Vol. 26 - No. 1

JANUARY, 1952

CONTENTS

THE BUSINESS JOURNAL OF GOLF

Front Cover: The 18th at the Dunes Golf and Beach Club, Myrtle Beach, S. C., is 485 yds. Those long range bombardiers who expect to get home in two better have the second shot straight. The traps guarding the green are about man-deep.

Swinging Around Golf	3
Golf Business Sound but Must Heed Danger Signs	23
Turf Experts Lined Up for GCSA Columbus Convention	25
PGA Meet Serene, Except for Tournament Puzzles	28
Softening Hard Greens A Simple, Safe Way	34
Managers Set Program for Silver Jubilee Convention	37
This Shop Smiles at Shoppers	41
Major Changes in New Rules	44
1952 Tournament Schedule	46
PGA Teaching Clinic Studies How to Improve Methods	48
Mulch Use Pays in Modern Fine Turf Production By Charles W. Parker	51
1952 Turf Conferences	56

SWINGING AROUND GOLF

(Continued from page 71)

were right and the press was wrong . . . The effort was handicapped by the absence of Hogan, the PGA Man of the Year; and Snead, PGA champion, from the PGA President's dinner and an embarrassing neglect of seating arrangements for sportswriting guests . . . On the bright side of public relations was the PGA's award of a plaque to Oakmont for being host to the 1951 PGA championship . . . The award was received by Dave McKay to be presented to the club.

A slight application of Gene Sarazen's policy would avoid most of the unfortunate and sometimes quite unfair public relations jams involving tournament pros and the PGA ... Gene was a great guy for writing "thank you" letters and postcards . . . Even when he didn't take away a piece of prize money (which was seldom) he'd drop a few lines to club officials and lie like a gentleman, saying he had enjoyed the club . . . There used to be a lot of Gene's letters and cards posted on bulletin boards at clubs ... GOLFDOM has frequently suggested to PGA it could play par on the etiquette course by being as prompt as the USGA and Western GA in thanking clubs and tournament sponsoring organizations for valuable services rendered free . . . Check for approximately \$25,000 (record payment

for Ryder Cup matches) that PGA got from Pinehurst after Ryder Cup matches by any code of good manners and good business would get immediate official "thank you."

Pros at small clubs near where large industrial outfits have company stores say pros get short-counted with company stores selling "wholesale" . . . The companies give strong protection to retail prices and company employees don't sell their services "wholesale." . . . Charles R. Bangs, formerly mgr., Northmoor CC (Chicago dist.) now managing beautiful Villa Bonita, Bonita Springs, Fla. . . Bruce Johnson Realty Co., naming streets in residential site adjoining Lakeview CC, Soap Lake, Wash., after famous American courses.

British Ryder Cuppers said their wristier style is result of having to get their smaller ball up from close lies . . . They explained their jab style of putting as required by their fast and slippery greens . . . Lloyd Mangrum won 1951 top purse total with \$26,088.83 and Vardon trophy with 70.05 stroke average for 104 tournament rounds ... First time for 37-year-old Lloyd as winner in both these yearly departments . . . Mangrum's total as top money winner lowest leader total since 1942 when war curtailed schedule . . . PGA 1952 winter schedule lists 14 events and \$147,000 prize money, starting with LA Open, Jan. 4-7 and finishing at Greensboro, N. C., April 11-14.