

## It's Hahn, Si, Castro, No, in the Caribbean

Early this year, Paul Hahn, who puts on those breathtaking sleight-of-hand golf shows and has earned the title of the "clown prince of golf", decided to take another fling at the circuit. He planned to play several tournaments on the Caribbean tour, and at the same time serve as the mc at serious clinics which the PGA travellers put on in conjunction with these events.

But when the word gets around that Paul is going to be in the neighborhood, demands for the display of his wizardry usually are so great that he has to forego his personal plans and, as he puts it, "give my public a glimpse of my show." John Barrymore had to do the same thing some years ago.

At any rate, Hahn, on the trail of the guaranteed dollar that comes from exhibitions, in contrast with that which may or may not materialize in tournament play, booked five weeks of exhibits in the Caribbean. It isn't, of course, that Paul needs the money. However, he did agree to preside at the clinics given in conjunction with the PGA tourneys.

### Paul Will Get There!

For any other man, keeping all those dates would be quite a problem. But not for peerless Paul. When he can't reach a spot by the regular air routes, banana boat or on the back of a mule, he cranks up his own plane and flies in. That's the advantage of being a licensed pilot and, for that matter, owning an airplane.

The first two legs of the Southern trip were via a regular PGA chartered plane. In Venezuela, Paul borrowed a plane from Don Wall and flew it to Aruba and Caracas for side exhibitions. Then he jumped to Trinidad and did a show for American troops stationed there. At this point it became obvious that there were so many dates on Paul's schedule that he couldn't depend on a combination of borrowed and scheduled aircraft to keep his appointments. So, he hurried back to Miami, picked up his own Commanche,



Paul Hahn (r) is shown with Jim Dempsey, retired Navy commander, who is now serving as professional at the Guantanamo golf course. Practically the entire base personnel turned out to see Paul put on his act.

and accompanied by his wife, rejoined the PGA delegation in San Juan.

### Cloak and Dagger Atmosphere

Hahn's junket was spiced with some excitement and apprehension because of the increasing political tension throughout the Caribbean. In both Cuba and Santo Domingo, the American consulates were stoned on the days before Paul flew in, but he doesn't think his anticipated arrival in either case was responsible for these outbreaks. "There must have been other reasons," he remarks. "They always loved me down there."

The Santo Domingo episode was particularly touchy. He received a telegram from an Ed Hunter saying it was okay to fly in, but the wire was so terse that Paul became apprehensive as to what kind of a reception he would receive. His plane is extremely "thin skinned" as he describes it, and his only armament is a set of collapsible golf clubs. The clown prince wasn't looking for any aerial combat. Fortunately, the Santo Domingo curfew ended just as Hahn circled the airport, and he landed without incident. If you've seen Paul's show, you know he always plays it close — especially when he tees the ball up between the dentures of some comely, young lady.

### On to Guantanamo

The next stop on Hahn's itinerary was Guantanamo Bay. If you've been reading the newspapers lately, you know that Castro is mad at us. Paul is included

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## Turf Talk by Bob Miller

It was a pleasure to see so many superintendents at the National in Miami. I personally enjoy seeing old friends and also making the acquaintance of so many new superintendents. This meeting has certainly grown since the first one we attended. I think it is our mutual hope that the meeting will continue to grow in the years to come.

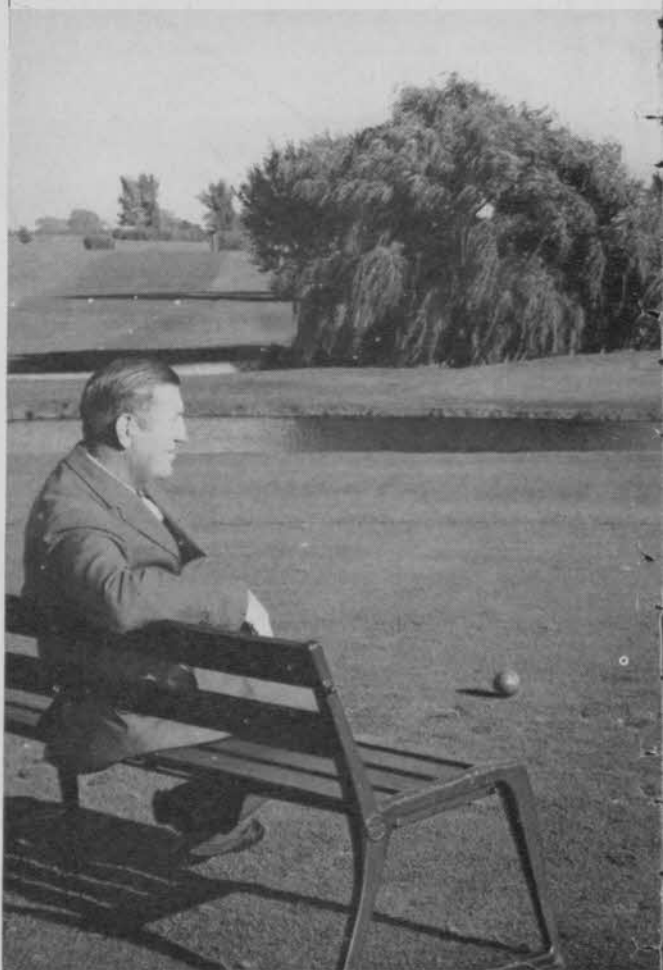
One of the biggest advantages I gain from attending this meeting is to learn from superintendents new and better ways to grow better turf. This year, two superintendents, Walter Fuchs from Glen Eagles Golf Club, Chicago, and Al Hoffman from Ohio State University Golf Club, told me that since they have been adding Parzate® C zineb fungicide to their regular preventive sprays, they have not had a problem from melting out or fading. They also said that several other superintendents in their areas have found this mixture to be effective.

Mr. Fuchs and Mr. Hoffman told me that they apply 3 ounces of "Parzate" C, in a spray, per thousand square feet commencing in the spring when leaf spot is apparent on bluegrass. They continue these applications on a seven-day schedule for three to four weeks. When they begin their regular preventive spray program, they simply add 3 ounces of "Parzate" C to the mixture. "Parzate" C is compatible with "Tersan" 75 and "Semesan" Turf Fungicide applied in combination, and also works equally well with "Tersan" OM.

I'll be visiting many of you this coming summer. Unfortunately, time will not permit me to get to see all of you. We do want you to know, however, that we wish you much success this season... the same degree of success we wish Sherwood Moore in his term of office.

*Bob Miller*

# "In 16 years of use Du Pont turf fungicide



For 16 years, Ben Kronn has had excellent results with Du Pont turf fungicides. Safe and easy to use, they never discolor his greens or cause skin irritations to users.



**TERSAN® 75**  
turf fungicide

Better Things for Better Living... through Chemistry

# se on our greens, gicides have never failed me."

—Ben Kronn, Superintendent,  
Twin Orchard Country Club, Long Grove, Illinois



That statement is typical of the enthusiastic reception of Du Pont turf fungicides by golf course superintendents throughout the country. Mr. Kronn goes on to say: "I begin my spray schedule in late May with 3 ounces of "Tersan" 75 turf fungicide per 1,000 square feet and continue weekly applications through early September. During the hot summer months, I add approximately ½ ounce of "Semesan" turf fungicide. In addition, I use "Tersan" 75 for snow mold control, applying 6 ounces per 1,000 square feet in early December and again in late February at the same rate.

"I've been very happy with the results. Du Pont turf fungicides never discolor our greens... even at the time of application. My men like to use them because they are easy to apply and never irritate their faces and hands as some other chemicals do."

Properly applied to greens, "Tersan" 75 and "Semesan", used separately or in combination, are highly effective in the prevention and control of large brown patch and dollar spot, while "Tersan" 75 used alone gives good control of snow mold.

"Tersan" OM fungicide combines the effectiveness of "Tersan" 75 and "Semesan"—an organic mercury—for excellent wide-range disease control with the maximum degree of safety to turf.

To maintain the proper nitrogen level on tees, fairways and greens, use "Uramite" ureaform fertilizer, the 38% nitrogen that feeds turf gradually and as needed—for months—without burning.

For full information on "Tersan" 75, "Semesan", "Tersan" OM and "Uramite", see your local golf course supplier . . . your service agency.

On all chemicals, follow labeling instructions and warnings carefully.

**SEMESAN®**  
turf fungicide

**TERSAN® OM**  
turf fungicide

**URAMITE®**  
ureaform fertilizer

# On the Professional Side

## Who's Buying What?

Ernie Sabayrac, "the dapper little round" man who worked his way up from the caddie ranks and through the pro shop to head a nationwide pro-only sales organization, says that what helped him as a salesman was learning the score on the shop customers.

"Many professionals" Ernie observes, "would be surprised to look at the figures on a season's business and see how many nice guys are buying so little and so many others who hardly get recognition are buying more than anyone ever imagined.

"In order to be a successful merchant, a pro has to keep score on sales just as he keeps score when playing," Sabayrac continues. "He makes a lot more playing customers than he makes playing golf. Yet, how many professionals have figured out what par in pro shop buying ought to be per member or player?"

"When a professional knows what the average of player buying should be, then he can go over his records and see who needs attention. There always is the chance that it may be the pro, not the customer, who is wrong when a golfer is buying less than the average amount."

## Cut-Down Clubs

During gaps between PGA Business School classes at Clearwater, Bill Hardy, Emil Beck, Horton Smith, George Aulbach



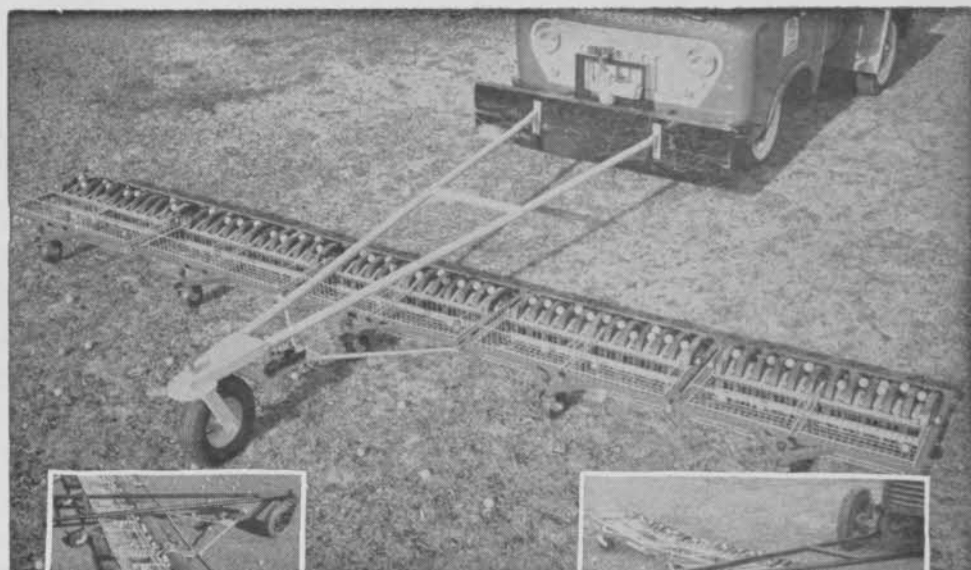
and others compared experiences in taking trade-in clubs, shortening their shafts, applying new grips and freshening the appearance of the heads so the clubs could be passed along for Junior use.

The procedure gets the old clubs off the market without the undesirable effect of reducing sales of new clubs to Juniors. Supply of the used clubs, remade for youngsters, gets more kids playing and actually helps increase new club sales.

The comment of professionals in discussing the "Pro Juniorized" solution to the increasing problem of disposing of trade-ins often is that lack of clubs is preventing many youngsters from playing golf. Quite a few adults who haggle about allowances on old clubs as a matter of trading instinct, would let the clubs go free if the pro remade them so they could be given to children.

## Cleaning Guest Clubs

At the Texas PGA business meeting in January there was a rather long discussion of a suggestion concerning the cleaning of guests' clubs. It was agreed that it is inexpensive and effective advertising. The idea is being put into use this spring by some professionals who are having tags tied on the guests' bags. The tags inform the guests that their clubs have been cleaned and that their host and his professional hope that the visit was thoroughly enjoyable.



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#### WHEEL MODEL

Heavy duty machine for use on uneven rugged land with poor grass.

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- Easy on Grass and Golf Balls

Here's the amazing Bailey Golf Ball Picker that's setting the pace for faster and more efficient service on driving ranges from coast to coast. Choose from two new improved models; each designed for easy assembly in groups of two or more 44" units. Regulation Size of three units covers eleven feet. Additional units can be easily and quickly attached as needed. Both Roller and Wheel Models are available in Standard and Junior Sizes complete with pulling hitch.

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*See Complete Line of Supplies for Golf Ranges and Miniature Courses*

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Sunset models included (l to r): Mrs. Frank Nykiel, Mrs. L. L. Sertl, Mrs. Joseph Broz and Mrs. Dave Marshall.



Jim Fogerte, Sunset pro, turned details of running his show over to Mrs. A. Charles Giomi (l). Mrs. Frank Oswald (r) is chairman of the ladies' golf committee.

## The Ladies Are for Showing

*. . . and they'll stage your style show, too, if you only drop a hint*

By **JAMES D. FOGERTEY**

Professional, Sunset Country Club,  
Sappington, Mo.

The smartest move a pro makes when he plans a style show is to get a woman to run it for him.

When I staged my spring fashion showing, I was very fortunate in having the services of Mrs. A. Charles Giomi who, within a few hours after she took over, had me realizing how little I knew about handling such an affair. At first glance it may look easy, but when it comes to selecting models and the proper shades, sizes, styles, etc. of hats, caps, shoes, Bermuda shorts, blouses, skirts, gloves, pocketbooks and similar items, that is where a woman's touch is imperative. I'm glad I realized it before I undertook the show on my own.

### **Picked Wrong Luncheon**

The show at Sunset was held early in April and, of course, was set to coincide with the opening luncheon for the women golfers. But, as I look back upon it, this was not quite the right date. The showing should have been held on the

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**\$2.00 each POM-TAM**

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In the club house or on the fairway, your fair lady golfers will love the comfort, convenience and smart good looks of new EAR SWEATERS, the brand new knit circlet that keeps hair neatly, nicely in place. Colors, gay and pastel. Will not stretch or shrink out of shape — one size fits all.



**Suggested Retail: \$1.00**

**RELIABLE Knitting Works, Milwaukee 5, Wisconsin**



Mrs. Fred Lamberton, Mrs. Dick Hass and Mrs. E. J. Emberson also modelled at the Sunset show.

day when the social luncheon was held and all the women in the club, whether golfers or not, could attend. In addition, we should have arranged for the women members to invite guests. It is to your advantage, certainly, to have every lady at the club see the merchandise you handle. Many of them never set foot inside the pro shop simply because they aren't golfers, but that doesn't mean that they aren't buying a good deal of sportswear. You certainly widen the scope of your market by cultivating them.

When the show is in progress, I certainly recommend getting out front and checking the reaction to the various fashions that are shown. The "oohs" and "ahs", or the absence of such sounds, are the applause meter. It is a good idea to immediately record how the women react because then you have a very definite guide for making future purchases.

### Small, Medium and Large

As for finding women who will serve as models, Mrs. Giomi tells me that it isn't much of a problem. Most women feel flattered to be asked. Probably, the thing to avoid is asking too many women to take part because if it turns out that it isn't possible to use all of them in the show, some are going to be disappointed and hurt. In selecting models it is important to get women who wear a wide range of sizes. In that way, you parade the small, medium and large and get a chance to show off samples of your entire stock. Too, small, medium and large women get the opportunity of seeing how they will look in the different styles.

Our shop was just about fully stocked at the time we held the style show. We anticipated that the show would stir a good deal of instant buying enthusiasm and that is the way it turned out. We wanted to be ready to immediately take care of every order, if possible. To give you an idea of what we had in stock, here is a partial list: 300 pairs of Bermuda shorts; 125 blouses; 14 dozen hats; and a wide assortment of shoes, sweaters, skirts, socks, slim jims, caps, ladies' straw and leather purses, tote bags and similar items. Many of the very best name brands were represented in our inventory.

### Five Day Buildup

Our show was held on a Tuesday, but we were fully prepared for it on the preceding Friday. The shop was rearranged so that every conceivable type of women's merchandise that we handle was on display. The women thus had five days in which to browse before the show actually was held, and, of course, we were able to give it a buildup either through word of mouth or through the signs that we had in the shop announcing it. You can't get too much prior publicity, promotion or whatever you want to call it when you are staging a style show.

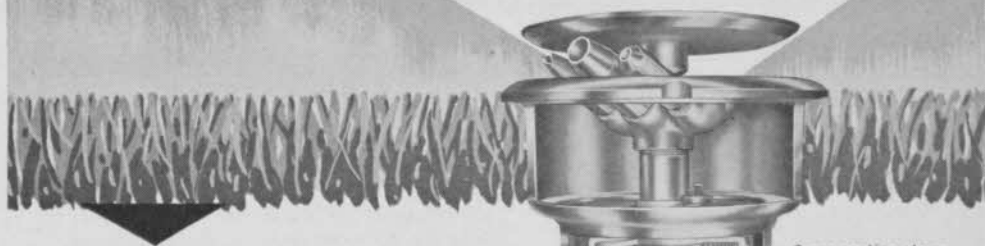
To make the actual show a little more interesting, we offered a half dozen door prizes, all of which were supplied by the salesmen who call on us. When the ladies finished their meeting, there was a grand rush to the pro shop. After they

*(Continued on page 124)*



# SPRINKLING TURF?

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Original cost is lower too... because the greater coverage and even water distribution permits maximum spacing of the heads... also makes possible use in existing systems without changing the spacing. And when you add the many Moist O' Matic design features such as: Completely sealed gears and operating mechanism to keep out dirt and sand • Three nozzles for even distribution • Free rotating cap to prevent damage by vandals or heavy equipment • Part Circle Adjustment in 1° increments from 40° to 320° without tools or turning off water • Entire operating mechanism removable from the top without disturbing the head.

It's easy to see why Moist O' Matic Sprinkler heads lead the field for dependability, performance and lowest maintenance cost.

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Put the HILMAC GOLF CLUB CLEANER to work in your Pro Shop. You'll be able to clean more clubs faster and better . . . with far less manpower. Ends the tedious work of club cleaning forever. Maintenance-free, compact HILMAC GOLF CLUB CLEANER operates on regular 110 volt A.C. current.

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## New Ledges G&CC Has Member Selection Plan

The Ledges G&CC, now building an 18-hole course at Fayetteville, N.Y., to the plans of Robert Trent Jones, has a reported 200 family members, paying initiation fee of \$750, three months before the first 9 is scheduled to open in July. Initiation fees can be paid in three installments. Dues (including taxes) for golfing members are \$450 a year. For Juniors between 21 and 32 and for single women, dues are about half this amount.

The club got a good publicity start with a swimming program in 1961. The center section of the clubhouse was completed in 1961. The club grounds are surrounded by 200 building sites. Club grounds of 160 acres are leased for 9 years for \$10,000 a year; after that there is an option to renew the lease at \$100,000 a year, or to buy over a 20 year period for \$120,000 a year. The entire setup is being built at a cost of \$1,555,426.

Obviously, with about \$4,000,000 as the minimum value of the club (when the

ground is paid for in 20 years), and with limits of 400 golfing, 150 social (at \$360 yearly dues) and 50 junior (at \$240) members, the club to get by has to have an easy spending membership.

A quarter of the initiation fee is allocated to decorating and furnishing the club. The remainder of the fee and a portion of the dues are allocated to construction. The portion of the dues that are allocated is not disclosed in the club's brochure.

The club's brochure says the club plans to fill the initial 225 quota and build a substantial waiting list by first inviting members' friends to join.

Next, a thorough analysis of membership will be made in order to encourage admitting future members from firms, banks, institutions, churches, towns, etc., not already represented, and limit those already strongly represented.

### Admittance Procedure

The following is the procedure in which members can be admitted into The Ledges:

1. A member must fill out a questionnaire for a prospective member.