

around. . . . Same thing applies at many other clubs. . . . Quite a change from 1933, isn't it? . . . Miami (Fla.) City commission recently voted to buy more land at site of proposed munny course.

Lt. Wm. H. Tucker, 3d, Dobbs Ferry, N. Y., was killed in a plane crash in Japan recently. . . . He was a bomber pilot and on a night patrol flight. . . . He is son of Lt. Col. and Mrs. Wm. H. Tucker, Jr. who was on Gen. Eisenhowers' staff during the war and now is with the army of occupation in Italy. . . . The young flier's grandfather, Wm. H. Tucker, is the noted golf architect and builder.

Red Hill CC, Ontario, Calif. burns with estimated loss of \$100,000. . . . Green Gables CC, Denver, Colo., to add 9 holes to course. . . . Marshall, Mo., new munny course opened. . . . Erie (Ks.) GC to build new clubhouse. . . . Jimmy Demaret and George Fazio join Carioca rum promotion staff as sideline to their tournament work. . . . Inglewood GC, Seattle, Wash., turned back by Coast Guard. . . . Club's membership of 350 filled in a few days.

W. C. Gould is new mgr., Miami Valley CC, Dayton, O. . . . J. J. O'Connor from Dubsred CC, Orlando, Fla., to Edgewood CC, Charles Town, W. Va., as mgr. . . . Joseph P. Tonetti, mgr., New Haven



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(Conn.) CC reelected pres., Mountain Laurel Chapt. 67 of the Hotel Greeters of America. . . . USGA is asking members of all its committees to check private golf clubs in their territories and solicit non-members for the USGA.

Harry Cooper, pro at Oahu CC, Honolulu, says nearly 1,000,000 rounds of golf were played in wartime by servicemen on Hawaii's 13 courses. . . . Cooper says 30,000 of the rounds were played at his club, which has 500 members. . . . Harry estimates only half the lads who played had swung a club before the war.

Hillcrest CC (L. A. dist.) at its recent silver jubilee celebration presents gpk. Bill Stewart with a watch inscribed with appreciation of his long fine service. . . . Bill Reese recently drove 200 yds. at Apawana GC, Dunmore, Pa. with the ball coming to rest in a hip pocket of Leonard A. Altschuler. . . . Todd Shipbuilder Co. adapts its war smoke screen generator for fog application of insecticides. . . . The device has been successfully used in New Jersey for mosquito extermination. . . . Ernie Augustine, mgr., White Lake (Mich.) GC has worked out starting time scheme to keep resort daily fee players and members happy. . . . Resort income accounts for White Lake's fine condition

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so Ernie gives them a break by a ball rack regulation plan.

Little Rock, Ark., to have new many course as feature of War Memorial recreation center . . . W. M. Rieley, new mgr., Forest Park CC, Martinsville, Va. . . . The club is considering installation of swimming pool . . . Now that the rubber balls have come back have you noticed that the good old stories about the 250 and 300 yd. drives are being told by the same old liars? . . . Richmond (Calif.) CC with 423 members claims largest playing membership of any 18 hole private club.

#### GREEN VALLEY'S NEW HOME—

Green Valley CC (Philadelphia district) recently opened its new course at Lafayette Hills. It's the old Marble Hall course considerably revamped and improved by architect J. B. McGovern with gkpr. Charley Wilfong in charge of the construction. The course measures 6685 yds. from back tees. Par is 71. Six of its par 4 holes are over 400 yds. Handicap committee of the Golf Assn. of Philadelphia rates it in difficulty with Philadelphia CC's Spring Mill course, scene of the 1939 National Open.

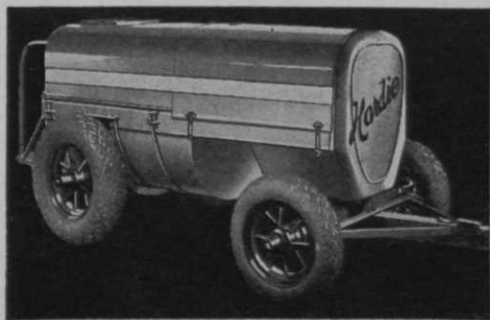
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# Teaching Players the Habit of Coming into Your Shop

By **RALPH GULDAHL**

Professional, Medinah (Ill.) Country Club

**S**UCCESS of any of us in pro shop selling depends primarily on the number of people we can get into our shops. Volume and profits are in direct ratio to the amount of traffic attracted into the place where the pro's merchandise is on display. When we get right down to analyzing the fundamentals of our business we'd do well to make a market survey that really tells us what the prospects and the problems are for us. And one of the first items of information we should have is a check, compiled by the pro and his assistants, of the number of people who come into the shop. That figure, compared to the total number of rounds played as determined rather closely by the number of caddies engaged or by starting sheets, may shock us by showing that far too many who play at our clubs don't come into the pro shops.

The set-up at a golf club and at a pro shop seldom is such that exact figures could be determined. But, I am sure that the average good pro businessman could make a survey of this sort that would be more accurate than most of the market surveys that other businesses have found so helpful.

Without taking the trouble and time required to make a rather exact count of the traffic that comes into a pro shop the pro generally is convinced, when he thinks about this, that he's got to use his brains and effort in greatly increasing the number who have the habit of visiting his place of business.

Such services as registering for play so messages may be taken and delivered if urgent, securing caddies, getting scorecards, pencils and tees, getting a game arranged if one comes out to the club alone, helping conduct tournaments, or quickly told little tips on correcting faults, all help to establish the habit of coming into the shop. It is decidedly to the club's in-

terest to have each player registered and if that registration is required in the pro shop, the traffic problem is licked.

Then, after you do get player traffic directed into your shop, you have the responsibility of making this stop a preliminary as attractive and pleasant in its way as the 19th hole is after the round is finished.

## Shop Up to Standard

There is every reason why the pro shop should be completely up to the standard of the course and clubhouse and no reason why it shouldn't, although some club officials and pros don't recognize this clearly. The clubs, in too many cases, put almost entirely up to the pro the work and expense of painting, decorating and supplying store fixtures for the pro shop. The pros have done exceedingly well in this matter of supplying the club with one of the identifying marks of a first class private club.

The golf shop must exhibit the personality of the club and of the pro. It must be a cheerful place. It must show plainly that it is in business for the member's pleasure and convenience and always get across the idea that it is in business, instead of merely a place where the pro or his assistant may be found because it's the custom of clubs to have pro shops.

What makes a pro shop look like a high class business establishment?

First, the stock in it; and second, the display of the stock.

## The Pro Must Shop

Wartime shortages have impressed on all pros something that the most successful pro merchants learned years ago. That is the necessity of doing a lot of work in smart shopping instead of waiting until salesmen come out and sell the pro.



In the larger centers the pros can, and must, devote a good part of their weeks before the season opens, Mondays during the seasons, and—for advance ordering—time after the season closes, to lining up adequate stocks of the best merchandise procurable in various price ranges. In smaller places that's a tough task for the pros, but it certainly will pay them to watch the ads and make shopping tours to the cities where they can look over what's available, then order for their needs.

The days when the pro in a metropolitan district shop can say to his customers, "we haven't got it, but will get it for you in a few days." are over. You've got to have ample stocks to do big business and to give the service people now expect of the correctly operated pro department.

Furthermore, the down-town sources are not any too eager to send small shipments out to the pro shop. They've got plenty of demand from people who come into their places of business and they're not disposed to pay much attention to little and inconvenient amounts.

#### Study With Specialists

But don't regard this matter of having to shop around as a hardship and waste.

Ralph Guldahl believes that the professional's first task as a first class merchant is that of making the shop display and the spirit of service such that they'll attract members into the shop.

*Photo by Van Fossen, Ill. PGA photographer*

When you go into the offices of suppliers you get a chance to talk with specialists in the various lines and pick up many ideas that will help you in your own retailing. Thus the fight to get merchandise for his shop really has helped to improve the pro as a merchant. He's got to be on his toes or he can't get enough to sell to meet his overhead and make a profit.

In another way the shortages of merchandise have given the pro merchandising impetus. Before the war the pro depended largely on the rapid turn-over of his ball stock for enough of a volume and profit to keep him in business. He handled the accessories often in a rather hit-or-miss way. Now he's found that he can sell almost everything the golfer uses and wears, because he's had to learn that during the war or fail to make a living out of his shop.

In that expansion of shop stock he has brought himself to a basis of comparison with other merchants who handle what men and women wear when they go golfing. Whether that comparison is conscious or unconscious, the member is bound to make it with lasting effect on your business. The merchandise, the display, the prices, the attitude and sales knowledge of the pro and his assistants, all are cer-





Guldahl's shop at Medinah is one in which the member and guest can get practically everything used for golf without having to go "down town." Customers can feel the goods and see price tags. This is especially important with women, whose golf purchases have grown to important volume.

*Photo by Van Fossen, Ill. PGA photographer*

tain to be compared with store retailing practice.

People don't like to have to ask prices then feel embarrassed if the price is more than they want to pay—or can pay. Have your goods plainly priced. And have them priced competitively with stores. A man who buys something from your shop and finds that he can buy it for less downtown is not going to be much of a customer of yours. A woman who makes such a discovery is going to spread the news about and damage your business. This is some-

thing pros must watch very carefully, especially since so much pro shop business now is being done with women.

### Meet Competition

I've looked into this matter of competitive prices very closely and have come to the conclusion that instead of our complaining that the price-cutters are taking an unfair advantage, we pros would be much better off to shop around and find that we could offer the same goods at the same price and make a profit. The stores give us warning by advertising their cut-price sales. By watching those ads or looking around the stores, we can prepare ourselves to meet the competition. In the majority of cases it won't mean stocking up on much as the cut price goods seldom makes much of an appeal to private country club members. So it won't burden your inventory to get set to meet price-cutting. And you must watch your inventory carefully; probably doing some price-cutting yourself to see that you aren't stuck with an over-stock of slow moving merchandise. Keep your money moving.

In buying from a pro shop the customer wants, expects and should have something besides the best merchandise for

(Continued on Page 63)

Here's one of Guldahl's ads in his club's magazine. He changes the ad copy every issue to keep members aware the shop's always got something new.

## MEDINAH GOLF SHOP

*Ralph Guldahl* PROFESSIONAL

I think we should all be proud of our Medinah Golf Shop. I personally feel that it is one of the finest in the country. Its location affords a wonderful view of the courses, with their lovely lakes and weeping willow trees.

I'm particularly proud this year of the quality and amount of merchandise I have secured for the enjoyment of the members. Everything is available in golf equipment and accessories.

For the Ladies

- 100% Nylon Golf Hose
- All-Wool Sweater Sets  
By Chesterfield
- The New Elasti-Glass Rainwear
- Free-For-All Golf Shirts
- Brown and White Moccasin-Type  
Golf Shoes
- Patty Berg Woods and Irons
- Head Covers, Jockey Caps

For the Men

- Cushion-Foot Golf Hose
- Elasti-Glass Rainwear
- Free-For-All Golf Shirts
- Hand-Stitched California Shirts  
By Thomas
- Tailored Dobbs Caps
- Foot-Joy and Wilson Golf Shoes
- Fine Leather Golf Bags
- Spalding and Wilson Clubs

Golf Accessories Make Ideal Birthday Gifts

# How Interlachen Came Back After Lean Years' Neglect

**I**NTERLACHEN Country club at Minneapolis is in the records as having one of the great championship courses of the nation. It was at Interlachen in 1935 that Glenna Collett Vare won her sixth Women's national championship by defeating a local youngster, Patty Berg, 3 and 2, in the finals. In 1930 at Interlachen Bobby Jones won the U. S. Open of his Grand Slam. Several sectional championships have been played over the course.

Then along came years of depression and the war years. Little by little Interlachen slipped from its proud status as a gem of courses. The old story of a golf course being unable to live on its reputation and of nature winning the decision over a lean budget was repeated at Interlachen.

It's a story that greenkeepers and green-chairmen know too well, and a story that has been seen on quite a few courses that once were rated in top condition.

Now the tide has turned at Interlachen and it already shows astonishing improvement.

The bright chapter of Interlachen's restoration began in a modest way. Wm. Boutell, green chairman and a fellow who's been around as a good golfer, saw the first part of the problem was that of getting members to realize what the job of restoration was and how tough it was going to be.

## Members Pitch In

Bear in mind that Interlachen's membership is that of the type you'd expect at a club that is host to USGA championships. Getting them to contribute manual effort instead of advice and criticism indicates that the situation must have been unique.

But that's what was done in an early part of the rehabilitation program on Interlachen's course.

Let Boutell give the green-chairman's slant on the job that has been done. He says:

"In our restoration program, we first looked at the course from a golfer's point of view only. What was he complaining about the most? We had 4 very ugly appearing conditions: Very poor fairways, sand traps without sand and full of

weeds, 3 or 4 new lakes, a condition caused by bad drainage, and some large mounds in the rough covered with hay.

"We hit the fairways in the fall of 1944 with fertilizer (6-10-4). Within a few weeks, the members were boasting about the improved turf. We next tackled our new lakes. Before we finished that fall, we completed our entire drainage problem and of course were free of the lakes. With the aid of a rented bulldozer, we knocked off everyone of those unusual mounds in the rough and replaced these hazards with fairly large trees. Old man winter kept us out of the traps that fall.

"In the spring of 1945, we started with the same 4 man crew, which was not big enough to fix up the traps. So, I decided to give the membership an opportunity to see what a job we had in keeping a golf course in shape. I selected 8 willing members to be captains of teams which could clean up the bunkers on the entire course. Each captain picked his own team and also the hole he wanted to work on. We had the complete lineup posted on a huge bulletin in the clubhouse. I have never seen such enthusiasm. They not only cleaned up the traps but also discovered what a difficult job our greenkeeper Erich Pahl had.

"By June 1945, we had increased our crew to 8 men and with this gang Erich made Interlachen the finest conditioned course I ever saw.

"Aside from normal maintenance, our policy has been to make little improvements which will please the members and keep them boasting about Interlachen. For example, we have beautified ugly appearing traps. We have killed all the poison ivy on the course. We have eradicated bad noticeable weed areas on the fairways. We have rebuilt and smoothed up some of the tees.

"We now are working on our hardest assignment. Most of our greens are old and need resurfacing. We have built a 12,000 sq ft. nursery which is ready now. We built this from stolons taken from our 2 best greens. We are planning to return 3 or 4 greens this fall and continue this practice 'til the grass on all of the greens is alike."

## Members Ease the Job

Boutell says that the participating procedure was highly effective in getting members to appreciate what the green-



keepers' problems are. Now the members are conscious of what they can do to help minimize the problems of maintenance. They see that every footprint is raked out of the traps. Replacing divots is automatic with most of them, and they do it with far more care than any but the very best caddies these days use in replacing divots. Some of the members carry knives to fix ball holes on the greens.

"It's been astonishing to see how members have become so keenly interested in having Interlachen in beautiful shape," declares Boutell.

Erich Pahl, a widely known expert greenkeeper, was brought back to Interlachen in the spring of 1945.

### Greenkeeper's View of Job

Now to get the high spots of the restoration work as Pahl sees them:

"We started our rehabilitation work last year by rebuilding our No. 8 tee which had settled so badly one could not get a decent tee shot. The front end had to be raised over a foot to bring in the right elevation. Another job that has received considerable endorsement was rebuilding of trap on left of No. 15 green which could not be seen until one approached the green. We changed the outline, built up the rear and with the sand on that slope it is now visible for some distance and gives a very good appearance.

"We then cleaned up a couple of spots

in the rough and planted trees so now we can keep it cut with the rest of the rough and soon will have the appearance of a park.

"This year we fertilized our fairways in the spring and with the rains coming as often as they have we have had one big job keeping it cut. We have cut 3 times a week and our fairways are like carpets. We also put in a bent nursery last fall and got a sod nursery started so expect to do over 2 of our greens this fall. They have become infested with poa annua but are still of the old Virginia bent.

The main idea is to do them over with another bent that has been used on several of the greens previously.

"Our biggest problem has been keeping our old equipment running and when we couldn't get parts we made up something to replace them and have been able to keep things going. We have a crew of 9 men regularly and have kept them pretty busy keeping the grass cut but do find a little time for other work without getting extra help. Our big job last year was getting the course back in shape and appearance after the war years which with a shortage of help caused a lot of the work to be neglected. We have succeeded very well and have had much favorable comment.

"It is my aim to clean up and smooth several other parts of present rough areas so we will be able to keep them cut also."

## Extra Tees Add to Course Interest

By WILLIAM B. LANGFORD

The 18 holes that make up a standard golf course should vary in character as much as possible. Each hole should present a different problem in golf strategy and stroke making.

Of course no architectural arrangement in golf is constant. A hole will vary in difficulty, sometimes widely, with changes in wind or ground speed, and thus call for different methods and implements.

Variations contribute so materially to golf's fascination, that no opportunity to add life to a course by creating new combinations should be neglected.

If they are thoughtfully planned, extra tees can, at little cost, greatly alter the character of a hole. They should not be grouped together, but should be spread out as much as possible to alter length, angle with the pole axis, and elevation. They should be placed to vary the effect of natural and artificial features, not only on the tee shot but also in subsequent play. The bunker, which can be carried from one tee, may have to be avoided from another, and a score of 4

from one setup be no better than a 5 from an alternate arrangement.

No one of these multiple tees should be designated as a championship or as a ladies' tee—they should be of equal value, and should all be in play frequently. Make use of all the variations the possession of several tees permits. The short tees may be more interesting than the long ones.

Wind and ground speed conditions should influence the daily placing of tee markers, but don't blindly follow the routine of playing from a short tee against the wind, or on days when the course is slow, unless such conditions make performance from a back tee impossible.

Where 2 or 3 different colored sets of tee markers are used simultaneously, they should always be as far apart as possible, so that a choice of tee spots really means something in playing the hole, and so wear on the tee surfaces will be uniformly spread.

Where different tees present materially different yardages, it is good practice to place signs on posts at each tee, showing the yardage from those spots, and the score card should indicate the different hole lengths.

