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Walter Hagen in 1927, captain of the first winning American Ryder Cup Team.

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

*Walter Hagen*

Play Golf!  
National Golf Day—June 7  
Grand Rapids, Michigan



Patio, flowers, beautiful surroundings of clubhouse and No. 1 tee keep golfers coming back to Earl Yesberger's North Olmsted course.

# North Olmsted GC— Model of 9-hole Course Operation

By **EARL F. YESBERGER**

Owner-Operator, North Olmsted (O.) GC

I'VE been in golf for more than 30 years, first as a caddie, then as a supt. and for about the last 10 years as course owner-operator. At one time I was supt. of two courses, simultaneously, which gave



Yesberger

me only one ambition — I wanted to be in charge of a nice private club where I wouldn't have to knock myself out trying to take care of 36-golf holes. But the opportunity didn't come along and so I ended up building a course.

This was back in 1940. I worked 10 hours a day then on a municipal bus night run and spent the daylight hours constructing a course on a parcel of wooded land which I purchased that year. "Two-job Yesberger" is what they called me back in those crowded days.

I built the course alone. I was architect, contractor, head tractor driver, green builder and everything else. It took me eight long years, partly because I was working on the project during World War II and there were numerous interruptions. You remember Winston Churchill's famous "blood, sweat and tears," statement back in the war days. I got a first hand idea of what he was driving at, but finally on Memorial Day, 1948, I opened the gates and first golfer played North Olmsted.

I designed the course not with a championship layout in mind but with the idea of providing a short, interesting public golf operation. North Olmsted is 2700 yards long with two par 3 holes and 7 par 4s adding up to a 34.

Here are some of its maintenance and operation features in which I think other owners and would-be builders of 9-hole courses may be interested:

**Irrigation:** The drainage system empties into a creek that cuts through the center of the course. This is extremely convenient because it does away with large mains running the length of our 60 acres. I used the creek for an irrigation source through

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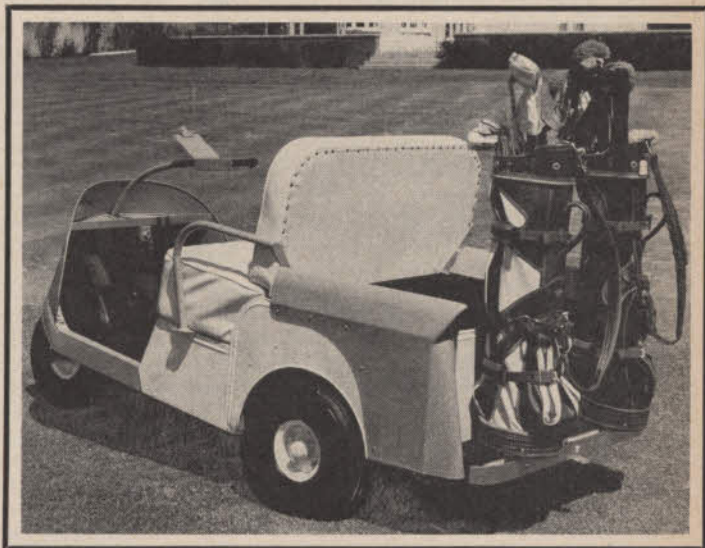
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# DUES

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1957 but I got too much sewage in my water. So, I built a small lake with 12-in. reinforced concrete walls last year and I am now using this. It is supplied by well water that is pumped in.

I have what I consider an unusual irrigation system. It consists of galvanized pipe with snap valves and sod cups in the center of the greens. Greens are underlaid with 1-in. copper pipe. Greens, tees and approaches are watered but not the fairways. My pump is a 20 hp, 200 gpm centrifugal, 125 to 135 lb. pressure and supplies a spiderweb sprinkling system. Besides irrigation, I use it for treatment with fungicide and water soluble nitrogen. These are introduced into the centrifugal pump with a sprayer and pumped out through the sprinkling heads. Fungicide is colored with a dye solution which enables me to determine exactly when to snap the sprinkler heads so as not to apply an overdose. Normally three times as much fungicide is applied as goes into the average treatment but I certainly have no argument with the results, not only from a cost but an artistic standpoint.

When I installed the irrigation system, I took photos of all connections and junctions, marked pipe sizes and filed them away for future reference.

**Aerification:** My program on this may not be considered orthodox, but we aerify greens in the winter. My theory: the right time for aerifying is when the ground is relatively dry and not frozen. Each green is aerified from two to four times, plugs are left out to weather and in the spring only small tufts of turf are left on the green surface. The greens are then verticut. After two mowings the greens are in excellent shape.

**Topdressing:** I mix enough topdressing for several seasons and re-work it every year. I feel that keeping it out in the weather gives it proper ageing. I favor topdressing because I am convinced that greens need regular replenishments of new soil and bacteria. This winter I plan to experiment by applying a layer of dressing over some aerified greens.

**Fertilization:** I depend on observation to determine when it is time to fertilize. Time of the year, moisture, temperature and traffic wear are my guides. My greens are of C-19, cut from 1/4 to 5/16. I used to cut to 3/16 but this slowed up play. I think the appearance of clover, etc. is the signal for fertilizing. I get a soil test once a year and in fertilizing, vary the applications through the band method so as to determine which one of three measured

applications is best for the greens.

**Tees, Fairways, Roughs:** Tees are top-dressed, fertilized and seeded with Astoria bent twice a year. Markers are moved ahead of tees for about two days a week to encourage recovery. On fairways (10 per cent Colonial bent, 40 per cent Kentucky blue and 50 per cent creeping red) I fertilize in the fall and spot fertilize in the spring. A light 2-4-D treatment is made in the spring shortly before dandelion time. Then follows a 2-4-D and 2-4-5-T mixture treatment in about 10 days. Fairway turf gives me little trouble probably because drainage is good. I keep roughs slightly higher than fairway height for reasons of beauty. The contrast makes the fairways stand out.

**Appearance:** I'm extremely fussy about the appearance of North Olmsted. I think more public course owners should feel that way because it gives our particular operation a better reputation among golfers. I shudder when I see broken flag poles, ill-kept flags, broken benches, dirty markers, filthy water fountains, traps overgrown with weeds, etc., etc., etc. Regardless of how you feel about it, appearance makes or breaks a course. I paint all course equipment or furniture once a year and keep trees, bushes and hedges trimmed. In recent years I have gone in for planting flowers and the golfers, especially women, have been very generous in commenting on how this improves things.

**Operation:** I have an Intercom with a master station located in my home, which is on the course, and three sub-stations in clubhouse, office and maintenance building. A P.A. system also is installed in the clubhouse. The two save millions of steps a year and enable us to give superior service to players. One person can run the first tee from the clubhouse with the P.A. system. A mike on the patio at the first tee is also a big help in getting players started. No person is allowed on the course without a ticket and children under 12 and spectators are barred because a line has to be drawn somewhere to protect the owner and the players.

We have gone all out to promote golf associations in our neighborhood. Leagues are encouraged. So successful have we been in these activities that, for example, 200 women play on week-day mornings.

Our clubhouse, small and compact, is located near the No. 1 tee. Being in this location, it enables us to operate the course with minimum help. We have three full time and two part time (including a pro) employees in addition to my wife and me.

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Exceptionally popular among golfers of all ages is Model 36-55, a 9-inch Keystone in 4 color combinations, with rugged Naugahyde body and embossed steerhide leather trim. Newest features include club dividers, detachable hood and foam-rubber-padded sling.

Body Colors: White, Red. Trim Colors: Blue, Red, Black, Blue and Red. Any combination of these can be supplied on special order.

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## Golfer Denied Relief When Hit By Member of His Foursome

By WILLIAM JABINE

Does a man who fails to keep track of what the other members of his own foursome are doing really deserve to be called a golfer? The appellate div. of the New York supreme court, first dept., seems to have answered that question in an emphatic negative in a per curiam opinion which denied relief to a player who was injured by a ball hit by one of the three men with whom he was playing. (A per curiam opinion is a brief decision incorporated in the records when the case seems so clear that it does not seem worthwhile to take the time of one of the judges to write an extended opinion.)

Here is the opinion in full: "Plaintiff was playing golf at a club in a foursome with defendant and two others and was struck by a golf ball hit by the defendant. The defendant's liability is predicated on his failure to shout 'fore' before hitting the golf ball. The plaintiff assumes the risk inherent in playing golf. Well aware of this, he testified, 'No one can tell with certainty when he hits a ball where it is going.' Since the plaintiff himself saw the defendant 'about to swing' and actually saw him take the swing, the defendant's shouting 'fore' could have made no difference."

Although the above opinion shows some familiarity with the game of golf it seems doubtful that any of the judges who participated in the decision are true golfers for they fail to answer the question that is sure to come into the mind of any golfer who reads about the accident, namely whether the injured plaintiff was hit by a ball driven by his own partner or by one hit by one of his opponents. (Turel vs Milberg).

## Financial Report on Wheeling Caddie Camp

A great deal of comment was evoked by an article, "Caddie Camp," which appeared in September, 1957, GOLFDOM (page 21). Written by J. L. (Jack) Grimes, it told how at Oglebay Park GC in Wheeling, W. Va., kids camp out practically all summer and get paid for it by caddying for their room and board.

A report recently released by the Oglebay Park Caddie Camp board shows how the extended outing for the boys was financed.

## RECEIPTS:

Room and Board (paid from Caddy earnings)	\$2,602.00
Rental of Camp to Private Groups	165.00
Oglebay Park (to reimburse caddies for Park work)	3,400.10
	<u>\$6,167.10</u>

## EXPENDITURES:

Salary of Camp Staff	\$1,670.97
Food Supplies and Expense	3,618.16
Uniforms for Caddies	145.60
Gas, Power, and Water	154.62
Waste Collection	40.00
Insurance	230.00
Grounds Maintenance	100.00
Building Maintenance	207.75
	<u>\$6,167.10</u>

## Campus Intersection Is Test Plot for Turf

By HENRY F. UNGER

Wayne W. Huffine, head of the agronomy dept. at Oklahoma State U., encourages people to walk on his grass. It



is all a part of a series of tests he is making to determine how various types of turf hold up under heavy foot traffic.

The turf test is now in its third year. According to Huffine's findings, Sunturf, U-3, Tiffine and Tiflawn have proved to be the most durable grasses, but this doesn't mean that he is standing pat on this group. The tests will be continued.

Huffine's pilot strips, 3 x 5 ft., are located in one of the busiest sections of the Stillwater School Campus. It is estimated that thousands of feet tramp over them daily. The grasses are graded for wearability, density and color. Ability to come back is another criteria. In the three years the tests have been made, several turf types have been shaken out and others added. Huffine's research is supported in part by the Oklahoma Turfgrass Assn.

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Black imported grain and cherry cordovan blucher with shield tip. Rex last. \$36.95



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Champion-Quality FOOT-JOY Golf Shoes, worn by 90% of Home and Touring Pros, are the most famous, the most wanted golf shoes in America today. For the club member willing to spend a few extra dollars for the very best — the *ultimate* in quality — FOOT-JOY is the *perfect* golf shoe. No other golf shoe made can even *approach* FOOT-JOY, for comfort, wear, complete satisfaction and for sheer pride in having the very finest. No Pro Shop is a REAL Pro Shop, without FOOT-JOY Golf Shoes.

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129 out of 161 Players wore FOOT-JOY

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# Warns of Returned Goods Danger to Pro Business

**P**ROFESSIONALS with business experience in addition to that of golf and golf manufacturers generally are crediting Squire Slacks with clarifying a situation that is costly to pro business.

Jack Lust, Squire Slacks sales mgr., reminded the company's pro customers, without sidestepping the facts of commercial life, that salable returned merchandise in good condition would cost the pro returning the merchandise 10 per cent.

The announcement brought out from under cover a condition that could penalize all professionals with prices that have to include a buffer to absorb returned merchandise costs. Some pros and manufacturers maintain that the mistaken belief that unsold goods can be returned for credit against unpaid bills or new merchandise is offsetting a large part of the advance made by the impressive improvement of pro credit.

Experienced, successful professionals recall that growth of pro business was seriously handicapped, and pro profits sharply curtailed, when a practice of returning unsold clubs to balance the books got out of bounds.

## Sold at Distress Prices

Manufacturers couldn't eat the clubs or throw them in the river and had to get what they could for them in early winter. So big stores bought the merchandise on a firm order and at distress prices. The manufacturers used these receipts in lieu of what they had counted on from pro accounts and borrowed the difference in financing production of their new lines.

Then, in the spring, just when the pro shops were opening in northern and central states, the stores would break out with big ads on the same clubs the pro shops offered the previous year, and at murderously low prices.

Educational leadership of PGA national and sectional officials in acquainting pros with the fact that in business an order means an order, unquestionably saved pro business from having its market dangerously undermined.

Another action that helped to reduce the returned goods losses was work of

manufacturers' salesmen in getting pros to exchange merchandise among each other from late July or August on. Pro cooperation extended the balancing of inventories.

## No Room for Unsound Policies

Business outlook for pros seems to be much better than in most other lines. But business conditions in general don't leave much room for unsound policies and practices. Hence the Squire Slacks announcement is regarded by golf merchandising authorities as well-timed for the good of pro businessmen.

The Squire Slacks notice reads, in part:

1. It seems that for various reasons (such as poor planning, lack of planning, adverse local weather conditions or simply overbuying), some accounts find themselves overstocked at the end of each season and then . . . they simply advise us that they are returning to us the unsold balance in lieu of payment.

2. Obviously, no matter how much we wish to cooperate with our accounts, we cannot go along indefinitely with such unbusinesslike practices.

3. Some of the accounts honestly believe that we are in a position to reship this merchandise to Florida, but, unfortunately, that is not actually so. Florida affords an excellent opportunity to test new style ideas which is a must to stimulate new sales for the following Spring and Summer.

4. Were we to accept indiscriminate returns, we would have no alternative but to try to resell this merchandise which for many accounts would be "out of style" thereby drying up the demand for new sales.

5. In order to keep our returns to a strict minimum, may we suggest that hereafter, you RETURN MERCHANDISE DURING THE SEASON ONLY FOR EXCHANGE ONLY (No later than July 15th through Aug. 1 for summer merchandise; No later than Jan. 10 through Jan. 25 for fall merchandise).

6. This arrangement will enable us to reship this merchandise while there is still a demand for same during the season.

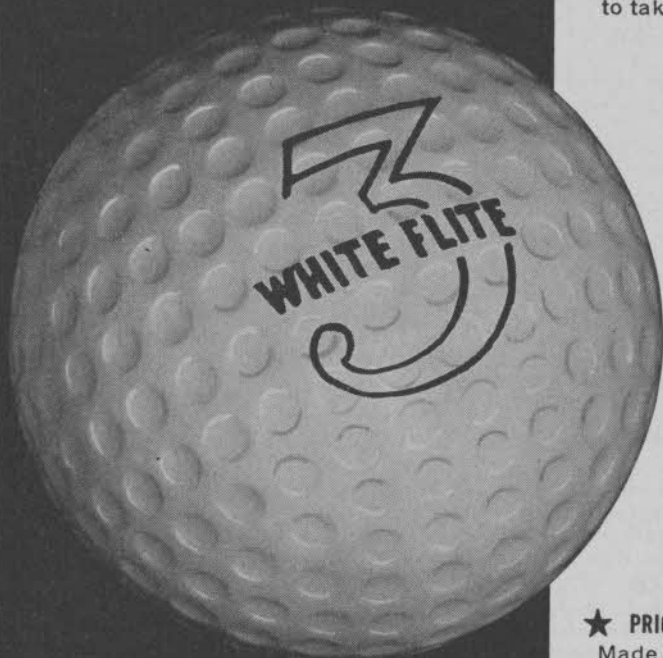
7. However, we find that in order to

*(Continued on Page 85)*



# NEW PAINTLESS WHITE FLITE

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ANOTHER DEVELOPMENT  
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## ★ WHITE FOR LIFE

No paint to chip. Its cover is white all the way through! The more you wash it, the whiter it gets! And it's built to take real punishment!

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Quick, easy identification—just what your golfers ordered!

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Matches the best in comparative tests!

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Sharply defined dimples (there's no paint to fill them). No tendency to skid in flight.

## ★ PRICED RIGHT

Made to sell at 3 for \$3.00—a price your golfers will like — with a full profit for you!

**SOLD EXCLUSIVELY THROUGH PRO SHOPS!**

*Exclusively specializing in golf ball manufacture since 1904.*

# GCSA Convention Speeches

## Member Sees Supt. As An Expert in His Field

By LEOPOLD V. FREUDBERG

Green Chmn., Woodmont CC, Rockville, Md.

What are the ingredients of a capable supt? Although outward appearances differ, nearly all successful and outstanding supts. have many characteristics in common.

What are these characteristics?

1. They enjoy their work.
2. They have confidence in themselves.
3. They are constantly striving to learn more about their job.
4. They have developed imagination.
5. They have a working plan to which they adhere.
6. They have developed the knack of building goodwill, both with their staff and members of their club.
7. They keep full and complete records daily.

It is obvious that the day's work must be planned ahead in order to get the most out of your men and out of your budget. An unplanned, unregulated day means disorganized and undirected work. I can remember the days when the only important job of the supt. was maintaining the greens in perfect condition.

Today members demand that maintenance of fairways, the rough, traps, tees, disease control, drainage, water supply, equipment care, management of help and keeping records are included among duties that fall upon the supt.

### Seen As An Expert

The members regard the supt. as an expert in every phase of agronomy and horticulture. In order for him to maintain that impression, he has to study and keep up with developments in an industry that has made tremendous progress in the last decade.

Someone said, "That the day we cease our efforts to learn, we die mentally," and to quote another philosopher who said, "Alas for our hero — too busy to read — he was also too busy, it proved to succeed."

Study and mix with fellows in your profession. Not one of you by yourself can know all the answers — for as James A. Reid wrote: "No Club can 'afford' the cost of new ideas, new weed controls, new fertilizers, new equipment." The USGA green section, colleges, commercial houses, chemical firms are experimenting and are releasing their findings in conferences, books and monthly magazines and papers. One is lucky to be around today when so much is being uncovered in the science of dealing with grasses

and the art of dealing with people.

The keeping of records is an onerous job. You undoubtedly ask yourself if it is really necessary. Just ask Taylor Boyd, of the Camargo Club, Cincinnati, one of America's outstanding course executives, how vital keeping daily records is to your job. The records kept at Woodmont by Bob Shields, our capable supt., has enabled me, as liaison man between the maintenance dept. and the board, to present the actual budget requirements which are based on accurate figures.

There is no guesswork when you have dependable records which take about 15 to 20 minutes a day to keep. The budget committee then sees facts that have been faithfully accumulated showing how every dollar has been spent. Thus the budget committee shares responsibility for the way in which the course and grounds can be maintained.

The budget committee and members of the Board should be made to understand the original big investment the club already has in the course, that it must be maintained with great care. To accomplish this, we must have a staff that understands its job, is devoted and loyal to the interests of the club. It is the job of the chmn. of the green committee to continually educate and impress upon officials the fact that they cannot relax for one moment in the proper care and maintenance of the course around which every other activity in the club must revolve.

## South Shall Rise Again— With Turfgrass

By JAMES M. LATHAM

Agronomist, USGA Green Section

Demand of the golfing public for better playing conditions and the desire of the supt. for more easily-maintained turf have been the driving forces behind the development of improved grasses. These same groups are responsible for their use. Not too long ago there was quite a division grass-wise between the North and South — bent, bluegrass and fescue for the North; Bermuda, centipede, carpet and St. Augustine for the South. The crabgrass belt from St. Louis to Washington was a no-man's land, not fit for any desirable grass. Mostly, this area depended unsuccessfully upon cool-season grasses. This situation certainly is changing today.

The old cry, "The South will rise again," is certainly true with turfgrasses. U-3 Bermuda is one of the greatest things to happen to golf in the crabgrass belt with summer problems. Al Linkogel started working with it in 1947 in St. Louis, Eb Steiniger at Pine Valley, Clementon, N. J., has been using U-3 Bermuda for fairway turf. Several other northeastern courses have found it useful as a turfgrass. Certainly U-3 is not the only Bermuda adapted to this area, but it is the only one which has been widely tested and approved. Among newer

(Continued on page 77)