

cart revenue is completely out of proportion to the problems involved in cart storage. "We have a number of husbands and wives who use the same cart," this pro says. "The transfer of bag and clubs plus accessory items involves danger of damage and mis-placement. To top it off, we give a special rate to husband-wife golfers and receive less revenue than we would from two other individuals.

"Every mis-placed or lost club is lost in the rack room, according to the member," this pro continues. "I know that seven out of ten times the fault lies with a caddy who may have carried double, or is due to the player's own negligence. Still, I'm the one who gets the beefs when the player discovers a club is missing. It's not only embarrassing, but I can't afford to assume responsibility for lost clubs for the sake of public relations. This situation causes a lot of friction. About all I can suggest is that the golfer check his Home Owner's insurance policy to see if it will cover his loss. But that kind of advice is seldom welcomed by an angry club member."

Insurance Rates Another Expense

In reply to a query about insurance, one pro states that he dropped his coverage because the rates are too high. Many others indicate that they rely on the members' personal Home Owner's policies. Fifty-six per cent of the pros report that some type of insurance is carried to cover the clubs stored in the pro shop. Rates reported range from \$1.00 to \$6.00 per player, further cutting the pro's cleaning and storage revenue.

Few of the shops have suffered burglaries involving the clubs stored by members. Most rely on local police checks periodically during the night. Several clubs have watchmen who check the shop during their rounds.

Campaign for Extra Revenue

Few pros feel that an increase in storage volume is the answer to the poor profit picture. Greater patronage of club cleaning and storage facilities, they say, might actually cut down whatever profit is now made if rates are not adjusted to cover additional man-hours requirements.

Four pros suggest ways to encourage members who don't use club cleaning

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and storage facilities to patronize the service. A simple explanation of the disadvantages of dragging clubs from course to car, examples of carefully cleaned and repaired clubs should convince a prospective customer of the value of pro shop storage, they say. Another pro, at the beginning of each season, mentions that there are only a few spots left in the rack room — *this always brings in several new customers.*

Christmas Sales Start

(Continued from page 52)

customer's shopping and a neat, orderly shop adds to overall convenience. Kennett observes that a small shop has it hands down over the large department store, assuming that merchandise is attractively displayed and arranged in a manner that's convenient for both browsers and the pro staff.

The question of refreshments in the pro shop depends on your customers. Many enjoy the casual conviviality that coffee and rolls add to Christmas shopping. Some pros feel, however, that the practice hampers service to customers.

Additional promotion may aid your Christmas sales. Many pros follow their mailings of "Christmas Shopping" with a brief personal phone call. These are especially valuable when you know a golfer's Christmas wants and you may be of real service to someone wondering just what to give. The club bulletin board and newsletter are naturals for reaching potential customers. Important in any promotions that you may use are your efforts to reflect the high quality of your merchandise — many have found that poor promotion techniques cheapen the value of merchandise, hurt sales and reduce profits.

Len Kennett was pro at the San Gabriel (Calif.) CC for seven years before moving to Los Verdes GC several months ago.

The Encyclopedia of Golf, originally published in 1954 by Nevin H. Gibson, has been revised and contains records through 1962. Records of leading U.S., British and international tournaments are included. A. S. Barnes & Co., 8 E. 36th st., New York 10016, is the publisher.

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Doug Sanders is briefed on emergency ejection seat trainer at Webb AFB, where he recently played an exhibition. Col. A. F. Taute, wing commander (second from left), and T/Sgt. Bobby D. Eiland (l) supervised instruction of the well known touring pro.

Pythium Hits Fairways

(Continued from page 29)

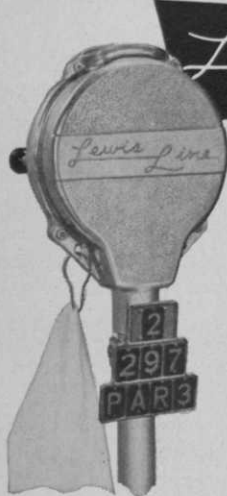
Those who advocate continuing to go along with poa said that some kind of a concerted effort should be made to make it a better grass. They contended that it holds up exceptionally well in the spring and fall and covers up a multitude of sins of mismanagement. Jack Butler said that poa could be considerably strengthened if a proper breeding and selection program were undertaken.

No Easier to Maintain

Several persons attending the meeting declared that bluegrass fairways are playable seven months out of seven as compared to five out of seven for poa annua and thus are preferable. But it was brought out that bluegrass isn't any easier to maintain than poa annua and bent since it requires more watering and fertilization than these strains, is readily subject to drought and has to be carefully protected against disease, notably leafspot, and competition from poa annua.

Here are other reports on the summer turf situation at Northern clubs:

New England — Helminthosporium, curvularia, fusarium and wet wilt, along with pythium, caused rather extensive damage in July throughout New England, according to Phil Cassidy, supt. of Weston GC, Needham, Mass. Most clubs had used a preventive spray program, with



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PGA Moves Annual Meeting to Las Vegas

The nine-day annual meeting of the PGA will be held Dec. 3-11 in the Hotel Sahara in Las Vegas. All preliminary committee meetings, teaching and education programs, formal sessions and dinners will be held at the same site.

This is the third time in eight years that the PGA has scheduled its annual conference in the West. It was held in Long Beach in 1957 and in Scottsdale, Ariz. in 1960.

General chairman of the 48th meeting will be Henry C. Poe, Reading, Pa., who has served in a similar capacity for the last three years. The teaching and education programs will be conducted on Dec. 8 and formal business sessions will start on the following day. The president's dinner, at which Warren Cantrell will be host, also is scheduled for the 8th.

Bobby Nichols, winner of the PGA Championship, the pro-of-the-year, player-of-the-year and those elected to the Hall of Fame, will be saluted at the president's dinner.

PMA and iron the most commonly used spray materials. Undoubtedly, this saved some turf. New England supts. are divided as to whether to get rid of poa or continue to go along with it. Many of them feel that management practices are in for radical and expensive changes if golfers persist in insisting on turf that has to be in perfect playing condition throughout the golf season.

Alex Radko, who covers the beat between Virginia and Maine for the USGA green section, says that for the most part disease was not too much of a problem at East coast clubs but most of them suffered quite severely from wilt. May and June were unusually dry and at many courses the fairway sprinklers seemed to be running all day. Following light to medium rains in early July, greens became fluffy and wilt and some injury due to scalping were noted. All in all, Radko feels that the coastal clubs came through the summer better in 1964 than they had in previous years.



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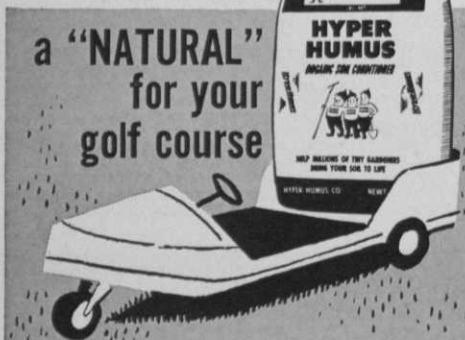
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New York — Turf was in a lush and tender stage in early July, following a period of heavy rains and cool weather. Shortly thereafter, extreme hot weather caused much damage to poa annua which was beset by brownpatch and dollarspot. Even the normally cool Catskills area was affected. Bill Smart, supt. at the Powellton Club in Newburgh, reports that 4- and 3-inch rains occurred frequently during the wet weather spell and greens and courses that aren't well drained suffered because of them. A second disease wave set in in August due to humid weather, but turf had recovered enough to withstand it. Heavy fungicide treatments also helped to restrict the damage when disease made its second onslaught.

Ohio — E. J. Sylvester, supt. at the Piqua CC, says that July was a particularly trying month. Several courses lost greens, and fairways generally were reported to be in poor condition, particularly in the Miami Valley area. Pythium and other diseases were rampant during the period of high heat and humidity. Sylvester, personally, was quite successful in combatting the diseases with PMA and a thiram-semesan combination of five ounces per 1,000 square feet. The latter seemed to stem the pythium organism. A few days after the treatments were completed, Sylvester applied light topdressing and the pythium disappeared.

Michigan — Many courses were hit hard during the last week of July and in early August. Some supts. thought the already poor conditions were aggravated because heavy play kept them from watering adequately. With the Carling Open coming up, Howard Jones of Oakland Hills was permitted to water over the weekends and his course came through in fine shape. Bluegrass fairways held up well, but those with poa annua and bent were severely damaged. In a few cases, greens were lost. One course lost three recently rebuilt greens, but the loss was charged to poor sod. In a letter to his members, Andy Bertoni of Meadowbrook CC, Northville, detailed ten reasons why turf at this club quickly fails or suffers when it is attacked by disease. Poor underlying soil, compaction and similar factors prevent turf from becoming deep rooted,



Dave Hartmann, a 14-year old who has overcome a severe handicap in learning to play golf, gets instruction on the grip from Marge Gambo, professional at Da-De-Co GC in Ottawa, Ill. Dave is paralyzed from the waist down. He started playing golf this summer, drives the ball about 100 yards and shoots in the 70s for nine holes. He has learned to play without the aid of crutches and to walk from the apron to the hole without aid. The youngster was crippled by polio at the age of one and never walked until he took up golf.

Bertoni pointed out, and when disease strikes the turf isn't hardy enough to fight it off. The Northville supt. added that where bent has taken over, fairways held up well, but the bent propagation program won't be completed for several years yet.

Wisconsin — Scald, pythium, brown-patch, helminthosporium, algae, compaction — everything in the book — conspired to wrought havoc on Southeastern Wisconsin courses in late July, says Charles Shiley, supt. at North Hills in Milwaukee. At the same time, Central and Northern Wisconsin courses were reported to be in excellent condition. An excess of rain in April gave poa annua a good start, but it was retarded by drought conditions in May and June. Then, on July 17-18, the Milwaukee area was hit by more than seven inches of rain and the trouble began. High temperatures and high humidity followed and fungus took over. All the reliable fungicides were used, mowers were set higher but recovery was slow

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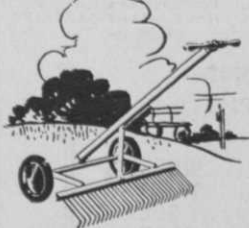
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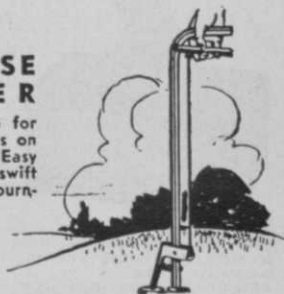
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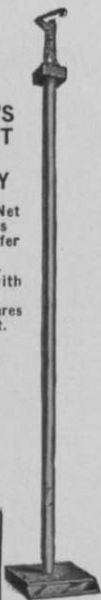
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because such severe damage had been done. It wasn't until mid-August, when cool weather came, that the Milwaukee area courses started to snap back.

Missouri — Ralph Guyer, supt. at Glen Echo in St. Louis was somewhat surprised that Missouri courses didn't suffer more than they did. Heat was much in evidence, as it always is in this part of the country, but the humidity readings possibly were below normal. The state had little rain during the summer and the average wind speeds were higher than usual. Missouri courses had to contend with the usual amount of wilt but little pythium was reported. One thing that helped Missouri supts., according to Guyer, was that turf supply and chemical salesmen set up a very good communication system, telling turfmen what was going on at other courses and what was being done to cope with any trouble that was encountered.

Minnesota — John L. Kolb, supt. of the Minikahda Club in Minneapolis, reports that the state had one of the hottest summers on record but very little, if any, turf was lost to disease. Hot, dry air overlaid Minnesota most of July, but between the 17th and 21st the humidity shot up somewhat and from .3 to an inch of rain fell. Some pythium was detected in overwatered fairway areas but it disappeared when dry weather returned. Minnesota has a large rainfall deficit for the year and the only clubs that have suffered turf losses are those without fairway irrigation systems. But the losses haven't been very extensive.



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Swinging Around Golf

(Continued from page 26)

land GC in Oaklandon, Ind., as pro-manager . . . Pekin (Ill.) GC's 18-hole course, pool and clubhouse officially dedicated in late June . . . North Kossuth County golf course, near Bancroft, Ia., opened nine-holes this summer . . . New 18-hole course at 54-year old Talbot CC in Easton Md., is open for play . . . John Sutter is pro at the new 18-hole Great Neck GC in Wareham, Mass. . . Work has begun on course in Othellox, Wash., with nine holes expected to be ready for 1965 play . . . Laramie (Wyo.) CC hopes to have its course ready this fall.

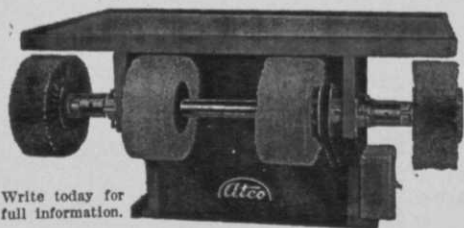
Elkader (Ia.) G&CC nearing completion although target date is still sometime next summer . . . East Aurora (N.Y.) CC opened second nine during June . . . Iron Rock GC in Pennsauken, N.J., has changed hands and new owners plan extensive renovation to complement homesites they are developing around the

course . . . Franklin (Ky.) CC has approved plans totaling \$100,000 . . . Maine newspapers are promoting "vagabond golf" for vacationers . . . With 75 courses in the state, many located in the most scenic spots, a golfing couple or foursome can play a course a day and take in much of the state's beauty . . . Jack Snyder of Scottsdale, Ariz., is the architect for the 200-acre 18-hole munny course in Albuquerque, N.M. . . . Cradlewood Valley GC near Milford, Conn., has added second nine . . . Dardenne Lake CC in O'Fallon, Mo., has opened pool and plans to complete course and clubhouse for use next spring . . . Jack Ross is the new pro at Wareham CC in Butlerville, Mass.

Baseball fans and newspapers storming about the sneaky sale of the Yankees to CBS stirred sidebar comment that pro golf's relationship with television needs careful examination . . . Red Smith, famed sportswriter who knows what the score is, wrote "sport is selling out for the huckster's gold." . . . Smith, in a

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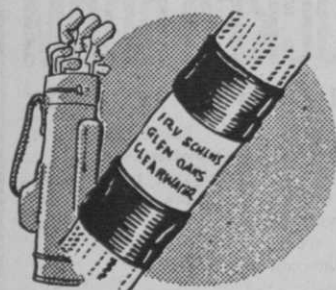
widely quoted column, observed: "It's got to be a little sickening to a sports fan to have a television official say that its time sports changes its rules, schedules and customs to suit the convenience of television networks."

"Arnie's Army," "Champagne Tony," "Slamming Sam," "The Golden Bear," are creations of sportswriters, not TV . . . Pro golf, barring the National Open, the Masters and the PGA Championship, is weakening fast as a TV feature, having been cheapened by sponsors and promoters who go at the job of using the pros in the same way whiskey people pay party girls to ask for a certain brand when the boys are buying . . . There is only one television-originated golf program with a quality atmosphere that is a part of golf's strong appeal and that's Shell Oil's "Wonderful World of Golf" . . . That program makes a definite contribution to golf . . . The other TV sponsors who get into golf and tell what they're doing for golf are frantically

eager to have their names mentioned.

Tournament pros are caught in the middle between TV and the newspapers . . . TV sponsors go for pros because they are cheaper than straightforward newspaper advertising . . . The pros are used in an effort to have golf's basic "class" diluted into a beer . . . The brewer thinks that by spending a few more bucks for prize money he makes news out of his advertising . . . He's kidding nobody about what he's doing for golf.

The promotion of some of the TV golf deals is in incredibly poor taste . . . PGA tournament players were asked by the producers of the World Series of Golf to elect the "Celebrity Golfer of the Year" from a list that included Dwight D. Eisenhower and Sammy Davis, Jr. . . . There's an entry for you! . . . And Palmer was given the job of presenting the promoter's trophy to Gen. Eisenhower . . . Obviously, Ike must have beaten Sammy Davis, Jr. fair and square, in the TV producer's contest.



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