

YOUR CHRISTMAS GOLFING GIFT



Gaily wrapped, a dozen Golfcraft Staff golf balls include an executive pen set and greeting card. Professionals handle mailing merely by having their member sign the enclosed gift card.

READY-TO-MAIL
CHRISTMAS
PACKAGE



1021 W. GRANT, ESCONDIDO, CALIFORNIA • 7059 W. ADDISON, CHICAGO, ILLINOIS

Look for Expansion of
Big Pro Quality Market

Manufacturers See Boom Extending Through 1960

Radiating confidence after totalling the profits for 1959, golf manufacturers and suppliers see 1960 as a year in which practically all the old records will be surpassed. Here is what they say:

Ernie Sabayrac, pres., Sabayrac, Inc., Hialeah, Fla. — The specific time of writing this message is three weeks after selling of our 1960 lines of merchandise to pros began. A most heartening development is taking place.

Apparently pros who had poor 1959 seasons in getting deliveries from their important suppliers are taking steps to protect themselves in 1960. Unquestionably they are distinguishing merchandise between basic high quality items that they have always successfully sold and merchandise bought on a friendly basis from a most likeable salesman whose products did not successfully sell. As a result, the most important lines are being bought in more volume and are being taken into inventory much earlier than were the 1959 lines.

This means that the pros are protecting their own pocketbooks and are realizing the necessity of cooperating with select suppliers.

Most shops in the northern areas are staying open later — at least through the Christmas season. Many northern pros now keep their shops open the year round in spite of the big migration of their members to the warmer climes to play winter golf. These members would much prefer

to buy from their home pros and many do before going away. Therefore, by taking 1960 merchandise into their inventory, whether it is playing equipment or wearing apparel, the pro is being paid off handsomely. This provides him with more or less of a 12-month income.

In my own personal estimation, and certainly in the estimation of other suppliers, it is a most forward step in thinking by the pros.

Bill Kaiser, vp-sales, pro golf dept., Hillerich & Bradsby Co., Louisville — I am extremely enthused about the golf business outlook for 1960.

I have travelled extensively recently and find that the game is growing by leaps and bounds on all levels. Since golf is an individual game I feel that it will continue its great growth.

Pres. Eisenhower's being a golfer has done much for the game; so has television. And golf professionals all over the country shouldn't be overlooked for the great contributions they have made. The caliber of golf is improving greatly and more facilities are being made available through the efforts of the National Golf Foundation.

The interest in the many tournaments, pro and amateur, is gratifying to people in the golf business. We stand to realize great benefits from this interest and this competition. Schools, too, will continue to expand their programs and this will bring more and more youngsters into the game. It all adds up to "How Can We Miss!"

J. M. Kaufman, sales promotion mgr., Toro Manufacturing Corp., Minneapolis — We have made customer studies at Toro and two very general points are quite obvious:

1. The rising cost of labor;
2. The need for greater mowing capacity in machinery.

Both of these points, of course, contribute to the need of more efficient machinery to combat rising labor costs.

In these two points lies a story that is becoming more obvious to everybody in our business, but as yet it isn't startling news. Where Toro is concerned this is a growing trend that should command the attention of both the manufacturer and his customers.



IMPROVED — TRACTION ACTION

TOMMY BOLT

"Golf Pride grips helped me win title. Must have them for best game."



ART WALL

"Wonderful grips. Enable a golfer to make the most of his ability."



CHICK HARBERT

"Preserve elasticity of hands for distance and for short game finesse."



HOWIE JOHNSON

"Better head-feel. Easy on hands."



MIKE FETCHICK

"You feel right, with Golf Prides."



Golf Pride GRIPS

FEATURING THE MARVELOUS NEW FINE LINE

This new model is experiencing fabulous success. It is hailed as the "most sensitive feel in golf." Feels good in hands. Does not choke flexibility of shaft. FINE LINE grips are sold by pros only.

WONDERFUL FORM FINDER VICTORY

The top pros won their greatest victories using this model in '58. Exclusive form-finder, herringbone pattern and internal rib, make VICTORY grips especially effective.

Be sure your new clubs are equipped with lightweight, uniform size, Traction Action Golf Prides, Or, ask your pro to install them.

FAWICK FLEXI-GRIP CO.

Box 8072 Akron 20, Ohio



DRIVE FARTHER
•
HIT STRAIGHTER



Write for Colorful Folder

J. C. GOOSIE

"Golf Prides never slip or turn. Always feel fine."



"BO" WININGER

"Golf Prides are the only grips which can be kept always fresh and clean."



GAY BREWER

"Golf Pride put you strokes ahead. Great Traction-Action."



WALLY ULRICH

"Smart looking grips that give you fine control, with greater power."



E. P. Rankin, vp-general mgr., Ben Hogan Co., Ft. Worth, Tex. — The pro has become more selective in his buying because he has anticipated strong competition and has prepared himself to meet it.

Many new courses came into being this year. We are desperately in need of many more to take care of the thousands of new golfers. This, I believe, is the key to a very successful 1960 and the years that follow.

If advance orders for spring delivery are a criteria, I will say that 1960 business will be fantastic. We are running 50 per cent ahead of last year. A large number of pros are taking merchandise for Christmas delivery that in other years was deferred until spring. This indicates a truly progressive and aggressive attitude.

The improvement in the credit situation in the last year is clearcut evidence that the professional is a better businessman and his volume is greater than ever before.

D. B. Batchelor, div. sales mgr., Mallinckrodt Chemical Works, St. Louis — Kromad, Mallinckrodt's broad-spectrum turf fungicide, has scored big gains in sales during the 1959 season, pointing up the constantly increasing acceptance of the broad-spectrum idea.

The idea of a single turf fungicide to control a number of the major turf diseases has certainly caught on. Kromad's success has placed an important turf maintenance tool in the hands of supts. everywhere, insuring the achievement of their prime objective — excellent, disease-free putting greens.

Mallinckrodt research continues, looking toward expanding the broad-spectrum theory and providing still better turf fungicides.

Vincent Richards, who was vp of the sports div. of Dunlop Tire & Rubber Corp., before he died on Sept. 28th, wrote the following only a few days before his death:

The story of Dunlop in 1959 has borne out our forecasts made for GOLFDOM a year ago. Namely, the pro shop market is not only the quality market, but because of this, will continue to show a sizeable and steady growth in the sale of quality



merchandise throughout the foreseeable future.

We are very proud of our position in this market and the substantial increase in business for 1959 is due, primarily, to our pro shop sales.

We are equally optimistic as to 1960 and recently again found it necessary to increase the production scheduled for the Maxfli ball. With this steady increase in the sale of balls, the Maxfli clubs becoming more widely known and better established in the pro shops, the line of Dunlop/Tuf-horse bags and Dunlop/Wright and Maxdri golf shoes — all showing substantial increases in spring order volume — we have every reason to believe that 1960 will be the best yet.

Mark Cox, vp-sales, Golfcraft, Inc., Escondido, Calif. — Each year the golf pros seem to improve their sales and merchandising techniques and this trend continued in 1959. I believe 1960 will see sales of golf equipment and accessories sold through golf shops reach another peak.



Learning from some of the giants in the consumer goods field, the golf professional is capitalizing on many opportunities to increase his sales. Christmas gift packages, Father's Day specials, early season values and other similar items give the alert pro a chance to feature certain equipment and call it to the attention of his customers.

More pro shops are staying open longer each year — some the entire year in areas where golf had formerly been a six-months business. Pro shops are also featuring longer and more extensive lines of equipment and accessories. The golfer knows he or she can purchase fashionable golf clothing as well as personally-fitted golf clubs from the club pro.

Jack Harkins pres., First Flight Co., Chattanooga, Tenn. — Professionals' leadership in merchandising of high quality golf goods is plainly indicated by the continued solid growth of pro-only lines. This growth in top grade merchandise has been occurring at the same time that marketing of inferior and low-priced golf goods has been greatly reduced profit-wise.

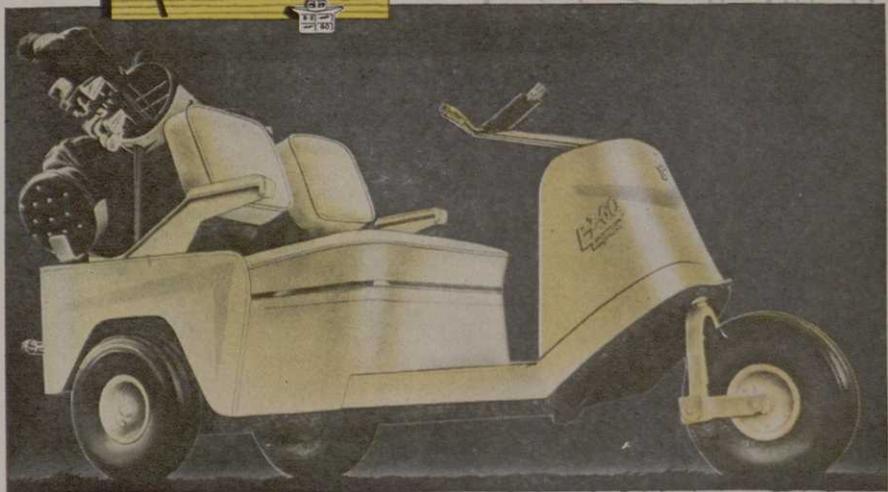
In Chattanooga several years ago there were eight major stores handling golf

(Continued on page 86)

Leadership speaks for itself

Two qualities invariably mark the leader because they speak for themselves . . . appearance and performance. That is why the E-Z-GO Club Car enjoys its reputation for leadership on the world's finest courses.

See your dealer or write
E-Z-GO CAR CORPORATION
P. O. Box 388, Augusta, Georgia



A M E R I C A ' S F I N E S T E L E C T R I C C A R



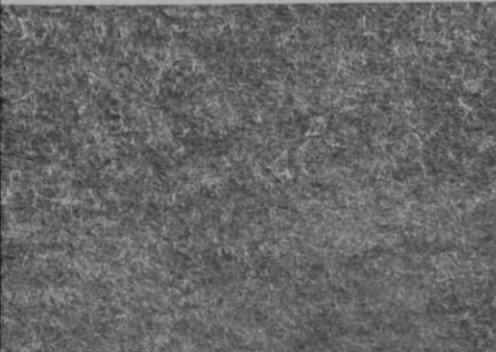
Good bent grass approach at Milwaukee photographed Labor Day weekend during unprecedented heat wave.



Mower damage on wilted bluegrass lawn. Cut with rotary mower Sept. 4 in 95-deg. weather. No rain, not watered afterwards. Photographed Sept. 24.



2,4-D damaged bent grass fairway. Sprayed twice in Sept.-Oct. Photo taken following May.



1959 Turf

By O. J. NOER

Assess Management Methods Before Condemning Turf

GOLF COURSE turf fared badly during 1959 in regions where cool season grasses are used. In our experience, dating back to 1922, it has been the worst ever in some places, and elsewhere it ranks with the very bad years of 1928 and 1938.

Most of the troubles in 1928 were with greens. For all practical purposes, many courses lost all the grass on every green. There were bad greens this year but the loss was nothing like 1928. That year, the acid era of turfgrass, management died with the grass. Lime was restored to favor and sole use of ammonium sulphate was replaced by more sensible fertilizer programs.

This year there was extensive winter-kill on greens except in the Montreal area. Unseasonably cool weather until mid-June delayed recovery. Summertime troubles started during the last half of July in the East but not until early Aug. in the Midwest. There was a brief, cool weather respite in late Aug. Then bad weather returned for the Labor Day weekend and lasted until Sept. 10th. A few were caught over Labor Day. One Westchester County (N.Y.) supt. made a trite remark about wilt and syringing. He said wilt is worse when there is a drop in humidity and a moderate-to-heavy wind. According to him, it is time to start syringing when an exposed wet rag dries in 15 to 20 minutes.

Heavy Rains Hurt

The worst trouble occurred in regions where drenching rains accompanied the hot, humid weather. Rains were localized in some places. As a result some courses
(Please turn to page 51)

Close-up of Bermuda turf in Philadelphia Municipal Stadium is shown at left.

Noer photos

Roundup

By FRED V. GRAU

Research and Horse Sense Were Put to the Test

MANY supts. say that 1959 was one of the worst seasons for course maintenance that anyone remembers. A wicked summer of excesses, following a long ice-covered winter and a cold wet spring, caused havoc in many turfgrass areas. Turf "rotted" before our eyes. Diseases appeared to be at an all-time high. Much of what happened simply was not supposed to be in the books. When the chips were down it took all the research results of past years, together with huge doses of old-fashioned horse sense and practical knowledge, to figure out what to do next. The "next step" was not always the right one but something had to be done. The overall loss of turf was not large but there were "hot spots" where losses were critical. Significantly, some courses in the "hot" areas came through without losses.

Research Tested

Research on improved grasses was put to the test this year as never before. The ability of a grass such as Penncross to withstand excesses gave practical evidence of the soundness of the test results which helped to launch it in the golf course field. Other improved bents that turned in great performances included Cohansey, Old Orchard and Toronto. The Arlington-Congressional (C-1, C-19) combination seemed to run into trouble this year, separating to a degree never seen before. The C-19 partner appeared to be the weak sister which couldn't take it all the way. What happened to poa annua and to the Colonial bents is too sad to relate. Seaside did not turn in the kind of performance that would win applause. As supplies of the improved grasses increase, the inferior ones gradually will bow out.

(Please turn to page 54)



Here is a sample of a perfect lie on a firm, well managed bent fairway at Weirton.

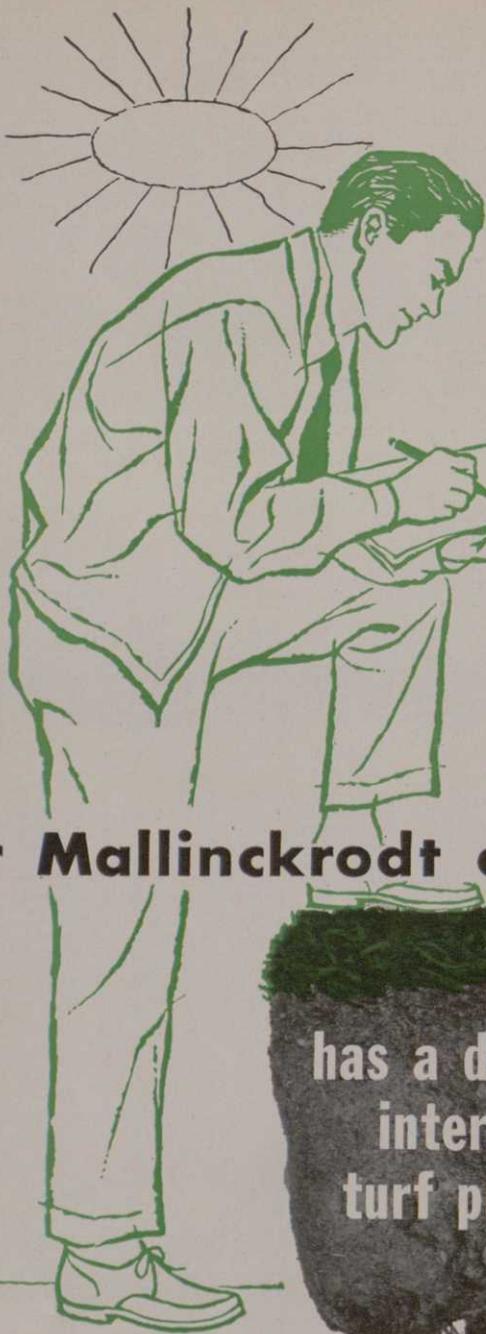


Clippings removed from fairways helped minimize trouble at Weirton (W. Va.) CC.



Fungicide on Weirton's bent fairways saved the turf in 1959.

Grau photos



Take your turf problems to your Mallinckrodt Distributor . . . get the benefit of his long experience and deep knowledge of turf care.

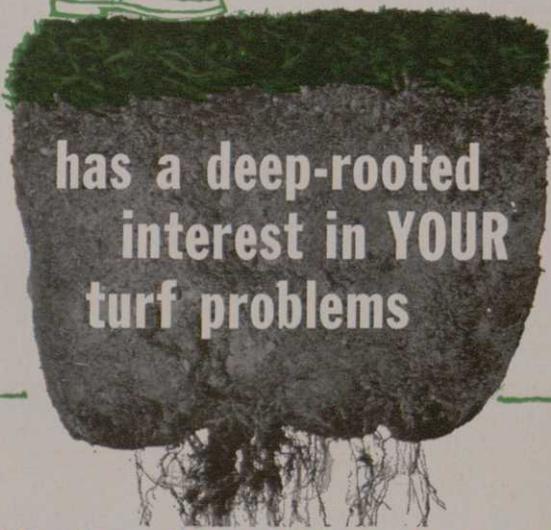
He offers you many services:

- . . . a year-round supply of fungicides, ready for delivery.
- . . . equipment repair.
- . . . a full line of seeds, fertilizers and maintenance tools.
- . . . information about new developments—which make your job easier.
- . . . advice and consultation on any turf maintenance problem you may have.

Have him help plan your disease prevention program with

CALO-CLOR[®]
CALOCURE[®]
CADMINATE[®]
KROMAD[®]

your Mallinckrodt distributor . . .



**has a deep-rooted
interest in YOUR
turf problems**

MALLINCKRODT CHEMICAL WORKS

Mallinckrodt St., St. Louis 7, Mo.

72 Gold St., New York 8, N. Y.

CHICAGO • CINCINNATI • CLEVELAND • DETROIT • LOS ANGELES • PHILADELPHIA • SAN FRANCISCO

In Canada: MALLINCKRODT CHEMICAL WORKS LIMITED—MONTREAL • TORONTO



Mallinckrodt[®]