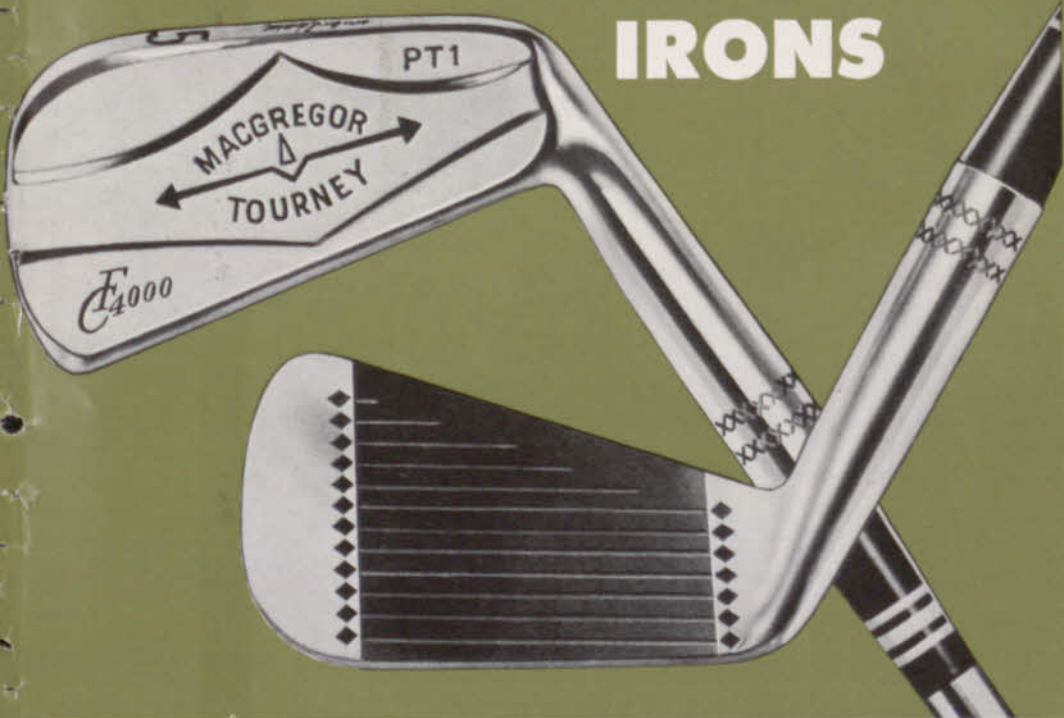


MACGREGOR 1959

Introducing New

FLAME CERAMIC

IRONS



From the age of jets and rockets comes an entirely new kind of golf club . . . the MacGregor FC 4000.

An exciting new patented process called Flame Ceramics was developed to protect metals subjected to extremely high temperatures in jet and rocket engines. It was found that powdered ceramic material sprayed onto metal at more than 4000° Fahrenheit fused the two elements together to form a homogeneous unit *with the advantages of both*. It was thus that the all new FC 4000 MacGregor Irons were born.

This new club face, available only from MacGregor, holds many advantages for the golfer. With their deep black face surrounded by gleaming chrome, these irons are perhaps the most strikingly beautiful clubs ever introduced. But there's a real purpose in this beauty. The black face lets you frame a ball perfectly . . . makes it easier to "line-up" shots. The face has exceptional resistance to wear and as such keeps its original characteristics longer. Golfers will find that FC 4000 irons with exclusive Pro-Pel Action shafts have a consistent "feel" that helps to improve control and accuracy.

All new MacGregor FC 4000 irons are ready for you to see and try at your pro shop now.

Give America's Newest Game



Ideal for Giving . . . Ideal for Selling

A recent nation-
overwhelming pr-
cash in on this
neys in the mo-

Golf Balls... MacGregor Tourneys

All new liquid center ball gift-packed with imported "conversation-piece" tray

Be a real "Pro" when it comes to selecting your favorite golfer's Christmas gift. Give the new liquid center Tourneys!

Here is a truly unique gift for golfers . . . one that's a real conversation piece. 1959 MacGregor Tourney golf balls with an imported metal tray . . . both for the price of the balls alone! Tray and Tourneys are attractively packaged in a round "see-thru" plastic container. Here is American precision and quality—with a continental flair. The heavy, hand-crafted metal tray, made in Holland especially for MacGregor, is perfect for a wall plaque or for serving refreshments at the "19th hole." Beautiful nine-color lithographed golf motif humorously illustrates golf's history in 6 "authentic" scenes complete with rhyming captions.



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 golfer's name FREE on orders of a dozen or more Tourneys. One dozen Tourneys \$14.75. One-half dozen \$7.50. Available at your Pro Shop now.

MacGregor
THE GREATEST NAME IN GOLF

REG. U.S. PAT. OFF.

Cincinnati 32, Ohio

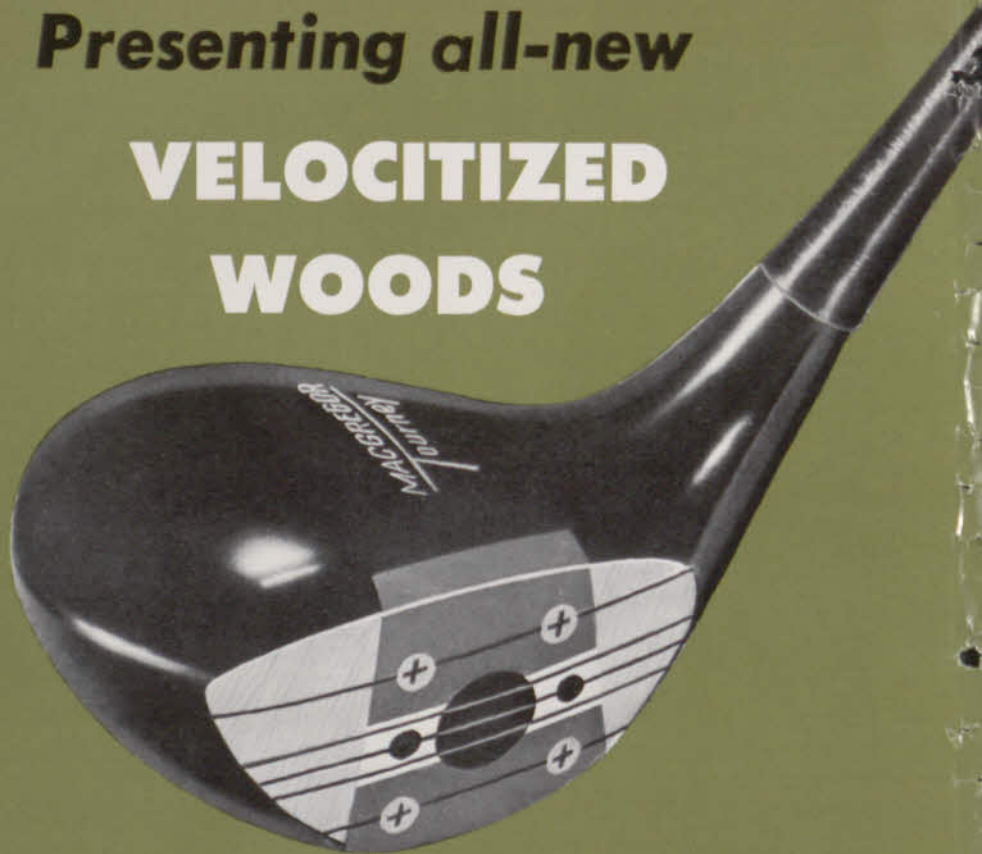
side survey of golfers indicated an
reference for golf balls as gifts. So,
market. Sell 'em MacGregor Tour-
talked about gift package in golf!

The national ad, above, will be telling your customers
all about this gift to good golf. Make sure you're ready to
make the sale . . . order Tourneys from your MacGregor
salesman, Cincinnati or any MacGregor branch office.

MACGREGOR 1959

Presenting all-new

VELOCITIZED WOODS



Extra power . . . and all that it means to your game . . . is yours when you play the 1959 MacGregor Velocitized Woods. An exclusive circular target insert helps you get greater accuracy and more concentration of power. The ball compresses solely on fibre, not wood and fibre. It gives a more uniform "feel" and "click." MacGregor's unique design and construction of these Velocitized woods go a long way toward eliminating bad toe and heel shots.

Perfectly teamed with the new Velocitized wood "head" is the exclusive MacGregor Pro-Pel Action shaft. Featuring an original step down design, this shaft actually stores and multiplies your energy on the down-swing. As the club head reaches the hitting zone all this energy and power is released with a tremendous "bull-whip" snap that means extra yardage on every shot.

These MacGregor woods bring new beauty to golfing. The specially selected persimmon heads are hand-rubbed with a variety of rich, hand-rubbed stains and glazes. Gleaming Pro-Pel Action shafts are topped with hand-crafted grips. See these exciting new clubs at your pro shop soon.

here what you might do to stop the spread of the stronger, more vigorous grass that you do not like. Do you know the source of the bent you like? Where did the undesirable bent come from?

Seaside is inferior to Penncross over most of the country but you may or may not be successful in trying to seed Penncross into your Seaside greens. It will help to rake, comb and brush very severely and then aerate thoroughly before introducing the Penncross seed. It might work fine; yet you might get only 10 per cent results. Even so, it is worth a try. Sow 1 lb. to 1,000 sq. ft.

Browning at less than 5/16 cut means that your greens are matted or thatched. A thatch removal machine is called for, to be used at a time when the grass will recover most quickly (spring or fall). Topdressing on top of thatch will not help much. Remove the "junk" first, then aerate thoroughly, fertilize well and topdress. Then keep mowers at 1/4 in.

Re-Examine Course Building

(Continued from page 20)

tion up to 50 yards, presents testing, interesting tactical problems and various pictures of design for each hole on which it is used.

Because it is approached and left by an acute angle foot traffic on this tee is restricted to the immediate playing area.

The width of the actual teeing area is 15½ feet, consequently a 7-gang mower need never turn on the tee. The tractor operator makes one cutting pass down the tee then proceeds to the next fairway.

My design has a minimum of 2250 sq. ft.

The design eliminates dull walks back into the woods. It also is a fascinating equalizer of players of different handicaps. Men and women play from different places of the same tee. That's a factor in reducing maintenance.

There are particular intriguing possibilities of my type of tee on the short holes.

As far as I know the Belair CC course in the Washington district got the first tees of this design when I built the course. The idea is being used on a course under construction in Pennsylvania.

1959 IGA Matches to Australia

Seventh International Golf Championship and Canada Cup matches will be played in Australia on a date to be determined, in Nov., 1959. Fred Cocoran, IGA tournament director will visit Australia next spring to select the site of the matches. This year's matches are to be played in Mexico City, Nov. 20-23.

SEED AND SOD



With
**AQUA-
GRO**

This fall get 50% faster germination with AQUA-GRO. Prove it to yourself. Make this very simple test. If you have AQUA-GRO on hand, float some seed in your treating solution and watch the speed with which the seed settles to the bottom of the glass. On field applications this means faster germination and quicker rooting, because of the complete penetration of the moisture into the seed.

Chet Wender, Superintendent of the Plainfield Country Club observed the following: "Faster germination and a denser turf was quite evident on the AQUA-GRO treated half of a newly seeded green. Also the grass coverage was much more uniform because the seeds and seedlings stayed put."

Agricultural experiment station tests of seedlings in sphagnum moss over soil show tremendous increase in the depth of roots in the AQUA-GRO treated flats. The deeper rooting assures a healthier, better turf. Soil nutrients are made more readily available because of the more uniform distribution of water. As a practical example, a National League Baseball Stadium Superintendent reports: "Sod roots go deeper, quicker since using AQUA-GRO, even though we may have differences in soil types and densities."

If you haven't tried AQUA-GRO, we feel that it is important that you gain experience with this new approach to water management and better turf by using AQUA-GRO now.

As "Wettie Wetdrop" says:



I make
WATER WETTER!

AQUA-GRO®

NON-IONIC WETTING AGENT

AQUATROLS CORPORATION OF AMERICA
730 Lancaster Ave., Bryn Mawr, Pa.

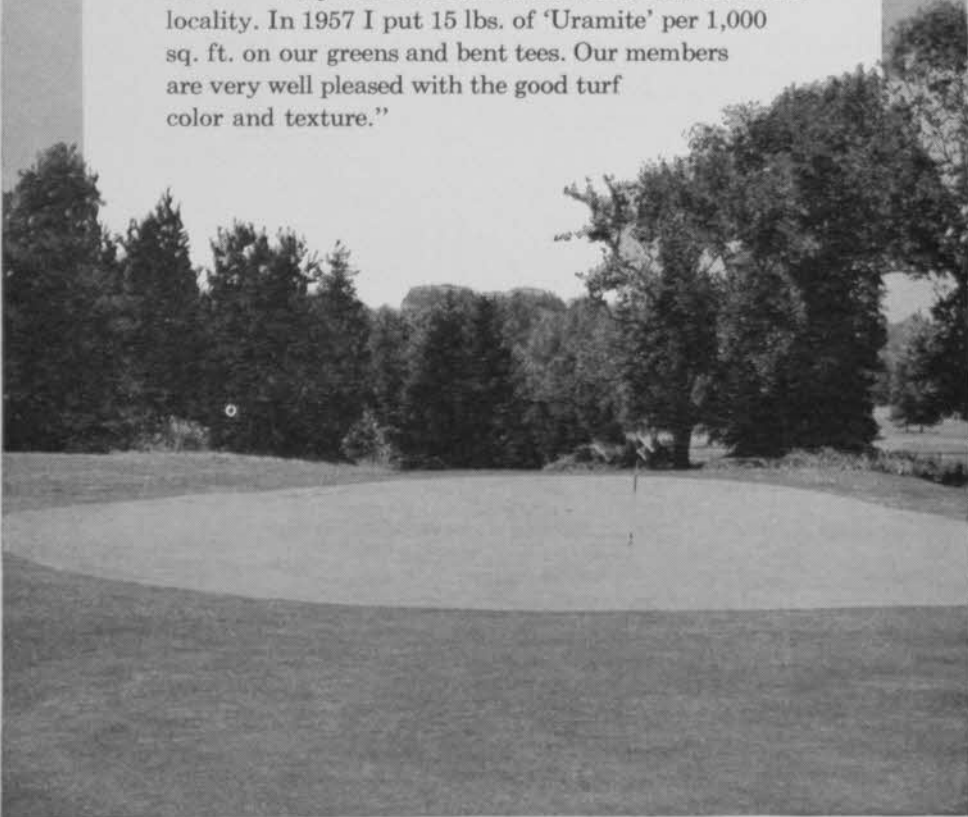
How leading superintendents

"... saved enough in labor and other costs so we could use the best fertilizer program,"



reports J. F. Hoover, Supt.,
Columbus Country Club, Columbus, Ohio

"In 1956 I applied 10 lbs. of 'Uramite' per 1,000 sq. ft. to our greens, and they recovered very fast from one of the worst seasons in our locality. In 1957 I put 15 lbs. of 'Uramite' per 1,000 sq. ft. on our greens and bent tees. Our members are very well pleased with the good turf color and texture."

A black and white photograph of a golf course. In the foreground, a large, well-maintained green is visible, with a flagstick in the center. The green is surrounded by a grassy area. In the background, there are several large, mature trees and a line of trees in the distance under a clear sky.

Du Pont "Uramite"—38% nitrogen—improved color and density of this turf at Columbus Country Club.

build quality turf at lower cost with Du Pont "Uramite"

**"... helped our turf grow uniformly,
with excellent color,"**

reports E. G. Border, Supt.,
The Olympic Club, San Francisco, Calif.

"We've used 'Uramite' at rates from 15 to 20 lbs. per 1,000 sq. ft. on several of our greens and find the 20-lb. rate gives best results. The controlled growth and excellent color of our turf have convinced us that 'Uramite' will continue to be a definite part of our fertilizer program . . . on both tees and greens."



"URAMITE"—the nitrogen with built-in control

Du Pont "Uramite" is 38% nitrogen—from methylene ureas of the highest quality. Applied in the fall or spring, "Uramite" resists leaching, supplies nitrogen uniformly to assure your turf long-term, sturdy, healthy growth and vitality. Uniform granules of Du Pont "Uramite" are free-flowing, clean and completely odorless.

E. I. du Pont de Nemours & Co. (Inc.)
Polychemicals Department
Wilmington 98, Delaware

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85 Eglinton Avenue East, Toronto 12, Ont.

**See Your Supplier for the Highest-Quality,
Long-Lasting Nitrogen Fertilizer . . .**

DU PONT

REG. U. S. PAT. OFF.

URAMITE[®]

FERTILIZER COMPOUND

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



Here are division winners in the ninth playing of Press Thornton Future Masters held at Pro Telfair Ghioto's Dothan (Ala.) CC.

Future Masters

How Are You Gonna Keep 'Em Off the Course?

Pros in Dothan, Ala., Ord, Neb. and Savannah, Ga. are taking out long term job insurance by holding tournaments, instruction sessions for kids.

Ord, Neb., Junior golf hotbed where Ben Hogan clubs were started, had 49 fathers and sons out for Lad and Dad tourney on hottest day of the summer.



SOIL AIRE

RENOVATORE



A durable free wheeling knee action soil aerating machine with a differential action that follows any contour. Over, 2,000 institutions use Soilaire machines for growing grass mechanically. Catalog on request.

ROLCOR Industries 1108 Nicollet Ave., Minneapolis 3 Minn.

Soil Aerating Machines • Power Rollers • Transmissions

Michelle Is Pro's Pro



Endorses Knothole Idea

An article which appeared in "Hanging on the Lip" in GOLFING for July, 1958 (p. 3) suggested that the USGA and PGA should give thought to encouraging something similar to baseball Knothole Gangs whereby youngsters would be admitted free to perhaps one of four big time tournament rounds.

This suggestion has been endorsed by Alfred Infusino, chmn. of the Junior Golf Assn. of the Chicago Boys Club. Infusino recently said that his organization would welcome the opportunity of having Boys Club members who are learning to play golf get a chance to watch major golf tournaments as part of their instruction program.



Ed Winter, Savannah, Ga. pro, probably is the only golf instructor in the country who has a 10-year old daughter (Michelle, front row) capable of teaching golf. She has great natural ability, has been showing the other kids how for the last year, has 6 to 12-year olds in her class.

4

Biltmore Forest Country Club
Asheville, North Carolina

Over 6 miles of
Carlton rigid plastic pipe
installed in 4 weeks...
without interruption of play!

Solvent cement joints, plus ease of handling and cutting, facilitated the rapid, low-cost installation. Complete corrosion resistance assures long, trouble-free service.

Depend on . . .

"The Pipe with the Stripe"

carlton products corp.

10225 Meech Avenue • Cleveland 5, Ohio

ADVERTISED IN

LIFE



carlton products, corp.

10225 Meech Avenue • Cleveland 5, Ohio

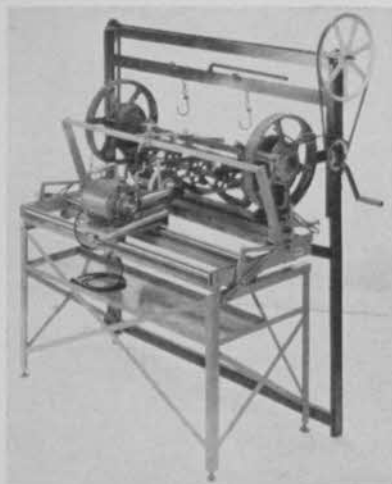
Please send me your Free Irrigation
Brochure.

NAME _____

ADDRESS _____

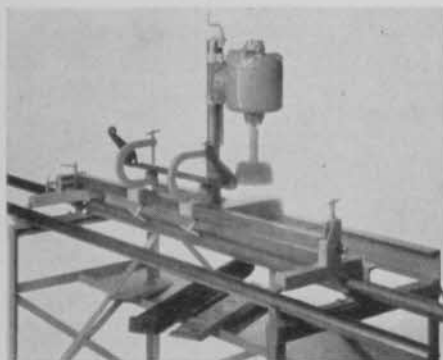
CITY _____ ZONE _____ STATE _____

MODERN Heavy Duty Lawn Mower Sharpener



Fastest most accurate lawn mower sharpener ever used. Sharpens all mowers, hand, power, greens mowers or fairway units. Bed knives may be sharpened without removing from mower. Full floating rails may be turned as desired, retain perfect alignment. Grinding head feeds in or out and will hollow or flat grind.

MODERN Bed Knife Grinder



Engineered for grinding power mower, greens-mower or fairway mower bed knives as well as most other straight edge tools. Clamps adjust to hold any length blade. Blades rest against solid base when clamping, eliminating all distortion. 100% steel, precision ground rails, 1/2 HP Motor.

Write for Free Brochure

MODERN MANUFACTURING CO.
Dept. 25, 160 N. Fair Oaks, PASADENA, CALIF.

Work for Longer Season (Continued from page 36)

Gordon Leishman of River Road CC, Louisville, comes up with a theory that many pros probably haven't thought about. "By extending the season," he says, "I get a chance to play practically every day with my members. Shop duties keep me from doing this during the summer. I'm sure that this works to my advantage because it creates a lot of goodwill that ultimately is reflected in increased shop sales."

These fall outings, Leishman adds, give the pro a wonderful opportunity to capitalize on Christmas gift business. The River Road master's records show that in the past two or three years he has moved more "heavy goods" — clubs, bags, etc. — in October than in any other month.

Since the course is not as crowded as it is from May through August, River Road golfers play in what are called gangsomes during the fall — 8 or 10 players in a group — and it is Leishman's observation that a kind of mass buying psychology is created by these large groups playing together. "They come into the shop after playing a round," Leishman says, "and a purchase by one person sets off a chain reaction that may result in pretty handsome volume of gift sales before they leave. Maybe it's the autumn air."

Bill Hook of the Kenwood CC in Cincinnati says that most pros in his area save some of their heaviest promotions for October and November in order to catch up with the business that is lost in July and August because of the extreme hot weather. Play sometimes drops off 50 per cent in the latter months because many players won't budge off cool verandas or come out of the lounges. But autumn in the Ohio valley is ideal for golf and pros take advantage of it by scheduling numerous club events. Hooks goes a step further by ordering heavily in September and October so that there is plenty of merchandise on hand for gift as well as regular buying.

Move Tournaments Back

The trend to more golf in the fall in central and southern Indiana has been quite noticeable in the last four or five years, according to Jimmy Scott of the Lebanon CC. As a result, more club tournament dates are being moved back. Scott also uses this period to unload merchandise that he doesn't want to carry over until the following year and to plug Christmas buying.

CLEARY RESEARCH KEEPS PACE . . .

Through close collaboration with the college experimental stations and actual experience with the turf problems encountered by the Golf Course Superintendent in the various climatic belts, a whole line of control agents are now available under the Cleary label. Contact your supplier or write us for detailed literature on all Cleary Turf Products.

W. A. CLEARY CORP.
NEW BRUNSWICK, N. J.



Reports from the Cleveland district indicate that quite a few pros in that area took advantage of the All Star show last fall by holding golf jamborees, starting around noontime on Saturday, which were climaxed by the 4 p.m. TV exhibitions. Doubtlessly, this was quite prevalent throughout the country and probably will be exploited even more this fall. At any rate, this is a natural for helping to promote golfing parties.

Nobody, of course, can say with certainty that the northern climes are going to go on indefinitely enjoying a fine run of golfing weather well into November. In the last two or three years, perhaps, it has compensated for the rather miserable stuff the pros have had to put up with in the spring. But regardless of how the weather cycle turns in the future, the smart golf operators are going to continue to be set up to take advantage of all the balmy autumnal breezes that blow their way.

Obitz — Man on the Move

(Continued from page 35)

Moosehead Lake, Me.

Although he is basically a businessman-pro, Harry Obitz is more popularly

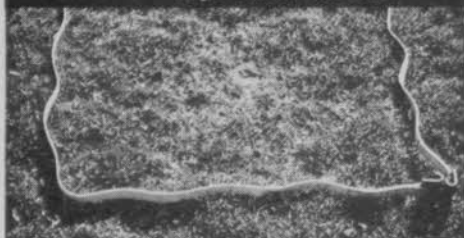
known as the man behind the "Swing's the Thing" show which has been seen by millions. Both Harry and Farley perform with the trick shot group that includes in addition, John Chimenti, Vince Yanovitch and Ronnie Ward, all of whom work in the Shawnee shop. The five men have more than 100 trick acts in their repertoire and remarkably enough they perform practically all of them in unison. They have put on hundreds of shows for hospitalized vets through the UVS Swing Clubs and every Saturday afternoon the show goes on at Shawnee.

Run on Supermarket Basis

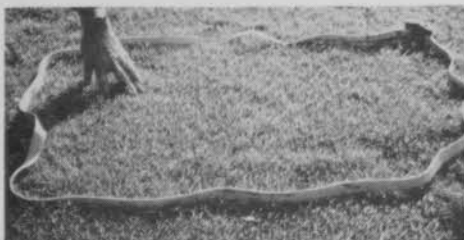
Obitz's operation at Shawnee is somewhat different than that at most clubs because of the resort atmosphere. However, about 25 per cent of play at the Inn is by regular members who live in and around Stroudsburg. Because so many patrons are transients, the pro shop is run on something of a supermarket basis with displays being set up to encourage self service. Two large island counters dominate the main shop with merchandise being arranged so that customers, most of whom are casual shoppers, can readily pick up and examine every item. Shelf

"What a Difference!"

says Elmer Michael



Without Terra-Lite: spotty growth, poor results.



With Terra-Lite: strong, even stand of grass, no bare spots.

"Super" Tells How To Get Dense, Springy, Carpet-like Turf!

"The photos above taken at our Oak Hill C.C. (Rochester, N.Y.), show how I became convinced that Terra-Lite vermiculite soil conditioning relieves compaction and drainage problems—speeds up germination, gives a better stand of grass."



Elmer Michael

Everywhere, golf course superintendents acclaim Terra-Lite results for construction and maintenance.

Terra-Lite®

BRAND VERMICULITE

MAIL COUPON FOR COMPLETE DATA FILE

TERRA-LITE Div., Zonolite Co., Dept. G-98
135 S. La Salle St., Chicago 3, Ill.

Send me data on uses of Terra-Lite vermiculite for golf courses and turf conditioning.

NAME _____

CLUB _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

displays that line three of the four walls in this part of the shop also are set up in the same fashion. Not a single piece of merchandise is displayed in a box.

All playing equipment with the exception of balls, which are displayed in a counter near the cash register in the main shop, is sold in a separate part of the shop that has been partitioned from the main room. Obitz's shop was enlarged and refurbished two years ago and is a blend of pegboard, pecky cypress and birch, with red and gray plaid design carpeting covering the floor.

Ordinarily there are from three to five pro salesmen on duty in the Shawnee shop. Each is pretty much of a specialist, concentrating for the day, at least, in handling one dept. While the supermarket idea probably prevails, both Obitz and Farley are of the opinion that their success is largely due to the fact that the customer gets so much exposure to salesmen on a pure manhour basis. Where shop employees have been trained to sell and constantly be of service, this is an important factor.

Obitz, who was PGA pro of the year in 1955 and has numerous plaques from manufacturers attesting his fine sales records, always has advocated giving new employees solid training in handling customers. Yet, when his thoughts on this delicate art are boiled down, they come to only two things: (1) Don't use pressure on the customer, yet don't let him divert you from doing what you are there to do — sell him; (2) watch for the telltale sign that shows when the sale can be closed. You usually can catch it by watching the customer's eyes.

\$8,500 Appropriated for PGA Section Education Programs

Nearly \$8,500 is available for pro education at the sectional level, according to Harold Sargent, pres. of the PGA. Directors of the Foundation for Education-Service appropriated that amount to the PGA's educational fund in Aug.

PGA educational fund has been empowered to accept contributions which are tax deductible. An amount equivalent to \$2.00 for each member and Class H apprentice has been set aside for the sectional education program. To get the funds, local sections must submit an educational plan to the PGA Educational Fund board for approval. These will be approved at the annual meeting in November.

TURF that Speaks for Itself!

Brugger and Clark Give the Munny Golfers Weed-free Greens In Kansas City

The "play for pay" golfers at Swope Park in Kansas City have often wondered and admired how Ed. Brugger and Kelly Clark could give them weed-free greens in the crab grass capital of the world.

According to Ed, it all dates back to a talk with O. J. Noer some 25 years ago. Since that time the greens have received lead arsenate in the fall at 4 pounds per thousand square feet every single year including the war years. Milorganite, fortified with a little potash and superphosphate, is the basic feeding program used by Swope Park. Even though phosphorus levels are high, the lead arsenate has kept both crab grass and poa annua under control.

If you have a turf problem, consult: Turf Service Bureau



Kelly Clark shows Superintendent Ed. Brugger one of many weed-free greens.

THE SEWERAGE COMMISSION, Milwaukee 1, Wis.

GOLF CLUBS
USE MORE

MILORGANITE

THAN ANY
OTHER FERTILIZER

Swinging Around Golf

(Continued from page 17)

Temple Terrace G&CC, Tampa, Fla., building new clubhouse and rebuilding course . . . Black Mountain G&CC, Henderson, Nev., selling residential property to finance course . . . City assisting club by extending water and sewer systems.

Robert Wright, pro and gen.-mgr. of new 18-hole Memphis \$200,000 munny course for Negroes at T. O. Fuller state park is conducting free classes for boys and girls Mondays . . . A Memphis TV station offers set of clubs to boy and girl making best score between course opening and Labor Day . . . Play has been light, only about 80 a week, but Wright expects to build play to 200 a week and develop use of new clubhouse snack bar, showers and locker-rooms.

Godchaux community with sites for 4,600 homes and factory sites, etc., between New Orleans and Baton Rouge to have 18-hole course . . . Godchaux already has signed up several corporations to build factories . . . James G. Harrison submits plans for Scranton, (Pa.) new munny course . . . Al Johnson building 9-hole semi-private Pine Way CC, between



These golfers collected top prizes at the Miller Open, held in Milwaukee in August. Bill Casper (l), third place winner got \$2,200; Cary Middlecoff, the winner, received \$5,300; Bob Rosburg's second place cut was \$3,400; and Dick Sucher, low amateur, won a trophy. Norman R. Klug, Miller pres., distributed the awards. Middlecoff shot a 264 to win his first tournament since he won the USGA Open in 1956.

Sweet Home, Ore., and Lebanon, Ore.

Begin building Spring Meadows CC, Linden, Mich., 18-hole course to plans of Packard and Wadsworth, LaGrange, Ill. . . . Financed by sale of bordering lots . . . Open Mountain View 18-hole Mercer County, N. J., public course . . . Lawrence P. Ferrara, Jr. is pro . . . Waynesboro,

Announcing...

THE BRAND NEW

Airliner



SPECIAL

(Definitely NOT a Closeout model but an entirely new light-weight all-leather bag at lowest possible price.)

Model 25H30
Retail — \$30

Unable to offer factory closeouts of obsolete models as is usually done this time of year (because all models have sold out or are selling extremely well) Dunlop-Tufhorse is, instead, offering an entirely new model, sensationally priced to spark sales during the rest of the year and especially at Christmas. It's the new Airliner, a beautiful all-leather, light-weight bag you'll recognize as the biggest bargain of the entire year.

The Airliner is made of top-grain steerhide leather originally intended for expensive sports car upholstery. Tufhorse has purchased enough of this fine leather for a limited number of bags. Once the supply is gone, it cannot be duplicated.

SPECIAL AIRLINER COLORS—Red and the following pastels: Green, Blue, Gray, Ivory, Beige. Order an Assortment of Six Colors. If Assorted Colors are not specified on order, Red will be sent.

SPECIAL AIRLINER FEATURES—Light Weight—Less than 4½ pounds. Specially made for golfers who want to travel light. 8" size holds 14 clubs. Heavy Strap-Leather trim. Detachable Leather Hood, Extra Clothing Pocket in Side.

DUNLOP TIRE & RUBBER CORPORATION,
SPORTING GOODS DIV.

306 Court Avenue, Des Moines, Iowa

Made by DES MOINES GLOVE & MFG. CO.
318 Court Avenue, Des Moines, Iowa

Pa., considering building 9-hole course on the borough farm.

Elma Meadows is name of new Erie County (Buffalo, N. Y.) public course . . . Name chosen in contest conducted by Buffalo Evening News . . . Winner got \$100 . . . Building 9-hole course at Willard, O. . . To start building Timberlane CC course this fall as part of 340-acre development in Gretna, La., suburb of New Orleans.

Leo Callahan is pro of new Schenectady (N. Y.) Stadium GC . . . Ord, Neb., one of the biggest little towns in junior golf promotion, awarded 1959 Nebraska State Sand Greens tournament . . . Talk about building a second muny course at El Paso, Tex. . . City sold Valdespino muny course to Army after completing Ascarate, believing there wouldn't be enough play for two muny courses . . . Las Vegas, N. Mex., to build muny 9 . . . Dixon, Mo. getting 9-hole course.

Pacific Grove (Calif.) plans to add nine to muny course . . . Open Offutt Air Force Base 9-hole course near Omaha, Neb. . . Demand for municipal golf



Portsmouth Ledger/Star photo

Ward Wettlaufer, Buffalo, N.Y. (r) gets trophy from Jim Spruill of the tournament committee for his victory in the Eastern Amateur played in Portsmouth, Va., in August. Wettlaufer shot a 286 to win by three strokes from Claude King, Virginia Beach high school golf instructor.

facilities so strong that people won't wait in numerous communities so such projects as 5-hole sand-green course at Alamogordo, N. Mex., come into being and gets lots of play.

Pine Meadows GC, north of Eustis, Fla., opened . . . Sid Coker to build course at Willcox, Ariz. . . Plan to build 18-hole course on Robert J. Kiesling property at