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These performance records and many more from superintendents across the country attest to the quality of Du Pont turf products. Remember, effectively control a wide range of diseases with maximum safety to turf with Du Pont turf fungicides. And for uniform feeding of tees, greens and fairways, spread free-flowing “Uramite” fertilizer; it is slow-release, non-burning, 38% nitrogen.

For more information on how these time-tested Du Pont products can help you maintain outstanding playing conditions, consult your local golf course supplier – your service agency.

*On all chemicals, follow labeling instructions and warnings carefully.*

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## EQUIPMENT MANUFACTURING CO., INC.

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## Pro Shop Uses of Color Suggested by Decorators

Members of American Institute of Decorators in arranging rooms for display at the International Home Furnishings Market at Chicago made use of color in ways that can be applied effectively in pro shops.

The decorators noted: "The magic of color, basically within everyone's budget, can add vitality to a room. Some designers of rooms use colors for coolness, some for stimulation or to define areas in a "one room apartment."

One room apartments need not be confining. Through deft use of space and color these rooms can serve a variety of purposes. Personality and individuality should be expressed within the room . . . combining collections, art interests, family heirlooms with living plants or flowers, and with the furnishings as an integral part of the decorative theme."

A well known decorator who is a low handicap golfer and spends a good deal of time in a number of pro shops around

the country, interpreted the A.I.D. comments on the use of color in its value to pro shops. He said:

"The pro shop is more than a retail establishment. It has a name of colorful, distinctive and valuable character. "Pro" is a term of friendliness, intimacy and implies expert service. "Shop" is a particularly happy choice of a term for the pro's place of business. It has the pleasant suggestion of shopping and of the tradition of craftsmanship.

### Color Personalizes Shop

"There should be far more use of color in expressing the personality of the pro, if he is a colorful sort of fellow. Color typifies the character of the club or of the semi-private course which certainly does not want to be just another ordinary place to play golf, but a place of distinction and appeal.

"Color can attractively departmentalize a small pro shop and make it seem much larger than it really is. The shoe department can be made profitably decorative by displaying some of the colorful shoes outside the boxes.

"Golf bags should be displayed, experimentally, in several locations rather

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"Power Ability is what I demand in a golf club — the faithful transmission of power thru the club to the ball. I must be able to depend on this. That's why I play Power-Bilts!"

*Bobby Nichols*



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than grouped together, so advantage might be taken of the lively color of the bags. The same type of experiments should be made with umbrellas, clothing and hats. Where the best places are to use color, rather than concentrating colorful displays, has to be determined by experiment.

#### Experiments in Grouping

"Grouping wisely for merchandising effectiveness and to give the idea of larger space is something many pros have to learn. The first experiments in grouping that some pros should try in their shops are those of a 'His' and 'Hers' sort. The practice at many pro shops is to put the men's and women's clubs and other merchandise together. One result of the failure to give women's golf merchandise a distinctive and colorful display is that professionals are losing a large amount of women's business simply because women do not realize the pro has something especially for them."

Mrs. Philip Cudone, Bloomington, N. J., recently won the Women's Metropolitan GA championship by defeating Mrs. Allan A. Ryan, Lattingtown, N. Y., 2 and 1, in the final at Old Westbury GC.

#### 16th USGA Junior Amateur Scheduled for Florence, S. C.

The 16th Junior Amateur of the USGA will be played July 31-Aug. 3 at Florence (S.C.) CC. Fifty-four qualifying sites have been established to determine the finalists.

Eligible for the tournament are boys who have reached their 12th but not their 18th birthdays by Aug. 3. In 1962, nearly 2,100 boys took part in the Junior. The number of entrants has increased for 13 consecutive years.

James L. Wiechers, Los Altos, Calif. won the 1962 event, defeating James Sullivan of Sacramento in the final. Neither boy is eligible to compete this year because of age. The 1963 champion will be invited to compete in this year's National Amateur, which will be held Sept. 9-14 at the Wakonda Club, Des Moines, Ia.

#### Ladies Will Be Busy

Between July 5 and Sept. 2 there will be nine events on the Ladies PGA card, with prizes totaling \$82,500. The biggest event on the schedule will be the Milwaukee Jaycee Open at North Shore CC. It carries a purse of \$12,500.

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### **15th USGA Girls' Junior to be Played in August**

The 15th USGA Girls' Junior Championship will be played Aug. 12-16 at Wolfert's Roost CC, Albany, N. Y. Entries are open to girl amateurs who will not reach their 18th birthdays before Aug. 17 and have handicaps not exceeding 36 strokes under the USGA handicap system.

The Girls' Junior field will be limited to 120 players. On the 12th, an 18-hole qualifying round will reduce the field to 32 low scorers who will compete for the Championship in match play. For those who are eliminated in the qualifying round an 18-hole medal play consolation tournament will be played on the 14th at Schuyler Meadows Club, Loudonville, N. Y.

Tournament entries must be received in the USGA office, 40 E. 38th st., New York 16, by 5 p.m. July 26.

### **IRS Liberalizes Deductions for Country Club Use**

Late in June the Internal Revenue Service liberalized some of its expense ac-

count regulations. Mortimer Caplin, director of IRS, said the changes were made so as not to impose undue restrictions on the deduction of reasonable and legitimate business expenses.

The new regulations make it a little easier to wine and dine prospective customers. A showing of immediate business benefit no longer is required.

The IRS permits taxpayers to take large deductions for using country and athletic clubs, yachts and hunting lodges for business purposes. If a club membership is used 20 per cent of the time for business meals and 40 per cent for directly related entertainment, the taxpayer is allowed to deduct 60 per cent of his club dues. Originally, the regulations said the club could be used for business meals only.

### **Golf Etiquet Pamphlet**

"How to Behave Though a Golfer," a series of photos on golf etiquet in pamphlet form is available from the USGA. The pamphlet can be conveniently mailed in a 4 x 9½-inch envelope. The price of lots of 100 is \$5.

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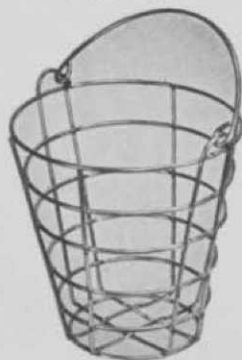
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## Pool Not Covered by Policy on Clubhouse

BY WILLIAM JABINE

Whether a swimming pool can be considered a "building" or an "addition" thereto so far as coverage by an insurance policy is concerned, was at issue recently before the supreme judicial court of Massachusetts. The swimming pool was located on the lower level of a double terrace in the rear of the clubhouse of a country club in North Reading. Some boys broke into the pro shop one night. They stole some articles and then went over to the pool where they did damage estimated at \$29,000 and threw various objects into the pool.

When the man in control of the club, (he was a contractor who had done extensive work, taken a mortgage in lieu of payment and upon default had obtained possession of the premises) attempted to collect from his insurance company, the company refused to pay on the ground that extended coverage for vandalism did not include the swimming pool.

The aggrieved policyholder brought an action against the insurance company. The superior court directed a verdict in favor of the insurance company and the policyholder appealed to the supreme judicial court. As indicated, the decision turned on the question of whether the pool could be considered a new building or an addition to the clubhouse. If it could be so considered, it was covered by the insurance policy.

The supreme judicial court ruled that the pool was neither a new building or an addition to a building. Thus the insurance company was not liable. The court said in part:

### Not Designed for Occupancy

"The pool cannot be regarded as a new building. Although it is below ground, that in itself is not fatal to the contention that it is a building. (Citation). It certainly is not a structure designed for human occupancy or use except for a limited and specialized purpose; it is not covered with a roof and it does not come within the ordinary concept of a building. (Citation)

"The term, 'addition', most aptly describes an enlargement of what previously





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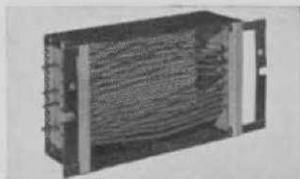
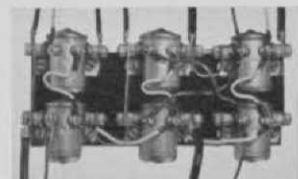
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### AND GOING

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