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"Longest ball off the tee"

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TO YOUR DRIVE"**



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Yes, you and we have heard claims like those quoted above for many years. You and we know that though they vary from year to year, the general tune is the same. You and we know that in spite of them Titleist has through it all, been your best seller among top grade balls. We believe it will continue to be. Acushnet Process Sales Company, New Bedford, Massachusetts.



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GOLF BALLS



Long Jim Barnes (right) regaled members of the very active New Jersey PGA section at their annual meeting this spring with some priceless anecdotes from out of the past. Jim, an associate of Johnny Farrell, pro at Baltusrol, still shoots around par. (Inset) J. Bud Geoghegan, coordinator of the N. J. PGA Junior program, discusses President's Youth Fitness program with Dr. Shane McCarthy.

Low Rainfall, High Winds Take Toll in Western States

Winterkill caused a great deal of damage to courses in the northern part of the country, but this wasn't the only section that was hard hit.

Lack of rainfall in Calif., Nevada, Arizona and New Mexico has taken its toll in recent months. There has been only about half as much rain as normally, the water table is dropping quite sharply and pumping costs are bound to go up. Albuquerque, N. M., is especially barren at this time. The reservoir supplying the Los Altos GC there is almost dry and seeding of the 27-hole muny layout has been delayed until a new well is brought in.

High winds throughout these states also have been a source of trouble. Architect Bob Baldock estimates that re-seeding of

three western courses he has designed will cost around \$25,000.

It Blew in Washington, Too

The wind also blew lustily in Washington during the spring. An 18-hole course at Pasco will have to be re-seeded because the original planting was blown into the sagebrush. Pasco, fortunately, doesn't have a water problem.

There were also anxious days at Camp Vandenburg, Calif. where there was nearly a week of steady gales. Sand covered three seeded greens completely and nearly blanketed other greens and fairways that were just beginning to get a covering of turf. It is estimated that it will cost about \$7,000 to restore the newly constructed 18 holes there.

Buyers' Service • P. 107

GLASSHAFT

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Don't Hide It When Sale Is On

Keep Appointment Book Out

How To Win Repeat Business

Avoid Saying, 'I'll Order It'

Tommy Lo Presti, pro at Haggin Oaks CC, a 27-hole municipal course in Sacramento, Calif., points out that at a public course, at least, it doesn't do much good to run a sale and keep the merchandise that is on sale in a case or behind the counter.

"The sale stock should be out on tables where the golfers can pick it up and examine it and not have to ask the shop attendant where it can be found," says Lo Presti.

At the end of last season, Lo Presti put 200 bags, in all price ranges, on sale. They were displayed on two huge tables in the center of the shop and each bag was tagged with the sale price printed in large numerals. When a sale of golf balls was held, they were stacked in pyramid style like oranges and LoPresti noted that they moved faster for having been brought out in the open and not kept in a case.

A close-out on shoes was handled in the same fashion with several dozen pair being displayed at one time on service tables, also located in the center of the shop. One thing a pro should always keep in mind, says LoPresti, is that when a hard-to-fit golfer finds a pair of shoes that is satisfactory that is the time to sell him an extra pair.

Arthur Clark, who has been a pro for 23 years and, since 1957, has been the headmaster at Asheville (N. C.) CC, makes it a point to keep his Lesson Appointment book on the counter of the case in which balls are displayed. Most of his members know where it is located. When they want to sign for a lesson they only have to open it and jot down a request that a certain time be set aside for them.

Clark tries to space his lessons so that as many members as possible can come into the shop immediately after they have played 9 or 18 holes and engage his services. The theory is that the member often

is disgusted with his game after playing and wants to get it straightened out as quickly as possible. This idea of getting them while they are hot, or at least irritated, has resulted in Clark giving his members an average of about 100 lessons a month since he has been at Asheville.

Give a woman golfer free instruction and you've got a repeat customer for a long time, is the reasoning behind the lesson schedule Paul Kuehnoel carries out at the Lakeway GC and Range in Bellingham, Wash.

Every Tuesday at the course and range is Ladies Day. Beginning women golfers are assured of free instruction, a fact that is widely advertised around Bellingham.

The response has been much greater than Kuehnoel originally bargained for. Tuesday after Tuesday the turnout has been greater than it was the week before. And, as far as the Bellingham pro can tell, more than 60 per cent of the women who show up on Tuesday aren't just coming out to merely do some free lesson loading. They come back for further instruction. At the same time, they are proving to be good customers for balls, clubs and sportswear.

Very few pro shops are well enough financed to keep every offbeat article that passes for golf merchandise in stock. But that doesn't mean that sufficient basic and quality merchandise shouldn't be on hand at all times, says Bob Gajda, pro at Forest Lake CC, Bloomfield Hills, Mich.

The thinking behind this, Gajda declares, is that no pro should be put in the position very often where he has to say "I'll order it for you," when the customer asks for such basic items as shirts, jackets, gloves, sweaters, caps, socks, trousers, shorts, etc. Perhaps an exception should be made for golf shoes because, despite some ingenious planning by manufacturers

(Continued on page 94)



1. Aerifying green first time over with open type spoons.
2. Cross-aerifying the second time.
3. The third aerifying was in a diagonal direction.
4. Generous fertilization followed after aerifying in three directions.
5. Verti-cutting and mowing prepare green for final light topdressing.



3-Way Aerifying Improves Matted Greens

By O. J. Noer

MANY of the greens at Franklin Hills in Detroit had heavily matted surfaces. Peat-like layers consisted of partially decayed stems and leaves. Grass wilted badly in summer and localized dry spots developed frequently. Disease was difficult to control.

Four way aerifying was proposed as a possible remedy. Finally, it was decided to aerify in three directions only on two greens as a test. The plan was to fertilize generously after aerifying to speed growth.

The work was done in late spring after grass had started good growth. The Verti-cut machine was used to shatter plugs; mowing followed with a catcher. Then a very light top-dressing was applied — only half a yard to a green. Drag matting completed the task.

Root systems were so shallow that spoons lifted some of the turf. It was put back in place by the machine operator.

Within 7 to 10 days the marks on the green were gone. Wilting and dry spots became less troublesome on these greens



This lighted Par 3 at Tanglewood Park, Clemmons, N. C., was opened in April. A month later, Tanglewood's regulation 18 was put in play. Gardner Gidley is mgr. and Grady Shumate, pro. Robert Trent Jones was architect for both courses.

during the summer months.

An excessive mat fosters shallow root development. It encourages disease because of its sponge-like character.

When mat is of recent origin, surplus grass can be removed by cross-raking or by severe Verti-cutting. Generous fertilization and light top-dressing should follow. Spring is the best time to perform this operation. It should be done when good growing weather is assured. Late winter would seem like a good time. Experience does not bear that out. Severe desiccation follows windy dry weather. This retards growth so badly that it may be July before greens are satisfactory for play.

With a peat-like mat of dead stems and leaves, the only solution is to make conditions favorable for decay by the cellulose decomposing soil organisms. They require a plentiful supply of air to furnish oxygen, and they need a favorable soil reaction. Extra nitrogen is essential to satisfy the demands of both the soil organisms and the grass for this growth element.

1961 PGA Championship

The 1961 PGA Championship will be played at Olympia Fields (Ill.) CC, July 27-30. That will be 36 years after the last PGA played in the Chicago area was won by Walter Hagen, who defeated "Wild Bill" Mehlhorn in the final, 6 to 5. In those days, Olympia had four 18-hole courses, but now only two remain. Olympia was the site of the 1928 Open and in 1920, 1927 and 1933 the Western Open was played there. The 1960 PGA will be played at Firestone CC, Akron, O., July 28-31.

Gordon Writes Book on Club Repair

Recently published by The Dietz Press, Inc., Richmond, Va., is "Repair Your Own Golf Clubs," by Hugh M. Gordon, pro at Cambridge (Md.) CC. The 40-page book covers every aspect of repair by a writer who learned his trade in Scotland and has been following it for many years in the U. S.

In the 15 chapters that make up the book, these subjects are covered: Tying string at the end of the grip and at the neck of the wood head; resetting or replacing the grip; changing the shaft plug; inserting lead; installing a new fiber face; changing club loft; fixing the club to suit the player; making clubs over for children; and storage of clubs.

Pros, who have little training in or knowledge of clubmaking, will benefit by reading this volume. It can be obtained through the publisher.

To Pick Ryder Cup Team

The PGA executive committee has named the organization's three principal officers, Harold Sargent, pres., Louis Strong, secy., and Warren Cantrell, treas., to select the 1959 Ryder Cup team. They will meet in Dunedin on Sept. 8 to pick the team that will meet the British at Eldorado CC, Palm Desert, Calif., Nov. 7-8. This will be the 13th playing of the Ryder Cup matches.

Points accumulated in official tournaments through the Kansas City Open, Sept. 4-7, will serve as a guide to the PGA officers in selecting the U. S. team.

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Tourney
3

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Woodmont Country Club
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"MacGregor really scooped the industry with the new Tourney. It's hard to keep them in stock."

CHARLES CONGDON
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"New Tourneys all gone. Members keep asking for more. Rush my order."

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"I've moved my Tourneys front and center in the display. They're really hot!"

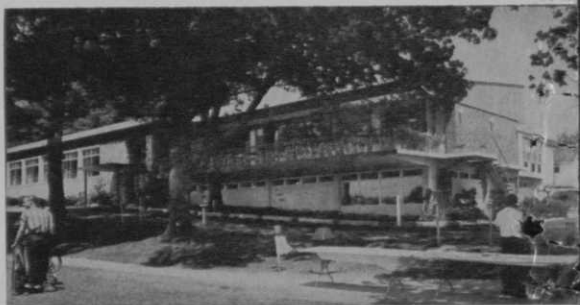
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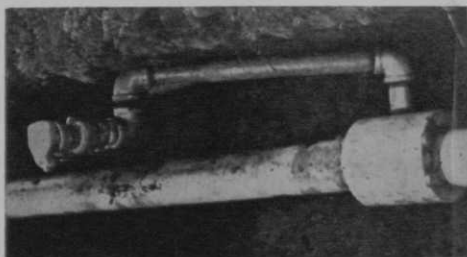
Big things are happening at Whitemarsh Valley CC, exclusive Montgomery County, Pa., golf club, which observed its 50th anniversary last year. The most striking innovation to meet the eye is, of course, the new, ultra-modern clubhouse, built as part of the observance of the club's reaching the 50-year mark.

Of greater interest, perhaps, to supts. is the new irrigation system, completed in 1958, which makes extensive use of Keasbey & Mattison's asbestos-cement irrigation pipe.

Mounting demands on the club's course made it evident that the old system could no longer carry the load. Leaking faucets, broken risers and the loss of the internal diameter of the underground pipe plagued

the club. Travelling sprinklers worked day and night — often interfering with members' games. Pressure was not uniform over the entire course, with the result that some sections were getting almost no water at all.

George Scott, former supt., called in the Toro Company of Philadelphia, and asked it to engineer and lay out a modern, in-



Riser threaded into heavy tap-coupling which is thicker walled than standard in order to receive the metal thread. Quick coupling snap valve caps riser.



Whitemarsh maintenance crew was able to lay up to 1,000 ft. of pipe in eight hours. Operation went on even during the winter.

tegrated underground system geared to the needs of a busy course.

Toro submitted a design that incorporated about 16,000 ft. of asbestos-cement irrigation pipe in 6, 4 and 3 in. diameters. Sprinklers as well as other surface fittings were made by Buckner Mfg. Co., Inc.

Maximum Flexibility

The design called for maximum flexibility in layout. Asbestos-cement irrigation pipe with K & M's Fluit-Tite coupling allows for deflections up to 5 deg. per joint. This proved to be an important consideration since many of the fairways were dog-legged and in many spots the pipe had to be offset to make a turn or miss an obstacle. On the 11th fairway the line was

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Ross Woodward, supt. of Whitmarsh Valley CC, Philadelphia, turns valve sending water into the new irrigation system. In back of Ross, to the left, is George Scott, former supt., who initiated new system. F. J. Morrissey, green chmn., is at right.

slightly "S" shaped.

Important, too, is the fact that the asbestos-cement pipe, having a Williams and Hazen constant "C" of 140 which remains unchanged through its life, resists accumulations of internal deposits which choke off vital water flow.

Working under Ross Woodward, who succeeded Scott, a crew of seven was able to lay up to 1,000 ft. of pipe in eight hours, including trenching, laying, installation of risers and backfilling. The pipe was laid at depths from 30 to 42 ins. A portion of the line, which went under a heavily travelled highway, was encased in 10 in. asbestos-cement pipe. Risers of galvanized iron are threaded directly into the heavy asbestos-cement tap couplings which are thicker walled than standard couplings, enabling them to receive the iron pipe thread.

There are 118 risers supplying water to 12 sprinklers on the fairways (these are attached to quick coupling snap valves), and to 38 snap valves on the greens. The greens are supplied by hoses attached by snap valves to the risers and are watered in two settings. During the watering period, from 8:00 p.m. to 4:00 a.m., the sprinklers on the fairways are alternated to provide uniform coverage.

Water comes from the Wissahickon

Creek, which bi-sects the course, and is fed into the system through two 40-hp Fairbanks-Morse vertical pumps. Both pumps are completely submerged, eliminating need for priming. The pumps deliver over 38,000 gals. of water per hour to sprinklers on the fairways and greens. The flow from the sprinklers on the greens is at the rate of roughly 24,000 gals. per hour. Up to third of a million gals. are fed to the course during the 8-hour watering period.

Houghton Writes Another "Golf Addicts" Book

"Confessions of A Golf Addict," written and illustrated by the talented George Houghton, No. 1 of the game's artistic enthusiasts, recently has been published in an American edition by Simon and Schuster, 630 Fifth Ave., New York 20. The price is \$3.50.

This edition presents selections from Houghton's various "Golf Addict" books which have outsold any other golf books published in Britain. None of these entertaining essays or their amusing illustrations has been published previously in the United States. There's nobody else like the gifted and observant Houghton writing and picturing golf. This latest of his books will give real enjoyment to the Golfer who reads beyond the sports page.

USGA Increases Qualifying Sections for Public Links

Forty-six qualifying sections, seven more than last year, have been established for the 34th USGA Amateur Public Links Championship. Sectional qualifying, at 36 holes, will be held between June 18 and 28. The Championship event will be played July 13-18 at Wellshire GC, Denver. A total of 150 players will be eligible to go to Denver and there they will be reduced to 64 qualifiers in a 36-hole medal round. The 64 qualifiers will then battle it out in six rounds of match play to determine the Publinx champion.

Dan Sikes, Jr., a Florida University law student, who won the 1958 title, and Bob Ludlow, Indianapolis, last year's runnerup, are exempt from sectional qualifying. The winner of the 1959 tournament will be invited to play in the National Amateur.

This is the second time the public course event has been played at Wellshire, having been held there in 1946.