

New Jersey Education

(Continued from page 26)

They recommend each class be limited to 20 students, but to include two groups per evening. In order to keep everybody busy and so all pupils become participants rather than spectators, ample equipment should be provided.

They suggest that the pros use the teaching fundamentals as outlined by the National PGA teaching committee.

The teaching is always more interesting if golf films, slides, photographs and other illustrations supplement classwork.

The students are always interested in shotmaking demonstrations by their teaching pros.

All of this provides a fine mental picture of what makes good form and rhythm in a sound golf stroke. It was recommended that all pros interested register with the New Jersey College of Golfing Knowledge so their names may be presented to the various Adult Schools looking for PGA instruction.

Sales' Representatives' Forum

The manufacturers' program at "College of Golfing Knowledge" was almost entirely devoted to better and improved methods of pro shop merchandising. It was appropriately titled "How to Make an Extra Buck." It was definitely established that there remains a tremendous volume of pro shop business that is being lost to the average golf pro in this country because of changing times and the inability of the pro to get the selling initiative away from downtown retail outlets.

A great deal of effort and time was devoted to the problem of pro shop inventories and the proper display of merchandise. This was handled by the guest speaker, Otto Spitz of the Henry Hanger Corp., who gave an excellent talk on this all-important item of proper pro shop display, which is definitely required to attract the average club member and prevail upon him to part with his dollars at the pro shop.

Another important segment of pro shop merchandising, which often is overlooked by professionals, is the ladies' end of the business. The average woman is by far the most difficult customer the golf pro has at his club. Rosemary Strafaci of Forte Co. handled the women's portion of the program. She told the golf pro just what is required and needed to create enough interest and desire among the typical women golfers to spend money with the pro.

There was also effort and time devoted to suggestive retailing on the pick-up items

found in a pro shop, such as golf balls, caps, hats and socks, and the definite importance of keeping this merchandise at eye level and convenient for the average member to secure these items on the slightest impulse.

Service in the Pro Shop

John Cafone, Manasquan River GC pro, Alec Ternyei, Shackamaxon CC host pro, and Tom Russo, prominent clubmaker, formerly with the Kroydon Co., were the experts who spoke on pro shop service facilities.

Cafone received his training under Jack Beckett, a master craftsman in the making of custom wood clubs; Alec Ternyei served his apprenticeship under Cyril Walker, former National Open champion; and Tommy Russo was for 20 years head of the Kroydon clubmaking department.

In their most interesting and authoritative program, they pointed out there are many things in the way of service and repairs that can be done in the pro shop that will be pleasing to the members as well as profitable to the pro.

In order to render complete service in the shop all clubs must be cleaned every time they are used. The irons can be cleaned by washing in a bucket of water and almost any soap powder. The woods can be cleaned with a damp towel or steel wool to remove the dirt from the faces and white marks from the heads.

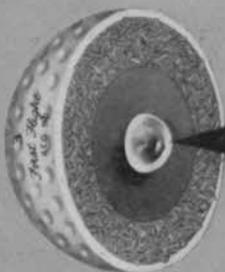
Teaching Clinic

In a two hour program replete with sound information three of Jersey's top pros lectured and then demonstrated various phases of teaching the golf swing to serious groups of embryo pros. The experts were Emery Thomas of the Forest Hills CC, present State PGA Champion; Otto Greiner, former Metropolitan Open Champ, of the Knickerbocker Club; and Andy LaPola of the Preakness CC, a long-time star of the New Jersey PGA roster.

In their approach to teaching the beginner they pointed that the people are very self-conscious at first and must be handled very kindly and patiently to build up confidence; that pupils are entitled to know not only the technique of the golf swing, but also why the various moves are essential to golfing success. It was pointed out that although there is a basic pattern for the swing, there are as many variations of it as there are golfers, and many pupils may be permitted a certain amount of privilege in their personal interpretation of the swing, so long as it does not violate seriously the laws of mechanics or muscular behaviour.

REVOLUTIONARY

STEEL POWER CENTER



First Flight

GOLF BALLS LOADED WITH POWER

**SOLD ONLY
IN PRO SHOPS**

PROFESSIONAL GOLF CO. OF AMERICA, INC.
CHATTANOOGA, TENNESSEE
Originators of Registered Swing Weight Golf Clubs

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GENEVA & ENTERPRISE, ALA.

Go 11 miles S. on Highway 27 from Enterprise to Chancellor. Go left 2 miles. 95 miles S. of Montgomery. Air Service to Dothan 30 miles away. Warm winters—famous hunting territory.

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Gov't bonds, stocks or bonds. Also many pines ready to saw. Valuable Soil Bank payments. Population pressures mean increasing value here.

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Shows pictures . . . gives details on year's best New South opportunity.

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Buyer Service — Page 79

Improves Soil Structure



Waterlogging made turf maintenance practically impossible on one long fairway at Vero Beach (Fla.) CC. This problem is being solved by Supt. George L. Duncan, by disking the fairway with an International 300 Utility tractor, using a deep-cutting harrow to improve soil structure by working gypsum, crushed granite and sand into the ground. With the soil thus conditioned for better surface drainage, the fairway will be replanted with Bermuda. Two gangs were added to Vero Beach's fairway mower, formerly pulled by a lighter, less powerful tractor, and mowing now is done in fifth gear.

Alexander, Meyer Get New Positions With Wilson

Reece Alexander has been named pro golf salesman for the Cleveland branch and John Meyer has been appointed advertising production mgr. by Wilson Sporting Goods Co. A former Texas U. golfer and later an assistant pro, Alexander will cover the metropolitan Cleveland district. He has been with Wilson since 1956.

Meyer succeeds Harty Hoff, who will devote more time to agency contact work, as production head. He has worked as a dealer service man and also has been responsible for Wilson's catalog program.

For Parks, Golf Courses, Swimming Pool Areas

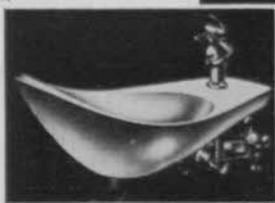


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new fountain
designs by

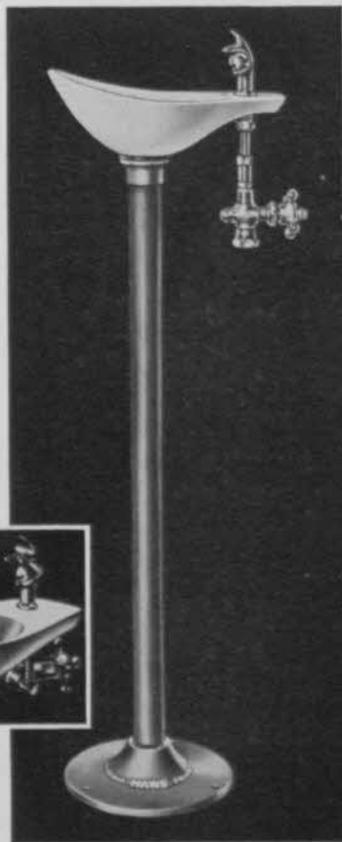
HAWS!

Certainly you need drinking facilities ... so look for truly distinctive designs by HAWS—that add bright vitality to parks, swimming pools and golf courses. And they are built to withstand rugged use and outdoor wear, too. HAWS finer sanitation means better service ... less worry ... *less maintenance.*

HAWS Model 1506—a pleasure to see, a pleasure to use! Graceful vitreous china bowl enhances any setting—and it's rugged, with sturdy 2" galvanized iron pedestal. Automatic flow control and HAWS' raised, shielded fountain head prevents mouth contact. HAWS *vandal-proof* fixtures are locked to the bowl. **Model 1505**—same handsome design with wall mounting bracket.



And there's more! ... WRITE TODAY for new HAWS illustrated catalog—featuring the latest in drinking fountain designs.



HAWS

DRINKING FAUCET CO.

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Mayer Is First Open Champion to Use Glasshafts

Ted Woolley

Dick Mayer

Harold Boeschenstein

Lloyd Mangrum

Dick Mayer, a member of the Golfcraft, Inc., advisory staff, distinguished himself not only by winning the 1957 National Open but by being the first fellow to win The Open with Glasshaft clubs. Dick's irons are Torsion-Control Glasshaft, the shafts being made of fiberglass reinforced. Ted Woolley is pres. of Golfcraft, Inc.; Boeschenstein is pres. of Owens-Corning Fiberglas Corp.; and Mangrum, also a Golfcraft staff member, designed the Glasshaft clubheads.

EXCLUSIVE - Promoted for Pro Shop Sales



NEW *Golf Pride* VICTORY GRIP

Here is your key to pro-shop progress!
Spark player interest. Use grips to build business.

SO MUCH THAT IS NEW.

NEW "Gripriite-Swingrite" form finder.
NEW Internal Rib for positive positioning.
NEW material discovered. Only grip material which will
not harden or glaze. Non-slip, any weather.
SELL—Golf Pride's VICTORY GRIPS.

NEW
The Herringbone pattern
gives the finest
TRACTION ACTION

**DRIVE FARTHER!
HIT STRAIGHTER!**

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TAM O'SHANTER GOLF TOURNAMENTS**



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August 8 to August 11, inclusive

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World's Richest Golf Tournaments!

Sponsored by The George S. May Company, George S. May International, George S. May Company de Mexico, George S. May Company de Venezuela and the P.G.A.

Once again...for the 17th year...you'll see the greatest professional and amateur golf players in the world battle it out for the world's richest golf prizes! Bring your family, friends and business associates to see these two exciting golf tournaments...and to enjoy Tam O'Shanter's wonderful food and refreshments in the nationally famous, air conditioned clubhouse. Here, indeed, is golf at its best at one of the most beautiful golf clubs in America!

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FLOORS**

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spike-resistant
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Protect your floors from spike holes with rugged Pneu-Mat Runners. Absolutely spike-resistant, they provide a comfortable walking surface — improve the appearance of your club house.

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Standard Widths
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20"x24" \$4.00

Write today for illustrated folder.

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**Ground-Breaking for
New DBA Products Plant**

Remo Picchietti (left), and his brother, John, Jr., of DBA Products Co., are breaking ground for the construction of a new plant in Deerfield, Ill. The company manufactures a complete line of cleaners, polishes and finishes for the bowling, golf and printing industries. John Picchietti, Sr., reports that the new plant will be occupied by early fall, and that the move represents a considerable expansion in sales and manufacturing operations. The plant will be located at 350 County Line Rd. in Deerfield.



**Clean 'N' Cool Suggested for
Eliminating Foot, Shoe Odors**

Clean 'N' Cool for feet and shoes, a product of Clinical Development Laboratories, 2600 S. Walnut st., Springfield, Ill., contains anti-septic and soothing emollients that are said to relieve sore, hot and tired feet and eliminate both foot and shoe odors. Its fungicidal and bactericidal action help in the prevention and treatment of athlete's foot. Clean 'N' Cool is packaged in an aqua green spray can and is recommended by the producer as a good pro selling item.



**MULCH-VAC IS THE CLEANER
FOR ALL OUTDOORS!**

↓ Vacuums up, cuts into fine mulch, blows leaves back to ground as finest fertilizer, wet or dry, cleans up to 30 acres in 8 hr. day.



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HERE—
SMALLER
MODELS
ALSO
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New LO-BLO, the Air Broom for tidy greens and grounds.

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KEEP
YOUR
GREENS
GREEN
WITH
ACTI-DIONE*

the tested antibiotic turf fungicide

Large brown patch, fading-out, melting-out, dollar spot, Pythium can all become a thing of the past. You can wipe out the turfgrass fungus disease and keep your greens in perfect-play condition with regular applications of ACTI-DIONE. Extensive field tests prove that ACTI-DIONE rapidly destroys the fungi that damage turf. Control of disease is often obtained within hours of the first application.

ACTI-DIONE is simple to prepare, easy to use, and economical too. Every drop of the solution controls and protects.

Available in two forms:

ACTI-DIONE Ferrated—outstandingly effective against dollar spot, melting-out, and fading-out. Investigational studies indicate that ACTI-dione Ferrated may control Leaf Spot of Kentucky bluegrass, as well as Rust and Powdery Mildew of Merion bluegrass. ACTI-DIONE RZ**—especially effective against large brown patch and Pythium . . . also controls dollar spot, melting-out, and fading-out. When used on a regular preventive schedule, one package will protect 20,000 sq. ft. of turf.

Both products can be obtained from golf course maintenance and supply stores.

Upjohn

For additional information write to:
THE UPJOHN COMPANY, Chemical Sales Division
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LAWN MOWER STATIONARY BLADES



SINGLE (1/4") Raised Lip — Heavy Duty Blades for all Makes of Fairway and Rough Gang Mowers. DOUBLE (1/4") Raised Lip — Heavy Duty Blades for all Makes using this type Blade. Hand and Power Putting Green Mower Blades, Power Mower, Tee Mower and Trimmer Blades all made of the best quality knife steel and specially hardened to insure long wear and fully guaranteed to give complete satisfaction. Municipal Parks and Golf Courses, Public Courses, Golf and Country Clubs, Dealers and Repair Shops allowed special discount. You will save important money buying direct from manufacturer.

Price sheet on request
or we will quote price
for your blade order.

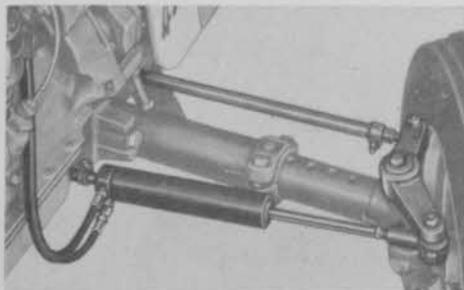
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and over.

Power Steering Is Newest Addition to John Deere Tractors

Power steering, of particular advantage in operating tractors when equipped with front-end loaders or other heavy front-mounted equipment, is the latest advancement in the



John Deere line of industrial tractors and equipment.

The new power steering assembly is available for factory or field installation on the "420" Utility and "420" Special Utility tractors. It includes a hydraulic cylinder located between the tractor front-end support and

a special heavy-duty steering arm.

The hydraulic cylinder, which has an 8-in. stroke, receives oil from the regular Touchomatic hydraulic system through a special hydraulic flow divider and control valve. The hydraulic flow divider, control valve, and oil lines are located under the tractor hood. The system is actuated by applying approximately 3 lbs. of pressure to the steering wheel. Tractor can be steered manually if it is desired to move it without starting tractor engine.

When the tractors are furnished with power steering they are also equipped with extra heavy-duty, non-adjustable tie rod assemblies. These assemblies are also included in power steering attachments for field installation.

Du Pont Issues Work-Record Book for Course Superintendents

A special workbook, designed to aid course superintendents in keeping accurate records of fertilization programs, maintenance work, general improvement and other expenses, has been issued by DuPont Company's Polychemicals Dept.

Part of the workbook is divided into eighteen sections — one for each hole — complete with charts, forms and tables. Space is

Budget Priced Aerifier*

CULTIVATES 4 1/2' SWATH

Rigid Construction Easy to Transport

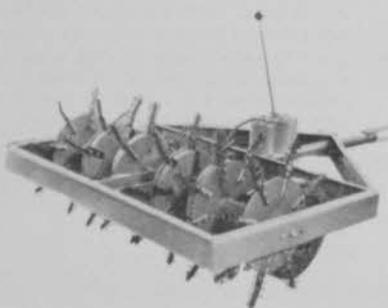
West Point's Model "U" Aerifier, though modestly priced, has plenty of weight and rigid shaft which insure uniform cultivation of the 4 1/2' swath. The disc assembly is raised by hydraulic control for safe, fast transport.

West Point has the right Aerifier to fit your needs and your budget—five tractor-drawn and three power-driven models. Write for literature.

West Point Products Corp.
West Point Pa.

*Reg. U.S. Pat. Off.

Sold in U.S. & Canada



The Model "U"

provided for a sketch of the boundaries of each hole and the location of tees, greens and fairways. Suggested symbols make it easy to indicate traps, water lines, grading, excavations, and drainage ditches on the sketches.

Other charts and forms are provided for recording fertilizer applications, and unusual watering, mowing, verticutting or aerification work. Weather conditions also can be noted for later reference or for comparison with other seasons.

The workbook also includes a simple group of forms for financial records: the year's budget, the cost of salaries, wages, fuel, power, water, seed, fertilizers, turf fungicides, new equipment, etc.

In addition to these features, a fertilizer analysis chart and sample operating budgets from average 9- and 18-hole courses, can be used by supts. as guides in making up yearly budgets.

Supts. may obtain copies of the workbook by contacting their local distributor for "Uramite" fertilizer compound, or by writing to Du Pont Polychemicals Dept., Wilmington Manor, Wilmington, Del.

Midwest Meeting

Midwest Regional Turf Foundation field days, scheduled for Sept. 16-17 at Purdue University, Lafayette, Ind., will be divided between groups from the northern and southern sections of the Midwest region.

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LOWEST PRICES!!

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**FAST
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All Sunray Trophy.
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But don't take our word for it. Put us to the test at our expense. We want you to try ARTOX. You'll be AMAZED and thank us for the results. For FREE sample attach coupon to your club letterhead and mail. Send it today for turf free from crab grass.

- 1 - Kills CRAB GRASS
- 2 - Leaves Permanent Grass Unharmd
- 3 - Lower In Cost
- 4 - Completely Water Soluble

ARTOX and other NOTT PRODUCTS available through your Horticultural Supply House.

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NOTT MANUFACTURING CO., INC.
Mount Vernon, N. Y.



NOTT'S ARTOX "Special" has been successfully combined with 2,4-D, a specific for troublesome broadleaf weeds, silver crab and smooth and hairy crab grass.

FREE! Send me free sample and further information on ARTOX.

Have a field man call on me to help solve my turf problems.

Name _____

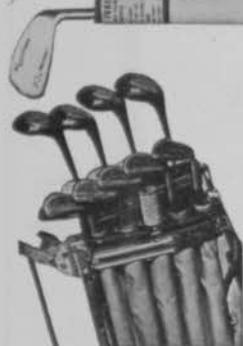
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PAR TUBES As Used In Individual Compartment or Slot Type Bags

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PAR TUBES are Strong — Moistureproof — They are endorsed by Pros and Amateurs alike as a great idea for keeping grips in fine condition and protecting clubs against marring by careless handling.

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Oval or Round Type Bags

Portable Oxygen Unit for Club Emergency Use

George P. Reinberg, 82, Beaver st., New York 5, representing Cycle-Flo Co. of Milford, Conn., is the outlet for Pocketaire portable oxygen unit that is recommended emergency equipment for clubhouses and courses. The complete unit includes flow regulator with pressure gage, yoke, attached wrench, two disposable masks, connecting tubing and 2 lightweight cylinders in a leatherette luggage case that weighs about 17 lbs. Inquiries should go to Reinberg.



Jacobsen Appoints Kudrna to N.E. Supervisory Post

Edward S. Kudrna has been appointed field



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... And Now

PAR TUBE Plastic

A good durable tube for those who prefer plastic. Packed in cartons of 42 only.

service supervisor for the New England and North Atlantic states territory of Jacobsen Manufacturing Co., Racine, Wisc. Kudrna has been with the Jacobsen organization for 11 years, serving in the engine and repair dept. In recent months he has been an instructor in the Racine Vocational and Adult school on two and four cycle gas engines, a course that is sponsored by Jacobsen. Kudrna will make his headquarters in Plainfield, N. J. after July 15.

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350 rooms from \$4. Family size apartments. Air conditioning and TV available. Pleasant Cafeteria. Ample Parking. Ticket Service. 18 minutes to downtown Chicago.

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