

where the different items were spotted after the stock was moved around," Henkel continues, "and then we checked our sales records against these various arrangements to see if they gave us any leads as to the best way to display merchandise. It was an idea I picked up after reading how the supermarkets test some of the products they handle. I can't report that we made any great new discoveries. However, we did more or less conclude that if a little confusion is introduced to the display scene, it attracts more attention than if everything is neatly stacked and arranged. That doesn't mean, of course, that you should have people tripping over clubs and golf bags."

Too Much Glare

Henkel goes on to explain a few things that the Turf Valley shop found out about golf ball sales. Among them is that if golf balls are displayed in a glass case, light may strike the case in such a way that the glare makes it impossible to see the balls at different times during the day.

"Early last year," says Henkel, "we were wondering why we weren't selling more golf balls. Then, by accident if nothing else, somebody noticed that the sunlight was being reflected by the ball case most of the afternoon. Because of this our customers had to do considerable neck craning to see what was in the case. We moved the case to another corner of the sales room where there wasn't any glare and sales picked up. It's kind of hard to believe but little things like this make a difference."

Don't Pyramid Them

Henkel also has a couple other observations to pass on that he feels might possibly help other pros increase their golf ball sales. One is to stack the packages straight up and down and not pyramid them. "A fellow who is supposed to know about these things," Henkel explains, "says that the pyramid display doesn't present enough broadside to the shopper. The customer doesn't keep his eye on the ball, as they say, when they're arranged this way."

The second idea that Henkel recommends is to intermix balls that are put up in red packages with those that are packaged in blue, green or other colors. The reason: Most people are attracted by, or first focus on the red. Then, the other colors begin to attract attention.

"One of my women players, a decorator, tipped me off on that one," says Henkel.

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CHECK WILT WITH STOMA-SEAL

STOMA-SEAL is designed to check WILT on greens, tees, fairways, and other turfgrass areas. This new product effectively closes the stomata of the leaf. Vital moisture loss through the stomata by transpiration is reduced.

Aquatrols Corporation of America 217 Atlantic Ave., Camden, N.J.

"At first, I wasn't quite sold. We have a large pegboard display at one end of the shop and on this particular day there wasn't a red item pinned on it. The woman persuaded me to hang a red shirt on it, if only in one of the bottom corners. I did, walked out of the pro shop as she suggested, and then came back in. The first thing I saw was the red shirt. Now, I hang something red on that display, even if it is only a glove or a pair of socks. The color has pulling power, no doubt about it."

Synchronized Teaching

As Henkel has suggested before, he doesn't claim to have made any discoveries that he thinks are going to revolutionize pro shop merchandising. The former Turf Valley assistant puts it this way: "It's nothing more than a continuous study in trial and error. Things that will work for you one month may not do so well the next. You can't ever say you've found the formula because when you do they'll change the figures on you. People's tastes probably are changing more today than ever before. You have to keep guessing as to how they change."

When Jack Henkel was at Turf Valley, he and Bill Strausbaugh collaborated as much as they could in their teaching

methods. Strausbaugh, who has a long established reputation as being an outstanding instructor, set up a basic pattern for lesson giving. Then he and Henkel got together and compromised whatever small points on which they may have differed. The result is they frequently interchanged pupils, picking up the lesson with ease from where one or the other left off.

The advantage of this method, they point out, is that the head pro, for example, doesn't have to be booked for twice as many lessons as he can find time to give. When members become convinced that both the professional and his assistant teach exactly alike they are less likely to insist on one in preference to the other. They realize that with the change in instructors it won't be necessary to go back and start over, so to speak, but that the learning sequence can be picked up where it was halted in their previous lesson.

"A second advantage in this way of handling lessons," Bill Strausbaugh observes, "is that it doesn't tend to make specialists of anyone on the shop staff. It can give the pro and his assistant equal time on the inside and outside. This not only makes their jobs more interesting, but gives them a better grasp of the overall operation."

Northwest Soil Tests

(Continued from page 38)

susceptibility to some pathogens. Also, it has been found that the source of nitrogen becomes increasingly important with the development of the Fusarium patch disease in the western areas. It has been shown that the organic sources of nitrogen, including the synthetic organic urea, greatly increased the amount of disease.

Year-Around Threat

Disease occurrence is one of the most serious problems facing us in the Northwest. Fusarium patch and red thread find ideal weather conditions west of the Cascade Mountains. Supts. must exercise extreme caution and vigilance during the periods of Aug. 15 through Nov. 15, and again in February and extending on into early summer. In other words, Fusarium patch can cause extensive injury at almost any season of the year. The control of this disease has been extensively investigated by C. J. Gould and associates and recommendations for its control are firmly established.

Snow mold is probably the most serious disease of putting turf in areas east of the Cascades. This disease is not so much of a problem when fungicidal applications (mercurial fungicides) are made just prior to snowfall in the fall and winter. Season long protection can be gained with only two or three applications of these fungicides, provided the timing is good.

Ophiobolus patch has recently been found on turf in the Pacific Northwest and may be causing considerable damage, particularly on fairways. This disease has the potential of causing extensive damage since the areas affected are quite large and the plants are completely killed. Investigations are currently underway to find a control for this disease.

Weed Control Problems

A few years ago mouse-eared chickweed, white clover, and English lawn daisy were virtually uncontrollable with chemicals. Today, little difficulty is encountered in controlling them with the herbicide, Silvex. Silvex also does an exceptionally good job in the control of Japanese clover, buttercup, and several other common turf weeds. New herbicide tests are continually being conducted in order to find herbicides that will be as effective as Silvex without the drift and toxicity problems presented by it.



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Poa rears its ugly head once again. Numerous attempts have been made to control this weed in turfgrass stands, but most of them have ended in failure. Even massive doses of the arsenicals have failed to give or maintain any satisfactory control in putting greens in the Pacific Northwest. About the only thing arsenic has done is create a toxic condition that has practically eliminated the possibility of re-establishing bentgrass seedlings in treated soils. Obviously, we are going to have to find something better than arsenic to control this weed. Current investigations with the pre-emergence herbicides are showing considerable promise and shall be investigated further.

Crabgrass is a serious weed in the areas east of the Cascades, but with the advent of such materials as Daethal, Zytron, and other pre-emergence herbicides, it no longer poses a problem to the good managers.

Velvetgrass is, however, still a headache in the Pacific Northwest. Fortunately, the amount of velvetgrass in most of our putting greens is fairly low. This is indeed fortunate, since it appears that controls for this weed will not be developed in the immediate future.

A few summary statements may indicate what we are doing in research on our Pacific Northwest problems. Experiments are currently being conducted in the following areas:

1. Compaction — Testing various soil mixtures and compacting them with an experimental compaction machine.
2. Bentgrass Maintenance Experiments
 - a. Pre-emergence control of *poa annua*;
 - b. Selection of new bentgrass varieties;
 - c. Testing techniques to promote better root growth.
3. Fertility experiments which include ratios, levels, sources, and timing.
4. Weed control experiments on annual bluegrass, English lawn daisy, speedwell, velvetgrass, and algae.
5. Disease Investigations — Cooperative studies between pathology and agronomy:
 - a. *Fusarium* patch
 - b. Red thread . . .
 - c. *Ophiobolus* patch

Virginia Polytechnic Institute will hold its annual field day Sept. 4 in Blacksburg, Va., according to R. E. Schmidt, assistant professor of agronomy at VPI. The fourth annual Virginia turf conference is scheduled for Jan. 14-15, 1964, in the John Marshall Hotel, Richmond.

Grau's Questions/Answers

(Continued from page 46)

strains or types, some of which are weak and highly susceptible to diseases. Some turn purple when cold weather comes; some stay green most of the winter. Some strains get so fluffy and matted that they turn brown when a vertical mower is passed over the green. Clover easily invades weak grasses but rarely is a problem in a strong grass that is well fed and well managed. Once clover becomes established, it absorbs more than its share of nutrients.

One step to take is to prepare the green and overseed (or hydroseed) with Penncross — then manage for Penncross.

Another step is to check your soil and your feeding program to learn if you are fertilizing to encourage clover. High phosphorus and insufficient nitrogen can encourage clover at the expense of the grass.

If clover is encroaching in isolated patches you can treat these with a sharp edging tool and some sulfate of ammonia. First chop the clover in different directions to make "hash" out of it. Then sprinkle sulfate of ammonia crystals on the clover patch and let it "cook" until the clover is visibly affected. Now water the sulfate in to stop further burning. Topdress the patch with sandy topdressing in which one-half lb. of Penncross bent seed has been mixed into one bushel of soil.

Be sure that the greens receive sufficient nitrogen to keep them vigorous. Phosphorus levels

should be low to medium. It would help if you would forward a copy of your most recent soil tests. My address is PO Box 177, College Park, Md.

Starting from Scratch

Q. I am teaching a beginner course on lawns in an evening school. What are the most important items to stress in 1) building a lawn, 2) maintaining a lawn? (Ohio)

- A. In building a new lawn these are the important steps, in order:**
1. Drainage
 2. Deep tillage
 3. Generous supplies of lime and plant food incorporated deeply
 4. Selection of the best adapted grass for the location and purpose
 5. Protect new planting from drying and erosion by mulching.
 6. Start to mow at correct height as soon as there is anything to mow.

Maintenance of the lawn is concerned with:

1. Regular mowing at correct height for the grass that is established, using a sharp mower
 2. Removal of clippings
 3. Water deeply as needed at long intervals.
 4. Regular fertilization to maintain quality
- This is a rough outline that can be expanded considerably.

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Swinging Around Golf

(Continued from page 19)

greens . . . Others haven't learned that yet although such rough has been the mowing pattern at the past 25 Opens.

Got to hand it to Jack Nicklaus for the fine way he handled himself in the interview after he had failed to make the cut . . . Public favor of Nicklaus, Palmer and Player has been built up by their good judgment in their individual publicity . . . Some ballyhoo about their operations has been too close to the Dr. Ward-Christine-Mandy accent on strictly business.

Possibly the biggest achievement at the Open was in getting the course in top condition after it had been seriously damaged by winterkill and recovery had been delayed by a cool spring . . . Supt. John Kealty and his staff were aided in a big greens, fairways and tees resodding by John's fellow members of GCOSA of New England who contributed their own time and expert ability to the job . . . Aeration didn't boost the recovery program fast enough . . . Kealty's program included some light discing and seeding with bent and Penncross on greens . . . Kealty, who has been with The CC since 1932 and its supt. since April 1, 1932, got through calmly . . . He's got a staff of reliable and competent men and in Charles L. Pierson, a chairman who supports him . . . A chairman who keeps the supt. and members from blowing their tops at the same time when adverse weather kills a course is valuable at any club.

CC of Brookline general manager, Harold T. Hueber, and his staff handled a vast amount of clubhouse restaurant and bar business in the old clubhouse . . . Stauffer's did the catering . . . Pro Russell Hale had shop and tents well organized and stocked for supply of headwear and other apparel, etc. for spectators . . . Fred W. Anders, caddiemaster, had his team so selected and trained that players often commented the 1963 Open caddies were the best they had seen in a tournament for years.

Caddying at The CC of Brookline should be in the high tradition . . . Eddie Lowery, the 10-year-old kid who caddied for Francis Ouimet in 1913 when The Boy Next Door won the Open, came back to the field of glory and during his homecoming made a \$40,000 gift to the Francis Ouimet Fund of the Massachusetts Golf Assn. . . The Country Club's pres.,

The Florentine Touch

This photo shows the main room of the clubhouse of Golf dell'Ugolino in Florence, Italy. The snack bar, colorful table fittings and furniture, and the gay color-



ing of the curtains and wall give the simple room something that shows a touch of genius.

A large porch surrounds the clubhouse. It is decorated with flowers for evening parties. The men's lockerroom and bath accommodations aren't elaborate but at European clubs they never are, by American standards. The European pro shops usually are so small, dark and untidy an American club wouldn't have them.

But this bright, small though adequate room at fabled Florence, gives some ideas of how good taste can be substituted for money in a small clubhouse.

Samuel H. Wolcott, Jr., club's National Open general chairman, Joseph A. Erickson, and their teammates, men and women, ran the Open about as well as a tournament could be conducted . . . They worked hard for nothing and acted graciously as hosts and hostesses to the manor born.

Friendly Valley, senior citizen community north of San Fernando, Calif., building course . . . Building \$100,000 clubhouse and pro shop at Wichita Falls, Tex., Weeks Park course . . . Building nine at Quincy, Mich. . . . Building 18 municipal course at Owensboro, Ky. to plan of Alexander G. McKay . . . Rancho Sierra nine in Antelope Valley, Calif., opening soon . . . It is owned by John Roseinger and Sam Fogo.

Napa, Calif., pushing for a munny course . . . Jimmy Nichols now pro at the new Hillendale Bridgeport, Conn. . . .



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Julius Baros (center) is congratulated by Johnny Farrell (l), 1928 Open winner, and Sam Snead following his victory at Brookline. Julius and Johnny were served warm rations at this get together, but since Sam never has captured the USGA title, he had to eat cold turkey.

Amazing how many of the new golf courses built in small towns by volunteer labor and with considerable contributed machinery and material also having swimming pools . . . Ben Gee in his 25th year as supt. of Nordic CC (Chicago dist.).

Francis Ouimet won the 1913 Open at The CC of Brookline with 10 clubs . . . He said: "There was no such thing as playing for the pin out of the rough. If you got very far off the fairway the rough was as thick as shrubbery." . . . Patrick E. Hosey heads group planning to build 18-hole private club in Mountaintop area of Wilkes-Barre, Pa.

Open Pinecrest G&CC 18 at Winslow, N.J. . . . Bill Minor is pro and Ralph Leopardi is supt. . . . DeKalb County, Ga., to build 18 in Julian Harris Memorial Park . . . Open Craigie Brae at Scottsville, N.Y. . . . Jim Alexander, jr. is supt. and Bud Burke is pro . . . Open first nine of North Redoubt Club, Garrison-on-Hudson . . . Dick Wilson designed it.

John Handweg, Sr. and John, Jr., open their Park Vale CC 18 at River Vale, N.J. . . . Larry Barry is pro . . . Expect to open Duplin County Club, Kenansville, N.C., soon . . . Jim Simpson is pro-supt. . . . Open Alexandria Bay (N.Y.) CC in Thousand Islands area . . . Open Rocky Ridge CC, St. George, Vt., 18 . . . First nine of Sugarbush GC, Warren, Vt., open . . . Second nine to open in Sept.

George Evans who won the British PGA Seniors championship and the Teacher trophy and will play Herman Barron for

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How Would You Score It?

D. D. Wilson, playing a Humble Oil & Refining Co. tournament in Baton Rouge, La., last month, made what probably ranks as the toughest series of shots ever perpetrated on a par 4 hole. He hit his first ball out of bounds, then followed with another in the same direction. Playing a third ball and fifth stroke, Wilson powered one right down the middle. It traveled 308 yards, went between some players who were putting out and rolled into the cup. Then, he discovered that his first ball was in bounds. He played this one and got a four.

What score do you think Wilson should have marked on his card?

See August Golfdom for the answer.

the World Senior PGA championship and another Teacher award, didn't turn pro until he was almost 50 . . . He was one of the best amateurs in the south of England and won many amateur events . . . He recently reached 50, turned pro and got a teaching job in Austria . . . He now is assistant to Sid Scott at Roehampton.

Award contracts totaling \$274,505 for building Williamsport, Pa., many course including watering system, tree planting and roads and parking area . . . Harry Messinger, South Bound Brook, N.J., now business manager, Green Knoll course, Somerset County Park Commission course at Somerville, N.J.

Eddie Ault, Washington, D.C., architect, designing Ridgley (Md.) CC 18 and Essexshore CC, Essex, Md., as features of real estate developments . . . Ault also is architect of course at Monserrat Island, British West Indies . . . West Indies getting a lot of golf course building, some of it tied in with plans for fancy gambling places . . . Already some interesting chat about who'll run the gambling joints — mobsters from Las Vegas or from Europe.

Open Lords Valley (Pa.) CC nine . . . Building Darlington (S.C.) CC 18 . . . Ken Hampton, Minneapolis, who sold Minnetonka CC in 1955, is now building 18-hole Hampton Hills course at Plymouth, Minn., on Pomerleau Lake . . . Jacksonville Beach, Fla., new many course has single memberships for residents at \$125 annually, couple memberships at \$175, family memberships at \$200 and



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Open Sunset Oaks CC, Roseville, Calif. . . . Paul Harney is pro . . . Bob Baldock designing 18 for Ontario, Calif., to replace present city course to be used as college campus . . . Lee Bushong opens his Edgescreek CC nine at Van Wert, O. . . . Burt brothers begin construction of their Onondaga Hills 18 in, Onondaga, N.Y.

Center Square GC 18 opens in Philadelphia dist. . . . John Trullinger is pro . . . Eddie Ault designed Center Square . . . Edward (Ted) Ray was oldest to win US Open championship (1920 at Inverness) . . . Boros was 26 days younger when he won . . . So the usually accurate Charles Bartlett discovered on checking vital statistics . . . Adding nine to Bergen County (N.J.) Bergen course . . . Westlake Golf Course, Inc., to build 18 near Lakeland, Fla. . . . Dick Wilson is architect.

Donald Siebern building 18, on Fair- acres Farm of his parents, near Milford, O. . . . George Jacobus, veteran pro at Ridgewood (N.J.) CC, who started his junior instruction program in 1918, has 127 juniors in his Saturday morning classes this year . . . George deserves high recognition by PGA for his pioneering job in organizing junior instruction at clubs . . . With the population explosion supplying clubs with armies of kids PGA accent on kid instruction in program headed by Denny Champagne is most timely.

Planning 18 at Armonk, N.Y. . . . George Lewis now pro at Leewood GC, Eastchester, N.Y., succeeding the late Alex Watson . . . Beden's Brook Co. planning course at Montgomery, N.J. with estate development as part of the deal . . . University of Georgia building "recreation experiment station" at Unicoi Park which will have three-hole instruction course . . . At Helen, two miles from the park, an 18-hole resort course is to be built.

Open second nine at Cape Coral CC, feature of big community development managed by Connie Mack, jr. . . . Ed Caldwell is pro . . . Mack Parsons, supt. at Cape Coral, recently hospitalized, now recovering . . . Paul Hahn, famed trick shot golf showman, now has his home at Cape Coral, on Florida's West Coast half-way between Tampa and Miami on Tamiami Trail . . . Tamiami Trail mysteriously continues to be worst highway