

## CONTENTS

**Front**

**Cover**

J. C. Fondren, professional at Colonial CC, Memphis, Tenn., teaches Bonnie Carol Pipkin the art of swinging during free clinic and play program sponsored by Memphis Park Commission and the morning newspaper. Popularity of program is attested to by fact Bonnie Carol came all the way from Forrest City, Ark., to take part in the clinic.

Swinging Around Golf.....	<i>By Herb Graffis</i>	3
City Course Operated As Valuable Public Utility.....	<i>By Russ Iverson</i>	47
Golf Teaching Film Classic Produced by PGA and Life.....		53
Women's Dept.; Feature at Ft. Wayne Pro Shop.....		58
How Merion Prepares for Big Championships.....	<i>By Joseph Valentine</i>	60
Proper Fitting of Clubs Is Basis of Pro Marketing.....	<i>By Jack Isaacs</i>	66
Special Care Helps Success of Bent Greens in South.....	<i>By O. J. Noer</i>	72
How to Make Money in Shop Shoe Section.....	<i>By C. L. Wilcox</i>	78
Responsibility, Respect, Rights; Supts.' 3 R's.....	<i>By James A. Reid</i>	82
Why Managers Lose Jobs Is Told by Pro.....		86
Memphis Pros Have 500 Kids in Summer Program.....	<i>By Emmett Maum</i>	91
Tees That Please Player.....	<i>By Andrew Bertoni</i>	97
Flood-washed Topsoil Saves \$7,000, Speeds Job.....	<i>By Verne Wickham</i>	100
Course Should Be Cared For As Physician Regards Patient.....	<i>By Charles Pitz</i>	104
1954 Tournament Schedule.....		106
Course Supts. Advised on Turf Problems in "Cool" Zone.....		109

### SWINGING AROUND GOLF

(Continued from page 141)

Irvine Coast CC on Coast highway above Newport Bay opened Feb. 15 . . . Magnificent views and grand course designed by the late Billy Bell and his son Wm. P. (Bud.) . . . Bud completed the construction . . . Course measures 6,164 yds.; par 71 . . . On 160 acres of 96,000 acre Irvine ranch . . . Art Roux is pro . . . George Sutherland is supt. . . . Wayne H. Murdock, gen. mgr.

Howard Watson of Guelph, Ont. and Norman H. Woods, 7476 Victoria dr., Vancouver 16, Can., elected to membership in American Society of Golf Course Architects . . . Society at its annual meeting established a minimum fee of \$100 a day plus expenses for consultation in the field . . . 9-hole 1,765 yd. course with 8 par 3s and a 350 yd. par 4 hole to be built in infield of Golden Gate Fields race track (SF dist.).

Draw two . . . Carling Brewing Co. \$25,-000 Open to be played at Manakiki CC,

Cleveland, July 15-18 and \$15,000 Eastern Invitation Open, sponsored by National Brewing Co. set for Mount Pleasant GC, Baltimore, Md., May 20-23.

Wilbur Clark to give \$35,000 to Damon Runyon Cancer Fund and \$35,000 to pros eligible for Tournament of Champions at Clark's Desert Inn course, Las Vegas, Nev., April 22-25 . . . \$6,000 Celebrities pro-am to be held at Desert Inn April 21 as warm-up for the big show . . . Firestone GC, Akron, O. to be scene of \$15,000 Open Sept. 1-5, sponsored by Akron Jaycees . . . Lloyd Mangrum featured speaker at Albuquerque, N. M. dinner which sold \$4,200 "hospitality" bonds to finance 9th annual international Jaycee junior tournament at University of New Mexico course, Aug. 16-21 . . . Don Neer, Jaycee sports and recreation director and one of ablest young men in sports promotion, pointed out at the dinner that Al Mengert, Gene Littler and Bud Holscher, three former Jaycee international junior winners, now are rising stars of pro tournament circuit.