

# Looking Ahead to Postwar Course Maintenance

By HERB GRAFFIS

**W**HETHER OR NOT the expected tremendous influx of new players booms golf after the war it's certain there is going to be a buying and construction boom for the game's present players.

Maintenance machinery buying is the No. 1 item in the plans. In numerous instances now, clubs are borrowing equipment from their neighbors. Club members don't realize that but the greenkeepers' fraternity certainly does. The greenkeepers have professional application of the Three Musketeers' policy of, "All for One, and One for All," that is a highly valuable asset to golf. It has meant real cash during wartime especially and has accounted for preservation of a wartime maintenance standard far better than anticipated in 1942.

Notwithstanding inability to make course maintenance machinery during the war there have been some marked advances in postwar course equipment design and construction assured by the wartime work of equipment manufacturers. They've done considerable work on airport maintenance machinery and on other equipment. In this work the urgent necessity of making drastic changes for fast and rugged service, the government's financing and engineering aid, and other factors have accounted for advances that will be reflected in postwar equipment.

Although there has been talk of some radical departures in equipment design, such as power applied directly from the motor to the cutting units, rather than by traction, the authorities declare that design after the war will be fundamentally along the lines of prewar models. And certainly in view of the severe tests the prewar equipment has passed in serv-

ing longer than its expected life, the buyer will get value in this equipment. The revolutionary designs, if, as and when introduced, will need some years of field testing under actual working conditions before their acceptability is demonstrated. The situation in course maintenance equipment is about the same as it is in the automobile and printing press field. Considerable change is looked for, but not expected, as a general thing during the first few years after V-J Day.

One place where soundly operated clubs expect to make postwar investments is in modern and adequately equipped equipment barns and sheds. Wartime experience with machinery maintenance and repair problems has impressed on club officials that they should have listened and acted favorably on greenkeepers' repeated pleas for more equipment in the barns.

One of the things about a good shop in the equipment barn that has paid off richly is the opportunity provided for constructing ingenious practical equipment. I have discussed with superintendents and green-chairmen items of home-made leaf-raking, trap-raking, and greens aerating equipment that have effected labor savings which each season have accounted for several years' interest charges on the investment in the barn and its machinery.

It has occurred to quite a few that the equipment barn itself instead of being a plain shed set in the neighborhood of attractive club buildings, could be made to fit into the architectural scheme of the whole layout, and without much additional cost. Too late club officials, in numerous instances, have been reminded of the wisdom of automatic fire protection in the equipment barn.

Although I know of no case in which

it has been done, I have heard several club officials say that they have considered a postwar equipment barn which will have a winter-sports clubroom under the same roof. Their idea is that some work of repairing equipment, course or clubhouse furniture, or some other job usually is going on in the equipment barn all through the winter. Consequently, the heating and watchman requirements might as well be centered in the barn rather than opening the whole clubhouse for the use mainly of members' youngsters.

Skeet and trapshooting during the winter probably will come back strong after the war. Skating and hockey have been picking up favor steadily, with the growing popularity of figure skating and professional and amateur hockey. So the possibilities of a large, pleasantly appointed room with buffet meals, and toilet facilities, as an extension of a modern and good-looking equipment and supply warehouse and shop, may be a winter sport operating answer at some clubs.

Businessmen on war work have become more keenly conscious than ever before of opportunities of revising methods. They have been applying this policy to their golf clubs. The head of a large war plant told me recently that golf clubs had thoughtlessly neglected their bottlenecks—their short holes.

"At the short hole tees," he said, "there seldom are enough benches for the players who collect at the bottlenecks. And it is surprising how many short tees are without shade. The lack of relaxing facilities makes the player uncomfortable. Instead of getting keen enjoyment out of the hole that he would stand a chance of playing in par, he gets impatient and embarrassed by having other impatient players watching him. So he hurries along and messes up the hole.

"What would help at short hole tees, is a small area of putting green turf with a cup or two sunk in it, so waiting players could practice putting. Just enough green strip so fellows could have their interest engaged, and not too much to add heavily to the maintenance problem."

Maybe there's something to the idea.

After the war there's going to be a restoration of the rough which has been cut at most courses during wartime to reduce losing balls. Some greenkeepers believe that wartime cutting of rough has diminished the fairway weed problem considerably. But what the average club member is going to say about having to hack his way out of tall grass again is anybody's guess.

Already there are indications that the wartime rules of giving a ball a preferred lie on the fairway have lost their charm. The average wartime golfer has lost the knack of hitting down into the ball and has acquired a scooping sort of a swing. Each shot must be almost like it's teed up or the man with an 18 or higher handicap doesn't know how to make it. Consequently golf has become a different game than it was when the ball was played as it came to rest. That wartime rule probably had more of an effect on the average player's game than a long ball would have under normal playing conditions. Some district associations have begun to campaign for the abandonment of the wartime preferred lie rule. It won't be easy to break players of the habit.

But the return to normal playing regulations is going to again cause greenkeepers concern about length of fairway cutting for play, as well as for turf maintenance.

There's no data available yet on any

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## FAIRWAY AMMUNITION FOR NAVY AND MARINE VETS



Hospitalized vets stationed at Great Lakes Naval Station are going for golf in a big way, aided by the Ill. PGA's lively program of furnishing instruction and equipment. Photo shows, left to right: Seaman 2nd Class Lloyd Frahn, wounded in the Philippines; Alec Pirie, Onwentsia; Alex Cunningham, Ill. PGA president; Eddie Bush, Oak Park; Byron Hareke, Twin Orchard; Commodore Robert R. M. Emmet; Capt. D. J. Wharton; Marine Sgt. Donald North, wounded at Iwo Jima; John Revolta, Evanston; Jack Hutchison, Glen View; Harry Adams, St. Charles, Chairman Ill. PGA Rehabilitation Committee, and Jimmy Hines, Chicago, Cunningham, representing the Ill. PGA, and The Tribune golf school is unloading the ammunition. *(Chicago Tribune Photo)*

# 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.

# Revive New England Club By Making It Social Center

By EDDIE BAGGETT

**M**ONOOSNOCK CC HAS DISCOVERED that a country club is more than just a fancy name for a golf course.

Leominster, Mass., where Monoosnock is located, is a typical small New England industrial city of about 23,000 population. The city grew up around celluloid products. In the last decade it has converted to plastics and its postwar future looks good. Monoosnock was built in the lush '20's by a group of affluent citizens as a private plaything.

A compact little nine-hole golf course was built in a beautiful setting a few miles from the business center. A large summer clubhouse was built and another building containing the locker-room, showers, and golf shop was erected nearby. There were also the usual implement sheds for mowers and other equipment. A pair of tennis courts were tossed in as an added attraction.

The club got rolling and did pretty well during the boom years. A tip of \$10 to a good caddie was not unusual in those days. But soon afterward the depression hit and Monoosnock, like so many other small concerns, hit the skids. The club staggered along somehow, but memberships dropped to record lows. Things improved somewhat during the middle 30's but not enough to pull the club into the black.

But as the turn of the decade neared someone had a bright idea. "Business as usual" had always been the slogan. A little group of rebels reared up and shouted, "The devil with that!" A quick survey showed that the club had among other facilities during its worst financial years the services of a professional, though there were less than a dozen members interested in golf lessons. The condition wasn't good for a pro or for the club that was barely surviving.

All expenses were slashed to a minimum. The club found it would have to get along without a pro. That and other enforced economies allowed some long-needed improvements to the course, such as a new drainage system and weeding of the greens. The condition of the course

improved noticeably. So did membership.

Someone else had a bright idea. For years a small group of tennis players had silently used the courts. The golfing fraternity had come to regard the racket-wielders much as sheepherders are by cattlemen. But the leaders of the progressive elements which had taken the reins decided something should be done about the situation. Money was actually spent to modernize the courts. Efforts were made to popularize the tennis sideline. County championships were staged at the club. A team—and a good one—was raised to represent Monoosnock. Older members volunteered to instruct tyros. The tennis membership almost doubled overnight and Monoosnock had scored another gain. Last fall a girl's high school team adopted the courts as its official "home." The game is still gaining friends, especially among the younger set.

But the greatest innovation was yet to come. Club officials looked at the clubhouse, a great roomy structure with a large but empty kitchen. The clubhouse had been designed for summer activities exclusively. It was not walled inside, had no ceiling, and was heated in cool weather only by two huge stone fireplaces.

For over twenty years the whole neighborhood had been trekking to the club each winter to use the rolling slopes of the golf course for skiing and tobogganing while the clubhouse, boarded-up for the winter, slumbered calmly and quietly.

The new spirit of the club demanded something be done. Promptly the board of directors arrived at the conclusion that there was no reason why a country club should operate only three-quarters of the year. They decided that the club would sponsor a winter sports program, too.

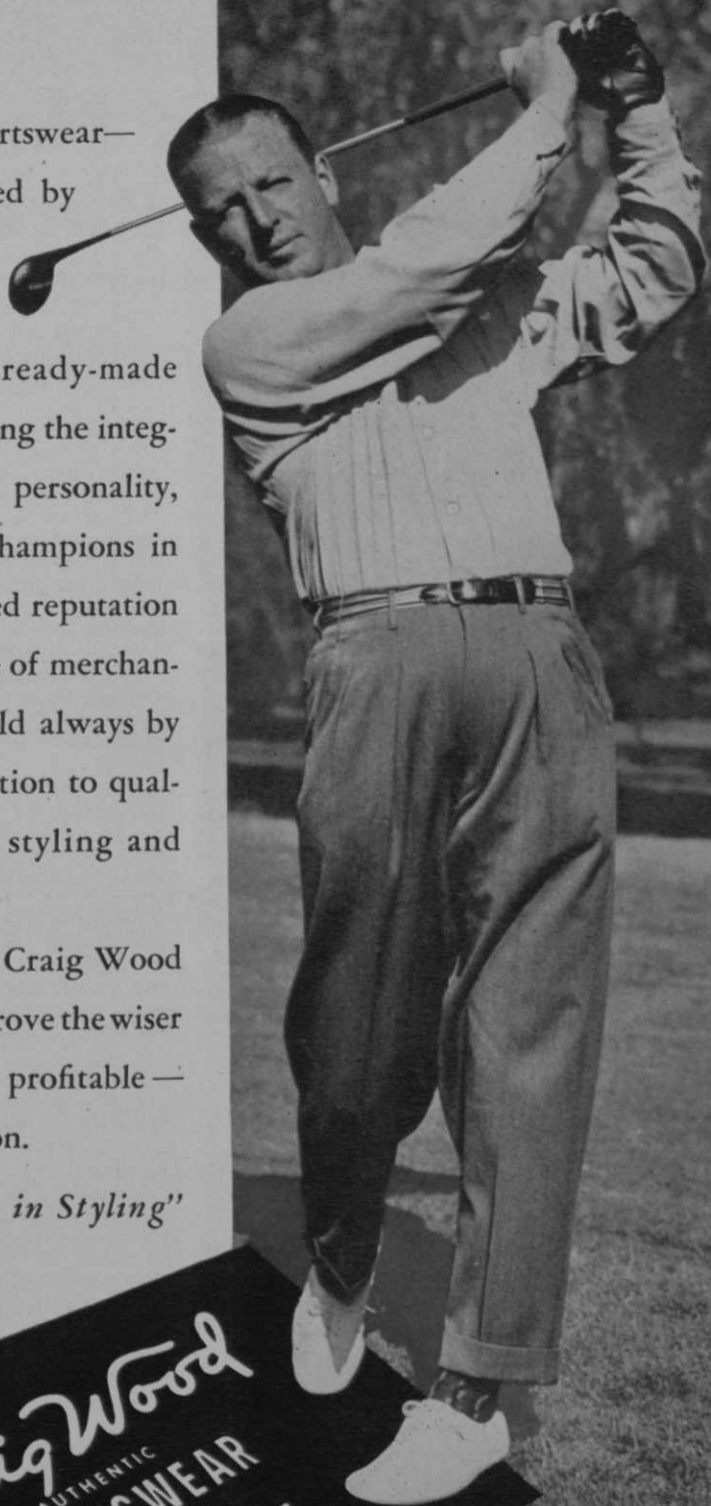
The first necessity was the clubhouse alteration to fit it for year-round use. Walls and ceiling were promptly added and the building insulated. A central heating system was installed. The bar was modernized and enlarged and in the spring the club is going into the food-and-drink business. It promises to be a great success.

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Craig Wood Sportswear—  
authentically styled by  
MacGregor, "The  
Greatest Name in  
Golf"—bears a ready-made  
reputation reflecting the integ-  
rity of this grand personality,  
one of the top champions in  
golf. This esteemed reputation  
for a superior line of merchand-  
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Your choice of Craig Wood  
Sportswear will prove the wiser  
— and the more profitable —  
season after season.

*"Master Strokes in Styling"*



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AUTHENTIC  
**SPORTSWEAR**  
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**MacGregor**  
THE GREATEST NAME IN GOLF  
DAYTON, OHIO, U.S.A.

KEEP BUYING  
WAR BONDS



# Pro Problems Need PGA and Manufacturers Help

By AL HOUGHTON

★ I BELIEVE the vast physical fitness program our military authorities are bringing to the millions of the youth of our country will tremendously increase the extent of golf.

Outdoor life will have gained such a foothold in the daily existence of our people that office, factory, and other workers will give themselves every opportunity to participate in America's outdoor sports. Golf will attract thousands of new players during the postwar period. Even today in our rehabilitation centers our boys are learning how to sock the ball down green fairways. Yes, the game is assured a bright future.

The postwar golf professional will have to give his best to keep up with the "Passing Parade".

He must redouble his efforts to do a good job as player, teacher, business man, promoter, merchandiser and as the man in charge of publicity, tournaments, golf course and caddies. Above all he must stay on the job and be sober in his habits. These principles are paramount to his success, if he is to establish himself as a good pro and gentlemen in his community.

His relationship with the manufacturers must be improved. In the past there has been many loopholes for criticism from both sides.

The manufacturers and PGA have sincerely attempted clarification of their numerous difficulties. Their efforts have enjoyed a measure of success. However, the hurdles were many, and the future will bring us face to face with these same old problems again.

I know of numerous cases where a club member would purchase say a set of registered woods from the pro at the list price of \$36.00, and a few days later would call the pro on the mat for an overcharge.

His friend John Jones bought the same clubs from the downtown competitor for \$24.75. All the explaining in the world about how this competitor, through his buying power, and his small margin of profit could do these things did not make his member feel any better. He failed to be impressed. Here was a lost customer, and often a sour friend from that deal on. It spelled trouble for both the pro and manufacturer.

Something can and should be done to rectify similar conditions in our postwar jobs.

Taking a just margin of profit away from the pro business often leads indirectly to untold difficulties. Gambling is one of the worst results. The pro sometimes tries to make up this lost revenue from this questionable source, because usually his lessons and small salary are not sufficient to keep him and the assistants going, and unless the guy is good at games of chance, the day soon arrives when his cash is on the borderline.

Consequently, the fellow loses more friends, and in the meantime the manufacturer is not being paid for his merchandise. All of this spells eventual disaster.

This follows along with what has been advocated for years by some of the boys. An educational program on business fundamentals sponsored by the PGA and the manufacturers. This is indeed most important, for as we well know there are a great many old timers in addition to our future pros who could, to great advantage, use such training. They know the game, teaching, etc. but sound business methods are sadly lacking in far too many cases.

Good merchandising, credit, and the value of a dollar are imperative. I cannot too strongly impress the young pro with the importance of this knowledge. And I urge the two interests to get together and do something about it. They could send capable men to various sections from time to time to carry on this training, and there would be no doubt of the ultimate outcome.

The PGA would greatly strengthen the calibre of membership. The manufacturers would reduce their bad accounts to the minimum and thereby increase sales. The professional would establish himself as a real asset to his club. Just a glance around to the successful pros you know, and you can "bet your boots" he is sound in his business methods. Therein lies the secret of the Postwar Golf Professional.

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**HAS YOUR CLUB SET A DATE FOR  
A PGA REHABILITATION EVENT?**



"GET READY FOR WHAT'S COMING..."

Here's one way to use old clubs and get ready for what's coming — newer, finer golf clubs, by BRISTOL quickly after victory.

Immediately after the last war, BRISTOL pioneered, developed and presented to the public the first accepted steel golf shaft . . . the most notable achievement in golf club manufacture of that day.

In this war, BRISTOL plants, as you would expect, are practically 100% employed in turning out battle materials. Even so, BRISTOL continues to plan, design, perfect, as intensively as in the past.

That is why, immediately at this war's end, you may expect from BRISTOL new, advanced-type golf clubs that will again mark a big step forward in fine club-making . . . golf clubs representing the same leadership in quality and playability as those you have long been accustomed to associate with the famous BRISTOL name.

**Bristol**  
THE HORTON MANUFACTURING CO.  
 BRISTOL, CONNECTICUT

PEACETIME PRODUCTS — GOLF CLUBS, FISHING RODS, REELS, LINES

# MIDWEST TURF FOUNDATION LAUNCHES MEMBERSHIP DRIVE

**R**ARELY has an organization concerned with golf's welfare been received with such enthusiastic interest and cooperative action as the newly formed Midwest Regional Turf Foundation at Purdue University, Lafayette, Ind. The Foundation, as reported in April Golfdom, has as its highly potential objective the investigation and development of all factors important in attaining the highest possible standard of turf management for golf courses and other organizations engaged with turf maintenance responsibilities.

Since its formation meeting, at the Purdue short course in greenkeeping in February, officials of golf clubs and district golf associations in the midwest area have endorsed the regional turf research project as an approach of exceptional promise in solving the perplexing problems that beset golf course management. District meetings at which the Foundation was presented to green-chairmen and greenkeepers have been held in Cleveland, Akron, Detroit and Chicago. In St. Louis and other districts within the regional scope preliminary work has proceeded toward a rapid development of the Foundation's membership.

During the week of July 23rd complete details of the Foundation, including membership form, will be in the hands of the president, green-chairman, secretary and greenkeeping superintendent of every golf club in Ohio, Indiana, Missouri, Kentucky, Michigan, Illinois and Wisconsin. A descriptive folder presents efficient turf management as golf's major maintenance problem and points out its controlling influence on the over-all health and successful operation of each club, and explains the organizational and functional details of the new research foundation.

Annual membership in the Foundation will be \$40 for 18-hole golf courses and \$20 for 9-hole courses.

A letter advises the green-chairman that his club's president, secretary and greenkeeper have received details of the Foundation and suggests its early discussion with them. To facilitate the planning of the research program it is hoped that all clubs wishing to take advantage of the Foundation's program will take action on their membership applications before August 31st, shortly following which date the board of directors will meet at Purdue. An advisory council, representing the

various groups of turf management in the Foundation's membership, will acquaint the research staff with the problems of most concern.

Membership also is available to parks, cemeteries and institutions. These organizations, like the golf clubs in the midwest region, are confronted with turf development problems similar in characteristics. All told they represent grass carpeted areas totalling hundreds of thousands of acres that cost millions to develop and whose maintenance expenditures total in the millions annually.

Indeed, golf turf management in the midwest region is a big business. Plainly, it is big enough and important enough to justify the establishment of a centralized organization devoted to its specific and perplexing problems. The establishment of the Midwest Regional Turf Foundation offers important opportunities for substantial improvements and economies in the development of improved grass strains, the control of weeds, soil conditioning, fertilization, irrigation, etc. The annual membership fee is decidedly nominal in view of the valuable benefits that await those cooperating in the program.

Like all sound research, and especially a program probing the complexities of nature, the MRTF program is planned on a long range basis which will assure the thoroughness and continuity essential to its success. Thus, the Foundation program has been planned to cover an initial period of five years. Accordingly, it is of utmost importance for each retiring green-chairman to recommend continued membership the following year to the green-chairman who succeeds him. Membership might well be entered as an important, permanent policy commitment in each club's annual golf course maintenance budget. The item of dues would represent but a small portion of the annual greens budget yet favorably influence every department of the club.

With finances made available by the USGA Green Section, research activities already have been started to explore 2,4-D, the plant hormone weed killer—its possibilities and application. The Foundation will maintain close liaison with the Green Section's Arlington Experimental Station and the U. S. Department of Agriculture. Later, grants for research work will be made to other midwest experimental stations.



# SPALDING SPORTS SHOW

# SPALDING SPORTS SHOW



## READY NOW—THE NEW SPALDING SPORTS SHOW BOOK FREE



● It's crammed with interesting sports facts and hearty humor, and illustrated by that ace sports cartoonist, Willard Mullin!

Here is the world of sports brought to life in a brilliant way that means solid entertainment, presented by Spalding—free—to create wider interest in all sports. It's the kind of sports book that every member of your club will enjoy. And it's yours for the asking. But be sure to let us know *right away* how many copies you will need, to avoid later disappointment.

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Please send me \_\_\_\_\_ copies of the Spalding Sports Show Book for 1945.

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## SPALDING

Sets the Pace in Sports



Brooklyn, N. Y.

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Willimansett, Mass.

## Robert Thompson, Jr., Dies



ROBERT E. THOMPSON

★ ROBERT E. THOMPSON, JR., vice president and treasurer, Des Moines Glove and Mfg. Co., met death during the early morning of June 29th as a result of an automobile accident which occurred not far from his home in Des Moines. Bob was gifted with a pleasing personality and friendly spirit that had won him hosts of friends throughout the golf industry, with which his company is prominently identified. He was a tireless worker whose manners and methods were always stimulating and encouraging to those who worked with him. His leadership and energy were largely responsible for gaining the government's recognition for speed and excellence of war supply production. He is survived by his widow and a daughter, by his father, R. E. Thompson, Sr., pres. of the Des Moines organization, his mother and brother John, a veteran of this war.

## Grantland Rice Hails "Spalding Sports Show"

★ "A. G. SPALDING & BROS. lives up to its reputation as a leader in presenting the "Spalding Sports Show" ads to the nation's sports lovers in newspapers throughout the country", comments sports writer Grantland Rice.

"Once in a while", he says "something comes along which strikes even an old-timer like myself with a real sock. This time it came from Spalding's bang-up series of sports cartoons, drawn by Willard Mullin. Instructive, amusing and entertaining—these have what I call 'a new order of crowd appeal.' The sketches and text have more than mere advertising of a company's name—for here was information beyond the well known and dust-covered records of the past. Here was plus entertainment of a high degree. Having followed sports closely for over forty years, I was surprised to find the number of interesting incidents and episodes I had never known before.

"I began following these Spalding advertisements closely. Here would be something new about baseball or football or golf or one of many other sports—something you like to read and know about. This was a new advertising form—a healthy departure from the old order. I found the story of sport from off the beaten highways, stories from the byways that so few know.

"Willard Mullin has done a grand, exciting, tickle-the-funny bone job. His unique cartoons are right on the beam.

"Here is a book that tells the American story for almost a century of sports. It has an appeal to the kids as well as a remembrance for those who belong to an older way. But it is the kids coming up who will be our future stars. These will be our coming Ruths and Cobbs, our future Bobby Joneses—our main headliners.



Lt. Gen. George Grunert, commanding general of the Eastern Defense Command played the 9-hole course near Reykjavik, Iceland, while on a recent inspection tour. The General beat the other men in the foursome, and it wasn't a customer's golf victory, either, advises Lt. Dave Zinkoff, Athletic PRO at Iceland. The course is rocky, the greens are no pool tables and the climate isn't Pinehurst, but the officers and men are getting in a lot of golf while they've got a chance.



Maj. Gen. Paul L. Williams, commander of U. S. Troop Carrier forces smacks one in an exhibition overseas. The General was playing with Maj. Gen. Floyd L. Park, chief of staff of the First Allied Airborne army, and Capt. Horton Smith and S/Sgt. Chick Harbert. Smith and Harbert are touring combat units in the ETO now as part of the Army's new recreational program. Gen. Williams, genius who developed Troop Transport as important element of victory in Europe, is said to be the best golfer among the Army's combat leaders.