

rise in the sales of clubs, bags and other golf items. We believe that the lesson of this experience is that the nature of golf's appeal and value assures a basic market that can be greatly developed by aggressive marketing methods of alert and able

professionals.

Walters, Oklahoma

Forecasts of economists of brisk business activity in 1959 promise highly favorable conditions for the pro market. The pro has the inside track on the pro market and by exploiting his advantage should make next year a record one. Women's golf play has increased at a greater ratio than actual sales of clubs, balls, bags, etc. to women golfers. This fact points to a sales potential that I believe pros soon will convert into a big sales volume. We are expecting there will be such a pronounced extension of pros' merchandising efforts in 1959 that we are planning to spend more advertising our pro line than ever before in Wilson history.

Fred J. Bowman, pres. Wilson Sporting Goods Co.

Buying Tougher; Selling Smarter

This year again sales have increased substantially in Hogan playing equipment,

Foot Joy and Hogan shoes and in the golf apparel lines for which we are sales agents to pro shops. A major reason for the increase is better buying by professionals. They don't spread their inventories thin and carry a little of many cheaper lines that pro shop customers can buy at other

places and often at lower prices.

The pro now realizes that members, on whom he can count for business (especially in soft goods) and who establish styles and buying preferences, buy brands and products that have a reputation for top quality at a fair price. It has meant bigger volume and bigger profit for the pro to upgrade his sportwear. The pro who makes money operating like a businessman should, doesn't load up with a lot of stuff he buys mainly to cheer up a salesman and to get a stock that competes in low price with the downtown stores. He uses his capital to stock fast moving merchandise of known top quality. This policy obviously has proved profitable to many pros as our advance orders for the basic good sellers are four times greater now than they were in the fall of 1955.

> Ernie Sabayrac, pres. Ernie Sabayrac, Inc.

101 October, 1958

Courses Better Maintained

During the 1958 season, golf clubs generally have striven to a higher standard of maintenance. As far as playing conditions are concerned, clubs are very competitive—both private and public. Club members demand superior turf maintenance and fee courses are definitely dependent on good turf to retain the loyalty of their regular clientele and to attract new customers.

Educational conferences and the activities of supts' associations have increasingly influenced practices and standards of turf maintenance. Supts. are becoming better acquainted with results of research. New grasses, new chemicals, and new machin-

ery are showing the way.

During 1958, courses have gone in for a great deal of reconstruction. On many courses, new greens were built, either to improve the architecture or generally to supply better turf. Tees have been enlarged or rebuilt to a large extent. Usually tees on older courses have been too small to provide adequate teeing space for today's heavy play. Enlargement and better grooming of tees are the order of the day.

Under forced draft, courses are using

more plant food. To establish fine turf and keep it that way requires steady feeding. Nothing has done more to improve golf courses than the adaption of a sustained feeding program. Superintendents have learned to evaluate the various types of fertilizers and to establish what is best for their particular soil and climate.

With the burgeoning growth of cities, many old, close-in courses are being squeezed by inflated expenses, especially taxes and demands for community im-

provements, streets and highways.

We need more courses but the prospect of reasonable operating costs, or a return on the investment in case of a fee course is dark. In spite of the 1957-1958 recession, the golf club business has been good during this season. This business is not subject to the ups and downs of the business cycle like other more sensitive lines. With the cycle pointing upward now, it does not necessarily follow that 1959 will be a good golf year. Like farming, the business is heavily dependent on the weather.

C. O. Borgmeier George A. Davis, Inc.

Gary Player joins First Flight



Gary Player, recent addition to the growing First Flight staff, set a new tournament record in winning the Australian Open with a record-breaking 271—seven strokes below the previous record.

Gary Player started using the First Flight ball because he heard tournament players talking about the outstanding advantages the Steel Power Center golf ball offered all golfers. When he played it in one tournament he told Bo Wininger that he would never be satisfied to play the old type ball again. We are pleased that he has joined Jimmy Demaret, Bo Wininger, J. C. Goosie, and many other leading players on a long-term contract with First Flight.

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PROFESSIONAL GOLF CO. of AMERICA, INC.

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CHATTANOOGA, TENNESSEE

Unlimited Budget

(Continued from page 46)

voted to easing everyday maintenance work after a reasonable amount was spent for capital improvements on the course and club grounds. Ed Stewart of the River Forest GC, Elmhurst, Ill., goes along with those who would add new equipment as soon as he got the go-ahead from the green committee. Besides this, he would enlarge all tees, hire an architect to rebuild several greens and traps, and complete fencing in the River Forest property. And, since he is blessed with a dependable and skillful staff, Stewart says one of his first steps would be to give a substantial blanket wage increase.

Could Have Its Pitfalls

Bob Mitchell of the Municipal GC, Alton, Ill., does some thinking out loud in questioning whether an unlimited supply of money would take the challenge out of keeping the grass growing and green. But, in the next breath, he adds that he'd be willing to take the risk. One of his first moves would be to hire a working foreman and upgrade the salaries of employees so as to do away with

the transient type of help that supts. sometimes are forced to hire. As for course improvements, he'd make the following: Build extra large Bermuda tees; plant roughs in solid bluegrass; plant large aprons to C19 and maintain them exactly as greens are maintained except for height of cut; build better rain shelters and toilets on the course, and finally, enlarge and completely equip the maintenance shop and storage shed.

"If the supt. were given a budget that enabled him to increase his staff by as much as 50 per cent," says James W. Morrison of Philmont CC, Huntington Valley, Pa., "there would be a terrific improvement in the everyday, routine maintenance. And, whether members realize it or not," Morrison continues, "routine maintenance either makes or breaks the condition of a course."

Ideal Maintenance Staff

The ideal maintenance staff at a 36-hole course, the Philmont supt. reasons, should be made up of a foreman, mechanic, three drivers, six greensmen, two utility men and two night watering men. As for capital improvements and purchase of heavy equipment, Morrison feels that clubs should have a program where-

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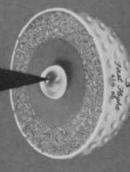


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by the need for these things are reviewed

at least every five years.

However, a Michigan supt. at a 36-hole club, who prefers to remain anonymous, thinks that a course of this size should have a staff of at least 20 men. This is particularly true at clubs where members demand that tees be maintained as well as the greens are. This supt. would use part of a staff of this size in maintaining a large nursery because the need for replacement turf is becoming a very important one considering what is being required at first class clubs these days. A large part of an unlimited supply of funds, the Michigan man maintains, would go to increasing wages, providing uniforms for employees and giving them more benefits than they are now getting.

Whether or not the ideas explored by supts. here are more dream than reality is something that may be debated. How you look at it probably depends on whether you are on the supt. or club official side of the fence. But, at any rate, that green chmn. who uttered the remark that a greenmaster wouldn't know what to do with unlimited funds even if they were put in his hands, probably would think twice, after reading this article, before turning his own supt. loose with a bale

of currency.

185 Persons Attend Ohio Turf Meeting

By R. R. DAVIS Assoc. Prof. of Agronomy, Ohio Experiment Station

A total of 185 persons with a professional interest in turfgrass registered at the Ohio Lawn and Ornamental Day held at Wooster Experiment Station, Sept. 23-24. They included course supts., nursery and landscape men, cemetery and park supts., grounds supts. of institutions and indus-

tries and commercial supply reps.

The first morning program was devoted to on-the-site discussions of experimental work at the Station. R. R. Davis, in charge of turf research, discussed the performance of 18 bent and 17 bluegrass varieties under test. The best performing bentgrasses, he said, are Toronto, Penncross, Old Orchard and Cohansey. Merion is the best bluegrass variety under test. Experimental selections from Penn State and Washington

State University appear to be about equal to Merion.

H. A. Runnels showed disease control plots and discussed results obtained with



many fungicides. Mercury chlorides, cadmium compounds, organic mercuries, an antibiotic and several mixtures of fungicides were effective on dollar spot, the most prominent disease of the area. I. B. Polivka, turf insect specialist at the Station, prepared an exhibit showing the life cycle of several turf insects and their control. According to Polivka, insecticides applied at the rate recommended for grubs will reduce earthworm population as much as 50% the first year, but in a year or two earthworms will be back to normal. A high rate of 100 lbs. per acre of actual chlordane will eliminate earthworms for several years.

H. J. Mederski, soil fertility specialist, discussed a test to study nitrogen fertilization of Merion, Kentucky and red fescue. Ammonium nitrate, activated sewage sludge and urea-formaldehyde are forms of nitrogen used at several rates and times of application. Good results were obtained with all forms of nitrogen used properly. Merion blue has the highest and red fescue the lowest nitrogen requirement of the three grasses used. There was much interest in the crabgrass control studies discussed by D. D. Bondarenko, station weed

specialist. High summer rainfall in the area resulted in extremely heavy crabgrass infestation. Excellent control of it was obtained with Disodium methyl arsonate (DMA) and octyl-dodecyl ammonium methyl arsonate (AMA). Pre-emergence treatment with arsenicals gave good to fair control of crabgrass. The arsenicals are effective for more than one year.

Tree Selection

In the afternoon, L. C. Chadwick, Ohio State University floriculturist, gave an illustrated lecture on the selection of trees for courses and parks. He gave a big boost to a common plant, Sassafras. In his opinion, this seldom used plant has all of the qualifications for a good medium sized (30-40 ft.) tree for landscaping, R. R. Davis pointed out that grasses and mixtures should be selected to fit specific purposes. In many cases, a single grass may be better than mixtures that are usually used. "When using a mixture," says Davis "make sure there is nothing in it that will interfere with the basic grass you wish to dominate." For example, a small amount of bentgrass (10 per cent or less) in a mixture with bluegrass will eventually become all bentgrass.

October, 1958

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This time, make it for a long time - with MELFLEX





Noer's Roundup

(Continued from page 56)

placed from a nursery in late spring or

early summer.

In early spring there was some desiccation injury to the bentgrass on greens and fairways in many parts of the intermediate and northern sections. After that some areas were dry and others were overly wet. The heavy, drenching rains came throughout the summer and were followed fre-quently by hot, humid weather. This combination played havoc.

Iron chlorosis was prevalent and especially bad following heavy rains. Frequently, injury from an iron deficiency was not suspected because ferrous sulphate applications had been routine every 10 to 14 days. In normal weather this suffices, but there can be iron chlorosis just the same after a drenching rain. Then it is wise to apply a little extra ferrous sulfate at the first sign of yellowing after a downpour.

This summer a few supts. questioned the wisdom of using wetting agents. They claimed greens remained overly wet and would not dry out after heavy rains. Controlled testing is needed before this observation can be accepted as a fact.

To be concluded in January, 1959.

Grau's Roundup

(Continued from page 58)

the search for the one that has "every-

Seaside continues to be planted on many new courses in the face of overwhelming evidence of the superiority of many other bents.

Merion blue continues to grow in favor for tees, fairways, athletic fields and lawns in spite of its high N requirement and susceptibility to rust. The answer seems to be that Merion produces better turf and that the high fertility required is a small price to pay for perfection. Rust ceases to be a problem when Merion is adequately fertilized. Fewer mistakes are being made today by applying too much water on Merion. One sure way to bring bent and Poa into Merion turf is to overwater it. Merion deserves to be treated like a baby - "Feed it and keep it dry!"

Bermudagrasses are being planted on many areas where Bermuda once would have been considered a weed. Each year more fairways, tees and lawns are converted to Bermuda. U-3 is widespread and a favorite by virtue of its performance. Sunturf went backwards during the past

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winter and spring when it completely winterkilled in many areas. Tifgreen has been used widely on new courses and in converting from unsatisfactory strains. There was some loss of Tifgreen because of the severe winter in areas such as Atlanta and St. Louis. In spite of this Tifgreen continues to be highly satisfactory for greens. Ugandagrass proved to be one of the most winter hardy over a wide range. It has made steady gains because of its similarity to bent and ease of maintenance. Everglades and Ormond remain confined largely to Fla. where they are recommended.

Superior Fescue

Pennlawn creeping red fescue is being recognized and accepted as a superior fescue. As a companion to Merion it enjoys considerable popularity. In preliminary trials as a winter grass overseeded on Ugandagrass, it shows much promise. It deserves investigation as a replacement for ryegrass on Bermuda greens.

Dull mowers have obscured effects of improved grasses and fertilizer treatments on many test areas. This is a matter of considerable concern. It becomes difficult to evaluate color, texture and quality of a grass when the area is a mass of dead and dying blades bruised and chewed by dull mowers.

Economy has entered many discussions and budget planning sessions. Labor costs get foremost consideration. Better maintenance with fewer operations seems to be the trend. This means fewer irrigations, fewer applications of fertilizer, fewer top-dressings.

Urea-form fertilizers were mentioned in our ROUNDUP for 1950 while they were in the development stage. At this writing they have assumed a position of major importance in the specialty fertilizer field.

Experimental evidence from DeFrance of Rhode Island, Musser of Pennsylvania, and Daniel of Indiana shows that uniform, steady feeding of grass can be achieved with one or two applications of urea-form nitrogen a season.

Weed control saw a major breakthrough in the destruction of dallisgrass (the scourge of the South) with DSMA. Research reports show that dallisgrass can be dealt a selective death blow with this organic arsenical.

The GOLFDOM Q&A dept. has been busy answering questions on "Clover in

October, 1958



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Greens," "How to Build a Back Yard Putting Green," "Poa Annua," and a host of other things. It has been gratifying to learn that so many folks read GOLF-DOM's Q&A. It is a pleasure to be of assistance to anyone who needs help.

Diseases of grasses got careful study by Dr. H. R. Couch who stated at the GCSA conference in Washington that proper nutrition is associated with lowered susceptibility to certain diseases, notably large brownpatch and redthread. Cultural control of disease thus assumes new importance. The implication is that fungicidal controls will work better when nutrition is balanced.

Hydrated lime continues to give relief when the going is rough. It is by no means a "cure-all" but it helps to check diseases when nothing else seems to work. The flash rise in pH in the surface of the turf seems to discourage fungus activity which thrives in an acid medium.

(To Be Concluded in January)

Architects' Views on Tax Repeal

(Continued from Page 38)

George W. Cobb, Greenville, S. C. — I expect to see something of a lull between now and Jan. 1 in getting courses underway, but thereafter we can look for a boom. Several groups that I know of that obtained land and organized clubs several years ago, but never got going, now are asking for plans to be ready for construction contracts in 1959. Some confusion may arise in the future in the interpretation of what are maintenance projects and what are reconstruction jobs, but I imagine that rulings of the Internal Revenue dept. will eventually remove all this.

Purdue Offers Four-Year Course in Turf Management

An organized four-year undergraduate program in turf management is available in the Purdue University agronomy dept. to limited number of students who are approved for the course on an individual basis. All requirements for the degree, BS in Ag., apply to this program.

A limited number of scholarships in turf management are available. Information concerning them can be obtained from the Scholarship Office, Purdue U., Lafayette, Ind. Complete information also can be obtained from W. H. Daniel, turf specialist

at Purdue's agronomy dept.



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Miller Moves All-Star Show Back One Hour

"All-Star Golf", which again is being sponsored on TV by Miller Brewing Co., Milwaukee, starting Oct. 11 and continuing for 26 consecutive Saturdays, will be seen in all time zones from 5 to 6 p. m. By presenting the show an hour later than last year, the sponsors feel that there will be no chance of conflict with football and basketball telecasts.

The series will retain the same basic format as the 1957-58 shows. Prize and bonus money will be the same as last year but a flip of the coin won't decide the winners in case of ties. The contestants will return the following week to play another 18-hole match to break the deadlock and prize money will be doubled. Dick Danehe, West Coast sportscaster and former pro football player with San Francisco, will handle the commentary.

Pocono Turf Officers

New officers of the Pocono Turfgrass Assn. are: Weldon Garrison, Shawnee, Pa. pres., Frank Nause, Hazelton, vp, Ted Weiser, Scranton, treas., Bob Dunn, Dallas, secy. and Sam Spenser, Lehman, dir.

Big Push Yet to Come

(Continued from page 42)

better buys than inferior new ones bought in the stores and will match the price of the cheaper new clubs. If you keep preaching this in your pro shop, you'll convert most of your women players to this thinking."

Selling women's clubs through the clinic and group lesson approach, of course, is pretty much of a patented idea, but Jack Murphy of the Vestavia CC in Birmingham feels that too many pros are giving up on this tried and true method too soon. "After one or two lessons," says Murphy, "many pros junk the idea, especially if they don't make any sales. I think it should be carried on at least once a month all season even if only two or three women attend the clinics. There's no law saying that a woman who doesn't buy clubs in May won't buy them in September."

Shows Them the Difference

One of Murphy's favorite strategems is to check a woman's store bought clubs, which usually are ill-fitted, and ask her to try pro-only brands that are correct for her in shaft-length, weight, etc. After swinging correctly fitted clubs only a few

October, 1958 109

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BAKER'S DOZEN WITH THIS AD 13 PER DOZEN — ORDER NOW Usual Credit Terms to Pro Shops and Rated Organizations times she notes the great difference and immediately becomes a good prospect for a sale. Beginners, incidentally, are supplied with clubs from Jack's shop for the first two or three lessons so that he can get an accurate picture of their needs.

Not Completely Positive

On the not completely positive side of the women's club sales fence are fellows such as Elmer Voight, Sunningdale CC, Scarsdale, N. Y., Dan Langford, Oakwood CC, Enid, Okla., and Bill Corbett, Castlewood CC, Pleasanton, Calif. All decry the fact that there is constant temptation for women members to go bargain hunting and end up buying inexpensive clubs in downtown sporting goods outlets. Corbett, however, points out that not too many years ago men were doing the same thing, but educational effort and salesmanship on the part of the pro finally brought them around to making their purchases at the home course.

Corbett is convinced that open stock sets from which women initially are supplied with a minimum or essential number of clubs is the first step toward salvation. So is Langford, adding, "It's nobody's fault but our own if we allow too many of our women players to buy clubs elsewhere." Voight hasn't found any magic method for inducing his feminine members to buy pro-line equipment even though he does a bustling business in the sale of women's apparel. "The ladies," Elmer reasons, "are much more fastidious about their appearance than they are about their games or their playing equipment. But maybe that is a clue. Now if the manufacturers were to make the gals' clubs more colorful, maybe we could sell more of them.

Elmer may have something there!

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