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RTC 248A

Better Than 1,000 Words

(Continued from page 36)

mediately noted that Dodge had the swing and the temperament to develop into quite a capable player, but the first thing he needed was a decent set of clubs. The Ft. Madison master talked his protege into investing in a cut-down set of "pro-only" irons and woods, made a few adjustments in his grip and in a short time had him booming 180 yard drives straight down the center and shooting in the 90s, an improvement of 20 or 30 strokes over his previous scores.

One Thing Overlooked

Another of the Ft. Madison swingers of whom Fry is fond of talking is Bob Peoples (shown in the photo (r) with Bob on page 32), the current city champion and one of the state's better amateurs. Peoples is a fellow who only recently took up golf, lives it 24 hours a day and practices anywhere from two to four hours a day. Peoples advanced from a 90 shooter to the 70s in about a year's time. Last year, he played in the state amateur for the first time at the hilly Davenport CC but discovered that his teacher had overlooked one important thing in his education. That was how to play uphill and

downhill lies. The Ft. Madison course, located only a mile from the state penitentiary, is completely devoid of even a hump in its smooth fairways. "I was bewildered," says Peoples, "when I went to Davenport and saw all those hills. I didn't know what kind of a stance to use when I wasn't playing on level ground and as a result I was kind of lost. I didn't do so well in the tournament, but I hurried back to Ft. Madison and Bob Fry quickly straightened me out.

"I guess that was something that Bob just happened to overlook," Peoples says philosophically. "But you can bet that with that camera of his there aren't very many things that he doesn't catch. It's my guess that you'll have to travel a long way from Ft. Madison to find a better teacher."

Apparently, the Iowa PGA section concurs in this opinion. Last year, for instance, members of that group voted Fry Iowa's "pro-of-the-year," and elected him a delegate to the national conference in Clearwater. Bob showed his appreciation by turning around and winning the state PGA Championship. That may be a tip-off that he has that Polaroid rigged to take self portraits to use in studying his own swing as well as those of his pupils.



**"CUSHMAN,
ELECTRIC Golfers
out in front on every count"**

*reports Bennie Boggess,
veteran pro with 22 years of service
at Indian Hills Country Club, Kansas
City, Mo., (shown at the right of the
picture with Jack Stadler, Cartmaster)*

Here's what Mr. Boggess reports about Indian Hills' fleet of 27 Cushman Electric Golfers: "They're out in front for pleasure because of their comfortable ride, safe, easy operation and dependable performance. They're out in front for economy because of their low operating cost and minimum maintenance requirements. It all adds up to a bigger net return to the club."

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Swinging Around Golf

(Continued from page 24)

W. I. Hansberger, pres. of Sportsman's Golf Corp., Melrose Park, Ill., has been elected to membership in the Young President's Organization . . . A fellow has to be under 40 to make it . . . A record number of 2,472 filed for the Open, eclipsing the old mark (1959) by 87 . . . Southern Seniors will play their Hawaiian Tournament the week of Aug. 22nd . . . Waialae and Oahu CCs will be the sites . . . Twenty professionals are graduates of the Junior Golfers of Washington, D. C., which has started in 1927. And their members and grads have done real well in the big amateur events.

Tom Dawson, Jr. leaves Richmond (Va.) Power Equipment to become pro-supt. at Rehobah Beach, Del., where an additional 9 is being built . . . M. Stanley Derzypolski is the new supt. at Willow Oaks in Richmond, Va. . . He succeeds Fred Sappenfield who left to design a new course in Roanoke . . . John Auseon, who won the Pee Wee tournament in Akron, O., a few years ago recently shot a 66 in high school competition in Hillsdale, Mich. . . Frank Refner Hillsdale G&CC pro, says boy may be the first great southpaw golfer.

Wiffy Cox, pro at Congressional CC, Bethesda, Md., and Joe Gambatese have combined on "How to Cut Strokes off Your Golf Score" . . . They're trying to sell it to business or industrial firms as a promotion piece . . . Paradise Valley CC and Paradise Mesa Estates, multi-million dollar development, started near Las Vegas by Mesa Development Co. . . . Break ground for construction of Eaton Canyon municipal course in Altadena, Calif. . . . It will be 9-hole layout and cover 50 acres.

Ralph Schatz now mgr. of Cliffside CC, Simsbury, Conn. . . . Dade County, Fla., to get two new courses . . . Nine-hole private layout going in at Cape Florida along with Honey Hill CC, a semi-private club in Carol City . . . Greater Miami, however, will be 25 courses short after these are built, according to one observer who bases his figures on national per capita average . . . Kansas Turfgrass Assn. votes to give \$100 to Central Plains Turfgrass Foundation for research.

Illinois Women's GA state amateur invitation to be played at Lockhaven CC, Alton, June 20-24 . . . 70 Evans Scholar alumni now enrolled in graduate and professional schools . . . Bill and Dave Gordon have started construction of third 9 at



This foursome played a big part in the 1959 Eastern Amateur that will be played again at Elizabeth Manor G & CC, Portsmouth, Va., Aug. 17-21. From left are Warren Simmons, Bill Davidson, Ward Wettlaufer, 1959 champion, and Tom Strange, host pro.

Sparrows Point CC, near Baltimore . . . They built original 18 here in 1953 . . . Gordons also are designing second 9 for Lancaster (O.) CC.

Metropolitan GA's Calendar of 1960 Tournaments cover 12 full size pages and type on each is relatively small . . . Five miles of rope fencing were used to keep spectators off the fairways and greens at Curtis Cup matches played at Lindrick (Eng.) CC in May . . . Arosa, Swiss Alpine sports resort, has again scheduled an International Golf Week from July 30th to Aug. 7th . . . Course is at elevation of around 5,800 ft.

Group of Pittsburgh residents planning to buy University of Pittsburgh course . . . It includes 18-hole layout, pool, fine clubhouse and eight tennis courts . . . Asking price is \$650,000 . . . There are 157 courses in North Carolina and most operate around the calendar . . . Scranton (Pa.) Municipal course opened Memorial Day . . . Green fees are \$1.50 through the week and \$2.50 on weekends . . . Jim Harrison of Turtle Creek, Pa., was architect and builder.

The 42nd National Recreation congress will be held in Washington, D. C. at the Shoreham Hotel, Sept. 25-29 . . . Building pool and clubhouse at Dan River Mills GC in Danville, Va. . . . There are four golf holes for every square mile in Bermuda . . . Crestwood CC, 18-hole private course in Providence, R. I., opened for play . . . Green Hills CC, near Ravenswood, W. Va., opening this month . . . It was designed and built by Lorin Parish of Parkersburg . . . Paul Lemon, formerly at South Hills in Parkersburg, is pro-supt. . . . Clearfork Valley GC, Oceana, W. Va., will have its nine holes ready next month . . . Par 3 going in at the Glenbrier, near Hunt-

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ington, W. Va. . . . It's in a recreation center.

Start working on second 9 of Riviera CC, near Huntington . . . It's being built under supervision of Doug Blankenship, the designer . . . Par Mar Pines GC, near Parkersburg, to have second 9 in play in 1961 . . . Business has been booming there in 1959 and 1960 . . . Two W. Va. state parks are adding miniature courses . . . Planning to start construction of 27-hole Columbia (S.C.) CC soon . . . Ellis Maples designed it and will supervise its construction . . . Maples has courses in various building stages at Orangeburg and Aiken in S. C. and High Point and Raleigh in N. C. . . . Kanawha County officials launching publicity campaign to get much needed course for Charleston, W. Va., area.

More than \$250,000 will be at stake on the PGA tour this fall . . . 16 tournaments are listed between Sept. 9 and Dec. 14 . . . Richest event will be the Carling Open, Tacoma, Wash., Sept. 22-25, when \$25,000 will be offered . . . Five other tournaments will carry \$20,000 purses and four \$15,000 . . . Bill and Dave Gordon, Doylestown, Pa., are building third 9 at Bethlehem Steel club in Hellertown, Pa. . . . Northeastern GCSA held its annual field day, May 17, at Edison CC, Rexford, N. Y. . . . There were around 25 exhibitors and a large crowd, including guests from the New England chapter of the GCSA . . . Bob Mitchell was the host.

Don Soper, who operates Royal Oak (Mich.) golf range, heads group offering to build and operate 9-hole municipal course at Royal Oak on 20-year basis . . . Charles Ratterman heads group planning to build 9-hole Miami View GC in suburban Cincinnati, O. to plans of Wm. Diddel . . . Steve Williams, asst. to the late Jim Conaughton, supt., Monroe (N.Y.) GC now is the club's supt.

Earl L. Canfield, Essex, Conn., is chmn. of committee which has organized Essex CC . . . Robert Trent Jones designing course which is to be put in play July, 1961 . . . San Leandro, Calif., approves bond issue to finance muni course . . . Vincent J. DeMeo, Miami (Fla.) real estate dealer, and associates to build 18-hole course at North Dade, Suburban Miami.

Erie, Pa., to start in August building municipal course to plans of James G. Harrison . . . Course to be in play in



Charles B. Smith (l), Gastonia, N. C., won the North-South Amateur at Pinehurst CC, beating Peter Green (r), University of North Carolina student, for the title. Trophies were presented by John Schlegell, Pinehurst pres.
John G. Hemmer photo

April, 1962 . . . John Sutter now pro-mgr., Westwood CC (Boston dist.) . . . Mack Briggs, formerly pro-supt., Rock Hills (N.C.) CC, now pro at Spring Lake CC, York, S. C., new 9-hole course owned by James C. Cloniger.

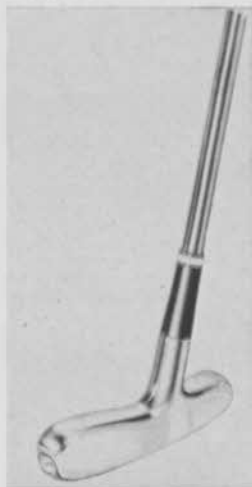
Planning 9-hole Par-3 indoor course on five acres under plastic dome at Hopkins, Minn. . . . Willie Kidd, sr., designing course . . . Fremont, Neb., Chamber of Commerce working on municipal course project . . . Expect to have 18-hole Paradise Hills real estate development course of Horizon Land Corp. at Albuquerque in play in Nov. . . . Robert F. (Red) Lawrence is architect . . . Gary Nixon, formerly with Sam Snead at Greenbrier and Boca Raton, will be mgr.

Work begun on 18 for University Park CC, northwest of Boca Raton, Fla. . . . Frank Murray is architect and builder . . . Expect to have course in play in Dec. . . . Frank Gambardella now pro-supt. at new 9-hole Banner Lodge GC, Moodus, Conn., owned by Jack Banner . . . Johnny Gaucas, pro at Van Schaick Island CC, Cohoes, N. Y., for 17 years, presented with life membership in the club by its directors.

Richard Wyckoff building 9-hole course on his farm at Dowling, O. . . . Open Los Altos (Calif.) 18-hole muni course . . . Ed Banks is mgr., Billy Moya is pro . . . Al Boberg is supt . . . Bob Baldock designed the course . . . Wells, Nev., asks help of Elko (Nev.) GC pro, Joe Torneo, and supt., Glen Robey, in getting course planned.

Frank Calpeno signed as pro at St. Charles (Mo.) GC . . . Eugene Mullican is new mgr., Columbia (Mo.) CC . . . Jim

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The effortless way to "mark the spot" on the green with the only putter available with a built-in marker. High quality and perfectly balanced, the "MARK-N-PUTT" has all the features necessary to improve a golfer's putting and lower his score. A tap on the Green leaves a white spot of powder to mark the place of the opponent's ball.

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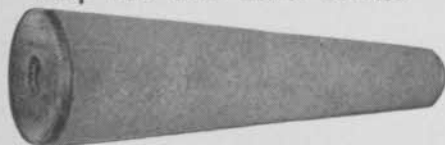
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Art Wall, Jr., (right) 1959 Pro-Golfer-of-the-Year, renews his contract with Golfcraft, Inc., which makes E. R. (Ted) Woolley, pres. (center) and Mark Cox, vp, happy. Wall had to pass up Masters and several other spring tournaments because of assorted ailments but he's back playing the circuit.

Reynolds, pro of Hermitage CC, Richmond, Va., designs 9-hole course for Hanover CC, Ashland, Va. . . . To start soon on construction of Tamarask CC, near Potomac, Md., with two 18s designed by Eddie Ault.

Big party given by Orchard Lake CC (Detroit dist.) for pro, Tommy Shannon, who has been on job there for 20 years . . . He was presented a combination TV-hi-fi set . . . Shannon outscored visiting pros and notables on Clarence White's beautifully conditioned course . . . Mgr. Fred C. Bangs was in charge of dinner arrangements and club pres., William J. Bird, was toastmaster . . . Among those attending were Gene Sarazen, Joe Belfore, Bill Graham, Warren Orlick, Horton Smith, Bud Miller, Bill Uzelac, Al Watrous, Chick Rutan, Ray Maguire, Frank Metzger, Walt Burkemo, Marshall Dann and Herb Graffis.

Speaker at the annual Boston PGA section was Narry Sperandio, supt. at Concord (Mass.) CC, who told the pros some of the facts of life about turf and course maintenance . . . Joe Butler, supt. at United Shoe CC, Beverly, Mass., says that more high school guidance directors should be told of the opportunities in course maintenance work . . . Alpine CC, American Fork, U., recently put into play . . . John Geertsen, Jr., son of the San Francisco GC pro, will operate the shop at the new club . . . Illahe Hills CC will be first private club in Salem, Ore. . . . It will be ready early next year.

Dave Kent starting work on 18-hole

(Continued on page 106)

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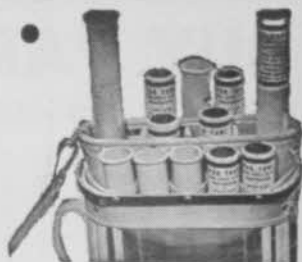
- REGULAR MOISTURE-PROOF fibre board (regular) Ret. 30¢ ea.
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Packed in display cartons of 42 and 144

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Flower of the South

(Continued from page 36)

There are 650 players at Vestavia, slightly less than 25 per cent of them being women. Demand is such that we carry a beginning and average inventory of nearly \$20,000 and I estimate that it will be turned over about three times in a year. We won't have final figures for a while yet since the shop was opened last summer. We operate on a 12-month basis.

We get, what I would say, is a fair share of equipment, accessories and sportswear business. In fact, our sportswear volume has been surprisingly good, much larger than it was in the old shop. So, I suppose that the moral is that if merchandise of this kind is displayed in a kind of inspiring setting, it can't help but sell well.

Credit to Wife

In conjunction with this, I should mention my wife, Virginia. She is my assistant, and a very valued one. I rather think that the increased sportswear sales are largely due to her. She is the buyer for the women's dept., head salesman and, in general, the alert type of merchandiser who makes the difference between an ordinary pro shop and what, in my case, is one I think is reasonably well operated.

I also have two competent salesmen in Nathan Smith and Charles Wagner, both of whom double as instructors.

Our merchandising theme is built around good display. As you will note in the photos, we use several types of display racks, carts and tables, but one thing we avoid is overpopulating the shop with them. That center panel effect also is used to great advantage in display. A good deal of merchandise can be displayed around it and it offers almost unlimited flexibility in the way in which we can arrange our stock. Since it isn't solid it doesn't cut down on the seeming size of the shop, nor does it cut down on light or merchandise visibility. What it amounts to is that it gives us two added walls for display purposes, yet doesn't interfere in

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BLACK—cultivated fine milled for top dressing.

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GREENS—top dressing (1/3 peat - 1/3 sharp sand and 1/3 loam), or any required proportion.

QUOTATIONS on materials packed in plastic lined bags, or in bulk, gladly furnished.

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HANLONTOWN, IOWA

any way with our operation.

To promote business, we hold special sales of women's wear on Ladies' Day and for the male golfer there usually is some kind of a special on weekends. If anything, our selling effort is slanted a little more toward the women players, even where men's goods are concerned, because we find them more responsive and even sometime suspect that they are in charge of the family finances.

Golfdom's 'Christmas Shopping at Your Pro Shop' has played an important part in my merchandising picture. I send it to players as well as non-players, of whom there are 600 at Vestavia, and much of my

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36 Volt Cars
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Christmas volume comes from persons who never come near the shop except during the holiday season.

As for equipment sales, as I mentioned before, we get our share of ball, club and bag business. Trade-in clubs never have been much of a headache so far as I am concerned because I always have been able to pass them on to new players or to smaller clubs in the area. About the most I can hope for on trade-ins is to break even or, at best, make a small profit.

Lesson Time Published

Nate Smith, Charley Wagner and myself manage to keep quite busy giving lessons. I have long made it a point to have our lesson schedule printed in the monthly bulletin published by the club. The schedule shows what days, and hours of the day, either Smith or Wagner or myself are available for teaching. This is done because each of us has attracted a following among the players and we feel that it is very much to our advantage to have them know exactly when we are scheduled to teach. In the shop, the only reference made to

lesson appointments is through a display sign that is located near the cash register. I feel that it is very effective because it is constantly seen by everyone who comes into the shop.

I have been asked how much time can a pro and his staff devote to free lesson clinics. I don't have a ready answer for this. I think it depends on how much play there is at a course, how good or bad lesson business is, how much public relations is involved and how much time a pro can devote. From my experience, free clinics in the spring for women and Juniors has done much to promote lesson business. For the most part I have been able to dispense with them after around May 1st except for occasional Saturday sessions for the younger players. The clinic, as I see it, should be regarded only as a stimulator — something to get them started early in the season. At Vestalia, we always have made it a point to try to give individual lessons to paying students.

Club Handles Billing

I employ an accountant who has full



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Get beauty teamed with durability and cleaning ease. That's Magic Fluff. It comes in a rich, oriental color blend to suit any decor. All orders are custom made to fit individual floor areas. Write for a *Special Trial Size* Magic Fluff Mat Sample . . . 17" x 32" \$5.00 postpaid.

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charge of the books and prepares periodic profit and loss statements. All billing is handled through the club. We use a Cardex system for keeping a perpetual inventory. Re-ordering is handled by myself and my assistants.

We're very careful in confining different types of merchandise to separate departments. This not only helps the customer in making his selections but enables us to run the shop with as few as two persons even when business is brisk. In addition to the main display area there is a small office, stock room, a section in which 700 bags can be stored and a club cleaning room.

Jack Murphy has been at Vestavia since 1951. Prior to this he was head pro at Highland CC, LaGrange, Ga., and Maxwell AFB, Montgomery, Ala. He got his schooling at Syracuse University.

Wooster Field Days

The Wooster, Ohio field days (Sept. 20-21) will cover the needs of the professional turfman on the first day and the homeowner on the second, according to R. R. Davis, turf specialist at the Agricultural Experiment Station, who is in charge of the program.

Grau's Answers

(Continued from page 56)

factory creeping bent fairways, one must plan on spraying fungicides whenever it becomes necessary to check a severe attack of disease.

Kentucky blue in your fairways can be improved vastly by stepping up your nitrogen fertilizer program. A generous feeding program can go a long way toward providing excellent turf. If after two or three years of good feeding of Kentucky blue, you decide to convert to bent, you will have provided a much more favorable condition for the seeding of bent than if you do it now.

While you are thinking of seeding bent into the fairways, let's examine your objectives. Undoubtedly what you are seeking is fairway turf that can be cut closely without injury, which will hold the ball up well for a good shot, which will be free of weeds to the maximum degree and which will be pleasing to the sight. Take into consideration the possibility of planting the fairways to zoysia. Zoysia has been growing well in the Chicago area for many years. In other parts of the country it has been planted into fairways and the results have been even better than anyone dared hope. Of all the grasses with which I have worked, zoysia comes the closest to requiring minimum attention, fertilization and watering.

Also consider introduction of Merion blue into the fairways. Since your fairways already are Kentucky, and since we know that Merion is superior to ordinary Kentucky, perhaps this is the grass you should be using.



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½" brightly colored, easy-to-see, metal golf ball marker. When not in use it clings to attractive white plastic, magnetized golf-ball design pin. Instantly at hand, on shirt, blouse, belt loop or golf bag. Continuous convenience—fine gift.

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Free — attractive self-seller counter display — holds 12 Putting Pals. Extra supply of markers permits pro to replace them free.

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Agriform Turf Reconnaissance

Pacific Agro Co., Seattle, Wash., has introduced a new wrinkle, inspection of turf from helicopter. Lee Fryer recently took officials of the Seattle baseball club aloft to check the grass that had been fed for the last two years with Hercules Nitroform. It proved to be such a practical and effective way of looking over the turf that it is going to be carried out at golf courses, stadiums and other localities with large plantings.



Roseman Appoints Midwest Rep

Roseman Mower Corp., Evanston, Ill., has appointed Robert E. Walling its Midwest factory representative. A native of Cleveland and an Ohio University graduate, Walling has been associated with the Ohio Toro Co. for the last 10 years. He has been added to the Roseman staff to help handle the greatly increased sale of the hollow-roller mower.



Spalding in "American Made" Drive

A. G. Spalding & Bros. has launched a "Keep Americans Working — Keep Americans Playing" drive, aimed at making the consumer completely conscious of American made sporting goods. Edwin L. Parker, pres. of the company, says that enough people aren't aware of the fact that foreign made sporting goods are reducing job opportunities for Americans and that some firms have had to cut back in employment because of this. Parker adds that war crop of babies is now coming into the labor market and "we need more jobs — not less."

Recently distributed was the new 80-page catalog of Bob Dunning-Jones, Inc., 1402-12 S. Lewis, Tulsa, Okla. It contains photos, descriptions and prices of just about all products that are used in turf maintenance.

Trojan One of First to Build Golf Car Batteries

Trojan Battery Co., 724 E. 61st st., Los Angeles 1, supplied batteries to Autoette Co. of Long Beach when that firm started to build golf cars and thus was one of the first battery manufacturers to supply power units for golf vehicles. From this early beginning, Trojan learned the principles of building batteries that give more rounds per unit. Today, Trojan supplies several golf car manufacturers with batteries as original equipment. To simplify and speed up servicing of its batteries, Trojan became the first company to equip them with vent caps that are removed with only one-quarter turn.

BUYERS' SERVICE — P. 103

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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.

Why wait a year for seeded bent greens to mature? Plant Old Orchard stolons, playable in six to eight weeks.

THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES