

3. It is good practice to lay away a bank account of good healthy turf as this is the greatest possible asset in times of depression. To determine whether this account is growing or shrinking all turf on the course should be inventoried regularly.

A Profession Is Born

Such theories were the beginning of comprehensive considerations of turfgrass problems. Demand for answers to questions increased rapidly through these early years and it became apparent there were sufficient aspects to turf management to occupy the complete attention of a specialist. Here was a chance to start in at the beginning of a new field of endeavor and an opportunity to be of service to a large number of people. Prof. Dickinson has said that many times he has been asked: "Why don't you give up teaching and extension and do full time consulting work on your own?" For a while, he admits, such thoughts were appealing. However, if this were done, the position of course supt. wouldn't have won the prestige he envisioned for it. The consultant would be making the decisions rather than the supt. Dickinson decided: "University personnel should work toward providing the best advice and recommendations possible and let course personnel carry the ball from there. All the credit in recovering a child from sickness does not belong to the doctor. The mother and nurse deserve a lot. In my way of thinking the supt. should rate the credit for doing a fine job — not a consultant."

Despite his views on regular consultation, Prof. Dickinson always has felt that intimate contact with the course and its personnel is essential to maintaining a realistic outlook on turf. Much of his time in the last 30 years has been spent in this way. In 1938 a thesis was accepted by the graduate school of the University of Massachusetts for the Master of Science degree. It was written originally as an official report on the conditions of one of the country's largest golf courses. The actual study took five weeks to complete and the report put special emphasis on business management of cultural practice. The fact that credit for an advanced degree was given for such work adds emphasis to the care that should go into this type of project.

Prof. Dickinson likes to look back at the small beginnings which have developed to notable proportions. As an example, equipment shows and conferences were

started around 1912. About 75 to 150 park and estate supts. came to Amherst by horse, carriage, and train. These programs were forerunners of the general horticulture show on campus. Attendances grew to from 2500 to 3000. The present horticulture show at the University attracts better than 20,000 spectators each year. In the mid-20s as many as 60 different lawn mowers were given trials and rated on a new scoring system devised for the purpose. The tests were designed to show a practical comparison of all mechanical features of mowers at that time.

Short Course Begun

About 1925 Prof. Dickinson realized that course supts. and their assistants could be better served through attendance at an annual short course. Approximately 100 courses in New England were contacted to determine the extent of interest in such a program. Enthusiasm was great and in 1927 the first Winter School for turf mgrs. was held in Amherst. This school has been held continuously since then except during World War II years. Asked what factors have led most directly to the success of this program, Dickinson lists these:

1. The winning of the men by a practical approach to their problems.
2. Overcoming opposition to the idea of teaching turf management. Men come not to learn how to be turf managers but to get ideas that will help them do better the jobs they already are acquainted with.
3. A model course designed by Walter Hatch as a special problems project for the school adds more to the realism of the program. The model has many of the good and questionable features of the average golf course.
4. The short course has always been 10 weeks long except in 1955 when it was limited to 8 weeks. This has been important in leading to a coverage of lecture and lab material which is clearly understood and does not breed confusion. Prof. Dickinson says, "In a ten week course a man learns how to use the information obtained. In a three day school he runs the risk of jumping to unsound conclusions."

5. The fine cooperation of other departments such as Agricultural Engineering, Botany, Entomology and Horticulture.

Besides the Winter School, in 1947 a two-year turf major was established in the Stockbridge School of Agriculture. This was timed so that men could attend and

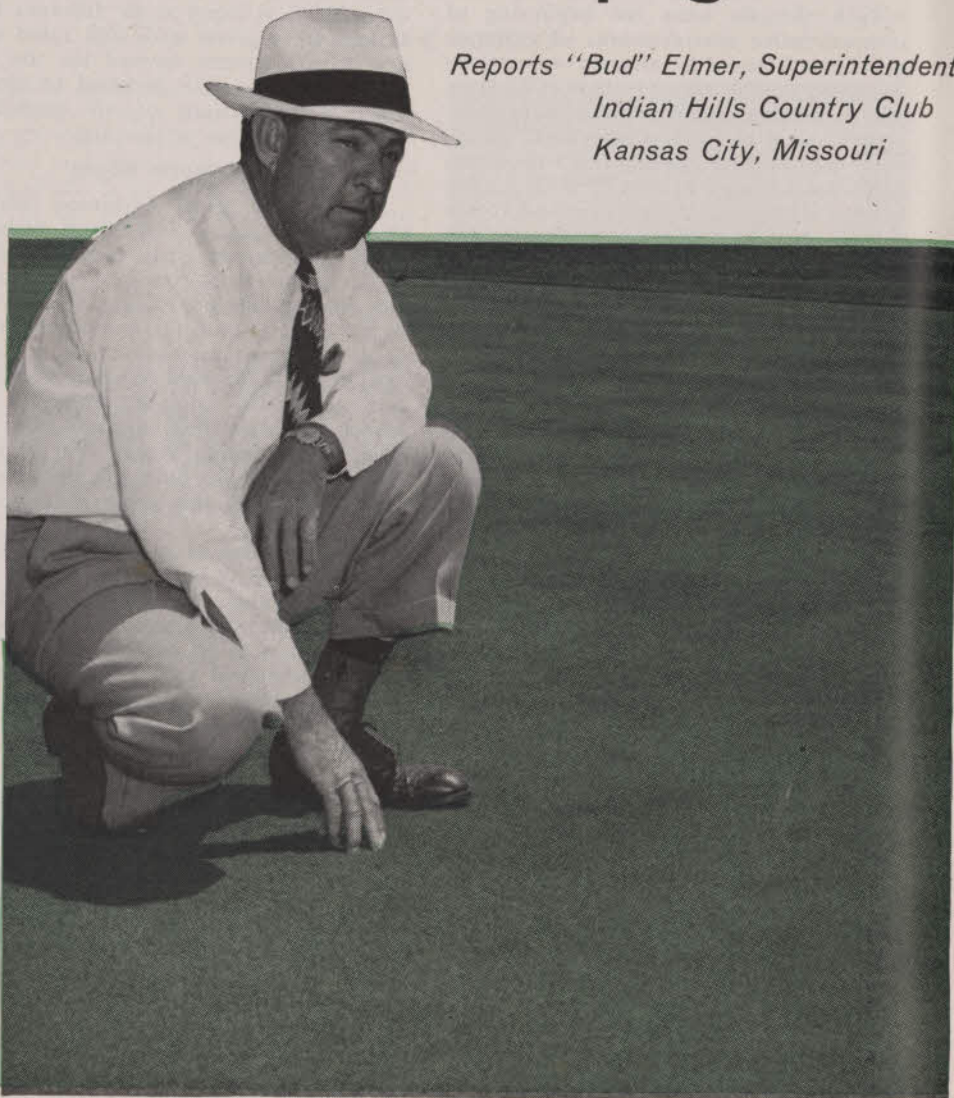
(Continued on page 70)

"Long-feeding Du Pont URAMITE[®]

FERTILIZER COMPOUND

keeps greens in

*Reports "Bud" Elmer, Superintendent
Indian Hills Country Club
Kansas City, Missouri*



URAMITE[®]

FERTILIZER COMPOUND



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BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

Golfdom

helps us cut labor costs and finest condition ever”



All greens at the Indian Hills Club were given the unique benefits of “Uramite” last September. Mr. Elmer says, “It was the first time I dared make heavy fertilizer applications in the fall . . . results were most satisfactory.”

“Besides saving us labor, ‘Uramite’ has produced excellent color, texture and uniformity of growth and provided complete safety from discoloration. Wear resistance and recovery power of greens, in spite of heavy play and adverse weather, are the best I’ve experienced in my 19 years here at Indian Hills.

“Since I’ve made ‘Uramite’ the base of my fertilizer program, the club members have frequently stated that the greens are in the finest condition they have ever seen them.”

URAMITE—the nitrogen with built-in control

- Produces healthy turf—dense, green and wear-resistant.
- Feeds nitrogen uniformly all season.
- Reduces labor cost—easy to apply, clean and free-flowing.
- Won’t leach, even in high-moisture regions.
- High concentration, 38% nitrogen—on greens, 15—20 pounds feeds 1,000 square feet.

FREE TURF FOLDER

Illustrates the efficiencies and economies resulting from using “Uramite” on turfgrass. Use coupon below for your copy.

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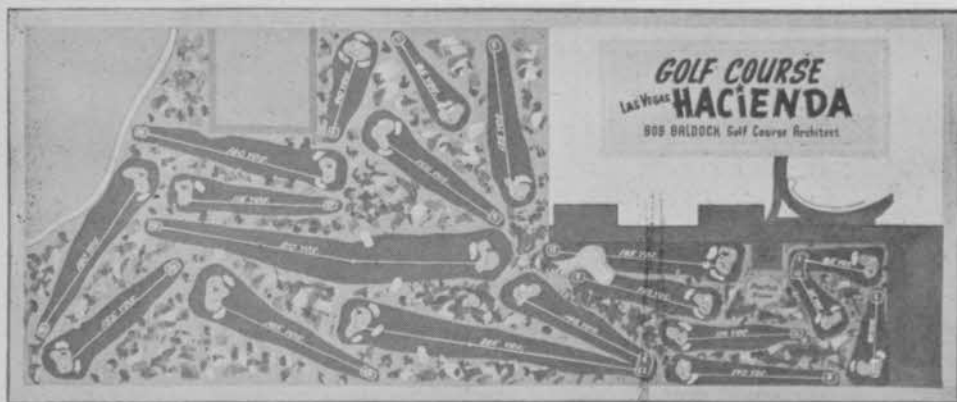
- Please send me your full-color folder A-1162.
 I would like the name of the nearest supplier of “Uramite.”

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Bob Baldock Keeps Busy with Nine Courses Going

One of nine of Bob Baldock's works in progress is the Hole-In-One Club at the Hacienda on Las Vegas' famed strip. The 1100-yard front nine was recently opened for play while the second nine will be put in play soon. Altogether, the 18 will measure 2600 yards with holes ranging from 50 to 325 yards long. Par will be 27-29-56. Baldock, Fresno, Calif. architect, designed the layout for slicers since hooks will carry out of bounds on many holes.

"Field-Tested" Is Strong Selling Point for Clubs

By PAUL BELL

Pro, Naples (Fla.) Country Club

Selling golf clubs by allowing the prospective purchaser to test them for a round is a method only the pro can use. There probably has been too much caution in using the plan. It's a good system for meeting cut-price store competition and a good system, too, for selling to people to whom improved golf is a far more important factor than price.

Selling by trial had almost passed out of my merchandising and member service picture until my assistant, Dick Robert, urged that we revive it. Dick is assistant to Herb Meinert at Gary (Ind.) CC in the summer.

Dick resold me on the idea and I went for it, not only as a possible sales booster but because I think that one of the best things a pro can do is encourage his assistants when they have imagination and energy enough to come up with selling suggestions.

Dick made signs advertising the "field-tested" plan and displayed them in the shop with the result that our sales of woods, irons, putters and wedges this season are well ahead of the previous year.

We've been told that "course-tested" may be a better term for a golf club selling plan than "field-tested." Perhaps it would, but "field-tested" is working very well for us and gets clubs into the hands of prospective buyers without mention of price, weight, swing-weight and other factors.

We have very good turf with sandy soil and well-maintained traps so the possibility of marring clubs by testing them in play is remote. Grips are rarely marked by playing tests and if they are, the discoloration is minor and easily removed.

Our experience has been that in a very high percentage of cases, field testing has produced sales.

Many golfers who can afford new clubs are playing with clubs that no longer fit their swings and which are badly worn. They haven't any idea of how much better the right new clubs will feel and perform. Field testing is a valuable service to them and a sales maker for the pro.



Tufhorse

GOLF BAGS

... sell on sight

Yes, your customers can see the difference immediately. Every Tufhorse golf bag has eye appeal as well as built-in sales appeal.

Here is Model LP636, one of the most popular bags in the Tufhorse line. It's a large Keystone in two-tone combinations and two tri-tone combinations. Body is of durable "Tuff-Hide" with embossed leather trim in top and bottom cuffs. Outstanding features include full-length clothing pocket, exclusive "Umbrella Well," large ball and accessory pocket, foam-rubber padded leather sling and nylon lock-stitching throughout. Available in numerous color combinations.

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Practical Pros, Varsity Profs Teach the PGA

By HERB GRAFFIS

The Teaching program, presented Dec. 4 at the annual PGA meeting by the association's Teaching committee, balanced group and personal instruction and covered all principles and methods of instruction.

Harold Sargent, Irvin Schloss and Denny Champagne teamed in conducting the sessions. In opening, Sargent reminded the audience that the biggest selling element of a pro's services is golf instruction.

William Strausbaugh, Jr., Fountain Head CC, Hagerstown, Md., demonstrated the drills he uses so effectively in soundly basing beginners and other 90-and-above players in good golf. Strausbaugh, a fine exhibit of the studious and successful younger professional, has developed exercises somewhat similar to those Les Bostad, University of Minnesota coach, had his golf team show to the 1955 PGA meeting.

Strausbaugh starts with an exercise that unlocks ankles, legs, thighs and shoulders. He maintains that the tough part of learning golf is caused by starting from a standstill stance. "The instant they begin looking at the ball they get rigid," Bill notes. He has his pupils look at a mirror instead of at the ball whenever possible. He says the picture they get of the swing is more understandable than anything an instructor can say.

The first drill that Bill gives is for the purpose of getting the pupil to shift weight while keeping the head steady, and to swing with rhythm. Then he has a drill where the ball is teed up and the pupil, using a 5- or 6-iron, swings through, extending the left arm and keeping his weight balanced on the left foot.

His third drill is in chipping. In it the pupil must hold the blade square to the sky and on the line after hitting the ball.

Bill has a rubber or plastic practice

ball secured by Scotch tape to the head of the pupil's club while practicing and says the psychological effect of this gimmick in preventing the pupil from tightening up at the sight of a ball, is very great. Strausbaugh is working on a club that will hold a ball on the face and release it only when the club is properly swung in practice. He urges his pupils to always have a mental target when making a practice swing. He tries to instruct in a net until a pupil can hit 25 consecutive good shots.

Dale Bourisseau, sec., National Amputee Golf Assn., showed intensely interesting films of the association's 8th annual tournament, the 1956 championship at Lake Shore Yacht & CC, Syracuse, N.Y. Bourisseau lost his right leg below the knee on the beach at Anzio where Ted Kroll also got one of his Purple Hearts. Bourisseau has done one of the greatest jobs in golf in getting the Amputee organization going. The national championship now has 90 entries and local tournaments are developing rapidly. Bourisseau himself shoots around 80, approximately his score before his injury.

The PGA, through an allotment of National Golf Day funds, cooperates with the National Amputee Golf organization. Annual meeting delegates were thrilled by movies of the various types of amputees' performances. Some tremendously interesting exhibits of balance were presented by fellows with one leg and the hand action of golfers with one arm was astonishing. The picture is to be edited and shown extensively in hospitals and before groups of the physically handicapped.

Dale paid tribute to pro amputee golfers, Jimmy Nichols and Ralph Ebling, and to Henry Picard, Billy Burke and other pros who have helped the amputee golf organization grow to its present status of 380 active members.

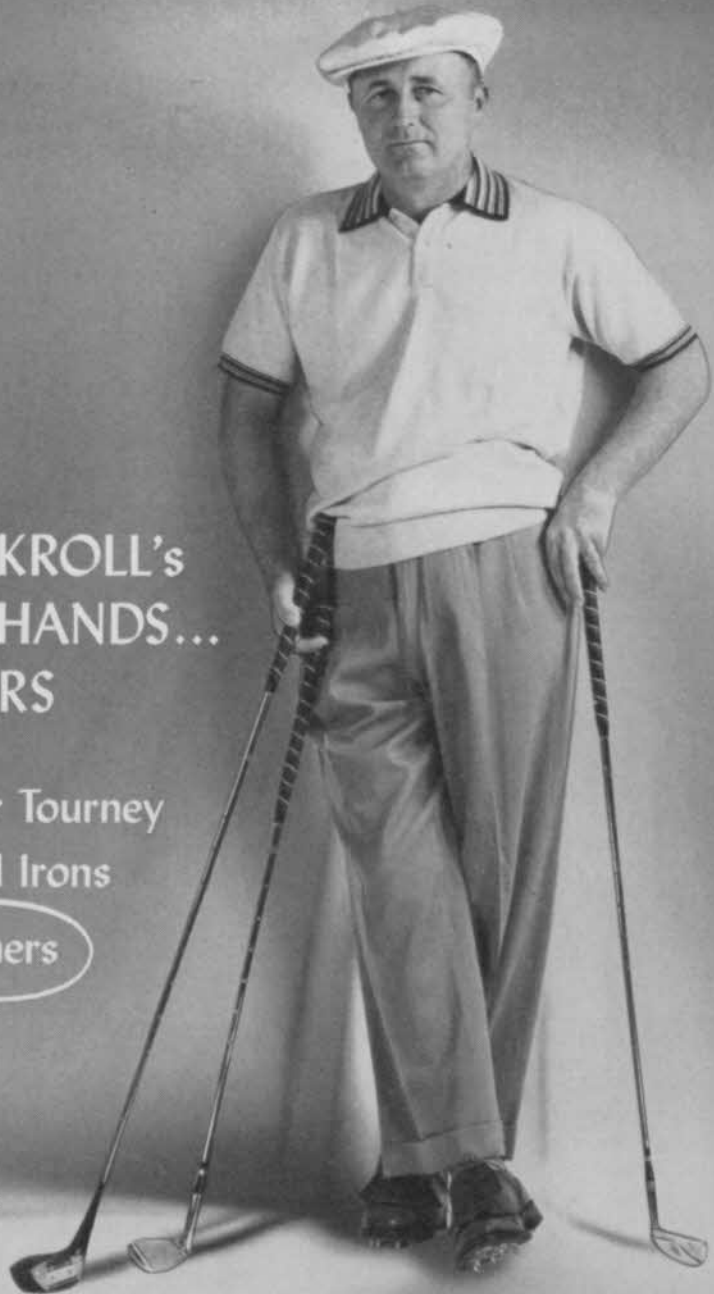
Teaches 1,000 Students

Conrad H. Rehling, golf coach and asst. prof. in the University of Florida's College of Physical Education and Health, outlined his procedure in making group golf instruction available to the 11,000 university students. There are more than 1,000 students in the classes conducted by Rehling and his teammates.

Rehling has been notably resourceful in providing golf instruction and practice facilities for the students. The university has no course of its own but students

IN TED KROLL'S
HANDS...
OR YOURS

MacGregor Tourney
Woods and Irons
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World Champion Ted Kroll

Golf Clubs of Champions! World Champion Ted Kroll, Masters and PGA Champion Jack Burke... and more winners of golf's major tournaments play MacGregor Tourney Super Eye-O-Matic Woods and Colokrom Irons *exclusively*.

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with any other brand.

Ask your pro to select the one of 12 True Temper shaft patterns exclusive in MT or Tommy Armour Tourney models for men—Louise Suggs models for women—to exactly fit your swing. Choice of grips—Tri-tone calfskin or Tri-Tac rubber. Do this and we know you will be rewarded with more pleasure than at any time in your golfing experience. See these clubs on display at any golf professional's shop.

This dramatic ad is one of a MacGregor series scheduled for **SPORTS ILLUSTRATED** and others to help you sell more MacGregor Golf Equipment... easier.

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Golf • Tennis • Baseball • Football • Basketball



Wiffi Arrives In Style — 1928

Wiffi Smith, newest addition to the LPGA ranks, arrived at Sea Island (Ga.) GC for the Ladies' Open there in this 1928 Model A Ford touring car which she'll use in making the 1957 tour. Greeting her is Bob Renner, LPGA tournament director, who became a big mass of smiles when Wiffi checked in since the colorful, former amateur queen is being counted on to be one of the leading gate attractions on the women's circuit. In her Sea Island debut, Wiffi shot a 54-hole 231 to finish in a tie for fifth, 11 strokes behind the winner, Mickey Wright.

have playing privileges at Gainesville CC where Bill Ethridge is pro.

Rehling said one of the important things to get into golf students' minds is the nature and value of expert professional services for required individual tutoring and advice and equipment buying service.

At the U of F all physical education majors are required to take golf. This requirement, which is becoming general practice at universities, Rehling said, is bound to have a strong and favorable effect on golf. The U of F man said that golf as a university students' participating sport, really is one that must be low cost. He said there is now urgent need of pro help in developing golf programs at universities and high schools. He told of his methods of instruction in classes made up of 20 to 25 pupils and stressed safety in formations and drills. Rehling said that golf was the No. 1 sport in students' favor at his school. He also remarked that since about 12 of 100 university students have some physical defect, golf is especially valuable to these youngsters.

More on golf in the university's Physical Education program was presented by Miss Margaret Crickenberger, also of the University of Florida faculty. She talked on "Women in Sports." She said in teaching golf to girls in schools the instructor must first acquaint them with etiquette and the general nature of the sport so the girls can intelligently discuss the game with their boy friends and husbands. She declared that the P. E. teacher, advising girls about golf, must tell them to go to the pros for individual lessons and advice in purchasing equipment. She impressed on the pros that women require much more

praise than men in instruction and that women are so sensitive that curt remarks or reprimands can cause them to quit the game very quickly. She added that women are more dependent, hence more willing to take advice; more rhythmic, more interested in details and greater sticklers for the rules than men are. Discussing physical aspects governing golf instruction for women, Miss Crickenberger advised that pros urge women pupils to swing with aggressiveness so they'll overcome their innate timidity.

Three Methods of Learning

Dr. Martin I. J. Griffin of the University of Tampa gave an illuminating address on "The Psychology of Learning," in which he described the three methods of learning: (1) The conditioned reflex, or "touching the hot stove system;" (2) the trial and error method; and (3) the insight system which is the gift of the so-called natural golfer.

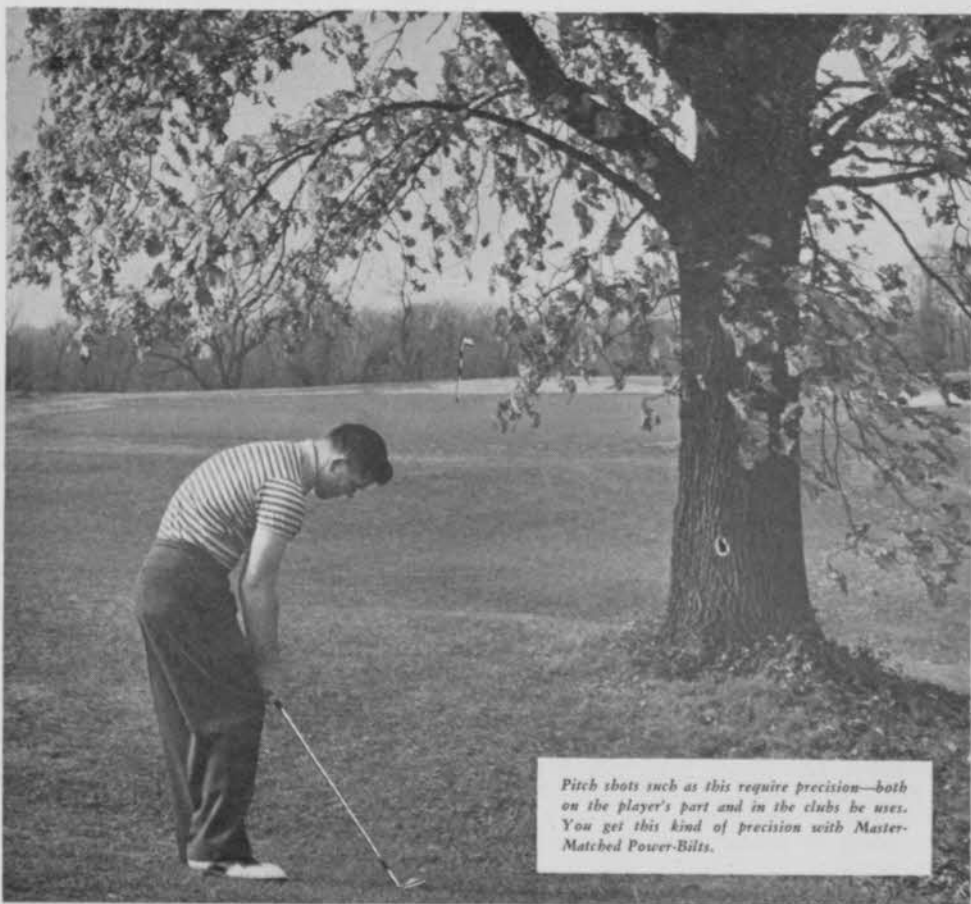
Dr. Martin said that one generally sure way of curing a pupil's bad habits is to overdo them. For instance, to cure a slice he suggested trying to teach the pupil to slice deliberately. He advised the professional always to teach in terms that are understandable in light of the pupil's own experience.

Snead Presides at Clinic

Sam Snead was MC of the swing clinic which presented, in addition to Samuel himself, Jack Burke, Bob Toski, Jack Fleck and Jay Hebert. The boys put on a good, simple, sound schooling session and there wasn't much time for questions and answers.

The only marked difference of opinions was between Snead and Burke on short

(Continued on page 70)



Pitch shots such as this require precision—both on the player's part and in the clubs he uses. You get this kind of precision with Master-Matched Power-Bilts.

When you need to concentrate most

Master Matching pays off!

Master-Matching is an exclusive H & B manufacturing procedure which ensures that each club in the set is exactly like the handcrafted master-model. This uniformity results in a *sameness of feel* in every club which eliminates distractions, aids concentration and enables the player to execute *any shot* with boldness and confidence.

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GOLF CLUBS

Master-Matched for Perfect Feel and Balance





Kids' Playgrounds, Swimming Pools are Big Assets to Clubs

BY NORMAN R. MILLER

Vice Pres., American Playground Device Co.

Conventional equipment at hundreds of pools is the one-meter diving unit. It should be constructed of $1\frac{7}{8}$ -in. tested steel pipe with the frame locked together rigidly by certified malleable fittings. All metal should be rust-proofed for enduring protection.

For pools where the walk areas are limited an extra heavy duty regulation one-meter streamlined diving unit is recommended. Its frames, supports and guard rail assembly should be constructed of larger pipe, preferably $2\frac{3}{8}$ ins. in diameter.

The three-meter diving unit should consist of a frame, main braces and stairway risers of hot-dip galvanized steel pipe, preferably $1\frac{7}{8}$ -ins. in diameter. All stairways should be slanting, with non-slip treads and safety handrails.

For larger pools, triple diving units provide greater enjoyment and accommodate more divers. This equipment should include one official three-meter and two one-meter units, fan-shaped to assure absolute safety for the divers. One 16-ft. and two 14-ft. diving boards are recommended for the triple diving unit.

Diving Boards

Proper selection of diving boards greatly reduces maintenance work and expense. A type which gives years of good service is the regulation Douglas fir board of solid laminated construction. Where boards receive severe use and abuse, the Lifetime aluminum diving board is highly recommended.

Use a regular style fulcrum. Either a standard bar-type or rocker-type fulcrum



N. R. Miller

BRING the whole family out to the course! This might well be a slogan for the many country clubs that have used swimming pools and children's playgrounds as magnets to attract both parents and the youngsters.

In most homes, nowadays, it's Mom who is the budget director. She looks more favorably on the annual membership bill if she's able to enjoy the bright summer days out on the course. If she's tied down with small children she can take them along and have them amuse themselves at the club's playground or swimming pool.

In addition to swimming pools and children's playgrounds, some country clubs have installed picnic facilities so the entire family can come out and enjoy an outdoor meal. An example is the Hercules CC at Wilmington, Del., where a picnic grove is maintained for employees of the Hercules Powder Co. The grove is equipped with one large fireplace for the use of large groups, three small stone fireplaces and three charcoal grills for the use of small family groups. The picnic area also has children's play apparatus including six swings, a slide and a three-board see-saw.

It's important to equip the club swimming pool with proper equipment and accessories.