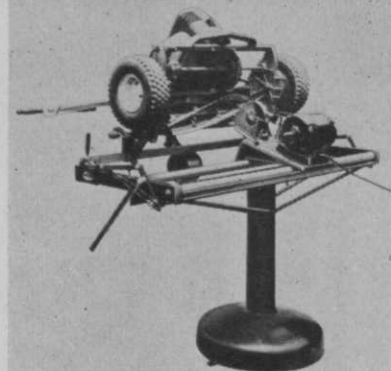


new gkpr., Beverly CC (Chicago dist.).

Pathe new weekly film in Britain features Alf Padgham giving a putting lesson. . . British say Yanks are beating them on the greens. . . Dyke course at Brighton, Eng., used during war as tank instruction field, to be rebuilt. . . City hopes to have course for British Open and Ryder Cup events. . . Biggest money event on British 1947 pro calendar is Daily Mail's tourney for approximately \$10,000. . . It will be played at Kilmarnock as first big pro tourney in west of Scotland for over 20 years. . . There are 196 artisan golf clubs in Britain with over 10,000 members. . . 200 have scratch handicaps.

Harry Grayson, sports editor, Newspaper Enterprise Assn., says pros had better begin to worry about amateurs' need of publicity and tournament galleries. . . In suggesting that pros develop star amateur talent Grayson remarked in Pinehurst Outlook story: "The pros used to cry about Bobby Jones beating them but Atlanta's wonder boy did more for golf than all the money players rolled into one." Home club pros agree with Grayson's point that more emphasis on developing and ballyhooing star amateur talent would mean more money for all pros. . . But what amateur

(Continued on page 110)



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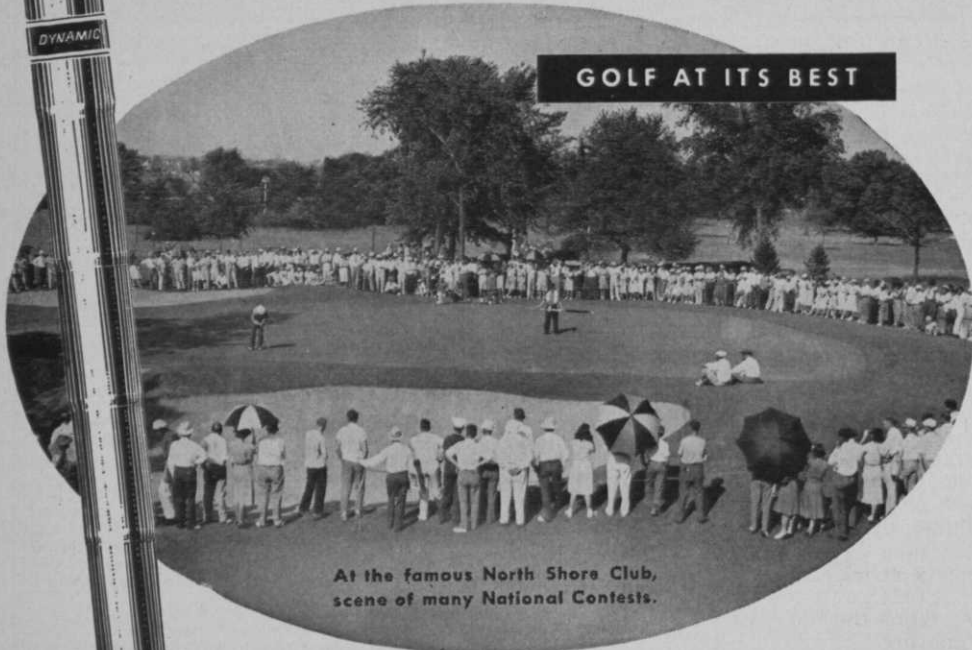
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WE MAKE GOLF SHAFTS ONLY—NO CLUBS OR OTHER GOLF EQUIPMENT OF ANY KIND

Springtime Sales "Heat" Applied by Pros

By **HERB GRAFFIS**

This is the time of the year in the central and northern states when golfers begin to have an itch the pro can cure with decided profit to himself. Before the house accounts begin, the pro can get best results on a sales campaign as the member is not looking at the total of his bar and restaurant tabs for a month and deciding to go onto a strict economy platform—at least until he's got a few drinks under his belt and signs the tickets with a free, flowing signature.

This year, too, the stores are going to put on a heavy drive for golf business. There are many aggressive new retailing outlets opened, so any pro who thinks he can coast and get business simply by letting nature take its course is going to pass up a lot of sales. Furthermore, his members will be missing the expert pro guidance in shopping that is one of the strong points that hasn't been—and probably never will be—adequately emphasized.

Every year pro merchandising is improving, notwithstanding the fact that the smart old timers set a very high standard of retail selling and service. They were able to take members and educate them in the craftsmanship and artistry of bench-made clubs. That made the member keenly conscious of the pro department as the source of authoritative knowledge on golf goods. I have seen that the majority of the veterans have kept even, or ahead, of the merchandising procession in golf. The bright and brisk younger men, picking up and applying business methods from the outside, have contributed their share. Most of the successful pros have benefitted considerably by taking their wives' advice on smart merchandising methods to be used on the class of people who play golf.

Spring Letters Are Business Getters

Most pros in the north and central states send letters prior to the opening of the season, advising members of the services and merchandise available at the shop. This sort of a mail selling campaign gets the

members stirred up and puts in a bid for the pro before the member comes out to the club. That's highly important in the metropolitan districts, especially as the stores' advertising and window displays may catch some of the richest early gravy.

It is a good idea for every pro to have a session with some advertising man who is an enthusiastic golfer and get him to help in drafting a letter and circular presenting the pro's "grand opening" proposition. He can take the pro's proposition and put it into form that will really get results. Maybe he'd advise spending some money on artwork cuts and printing after he has gone over your market prospects with you. Perhaps that expense may chill you a bit but you have to remember that you've got a lot of your money tied up in stock and want to convert it into cash profit as soon as possible. Keeping the investment turning over is the way the pro shop makes money. And as George "Shirt" May says, "You've got to spend money to make money." George has another line of good business advice in asking "Who can do it better than I can?" That means if another guy can do it better, get him to do it. An advertising specialist can do it better than the pro.

One more little, but important, thing in getting the advertising fellow to work for you: He will think that he is doing the job as a labor of love because he likes you and golf. You may get service for which he would charge his clients from \$50 to \$500, so at least, along with your thanks, give the guy a box of balls.

Gordon Tells the Story

Bill Gordon, pro at Tam O' Shanter CC (Chicago dist.), makes a practice of getting out his pre-season letter early in March. Time of mailing depends on when you are sure that practically all of your members have returned from winter vacations and have had some time to get folding money in their pockets again.

Bill's letters, which have a return post-

PRO SHOP SERVICE CARD

Kindly place my clubs in the pro shop for the season club care () Kindly phone me when the lesson season begins so I can show definite improvement in my golf this year () I am interested in some of the following items: Spalding balls () Acushnet balls () Wilson balls () Spalding irons or woods () Wilson irons or woods () Armour or Nelson irons or woods () Ladies irons or woods () Wash balls, 25c, 35c, 50c, 65c, 75c (doz.) Men's Golf Shoes, size () Women's Golf Shoes, size () Wind-breakers () Wool Shirts () Howland Bathing Caps () Leather bags () Canvas stick bags () Shag bags () Pussy foot socks () Wool socks () Sport shirts () Hand painted golf ties () Men's bathing suits () Men's or Ladies Golf Gloves ()

Signed.....

card enclosed, always get strong results. There is nothing fancy about them. They read like Bill wrote them straight to the point. That's something to bear in mind when the advertising expert helps you. There may be a tendency to go too fancy, but chances are the advertising specialist will see to it that the presentation is according to the character of the pro.

Gordon's letter for this year reads:

Dear Member:

The Tam O'Shanter Country Club Golf Shop is now open for the 1947 season. Upon receiving your golf clubs, they will be overhauled and put in tiptop shape. Club cleaning services will be the same as 1946—\$10.00 per set for the season until November 1st or \$2.00 per month.

Arrangements have been made to carry the finest line of golf clubs, balls and golf accessories that are obtainable. Quotas of scarce equipment will continue until mid-summer but my effort to take care of your needs is now offered, as a good supply of this merchandise is now on hand. You can rest assured your best buy in town will be the "Tam Pro Shop."

Golf instruction will again be arranged by appointments if possible. Six half hour lessons will cost \$12.00, six hour lessons will cost \$25.00, and individual lessons will be \$3.00 per half hour or \$5.00 per hour.

Your professional will have a limited line of men's and ladies golf shoes, Howland bathing caps, fancy hand painted golf ties, fancy swimming trunks, pussy foot socks, T shirts and sport shirts, all priced to sell.

I am enclosing a card for your convenience to protect your needs for the golf season. I would appreciate its early return so this work can be done before the season gets under full swing, and your needs will get my full cooperation.

Ed Phelan will again be on hand to help with teaching and operate the "Pro Shop." A revised caddy system under Harry Decker, formerly with North Shore Country Club and Miami Shores, will endeavor to provide more and competent caddies, with a supervised caddy school.

Our efforts to make your golf more enjoyable and your season at the club the best ever is our desire.

Come and see us early and often.

Sincerely, Bill Gordon, Professional

The mimeographed postcard Bill enclosed has spaces in which the member checks items in which he is interested.

This card is shown above.

You will note that Bill does not have on his card the complete line carried in his shop. The objective of the mailing is to get the prospects indicating interest and after that expression Bill can show them exactly what he thinks will fit their requirements.

Also notice how the "quota" element is discreetly mentioned in the second paragraph of the letter. This probably will mean that members will come in wanting to buy balls by the dozen to make sure. So what? Bill, like the rest of the fellows, probably will sell them as many as they want within reasonable limits and hope for relaxing of the quotas by summer. The branch of the Chicago river which runs through his course also should help to get his ball volume back onto the basis of the "good old days."

There's still a debate between experienced and successful pro businessmen as to whether it is better to give the members "the works" all in one mailing or give them a series of short letters or announcements on new equipment, club cleaning, lessons and other items of sales and service. One thing is certain and that is that the businessman does not read long letters.

Whether to mail at home or office addresses is another point on which experience of pros differ.

Last spring we noticed that in several shops where able clubmakers were available a bid was made for remaking grips to fit the member's hands. Grip leather was hard to get, of course, so often the old leather was used and the grip built up. Good prices were received for this work and the members talked about it as something they could get that helped their games.

In the spring preparations, one of the highly important factors is plain pricing of the merchandise in the shop. Then, in the letters or circulars, try to get the members to come out and look over the stock.

NEED SUPPLIES? SEE PAGE 103

Photography Can Aid the Greenkeeper

By ARTHUR LANGTON

Most greenkeepers have access to a camera of some sort, and a good few have dark rooms in which they pursue photography as a hobby, but mighty few list either as a professional aid in their daily work. Nevertheless, photography, supported by the art and manipulative skill usually acquired in grade school, can provide the greenkeeper with a means of easing his tasks and elevating his status.

Photography can do these things for the greenkeeper: (1) Provide a graphic "log" of conditions subject to gradual change; (2) record the state of things immediately before a major change in the golfing landscape; (3) forecast the finished appearance of planned changes; (4) present an understandable layout for certain routine work; and (5) provide a means of acquiring merit in the eyes of his employers. Professionals and house managers, too, can use photography advantageously, but this article will concern itself with the greenkeeper and some of his myriad problems.

Consider the first item in the outline above, that of providing a graphic log of conditions subject to gradual change. How many times has every greenkeeper tried to estimate the progress of a weedy army upon an unsullied green or virgin fairway? How often has he pondered the relative

worth of various treatments against seasonal afflictions? And how frequently has he wondered about the amount of material that erosion carries away from the sides or bottoms of waterways? The simplest kind of photography will provide an excellent record in all of these cases. On occasion these pictures will prove that either his fears are groundless or that he had better shake the lead out and do something while he still has a golf course. Either way, the picture will have proved invaluable.

Permanent Visual Record

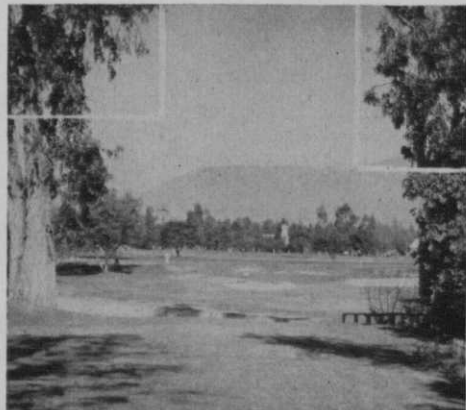
Season-by-season pictures of critical areas provide a very pleasing record of growth, progress, destruction, or decay. Further, they do not vary with changes in personnel and—aye—with the breakdown of the greenkeeper's mental processes.

Golf courses blessed, or cursed, with trees and shrubbery need an annual record of growth. Tree branches and shrubs slowly and imperceptibly encroaching upon a fairway or green can make a difference of several strokes to the average score over a period of years. Photographs, of course, provide the best record of growth and form the basis for determining a standard set of playing conditions (see picture). Pictures can eliminate a major and unsightly logging job made necessary every few years by someone realizing that the growth which once made a sporting hole has finally made an unfair test of golf. The pictures enable the greenkeeper to trim the trees in conformity with a predetermined set of conditions with a comparatively small and unobtrusive amount of work. On at least one golf course such a practice would do much to heal the breach between the tree-loving and the non-tree-loving golfers.

Those golf course operators who dote on trees can use photographs to some extent to detect less-than-normal growth in a particular tree, and thus be forewarned to make a replacement possibly years before the actual demise (see top photo page 102).

The second way in which photography can aid the greenkeeper, by recording conditions in a given area before a major change is made in its landscape, has several interesting angles. Some golf courses—and a few greenkeepers should have lived so long to know it—undergo cyclical changes. A few photographs would do wonders for posterity when some contemporary bright

(Continued on page 102)



The white lines indicate the limits to which the foliage must be trimmed so as to maintain a standard set of playing conditions. Periodic reference to this photograph will enable the greenkeeper in charge to keep the branches in bounds with a small and inconspicuous amount of trimming at regular intervals.

The Connells Show How to Build a Club

By JACK ILLIAN



Bud Connell

You might say the \$5 membership did it for the Marion Country club.

Or, you might say Bud Connell did it— Bud and his wife, Winnie.

And you might say hard work did it.

Actually, however, it is probably a combination of all that put the old Marion CC on its feet and made it

an important cog in the eastern Iowa golf and social wheel.

While we're about it, let's drop that "Marion Country club" name. There isn't any such thing anymore. Today it's the Indian Creek club with club rooms full of people and a golf course full of players.

The new name was taken from the creek which flows adjacent to the club's 9-hole layout, but that's getting a little ahead of the story.

The transformation of the old Marion club started with the arrival of Bud Connell in October of 1941. Bud had been the pro at the Geneva G&CC at Muscatine, Ia.

He purchased the Marion layout from Claude D. Knapp during that fall and moved in immediately. What Bud and Winnie found on their arrival was a very meager excuse for a country club.

There was a 9-hole golf course, a small pro shop and a one-room club house 60 by 34 feet with a small kitchen adjoining. The club had about 50 members, all of whom were preparing to pull in their necks for the winter.

The club had never been operated during the winter. Because of its general run-down condition, the lack of a good heating system and a number of other drawbacks, no attempt was made by Bud and Winnie to operate it during their first winter there.

That was the winter, you'll remember, when the war started.

Bud and Winnie opened the club the following spring, maintaining about 50 or 60 memberships on a \$25 family basis and \$15 for a single membership. It wasn't too

good a summer, but they kept the club going.

By the fall of 1942 the war was on in earnest and Bud decided to go into war work. He obtained a job as a supervisor at the Collins Radio Co. in nearby Cedar Rapids. But, and this is important, they kept the club open during the winter.

The summer of 1943 was rough.

"I didn't have to stay on that war job," Bud said, "but I felt patriotically frozen there. By that time, too, it was impossible to get help.

Winnie Mowed Fairways

"I trucked off to work every morning and Winnie worked on the golf course. She actually did all the mowing on the fairways that summer. I mowed the greens and did the other work on the course after getting off work in the afternoons.

"It was hard work on the course until after midnight every night, then up at 5 a.m. to another job, knowing that your wife was going to be doing manual labor on a golf course.

"We maintained the same membership price, but people weren't interested and the membership dropped down to around 35 hardy souls.

"That fall, though, things picked up and people began to show a little more interest."

About the same time the strain of handling two jobs proved too much for even so rugged a character as Bud. Bothered by hay fever and suffering badly as a result of a dry fall, he quit the war job and decided to devote full time to running the golf club.

"We began to realize," he said, "that people needed and wanted a place to sit around and lie to each other and talk about the long drives they would get when the new balls came back on the market.

"So at that time we instituted the \$2 social membership in order to get people to come out to the club. The idea was to give them a place to go.

"It also gave them a chance to get a taste of Winnie's marvelous cooking and we enjoyed quite an increase in membership.

"When spring came we went back to the

(Continued on page 80)

Making Proper Topdressing for Bent Greens

By O. J. NOER

The plant food content of topdressing is less important than are its physical characteristics. It is a simple matter to apply fertilizer to furnish needed plant nutrients, but faulty soil structure caused by the use of an unsatisfactory topdressing mixture cannot be corrected easily or quickly.

The ideal topdressing is a mixture of soil, sand, and organic matter in proportions which produce a medium to coarse sandy loam. The ratio of soil and sand is not a fixed one. It varies at different places because of the diverse character of the soil and sand obtainable in the locality. When the soil is heavy, a large amount of sand must be used, but when a medium to coarse sandy loam of good structure is available, little or no sand is needed. There is less leeway with respect to the content of organic matter. The quantity should be 20 to 30 percent by volume. It should never exceed 30 percent, and ought not be less than 20 percent.

Volume rather than weight is used to express the proportion of ingredients used to make topdressing because that is the practical way to measure them when the final mixture is made. Laborers take so many shovelfuls of soil, sand and humus. Sometimes it is one shovelful of each ingredient; or it may be one shovel of soil, 2 of sand, and one of humus.

The importance of selecting the right kind of sand, and obtaining a suitable organic material is always stressed. The necessity for a careful choice of the soil fraction is either overlooked or ignored. Any kind of soil on the property, or obtainable nearby, is used. It may be anything from a muck to a heavy clay. The soil used exerts a marked effect upon the topdressing which can be beneficial, or it may be detrimental. By selecting the right kind of soil, the amount of sand, or organic matter, required may be greatly reduced. The resulting saving in cost may more than offset the higher price of good soil.

Soil Texture Paramount

Texture of the soil is vastly more important than its color or organic matter content. Other things being equal, the choice would rest with the darker of 2 soils, because it would have a higher content of organic matter. But a light colored loam soil is vastly superior to a dark colored clay or muck. Soils of loamy tex-

ture are best because they contain 30 to 50 percent of sand, have some silt, and up to 20 percent of clay. The silt and clay give the topdressing body, and provide a little colloidal clay which is a miracle mineral. It is an exchange complex which alternately absorbs and releases the basic plant nutrient elements, and prevents the loss by leaching of potash, phosphoric acid, and the other basic mineral elements. With some of this miracle mineral in the topdressing mixture, nitrogen is the only element subject to loss by leaching.

A silt loam can be used if a loam or sandy loam is not available. But the amount of sand must be increased to offset the larger amount of silt in the silt loam. A clay or clay loam should never be used because it has too much clay in it. A fine sand is equally bad because it lacks the desirable miracle mineral, or colloidal base exchange complex.

It is not necessary to have a mechanical analysis made of the soil. With a little experience the soil can be judged by rubbing a small amount of moist soil between the thumb and first finger. The ideal sandy loam or loam soil has definite but slight cohesive properties, and has a pronounced gritty feel caused by the medium to coarse particles of sand. When a little moist soil is placed on the thumb, and rubbed quickly with the first finger, the slicked surface should not be shiny or smooth. That is evidence of too much clay. The absence of cohesive properties shows that the soil is a sand, and does not contain the miracle base exchange complex. When the slicked surface is smooth and shiny the soil is a clay loam or clay. Altogether too much sand will be needed to change it to a sandy loam. A silt loam does not have any gritty particles. It has a floury feel, and produces a dull slicked surface crossed by innumerable fine cracks.

Preparing Soil

It is frequently possible to locate an area of suitable soil in an out of the way spot on the course. The area should be plowed, cultivated periodically to kill weeds, and planted to cover crops to add organic matter and improve soil structure. Grass clippings and other organic debris can be scattered over the surface before plowing and incorporated into the soil. Two cover crops

(Continued on page 97)

Design and Its Relation to Maintenance

By **ROBERT BRUCE HARRIS**

Member: American Society of Golf Course Architects

I haven't any doubt that most of you have many times cursed the architect that designed your course and perhaps justly so. I am sure everyone here is more aware of golf course design as it applies to maintenance than they were 20 or 30 years ago.

However, in defense of the golf course architect, one of the important phases of design that influences the upkeep, is the selection of the site on which the course is built. Too often in a club development the site is selected and bought before the golf architect is employed. He then takes the property and does what he can with it. The result is frequently a dull, uninteresting layout that is expensive to maintain. More times than not, a layman group without expert assistance will select a site that is too small, and too rugged and they will not take the trouble to have its soil analyzed. I have walked over many golf courses that should never have been built and no doubt you have all had the same experience.

In the days just after World War I, most people thought that to have a good golf course, they had to have a very hilly piece of property, cut up by many ravines and streams. This sort of land was called "sporty" and in those days it was a very much over-worked word. It was commonly used to describe a tract of ground where a mountain goat would be more at home than a golfer. Many times, golf architects were called in to design a course on that kind of a site. In most cases, the result was bad and very costly and the poor greenkeeper had to suffer with it for many years. The selection of the proper site has much to do with the layout of the course and it certainly has much to do with your upkeep. This phase of golf architecture is seldom mentioned but it is a most important one and one that should be handled by the golf architect.

During the depression, many of you, through economic necessity became very conscious of the golf course design as it relates to maintenance. With the recent war years, you have become more aware of it. Through these trying years, all of you in the golf game have done a remarkable job of operating with a scarcity of help, high prices, and broken-down equipment. Bad as this has been, it may have been a blessing in disguise as far as golf course architecture is concerned. Back in

the early 20's, it was customary for golf architects to build large mountainous-looking greens. They had steep shoulders and mounds and the sand traps surrounding them were very near, or right against the putting surface. In most cases, they did not merge with their surroundings, but appeared very artificial and as you all know, they required an enormous amount of hand labor to keep up. Because of these steep slopes, they were frequently subject to sun scald and tight spots. The surface of the greens sometimes had so many severe undulations that it was difficult to find a fair place to put the cup. These steep hills had to be hand-mowed and hand-watered. Many of these greens were much larger than they needed to be.

Green Design Changes

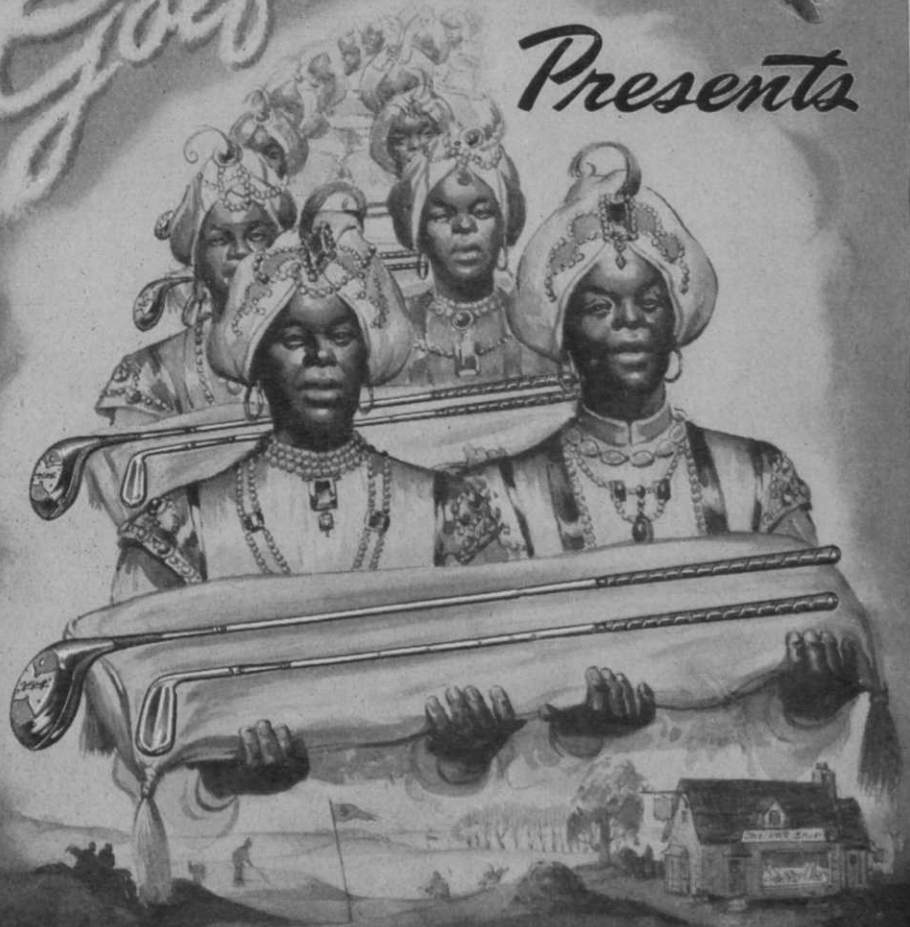
The depression and the following war years have done much to change this style of green. The lack of labor and the need for maintaining with power equipment has caused us to plan our present day greens with long gradual slopes and very gentle undulations. Their surrounding sand traps are now built far enough away from the putting surface to permit mowing with fairway mowers. Power mowing of putting surface has been a good influence on the design of the green. No longer do we build those sharply elevated bumps that require so much maintenance and are so unfair to the player. Greens are now designed for economy of upkeep without sacrificing beauty and the test of golfing skill. Because of this, they also blend better into the surrounding topography.

There is an old saying that "there is nothing surer than change" and that applies to golf course architecture, too. I am sure I don't need to tell you that golf course design has been going through an evolution as a result of scarce high priced labor, power machinery, bag carts, and player preference. In the days of cheaper labor, you saw many sand traps made to look like those on the sea-side courses of Scotland. You will even see many of these in use today. Traps were built with many curves and angles in their general outline. Tongues of sod protruded into the trap or fancy little islands of sedge grass or ground cover dotted the sand. This fussy kind of design was often a copy of some famous foreign golf hole. Unhappily, with few

(Continued on page 94)

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Presents



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