

Ben Hogan says

"Now I've
designed
a line of
WOMEN'S
golf shoes,
too!"

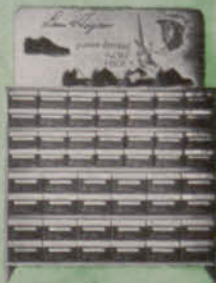


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I really started something, last season, when I introduced my first line of moderate-priced golf shoes for men. They made such a hit, it was just good follow-thru for me to bring out a women's line too. 8 smart color combinations. Butter-soft calf. Flexible nylon plates. Extra-soft counters. Lightweight, yet durable... and they fit beautifully. **THEY'LL BE SOLD IN NO SHOPS BUT PRO SHOPS.** For full details, see your Ernie Sabayrac Sales Representative, or write: Brockton Footwear Sales Inc., Brockton, Mass.

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tell a woman it's going to cost her \$200 for a set of clubs," Robb says, "about nine out of ten times she makes a very quick retreat. Then she goes on a shopping tour, comes back with cheap clubs, throws them in your face and tells you how little she paid for them.

Experience Sets Price Range

"We handle clubs in all price brackets. The first thing I find out is how long a woman has been playing golf. The type and price range of the clubs I suggest are tied directly to the length of time she has been playing. When I sell a short set I guarantee to buy it back at exactly half the original price."

There is an important amendment to Harry Robb's remarks: "There are 250 women golfers at Overland," he says. "Very few have bought clubs elsewhere."

Red Dennison of Green Acres CC, Northbrook, Ill., opines that a pro will never sell much of anything to women until he has a ladies' dressing room in the shop. "At first thought," he says, "maybe this doesn't seem to have any connection with the sale of clubs. But it adds up like two and two. If the dressing room is handy, she'll patronize your shop more than if there is none. At first, she may buy only apparel. But she'll keep coming back if you provide the facilities she thinks should be there. Eventually, she'll buy a pair of shoes and after that perhaps a putter or a No. 2 wood. Then, in two out of three cases, she'll end up buying a complete set of clubs from you."

Started with Used Clubs

Leo Fraser of the Atlantic City CC, Northfield, N. J., has used a rather different tack in building up his women's club business. For the past three or four years he has scoured the market for good used clubs, reconditioned them and sold them to female players. Now, many of the ladies have outgrown the secondhand clubs and are buying new ones. Fraser, during this time, has set up a special ladies' club dept. which not only appeals to the feminine ego, but more important offers the kind of concentrated service that he feels can make any kind of a pro dept. succeed.

"There isn't a pro in the country," Leo asserts, "who can't beat the bushes for quality used clubs as a starting point for a flourishing women's club dept. The pro has this advantage: Used "pro only" clubs, that have been reconditioned, are still far

(Continued on page 109)

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**SPORTS ILLUSTRATED
Golf Digest
Golfing
National Golfer
Golf World
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OR WRITE: BROCKTON FOOTWEAR SALES, INC., BROCKTON, MASS.



Unlimited Budget!

Well, A Superintendent Can Dream, Can't He?

A golf course supt., just like anyone else, occasionally should be given the chance to dream.

With this in mind, GOLFDOM, for its annual Planning & Reference issue, queried more than a score of supts. throughout the country as to what they would do, what improvements would they wrought, if manna from heaven suddenly fell in form of an unlimited budget for the upkeep of their courses. The question was obliquely suggested by an off the record remark of a green chmn., attending a supts' meeting a short time ago, who commented: "Most supts. wouldn't know what to do with the money if they got all they wanted to spend."

The response of the supts., while probably shot through with a fair share of dreaming, also showed that the men who have the responsibility for the maintenance of our courses, can take a hard look at the realities. Such mundane things as the immediate replacement of antiquated equipment, which threatens to breathe its last every time it is taken out of the maintenance shed, was foremost on the list of at least three supts. who responded to GOLFDOM's query. Improved water systems also were prominently mentioned as was beautification of course surroundings,

verifying what always has been suspected, that many a supt. is at least an artist, if not a poet, at heart.

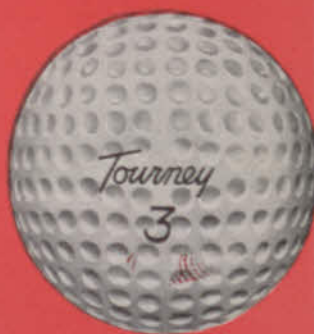
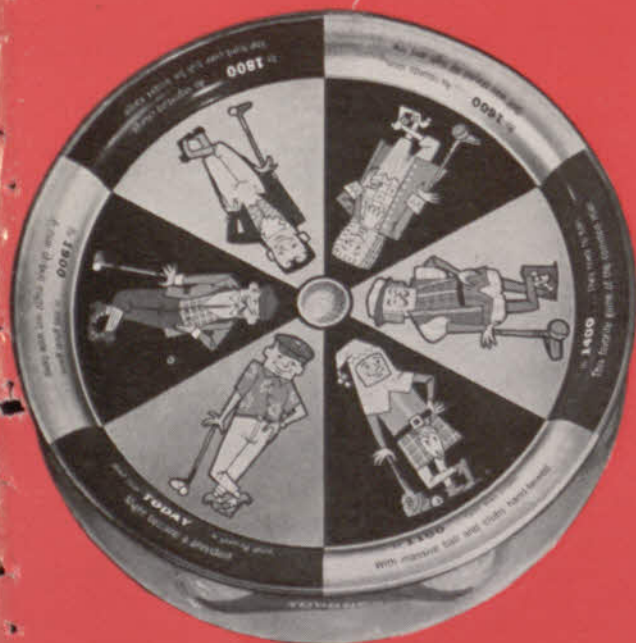
One supt., however, injected something of a cautious note into his reply, pointing out that if he were given unlimited funds the demands of his club's members probably would be so exacting that he would have to go to his chmn. within a few months and ask him to shut off the flow. This greenmaster rather wisely concluded that even though the supt. often grumbles that he is being starved in the midst of plenty, it perhaps is just as well for his peace of mind that he has to cut a few corners here and there.

Would Discard Old Equipment

The remarks of Tom Leonard, supt. of the Muskogee (Okla.) CC are typical of those who say that if they were given a free ticket the first thing they would do is replace worn-out equipment. "Our tractor," says Leonard, "is 20 years old. Parts for it are hard to find and so we have to spend many winter hours beating it into some kind of shape so that it will last another season. The same thing is true of our spraying machine. The bottom has been replaced at least once and the pump has been rebuilt several times. We could use more gang and green mowers, a

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Here's the gift for golfers that's different! Its a real conversation piece . . . and a real profit builder for you. The all new MacGregor liquid center Tourney Golf Balls with a practical metal tray, imported from Holland especially for MacGregor . . . both for the price of the balls alone. Here is American precision and quality — with a continental flair.

Tray and Tourneys are attractively packaged in a round "see-thru" plastic container. Sturdy shipping carton included.



AVAILABLE IN TWO SIZES

This exciting gift for golfers is available in two sizes . . . a 10" diameter tray with one dozen Tourney golf balls, or the 6" diameter tray with one-half dozen golf balls. Sturdy shipping carton included. Each ball personalized with the golfer's name FREE on orders of a dozen or more Tourneys. One dozen Tourneys \$14.75

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tractor-drawn rotary mower and a couple others. If I had an unlimited budget, equipment is the first thing I would buy because in the long run I think I would save the club money by doing so."

Touching on the course itself, and personnel necessary to maintain it, Leonard has this to say: "Several of our greens are what I call 'dish faced.' Drainage is toward the center and puddles rapidly appear in them, making it extremely difficult to maintain them. If I had the funds, I'd have a course builder come in and rebuild our greens after consulting with an architect, agronomist, our pro and myself. As for employees, we have only six men working on the course and grounds. To do a proper maintenance job, we should have at least 10, including a competent shop mechanic. All should be better paid because as far as I am concerned each man who works under me is a skilled craftsman who is worth more than he gets.

"That isn't all," Leonard continues. "I seriously doubt if many supts. ever get as much money to spend for fertilizer and chemicals for various controls, as they'd like. I could spend at least 50 per cent more than I do for these materials."

He'd Help Himself

A Virginia supt., who prefers to remain nameless, says that several jobs that his staff undertakes around the club could be done more professionally by specialists brought in from the outside. He'd like to have the money to bring them in. If he were given sufficient funds to do so, he would immediately hire a mechanic to handle maintenance of equipment because, in his estimation, this is the most pressing need at practically all medium size or large courses. And, probably because he is wearing the cloak of anonymity, the Virginia supt. adds that he would increase his annual salary to about \$12,000 and provide himself with a house, utilities and automobile.

Grover C. Keeton, a park board supt. for the City of Dallas, undoubtedly is more selfless than his Virginia contemporary. His No. 1 unlimited budget project would be to provide lights for a regulation course because he feels there should be a better spread of play through the day and also because many persons who desire to play golf are restrained because of lack of facilities. He would increase the average maintenance staff by 50 per cent. He'd also make a more liberal allowance for beautification of grounds because he feels that the usual shabby surroundings

GCSA Show to be Held Jan. 26-30 at Chicago's Sherman Hotel

More than 1,500 supts. are expected to attend the 30th national turfgrass conference and show of the GCSA, Jan. 26-30 at the Sherman Hotel in Chicago. The education program under the direction of Chmn. Henson Maples, supt. at Pinehurst (N. C.) CC, will extend through five days and thoroughly cover the research and practical aspects of turf management. There will be space at the show for about 130 exhibits, about two-thirds of which already have been contracted for by suppliers. Complete information about booths and the show can be obtained from Agar M. Brown, GCSA secy., PO Box 106, St. Charles, Ill.

greatly detract from the otherwise beautiful courses we have today.

Wants Sprinklers Installed

L. R. (Bob) Shields, an acknowledged master at living within the allotment dollars, who is custodian of 36 holes at Woodmont CC, Rockville, Md., would, if given a free hand, build huge storage ponds on the club property to catch winter rains. Then he'd install what he calls "one of those California automatic sprinkling systems." After that he'd landscape every tee on the course and hire a gardener just to look after the tees. He'd also improve parking areas and replace drainage ditches with underground storm drains. High on the priority list would be enough new equipment to enable his crew to work without disturbing golfers. He'd invest in two leaf removal machines and another for snow removal.

If Bob had his way, his labor force would be doubled and there'd be more specialization among members of his staff. For himself, Shields says he'd like to transplant the mahogany panelled office Mal McLaren has at the Oakwood club in Cleveland, O. But, believe it or not, the Woodmont supt. wouldn't ask for a salary increase if he had an unlimited budget. That would make his job immeasurably easier and he wouldn't have nerve enough to seek more money.

About 100 per cent increase in the budget at Somerset CC, St. Paul, Minn., would enable Herman Senneseth to run his course as he thinks it should be run. The entire extra amount would be de-

(Continued on page 103)

There is no finer
game than golf...

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The finest equipment
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Lloyd Clifton, Andy Cusik, Henry C. Martin, Col. Frank Ward, James E. Ousley, Jack D. Martin and Gene C. Nutter (l to r) were conspicuous figures at Florida turf conference. All except Ward, retiring pres., and Nutter, a technologist, were elected officers or directors of Florida Turf Assoc. for coming year. Other officers and directors, not in photo, are: Ralph F. Jones, James L. Blackledge, T. F. Wilson and John W. Hogg III.

Big Turnout for Annual Florida Turf Meeting

By CHARLES STOOKEY

Interest in turf management is high in the Southeast, judging by the number of persons who attended the sessions of the Florida Turfgrass conference held in Gainesville Sept. 16-18. About 225 registered for the conference.

Highlighting discussions were papers on nematodes, chinch bugs and diseases by staff members of the Florida Agricultural experiment station and a panel on the performance of three of the new hybrid Bermudagrasses.

In discussing nematodes, Gene C. Nutter, station turf technologist, pointed out that if turf begins to decline and fails to respond to accepted good management practices, the root system should be examined for nematodes. A small test plot should be treated with a nematocide before tackling treatment of all the turf. He stressed using a water seal for the nematocide immediately following its application.

Of interest to the specialists was information on control of chinch bugs in turf. S. H. Kerr, station entomologist, recommended at least 20 gals. of spray per 1,000 sq. ft. and stressed that the turf be moistened before applying the insecticide. He told of conducting effective tests with parathion and VC-13.

The turf disease situation in the Southeast was summarized by T. E. Freeman, station plant pathologist. He said that dollarspot and cottony blight (pythium) are quite prevalent and there is not much that can be done with chemical control measures at this time.

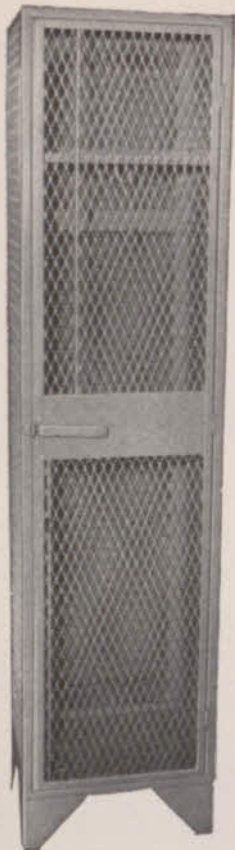
Tom Mascaro of West Point, Pennsylvania, told an amusing story of some of the hard ways to grow turf. James M. Latham, U. S. Golf Association, Athens, Georgia, discussed trends in management practices in the Southeast; and Herbert M. Clark, Buckner Mfg. Co., Fresno, described irrigation designs for golf courses. Another on the program was Charles G. Wilson, Milwaukee Sewerage Commission.

Members of the panel which discussed new hybrid grasses were Norman C. Johnson, CC of Florida, Delray Beach; William Campbell, Indian Lakes CC, Lake Wales; and T. M. Baumgartner.

Norman Johnson's experience with Gene Tift on greens and tees indicate this grass is inclined to be aggressive when well supplied with fertilizer. Bill Campbell was high in his praise of Everglades No. 1. He said he chose it as a player and not as a supt. He claims it has the finest winter color of any grass to be found in his part of Florida. T. M. Baumgartner, who champions Tifgreen says that it has had the widest, most rapid acceptance of any turf grass developed in the Southeast and that it has been widely tested. He said it recovered nicely after last winter's cold weather.

Assessment Refund

Southern California Golf Assn. and several clubs in the Los Angeles area have received State of California warrants totaling more than \$100,000 as repayment of assessments paid to the state employment dept. for unemployment insurance for caddies. The successful litigation was conducted by John G. Clock, counsel for the assn. and the clubs, which split the legal expense involved.



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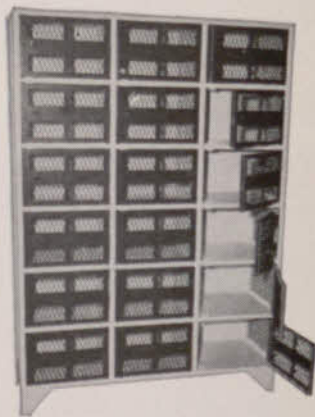
Greater Adaptability . . . Available in 1, 2 or 3 locker units for back-to-back or single row installation . . . full or half length . . . in 4 standard models, or special sizes to meet your needs.

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Our new Gym Locker provides three times as much equipment storage space as a gym basket . . . insures better drying, and eliminates handling and replacement problems experienced with baskets.

Standard unit (shown at left) has 18 compartments with ventilated sides & fronts . . . each 18" w x 16" d x 12" h . . . with sturdy slide-latch doors and provisions for locks. Equipped with legs for single row or back-to-back installation. Also available with frame base holding two 18 compartment units back-to-back, equipped with casters. Overall height (with legs) 78"; overall height (without legs) 73". Approximate shipping wt. per 18 compartment unit 320 lbs.

Supplied with baked enamel finish per customer's color sample . . . in solid colors or two-tone.



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Microclimatic Report Feature of Midwest Field Days

Over 200 persons attended the Midwest Turfgrass field days at Purdue University, Sept. 15-16 in spite of rain which delayed observations.

Special emphasis was placed on the intense microclimate studies being made on the experimental green by James Beard and Ed Jordan. Eleven factors have been measured since June 1. They include seven soil depth temperatures, air temperatures at three depths and relative humidity at 12 ins. Soil moisture and light accumulation were recorded for each day. Clippings taken three times weekly from three replicates of six fertilizer treatments give the yield, sugars present and NPK content. Glass-sided root observation boxes buried into the green allowed root counting and health observations. All this data will be assembled on IBM cards for machine calculations.

The utilization of nitrogen from several sources, using average for three years, was reported at the conference as follows:

Material	Rate	Average per season	
		Lbs. N per 1,000 sq. ft.	No. of applications
Urea	light	4.2	5
	med.	6.4	4
Corn gluten	light	4.5	5
	med.	6.6	3.7
Milorganite	light	4.7	5.3
	med.	7.3	4.7
Nitroform	light	8.4	2.3
	med.	9.8	2.3
	heavy	11.4	2
Uramite	light	7.4	2
	med.	8.3	2
	heavy	11.8	2

In these tests, applications were made only after turf showed need. Many supts. would expect to use more nitrogen to maintain faster growth. Potash was applied monthly. Iron was applied 4 times as spray.

Extensive pre-emergent crabgrass control tests, using six replicates of 40 entries, showed that five different chemicals carrying arsenic used at toxic quantities were superior to non-arsenics for crabgrass prevention under conditions of test reported. Considerable experiments with new formulations, which may be on the market in 1959, were very encouraging. Calcium arsenate usually acts faster than either



Supts. observe plots showing beneficial effect of even low percentages of bluegrass in turf mixtures at Purdue field days.

PAX or lead arsenate following application. Lead arsenate lasts longer, but requires more cost and material for the initial toxicity.

See P. 104 for Ohio field day report.

Several new bluegrasses under test showed that Newport, which is being released for certification in Oregon, is resistant to stem rust and thus produces better turf in fall periods.

A new technique for isolation of individual bluegrass heads was demonstrated by a graduate student, I. Shiotani, which utilizes nutrient solutions as a media for seedhead growing.

Toro Field Day

Toro field day, annually sponsored by Toro Mfg. Corp. and Minnesota GCSA, was held Sept. 22 in Minneapolis with



Toro equipment demonstrated at field day. about 125 persons attending the event. Supts. and others observed experiments covering the following replicated studies and demonstrations: Fertilizer system studies, leaf mulch, bluegrass strain comparisons, green strain comparisons, nitrogen rate and bluegrass fertility demonstrations.