

TRADITIONALLY THE FINEST

LEATHER *alone*

**has the natural qualities
for the
perfect
golf
grip**

Leather alone has the natural affinity for skin essential to secure hand-easy gripping. It is this distinct advantage that has won the preference of America's foremost golf club makers in selecting LAMKIN Leather Grips for their top quality clubs.

For the firm grip of the power swing ... for the sensitive touch of the putting stroke — there's nothing like

LAMKIN LEATHER GRIPS

Write for details and prices of the complete line of Lamkin leather grips for new clubs or repairs.



655 N. MAY STREET
CHICAGO 22, ILL.



sistants, starting at Deal, where he took on Dick Metz. When he moved over to Forest Hills Field Club in Bloomfield, N.J., the Blond Bomber signed Paul Runyan, later to become one of the nation's greats in spite of an unorthodox swing.

Winged Foot, Stars' Cradle

Craig, when he moved across the Hudson to Winged Foot, with its more than 750 members, added Harmon, then, a virtual unknown but tremendously popular and promising lad, to his staff. Chick Rutan, Ray Hill, Jimmy McHale, Shelly Mayfield, and Jack Burke, son of the great Jack of yesteryear, also served as Winged Foot playing and teaching assistants.

Wood often used to tell the members at Winged Foot, before he retired to be succeeded by Harmon, that he wouldn't consider employing an assistant who couldn't "take him" out on the course. That also was the credo of the veteran Bill Green, retired Rumson pro and a pal of Wood's for many years in New Jersey. That's the way Vic Ghezzi got his start—by beating Green one day.

Burke, a protege of Harmon at Winged Foot, took over at Metropolis GC in White Plains, where Runyan worked for so many years. Burke, like Wood and Harmon, feels that promising assistants prove a boon in the pro shop.

Another one of the Winged Foot graduates, Shelly Mayfield, Texan of considerable promise, has been signed as top pro at the Rockaway Hunt Club at Cedarhurst, L.I., where Jack West retired after serving 35 years.

Burke announced on the winter tour from St. Petersburg, Fla., after winning the Open there, that Bobby Watson, another lad from the Lone Star state and Stan Dudas, have been signed to become his associates at Metropolis.

In the meantime, Buck Luce, who has been a Man Friday to Harmon at Winged Foot, and later worked with Burke at Metropolis, has landed a lucrative job as head pro—at Pelham CC, a spot once filled by Long Jim Barnes.

Ciuci contrasted the financial setup at such places as Glen Oaks, his own Fresh Meadow, Metropolis, Winged Foot and Ridgewood with some of the other clubs of the district where pros function on a more conservative basis.

"The average golf club member looks to the golf pro for inspiration and advice," reasoned Ciuci. "If the member reads that Joe So-and-So wins a tournament, he rightfully reasons the fellow must know something about the sport. He seeks out the fellows for advice and is quite satisfied if the fellow can help him improve his own game. It's like life generally, we all look up to some idol. In golf a player with

talent can cash in by making members, who are eager and willing, pay for advice. It all gets down to the fundamental principles of running a retail store. If one has the right product, the customer who wants it is willing to pay and good pro management sees that the product is presented."

According to Ciuci, who knows the answers in a golfing sense, a master professional should be eager to bring into his employ a young player showing talent. He should encourage the boy, for the sake of golf—and his own sake. The members will respect him more for the move.

It is short-sighted on the part of any pro to try to handle whatever teaching business there is at a golf club, especially any of the bigger ones, when smart pro management can build more interest and his own profits with a bigger live staff. The majority of progressive pros feel as Ciuci does, that pro golf needs more young blood and the only way to bring it into the business is via the pro shop as assistants.

Spencer Murphy, probably the outstanding pro of the country when it comes to moving merchandise, believes that by professionals carrying several promising young pros as teachers and players they are making matters easier for the USGA.

"It's only fair to the kids to help them along," said Murphy. "Everybody needs a lift in business and what is golf if not big business? We know there are hundreds of amateur golfers parading, or masquerading as simon-pures who would be better off if they were to take jobs as assistant pros. The USGA apparently feels along the same line, for they have been threatening for years to crack down on so-called semi-pros in the game. If the pros, the older ones I mean, want to do golf a great service, let them absorb these border-line 'amateurs' who should be assistant pros in the first place. Teach them the business and direct them so they will add to the service and earnings of a department that is the head pro's heavy responsibility."

Five Bids for 1951 Jaycee National Junior Tourney

Bids for the 1951 National Junior Championship of the U.S. Junior Chamber of Commerce have been received from Ojai, Calif.; Coral Gables, Fla.; Great Falls, Mont.; Durham, N.C., and Virginia Beach, Va. Each of the organizations has given evidence of having facilities, finances and ability to stage this championship which has the largest entry list of any golf championship in the world.

Peddlers' Set July 31

Golf Peddlers' annual tournament for the Bill Hoyt memorial trophy will be played at Elyria (O.) CC, July 3. Arnold Minkley of Acushnet will defend his title.

Golfercraft's

PRO-DESIGNED CLUBS-

SELL **EASY FAST OFTEN !**



PRO-ZONE MODEL 109 WOODS AND IRONS

● Every time you sell a member GOLF CRAFT'S outstanding PRO-ONLY line of PRO-ZONE Clubs — you literally have another salesman working for you.

These fine clubs are pro-designed to fit and complement the average golfer's game. With PRO-ZONE he'll enjoy perfect swinging balance, new confidence and greater control . . . as his scores are coming down. His enthusiasm is bound to bring in other members — all of whom you can sell, satisfy and enthuse with PRO-ZONE Woods and Irons.



Penfold — the best ball for all golfers. Live, natural rubber cover. Fine, large, fully liquid, latex sac core. It's livelier—

distance comes with *swinging* — not slugging. Its thinner cover is molded around the ball for greater cut resistance. Top distance average in driving machine tests. PENFOLD—sold only thru Pros. **ORDER TODAY.**

Golfercraft Inc.

**MAKERS OF
FINE GOLF CLUBS**

1700 WEST HUBBARD STREET • CHICAGO 22, ILLINOIS

Exclusive National Distributor PENFOLD GOLF BALLS • Distributor BURTON GOLF BAGS

May, 1960

GOLF



Unique sign atop clubhouse at Crenshaw Park Fairways in Los Angeles in its simplicity is an inviting beacon to ardent golfers who want to avoid crowded fairways on courses in the Los Angeles area. Note also pleasing feature of landscaping around clubhouse entrance.

Casey, Famed Showman, Gets into Golf Business

Pat Casey, widely known veteran of show business, has gone into golf. Pat had practically retired, solidly solvent, from show business, and was getting adjusted to shivering in California's unusual winter sunshine and listening to the Hollywood magnates moan and bellyache. The canny Casey looked over the golf activity in the Los Angeles area, saw the courses crowded and the ranges doing business.

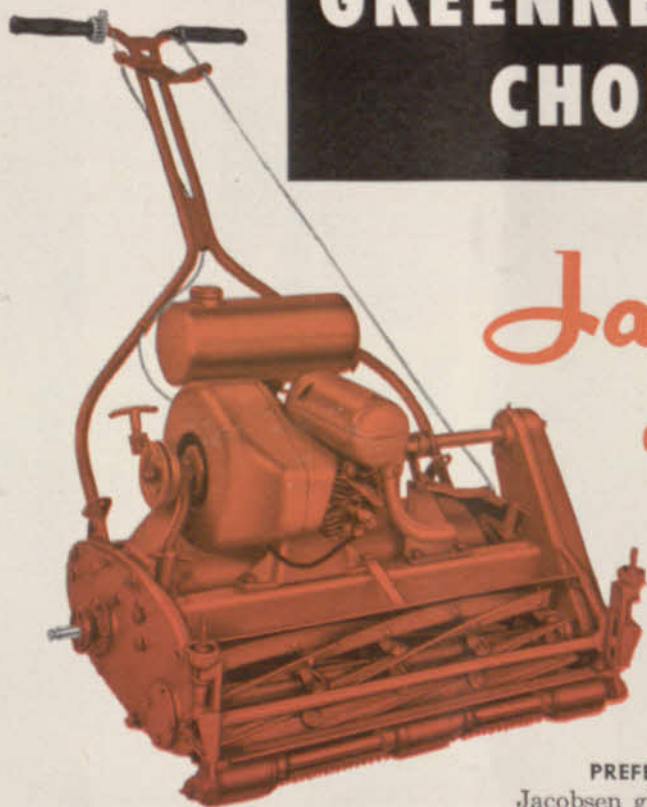
Pat, like a lot of other smart elders saw and heard of thousands of younger people in the Los Angeles area who wanted to play golf but couldn't afford belonging to private clubs where the costs were steep and didn't want to spend time waiting to get on fee courses during week-ends when they didn't have to work. He investigated further and learned from experienced operators of golf ranges that 20% of the patrons of some ranges never had played on golf courses.

Casey saw another element of bright promise in the golf business; the growth of retirement plans. Golf is the game that can be enjoyed keenly and played quite well by men and women who are retired from their jobs at the customary pension plan retirement age of 65. He figured that hundreds of thousands of still lively men past 65 would have some money for recreation and wouldn't know what to do with this money and their time. Some of them would stay home and drive their wives nutty. Others would go to the neighborhood saloon and drive themselves nutty. Tough that they all couldn't go to golf courses, miss a few short putts and go nutty themselves where they wouldn't be nuisances to themselves or others.

So, being pleased with the potential golf market among the young and old, Casey looked around for a way to get in and give himself a challenging job that

GREENKEEPERS' CHOICE

Jacobsen POWER GREENS MOWER



22-inch cutting width.
Price: \$295.00 including
transport wheels, comb
and metal grass catcher.
Plus freight.

PREFERRED . . . because only
Jacobsen gives you all these plus-
performance features:

1. Easy maneuverability makes it possible to cut more greens without tiring the operator.
2. Quick-on, Quick-off transport wheels may be installed and removed in seconds, without tools.
3. *Will not scalp.*
4. Simple bed knife adjustment is made by hand — no tools required.
5. Instant-starting, time-tested engine is especially built by Jacobsen, designed for the job.

Jacobsen

MANUFACTURING COMPANY

Racine, Wisconsin

would relieve himself from the boredom of retirement. He didn't know too much about golf but he knew plenty about show business and knew there was more money in selling cheaper seats than in peddling boxes in opera's Diamond Horse-shoe.

Casey learned about the adaptation of a golf game to range area that Milton B. Reach had invented and installed in a successful test layout at Springfield, Mass. What Casey didn't know about golf, Milton Reach did. And what Milton does know about show business Pat does. They teamed together in good shape for a deal.

The outcome was that Pat has invested \$75,000 in an installation of the Reach patented game on 11 acres at 39th and Crenshaw in the Hollywood area. Pat sold himself on the game while playing it on the Springfield initial job. The Hollywood installation is doing business that confirms Casey's judgment.

GOLFDOM has carried a brief outline of the Reach game. To give men in the golf business how Casey's publicity department goes about educating the prospects to it, here are some paragraphs from their promotion material:

How It's Played

"It is not golf for cub scouts—although it is ideal for teaching golf to beginners of any age. It is not golf for the lazy. Cross-country hiking is eliminated, but every player uses every club in the bag, with no two holes at the same distance.

"How does it work? First you proceed to Tee Number 1 and drive out onto the airway. Three courses are laid out for your drive: 100, 150 and 200 yards respectively. If you are playing with your girl you can give her a handicap and



never leave her side. Now, in driving, naturally, you must reach the marker on the course you have elected to play. If you are short, you are penalized one stroke. Likewise if you drive out of bounds.

"You never see that ball again—and, anyway, why be a retriever? The house furnishes the balls, and also all the clubs you need, which are stacked for men and women, at every tee. You never put your foot on the fairway. Are you a beginner? There is no impatient party behind you, getting on your nerves and urging you to hit it or sell it. Or if you are an expert, you don't have to wait all day for the dub ahead. You never holler 'Fore!' A hundred people can go through the course in an hour.

"Now you have got to reach the green. You do this by proceeding to the second tee—but instead of driving for the green you deliberately try to get it in the pool of water. There are three of these at corresponding lengths, according to the course you have decided to play. And you will be surprised how difficult it is to hit the water hazard when you're trying to! When it splashes, however, that is the same as reaching the green. You turn around—and there, behind you, is the neatest green you have ever seen, with hole and markers. Par of this hole is four. But suppose you didn't hit the water on your second shot. There is no penalty for this. You simply place your ball between the markers off the green, chip to the green and putt out. Repeat for nine holes. Seven holes requires wood shots, and two—that is, Number 3 and Number 8—short irons, as in an iron shot to a short green. Nine full-sized greens—open all day and half the night.

"As we have indicated, couples and

TV when you live in California



foursomes are never separated, and the only expense, in this good Scottish game, is one dollar per person. That is the green fee, but includes everything—tees, score cards, pencils, erasers if you want 'em—which are furnished by Pat Casey and his genial associate, A. H. McCausland. The 'club' even has a pro, and they are working out a system to give instructions to classes, in order to cut down the cost of golf."

Casey, an enthusiastic golfer himself, believes 25,000,000 can be brought into the game via this Reach invention and they'll constitute an eager and powerful pressure group for more public courses.

Above photos show features of Casey's compact course as play progresses. At right is close-up of one of the tees from which second shot is to be played.



GREENS STAY GREEN

FOR CHAMPIONSHIP PLAY AT

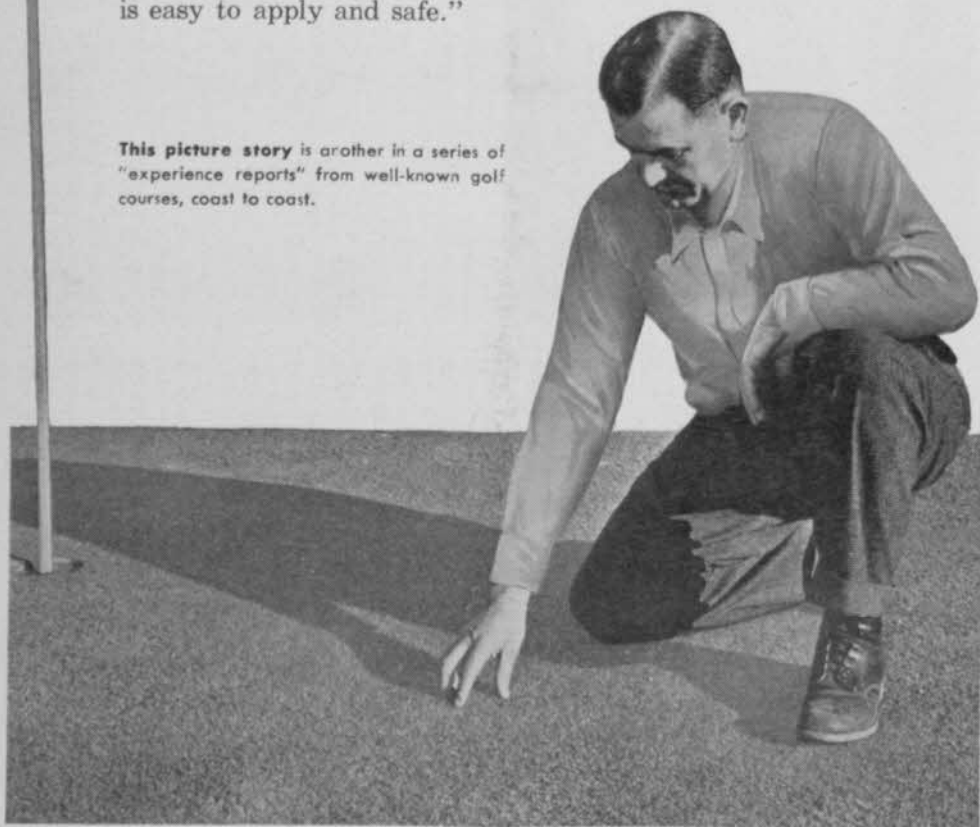
Tam-o-Shanter

"Effective control of fungous disease with 'Tersan' is the way we keep our greens in tip-top shape," says Raymond Didier, greenskeeper at the Tam-o-Shanter Golf Club. "'Tersan' is easy to apply and safe."



Tam-o-Shanter Golf Club, Niles, Ill.

This picture story is another in a series of "experience reports" from well-known golf courses, coast to coast.



WITH "TERSAN"

"We can keep our greens at their best with 'Tersan,'" Mr. Didier reports. "It is excellent for control of brown patch and does not burn the grass. Depending on the weather, we use 'Tersan' at least once every ten days. Since 'Tersan' is so easy and safe to use, anyone can use it without burning the grass or even retarding its growth," Mr. Didier adds. " 'Tersan' saves lots of time and labor because it mixes easily with water and needs no special wetting-in."

Exceptional control of dollar spot with Du Pont F-531 Fungicide is as readily obtained as brown patch control with "Tersan." Application of this Du Pont cadmium fungicide once every week to ten days is effective.

"Semesan" and Special "Semesan" are also available to those who prefer mercurial fungicides.

"Tersan," "Semesan," and Special "Semesan" are registered trademarks of E.I. du Pont de Nemours & Co., Inc.



DU PONT
REG. U.S. PAT. OFF.

Turf Fungicides

BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY

Planning to Remodel the Ailing Green*

By WILLIAM F. MITCHELL

An ailing green to a greenkeeper is a great deal like a tail to a dog. Most of them have at least one. In the case of the greenkeeper some of these tails are wagging the dog. Many of us have spent many hours trying to rehabilitate a green that has poor drainage conditions or lacks a permanent grass. It has occurred to me that if I were a chairman of a green committee and my club had spent a quarter of a million dollars and 10 years of time, I wouldn't be very well satisfied to have even one ailing green on my golf course.

The answer to these ailing greens is some sort of renovation or remodeling. If the cost of this haphazard special care were to be added over a 10-year period, and many good greenkeepers don't expect a cure-all in less than 10 years on that type of green, I think it would be found that the actual expenditure could have remodeled or renovated that green with 10 years of pleasure for the members.

Planning Green Changes

In the case of remodeling a green there is some planning to be done. First: Design. With today's golf ball and steel shafted clubs the fellows are hitting longer balls. Where a green was originally designed for a 7 or 8 iron shot, that green today is being reached perhaps with a long wood. Therefore, the green should be designed accordingly. If you are not familiar with fundamentals of design it would be well to employ an architect.

The next step in the case of either renovating or remodeling is consideration of topsoil construction. On this subject the first thing is to estimate the amount of topsoil that will be needed; usually at least 200 yards. Two-thirds of this material is going to be sand. There has been a great deal of money and time spent on developing various tools to fill a green full of holes. Now that we are going ahead with renovation or remodeling let's put a soil in that is already full of holes. The other third of the topsoil can be played around with. We can add some natural topsoil, we can add some humus, we can add a little clay. Whatever we add, we are looking for water holding capacity and a place for bacteria to live.

We, of course, don't want too much clay as a 3-1 cement mix; 3 sand and 1 cement is a pretty strong mix. We will put in some organic material to spoil the cement mix and prevent it sticking together.

The next consideration will be submaterials. If we use a gravel, chances are that no drainage will be necessary. If we use a hard pan or a clay, the surface of this sub-structure should be drained the same as the final surface and if there are long grades there is a possibility that water percolating through the topsoil could pile up before it gets off the green and give us a wet area toward the drainage side. In that event, tile should be used to pick up this excess water and take it away.

Now, before we go into the actual construction of the green, let's go on with our planning and decide what we are going to use for a permanent grass. Assuming we have a reasonably desirable topsoil the grass will be no problem to select. On any reasonably well-constructed green, any one of the recognized strains of bent grass will do well with a reasonable amount of judicious maintenance. The grass used is merely policy.

Figuring Material Handling

Now, we are ready to start and build this green. If this green is to be the raised type let's say 5400 square feet for easy figuring. Every foot that we raise, that green will require 200 cubic yards of material for the surface alone and, at least, another 200 cubic yards for drawing out slopes and contouring around the green. The higher we go the more this proportion will be off. If we raise this green 3 feet we would need 600 yards for the green and 600 yards for the contouring around the green and another 200 yards that we didn't even think we would need. In preparing the area for a green we are going to strip 200 yards of loam on the site of the green and 200 more to give ourselves room to build the green. That means on a green raised 3 feet, we are going to handle 400 yards before we start. There will be 1400 yards in the construction and 400 yards that is going back again. So, we are going to handle 2200

* (NGSA convention paper)