fine basic material for adjusting the instruction to the individual.

Probes Golf's Tension Problem

Jackson Bradley, reading the paper of Dr. James Greenwood, jr., of Houston, a neuro-surgical authority who's made a hobby for 17 years of golf psychology, relayed the expert's analysis that fear tension is the paramount psychological problem in golf.

In golf so much time is allowed for the development of tension that the problem becomes that of maintaining psychological equilibrium.

Total relaxation is as bad as severe tension, Dr. Greenwood asserted. He added "The bad shot is due to failure to do something right, not because something was done wrong."

This psychological analysis agrees with Tommy Armour's principle of instruction in concentrating on the positive.

Dr. Greenwood urged concentration on making the shot instead of on the results of the shot to properly direct the desirable tension and to reduce anxiety. He said the fast, medium or slow swing that fits a player is indicated by the way the player walks, talks or argues.

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Thank you.

GOLFDOM

An intense desire to win Dr. Greenwood said is the most common cause of destructive tension, although a subconscious fear of the responsibilities of winning probably would explain failures of some great players who hadn't won the big ones.

Furgol on Individuality

Ed Furgol's demonstration and talk on "How I Play Golf" gave ample evidence that Ed is no accidental winner of the National Open. He talked about his own experience teaching him the necessity of handling each pupil as a distinctive case.

He told of his exercise to strengthen his left hand so he could hold the club under control without freezing tension. He said that due to limitations of his left hand he'd had to have the butt ends of his grips built up decidedly bell-shaped.

He also told of skipping the rope to strengthen his legs. He's really made himself a strong golfer. His left arm he's made an asset in his swing by not having to worry about the radius of his swing changing. He said he is definitely a right-

CARNOUSTIE HOOSIER



Jim Soutar, 34 years away from Carnoustie, has been a Hoosier for 16 of those years, as pro at Bloomington (Ind.) CC and, with Owen Cochran, coach of the Indiana University golf team.

Soutar, with Indiana's co-ordinator of athletic expansion plan, laid out the 6,710 yd. par 71 now being built for the university at Bloomington. Fairway and greens watering system is in. Expect to open front 9 next September and the 18 in 1956.

Wisconsin and Michigan State, only Western Conference schools without golf courses, are planning to build.

handed golfer, partially because of physical limitations but mainly because he's convinced that's the power side.

Furgol forecast that tournament scores would improve because the players are getting better and working harder and smarter at practice, and the courses are improving constantly in condition.

Middlecoff and Barber in their talks also forecast better scoring with Littler and Holscher looking to them the best of the junior leaguers. Littler, they said, had a better swing than Bud Holscher, but Holscher now, in their opinion, being the smarter youngster in playing the course.

Progress Came with Upright Swing

Willie Kidd, veteran pro at Interlachen, and developer of many stars and fine club golfers, compared the old and new methods of teaching.

Kidd said that in the old days the flat swing retarded development. He used to watch the amateur experts Sandy Armour, Fred MacKenzie, Robt. Harris, Frank Struggie and Dick Whiterush and

the pros, Sayers, Auchterlonie, Simpson and Smiths on the other side and from them got the hunch that the flat swing was on its way out.

Willie said that in the pioneer days the pros learned from the pupils about as much as the pros taught. The first big change into better teaching came when the pros didn't have to spend so much time on clubmaking. Teaching later was given a great impetus by the super-slow motion pictures of Hagen, Vardon and Joyce Wethered made by George Sargent for the PGA when Alex Pirie was president and Jack Mackie was treasurer.

From those films pros began to get a clear idea of what happened in the swings of the great ones.

Kidd said much progress had been made in basing instruction on the physical characteristics of each pupil. The hands are the start of all golf learning and playing, Willie remarked. He teaches his pupils to get their hold of the club when the club is off the ground and they can get a rather sensitive feel of the club.

He maintains that the legs are the most important part of swinging, determining the correctness or flaws of body action.

Kidd also declared that the college professionals have a big advantage over club pros in having younger pupils, under discipline, on routine, and in an atmosphere of study. He said club and range teaching is going to progress by adapting and developing more of the college golf teaching attitude.

Several during the instruction sessions mentioned the probability of considerable improvement in scoring averages with more group lessons at clubs.

Willie voiced the sentiments of the steadily progressing older pro teachers in referring to the description of golf as "a science of a lifetime," written by the American banker, David R. Forgan, son of a Carnoustie clubmaker.

Golf A "Complex Motor Skill"

Dr. John Anderson of the University of Minnesota, adviser to several large corporations on training of employees in fine manual work, spoke to the pros as "fellow teachers," whose job is to teach "a quite complex motor skill."

Dr. Anderson made the first of his talks to pros in 1939 before the Minnesota PGA. He's probably had more influence on golf instruction than any other educator not closely connected with golf, teaching or tournament playing.

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He said that too much stress on perfection of responses frequently defeats the purpose of instruction.

Every learning is a matter of organization and the effective pro teacher's task is to appraise the body make-up of the pupil and his background of motor skills, then teach in such a way that the pupil can organize the instruction received and work it into his own game, Dr. Anderson asserted. With enough interest and reward a pupil can teach himself almost anything, Anderson reminded the pros.

Measure of the Teacher

Formalized instruction gives a standard from which the individual can depart or to which he can conform and the value of the pro is measured by his competent direction about the deviation, said the Minnesota professor. He said the younger pupils should have a good general pattern rather than details but that too much emphasis on a strict pattern is self-defeating.

He emphasized that a sound plan for teaching golf would be to have the pupils learn about the game prior to taking up the grip, swing and other details. It is Dr. Anderson's belief that too much pressure in the early stages of golf accounts for many merely sampling golf, then quitting the game.

Three Levels of Learning

The three levels of learning he said called for different treatment. The beginner needs a good example clearly in mind, encouragement, and an opportunity to work out some development for himself.

The pupil who has advanced to some degree and wants to improve, should have constructive, detailed advice, particularly with a simple, understandable demonstration.

This medium-scoring class of pupil should be guided to be alive in all senses to recognize the sensation of properly hitting a shot. "Motor control" isn't too difficult when the pupil has acquired the necessary feel. Anderson said that one way to cure hooking, slicing or other bad golf habits is to deliberately practice them so the feel in muscles and skin of these faults can be distinguished from the feel of a well hit shot.

He stressed teaching proper sequence of major elements, and developing rhythm, at this stage of learning.

Breaking Bad Habits

In teaching the rather expert golfer Anderson advised breaking up the bad habit that is causing the fault, even by

teaching a compensating error for a relatively short period. Then, when the erroneous routine is disturbed, get the fellow on a new start.

Experts' Feelings Vary

The fundamental difference between the novice and the advanced pupil, from the teacher's viewpoint, is that the novice doesn't know what to do, while the advanced pupil whose feelings and responses vary from time to time doesn't become aware of variations in his methods but can correct himself when he learns what deviations from his normally sound routine have occurred.

Anderson, looking at golf from a scientist's viewpoint, pronounced it a game requiring extraordinarily complicated skill for low scoring. The teaching problem is "extraordinarily complicated" too because it demands building up in the pupil "sensitivity and perceptivity of what's going on."

Urges Scientific Attitude

The day-long teaching session concluded with an address by David Lilly, chmn., Golf committee, Somerset CC, St. Paul, director of the Western GA, and pres., Toro Mfg. Co. Lilly spoke on "The Amateur Viewpoint of Professional Teaching."

He urged that the scientific attitude in evidence at the teaching session be made paramount in pro golf instruction. He told what development of the scientific attitude had done in promoting the interests of golf course superintendents and in improving golf courses.

The Lilly talk, by an adept amateur golfer who's taken many lessons and been around in golf, amounted to pretty nearly a statement of policy for the progressive golf instructors.

It will appear in full in a later issue of GOLFDOM.

American Society of Golf Course Architects to Meet

American Society of Golf Course Architects will hold its annual meeting at the Belleview-Biltmore hotel, Belleair, Fla., during the week of Jan. 10.

Annual Southeastern Turf Conference will be held April 5-6 at Georgia Coastal Plain Experiment Station, Tifton, Ga. Masters' tournament at Augusta is April 7, 8, 9, so both events may be fitted into schedules.