

Lake Placid Changes Name In Tribute to Craig Wood



Craig Wood, former U.S. National Open Golf Champion, has club named for him in his old hometown—Lake Placid, N.Y. Here the shot wizard receives congratulations of (L to R): Marshall Trusttum, club pro; Town Supervisor Harold R. Soden; Wood, Claude Harmon, Masters titleholder and Jim Searles, golf director, Lake Placid Club.

It was a perfect afternoon for Craig Wood, former U.S. National Open Golf champion, when his old home town re-named the Lake Placid Golf and Country Club in his honor July 19.

In an exhibition match highlighting the event, Wood and his teammate Jim Searles, golf director at Lake Placid Club, were vanquished two-up by Claud Harmon, Masters title-holder, and Marshall Trusttum, Lake Placid pro.

A plaque re-naming the clubhouse and course in Wood's honor was unveiled by Town of North Elba supervisor Harold R. Soden in ceremonies preceding the tee-off.

Craig's fellow townsmen pointed out that it was no empty honor Lake Placid desired him to have. The town plans a reconstruction program which will vastly improve the property to the benefit of all who use the facilities.

The course name was changed to Craig Wood "in loving tribute to him during his lifetime—and as a living memorial forever after."

The layout has unusual significance for Craig, inasmuch as the 18-hole course was once a farm where his grandfather grew up. Craig's ability as hunter and nimrod can be traced to love of these sports developed during his boyhood days roaming the ol' homestead.

Like many another bigtime golfer, Craig became interested in golf as a caddy, toting bags for players on the old Ruisseaumont course on the outskirts of Lake Placid.

August, 1948

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Syracuse Pros Advertise Club Fitting Service

Syracuse, N. Y., members of the Central New York PGA believe in taking their message straight to the public. Recently a display advertisement appeared in that city's evening newspaper urging the public to consult the pro when buying equipment.

This advertisement was sponsored and paid for by nine well-known Syracuse professionals. Each of their names and that of their club appeared in the advertisement.

Grant Newlove, professional at the Te-cumseh GC, and one of the sponsors, said, "One player who came to me for some lessons had purchased some new clubs elsewhere that he brought along. He was a right handed player but had been sold left handed clubs." "And," Newlove continued, "we feel it is to the player's advantage to fit him with the proper equipment, and we have contracted for enough advertising space to run more local newspaper advertisements several times during this season to help let the public know what we pros have to offer besides lessons."

The advertisement brought out the fact that the pro fits the clubs to the player's

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WRITE FOR PAMPHLET

type of swing and build, and has equipment in all price ranges. There was no high-pressure selling in the ad; simply a statement that the pro could serve the beginner or the expert "at a considerable saving." The ad was 6 in. deep and 2 columns wide. It invited comparison of prices.

Although the Syracuse pros didn't expect that a one-shot ad would bring them a flood of business they did believe that the immediate and indirect results of the advertisement offset to some extent store advertising featuring prices. The Syracuse pros are firmly of the opinion that it is within the pros' power to put up a winning competitive battle against any store golf merchandising by advertising a fitting service that only the pro can provide with his expert knowledge and a place of business that permits him to see the prospective customer hit some shots and indicate what type of equipment would be most suitable.

Pros who signed the ad and their clubs were, in addition to Grant Newlove; Augie Nordone, Lafayette; Emmett Kelly, Green Lakes State Park; Al Reynolds, Bellevue; Bill Grygiel, Brumllins; Bill Mitchell, Onondaga; Tom Newlove, Syracuse Yacht & CC; Larry Murphy, Sunnycrest; and John Murray, Lyndon.



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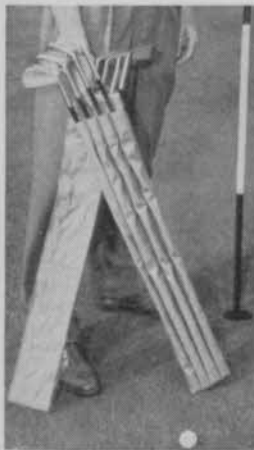
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STUDY WOMEN'S BUYING

(Continued from page 28)

heresses to the old clubs of their fathers or husbands. That wasn't good for their scoring and the development of their golf interest and it certainly wasn't any good for pro shop business.

Now, generally, the golf swings of younger women around a club are of a better standard than those of any other class of members except the low handicap players. The girls and young women have better than average performance with the wrists, thus get the arms and hands working together effectively.

In my classes for youngsters I have noticed an increasing seriousness of the girls which I attribute, in part, to the little girls hearing about what prominence now is being given to golf instruction at the leading girls' schools. My classes for kids are quite serious matters to the youngsters and to me. I don't permit them to clown. If they get funny they are sent out of the classes. Seldom does that happen because I keep them too active for any foolishness.

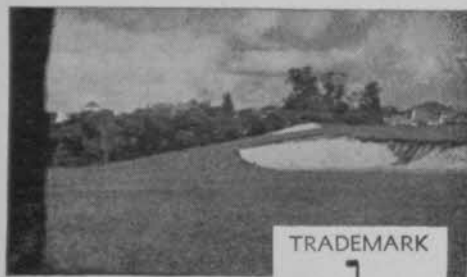
Group Lessons Are Divided

Instead of having these classes once a week I wait until school vacation starts and have the youngsters in one and a half class lessons four consecutive days. Half the youngsters sit and watch and listen while the other half are taking their lessons in grip, stance and swing. Then the sitters get their action half of the class lesson. I've found this matter of taking the youngsters on consecutive days gets them well grounded in the fundamentals, whereas the weekly sessions allow them to forget.

The younger girls getting enthusiastic about golf get their mothers into the game and playing far more often than fathers. Golf is developed into a prominent place in the social scheme of these families, with a consequent extensive development of the pros' market.

These are critical years for the pro who wants to protect his future market. Pros have seen that their own errors of omission allowed alert and aggressive store competition to get in on men's business that might have been channeled into pro shops. If pros allow the same competitive condition to develop in women's club, ball, bag and accessory sales it will do them no good to try to place the blame for loss of this business elsewhere than on themselves.

And, as I've previously remarked, the stability of many a private club and fee course, despite a possible general business recession, depends a great deal on how strong women have been sold on golf during such good business years as the nation has enjoyed since the war.



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How to Recognize and Control Sod Web Worms

By CECIL E. SMITH

The sod web worm, common to the mid-western area on golf greens and turf, is the young of a white or silver colored moth. The moth has a wing spread of about three-fourths of an inch.

The female moth, flying low over moist turf, drops her eggs. The eggs resemble small cream colored beads. Watering and mowing tend to work the eggs down into the grass. Putting greens and watered areas make an ideal incubator for hatching the eggs. During dry periods, they are often the only moist places on a golf course.

The eggs will hatch in seven or eight days. The larvae feed on the grass leaves and form a burrow with a smooth lining or web. Hence the name web worm.

In two to eight weeks the worms complete their growth and make a cocoon of a silky substance and soil. The pupa take from ten days to two weeks to emerge from the cocoons as moths. Their wings dry in a few minutes and they are able to fly and start the cycle over again. The latter parts of June and August are the periods when infestation is liable to occur in this locality.

Sod web worms can be controlled by two pounds arsenate of lead in twenty-five gallons of water sprayed on one thousand square feet of turf. Allow to dry on the leaves. Also fifty per cent wettable DDT sprayed at the rate of one-half pound per one thousand square feet. The amount of water is not important as long as good coverage is obtained.

—Heart of American Turf News

MAINTENANCE PROCEDURE

(Continued from page 32)

8. **Fungicides.** Treatment for brownpatch and dollarspot usually is necessary. Good control of brownpatch may be obtained by preventive treatment. Another more economical method is that of preventive treatment following the first attack. Brownpatch and dollarspot have occurred between late June and late September. Applications as frequently as every week are justified only occasionally in the light of experience here. Brownpatch never appears when the temperature falls below 68 degrees F. during the night. The late fall application of mercury will usually prevent injury from snowmold and is advisable with creeping bents which are susceptible to this disease. Persistent attacks of brownpatch may be lessened by



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light dusting with hydrated lime, using not more than 2 pounds of hydrated lime to 1000 sq. ft. Dollarspot may be controlled by the use of cadmium fungicides and generous feeding with nitrogen if phosphorous and potash are in balance. Snowmold may be less severe if the turf goes into the winter in a hardened condition. Preventive treatments for snowmold with mercury is always advisable.

9. **Liming.** A weight of limestone equal to that of the sulfate of ammonia used during the season is needed to prevent an increase in acidity. Creeping bent has been found rather susceptible to injury from acid-soil conditions during hot weather. Hydrated lime is more quickly available than limestone. Application should be made after the crabgrass season. Hydrated lime must not be mixed with the fertilizer. The use of lime improves the structure of the soil and increases the availability of fertilizers.

10. **Spiking.** When greens become difficult to water, covered with a scum or tightly packed, the use of a spiker will be beneficial.

11. **Raking.** Some creeping bents tend to form a mat which invites snowmold, dollarspot and brownpatch. This can be corrected by raking and mowing several times the same day and changing the directions. Raking out the mat should be confined to the cool season when growing conditions are best.

12. **Brushing.** Brush dense turf occasionally in order to cause more upright leaf growth, keep down nap, and remove grain.

GOOD OFFICE SPACE

(Continued from page 40)

for a minute or ten minutes. Your mind must focus on your problems if you are to properly solve them. Make your office your thinking sanctum; where new ideas are born and old ones are polished more brightly. Think, plan, then act; and success will be yours.

All of us at one time or another fall short on re-ordering for our shop needs. If you have cards and a pencil or pen ready at all times it will take minutes to order all the stuff you need. A quick order for needed merchandise replacement means more sales. We cannot sell it if we do not have it on hand. The basis of merchandising is having goods to interest the buyer and then deliver when he wants it.

Joe Zeilic has the main responsibility of my book work and re-ordering. He is a specialist in this field. Our office set-up allows him to do his work efficiently at all times. We have proper supplies and



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Office Space Heart of Business

During the year I write a number of articles like this one. In an idle minute or two I jot out notes and file under my writing heading in the file cabinet. Then one rainy day or some day when a lesson is cancelled unexpectedly, I can finish out the article. This brings in a little money and sharpens me for other jobs that may come up in the future. I am also able to write news columns when they are needed for the local papers.

Our office space is the heart of our business. Plans are made there; important thinking is completed and the long range scheme of our operations are settled when we can sit and think of what may come up in later months or years.

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Bermuda Golf Course Reopens



Reopening of the eighteen-hole Riddell's Bay G&CC course in the Warwick section of Bermuda highlights the preparations being made to provide ample sports facilities for the winter influx of visitors. Golf has long been one of the Colony's foremost outdoor sports and has been an important attraction for vacationists throughout the year.

Other well-known courses on which annual golf tournaments attracting star players from all over the world will be featured as they were before the war include the famous Mid-Ocean course in the Tucker's Town Section, the popular Belmont Manor and GC under the supervision of Canadian professional Harold Wells, and the St. George Hotel course in the eastern part of the islands.

SCHOOLBOY TOURNAMENT

(Continued from page 48)

rassing position this year when his Bay-side High team was compelled to match strokes in the deciding match for the PSAL title with Flushing. The Red Devils were coached by Tom's wife, Eleanor, a health education teacher at Flushing and an avid divot digger. Eleanor saw her No. 1 man, Bill Pianki, win, but the four other lads went down as the Commodores bagged the title with an unsullied record.

"Within a few years, these youngsters will be holding down responsible positions in the business world and will be casting about for a private club to join," observed Mullin. "They get invaluable training in the schools and experience playing in the PSAL and Queens Interscholastic championship. We feel that we are helping the game grow the way it should—from the schools up."

If such strides can be made in the greatest metropolis of them all, papers and schools of smaller cities and communities can get together to put on similar tournaments—for the good of the sport and themselves.

SOUTHERN GREENKEEPER

(Continued from page 44)

is said to help the men and the clubs that are throwing away thousands of dollars not only in the construction line but by hiring pros and greenkeepers who do not know their jobs. We all have to learn but I believe we should be taught as assistant greenkeepers. This also goes for professionals. Just because a young fellow can hit a long ball and someone in the club likes him, he is not qualified as a good pro or greenkeeper. These inexperienced men are costing clubs thousands of dollars.

In construction work in the south the tees frequently are badly done. I find thru-out the south especially that the tees are too small. Tees should be built of good material. If they are high they require soil that will drain well. They should slope gradually from front, sides and back. This saves many dollars in maintenance. Build greens, tees, and traps, so that you will eliminate as much hand labor as possible. I do not believe in straight lines in cutting a green or in building one. They are not natural looking or have the golf interest required.

Clubs building new courses should take a little more time and turn under three or four crops of cowpeas, vetch clover, or whatever cover crops grow in that locality. This would save a lot of money in fertilizers in years to come. It would act as a soil builder by putting humus into the soil. However, the clubs are always in too much of a hurry to do this. The soil of the course should be analyzed to find out what it has and what it lacks. These are the things that will save money and will eliminate rebuilding at a later date.

As for brownpatch, I have had very little trouble with it in the south. I think a lot depends on the condition of your greens, which goes back to drainage, how and how much you water. Feeding also has a lot to do with it. I have used corrosive sublimate and calomel, Semesan, Nugreen and other standard fungus controls. They are all good and I think it a wise thing to use some late in the fall and early spring, also a touch-up sometime in June. The important thing about using these materials is to use the correct amount and water in good.

Rye grass and redbud both are subject in a mild way to disease and scald. Bent for southern greens requires more care and is more susceptible to diseases. I would say that most of the bent trouble comes from too much water and too much food thru the spring and summer months. Bent also suffers from a packing condition that goes back to drainage. My advice to the southern greenkeeper and the man paying the

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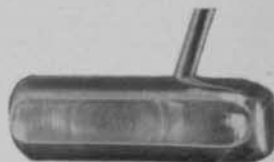
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bills is to stay away from bent grass at this time unless you have plenty of money to experiment with, and to replant with in the event you should lose greens. I have seen bent greens go out overnight in my home state of Virginia. I do believe that the time will come when bent greens will be in the entire south but not until we get the disease situation under better control. Bent grasses give a much better putting surface, but if properly cared for a Bermuda green can be maintained just as good.

While we are on the subject of grasses and greens I want to say that no green should be cut so close that you cannot stroke the ball properly. When you throw fear into a golfer to the extent that he has to tap the ball, then that green is too fast and not fair to the majority of golfers. There are a few players on the circuit who have a wonderful putting touch but the percentage is small. Some clubs shave their greens because they do not want low scoring. I do not think it should be done this way. It should be done by well trapping the course and distance, and not by frightening a man.

In selecting a site for a golf course, rolling land is best. I detest parallel fairways. Tees and greens should be built on knolls and hills. I do not think a blind hole is good golf construction. A green should be banked to face the shot, and elevated if possible. No green is good that breaks away from the shot. It should be well

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