

Finishing School for Students in Turf Management

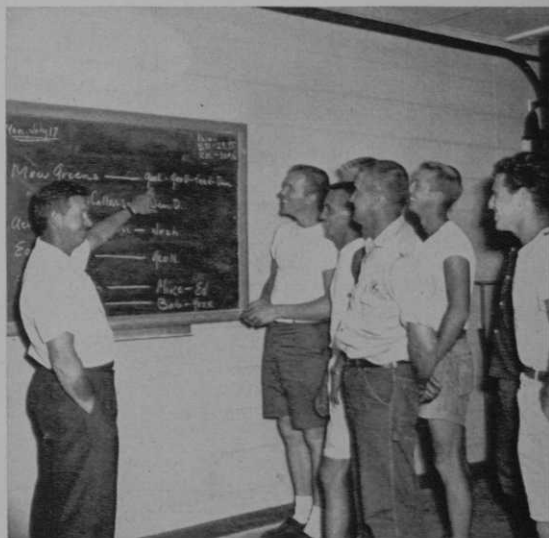
*Eight trainees learn how theory
is put into practice in maintenance
of Bob O'Link Course*

Young Dennis Hallbach, who was raised on a farm near Spencer, Ia. and is a student in turf management at Iowa State University, never had been any closer to a golf course than to see an occasional one from a highway until about two months ago. But prospects are that he is going to develop into an excellent supt.

That, at least, is the prediction made for him by Bob Williams, the greenmaster at Bob O'Link GC in Highland Park, Ill., and a former GCSA national president who, in his 20 years of turf work, has had a chance to size up many a prospective supt.

"Denny," says Williams, "is a hardworking young man with a fine academic background and there's no reason why he shouldn't do well in the golf course field. What is important, he doesn't avoid re-

Comfortable living quarters are provided for four of the Bob O'Link student supts. in the maintenance building. Four others live away from the course.



Supt. Bob Williams (left) outlines day's work plan for Ted Mattson, George Druzisky, Bob Puzin, Fred Opperman and Mike Malloy (l to r). George Niklas and George Leix are in photo but are obscured. Oscar Miles and Dennis Hallbach weren't present when photo was taken. All but Puzin, who is Williams' foreman, are students at Bob O'Link's turf management school.



sponsibility and he has the knack of getting along well with just about everyone."

Williams, who is something of a departure from the traditional mold of supts., feels that the mere growing of turf should not be the sole preoccupation of the greenmaster. As he emphasized in a speech at the GCSA Toronto convention early this year, the supt. should be directing more and more of his energy toward improving his managerial knowhow and learning to get along well with his employers as well as persons who work for him. Young Hallbach, who is learning the practical side of greenkeeping at the Bob O'Link club, apparently is doing a good job of absorbing Williams' ideas about supervising maintenance of a course, or he wouldn't be getting such a solid endorsement.

Eight in Training

The Iowa youth is one of eight college students, majoring in turf management, who have been spending the summer at Williams' finishing school at the Highland Park course. Six of them attend Penn State, either on a two- or four-year basis while the eighth, Mike Malloy of Chicago, is specializing in soil physics at the University of Illinois. The Penn State delegation includes George Nicklas, Butler, Pa.; Oscar Miles, Quincy, Ill.; Ted Mattson, West Middlesex, Pa.; George Druzisky, Baden, Pa.; Fred Opperman, Johnstown, Pa. and George Leix of Pittsburgh.

All of these young men, with the exception of Hallbach, grew up in fairly close association with golf. Three of them were caddies; George Nicklas worked three summers for Earl Kennedy, supt. of the Butler CC; Druzisky was employed as a caddiemaster for one year after putting in a three-year stint as a club carrier; young Mattson lived across the street from a course and worked in a pro shop; and George Leix is the son of the supt. at Shanopin CC in Pittsburgh. Fred Opperman, a Navy veteran, had done a little caddying in his teens, but had drifted away from thoughts of golf until he read a Penn State pamphlet that described the career possibilities offered a supt.

Williams' program at Bob O'Link is a three-phase affair in which almost all emphasis is put on working with equipment and products used in course maintenance, observation of methods used, and supervisory training. It has been developed in the last seven years, five of them at Beverly CC in Chicago where Williams was supt. until moving to his present spot early in 1960. In all, Bob has introduced 30



When day's work is done, the students can sit back and take in such exciting views as these. Bob O'Link is one of the most beautiful courses in the Chicago area.

young men to the practical side of greenkeeping. About 70 per cent of them have remained in golf course work and all in turf work of some kind. More than a handful of Williams' proteges now are supts. at various courses throughout the country and possibly a dozen are working as assistant supts. or foremen. One is a pro-supt.

Prevailing Labor Rate

Each of the young men enrolled in the Bob O'Link training course is paid at the prevailing labor rate. However, both Williams and Bob O'Link officials emphasize that the supt. trainees are not brought in with the idea of providing the club a labor force. It is true that they operate tractors, handle greenmowers, pre-

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Sports Division

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Serve-Yourself Shop

There's an easygoing atmosphere at Butte Des Morts where the pro, Ev Leonard, just stands by while the members buy everything in sight

By **HERB GRAFFIS**

Everett Leonard has been professional at Butte Des Morts GC, Appleton, Wis., for 26 years. To be a professional that long at a fine club in a city of about 48,000 population, a man must be a gentleman sportsman, an excellent golf teacher, a promoter of golf, a first class businessman, a good friend and neighbor, a "baby-stander" who entertains and instructs kid golfers, a working partner of committees and men in charge of clubhouse and course, and a fellow who is regarded as a model by caddies and by their parents and other knowing adults.

A professional to play all those roles well has to get to know his customers better than they know themselves. Everett does. But he is smart enough not to try to impress anybody with how much he knows. He is simply at the club to make

In the photo at top of the page, you get an idea of the wholesale display that produces many dollars for Everett Leonard. Some pros may object to constant pawing of stock, but it costs very little to rearrange it.

sure that all the members enjoy themselves and that the club does well. Some of his members he started in golf when they were kids. He is one of the family.

He is backstopped and supplemented in the club family by his assistant, Charles (Cotton) Beavers. Cotton is Everett's grandson; the son of Everett's oldest daughter. He has been at the club 14 years. He has been trained to keep pro dept. service synchronized to the changing times. Now he does the buying, takes care of the books and is declared by Everett to be the chief salesman. Everett says that he himself isn't any salesman — he just helps members who want to buy. And that's what Cotton does, too.

The Butte Des Morts operation is one of the most successful in a golf business where the pro staff doesn't do much selling but the members do a lot of buying. The shop is a serve-yourself shop with an inventory of about \$25,000 that is turned over often enough each year to make Leonard, his club and members happy. Last year, the weather was so awful that there wasn't much play until mid-June but Leonard and his staff went into the Christ-



Bag sales account for a surprisingly large portion of the volume at Butte Des Morts. Many of them are displayed with clubs in them. At right, iron sets and trousers are displayed. Seen in the photo are Everett Leonard, who has been at the Wisconsin club for more than a quarter century, and his assistant, Cotton Beavers.

mas golf gift campaign and the holiday sales accounted for one of the biggest revenue years of the pro dept. as well as delighting members who had Christmas gift problems solved.

The self-serve idea was made the pro shop policy after Leonard and Beavers had discussed the situation extensively with members. The idea has worked very well. All merchandise is plainly price-tagged. Everything is where it can be reached easily and displayed so that it invites handling.

Soft goods, shoes and golf bags account for 60 per cent of the shop volume and clubs and balls for 40 per cent.

Big Bag Business

Bag business is exceptionally large. Cotton Beavers says this volume is due to having a large variety of bags displayed. Price range is extensive in golf bags for men but the women's line has only a few high-priced numbers. Most of the bags bought by women are in the \$12-\$15 class.

Every woman's bag in the Butte Des



Morts shop is different in material, color and/or design.

Women's business has increased steadily in the self-serve pro shop. Leonard and Beavers say that women account for more than 40 per cent of the shop's sales volume. In numerous cases women buy apparel for their golfing husbands.

In the fall, after school starts, the shop
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Few Members Realize Extent of Golf Course Vandalism

Vandalism, which is called "kids' disease" by supts. whose courses have been damaged, is becoming more extensive and expensive each year.

Comparatively few of the juvenile offenders are caught. Recently, employees at George S. May's Tam o' Shanter CC, northwest of Chicago, caught two boys who had climbed the fence. Each employee collected \$100 from May for apprehending the young vandals. The boys were charged with trespassing and stealing golf balls. The Waveland course greens at Lincoln Park, Chicago, were damaged by vandals and flags, poles, cups and ball washers were stolen. Some clubs in Chicago district allow boys to recover balls from water holes after experiencing some vandalism when kids were kept off.

Lawrence G. Mattei, supt., Kingsboro CC, Gloversville, N.Y., and pres., Northeastern GCSA, writes in the Northeastern "Collaborator":

If the Greens Committee wonders what happened to your budget, show them the list of the various acts of vandalism and the amount of loss involved, either for the repairs or replacement.

Record All Facts

Your records should show the date that the vandalism occurred, the exact nature of the act, costs and any procedure followed to apprehend those responsible including a report to law enforcement agencies. Some of the vandalism may be classified as pranks by the uninterested, but all of it costs money.

Each succeeding year sees vandalism taking a bigger cut out of the budget in replacement of flags, flagpoles, ball washers, tee markers, benches, yardage markers, towels; the wanton destruction of fine turf grass on greens, tees and fairways plus uprooted trees, broken tree branches and ruined nursery stock, to say nothing of broken windows, broken fences and the rain shelters that are torn apart. It may be surprising to the uninitiated to add that many times human excreta has been found in the cup.

Tractors and mechanized equipment must be guarded at all times. Ignition wires and distributor caps have vanished along with air filters. Soil, sand and gravel have been poured into the gas tank or crankcase or both by, we assume, some devilish boys while the tractor operator



Much of the land that is being used in the construction of an 18-hole course in Key West, Fla., is being dredged out of the Gulf of Mexico. Sam Golan (l), pres. of the club, is seen pointing to what will be the 15th fairway. He is shown with Delio Cobo, Key West's mayor and a golf enthusiast. Keys peat moss, excavated from the roots of mangrove swamps, will provide topsoil for the entire course. Besides the 15th hole, parts of the 13th and 14th are being built in the Gulf. The course will cost more than \$300,000. Its pro is the veteran Joe Lopez.

has gone to lunch or for a drink of water.

The sad part of it all is that once in awhile these mischievous kids are caught only to go unpunished because the law enforcement personnel and in most cases parents consider these costly acts as childish pranks. There is little respect for the property of others today and from this we can readily understand why in some areas there is little respect for law and order. Children do not know or realize the seriousness of their acts, so isn't it reasonable to expect their parents to be responsible? I dare say, that juvenile delinquency would be practically eliminated in all of America if the judiciary used the backbone it was born with.

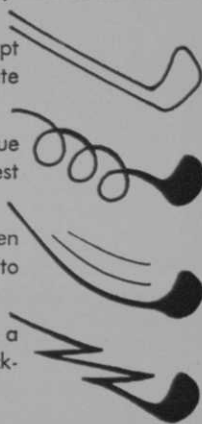
George A. Davis, head of George A. Davis, Inc., golf course equipment and supply dealers, Chicago, recalls that when he and his brother, Howard, (now pro emeritus of Ridgemoor CC, Chicago) were caddies about 1907-10 at the old Calumet CC at Cottage Grove and 95th st., Jim Foulis who then was pro had a collie that prevented vandalism and trespassing.

HICKORY TO GLASSHAFT

—a report on the development of today's COMPLETE GOLF CLUB.

Old time golfers had little choice when it came to club shafts; the best available was hickory wood. In view of subsequent developments, hickory had its limitations:

- 1. SHAFT DIAMETER:** Too bulky, particularly when an attempt was made to manufacture wood shaft clubs of adequate stiffness for hard hitters.
- 2. TORSION CONTROL:** "Twist" was an inherent problem due to the nature of the material. Obviously, even the slightest "club head wobble" affects accuracy.
- 3. FLEX CONTROL:** Again, due to the nature of the wooden material and manufacturing limitations, it was difficult to achieve properly matched degrees of stiffness.
- 4. VIBRATION CONTROL:** Wood, as compared with steel, is a non-conductor. Thus, hickory shafts were reasonably shock-free, unless they split (which happened all too often!).



How far have we progressed?

Today, three types of shafts are available: All-Steel; Hollow Fiber Glass; and GLASSHAFT — Fiberglas surrounding a steel core. Each has its own characteristics:

	SHAFT DIAMETER	TORSION CONTROL	FLEX CONTROL	VIBRATION CONTROL
ALL-STEEL	SLIM	GOOD	GOOD	POOR
HOLLOW FIBER GLASS	BULKY	POOR	POOR	GOOD
GLASSHAFT <small>(FIBERGLAS PLUS STEEL CORE)</small>	SLIM	EXCELLENT	EXCELLENT	EXCELLENT

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First Walter Hagen Award Goes to Walter Hagen

Walter Hagen, the toast of the sports world in the '20s and '30s, received an award long overdue when the Golf Writers Assn. of America named him the winner of the first Walter Hagen award. Presentation was made at Olympia Fields (Ill.) CC on the eve of the 43rd PGA Championship. Decision to make the award on this occasion was prompted by the fact that The Haig practically owned this tournament as he won it five times — including an unprecedented string of four straight between 1924 and 1927.

The GWA award commemorated the fact that Hagen was one of golf's first



Wilson News Service

Here is a recent picture of The Haig. He is shown with Bill Casper, Jr. (center) and Cary Middlecoff.

great internationalists — four times winner of the British Open and seven times captain of the U. S. Ryder Cup team. The award trophy was donated by Dr. S. L. Simpson, chmn. of S. Simpson, Ltd., London, maker of "Daks" apparel, and will be given annually to the person who, in the estimation of the writers, has made the most distinguished contribution to Anglo-American golf.

Dr. Simpson made a flying trip from London to Olympia Fields to present the trophy to Hagen.

GWA pres., Lawrence Robinson of the New York Telegram & Sun, said that a total of 10 men was considered for the first writers' award. Besides Hagen they included Joe Carr, Henry Cotton, Joseph Dey, Dwight D. Eisenhower, Isaac B. Grainger, Bob Hudson, Bob Jones, Francis Ouimet and Frank Pace, Jr.

Besides the championships mentioned above, Hagen won the USGA Opens of

1914 and 1919, the French, Belgian and Canadian Open titles and the Western Open five times. Now in his late 60s, Walter lives in Detroit and Traverse City, Mich., and is active in the management of 'Walter Hagen Golf', a division of Wilson Sporting Goods Co.

Northern Calif. Section Suggests New Charity Event Code

A little dubious as to whether charity is benefiting to any great extent from tournaments and matches in which pros participate, officers of the Northern California PGA section recently agreed that the section should sponsor an annual event in which 100 per cent of the proceeds should go to a charity that appears to be most deserving.

The officials made these recommendations:

1. Appoint an amateur committee to meet with PGA section members to select the charity;

2. A special effort should be made to get all Northern Calif. members to participate in the charity event;

3. Golf equipment and accessory manufacturers should be asked for their help in an effort to make the event successful;

4. No professional should receive a prize of any kind;

5. Each pro should be asked to donate two dozen balls (or merchandise equivalent) in addition to paying an entry fee in order to help make the charity event a success.

Amateur Qualifying Rounds Scheduled for Aug. 28-31

Qualifiers for the 61st USGA Amateur Championship, to be played at Pebble Beach, Calif., Sept. 11-16, will be determined through 39 sectional qualifying rounds of 36 holes which will be held throughout the country Aug. 28-31. A total of 200 golfers will take part in the Championship proper, with Deane R. Beman of Silver Spring, Md., defending his title against this field.

Members of the British and American Walker Cup teams are exempt from qualifying.

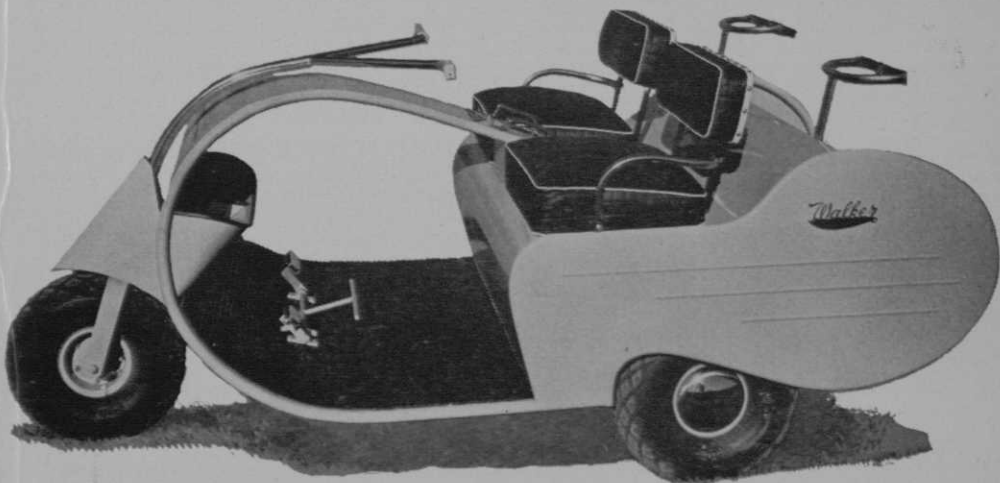
Amateur entries must reach the USGA office, 40 E. 38th st., New York 16, not later than Aug. 9. Entries are open to male amateurs with USGA handicaps of not more than four strokes who are members of USGA regular member clubs.

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Len Wirtz Succeeds Corcoran as Ladies PGA Tourney Director

Leonard F. Wirtz, assistant sales manager of the MacGregor Co. since 1959, has been appointed tournament director of the Ladies PGA. He succeeds Fred Corcoran, who resigned in June after serving



Mickey Wright (l), leading money winner on the women's circuit, and Betsy Rawls, pres. of the Ladies PGA, are shown with new tournament director, Len Wirtz.

for several years with the women's organization.

In his new position, Wirtz handles the scheduling of all Ladies PGA events. His office is located in Cincinnati.

A 1950 graduate of Miami University in Oxford, O., Wirtz is widely known as a college basketball official. He is a member of the officiating staff of the Big Ten, Ohio Valley and Mid-American conferences. Last spring he was one of the four officials for the final round of the NCAA basketball championship in Kansas City.

Wirtz came to the MacGregor firm in 1954 as a salesman. Three years later he was named administrative assistant to the sales vp and two years after that was appointed assistant sales manager. Wirtz and his wife, the former Dolores Schmidt, have five children.

The Ladies PGA enjoyed a steady growth during Corcoran's regime. This year the women professionals are playing for more than \$200,000 in total prize money.

PGA to Move Headquarters North of Dunedin

After Sept. 15, national headquarters of the PGA will be located several miles north of their present location in Dunedin, Fla. A three-year lease has been signed by the association on a one-story building in Baywood Village. On U.S. Route 19A, the new home office is located about six miles north of the PGA National Club.

The building will give the PGA about 6,900 sq. ft. of office and storage space. Adjoining it is a large parking lot.

The PGA's present headquarters have been located in Dunedin since 1956 at Main and Broadway. When they were transferred there from Chicago, the association's staff was made up of only 16 persons. It has since been increased to 25 with additions likely to be made in the future. Membership in the PGA has increased from 2,300 in 1947 to a present enrollment of about 5,000.

Noer Foundation Fellowship Established at Iowa State

The O. J. Noer Foundation, Inc., has combined with the Milwaukee Sewerage Commission to sponsor a 3-year Dept. of Horticulture fellowship at Iowa State University in Ames. The study for which the fellowship has been established covers nutrition in relationship to disease control. Eliot C. Roberts, associate professor of turf research at Iowa State, directs the nutrition-control study.

The recipient of the 3-year fellowship



(l to r) O. J. Noer, Walter Fuchs, Jr., W. H. Pierre and Eliot C. Roberts, both of Iowa State U., and Charles Wilson, sales manager of Milwaukee Sewerage Commission, took part in establishment of Iowa State fellowship.

is Walter Fuchs, Jr., Iowa State graduate student and son of the supt. at Gleneagles CC, Lemont, Ill. The fellowship pays \$3,000 per year for three years. Young Fuchs has had about six years of practical experience in course work under his father and plans to obtain a doctorate in agronomy.

The Noer Foundation, which recently received tax exempt status from the government, has funds of about \$50,000. It is hoped to double this figure so that the Foundation will become self-perpetuating through investments.