

Veterans' Aid Keeps Golf Busy

GOLF COURSES at military hospitals have proved in the eyes of the soldiers and sailors, military medical authorities, the public, and newspapers, by far the most important wartime activity of golf. The courses and putting greens are highly popular with the wounded servicemen. Pros and greenkeepers have been diligent in providing these facilities.

A pioneer in this work is Judge Earl F. Tilley of Chicago, widely known to pros and amateurs for his productive devotion to the game's development. The Judge early in 1942 recalled that there had been a fine practice green at the Chicago Beach hotel before it was converted into the Gardner General hospital. He personally purchased the necessary bent sod, and with the help of Chuck Tanis, pro at Olympia Fields CC, and a veteran of World War I, and aided by some local greenkeepers, the green was restored. More than 100 putters and 400 golf balls were collected in the Chicago district for use by the military hospital patients as a result of the Judge's one man drive. The work was highly commended by Army brass.

Almost every week sees further action by amateurs and pros in extending golf facilities at military hospitals.

Among late news in this field is word from Seneca Falls, N. Y., where the Central NY PGA, headed by George McLean is sponsoring a fund-raising drive, with amateurs, for construction of a \$20,000 course at the Rhodes General Hospital at Utica. Eddie Kuhn, chairman of the Central NY rehabilitation committee; Bill Mitchell, Emmett Kelly and Milt Theobald, together with prominent central New York men and women amateurs, are prime movers in the drive.

The PGA role in the national campaign was proposed and pushed by Leo Diegel and other Philadelphia district pros and greenkeepers who collaborated in a model job for the Valley Forge General hospital.

In Texas Larry Nabholtz and Lt. Ben Hogan, who got a 10 day leave from the

Fort Worth Army air field for this job, have worked out the plans for the Ashburn General hospital course at McKinney. The Open at Dallas last fall raised \$24,000 which will be spent in building a watered 9-hole 3400 yard, par 35 course; a 30-hole putting green, a 25-tee driving range and a golf shop.

As the Ashburn course is for use of convalescing personnel there will be no steep banks to tees or greens and the traps will be flat. The putting course and driving range will be lighted for night play.

But this business of financing and building the courses isn't the entire job. The pros are giving instruction and exhibitions at the hospital courses. There hasn't been much said about this, and that is very much to the credit of the pros who realize that any inconvenience or expense to which they are put in presenting these shows is not to be compared with the payment the wounded veterans have made.

Gene Kessler in his widely-read sports column in the Chicago Times tells about this lesser known part of the pro entertainment of wounded veterans. Said Kessler:

"We spent several days with a troupe of professional athletes who are going all-out to entertain wounded war veterans in government hospitals throughout the country. They are the traveling golfers, and since golf has been found by physicians to have a therapeutic value especially adapted to most veteran's cases, these swing men of the tee league are accentuating the positive.

"At Miami Biltmore hospital, for instance, thousands of wounded veterans cheered when Craig Wood slammed the pill 296 yards to win a driving contest from Sammy Snead, By Nelson and Sammy Byrd. They forgot their pains when Nelson gave a demonstration of various shots, how to approach in the wind, etc., and when Tony Penna illustrated the pitch shot from the edge of the green of their hospital course. They

cheered again when Jug McSpaden, while giving them a lesson in putting, sank a 35-footer, similar to the one he dropped on the 18th green at Edgewater a year ago to tie Lt. Ben Hogan in the Victory Open.

"As soon as the pros had finished their show, these crippled heroes were out with clubs—clubs contributed by players throughout the country—practicing what they had seen. Boys in wheel chairs were trying to putt, leaning from their seat to manipulate the stick. Others with crutches began swinging clubs.

"And the pros—men whose names fill sports headlines—stayed to give them

private lessons; lessons which cost members of swanky clubs plenty.

"That was the fifty-first hospital these pro golfers had visited this year. The very next day, a group journeyed to Key West to put on a similar show for wounded sailors in the naval hospital at that tropical base. While participating in the four-ball tourney at Miami Springs, these pro athletes visited five hospitals in the specific area.

"On their way north to Charlotte, N. C., they stopped at the big hospital in Augusta, Ga. When they reach Chicago the last week in June for the National Victory Open, they will then visit Illinois hospitals.

WHY POSTWAR GOLF BOOM IS CERTAIN

By GEORGE McLEAN

THAT golfing will have increased popularity and growth after the war seems self-evident. If we examine the pattern following the World War I, it seems to us there are certain factors that will implement this enlarged number of players, in addition to the anticipated increase expected from our returned soldiers.

War causes large migrations of population from country to city. There isn't a manufacturing center of any consequence in these United States that hasn't shown some increase in population. In many cities, there is an acute shortage of homes. Perhaps the best evidence that many of these people are expected to remain in urban centers is the billion dollar nationwide housing project announced recently.

Urban society will assimilate this new increment. We would not contemplate that any considerable part of these new city dwellers will turn to golf for recreation, but we do believe that some of those who like the better things of life, will ultimately take up the game. They will be influenced by the enthusiasm of their golfing neighbors.

We all know any number of potential golf enthusiasts who have had the desire to play but whose financial situation precluded this form of recreation. The stabilization of wages in the last decade and the increased earning power of the individual will tend, we believe, to bring this latent ambition into fruition.

And after the war we may be certain of a great increase in automobile transportation, which of course, will be a factor in the expansion of golf. Furthermore, the strain of day and night work in wartime and the constant burden of wartime worries, will naturally call for a

compensating relief and rebuilding when the time is right. That, too, is going to assure a vast and natural increase in golf.

That the period following the war will be years of general prosperity seems assured. The whole world is in such dire need of manufactured goods, medicine, food, housing, etc., that one doesn't need be a student of economy to vision an era of abundance ahead.

How much the professional golfers will cash in on this impending prosperity is pretty much up to the individual. If we have established the point that golf may anticipate many new converts, it is equally evident these embryo golfers will require equipment and apparel. Moreover, a substantial portion of present-day golfers will need to renew some of their equipment and attire.

That the efficiently conducted professionals' shop is a natural, as first source of supply for golf equipment, is not debatable. Sober thought, however, forces the conclusion that not all shops have earned this consideration. If the following observations, while provocative, may result in some improvement of conditions, we feel the profession as well as the individual will have benefited.

Every professional has visited, at one time or another, shops of brother pros that were in a wild state of confusion. The merchandise they had on hand was thrown about, oftentimes dirty, and frequently the assistant was indifferent and uninformed. No one will argue a basic feature of pro golf merchandising is to display the merchandise attractively and keep it clean.

Secondly: The assistant in the shop should have some knowledge of the article he is selling other than price if he is to

The **SECOND** Order Counts

or
The Story of the
Adventurous Club Member



Lord Calvert's April advertisement, "Men of Discernment," reaches 7,185,385 readers through *Life*, *Esquire*, *Fortune*, *Cue*, *Gourmet*, *Newsweek*, *New Yorker*, *Promenade*, *Time*, *U. S. News*.

"Never tasted it," says the adventurous club member, "but let me try Lord Calvert. In the advertising it looks good." You serve...he smacks his lips... and says, "I'll take another Lord Calvert, please."

A story that illustrates the point we have been making. Behind the *steadily increasing consumer demand* for Lord Calvert lies a great combination—a superlative product, and unusually persuasive advertising.

Advertising may sell the first drink, but only the quality of Lord Calvert sells the second. That Lord Calvert has made so many discriminating people change from their former favorite brand is why golf clubs, bars and restaurants are *featuring*

and *pouring* Lord Calvert, because...

1. Lord Calvert's prestige is in keeping with their own quality standards and reputations.
2. Lord Calvert pays an extra profit on every drink.
3. Lord Calvert is destined to be America's leading whiskey... for those who can afford the finest.

LORD CALVERT

For those who want to SELL the Finest



Blended whiskey, 86.8 proof, 65% grain neutral spirits. Calvert Distillers Corp., N.Y.C.

do an effective selling job. We all expect salesmen in a haberdashery shop to be informed and there is no sound reason why an assistant cannot be equally qualified. One of the basic rules in selling is "know your product."

Third: Price the merchandise fairly. It quite naturally follows that different clubs have a demand for different qualities and lines of merchandise, but whatever the line and quality, if the price is not maintained by the manufacturer, we've found we've got to hold to a very modest profit to build good-will and speed up turnover. It creates confidence on the part of the club member and makes him a booster

and salesman for the shop. Nothing is more important in our opinion than the good-will and respect of our members.

Many of us believe the sales policies of some of our important suppliers are something less than perfect. By the same token, we professionals can do a better merchandising job than we have done in the past and it is up to us to make the most of the opportunity that seems to lie ahead.

If we, as a group, more nearly conform with the modern concept of distribution, we'll get closer cooperation from the manufacturers. As businessmen they cannot afford to ignore our influence on this important market.

Outlines a Season Program for Maintenance

By H. L. LANTZ

Iowa Agricultural Experiment Station

★ THE LABOR PROBLEM has taught greenkeepers to cut corners wherever possible. On the greens and fairways, regular mowings are of course an essential part of the program. Many greenkeepers, probably most of them, have mowed greens three times per week instead of every day.

Greens maintenance cannot be neglected beyond a certain point. A minimum program for the maintenance of good greens is: 1. Fertilize.—2. Top dress.—3. Control insects and disease—and 4. Water systematically all parts of the green.

1. Commercial specialty fertilizers are several in number and should be applied as recommended by the manufacturer. A program followed by many greenkeepers is this:

a. April—Milorganite, 20 to 25 lbs. plus 0-12-12, 20 to 25 lbs. per 1000 square feet. Mix the two and apply at one operation.

b. Early June—Milorganite, 10 to 20 lbs. per 1000 square feet. Repeat at intervals of 3 to 4 weeks at the rate of 10 lbs. per 1000 square feet.

c. September—same as No. 1.

There are several commercial mixed specialty fertilizers on the market which run about 4-12-4, or 5-12-5. If these are used follow directions of manufacturer.

Bent grass greens cannot be maintained on most soils without enough fertilizer to supply the needs of the grass. Where plant food materials, nitrogen, phosphorous and potassium are not properly applied or if none is applied the grass gradually or sometimes quickly "thins" out. Bare spots develop and then weeds take cover.

2. Three to six or more applications

of topdressing under Iowa conditions appear to be very essential. Topdressing does more to keep the green in good physical condition than any other one thing. If fertilizers are not available, topdressing is all the more essential because the bent grass can and does utilize the fertility carried by the topdressing.

3. Disease Control. Mercury fungicides are available this year. Follow instructions of manufacturer. Apply fungicides as a preventive measure. We don't cure plant diseases; we take measures to prevent their development. Once brownpatch and dollar spot become well established, control is doubly difficult. These diseases are much more easily controlled on properly fertilized, strong turf greens than on impoverished greens. Disease control is a No. 1 problem every year in Iowa.

4. Watering. Uniform applications of water to all parts of the green and over the apron is essential. Early morning watering helps control disease and does not interfere with the work or the players later in the day.

The above remarks are suggestive. Arrange a program before the season opens. If your previous fertilizer, disease control and watering program produced satisfactory results, then go ahead, but if the greens under your care were a disappointment, change your program and where possible correct the errors of the past season. An adequate fertilizer program, the right disease control program, wise watering and topdressing will produce good greens.

Impoverished and poor greens can be rejuvenated successfully in a single season by a wise use of fertilizers, disease control and liberal topdressings.

★ Rush in all balls you can get for reconditioning. The critical labor situation is another reason why you can't ease up in ball collecting.



Where are they now?



REMEMBER that freckle-faced, redheaded caddie you said would drive you nutty if he didn't watch your ball instead of the plump robins singing in the trees?

He's at Iwo. He fell shooting before the Stars and Stripes were raised.

Remember that fat little kid who giggled when you were about to make a putt for 50 cents?

He's beneath a weathering white cross near St. Lo.

Remember that youngster who left your putter on a tee bench and you never got it back?

He's somewhere deep in the Pacific in a submarine the Navy department says "now must be considered lost."

Remember that buck-toothed, blond kid who had the hiccups the time you were playing for the Class C championship at the club?

His plane went down, flammng over Germany.

Remember those kids—the merry, lively, young kids whose only faults were being kids. Remember them and honor them, and pay them your tribute in the treatment you give to those who are following them as caddies.

Remember—our caddies kept on carrying the load for you, and for us.

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About Caddie Problems

THE caddie situation this year is receiving more attention than ever before. One of the main features of the caddie plans this year is closer cooperation with school authorities. Charles Mayo, now pro at Hackensack (N. J.) CC, relates that last year when he was at Cherry Valley the club had an unusually good situation in having its caddie chairman the local superintendent of schools.

Al Lesperance, pro at Shaker Heights CC (Cleveland district) tells how that club has been minimizing its caddie problem. Says Lesperance:

The Caddie committee at Shaker Heights CC is composed of three members who have been for the past eight or nine years on this same committee. They are very much interested in the welfare of the boys.

Eight years ago they hired a man whose previous training and experience was in handling boys.

The above two items are in my judgment the important factors in the successful operation of any caddie department.

We have two grades of caddies. Beginners are paid \$1.25 per round of 18 holes, and the Class A boys are paid \$1.50 per round.

The boys have a nice clean playground. They have table tennis tables, paddles and nets furnished by the club. The balls are sold to the boys at cost. There is a space for softball. A set of boxing gloves also is furnished with all boxing matches held while the caddie master can be on hand.

The club furnishes a clean room in the caddie house where the boys can read, eat their lunch, or rest. A music box and games are provided for them, and there is talk of installing shower baths. The boys have a club with their own officers, and they are starting an orchestra.

The caddie master keeps daily records of attendance and deportment, and the grades turned in by the members on the boys' work. At the end of the season at the annual dinner, prizes are given the boys having the best grades. The top prizes for the past two seasons have been a set of eight irons, a set of four wood clubs, two bicycles, sweaters, leather jackets, shirts and many other items.

At the beginning of the season each boy is given a light weight shirt with a monogram of the club on the front. In the fall, each boy is given a heavy sweat shirt. Rubber capes to protect the boys from rain are kept at the caddie house.

Funds to pay for all of the above are

donated by the club members, through the efforts of the three committee members.

The boys are allowed to play golf on Monday mornings during school vacation.

PGA manuals are used by the caddie master to help train the boys. He also has taken a number of motion pictures on the way we wish the caddies to work.

During the past two seasons we have not had all the boys we could have used, but there were very few times when the members have had to carry their own bags.

Probably the most successful caddie-master in the country is the veteran Tom O'Hara of the Denver (Colo.) CC. Tom has codified his chief operating policies, which are:

"Caddie's name, age and address should be registered in a book.

"Each caddie should be numbered and placed in the class they belong, according to their experience as a caddie. First class from No. 1 to 100, second class No. 101, etc.

"First-class caddies are paid more than second-class caddies according to the rates prescribed by the club.

"Caddies disobeying rules are laid off for one week to one month, according to which rule they disobeyed, and placed in second class; for third offense discharged.

"Caddies are placed in class according to reports from members and as caddie master judges the improvement of the caddies.

"Caddies should be taken out on golf course once a week and instructed by caddie master what to do and where to stand.

"Caddies should be taught politeness and manners by the caddie master.

"The instructions to caddies should be read and explained to all caddies every morning.

"Caddies should be told to address members by 'Mr.', 'Mrs.' and 'Miss' and should answer 'Yes, Sir,' and 'Yes, Ma'm,' which will help the game and the boy.

"If a caddie takes a ball or golf club he should not be discharged, he should be told where he is wrong and given a chance to do right. I have had a number of boys do wrong and turned them on the right way in my experience of boys in my 50 years as a caddie master.

"Caddie masters should cooperate with school authorities by not employing school boys during school hours; and school authorities should cooperate with caddie masters by excusing caddies for special occasions."



Remember
When?



No, these pictures in the display room of a pro friend of ours weren't made yesterday — in fact they date back to 1940. But coming events cast their shadows before them — and we feel at H & B that it won't be too long before Louisville Power-Bilts will again be leading the golf club parade. Of course the fine new post war Power-Bilts can't be made for you *now* but we're ready with models that will go into production as quickly as restrictions are lifted.



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Ninth green at Tilden Park. Background shows portions of first nine. Tenth tee at right.

Looking Ahead Pays Oakland Municipal Golf

By RAY HAYWOOD



DICK WALPOLE,
Regional Park Mgr.

TILDEN PARK golf course, brightest jewel in the 22-miles long Regional Park system set in the hills behind the Metropolitan Oakland (Cal.) area, offers proof today that long range planning of a recreational project pays off in profits.

Because of this planning not only has the course become self-sustaining, it is paying for a \$150,000 water supply dam constructed two years after the course was opened in 1936.

Located in Wildcat Canyon, a wooded hollow protected from wind and San Francisco Bay fogs by the barrier of the Berkeley hills, the course is only a ten-minute drive from downtown Berkeley and parts of Oakland.

This site was selected by Architects Billie Bell and Dick Walpole because it offered a location near the greatest density of population and at the same time provided outstanding climatic conditions. Many times during the Summer a golfer will cross the summit with his windshield wipers clearing fog to find that down in the canyon the weather is clear and warm.

Walpole remained with the Regional Park system after construction was completed and has been promoted from course manager to superintendent of the entire organization.

Due to his vision and experience, the million acre-foot capacity dam now is a revenue producer in its own right. Black bass planted in the cold water flourished to the delight of fishermen most of whom rent boats for their angling. A concessionaire operates row boats and canoes, while a specially prepared section with floats, diving boards and a safety-roped area has become one of the most popular swimming holes in the district.

This dam, known as Lake Anza, is adjacent to picnic grounds, softball fields and even a cricket field. The Brazilian building at the Treasure Island Exposition was moved to a nearby ridge following the Fair and now provides a headquarters for many social organizations.

This "whole family" plan has worked advantageously for the golf course. Family men, who ordinarily would be unable to combine a round with a family outing can have both at Tilden.

Tilden's watering system is admittedly the finest in Northern California—and equal to any in the world, Walpole believes. Through Lake Anza, which holds approximately a two-year supply, the park eliminates the purchase of water, a former annual bill of \$10,000. The lake is

fed by Wildcat creek, a small stream which also serves as a water hazard on five holes.

A 6400 gallon-a-minute pump lifts the water from Lake Anza to a 350,000 gallon reservoir 900 feet above on the famous Grizzly Peak. This height insures adequate pressure by gravitation to all the 800 automatic bronze pop-up sprinkler heads set in the fairways. One man can water the course by the turn of a valve. The high initial cost of this installation has more than been met by the saving in labor-hours, Walpole says.

The course, built in 18 months for \$500,000, was financed by city taxes in Berkeley, Oakland, Piedmont, Alameda, Albany, San Leandro and Emeryville. Due to the central location, residents of all these cities use the course and other recreational units.

As a foundation for security, Walpole organized a 200-member club as soon as the course was opened. This organization has been closed for the past two years and has a long waiting list. The group has a full calendar of social and competitive events.

In connection with its regular activities, Tilden offers recreational facilities for several military establishments, including an Army rehabilitation center located in the Park. Service men play free, with clubs and balls obtained through a concerted drive by members and the Oakland Tribune.

The course has an average monthly play of 4000 fees. Single highest day—a Sunday—was 450. The greens fee is 75 cents week days and \$1 week ends and holidays. Monthly cards (30-day play) cost \$5 while monthly cards for week days only are \$3. Earl Nagel, veteran of Bay area golf, is Tilden's professional.

Par for the 6364-yard layout is 71-36-35. Dual tees are provided to care for tournament as well as regular play.

Five dogleg holes were designed by taking advantage of the canyon and creek contours. On most holes a premium is placed upon accuracy as the creek and heavy grooves of eucalyptus trees penalize the golfer whose shots stray.

Although there are only 12 traps on the course, they are located so as to worry the better golfer who gambles rather than the ordinary player who is content to play them safe. Practically every type of hole is represented in the 18. The varieties include water carries, elevated tees, elevated greens, sidehill, uphill, downhill lies and straight flat holes.

The all-inclusive design was made possible by the fact that the course occupies the sides and floor of a small valley through which the stream wanders. Much of the course was cut through a solid grove of eucalyptus trees which had been planted in the hollow many years ago by a corporation for the sale of lumber. When this venture—a stock sale deal—proved unfeasible, the property was used by a utilities company as a water shed until made part of the park system.

Tilden's greens are planted in Cocos' bent, a type which proved especially adaptable to the San Francisco Bay climate. Fairways are in a mixture of blue grass, red top and seaside bent.

The golf course portion of the park is named for Major Charles Lee Tilden. He pioneered the establishment of the entire regional park idea and did much of the education work which convinced the public that such a park was worthy of support through taxation.

IMPORTANT NOTICE TO GOLFDOM READERS

On Page 29

One of many picnic areas—Brizilian building in background.

