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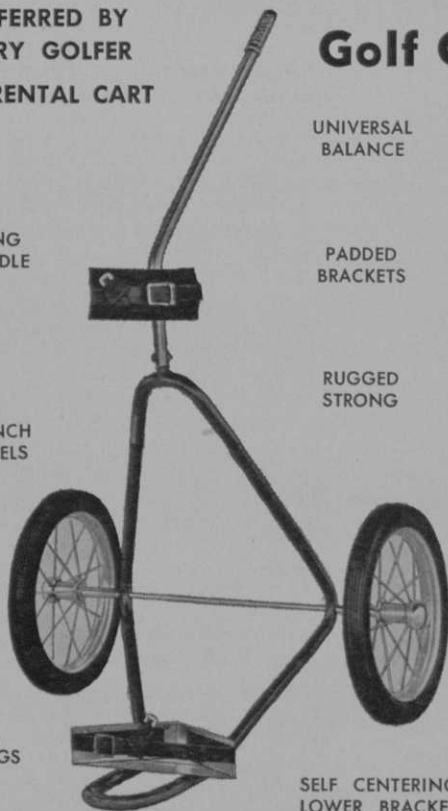
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At New Jersey's College of Golfing Knowledge were: Monte Norcross, Metuchen CC, Otto Greiner, Knickerbocker CC, Emery Thomas, Forest Hill, Johnny Farrell, Baltusrol, Dick Farley and Harry Obitz, Shawnee-on-Delaware, and Vito Egeta, Forest Hill, N. J. assistant-pro-of-the-year.

N. J. PGA Section Holds Midsummer Golf College

New Jersey PGA section held its annual mid-summer Golf College at Forest Hill Field Club, Bloomfield, N. J., Aug. 31, with 75 persons in attendance and seven pros giving merchandise and teaching demonstrations. The dual clinic was directed by J. Bud Geoghegan, Crestmont CC, West Orange, the dean of the College of Golf Knowledge. His faculty included Johnny Farrell, 1928 Open Champion, who held forth on putting; Al Mengert, who discussed the playing of the wedge; Otto Greiner, who suggested teaching methods for curing the slice; and Emery Thomas, who gave hints on coping with the hook.

Guest professors were Harry Obitz and Dick Farley, of Shawnee-on-Delaware, Pa., who discussed and gave demonstrations of pro merchandising methods that have made them famous as golf enterprisers, and also explained the workings of "The Swing's the Thing" mechanics that have been demonstrated to thousands of golf followers in the U. S.

The College of Golfing Knowledge has been in operation for several years and is considered one of the country's better sectional programs.

Writers, PGA Members Vote for Pro Golfer of the Year

About 1,000 sports writers and 4,500 PGA members will select the PGA's Professional Golfer of the Year. Ballots are now being counted at Dunedin, having been mailed in before Sept. 28th by those

taking part in the voting. Golf's No. 1 pro will be honored at the annual PGA meeting, Dec. 3-10, in Clearwater, Fla., along with the golf professional of the year (home pro) and 1959 PGA Hall of Fame electees.

Dow Finsterwald was named Pro Golfer of the Year in 1958 and Harry Pezzullo, Mission Hills, Northbrook, Ill. was elected home pro of the year.

The Professional Golfer award has been made annually since 1948 and every winner has won either the USGA Open or PGA Championship in the year in which he was selected.

Illinois Journalism Faculty Judges Writers' Contributions

Entries in the Burke-PGA golf writing competition for members of the Golf Writers Assn. were to have been submitted by Sept. 30. After date lines, bylines and other identifying marks were deleted by Carol McCue of Chicago Dist. Golf Assn., who processes the entries, they were sent to Theodore Petersen, dean of the University of Illinois journalism school. The journalism faculty there decides the winners in the two divisions, newswriting and features. Total prize money has been increased from \$750 to \$1,000 by Jack Schram of Burke Golf Co., sponsor of the two previous writers competitions. Last year Dana Mozley, New York Daily News, was the news division winner, and Tom Davison, Houston Post, won the feature article prize.

Beck Announces Faculty for PGA Business School

Emil Beck, chmn. of the PGA Business School, has announced that the following persons will serve as instructors when the school gets underway Jan. 10 at the Ft. Harrison Hotel, Clearwater, Fla.: Joe Devany, Grosse Ile, Mich., John Budd, Endicott, N. Y., Bill Hardy, Chevy Chase, Md., George Aulbach, Lufkin, Tex., and Willie Ogg, Tampa, Fla. The school will last one week, following generally the same format as in its first three years of operation.

Attendance applications, Beck reports, have been pouring into PGA headquarters in Dunedin at an amazing rate.

Texas A&M Conference

Texas A&M's annual turfgrass conference will be held Dec. 7-9 at College Station.

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Sales Doubled in 2 Years; Pro Tells How It's Done

Fine Service, Topgrade Merchandise, Attention to Women, Alert Staff Spell Success at San Gabriel

By **LEN KENNETT**

Professional, San Gabriel (Calif.) CC



Len Kennett

IN the two years I've been at San Gabriel, I've had the gratifying experience of seeing our pro shop sales increase about 100 per cent.

No one thing has accounted for this rather remarkable increase. Offhand, I can put my finger on at least four factors that I think may be responsible, yet there is a chance that I am overlooking some others that may be of even greater importance. But first, let's look at what I think the success of our operation is due to:

1. Great emphasis is put on giving top service to members.
2. The merchandise we handle, especially golfwear, has been upgraded.
3. We've gone after the women's business.
4. I have very capable assistants and a

membership that is both loyal and responsive.

Most Important Factor

I suppose that service is the most over-worked word in the pro shop vocabulary. Undoubtedly, every shop in the country gives it in one form or another. But it is not so much the giving as the way in which it is rendered. It can be given cheerfully, grudgingly or in the most matter of fact way, but it's my observation that if you leave a person with the feeling that you're happy to handle even the most menial chore for him, you've won a supporter. Trite as that may sound, it's important in business.

I broke in at Santa Anita CC under Roy Bearden and Bill Reynolds, both easy going fellows but very competent businessmen. They never let me forget that service, even in the 12th or 14th hour of the working day in a pro shop has to be just as sprightly and cheerfully performed as it was in the first hour after the shop was opened. I have adopted their philosophy. My assistants and I are permitted to make our share of mistakes or errors in judgment, but discourtesy or rudeness



Long view of Kennett's shop. It's carpeted, paneled, has beam ceiling, and was built with idea of giving the pro plenty of display area.



Tees are used to spell out coming events in open pegboard area above club display. Large cases at left with latticed windows can be used for a variety of displays. Golf bags are on platform above floor level.

in treatment of customers, no matter how exasperating the latter may be, is unpardonable.

As for top quality merchandise, when I came to San Gabriel one of the first things I did was to make a decision to handle the best stock available. This always had been done where playing equipment was concerned but cheaper lines of wearing apparel were mixed in with the better ones.

It didn't take long to convince me that the members were more quality than price conscious. After that only topdrawer stock was purchased.

Model Stock Pattern

In the last year or so, I have set up a complete list or inventory of what I consider to be model pro shop stock and make all purchases with the thought of keeping this constantly replenished. Since we operate 12 months a year, we rarely allow our inventory to get very low.

The growth of women's business in the last two years has been the most pleasant and surprising thing about my stay at San Gabriel. It was built up rather slowly because, like many pros, I had a
(Continued on page 106)



Looking across the San Gabriel shop. Recessed panels along with table, rack displays, enable pro to get nearly every item he handles out where it can be seen by golfers. Note shop's excellent lighting.



Here is something of an informal gathering of research workers and supts. during a break in the Northwest Turf Conference held in Pullman, Wash.: (l to r): Al Law, Elmer Border, Roy Goss, Henry Land, Sr., Don Hogan, Cliff Everhart, Bill Bengeyfield, John Jaslowski and J. K. Patterson.

Border Main Speaker at Northwest Meeting

By J. K. PATTERSON

Executive Secy., Northwest Turf Association

A turf specialist was described as a cross between a mobile book of knowledge and a jack of all trades by Elmer G. Border, pres. of the GCSA, one of the principal speakers at the 13th turf conference of the Northwest Turf Assn. held at Washington State University, Pullman, Sept. 23-25.

"As a man in charge of a plant that may be valued at from a quarter million to five million dollars," Border said, "the supt. has to be a combination of things including business administrator, scientist, salesman, personal relations man, mechanic and perhaps even an artist. And it doesn't hurt if he has a fair knowledge of at least a dozen other trades and occupations.

"We have to be lifelong students if we are going to properly maintain our properties," the GCSA pres. continued. "Our education doesn't stop after we have received our formal training. We have to learn by experience, through extension courses and conferences such as the one we're now attending at Washington State."

Attendance at the three-day conference was somewhat larger than expected. A total of 83 Northwest members attended along with about 30 non-members. Since 24 wives of supts. and turfmen were at Pullman for the meetings, entertainment was provided for them all three days.

Roy Goss, one of the University's research workers, reported on poa annua control through the application of arsenic. He also told of his findings on herbicide tests for moss and algae control on

home lawns and in discussing control of crabgrass, said that DAC seems to have great possibilities.

Bill Bengeyfield, western dir. of the USGA green section, reviewed conclusions reached in the recent controversy over ripple soles, giving substantially the same report as appeared in *GOLFDOM* (August, p. 78).

Other speakers included J. K. Patterson of the University's agronomy dept.; Walter Apt, of Puyallup research center; Don

Penn Field Days Cancelled

Pennsylvania State University didn't hold its regular fall turf field days this year due to the fact that its turf plots were lost to dormitory construction. However, the 29th annual conference sponsored by the Dept. of Agronomy will be held next Feb. 15-18, according to J. M. Duich, asst. professor of agronomy.

Hogan, Northwest Turf Assn. pres. and an irrigation consultant; Verne Fish of Toro; Al Law, University agronomist; H. T. Abbott, Pullman landscape specialist; Walter Gardner, WSU soil physicist; Glen Proctor, Rainier G & CC supt.; John Gallagher, Amchem Products, Ambler, Pa.; and Charles Wilson, Milwaukee Sewerage Commission. Elwyn Schwartz was the principal speaker at the banquet.

Described during the conference was the newly established research center at Puyallup, the first of its kind in the Northwest. It occupies 1½ acres, has been seeded and is operating with an automatic sprinkling system.

Persons attending the conference came from Oregon, Idaho, Montana and British Columbia as well as Washington.

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ADOLPH BERTUCCI
*Superintendent
Lake Shore Country Club
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ALVIN HINTZ
*Superintendent
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BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY



Al Linkogel and Ray Freeborg (center) explain Link's Nursery experiments.

Freeborg Research Viewed at St. Louis Field Day

"The biggest and best ever" — was the unanimous opinion of the approximately 125 supts., turf authorities, commercial reps and guests from nine states, who gathered at Link's Nursery and Westwood CC, St. Louis, on Sept. 29 for the 1959 Fall Field day.

Sponsored by St. Louis area courses and other organizations interested in turf and under the leadership of the local Turf Foundation Research Committee, consisting of Joe Switzer, Oscar Bowman, and Al Linkogel, visitors were treated to a uniquely interesting tour of the turf plots at the Nursery and at Westwood. The research program for the entire summer, carried on by Ray Freeborg, graduate Purdue agronomist, and guided by Al Linkogel, was presented by Freeborg. Bent grass selections, fertilizers, fungicides, pre-emergent and post-emergent crab grass control studies, Bermuda and Zoysia selection studies were discussed by Freeborg. Chmn. Meyer Levy and Supt. Ralph Seht came in for much praise on the fine condition of the Westwood Course.

A prime rib dinner in the grand Westwood manner was followed by an excellent program mc'd by Al Linkogel and featured the following speakers: Joe Switzer; Monty Muncrief, USGA greens section; W. H. Daniel, Purdue; Ray Keen, Kansas State and Ray Freeborg.

Two-Day Conference at University of Arizona

The sixth annual Arizona Turf conference was held in the Student Union building, University of Arizona, Oct. 1-2, with attendance up over last year. Chmn. were

Irving Smith, pres., Arizona GCSA, and Bill Schildmacher, landscape architect for the Tucson school system. Among the speakers were Charles Wilson, Milwaukee Sewerage Commission; Victor B. Youngner, U. of California; Victor J. Miller, Arizona State University; Marvin H. Ferguson, USGA green section; James R. Watson, Toro Mfg. Corp.; Alice Boyle, Joe Folkner, J. N. Roney and I. J. Shields, all of the University of Arizona. Great stress was put on management of Bermuda and discussions of Western type turfs.

Florida Covers Turf Problems in Series of Sessions

The most successful conference in the seven year history of the Florida Turf-grass Assn. was held at the Agricultural Experiment Stations of the University of Florida, Sept. 15-16. A total of 226 persons registered for the two-day meeting, an increase of 65 over last year.

The first day's educational sessions were held in four concurrent sections and covered the following: Golf turf; Sod and Turf Nursery Producers; Lawn Service and Retail Dealers; and Playfields, Parks and Cemeteries. All were presided over by section chmn. and included a variety of speakers and panelists. The second day was devoted to a general education session in which the theme was New Developments and Research Progress. It was directed by G. C. Horn, associate turf technologist of the Florida Agricultural Experiment Station.

Speakers at the two-day gathering included: E. W. McElwee, University of Florida; James L. Blackledge, Florida Turf Assn.; A. T. Coith, Orlando Park Dept.; T. E. Freeman, Fla. Agricultural
(Continued on page 108)

Vinnie Richards, Dunlop vp, Former Tennis Great, Dies in September

Vincent Richards, 56, died at Doctors hospital, New York City, Sept. 28. He had been hospitalized for a week by the latest complications of an illness that had him hospitalized several times during the past seven years. A heart ailment was cause of death. Vinnie had a lot of fighting heart and it kept him going the past few years.

Vinnie Richards went with Dunlop Tire



Vincent Richards

& Rubber Co. sports dept. 20 years ago and became its vice president. The former "Boy Wonder" of tennis grew into championship status as a businessman in sports. Dunlop's volume in golf and tennis was substantially extended by Richards. He was sec.-treas. of the Golf Ball Manufacturers' Assn. at the time of his death and had been voted into that position annually for many years.

Only Olympic Singles Champion

Vinnie was born in New York City. He began playing tennis when he was eight. At 12 he was playing tournament tennis

and when he was 15 won the first of his 27 singles, doubles and mixed doubles national titles on various courts. He never won the U. S. National Singles championship but among his victories was one in 1924 in the only Olympic singles tennis championship ever played. He won the Olympic doubles that year with Francis T. Hunter. He turned professional in 1926 after defeating Bill Tilden three times.

He and Tilden won the U. S. National doubles title in 1918, 1921 and 1922. As late as 1945 he won the professional doubles title with Tilden.

Launched Pro Tennis

When Richards turned pro he gave professional tennis the foundation on which it has grown to be big business. Vinnie's game, his personality and his business judgment supplied what pro tennis needed. In 1947 he was commissioner of the World Professional Tennis League.

A triple fracture of the right arm, incurred in an automobile accident in 1935, limited Vinnie's tennis career. He continues in tennis history as one of the greatest volleyers. He also became a good golfer in the last 15 years of his life.

Vinnie Richards attended Fordham university and Columbia University School of Journalism. He was married in 1924 to Claremont Gushee who died in 1950. The two were probably the most delightful and active host-and-hostess team in sports.

1958 International Matches Available on Film

Latest of the golf films is the 16 mm. full color sound film of the 6th International Golf Assn. professional championship matches played at Club de Golf, Mexico City, Nov. 1958. This is an exciting, informative and beautiful film, shot by the master of all golf cameramen, Joe Walsh. Foreign pros' victories over Hogan, Snead, Demaret and other American pros in the International events have given American golf fans a hunch that we haven't a monopoly on pro golf skill. The film of shotmaking by the winning Canada Cup Irish team of Bradshaw and O'Connor and by the Spanish winner of the International trophy, Angel Miguel, presents technique of the highest order.

The Club de Golf de Mexico has one of the world's finest golf courses and that part of the picture is very interesting. The film runs 20 minutes. Details may be secured from National Educational Films, 165 W. 46th st., New York 36.



Approach to 18th green with clubhouse in background at San Antonio CC.

Semi-Sod Method of Planting Hybrid Bermudagrass

Experiment at San Antonio CC Advances Tifgreen Growth by Two Weeks

By Tod Menefee & Joseph S. Finger

THERE is some question as to whether the semi-sod method of planting hybrid Bermuda, described below, is absolutely new. It certainly isn't prevalent or discussed in areas where grass is propagated by sprigs or stolons. The method was first suggested by Tod Menefee, pro-supt. at San Antonio CC during the recent remodeling of all greens and conversion to Tifgreen (328) there.

After preparation of the usual seed-bed, a sod cutter, such as a Ryan, is used instead of a vertical cutting mower which is usually used to obtain sprigs containing one or more joints. The cutter is set so that it just skims the ground of the nursery plot. This action more or less "tears" out sprigs which are quite similar to those obtained by vertical cutting. These sprigs are sacked for use in the usual manner. The sod cutter is then lowered until it cuts slabs of soil from $\frac{1}{4}$ in. to $\frac{3}{8}$ in. thick. This we call "semi-sod." It contains some sprigs with joints which survived the first cutting, but in addition it contains roots in nursery soil.

Slabs Over Seedbed

These semi-sod slabs are broken up into convenient sizes, either by hand or mechanical means. Slabs from 2 to 4 sq. ins. are ideal. The slabs are spread over the seedbed of the green in sufficient quantity to cover about 5 to 10 per cent of the putting surface. If desired, the sprigs from the first cutting may also be spread over the surface.

The green is then topdressed with a

Pro-Supt. Ted Menefee (left) holds sample of semi-sod removed from strip. Architect Joe Finger holds ordinary sprigs from first cutting.



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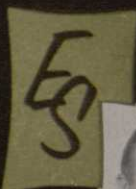
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