



**When a
Golfer's all
at Sea . . .**

IT'S TIME TO RECOMMEND POWER-BILTS

WHEN a golfer's mad as he can be—and moans and groans he's all at sea—that's the time to show him the '55 Power-Bilts!

After he hits a few with those new Power-Bilt irons the sale is all but made, Mr. Pro, and one look at those handsome, powerful woods will put them in his bag too.

Best of all—you've bagged a sale. So sell Power-Bilts—you're sure to score with your customers and your customers are sure to score better.

Hillerich & Bradsby Company, Louisville, Kentucky

*Made by the
Makers of Famous
Louisville Slugger Bats*

**Power-Bilt
GOLF CLUBS**

*Sold only by
Golf Professionals*



Ball and registration counter is handsome and has a lot of top space as well as considerable storage space. Headcover, shirt, glove and accessories display back of the counter are easy to sell and convenient for selling. To the left is the door to the rack room and storage room for stock.

Consolver Shop Shows Big Stock without Crowding

By MARK J. DOTZER

TEX Consolver's new shop at the MacDonald Park course, Wichita, Ks., is a shining example of the way in which an alert professional sets up his place of business.

The big idea is to make it easy and pleasant for golfers to buy what will make the game more fun for them. When that's done the pro is certain to increase his volume and profits and the golfers and club officials are bound to feel that nothing has been overlooked by the pro to contribute to their enjoyment of golf.

Tex did a lot of investigating and planning and decided exactly what he wanted before architectural work on the pro shop began. He made a thorough study of the great amount of pro shop design and construction material that has appeared in *GOLFDOM*, he consulted other pros, he carefully looked over first class retailing establishments and he queried his men and women patrons to learn just what they'd like and find attractive and helpful.

Big Stock Neatly Displayed

The shop isn't large but Consolver has it wisely arranged so it displays tremen-

dous stock without having a cluttered look. The shop is functional in every respect. Players must go through the shop to register. Men and women's lockerrooms adjoin the shop, and one door of the shop opens onto the MacDonald Park lunchroom.

The shop is light. Windows, lighting



Bags are easy to see and reach above club display. Foam rubber mats in front of club display protect clubs and flooring.



Mrs. Tex Consolver, Tex behind the counter, and Tex' assistant Dean Atkinson are at the shoe counter where leading lines are displayed and MacDonald Park golfers do a lot of buying. To the right is the entrance to Consolver's private office which overlooks the first tee and the 18th green. The putter displays at the right and left of this counter make many sales.

fixtures, ball and accessory counter and wall and ceiling color bring out the merchandise in a lively way. The floor covering provides the right contrast and it's rich-looking and easily kept clean.

A feature of the shop is an island display which has storage space below. This sets in the middle of the salesroom floor and has merchandise on two sides.

Mats Save Clubs, Floor

The bags are displayed at eye-level over the clubs. The bags are easy to take down. They are supported by coat hooks

which are attached to a strip of wood.

In front of the club display are foam rubber mats. They prevent marring the clubs and keep the flooring protected.

The shirt display fixture you will note to the left of the shoe counter in one of the accompanying shop views, really moves shirts. The arrangement of slacks and shorts, some shirts, and the shoe counter close together puts a subtle and strategic accent on the importance of the golfer being well dressed.

The shoe display does big business. In one month more than 50 pairs of golf shoes were sold. Tex has noted that when a golfer buys new golf shoes he—or she—usually is inclined to freshen up the rest of the scenery all the way to the top.

The Consolver shop in the new clubhouse was opened July 20. Mid-July isn't the booming season for pro shop sales in Kansas, particularly when the mercury is squirting out of the top of the thermometer, but every department of the Consolver business showed a substantial increase over the previous month's figures and the corresponding period of preceding years after the new shop was opened.

The shop gets a lot of traffic because it is conveniently located and its large amount of attractively displayed stock make it a asset to MacDonald Park.



This island display, with big storage in drawers below, is in the middle of the shop and sells from two sides.

“We’ve found Tersan[®] best for year-round disease control”

*Says Elmer J. Michael, Superintendent,
Oak Hill Country Club, Rochester, New York,
Site of the 1956 National Open Tournament*

Speaking from experience gained in 30 years of work with fine turf, Mr. Michael continues: “Wet, hot conditions can make large brown patch a big problem, so we arrange our sprays with an eye on the weather reports. With ‘Tersan’ we’ve gotten excellent control of both large and small brown patch. About the middle of November we start using ‘Tersan’ for snow-mold control. We’ve found that it mixes easily with material for use against certain insects and crabgrass. And it has never burned grass at this course.”



There is no disease problem on the greens at the Oak Hill course—in spite of this season's poor weather. Mr. Michael feels that “Tersan” is largely responsible for their fine condition.



“Tersan” stops disease before it starts

A treatment with “Tersan” cleans up brown patch fast. But a prevention program is the most efficient way to stop disease attacks.

The effectiveness of “Tersan” isn’t limited by tough weather conditions. Greens superintendents in all parts of the country have found “Tersan” superior for protecting fine turf.

“Tersan” comes in handy 3-lb. packages for easy mixing and measuring. It’s compatible with most commonly used turf chemicals. Mix in Special “Semesan” if you prefer to combine

a mercurial fungicide with “Tersan.” And to save labor, fertilize with the same application by adding Du Pont Soluble Plant Food—packed in 50-lb. bags for golf-course use.

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

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**For Nitrogen
Growing Power**

**For Balanced
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This turf-feeding team is tops for making greens and fairways green up and grow! Growing good turf is simpler and easier with these high-nitrogen products. Do you need nitrogen that's quick-acting and long-lasting? Use ARCADIAN UREA 45. Do you need balanced feeding to supply nitrogen, phosphorus and potash, plus some minor elements? Use ARCADIAN 12-12-12.

ARCADIAN UREA 45 is the most concentrated dry nitrogen fertilizer you can buy. It contains 45% urea nitrogen to feed grass fast and keeps supplying needed nitrogen for months. Free-flowing pellets are easy to apply dry, and dissolve easily for use in irrigation water.

ARCADIAN 12-12-12 is the modern, granular fertilizer that's ideal for turf. It's dustless, concentrated, free-flowing and easy to spread. Every firm pellet is complete, balanced plant food, rich in nitrogen, phosphorus, and important minor elements.

See your nearest ARCADIAN supplier now!
For his name and address, write to the nearest office below.

NITROGEN DIVISION Allied Chemical & Dye Corporation

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RULES CHANGES in 1956

Control of Flagstick, Lifting Ball on Green, 14-Club Rule Violation, Are Among Alterations

Two major changes in the Rules of Golf become effective Jan. 1, 1956. A number of minor amendments also have been agreed upon by the USGA and the Royal and Ancient. The changes resulted from conferences last May in Great Britain, were approved by the USGA Executive committee in June, and later approved by the membership of the Royal and Ancient Golf Club.

The two basic alterations deal with controlling the flagstick and lifting the ball on the putting green. In the past both situations have caused confusion, and the changes are designed to simplify them.

After 1955, handling of the flagstick will be under the complete control of the player who is about to play the stroke, and the Rule will be the same for match and stroke play. The player alone will have the right to have the flagstick attended, removed or held up. At present in match play the opponent as well as the player may have the flagstick removed, but in 1956 the opponent (who is not playing the stroke) will have no such right.

Only the player will be penalized if his ball strikes the flagstick when attended or removed, or if it strikes the person attending the flagstick. The penalty will be loss of hole in match play and, as before, two strokes in stroke play. At present in match play if the opponent or his caddie attends the flagstick, the opponent loses the hole if he or his caddie or the flagstick is struck by the player's ball.

In stroke play as well as match play, there will be no penalty if the flagstick is struck when not attended and is in the hole. At present in stroke play there is a two-stroke penalty for striking the flagstick from within 20 yards of the hole or whenever it is attended regardless of the distance.

All those changes deal with Rule 34, which will comprise only five paragraphs compared with eleven paragraphs as at present.

To reduce the present excessive amount of lifting the ball nearer the hole when it lies on the putting green and to speed

play, several changes were made in Rule 35, and the net results are as follows:

(a) Match play: Only the player who is about to play may control temporary lifting of the opponent's ball, and then only if he thinks it might interfere with his play. At present either the player or the opponent may have the opponent's ball lifted if either thinks the ball might interfere with or might assist the player.

(b) Stroke play: If the competitor (who is about to play) considers that the fellow-competitor's ball might interfere with his play, the competitor may require the other player to lift or to play his ball, at the owner's option. If the fellow-competitor thinks his ball might assist the competitor, he may play first. The present Rule gives the competitor and the fellow-competitor equal right to have the ball nearer the hole lifted or played first, at the owner's option, if either thinks it might interfere with or assist the competitor.

The other 1956 amendments in the Rules are of minor importance and do not affect the basic nature of golf. Most of them are not likely to be invoked in every-day play. They are intended merely to clarify and to simplify certain Rules and to incorporate in the code some technical decisions which have arisen in past incidents.

Among the minor alterations are the following:

Rule 3: Penalty for violation of 14-club rule reduced to:

- (a) Match play—loss of each hole in which a violation occurred; penalty may be applied after the round even though a claim has not been made within normal time limit;
- (b) Stroke play—two strokes for each hole in which a violation occurred.

Present penalty in both cases is disqualification.

Rule 8-2: Between play of two holes, practice stroke is prohibited from any hazard or on or to putting green of any hole not yet played.

Rules 23, 27-2a and 27-3: Ball should be lifted by owner, his partner or either of their caddies. In match play, if opponent or his caddie lifts player's ball, penalty is one stroke, under Rule 27-2a, not loss of hole under present Rule 23-1. In stroke play, if fellow-competitor or his caddie lifts player's ball, there is no penalty (Rule 27-3); present penalty is two strokes under Rule 23-1. Present Rule 23-1 ceases to be a Rule and becomes a preamble.

Rule 24-1a; Except on putting green, opponent's ball may be temporarily lifted when within two club-lengths (presently one club-length) of player's ball. Only the player may direct this; the opponent no longer has any say in the matter.

Rule 28: Permission to replace a dam-

aged ball is limited to a ball damaged during play of the hole. This prohibits changing after a ball known to be damaged is driven from the tee.

Rule 30-1a: A provisional ball must be identified as such before it is played. Play of a provisional ball covers all contingencies except that player may exempt its application to a ball in a water hazard.

Rule 35-1, Note: New recommendation for marking ball to be lifted on putting green by placing small coin immediately behind ball's position; if it interferes with another player, it should be moved one or more putterhead-lengths to one side.

Rule 35-2d: On putting green, player may knock away opponent's ball at any time to concede next stroke.

USGA COMPETITIONS FOR 1956

International Matches

Curtis Cup — June 8 and 9 at Prince's Golf Club, Sandwich, England.
Women's amateur teams: British Isles vs. United States.

Americas Cup — in Mexico, dates and place to be fixed.
Men's amateur teams: Canada vs. Mexico vs. United States.

Championships

(Dates entries close mean last dates for applications to reach USGA office. For possible exceptions in dates of Sectional Qualifying Rounds, see entry forms.)

Championship	Entries Close	Sectional Qualifying Rounds	Championship Dates	Venue
Open	May 18	June 4	June 14-15-16	Oak Hill Country Club Rochester, N. Y.
Amateur Public Links	*June 1	xJune 17-23	Team: July 7 Indiv: July 9-14 July 26-27-28	Harding Park Golf Course San Francisco, Cal.
Women's Open	July 13	none	July 26-27-28	Northland Country Club Duluth, Minn.
Junior Amateur	July 6	July 24	Aug. 8-11	Taconic Golf Club Williams College Williamstown, Mass.
Senior Amateur	July 20	Aug. 7	Aug. 20-25	Somerset Country Club St. Paul, Minn.
Girls' Junior	Aug. 10	none	Aug. 27-31	Hather Downs Country Club Toledo, Ohio
Amateur	Aug. 10	Aug. 28	Sept. 10-15	Knollwood Club Lake Forest, Ill.
Women's Amateur	Aug. 31	none	Sept. 17-22	Meridian Hills Country Club Indianapolis, Ind.

* Entries Close with Sectional Qualifying Chairmen.

x Exact date in each Section to be fixed by Sectional Chairmen.

(NOTE—Girls' Junior Championship, originally scheduled September 10-14, has been changed to August 27-31)

Shows What Small Town Can Do in Course Building

WEST UNION, Ia., has a population of 2200.

It now has a 9-hole golf course and clubhouse that compares favorably with country clubs in much larger communities.

The club now has almost 200 members, keenly interested and active and the entire community now has the golf "itch."

The present course is an outgrowth of the sand green course on rented land that was opened in 1923. First president of the club was James D. Cooney, now president of Wilson & Co. Judge Cooney's connection with golf expanded tremendously from the West Union days to the present with the Wilson Sporting Goods Co. being a substantial factor in the Wilson operations.

The original course was laid out by Bob Elderkin, then pro at Decorah, Ia., and now at Independence, Ia.

The present course was opened in 1930 as a sand green layout, on land bought in 1929 from the city. The site is 55 acres and the purchase price was \$5,500.

When the club decided to convert to grass greens and modernize the course co-chmn. C. W. Grimes and L. E. Schotz, appointed by the club directorate, consulted Prof. Lantz of Iowa State College on how to build grass greens. Lantz advised them to get the expert services of a competent golf course supt. and John Bockus, supt. of the Dubuque (Ia.) G&CC was called in for consultation.

Getting Bockus to plan and direct the work was a lucky and very thrifty break for the small and ambitious club. He got the job planned and supervised so that many hours of volunteer labor and donated truck and tractor service were effectively used.

In about five weeks after the co-chairmen accepted their appointment the greens were shaped, mixed with peat, pea-size gravel and the rich soil already on the green sites and planted with C-2 Old Orchard bent.

The greens are properly built and are large. Most of the tees were rebuilt, enlarged and sodded. The fairways are ideal for the course, being of heavy bluegrass. The course is rolling and makes interesting golf architectural use of a creek that winds through it.

Everyone in the golf business knows how costs apply to just one case, so the West Union costs naturally wouldn't ap-

ply to a case of a de-luxe 9-hole course that was built from scratch. But the West Union costs do show what can be done when the work is well planned and a great deal of the labor is contributed by men who are determined to get a satisfactory golf course.

The exact cost of the West Union job:	
Supervision and labor	\$1,084.55
240 bu. C-52 Old Orchard stolons	1,080.00
Commercial peat, including	
topdressing	828.75
Fertilizer and chemicals	177.42
Water system (inc. pump, cable and wiring)	1,400.55
Pea gravel and sand	600.00
Grading, bulldozing	85.00
Misc. expense	327.27
Greensmower	386.20
Fertilizer and chemical spreader	50.00
Topdressing spreader	175.00
Royer, Jr., topdressing machine	450.00
Hose, sprinklers, etc.	150.00
	\$6,794.74

BOYS WILL BE ?



Here is shown one of the greens at Agawam Hunt Club, Riverside, R. I., damaged by vandals in a series of night raids.

Charles W. Parker, Agawam supt., one morning discovered his 6th green ripped up by 30 slashes, apparently with a golf club. The green was further damaged a month later and the flagpole was broken and stuck into rain-soaked turf.

The above pictured green, Agawam's 7th, was damaged by huge divots and by ripping up of sod.

Parker and his crew patched up the damage, seeded and topdressed, and repaired damage done in July and August by the vandalism. The Board of Governors of the club took special recognition of the repair jobs in commending Parker for his course maintenance.

Vandalism that can be pretty accurately traced to neighborhood kids and caddies has been steadily increasing as an expense in course maintenance. Police and club officials don't bother the kids much, hence the nation-wide growth of the damage.