



Alone  
in their  
greatness!



## The New 1960 Haig Ultra Woods



Sold through Pro  
Shops only

© 1960 Walter Hagen Golf

Classic in concept, beautifully crafted, with great appeal for discriminating golfers...the magnificent Haig Ultra Woods for 1960. Finished in lustrous Presidential black, with scarlet fiber face and gleaming polished brass insert, the new Haig Ultra Woods, like the Golden Gate Bridge, are the aristocrats of their world...truly "alone in their greatness."

Haig  Ultra

WALTER HAGEN GOLF

GRAND RAPIDS, MICHIGAN



Those who sat at the speakers' table at the PGA banquet were (l to r): Tom Crane, John Budd, Leo O'Grady, Herb Graffis, Emil Beck, Horton Smith, George Aulbach, Bill Hardy and Bill Hook.

were hired, before they left Clearwater, by master pros for jobs that will lead to advancement.

Beck made a survey of the students that revealed:

169 are employed by PGA members;

29 now are holding master pro positions;

101 attended college. 33 graduated. Of

these, 27 majored in Business Administration, four in engineering and two in Liberal Arts.

All students at the PGA school attended high school.

221 graduated from high school.

201 started in golf as caddies.

The school had 94 PGA members enrolled, 42 of them being Class A or D members and 52, Class H members.

#### School Faculty

The faculty of the school and subjects covered:

Horton Smith — Conduct. Personal and business relations between the assistant, his professional employer, the club and its

#### PGA Postgraduate Courses

Post-graduate courses for veteran pros will be held at the PGA National GC, Dunedin, Fla., on four separate dates in February. On the 1st, John Budd will lecture on bookkeeping and William Schaffner, on the PGA Merchandising program. On the 8th, Charlie Johnson and Bill Nugent will discuss what the club expects of a pro and Tommy Shannon, Horton Smith and Cliff Good will examine the game's rules.

On the 22nd, Al Huske, Ed Tabor and Bill Hook will go into all ramifications of junior golf and on the 29th, George Meyers, Eddie Axtell, Alex Leiper, Eddie Williams and Frank Sprogell will conduct an open discussion on old and new teaching techniques. Sessions will be held in the morning.

members. Assistant's detailed and general usefulness on the job.

John Budd — Public relations. Book-keeping. Accounting. Other records and notes of use in pro dept. and club business.

Leo O'Grady and Bill Hook — The approach to the problems of giving lessons. The assistant's study of teaching.

Bill Hardy — Club repairing, altering and fitting.

George Aulbach — Merchandising: buying, display, advertising and sales promotion and selling policies and practices.

#### General Information Sources

Emil Beck — Where the assistant can get information and aid for the business of his professional and the club. Function and aids of the National Golf Foundation. Revenue of National Golf Day and its allotment. USGA rules and handicap services. General information that assistant should know about the golf business. Golf course supts. and Club Managers associations and the professional department's use of information from these sources.

The faculty represented 225 years of golf business experience. Hardy has been in the business 39 years; Beck, 36; Aulbach, 36; Smith, 34; Budd, 30; O'Grady, 30; and Hook, 20.

#### Casper Meets Rosburg in Golf Day Round

National Golf Day, scheduled for June 11, will see Bill Casper, Jr., National Open winner, and Bob Rosburg, PGA titleholder, pitted against one another to determine the score which the nation's golfers will have to shoot at to win "I Beat the Champ" awards. Casper and Rosburg will play at Firestone CC, Akron, O. Golfers will be permitted to get in their rounds between June 5th and 11th, playing as many as they care to between these dates. A \$1 fee must accompany each round.

# Trade-In Selling

**Illinois Pro-of-Year Al Huske  
Uses Old "Look Out the Window"  
Method and It's Good for Business**

**T**HE SOLUTION to the eternal and perplexing problem of what to do with those trade-in clubs may be found in what Al Huske, professional at Glen Oak CC in Glen Ellyn, Ill., calls the "looking out the window" trick.

The window, in Al's case, faces the Glen Oak caddie yard and in the last several years it has been the agency through which as many as 25 or 30 sets of clubs have been sold annually.

Huske, named 1959 Illinois section PGA pro-of-the-year because of his championing



Treasure of his trophy room is Illinois pro-of-year plaque that Al Huske got in 1959.

of the caddie cause in the 25 or more years he has been in golf plus his other fine professional qualities, has a unique plan of distributing trade-ins among the kids who carry the clubs.

It works like this:

When clubs for re-sale are available, the information is passed along to the caddies before anyone else is advised of it. In practically all instances, selling prices of the clubs are pegged at figures which Huske has had to allow for the trade-ins. Re-con-



Caddie-conscious Glen Oak CC has immortalized the club carrier in bronze.

ditioning and cleaning expenses are borne by the pro shop.

When a caddie and Al get together on a deal, the former is encouraged to pay off the cost of the clubs in installments from the fees he earns. No contract is drawn up because the Glen Oak pro doesn't feel that his dealings with the kids should be attended by any cold formality. However, Al does notify the caddie's parents that the boy has purchased the clubs. This, he says, is done for two reasons. It gives him as much bond or security as he needs and, at the same time, it lets the parents know that the boy is not wantonly throwing his money away but is spending it on something he wants.

In more than half the cases where Huske has sold clubs to caddies, the parents of the boys have offered to pay cash for the purchases. Usually they have told Al that they either will make a gift of the clubs to their sons, or prefer to assume the financing and have their sons pay them back.

### Teaches Responsibility

The Glen Oak master always has turned down such an arrangement because he feels that the trade-in deals have been made between him and the caddies and shouldn't involve the parents other than to let them know of what is going on. Furthermore, he thinks the kids learn more about responsibility by paying off their debts to someone outside their family.

(Continued on page 71)

# LOOK AT ALL THAT'S NEW PRO-PEL

## There's a Pro-Pel Action Shaft That's Perfect For Every Golfer in Your Club

Just three years ago MacGregor introduced the Pro-Pel Action Shaft . . . the first truly new shaft design in thirty years.

For 1960 MacGregor announces a new and even more significant advancement in shaft design.

The new Pro-Pel Action Shaft puts the flex area closer to the club head. As a result, club head torque is reduced to a minimum. This delivers more of the golfer's power directly to the ball and at the same time improves his accuracy.

This exclusive Pro-Pel Action Shaft is just one of the reasons why MacGregor Woods and Irons are the world's most wanted golf clubs.

Pro-Pel Action Shafts are available on MacGregor Tourney, Tommy Armour and Louise Suggs "Empress" models only.

Pro-Pel Action Shafts can be fitted with either all-weather, molded on rubber grip or new Firma-Grip. This new tacky leather grip with triple skiving holds like a firm handshake.



\*

# IN THE MACGREGOR ACTION SHAFT

\*Available in Four Exclusive MacGregor Flexes  
Each Identified by a Color Band at Flex Area

Thickness of shaft wall is precisely controlled to take advantage of each golfer's power. Exclusive construction allows shaft to store and multiply energy, then release it with "Bull-Whip" snap in the hitting area. Each of the four flexes is right for one type golfer . . .

- 1) **FIRM FLEX** for the "hard hitter." Low handicap player. Light in weight but firm in action.
- 2) **MEDIUM FIRM FLEX** for the average player. Same as No. 1, but with a little more flex. For added help toward distance.
- 3) **MEDIUM SOFT FLEX** ideal for the "swinger." This number 3 shaft helps put ball up faster and gets it further down the fairway.
- 4) **SOFT FLEX** for the golfer who needs more help from the shaft.



*MacGregor*  
THE GREATEST NAME IN GOLF



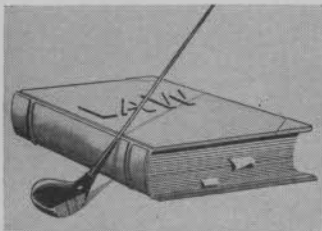
A Brunswick  
Subsidiary

The MacGregor Co., Cincinnati 32, Ohio, U.S.A.

## Appeal Court Fixes Club Responsibility for Maintenance of Pool

By WILLIAM JABINE

A member of a California club played 18 holes, cooled off with two drinks and continued the cooling-off process by changing into bathing attire and proceeding to the club's swimming pool. He sat near the pool for half an hour watching his kids and then decided to swim. There was an outer rim of roughly surfaced concrete sur-



rounding the pool and inside that a rim of smooth concrete. The two rims were at different levels. It was necessary to descend two steps made of smooth black concrete to get from the outer to the inner rim. In going down these two steps, which were wet, the member slipped and was severely injured. He brought suit against the club, charging negligence. The trial jury brought in a verdict in his favor but the judge granted a judgment for the defendant, notwithstanding the verdict, and also granted a motion for a new trial. An appeal was taken to the California Fourth Dist. Court of Appeal.

That court, in its review of the evidence, pointed out that at the children's end of the pool carborundum tape had been affixed to the steps between the two rims in order to prevent slipping, thus indicating that those in charge were aware of the hazard inherent in the smooth steps when wet. The court reversed the judgment notwithstanding the verdict and affirmed the granting of a new trial.

In commenting on the question of the club's responsibility the Appeal court said in part: "Concerning the question of lack of ordinary care exercised by defendant club, there is evidence, if believed by the jury, that the steps in question presented a smooth surface which when water was applied, would become at once slippery and dangerous. There is testimony that this claimed hazardous condition was known by the employees of the defendant club. Measures had been previously taken to rectify this condition along with those of other portions of the area by brushing

on a non-skid material on the steps and other surfaces that had become worn and needed further attention to make them safe. It might be reasonably inferred that the defendant club officials knew that these particular steps were not being properly maintained at that time and there was responsibility on defendant club to properly maintain them." (Post v. Camino Del Properties, Inc. 343 P.2d 294. Aug. 28, 1959.)

## Plum Hollow Fire Emphasizes Need for Sprinkler Protection

Following the fire last November in which the Plum Hollow GC clubhouse in Detroit was totally destroyed, other clubs in the area began re-examining their fire protection and insurance. The estimated loss at Plum Hollow was \$750,000, about half of which was covered by insurance. The clubhouse there was the fourth in Michigan that had been leveled by fire in recent years.

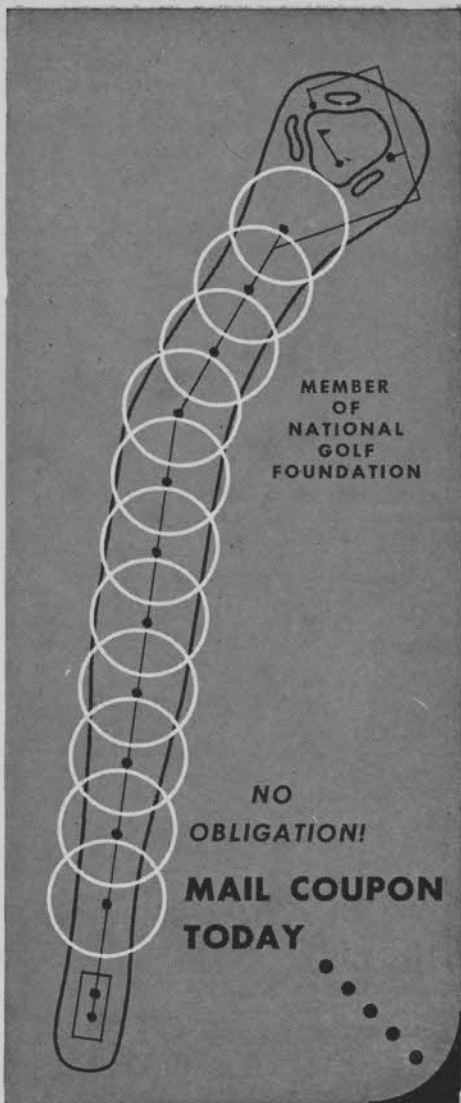
The new Plum Hollow clubhouse will have an automatic sprinkling system, according to Forrest (Red) Large, club mgr.

The Plum Hollow disaster, and measures that will be taken to prevent a recurrence, point up what T. Seddon Duke, chmn. of the National Fire Protection Assn., wrote in the USGA Journal last year: "Isolation, lack of water and lack of protection are the club's chief handicaps in seeking fire protection. But no clubs need to be destroyed when automatic sprinkling systems are available."

Automatic sprinkler systems can be installed with the aid of a pressure tank even when a club is located far out in the country. There is some member objection to sprinkler pipes being strung across ceilings but these can be made relatively inconspicuous by installing them at the sides. Sprinkler installations are expensive but they reduce insurance costs.

Duke, in his article, said that the word "fireproof" is the most abused one in the English language. No building, he added, is more fireproof than its contents.

A survey of more than 200 country club fires by the National Fire Protection Assn. shows that the following are the most prevalent causes of fires: Defective electrical system, 28.3 per cent; Smoking and matches, 26.7; Heating equipment, 19.2; Grease on stove, 7.5; Incendiary, suspicious, 5.1; Sparks on wooden shingle roof, 4.1; Lightning, 4.1; Misuse of flammable liquids, 2.5; Miscellaneous known causes, 2.5.



MEMBER OF  
NATIONAL  
GOLF  
FOUNDATION

NO  
OBLIGATION!  
MAIL COUPON  
TODAY

PIONEER MEMBER OF



**CRESCENT  
PLASTICS, Inc.**

955 DIAMOND AVENUE  
EVANSVILLE, INDIANA

**FREE**

Engineering

Help to Install

Low-Cost, Guaranteed

Dependable, Permanent,

**CresLINE**

**PLASTIC PIPE  
WATERING SYSTEM**

Simply send us a scale drawing of the course to be watered, including elevations, water source, obstructions, etc. and our Golf Course Technical Planning Department will be glad to make engineering suggestions and figure costs. There is no obligation and no charge to you.

If you decide to use Cresline Plastic Pipe, you will have the obvious advantages of all plastic pipe (low cost and easy installation) plus one additional valuable "plus" — permanent, worry-free service.

Cresline Pipe is tested and retested in one of the nation's best plastic pipe laboratories and is *guaranteed in writing* to do what we say it will. So you can install Cresline and practically forget it. Let us *prove* you'll do better with Cresline.

GOLF COURSE TECHNICAL PLANNING DEPT. G-9  
CRESCENT PLASTICS, INC.  
EVANSVILLE, INDIANA

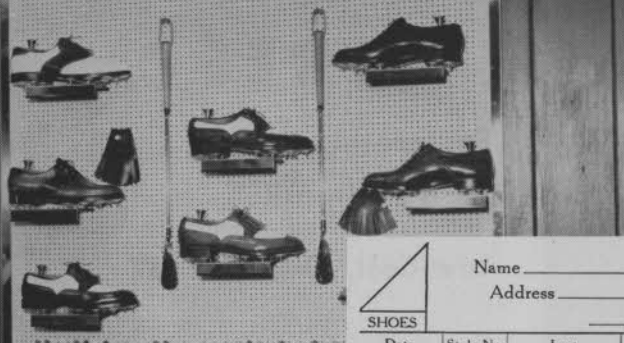
- Please make engineering suggestions and figure costs on attached plan.
- Send more data on Cresline Pipe.

NAME .....

TITLE .....

ADDRESS .....

CITY ..... STATE .....



SHOES	Name _____					Phone No. _____
	Address _____					Chg. _____ Cash _____
Date	Style No.	Last	Size	Price	Remarks	



By AL ROBBINS

## What YOU

# Should Know to Sell Golf Shoes

There are several reasons for keeping a shoe file or record (such as the form above) on your members. In ordering men's and women's shoes, you'll find that you have 200 sizes alone to contend with. By keeping records and consulting them before putting in a stock, you'll find that you can narrow your choice of sizes to a relatively few basic ones and still be able to fit practically every man and woman at your club.

Records help in other ways, too: They give you a check in color and style preferences of your members; they tell you, in general, how long members have been wearing their shoes and their approximate condition; in "Remarks" you can note the peculiarities of your members' feet. (I'll suggest later what can be done to adjust shoes to these); records can help you get rid of leftover stock at the end of the season by matching your members' shoe sizes with what remains in your inventory. When this is done, you can go to some of these members and offer them a "shoe bargain." That helps you get your money out of your stock.

Here's another thought. Shoe sizes are a guide to sock sizes. If a woman member, for instance, wants to buy socks for her husband and you know his size — you make a sale. If not — no sale.

If you haven't already got a file started, why not check with a locker room attendant and get the information necessary for starting one? Don't wait to set up your records on a "sale by sale" basis. It may take you a lot longer than you think.

In fitting, always keep in mind that a man wears the same size golf as street shoe. A woman's golf shoes should be a half size larger than her street shoes because she is going from a high to a low heel. This causes her feet to spread out.

Discourage your customers from insisting on a half-size larger shoe to compensate for the heavy socks they wear while playing golf. Tell them to break the shoes in by wearing light socks. In a short time they'll have room enough for heavy socks.

Men should sit down while you are measuring their feet. Women should stand. I recommend using a Brannock Device for measuring. It can be used for men and women. It is made by Brannock Device Co., Syracuse, N. Y.

*(Continued on page 79)*



Yessir, I understand they're even working nights out at Escondido. That's where our Golfcraft plant is, you know.

They have to, I guess, to keep up with orders for our 1960 line. Take our putter line, for instance.

Frankly . . .

### WE'RE UP TO HERE IN PUTTERS

And we have to be. You see, Golfcraft offers the finest selection of putters of any manufacturer in the World. There're 20 different models in three basic styles—the blade, the aluminum mallethead, and the brass and aluminum combo. There's even a left-hand combo model.

Then, there's a choice of three types of grip, too . . . the Regular, the Contour and the Pistol Grip.

Finally, there's the exclusive Glasshaft. No one else has it but Golfcraft. We have it patented, you know (#2822175). The Glasshaft gives you such feel, it's like putting a pair of eyes in your hands.

So, you can see why we're up to here in putters.

We have to be . . . we're up to here in orders, too!!

THROUGH PRO SHOPS ONLY



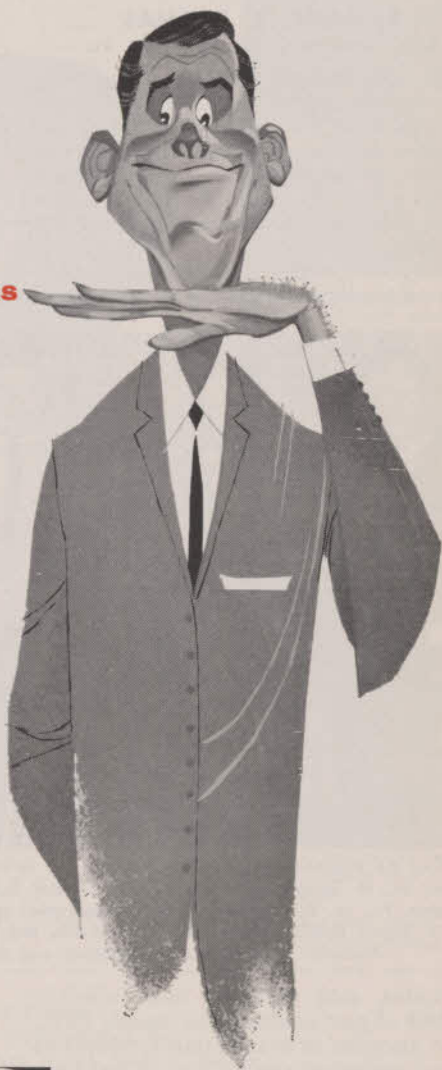
ESCONDIDO, CALIF.



CHICAGO, ILL.

**golfcraft**  
glasshaft

VANCOUVER, CANADA



# Cover Full Turf Range at Mid-Atlantic Meet

By JAMES E. THOMAS

Supt., Army-Navy CC, Arlington, Va.

The Mid-Atlantic GCSA's annual conference, held in Baltimore, Jan. 5-6, under the auspices of the University of Maryland extension service, was productive of many excellent speeches and panel discussions of various subjects pertaining to turf management. Here are some highlights of the speeches:

George S. Langford, University of Maryland entomologist, speaking on the use of

breeding places such as grass areas that aren't closely mowed, underbrush and poorly drained areas. He, too, recommended Malathion but warned against its excessive use to avoid burning.

On the subject of Bermudagrasses, E. Ray Jensen of Southern Turf Nurseries, cited several of their advantages such as ease of planting, rapid development, good sod density and resistance to weeds. Jensen said these grasses need plenty of nitrogen, and where they are used, it is necessary to practice thorough disease and insect control. He added that an excellent new strain, Tifway, is about to be released for fairway use.

At a panel discussion headed by James E. Thomas, and which had Tom Doerer,



Heading the Mid-Atlantic GCSA in 1960 are the following officers and directors: Front Row (l to r) Tom Doerer, Jr., Ft. Belvoir, secy-treas.; Frank Dunlap, Baltimore CC, pres.; Francis Coupe, Washington GC, Arlington, Va., vp. Directors shown in the back row l to r, are: George Gumm, Ocean City Y & CC, Berlin, Md.; L. Robert Shields, Woodmont CC, Rockville, Md.; Tom Dawson, Richmond Power Equipment Co.; Jim Reynolds, Hermitage CC, Richmond; and James Reid, Suburban CC, Pikesville, Md.

pesticides, said that the most effective method of pest control is to consult recognized agencies as to materials recommended and suggested applications so that there is no danger of wildlife being injured. Bob Shields, Woodmont CC supt., described gnat control methods at his club, asserting that the work was carried on on a once-a-week basis and that it required less than three man hours of labor per week. He suggested that late afternoon is the best time for spraying against gnats and that best results probably are obtained with Malathion. Speaking of mosquito control, George C. Gumm, supt. at Ocean City G & YC, stressed strict sanitation of potential

Jr., Frank Dunlap, Bob Shields and Eberhardt Steiniger on the rostrum, experiences with Bermuda were described. Doerer said that a golf ball sets well on dormant Bermuda and that as far as he can see, golfers don't object to its faded winter color. Bob Shields, describing planting of Bermuda on fairways at Woodmont, stressed that it was done quickly so as not to interfere with play. It was carried out with a homemade machine that set the plants on one-foot centers.

Frank Dunlap, who prefers U-3 for fairways advocates plugging as the best method of establishing the grass and believes it may eliminate the need for fairway ren-