

WRAPS OFF

THE NEW,

ALL WAYS BETTER

GOLF BALL



Also Available with Liquid Center (80, 90 and 100 compression). Lady Stylist, designed especially for the average woman golfer—70 compression.

Sold only through Pro Shops

Featuring:

Steel Center—Precision Ground • Extra Thin, Cut-Resisting Cover
New, Super Resilient Rubber Thread • Triple-Baked Pure White Paint
80, 90 and 100 Compression • Every Ball X-Rayed for Trueness
Every Ball Hand Compressed for Accuracy

**Bet You'll be
playing *STYLIST*
... Regularly**

MANUFACTURED BY
Plymouth Golf Ball Company

Makers of the World's Best Golf Balls
PLYMOUTH MEETING, PA.

Cloudburst Caused \$10,000 Damage at Winged Foot

By SHERWOOD MOORE

On page 23 of the July issue of GOLF-DOM, Sherwood Moore's task in getting Winged Foot ready for the Open was described. Ordinarily, after a tournament is played there remains only the rather routine task of cleaning up which takes about four or five days at most. But cloudburst and automobiles, in this case, were to give the supt. a prolonged, post-tournament headache, which is described below. — Editor.

On the evening of June 13th, following a cloudburst, you wouldn't have given two cents for the East course at Winged Foot. Much of it was a quagmire. Automobiles that brought spectators to the Open were parked on 14 of the 18 fairways and in adjoining roughs, and it took our four tractors plus two tow trucks



Tractors, two trucks and automobiles dug a wide roadway across the No. 1 fairway (center section of photo).

until 8:30 p.m. to pull them out. A few were still marooned the next morning.

I felt pretty sick when I went home that evening. There were all kinds of estimates on the damage done. I don't know if we'll ever be able to figure out exactly how much it is going to cost us to repair the course.

The most severe ruts and roadways were chewed out on the No. 1 and No. 2 fairways and the rest of the damage was



No. 2 fairway at Winged Foot was extensively damaged, with the three light areas, shown in photo, giving only a partial idea of how much the turf was chewed up on this hole.

pretty much confined to rough areas. Fortunately, not a single automobile crossed any of the greens or tees. Immediately after the Open was over, we started our repair work, confining most of it, at first to the fairways. We leveled the ruts, filled in with topsoil and re-seeded. By the end of the week the fairways were finished, play had been resumed and everyone was observing "summer rules."

More Work in Fall

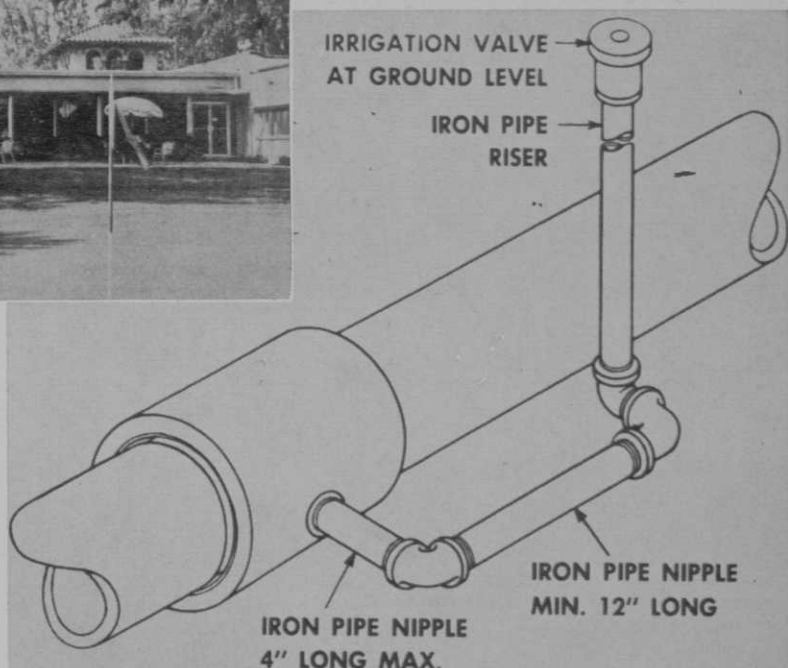
Ruts in the rough then were repaired in the same way the fairways had been, but where there was deep and extensive damage, it was necessary to harrow, using a spring-tooth and a Scotch harrow. Then we seeded, harrowed again and rolled. Three weeks passed before we completed this work which actually was of a temporary nature since we'll have to go back next fall and complete the job.

This will consist of discing or rototilling and re-seeding to permanent grasses. By the time we are through, I imagine the total cost will be in the neighborhood of \$10,000.

As of mid-July there were still many scars visible, yet it is remarkable how things were healing over at that time.

Miniature Tournament

At least 35 winners of state and regional elimination contests are expected to take part in the International Miniature golf tournament, to be held in Atlantic City, N. J., Sept. 12-13. European contestants also are expected to compete, according to George Zuckerman, managing dir. of the tournament, whose headquarters is Convention Hall, Asbury Park, N. J.



(Inset) Bradenton CC clubhouse. Diagram shows how riser connections were made with Transite heavy tapped couplings.

Low-Cost Irrigation Installation

How Bradenton CC maintenance crew followed the manual, and with aid of an expert, installed its course watering system

IRRIGATION pays for itself at Florida's beautiful Bradenton CC course, thanks to a do-it-yourself installation of Johns-Manville's Transite pipe.

A do-it-yourself installation has the advantage of providing experience and knowledge of a layout that will be of value when repairs are needed.

One of the most important things to be considered is the choice of pipe material. For ease of handling and speed of laying, for minimum friction loss and lack of corrosion, asbestos-cement pipe proved to be the answer at Bradenton. The installation cost of Transite was lower because the exclusive Ring-Tite coupling and long, lightweight lengths enabled a small crew to handle the pipe in a minimum of time.

Information for this article was supplied by Col. Frank Ward, former supt. of Bradenton CC.

First step in insuring a low-cost, efficient irrigation system is to plan it thoroughly. A large scale map of the course helps locate the water source, pumping equipment, existing lines and projected ones down to the last detail. If available, the course architect's map should be used, since it gives all the needed detail.

Check Water Source

Source of water should be checked. Cheapest sources are irrigation ditches, nearby lakes, reservoirs and streams if available nearby. City water, and deep wells are expensive, costing two to five dollars a foot.

The next important step is choosing a designer. Design will be of the utmost importance to the course supt. for years. The designer should insure such things as adequate pressure to far corners, looping to balance pressures, sufficient pump volume and similar essentials.

Handling and scheduling are important



At their July meeting, directors of the Southern California GCSA broke out in new jackets complete with the organization's emblem. The SCGCSA emblem idea also has been carried over into decals that are available for members' cars and offices. A flag bearing the emblem, also was adopted at a recent meeting. Sporting the new haberdashery in the photo above are (front row, l to r): Fred Bove, Chuck Friday, Elmo Feliz, Zeke Avila, Rod Barker, Sr. (Second row): George Lamphear, Elmer Border, Rod Barker, Jr. and Harold Stallings.

to a speedy job. Unloading should be in a convenient spot to save time and labor when the pipe laying begins. String the pipe in the rough where it will be handy to the ditches.

Help Getting Started

Close and continuous supervision is essential at the start of the installation and for the first few days. One cannot be too exacting in the correct performance of each task so everything will be done properly throughout the job. During the early days of the installations at Bradenton, each employee was learning his job and needed instruction and supervision. Johns-Manville's instruction manual and an instructor loaned by the pipe div. made the installation and training of men easier. The instructor showed the Bradenton staff the correct ways to join pipe ends, to prepare waterways at tapped couplings and saved much time and trouble.

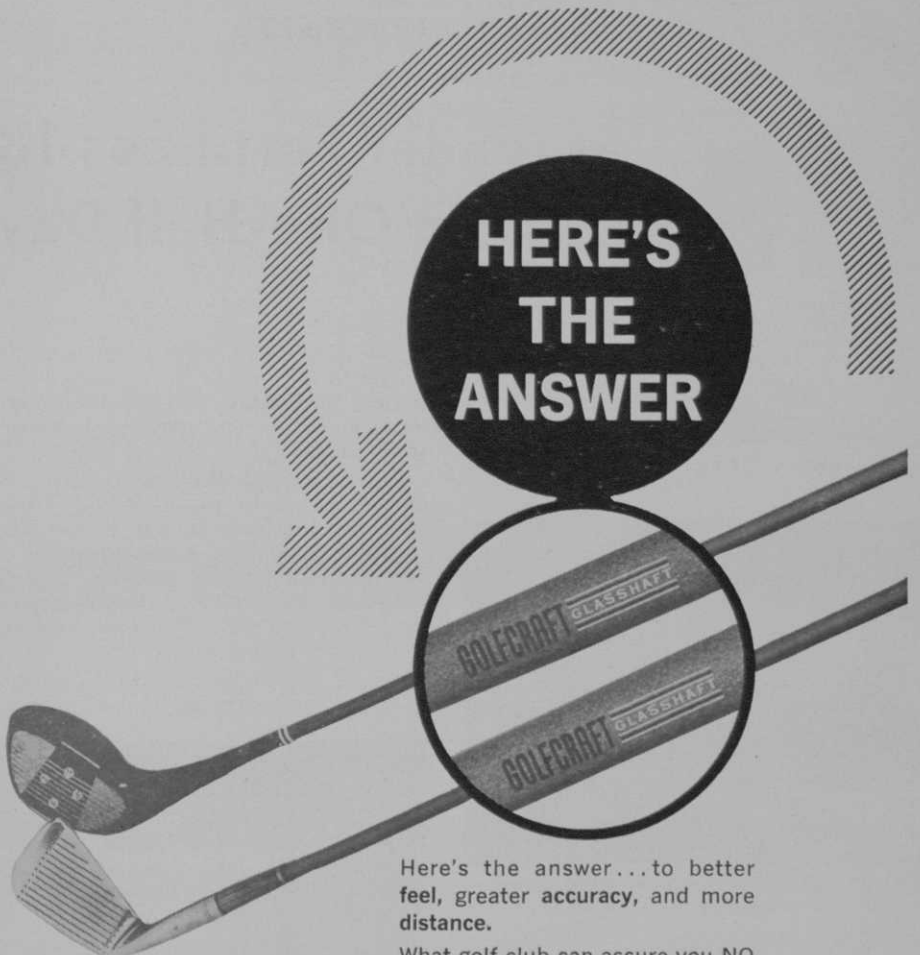
Among other things, the J-M instructor pointed out the importance of good bedding. A careful and conscientious workman was selected to handle this. As soon as he had accomplished the job, the pipe was laid and backfilling over the pipe was completed with a tractor and blade, packing the soil back into place thoroughly. While it is desirable to leave the

ditches open until pressure tests can be made, this is out of the question on a course in play. So, at Bradenton the testing was done at a time when play was certain to be light. One man was at the pump and the crew was placed so that each saw a part of the course. Pressure was built up to a higher point than normal. A by-pass valve near the pump, used for filling the reservoir from the well, was used to regulate pressure without locking in any sprinklers. As long as the pressure at the pump remained steady it was evident the system was tight.

Valve Locations

As the turf took hold over the ditches, valve locations were hard to see from a moving vehicle. Searching for these valves is a time waster. The problem was solved by placing ammonium nitrate in a three foot circle around the sprinkler locations. A double handful was sprinkled every month, making a darker green circle of grass that is easy to see.

At Bradenton it was found that if each step in the installation of an irrigation system is carefully planned the result is a course that serves better at lower cost. It provides members with greater enjoyment so they play more often, thereby increasing the use of all club facilities.



HERE'S THE ANSWER

Here's the answer...to better feel, greater accuracy, and more distance.

What golf club can assure you NO SHOCK, NO TWIST, and NO VIBRATION? The answer is GLASSHAFT® Woods and Irons with built-in Torsion Control. Try them today.

Available through golf professionals exclusively.

° patent #2,822,175

Golfcraft

1021 W. Grant, Escondido, California

EASTERN BRANCH: 7059 W. Addison, Chicago, Illinois • IN CANADA: Pro-Made Golf Co., Vancouver



An O. J. NOER Turf Tip

Spreader Fertilizes 18 in One-Half Day

Inside of hopper, showing bottom plate, outlet hole.



View of scatter plate and independent propulsion motor. It also agitates plate in bottom of hopper.

Fertilizing uniformly in a strip 48 ft. wide.



On watered fairways many supts. like to use fertilizer at light to moderate rates during June, July, and August. The big obstacle is the time required to cover 40 to 60 acres.

Last year, Bob Williams covered all 18 fairways when he was at Beverly Country Club in Chicago in four to six hours with the farm type Brod-Kastor spreader. The manufacturer of this machine, the Belt Company, Orient, O., designed a new model for use on golf courses and other extensive turfgrass areas.

East Lake CC in Atlanta, Ga., has one of the new models. It is used to fertilize



Mel Warnecke beside Brod-Kastor spreader fairway model.

fairways and to overseed them with rye grass in late fall.

In the first test at East Lake, coverage was remarkably uniform over a width of 48 feet. Mel Warnecke, the supt. there, started down the center, then back and down the sides, so any slight overlap was in the center of the fairway rather than along the edge of the rough.

Speed is desirable on heavily played, unwatered courses. Fairways can be fertilized in less than a day's time in spring or fall.

New Model !!

THE CHAMBERLIN
Kolap-si Kart
THE GOLF CART MANUFACTURER

New Model !!



"HERCULES"

NEWEST TYPE BRACKET

Fits Any Shape Bag

Any Size Bag

BIG — SMALL — HUGE

BRACKET LOCKS POSITION

No Sway of Bag

No Bag Injury — No Scuff

COMPLETELY ADJUSTABLE

ADJUSTABLE HANDLE

A new type handle, adjustable without ratchet. Makes adjustments as fine as $\frac{1}{4}$ inch at end of handle. The only handle adjustment that makes accurate balance.

RETAIL PRICE \$39.95

SUPER CART FOR SUPER BAGS

Hercules offers the only Cart that can be set and locked in position for "Your Bag." Can be changed for other bags of any size or any shape.

No Sway of bag is possible. No binding of straps. No half bracket and parts that dig into bag. Nothing to mark or disfigure it.

Hercules is a marvelous product of the oldest golf cart manufacturer in the world. A sturdy cart for the golfer who wants the best and is willing to pay for high quality and fine performance. Guaranteed against defective material and workmanship for years.

CHAMBERLIN METAL PRODUCTS CO.

2226 Wabansia

Chicago 47, Illinois



Another view of model shop at Sabayrac's warehouse in Hialeah, Fla. Others appeared in July GOLFDOM (page 48).

Pro Needs Help That's Capable- Women Included

By JOHNNY BURT

Sales Manager, Ernie Sabayrac, Inc.
Hialeah, Fla.

This is the second of two articles. The first appeared in July GOLFDOM, page 44.

Since I have seen quite a few successful shops which employ women, I heartily recommend it. I do know that women are not able to sell clubs but most of the time your members want to talk this over with you anyway. However, when it comes to selling sportswear, both men's and women's, a trained saleslady can do an excellent job. She will add the woman's touch of neatness to your shop and she can help you with the buying. Many as-

sistant pros have not learned the knack of selling women and because of this you miss their business. Men, too, would just as soon do their sportswear buying from a woman.

Sales Personnel

Due to his many duties, the pro spends a good part of his time out of the shop. The shop is left in the hands of someone else and if this person is not capable of carrying on by being able to sell merchandise then the pro is at a distinct disadvantage. Trained and qualified sales personnel is all-important, yet there is still a crying need in golf shops for better sales people. As a professional you are expected to stock a shop with sufficient merchandise to give your members a selection to choose from. Most golf professionals carry an inventory of \$10,000 or more during the season, yet when it comes to having someone who can sell, they are sadly lacking.

One of the main reasons why this happens is that the assistant is not interested in or is not capable of carrying on a good

New Haig Ultra Irons



St. George Hotel Golf Course, Bermuda

Alone in their greatness!



The distance ball—natural playing companion to fine Haig Ultra irons.

Ultra-powered for maximum hitting power...
Precision balance for better feel, easier playing
... Brilliantly styled... the finest irons in golf.
Sold only by golf professionals.

Haig Ultra

WALTER HAGEN GOLF • GRAND RAPIDS, MICHIGAN

selling conversation. Perhaps an incentive plan is one answer. A plan such as this would entail a commission on sales of certain items, which must be sold. In other words, a member usually does not ask for these items, and if he buys them he must be sold them.

Another suggestion is that you spend time with your assistant teaching him the psychology of selling. If he intends to stay in the golf business and eventually get a pro job of his own, this would be a tremendous help to him later and a big help to you when you need it most. If you find that he has no aptitude for selling, then for good business reasons you should make a change. Selling is a most important part of your operation and you must have qualified help to do it.

Remember that salesmanship is of extreme importance to you. Most good salesmen have been trained in the art of selling. Spend some time with your assistants . . . let them get in on the buying of merchandise and give them an incentive to sell it.

The Importance of Buying

I was made aware of the importance of buying some time ago when I found that a friend who is a buyer for a department store in Miami is paid more than \$35,000 a year. In order to pay a man a salary such as this, the store puts a premium on the skill of buying merchandise wisely. I feel that buying is as important as selling. If you buy correctly and have the right type of merchandise for your member, you in turn will reap extra profits which, possibly, you are not doing at present.

Make Them Quality-Wise

Many pros are sadly lacking in the art of buying merchandise. First of all, I think you should decide just what type of merchandise you should offer your membership. Personally I feel that if you have a private club (or even a municipal club) you should try to build your business quality-wise. To do this you should purchase merchandise that has been tried and proved. Not everyone appreciates quality, but those who are taught to appreciate it never want anything else.

Here is another sad fact regarding pros' buying habits. Many are afraid to buy in sufficient quantities when buying sportswear. It is true that you must know the buying capacity of your membership, but many times you can prove to be a very poor buyer by buying too little. That is just as bad as over-buying. I believe the secret of intelligent buying is this:



Recent visitors at Woodridge GC, Lisle, Ill., were this foursome returning to Canada. They stopped to inspect the No. 12 green at 6:30 a. m. and were snapped by Ted Hammerschmidt, Woodridge's mgr. and an early riser. Close inspection of photo shows that the visitors left their footprints in the morning dew.

If you feel a particular item will be a good seller, have enough confidence in it to buy enough so that you will have a good selection of sizes and colors available. This is another reason why I say you should let your assistant or your sales personnel get in on the buying. If a person selling the merchandise feels he can sell it, most of the time he will be successful. If he is not sold on the item himself, many times the merchandise will just sit on your shelves.

Here's A Tipoff

Having confidence in the salesman from whom you are buying is another very important phase in purchasing. Many salesmen can give you valuable information about their products which you, in turn, can pass on. Learn from these salesmen who call on you and from whom you are doing your buying. Most of the time a salesman tries to sell you merchandise which is selling at other clubs. A good salesman tries to discourage you from buying merchandise he feels you can not sell successfully. He would much rather have a successful item move out quickly so that he can sell you again. Remember, a good salesman is informative and has his customers' needs foremost in his mind at all times.

Roberts at Iowa State

Elliot C. Roberts, formerly of the University of Massachusetts, Amherst, is now doing full time research on turf at Iowa State University. Most of his career has been spent in this work and he has been closely connected with golf courses.