

● Long experience in the manufacture of golf equipment, and expert application of modern scientific developments, have made possible this new achievement in modern golf equipment. Its commanding triumph in post-war tournament play is further proof of Wilson leadership.

To give them complete freedom of action, Lloyd Mangrum and Sam Snead wear the FREE-FOR-ALL Sports Shirt.

Wilson Sporting Goods Co.
Chicago, New York and other leading cities
(A Wilson & Co. Inc. subsidiary)

*Players mentioned
are retained on
Wilson's Advisory
Staff*



from the USGA recommendations on the scorecards probably would be the better way.

Clark suggested that this educational material include:

Rules most frequently broken.

Not halting on the green to mark scores or practice putting after holing out. Asking others through when a ball is lost.

Replacing divots.

No more than four players in any group at any time.

Each player must have a bag and clubs. Dress as one would for a private club.

No one allowed on course without green-fee ticket. (Liability insurance regulations often make this mandatory.)

Clubhouse conduct must be that of a home or private club, and not that of a low saloon.

"Restricted to Ladies and Gentlemen"

One daily fee course, Willow Grove in Cleveland, has demonstrated that advertising it desires ONLY the play of ladies and gentlemen is a most profitable factor in business development.

Willow Grove is a short 9-hole course of 2950 yards. Its rates are fairly high for a 9-hole fee course in a district of much good competition. But by playing up the fact that its patronage is restricted to ladies and gentlemen it gets all the business it can comfortably handle.

In each of Willow Grove's advertisements in Cleveland newspapers there appeared the bold-face line "Golf Etiquette Enforced."

Some of the other lines of Willow Grove's advertising campaign show how the course's owners have built up play on the basis of pastiming in the company of pleasant sports people. During the National Open at Canterbury Willow Grove advertised:

"Many fine public golf courses are near you. Play them all. Willow Grove, too, if you like a sporty 9-hole layout that tries to cater to decent, refined people like yourself."

Another Willow Grove ad said: "We'll guarantee golfing pleasure to a couple hundred only. Ladies and gentlemen, that is. Profane roughnecks and mongrels we invite to stay away."

In one piece of ad copy Willow Grove said:

"Some so-called golfers are so dumb they think ETIQUETTE is the name of a new breakfast food.

"Out here at Willow Grove our prices scare such trash away. Then decent, refined people, like yourself, can enjoy their game and get their money's worth."

The accent on good manners as an assurance of pleasant golf has been not only profitable for Willow Grove but has virtually eliminated the headaches fee course operators and public course offi-



The fancy pros are at Canterbury this week end and they make golf look easy. But the game is their work, while for you it's fun. Cleveland's summer is short. Don't waste any of it. For your good health's sake, soak up the sunshine while you can. Many fine public golf courses are near you. Play them all. Willow Grove, too, if you like a sporty 9-hole layout that tries to cater to decent, refined people like yourself. We'll do our best to please you.

WILLOW GROVE GOLF COURSE

Cleveland's Sportiest 9 Holes, 2950 Yds.—Par 34
 Golf Etiquette Enforced—No Weekend Tournaments
 Aurora Rd. (Rt. 43), 2 miles south of SOM Center Rd. 15 Minutes From Shaker Square
 In Beautiful Solon Village Where Living Is Better
 Safe Golf: No Parallel Fairways
 Sossido Best Greens, the Finest



Some so-called golfers are so dumb and uncouth they think ETIQUETTE is the name of a new breakfast food.

Out here at Willow Grove our prices scare away such trash. Then decent, refined people, like yourself, can enjoy their game and get their money's worth.

Golf Etiquette Enforced
WILLOW GROVE GOLF COURSE
 CLEVELAND'S SPORTIEST 9 HOLES
 2950 YARDS—PAR 34
 Aurora Rd. (Rt. 43), 2 miles south of SOM Center Rd. in Solon.
 15 minutes from Shaker Square.
 Safe Golf: No Parallel Fairways.
 Sossido Best Greens, the Finest.

Summer Rates Now
 Saturday, Sunday & Holidays
 9 Holes—\$1.00
 18 Holes—\$1.75
 Week Days
 \$1.00—Unlimited Play

WILLIE GROVE sez—



Of the more than 25,000 weekend golfers who will try to tee off at the No. 1 golf course this year, we'll guarantee golfing pleasure to a select couple hundred only. Ladies and gentlemen, that is. Profane roughnecks and mongrels we invite to stay away.

Summer Rates Now
 Saturday, Sunday & Holidays
 9 Holes—\$1.00
 18 Holes—\$1.75

No Weekend Tournaments
 Golf Etiquette Enforced

WILLOW GROVE GOLF COURSE

Aurora Rd. (Rt. 43), 2 miles south of SOM Center Rd. in Solon.
 15 minutes from Shaker Square.
 Safe Golf: No Parallel Fairways. Sossido Best Greens, the Finest.
 CHAGRIN FALLS 8722



For the past two weeks out here at Willow Grove we gladly tolled long and hard to insure that your Sunday golfing would be pleasurable. Then on the weekends — it rained.

That ain't fair. Strictly against Free Enterprise. Unconstitutional.

And if it happens again, we're gonna write a letter to our congress-man.

WILLOW GROVE GOLF COURSE

Cleveland's Sportiest 9 Holes—2950 Yds.—Par 34
 Aurora Rd. (Rt. 43), 2 miles south of SOM Center Rd. 15 Minutes From Shaker Square
 In Beautiful Solon Village Where Living Is Better
 Safe Golf: No Parallel Fairways
 Sossido Best Greens, the Finest

These fee course ads attract the higher type of daily fee golfers

cial's experience in trying to maintain their courses and clubhouses as places for first class people, and free from the dirtiness and disturbances of two-legged hogs.



the *Talk* of the Golfing World

● The famous Dunlop Maxfli is back to stay. After having to put up with substitutes and worn or recovered balls your members can again play with the ball of their choice.

And they are finding that the 1946 Maxfli lives up to all of their expectations—that it soars down the fairway just as in pre-war days, that it delivers the utmost in distance, durability and feel, and is extremely accurate on the green.

Once more the Dunlop Maxfli leads the field.

Dunlop

DUNLOP TIRE & RUBBER CORPORATION • SPORTS DIVISION • 500 FIFTH AVENUE • NEW YORK CITY 18

Visions Golf As Sports' Biggest Business

FOR 27 years Joe Mozel has been in the golf business. Joe has gone the route, so far, from the caddie ranks onward. As a private and public course pro and as manager and operator of indoor schools and practice ranges Joe has sweat, studied, wondered, worried and worked out a lot of the answers. Joe is one of those determined guys who is in golf because he sees in it tremendous business possibilities, some of which he already has realized.

Mozel looks at the golf business picture this way:

"Each day there is more money spent for playing golf than is taken in during an entire year by all the baseball clubs in the nation, yet baseball is known as the national game. Baseball's financial history hasn't been as good as it should have been. Gum, radio, automobile body, real estate, beer magnates and other wealthy fans have financed the ball clubs through the lean years.

"And until recently, the business history of golf clubs hasn't been any too bright. Now most of them are in the black and have surpluses of members and cash.

"Well, what's the reason for the financial history of these two huge sports not being as happy as the popularity of the sports would justify? Inexpert amateur management has been one explanation but the major answer is short seasons. Larger volume during the past few years has balanced the seasonal limitation.

"The millions of new players who have come into golf and the game's organized promotion campaign beginning to show substantial results gives a new picture for the golf business.

"Golf ranges, fully equipped and ably operated indoor golf establishments and outdoor recreation centers built around golf practice and play facilities are bound to be the big sports business of the future."

Mozel should know what he's talking about because he's been manager and head pro at Lloyd's golf range and driving course in Portland, Ore., and sole owner and manufacturer of the Joe Mozel automatic electric golf tee business. And both businesses are doing well. In developing his automatic tee business and as a player in tournaments all over the United States and in Canada for many years,

Joe's been around and taken advantage of opportunities to study golf's broad business possibilities.

At home, in the Lloyd layout, Joe has watched close-up the highly successful development of the Lloyd enterprise. He's made it a demonstration of the attractive investment aspects of a golf recreation center that's unique in location, facilities, size of investment and energetic operating activities.

The Lloyd golf course and driving range was created in 1929 by Ralph B. Lloyd of Los Angeles, a man of wealth, vision and courage, who made golf his hobby. This million dollar golf recreation center is in the heart of Portland and consists of:

A 9-hole golf course considered by golfers to be very sporty and testing.

A modern, sheltered and lighted golf range, 180 ft. wide by 240 yds. long, enclosed by the highest and longest fence of its kind in the world. The fence is 85 feet at its highest point and 30 feet at its lowest point.

A \$100,000 club-house which includes a high-class restaurant, banquet rooms, lockers, and clubrooms. It is surrounded by ample parking space and an extraordinary, well-lighted putting green.

All facilities of this golf center are open to the public all the year around.

The balance of 100 acres surrounding this golf center is also the property of Lloyd and consists of apartment houses, business structures, etc. His plan is to create a business center in this district that will be an outstanding accomplishment in city development.

The success and growth of Lloyd's plant is, to a considerable extent, due to Mozel's automatic tee system. He has installed at Lloyd's, 14 of his automatic electric golf tee units, 2 of which are left-handed. Millions of golf balls have been automatically teed up by these machines for players from all over the world.

The Mozel equipment is designed to place the golf ball in the exact position desired on a flexible rubber tee which is adjustable for ball height for all clubs whether used by a novice or an expert player, and where one ball or more is required. It is also designed to increase the efficiency of the player, eliminate the

(Continued on Page 76)

GOLFERS

Ko-lap-si Kart

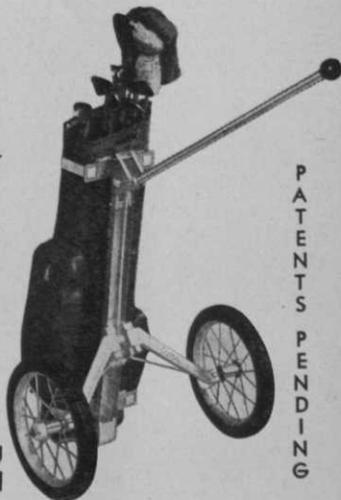
TRADE MARK

ACTUALLY AUTOMATIC and COLLAPSIBLE!

It has all these features:

1. DROP THE HANDLE—it closes in one second.
2. LIFT THE HANDLE—it opens in one second.
3. LARGE 14-INCH BALL BEARING WHEELS—the proven ideal size.
4. WIDE WHEEL BASE—no tipping.
5. APPROVED GOLF COURSE TIRES—no damage.
6. LIGHT ALUMINUM ALLOYS.
7. PERFECT BALANCE—no bag adjustment necessary.

and FLEXIBLE BODY TORSION performs like a spring with controlled action. It absorbs bumps and jolts and assures smooth rolling over the roughest fairways with finger tip balance. The most outstanding development in golf cart history.



PATENTS PENDING

RETAIL PRICE	\$29.50
F. O. B. CHICAGO	

SPECIAL OFFER TO PROS ONLY

Send \$39.00 for two KO-LAP-SI KARTS to be sent express prepaid as a trial order. See how these new Karts sell on sight. Special added discounts for quantity orders.



- Enclosed find \$..... Ship me
- Ko-lap-si Karts express prepaid.
- Please send me details on Ko-lap-si Kart.

Name

Address & City State

Club Name Position

MANUFACTURERS & DISTRIBUTORS

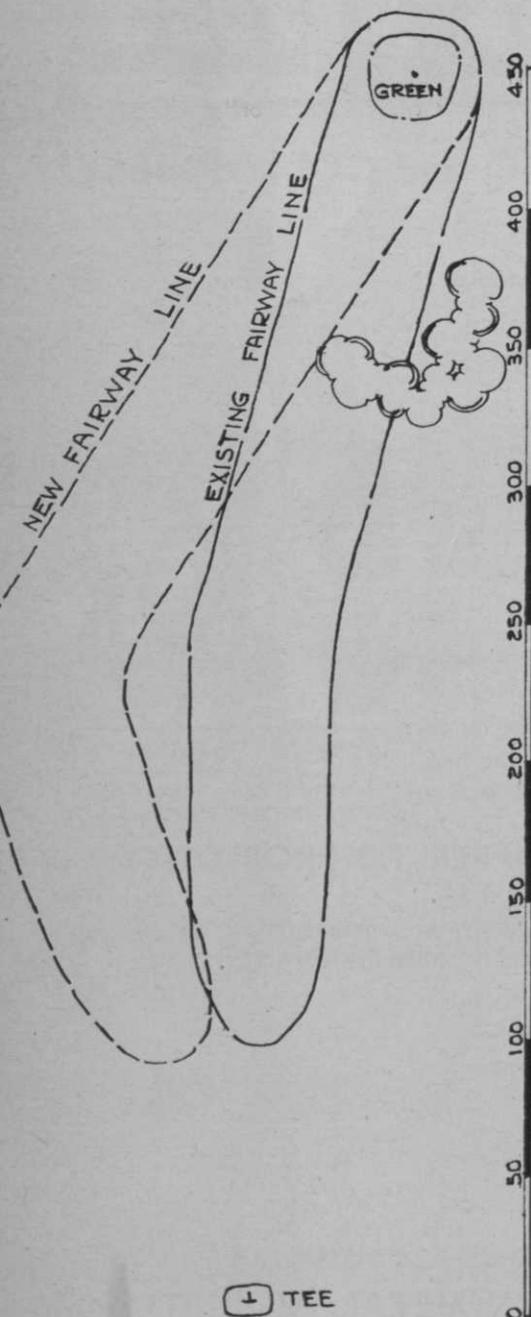
CHAMBERLIN METAL PRODUCTS

1466 West Madison Street—2nd Floor
CHICAGO 7, ILL.

Unheeded Mowing Destroys Character of Holes

By

WILLIAM B. LANGFORD



IMPROVING VISIBILITY

Simple inexpensive changes or revisions of a mature golf course will frequently enhance playing pleasure, technical quality, and general appearance more than elaborate and costly alterations.

A few well placed shrubs or small trees can force play into the proper channel and do away with congestive interference. A little grading down of tees, to eliminate unnecessary climbing, harsh outline and hard uneven surface, and to permit cutting by power equipment, will often work wonders at little or no expense. An extra tee may easily introduce more variety and give more character to a drab hole than an ambitious hazard arrangement.

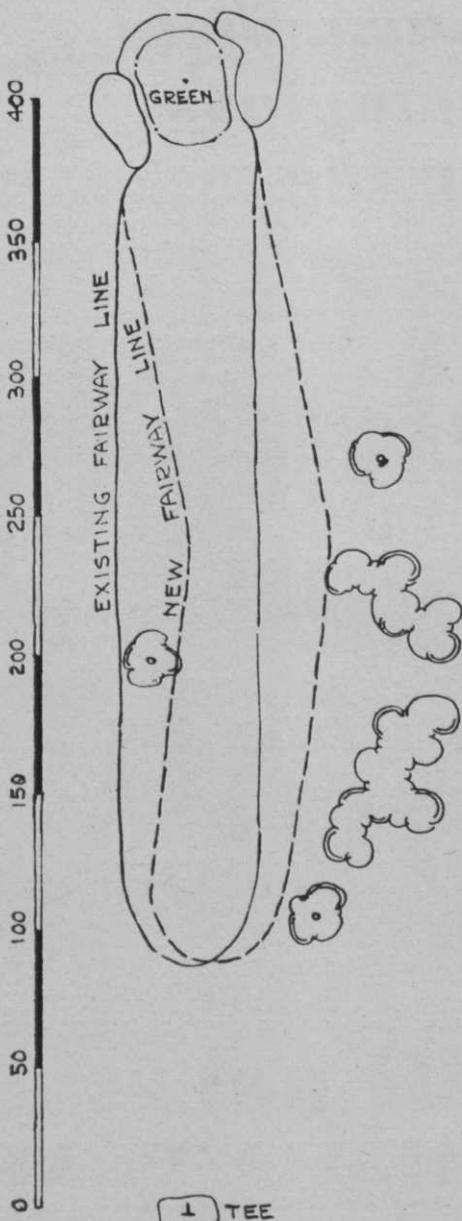
As a course ages it also undergoes many subtle alterations—trees and brush grow and intrude on the line of play, or die, and by their absence affect playing conditions.

Probably the most unnoticed yet often the most important change in an old hole comes from the slow variation that so frequently takes place in the mowed outline of green and fairway. Fairway boundaries may shift imperceptibly until in a few years a definite change has occurred, which sometimes destroys the architect's plan of the hole. These mutations arise from failure to exactly follow the original pattern, from reasons of expediency when new irrigation equipment is installed, or from a thousand and one obscure causes.

The rough is an important element in a golf course. Properly located it plays a major part in the strategy of each hole. When it creeps out of place, a good hole may even become a very poor one. Frequently, during the war years, the rough was almost eliminated to conserve our precious supply of balls. Now that happy

days are returning, the rough should return—TO THE RIGHT PLACE.

Many times a careful study of fairway outline can develop a new mowing plan



BYPASSING
POOR HAZARD

which will result in vast improvement and cost nothing. A fairway shift can relieve conflict with neighboring holes, bypass an uninteresting or unfair hazard, improve visibility or make better use of terrain, and can frequently be made at practically no cost except of time and gray matter.

It would be well worth while for most older courses to have a competent golf architect check their fairgreen outlines and correct them. He could do this in a day or two, so the professional fee would be small and the cost of executing his recommendations with club equipment would be negligible.

Green Section Action and Plans Discussed at Open

A revised, enlarged, and active USGA Green Section committee met in Cleveland prior to the Open Championship to discuss plans for future Green Section activities. Twenty were in attendance, including the USGA Executive committee. Members of the Executive committee were: Charles Littlefield, pres.; Francis Ouimet, tournament Chmn.; James Standish, Public Links; Totton P. Heffelfinger, Sectional Affairs; E. B. Leisenring; Isaac B. Grainger; Harold Pierce; Richard Tufts and Fielding Wallace, Chairman, Green Section committee. Others were: Marshall E. Farnham, Pres., Green-keeping Superintendents Assn.; A. L. Brandon, Sec.-Treas. of GSA, and Pres. Midwest Regional Turf Foundation; Ed Dudley, Pres. PGA; Fred V. Grau, Director, USGA Green Section; Franklin P. Miller, Cleveland; O. J. Noer, Milwaukee; Ed J. Foley, West Virginia; J. Porter Henry, St. Louis; Richard T. Garlington, Atlanta; William A. Knight, Biltmore Forest, North Carolina; H. B. Musser, State College, Pennsylvania.

Chairman Wallace announced that there will be two regular meetings of the committee each year; one in connection with the Open Championship, the other in conjunction with the USGA annual meeting in January, in New York.

The present Green Section budget of \$20,000 consumes most of the dues from the 800 member clubs. An expansion of the Green Section program will require more money. Chairman Wallace made an earnest plea for more members and more money to conduct the all-important Green Section activities.

Dr. Grau's financial report showed a rapidly increasing work load in the office,

★ ★ ★ **Announcing** ★ ★ ★

***The Tournament
of Champions
for the***

**Golf
Championship
of the World**

**36 HOLES
MEDAL PLAY**

See Golf's Major Title Holders
in the one, all-star top test! . . .

\$10,000

WINNER TAKE ALL

HERMAN BARRON
1946 All-American Champion

★
LLOYD MANGRUM
1946 National Open Champion

★
SAM SNEAD
1946 British Open Champion

★
and the
1946 PGA CHAMPION
to be decided at Portland, Oregon
August 19th through 25th.



SEPTEMBER 7 & 8, 1946

STARTING AT 12 NOON, BOTH DAYS

at the famous

TAM O'SHANTER COUNTRY CLUB

HOST CLUB OF THE ALL-AMERICAN CHAMPIONSHIPS

HOWARD ST. AT CALDWELL AVE. • CHICAGO

GEORGE S. MAY COMPANY

The World's Finest Business Engineering

840 N. Michigan Avenue
Chicago 11

122 E. 42nd St.
New York 17

391 Geary Street
San Francisco 2

660 St. Catherine Street, West
Montreal, Quebec, Canada

OFFICES IN OTHER PRINCIPAL CITIES

Sponsored by

expanded cooperative work with experiment stations, and a definite need for a budget to permit new plot work and for the purchase and replacement of equipment.

Proposed salary increases to meet "cost-of-living" will further necessitate an increased budget. Methods of stimulating interest and gaining financial support were discussed, including:

1. Increased USGA membership
2. Sponsoring Turf tournaments
3. Soliciting financial aid from state and district golf associations to support cooperative projects.
4. Publications of wide interest.

Close cooperation with the GSA, with PGA, and with state and national agencies interested in turf was stressed as an important function of the Green Section.

Other topics of interest which received attention were:

1. Publication, including **TIMELY TURF TOPICS**;
2. Green Section subscriptions for commercial interests and other turf interests;
3. More adequate information to Green Chairman;
4. Service to clubs as taxpayers from public agencies (extension service);
5. Educational developments in turf including conferences, short courses, college training, and demonstrations;
6. Channeling financial aid from golf associations through the Green Section for better coordination of effort;
7. Proper use of the word "Green" as in "greenkeeper," "green chairman," "green committee." The word green is singular in all these usages.
8. Relations between greenkeeping superintendents and green chairmen.

Co-op Arrangements Increase

Dr. Grau reported on cooperative arrangements and the status of the work to date. Agreements for Green Section research grants are in effect with Rhode Island, Penn State, Purdue, New Jersey. Since the meeting, the arrangements with the Georgia Coastal Plain Experiment station have been completed. Possibilities for further development in the near future include Florida, Nebraska, Kansas, Texas, and California. This work will progress as rapidly as possible under the limitations of men, money and time.

Service to clubs from public agencies was discussed at length and emphasized by Musser. Golf clubs are heavy taxpayers

but have not shared equally in the benefits from tax-supported institutions. Pennsylvania is one state which provides this service through agricultural extension channels at no cost to the clubs.

The value of the meeting of the Green Section committee lay in the harmony and understanding which was built and strengthened by the free discussions among the cooperating groups and individuals. That the committee is an active one cannot be doubted, judging from the interest shown in the problems which were presented and discussed. The next meeting in New York in January promises to be even better attended than this one. There are 32 members on the committee, representing all important golfing centers in the country. With the support and cooperation of groups like the GSA, the PGA, the state experiment stations, and the United States Department of Agriculture, the Green Section appears to have a bright and busy future ahead.

Western GA to Select 20 Caddie Scholars

The National Caddie Scholarship Fund's program of providing college education quickened as the Western Golf Assn., 111 W. Washington St., Chicago, sponsor of the fund, moved to effect the selection of 20 new Evans scholars for the fall term at Northwestern university.

Meanwhile the Western made plans to repossess Evans House, the caddie-scholars' Northwestern campus home, on Aug. 1, after which the house will be re-decorated, equipped with a new heating plant, and otherwise refurnished after four years of wartime duty in behalf of Northwestern's navy trainees.

The National Caddie Scholarship Fund, the educational trust under which 69 boys were helped to attend Northwestern before the war, is the WGA's primary activity in a broad program of caddie work. Conceived and originated by Chick Evans after he had won the national open and amateur titles of 1916, the fund provides tuition scholarships and housing facilities at cost to the caddie group selected each year.

To win a scholarship a boy must have had at least two years of successful caddie work; he must be nominated by the club at which he caddies; be recommended by club officials; be a graduate of an accredited high school; be qualified to meet Northwestern's entrance requirements; and must be in need of financial assistance.