

superphosphate and $1\frac{2}{3}$ tons of lime were spread per acre.

The nurse rye grass died out in July of 1946, leaving the bluegrass mixture on its



Closeup of gullies adjoining Copper Basin GC shows sedge grass growth slowly coming back on once barren soil.

own. And it has held its own better than any one had dared hope. There are no weak spots in the sod, and in some places, at the edge of the greens, white clover is beginning to appear to further enrich the supply of nitrogen although normally undesirable from a golfing viewpoint.

Aside from the extra-heavy applications of lime, needed because of the extreme acidity of the soil, no more fertilizer was used than the average farmer applies each year. With this comparatively meagre portion of fertilizer, using regular farm tools, and at no great outlay for labor, the club has built itself a golf course of which it is justly proud. It did the job with no topsoil and no humus, other than the few bushes and the sedge grass that Nature had brought in, in a desperate effort to cover the naked soil.

Copper Basin GC is located in Polk county, Tenn., on Route 64, between Ducktown and Anjellico Gap, at the eastern limits of the basin.

Under the continuing direction of the county agent, F. R. Bradford, who planned the fertilizer, soil treatment and seeding, this golf course is living proof that virtually no soil need be called waste land.

1950 Tournament Schedule

MARCH

- 2-5 St. Petersburg (Fla.) Open Inv., Lakewood CC.
- 7 La Gorce CC, Pro-Amateur Inv., Miami Beach, Fla.
- 9-12 Miami Beach (Fla.) Open Inv., Normandy Isle and Bay Shore GC.
- 13-15 Seminole CC, Pro-Amateur Inv., Palm Beach, Fla.
- 16-19 11th Annual Women's Titleholders Open, Augusta (Ga.) CC.
- 17-20 Jacksonville (Fla.) Open Inv., Municipal GC.
- 22 Alken (S.C.) Pro-Amateur Inv., Palmetto GC.
- 23-26 Greensboro (N.C.) Open Inv., Sedgefield CC.
- 30-Apr. 2 Wilmington (N.C.) Open Inv., Cape Fear CC.

APRIL

- 6-9 Masters' Augusta (Ga.) National GC.
- 17-22 50th Annual North and South Invitation Amateur Championship.
- 24-29 48th North and South Invitation Championship for Women.

MAY

- 1-7 Western Amateur, Dallas (Tex.) CC.
- 15-19 British Ladies Amateur Championship, Royal County Down GC, Newcastle, Ireland
- 21-22 Illinois PGA Championship, St. Andrews (Chicago Dist.) GC.
- 22-27 British Amateur Championship, St. Andrews GC, Fife, Scotland.

JUNE

- 8-9 Walker Cup Matches, Birkdale.
- 8-10 USGA Open Championship, Merion CC, Ardmore, Pa.
- 15-18 Palm Beach Championship (formerly Goodall-Round Robin Tournament), Wykagyl CC, New Rochelle, N.Y.
- 19-24 Women's Western Open Championship, Cherry Hills Club, Denver, Colo.
- 19-24 U.S. Seniors, Appawamis CC, Rye, N.Y.
- 21-27 National PGA Championship, Scioto CC, Columbus, Ohio.
- 25-July 1 NCAA Championship, Univ. of New Mexico, Albuquerque, N. M.

THE DENNY SHUTE GOLF CLUB KLUB KART



Designed by Denny Shute, winner of the British Open Championship, 1933 and the American P.G.A. tournaments, 1936 and 1937.

Mass production now makes it possible for you to offer a top-flight "golf bag on wheels" at a price within easy range of every one who plays the game. The Klub Kart was designed after extensive studies and professional usage by Denny Shute, in collaboration with other prominent pros and greens keepers.



has eye-appeal, compactness, ease-of-handling, and ALL the features and utility of carts retailing up to \$29.95 . . . will find ready acceptance with the many golfers who have long wanted their own golf carts, but have waited for the price to come down.



FRONT VIEW
WHEELS EXTENDED
FOR USE



BACK VIEW
WHEELS COLLAPSED
FOR STORAGE

Note These Features:

1. Axle collapses — reduces cart to golf bag size for easy storage in closet or car trunk.
2. Balanced for easy carrying and handling.
3. Sturdily constructed of gleaming, non-rusting ALUMINUM TUBING.
4. Weighs only 5 pounds.
5. Simple modern design has great eye-appeal.
6. Priced low to reach the mass market.
7. Approved by greens keepers of prominent clubs.

Shipped 2 to a carton

Weight 11 lbs. per carton



HAMLIN

METAL PRODUCTS CO. AKRON 8, OHIO

Give Salesman Time; He'll Pay Pro in Ideas

By BOB GUTWEIN

Professional, Sunnehanna Country Club, Johnstown, Pa.

I don't recall seeing anything in print about one of the most helpful elements in a pro's business success. That element is the golf manufacturer's salesman, commonly known as "the Peddler."

The peddler can help a pro more than many a pro realizes. Furthermore, the peddler can help the pro educate his assistant so the young fellow will be of increased value around the shop and be able to take a considerable load of detail off the pro's shoulders.

The golf peddler doesn't have an easy time of it. He may call someplace where the pro's lesson calendar is absolutely jammed and that means the salesman will have to wait, and the pro may be inclined to go through the routine of buying or "brushing off" the salesman instead of regarding the call as a potentially profitable use of time that may bring him more profit and wider member satisfaction than could be reaped from one lesson to one member.

You can expect the salesman to have a pleasant personality; otherwise he wouldn't hold his job as a salesman very long. You also can expect that he is going to sell you all, within reason, that he can. Those factors of winning personality and a natural desire to do business must be kept in balance by the pro. Young pros have made the mistake of buying from everybody with a sunny smile and a smooth line and have over-stocked their pro shops to the extent that they couldn't move the goods and wound up with bad credit or having to return the merchandise.

The protection against that is simply good judgment in being honest with the salesman. You have to tell the truth to the salesman just as you'd have to tell the truth to your lawyer. Sometimes, for the inexperienced pro, it's painful to tell the truth about the job not being as good as it may look. Almost everybody, pro or otherwise, wants to appear prosperous to others in his business.

When a pro takes time to talk to salesmen, and listen to the salesmen's stories, even if the pro doesn't want to buy, that time may bring back good returns in some valuable information on merchandise and merchandising methods. The pro has a tough selling job to do with the outward appearance of clubs and balls of widely

varying prices often looking about the same to the prospective buyer who comes into the pro shop. The pro and his shop assistant have to know the details that account for the difference in prices.

Messengers With Ideas

These fellows who travel all over the country pick up great ideas on how to display, advertise and sell the products they are selling. All of these ideas are yours if you'll ask and listen.

Maybe you'll say: "Well, why don't the peddlers tell us." I'll give you the answer to that. A lot of them don't dare. They've heard pros say—and so have you—"I've been a pro for 20 years and this guy peddling golf gimmicks comes in here and tries to tell me how to run my shop." All the salesmen tried to do was to suggest to the pro how the pro could make more money. If that's an insult I, for one, don't mind being insulted into prosperity.

To get constructive ideas in a business that has as many unique angles as pro shop selling you have to keep looking and asking. Some businessmen who've been specialists in their businesses 50 years and who have been highly successful, have no hesitancy in bringing good men into their business to show them how to improve their methods. I believe our good friend George S. May will back me on that, and cite many cases to prove the point.

I always have made it a policy to ask the top men in the field "What's new?" "How do you like this shop arrangement?" Have you seen any unusual and effective displays or merchandising set-ups that I might use?" "What types of playing equipment or sportswear are selling the best?" "What are the other pros doing?" And by the time I get through interviewing and listening to the answers I've had many excellent ideas told me that have helped me make money and make my members happy.

The pro who has the idea he knows all of the answers is kidding himself. This golf business, and the whole world, are moving too fast for any one fellow to be completely confident that he's up to date. What may have been great in his shop selling methods a couple of years ago, right after the war, may be hopelessly wrong now.

The pro must keep in closer touch with improvements in merchandise and style

TO ALL GOLF PROFESSIONALS

When you sell your customers Hagen golf clubs you give them more for their money than they can get in clubs of any other make at anywhere near a comparable price.

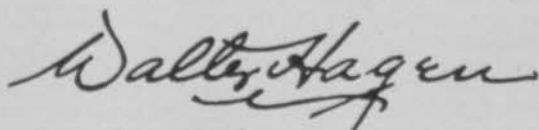
I know I'm taking in a lot of territory when I make this statement but one look at my latest models and I'm sure you'll agree.

In all my many years of designing golf clubs I've never had models to offer you that gave me so much pride and personal satisfaction as the new Haig woods and Haig Ultra irons.

They are the finest clubs skill, know-how and modern science can produce. Each club is strictly custom-built and with *exclusive features* of design and construction that will help your customers' games.

Compare these advanced Haig models from every standpoint. Compare them for *feel, for features of construction, and for playability.*

And please remember this: The Hagen line is strictly *a line for pro selling . . . will always be sold in pro shops only.* And remember, too, if it bears my name there's no better value for the money.

A stylized, handwritten signature of Walter Hagen in dark ink. The signature is fluid and cursive, with the first name 'Walter' and last name 'Hagen' clearly legible despite the flourish.

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

trends and changes than any of his competitors do. If he doesn't, then he can only blame himself when store competition gives him a sad beating. The pro is in the best spot to know what's what in golf, but he won't have his knowledge up to the minute unless he makes use of the salesmen.

Service and information are our aces in selling to our members. When we know all the answers about our merchandise then we can do the job the club expects us to do; but only then.

So let's make full use of this valuable, practical free help salesmen are qualified to give us. At one time or another during the past 17 years I can recall getting lots of fine ideas and help that really paid out from such fellows as Earl Schlax of Kroydon, Bill Brown of Hotze, Bill Kaiser of Hillerich and Bradshy, Frank Sprogel of Scoggins, Earl Frieberg of Wilson's, Bob Rickey of MacGregor's, the dean, Matt Kiernan of Spaldings and many others to whom I'm indebted and whose names would make a lengthy list.

To all of them I say "thanks," and to my brother pros I say these salesmen are aids we all could use to decided profit and advancement.

Women in Cross-Country Weathervane Open

This spring, led by the Big Four of women's professional golf—Patty Berg, Betty Jameson, Louise Suggs, and Babe Didrikson Zaharias, the girls will be shooting at a total of \$17,000 in prize money in the first cross-country tournament ever staged, the first annual Weathervane Open.

The Weathervane Open will consist of four separate 36-hole competitions played on consecutive week-ends in four different states, California, Illinois, Ohio, and New York. The first competition for the star women pros, as well as top amateurs in the country, will be at Pebble Beach on California's Monterey Peninsula on April 29-30. The following week-end, May 6-7, the girls will be playing on Chicago's Skycrest Course, Babe Zaharias' home club. The third competition is scheduled for May 13-14 at The Ridgewood Golf Club in Cleveland, with the wind-up set for Knollwood Country Club, White Plains, New York, on May 20-21.

In each of the four tournaments, the girls will be shooting at \$3,000 in prize money, and the golfer compiling the lowest total for the 144-hole marathon will receive an additional \$5,000 and the Weathervane Trophy, donated by Alvin Handmacher. All proceeds from the tournaments will go to local charities.

The quality of the golf the girls are now producing can best be gauged by Louise

Suggs' total of 291 in winning the 1949 National Women's Open and Babe Zaharias' phenomenal 70 in the wind during the 1949 Eastern Open.

PGA Teachers Name Five Swing Essentials

At the PGA Educational and Teaching clinic conducted in conjunction with the 33rd annual meeting during Snead's and Palmer's demonstrations five cardinal points were observed and definitely approved as correct in their fundamental respects by the PGA Committees in charge.

1. A steady head position at the start and throughout the swing. This was recognized as a definite aid in acquiring good posture and maintaining correct body balance during the swing.

2. Firmness of the left hand grip and control with the left arm at the start and throughout the swing. This insures the formation of a circular arc with the clubhead and promotes coordination of the body during the swing. It was recommended that emphasis be placed upon left arm development to compensate for the natural "right-handedness" of most golfers.

3. The ball should be placed to the left of the center position as regards the feet. This gives a longer arc with which to generate clubhead speed, encourages "hitting thru the ball" and also aids in keeping the player "behind the ball" at impact. This ball placement was emphatically recommended for all except the unusual and special type of shots.

4. A preliminary waggle of the clubhead with the hands and a "forward press" with the legs. This promotes "feel of clubhead" and releases tension, thereby enabling the player to take off in coordination and a smooth start.

5. The weight of the lower part of the body moves with or ahead of the swing, particularly on the downward swing. In other words, the golfer must be balanced and his weight must be working with the swing. This proper use of the weight enables the player's mass to re-inforce the effort of the arm, hand and clubhead action during the swing.

While the PGA Teaching Committee positively agreed that the fundamentals of a good golf swing are almost standard, it wishes it known that the application of such fundamentals is quite individual. This latter point emphasizes the need for intelligent professional supervision in that it features the fact that knowledge is not sufficient—it's the application of such knowledge that is vital.

Don't forget to order Gauztex better do it now



Nothing but Gauztex will do for so many of your customers. Favorite of golfers everywhere, Gauztex is the world's outstanding cohesive gauze... perfect on clubs to prevent slipping, on hands to prevent blisters. Sells fast... sells season-long in the Sports-Tin Display. Order from your wholesaler.

Manufactured only by
GENERAL BANDAGES, INC. CHICAGO 5

Architectural Features of the Outstanding Course^{*}

By ROBERT BRUCE HARRIS

In analyzing what makes the golf course outstanding, I always consider the site first. Many years ago it was common to design and build golf courses on properties which had an acreage of only 110 to 120 acres. In most cases these were too small and resulted in layouts in which the holes were much too close together. They were parallel and often very dangerous. Besides this, because of the tightness of the design, they were dull and uninteresting. In order to have an outstanding golf course, it is generally necessary to have a minimum of 160 acres and if there are many features in the site such as a lake, deep ravines, stone outcroppings or heavily wooded areas it may require 200 acres. By having acreage of this size it is possible to work out the general design so that there are very few parallel holes, and these are far enough apart to be safe to play and the player is not aware of the adjoining hole.

Besides having the site large, the shape or outline of the property is very important. Generally, a perfectly square or rectangular site does not make as interesting a layout as one in which the boundaries of the property are irregular. It is desirable to have the long dimension of the site running in a north and south direction. By doing this, it is possible to have a layout in which there are a minimum of west sun shots.

In addition to the above qualifications, the site should be gently rolling and not too rugged as this limits the classes of players that may use the course. It will also be partially wooded and will have good soil. The property might have some ravines, a winding stream running through it or a small lake. These features tend to give interest to the layout.

Having enough acreage for the golf club is extremely important because it will provide room for the practice driving areas, the practice putting green, the practice pitching and chipping greens, the parking spaces, tennis courts, swimming pool, terraces and other recreational features. If the clubhouse can be located on a small broad hill it is desirable; but it is not desirable to have it at the top of a very steep hill as this is often very un-

pleasant for the tired player to climb at the end of his round.

Variety in Course Length

Besides the above qualifications, the large site will permit having big tees or several tees for each hole. This is extremely important as it makes it possible to have a course with three different yardages. By having large tees or several tees and enough acreage, it is then possible to have a short course of approximately 6200 to 6300 yards and by moving the tee markers, to have a middle course of 6400 to 6500 yards and by placing the tee markers still farther back to have a championship layout of 6700 to 7000 yards.

The outstanding golf course will not have any blind shots to the green and all trouble around the green will be visible to the player. In most cases this will also be true from the tee.

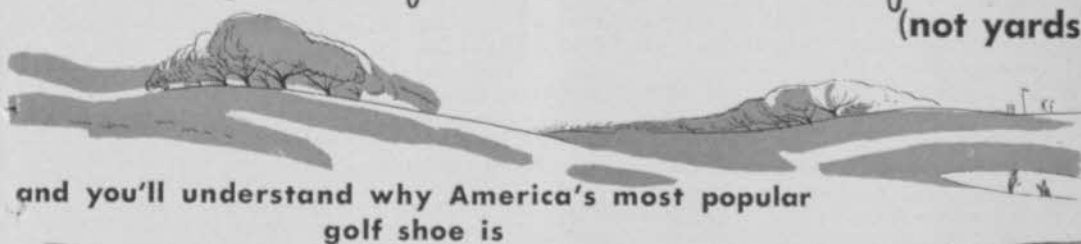
On the heavily played course, such as the public or daily fee course, there will be no holes slicing out of bounds as this tends to delay and tie up play. On this type of course, provisions will also be made for routing the caddy carts from green to tee.

The pars of the various holes will be worked out so that there will be no two similar pars succeeding one another. The pars of the outstanding course might read as follows: 4, 5, 4, 3, 4, 5, 4, 3, 4. You will note that in this card there are two par 3's, two par 5's and five par 4's, making a total of 36; and there are three good long holes before you reach the number 4 hole which is a par 3. This gives the crowd ample time to get away without tying up the play at a short hole.

In considering what makes an outstanding golf course, one of the features most noticeable are the tees. The tees are often a barometer of what is going to follow on the rest of the golf course. Many years ago it was customary to build tees which were small, sharply elevated rectangular plateaus. These had steep slopes that had to be mowed by hand and invariably the golfers wore a hole in front of the tees making it extremely difficult to maintain and repair. The tees will, in square feet area, approach or equal the size of the greens. These tees will be large level areas with very gradual slopes

^{*}(NGSA convention paper)

Think of a Golf Course in terms of **FEET** (not yards)



by **FIELD and FLINT CO.**
Brockton 68, Mass.
Established 1857

... on the
fairway
and on the
street

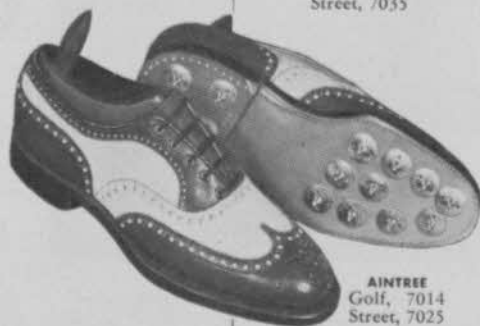
It's no accident that every U. S. Open Champ since 1939 has worn Foot-Joy Shoes. Or that 107 of the 162 players in last year's National Open wore them! When you consider the strain of tournament play, the importance of perfect balance on every shot, the need for constant, sturdy support . . . when you think of a golf course in terms of feet, you can see why so many golfers—amateur and pro alike—choose Foot-Joy Shoes.

Thanks to this universal esteem, the Foot-Joy Golf Shoe has become a leading profit builder in pro shops throughout America. With fifteen smart styles to choose from, every man and woman in your club will find something that appeals to his taste . . . yet because you can get quick deliveries from Field and Flint, you keep your inventory low. What's more, Foot-Joy supplies you with a whole assortment of attractive sales aids, to spark interest around the club house.

Golf shoe business can be big business when you're handling this profitable line. Why not write for illustrated catalog and details today?



Golf, 7030 (Light)
Golf, 1185 (Dark)
Street, 7035



AINTREE
Golf, 7014
Street, 7025



AINTREE
Golf, 7012
Street, 7018

*Reg. U. S. Pat. Off. In NEW YORK, Foot-Joy Store, 417 Madison Ave. Phone: Plaza 3-8522

Skip Alexander, Herman Barron, Johnny Bulla, Jack Burke, Sam Byrd, Pete Cooper, Jimmy Demaret, Ed Dudley, Ed Furgol, Vic Ghezzi, Jerry Glynn, Bob Hamilton, Chick Harbert, Claude Harmon, Ben Hogan, Herman Keiser, Lawson Little, Lloyd Mangrum, Jug McSpaden, Cary Middlecott, Eric Monti, Bill Nary, Porky Oliver, Johnny Palmer, Henry Ransom, Gene Sarazen, Alfred Smith, Sam Snead, Jimmy Thompson, Jim Turnesa, Craig Wood, Lew Worsham, Jr., Jerry Barber, Patty Berg, Marilyn Smith, Louise Suggs, Bettye Mims Danoff

These great golfers
all wear
Foot-Joy shoes

to the fairways if they are elevated. This makes it possible to mow the tee with a fairway mower and does not require any hand cutting. By having large tees it is possible to change the tee markers often and allow newly repaired turf areas to knit thoroughly before they are used again. The tee need be only high enough for vision and drainage. It should also blend naturally into the landscape and should in no way look artificial.

Modern Trap Construction

After the tees, the next feature that is noticeable is the traps on the fairway. At one time it was customary to build sandtraps by scooping some of the soil in a trench-like manner out of the ground and building a high mound next to this trench with steep slopes. This mound was very difficult to maintain because it was so steep that it could only be cut with a hand mower and it was subject to sun scald during hot weather. Consequently, it was always an eye sore on the golf course and the sand was invisible to the golfer.

On the outstanding golf course the sandtraps are built above the surface of the existing ground. The portion which contains the sand is shaped in a slightly tilted dish-like manner. The soil or shoulder adjoining it is carried out in a long gentle slope which permits easy mowing. The outline of the trap will be such that it will follow the swing of a

fairway mower. Many little tongues of sod and curlicues and little islands of grass in the trap are very expensive to maintain and, unless expertly handled, will be unattractive on the golf course.

The greens on the outstanding course may have an approximate size running from 4000 to 10,000 square feet each and the average may be as much as 7,000 square feet. These greens will vary in size, shape and contour depending on the length and how difficult the approach shot to the green may be. The modern green will be built with gentle undulations and will not have severe bumps or knolls. The slope will be such that when the player is making a downhill putt the ball will not gain considerable momentum.

These greens will not have steep, abrupt shoulders but will carry out with long gentle slopes which will permit mowing with a fairway mower. Where the shot requirements permit on par 4 and par 5 holes the sandtraps will be far enough away from the putting green to permit a fairway mower to cut between the putting surface and the sandtrap. This will reduce maintenance expense.

Plenty of Cup Area

The greens will have many places to put the cup and at least 75% of the surface will be useable for this purpose. This will mean that on a course that is heavily

(Continued on page 99)

INCREASES FEE COURSE PLAY



This green on Cherry Hills daily fee course in Chicago district shows how an interesting green and trapping can be constructed on flat ground. In many other respects Cherry Hills shows how privately owned pay-as-you-play courses are meeting public demand for good golf facilities. Under management of Walter and Genevra Wallace, Cherry Hills started on course and clubhouse rehabilitation in 1945. Response to improvements resulted in building additional 18 holes with Ed Sickman and Supt. Matt Bezick supervising course construction. New 18 put in play in 1949.