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Sets Two Week Limit on Holding Trade-In Clubs

By JACKSON BRADLEY

Professional, River Oaks CC, Houston, Tex.

THE golf professional, like men in the automobile industry, is looking for some genius to come along with a bright (or perhaps 'magical' would be a better word) solution to the problem of profitably disposing of used or trade-in clubs.



Bradley

I have talked to many fellow pros concerning the situation and about the best advice they have to offer is that it takes constant plugging and selling ingenuity to get rid of trade-in clubs. I think all of us would be smart to settle for this solution because alluding once more to the automobile industry, it has put its best minds to work trying to figure out an answer to what to do with used cars and, after all these years, still hasn't come anywhere near finding it.

TOP PROFESSIONAL GOLF CLUB SALE

WOODS—Reg. \$96
\$65⁰⁰

IRONS—Reg. \$130.00
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Reg. \$8⁹⁵
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SPALDING—WILSON—MacGREGOR
TRADE-INS ACCEPTED

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Jackson Bradley uses newspapers to advertise closeout sale of clubs. He also uses these ads to sell trade-ins.



Packy Walsh (center), for 20 years golf supervisor for the Chicago Park District except for a three-year period during World War II when he took time out to serve in the U. S. Army, resigned in June to devote full time to private golf interests. He is shown flanked by his brothers, Marty (left) and Tom, both of whom own courses in the Chicago area. Park District officials, headed by George T. Donoghue, gave Packy a going-away party at the Chicago Yacht Club and expressed the hope that the man who had made golf the most important activity in the city's recreational program would reconsider and return to his old post.

What I think all of us should keep in mind is that we can still make a profit handling used clubs. In addition, the sale of trade-ins brings new golfers into the fold in many instances. That means that directly or indirectly, and sooner or later, some pros, if not all, are going to benefit through the sale. Which prompts me at this moment to advise every pro to keep a record of the persons to whom trade-in clubs are sold. Eventually, these people are going to be customers for new clubs and you want to be the first to approach them with the suggestion.

Keep Them Moving

I try not to accumulate too many sets of used clubs. When I get 10 or 15 on hand, I run a display ad in one of the local newspapers. I find in order to move them out of my shop this method is very effective.

But the real key to getting rid of trade-ins is to have an assistant who is as concerned and interested in moving the second hand merchandise as you are. My right hand man, Joe Moresco, is that kind of a fellow. Persons who deal with Joe have just as much confidence in his judgment and veracity as they do in mine. What is more, both Joe and I try to go about selling a used set of clubs just as we do a new set. We feel that we can't allow the customer to get the im-

(Continued on page 60)



MORE DISTANCE
AND
GREATER ACCURACY
FROM

TORSION-CONTROL GLASSHAFT*

*patent #2,822,175.



Note the "flush" contact at point of impact resulting from absence of torsion in Glasshaft. This action photograph was taken at the speed of ten one-millionths of a second.

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PLAY THE CLUB OF CHAMPIONS

PGA Pros Help Run Golf Seminar for Graduate Students

GOLF drew special billing at a two-week sports seminar for 13 graduate students of the Woman's College of the University of North Carolina in Greensboro in June.

Lester Bolstad and Dugan Aycock headed the teaching roster with assistance from Chuck Alexander and Aubrey Apple. All special sections featuring these guests were open to the general public.

Bolstad, University of Minnesota golf coach, lectured on "Practical Methods of Application to Group Instruction."

"Be sure to constantly evaluate your teaching," he said. "When a new idea or thought comes to you, test it on its merits and make it stand or fall on the results it gives you as a teacher."

The Gopher coach, who is given much of the credit for the successes of LPGA favorites, Patty Berg and Bev Hanson, added another teaching laurel last month when Carole Pushing, his 18 year old protege from Olivia, Minn., annexed the Women's National Collegiate and Minnesota Amateur championships.

Aycock, PGA "home pro of the year" from nearby Lexington, N. C., advised the teachers that many services were available to them from local chapters of the PGA.

"Teachers and professionals can form a healthy union to teach more youngsters the benefits of golf," he said. "Never hesitate to call any local chapter of the PGA. We're vitally interested in your problems and we'll give you all the help we can."

Chuck Alexander, Blair Park professional from High Point and Aubrey Apple, Green Valley pro, gave a beginning level clinic covering fundamentals on grip, stance and swing.

Ellen Griffin, staff member of the Women's College Physical Education dept. conducted the seminar with the assistance of Nancy Porter. Miss Griffin stated that the impact of the seminar on teaching golf would be one felt for many years in educational pursuits.

"You can't realize how many teachers will be affected by a meeting like this," she said. "Maybe I should say 'infected' for our girls' response to the program was



North Carolina University graduate women students watch as one of their members demonstrates a shot.



Pro faculty included Aubrey Apple, Dugan Aycock and Chuck Alexander.



Les Golstad and Ellen Griffin played leading roles in conducting seminar.

most enthusiastic. I feel sure many good golf instructors will be the result."

Getting more good golf instructors in high schools has been a prime concern of the National Golf Foundation. The Foundation provided golf instruction materials and staff assistance for this program as it did at the Milwaukee Work Shop last February.

The Foundation plan is aimed at 3,000,000 high schoolers annually and is expected to be ready for operation by the fall semester of 1958.

MASTER'S
CHAMPION
3
TIMES



STEEL POWER CENTER

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First Flight



SOLD ONLY
IN PRO SHOPS

GREATEST BALL I EVER PLAYED

The steel center—the only center that is perfectly round and can never be knocked out of round—is 4 times heavier. This extra weight, concentrated in the center, creates extra power. I am convinced it will eliminate the old type center just as the steel shaft eliminated hickory.

Play it once—you will never be satisfied with the old type ball.
(Signed) Jimmy Demaret

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More superintendents continue to report . . .

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OKLAHOMA

"I've been using 'Tersan' 75 for ten years and wouldn't try to run a golf course without it. The built-in safety factor of 'Tersan' 75 and its effectiveness for disease prevention rate it tops on my list of fine turf fungicides,"

*says R. C. BOWMAN, Superintendent
Oklahoma City Golf and Country Club
Oklahoma City, Oklahoma*

Experienced golf-course superintendents in all sections of the country report that Du Pont "Tersan" 75 thiram fungicide gives effective, economical protection of fine turf by preventing large brown patch, dollar spot, snow mold and other important fungus diseases. And they know that "Tersan" 75 is safe—even when applied at excessive rates during the hot weather

which favors disease, it won't shock or discolor grass or retard growth.

"Tersan" 75 is packaged in handy 3-lb. bags for easy measuring and handling. For extra disease protection with maximum safety, combine "Tersan" 75 with Du Pont "Semesan" Turf Fungicide. Give greens the finest maintenance team there is—"Tersan" and "Semesan" Turf Fungicide.

TERSAN[®] 75 Turf Fungicide • **SEMESAN**[®] Turf Fungicide • **PA**

the safest, most effective diseases of fine turf

MASSACHUSETTS

"I have kept my greens free of all disease with a straight 'Tersan' 75 program. My schedule has been to spray once a week with a pound of 'Tersan' 75 per 5000 sq. ft.,"

reports **JOHN KEALTY**, Supt.
The Country Club
Brookline, Massachusetts



MINNESOTA

"I've been getting 100% control on brown patch with 'Tersan' 75 and feel it's a general preventative for all major fungus problems during the summer months. I spray 'Tersan' 75 once a week throughout the season, and diseases are not a problem,"

reports **PAT JOHNSON**, Superintendent
Interlachen Country Club
Minneapolis, Minnesota

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REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

WATER!

It's Feast or Famine on Courses in the West

By OMER CRANE

BUILDERS of western golf courses have their own peculiar problems. They may come in the rain forecasts of the Northwest or in the arid lands of the Southwest. In each, water — more often the lack of it — is crucial.

"A golf course is no better than its irrigation system," says Bob Baldock, golf architect who has been exposed to many climates and the common demand: "Grow us some grass."

Heavy machinery, knowhow gained from research, and trial and error where unique problems exist, have made possible golf layouts in some of the most unlikely places of the West.

In Nevada, the most water-short of the 48 states, Baldock has built eight courses in its several cities and cow towns. Where there were only four courses, all in the state's "population" centers, three years ago, now there are a dozen.

Expensive Pumping Plant

Albuquerque, in neighboring New Mexico, has no moisture to spare. The new Four Hills CC will be an emerald on the

Where water isn't a problem, giant redwoods are. They have to be blasted, bulldozed and buried to make room for fairways.



A great deal of money is spent in installing water systems to reclaim semi-arid land for golf courses.

brown landscape summer. This will be possible because of a 1,200 foot well and a \$100,000 pumping plant. It was necessary for the club to buy up equal acreage of water-producing land, then retire this land from future pumping operations as required by New Mexico's riparian laws.

Baldock had a problem quite the opposite to be solved in Eureka, which lies athwart the Northern California storm belt and gets 36 inches of rain annually.

"We had to spend \$20,000 just to get rid of the redwoods," Baldock said of Eureka's Baywood CC.

Clearing 22 Ft. Stumps

Redwoods, some of whose stumps were 22 ft. in diameter, were blasted, bulldozed and finally buried. The non-flammable quality of Redwoods, such a selling point in the industry, was just a big headache to the course builder.

Oddly enough, in spite of the heavy rainfall, Eureka's water supply was a problem. Seven wells were drilled; none produced. The area is one of stratified granite and most of that yearly 3 ft. of rainfall quickly runs off to the Pacific.

The solution was to build a million gallon reservoir, trapping the rain. It will be dispensed at the modest rate of 25,000 gallons a day in the dry months of July, Aug. and Sept. Compare this with the 750,000 gals. daily needed at Four Hills CC in Albuquerque, or the 1,000,000 gals. pumped on Las Vegas' Desert Inn course.

"At the same time we were burying the redwoods in Eureka," Baldock says, "we had another crew hauling 3,000 pines (at

(Continued on page 60)



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ACTI-DIONE RZ** Especially effective against Large Brown Patch and Pythium . . . also controls Dollar Spot, Melting-out, Fading-out, Leaf Spot of Kentucky bluegrass and Rust and Fading-out of Merion bluegrass.

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*TRADEMARK, REG. U. S. PAT. OFF., THE UPJOHN BRAND OF THE ANTIBIOTIC, CYCLOHEXIMIDE.

**TRADEMARK



Golfer Not Guilty of Negligence in Hitting Freak Shot

By WILLIAM JABINE

A California golfer, who accomplished the remarkable and regrettable feat of hitting a ball at right angles to the direction in which he intended it to go, found himself the defendant in an action brought by one of the members of his foursome, who was hit in the eye and severely injured by the freak shot.

The accident happened on a municipal course. The man who was hit and his son didn't pick their playing partners but played with two men assigned to them by the starter at the first tee. On the 16th hole the victim and his son took a position thirty or forty feet behind the defendant who was preparing to play his second shot. The player was left-handed and the plaintiff had just had time to comment on the fact that the hitter was using a No. 2 wood when the ball flew at right angles to its intended line of flight and hit him in the eye. It happened so suddenly that nobody was able to estimate the speed of the ball.

Had No Warning

The plaintiff contended that he had had no warning and also produced evidence showing that the defendant had suffered from infantile paralysis when less than two years of age and that the disease had left certain crippling effects of which he should have been warned. The defendant's evidence indicated that the crippling effects of the disease were not severe enough to prevent him from playing a normal game of golf, that he had been playing without incident for about two years, and that

there had been nothing in his play during the first 15 holes to suggest he was a menace to his companions.

Both plaintiff and defendant produced golf professionals as expert witnesses. The plaintiff's pro expert testified that he had been playing golf for 29 years and in all that time had never seen a shot such as the one that did the damage. He called it a "freak" shot.

The defendant's expert had been a golfer for 40 years and was permitted to testify that he did not think the shot was a result of the defendant's physical handicap. He added that he deemed such a shot not only unusual, but well-nigh "impossible."

The California district court of appeal, 1st district, div. 1, to which the case was taken, ruled in favor of the defendant, holding that the shot was so unusual that the defendant was not compelled to give warning to men standing in back of him, and that his play on the portion of the round already completed had showed that his physical handicap did not prevent him from playing a normal game of golf. Thus, the court ruled, he was not negligent in failing to advise the other members of the foursome of his handicap.

Cites Precedent Case

Despite the fact that the two professionals of long experience had never seen a shot fly off at an angle of 90 degs. to its intended direction, the Court was able to turn up a 1935 case from Connecticut where the very same thing happened. Not only did the accident result from a ball hit at 90 degs. off the intended line, but it also hit a player in the eye. In its decision, which quoted liberally from the Connecticut decision, (*Buck v. Robinson*, 23 A. 2d 156; 128 Conn.412), the California court said in conclusion:

"Respondent had no reason to believe that appellant was in a place of danger. The shot was purely a 'freak' shot. A warning that respondent was about to hit the ball would have been superfluous. Neither party knew, or had reason to believe, that the ball would go 90 degs. off course. Under these circumstances there just was not any evidence of negligence on the part of respondent." (*Oakes v. Chapman*, 322 P. 2d 241. Feb. 28, 1958.)

Foreign Pros Okayed

Foreign pros, members of the PGA in their own countries, will be permitted to compete in three U. S. PGA-sponsored tournaments in 1959.