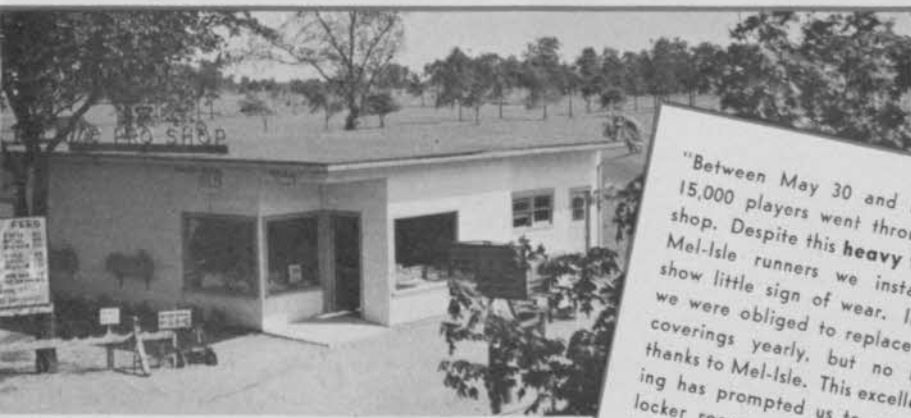


**"The Mel-Isle material in our pro shop
stood up under 15,000 rounds last season"**



THE PRO SHOP AT ROSELAND G&CC., WINDSOR, CAN.

... says **Bob Williamson, Professional**
at the **Roseland G&CC., Windsor, Ontario**

"Between May 30 and Nov. 1 over 15,000 players went through our pro shop. Despite this **heavy traffic**, the Mel-Isle runners we installed there show little sign of wear. In the past we were obliged to replace our floor coverings yearly, but no more ... thanks to Mel-Isle. This excellent showing has prompted us to use it in the locker room and also in front of the bar."

MELFLEX SAFETY SURFACING

holds this same **extra service record** at hundreds of golf clubs ... **and has for years!**

Golf management knows from years of experience that MELFLEX Safety Surfacing holds No. 1 position as the finest floor covering obtainable. *Attractive, easy-to-clean, long-lasting* Melflex gives the utmost in non-slip safety and lasting surface protection.

Throughout the clubhouse, at the entrances, on your stairs, your shower rooms and stalls, your aisles and heavy traffic lanes ... wherever safety, buoyancy and surface protection are essential you'll find MELFLEX has the answer. Made of the same tough, wear-resisting materials that has made MELFLEX first choice of leading public transportation authorities, and Transit Operators, the Country Over, Nationally Known and Universally Used.



- LANDING MATS
- STEP TREADS
- CORRIDOR AND AISLE RUNNERS
- KITCHEN MATTING
- SHOWER STALL MATS
- SWIMMING POOL RUNNERS
- LINK TYPE MATS

Melflex

**HEAVY DUTY
AIRPLANE TIRE
TEE MATS**

A "MUST" FOR THE MODERN DRIVING RANGE

Made of the toughest material of its kind — tire carcasses from heavy duty bombing planes — Melflex Driving Mats are the most durable ever produced. Tailored to the specifications of noted range operators, you'll find them the safest, smoothest playing and longest lasting ever offered you. Full 1 in. thick. Standard size 4 ft by 5 ft. long. Special sizes made to order.

Write for prices and literature on all Melflex safety products.

PROMPT DELIVERIES



MELFLEX PRODUCTS CO., Inc.

L. E. Warford, Pres.

410 S. BROADWAY . . . AKRON 8, O.
In Canada: P. O. Box 411, Ft. William, Ont.

titled purchasers to two seasonal tickets. They were sold individually and to industries which in turn distributed them to employees. In all, 480 sponsorships were sold. This meant that approximately \$5000 was in the bank days before the tournament opened. Daily ticket sales, entrance fees, food and bar receipts etc. soon put the event over the financial hump.

The sponsorship plan was emphasized for two reasons: to obtain a pre-tournament nest egg and to whet tournament appetites by giving as many persons as desired a personal interest in the event and its success.

Markovich found that most persons with a love for the game and interest in those who play it well bought sponsorships readily. This confirmed his belief it was a worthwhile community plan to bring the nation's finest shotmakers to Richmond and thereby publicize the city and the club, promote golf generally and provide a truly big time athletic event in an area which enjoys fine amateur sport competition but doesn't see many pros whose names mean headlines.

With a good break in the weather—January is a gamble in the Bay area, another reason why it is wise to have the money raised before the tournament opens—the 1947 event netted \$4500.

Under the tournament committee's plan the \$4500 was deposited in a bank for use in the 1948 Open. In other words, if only the same amount of sponsorships were sold in 1948—and the total will be larger—the committee would have approximately \$10,000 on hand before a single general admission ticket, to mention only one revenue source, is offered for sale.

Plan for PGA in 1951

The Richmond pro and his members have still another phase to their plan, providing profits continue to mount. About 1951, when money again should be able to buy something, they hope to bid for the PGA championship, thereby bringing to Richmond an event of national importance. With this in mind the course is being lengthened to championship proportions

and improved, while plans for a \$100,000 clubhouse remodeling are being prepared.

Markovich, during the years the club has struggled with Open problems, has learned several pertinent facts which he believes will make it easier for others to promote tournaments on a profit basis—without the aid of an underwriting "angel" to take the financial risk, an admission of inability which the Richmond club has never made.

He advocates that everyone in the community be given a chance to participate, even if only through the purchase of sponsorship tickets.

Find and cherish as rare jewels, he says, alert committee chairmen whose idea of promoting an event is to sell it as a legitimate gate attraction which is able to rely on its own merit rather than on an appeal for donations.

Advertise the event in all possible ways, Markovich urges, including the type known as good will. For instance at Richmond all area newspapermen are guests at a pro-amateur tournament the month before the Open.

The day includes a stag dinner during which things that will be attempted in the Open are explained and discussed in a manner which causes the sportswriters to realize that they too are an important part of the event.

In connection with the press, during the tournament itself, all facilities, including a room, typewriters, paper, spotters, scorers and free meals are provided. This service may not account for the unusual amount of favorable publicity the Richmond Open has received but it certainly has not hurt.

Speakers Ballyhoo Tourney

During the weeks before the tournament speakers with a nice line of chatter abound in every golf club are sent to various social, civic and fraternal meetings where they spread the gospel of the monetary and publicity benefits the community will receive from the tournament which will give them the opportunity to witness rare feats of golfing legerdemain.

Don't forget the sponsors once the tournament is over, Markovich cautions. At

(Continued on page 57)

The 18th green at the Richmond GC is popular spot for those who choose to wait and let the players come to them. This scene shows only a portion of the gallery which, coupled with business methods adopted, put tournament on profit side of the ledger.



Building Program Races Against Inflation

Canterbury GC, scene of two National Opens, two Western Opens and numerous other tournaments, has been putting on a championship performance in golf business.

Canterbury is more than 25 years old. The original investment in the 146 acres, course and clubhouse was \$600,000. The clubhouse cost \$225,000 and was completed in the late '20s. Today the plant couldn't be replaced for more than \$2,000,000. Fixed assets of building, equipment, fixtures, etc. are carried on the books at cost less reserve for depreciation, which results in an item of \$39,920.06 carried on the books as of Sept. 30, 1947. Land is carried at cost of \$179,188.51 and other assets, mainly cash and accounts and pledges receivable give a book total of assets of \$357,150.50.

Current liabilities on the books were \$34,156. The total property debt is \$10,000.

Furthermore, the club has working capital of \$48,452 plus \$57,600 cash and pledges to a building fund. Mgr. Walter F. Vetter, Auditor Harry J. Kimpel and the club's officers and directors have kept a close day-to-day check on income and expense items of house operation to keep protected against inflation dangers. This practice, by the way, is being adopted by numerous of the better managed clubs that used to be content with getting the figures for the preceding month's operations for a director's meeting a week or so after the end of the month.

Canterbury has 430 members. Its house volume in 1941 was \$66,000. In 1947 fiscal year dining room and bar sales were \$167,000. Meals served in 1947 were 85% above 1941, with a 10% increase in membership in this period.

Look to Future

As far as the present is concerned Canterbury is in very pleasing financial condition. But that condition hasn't caused the club directorate to relax. Canterbury is getting in shape to meet any condition that might arise.

On Sept. 1 the club mailed all members a folder announcing an improvement campaign asking for contributions from members to add to the \$40,000 the club had been setting aside during preceding profitable years for needed development. To finance the clubhouse improvements it was de-

termined that an additional \$30,000 was needed. Instead of having the members vote on an assessment it was decided to present the story of the needs and ask for voluntary contributions of not less than \$80 and not more than \$100 from Resident, Social and Intermediate members and not less than \$25 from Special, Widow, Junior and Honorary members. From 418 of the 430 members \$32,723 was quickly received.

Names of members contributing, but not the amounts, were listed in the club's annual financial report.

What probably spurred the contributions to get the building job under way was the presence in Canterbury's membership of men who are authorities in the building industry. Their judgment was that the club would be better off with new facilities earning revenue than it would be to wait and see which way the inflation trend would take.

Other clubs that have earmarked funds from big income years to finance building campaigns are up against the problem of making a decision with inflation as a controlling factor.

The Canterbury circular set forth as objectives of the improvement campaign:

Make Canterbury the outstanding year around club in the Cleveland area.

Enable the members to entertain at the Club in a bright, cheerful atmosphere, with modern dining room equipment, regardless of outside temperature.

Provide a private dining room for parties up to fifty people.

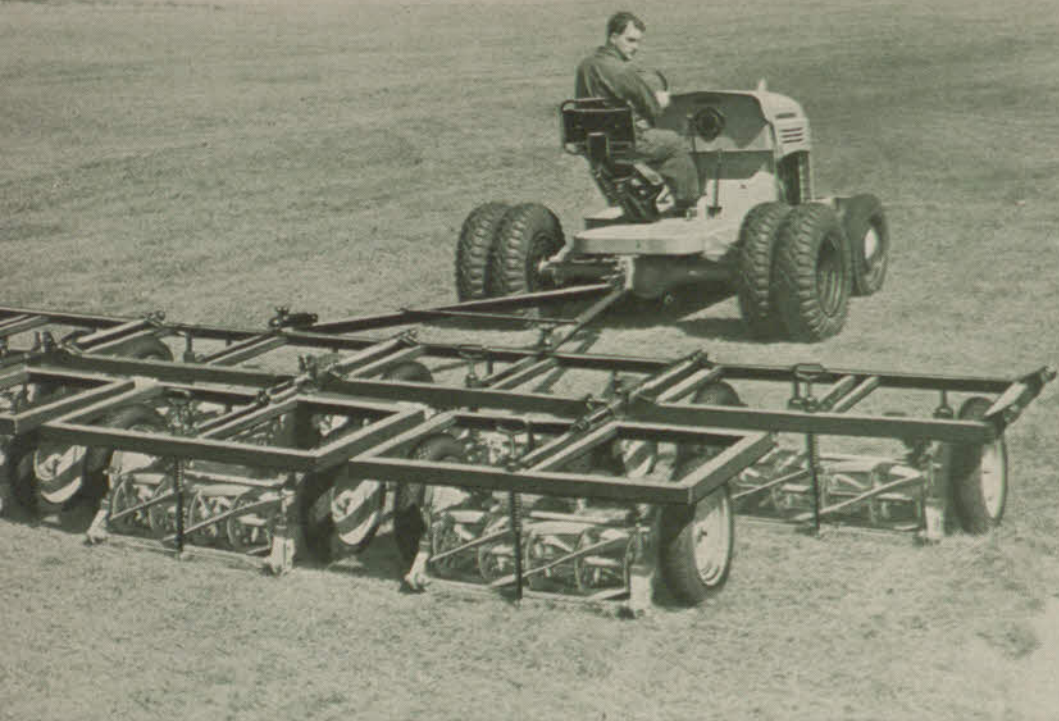
Improve our meals by providing better baking, refrigeration and salad-making equipment in the kitchen.

New sanitary lockers and dressing rooms for Social members and all who wish to use the swimming pool. Plans provide for 140 additional lockers.

Snack bar and soda fountain facing the putting green, which will serve light lunches and soft drinks throughout the day.

Give our employees badly needed accommodations which we now must use as temporary dressing rooms for children using the swimming pool.

Relieve the summer-time congestion in the present ladies' and men's locker rooms



Grass Blitzer speed really makes short work of large golf course roughs when you "open 'er up" on the straightaway. This 7-gang Grass Blitzer-Worthington Chief Tractor team is capable of 20 m.p.h. cutting speeds under level ground conditions.

MOW YOUR ROUGHS GRASS BLITZER SAVE TIME -

The Rough Grass Blitzer is Worthington's answer to the problem of keeping roughs under complete control. With this unit you can cut golf roughs in less than one-tenth the time required by sickle bar or other methods. Grass Blitzer mowing not only saves time and labor but keeps playing areas in A-1 condition at all times.

Regardless of the condition or terrain features of your rough, you can put the Worthington Grass Blitzer to work with confidence. Rugged, precision-built, it takes the bumps and strains of high speed mowing

work while producing a smooth, clean cut.

Because of the convertible frame feature the Worthington Grass Blitzer units can be easily and quickly joined into 3, 5, 7 or 9-gang units without tools. This permits use of smaller gangs in confined areas and the big gangs in open spaces.

Although the Grass Blitzer can be hauled by any make wheel tractor or truck, Worthington's powerful, easy-handling Chief tractor, developed especially for hauling gang mowers, is recommended for top notch performance at low cost.

Get the full details from your

WORTHINGTON MOWER COMPANY

Subsidiary of JACOBSEN MANUFACTURING COMPANY



Here a 3-gang unit demonstrates how easy it is to cut between bunkers. Notice how the units conform to surface irregularities. Your roughs are always under control with this gang on the job.

WITH A WORTHINGTON ROUGH MOWER

LABOR—COST

LOOK AT THESE ADVANTAGES!

- 3, 5, 7, 9-gang sizes — there's a right size for every course
- Cutting speeds to 20 m.p.h. depending on ground conditions
- No bobbing regardless of conditions
- No rollers — grass stands straight after mowing
- Cutting heights from 1 1/4" to 3 1/2" in 1/4" increments
- No raking, as is necessary after sickle-bar mowing
- Easy adjustment — no tools required
- Greasing required only two times a year

Worthington cutting units are rugged. Special alloy blades . . . steel blade support discs, electrically welded to cold-rolled steel shaft . . . oil-hardened steel lip bed knife . . . fully enclosed oil bath drive gears

. . . electrically welded steel convertible frame — features like these give the Grass Blitzer the strength and durability to handle golf rough mowing day after day with the barest minimum of upkeep cost.

Worthington dealer or write us.

ANY, Stroudsburg, Pennsylvania

GRASS-BLITZER COMPANY, Racine, Wisconsin

and provide badly needed new locker facilities and showers.

Additional and more comfortable card playing facilities for the long dreary winter months.

Bring our Club House into harmony and keeping with Canterbury's great golf course.

Permit us to decrease our Resident or golf-playing membership and to increase our Social membership, thereby spreading our operations over the entire year.

Employees Quarters Needed

Since 1936 when the club constructed its swimming pool a portion of quarters formerly occupied by employees has been used as temporary locker-rooms for children using the pool. Correction of this situation is one of the long overdue details of the construction program.

Canterbury, although a long way from having adequate quarters for employees, wasn't as deficient in this respect as many another metropolitan district club of high general reputation.

That condition is one that has made it difficult for many managers to get good help at the often remote golf club locations. Members seldom have any ideas of the quarters the employees have to occupy. Club directors often are not much better informed. At a board meeting, then at a general meeting of one first class club in the Chicago district, photographs of the employees' living quarters were passed around. After the evidence had been looked at there was no difficulty in having approved an assessment for improvement in this respect.

GOLFDOM has maintained for the past 10 years that if members of some prominent clubs saw quarters in which their employees have to live the members would be queasy about eating food prepared and served by people who would live in these tenements.

Canterbury's attention to this important phase of operation is shown to be excellent business by a paragraph in Pres. Homer H. Horth's annual letter which reads:

"The excellent cooperation received from our employees during these unsettled times is appreciated by the Board and, we are sure, by all the members."

The Canterbury improvement campaign also includes something that many other clubs found this spring was needed at their courses; better fairway drainage. Better tile drainage has been attained at Canterbury and a stream widened. Earth from the widened stream has been used in enlarging tees. Tee enlargement is another need of many clubs. GOLFDOM'S noticed that tee reconstruction last fall not only

pays full attention to machine maintenance but in many cases has departed from the rectangular design with results that certainly are more natural looking and more pleasing to the eye.

Wallace to Head USGA at Annual Meet, Jan. 10

Fielding Wallace, Augusta, Ga., chm. of USGA Green section since 1940 and a member of USGA Executive committee since 1939, has been nominated to presidency of the USGA. Nomination is tantamount to election at the Association's annual meeting which will be held at Waldorf-Astoria hotel, New York, at noon, Jan. 10.

Wallace was pres., Southern GA 1937-46. He was a member of the U.S. Seniors' GA 1938-43 and now is Pres. Emeritus for life of the Augusta National GC, having been pres. of that club for 15 years and sec. since its inception in 1931. He is pres., Southern Cotton Press Cloth Mfg. Co.

Totton P. Heffelfinger of Minneapolis and James D. Standish, Jr. of Detroit have been nominated for vice presidencies now held by Francis Ouimet and Wallace. Ouimet is retiring from the USGA administration to devote more time to his personal affairs. He has been captain of every USGA Walker Cup team.

Charles L. Peirson of Boston and James W. Walker of New York have been nominated to the executive committee to succeed retiring pres. Littlefield and Ouimet. Walker is son of George H. Walker, USGA pres. in 1920 and donor of the Walker cup. Isaac B. Grainger, Montclair, N.J., will be re-elected sec.; Daniel A. Freeman, Jr., Mount Kisco, N.Y., will continue as treas., and James H. Douglas, Jr., Chicago, will continue as general counsel of the USGA.

Golfcraft in New Factory at Chicago

Golfcraft, Inc., officially opened its new plant at 1700 W. Hubbard st., Chicago, Dec. 6, with a house-warming attended by many pros, club officials, manufacturers and salesmen. Pres. Ted Woolley of Golfcraft claims the new plant is "the world's most modern manufacturing plant devoted exclusively to the manufacture of golf clubs." Layout, construction and equipment of the plant gave him excellent basis for his claim, according to many competent observers who attended the opening.

Change-over from Golfcraft's old plant was made smoothly and production at high level was quickly attained in the new location.

Texas High School Students Keen for Golf Classes

By JOHNNY RAMSAY

Senior, Sherman (Tex.) High School

Golf for boys and girls is a comparatively new, but rapidly growing, activity in the high school at Sherman, Tex. About 3:30 each afternoon, Tuesday through Friday, one of the school busses stops at the Woodlawn CC near Sherman. From it emerges 27 students, all but six of them boys, to receive their regular instruction in golf.

Responsible for this fine golfing program is Byron Davis, principal of Sherman high school, who has been playing the game for years. His great interest in the sport is one of the foremost factors in the organization of this high school golfing program, which is unique in Texas.

Although 1947 was the first big year for golfing in Sherman High, it was not the first time that the sport has been offered to students there. It all started back in the spring of 1942 with Mr. Davis as sponsor and with interest just as keen. That was at the beginning of the war. Mr. Davis entered the Army. The class, left without a sponsor, was abandoned. Immediately after his return in January of 1946, Mr. Davis set to work to organize high school golfing on a larger scale.

Finally in February, 1947, the Woodlawn CC offered free play to 16 boys. Since there were 26 applicants for the class the sponsor tried to select those who would derive most benefit from the training and those who, because of their scholastic standing, would help the club to gain recognition as a good organization.

School Finances Equipment

Next came a big problem—getting clubs for such a large group. An appeal to local golfers for aid brought a little response, but not enough. Funds for equipment, transportation, and instruction still had to be secured. The Sherman school board agreed to help by allowing the club to use \$300 from the school's athletic fund and additional money from the high school activity fund.

Mr. Davis went to work immediately on transportation, contracting with the owner of a school bus to pick the golfers up at the school at 3 o'clock and return them there at 5:45. Cost of the 12-mile round trip to the Woodlawn club was fixed at \$4 a day.



Sherman, Texas, H.S. golf class. Prin. Byron Davis, right, Professional H. W. Williford, left.

Final step in organization of the activity was securing an able instructor to teach the young golfers the rudiments of the game. H. J. Williford, Woodlawn professional who has participated in many tournaments and who has a long golfing experience behind him, agreed to teach the group four days a week from 3:30 until 5:45 at a price of \$50 a month. Members of the class attribute much of their progress to his encouraging manner, his friendliness, and his understanding.

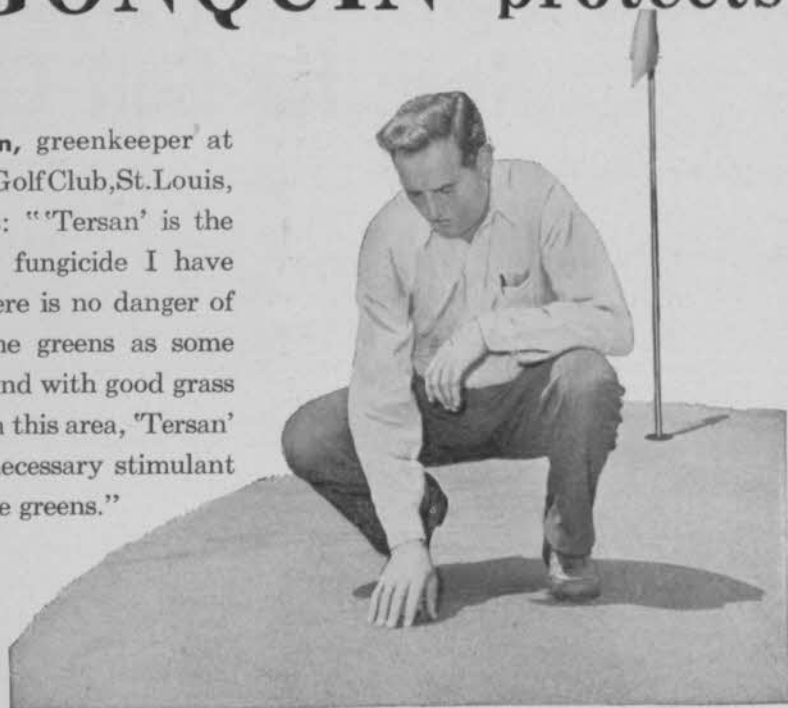
With an ample amount of equipment made available through the purchase of additional used clubs and bags, the boys were ready to begin learning the game. Williford, the instructor, says that the team worked seriously and with a strong competitive spirit in spite of the fact that not one of them had ever had a golf club in his hand prior to the spring of 1947. This year enough new golf sets were acquired to equip a team of 21 boys.

The class was opened to girls for the first time last fall, and six of them enrolled. They still do not have complete equipment, but this will be supplied as soon as their progress justifies the purchase of additional clubs. This idea of girl golfers in a high school golfing program is new in Texas, as far as we know, although it has been tried in several other states.

Funds for the activity are still being supplied by the high school athletic fund and the activity fund, but members of the class help to raise additional money in various ways. The Parent-Teacher Association has also promised to aid the team. Mrs. J. V. DeFord, president of the local PTA, is highly interested in the program as it is being operated at the high school.

ALGONQUIN protects

Oscar Bowman, greenkeeper at the Algonquin Golf Club, St. Louis, Missouri, says: "'Tersan' is the most effective fungicide I have ever used. There is no danger of it 'burning' the greens as some mixtures do. And with good grass hard to grow in this area, 'Tersan' provides the necessary stimulant for growing fine greens."



NO DANGER of dollar spot or brown patch getting in here. Mr. Bowman prevents these turf diseases, which can damage greens in a matter of hours, by applying "Tersan" to the Algonquin greens regularly . . . once every four days during humid periods, and every eight days in dry weather. Many greenkeepers apply "Tersan" double-strength during the early spring so that strong roots develop and there is good growth to hold during summer.

its greens with **TERSAN***



EASY TO APPLY. Mr. Bowman finds that this three-sectional spray apparatus of his own invention gets the job done quickly and efficiently. "Tersan" mixes readily with water—and it has a wide margin of safety so that even inexperienced help can use it. It will not shock, discolor, or retard grass growth—even in hot weather.



TOP PLAYING CONDITION of the greens at all times is assured at the Algonquin Golf Club by regular applications of "Tersan." Du Pont Semesan* and *Special Semesan** are available, if you prefer mercurial fungicides.

*Reg. U. S. Pat. Off.

DU PONT

Turf Fungicides



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

Listen to Du Pont "Cavalcade of America" Every Monday Night—NBC Network

January, 1948



Club Members Interested

Another factor in the rapid progress of the team is the interest and enthusiasm which members of the Woodlawn CC have shown in the project. They are helping the boys in every way possible in order to stimulate their interest in mastering golf.

John Robert Williams, captain of the boys' team, had never touched a golf club when the class was organized. Eight months later he was shooting in the low 80's. He is showing steady improvement, his instructor says. Williams is only one example, for there are several other boys in the class whose progress rivals his.

Already matches with neighboring schools have been held. As only the six top-ranking players are scheduled in these tournaments, competition is keen around the week of the contests.

Additional prestige has been added recently to the local high school golf team by write-ups in state newspapers, inquiries from neighboring schools concerning the program, and arrangements for the playing of several matches with teams from other schools.

Mr. Davis hopes to extend this golf program until it takes in 30 or 40 boys and girls. His main desire is to arouse still more interest in golf throughout the state, and he hopes someday to see the game take its place with football, basketball, track, and baseball as an interscholastic sport.

His advice to schools just beginning their golfing program is to start out on a small scale and take two or three years to develop the project. As the activity is opened to more and more students interest will increase, he says. Vital to the success of any such program is a sponsor who has an interest in young people and a love for the game of golf.

It looks like a busy year of progress ahead for the young golfers at Sherman High. Perhaps if one ventures down this way in four or five years he will find another Byron Nelson or a second Ben Hogan who has taken advantage of this fine system to secure his training.

Nationwide Interest in Golf Program for Schools

More than 100 schools and colleges have registered for the intramural golf program being sponsored by the National Golf Foundation and the Athletic Journal for the nation's schools in 1948.

The favorable early response indicates the program will be one of major interest in intramural sports in high school and college physical education. From a paro-



Individual gold bronze medals to be awarded to intramural golf tourney winners are made available to schools free of charge by the National Golf Foundation.

chial school in Illinois: "Many thanks for your encouraging program—it's a break for the kids." From Calif., "May I take this opportunity to thank you in advance . . . this is an excellent gesture on your part." From a Kansas golf professional: "I am vitally interested in the program as I realize the young fellows are the future golfers."

It is interesting to note that schools registering for the intramural golf program range from the smallest to the largest. Hudson, Kansas High School with an enrollment of 48 is the smallest with the Univ. of Nebraska the largest so far.

Most of the schools are sponsoring tournaments for both boys and girls with more boys than girls competing although, in some instances the number of girls entered exceed the number of boys.

Materials for conducting an intramural golf tournament furnished free of charge to the schools registering for the program include: (1) A 32 place draw sheet, (2) A booklet on suggestions for conducting intramural golf tournaments, with information on seeding and drawing, (3) A promotional poster, (4) Handsomely lithographed National Golf Foundation Certificates of Award, and (5) Individual golf bronze medals for the tournament winners.

The advisory committee assisting in conducting the golf tournament program is composed of: Herb Graffis, Editor, GOLF-DOM and GOLFING; John L. Griffith, Publisher, ATHLETIC JOURNAL; Eldon I. Jenne, Director, Health, Physical Education and Recreation, Portland, Oregon Public Schools; Ted Payseur, Director of Athletics, Northwestern University and Chairman of the Golf Committee for the National Collegiate Athletic Assn.; and Robert J. Strauss, Supervisor of Golf, Public Recreation Commission, Cincinnati, Ohio.

For information write the ATHLETIC JOURNAL, 6858 Glenwood Ave., Chicago 26, Illinois.