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GUIDE GCSA IN '58 — Superintendents' officers and directors elected at Washington conference are, from l to r (front row): L. E. Lambert, Prairie Dunes CC, Hutchinson, Kans. (dir.); VP Elmer G. Border, Olympic Club, San Francisco; Pres. Robert M. Williams, Beverly CC, Chicago; Agar M. Brown, secy-treas., St. Charles, Ill.; and Andrew A. Bertoni, Meadowbrook CC, Northville, Mich (dir.). (Second Row) Sherwood A. Moore, Winged Foot, Mamaroneck, N. Y. (dir.); Henson Maples, Pinehurst (N. C.) CC (dir.); James E. Thomas, Army-Navy CC, Arlington, Va. (dir.); and J. Nelson Monical, Portage CC, Akron, O. (dir.). Lambert was reelected and Maples, Thomas and Bertoni are serving second of two year terms as directors.

kind of grass that he and his Kansas State colleagues were dreaming about and working toward. But, he added, it is probably 10 years away. His dept., Keen revealed, soon expects to release a superior grass that has stood up well in early tests.

Kansas State turf specialists, said Keen, have been concentrating in recent years in helping operators of nine hole courses where maintenance has to be more a sideline than a full time profession. A great deal of work in water management also is being carried on at KSC and more recently efforts have been made to develop a bent that retains its color during the winter.

The U. S. Dept. of Agriculture's Beltsville station, Felix Juska related, has intensified its efforts in recent years to develop a superior strain of Bermuda. To date, Bermuda has not proved to be ideal in either the far northern or far southern regions, but it has been thriving quite well in the North-South transition zone. Frequent application of ureaform has resulted in improvement in color in several of the strains and a reduction in seedheads. Juska cited U3 and Tifgreen as being two of the harder types of Bermuda, although both are relatively late in emerging in the spring. Diseases are not prevalent in these grasses although dollarspot may quickly infest them when nitrogen application is kept at a low rate.

Prof. Houston B. Couch told of experi-

ments made on brownpatch at Pennsylvania State. According to observations here, low nitrogen and high potash and phosphorous feeding reduces brownpatch but when the application is reversed, turf becomes susceptible to the disease. If proper application of these fertilizers is made, Couch said, high moisture conditions have little effect on grass so far as this disease is concerned.

Mentions Nematode Menace

The Pennsylvania agronomist also stated that the nematode menace has been largely underestimated and that it has become a very serious problem in some localities. As a result, new emphasis is being placed on developing effective nematocides. Fungicide development and marketing, too, is coming in for its share of attention, Couch stated, with improved methods of packaging these products making them a great deal easier to handle than only a few years ago.

Tracing the development of insect control in the postwar era, Dr. John C. Schread said that with the emergence of DDT, the insecticide industry started to make spectacular strides in giving the supt. many wonderful materials with which to work. Not only are new ones being discovered, Schread stated, but the old are being improved. He gave as an example the development of the "new" hydrocarbons. These originally were formu-

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About 50 superintendent fathers and sons were guests of GOLFDOM at a luncheon on Wednesday.

lated as powders or dust but were greatly improved, especially from the standpoint of the health of the user, when produced in granular form as they were in 1952.

In connection with insect control, Schread cautioned the supts. against over-aerification. "The practice in itself is fine," said the Connecticut agronomist. "But after aerifying keep a close watch on the area in which you've been working. The holes made in the turf may provide perfect refuges for insects. To be on the safe side, I recommend that you apply an insecticide after you aerify and even then remain on the alert."

The subject of "Progress Through Management," moderated by Edward N. Stewart of River Forest CC, Elmhurst, Ill., was handled by three supts., Manuel L. Francis, Vesper CC, Lowell, Mass., James E. Thomas, Army-Navy CC, Arlington, Va., and Kayem Oviaan, Woodmere (L. I.) CC. Also appearing with this group was Albert Crain, editor, Texas Turf News, Houston, who discussed control of dallisgrass in Bermuda.

Sawdust for Topsoil

Francis told the audience that he has used sawdust as topdressing in constructing greens at 10 clubs. The material is

used alone or with sand and, as a substitute for good topsoil, may be superior to anything available. Listing its merits, Manuel said that sawdust is weed free, doesn't compact, absorbs moisture well and resists quick evaporation, and during cold weather is not nearly as susceptible to thaw and freeze as other materials. The Vesper greenmaster also pointed out that sawdust has the right degree of acidity for supporting turf and, according to his observations, keeps thatch at a minimum.

If the material is to be used, he suggests obtaining sawdust from No. 3 hardwood, maple, oak or birch, and treating it with nitrogen eight times a year at a rate of 4 lbs. per 1,000 sq. ft.

Jim Thomas, 1957 director of the GCSA, discussed the new problems that are arising from increased use of courses. "Scheduling work," said Jim "is becoming more of a trick each year. There is a trend away from getting everything done in the morning because today many golfers are up and swinging almost before the supt. and his crew have a chance to get to the course. The split shift for employees is stoutly resisted and therefore it's almost impossible to bring them back for a few

(Continued on page 74)



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Officers of the Ladies Auxilliary of the PGA Seniors for 1959 are, front row (l to r): Mrs. Robert Williams, 2nd vp.; Mrs. Kenneth Milne, pres.; Mrs. Al Hubbard, 1st vp.; and Mrs. Carmen Bill, honorary pres. Second row: Mrs. Wally Ruesch, secy.; Mrs. Carroll MacMaster, recdg Secy.; Mrs. Marty Cromb, treas.; and Mrs. Marc Sandow, publicity. Election was held during Seniors week at Dunedin, Fla.

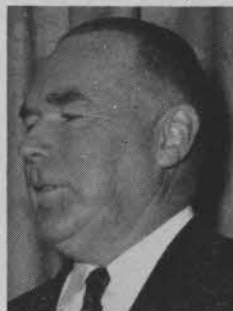
Bill Gordon, Jack Daray Die in Recent Weeks

William C. (Bill) Gordon, 1955 PGA pro of the year, died unexpectedly in his winter home in Dunedin, Fla., early in February. In 1957, Bill was pro at Chestnut Ridge CC, Baltimore, having moved there two years before after 17 years as head pro at Chicago's Tam O'Shanter CC. He was 61 years old.

Before going to Tam, Bill served at the Rockford (Ill.) CC. He was pres. of the Illinois section of the PGA for seven years. Because he served as host professional at the All-American and World's Championship while at Tam, Bill was known to practically every "big name" pro in the world.

Bill played in the 1958 PGA Seniors at Dunedin and finished second in the over-60 division, shooting a 36-hole 149. In 1951 he was pres. of the Seniors.

Survivors include his widow, Zeta M., a son, Richard J., and a sister, Mrs. Edith Woodall.



Bill Gordon

Jack Daray, a member of the PGA and American Society of Course Architects, died in Coronado, Calif., Jan. 28, after a brief illness. He was 76 years old.

Jack was pro at Highland CC, Grand Rapids, Mich. and Olympia Fields, Chicago. He later operated Cherry Hills GC and was part owner of Mission Hills, both in Chicago. He moved to California in 1948. Among the courses Jack designed were Gulf Hills, Ocean Springs, Miss., and the 27 hole course at the naval base in San Diego.

Rockford Tournament Added to Ladies' PGA Schedule

Rockford, Ill., has been added to the Ladies' PGA tournament schedule and events tentatively scheduled for Asheville, N. C. and Gatlinburg, Tenn., have been confirmed. The 54-hole Rockford tournament will be played Aug. 8-10 with a purse of \$6,500. The Asheville tournament will be played May 23-25 and Gatlinburg, May 30-June 1. The total LPGA tourneys already played or confirmed is now 24 as compared to 26 in 1957. Purses for 1958 amount to \$168,000. In 1957 they totalled \$156,500.

The annual Azalea golf tournament will be played at the Country Club of Charleston, S. C., Mar. 20-23. The entry deadline is Mar. 17.



Metropolitan Golf Writers cited these men for their contributions to golf at the recent MGW banquet held in New York. They are (l to r): Chick Evans, for his devotion to the game; Sam Snead, Gold Tee award for the man who did the most for golf during 1957; Frank Pace, Jr., for his work in promoting international golf; and Francis Ouimet, for his accomplishments over a span of 45 years. Dick Mayer (not pictured) got the Pro Golfer of the Year award.

Betty Hicks Queries Women on Golf Clubs and Balls

Clinics for women golfers, as conducted by leading women pros, are paying off at the pros shops more each year. The pro girls work smartly on these affairs and are away ahead of the tournament men as sales missionaries, according to what club pros say.

The girl pros come right out and strongly boost their own line of golf goods along with the local pro; furthermore the ladies snoop around in making some market research of value to the local professional. One example of this sort of investigating that points to sales was provided by Betty Hicks of the Wilson staff at a Pacific Coast women's invitation meet last fall.

Queries 120 Women

Betty questioned 120 women whose handicaps were from 3 through 35.

She discovered that:

26 per cent of the players didn't know what kind of a ball they were playing in that particular round.

60 per cent of the women in the field said they played with whatever ball they won on ladies' day or whatever kind their husbands gave them.

Only 40 per cent of the women, up to 10 handicap, knew what golf ball compression meant; 21 per cent of those with handicaps 11 through 20 knew about compression; no player over 21 handicap had ever heard of compression or that

players of varying skills should use different compression golf balls.

Ten per cent of the players did not know what brand of woods they were using. Average age of woods: 3.6 years.

Six per cent of the players did not know what brand of irons they were using. Average age of irons: 4.3 years.

And; 36 per cent of the players did not know what brand of putter they were using.

Twenty per cent of the woods and 25 per cent of the irons were more than 5 years old.

Golf Writers' Tourney

Annual tournament of the Golf Writers Assn. of America at the Dunes Golf & Beach Club, Myrtle Beach, S. C., will be played Monday, March 31. Members are asked by GWA sec., Charles Bartlett, to notify Jimmy D'Angelo, Dunes pro, immediately if they plan to be present.

Annual meeting of the GWA will be at 10:30 a. m., Thursday, Apr. 3, (first day of the Masters) in the Trophy room at the Augusta National GC. Des Sullivan of the Newark (N. J.) Evening News is the association's pres.

Western Seniors Tourney

The Western Seniors Golf Assn. will hold its annual tournament at Tulsa CC, June 17-19. It will start three days after the Open is concluded at Southern Hills. Les Hoss is general tournament chmn.



Urzetta at work

How Urzetta Makes Every Merchandising Shot Count

A Syracuse, N. Y. Pro Runs A Real Shop of Distinction Where Displays Are Contrived to Make the Golfer Excited Enough to Buy

There are two distinguishing features about the Drummlin CC pro shop, Syracuse, N. Y., operated by Frank (Babe) Urzetta. The first is that it has a real look of distinction with soft green, wall to wall carpeting, knotty pine walls trimmed with dark walnut, and draperies, upholstery, etc. of green, red and tan that complement the sparkling motif of the shop's interior. The second is that Urzetta is definitely not an "undercover" man, meaning that he has plenty of room in which to display his equipment and sportswear and that is just what he does. A study of the photos on these pages will show how he makes every merchandising shot count.

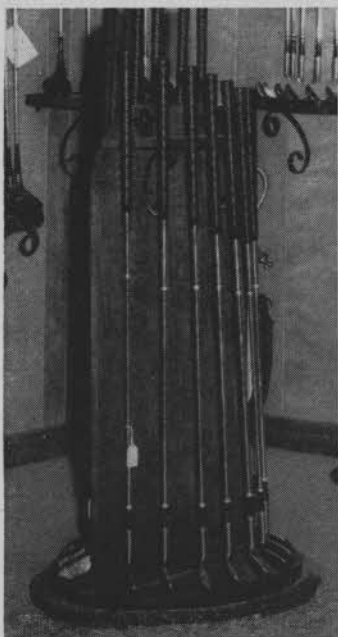
This Rack Saves Space



Wrought iron rack is designed to save space. Top bar holds jackets and sweaters while trousers are displayed on bottom rod. Rack (at right), used for displaying Bermuda shorts, is movable. Armand Lanutti, Durand-Eastman GC (Rochester, N. Y.) pro designed Urzetta's shop.



Circular slack rack (at left) revolves. Shoe display is directly behind manikin. Clubs are shown on wall racks made of wrought iron. Permanent fixtures, such as shoe rack in background, are finished in dark walnut, add to rich appeal of the shop.



Hat and socks display is on table located in the center of the shop. Lamp at right has light walnut base, dark walnut stem. Wall length mirror is directly behind lamp.

(Left) Handsome club display rack such as this, made of walnut panel and wrought iron, adds class to any shop. Urzetta has two of them.



Banquet, sponsored by Fawick Flexi Grip Co., Akron, O., climaxed training program for assistant pros who attended Dunedin school in January.

Some Things the Pro Should Know About Bank Credit

Your Ability to Repay a Loan Is Based on Character Along with Capacity and Capital

By **W. V. REGISTER***

President, 1st National Bank of Dunedin (Fla.)

THE professional golfer has a right to be selfish with respect to the income earned from his teaching ability and his ability to merchandise golf supplies. It therefore behooves you to plan ahead for the task of properly stocking the inventory of goods in your shop. To do this, you will have to develop a knack for selecting the proper ratio between quickly salable items and the slow-moving, long-profit items. You also will want to plan in advance how you are going to pay invoices as they come due.

The use of trade creditors is an excellent source of financing if the pro is careful in his buying and is certain of his abil-

ity to pay invoices on their due dates.

Trade discounts are particularly important when a large volume of merchandise is handled. 2 per cent — 10 days, net 30, and 2 percent 10th following date of purchase seem to be common in the golf trade on those items which usually carry discounts. 2 per cent in 10 days is actually worth 36 per cent interest return to you. Two per cent on the 10th day following date of purchase is equivalent to 24 per cent interest return. When you are handling volume this is the real gravy and is one reason for using bank credit if it is available for this purpose.

Use of Bank Credit

Let's talk for a moment about the use of bank credit. Your banker is no different from the doctor, the lawyer or the preacher. He has nothing to sell but his services. He is accustomed to counselling and ad-

(Continued on page 98)

* Mr. Register spoke at the Assistants' Training School held in Dunedin in January. Older pros can derive as much benefit from his remarks as the assistant.

Notables who sat at the head table at Bill Junker's Fawick Flexi Grip Co. banquet for assistant pros were (l to r): John Watson, Joe Devaney, Ed Duino, Bill Hardy, Leo O'Grady, Emil Beck, Tom Crane, Willie Ogg, George Aulbach, W. V. Register, Herb Graffis, Bob Russell and Frank Sprogell.

