

energetic promotion on the junior and adult levels is the best way to create this needed attitude for sales. This promotion works out pleasantly and profitably for the entire community in building heavy traffic for the Recreation Park courses.

#### "Get 'Em While They're Hot"

Several very successful pros, writing from Florida, advise that they're getting back to their clubs in the north this year earlier than usual. They have decided that an early start is going to be required to make sales par in 1949.

Before the season starts the golfer always is hot and eager. He thinks this is the year when he'll have the answer. He is in a soft mood for buying new clubs. His house account at his club hasn't begun to reach a monthly sum that makes him wince. Incidentally, a pro at a private club who will look over the annual statements of his club for the past ten years, usually is surprised to see how much more house spending has increased in percentage than pro department business has enlarged. I've been with some pros who thought they were doing very well in improving their volume but who found that bar and restaurant business at their clubs had increased far more in percentage.

One point an observing pro mentioned about early spring business should be kept in mind by all professionals. He said "while there still is snow on the ground many fellows come out to the club Saturdays and Sundays and spend 15 to 100 dollars playing cards and for drinks. I ought to be able to get 20 per cent of that money without the fellows missing it and give them something in return. Last spring I sold 92 dozen new balls for practice balls to these early birds by working on a hunch that Sam Schneider wrote in GOLFDOM about players really not knowing what results they were getting from their practice unless they used new balls. I sold 37 putters directly as the result of having a putting carpet and cup in my shop where the early birds could practice and gamble."

Byron Nelson has told in GOLFDOM about getting back on the job when he was professional at Inverness so early that the course was still soggy and closed, and selling 17 sets of irons one Saturday.

The pro who begins to work hard and early not only gets sales prospects in the most receptive mood but he beats the store competition to the draw and gets customers in the habit of buying at

the pro shop throughout the entire season.

Getting to the shop early is only part of the work. The customers must be prepared by advance advertising. Most of the fellows send out an opening announcement. They could make good use of a series of letters or circulars; one on lessons, another on clubs and bags and a third on golf apparel.

#### The New Look in the Shop

An important move in pushing up spring business is that of brightening up and rearranging the shop. In too many cases people who come into the shop have the idea that the same general look of the shop means that the shop stock is the same and there's no new inducement to buy.

A retailing expert once said to me that more attractive boxes for golf balls were the only major improvement in golf pro shop display and selling since he began playing the game, 30 years ago.

He maintained that golf club packaging and retail display was not nearly on the same level as other items of packaged merchandise intended to retail for from \$50 to \$125. We had quite an argument as I believe that pro shop selling has come a million miles since the old days of bench club-making when a pro shop was a combination shop and store.

"No need getting into a fight about this," the retailing authority said to me. "I've been through the same debate with our sporting goods department men." You all have a lot to learn. You've got enthusiasts to sell to and you don't work the market as you should. You're sportsmen rather than merchants. The dealer in rare stamps could teach you a lot about how to sell to enthusiasts."

Well, whatever the pro can learn about stock selection, display, advertising and other sales contacts, and selling, he may have to use this year. The lost sales of war years have been made up since VJ day and from now on it looks like selling will be normally tough. That isn't alarming but it does mean that business just won't fall into the pro shop.

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## NEED SUPPLIES?

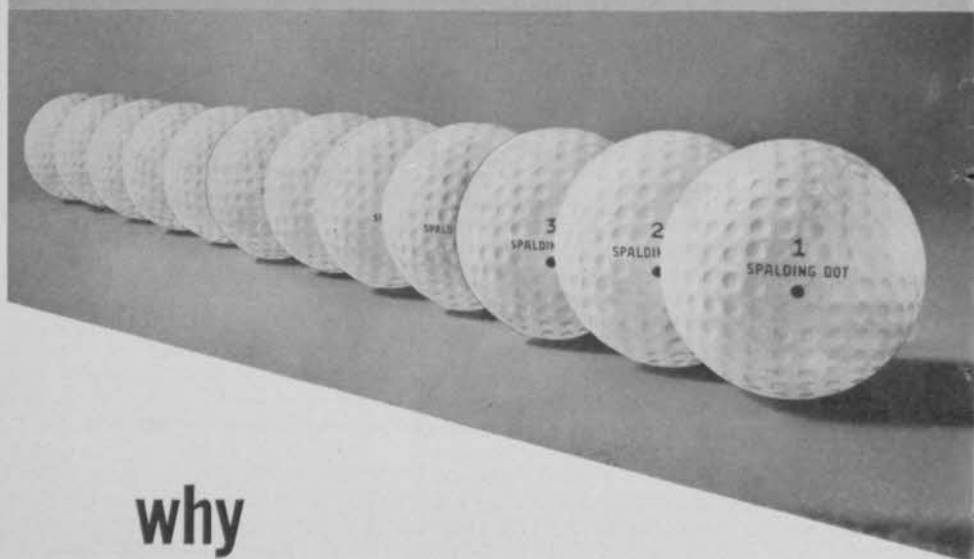
Use GOLFDOM's

### BUYERS' SERVICE

See page 85

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# TWO DOZEN



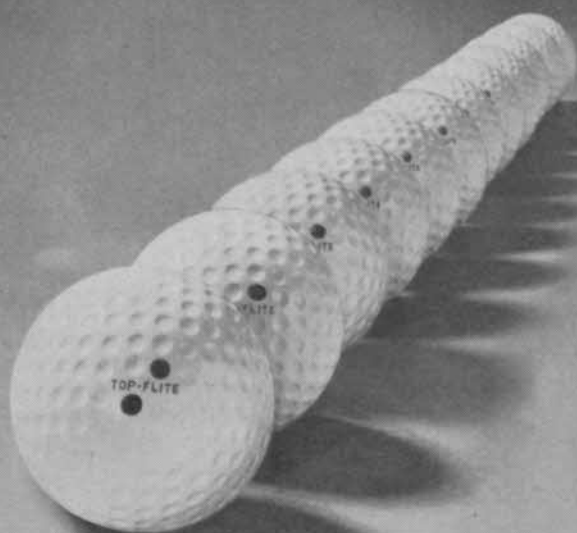
## why “Spaldings sell best”

Whether you sell two Spaldings or two dozen, you know that none of these great golf balls will “let you down.”

Quality-controlled manufacturing methods insure that each Dot gives the same sweet response and distance as every other Dot®. . . each Top-Flite® gives the same long service as every other Top-Flite.

Uniform performance and distance . . . the greatest single selling points for Spalding golf balls!

# REASONS



**DOT**

**TOP-FLITE**

**PAR FLITE**

**TRU-FLITE**

**SOLD ONLY  
THRU PROS**

Not illustrated . . . the  
Par-Flite\* and Tru-  
Flite\*, popular balls in  
the medium and low-  
priced field.

\*®

# SPALDING

Sets the Pace in Sports



# Exhibits and Demonstrations Highlight of GSA Conference

Latest reports from convention headquarters for the 20th National Turf Conference and Show of the Greenkeeping Superintendents Assn. being held in Memorial Coliseum, Los Angeles, Calif., as this issue of *GOLFDOM* goes to press indicates convention exhibit space sales will exceed figures on every previous show. Exhibits and demonstrations in area adjoining Coliseum provide unusual facilities for inspecting and testing equipment and supplies.

Considerable attendance from course superintendents and chairmen from Texas, Arizona, New Mexico, Nevada and in Central and Northern Pacific slope areas is assured by reservations made at convention headquarters, Hotel Alexandria, Los Angeles.

Southern Calif. Golf Assn. and Public Links Assn. have made available to Southern Calif. superintendent hosts approximately \$4,000 for entertainment and transportation budget of the convention.

President William Beresford of Southern Calif. GSA says that horticulture interests of Los Angeles, Pasadena and Santa Barbara will be strongly represented in educational conference and exhibits in learning about progress greenkeepers are making in turf culture.

Reports from the following manufacturers exhibiting at the show tell about the latest equipment and developments to be shown and demonstrated during the five day meeting.

**DU PONT SEMESAN CO.**—Exhibit includes Du Pont F-531, a new product which is effective on Dollar Spot. F-531 was placed on the market in 1948 but was not represented at 1948 Conference and Show. This new product may be applied as a spray or a dry dust to combat Dollar Spot—also effective against Brown Patch. As a spray, Du Pont F-531 is mixed at the rate of 3-oz. to 5 gal. of water for 1,000 square ft. of turf.

**THOMPSON MFG. CO.**—The complete line of golf course equipment will be shown. Feature item will be the Underground Rotor Sprinklers used extensively throughout

western states as well as some of the eastern states. Exhibit space has been arranged for demonstration of portable as well as permanent type equipment.

**THE HARDIE MFG. CO.**—Hardie is showing a special model sprayer designed for general use on the golf course, combining both high and low pressure features which allow the greenkeeper full latitude in spraying greens, shrubs, trees, etc., depending on conditions and types of chemicals used. This sprayer mounted on rubber tires and with hitch to use with tractor equipment is also equipped with a specially designed folding boom for spraying fairways or greens. In addition to this special sprayer, other Hardie pumps and equipment of interest to greenkeepers will be on display.

**THE FATE-ROOT HEATH CO.**—On display will be the newly developed Model 50 Ideal Bench Grinder designed especially for bed knives. Versatility of the Model 50 makes it possible to handle all kinds of straight line surface grinding in addition to any type of bed knife. A new clamping method is used which saves time and prevents distortion. Also on display will be the Model 75 for use in sharpening bed knives up to 21" in length. The Peerless Mower Sharpener for grinding reel blades to fit the bed knife as well as the straight line grinding, long a feature with Fate-Root-Heath, will be displayed along with the bench grinders. Those unable to attend the conference are invited to write directly to the Grinder Division of the company at Plymouth, Ohio, for information on any of the machines listed above.

**THE CHAMPION CO.**—Items on display will be the Roll Dump Trailer, The Trail Flat Trailer, with the turf equipment body, side and end panels and loading skids. Outstanding feature of the entire line of trailers is that the wide variety of bodies, each designed for a special use, can be mounted on the same chassis. See page 84 for illustration.

**THE PARKER PATTERN & FOUNDRY CO.**—The Parker "Greens-Groom", a multi-purpose unit is the newest piece of power equip-

ment incorporating all of the features successfully used in the Parker Lawn Sweepers. It is designed primarily to keep greens well-groomed. With the removal of canvas hopper and small hood adjustment it can be used for uniform spreading of top dressing. Used as a power sweeper it can be used anywhere about the clubhouse area. In addition the Parker "Springfield" 28 and 36 inch power and trailer sweepers will be on exhibit along with the recently perfected Fairway Sweeper which is designed to collect and bale wet or dry leaves and other debris from large acreages at the rate of 500 bushels per hour.

**WEST POINT LAWN PRODUCTS** —Specialized items for course maintenance exhibited at the show include the Aerifier with the new greens assembly and the new hydraulic lift. Also new is a weight rack that can be used on any aerifier equipped with a lift. Other items in the West Point display are Aeri-Linx dragmat, a large, lightweight wire mat which is ideal for crumbling soil cores brought up by the Aerifier; and the Flexi-comb, a mechanical device to aid in overcoming crabgrass. Introduced at the 1948 show it has shown promise in trials made with it since that time. The Flexi-comb can be adapted to fit the popular makes of fairway mowers and is designed to lift crabgrass runners, combining the combing and mowing operation to save time and labor. Field demonstrations will be given on all equipment exhibited.

**BUCKNER MFG. CO.** —Nearness to home office and factory makes it possible for Buckner to display every item of equipment manufactured. Buckner equipment is installed on the Coliseum field and in-so-far as possible field demonstrations of other equipment will be made also. Several new models of sprinkling equipment not yet catalogued will be on display. There have been many new developments, especially in the long range equipment. New models will be shown in the part circle sprinklers, the rotary pop-up units for concealed systems and the new style agricultural sprinklers. A cordial invitation has been extended to those attending the show to visit the factory in Fresno which is a comparatively short trip from the conference.

**TORO MFG. CO.** —Featured in the exhibit will be the new Park Patrol Tractor with hydraulic life raising and lowering the sickle bar and mowers. Equipped with three Spartan 30-inch gang mowers, and with a cutting swath of seven feet, the

Park Patrol is a most versatile machine for mowing scattered areas, going up and down over curbs or rough spots with ease. The Tractor is powered with a Ford Motor, has a turning radius of only 6-3/4 feet, and speeds up to 20.2 miles per hour.

The Whirlwind line of rotary blade mowers will also be shown by Toro, and the 1949 model Greensmower will be another feature of the exhibit.

The Toro General Dump Box Tractor, the utility tractor for hauling dirt and tools as well as for use with gang mowers and sickle attachment, will also be shown, as well as the Spartan 30-inch gang mowers, and the Master Underslung Hitch with two mowers cutting in front of the rear drive wheels on the tractor.

Among others new machines Toro will demonstrate, is the Roughmaster Mower, a four blade 30-inch machines with pneumatic tired wheels and roller, for cutting golf course rough. The Roughmaster with special hitch is available in gangs from three to nine units, and cutting up to twenty-two feet of grass in one swath. Several machines from the Toro Power Mower line will also be demonstrated.

**THE AMERICAN LIQUID FERTILIZER CO.** —Liqua-Vita, the liquid fertilizer, a balanced plant food with 6% Nitrogen, 9% Phosphorus and 7% Potash formula plus all trace elements and plant hormones, will be the feature exhibits. "Blitz 48" Chlordane insecticide, a product of their companion company, Rokeby Chemical Co., will also be on display. Ease and economy of application plus tested results through the growing season are features stressed in the Liqua-Vita exhibit.

**ELI COLBY CO.** — Three products are exhibited, offering to the golf maintenance field a complete line of peat products applicable to all sections of the United States. Brown hypnum, a peat moss used primarily for soil conditioning in green building, a black cultivated peat which is a rich black velvety humus used for the top dressing of greens and in some cases in green building and a sphagnum peat moss highly acid in reaction are the three peats to be shown.

**MODERN MFG. CO.** —A new companion product, the Modern Rotary Power Sweeper will be on display along with the Modern Lawn Mower Sharpener and the Modern Bench Grinder. The Modern sweeper is available in two models one 36" and the other 48" and they come equipped with

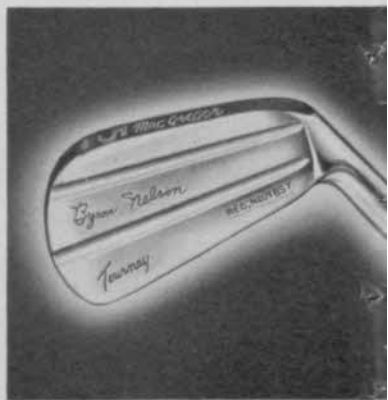
*(continued on page 71)*

Out of *your* pro shop comes  
with the



**N**o person in the world is as well qualified to help golfers improve their play as *you*, their pro. It is for this reason that MacGregor is proud to present these completely new TOURNEY golf clubs. They bear two great names—Byron Nelson and MacGregor, a winning combination from every angle. Here are precision-made golf clubs which will help chop strokes off anybody's game. You can look for a boost in your pro shop sales with this easier-

Check  
these  
new  
features



### New Distinctive TOURNEY Irons

You gain one to three shots on the field with these new heads. Precision-broached on ultra-modern machinery for perfect balance. Guaranteed to give maximum distance, pin-point accuracy. Grooved back is distinctive and beautiful.



Try the new MacGregor TOURNEY golf ball and *feel the difference*. It's got everything—click, faster get-away, more distance, scientifically determined accuracy. In short, it excels in action and that means lower scores!

FOR YOU, THAT MEANS

... better golfing ... more profits

new *Byron Nelson* line by

*MacGregor*

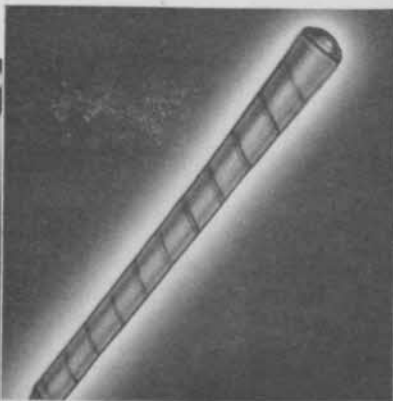
to-sell distinctive addition to MacGregor's great golf equipment. The Nelson line is "Pro sold" exclusively.

Look at the many new features. They go far beyond the improvements you expect to find in golf clubs from year to year. There's a great season coming up for you, with MacGregor again leading the way. Pushing the sale of MacGregor equipment will be a big advantage to you—PROFITWISE.



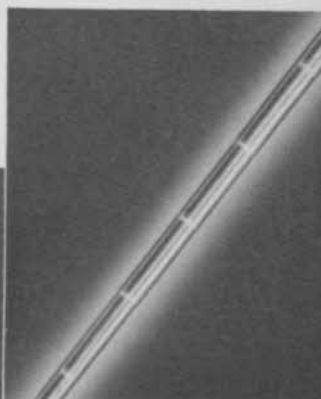
## New TOURNEY Wood Heads

Highest grade selected persimmon. Most resilient wood ever found. Solid head gives more durability. Precision made. Oil hardened to seal pores from moisture and heat. Hand polished for unmatched beauty. Preferred by the winners.



## New TOURNEY Grip

"Finest ever developed," says famous MacGregor Advisory Staff. Made of rubber, web cord and fine granules of cork. You get more cushion, gentle feel in the hands. No twist when you hit ball. Grip guaranteed for long life.



## New TOURNEY Shafts

Exclusive and improved graduated step shaft. Greatest advancement in years. Designed by MacGregor Advisory Staff and True Tourney specialists. Perfect flex. Overall weight is lighter—"feel" thrown to club head.

*MacGregor*  
THE GREATEST NAME IN GOLF

REG. U. S. PAT. OFF.

4861 SPRING GROVE AVENUE

CINCINNATI 32, OH

MORE PRO SHOP PROFITS.

# How Dr. Lawson Brought Golf to Chapel Hill

By JIM KLUTZ

**Editors Note:** The story of Dr. Lawson's work in golf at Chapel Hill, N. C. is unique in the game. Not only did this famed former athlete and noted physical instructor make a go of golf but he trained his daughter, Estelle, into international stardom.

Pro golf in furthering its earnest campaign to make golf instruction more resultful should make use of the exceptional qualifications and performance of Dr. Lawson. Together with the foremost pro instructors' own knowledge and experience the valuable talent Dr. Lawson would bring from his great work in physical education should account for substantial progress in teaching golf.

If there ever was a golf course built on a shoe string, it was done at the Chapel Hill (N. C.) CC by Dr. Robert Baker Lawson, Professor of Physical Education at the University of North Carolina.

During the early days of the depression the problem of building a nine-hole course out of the worst sort of hilly land, which already had three make-shift holes, was dropped in Dr. Lawson's lap. With every imaginable drawback, including a shortage of money and only one man to help with the work, Dr. Lawson proceeded to build a layout that, although it doesn't measure up to the standards of our better courses, is a fine monument to his enthusiasm and hard work.

Not only did he perform the seemingly impossible, but Dr. Lawson gave all this time and effort to the project without receiving one penny of remuneration — in fact he has paid his own club dues during the club's existence.

The Chapel Hill course, par 32, and 2,380 yards of extremely hilly land, provides a rigid workout for any golfer. Narrow fairways, steep hills and sloping ground provide numerous hazards. It is one of the hilliest courses in non-mountainous

land to be found anywhere in the country.

O. B. Keeler, of the Atlanta Journal, and one of the nation's leading golf writers, called the course a "glorified cow pasture," but at the same time admitted that the No. 2 and No. 7 holes were as beautiful as any he had seen anywhere in the country. Which is quite a compliment from Keeler, who never throws any bouquets around unless he has good reason to do so.

Although membership in the Chapel Hill club is limited to members of the staff of the University of North Carolina and some of the business men of the town, students are allowed to play. Every day Dr. Lawson can be found in the afternoons hovering around the little house that serves as the headquarters, seeing that the four-somes get started off right and keeping things running smoothly.

## Dr. Lawson As Golf Tutor

Should any player be puzzled by a hook or slice, or other faults, he can turn to Dr. Lawson and ask for advice. The doctor's eyes will light up like a theatre marquee and he will go into a diagnosis and explanation of what is wrong with the player's effort. He is not only willing, but glad to help everyone who comes to him for advice, and during the past 15 or more years he has helped hundreds of beginners, and even advanced players to improve their games. And coming from one who tutored his daughter, Mrs. Estelle Lawson Page, to become Women's national champion, the advice can be counted on as being expert. The pleasure he gets out of seeing a person improve his game is all the reward he expects for his coaching.

Dr. Lawson fell into his role as golf booster in Chapel Hill back in 1930. At that time the Chapel Hill course consisted of three short holes, which were little more than tees and greens, with a stretch of cleared-out land in between for fairways. A huge, cavernous ditch wound across all three of the so-called fairways, right in front of the greens.

There were a number of professors and townsmen interested in golf, but none of



them knew what to do about the course. A meeting was held to discuss the problem, and since Dr. Lawson had had considerable experience as an athletic coach, his name was suggested as the man to take over.

"Gentlemen," Dr. Lawson said, rising from his seat, "I've never hit a golf ball in my life. But if you want me to take over the golf course and see what I can do with it, I'll do my best, but I won't make any further promises."

That was in 1930, and although he was carrying a full load of teaching duties, and coaching the gymnastics team at the University as well, he attacked his new job with as much enthusiasm as a little boy taking his first ride on a bicycle.

Everything seemed against him. There was little money for buying equipment. He started from behind zero. He had to learn the game, the layout of a golf course, and many other things. There was money enough to hire one colored man to help him build the course. And with this dark outlook he started out with a dream in his eyes.

That dream at times may have turned into a nightmare as he faced one obstacle after another. When he had his first look at the course after taking charge he stood on the hillside and his heart dropped into his shoes. The sight was discouraging, to say the least. Red clay, rocks, weeds, ditches, trash, and other extraneous ma-

terial barred the way — not to mention the wooded land that would have to be cleared if other holes were to be made.

He went home and called daughter Estelle. They had played tennis together during Dr. Lawson's spare time, and Coach John F. Kenfield, of the University tennis team, had predicted that Estelle would make a name for herself in national competition in tennis.

"Estelle," he said, "put up your tennis racket. We're going to learn how to play golf." And that's just what they did. In less than seven years Estelle, now Mrs. Julius A. Page, Jr., had won the USGA's national women's Championship. She and her father have won every mixed foursome tournament held in the State at one time or another. In addition, he has won the North and South Seniors, Mid-South Seniors, and the Invitation at the Hermitage Club in Richmond.

#### Learning About Golf

Before he even stuck a pick in the ground or rearranged a blade of grass on the Chapel Hill course, he set about learning all he could about the construction of a golf layout. He went to Sedgfield in Greensboro, Pinehurst, Hope Valley in Durham, Carolina CC in Raleigh, Myers Park in Charlotte, and other clubs in the section and consulted the greenkeepers and pros as to the soil, the fertilizer, how to construct greens, and other pertinent facts.



A good idea of the type of hilly ground the Chapel Hill course has been hewn from can be gathered from this view of the turn on the dog-leg, No. 1 hole. The green is shown at the left of the trees in the center background with No. 5 fairway beyond.

# You'll go to town with these new Fleetwoods...

Ever since my name first appeared on a golf club, I've been interested in building only the kind of clubs that my fellow professionals take the greatest pride in selling—models that conform to the ideas of the experienced professional as to what his members or pupils should have.

In my new Fleetwood models—soon to be shown to you by our representative—we are offering matched wood and iron sets which I'm confident will win your unqualified approval. Second only to Haig woods and irons, I predict these new Fleetwoods will be the biggest selling clubs we've ever made.

Priced below the Haigs, but with such Haig features of construction as Strata-Bloc heads, Tri-Balanced and Center-Weighted, and Dynamic True Temper Shafts, they're the biggest values we've ever offered. I believe when you see these new Fleetwoods you'll agree—and do a bang-up sales job with them.



*Wally Haig*