



**There is no finer game than golf...**

**And no finer equipment in the game**



From the Walter Hagen Scrapbook

Walter Hagen Golf Division

**Haig**



**Ultra**

The finest equipment  
in golf bears my  
name and is sold only  
through the grandest  
gentlemen in the  
game, the golfing  
professionals.

*Walter Hagen*

Grand Rapids, Michigan



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# Have you seen the latest Kinsey report?

Kinsey, (as if you didn't see it coming a mile away) is Howard Kinsey, Dunlop Regional Manager. And the *Report* is in the nature of Dunlop's new Pro catalogue... outlining in vivid color the newly-expanded and now *complete* golf equipment line.

And what a line it is! The most popular golf ball in the world, the incomparable *Maxfli*. New golf bags, carryalls and headcovers, developed by famed *Tufhorse* craftsmen... in a wide range of choice from rich, supple leathers through a rainbow of brightly-colored plastics and vinylized ducks. New *Maxfli* golf clubs custom-crafted by Pedersen with True Temper "Pro Fit" shafts. Add famous *Maxdri* all-weather golf shoes and you have the most singularly distinctive line in the business.

If you already have the "report"... display it where your customers can see it, along with sales-clinching Dunlop equipment. If you want an analytical run-down, have a long chat with Howard Kinsey or the Dunlop representative who services your area. The Dunlop profit report contains no inhibitions and complexes... it's extremely well-adjusted.

## DUNLOP TIRE AND RUBBER CORPORATION

*Sporting Goods Division*

500 Fifth Avenue • New York 36, N. Y.



*Sold only in Pro Shops*

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Business comes from all sides at Green Acres pro shop, in Chicago district where doors open into grill, trophy room and men's lockerroom.

By HERB GRAFFIS

*Fred Kuehn Photos*

## ***Red Gives Them Variety and Gets Volume***

(Story on page 36)



# You sell every player with Spalding!

ONLY YOU—the golf professional—can sell these *five* great Spalding golf balls. And do they sell! From the famous distance DOT and the new LADY SPALDING down to the new, economical BELAIRE, there's one just right for every golfer's game and pocketbook. All are guaranteed unconditionally!



**Par shooter?** Try the new Spalding DOT. This famous distance ball has the finest cover and finish of any high-compression golf ball.  
Sell 3 for \$3.75



**Power hitters?** Players who now and then top one—welcome the new DOUBLE-DOT. It's a true high-compression ball that bears up under really rough treatment.  
Sell 3 for \$3.75



**Lady on the links?** She'll love the new LADY SPALDING—a durable, long-lasting ball with a fine live rubber center—designed especially for women.  
Sell 3 for \$2.25



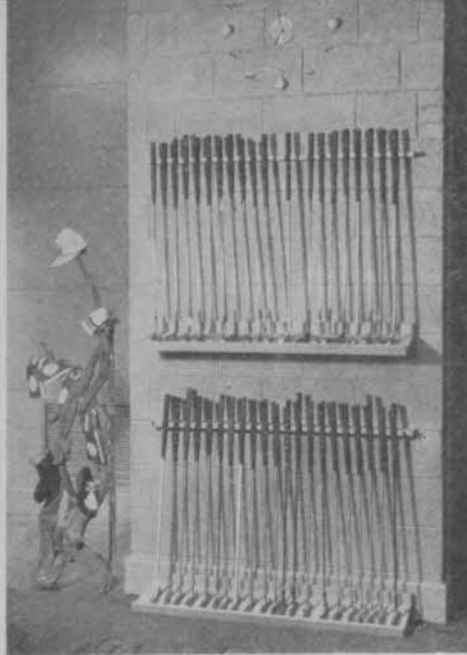
**Looking for economy?** The all-new Spalding BELAIRE is a rugged ball that offers famous Spalding uniformity. It's perfect for economy-minded golfers.  
Sell 3 for \$1.75



**Beginner?** Start him out with the new Spalding WING—a ball with that famous Spalding consistency plus an extra-tough cover that really can take a beating.  
Sell 3 for \$2.25

**SPALDING**  
sets the pace in sports



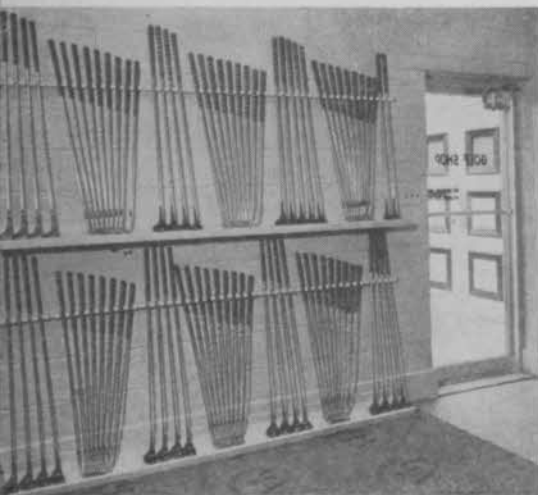


A feature of the enlargement and modernizing program that has made the Green Acres CC clubhouse one of the most attractive in the Chicago district is Red Dennison's new pro shop.

The building committee and architect in planning to make the clubhouse of utmost convenience to the members, located the shop so one door opens into the grill and trophy room and the other door is a few steps from the entrance to the men's lockerroom and is close to the first and ninth tees.

Dennison's former shop, in a separate building, now is being used as caddie quarters and for storage of electric golf cars and other items.

The new shop is 18 by 43 ft., has concrete block walls and an acoustic ceiling, both colored a pleasant shade of green.



Green Acres shop staff includes Red Dennison (center) head pro and his assistants, Pat (left) and Larry Rouse.

Two large display windows, both with bamboo curtains, are on one of the long walls, facing a path that leads to and from the men's lockerroom and the first and ninth tees and 18th green. Another display window faces the course. The opposite narrow end of the shop has a small entry hall, a dressing room and the shoe department.

#### Ball Sales Increased

The west long wall of Dennison's shop is entirely of peg board. An interesting detail of the displays on this pegboard is the ball display which is made in cases bought originally for displaying golf socks. This open display of balls, Dennison and his assistants, Pat and Larry Rouse, say has accounted for an increase in ball sales. The charge book is on a counter beneath the ball display. Above the balls is the glove display.

(Continued on page 62)

Striking decor of Dennison's Shop (shown by photos on this page) has resulted in, among other things, tremendous increase in women's buying.



**GOLF BALLS**  
\$9.00 List  
**6.99**  
DOZEN

List 14.75  
**7.64**  
Doz.

Regularly \$14.75 doz.  
**NOW \$11.95** DOZ.

Personalized with  
Golfer's Name

**\$14.75**  
DOZEN  
**WHILE THEY LAST!**  
**9.99**  
Dozen

**\$14.75**  
GOLF BALLS  
9.99  
DOZEN  
Top grade tournament ball.

Reg. 14.95  
**7.88**  
DOZ.

	List Price	Your Price
"Golf Balls.....	\$14.75 doz.	<b>\$7.77 doz.</b>
Golf Balls.....	14.75 doz.	<b>9.88 doz.</b>
Golf Balls.....	14.75 doz.	<b>9.88 doz.</b>
Golf Balls.....	10.00 doz.	<b>4.88 doz.</b>

**SPORTING GOODS SPECIALS**



**BEEN READING THE PAPERS LATELY?**

The above were clipped (brand names have been deleted) from daily papers printed in various parts of the country this spring. They are a fair sample of what's been going on all over the place for some time. Of course, there's nothing illegal in this. There's no law against price-cutting by retail stores — but you'll agree that such advertising and selling is not helping you to sell the same balls at full price to your members. It was to protect you against just this sort of thing that we started our "through the Pro Shop *only*" sales policy way back in 1935. It is to protect you that we have stuck with that policy ever since.

That's why you won't ever find an Acushnet ball for sale outside a Pro Shop; or an Acushnet ball for sale at a "down-town" cut price; or an Acushnet ball carrying a name other than one of the five Acushnet brand names.

It is this protection — protection for *your* profit — that gives every Acushnet ball you sell a value to you far beyond the price you pay for it. Acushnet Process Sales Co., New Bedford, Mass.



TRADEMARK

Sold the World Over Through Golf Course Pro Shops Only  
**ACUSHNET** *GOLF BALLS*

## Schedule Third PGA Assistants' School for January

A special course of instruction for assistant professionals has again been scheduled by the PGA for Jan. 11-16, 1959.

All classes in the approximately 40-hour course will be conducted in the Ft. Harrison Hotel, in Clearwater, Fla.



Emil Beck

This will give more classroom space and room for demonstrations than if the school were held at the PGA's Dunedin headquarters.

More than 100 assistant professionals from all over

the nation registered for the second annual PGA Assistant Training school when it was held last January in Dunedin.

An enrollment of 130 or more is predicted for the 1959 sessions by Emil Beck, Port Huron, Mich., pro. and chmn. of the PGA educational and professional training committee.

Beck heads the "faculty" of veteran PGA professionals who lecture, give demonstrations and conduct classes in business and professional training for assistants.

"There will be approximately 40 hours of instruction, covering all phases of the golf professional's operations," Beck said. "The format will be similar to the one which was so successful at the 1958 school."

Courses in teaching, public relations, selling, club repair, financing the golf shop, over-all professional operations, the professional and the PGA of America, and related subjects made up the 1958 curriculum.

"Instruction in bookkeeping and in buying will be added next year," Beck added. "We will also expand the course in club repair, which was a popular one at our last school."

While primarily intended for the education of Class H apprentices employed by Class A PGA pros, the Assistant Training school also will be open to all interested non-members.

As in the past, there will be no enrollment fee. However, those who plan to attend are requested to send application forms to Beck at P.O. Box 26, Huron, Mich.

The PGA Assistant Training School is financed through the PGA Educational Fund from money realized from National Golf Day.

## Second PGA Ace Contest Scheduled for Labor Day

A second PGA National Hole-in-One Contest is scheduled for Labor Day. Harold Sargent, president of the PGA, has announced that his organization will sponsor the nation-wide competition Sept. 1, for the second straight year.

The PGA Hole-in-One committee, headed by Leonard B. Schmutte, vp and professional at Findlay (O.) CC, will conduct the contest.

When the event was held for the first time on an experimental basis in 1957 about 150,000 golfers took part at 860 clubs throughout the country.

### Twelve Make Grade

The 1957 national champion was Dr. Fred W. Whittaker, who scored an ace on the 196-yard 16th hole at Penobscot Valley GC in Bangor, Me. That was the longest hole-in-one scored in the Labor Day competition. Eleven other golfers also shot holes-in-one, all of them on shorter holes. Where no actual ace was scored, the player whose drive stopped closest to the hole was declared the winner. Hole-in-One champions at all participating clubs received trophies from the PGA.

All golfers at clubs and courses employing PGA pros are eligible to enter the second annual contest. There is no individual entry fee. Instead, the professional enters his club and all its members by filing an official entry form and paying the \$5.00 fee.

A "contest hole" of not less than 160 yards will be established at each participating club. Each player will be permitted one shot at it in the course of a regular 18-hole or nine-hole round.

### Gets Life Membership

Vermont State Golf Assn. has appointed Floyd James, West Hartford, Conn. to life membership on the association's executive committee. By-laws were amended to give this honor to James, a former Burlington, Vt. resident. James has served as treas. of the organization for the last six years.



*Master-Matched*  
**POWER-BILTS**

*give your members  
the pleasure  
they play for...*



Model  
4790

*...thru  
better  
golf*

Model  
304



Sold only by Golf Professionals

EVERY golfer who has played Master-Matched Power-Bilts knows the feeling of confidence these precision made clubs inspire. They have experienced the deep satisfaction that comes with the knowledge that they are playing the finest. Yes, they are getting out of golf, exactly what they want most ... pleasure! What more can a set of golf clubs offer?

Hillierich & Bradsby Co., Louisville, Ky.

**POWER-BILT**

**GOLF CLUBS**

*Master-Matched for Perfect  
Feel and Balance*

# How Chlorotic Grass Responded Quickly To Iron Sulphate

By O. J. NOER

The untreated square in the center of Lincoln CC green stayed yellow because grass did not get any ferrous sulphate. The rest of the green was almost back to normal in two hours.



Joe Hadwick examines chlorotic grass in the square that had been covered with a piece of corrugated paper.



Orville Belknap of Hillcrest in Lincoln points to the unsprayed square of turf on this bent green. The green was sprayed with ferrous sulphate at 2 ozs. per 1,000 sq. ft. The quantity of water was about 30 gals. for the entire green.

**B**ENT turf on the green in Lincoln, Neb., behaved badly in the spring of 1957. Grass was off-color and did not respond to applications of fertilizer. Leaf spot was present. Nematodes were suspected as the cause by some people.

Joe Hadwick, supt. at Lincoln, and Orville Belknap of Hillcrest suspected iron chlorosis because of periodic drenching rains. Before applying iron they covered a small square with heavy paper to provide an untreated check.

Their results were most startling. Green color started to return in a matter of minutes rather than hours. The difference could be photographed in color and in black and white within two hours.

They used about half a pound of ferrous sulphate to the average green of 5,000 sq. ft. This is approximately 2 ozs. per 1,000 sq. ft. The amount of water was 25 to 30 gals. per green and no more. Success depends on using a minimum amount of water — just enough to deposit the iron sulphate on the blades of the grass. Late afternoon is a good time to spray, provided watering is not contemplated until the next morning or the following evening.

When iron chlorosis appears it is important to apply the iron promptly, before leaf spot, wilt or something else kills the weakened grass. In a case of doubt, cover a small area with a fertilizer bag or a piece of coarse paper to act as an untreated check.



O. J. Noer