

# story ...

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Ample stock and attractive displays feature Professional George Calderwood's pro shop at North Hills CC, Milwaukee, Wis., but George will tell you a schedule of events that attracts a steady traffic of play is the key to pro shop business.

## **Pull of Events Schedule All-Important to Club**

**By GEORGE CALDERWOOD**

*Professional, North Hills Country Club, Milwaukee, Wis.*

Before many shots are fired on the courses in the northern and central states each season the pro may have won or lost his battle for business.

The schedule of events at a club usually determines the extent of golf interest and play and when that schedule is being drawn up the pro must be helpful without being obtrusive in the planning. Men's and women's committees usually welcome advice on preparing a program that appeals to all the members and gives reasonable assurance of a wide distribution of the prizes. The pro, by keeping his eyes and ears open, learns of events that are successful at other clubs and which could be adopted in increasing competitive interest and pleasure at his own club.

Furthermore the pro probably knows better than any committee chairman or member just who is not participating in the events at the club and whose club patronage might be built if the competitive program provided some lively inducement.

At our club we have found that first, arrangement of a variety of events and second, appointment of a member "captain" to be in charge of each featured day's events for men or women, got the club pleasant building with competitive interest. This competition gives incentive for improvement of scores and every pro knows that the better the scores of the members the better business is in the pro shop and every department of the club.

This competitive program also is re-

flected happily in a record which our handicap chairman, John Haertel, compiles covering the year's play. Last year Haertel's summary showed that 247 members averaged 89.4 per round. That's a very fine showing for a good representative club in any metropolitan district.

The number of rounds played per year ranged from one to 70. Two members played 70 rounds each. Both of them averaged in the low 80s. Only three in our class B (11-14 inclusive, handicap) played as many as 50 rounds a year. Only five in the C class (15-18 inclusive) played 40 or more rounds last year. Average number of times played by all members was in the 20s.

### Must Get More Play

North Hills is an active club with a great bunch of select and congenial members. But when I see the figures showing that 20 rounds played are considered pretty fair use of our splendid course, I am reminded that everything I can do to get a member to play more and use the club more represents an increase on the return on his investment in club membership. I realize, of course, that John Haertel's compilation does not present a complete picture, as many of the scores are not recorded for his use in getting up his data. But I never have met a handicap chairman at any club, or have learned of one from pros at other clubs, who is more thorough and persistent than our chairman in trying to get scores posted.

But always when I see our club's record of rounds played and lowest, highest and average scores, it is plain to me that the attraction of the schedule of events and the job that I try to do in helping the men's and women's committees realize their hopes, indicate what my chances for business in the pro shop will be.

My shop, I am confident, compares favorably in attractiveness and stock with that of any other first class club. And I know my members quite well. It is easy for me to be sincerely interested in their golf development and enjoyment because they are the sort of people a pro is bound to regard as real friends, and customers just to the extent that buying at my shop will contribute to their fun at golf.

But, regardless of the personal element, the key to pro department volume is the traffic that comes out to play. A pro can talk about general business conditions all he wants to but he winds up by finding that his sales are directly proportionate to the number of rounds played at his club. The factor of general business conditions doesn't adversely affect spending too much when you can get the people coming out to the course. When they're out there, they're not spending money someplace else for enjoyment. The country club really is

a bargain in high class entertainment if you can get the members coming out and playing enough to reduce their cost per round of membership cost down to a reasonable point.

At a great many metropolitan district private clubs the members are getting to the age when the physical conditioning of golf and the mental relaxation are more important now than ever before. Like almost every other professional who has a real personal interest in his members I see some of ours who are not playing enough. A week-end game is about all they play. For their own good they ought to be playing during the week; a couple of 9-hole sessions during the week would be good business and good medicine for them.

You are going to see more schedules of club events take consideration of that weekday afternoon or twilight golf. Of course, there's always the problem of prize expense, but that will have to be worked out on the same basis as any other business risks money for promotion expense.

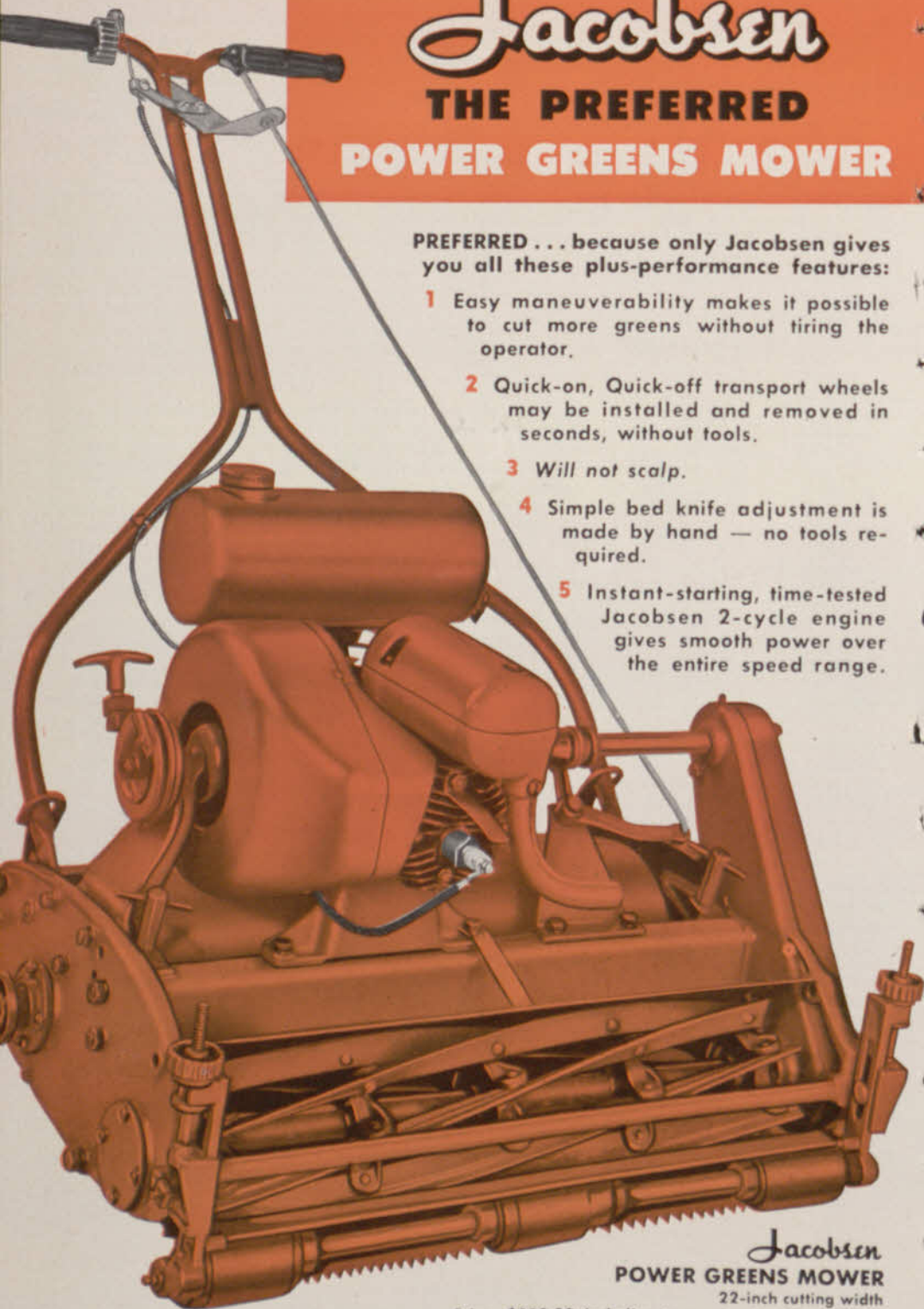
There must be attention paid to getting the juniors into the program to have the whole family interested. The father-son, mother-daughter, father-daughter, mother-son events always are interesting and you can assure delight to members by having adult members who don't have sons or daughters "borrowing" youngsters for these events.

The ideal schedule is one in which every member of the club gets to play all other members, but since you can't get that get as many as possible of your members acquainted in friendly competition.

### Chas. Hallowell On New Maintenance Task

Officials of the Philadelphia Association of Golf Course Superintendents held a farewell luncheon at Merion GC, Ardmore, Pa., for Charles K. Hallowell, Philadelphia County Agricultural Extension representative. Hallowell is beginning a six months leave of absence from his duties with Penn. State College. He will travel through the southern states to California, making stops at various golf courses along the way. Tentative plans call for him to make a survey of turf conditions in California, in cooperation with Dr. Verne Stoutemyer of UCLA.

Guests present at the luncheon included Fred Grau, Director of the USGA Green Section; John Gallagher of UCLA and the Mascaro brothers of West Point Lawn Products. Gifts were presented to Mr. Hallowell in appreciation of his fine work with the turf maintenance men in the Philadelphia area.



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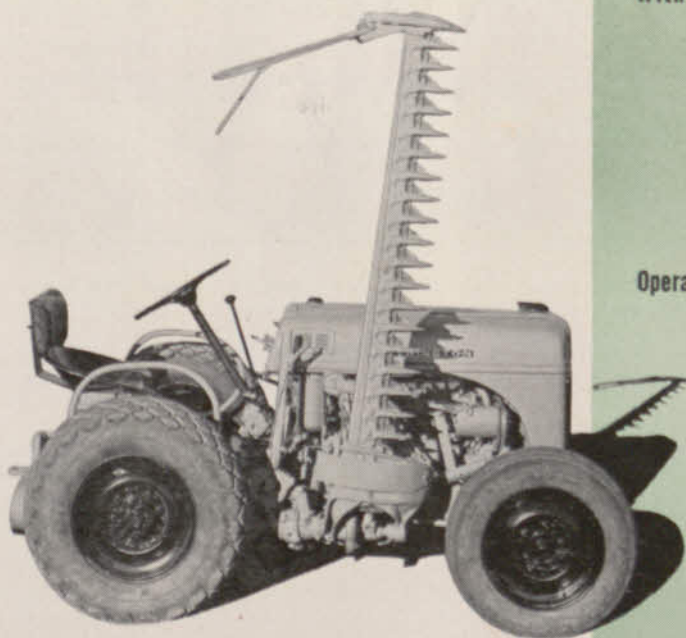


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Students and instructors at the University of Florida get some valuable tips on golf from Louise Suggs, one of the nation's foremost women players. (L to R) Instructors Mrs. Sammie Horton, Wayne Crawford, Bill Dellastatious, Varsity golf coach, and Conrad Rehling, Miss Suggs (Kneeling), and students, Irene Whittington, Sue Smith and Mary Rhoten.

## U. of Florida Accents Golf --Country Club Helps

When one thinks or speaks of figures in connection with a college or university, he is usually thinking of one of three types of figures—a mathematical equation, a coed, or a scorecard.

At the University of Florida, all three are given a considerable amount of thought, and in the College of Physical Education, Health and Athletics, the golf scorecard is considered by some 400 students most every day in the week.

Golf at Florida is getting a great deal of interest. When the P.E. College was set up in 1946, there were a great many plans for the sport of the links in the curricula.

The teaching of golf at the University of Florida is divided into six phases—physical education instruction, the teaching of golf for physical education majors, golf clubs,

intramural golf, intercollegiate golf, and golf tournaments for faculty and staff.

Through these six methods of presentation of golf at the University, student and faculty members alike are given countless opportunities to dig divots with the best of them in the fastest growing sport in America.

Golf instruction in the Physical Education Division is limited to beginners and intermediate golfers, as the beginning type instruction would benefit those more acquainted with the game very little if at all. This phase of instruction is usually taught freshmen and sophomores.

The College has seven golf instructors, as the sport is taught with emphasis on individual attention as well as group instruction. These instructors are armed with a

teaching syllabus, which is in a constant process of change and revision by the instructors in order to present instruction in a concise and thorough manner.

### Golf Instruction Plan

The syllabus consists of teaching methods, testing, daily lesson plans, ethics and rules of golf, and the complete explanation of equipment necessary for the correct play of the game.

One of the best advantages that is derived from the use of this syllabus is the fact that students can advance from one class to another without having to "acclimate" himself to different methods of instruction.

The beginning golfer at the University of Florida has a class meeting two times per week for an hour at a time. He is taught the use of six different clubs—5, 7, 9 irons, putter, and woods. These are considered basic. The clubs are used in the following order—5 iron (chip shots), 7 iron (pitch shot), 5 iron (medium swing), the driver, 9 iron (trap shots) and the putter. The clubs are used in this order as one of the important objectives of this program is to develop the swing by progression.

Five periods are allowed for each shot; the first four periods consisting of instruction and practice by the pupil, and the fifth being used for testing the skill of the student golfer for that particular shot.

The golf program at the University of Florida has attracted coeds as much as it has the male students. Not only are there regular girls' classes, as in the boys' physical education instruction, but the coeds have formed the Women's Student Golf Association, and have already held a tournament on the local course.

More time is provided for wood shot instruction in the girls' program, as it is believed a girl will use the woods more than any other clubs in the bag.

A written test, which usually takes an average student one hour to complete, is

given every golf student at the end of his or her golfing semester. The questions on these tests are derived from a golfing booklet that is prepared by members of the staff.

With the completion of the written tests, the students are taken to the local course and allowed to play nine holes. They are accompanied by the instructors who advise and instruct in the execution of the various shots.

In the College of Physical Education, Health and Athletics at the University of Florida, there are 34 physical education majors who are taking "teaching methods in golf." This course is a pre-requisite for all students majoring in Physical Education.

Golf clinics, lectures, and movies are all a part of the objectives of the University's boys' and girls' golf clubs. All such events are sponsored by the Physical Education Department.

This year, one of the first events under the University's sponsorship was the appearance of Miss Louise Suggs, National Women's Open Golf Champion, who gave a clinic and lecture before more than 300 students.

Each spring the University of Florida Intramural Department sponsors two golf tournaments, one for independents and one for fraternities. The winners of each tournament meet for the golfing championship of the University.

This year, for the first time, the Physical Education Department, in conjunction with the Department of Sports Publicity, is sponsoring an "All-Faculty" tournament, in which participants will be put in flights based on qualifying round scores. This is the first time such a tournament has been tried at the University, and over 150 faculty members are expected to enter.

The University of Florida varsity golf squad emerged as one of the strongest in

*(Continued on page 97)*



Joe Bryan, Varsity golfer, practicing wood shots in driving cage made by students, Broyles Plemmons, local country club professional, and Bill Dellastatus, Varsity coach look on as Joe swings.



Miss Suggs demonstrates blast shot from sand trap built by students who use it to get much needed practice for those shots that stray from the fairway when they get on the golf course.



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# "Dead" Land Restored to Life by Golf Turf Program

By CLIFF ALLEN

Copper Hill Basin, in Polk county, Tenn., is a hundred square miles of low, rolling hills, deeply scarred by gullies, denuded of vegetation, covered only by the ugliness of ancient death. Copper fumes, from the copper that provides its present wealth, killed Copper Basin.

Near the meeting point of Tennessee, North Carolina and Georgia, the dead soil suddenly comes to life in a 30 acre golf course that in turf condition compares favorably with most smaller town courses. Partially healed gullies come to the very edge of the course.

Copper Basin began dying nearly a century ago, when man discovered copper in the hills. The ore was roasted on burning piles of wood. The trees that then covered the area were cut for fuel. This denuding process, combined with sulphur fumes, killed off the protective vegetation.

The living organisms in the soil died first, the humus followed shortly, and erosion in its worst forms went to work.

Modern mining and smelting processes eliminated the sulphur fumes, but the soil was so acid and so empty of plant food that nothing would grow. But the people of the area wanted a golf course.

In 1928, bulldozers filled in the gullies and sand greens were built. They were far from satisfactory. In 1945, under the leadership of Pres. Huyt Campbell and

Sec. W. H. Ritchie, the Copper Basin club decided to attempt what everyone said was impossible . . . to plant and grow grass.

## Prepare the Poor Soil

They used two tractors, a bush and bog disc, a drag harrow, a board drag, a lime spreader and a fertilizer distributor . . . and a concrete mixer.

The bush and bog disc carried the brunt of the battle, cutting the bushes, sprouts and sedge grass into the soil. Except that it could hardly be called soil. The topsoil was gone and the subsoil eroded, in some cases, almost to bed rock.

The concrete mixer was used to combine ten tons of 3-9-6 fertilizer and 150 tons of lime. This amounted to 667 pounds of complete fertilizer and five tons of lime per acre, applied with the lime spreader and the fertilizer distributor and thoroughly disced in.

The drag harrow and the board drag completed the job of preparing a seed bed, which was worked down after each rain. Soil preparation was started in June. In September and October, 1200 pounds of rye grass and 1200 pounds of a mainly bluegrass mixture were sown. The seed was mulched during the winter.

In the spring of 1946, another 333 pounds of 3-9-6 were applied per acre. In August of the same year, 333 pounds of



Soil wholly denuded of vegetation from deadly fumes in the Copper Hill Basin, Polk County, Tenn., once again grows turf and shrubs following heavy liming and fertilizer program.