

Sarazen Starts Drive for College Golf Courses

By LEONARD F. WILBUR

GENE SARAZEN and Robert T. Jones are in business together to develop more golf in colleges.

The Sarazen is the well known Sarazen of the Westchester and Miami-Biltmore Sarazens but the Robert T. Jones is the Robert Trent Jones of Stanley Thompson and Jones, golf architects and not the Robert Tyre Jones, Jr., of the Atlanta Joneses.

Sarazen and the Thompson-Jones firm have completed a deal with Colgate University to install an 18-hole golf course at the university. Gene is all sweated up over the deal and already has pending negotiations with other universities concerning the construction of golf courses. Colgate has only 949 students but it is figured that with the student play and such additional fee play as may be attracted, the new course will amortize itself a lot quicker than would a football stadium in a much larger school.

That the Sarazen young man, who boasts no degrees from any college or high school, should be the first of the prominent professionals to pounce on the college field as a province for the promotion of golf, is a tip-off that there are a lot of things smart business men don't learn in school. However, Gene is intent on seeing that golf is going to be one of the things the collegians, both boys and girls, do learn, because of the good the game will do them and the good they will do the game.

Big College Market

As GOLFDOM has persistently pointed out, the latest government census figures show that there are about 5,600,000 kids between 16 and 21 going to school in urban communities and the present size of the active golf market is a little less than 2,500,000. Getting these kids sold on golf not only should practically double the golf market in a few years but provide it with some substantial insurance for the future.

After reading this dope in GOLFDOM many in the golf field have nodded O. K.

but haven't gone beyond the "so what" stage with this school market development.

Then along comes the Sarazen lad, on whose brow no square chapeau ever rested and against whose ankles no gown ever swished as he walked with the graduating class at dear old Siwash. But he sees an idea that means money to golf and hopping into his plane he goes to Hamilton, New York, and gets in his promotion licks. These licks are easier to get in these days with CWA and PWA government dough available for golf course construction.

Now as far as the official publicity on the Colgate deal with Sarazen and his teammates Thompson and Jones goes, you can read that:

"The announcement that Gene Sarazen, P. G. A. golf champion and former British and American open title holder, will design his 'ideal golf course' at Colgate University, Hamilton, N. Y., has aroused great interest among Central New York golf enthusiasts. This important news came one morning recently when Sarazen, in a talk before the Colgate student body in Memorial Chapel, announced that he would make the new 18-hole golf course, to be started at Hamilton in the spring, his home course, and that it would be his personal idea in every detail of what an 'ideal course' should be.

"The champion's statement was received with enthusiasm as his visit to the university had been shrouded in mystery until the meeting in the chapel. He conferred with William A. Reid, graduate manager of athletics and mayor of Hamilton, and Stanley Thompson and Robert Trent Jones, golf architects, in inspecting the 147-acre tract where the course is to be built.

"Sarazen revealed that for years he has had hopes of building a course exactly as he wanted it, and that after looking over the Colgate acreage, had reached the conclusion that the land was just the type he wanted for the construction of his model course. Final agreement was reached at

a dinner following a meeting with President George Barton Cutten, architects, prominent Hamilton business men and Mr. Reid.

"In talking to the students and faculty, Sarazen explained that he believed a golf course could be so constructed that it would be of professional calibre fit for the championship players and topnotch amateurs and yet be comparatively easy for the ordinary golfer.

Course Ready in 1935

"He is ready to prove this theory upon his return to Hamilton to supervise the work in the spring. The champion intends to have the course open for play in the summer of 1935.

"Several unique features will be included in the new course. Aside from the fact that the course will be the first one of its kind laid out by Sarazen, every one of the 18 holes will have a twin somewhere in the United States. In other words, Mr. Sarazen will choose his favorite 18 holes from different courses, and include them in the new course.

"Hamilton is about 30 miles from Utica and Syracuse, centrally located in the state. Both Utica and Syracuse have excellent courses but it is certain that the new layout will be in great demand when it is completed. Several big matches will probably be staged there as Sarazen is planning on making the Colgate course his home stand."

The announcement of the new course brings to mind the humble beginnings under which the sport was introduced at Hamilton. In 1910 there were no golf clubs on the campus and a very few brave souls surreptitiously sneaked out into the country to knock the little white pill around as best they might.

In 1914 the Hamilton Golf Club was formed, with Dr. F. M. Jones as chairman. A course was laid out behind the dormitories, and the hazards of this first course consisted of long grass, thorny bushes, stubble and a herd of some thirty cows.

The game has now been on the campus for about twenty years and is at present played on the Seven Oaks Golf Course back of the university. Besides Dr. Jones, the late Dr. M. S. Reid was instrumental in establishing golf at Colgate, and the Pioneer Hole on the present course is dedicated to his memory. Through the efforts of these men, sufficient funds were procured to install the present golfing facilities which students and others enjoy.

Iowa to Have Short Course

March 5 and 6

THE THIRD annual Greenkeepers' Short course will be held by Iowa State College, March 5 and 6. Kenneth Welton of the USGA Green Section will be chief speaker.

An excellent practical program has been arranged by Prof. B. S. Pickett, head of the Dept. of Horticulture and by V. T. Stoutemyer, research assistant.

The tentative program:

Monday, March 5

- 9:30 *Welcome*, Prof. B. S. Pickett, Head, Dept. of Horticulture, Iowa State College.
- 9:45 *Tree Planting and Care*—V. T. Stoutemyer, Dept. of Horticulture, Iowa State College.
- 10:30 *New Developments in Weed Control*—Kenneth Welton, USGA Green Section.
- 12:15 Greenkeepers Luncheon.
- 1:15 *The Value and Use of Soil Organic Matter*—Prof. B. J. Firkins, Soils Dept., Iowa State College.
- 2:15 *Soil Conditioning and Drainage*—Kenneth Welton.
- 3:30 *The Present Status of Fertilizer Usage*—O. J. Noer, Sewerage Commission, Milwaukee, Wis.
- 6:30 Greenkeepers Banquet—Address by I. T. Bode, State Fish and Game Warden, Des Moines, Iowa.

Tuesday, March 6

- 9:30 *Getting Acquainted with Turf Grasses*—V. T. Stoutemyer.
- 10:30 *Greenkeeping Problems of Today*—Kenneth Welton.
- 12:15 Greenkeepers Luncheon
The Care and Maintenance of Mechanical Equipment—Prof. E. G. McKibben, Agricultural Engineering, Iowa State College.
- 1:15 *Turf and Soil Insects*—Dr. C. J. Drake, Head, Dept. of Entomology, Iowa State College.
- 2:15 *Beneficial Birds*—Prof. J. E. Guthrie, Dept. of Zoology, Iowa State College.
- 3:15 *Propagation and Growing of Flowers, Trees and Shrubs*—Prof. E. C. Volz, Dept. of Horticulture, Iowa State College.

A registration fee of \$1.00 will be charged for the course. Interested greenkeepers should write Prof. B. S. Pickett, Dept. of Horticulture, Iowa State College, Ames, Iowa, for full details.