

TABLE OF CONTENTS*Front Cover: Lew Worsham, 1947 National Open Champion.*

Swinging Around Golf	By Herb Graffis	3
Business Background of Championships	By Herb Graffis	23
Industrial Golf to Grow	By John Budd	26
Service Prime Point of Pro Shop Design	By Pat Patten	34
Denver's 6-Year Program		38
What Greenkeeper Has to Know	By Kent Bradley and Melvin B. Lucas	40
Schmutte "Dreams" Ideal Pro Shop	By Leonard B. Schmutte	42
Good Tees Mean "Love at First Sight"	By Ted Booterbaugh	49
Fertilizer and Lime on Bent Greens	By O. J. Noer	52
Spalding Building Two Million Dollar Plant		58
Convenience, Beauty on New Scorecards	By Hazel Braun	64
Machine Maintenance Limitation	By Wm. B. Langford	68

of losing headliners early in the competition is to be a major element in determining the plan of the PGA championship why not simply give the stars a pass through the perilous stage instead of having them play in a tough championship.

The shot-making demonstrations prior to the championships gave the clubs really something to sell to the public that paid to witness practice rounds. That PGA feature is a great addition to the tournament shows.

It could be extended by a tie-up of illustrated lessons in the tournament programs. The program advertising isn't what it used to be when the corporation tax situation favored loose use of the 10 cent dollar.

The Michigan PGA took colored talking motion pictures of star shot-makers at Plum Hollow and before long will announce terms under which prints of the film may be secured.

Clubhouse operation at St. Louis CC and Plum Hollow was remarkably swift and smooth as far as the public was concerned although the managers at both clubs were operating under severe handicaps. The St. Louis clubhouse is large and sprawled out. The Plum Hollow clubhouse is small and not laid out to care for heavy rush patronage. But in both cases the emergency was

met so players, members, guests and the press were served better than could have been imagined in advance by anyone who knew the problems involved.

Whoever thought of getting Johnny Manion on lend-lease from his club to officiate in the lockerroom at St. Louis deserves commendation for an innovation that should be made standard practice at major tournaments. Manion, a tournament veteran himself and widely acquainted with player, official and press personnel, had all the answers.

A tournament seldom is much of a break for the pro of the host club. It too often means that he is practically out of business during the days of the tournament. There have been some exceptions, notably in 1930 during the Jones finale at Merion when the very canny George Sayers sold a record number of the then new sand-wedges. At Plum Hollow Sam Byrd's pro shop did big business in golf shoes, sox and hats with the gallery. The Hagen company had a display of playing equipment and apparel in a tent that also did very well.

The pro shop can be an addition to public service at a National Open and Alex Ayton at St. Louis had made tentative plans for taking care of this feature but the plans did not receive official approval.