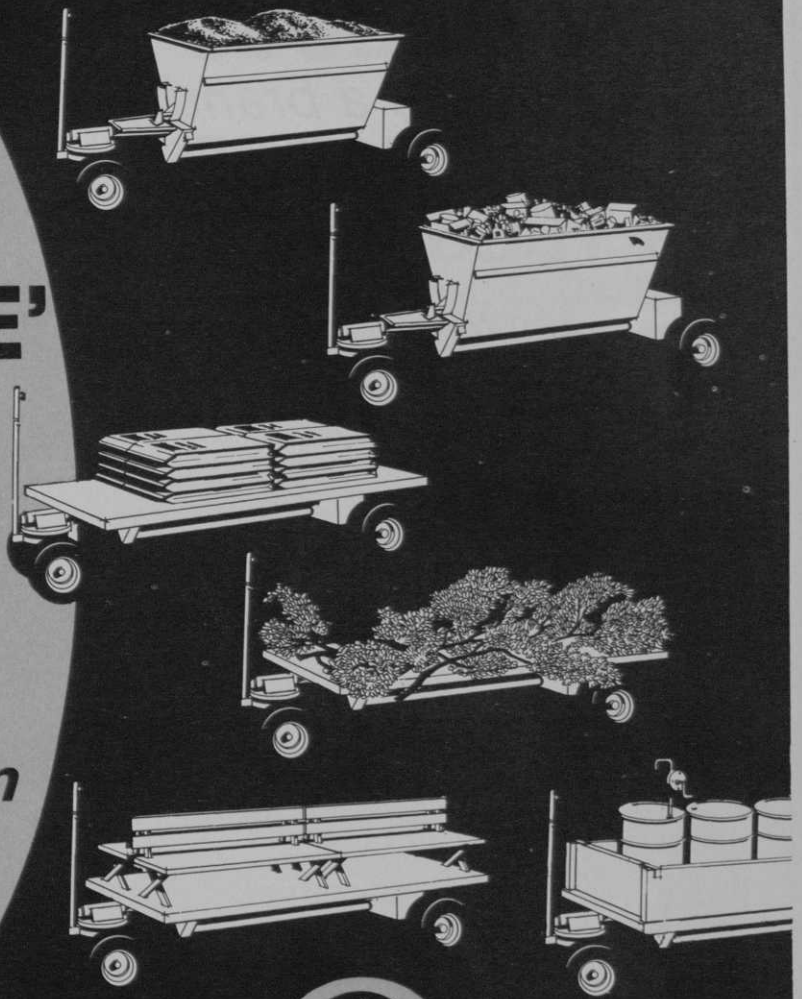


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chandise to give his members a selection. Everybody, including the sections and the national organizations, were still tour oriented but the purses were so small that only the elite players could make a living by playing.

"In 1935 and 1936 I served as an officer in the Illinois Section. In 1937 to 1939 I served as secretary of the PGA. In this capacity I was able to start the ball rolling toward a national educational program. I started working with the Illinois Section in 1937 with Horton Smith, who was president of the section at that time, and a program emphasizing accounting, merchandising and public relations as presented to the local membership. The early clinics were extremely successful," Walsh says, "because we had businessmen, equipment manufacturers and credit managers talking to us about ways to improve our income and 'professional' status.

"In 1938 and 1939, after the successful Illinois Section education clinics, The Purdue Clinic, which discussed relationships of the professional to the club, merchandising and better relationships with the manager and greenskeeper, was held. It has been billed as the first educational golf clinic ever held," Walsh relates. These three-day education clinics attracted professionals, greenskeepers and managers throughout the United States.

"When I was elected president at the national meeting in Chicago in 1940 the main topic for the pro delegates was unfair competition from the rapidly springing up sporting goods discount stores (as it will probably be this year also).

"I have little sympathy for professionals who want to hide behind a protective shield. By adhering to good business and merchandising procedures," Walsh claims, "a pro at either a public or private golf course doesn't need protection. In the old days," Walsh reminisces, "the pro did not have the formal education, merchandising or selling tools available to him that he has today. A pro has a steady clientele of people who need his products," Walsh says, "and if he doesn't take advantage of this at-hand market then he has only himself and his lack of initiative to blame.

(Continued on page 94)



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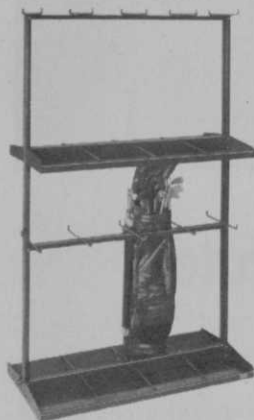
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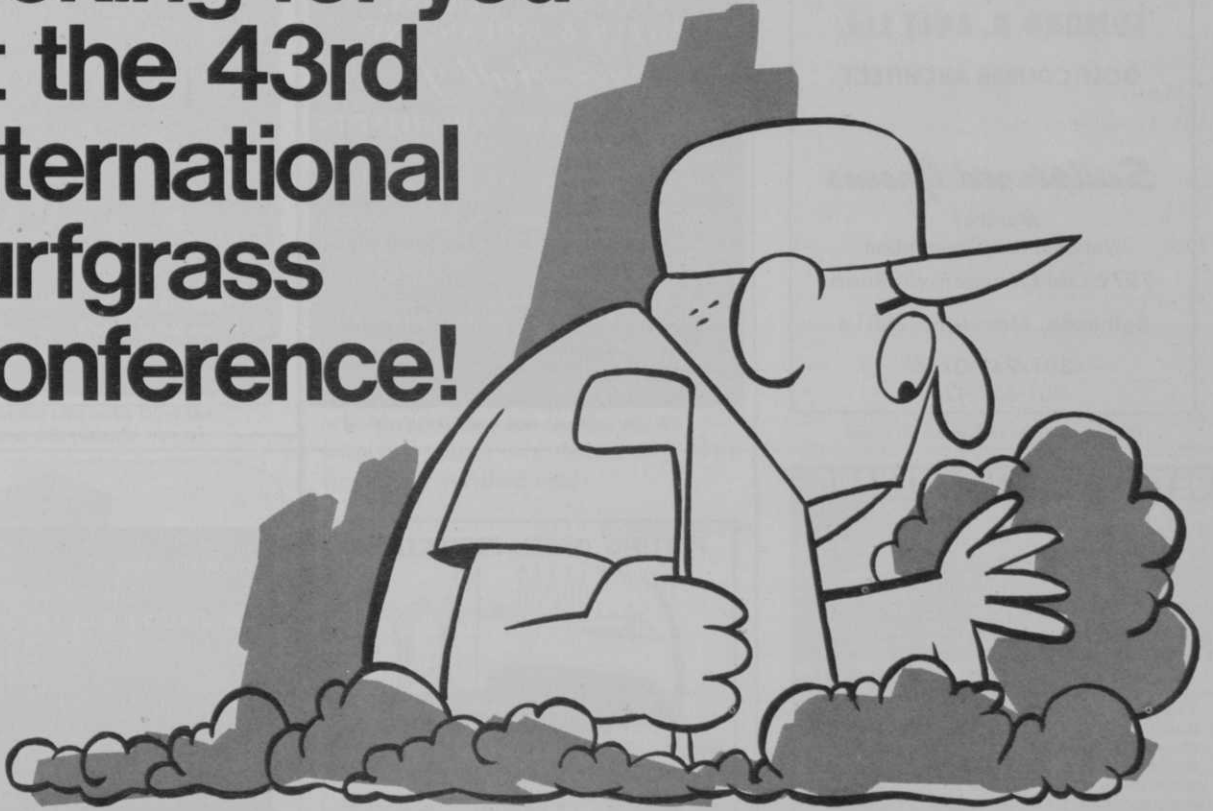
Walsh  
continued from page 92

"I guess the biggest change that has taken place since the 1940s is the role of the professional," Walsh says. "To some people it is seen as diminishing, to others, it's a change of direction. In the early days," Walsh says, "the pro had the greatest contact with the members and was usually the liason between the greenskeeper, who was usually under the pro, and the club house manager. This arrangement might have created conflict and resentment among the professional and the greenskeepers as the professional status of the greenskeeper and club manager increased. But, just as the roles of maintenance and operation of the golf course increased in stature, operating a pro shop has become a full-time job. The pro does not have the time, nor is he paid, for wearing three hats.

Walsh served only two years as president of the PGA and then resigned from the organization. "I guess it caused a little controversy," he says, "but previously no time limit had been set on how many terms a president of the national could serve. I felt in order for the association to move ahead and make the professional's life more fruitful, then officers of the PGA should step aside after a year of service. This encourages more people to become active in the association and also pumps new blood with fresh ideas into positions of leadership. Being an officer is a full-time responsibility, or should be," Walsh says, "and if a person stays in office more than one year, then administrative duties begin to bog him down. Something has to suffer," he says, "it's either his responsibility to his club and members, or it is the PGA."

Although Walsh concedes that TV, the golf car and caddie cart have probably given golf the popularity and practicability for all people, not just the rich who could afford country clubs, he feels the success of the sport belongs to the club professionals. "They have responded to the changing needs of the public and the sport," Walsh states. "Their dedication toward promoting golf to their members has not only provided them with a life which is satisfying and rewarding, but has been good for the game, their fellow professionals and their fellow man." □

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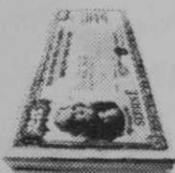
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points, but if true professional proficiency is to be attained, close attention must be paid to each category—and more.

**Q**—Recently we learned that Certified Penncross bent seed can be obtained in two different grades: greens quality and fairway quality. We had always thought that certified meant certified—one level of quality only—the best. Can you help us to understand this situation so that we may be guided in our purchases? (Maryland)

**A**—With the increased interest in and use of Penncross bent for fairways, the decision was made to skim off the purest seed for greens and market a less-pure seed for fairways where high purity is not so vital and where a lower cost is of considerable interest. Here are the established figures for certified seed:

	Greens quality	Fairway quality
Pure seed, min. %	98.0	96.0
Germination, min. %	85.0	80.0
Other crop, max. %	.10	2.00
Inert matter, max. %	1.8	4.00
Weed seed, max. %	.10	.25
<i>Poa annua</i> permissible	0.00	Trace

By these figures we see that the processors do not have to clean the seed as hard for the fairway quality. The field history that accompanies the tests assures the buyer that every bent seed in the bag is authentic Penncross. The certified tag guarantees this.

Other crop seed may be another grass, such as redbud, Colonial bent or fescue which one wouldn't want in the greens, but wouldn't mind in the fairways where they would be crowded out.

By allowing more inert matter in the fairway quality, the seed can be sold at a lower price. The point to remember is that in both grades every bent seed is genuine Penncross.

**Q**—We used a scarifier-seeder to overweed our fairways to Ky 31 fescue last fall (1970). The catch was that all that one could expect, but when summer heat and humidity hit us, the Ky 31 suffered and crabgrass and goosegrass came in heavily. The mowers were set at about three-

fourths inch. We are on a good nutrient program. We are going ahead with overweeding again in 1971, adding a little Fylking and Pennstar bluegrass. May we have your comments? (Maryland)

**A**—I would advise setting the mowers higher (1¼ to 1½ inches) until the plants are well rooted. Your fertilizer program is O.K. There is indication that the soil is very compact. Deep thorough aeration is needed. Limestone will help to improve the soil structure.

Heat and humidity will knock out many of the susceptible plants, leaving the resistant ones. Just one year of this overseeding program is not the final answer. Annual overseeding is favored more and more. Addition of elite bluegrasses can be very beneficial. With pre-emergent chemicals, the summer grassy weeds should be less of a problem. Your program seems sound.

**Q**—Looking over one of your old letters, you say to reduce disease and algae to spray two pounds Powder Blue with one-half pound hydrated lime and also, if color fades, pep it up with Powder Blue-hydrated lime, plus a bit of iron sulfate. Then I had read in GOLFDOM where you said to apply hydrated lime late in the evening, leaving it on the grass overnight and then wash it off the grass early the next morning.

My question is: Is it safe to use either of the above combinations—applying it late in the evening and watering it in the morning? (Indiana)

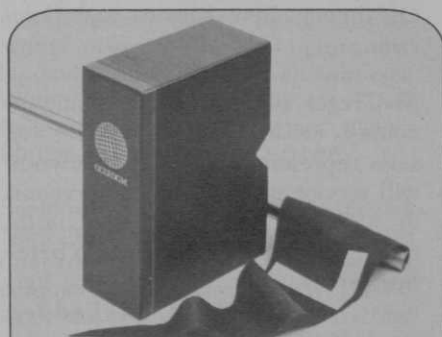
**A**—You will be perfectly safe to apply either Powder Blue-hydrated lime or the three-way combination of Powder Blue-hydrated-iron sulfate in the evening after all play has left the course. Both combinations may lie on the grass overnight to be rinsed off in the morning (actually you rinse the materials in). The chance for a burn is minimal; the opportunity for the materials to do their work is maximal.

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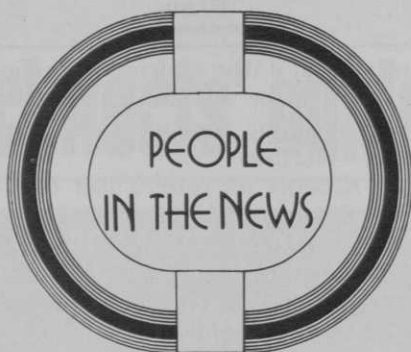
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**A.C. Buehler Jr.** has been elected chairman of the board of Victor Comptometer Corp. of Chicago. He succeeds his father, the late A.C. Buehler. **Alvin F. Bakewell**, vice chairman in charge of international operations and research, has retired. He continues as director, however. **George W. May** assumes Bakewell's responsibilities in addition to his current duties as president and chief operating officer. Victor is the parent company of PGA-Victor, a golf equipment manufacturer. It also manufactures and distributes computers and other business machines, communications systems and recreational products and toys.

Three new district managers have been appointed by Harley Davidson Motor Company, Milwaukee. **George Hollander's** area includes Michigan, Indiana, Illinois and Ontario, Canada. **Merit D. Clements** covers Kentucky, Ohio and western Pennsylvania. **Don Byerly** is responsible for Florida, Georgia, Alabama, Mississippi and Tennessee.

**John G. Laurence Jr.** was named head of the Golf Div. of Aris Gloves, which sells to the pro-only market. Laurence was formerly sales manager of All Star Industries. The Golf Div. will be headquartered at 10 East 38th Street, New York, N.Y. 10016.

**Webb J. Engman** is the marketing manager-Outdoor Power Equipment Div., JI Case Company of Racine, Wis. In this newly-created position Engman will be in charge of sales, distribution, service, repair parts, advertising, promotion and sales and product education for the OPE Div.



**William H. Thompson** succeeds Edward R. Woolley as president of Golfcraft, Inc., a wholly-owned subsidiary of Acushnet Company, New Bedford, Mass., since 1968. In his new position Thompson will be responsible for the design and manufacture of Acushnet's golf club lines, marketed in pro shops under the brand names, Titleist, Finalist, Club Special and Titlette.

**James G. Hogg** has been elected president of the Plymouth Golf Ball Company of Plymouth Meeting, Pa. Plymouth is a subsidiary of the Shakespeare Company of Kalamazoo, Mich.

**William P. Sovey** has been appointed president of the AMF Ben Hogan Company, Fort Worth, Tex. He succeeds Ray Tritten, who was made president of AMF Cuno in Meriden, Conn. Sovey was formerly vice president-international of Spalding in Chicopee, Mass.

**George M. Bard**, Barrington, Ill., was elected president of the Western Golf Assn. at its annual meeting in Golf, Ill., in early December. He succeeds Mark H. Cox, president of Victor Golf Company, who is retiring after his second one-year term.

Cox will become a trustee of the Evans Scholars Foundation, the WGA-sponsored national caddie scholarship program.

Other new officers elected were as follows: vice presidents, Eugene R. Firmine, St. Paul and Melvan M. Jacobs, Northmoor CC; treasurer, Robert G. Bohnen, Hinsdale GC; general counsel, Thomas A. Reynolds Jr., Shoreacres.

**Guy Palso** has joined the sales staff of The General Tire & Rubber Company's Athletics Div. in Jeannette, Pa. He will cover western Pennsylvania, West Virginia and western New York.

**Thomas L. Proctor** has been appointed sales rep, Professional Pest Control, Velsicol Chemical Corp., Chicago. His territory includes Texas, Oklahoma, New Mexico and Colorado.

McGregor Company, Cincinnati, announces the appointment of three golf sales representatives. **Bill Henwood** will service professional golf accounts in Alabama, Mississippi and northern Louisiana; **Thomas Whitelaw** serves upper New York and Vermont, and **Robert McFadden** serves Iowa and Illinois.

**John N. Cullen** joins General Battery Corp., Reading, Pa., as vice president-Industrial Products Group. He is responsible for sales, manufacturing and engineering.

**James L. Joplin** has been named a sales engineer-commercial and turf Products of Jacobsen Mfg. Company of Racine, Wis. His territory covers Arkansas, Kansas, Oklahoma, Missouri and Texas.

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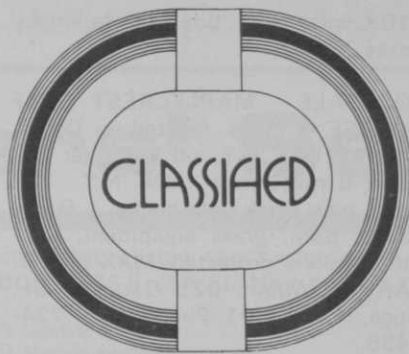
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**CLUB MANAGER** Expert in Food and Beverage Control as well as Administration. Hotel and Motel experience also. Presently employed as Club Manager. Desire to relocate. Will send resume on request. Allison R. Moore, 1479 West Fourth Street, Williamsport, Pennsylvania 17701.

**CLASS A PGA PRO - SUPT - MGR**. 20 years employed, teacher and a promoter of golf. Write Box 113, c/o GOLFDOM.

**SUPERINTENDENT** with 22 years experience wants seasonal golf job in North. No dependent children. Wife can assist. Contact: Carl Winger, P.O. Box 15221, Sarasota, Florida 33579.

**PRO OR PRO-MANAGER** position desired. PGA member, age 30, married. Good teacher, and administrator. Service to members stressed. Excellent references. Write Box 115, c/o GOLFDOM.

**GOLF PROFESSIONAL** Desires Position. Experienced, Attended PGA School. Age 30. Excellent References. Will relocate. Write Box 116, c/o GOLFDOM.

**PRO OR GREENSKEEPER OR COMBINATION**. Thoroughly experienced. Eastern Section preferred. Season or Yearly. Write Box 117, c/o GOLFDOM.

**GENERAL MANAGER AND/OR GOLF PROF.**; Greens Supt.; Club Mgr. Qualified: Academically, Experience and Associates, i.e., Member: PGA; GCSAA. Presently: Gen. Mgr. active resort club. R. Hess, Hemlock Farms, Hawley, Penn.

**PGA GOLF PROFESSIONAL—GENERAL MANAGER**-College graduate, sharp businessman, 31 years old,  
*(Continued on page 100)*

married with daughter. Experienced teacher and promoter of golf. Seeking position of golf professional and/or general manager of established country club. Write Box 118, c/o GOLFDOM.

GOLF PROFESSIONAL desires position. Experienced. Recently completed PGA Business School No. II, single, age 28. Excellent references. Presently employed as Pro-Manager and Greenskeeper at 9 hole country club in Southwest. Will relocate. Write Box 120, c/o GOLFDOM.

CLUB MANAGER AND WIFE TEAM. 25 years experience in all club operations. Best references. Write Box 122, c/o GOLFDOM.

#### USED GOLF CARS FOR SALE

**USED CUSHMAN, HARLEY, WESTINGHOUSE GOLF CARS FOR SALE.** Reconditioned or as is—gas and electric. Complete line of Cushman parts available. **RESORT GOLF CAR RENTALS,** Box 338, Woodridge, N.Y. 12789. (914) 434-4011.

#### BUSINESS OPPORTUNITIES

**GOLF COURSES:** Want to buy a golf course? Want to sell a golf course? Write to us—we specialize in Golf Course transactions. Ask for Golf Consultant. McKay Realty Co., 15553 N. East St., Lansing, Michigan 48906.

**PROS & CLUB OWNERS,** big earnings for you thru the winter months. No selling. This is a good opportunity. Give us some information on yourself and your club. Box 767G, Royal Oak, Mich. 48068.

**FOR SALE:** Architecturally designed, professionally constructed 18 hole golf course with beautiful 9,000 square foot clubhouse in prosperous Oshkosh, Wisconsin. Write Westhaven Golf Club, 821 Witzel Ave., Oshkosh.

#### REAL ESTATE

**9 HOLE PAR 3-WATERED, PAR 28.** Driving range lighted. Dairy bar. On 25 acres valuable land. \$60,000. Terms available. New York State. Write Box 103, c/o GOLFDOM.

**FOR SALE - Beautiful combination 9 hole, Par-3 golf course and Driving Range.** Year round operation, Winter Resort. Southern tip of Texas. Will consider terms. Phone (512) 425-

4103, write Rt. 1, Box 566 Harlingen, Texas 78550.

**FOR SALE - MAPLECREST GOLF COURSE,** 9 holes; located on Cedarville Rd., Ilion, N.Y., off Barringer Rd., about 8 miles from Utica, N.Y.; 142 acres, new Brick Club house, 1 family house, Barn, grass equipment, tractors; Brokers protected. MAX FRIEDLANDER Agent, 325 Genesee St., Utica, N.Y. 13501. Phone (315) 724-3438.

#### MISCELLANEOUS

**MITCO PAYS THE FREIGHT: NEW NYLON, FIRST LINE, FOUR PLY TUBELESS GOLF CART TIRES: 18x9: 50x8—\$12.50; 18x8: 50x8—\$11.50; 800 x 6 TUBE TYPE—\$11.50. SHIPPED PREPAID ANYWHERE IN THE USA—CASH WITH ORDER, OR 25% DEPOSIT, BALANCE C.O.D. CREDIT EXTENDED TO RATED ACCOUNTS. MITCO, BOX 1865, CHATTANOOGA, TENNESSEE 37407. PHONE (615) 624-9955—WRITE FOR WHOLESALE DEAL.**

ANY IDEAS, INVENTIONS, INNOVATIONS that pertain to golf, write us... we sell, manufacture and distribute. Write Box 107, c/o GOLFDOM.

**USED GOLF CAR CLEARING HOUSE.** We have every make and model golf car in stock. If we don't have the golf car you want we will get it. Write or call collect for the golf cars of your choice. As is or reconditioned. Any quantity at the lowest possible prices and we handle the freight. NEDA Northeast Dealers Association, 420 Penn Street, Spring City, Pa. 19475. (215) 935-1111.

**USED GOLF BALLS** for practice range and resale. Lowest prices. Raven Golf, 6148 Thornycroft St., Utica, Mi. 48087. Phone (313) 731-3469.

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Please mark all envelopes containing correspondence or checks for classified ads. ATT: Frank Brennan, Classified Advertising Manager, GOLFDOM. Under no circumstances are we permitted to divulge the names or addresses of those placing blind advertisements.

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**The Plaza,** The Plaza Towers, six-course *prix fixe* dinners, harp music.

#### Italian cuisine

**Nino's,** 1931 Cheshire Bridge Rd., N.E.

**Salvatore's,** 669 Peachtree, N.E.

**Vittorio's,** 2263 Peachtree Rd., N.E.

#### Scandinavian cuisine

**Kafe Kobornhavn,** Regency Hyatt House Hotel. Scandinavian-style sidewalk cafe that never closes.

**The Little Mermaid,** 235 Peachtree, N.E. Danish coffee house.

**Midnight Sun,** 235 Peachtree, N.E. Danish chefs, smorgasbord.

#### Spanish-Mexican

**The Spanish Doors,** 5788 Roswell Rd., N.W. Dancing, entertainment.

**Su Casa Room,** White House Motor Inn.

#### Atlanta sights

**Atlanta Memorial Arts Center.** This \$13 million structure houses the Atlanta Symphony, High Museum of Art, Atlanta School of Art, two legitimate theatres, which perform plays from Shakespeare to children's classics.

**Cyclorama,** Grant Park, Re-creation of the Battle of Atlanta. This three-dimensional painting is 50 feet high, 400 feet in circumference and weighs 18,000 pounds.

**Grant Park Zoo.** Multi-million dollar zoo located next to Cyclorama.

**Georgia's Stone Mountain.** This largest solid mass of exposed granite on earth has figures of Confederate heroes, Jefferson Davis, Robert E. Lee and "Stonewall" Jackson carved out of the granite monolith. This 3,200-acre park also features Georgia wildlife in their natural surroundings and a scenic skylift with Swiss cable cars.

**Six Flags Over Georgia** is an amusement and historical park depicting the six flags which have flown over Georgia—British, French, Spanish, Confederate, Georgia and the United States. Amusement rides include a Flying Jenny, wet log ride, runaway mine car, steam engines and a basket that goes 100 feet in the air. □