

# and Publicity

## MUST BE DESERVED!

Former National Open Champion, Captain of the Ryder Cup Team and the most famous personality in golf, Craig Wood is very much in the public limelight. Everywhere he goes, and that's almost everywhere, he's photographed . . . entertained . . . quoted. And one of the chief interests of all who meet or see him is "What's Craig wearing?" Always, his clothes are the mark of the individual . . . correct . . . newsworthy . . . to the point where they set the style trend for others. No wonder his styling of the sportswear line authenticated by his signature "Craig Wood" has the ready acceptance of sportswear buyers. What an asset this name and line are to you who sell it!

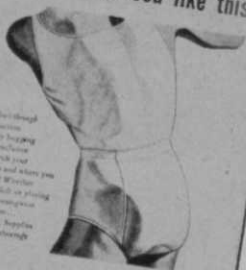
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CINCINNATI 32, OHIO

To improve your golfing like this



**CRAIG WOOD**, National and Canadian Open Champion, and one of the strongest hitters in golf, advises "to swing old, avoid some of proper stance. Avoid mistakes. Keep feet down, eye on the ball, and swing the club smoothly and steadily along the back, middle and down. Easy movements in the leg - that's it!"

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# Craig Wood

## AUTHENTIC SPORTSWEAR

"MASTER STROKES IN STYLING"



assistants, Paul Anderson. Before the season opened he had his staff together and discussed the whole picture of operations with us. He stressed learning each member's name as quickly as possible and insisted that we treat each member of the club as though he were the club's president—and the president and governors as though they were members. Walsh emphasized that we "play no favorites." He warned us not to be very chummy with the good players and casual with the 100-shooters.

We've got a lot of very good players. About 30 of them play in the seventies, and 7 of them may break 70 now and then. We have 21 left-handed members. In our class A, with handicaps of 12 or under, we have 56 players.

### Friendly Competition

Every experienced pro will understand that with this high percentage of better than average players our members play enough golf to get around and to be in a position to compare the Red Run pro department operations with those at other clubs. That's friendly competition of which we are mindful.

Walsh is a master at developing member relations on the right basis. He carries this job pleasantly and effectively into the caddie department. We all spend quite a little time teaching the caddies to call the player he is caddying for by name. As soon as the member comes to the bag the boy says, "Hello, Mr. Soandso; my name is Joe." There's a little point that starts the kid and his member off with good employee-employer relations.

The public relations job is carried on to forming fine contacts with the farmers whose homes and fields adjoin our course. On our stag days these neighbors are invited in for Red Run dinners, and believe me Red Run dinners are superb. The farmers are introduced to the members. By this move a happy acquaintanceship is formed and we never have trouble of dogs being sent after caddies when they go over fences after balls. Our caddies are taught to be very careful about our neighbor's property.

We have an annual caddie-member day that makes merry history. The members and kids play golf, then have a baseball game—Caddies vs. Members—and finish

with a dinner. I don't think there is anything that makes for better understanding between the members and the kids than to see a 12-year-old kid just after he has caught the vice president of the club about 3 feet off second base. For this day I keep a good stock of liniment, and it isn't for the caddies.

### School Deal for Caddies

During school days we have a perfect arrangement with 4 schools—one school each day; Tuesday through Friday. We go to the school and pick up the boys at 12:30 and in return we guarantee that no boy from that school will be allowed to caddie any other week day. Thus we don't have boys ditching school, because they know they won't be allowed to loop at Red Run.

Frank has made it plenty plain that if he ever hears any of his staff saying "that's not in our department," that fellow is out of a job at Red Run. Frank says that anything pertaining to helping our members at the club is in our department; changing tires, walking the dog, or holding the member's head, if the member is suddenly overcome—by heat, let us say.

Walsh gives playing lessons only on Wednesdays and Fridays. Anderson gives them on Tuesdays and Thursdays, and I give playing lessons Saturday A. M. and Sunday P. M.

Our golf shop is right by the first tee. For busy periods we don't have starting times. All four players must be on the tee and ready to go before they can sign up. Our ninth tee does not come back to the clubhouse so on Thursdays (which is a heavy day) and Saturday noons we have a station wagon on the first tee that will carry a foursome, in 2 minutes, to the tenth tee for starting. We also pick up foursomes that played the second nine first. This system gets everyone away without much delay and gets them around in about 3 hours and 15 minutes.

Those are but a few of the operations that we plan in our pre-season sessions at Red Run. Through the seasons Frank continues to hold his staff conferences and they keep all of us on the ball. It's a great policy and practice for keeping the assistant reminded that he is expected to contribute his brains, energy and cheerfulness to the good of the cause.

## AUGUST FRONT COVER

The trapping across the fairway is about 275 yards from the tee on the 17th hole of Baltusrol's lower course where the USGA National Amateur will be played Sept. 9-14. The hole is 578 yds. long and authoritatively rated one of the world's greatest tough holes. From this series of fairway traps to the green that's tightly trapped, front and both sides, the ground rises. The hole runs northeast and the wind's generally right against you. Nobody's been on this green in two shots, so far as can be recalled around Baltusrol. The National Open was played on this course in 1936. Manero won it with a phenomenal 73, 69, 73, 67—282.



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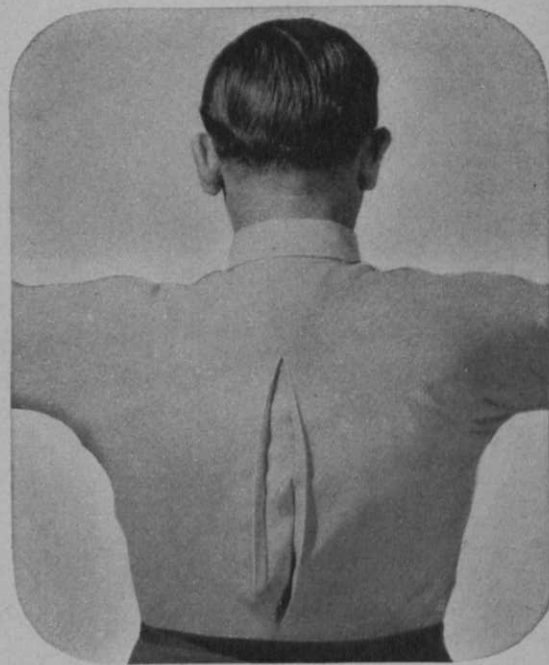
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## "The" Country Club Catches Up on Its Course Work

**I**N New England when you say "The" country club to the old timers in big time golf you mean The Country Club of Brookline, Mass., home of 6 USGA presidents; Laurence Curtis, pres. in 1897 and '98 and the second president of the USGA; W. B. Thomas, 1899-1900 president; G. Herbert Windeler, 1903-04 president; Herbert Jaques, Sr., 1909-10 president; Herbert Jaques, Jr., 1933-34 president, and Harold W. Pierce, 1940-41 president. The club was host to the National Open of 1913 that Francis Ouimet won and so doing sparked the interest of millions of American kids in golf; to the National Amateur championships of 1910, 1922 and 1934, and the Women's Nationals of 1902 and 1941.

With a background like that a club is bound to have a bit of difficulty in effecting changes required to keep its course modernized. Some older members want it to stay as it has been in history; others of its veterans and the newer blood want it to keep in the van of the parade. The latter group wins, as the reputed conservatism and cold-bloodedness of the down east Yankees is just as far from the general truth as most other old gags.

Now, although postwar conditions haven't allowed The Country Club of Brookline the labor, equipment and supplies it wants to complete its planned job of reasserting its leadership, the task has been advancing rapidly under the direction of Hal Pierce who has been green chairman for 21 years and Howard D. Farrant, expert Greenkeeper.

Part of the work is that of bringing back into play the extra 9 holes the club built in 1927. Due to wartime shortages those 9 holes were let go to seed. The green contours had to be corrected. Some of them had decided humps over huge stones that were not blasted out because it was thought the job would be too costly. The bent was an unsatisfactory strain that died during the wartime abandonment of the short course. Weeds replaced the bent. In recontouring and reconstructing the greens a rototiller was used on some of the greens but it was found that this work was getting the soil in such good condition that the ploughed-under weed seeds were quick to sprout. So, instead of continuing with that method which would require preliminary weed seed treatment or weed control treatment of the new greens, they spaded out the remaining greens and then reseeded them.

A ledge is being blasted out from in front of a green to make the green visible from the approach area.

All fairway and rough areas on The Country Club 18 and 9 hole courses are being treated with 2,4-D as the weed situation really got away when there wasn't enough wartime labor to permit Tarrant to continue this part of the battle for superb course maintenance.

### Changes in Design

The tee on the 17th hole of the championship course has been moved, making the hole more of a dogleg and reducing, to a large extent, the danger from a slice from the 16th tee.

When Pierce became green chairman he realized that there were too many traps on the championship course. More than 100 traps have been filled in. There are 81 traps remaining and the course is a far better combination of a championship course and one for the typical member player than it was when the trap maintenance bills took a severe bite out of the budget.

Pierce notes that a steady improvement of average golfers in use of the sand wedge and the near-perfection the better players display in use of this club have dictated considerable revision in location, design and construction of traps and have made the thick rough more of a baffling hazard than the sand.

He relates that this season a number of members asked that the rough around the greens be cut shorter. Others were not in favor of easing of shots required when the approaches went slightly astray. The point of rough close to greens is a sore one with pros in championship play. They declare the uncertainty of making the required recovery shots is too heavy a penalty for missing the green by a few inches. The rebuttal to that of course is that the champion shouldn't miss by a few inches. But in view of the plea Pierce and Tarrant cut down the greens rough border as it'll be easy to get back if, as and when the trend swings in favor of it. Greens watering that hits this rough does make it pretty thick for playing a delicate shot with any degree of confidence and, some say, skill.

Herb Jaques, son of the first Brookline member to be an USGA president, and the first of the USGA pioneer officials' sons to head the association, is Brookline's president this year.

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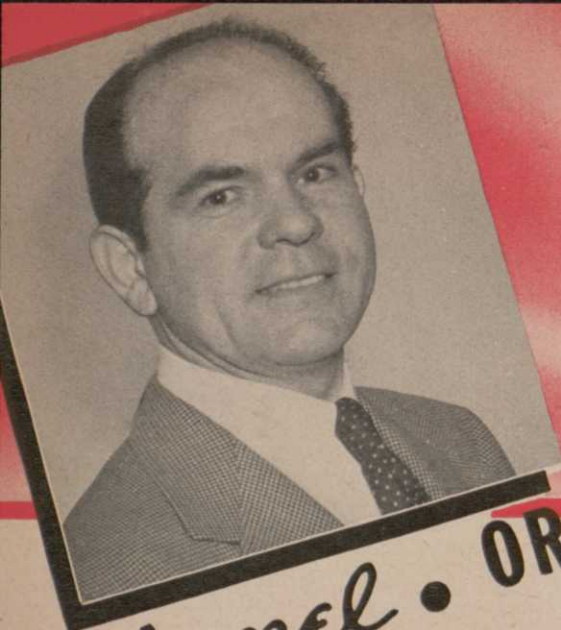
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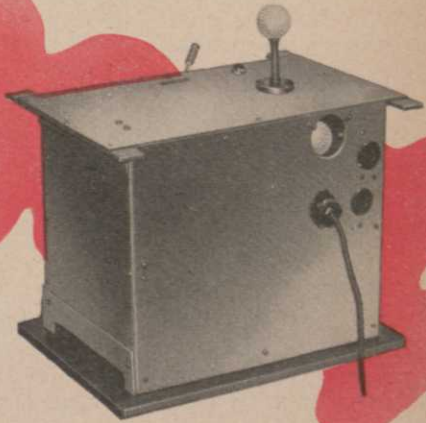
The automatic electric golf ball teeing device always places a golf ball on a rubber flexible tee in the exact position, and is adjustable as to ball height for all clubs. No hand or foot levers, no vacuum or suction or electric eye for teeing up golf balls. Starts automatically by the weight of the golf ball when balls are poured into magazine.

Red light on face of golf ball magazine and on remote control register in office light up automatically when refilling is necessary.

The grass-green driving mat, mounted on sponge rubber, is separate from the automatic tee machine and absorbs club-head shock. The grass-green turf-like brush alongside the driving mat is for irons or fairway wood shots. The 4-foot square rubber standing mat gives plenty of room on which a player can pivot and is interchangeable for wear. Either street or cork shoes can be used.

Remote control recording register governed by an electric meter at each tee booth and in office, records every golf ball as it is automatically teed up and is a check on daily income.

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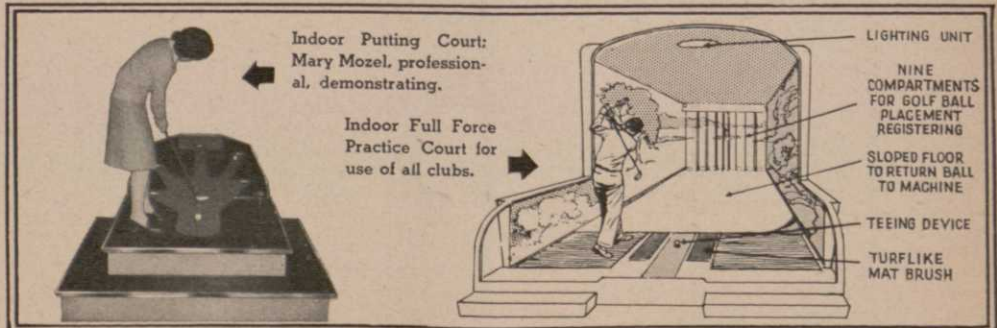


*Joe Mozel*

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# How to Set Equipment for Desired Application Rate

By CLINTON K. BRADLEY

LOCAL conditions, type and size of equipment and available labor are some factors in turf treatments. Rates of application depend on the judgment of the man in charge, after considering directions of manufacturers, supply distributors and technical bulletins.

To stake out a squared test area of equal sides containing close to 1000 sq. ft. measure each side 31 ft. 8 ins. Square the corners to a true right angle by measuring back from corner on one line 3 ft., 4 ft. on the other side, then move the line one way or other until the diagonal between these points measures 5 ft. If greater accuracy is wanted use a larger multiple of 3, 4, 5 such as 6, 8, 10 or 12, 16, 20 feet. Test areas are best staked out on level ground, in the "rough," and near maintenance buildings for convenience. Pointed 2 in. x 2 in. Location stakes a foot long, driven below mowing height, and painted a light color on top are easier found when again wanted.

A test acre of 43,560 sq. ft. can likewise be laid out, each side measuring 208 ft. 8½ ins. and squared at corners as previously mentioned. One tenth acre of 4,356 sq. ft. is a convenient test plot when treating large areas, and more on this later.

Some consider an acre as 40,000 sq. ft. for rough figuring. Others, consider inefficiency of spreaders, wheel slippage and mounting totals of error on large tracts; rather work with exact figures to allow for mechanical variances. Most fertilizers are packed in 100 lb. bags now, and fractions of acres are easier figured in decimals (tenths) instead of common fractions as ⅓, ¼, ½, etc. This also applies to spray solutions which are figured on the 100 gallon basis, and made up in percentage strength, or dilution.

## Estimating Fairway Area

An "average" 9 hole course has about 25 acres of fairway, and 18 holes between 40 to 50 acres, if width runs about 50 yards (150 ft.) per hole. Some greenkeepers treat a 15 ft. path thru rough in front of tees, and 1 to 3 such widths around outside of greens. This 15 ft. is about the swath cut of a 5 gang mower. A rude "score card" estimation of fairway acreage is 1 acre to each 100 yards of fairway length, if fairways are 50 yards wide. This figures fairly close, if

the first 100 yards from each hole is deducted for rough in front of tees.

It is best to actually measure, or pace off each area, and make a record chart for future use. In pacing, there is less effort to take a natural walking step averaging 2½ ft. and count 5 ft. for each two paces, than trying to spread-leg a 3 ft. pace, unless the man is quite tall. A convenient acreage reference table is:

1 acre	.....	43,560 sq. ft.
2 acres	.....	87,120 sq. ft.
3 acres	.....	130,680 sq. ft.
4 acres	.....	174,240 sq. ft.
5 acres	.....	217,800 sq. ft.
6 acres	.....	261,360 sq. ft.
7 acres	.....	304,920 sq. ft.
8 acres	.....	348,480 sq. ft.
9 acres	.....	392,040 sq. ft.
10 acres	.....	435,600 sq. ft.

A paced-off area of 40 to 44 walking steps each side approximates an acre. One needs not be too exacting in this measuring—neither the grass nor the golfers who play on it will know the difference. When fairways are measured, a chart can be made up, listing each hole by played number, the number of 1000 sq. ft. units, and pounds material needed in varying amounts at different application rates. For example: Fairway number 1, containing about 3 acres or 130 area units of 1000 sq. ft. will require 130 lbs. material to treat at the rate of 1 lb. per 1000 sq. ft.—260 pounds material at 2 lbs. per 1000. Working it out to rates up to 10 lbs. per 1000 sq. ft. requires 1300 lbs. For amounts in excess of the 10 pound rate, combine smaller and larger rates, as, for 12 pounds per 1000 sq. ft. add the 260 and 1300 lbs. to total 1560 lbs. To make the chart more universal, omit mention of pounds, and just use the term "rate," and this can apply to ounces, or gallons, as in the use of 2,4-D dosages.

Smaller areas as greens which are usually somewhat circular, can be roughly estimated by taking several diameter measurements, to get an average radius, then multiply this figure by the same and by 3 to get square footage. To keep the areas treated at a constant size, decide to include borders of greens, and take measurements to the crown of slopes. It is well to allow up to 10% extra material