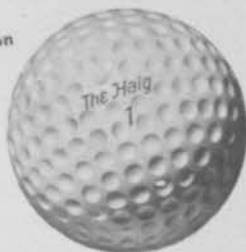


Controlled high tension winding



Split-second action



"Split-Second" ball!

You know that one of the main factors that gives distance to a golf ball is high tension or high compression winding. Every Haig ball is wound to meet a high compression test that's higher than any production standard I had ever believed possible of attainment.

The very first time you hear its sharp, distinctive click and experience its sweet feel off the club, you'll call it *the split-second ball*. One round with the Haig and you'll share my enthusiasm for this great ball and agree you can do your members a real service by recommending it.

Walter Hagen



WALTER HAGEN

Division of Wilson Sporting Goods Co.
Grand Rapids 2, Michigan

lockers and seven showers. In the basement is located a grill and refreshment room, with liquor bar and snack bar. Upstairs adjoining the main lounge is also a nice-sized kitchen and dining room to be used for private parties and dances. The entire clubhouse is tastily furnished. The entire cost of the building, including furniture, totaled \$120,600.98.

Equipped for Machine Maintenance

Gkpr. John Bass and Dick Wilson have worked closely together in getting the course so it will require very little manual maintenance. Fairway mowers operate on trap mounds, close to greens, traps and tees. Among equipment used are Worthington fairway mowers and rough Blitzers, Jacobsen power greens mowers, Farmall tractors, Bean power sprayers, West Point aerifiers and Milbradt hand mowers.

Of special interest is the tee arrangement which provides for three lengths of course; the Red with 6,145 yds.; the White with 6,415 yds. and the Blue with 6,690 yds.

Lengths of the holes on the Red, White and Blue courses:

Red	White	Blue
380	400	420
470	485	500
155	170	185
435	450	465
295	305	320
385	400	415
170	185	200
370	385	400
375	390	405
3035	3170	3310
460	475	490
115	130	145
415	430	445
365	380	395
170	185	200
365	380	395
355	370	385
340	355	370
525	540	555
3110	6415	3380

Southern Turf Association Holds Annual Conference

Annual Conference of the Southern Turf Assn. was held at the Univ. of Tenn. College of Agriculture, January 6 with the following topics and discussions covered in the compact one day meeting: Soil — Grass Relationships in Turf Production — Dr. Fred V. Grau, Director of U.S.G.A., Green Section, Beltsville, Maryland; Managerial

Factors in Turf Production — Dr. Lawrence S. Dickinson, Assoc. Prof. of Agrostology, Univ. of Mass., Amherst, Mass.; Fertilization Program For Turf in Tennessee Soils — Dr. Eric Winters, Head of Department of Agronomy, Univ. of Tenn.; Southern Problems in Turf Production As I See Them — Dr. O. J. Noer, Agronomist, Sewerage Commission of the City of Milwaukee, Wis.; Mowing & Mowing Machinery in Turf Production — Mr. Henry Westall, Worthington Mower Company, Asheville, North Carolina and Turf Problems As I Have Found Them at Cherokee Country Club — A. V. Tribble, Cherokee, CC, Knoxville, Tenn.

USGA to Re-elect Wallace and Other Officers

Fielding Wallace has been nominated for re-election as pres., United States Golf Assn. at its 55th annual meeting which will be held at Waldorf-Astoria hotel, New York, Jan. 29, noon. Selection of the USGA nominating committee is tantamount to election. Other officers who will be re-elected with Wallace are:

VP Totton P. Heffelfinger, Minneapolis; VP James D. Standish, jr., Detroit; Sec. Isaac B. Grainger, Montclair, N. J.; Treas. Daniel A. Freeman, jr., Mt. Kisco, N. Y.

Wallace, a member of USGA Executive committee since 1939, head of USGA Green committee 1940-47, and pres. emeritus for life of Augusta CC, headed a highly successful administration in 1948. The USGA now has largest membership in its history.

New members of the Executive committee will be Charles B. Grace, Philadelphia, a member of Princeton's intercollegiate 1927-28 championship golf team and former sec.-treas. Penna GA; and Corydon Wagner, Tacoma, Wash., an official of the Pacific Northwest GA and of Yale, '16.

George W. Blossom, jr. headed the 1949 Nominating committee. The 1950 Nominating committee is headed by Morton G. Bogue.

Stanish will continue as chmn., Green section committee. The Green section expects to announce soon publication of its book on golf course maintenance. Prof. H. B. Musser, Penn State college, editor of the book, has assembled considerable of the material which will present a greatly needed and valuable practical manual of golf course operation.

Jacobsen

POWER GREENS MOWER

Price—\$305 f. o. b.
factory complete
with transport
wheels and
metal grass
catcher.



Even better for '49

Here is the improved Jacobsen Power Greens Mower for 1949. Refinements that provide for faster handling, longer life and even more precise cutting add to its outstanding reputation on America's finest golf courses.

Jacobsen Power Greens Mowers are noted for superb performance and low upkeep cost — the Greenskeepers' choice where only the best is acceptable. Get the full story on this preferred Greens Mower. See your dealer now.

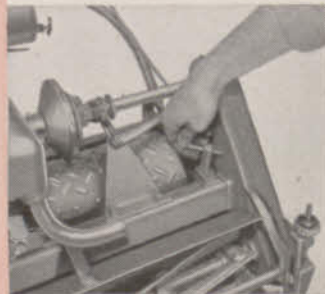
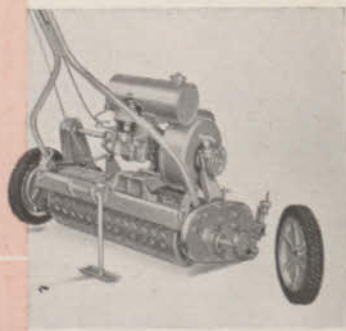
• New Transport Features

New "quick-on," "quick-off" transport wheels make for easier, quicker movement of the mower from green to green.

For transporting the mower you simply place the built-in jack in position on the ground, pull back on the handle slightly and the mower is in position for easy attachment of the transport wheels. After attaching the wheels a spring automatically returns the jack to its out-of-the-way position. No tools are required to attach or detach the transport wheels which are held in place by a simple clip on the outside of each wheel. There is nothing to become detached or lost.

Another important feature is the full differential action of the transport wheels which is accomplished by the use of two spring-loaded ratchet pins in each wheel. There is no "dragging" when making turns.

New bed knife adjustment requires no tools. Simply by turning the adjusting screws to the left brings the bottom blade up to the reel and turning them to the right backs the blade away. This quick, easy adjustment is a time-saving feature. It automatically holds its adjustment.



Jacobsen

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Pro Shop Designed to Fit Modern Club's Needs

By GEORGE CALDERWOOD

Professional, North Hills Country Club, Menomonee, Wis.

Arrangement and outfitting of the pro shop requires careful study by the pro, club officials and architect as the properly designed pro shop involves a somewhat unique combination of display, sales and service facilities, club "atmosphere" and convenience in being correctly handled by one or two men, even at rush periods.

It also requires compact and adequate storage facilities and protection against burglary, due to the often detached and remote location of the shop, as well as easy supervision by the assistant or club cleaner when the professional is at the lesson tee or conducting club events at the first tee.

A delicate and difficult part of the pro shop problem is that of not having it look just like the golf department of a downtown store. There has to be distinction which will reflect the pro's expert standing as a selector and adviser in supply of golf goods, yet one can't go too strong on the old craftsman's shop look which was fitting in the days of bench-made clubs but which doesn't go in today's fast pace of golf goods selling.

Another factor that must be considered is that of making the club shop fit right into the class of the club. So many visitors come into the pro shop that if it isn't up to the standard of the rest of the club the guests notice the discordant note and wonder what the reason is. The members are not attracted to the shop and are rather apologetic about it when they have guests.

The pro does the best he can and frequently is able to do a good job of locker-room selling to make a living and to see that members of a private club get what they are entitled to for their membership fee and dues.

Modern Shop for First Class Clubs

But for a first class club these days the members must be served out of the sort of a shop my club has made available to me. The diagram and key I believe clearly illustrates the features of this shop.

It will be noted that the club storage racks and cleaning and repair facilities are conveniently located. Good club cleaning boys are hard to get these days and convenient facilities must be provided for their work. They must have enough room so they can handle a lot of bags going out and coming in at rush hours. The club cleaning wheels must be located and/or equipped so dust won't be blown in over stock in the pro shop. Dust rapidly deteriorates the appearance of pro shop merchandise and fittings and is especially to be prevented with so much of pro shop selling today depending on women. Women notice the slightest bit of dust, dirt or disarray around a pro shop and are apt to comment on it to their husbands in a way that does the pro's reputation as a businessman no good.

You will notice that the arrangement of display cases is such that merchandise is attractively exposed to the view of everyone who enters the shop.

I am against the over-crowding of display cases and display tables. Too much merchandise gives the pro shop a "cheap store" look. Keep changing your displays often. Have the prices showing plainly, but don't have the place looking like you're showing everything you've got in stock. This is a fine point about pro shop display. You don't want to miss sales by not having popular items in plain sight; at the same time you want to educate your potential buyers so they'll know you have in stock practically everything — and in wide price ranges — that a golfer wants for his or her game.

Scoring As Selling Aid

One of the highly important features of my pro shop arrangement is the registration desk. The whole pro shop virtually is centered on that point.

Here the members and guests must register before playing and most post their scores after playing. That not only enables our men's and women's handicapping sys-

tems to be operated with fairness to all but enables me to keep a close watch on member's scores and see who might need some helpful and discreet advice on playing.

John Haertel, chmn. of our handicap committee, has done a most helpful job for members and for me in this matter and I urge other pros to discuss such an arrangement with their handicap chairman.

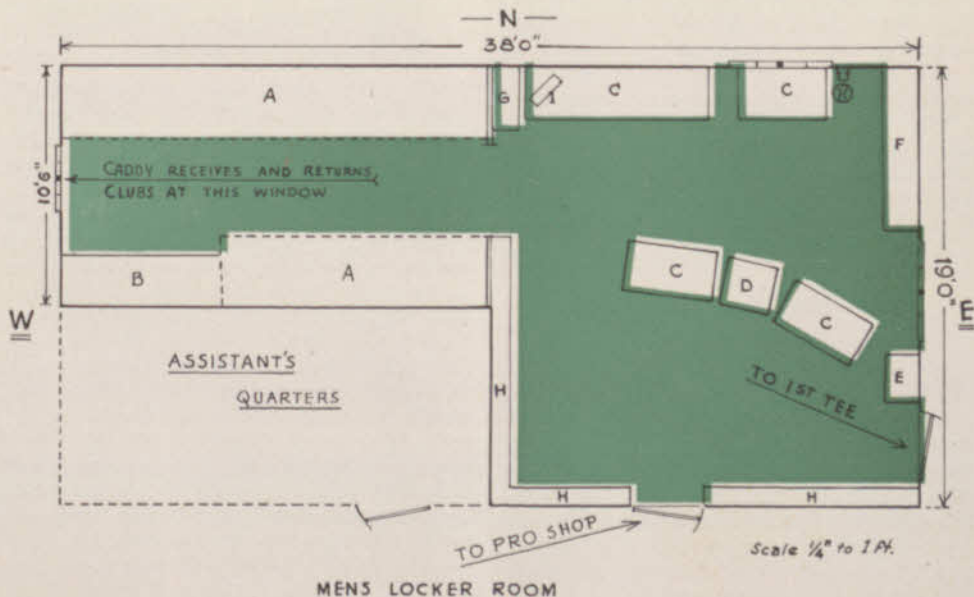
We have an unusually good scoring average among our 270 men members. Their average is 88.8. I think that the remainder of the score registration has had much to do with developing the good scoring average. We also have very active competitive programs for men and women and in mixed events.

Although we have 97 men players older than 50 we've got many under 40, too. I think we may have a higher percentage of lefthanded players than any other private club in the U. S. We have 11 of them; most of them rather consistently low-handicap players.

The average number of games all our members played from April 10 to Oct. 4, last year was 20, according to the registered scores. I'd estimate that our registration system is so generally observed that the entire membership didn't play more than an average of four games last year without registering their scores.

Study of a record such as Haertel compiles is most illuminating to a pro. He sees that the class A players average many more games per season than the players in the higher-scoring classes. One of our doctor members last year played 68 registered rounds. His registered scores ranged from 76 to 92 and averaged 84.13.

All of us who are experienced as club professionals know that the better a player scores the more he or she plays — and generally, the greater their patronage of pro shop and lesson services. We conscientiously try to keep a watch on our members' games and help them improve but that's a hard job to do thoroughly along with discharging the many other



Calderwood's pro shop is designed for maximum display and economy of operation. Description of facilities is as follows: (A) 252 — 10" x 10" club storage racks; (B) A 7' bench for repairs and club-cleaning; (C) Showcases — one 8' and three 4' cases. Two 4' cases are placed in center of floor — one on each side of cash register. A 4' and an 8' case are placed on the north wall; (D) Cash register — sits on a small cabinet with ball case to the left and glove and accessories to the right; (E) Registration desk and storage cabinet — cabinet top is slanted. Members register here BEFORE playing and post their scores after playing, serving the double purpose of showing who is on the course and facilitating the securing of scores for the Handicap chairman; (F) Stock cabinet 7' long and 18" wide with 35' of shelf space. Seventy-five per cent of sales are made from this cabinet eliminating over-crowding of merchandise in show cases; (G) Filing cabinet; (H) Club display shelves — 56' of shelving 8" wide and four feet above the floor; (I) Intercommunication system — Four master stations are placed as follows: Men's lockerroom, office, pro shop and first tee; and (X) Phone to caddy house.

duties of a pro, unless such a registration list as we maintain is before the pro as a guide and reminder.

Service Data on Members

I carefully record and frequently study data on my own members which helps in giving them sales service.

My card record for each member shows name, home and business addresses and telephone numbers, and sizes of sox, shoes, slacks, shirts, gloves and hats. On the card also are "important dates" for the member and his wife. These are birthdays and wedding anniversaries. Those records have enabled me to solve gift shopping problems for many members.

One thing that the pro often reminds himself when he gets a good shop is that every detail of his operations has to be up to the standard of the shop appearance. His merchandise selection must be thoughtfully made and his records and business promotion paper, and personal work must be of Grade A business standard. Otherwise the finest shop architecture and fittings won't increase his sales volume and satisfaction to his members.

However, it's my observation that the personal qualifications and operations of professionals at better clubs generally is far ahead of the shop facilities provided. The club handicaps itself more than it does its pro when it hasn't a properly located and designed shop.

New Facilities Plan Book Great Community Aid

The popularity of golf as America's greatest outdoor participants' game for all ages places the golf club in the unique position of fast becoming an important asset to complete the social and recreational facilities of the smaller community. It's an asset that provides the needed attraction to hold the younger people who are being brought into the game through high school and college instruction and the middle aged men and women with a recreation facility they will appreciate and sponsor and support financially.

Organizing, planning, building and maintaining a golf club are the big problems confronting any group who are assigned or undertake the responsibility of creating this addition to the recreational facilities of the community. To help solve these problems and to assist individuals

and groups in that work, the National Golf Foundation has published a beautiful new 80-page comprehensive guide that gives the answers to about every question that may arise.

Experienced club officials, golf course and clubhouse architects, greenkeepers, engineers, golf professionals and manufac-



turers have collaborated in the preparation of the book, edited by Herb Graffis, making available a volume of practical, detailed information, simply told and generously illustrated.

Contents of the book cover in detail the following general subjects: Organizing and Financing, Getting Publicity, Membership Drive, Planning and Building the Course, Watering the Course, Keeping Records, Golf Course Budget, Landscaping Course and Clubhouse, Keeping Course Well Groomed, Sand Green Construction, Bermuda Grass Maintenance, Planning the Golf Clubhouse, Planning the Golf Professional's Shop, Caddy Management, Model By-Laws and Service Helps. Illustrations include numerous photographs with informative captions, design map for community center, green and approach contours, preliminary sketches, grading, drainage, seeding and planting plans and green construction details.

This volume is available to those who want to establish a golf course, especially in the smaller towns where the need is recognized and financial limitations are a consideration. A copy of the book which carries the title "Golf Facilities" may be obtained by sending \$2.00 directly to the National Golf Foundation, 407 South Dearborn Street, Chicago 5, Ill.

Mass. Winter School Course Builds Up Greenkeeper

By GEOFFREY CORNISH

In the mid-twenties, golf courses were being built in unprecedented numbers, and enormous sums were being spent on their construction and maintenance. Much was known at universities and research centers concerning subjects pertinent to turf such as soil chemistry, plant physiology, soil-plant interrelationships, fertilizer practices, and a host of other matters. But all this valuable knowledge was available at that time to greenkeepers through only a limited number of good magazines and bulletins and a small amount of extension work on the part of commercial organizations and the U.S.G.A. Green Section. Often the greenkeeper was too skeptical to make use of the knowledge provided him. Although there was some direct extension work from universities concerning turf, no university curriculum provided for studies in this field.

The dictionary defines Agrostology as "that branch of systematic botany treating of the grasses." At the University of Massachusetts, this word has been applied to the part of Agronomy which deals with the culture of lawn grasses and a separate section has been established known as the Section of Agrostology.

There, studies in Agrostology are devoted to all phases of lawn culture including athletic fields, recreational sites,

airports, cemeteries, the home lawn, etc. But emphasis is placed on golf course work since the larger number of students attending the various courses come from golf courses or intend to proceed into work associated with them. Professor Lawrence S. Dickinson, the pioneer educator of fine turf growers and for a quarter of a century a vigorous and valuable campaigner for better turf is head of Agrostology at the university. Professor Dickinson recognized that if the scientific knowledge, which was accumulating regarding turf, was to be of maximum value to the public and if the greenkeeping field was to be made an attractive one to young men it was necessary to provide the greenkeeper with a sound scientific background. The Professor decided that the way to accomplish this was to establish a school for greenkeepers.

First Winter School Opened

In 1927, he opened the Winter School for Greenkeepers at the University of Massachusetts at Amherst. This was the first school of its kind. The course offered was designed to instruct the practical man in fine turf culture specifically and in applied agricultural sciences generally in order to broaden his vision and scope so that he might take full advantage of scientific progress and apply it to his own



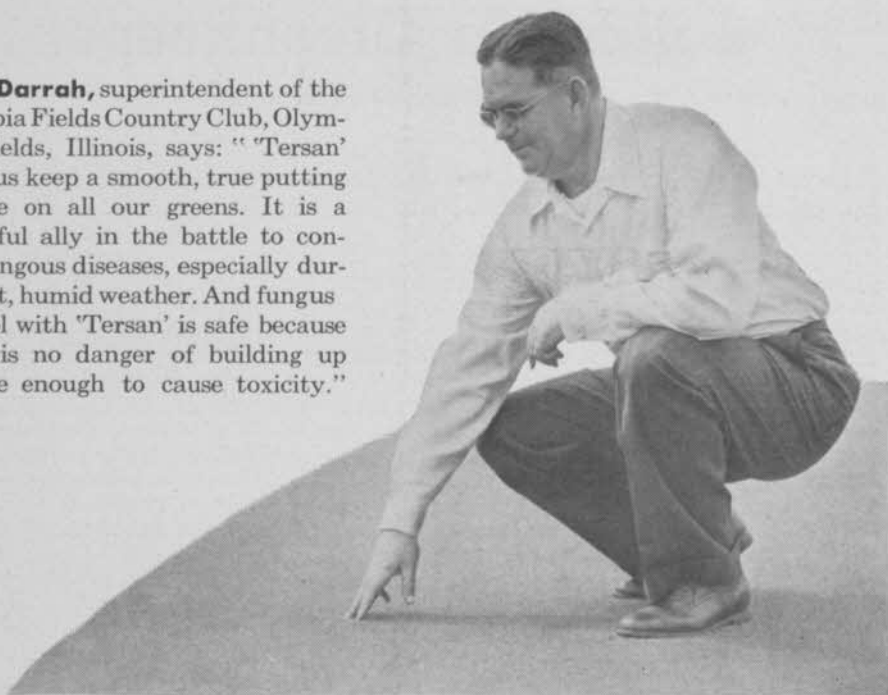
Prof. Dickinson and Carleton E. Treat, Montclair GC, (N. J.), instructor at the Winter School, rehearse a class problem.



A Winter School class solves a problem on a sand model which makes it possible for students to visualize projects under study.

OLYMPIA FIELDS

John Darrah, superintendent of the Olympia Fields Country Club, Olympia Fields, Illinois, says: "Tersan' helps us keep a smooth, true putting surface on all our greens. It is a powerful ally in the battle to control fungous diseases, especially during hot, humid weather. And fungus control with 'Tersan' is safe because there is no danger of building up residue enough to cause toxicity."



BILLIARD-TABLE SMOOTHNESS is assured at all times on this 18th green—and all others at Olympia Fields—by regular applications of "Tersan." Mr. Darrah finds "Tersan" highly effective for preventing dollar spot, brown patch and other fungous diseases . . . without any danger of burning the greens.

protects its greens with **TERSAN***



"A LITTLE GOES A LONG WAY"—says Wilbur Ellis of the Olympia Fields staff, who is shown here mixing "Tersan" into a spray solution. "Tersan" mixes readily with water—and it's safe and easy to handle so that even inexperienced help can use it. It will not shock, yellow, or retard grass growth, even in hot weather.



Easy to apply—"Tersan" fungicide provides a fine spray for more even coverage. Du Pont SEMESAN® and Special SEMESAN® are available for those who prefer mercurial fungicides.

*Reg. U. S. Pat. Off.



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January, 1949



field. It is interesting to note that around the time Professor Dickinson opened the first winter school, he was asked on numerous occasions both by golfers and educators how it was possible to spend two weeks on the study of lawn grasses.

This first class opened in January 1927, and was attended by nine greenkeepers. Number one man, alphabetically in this group, was Arthur Anderson, now greenkeeping superintendent at the Brae Burn Country Club in West Newton, Massachusetts. Courses were given in soils, botany, entomology, equipment, water-systems and fine turf culture. The first classes were held in a tiny tool shack on the campus.



Prof. Dickinson and Dr. Dale H. Sieling are presented with an Ideal power greensmower by Gardiner S. Platt, Asst. to the pres., Indian Motorcycle Co., as a contribution by the Ideal Div. of Indian to further the turf maintenance education work of the Univ.

From this small beginning the Section of Agrostology has grown year by year. The Ten Weeks Winter School for Greenkeepers has been held annually except for a break for the duration of the war. In the fall of 1946, a two year course for fine turf managers was instituted as a part of the Stockbridge School of Agriculture and the first class was graduated in June, 1948.

For several years before the war, advanced short courses of five weeks duration were held for graduates of the Ten Weeks Winter School. These courses were popular but due to lack of classroom space, it has not yet been possible to restart them.

Professor Dickinson now has as his assistant the writer, who is himself a graduate of both the ten week Winter School and the advanced course, a graduate in Agronomy from the University of British Columbia, and for a number of years, a superintendent for Stanley Thompson, famous golf architect. Carl Treat of the Montclair

Golf and Country Club has been closely connected with the Winter School since its start. In years when it is possible for him to leave Montclair, he acts as an instructor at the Winter School.

Courses of Study Offered

At the present time, the following courses of study are offered in the Section of Agrostology:

- (a) The Ten Weeks Winter School for Greenkeepers held annually in January through March 15th.
- (b) The two year course for fine turf managers.
- (c) Supplementary courses in the growing of fine turf offered to four year students proceeding to degrees in Landscape Architecture or Agronomy. These supplementary courses are offered to provide working knowledge of the construction and maintenance of fine turf areas to men who are proceeding into professions such as landscape design, civic planning and recreational work.

The Ten Weeks Winter School is attended largely by greenkeepers and managers. Others interested in the growing of fine turf such as park or cemetery superintendents and landscape men are eligible and do attend. The course is limited to twenty-five and preference is given to qualified Massachusetts men, but some vacancies are retained for out of state people. In 1948, there were 68 applicants for 25 vacancies and very careful screening was required. Courses in the different aspects of turf culture are given by Professors Dickinson and Cornish of the Section of Agrostology. Courses in allied subjects including Soils, Botany, Entomology, Water Systems, and Drainage are taught by other departments on the campus. Management problems, cost accounting and analysis of costs of various methods of caring for the grass are studied carefully.

Conference Concludes Course

Men noted in the field are invited to speak in forum hours. Evening discussions and question periods are held. Throughout their ten weeks stay on the campus, the students are encouraged to take part in all phases of University life. Libraries, laboratories, gymnasium, etc. are all at their disposal. Ages of the men attending this course have varied from twenty to forty-five years.

The ten weeks is always concluded by a fine turf conference which is attended

(Continued on page 56)