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Many SWITCHED over to VICTORS from other brands! Others were adding Model 36 VICTORS to their fleets for the fourth consecutive year. Some were buying golf cars for the first time.

QUESTION: Why do so many Clubs, PGA Pros, Lease Operators and Golfers alike make VICTOR first-choice?

ANSWER: Since 1954, year-in-year-out, VICTORS prove in actual service, that they out-perform, out-distance and out-last other machines. You too can have confidence in VICTOR!

QUESTION: Why is VICTOR so superior?

ANSWER: There is no compromise with quality of product, service or customer relations when you deal with the VICTOR ADDING MACHINE CO. Only VICTOR gives you VICTOR-built-Dyna-Power-Direct-in-Line-Drive plus other features that can't be imitated or duplicated.

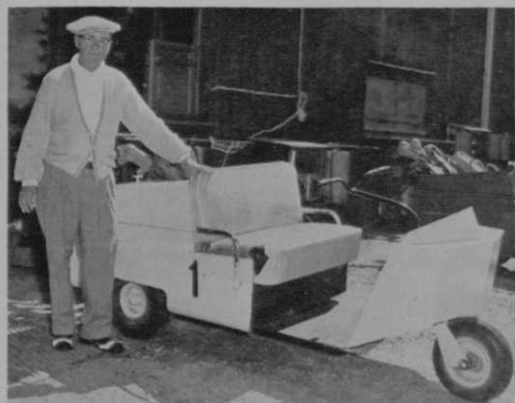
QUESTION: Why are so many Clubs SWITCHING over to VICTORS?

ANSWER: VICTOR helps make golf-car-operations a more profitable and happier experience for the club and all the members. Only VICTOR offers FOUR fleet-acquisition plans PLUS fleet-management and fleet-maintenance programs based on the collective NATIONAL experience of 805 Clubs in 44 states.

QUESTION: How can we get VICTOR'S helpful assistance for our Club?

ANSWER: Invite the factory-trained VICTOR dealer or factory-field-representative to meet with you and your committee NOW in advance of the season. He will survey your needs, consult the VICTOR Home Office and present proposals tailored to your requirements. Write today on your Club letterhead!

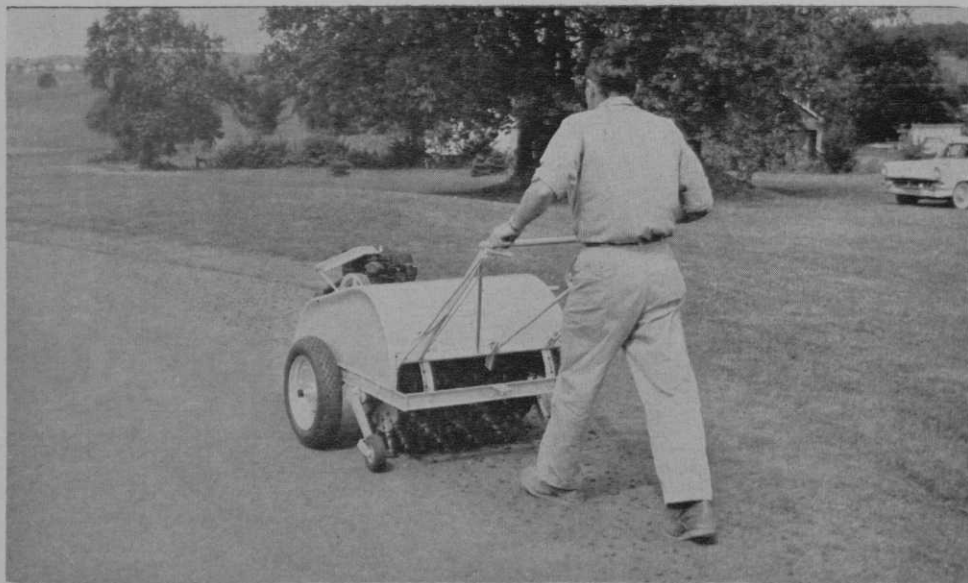
"Good Ole No. ONE" in Fifth Year of Service!



Everett Leonard, PGA Pro, Butte Des Morts CC, Appleton, Wisc. bought this FIRST Direct-Drive VICTOR in '55 after it was used in golf course tests in '54 by the factory. He writes, "Good Ole 'ONE' gets constant use. Except for normal battery replacement, maintenance of old 'ONE' cost me only \$32.66. This 4-battery VICTOR still makes 27 or more holes over our hills. My newer VICTORS go from 36 to 45 holes a day with ease."

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A **half-hour** is all it takes to aerify a green with a G-L or Junior G-L Aerifier* equipped with **SUPER REEL**. Power-on-the-reel drives the Aerifier at a brisk, time-saving pace . . . as it provides maximum cultivation with a minimum of surface disturbance.

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*Fred Kuehn photo*

Mr. & Mrs. A. J. Dorband and Mr. & Mrs. Rex Bolte

They came to the right place

It's A Record!

Chicago Pulls Them In — 1,720 Attend GCSA Show

IF the Midwest GCSA, sponsors of the 30th National Turfgrass conference and show, had misgivings as to what rather miserable weather was going to do to their Chicago extravaganza, held from Jan. 25 through the 30th, they were quickly dispelled. By the evening of the 26th, registration day, the old attendance record of 1,457, established in Washington last year, had been broken and even after that, supts., agronomists and turf specialists continued to pour in. The final tally mounted to 1,720.

This year's conference possibly dwelled more on the practical phases of turf management than in other years with maintenance efficiency and innovations in methods of operations being the themes discussed most frequently. Practically every one of the education sessions attracted huge and attentive crowds which came right on through the final day when attendance normally drops off quite noticeably.

Here is a summary of the 5 days' proceedings:

First Day

Celebrities Take A Bow and Education Sessions Are Launched

After Henson E. Maples, first education session chmn., called Pres. Bob Williams to the podium to throw out the first pitch, Ray H. Gerber, pres. of the host Midwest GCSA, welcomed the convention dele-

gates. In his remarks he cited nine Midwest members who had been working for the past two or three months to prepare the stage for this year's conclave. They included the following: Roy Nelson, Ray Didier, Wes Updegraff, Ray Davis, Amos Lapp, Peter Bild, Ed Stewart, Al Johnson and Gordon Brinkworth.

O. J. Noer and Stan Graves, who long



Conventioneers saw plenty of snow in Chicago. Below and on page 26 . . . among those who were there.



John, Ruth, Alex and Chris Edgar and Joe Austin.



Al Hines, W. McClumpa, Mrs. Hines, Mr. & Mrs. Ed Stewart, Mr. & Mrs. Marv. Guening, John Polakavik.



Mrs. Eleanor Neussle, Walter Pieper, William Neussle, Mrs. Pieper, Mrs. Edwin Wollenberg



Tom Hayes, Walter Ragan, Ralph Seurt, R. Freeborg Gary Guyer and A. H. Schatzmeir.

have been noted for introducing celebrities at GCSA conventions with sprightly comment interspersed with appropriate laudatory remarks, again were in excellent form when men who have made their marks in the sports industry, were asked to take a bow. The imposing list was made up of John D. Ames, USGA pres.; George Allen, who was substituting for George Halas of Chicago Bear fame; Charles (Chick) Evans, the ageless amateur star; Ted Payseur of Northwestern University who has spent 40 years promoting intercollegiate golf; Carl Stockholm, a onetime Olympic bicyclist who is helping to bring the Pan Am (equivalent to the Western Hemisphere Olympic) games to Chicago this summer; and Charles (Chuck) Eckstein, Chicago Dist. GA pres. and green chmn. at Ravisloe CC for 18 years, who is the most relentless of legmen in peddling golf to people in the hinterlands.

Ames, after describing conditions at the Royal & Ancient at St. Andrews, which he visited last summer with the U. S. World Amateur team, called attention to the work that is done by the USGA green section, noting that this activity is carried on at a deficit of \$54,000 annually. George Allen, who had the Halas proxy, traced the growth of pro football from a spectator support standpoint and told how the football magnates constantly are looking for new ideas to make the game even more appealing to the fans.

Asks for Faster Fairways

Chick Evans, a capable if reluctant speaker, complimented the greenmasters on the enormous progress they have made in improving their acres since he broke into golf. In behalf of golfers who have been at the game for nearly a half century, as Chick has, he suggested that the next great improvement would come when the supts. develop faster fairway grass and slow down the turf on the green. Ted Payseur, who played in the Intercollegiate in 1919, and as Northwestern's athletic director for many years, was close to the college golf scene, pointed out that the Intercollegiate title has escaped many a great player who later went on to shine on the pro circuit.

Tells of Pan Am Games

Supts. got an idea of how much work and money are involved in staging an international event such as the Pan Am games when Carl Stockholm took the rostrum. He told how an English construction firm is being imported to build the cinder track over which various races

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Sonoco Storage Tubes, of heavy, long-lasting fibre, are made in standard 12" and 14" inside diameters, 32" long. Larger sizes also available. Delivered price is about \$2.00 each. Immediate shipment. Send details concerning your space, number and size of storage units needed, and Sonoco will figure the cost. Write today!

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Storage Tubes

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Hospitality hour was going full blast when this photo was taken.



Garrett J. Renn, Charles H. Wilfong, Arthur Anderson and Roger S. Wallace.



Paul Miller, J. S. Garskie and Betty Hulshouser.
Fred Kuehn photos

will be run, and of the many facilities in Chicago that will be used to stage all the events that are to be included in the international competitions.

Chuck Eckstein, last of the celebrities to be introduced, gave some interesting facts about golf in Chicago. There are 169 clubs in the area but this number still is 50 short of the courses in existence in 1933. Discussing land values and construction costs, Eckstein said that any group that is seriously considering building, or

buying into existing courses, had better investigate all facets of investment and potential return because profitable operation certainly isn't assured by merely going through what seem to be business-like motions.

Speakers who followed the celebrities on the first day's program were Ben Sheets, mgr. of Lake Shore CC, Glencoe, Ill.; Tom Walsh, pro-owner of Westgate Valley CC, Chicago; Malcolm G. Peterson, dir. of sales training for E. I. duPont de Nemours & Co.; and William H. Benguefield, western dir. for the USGA green section.

New Officers A Problem

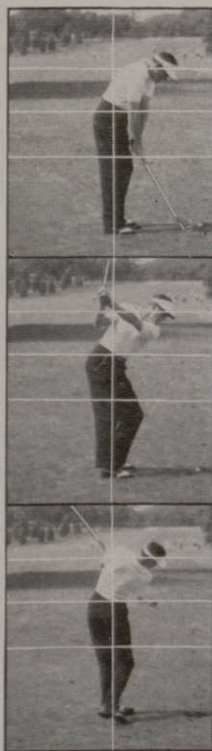
Ben Sheets suggested that supts. are not alone in their sometime difficulties in dealing with club officials. The club manager, he stated, oftentimes is faced with the task of pleading for funds to repair or replace below-deck facilities such as heating plants although there may be liberal allocations, quickly granted, for buying new furniture, drapes or bar room supplies. New officers, in his opinion, are the biggest stumbling blocks for the manager. They often resist change or improvement in operation of the club and not wanting ever to be identified with that "free-spending regime," hold a tight grip on funds. When they are finally convinced that money has to be spent to keep the clubhouse in repair, or for equipment, their term in office usually is about to be concluded.

"Love that golf course," was pretty much the theme of Tom Walsh's remarks. One of five brothers who have long been identified with the game, Tom professed a certain nostalgia for the old days, but was quick to point out that contemporary supts. are cons ahead of the "greenkeepers" of only 25 years ago in the way in which they keep their estates. Walsh emphasized that both the pro and the club owner appreciate, far more than anyone else, the artistry and hard work that are reflected in today's typically beautiful courses.

Enthusiasm was the keynote of a speech by Mal Peterson, who deals almost exclusively in that commodity in training duPont's fledgling salesmen. Peterson, who probably can be described as a Norman Vincent Peale in an industrial setting, pointed out that enthusiasm may not be as easy to come by as people like to think. In reality, it can only be derived from deep understanding and knowledge of the article a salesman is selling, or in the case of a course supt., the program he is trying

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Fussiest golfers (like you) demand the finest . . . and *now* the finest means the *new* line of KROYDON CARDINAL clubs! What does KROYDON CARDINAL excellence mean? Here's the story . . .

KROYDON CARDINAL EXCELLENCE means clubs that are "custom built"!

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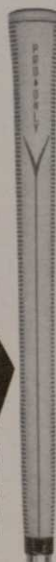
KROYDON CARDINAL EXCELLENCE means woods with amazing Dur-O-Lon Finish . . . the weatherproofing that won't wear off!

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Golf Pride fine line . . . the newest, the best grip any golfer can use . . . is now standard equipment on every KROYDON CARDINAL club! 26.6% of the players in the '58 National Open used Golf Pride Grips! Now they're yours at no extra cost on KROYDON CARDINALS!

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to put across or the goal he is striving for. A supt., Peterson declared, never should attempt to sell a course budget until he is thoroughly familiar with every item in and behind it so that it can be explained not as a cold compilation of figures prefixed by a dollar sign, but in terms of the satisfaction that it is going to bring the membership.

Psychology Important

The first day's session was concluded with a speech by Bill Bengeyfield on labor relations. Considering that about 70 cents of every maintenance dollar is spent for labor, Bengeyfield said, it is logical to suggest that the supt. might better be more of a psychologist than turf specialist. Good labor relations, he explained, consist of being respected if not loved. Bill also said that if a man earns a reputation for having the common touch it doesn't necessarily mean that he becomes over-familiar with his employees. He concluded his talk by listing seven points for handling men. They ranged from setting good examples for employees to avoiding the serious sin wherein the boss takes himself too seriously.

Bob Mitchell of Sunset CC, Sappington, Mo., steered the meeting through the second day in which the theme was research in action.

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Speakers included Marvin Ferguson, who has the two-fold job of directing the USGA's mid-continent green section and coordinating its research; William Martin of the University of Minnesota; Malcolm Shurtleff, Iowa State College; and Gene C. Nutter, University of Florida. These men dwelled on research.

How research is applied was described by the following supts.: Carl Wagner, Lambton CC, Toronto; Bob Shields, Woodmont CC, Rockville, Md., and Cameron Henderson, CC of Buffalo, N. Y.

H. Burton Musser, long associated with the agronomy dept. of Penn State University, spoke on professional training.

More Logic Than Luck

Marv Ferguson debunked the oft-repeated fallacy that chance plays a bigger part in research than logic. He said that men in this work develop and test ideas to the point that it becomes evident that they are either going to produce an improved product or method or be abandoned as worthless. Luck plays a part in no more than one in several thousand cases, he added.

Turf research, Ferguson declared, hasn't received anything like the support due it because there is no way of placing a dollar and cents value on the good that it does. In the golf field, one of the few examples of what turf research has accomplished is found in the development of Tifgreen. This strain, Ferguson said, was nurtured at an extremely low cost in comparison with its current value in greens on Southern courses. It is used at 100 different locations or, in all, on about 1,500 greens conservatively estimated to be worth \$3,000,000.

In describing fertilizer tests carried on at the University of Minnesota, William Martin said that there is some question as to how effectively turf absorbs nitrogen. Leaching, loss to the atmosphere and the action of microorganisms may reduce the absorption rate to around 50 per cent, according to current estimates. Martin, however, said microorganisms shouldn't be regarded as total parasites since it is probable that even though they rob plants of food, they store quite a large part of it which eventually is released to the plants. How much of a friend or foe soil bacteria is, though, is something that researchers will continue to look into.

Martin produced charts that show that loss with ammonia fertilizers may be around 45 per cent, the same as with dried blood, while nitrate losses may range to 52 per cent. Tests have shown that the

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SILENT—No noise while playing—silent electric starting—switch off upon arriving at the green—after putting — simply switch on — push starter button and drive to the next fairway.

ROOMY—two individual seats with plenty of leg room.

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ACCESSORIES — Attractive sun top. Lights. Extra bag racks. Water proof complete canvas cover

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nitrogen per cent content is not increased by adding fertilizer.

Good Management Preferred

Malcolm Shurtleff, who briefed the supts. on recent progress made in development of fungicides, said that there are 15 known major diseases which it is possible to screen grasses against. He emphasized, however, that it is folly to place more than secondary dependence on fungicides, advocating sound management practices as the most reliable method of keeping turf disease free. The Iowa agronomist hinted that fungicides aren't quite the panacea that some turfmen like to think they are.

"Even the best fungicides," he said, "aren't anything like 100 per cent effective where management has been sloppy. It also should be remembered that favorable results aren't always obtained simply because so many persons in turf work don't know how to apply the right concentration of a fungicide at the right time or, for that matter, don't always select the right type of fungicide."

The nematode, which has become one of the new scourges of supts., and by that token, the darling of researchers, was exposed by Gene C. Nutter. He explained that there are several species of the pest, many of which alternately wax and wane in different seasons and thereby constantly assault plant roots. Nematodes exist in two or three layers immediately below the surface and dehydrate turf. When it loses its vigor or chlorosis becomes evident, Nutter said, there is strong indication that the nematodes have invaded the soil.

Menace Is Widespread

To combat them, the University of Florida agronomist, recommended first of all, a soil test, and then deep areation followed by treatment with a nematicide. But none of these steps will produce desired results, he added, if the nematicide is not sealed in the ground with heavy applications of water. The large scale nematode menace was first detected about five or six years ago on Long Island. Since then it has spread practically across the U. S. and is not showing signs of diminishing.

How to cope with nematodes, fungi and miscellaneous pests and diseases that technical men conjure, and continue to grow grass, was the subject of speeches by Bob Shields, Carl Wagner and Cameron Henderson, who outlined some of the old and reliable as well as advanced management practices that are employed at their clubs.

Shields gave a very thoroughgoing de-



Elmer G. Border (left) and James E. Thomas were elected pres. and vp, respectively, of the GCSA for 1959. Border is supt. at Las Posas CC, Camarillo, Calif., and Thomas, supt. at Army-Navy CC, Arlington, Va. The new board of directors is made up of L. E. Lambert (appointed secy.-treas. of the Association by Border), J. Nelson Monical, Sherwood A. Moore, Henson Maples, Ted Rupel, L. W. (Sonny) DuBose and Robert M. Williams. Gene C. Nutter was named to take over the newly created GCSA executive-director position.

scription of how maintenance is carried on at his Rockville, Md. estate. Probably of greatest interest to the audience was the fact that he has to employ two sets of maintenance standards — one for warm, and the other for cool season grasses — since he is in the transition zone. This calls for two types of grass on the tees and the maintaining of large fairway and green nurseries so that the change from warm to cool season grass, or vice versa, can be made at different seasons without serious interruption of play.

Carl Wagner, whose Lambton club is located deep in the snowmold belt, gave a brief discussion of what has to be done in Canada to combat the excesses of the seasons. He came to the conclusion that while technical knowledge of turf is important for a supt., the real criteria of success is how well or how little he trains, and is capable of directing the men who work for him.

Cameron Henderson, who broke into the turf field with his father, contrasted the old days, when it took a man six hours to aerate a green with hand tools, to the 30 minutes that it now requires with a machine. He cited numerous other instances of how the time element has been reduced through wide use of machinery. But he questioned whether the golf industry has kept pace with these mechanical improvements in its attitude toward the people who are employed in it. The CC of Buffalo greenmaster declared that the supt.,

(continued on page 52)