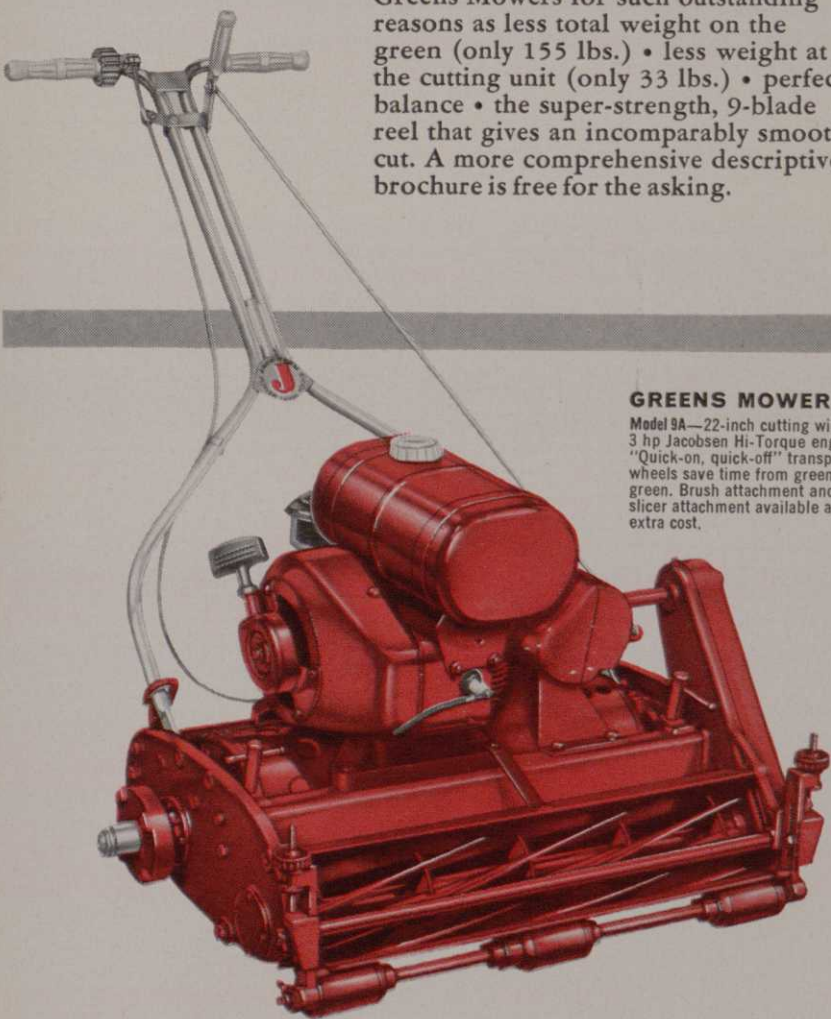


■ The Jacobsen Greens Mower is the world's finest precision grass cutting machine, provides perfection on the putting green. A majority of the finest golf courses in America use Jacobsen Greens Mowers for such outstanding reasons as less total weight on the green (only 155 lbs.) • less weight at the cutting unit (only 33 lbs.) • perfect balance • the super-strength, 9-blade reel that gives an incomparably smooth cut. A more comprehensive descriptive brochure is free for the asking.



GREENS MOWER

Model 9A—22-inch cutting width, 3 hp Jacobsen Hi-Torque engine. "Quick-on, quick-off" transport wheels save time from green-to-green. Brush attachment and turf slicer attachment available at extra cost.

JACOBSEN MANUFACTURING COMPANY
Department G-1, Racine, Wisconsin

Subsidiaries: Johnston Lawn Mower Corporation, Brookhaven, Mississippi
Worthington Mower Company, Stroudsburg, Pennsylvania



View of large crowd that attended 13th turf conference at Texas A&M College in December. Registration totalled 187. C. B. Campbell is pres. of Texas Turfgrass Assn.

The disappearance of poa annua from fairways always is disappointing, but it is very difficult to explain to members. Many clubs in the transition zone now are planting perennial warm-season grasses to serve as a year-around base for golf shots and to provide the best in turf for the season when poa usually fades. Don't fail to investigate the possibilities of Bermuda and zoysia for tees and fairways even though you may think you are too far north. It will be well to remember, also, that the grasses that grow best in hot weather provide the most satisfactory turf for golf when most golf is played.

Attendance at turf conferences is very

Watch for This!

Every golf club in the United States is being mailed our annual form card on which space is provided for names of each club's operating personnel entitled to receive GOLFDOM. Please give this your prompt attention.

Unless we receive up-to-date information on those who are actively engaged in duties concerned with your golf club's operation we cannot continue mailing GOLFDOM.

If your club failed to receive our form card or misplaced it — use the form you'll find on Page 88 of this issue.

Our circulation auditing association requires us to show that the names to whom GOLFDOM is mailed are up-to-date. Lacking this information we are instructed to stop mailing GOLFDOM to old names on our list.

To make certain your 1958 officials and operating heads receive GOLFDOM fill-in the form and mail it — today — please.

important in keeping posted on recent developments. Have you made your plans? Have you discussed it with your chmn.? Maybe he wants to go too. Most clubs furnish expenses for at least one major conference a year. Your membership in the organizations is the real key to continued progress. Have you paid your dues?

Some of the difficulties that occurred on greens last year could not possibly be ascribed to a single factor. Several powerful chemicals were applied, practically simultaneously, sometimes in desperation, in an effort to check diseases, to grow grass, to soften soil or to prevent weed invasion. It is suspected that some materials, in the presence of heat, moisture, and other chemicals, became antagonistic to grass with near fatal results. In such a situation it is obviously unfair to place the blame on any single factor. Those who have had such experiences may do well to take their problem to the experiment station with a request to determine compatibility of materials used.

Our last suggestion or reminder, even though many more might be cited, has to do with planning for the greatest possible comfort and convenience of the golfer. Apparently the golfer appreciates nothing quite so much as complete lack of interference with his game. This is possible only to a degree because maintenance must go on. Some of the developments that help the situation include more effective and longer-lasting fungicides. Heavier rates of fertilization with longer-lasting plant foods make it possible to irrigate less frequently. Sturdier grasses that can go longer without a drink, more efficient herbicides, improved soil-cultivating tools, more equipment to get the job done faster — all aid in reducing course operations during peak play. Above everything stands the factor of good management by a top-notch supt.



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Power-Bilts — Master-Matched for perfect feel and balance — are winning new friends each year. It's not surprising because once they've played them they can't help bragging about them. This word of mouth plus a powerful national advertising program is creating a growing preference for these superb clubs. Be sure you cash in on the big swing to Power-Bilts! Display them prominently.

HILLERICH & BRADSBY CO., LOUISVILLE, KY.

POWER-BILT
GOLF CLUBS
*Master-Matched for Perfect
Feel and Balance*

Turn on the sales power with the '59 Master-Matched Power-Bilts

Supt. "Scorches" \$60,000 Rumor In Re-Turfing Scioto

By PAUL W. NEFF

Supt., Scioto CC, Columbus, O.

ORDINARILY, a club has to be selected as a site for the USGA Open or some other important tournament before directors are moved to "plow" a large sum of money into renovating its golf course as was done at Scioto last summer.

So, when I became supt. at the club early in the winter of 1957, had a chance to examine the turf and recommended that the members would get much more pleasure out of their course if some money were spent to reclaim it, a great hue and cry went up that "here is a man who has gone completely mad."

The reason was that a rumor got around that it would cost \$60,000 to do the job. Oddly enough, most of the protesting over this huge, proposed expenditure came from the outside.

After I explained to Thomas L. Carey, Scioto's green chmn., why the course had deteriorated and what had to be done to bring it back, he immediately sensed that Scioto couldn't be saved by picayunish spending and, in turn, impressed this on the club's membership. At the same time, I quieted the rumors that were making the rounds by assuring him that that \$60,000 figure was grossly exaggerated and that \$7,000 or \$8,000 was much more realistic. At any rate, it wasn't long before I got approval to undertake the renovation project.

Scioto's decline undoubtedly was due to demand, over the years, for close-clipped championship turf. Kentucky bluegrass had largely been eliminated by the invasion of poa annua and following this, chickweed, knotweed, clover and crabgrass had crept in. Shortly after news of the renovation got around, I got a request from a young man to take color photos of the fairways. Everything had turned brown by this time and the young photog-

rapher confided that his purpose in getting the pictures was to use them in an article pointing out the foolhardiness of spending \$60,000 to reclaim the turf. At the mention of this preposterous figure, I merely smiled.

Theme Is Changed

As you can well imagine, one of the greatest thrills I got out of the renovation program was to invite the young man back the following fall and show him what excellent condition the course was in. He had never gotten around to the article that he originally intended to write. After he saw the new Scioto, there was an abrupt change in theme. When he finally got down to his writing chore it was to describe the wondrous changes that had been made in the course. Fortunately, he had both "before" and "after" photos to use as illustrations. And, he was flabbergasted to find out what re-turfing Scioto really cost.

To replace the nondescript turf at Scioto, we resorted to a "scorched earth" program. This was considered quite revolutionary in the Columbus area, but certainly it was not without precedent. The late Dave Bell was the first to use heavy rates of sodium arsenite for total eradication before reseeded at St. Clair in Pittsburgh. More recently, Carl Springer of Congress Lake in Hartsville, O., had done the same thing.

These facts were brought to our attention by the Milwaukee Sewerage Commission's Turf Service Bureau. The Bureau ran soil analysis tests on our fairway samples and its representatives constantly consulted with us on the progress of the renovation program.

The fairways were sprayed with 1 lb. of 2,4,5-T and ½ lb. of 2,4-D in July (1958) to remove clover and the broad-leaf weeds. This was done early to prevent possible germination of desirable seeds. "D-Day" (Death to the weeds) was Aug. 18, when the fairways received their first application of sodium arsenite liquid concentrate at 35 lbs. per acre in 50 gallons of water. The kill was almost complete with recovery of an occasional spot of Kentucky blue and African Bermuda.

Seedbed Prepared

Three days later we prepared the seedbed by aerifying and rotary hoeing six times over. A chain drag was used to break up the cores. Lights were used on the tractors and the labor crew was split into three 8-hour shifts.

Milorganite was applied on Aug. 29th



Paul Neff

at 500 lbs. per acre. On Sept. 2, a "green haze" from a new crop of poa annua was evident so the second application of sodium arsenite was made as scheduled at 20 lbs. to the acre. This was the knockout punch!

Seeding started on Sept. 8 with 400 lbs. of 10-3-7 fertilizer applied immediately ahead of the drill. Rolling followed and irrigation commenced as soon as two or three fairways were completed. All watering was done during daylight hours to catch nozzle clogging, sprinkler stoppage or flooding before washing occurred.

Bent Seed Mixture Used

A bent seed mixture, 45 per cent Astoria, 45 per cent Highland and 10 per cent Penncross was drilled in two directions at 100 lbs. per acre. The heavy rate of bent was justified to get the jump on the tremendous crop of poa annua seed known to be in the soil. Watering continued until Sept. 16 when nature co-operated beautifully with light, gentle rains of $\frac{1}{4}$ to $\frac{1}{2}$ inch.

Five weeks after seeding the 4-in. drill spaces were solid bent in most places and voids were filling rapidly. The fairways had been mowed for the third time.

The battle is by no means finished! Some annual bluegrass is evident but I estimate it to be under 1 per cent. In the future we expect to use some pre-emergence control like arsenate of lead. We will continue to use light sodium arsenite treatments in the fall, if needed.

As to costs, the exaggerated outside reports of \$60,000 were utterly without foundation. According to our records the breakdown was: Labor, \$942.00; Sodium arsenite liquid concentrate, \$506.00; and bent grass seed, \$1850.00.

Luncheon for Fathers, Sons

GOLFDOM, for the second year, will entertain fathers and sons, who are employed as supts., at a luncheon in The Ruby Room of the Sherman Hotel at the GCSA Convention on Wednesday, Jan. 27.

Mid-Atlantic GCSA Officers

Jim Reynolds, Hermitage CC, Richmond, Va., is new pres. of Mid-Atlantic GCSA. Jim Thomas of Army-Navy CC is vp and Tom Doerer, Jr., Fredericksburg, secy.-treas.

150 Assistants Expected to Attend PGA School

About 150 apprentice pros are expected to attend the PGA's Assistant School which will be held at the Ft. Harrison Hotel, Clearwater, Fla., Jan. 11-16, according to Emil Beck, Black River CC, Pt. Huron, Mich., education chmn.

Following is the lineup of speakers for the five-day school schedule:

Jan. 11 — Joe Devany, Eddie Duino,

A West Coast PGA assistants training school will be conducted at the Alameda Municipal GC, Jan. 26-30. Applications for enrollment still are being accepted, according to Max McMurray, chmn., who is pro at Alameda Muny.

George Aulbach, Willie Ogg, Bill Hardy, Bob Russell and Tom Crane.

Jan. 12 — Devany, Duino, Emil Beck, Aulbach, Ogg and Hardy.

Jan. 13 — Stanley Szulik plus speakers of the 12th.

Jan. 14 — Same schedule as on the 13th.

On the 15th, the annual banquet for assistants will be held. Classes will be held from 8 to 11 a.m. and from 1:15 to 2:30 p.m. daily in addition to night classes on the 11th and 13th.

Greensboro Pro Gives Tally on Aces at His Club

By **GEORGE CORCORAN**
Pro, Greensboro (N.C.) CC

The hole-in-one is generally regarded as the most spectacular shot in golf. My club, I believe, has the unique distinction of having the oldest and the youngest golfers ever to shoot aces.

In 1951, an 83-year-old gentleman, Sam Wortham, scored a hole-in-one on the 178-yard, par 3 12th hole. In 1955 Sandy Worth, age 11, got an ace on the same hole.

Seldom does a pro and his wife get an ace in the same year. In April, 1954, I scored an ace on the par three, 215-yard 16th hole. In September of the same year my wife carded a hole-in-one on the third hole which measures 116 yards.

In the 14 years I have been pro at the Greensboro GC there have been 29 holes-in-one. This, of course, is an average of two a year. During that time men have not had a monopoly on the prized holes-in-one. There have been five women who have accomplished the feat.

Small, Novel Touches Give Your Shop Its Personality

By **RICHARD N. TARLOW**

Executive vp, Brockton Footwear Sales, Inc.

In October *GOLFDOM* (page 68), Dick Tarlow reviewed five points which he believes helps to make the pro a better merchandiser. In this second and last article, he pursues the same subject, adding ten more factors that he thinks play an important part in promoting shop sales.

6. "Give your shop flexibility, individuality and the personal touch. When things have worked 'by the book' for a time, start using your imagination. A successful shop is a reflection of the pro and his club."

Someone once said that little things mean a lot. It's those small, seemingly insignificant touches that stamp your shop with a personality all its own. No other shop has it but yours. It's a business asset no money can buy. Here's an example:

You Can Do It With Mirrors

A shop I visited a few months ago had a novel shoe mirror installed for the amusement of customers. A full-length, life-size action portrait of Ben Hogan wielding a nine-iron was cut off just below the trouser cuffs. When a customer tried on a pair of golf shoes, he could view them as though they were being worn by "Mr. Golf." In fact, an amusing sign invited customers to "get a lift by stepping into Hogan's shoes." Naturally, an orthodox mirror was also available. But the idea was sound despite its frivolous nature. It put the customer in a good (buying) frame of mind and at the same time revealed the friendly personality of the shop's operator. A little thing? Yes, but add a few other little things.

7. "Follow through on your displays constantly. Shoes should be formed up and polished. Everything must sparkle. Put empty shoe boxes back in your display after a sale. It gives the impression of a full stock."

Last year I pointed this out to a pro I've known for a long time. He had the quaint notion that gaping holes in his display stocks gave his shop a "busy" look, and thereby promoted sales for him. The fallacy of his reasoning was even more striking when you consider that his club

membership, like so many others in the country, is comprised mainly of successful businessmen. You can't deceive a businessman into thinking that a sloppy-looking display (for that's what it was) is anything but indicative of a mismanaged business. Fortunately, the pro took the hint and volume is up considerably over previous years. As for soiled merchandise, would you enter a store and pay \$32.95 for a pair of dusty shoes, or even \$3.95 for a dirt-stained cap?

8. "Plan your merchandising program carefully before the season begins. Base your plans on last year's sales, membership figures and trustworthy merchandising advice. Once set, don't change them unless conditions change radically."

Sound Hunches vs. Whims

Whims are for women. Once you permit whim rather than sound judgment to rule your business, you might as well start looking for a new business. This isn't to say that a bit of intuitive thinking on occasion isn't beneficial. One good hunch in ordering merchandise can sometimes mean the difference between black and red in your books. On closer examination, however, you're likely to discover that most "good hunches" are firmly rooted in a solid business background. Remember, too, that a well-organized and faithfully-applied plan provides you with the guideposts to meet the objective you've set for your shop. Any needless deviation will simply put you in the dark.

9. "How about putting a practice putting rug near your club displays? You'll sell a lot of special putters with it. A member may be shy about taking a new putter out to the practice green but he won't hesitate to pick it up and try it there."

Here again is that extra touch that distinguishes you as a professional friend and counsel to your members and not just another shopkeeper. Provide your members with an added inducement to enter your shop and you'll automatically add figures to your profit ledger.

10. "Know your customers. Keep an index-card record of each customer and his family — address, phone, sizes, etc. Use them for special mailings at holiday

1959 Best Seller

PATENTED
DESIGN
Design Pat.
No. 179,819

FOCAL
POINT
Concentrated
Power

RAISED TOE
Larger Look

PRO-PEL
ACTION
The Only
Shaft with
"Bull-Whip"
Snap

FC4000 irons have more exclusive features *that mean extra playability* than any other irons. Each is a strong advantage point, makes the job of "selling" easier in all pro shops.

FLAME
CERAMIC
FACE

Powdered ceramic
material is
sprayed on at
4000 degrees
Fahrenheit to give
permanent "Touch"

UNIQUE VERTICAL
SCORING frames ball

RECESSED
WEIGHT
Raises
Focal
Point

FORWARD
PRESS
Built-In

The new Flame Ceramic line—in MacGregor Tourney, Tommy Armour and Louise Suggs models—is another example of MacGregor's constant search to give golfers of the world the finest in equipment. New materials and manufacturing methods are under day-in, day-out study at MacGregor. It's the reason why most major improvements turn up in MacGregor equipment first. This, in turn, gives every golf professional the opportunity to display and sell improved, more playable, more appealing clubs every year . . . an important factor in keeping pro shop profits up.

Sales of the new MacGregor models are at an all-time high—a sure sign of wide acceptance by golf professionals and golfers. If your spring order isn't in, or if you want to boost it, we suggest you get in touch with your MacGregor salesman, branch office or Cincinnati NOW.

MacGregor
THE GREATEST NAME IN GOLF
REG. U.S. PAT. OFF.

times to notify member of new shipments, gift ideas, etc."

Our company will be happy to supply you with a quantity of such cards. By maintaining an up-to-date card file of customers, you'll follow the lead of manufacturers who keep similar records on their pro customers. Our company, for example, has gone to considerable time and expense to revamp its record system so that we may have complete information at our fingertips on every pro who orders from one to ten doz. pairs shoes. It's simply good business practice.

11. "Stock the right merchandise. Nothing sells like the best — and nothing beats having a full range of sizes in the popular styles. For example: 24 shoe sizes should fit over 75 per cent of your customers. You'll make a lot more sales with 24 sizes of just one style than with single sizes in 24 styles. And you'll have lot fewer odds and ends to clean out at season's end."

Concentrate on Majority

A good deal of field research has gone into this statement. And it's just as true today as it was last season when we introduced the highly successful Sell-A-Matic units, the compact self-selling shoe department. Our surveys proved conclusively that over-diversification of stock defeats its own purpose. Instead of selling more merchandise, you sell less. The reason becomes obvious when you study the research findings. If 75 per cent of your members can be accommodated with a smaller, more manageable assortment, it's sheer folly to increase your stock by upwards of 50 per cent simply to serve 25 per cent of your membership. It's far more practical to concentrate on the overwhelming majority and serve the minority group with special orders from the supplier.

12. "Hold a little something in reserve. Keep a few sets of clubs in the back of your shop, out of sight. Then bring them out as something special — the club that's 'really right' for a particular player's game — rather than just another set from your regular display."

This is selling psychology at its most effective level. Next time you're in a quality haberdashery store, watch for the salesman who comes up with something "special" from the stock room, for the hard-to-please customer. Call it personalized selling! This special treatment is a legitimate sales tactic that invariably gives the customer a sense of importance and well-being and usually makes him a cash

PGA Schedule

- Jan. 2- 5—L.A. Open, Rancho GC, Los Angeles
- 9-12—Tijuana (Mex.) Open, Caliente CC
- 15-18—Bing Crosby Inv., Pebble Beach, Monterey, Cypress Point, Del Monte
- 22-25—Thunderbird Inv., Palm Springs
- 26-27—Eldorado Pro-Am, Palm Desert
- 29-Feb. 1—San Diego Open, Mission Valley CC
- 29-Feb. 1—Panama Open
- Feb. 5- 8—Phoenix Open, Arizona CC
- 5- 8—Valencia (Venezuela) Open
- 12-15—Tucson Open, El Rio CC
- 12-15—Puerto Rico Open, Berwind CC, San Juan
- 19-22—Texas Open, Brackenridge Park, San Antonio
- 19-22—Jamaica Open, Caymanas GC, Kingston
- Feb. 26-Mar. 1—Baton Rouge Open
- Mar. 5- 8—Greater New Orleans Open, City Park GC
- 12-15—Pensacola Open, Pensacola CC
- 19-22—St. Petersburg Open, Lakewood G & CC
- 24-25—Seminole Pro Am, Seminole CC, Palm Beach
- Apr. 2- 5—Masters, Augusta National
- 9-12—Greater Greensboro Open, Star-Mount Forest CC
- 16-19—Houston Classic, Memorial Park GC
- 23-26—Lafayette (La.) Open, Oakbourne CC
- 23-26—Tournament of Champions, Desert Inn, Las Vegas
- 30-May 3—Colonial National Inv., Colonial CC, Ft. Worth

customer.

13. "Get rid of merchandise that doesn't sell. The longer you keep it the greater the mark-down you'll have to take to make it sell. Meanwhile, you tie up valuable space and money that should be working for you."

You Can't Blast Out

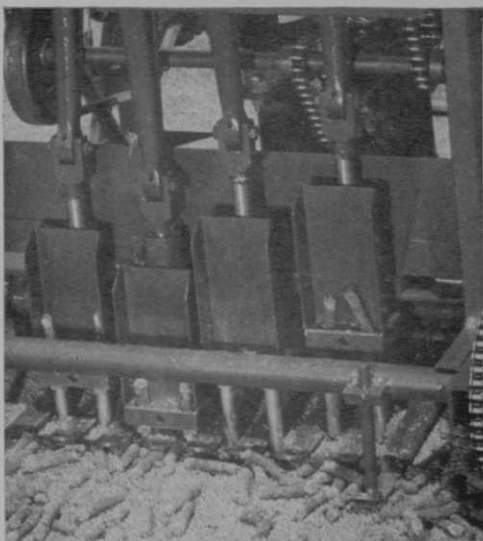
Have you ever been exasperated when a pupil stubbornly insists on trying to blast out of an impossible lie? He loses six or seven strokes rather than take the penalty at the start. It's a good illustration of what we mean by marking down merchandise (taking your penalty) at the right time. Irrational stubbornness might make sense if you're climbing Mt. Everest but on the course or in the shop it's expensive.

14. "Don't concentrate entirely on clubs and bags or even shoes. You carry lots of other merchandise that can add up to big sales and profits for you. Display it all. Remember, people seldom buy what they don't see. Every little sale adds to your total profit."

(Continued on page 70)



CUT NURSERY SOD



AERATE GREENS

See How Much Golf Course Work These Two Machines Can Do

Want to be a hero to the members of your Club, especially your Greens Chairman?

Here are two Ryan products that will help you make this dream come true.

Every golfer likes to play on greens that "hold" chip shots and have just the right texture for true line putting.

The Ryan Greensaire with its patented principle of operation does a complete aerating job the first time over; uniformly spaced, clean cut perforations reduce matting and graining to a minimum—Greens are playable immediately, heal faster and require less water for luxuriant turf growth.

Golfers also like tees and fairways that are a pleasure to drive from.

The Ryan JR. Sod Cutter removes old worn out turf, loosens up to 3" of compacted topsoil and cuts fresh sod from your nursery for resodding, almost between foursomes.

To add that "well-groomed" look, use the Ryan JR. to edge traps, flower beds, etc.

Ask your dealer to demonstrate the many reasons why it pays to invest in quality built Ryan products.



RENOVATE TEES



EDGE TRAPS



TRENCHING

Ryan LANDSCAPING EQUIPMENT
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Harold Sargent (center) was re-elected pres. of the PGA for 1959 while Warren Cantrell (left) and Lou Strong were re-named treasurer and secretary, respectively.

(Right) Horton Smith, named to the Hall of Fame, Harold Sargent, pres., Harry Pezzula, Golf Professional-of-the-Year, and Dow Finsterwald, Pro Golfer-of-the-Year, pose with Bob Jones at PGA meeting.



Photo by John G. Hemmer, Pinehurst, N. C.

If you don't think course supts. occasionally take what might be called a busman's holiday and play golf, you should have been at Pinehurst last fall when GCSA directors and members got together for their annual meeting. All that silverware wasn't won at bridge, canasta or gin rummy tables. The trophies went to the following: (Front row, l to r) Harley Long, Shaw AFB, S. C., winner of GOLFDOM trophy in pro-supt. flight; John Connally, Fairfax, Va., USGA trophy for supt. flight; Bob Williamson, Roseland GC, Windsor, Ont., O. J. Noer trophy for Seniors flight. Second row: Russ Birch, Coharie CC, Clinton, N. C., Grant Bennett, Florence (S. C.) CC, Joe Maples, Siler City (N. C.) CC who joined with Harley Long to win team trophy.



Tom Clark, pro emeritus of the swank Blue Hills Club, Kansas City, is in training for his 20th annual PGA Seniors' tournament. Tom believes that a canny golfer should pick his pigeons on the first tee by astute handicapping. This gem of photographic art shows Tom at Trafalgar Square, London, practicing gaining the confidence of pigeons.