

AS ADVERTISED in the **POST** and **HOLIDAY**

TOTAL COMBINED CIRCULATION PER ISSUE OVER FOUR MILLION COPIES.

To benefit from the player preference thus created,
stock, display and sell Golf's Finest --- the Super-
Charged Sweet Shot.

*Golf's
Finest*

**SUPER-CHARGED
SWEET SHOT**



For the performance that champions demand, plus the value thrifty golfers require, the Sweet Shot is:

Super-Charged, for long drives.

Balanced, for true flight on drives and approaches.

Accurate, for dead center putts to the cup.

Durable, for extra value.

The Super-Charged construction of the Sweet Shot is patented and exclusive. On sale only at Pro Shops. For the ball that champions play, ask your Pro for the Super-Charged Sweet Shot.

THE WORTHINGTON BALL COMPANY • ELYRIA, OHIO, U.S.A.

Worthington

WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER Since 1904

Golf in Schools Accents Need of More Courses

By WM. WOTHERSPOON

Pro, Southern Hills Country Club, Tulsa, Okla.

Probably the most important trend in the business of golf is the increased attention given to the development of golf among high school and college students.

Hundreds of pros have had considerable experience in conducting junior classes and have seen how these juniors have grown up to become active club members or players of many rounds on public and fee courses. The junior classes are the second stage of market development by pros among the youngsters. In most areas there is a lot of work still to be done in this stage of development.

Certainly the pros realize the primary importance of youngsters in assuring the growth of golf as it was from caddy ranks that most of the pros came. You'd probably be safe in estimating that at least half the private club members in the northern states caddied during their boyhood.

It is certain that the growth of caddies into smart and vigorous young manhood and solid position in business and social life accounted for a great deal of the expansion of the game during the 20s.

So we can look back and see that in two periods the American golf business has profited greatly because of interest of young people. In reviewing these periods we ought to be able to see that in neither instance has the encouragement of older golfers been anyway near on a par with the interest and energies of the kids.

In the earlier days the caddies were attracted by the earning chances in carrying bags. Very little was done to consciously develop their interest in the game. Now pros and club officials still have plenty to do before they can consider the job of junior development at their own clubs thoroughly well done.

The explanation of the deficiencies is simple. The pro is a busy man and, like his members, has to devote the greater part of his attention to making a living. The officials and members want to use the courses without any possibility of being bothered by the younger people.

New Deal for Youngsters

Anyone who looks over the golf picture today is bound to be impressed by the de-

velopment of golf in schools and colleges. This development still is rather sporadic and is handicapped by lack of playing facilities and weather. The latter handicap is being overcome by wise attention given to indoor and net training of school students. There's still much to be done in this field as indoor golf exercises and practice have to have lively and competitive interest to keep the attention of the younger people.

We may be seeing the new idea in golf expansion taking form in the plan which Frank McCormick, athletic director of the University of Minnesota, has engaged Les Bolstad to put into operation. The McCormick plan is to coordinate high school and smaller college golf activities with those of the state university. The Minnesota PGA is a vigorous and essential factor in the plan.

At the university Bolstad is teaching golf to many who are majoring in physical education and will go out into high school jobs with the ability to impart the fundamentals of the game to their schools' students. The Minnesota pros have planned their own work to take increasing interest in the development of high school golf. In that field they, as well as pros in other states, already have done quite a lot of work.

Considering the work that is being done to get the high school and college students keyed up to golf interest and ability greater than that which previous generations have had, it would be a serious mistake to have a substantial percentage of it wasted by lack of playing facilities.

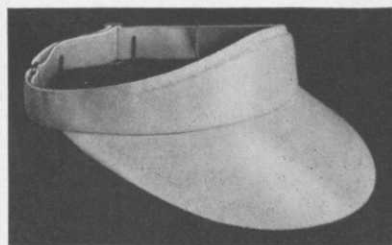
In the larger cities where property values are high and distances are great the solution of the course shortage problem is a municipal recreation task. The income of public courses over operating expenses in the majority of cases has made public golf a sound civic business enterprise. But in the smaller towns there is a lamentable lack of courses where the youngsters are welcome.

There isn't much money for golf construction or maintenance in most of these places but there is unused land usually available. Often it is land that would be

Congo SUNHATS

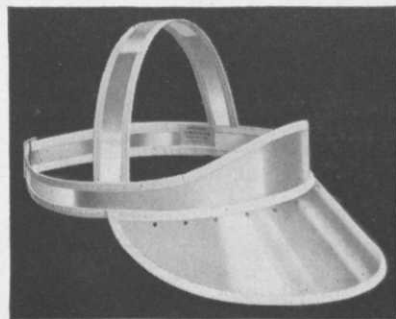
VISORS and CAPS

"Why Under The Sun Don't You Wear One?"



WIMBLEDON --- No. 475

Made of white twill with padded forehead shield and green underlining on visor. Adjustable back assures a perfect fit. The ideal tennis visor for both men and women, also practical for badminton, golf and other sports.



ACE --- No. 675

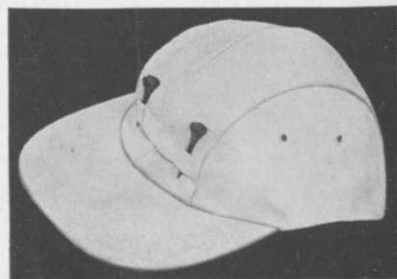
A one-strap visor... in a standard style worn year after year by countless thousands. All transparent green with solid white edging. Ventilating air holes in upper portion of eyeshade. Light, airy... suitable for work or sports wear. Size adjustment for all head sizes.

*Write for Complete
Information and Name
of Nearest Jobber*



CONGO --- No. 2325

The most popular sunhat in America... the famous "Congo". Cool, light, comfortable, inexpensive. Made of fine white duck material with eyelet ventilators, crown band, multi-stitched brim and transparent green eyeshade. Small, medium, large and extra large sizes.



PADDOCK --- No. 410

A smartly tailored cap in fine quality twill. Styled with a long, sturdy, water-resistant visor, a utility strap across front, and an absorbent sweat band. Popular for all sports and outdoor activities. Small, medium, large and extra large sizes.



FOREST HILLS --- No. 405

A top favorite for all sports... made of white twill, equipped with felt sweat band, visor underlined with green material to shade eyes and dispel reflections. Worn by both men and women. Small, medium, large and extra large sizes.

THE BREARLEY CO., ROCKFORD, ILL.

Headquarters for Sunshine Headwear

"MAN! IT MAKES
ALL MY SHOTS
EASIER TO HIT!"



PRO: "Sure, that's the idea behind Graduated Offset. It brings the ball nearer the true hitting line—lines it up better in relation to your hands, so to speak. Go ahead, smack another one."



MEMBER: "Mmm, sweet. Why do you call it 'graduated'?"

SPALDING

Registered

TOP-FLITE

Woods and Irons

SOLD THROUGH PROS ONLY



PRO: "Because the offset is carefully graduated, or increased, as you go from the #2 iron to the #9. In each club it's scientifically related to the job the club has to do . . . moderate offset for accurate power on long-distance shots . . . maximum offset for close-in control on approaches . . . just right for each shot."

The Record Speaks

● The American golfer (may the sun shine on all his weeks ends) is one of the world's clear-eyed realists.

"Talking a good game" sums up his quick scorn of claims without performance. When he really wants to know the score, he looks at the record.

Year after year the record speaks for Spalding. More major tournaments, amateur and pro, have been won with Spalding golf balls and clubs than all other makes combined.

A. G. Spalding & Bros.
Division of Spalding Sales Corp.



Spalding



SETS THE PACE IN SPORTS

GOLF'S GREATEST BALL

First choice of hard-hitting, low handicap players...the high compression DOT. Sold exclusively through pros.



**SOLD
EXCLUSIVELY
THROUGH
PROS.**

THE TOUGH TOP-FLITE

Built to "take it," with a super-tough cover. True flight and true roll.



quite good in topography for a golf course but not much good for anything else.

In Oklahoma, Texas, Kansas and in other southwestern and central states hundreds of courses have been laid out on ground the owners have been glad to loan at no rental payment or nominal annual rental. The courses are "cow-pasture" courses but they do give the golfers opportunities for play.

The greater number of these courses have been laid out inexpertly, cleared and otherwise constructed by fellows in their late 20s or early 30s. These fellows or some neighboring farmer do whatever mowing or other maintenance work is necessary. They are make-shift courses, but they are great cradles of golf. You need only to read H. B. Martin's book "Fifty Years of American Golf" to be reminded that most American golf courses started this way.

The Young People As Builders

It strikes me that golf's spread in the smaller towns must emphasize getting the high school and college students stirred up on the idea that they can build acceptable courses of their own where courses are not available.

Most American boys up to about 15 years ago, I am told, built their own baseball dia-

monds. The golf course building and maintenance is more of a job, but in the case of small town courses quite a bit better than the customary "cow-pasture" courses, the work certainly is not beyond the capacities of young Americans.

I'm inclined to believe that with the high school and college students taking the lead there would be no difficulty in raising among small town businessmen the comparatively small amount of money that would be needed. The energies and keenness of the high school and college students would provide the work and drive necessary.

Advice and help from the pros and greenkeepers of clubs nearest to these sites of the young peoples' enterprises I know would be forthcoming freely. The greenkeepers and pros already have heavy demands on their time but I can't call to mind one who wouldn't be glad to help young people in such work and contribute invaluable aid without charge.

This "cow-pasture" course need is one that we in the golf business can't lose sight of. Although we are accustomed to the finer places and have brought up our members to expect only the best, we can't neglect service to youngsters who can't afford such layouts.

Jackman Sportswear



The Jackman selection of sportswear and accessories for 1947 has charted an easy-going summer for your players . . . and for your merchandising.

New designs, new fabrics, new comfort and smartness to brighten the horizon of your players and add to their fun.

A wide variety to meet the mood of your members . . . and the weather, too. Write for the new Jackman catalog and see how many items we have to help you make this your biggest year in sportswear sales.

Ren Smith, President

Note

our new address: 6332-34 Roosevelt Road — Oak Park, Illinois

"The Golfershirt" • All-Weather Jackets • Headwear • Sports Sox • Gloves • Accessories • Leisure Coats • Haberdashery • Golf Bags • Golf Carts • Tournament Prizes • Plastic Shower Clogs • "Golferscap"

Preparing A Course for Championship Play

By MALCOLM McLAREN and EDWARD B. CASEY

McLaren's remarks are based on conditioning Canterbury for the 1946 National Open and Casey's notes refer to the work he did at Baltusrol for the 1946 National Amateur.

By MAL. McLAREN

Supt., Oakwood CC, Cleveland, O.

One of the most important operations in preparing for a golf tournament is the fertilizing program. Most clubs are notified a year in advance of holding national championships and can plan on doing some fertilizing the preceding fall, along with weed control work.

In the spring the usual program for greens and tees is used. This consists of an application of fertilizer in April, May and June. These applications should be made to bring one about 10 days to 2 weeks ahead of the tournament. This would have the fertilizer working at its peak during the days of tournament play. An extra application can be applied to the tees about 2 weeks before the tournament starts. Caution should be taken with chemical fertilizers so there will be no possibility of burn.

Fairways should be fertilized with the same thought of having them at the top of condition during the tournament.

If there has been much weed eradication done in the rough it's a good idea to spot fertilize the thin areas to make the rough all about the same texture.

Consideration should be given to the lawns around the clubhouse in order to have them looking nice and have grass food there to enable the plants to recover after the beating taken from gallery traffic.

Check Cutting Lines

Cutting lines should be checked on fairways and tees. This is very important. Many a hole is ruined by having a fairway cut away off line, or a tee line facing one way and the line of play being in another direction. Checking these lines is a good habit to get into whether you have a tournament or not.

The rough around greens should be given special attention. One of the things a player fears most is when he is just off or over the apron of a green and in long grass. A 5-in. rough around the rest of the course is a fair penalty and the player should expect at least this much trouble if

he is in the rough. After the first day the gallery usually has most of the rough trampled down.

Marking all hazards with white lines is a big job and may not seem important but it is. Don't think that because a creek is away off line it does not have to be marked. Mark all water hazards on the course and headaches will be saved later.

Sometimes you may be able to get a



Storage space, shop and facilities for supt. and staff are located in Canterbury's maintenance building.

crew from a city traffic department and the power sprayer they use for marking traffic lanes will do a very good job. A line also can be made with this machine in front of greens where marshals can halt the galleries.

Out-of-bounds stakes should be checked and painted. Signs should be placed to show ends of boundaries.

Working Program

Greens are cut every day before play. Ball indentations are lifted and smoothed out. Fairways and tees are cut late the day before the tournament begins and cut each day after play has finished. Extra



Maintenance garage at Canterbury.



The repetition of fine performance demands uniformity of excellence in both player and equipment. Just as good golf calls for a perfectly grooved swing...it also calls for precision-built golf balls of unvarying uniformity.

The superlative quality and uniform excellence of the Hagen Trophy Plus and International are reasons why Hagen Golf Balls are favored by critical players everywhere.

The TROPHY PLUS is for low handicap players. The INTERNATIONAL is tensioned for greater durability, and distance, too. Both the Trophy Plus and International are sold by Golf Professionals exclusively.



Uniform Excellence



WALTER HAGEN GOLF

Grand Rapids 2, Michigan

Div. Wilson Sporting Goods Co.

If it's Hagen made, it's sold through Pro Shops Only

May, 1947



Yard front of Oakwood equipment building.

mowers are borrowed from neighboring clubs and this work can be done in 3 or 4 hours. Cutting every day may not seem necessary but this makes sure of your fairways and tees being neat at all times.

Bunkers are checked to see that there is plenty of sand in them. The tile and surface drainage also should be checked to make sure that no casual water will stay in bunkers in case of heavy rain during play. Bunkers are raked every day. A crew is kept on during the day to rake out footprints and lift balls during play.

Greenkeepers from the local association are stationed at each green to assist marshals and see that workmen perform assigned duties. These greenkeepers help direct the galleries around the greens and bunkers. They are on the alert for anything that may go wrong and send for help if needed. At Canterbury we had many compliments for the tournament committee on the expert cooperation of members of the Cleveland District greenkeepers' organization.

Placing of Ropes

When placing ropes to control galleries each green and tee should be studied carefully in order to place the ropes to best advantage. Tees should be given special attention to make sure that the ropes are well back so the crowd will be prevented from getting in the line of any shots.

Try to avoid bottlenecks between greens and tees where the crowd will be confined to a narrow path. Everyone watching a golf match always is in a hurry and will jump the ropes if the gallery is held back too much.

* * *

By EDW. B. CASEY

Supt., Baltusrol GC, Springfield, N.J.

Success in providing excellent playing conditions for a tournament depends on the superintendent's willingness to apply in his program the knowledge and data that other superintendents and turf research men have made available, as well as using carefully everything he has learned from his own experience with the course at which the event is being played.

Preparatory work for major tournaments differs very little in fundamentals from what we have to do every day. But the tournament responsibility is so big and broad and has so much bearing on the nation-wide reputation of the tournament club that the superintendent is compelled to review and possibly revise his practices. Especially the turf and everything contributing to its support must be thoroughly considered and an overall plan with components assembled in order of necessity and importance, must be established.

This program must tie in with everyday course maintenance in such a way that normal maintenance will not be disturbed yet the overall condition of the course be preserved and improved so tournament time will find playing conditions at their very best.

We must set for ourselves a course of action which will assure maximum good results from all favorable factors and a minimum of bad results from unfavorable factors which may exist or develop.

Labor, the biggest item in our control work and the greatest possibility for losses, is the personal factor we must train to work intelligently, to have clear perception of what is to be done, to develop initiative and in general to regard the championship as a demonstration of the course maintenance staff's own championship calibre.

Survey Recurring Troubles

A survey of recurring troubles is most necessary. This survey must include all construction defects, drainage problems, and areas of greens and fairways likely to go bad when the going gets tough.

Mindful of these problems which we know may crop up we either can make a special effort to correct the causes or at least to minimize the results which we cannot possibly or practically correct.

Where necessary we must plan drainage projects to prevent soggy conditions in event of rainy spells and to thin out trees which pocket and smother certain areas in muggy weather.

We must be constantly on the alert to forestall serious results from unavoidable elements such as excessive temperatures and humidity, excessive or insufficient moisture, and invasions of insects or diseases. We must accept the ever-present threat of these troublesome factors and keep our planning and efforts so flexible we can meet each problem with practical and timely solution. We must roll with the punch and move in and out as the breaks develop.

We should carry on operations such as

(Continued on page 103)