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 - LAHER TURF-KARE KARS are a "must" on soft, wet, golf courses and a turf-saver on dry courses.
- NOTE: One famous country club cashed in \$100,000 in 12 months on 45 TURF-KARE KARS. The previous year, with other carts, a little over ½ that amount. Another club reports, "Our LAHER TURF-KARE KAR fleet has been operating 3 years on original batteries, and carts are as good as new."

 Another, in the Northwest, paid for entire fleet in one year on rental income.

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Souder Elected President of Western Golf Association

William F. (Fritz) Souder, Jr., Chicago insurance executive, was elected president of the Western Golf Assn. at the 63rd

annual meeting of the organization, held in Golf, Ill., early in December. He was named to succeed James M. Royer, under whose two-year administration, WGA made record contributions to the game. Vps of Western Golf are Norman C, Copland, Cameron Eddy and James L. Gar-



Souder

ard, all of the Chicago dist., Frederic H. Corrigan, Minneapolis, and George H. Webb of Detroit. Clifford Domin, Chi-cago, is treasurer, and Thomas V. King, Chicago, secretary. Adelor J. Petit, Jr., also of Chicago, was re-elected general counsel at the WGA meeting.

Under Souder's leadership, WGA will hold its Open at Medinah (Ill.) CC, embarking on a new plan of staging the historic event in the Chicago area each year. WGA also will sponsor the Western Amateur and Western Junior and continue to run the famed Evans caddie scholarship fund which, at present, is making it possible for more than 400 boys to attend college.

Souder is a native of Charlottesville, Va., and a graduate of the U. of Virginia. Until 1956 he was in the insurance business in Indianapolis, moving to Chicago when his firm was merged with Marsh & McLennan, Inc. He is a director of the Evanston (Ill.) Hospital and Chicago chapter of the American Red Cross and is a member of three country clubs. He is the 36th man to hold the presidency of

the 63-year-old WGA.

California GA Officers

Officers of the California GA for 1962 are: Thomas C. McMahon, Los Angeles, pres.; William V. Power, Menlo Park, 1st vp; Leonard T. Mendelsohn, L. A., 2nd vp; Zebulon P. Owings, Santa Barbara, sec.-treas. Directors are C. H. Laws, San Marino: Horace Guittard and George Gnau, San Francisco; Julie Bescos, Long Beach; Edward S. Vest, Kentfield; F. A. Watson, Richmond; and S. F. B. Morse, Pebble Beach.

Three PGA Business Schools to be Held in Jan.-Feb.

Five well known faculty members and ten guest speakers are on the instruction roster for the PGA business school that will be held at the Adolphus Hotel in Dallas, Feb. 27-Mar. 2. The Texas school is an added starter in the PGA's higher education program.

The original business school, held in Clearwater, Fla., for the last five years, again will be conducted at the Ft. Harrison Hotel there from Jan. 22 through the 26th. Last year a total of 271 students, including pros and assistants, attended the Clearwater school.

The PGA's West Coast business school. which has been operated for two years, will be held from Feb. 13-16, according to Max McMurry, chairman.

Apprentice pros earn credits toward full membership in the PGA by attending a business school. All are sponsored by the education committee of the professional organization which is under the direction of Don Fischesser.

Must Have Section Approval

Applications for enrollment in the Dallas school must be received by the PGA, PO Box 277, Dunedin, Fla., not later than Jan. 25. Each applicant must be currently working in the golf business and be approved by his local section.

The regular faculty, headed by George Aulbach, school dir., includes Emil Beck, William Hardy, John Budd and Horton

Smith.

Guest speakers will be Henry L. Leopold, Display Creations, Inc., Detroit; E. B. Rankin of the Ben Hogan Co.; George Dawson of A. G. Spalding & Bros., Inc.; Robert A. Eaton, Charles A. Eaton Co.; John Henry, supt. of Brook Hollow GC, Dallas; and the following Texas PGA members: Dick Forester, Ross Collins, Earl Stewart, Lafayette Franks and Byron Nelson.

Morning, afternoon and evening classes will cover such things as teaching methods, shop management, merchandising, displays, taxes and bookkeeping and

manufacturers' relations.

Buyers' Service-P. 111 Classified Ads-P. 109



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"Granular AGRICO COUNTRY CLUB Fertilizers fit in perfectly with our new spinner-type fertilizer spreaders. We now cover our entire course in a fraction of the time it took formerly.

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Krigger & Company, Inc.
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Dakota Turf Supply Company
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MISSOURI Robison's Lawn & Golf Course Supply Kansas City 11, Missouri C. G. Kruckemeyer Machine & Parts

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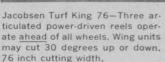
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(From left) Jerry Barber, Henry Picard, Johnny Farrell, Lawson Little and Tommy Armour.

At PGA Teaching Clinic

There's A Mixture of Instruction and Lore When Old Pros Gather

- The teacher has to take charge Armour
- Keep your mind on your hands Barber
- A good instructor's job is secure Farrell
- Young pros have to make sacrifices Picard
- There's never been a club like the wedge Little

By Herb Graffis

Some might be easier and simpler than others. The fewer movements I make the better chance I have of playing well!" So Jerry Barber, whose one of the jillion ways was good enough to win the 1961 PGA championship, told pros at the education-teaching session of the PGA's annual meeting, arranged by Henry C. Poe and Don E. Fischesser.

Tommy Armour, who has earned more money from golf instruction than any other professional, described his way of getting a pupil to understand, absorb and make use of lessons as his contribution to the meeting's probe of golf teaching prob-

Henry Picard, Johnny Farrell and Lawson Little, newly elected to the PGA Hall of Fame, gave their practical views on the teaching, playing and handling of the pro job. Irv Schloss showed motion pictures taken at the PGA championship last summer as a demonstration of how movies can be employed in golf instruction.

Other slants on the pro job were presented by Charles E. Kemp of Minimax Computing Co., Dallas, who told of a handicap computing service that has been helpful to clubs; Bob McConathy of Paymaster Associates, Milwaukee, showed how forgers raise checks that aren't adequately protected; and Joe C. Dey, jr., executive director of the USGA, outlined the history of the USGA and its method of changing rules.

Armour said that he had taken and paid for hundreds of lessons from such masters as Vardon, Taylor and Douglas Edgar and, possibly because of his experience as a pupil, had learned how to get inside the minds of his own students. Tommy said he doesn't have any set system of teaching, but he does have a defi-

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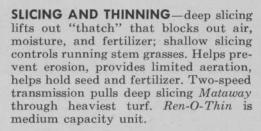
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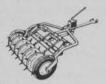


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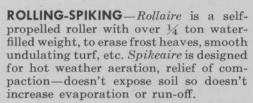




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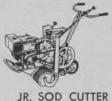




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nite policy of taking charge on a lesson tee, just as a doctor or lawyer does with a patient or client.

Umbrella Psychology

Armour emphasized that an accent on psychology is essential in establishing respect and confidence for the instructor and a receptive and responsive attitude on the part of the pupil. Sitting under a gaudy umbrella and using new — or nearly new — balls while giving a lesson is an Armour stage management that Tommy declares has benefitted the pupil by putting him (or her) in the mood of considering the instruction as being a carefully planned procedure rather than a run-of-the-mine routine.

"I sit down while teaching for several reasons," Armour related." One is that I am lazy and golf instruction is very hard work, exhausting mentally if done correctly. Another is that the pupil has to play without being touched by the teacher; hence it is logical that he learn without

my working him like a puppet.

"Before starting, I ask the pupil what specific part of the game he wants to be the objective of the lesson. There's too much for a pupil to absorb in a single lesson that can stretch from driving through the short irons. I never like to give just one lesson unless it is to a very good player. I prefer to start a series of lessons with the short irons. This is so the pupil can acquire confidence, control and a knowledge of the elements of technique easier. Furthermore, the common weakness of the average golfer is in his short game.

"I seldom use the word 'don't.' I give the pupil something specific and positive to think about. When a pupil asks, 'What did I do wrong?' I tell him I don't know, but I can and will tell him what he must

do right.

20-Ball Limit

"I do not give half-hour lessons. I never have the pupil hit more than 20 balls in succession. I watch different details in the series of 20 shots then have the pupil stop while we discuss and try to simplify his problem and find solution. Very few golf pupils have natural ability. The instructor has to develop them so their brains can teach their muscles. That is a difficult task in education. It is amplified when a pro, due to the necessity of taking care of all demands for lessons at his club, must cut lesson time to a half-hour and make the lesson too much of a



Christmas is past but Golfdom is willing to share goodles such as this with you, especially if you're winterbound and have no prospect of seeing similar sights for another three or four months. The femininity here is Miss Universe of 1961. The pro, who appears not to be distracted in the least (how can a guy teach golf in such surroundings?), is Joe Kirkwood. The locale is the new Par 3 at the Roney Plaza Hotel in Miami Beach.

kind of a sitting-up exercise.

"There have been no 'secrets' in the progress of golf technique. About 99 per cent of today's method are copied from the way some good oldtimer played. You can't change a player radically. Show him how to improve himself in timing, stance and grip and you work all the miracles that can be expected of a good instructor. That applies to men and women alike.

"The teacher's knowledge and personality," Armour emphasized, "must qualify him to take command of the teaching

situation if he is to be effective."

Jerry Barber said that he has improvised his own style as neither his physique nor temperament qualify him to be an expert golfer. He nominated Don January, with whom he played the last 54 holes of the 1961 PGA, as the finest gentleman with whom he has played and related high spots of his championship rounds on the Olympia Fields North course which he pronounced a "magnificent straight ball course."

Of his own game, Jerry said he learned early that pros who grip the club most

(Continued on page 78)

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Elimination of hand trimming, improved turf, non-breakable construction and lowest annual upkeep costs are added Roseman bonus features.

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49

January, 1962

Supts Continue Turf Learning at Fall Meetings

The golf course supts' never ending education program was continued through the fall months with one- and two-day conferences in widely scattered locations in the U. S. Here is a report of these meet-

ings:

Southern Calif. Turfgrass Council: More than 2,500 persons attended the equipment and materials education exposition held in Pasadena in Oct. Nearly 100 suppliers exhibited their products, according to Wayne C. Morgan, U. of California agricultural extension specialist. Education sessions, at which well known Coast agronomists and turfmen spoke or demonstrated various projects, etc., were held in conjunction with the exposition.

Texas A & M Short Course: The theme of this two-day meeting, held in December, was "Traffic on Turfgrass." Ethan C. Holt, program chmn., lined up some notable talent to speak or conduct panel discussions. This included Tom Mascaro, Jim Watson, Marvin H. Ferguson, Jim Latham, Charles Croley, Bob Gallaway, Fred Day, Fred V. Grau, L. W. DuBose, Jim Haines, H. E. Joham and several others. Everything that has to do with traffic on the course was exhaustively discussed: soil effects, turf problems, control, stabilized surfaces, plans for minimizing traffic effects, etc.

Leon Short Turf Meeting: This conference, sponsored by a Keokuk turf equipment firm, was held in Nov. in Keokuk. Stan Fredrickson of Mallinckrodt, Paul Sartoretto, W. A. Cleary Corp., and Jim Holmes, USGA agronomist, were the principal speakers. An equipment demonstration was held at the Keokuk CC. About 150 persons from the Tri-State area

attended the gathering.

St. Louis Conference: Learning and recreation were combined in October when the Turf Research Assn. and Mississippi valley supts. got together for their annual meeting. Ray Freeborg, who conducts the research program, gave a report on its progress. Much of this centers around the work being done in new grass

selections. Plots at Link's Nursery and Westwood CC were visited by the turfmen. More than 150 persons took part in the "Turf Amateur" golf tournament with the proceeds from this plus donations from companies, clubs and individuals interested in improving turf, being turned over to the Turf Research group. The total contribution amounted to more than \$1,100.

Bob Dunning Turf Conference: Held in late Oct. In Tulsa, this meeting was not quite as well attended as it was hoped it would be, but this was the first year the conference was held. However, more than 80 supts, sat in on the two-day sessions which featured such speakers William H. Daniel, Herb Clark, Bob Miller, Paul Sartoretto, Stan Fredrickson, Bud Elmer, Jim Latham and Marv Ferguson. Great emphasis was put on the operation of automatic irrigation systems and the internal drainage of greens. Bill Price, greenmaster at Elks CC in Shawnee, proved to be the best golfer among the 80 who took part in the Dunning tournament. Jim Shelton of McAlester CC was

low among the pros.

Midwest GCSA Clinic: This was the ninth consecutive year that supts. from Ill., Mich., Ind. and Iowa gathered Olympia Fields CC for their two-day educational program. Its theme was "The Stride of the Supt." For the most part, the speaking and panel discussion assignments were handled by the supts., with Ben Kronn, Ed Stewart, Marvin Gruening, Ed Burke, Carl Hopphan, Norm Kramer and John Ebel distinguishing themselves. One new idea was introduced with the role of the assistant supt, being discussed by these assistants: Doug Jabaay, Tom Burrows, Jack Mauer and Bob Feindt. Outside speakers included Malcolm Shurtleff, Ben Warren, Jim Holmes and William H. Daniel. At the banquet, the supts. proved that their talents aren't confined to spraying weeds and maintaining 1/4-inch cuts. A troupe directed by Supt. Bill Kraft of Valparaiso (Ind.) CC presented a skit featuring Charlie Rack and his hound-dog guitar that most onlookers thought had thoroughly professional appeal.

Florida Horticultural Spraymen's Assn. Convention: This three-day meeting covered a variety of topics with turf and related subjects coming in for a good deal of discussion. Among those who spoke on grasses were Granville Horn, A. A. Di-Edwardo, Ralph White, T. E. Freeman, Ralph Smalley and Ralph Jones, the latter, pres. of the Florida Turf Assn. The ban-