

Among the
finest
things of
life!

Haig



Ultra

Walter Hagen
Division of Wilson
Sporting Goods Co.
Grand Rapids, Michigan

Hagen Golf Equipment
Sold Exclusively
through Professional
Golf Shops.

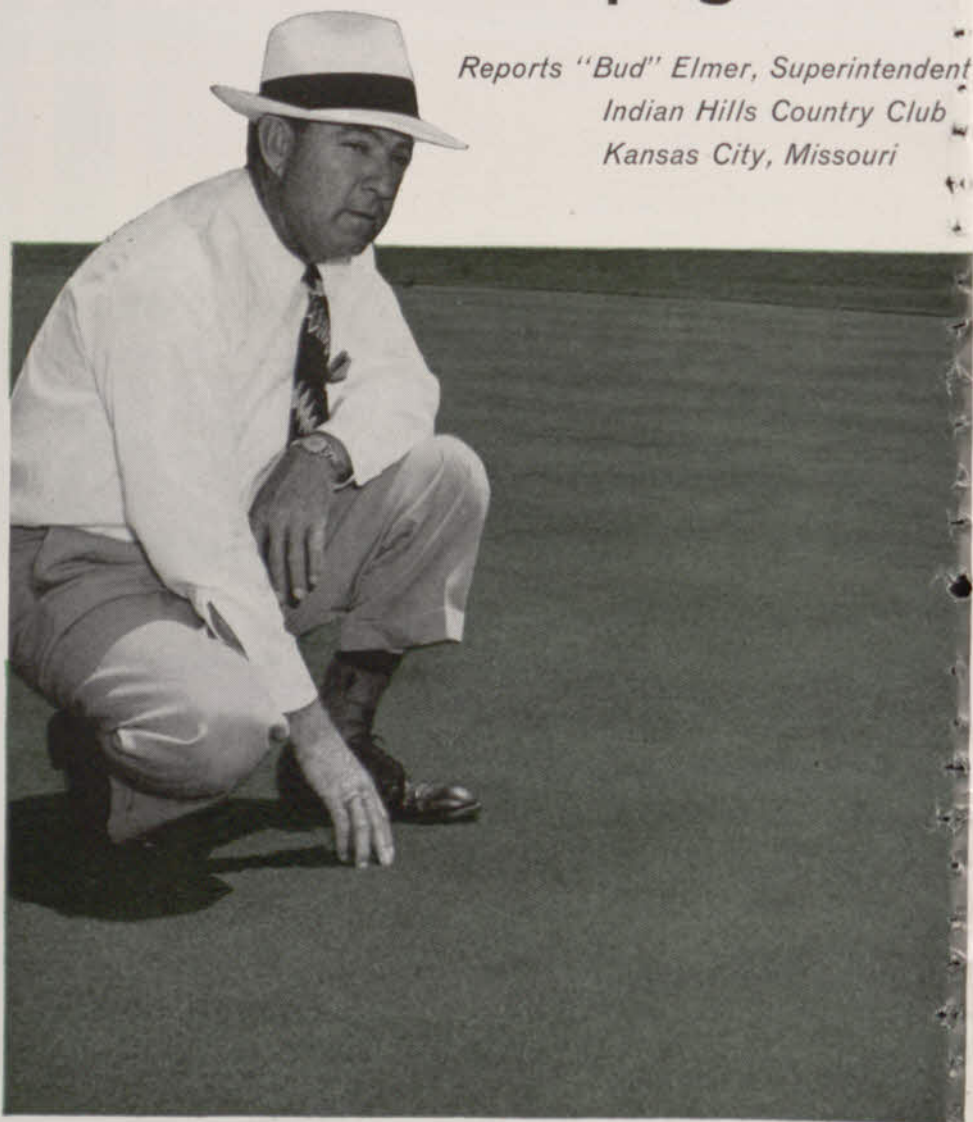


"Long-feeding Du Pont URAMITE[®]

FERTILIZER COMPOUND

keeps greens in

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



URAMITE[®]

FERTILIZER COMPOUND



BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

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.

E. I. du Pont de Nemours & Co. (Inc.)
Polychemicals Dept., Room G-1
Wilmington 98, Delaware

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

Name _____

Firm _____

Address _____

City _____ State _____



"Pro shops have all the natural shopping conveniences," says Mrs. Marco. "Push this advantage by adding quality lines of sports apparel and competitively, you'll hold your own."

it isn't cutting into Tony's equipment display area. That is the real blessing of having a shop that is large enough to give all types of merchandise their rightful place in the golfer's eye.

We went slightly over our budget in furnishing the Middle Bay shop, but the substantial increase in sales for 1956 over 1955 more than justified the extra investment.

The shop is located near the first tee and has two entrances. Its overall measurements are 42 ft x 22 ft. with an alcove connecting the shop and a storage area. It is well lighted throughout with indirect lighting in the ceiling and fluorescent lights in display cases.

Both Tony and I are proud that members have accepted our new quarters to the extent that I actually think they'd be offended if somebody were to suggest that our place doesn't rank with the finest pro shops in the country.

Golf Architects Meet

American Society of Golf Course Architects will hold its annual meeting Feb. 12-14 in the Boca Raton Hotel and Club, Boca Raton, Fla.

Tufts Nominated to Head USGA for Second Time

Richard S. Tufts, Pinehurst, N. C., has been nominated for reelection as pres. of USGA for 1957 along with 12 of 14 other members of the present administration. All nominees will be voted upon when USGA holds its 63rd annual meeting in New York, Jan. 25-26. Nomination is tantamount to election.

The meeting on the 25th will be held at the Williams Club, 24 E. 39th st., and sessions on the 26th, when the election will be held, are scheduled for the Vanderbilt Hotel.

Other nominees are: Vps.: John D. Ames, Lake Forest, Ill. and John G. Clock, Long Beach, Calif. Secy.: Charles L. Peirson, Brookline, Mass. Treas.: J. Frederic Byers, Jr., Sewickley, Pa. Gen'l Counsel, William W. Forshay, New York City.

Executive committee nominees are: Ames; C. W. Benedict, Mamaroneck, N. Y.; Byers; Emerson Carey, Jr., Denver; William C. Chapin, Rochester, N. Y.; Clock; John W. Fischer, Cincinnati; Richmond Gray, Richmond, Va.; Stuart A. Heatley, San Francisco; Gordon E. Kummer, Milwaukee; William McWane, Birmingham; F. Warren Munro, Portland, Ore.; Peirson; Tufts; and John M. Winters, Jr., Tulsa.

The 1958 nominating committee will be composed of Isaac B. Grainger, chmn., Montclair, N. J.; Edwin C. Hoyt, Darien, Conn.; Charles D. Hunter, Jr., Tacoma, Wash.; Lynford Lardner, Jr., Milwaukee; William H. Zimmerman, Columbus, Ga.

Heatley and McWane have been nominated to replace Edward E. Lowery, San Francisco, and T. R. Garlington, Atlanta, who are not available for reelection.

Bancroft Elected President of PGA Sponsors

Richard Bancroft of St. Paul was elected pres., PGA Tournament Sponsors Assn. at the group's annual meeting in Chicago. Earl Lanning of Greensboro, N. C., was elected vp, James Seidcheck of Milwaukee, treas. and A. M. (Skip) McMahon of Los Angeles, secy. Fifteen tournaments were represented at the meeting.

The sponsors discussed problems that confront them in trying to stage a tournament profitably. They also called for representation on the PGA tournament committee and approved the tournament bureau's proposed plan for getting good fields at all tournaments which put up PGA circuit minimum prize money or more.



The Teacher's Trophy

18th Annual
P.G.A. Seniors' Championship
for the
TEACHER'S TROPHY
P.G.A. National Golf Club, Dunedin, Florida
January 25-27, 1957

ELIGIBILITY

All senior professional golfers, 50 years of age and over as of January 25, 1957, who are members of the P. G. A.

TOURNAMENT

Championship to be played over 54 holes at P. G. A. National Golf Club, Dunedin, Florida, January 25-27, 1957. Also special flights by age groups as arranged by P. G. A. Seniors' Tournament Committee.

PRIZES

1. \$8,000 purse to be distributed in accordance with P. G. A. standards.
2. Champion also receives a trip to Great Britain, at the time of the British Open, for a match with the winner of The Teacher's Tournament in England co-sponsored by Wm. Teacher & Sons and the British P. G. A.
3. Teacher's Trophy to be held by Champion for one year and replica of Trophy for his permanent possession.

CO-SPONSORED BY WM. TEACHER & SONS, LTD., GLASGOW, SCOTLAND
AND THE PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA
TOURNAMENT DIRECTOR, WARREN SUMNER, 1270 SIXTH AVE., NEW YORK, N. Y.

How To Increase Profits Studied at PGA Session

The Educational Committee sessions at the PGA's Annual meeting generally were geared to the program the PGA is developing at Dunedin in which the assistants' school is now being expanded and eventually, it is hoped, will become a campus of pro golf.

Denny Champagne, Dubsdred GC, Orlando, Fla., chmn., annual meeting program; Charles Congdon, Tacoma (Wash.) C&GC, chmn., PGA Educational committee; Irvin Schloss, chmn., PGA National GC Management committee; and Harold Sargent, East Lake CC, Atlanta, sec., PGA, and chmn., PGA Teaching committee, conducted the Educational programs.

Schloss opened the program by outlining experiments in devising and using ball and

club testing devices to aid in proper fitting of clubs, and by explaining the use of motion picture equipment for studying and teaching golf.

He showed that the use of motion pictures in Dunedin seminars, while not advanced to a stage rivalling that of major college and pro football teams, has made great progress and will be accelerated when more money is available.

Jack Moone, promoter of the plan to capitalize the PGA label on golf merchandise, read a report on the manufacturing and distributing arrangements that have been made and are desired. At present 11 companies are making goods bearing the PGA label and 12 sectional distributing and warehousing agencies are to be formed. There is to be one salesman who will represent the distributing organization for each 125 PGA pros. The plan is to have wholesalers in New York, Boston, Philadelphia, Augusta, Ga., Dallas, Los Angeles, Chicago, Detroit, Seattle, Denver, Pittsburgh and St. Louis.

Moone also explained the packaging and advertising phases of the sales setup and said a lawyer had been retained to handle PGA label legal matters.

The PGA committee selecting the labeled merchandise, Moone said, consisted of Harry Moffitt, Joe Jemsek, Norman Butler, Lou Bola, Henry Poe and Tom Mahan. At present the PGA label is on one make of golf clubs and one make of ball, a line of shoes, gloves, headcovers, umbrellas, belts and other apparel items.

Moone said that due to the close margin of profit (approximately 14 per cent) on which wholesalers must operate it will be necessary to get a big volume.

Details revealed by Moone generally presented for the first time to PGA delegates some specific points of the label plan.

At the conclusion of Moone's talk it was announced that, due to the controversial nature of the PGA label matter, there would be no discussion from the floor. The label matter was not on the agenda presented to the Advisory committee for study, suggestions and recommendations.

Watch for This!

Every golf club in the United States is being mailed our annual form card on which space is provided for names of each club's operating personnel entitled to receive GOLFDOM. Please give this your prompt attention.

Unless we receive up-to-date information on those who are actively engaged in duties concerned with your golf club's operation we cannot continue mailing GOLFDOM.

If your club failed to receive our form card or misplaced it — use the form you'll find on Page 78 of this issue.

Our circulation auditing association requires us to show that the names to whom GOLFDOM is mailed are up-to-date. Lacking this information we are instructed to stop mailing GOLFDOM to old names on our list.

To make certain your 1957 officials and operating heads receive GOLFDOM fill-in the form and mail it — today — please.

Thank you.

GOLFDOM

THE BYRON NELSON GOLF SHOE



DIRECTS CUSTOMERS TO PRO SHOPS

With a consistent 11-Insertion National Advertising Campaign for Spring

To make your Pro Shop operation more profitable this spring, Stroke-Master provides the greatest value golf shoes on the market . . . and promotes them nationally with a strong, consistent magazine advertising campaign directed to potential customers in your locality. A small, fast-moving, basic inventory of Stroke-Masters, backed by the fast-acting distributor in your area, can raise the sales volume of your Pro Shop sharply. Interested? Write today to . . .

approved by
Byron Nelson



STROKE-MASTER
Freeport, Maine



Style 911
one of 10 In-Stock
styles for women



Style 935
one of 14 In-Stock
styles for men



Pros Get Peanuts

Robert A. Eaton, vp of Charles A. Eaton Co., golf shoemakers, started his interesting address on "Selling in the Golf Shop" by tossing peanuts to the 90 pros who attended the first merchandising session.

Eaton said the peanut demonstration exhibited in a simple way the main points of successful merchandising:

(1) Displays that show merchandise in stock and present it so it appeals to the senses of prospective buyers;

(2) Service that makes distribution of merchandise to the customer convenient, pleasant, and helpful and economical in supplying the needs of the customer; and

(3) Enthusiasm of the seller based on his knowledge of the merchandise and its value to the user.

Eaton forecast that pro shop sales volume would double in five years and added that merchandising isn't as complicated as playing golf.

In the Question and Answer period following Eaton's talk, he advised that ordering of a pro shop shoe stock can be done on a basis that takes good care of almost all golfing customers if the pro follows the sizes-and-styles charts compiled by leading golf shoe manufacturers. Usually these are carried by salesmen.

Bob said golf shoes are made slightly roomier than street shoes so they can be

★

An article covering the Teaching session at the PGA meeting will appear in February Golfdom.

★

worn with heavier socks, if necessary. He advised that golfers be encouraged to wear normal weight socks.

Eaton said he doubted that completely waterproof golf shoes could be made to stay that way and be comfortable. He suggested that applications of present satisfactory waterproof treatments should be applied about once a month and added a point to be remembered in shoe waterproofing preparation is that of having the shoe dry and soft after being wet.

Dr. Frank Goodwin of the University of Florida's College of Business Administration delivered his amusing address on "Human Relations" which always arouses gales of laughing at sales meetings. He was at his hilarious best for the pros.

A demonstration and clinic on pro shop display was put on against a background of pro shop merchandise displayed on pegboard. J. H. Legge of Daniel's Fashion Shop, Clearwater, arranged the display,

Three-Putt Greens Raise \$120 at Chartiers

Bobby Cruickshank, pro at Chartiers CC (Pittsburgh dist.) says his members came up with the surest money-raising idea in golf during a campaign for the Babe Zaharias Cancer Fund.

The Chartiers members put a dime into a box every time they three-putted a green. During the month of the campaign the Chartiers folks three-putted for \$120.

using standard peg board fixtures. R. Ben Jones, southern sales rep. of Masonite Corp., pegboard makers, conducted the clinic.

Jones said the back of the pegboard should be dampened before applying so it won't get wavy. He said 1/8-in. thick pegboard is fine for pro shops. The board must be applied 3/8 in. from walls so fixtures can be installed. For holding clubs and other merchandise that might have the chrome scratched, Jones recommended fixtures covered with plastic.

Although the painted pegboard costs about 3 cents per sq. ft. more than the unpainted board, Jones recommended buying the painted material. He said the edges should be beveled slightly when putting the pegboard panels together.

Denny Champagne told of making excellent use of a post that had interfered with the display in his shop. He put pegboard around the post and now has considerable merchandise, frequently changed, on the panels. Champagne told how to effectively display golf bags on pegboards.

Several pros endorsed removing woods and irons from boxes and displaying them on pegboard fixtures in order to get prospective buyers handling the clubs more than they do when the clubs are boxed. Champagne said he shows four sets of irons, displayed diagonally on one type of fixture, so that the heads attract more attention.

Bill Markham, pro at Saginaw (Mich.) CC, went into detail about use of pegboard and Saginaw Industries' fixtures in his fine shop which was described in GOLFDOM (Sept., 1956, p. 29). Markham has a special fixture that is notched so each club is held in a slight recess, easy to take out and put back. Homer® Herpel told about the use of Decapoles in presenting pro shop merchandise on sort of an easel basis.

(Continued on page 58)

Kaddie Kart

THE SUPER RENTAL CART

Wherever you see the genuine Kaddie Kart you know the club has the best and finest for its players. Truly a mark of distinction.



DETAILS

Fourteen inch wire spoke, ball bearing wheels, factory grease packed. Semi-pneumatic, puncture proof tires. Long or short axles. Long handle. Beautifully finished.

NEW FEATURES

Basket shaped lower brackets with no straps required can be furnished without extra charge on new Karts. Write for information about basket type lower brackets for old Kaddie Karts.

**FOR SALE or FOR LEASE
FLEETS FINANCED**

WRITE FOR DETAILS

Golf Cart Supply Co. 157GD
2226 Wabansia Chicago 47, Illinois

Please send complete information about Kaddie Karts. We are interested in buying _____ leasing _____.

Name _____ Position _____

Club _____

Address _____ City _____ State _____

THE CHAMBERLIN Kolapsi Kart

PATENTED AUTOMATIC FOLDING ACTION

LIFT HANDLE
IT OPENS

1957
SPECIAL PRO
MODELS

WRITE FOR
FREE CAT.

AMERICA'S
MOST
GLAMOROUS
GOLF CART



EASIEST PULLING CART BY ACTUAL TEST

The strongest and hardest golf cart ever built. No wing nuts, no wheels to push, no sliding sleeves. America's Luxury cart!

FOURTEEN INCH WHEELS

Models with 14 inch wire spoke wheels and with eleven inch disc wheels.

SEND FOR CATALOGUE WITH PRICES DISCOUNTS and DEALERS and PRO ARRANGEMENTS

Chamberlin Metal Products Co. 157GD
2226 Wabansia Chicago 47, Illinois

Please send complete information about the Automatic Kolapsi Kart for (resale) (my private use).

Name _____

Address _____

City _____ State _____

Club _____ Position _____

Program Set For GCSA Louisville Show

Turf authorities from all over the country and a leading English researcher will be among the speakers and panel leaders at the 28th national turfgrass conference and show of the Golf Course Superintendents' Assoc. of America at the Kentucky Hotel, Louisville, Feb. 10-15.

Due to an early rush of applications, booth display space for the show was fully allotted by Dec. 1, according to Agar Brown, executive secy. of GCSA.

The educational program, which will start on the 12th and continue through the 15th, will put as much emphasis on the training of new men and the supt's role as a manager as on the technical side of greenkeeping. The program follows:

February 12 (afternoon)

Chmn., Ray Phillips, Louisville CC. Welcome, Ward Cornwell, Detroit GC and pres., GCSA. Celebrity introduction, Stan Graves, Westwood CC, Cleveland.

How Clubs Profit from Turfgrass Conferences — Club member (to be named).

The Approach Shot for You — (Speaker to be named).

February 13

Chmn., Don Caulkins, Fox Hills CC, Culver City, Calif., and Kayem Oviaan, Woodmere (N.Y.) CC.

Movies of Maintenance — O. J. Noer, Milwaukee Sewerage Commission.

Training New Men — Fred V. Grau, moderator; Rex McMorris, Natl. Golf Foundation; Ted Woehrl, Beverly CC, Chicago; Andy Bertoni, Meadowbrook CC, Northville, Mich.; H. B. Musser, Penn State University.

Superintendent's Responsibilities — Management's 12 Points—

Leo Feser, Orono Orchards GC, Wayzata, Minn., moderator; Ray Gerber, Glen Oak CC, Glen Ellyn, Ill.; Sherwood Moore, Hollywood CC, Deal, N. J.; Warren Bidwell, Seaview CC, Absecon, N. J.; Marion Mendenhall, Kenwood CC, Cincinnati; Mal McLaren, Oakwood, Cleveland; Robert Williams, Beverly CC, Chicago.

February 14

Chmn., Bob E. Scott, Jr., Bonnie View CC, Baltimore, and Everitt Shields, Druid Hills GC, Atlanta.

New Developments in Research — Marvin Ferguson, USGA Green Sect., moderator; James Watson, Toro Mfg. Co.; Gene C. Nutter, University of Florida; Ralph Engel, Rutgers University; William Klomparens, Upjohn Co.; Charles K. Hallowell, Alexander M. Radko, B. P. Robinson and William H. Benkeyfield, all of USGA Green Sect.



Herb Klontz (center), Cedar Rapids (Ia.) CC supt. and his wife get roundtrip plane tickets and hotel reservation certificates for the GCSA meeting in Louisville, Ky., Feb. 10-15, from Bill Stafford, owner of Tri-State Toro Co., Davenport. Klontz won transportation and room service privileges in first contest for supts. in Tri-State Toro territory held by Stafford's company. The contest will be repeated for the 1958 turfgrass conference.

Golf Carts — Pro & Con — W. J. Freund, Victor Adding Mche. Co., Electri-Car Div.

Learning from Experience — William Daniel, Purdue University.

Turf Report from England — R. B. Dawson, St. Ives Research Stn., Bingley, Eng.

Pro-Manager Representatives.

February 15

Chmn., Ralph Guyer, Westborough CC, Webster Groves, Mo.

Conference Summary — Charles Wilson, Milwaukee Sewerage Commission.

Quiz the Experts — (Management Panel) Leo Feser, moderator, Ray Gerber, Sherwood Moore, Warren Bidwell, Marion Mendenhall, Mal McLaren and Robert Williams. (Turf Panel) — Marvin Ferguson, James Watson, Gene C. Nutter, Ralph Engel, H. B. Musser, Fred V. Grau, William Daniel and Charles Wilson.

Midwest GCSA Officers

Amos Lapp, supt. of St. Andrews GC, Chicago, is the new pres. of the Midwest GCSA, succeeding Robert W. Williams, Beverly CC. Vps are Ed Stewart, Pete Bild, Bill Stuppel and Emil Cassier. Al Johnson is secy. and Al Rausch, treas. Directors include Williams, Dom Grotti, Norm Kramer, Walter Fuchs, Wes Updegraff, Gordon Brinkworth and Dave Mastroleo.