

Recommends Using Bermuda in Preference to Bent, Rye on Florida Greens

By FRED BROWN

Pro-Supt., Bartow (Fla.) Air Base

As I see it, supts. who work in warm regions, such as in Florida, ask for trouble in overseeding greens. In the fall, for example, when overseeded, greens are either taken out of play or are in such poor condition they shouldn't be used. In the spring the same poor condition exists during the transition period while rye or bent is bowing out.

Bermuda, our basic grass for greens, should be in a growing stage in the spring, but if it has been overseeded it has old, dead turf to contend with. The result is that it becomes permeated with thatch, and thatch, in turn, becomes a nesting place for insects and fungi. Then, it delays detection of trouble and if the greens finally are treated to rid them of disease or thatch, thatch retards penetration of the soil by chemicals and fertilizers that are intended to remedy them. It's a vicious circle — at its worst.

Some supts., of course, claim they can

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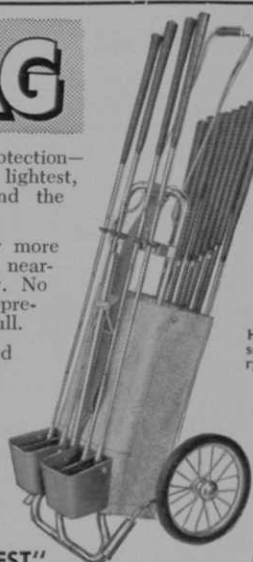
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Vigorous selected stolons, grown and nurtured under the most careful supervision. These stolons are of the finest quality, developed under the direction of the nation's leading turf agronomist. For uniformity, smoothness, easy maintenance, they are, without doubt, the finest stolons you can obtain. Write, phone, or visit us for details.

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get rid of thatch by verti-cutting, but my reply to this is: "Why go to the added trouble and expense of growing thatch-producing bent or rye in the first place?"

Two Strains Recommended

In the Florida area there are at least two strains of Bermuda that will hold up through the year, retaining excellent color and providing superior putting surfaces. They compare favorably with bent in color, texture, putting qualities, and probably most important, cost of maintenance.

These strains are Everglades No. 1 and and Tifton 328.

They hold up exceptionally well through the year with little more than mowing and verti-cutting being needed. Supts. will have to change their fertilization and topdressing practices to keep them in top condition but, generally, they require only about 50 per cent as much maintenance as overseeded grasses. If they lose their color at any time it takes only a spell of warm weather to restore it.

To do away with overseeding and switch completely to either Everglades or 328, I suggest that you plant 8,000 or 10,000 sq. ft. of either of these grasses in your nursery. Next year you can use the



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nursery stock for resodding greens and to increase the size of the nursery. In two year's time there will be enough stock to stolonize 18 greens or nine tees and nine greens and replant the nursery so that your full 18 tees and greens can be finished the third year. There may even be enough stolons left at this time to start on fairways. The cost of getting your nursery started, by the way, is very small.

Watson, Wilson Collaborate on GCSA Conference Summary

J. R. Watson of Toro Mfg. Co., Minneapolis, and Charles G. Wilson, Milwaukee Sewerage Commission, collaborated on "Highlights of the Educational Conference," which summarized speeches given at the GCSA's 30th annual turf show. The booklet runs to 22 pages and gives a quite complete condensation of what was said by about 50 speakers and panelists at the conference.

In the introduction to the booklet, Henson E. Maples, who was chmn. of the Educational Committee, points out that only 10 years ago, 400 persons attended the turf conference. This year's attendance was well over 1,700.

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Now Royer again captures the attention of the industry, with TWO more new popular priced belt shredders:

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¹Slightly heavier with electric motor drive.

Our new Bulletin NS-59 pictures and describes these exciting new machines. Compare these machines with other type shredders. See them demonstrated. Then choose the Royer that best suits your needs. Request your free copy today.

Change Your Attitude on Women Golfers

(Continued on page 27)

clubs "tailored" to the needs of the woman golfer, as men's clubs were for them.

I held the job for two seasons, and this strange new gospel that women, too, were entitled to every advantage the golf manufacturer could supply, was received with tremendous enthusiasm. I sold an outstanding number of clubs.

That idea, first planted more than 25 years ago, has spread until virtually every woman golfer knows there is more to buying a set of clubs than walking in to a shop, pointing, and saying: "I'll take those." She doesn't buy anything else in that fashion, and she won't be content to get her clubs without looking the stock over carefully and being "sold." It's a procedure she follows in every purchase she makes from groceries to a new fur coat.

My usual practice, when a woman who never has played golf comes in to get some clubs, is to say:

"I'll sell you the clubs if you insist, but I'd rather sell you a series of lessons first. Then, if you are serious about the game, you can buy whatever clubs you like. But

it is far better to get the clubs after we have some idea of your playing potential than it is to sell you ones which might prove unsuitable because you don't have the power to swing them, or because they are too light for your swing."

If the woman brings a set of clubs with her that is usable I may tell her she doesn't need new clubs or suggest some additions to the set. Or, if she does need new clubs after the lessons are finished, I explain what is wrong with the old ones: Poor balance or design, perhaps, or simply that they are too worn to be serviceable.

Treatment like this makes a hit with most of my feminine customers. They realize I am not trying to hurry them into a purchase, a thing no woman likes to have tried on her.

When a professional, either through laziness or a don't-give-a-damn attitude, permits any of his customers — men or women — to walk out of his shop with clubs not suited for them he not only is unfair to his professional code but is giving the maker of the clubs an undeserved bad name. I have had both men and women complain about their clubs — superb clubs made by the nation's top manufacturers. Actually there was nothing on

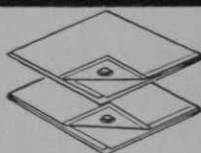
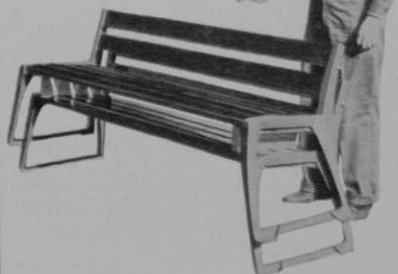
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GOLF BALL WASHERS
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earth wrong with them except that they should have been sold to someone else. They just were not suited to the ones who owned them.

When I first began teaching in 1924, men customers outnumbered women three to one. Now the ratio is about 50-50. My women pupils range in age from 12 to the admitted 50's. One woman of 64 showed up a few years ago and said she wanted to take lessons.

"My children seem to think I am going to be nothing but a baby-sitter from now on," she said grimly. "So I have decided to take up golf."

She developed a respectable swing, then headed for the course and, presumably, a taste of baby-free relaxation.

Accent on One World

I found her no different to talk with or sell equipment to than a woman of any age. But — again I must repeat — accent the word "sell."

Too many professionals think that because they are professionals — all they have to do is say: "This is it," and all discussion should end.

Women do not do business that way. They have to be sold. They have to be convinced by logic and courteous argu-

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SURFACE COMPOSTED PEAT

The Organic Soil Improver

You can have velvet greens in spite of soil handicaps. Let us show you how raw sub-soil can be transformed into fertile top-soil for less than the cost of hauled-in top-soil.

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NOW!

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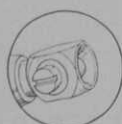


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Thorough coverage of golf greens and other large turf areas is accomplished from just *one position.*

Large main nozzle assures an even, penetrating coverage of areas up to 150 ft. in diameter.

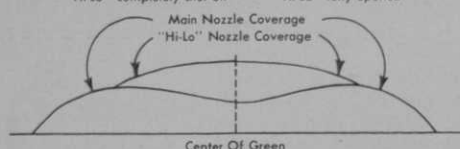
The new exclusive "Hi-Lo" shut-off nozzle on the R-70S lets you put the water where you want it.



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ment, if necessary, that clubs of a certain weight and length, a certain low-compression ball, even a particular bag (which will fit easily on a cart when no caddies are available) are the ones for them.

It takes a judicious blend of diplomacy, wisdom, and, I suppose you could call it just plain honesty, to keep women customers happy. But it is well worth the trouble.

Golf professionals from coast to coast are missing hundreds of thousands of dollars yearly in sales lost to department or sporting goods stores. Why? Because the clerks there have no superiority complex, and the woman customer finds herself treated like a "Person Who Matters."

It's as simple as that.

Educating New Members

(Continued on page 46)

Members who propose and second him for membership can't diplomatically undertake his education. There is the possibility that they themselves do not know all that the new person should know.

So the professional should have the definite duty of welcoming and schooling the new member.

The chairman of the membership committee and the professional should work out a program for tactfully acquainting the new member with the benefits and obligations of membership.

Pro Knows the Ropes

The diplomacy required in the educational work is of a kind the pro has learned over the years in handling his job.

General policy and details of the procedure of getting the new member and the professional acquainted and having the pro be the greeter and teacher are matters that club officials and the pro can arrange.

The fact is that the club owes to the new member a reception and information program far ahead of what usually is done to welcome the newcomer.

I have a hunch that real estate experts, who are promoting a lot of the new clubs as centers of community development, will make valuable use of the pro's services in educating the new member.

Schneider Heads Kentuckiana

Ernest Schneider, Big Spring GC, Louisville, has been reelected pres. of Kentuckiana GCSA. Other officers are Charles Oller, vp and Morgan Boggs, secy-treas. Directors are Eugene Morehead, Joy Oller, Addis Lynn and Alfred Jones.

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WITH SPIKE-RESISTANT PNEU-MAT RUNNERS

Protect your floors from spike holes with rugged Pneu-Mat Runners. Absolutely spike-resistant, they provide a comfortable walking surface—improve the appearance of your club house.

Woven of rubber-impregnated fabric, Pneu-Mat Runners are tougher than rubber runners. Reversible for double wear.

Money Back Trial Offer: Order a trial section. Test it on an area which gets especially hard wear. Money back if not satisfied.

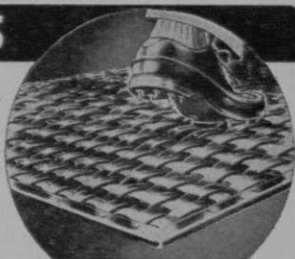
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News from the Manufacturers

Chamberlin Offers Two Golf Cars

The "Nassau Renter" Golf Kar, made by Chamberlin Metal Products, 2226 Wabansia ave., Chicago 47, operated on gasoline, is said to give 18 or more holes to the gallon. Fuel tank capacity is 4 gals. The "Nassau-Renter" is powered by a 7 hp, Wisconsin air-cooled engine



and has a tiller for steering. The frame is welded all-steel truss and girder type and body is of reinforced plastic. The car has room for two passengers with golf bags, and a speed of 10 mph.

Chamberlin's Companion car, the "Nassau deluxe," has a bigger engine than the Renter and will travel at speeds as high as 15 mph. Both cars are designed and built for easy service.

Ace Rubber Markets New Rubber Matting

A new rubber matting for lockerroom and pro shop floors is being marketed by Ace Rubber Products, Inc., Akron, O. Called Ace Kleen

STOP BALL MARKS ON GREENS

with this

DIVOT FIXER

Many clubs are successfully using this easy, effective way of eliminating ugly ball marks from greens. They provide their players with inexpensive Divot Fixers and have from 200 to 400 golfers helping maintain their greens. Repeat orders prove that this little tool has an actively useful place on all courses.

Prices: for nickel plated, plain or imprinted as shown—
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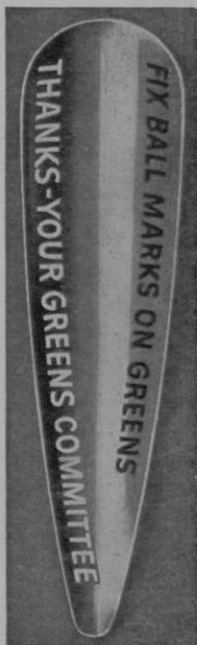
1000—\$65 500—\$35
250—\$20

Ten percent of order in small individual envelopes with printed directions. Extra envelopes one cent each.

Ten dollars extra for imprinting name of firm or club. Limit of 25 letters and spaces for upper; 29 for lower line.

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ACTUAL SIZE

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Original Ball Marker

The rolling die does it!

3 TYPE SIZES

Small — Medium — Large

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Rental Customers Want These Carts

Rugged — Durable — Minimum Maintenance

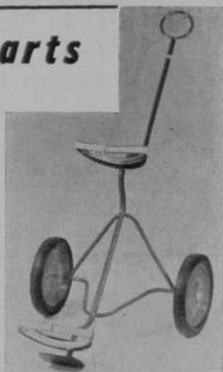
Pro designed — Floats like a feather — Comfortable Ring Grip — Removable Handle — Effortless handling. 12" ball bearing wheels—24" tread—weight 15 lbs. Brazen steel tubing — Baked Red Enamel.

\$16.00 each in multiples of 4, (4 to a carton) FOB Little Falls, N. Y.

5% discount—cash with order. 2% 10 days—net 30 days.

ALBERT H. BOSBACH

R. D. 2 — Altamont, N. Y.



Sweep All Purpose matting, it is said to be extra tough and durable, resisting spikes and hard wear. The matting is made of a special wear-resistant rubber compound, reinforced with chopped rayon and nylon fibers. As the name implies, it is very easy to keep clean, by sweeping or mopping.

Hogan Glove Display

The eye-catching, sales promoting golf glove display piece that recently won an advertising



award for the Ben Hogan Co. is supplied to all pro shops without charge. Designed to promote impulse buying, the display has an atten-

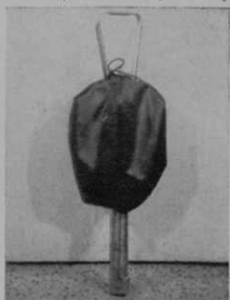
tion getting medallion that rocks to and fro and can't help but arouse curiosity. Hogan gloves are available in a variety of styles and colors.

Foot-Joy Claims Styling Elegance for New Blucher

Styling elegance is claimed to be the keynote of the new golf shoe manufactured by Foot-Joy. Made of fine black imported grain leather, it is a shield tip blucher constructed on the Rex last. Trim is in cherry cordovan. The shoe has leather linings and double sole construction. It is available at pro shops.

Tony Shagger Bag

Model R100 Shagger Stick, made by Tony Kart Manufacturing, Co., Rockwell City, Ia., has a spring action, ball bearing pick-up and weighs less than 2 lbs. The bag is of sturdy vinyl, holds about 100 balls and has a zipper for easy ball removal. Tube is anodized in red, blue, green or coppertone with matching bag.



We'll Plant Your Greens To

TIFTON 328

(Tifgreen)

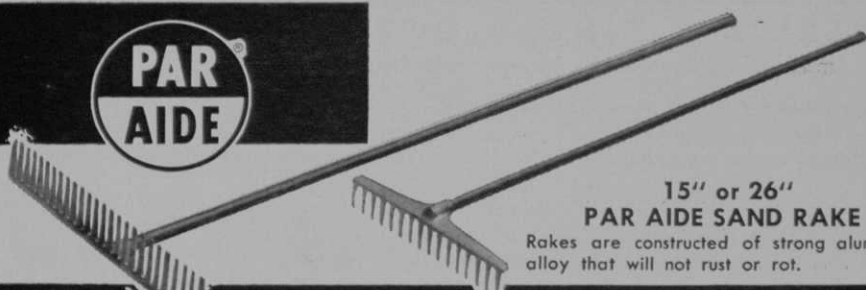
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\$1,000,000 Lesson

Jack Burke, Dow Finsterwald, Art Wall and Arnold Palmer went to work on John V. Powell's stance during a recent preview of Munsingwear's 1959 line of Grand Slam golf shirts. The four golf stars are on Munsingwear's advisory board and Powell is with agency that handles the company's advertising and promotion account.

Plastic Coat Protects Spreader Hopper

A special polyvinyl-chloride plastic is being used to coat the hopper of the lawnspreeder sold by Northrup, King & Co., Minneapolis 13. This plastic coating is bonded to the hopper through a special baking process, giving a coating which does not react either with fertilizer or common acids. The spreader can be easily rinsed. The plastic coating protects the spreader from corrosion and rust.

Chip-Cal Granular Attacks Germinating Crabgrass Seed

Chip-Cal Granular, made by Chipman Chemical Co., Inc., Bound Brook, N. J. is easily applied by a mechanical fertilizer spreader or portable sower. It is said to prevent crabgrass from growing by killing germinating seed and seedling plants. It also controls poa, chickweed and certain insects and grubs, the manufacturer states. Chip-Cal Granular has a low-line calcium arsenate content. Full information can be obtained from the mfr.

Haws Drinking Faucet Co., 4th & Page Sts., Berkeley 10, Calif., has an attachment available that provides correctly fluorinated drinking water for individual fountains in areas where general water supplies are non-fluorinated.

NEW Magic Fluff* TEE MATS

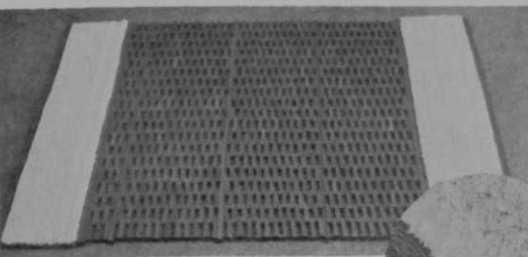
*Protected by Patent 2338828

WILL NOT CURL: Link construction prevents curling yet allows rolling for easy handling and storage.

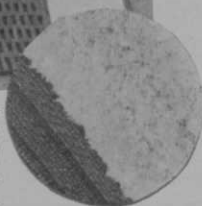
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made with United States Rubber Company's shock absorbent ENSOLITE

—a tough expanded cellular plastic pad sewed to heavy duck and designed to withstand the terrific impact of high velocity drives. Prevents ball rebound.

- Easy to set up — INSIDE OR OUTSIDE • Back drop 8' wide 9' high • Ensolite pad 4' x 6' • Side nets 8' x 9'\$98.00 F.O.B. Factory

8' x 9' back drop and Ensolite Pad,
without side nets\$69.50 F.O.B.

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Leading Country Clubs
Use South Bend Golf Practice Nets

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Bag Storage Rack

A partial view of the bag storage racks installed at CC of Charleston, S. C. by



Carolina Supplies and Cement Co., also of Charleston, is shown in the photo. Racks have capacity of 360 bags in vertical storage, which permits better circulation and protection. Midlothian CC of Midlothian, Ill., has contracted for a 320 bag rack, installation to be made

by Norman G. Copland & Assoc., bag rack designer, 2141 Lawrence ave., Chicago 25.

Introduces New Fertilizer

J. & L. Adikes, Inc., 182nd pl. & 93rd ave., Jamaica 23, N. Y., distributor in the New York area of Gro-Well brand seed, fertilizer, chemicals, etc., is introducing the "Professional" 20-6-4 85 per cent organic fertilizer. The product is based on a formula developed by Jesse De France of the University of Rhode Island.



Bob Eaton (1) presents silver Ryder Cup golf shoes to John Vincent, Ray Shepherd and Jim Laverty in annual Charles A. Eaton Co. (Etonic) contest. Presentation was during Seniors Week in Dunedin. Other winners in Etonic contest were Lem Majors, Ray Haywood, John Seavey, Pete Young and Charlie Marcum.

Just off the press is Spalding's 1959 Golf Reporters Almanac with a new foreword by Bob Jones and a new section on international golf stars.

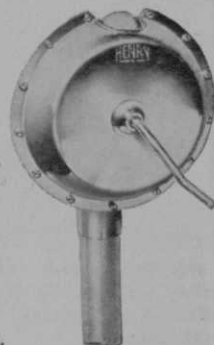
For better and more economical golf ball washing HENRY Golf Ball WASHER

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