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Jacobsen Power Greens Mower cuts with precision smoothness — keeps greens in superb playing condition. With this fast working mower maintenance men get on and off the course in a hurry.

New "quick-on, quick-off" transport wheels speed up movement of mower from green to green. Operator merely places the built-in jack in position, pulls back slightly and mower lifts. Wheels are slipped on or off in seconds — without tools.

New bed knife adjustment requires no tools. Simply turn the adjusting screws by hand. Adjustment is held automatically.

These and other important features add to the superb performance which for years has made Jacobsen the greenkeeper's choice. Today Jacobsen Power Greens mowers last longer, operate for less, and do an even more precise cutting job. See your Jacobsen dealer for the full story.

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a competitive situation that was hard on pros.

When there is a problem of ordering or credit the pro ought to go into the situation frankly and promptly with the salesman involved, or with the nearest branch office of the manufacturer concerned, before it becomes too late to get the correct and painless answer.

I want to say that the pros who went away to war service have turned in a highly commendable performance on credit rating. They were owing a large amount when they went into uniform — many of them on sudden notice — but since they've got back they've all got it cut down until the total is under \$3000.

About 64 per cent of the pros now discount their bills. The entire annual amount pros earn by taking advantage of the discount is very substantial and in individual instances it's equal to the profits on the sale of considerable shop stock. Some first class credit pros prefer to be shipped COD for reasons best known to themselves and others are shipped COD because credit rating hasn't been established, or sometimes to protect pros from getting in over their heads.

Practically all men legitimately entitled to pro buying terms, and other sports goods retailers are listed on the records of the Sporting Goods Industries Clearing House, 5 S. Wabash, Chicago. These records are held strictly confidential and supply credit ratings on the order of those Dun and Bradstreet provide in other business.

No manufacturer gets individual detailed information on the pro whose credit data is on file at the Sporting Goods Industries Clearing House. The inquiring manufacturer who buys the service gets a general but quite accurate rating on the pro. This service eliminated rotating credit which allowed pros and dealers to play one manufacturer's credit grant against that of another. That was a deluding procedure which eventually exhausted all credit and permitted pros and dealers to get so far into financial trouble there was no practical way of getting them out.

The pro can't kid himself about money involved in his business. It is decidedly to his advantage to have his accurate credit rating on record. If it isn't what it should be the pro probably can improve it with the willing help of the manufacturing suppliers and with his own brains and industry. If he can't get his credit reflecting a profitable operation in the pro business, probably the business isn't the right one for him and he would be fortunate to learn that and switch to some other business to which his ability and temperament are better suited for making a living.

More and more credit rating is becoming one of the most carefully considered factors when a club engages a professional. The businessmen who are club officials know from their own observation and experience that credit rating reflects merit or deficiency in almost every other qualification a pro must have to handle a job satisfactorily.

Much of the growth of pros in business standing has been due to the sage counsel and help successful older professionals have given to younger men who don't clearly realize they have to use money and credit in scoring profits and getting ahead. There are too many good credit pros looking to improve their job situations and markets to allow any other pro to take the attitude that credit is just another "one of those things" in the golf business.

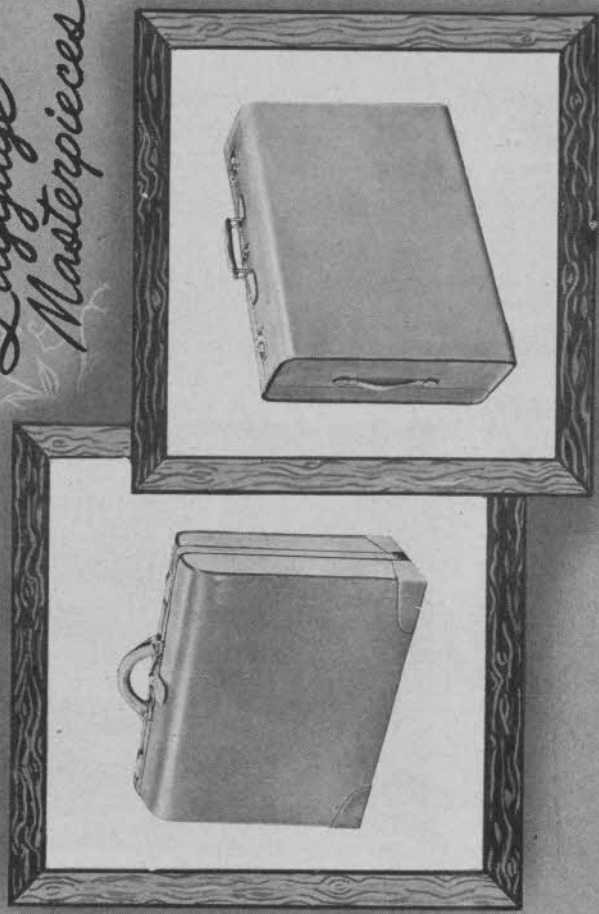
DDT Ends Mosquito Curse On Golf Courses

DDT is living up to its promise in permitting comfortable play and revenue on courses where mosquitoes and other flying plagues formerly kept play at a minimum.

Typical testimony on DDT performance comes from Iowa Greenkeepers' Newsletter referring to an address at the Iowa short course. The Newsletter's digest:

Mosquitoes and flies are in for a rough time from now on if golf courses, parks, etc. are treated with DDT. Dr. H. H. Knight gave a most interesting account of how the city of Ames got rid of these pests in its park and in the city. The mosquito population was measured by the use of human targets. When around 200 mosquitoes visited the victim in a 15 minute period, it was taken that a peak population had been reached. Airplane application, using a 5% DDT dust, at a rate of .2 pounds actual DDT per acre cleaned up the mosquitoes in the city park. The fly control program — 2 years of it — has been unusually successful. Garbage pails were sprayed, dumps were sprayed, and screen doors were painted with 5% oil solutions. Dr. Knight's suggestion was that a small crank driven duster could be used to good advantage on many of the smaller golf courses. The dust application should be made in early morning or late in the day to avoid breezy periods. If a power sprayer is available, it is a simple matter to spray the mosquito infested areas of the golf course. At the club house, all that is necessary to control flies is to coat the screens with a 5% oil solution of DDT. Garbage pails and dumps should also be sprayed.

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The Place of Municipal Golf In the City Recreation Plan

A Paper by George Hjelte, General Manager, Department of Recreation and Parks, City of Los Angeles, presented before the 20th National Turf Conference and Show, February 9, 1949.

Recreation has come to be an accepted function of local government. It is, to be sure, a comparatively new function. With-in the memory of most of us, cities gave no attention whatsoever to the establishment of publicly owned recreation facilities for their citizens, with the exception, however, that parks have had a place in city planning and operations for ages. Parks, however, were justified primarily from the standpoint of city beautification and until modern times were not developed with the view to their use for active recreation.

It is now considered good practice and an imperative necessity that cities plan public facilities for recreation. It is not the accepted viewpoint, however, that all recreation is a proper sphere for local governmental enterprise. Recreation by and large continues to be as it properly should remain, the prerogative of the individual in his private capacity. Under our democratic way of life the American people would resent any intrusion on the part of government upon their right to make choices of recreation for their own enjoyment and benefit. Nevertheless they recognize that in some respects recreation properly becomes a concern of government and especially in respect to the setting aside and the improvement of land where-in the people may pursue the conventional American outdoor sports and pastimes with the minimum of regimentation and with no dictation whatsoever upon the part of government insofar as the choices of recreation are concerned.

Local government in setting aside and improving places of recreation must refrain from competing with private enterprise. Public facilities for recreation are usually established only when there is no other way of providing them. If the provision of children's playgrounds were left wholly to the initiative of individual citi-

zens in their private capacity, there would be relatively few playgrounds and most of the children in the congested cities would be denied the right to participate in wholesome play activities in an attractive and safe environment. Accordingly, public



GEORGE HJELTE

opinion gives support to the solution of the playground problem by assigning the responsibility for the establishment of playgrounds to the municipality or in some cases to the public school organizations.

Similarly, cities would be without regional parks if their establishment and operation were left wholly to private enterprise. Private enterprise enters into projects only when they are financially profitable. By and large, playgrounds, beaches, swimming pools, and regional parks (golf courses essentially are found in regional parks) do not lend themselves to commercial development and management for profit. Accordingly, it is the accepted viewpoint of the American public that these facilities, necessary as they are, must be accomplished through public provision, namely,



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through the method of public taxation for their improvement and support.

Whatever public recreation systems exist in American cities as of today are the result largely of accidental and expedient growth rather than of constructive scientific planning. The city planning movement is, like the recreation movement, comparatively new in municipal practice. The evidences of poor and inadequate planning, however, are everywhere apparent, and the more enlightened cities are making valiant efforts to plan their future growth and development according to the sound principles of city planning which have recently been developed.

In respect to local neighborhood public recreation facilities, the application of these principles is comparatively simple. Everybody knows that the streets, being no longer suitable for the play of children, there must of necessity be a public playground for children in every neighborhood. Inasmuch as the American youth are given to practice and participation in the conventional American sports of baseball, tennis, football, and the like, it is an accepted principle of city planning that district playgrounds of, say, 10 to 20 acres, must be located in every district, a district being understood to be an area of several residential neighborhoods. With these basic principles in mind, under city planning laws a city may govern its future development and as funds are provided by bond issues and otherwise, the necessary local and district play facilities can be provided.

Golf, however, presents a peculiar problem in that necessarily a golf course requires area so large that a golf course must be located in regional areas, usually on the periphery of a large and growing city. Few cities have been able to acquire and develop a municipal golf course on the basis of predetermined long range plans. In almost every case public golf courses are established where by some accidental circumstance an area suitable for golf within or close to a city has remained unsubdivided, or within a large regional park acquired often as necessary water shed land, or as the gift of some public benefactor.

At this point one might well ask why golf should be a particular concern of municipal government and why the establishment of municipal golf courses should be favored at all. It is well known that most of the golf courses in the United States are owned by private clubs and that

a considerable number are so-called public courses under private ownership whose clientele is not necessarily exclusive; that is to say, the courses are open to public play at an established fee. Certainly no one would advocate that all golf courses be governmentally owned and yet no one seems to object to municipal golf courses as they are now operated on a fee charging basis, and municipal courses exist in the same community in which privately operated public courses and exclusive club courses likewise exist.

Golf has tended to become a public enterprise usually because of the accidental circumstance that suitable land for golf was available in a regional park. Most of these regional parks have been acquired through private benefaction. There was ample reason for their acceptance. For example, the necessity of preserving a water shed and water storage area, the desirability of forest and wild life preservation, the importance of maintaining large open areas to relieve the oppressive congestion of metropolitan cities, the necessity for the prevention of conflagrations, and the popular desire for outdoor recreations other than golf and especially those related to hiking, picnicking, and the enjoyment of nature.

Since it was necessary from any or all of these standpoints to maintain an area once accepted as a regional park it appeared to be just as reasonable and even more beneficial to improve the area by maintaining it in beautiful turf and thus to make it available for the increasingly popular pastime of golf.

The added expense of ground maintenance when used for golf, as well as the limited clientele directly served by golf no doubt was the compelling reason why golf was placed largely upon a self-sustaining basis through the charging of more than ordinarily large daily fees. No other public recreation facility is operated on the principle that the users pay for the day-to-day enjoyment of the facility and at a rate so high as is customarily charged for golf.

By and large, municipal golf courses are financially self-supporting and in fact many of them produce an excess of revenue over expenses. This enables other courses to be added once a single course has been placed in successful operation. The Los Angeles situation in this regard is noteworthy.

The first municipal golf course in Los Angeles was a 9-hole sand course in Grif-

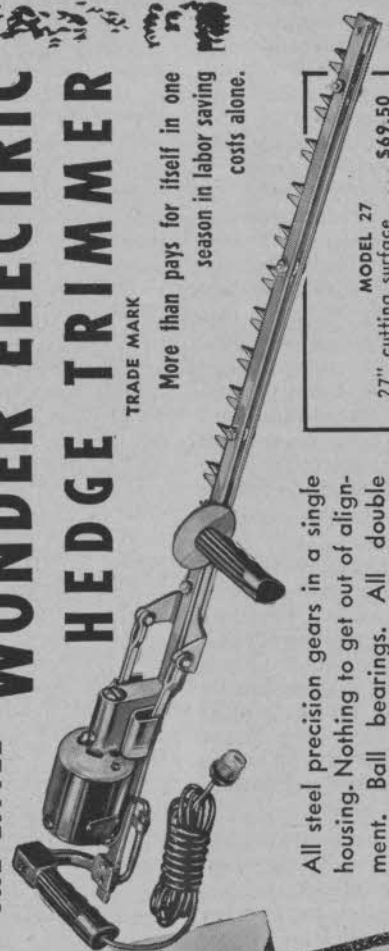
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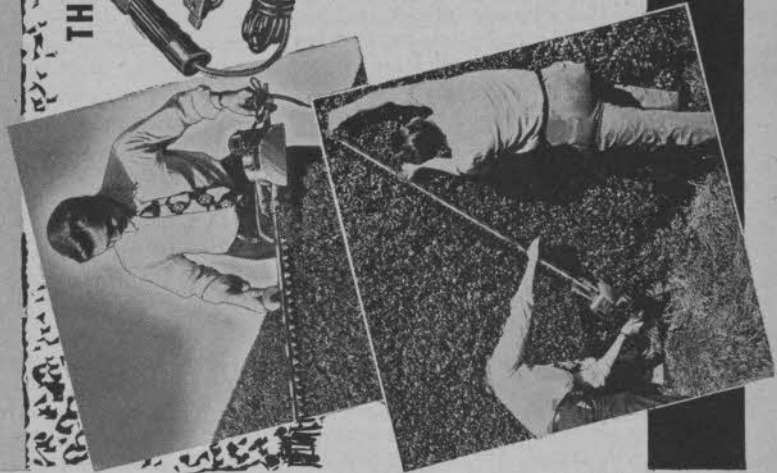
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fifth Park and was opened in 1914. Excess of revenue over expense in the operation of this course permitted the construction of the first grass course, and similar profits throughout the years have financed almost entirely the system of seven golf courses, all with well planted and well maintained fairways and excellent greens. All of these courses but two have been established on lands which were not necessarily acquired for golf but the accumulated surplus was sufficient to permit of an investment of \$250,000 for 184 acres upon which a 9-hole pitch-and-putt course has already been constructed and upon which a most modern 18-hole course is soon to open.

The ability of municipal courses to support themselves is no doubt due in large measure to the fact that the activity rarely has to bear the original cost of the land and is relieved of the burden of taxes as well as interest on the investment. In these respects municipally owned golf courses have tremendous advantage over privately owned golf courses.

There were, in 1941, 711 municipal golf courses operated by cities and counties throughout the United States, according to Herb Graffis, Editor of "Golfdom," who has compiled statistics meticulously on golf in all of its phases. A few of these courses were discontinued during World War II but a number of courses have been added since the termination of the War, as in the case of Los Angeles, which has constructed 3 new courses since that time.

According to statistics published by the National Recreation Association, the number of municipal courses did not increase during the past decade; in fact, the number of courses reported in 1946 was 14 less than the number reported in 1938. In the 12-year period previous to 1938, namely, from 1926 to 1938, the number of municipal golf courses reported to the National Recreation Association increased 82 per cent. This growth kept pace with the increase generally in the number of municipal recreation facilities during the period of prosperity following World War I and throughout the world-wide depression.

The period of prosperity was conducive to the acquisition of new lands, an essential prerequisite to the provision of municipal golf facilities, and the plenteous supply of work relief throughout the years of depression was conducive to their development as municipal golf courses.

It is a fact to be pondered, however, that the number of municipal courses has

shown no noticeable increase during the past decade. This can be attributed to several factors. The first of these is that by 1940 municipal park land suitable for the development of golf courses had been pretty well developed largely with the use of relief labor. The second reason is that after 1940 the nation became preoccupied with war production, and little labor was available for the development of golf courses. After World War II labor and materials were both scarce and costly, which conditions gave no incentive for the development of public golf lands.

The stagnate tendency in municipal golf development is somewhat paralleled by a similar condition with respect to privately owned golf courses. The same conditions and an important added factor have resulted in a decrease in the number of private courses generally throughout the nation in the past decade. For example, in the Los Angeles metropolitan area extending from Orange on the south to Ventura on the north, and from the ocean to Riverside on the east, the number of private courses is 17 less than in 1930. The added factor is the increased value of large land holdings in metropolitan areas and the larger return that may be had from such land holdings by subdividing them for home building as against maintaining them in turf and operating them as golf courses. During the war with less play and more costly operations, and in fact during the depression, private golf clubs experienced a difficult period, many being forced to discontinue operations, and when a favorable real estate market occurred their lands were turned to other uses, notably, subdivision for home building.

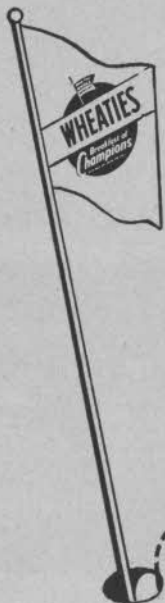
Generally, the same conditions which render a piece of land suitable for golf development in suburban regions likewise render the same land highly valuable for suburban residential subdivision, being of slightly and interesting terrain and convenient to large population by means of highways or rapid transit.

How many municipal golf courses should a city of considerable size plan to own and operate? I speak of cities, of course, because my subject has to do with the planning of cities. However, rural areas can well be eliminated from our consideration for an obvious reason, namely, that a publicly owned golf course presupposes a considerable population to justify its existence,

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Full details will be sent to all Golfdom readers (if you miss your announcement drop us a card). We hope that all golf professionals will cooperate by sending in news of certified holes-in-one. Why? Because, seriously, we want to help you build golf into an even more popular sport. And we think our Wheaties Award Plan will help!

Meanwhile, here's wishing you a most successful 1949 golf season.

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and wherever you have a concentration of sufficient population to support golf courses you have inevitably a city. It has been estimated that a municipal golf course may, in the course of a year, serve a clientele of, roughly, 2500 persons, some of whom will choose to play golf regularly; possibly a third are regular golfers who play two or more times weekly, and many others who play infrequently, once a week, once a month, or so. With the many other recreation activities competing with golf for public attention, only a fraction of the population can be expected to be interested in pursuing the game of golf. Some of these will choose to play under private club auspices. Apparently, therefore, it would require a considerable population in a city, say, 10,000 or 15,000, before a municipal golf course could be entirely justified from the standpoint of cost and ability to largely maintain itself.

We might consider, therefore, the question of how many golf courses a city should have from the standpoint of cities exceeding 20,000 in population, of which there were in 1948, 1071. Since numerous cities have more than one course, a few as many as 4 to 7, and many with 2 and 3, it is a fact that more than half of the cities of over 20,000 population in the United States today have no municipal course.

Presently there is no satisfactory basis upon which to determine a reasonable standard of provision for municipal golf. No city of any considerable size has yet sufficient municipal golf courses to say that the public need has been satisfied, and with increased leisure and inevitable expectation as a result of improved technology, it can be expected that interest in the playing of golf will increase rather than decrease in the future.

Los Angeles, which has 7 municipal golf courses, one to be completed soon and placed in operation, and additional municipal courses maintained by a few of the satellite cities and the county, is convinced that if the number of courses were doubled there still would not be sufficient to take care of the present demand. For example, on a fair Sunday as many as 300 to 400 people are turned away from the municipal golf courses because of their inadequacy, and this condition being well known, numerous persons refrain altogether from taking up golf and pursuing it as a regular recreation because of insufficiency of municipal facilities or privately operated public golf courses at which the playing privilege

may be enjoyed at comparatively nominal expense.

Accordingly, one would say, in answer to the question, How many courses should a municipality have, it should have as many as possible for there is no likelihood of any municipality being able to outdo itself in the matter of providing adequately for this most valuable recreational activity.

Thus it will be seen that golf occupies a unique place in the planning of municipal recreation facilities in modern cities. If golf is to become a pastime and sport available to large numbers of urban dwellers, it must inevitably be accepted as an object for city planning, and golf courses must increasingly be provided through governmental action. Private courses will of course continue to cater to those who can afford the high cost of golf when exclusive playing privileges and superior accommodations are provided. These courses, however, must be supplemented by public courses whose development in regional parks may continue to be justified not only because the players may continue to pay for the playing privilege and in proportion as they use the courses, but also due to their value in landscape adornment, in the relief of urban congestion, and in their value in fire prevention. All of these conditions and values taken together amply justify a progressive policy on the part of American cities in the acquisition of regional park lands for many uses, including the playing of golf.

N.E. WIS. GOLF BOSSES MEET



Officials of Northeastern Wisconsin golf clubs held their annual spring conference at Butte des Morts GC, Appleton, May 3 and re-elected M. A. Carroll, Oshkosh, pres., Dan Steinberg, Jr., Butte des Morts, sec'y-treas., and Frank Cornelison, Oneida Riding & GC, Green Bay, dir. at large. (L to R) Carroll, Frank Boex, Oneida, Heber Pelkey, Butte des Morts, Cornelison, and Steinberg.