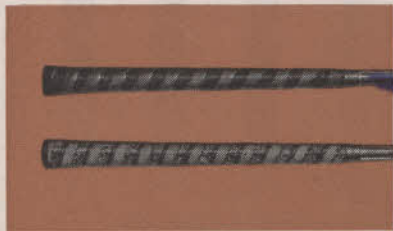


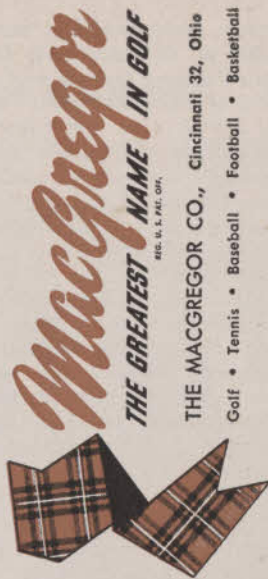
If you haven't already, this is the year to step up to MacGregor Tourney Colokrom Irons and their matched companions—Super Eye-O-Matic Woods. You'll start enjoying your golf more.

No other clubs let you enjoy your game so much

Colokrom irons bring out the best in *your* swing. Each one has largest effective hitting area of any comparable club made today. Two-tone scoring on face automatically helps you address ball correctly. Bronze portion of face actually "grips" ball at impact, gives more "feel" and better control of every shot.



Tri-Tac Grip
Calfskin Grip



MacGregor Colokroms are *prestige* irons . . . the most admired, most wanted of the world's golf clubs. Available in three models—MT, Tommy Armour and Louise Suggs—at all pro shops in the U.S., Canada and nearly all parts of the world.

Colokroms are made with True Temper shafts built to MacGregor's exclusive patterns. Your choice of new Tri-Tac grips or spiral-bound calf-skin leather grips.

THE MACGREGOR CO., Cincinnati 32, Ohio
Golf • Tennis • Baseball • Football • Basketball

made. Milorganite is used at 25 lbs. per 1000 sq. ft. Additional Milorganite is applied during the fall and winter as needed. We think Milorganite is a good source of nitrogen for wintertime use in Memphis. With the changeable weather conditions it keeps a supply of nitrogen available for the rye grass. In this form of nitrogen, leaching is held to a minimum.

The fall before the experimental work started only 5 lbs. of muriate of potash and 10 lbs. of superphosphate per 1000 sq. ft. were put on the 14th green before seeding. The lower rates of phosphate and potash were used because soil tests indicated both these elements to be high. One hundred pounds per 1000 sq. ft. Milorganite were used on the green during the fall and winter.

Soil Sampled After Mowing

Another sample of soil was collected for testing in the fall of 1955 after mowing stopped. This seemed advisable as a check to be sure that the soil supply of phosphoric acid and potash had been ample for maximum growth. Results indicated that soil level of both elements had been satisfactory. The Truog Method was used. Results were as follows:

pH	6.8
Phosphorus	900 lbs.
Potash	550 lbs.
Calcium	11,000 lbs.
Magnesium	2,800 lbs.

Reaction was practically neutral. Levels of phosphorus, potash, calcium, and magnesium were high.

The following soil levels are considered good and adequate for all practical purposes: For phosphorus — 200 to 300 lbs., for potash — 300 to 400 lbs., for calcium — 4,000 to 5,000 lbs., and for magnesium — 1,000 to 1,200 lbs. per acre.

The quantity of clippings, dry weight, collected during the 18-week period was 120.19 lbs. per 1000 sq. ft.

Table I depicts the amounts for each of the 4-week periods and for the final 2-week period. Maximum production was during July and August.

The clippings contained 4.62 per cent nitrogen, 1.35 per cent phosphoric acid, and 2.86 per cent potash on the dry basis. These figures are the average for the five periods. Nitrogen varied from 4.30 to 5.02 per cent, phosphoric acid from 1.19 to 1.53 per cent, and potash from 2.61 to 3.15 per cent.

Sulphur was determined also and reported as the trioxide. The average percentage amount was 1.18. The variation was from 0.73 per cent to 1.59 per cent.

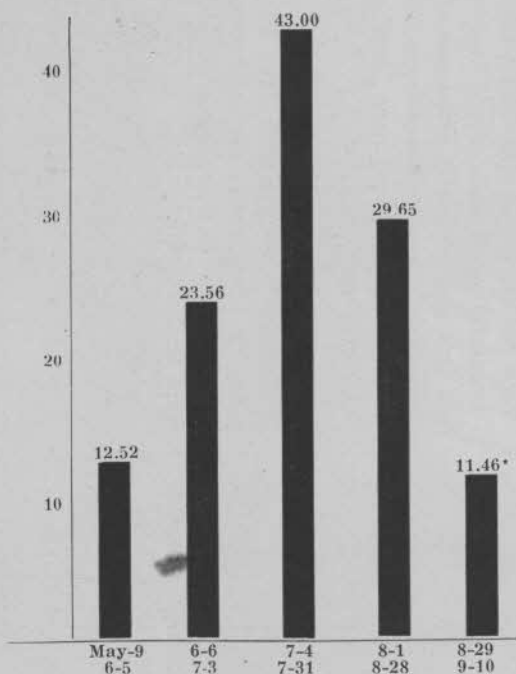
The total amount of these four nutrient elements removed in the clippings by months only for the 18-week period is tabulated in Table II (p. 34). The figures include percentage content and pounds per thousand square feet.

Restoring Plant Food

In order to restore the average amount of each plant food element removed each month would require the following quantities of fertilizer: For nitrogen—27 lbs. of 6 per cent grade or 6.7 lbs. of 20 per cent grade nitrogenous fertilizer; for phosphoric acid—1.75 lbs. of 20 per cent grade superphosphate, or 8.75 lbs. of 4 per cent grade phosphate fertilizer; for potash—1.29 lbs. of 60 per cent grade muriate of potash; for sulphur—1.45 lbs. of 20 per cent grade ammonium sulphate, or 18 lbs. of 2.5 per cent grade of sulphur containing fertilizer.

By way of summary, a 100-lb. bag of 6-2-4 analysis fertilizer would provide

TABLE I
Pounds per 1000 sq. ft. of Green
Dry Weight of Bermuda Grass Clippings
Summer 1955



*Two-week period—otherwise four-week periods.

They Get Together for Your Benefit



PURPOSE: AN EVER BETTER MAXFLI BALL

Discussing the merits of the Dunlop Maxfli Golf Ball during a business conference at the Augusta Masters Tournament are Paul Hahn, outstanding trick shot artist, Ed Furgol, 1954 U. S. Open Champion, Vinnie Richards, Vice-President of the Dunlop Tire and Rubber Corporation, and Jack Fleck, 1955 U. S. Open Champion. All these men are members of the Dunlop Golf Advisory Board. Other members include Peter Thomson, 1955-56 British Open Champion and Mike Krak, one of America's young, upcoming tournament pros.

The Dunlop Golf Advisory Board, like the Dunlop organization, is world-wide in scope. It has been established to improve the game

by improving its basic element — the golf ball.

Although the Dunlop Maxfli has earned an enviable reputation as the longest, most accurate ball ever made, Dunlop experts are never satisfied. Continual research, constant testing, improved production techniques and the work of the Dunlop Golf Advisory Board are your assurances that tomorrow, as well as today, Dunlop will make the best golf ball you can sell—a quality ball that will bring repeat sales and more profits for you.

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Sporting Goods Division
500 Fifth Ave., New York 36, N.Y.



FOR GREATER PROFITS

Sell the Dunlop Maxfli Ball



TABLE II
Analysis of Bermuda Grass Clippings
Major Plant Food Elements

Clipping Period	No. of Weeks	Nitrogen		Phos.		Acid		Potash		Sulphur-SO ₃	
		%	Lbs.	%	Lbs.	%	Lbs.	%	Lbs.	%	Lbs.
5-9 to 6-5	4	4.74	0.59	1.53	0.19	3.15	0.39	1.59	0.20		
6-6 to 7-3	4	4.55	1.06	1.39	0.32	2.82	0.56	1.57	0.37		
7-4 to 7-31	4	5.02	2.16	1.19	0.51	3.07	1.32	0.66	0.28		
8-1 to 8-28	4	4.30	1.28	1.37	0.31	2.67	0.79	0.73	0.22		
8-29 to 9-11	2	4.52	0.52	1.28	0.15	2.61	0.30	1.33	0.15		
Averages		4.62		1.35		2.86		1.18			
Totals			5.62		1.48		3.36		1.22		
Amount per month			1.34		0.35		0.80		0.29		

enough of the three major plant food elements to restore the amounts removed in the clippings.

The clippings contained as much sulphur as phosphoric acid, for all practical purposes. The fact that plants need as much sulphur as phosphoric acid has been ignored up to now for obvious reasons. In the past sulphur requirements were satisfied automatically because mixed fertilizers have contained ammonium sulphate and ordinary grades of superphosphate, which are made by treating rock phosphate with sulphuric acid. These grades have a high content of calcium sulphate in the form of gypsum.

The triple or 45 per cent grade of phosphate does not contain sulphur in appreciable amount. It is made by using phosphoric acid instead of sulphuric acid. Unlike ammonium sulphate, the newer types of nitrogen fertilizer, such as ammonium phosphate, ammonium nitrate, urea, and the new synthetic organics of the urea-formaldehyde type do not furnish sulphur. The same is true of high analysis liquid fertilizers.

An acute shortage of sulphur is not likely in the foreseeable future, but it is an eventual possibility. Sulphur can be provided by using gypsum, a 20 per cent grade

superphosphate, ammonium sulphate, or an activated sludge fertilizer.

In addition to the three major plant food elements, the laboratory made determinations of these supplementary elements: silicon, calcium, magnesium, iron, and aluminum. Results for the respective oxides are reported in Table III.

All the data as presented does not include the amount of plant food contained in the turf on the green. It ignores the requirements for root development, and anything lost as a result of fixation by the soil.

The similarity in the average percentage plant food content with the clippings from the bent grass in Milwaukee is rather striking. The nitrogen is about the same but the Bermuda grass clippings contain somewhat less phosphoric acid and potash. Both these elements have played a lesser role in Bermuda feeding programs than for bent grass in the North. Their excessive use emphasizes the natural tendency of Bermuda to become stubbly.

To produce the best type of Bermuda for putting greens the grass should receive minimum requirements of phosphate and potash and enough nitrogen to keep the grass leafy and vegetative.

TABLE III
Analysis of Bermuda Grass Clippings
Supplementary Plant Food Elements

Sample No.	Dry Period Weeks	Weight Pounds	Silica (SiO ₂)		Calcium (CaO)		Magnesium (Mgo)		Iron (Fe ₂ O ₃)		Aluminum (Al ₂ O ₃)	
			%	Lbs.	%	Lbs.	%	Lbs.	%	Lbs.	%	Lbs.
1 and 2	8	36.08	1.69	0.61	0.93	0.34	0.43	0.16	0.17	0.06	0.14	0.05
3	4	43.00	1.57	0.68	0.74	0.32	0.32	0.14	0.14	0.06	0.21	0.09
4	4	29.65	1.96	0.58	1.19	0.35	0.32	0.14	0.31	0.09	0.41	0.12
5	2	11.46	2.29	0.26	0.56	0.06	0.57	0.07	0.16	0.02	0.17	0.02
Averages			1.88		0.86		0.41		0.20		0.23	
Totals		120.19		2.13		1.07		0.51		0.23		0.28

Pegboard Displays Give Sales A Boost at Lincolnshire

WALL to wall merchandising is moving a considerably larger volume of golf equipment and sports apparel in Bill Hamilton's pro shop at Lincolnshire CC, Crete, Ill., than Hamilton estimated he would sell when he took over the club this spring.

In spite of spotty weather, Lincolnshire sales have rolled right along all season because Hamilton has put the greatest kind of emphasis on display. Extensive use of pegboard, which covers the four walls of his shop from baseboard to ceiling, has enabled him to get an unusually large percentage of his inventory out where golfers can see it. Nearly one-half of the 30 sets of clubs Hamilton carries in stock are displayed on the pegboard along with two dozen golf bags and miscellaneous items such as head covers, shag bags and golf gloves.

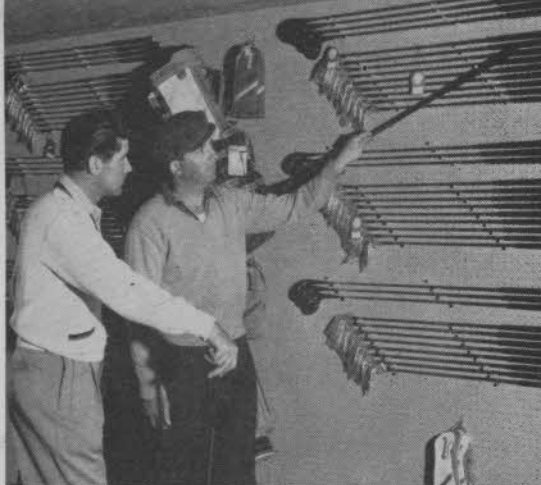
With playing equipment thus arranged, Bill has plenty of room to show a large stock of wearing apparel without giving his medium size shop the appearance of being overcrowded. Four large glass counters trimmed in birch and three clothes racks along with incidental tables are used for apparel display. Golf balls and tees are sold from a fifth and smaller counter located in front of Hamilton's alcove office.

Enlarges Shop

"Before I put pegboard to work on a large scale," says the Lincolnshire pro, "I never could figure out a way to show my merchandise to full advantage. For one thing, I felt playing equipment was taking up too much room and crowding out a lot of sportswear I could have been selling. And, too much of my stock was laying around in boxes or had to be kept in storage. When it isn't out where the golfer can see it, that means you're not giving him a chance to buy it. As far as I am concerned, pegboard solved my display problems because it has the effect of 'enlarging' a shop."

Hamilton adds there are other advantages in the use of this type of wallboard material. It gives the pro more artistic leeway in arranging his merchandise and it is easier to keep a shop clean when it is used since it gets most of the stock off the floor.

The Lincolnshire shop is a fine example



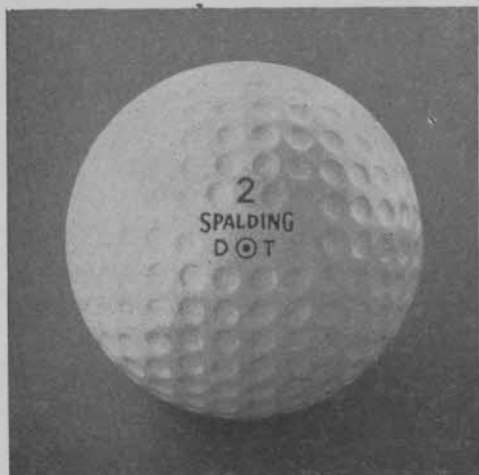
Charley Taussig (right), Lincolnshire member, discusses purchase of new set of clubs with pro Bill Hamilton. Three of four walls in Bill's shop are lined with pro only clubs. Miscellaneous equipment is interspersed to give variety and attract golfer's eye.



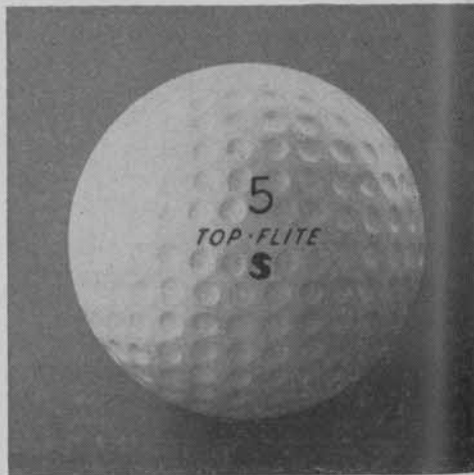
Counters with wearing apparel are spotted in center of the shop. In background is a second counter in which balls and tees are displayed. Hamilton's office is in alcove directly behind second counter.



Handicap board is right around the corner from the merchandise. In picture are Art Barrington, a director, and Taussig.



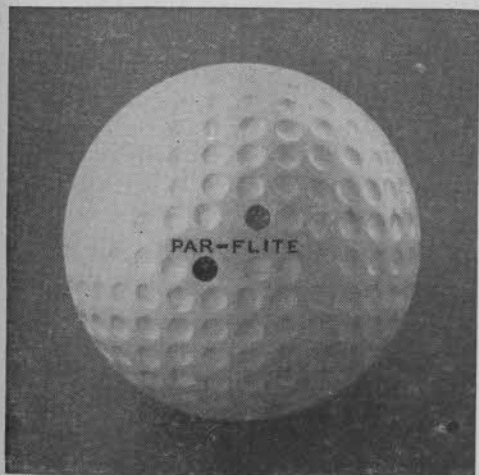
The new DOT[®] is made to give maximum distance for the long-hitting golfer. The revolutionary DURA-THIN[®] cover of this long-distance ball keeps the DOT unscuffed and perfectly round far longer. DOTS are priced at \$14.75 a dozen or 3 for \$3.75.



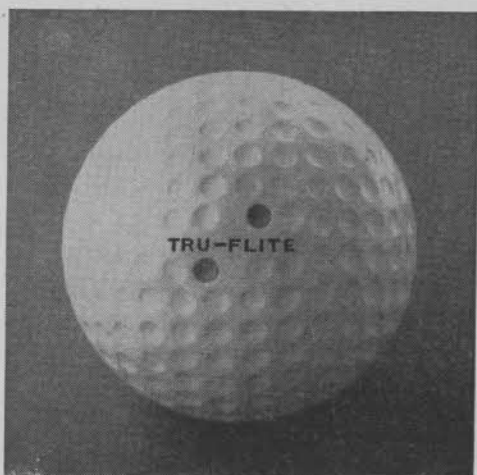
Spalding's tough, TOP-FLITE[®] balls are made for rugged play. Their extra-strong cover takes far more punishment than any ordinary top-quality golf ball . . . yet gives the maximum in long-distance performance. Priced at \$14.75 a dozen or 3 for \$3.75.

There's a Spalding ball that's best for every kind of game!

These Spalding balls are all top performers in their classes. For the power hitter, scratch golfer or the man who's just taken his first lesson—the best ball for his game is here. And golf professionals *alone* can offer them.



The popular-priced PAR-FLITE® gives an unbeatable combination of playability and durability. Its tough, resilient cover makes the PAR-FLITE ball an outstanding performer for a long service ball. PAR-FLITES are priced at \$11.40 a dozen or 3 for \$2.85.



Spalding's economy-priced, long-lasting ball is the popular TRU-FLITE® golf ball. Like all other Spalding balls, it's made with True-Tension winding for a longer, more active game. You can offer these popular-priced TRU-FLITES at \$9.00 a dozen or 3 for \$2.25.

SPALDING

SETS THE PACE IN SPORTS

of what a fellow can do with a \$1500 renovation budget and a "Do-It-Yourself" flair. In March, when Hamilton moved over to the Crete club from South Haven (Mich.) CC, where he had been pro from 1952 through 1955, he was confronted with four bare walls and a cement floor. Working 12 to 16 hours a day for the next month, Bill installed the pegboard walls which are painted peach, a celotex ceiling done in gray, and wall to wall carpeting over felt padding. Then he shopped around and



Displays such as this have helped Bill Hamilton's sales get off to booming start despite poor weather.

found five display counters that had to be refinished before they could be put in service. With this and all the incidental jobs that go with the opening of a pro shop, Hamilton was ready for business which started rolling in in April and happily hasn't stopped.

Although the Lincolnshire pro puts great stress on displays to sell merchandise, he doesn't labor under the impression that the sales effort stops there. "Pro shop selling will always be a matter of making the right suggestions and being subtle in creating a desire for your merchandise. You can't use pressure tactics in our business, but that doesn't mean you can't be an aggressive salesman. After your displays pull them in, you still have to sell them."

Hamilton, who caters to about 600 Lincolnshire members including 200 women golfers, gives Al Brosch, the first pro he worked for, credit for instilling in him an appreciation of good displays. "It was one of his favorite subjects," says Bill. "He taught me a lot about this phase of merchandising. After leaving Brosch, Bill served at a driving range in Chicago, leased and operated a course in Florida and then took over for four years at the South Haven CC before coming to his present job.

Last winter Hamilton took his first crack at the tournament circuit, traveling it for

Announce New Edition Of Pro Shop Christmas Golf Gift Sales Booster

The third edition of "Christmas Shopping At Your Pro Shop," the sales promoter that pros have used in building golf Christmas gift sales into multi-million dollar volume, is being prepared.

Publication of the book was begun in 1954 by GOLFDOM at the request of professionals who wanted personalized advertising of quality and interest, giving the pro shop a strong, attractive competitive edge over stores making vigorous bids for golfers' Christmas gift business.

The first year's edition was sold out at 106,000. The second year also was sold out with 136,500 distributed by professionals.

This year the run will be limited to 145,000 and the book will be supplied to pros on a first-come-first-served basis.

"Christmas Shopping At Your Pro Shop" is strictly pro-only in circulation and Christmas golf gift merchandising.

Leading club professional businessmen credit the pro shop Christmas gift buying guide with having made Christmas business the first or second biggest monthly volume of their year.

Details of "Christmas Shopping At Your Pro Shop" now are being mailed to professionals by GOLFDOM, 407 S. Dearborn st., Chicago 5.

three months. Like everyone else who plays it, he hoped to pick up a few dollars here and there, but his main concern was in picking up pointers from the stars that will help him in his teaching. He also wanted a chance to look over some of the pro shops on the tournament trail.

Beg Your Pardon

Golfdom was guilty of three putting in its May issue (p. 70). It incorrectly identified L. N. (Monk) Clark as C. E. Krampf in a picture with Des Sullivan, champion golfer and pres. of the Golf Writers Assn. of America. Clark was toastmaster at the Writers banquet held at the Dunes Golf & Beach Club, Myrtle Beach, S. C. Krampf is pres. of the Dunes.



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WALTER HAGEN, Division of Wilson Sporting Goods Co., Grand Rapids 2, Mich.



Gives Them Variety . . .

O'Brien Attracts Big TV Following With New Ideas

IF ideas are what you are looking for to put over your TV show, there's no better source than Gene O'Brien, pro at Rolling Hills CC, Wichita, Ks. and one of golf's most successful video veterans.

Currently in the midst of a series of 26 half-hour shows that are channeled through Wichita's KAKE-TV on Sunday evenings, Gene continues to be a sparkling performer who, in a few years, has built up a following of 150,000 viewers and a waiting list of sponsors.

To do this a fellow has to inject a lot of life and a fair share of novelties into the show. Here are some of the ways Gene goes about it:

At the present time, O'Brien and the KAKE staff are arranging for a green to be constructed outside the studio's front door. When it is completed, local golfers will vie for prizes in a continuing hole-in-one and nearest-to-the-hole contest, shooting from a tee located about 100 yards from the green. Present plans call for conducting the competition on a team basis



Nothing like a plug for the pro shop operator. O'Brien starts each program by discussing equipment and apparel and telling listeners where it can be bought.



A golf show isn't a show unless there are ladies present. Here Gene O'Brien, Wichita pro, interviews two feminine contestants who took part in a contest he ran to select a woman golfer for a series of lessons on his KAKE-TV program.

with four players from courses in and around Wichita taking part in the show each week.

Gets Women Interested

Shortly before he started his current series, O'Brien got practically all the women in the vicinity of Wichita who had ever thought of playing golf but never got around to it, interested in his show by inviting them to submit letters telling why they wanted to take up the game. After hundreds of letters poured in, one woman whose letter was adjudged best, was invited to appear regularly with O'Brien, taking weekly lessons and discussing golf from the novice's standpoint. This has been one of the highlights of the series.

All of the KAKE productions start in a "pro shop" with O'Brien leading off by discussing equipment and wearing apparel and pretty much pitching his lines to "beginners" who, according to surveys, make up about 95 per cent of his audience. Pro-shop items are discussed and displayed. As for plugs as to where they can be bought, Gene drops them in at convenient intervals.

Following this, from 10 to 15 minutes is
(Continued on page 65)