

Mrs. Rubendall Corrects Oversight at White House Youth Meeting

At a White House Conference for Youth, held last spring, recommendations on the use of leisure time almost were completed when a woman, intensely interested in golf, brought attention to a serious omission. It had been suggested that federal, state and local governments acquire land, buildings and water resources for public recreation. These acquisitions would be used for picnic areas, hostels, camps, marinas, boat launching sites, playgrounds, athletic fields, recreation centers, libraries, museums and theaters. Overlooked were golf courses.

Mrs. Harry Rubendall, a delegate to the conference and whose husband has been pro at Freeport (Ill.) CC for 30 years, of-



Mrs. Rubendall

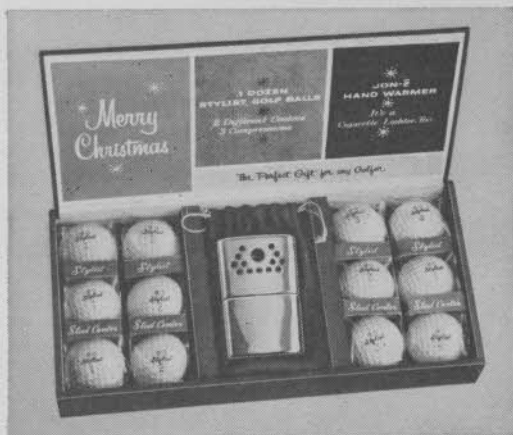
ferred an amendment that called for inserting golf courses immediately after playgrounds, and it was adopted. The White House report was published in July.

Mrs. Rubendall, whose son, Roger, also is a professional at a Glendale, Calif. club, has another son, Alan, a fine amateur golfer. She was one of about 250 persons who attended the conference in Washington. A former pres. of the Freeport branch of the American Assn. of University Women, she represented Stephenson county (Ill.) at the White House gathering. She is a member of the Illinois Women's GA and the Women's Western GA.

National Jaycee Tournament

Two hundred boys, under 18 years of age, will take part in the 15th National Jaycee tournament which will be played in Waterloo, Ia., Aug. 13-20. They will have survived elimination tournaments in which nearly 35,000 boys participated. Several of the youngsters who will play at Waterloo represent foreign countries. Past winners of the National Jaycee include Gene Littler, Doug Sanders, Tommy Jacobs, Jack Nicklaus, Bud Holscher, Al Mengert and Jack Rule.

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Intrigue, Bandits, Cobras Add Spice to Orient's Golf Story

By **BOB BALDOCK**

Fresno, Calif., golf architect Bob Baldock recently toured the Orient where he inspected a "wild West" site for a new 36 hole course in the Philippines which he has designed and will build for the Manila G&CC. Here is his report:

Maintenance practices on courses in the Philippines, Hong Kong and Japan are 30 years behind ours, but the game is on such a bullmarket boom in the Orient that the gap is being closed.

Their courses, thanks to such an abundance of cheap labor, are doing well enough maintenance-wise. It is, however, interesting to note some contrasts with our modern courses.

The greens, particularly in Manila, are primitive by our standards. They were haphazardly constructed, apparently with little thought as to the length of the ap-



Rakes, carts and eight women to do the topdressing is a daily ritual for Tokyo golf courses.

proach shot and, for purposes of easy drainage, are built in the manner of inverted saucers.

Frosting on Top

They are constantly topdressed with soil heavy on decomposed granite but light on fertilizer. Thus, over the years, a layer several inches thick has been built up — frosting on the saucer tops. This top dressing results in a hard packed surface and it's easy to imagine the problems connected with a pitch and run shot.

Some of the Tokyo area courses are so

busy the holes have two greens each. One recuperates while the other handles the traffic. Our modern greens practices, particularly the heavier use of fertilizer, would go a long way to correct this situation.

There is quite a story of intrigue in the durable, heat resistant grasses now used on the greens in Hong Kong and Manila. Similar to a cross of our bent and Bermudas, the grass originally was developed in Cairo, Egypt.

Smuggled Stolon

The story goes that a golf minded Englishman, before World War II, smuggled a single stolon of the Cairo grass into Singapore for a golf course there. After it was propagated there, the same procedure was repeated in Hong Kong. In the land where smuggling is a fine art, the next step was to take another stolon of the original Cairo grass to Manila.

So, most of the better greens in the Orient today, outside of Japan, come from a single stolon, spirited half way around the world under the noses of agricultural authorities.

Golf in the Manila area has some peculiar hazards beyond the control of the designer. Banditry is common in the area of Das Marines where poverty and wealth exist side by side. During our inspection tour of the property where the course will be built we were accompanied by guards from the local constabulary, armed with rifles and pistols.

Fight 'Em Off

We didn't see any of the reputed Wild West element but Allyson Gibbs, the pres. of the club, assured me it was a wise precaution since the week before I arrived the Das Marines guards had a pitched gun battle with two thugs on the site of the course.

The solution to some of the Oriental courses' maintenance problems seems to be in building the courses with long, easy curves, thus reducing the hand mowing. Gang mowers are a rare and expensive item. One five unit gang was pointed out to me in Manila, an English made job, which reputedly cost \$10,000 — double because of the levying of 100 per cent import duty.

Golfers in the Philippines may not be long hitters, but they have the reputation of being straight down the middle. There's a good reason they hate to get into the rough: Cobras consider the mice, rats and men their personal delicacies, particularly the latter.

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BOOK REVIEW

Secrets of Winning Golf Matches, 38 pp, illustrated with drawings. \$2. By Lon Ramsey. Published by Pilot Industries, New York 1, N. Y.

Highly recommended in lieu of a visit to a psychiatrist — its cheaper and you get the same results. Ramsey outlines all the reasons why you haven't been winning golf matches in the past and explains, logically enough, that you should conquer your weaknesses and take advantage of inherent weaknesses of your opponents in defeating them on the course. However, he disdains to consider what every golf professional has learned through painful, although profitable, experience: golf and logic are like oil and water — they do not mix!

Unlike the psychiatrist, Ramsey does not attempt to remove the mental blocks infesting the confused mental makeup of the average duffer. He gives the golfer credit for realizing that this must be done

— but *how* is up to the golfer.

Actually, the book is well done as a compendium of all the mistakes ever committed on the course in losing matches. The average duffer will spend a pleasant half hour using the book as a checklist in recalling the horrors of his golfing past, and as a ready made set of New Year resolutions for his golfing future. And then he'll promptly forget the whole thing and sally forth to lose again in his usual excruciatingly painful style. But now, at least, he will know why he lost.

Teacher-of-the-Year

The Ladies PGA has set up a new award honoring the woman teaching-pro-of-the-year. For 1959, the award went to Shirley Spork, Tamarisk CC, Palm Springs, Calif. An occasional player on the LPGA circuit, Shirley's best known student to date has been Shirley Englehorn, a 19-year old who started playing the women's tour this year. Shirley is co-chmn. of the LPGA teaching committee, which for the first time this year, conducted a national golf school for women at the University of Michigan.

GOLFDOM Publishes Seventh Christmas Shopping Guide

"Christmas Shopping At Your Pro Shop", in its 7th edition — for Christmas 1960 — again will present to Christmas gift shoppers the appealing sales story of the nation's foremost pro golf merchandisers.

The previous six editions of the golf gift shopping guide have meant record holiday business for professionals. Numerous good merchants in professional golf have given the personalized pro Christmas sales promotion book major credit for gift sales of golf goods exceeding \$10,000.

The Christmas Shopping book carries the pro's name, club, address (and telephone number, if desired) on the cover and is mailed by the merchandising professional to his members.

Stresses Convenience, Service

It attracts the gift buying interest of active and eager purchasers on golf merchandise available at the pro shop and stresses the convenience, expert and friendly service of the professional as an advisor and supplier of playing equipment and apparel.

The book, according to figures from the

professionals using it, accounts for well over \$1,000,000 of pro shop business in December. In each of the former six years guaranteed circulation of "Christmas Shopping at Your Pro Shop" has been exceeded by pro demand. In each year late orders have not been filled due to the

Two Writers Picked Hebert

Only two of the 160 writers who took part in Golfing's annual poll selected Jay Hebert to win the PGA Championship. They were Bill Searby of Newsday, Garden City, L. I., and Bud Shrake of the Dallas Times Herald. A total of 65 writers picked Arnold Palmer to win the Open but he failed 59 of them in the PGA poll. Jack Nicklaus got 76 votes to win the Amateur.

edition being sold out. This year, 165,000 copies are being printed.

Pro orders for Christmas Shopping At Your Pro Shop should be sent to GOLFDOM, 407 S. Dearborn st., Chicago 5, Ill. Copies of the Christmas shopping book will be shipped to professionals in Sept., thus allowing ample time for organizing a Christmas gift sales campaign for individual and company purchases.

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New Hole-in-One Financing Plan at Los Coyotes

Somewhat in self defense, Los Coyotes CC, Buena Park, Calif., has had to put a new rule into effect on Holes-in-One. Present members of the club number 160. When they became certified for membership, they had to pay \$2.00 into the club fund. This indemnified them against paying for drinks out of their own pocket when they scored the ace, the cost of doing this being taken out of the club treasury. But where 160 holes-in-one have been scored, the odds are that the treasury can easily and quickly become insolvent.

So, now at Los Coyotes, any time anyone scores an ace, all 160 members of the club are going to be assessed \$1 to keep the treasury solvent. What officials really are afraid of is that one of these days two or even three players may score aces on the same day. If that were to happen and three drinks, for example, doled out to everyone within hollering distance, the treasury would have to go in for heavier deficit financing than the one in Washington, D. C.

California, Utah Lag in Providing Golf Courses

To keep pace with the population growth in the next 10 years it is estimated that the seven Western states will have to have at least 210 more courses. Even if that many are built this area won't be overwhelmed with golf sites. Nevada and Idaho now have one course for every 19,000 persons; Arizona, Washington and Oregon have one course for about 25,000 but Utah and California have only one layout per 42,000 persons. Nevada and Idaho rank 11th and 12th statewide but Utah and California are near the bottom of the list.

The No. 1 state from a golf standpoint is Vermont with one course for every 9,750 inhabitants.

One Explanation

George W. Murphy, supt., Tavistock CC, Haddonfield, N.J., says Jersey greens are slower than those in Philadelphia district, for example, because Jersey's sandy soil calls for heavier watering.

Watering System

(Continued from page 29)

cause wilt, or increase susceptibility to disease.

Heart of the System

The pump is the heart of the watering system. The type of pump you use depends entirely on your needs. Pump performance characteristics are usually expressed in a curve-graph showing how much water can be handled by the pump when it is operating at a given pressure.

What you need to determine about the pump for your system depends on how you intend to use your system. For instance, if you intend to operate small sections of the system one at a time, the pump you use should be able to handle varying amounts of water without big jumps in operating pressure.

Pipe Materials

There is a variety of pipe materials for golf-course watering: plastics, cement asbestos, steel and cast iron. Each has its own advantages and its own limitations. Your decision on pipe material will be based on a combination of initial cost, operating costs and economical pipe sizes. By economical pipe sizes is meant the one

pipe size that offers the best overall operating economy for a prescribed capacity than any other size pipe, larger or smaller.

For example, if you select a too small-size pipe to get a low initial cost, you automatically increase operating costs because the system will require longer to apply the recommended amount of water. Larger pipe, on the other hand, may save operating cost but will probably increase initial cost.

Golfing Grandmothers

An unusual golf group recently was formed at Tam O'Shanter CC, Orchard Lake, Mich., where Warren Orlick is pro. Qualification for membership? The golfer must be a grandmother.

Considering the average youthful age of the Tam membership, it took some contriving to find 16 golf playing grandmas.

These pert golfers meet on the first Tuesday of the month for coffee and note matching on their grandchildren and then repair to the course where they play 18 holes. There is a prize for low net and another prize for a gimmick tournament. Points are accumulated toward a season's grand prize.

How did your greens come through the winter of 1958-59?

Admittedly, the toughest winter for bent greens was the winter of 1958-59. Hundreds of golf courses had some, if not practically all, of their greens heavily damaged by so-called "winter kill."

With over 400 golf courses having from one, to all greens, planted to Old Orchard C-52, we were trying to find out if any of these greens were damaged. We invite any golf course superintendents with Old Orchard C-52 greens that suffered damage during the 1958-59 winter to write us.

Old Orchard Turf Nurseries

P.O. Box 350 — Tel. AL 6-6395 — R. R. Bond, Prop. — Madison 1, Wisconsin

Branch Nurseries in Farmington, Iowa — Camarillo, Calif.

Arlington C-1

Congressional C-19

Old Orchard C-52

THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES

The above advertisement was published in the Mar. edition of Golfdom and the Mar. Apr. edition of Golf Course Reporter.

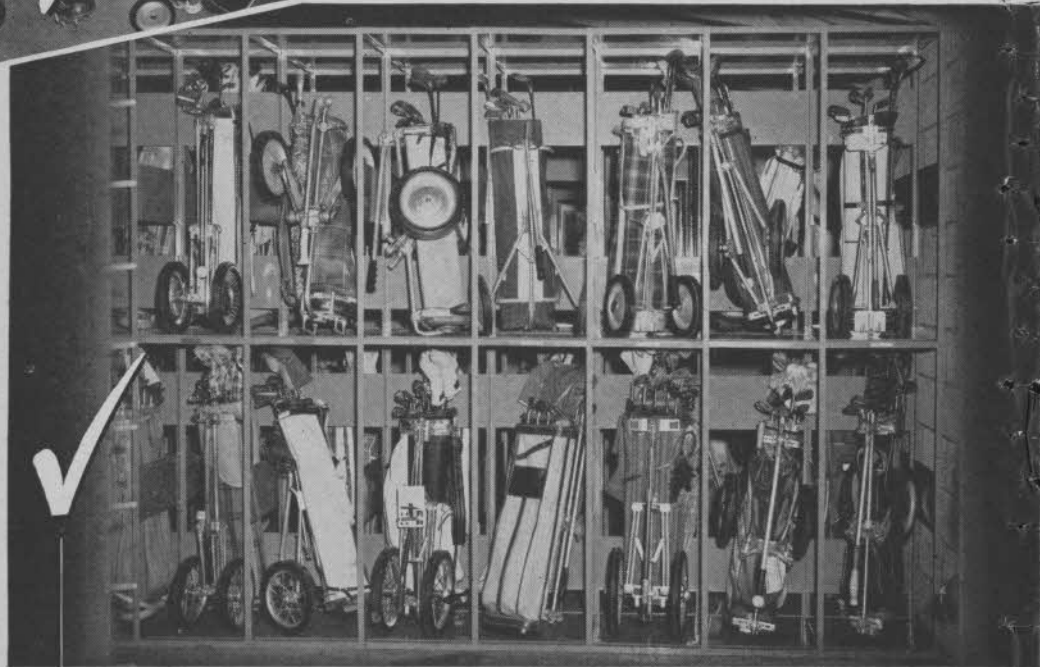
As this part of the adv. is written, July 25th, not a single Greens Supt. nor anyone else connected with a golf course have answered our invitation to write, and bear in mind there are over 400 Greens Supts. who have at least one or more Old Orchard greens under their supervision.

Signed — RALPH R. BOND

Owner & Developer of the Famous Old Orchard C-52 Strain of Creeping Bent Grass.



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Visual Merchandising

(Continued from page 36)

tant appear, is every leading make of golf clubs. All clubs are shown in matched sets of woods and irons at eye level on open racks which invite members to step up to the display, take a club and examine it and possibly even swing it. Individual clubs such as putters and wedges are shown below. Notice the lighting on this wall — fluorescent strip lighting that is hidden behind the cornice.

Can Be Converted

Immediately in front of the wall is a floor unit which augments the golf equipment. The floor unit holds bags, caps, gloves, umbrellas and carts on one side, while the other side has staggered shelves for boxed goods, a register counter and storage space below for wrapping materials. This unit may at any time be converted to display any other merchandise offered in the shop.

As Visual Merchandising (see July GOLFDOM, p. 47) means exactly what it says, we design shops almost entirely with open units. We suggested just one showcase to Tom to house the many small items such as balls, head covers, socks

that should be kept under lock when the shop is closed.

The shoe department (see photo) is made up of adjustable wall-suspended shelves. The basic wall fixtures which suspend these shelves are the same as those holding the glass shelves in the miscellaneous section (same photo).

The display of shoes permits merchandising according to seasons. Additional shelves may be added or removed, thereby keeping a neat and concise inventory at all times. Immediately in front of the shoe section is a fitting chair, stool, and mirror. These three accessory pieces really put you in the shoe business. They impress members with the idea that you are interested in giving them not only quality, but a good fit which you can do if you have all the necessary fixtures.

Selling Coordinates

The miscellaneous section is a special promotional area for shorts, skirts and coordinates pieces. In many shops the sales of coordinates have become so large that in planning a new shop many pros will, like Tom Ely, ask for a special area just for these lines. All of the glass shelves and hangrails are adjustable and interchangeable and the wall is again light-

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GOULD-NATIONAL BATTERIES, INC.
SAINT PAUL 1 MINNESOTA

ed with hidden fluorescent strip lighting behind the cornice.

The center merchandising section (see photo) is unique, "something different" that gives Tom the wall space he so urgently needs. Although the section is only about 10 ft. long it gives him the equivalent of 20 ft. of wall space because it utilizes two sides. This 20 ft. is ample for all of his soft goods. Too, Tom has a divider between his lounge area, (see photo) and the balance of his shop. He displays his merchandise around the lounge area thereby capitalizing on "impulse buying".

The center merchandising section is completely open and a look-through unit. All its shelves and hangrails are adjustable and interchangeable. Notice how one of each shirt and jacket is displayed on a hanger with the surplus stock alongside. That display platform is the showpiece of the shop. This platform is now used for shoe display but it will also hold neatly trimmed mannequins, forms, etc. The tropical planter box across the top adds a great deal of color to the shop.

Ely's shop is paneled from the floor to the beamed ceiling. Color is provided by drapes, floor covering and the planter box. Yet these colors are minimal as Tom's shop was designed to let the merchandise supply the color. There are no large floor

fixtures other than the center merchandising unit at Columbia Edgewater. Thus there is a free flow of traffic. From any part of the shop, there is complete visibility both of the inside and outdoors.

This is what Visual Merchandising has done for Tom Ely's operation. The shop is about average or slightly above average in size of the new shops being built. Numerous Visual Merchandising methods can be adapted to older shops. In every instance where a pro has used some of these new ideas his sales have increased.

Henry Leopold, the apostle of Visual merchandising, has been close to the retail sales field since he was a youngster of 15 and worked for a department store while going to high school. After completing his schooling he became a manufacturers' representative and later, with two others, opened a retail shoe store. Thereafter he gravitated to store design work, servicing both retail stores as well as Midwest pro shops. Two years ago Leopold's Display Creations became associated with Ernie Sabayrac, Inc., Hialeah, Fla., in a merchandising and design tieup. The two firms have collaborated on a "Merchandising Manual" that is available only to professionals.