

and get himself regarded by his members as an unusually capable operator.

These small, but collectively large, services cost money. And to tell the truth they may mount up to more than members ever realize. Rarely have club officials and members the slightest idea of the extent of operating costs of a first class pro department. The average club member is inclined to think the pro's operating costs are few and low. Despite accounting practices forced by income and sales tax laws plenty of pros don't fully realize their costs and the moderate income they net on their operations after deducting what would have to be paid as a salary to the head of the department if the pro activities were being operated on the same salary scale as most retail stores.

The "Gives" Pays Out

Thoughtful little things that aren't ordinarily done may cost the pro some of his time and money but they certainly pay out.

One of those things has been done by Stan Kertes for years and any member of a club Kertes serves brags about Stan as an ideal professional. Years ago Stan used to cut down hickory-shafted clubs which he gave to the children of members. Now Stan has carried that kid gift idea right to the start. When a baby is born in one of the Bryn Mawr CC families Stan gets one of those Bristol kid clubs and with a Vibra-tool writing appliance inscribes on the club (as an example):

To Linda Norian

The new 1970 Women's Champion

From Stan Kertes.

The club is given to the proud father. And you can bet that many, many people hear about that club and get to see it.

Stan is a strong and sincere advocate of the policy of creating a warm feeling for the pro among the kids. He says, "The child is going to grow up as a member of the pro's golfing family so it should be perfectly natural for the pro to develop standing with the youngster as the child's golf daddy."

Kertes goes on the basis that members who come into his shop are agreeable to buying anything that he wants to sell them. That puts a responsibility on the pro; a responsibility of stocking the best type of merchandise available — especially personalized items. The pro must believe in what he sells; not sell simply to make a profit in cash. He has to make a profit in respect and member satisfaction as well as dollars.

Kertes remarks that when a pro is dealing with well-to-do people he can't help but have a clear idea of attractive goods that are well worth the price. Price isn't a handicap to a member who wants quality, and there are more of those members that pros sometimes are inclined to realize, Kertes maintains.

Study Golf's Place in Nation's Defense Plan

American Red Cross as part of its planning of expansion in a national emergency has queried golf clubs in some metropolitan areas concerning mass shelter facilities that might be available.

Data on type of building, location, maximum sleeping capacity, water, other utilities, auxiliary power, toilet facilities, heating system, feeding facilities, etc., is requested. The survey is made in metropolitan areas as a correlated study of bomb defense.

Planning of the expansion of golf facilities, instruction and exhibitions to fit in with increase in armed services personnel at present is in preliminary stages, with military authorities reviewing golf program basic material of the National Golf Foundation which stresses the value of PGA members' services, adequate equipment and facilities.

Another phase of golf's planning to meet conditions that may be expected as a result of an accelerated armament production schedule is that of providing golf recreation and physical conditioning for war plant workers. An outline of this activity is to be discussed when the club and ball manufacturers' associations consider National Golf Foundation 1951 program at the manufacturers' fall meeting, and at the annual meeting of the PGA.

Patty to Help Veterans



Patty Berg (R) recently appointed golf director of the American Women's Voluntary Services, Inc., is helping to set up "AWVS Swing Clubs" in Veterans' Hospitals throughout the country. Five of the "AWVS Swing Clubs" are serving California hospitals and 27 other centers representing all sections of the country have bids in for similar programs. Originator of the "Swing Club" idea, encouraged in hospitals for its excellent therapeutic value, is Mrs. Louis Lengfeld, pres. of the California AWVS, editor of the *Golfer Magazine*, and long time booster of golf in California who also serves as liaison between the AWVS and VA.

Golfcraft's

New

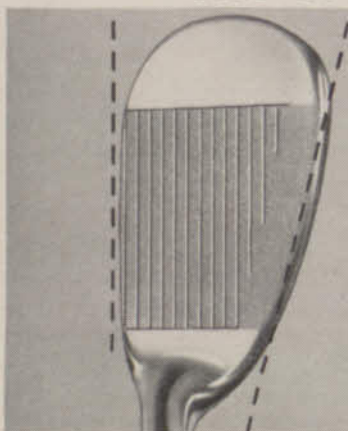
TRU-

FRED HAAS, JR.



GOLFCRAFT'S TRU-SIGHT IRONS are the greatest development in club design of the past 50 years—and worthy of Golf's Hall of Fame. In Fred Haas, Jr.'s words—"they are irons with a built-in-sense-of-direction; designed to make straight, true iron shots come easier and more often for all golfers." TRU-SIGHT Irons are sold by golf professionals only. Look at these new, fine features:

TRU-SIGHT • STRAIGHTEST-SHOOTING IRONS EVER!



CONVENTIONAL IRON from above. Note how top of blade moves out at sharp angle from bottom and is far from parallel with it. Lining up shots is difficult—direction uncertain—accuracy reduced. Player confidence drops.



TRU-SIGHT IRON as seen from above. Note how top and bottom of blade are closely parallel. Lining-up shots in the rough or on the fairway is easy — direction certain — accuracy increased. Player confidence soars.

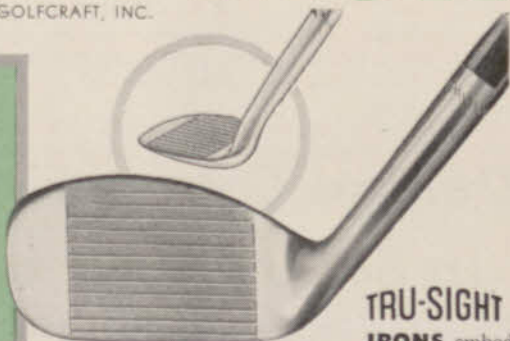
Marvel of Design!

SIGHT IRONS

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THIS VIEW SHOWS THE BOTTOM thickness and the smooth contour of the back of the Tru-Sight blade. Notice how effectively the weight is concentrated behind the hitting area to provide explosive power at point of impact.

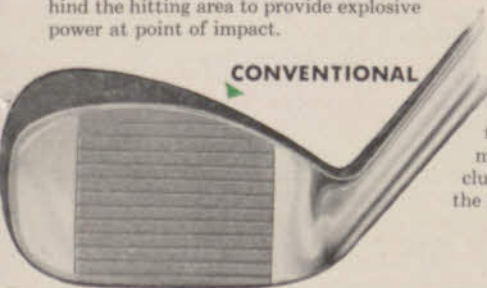


TRU-SIGHT IRONS

embody the plus value of Golfcraft's famous and exclusive Tru-Goose principle. This design refinement makes it possible to play all shots off the left heel; with increased accuracy; and to get the most out of every club.

WE STRIPPED THE FAT AND CONCENTRATED THE MUSCLE

While the conventional iron and the Tru-Sight Iron compared here weigh the same, the ultra-compactness of the Tru-Sight blade is readily seen. In it head weight and strength are contained in a smaller area with these results: power is more concentrated, more easily controlled, and resistance to the club head is lowered when playing shots out of the rough.



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October, 1950



A No. 7 iron shot to the 10th green with beautiful Pleasant Lake in the background. Seeding complete, Matt Thompson, construction superintendent and brother of Stanley Thompson, designing architect, checks on the seedling growth. The 11th tee (par 3) is shown at the left of the picture.

Deluxe Course First Step in Suburban Planning

By GORDON BRINKWORTH

North Oaks in suburban St. Paul is an old name to a few but it is fast becoming a new and noted one to a great many.

It is a community development following the same trend as Pebble Beach, California and Tuxedo Park, New York. This project, conceived and directed by Louis W. Hill, Courtland J. and their sister Maude (Mrs. Hannes Schroll), the family of the late L. W. Hill, Sr., is under development at the North Oaks Farm Estate of their grandparents the former J. J. Hill, "Empire Builder."

Mr. John E. P. Morgan, who incidentally had a great deal to do with the planning and development of the famous ski resort at Sun Valley, is the chief planning consultant of the North Oaks development.

Mr. Morgan is a former resident of Greenwich, Conn., and is now residing at the quaint but beautiful chalet on the North Oaks property.

To plan and construct what is hoped to be one of the outstanding golf courses in the country, Stanley Thompson, the noted

Golf Architect, was engaged, and work on this project began last June, with Mr. Thompson's brother, Matt, supervising the actual construction.

The location for the golf course had to be chosen with foresight, imagination and a thought toward practical adaptation to the entire recreational theme in mind. This was not easy when the area to choose from covers over 4000 acres (7 square miles) of almost ideal terrain, wooded hills and valleys, lakes and ponds, all of which still retains its natural state of beauty.

The hub of a golf course is where the activity originates, therefore a prominent and commanding site for the club house was chosen and subsequently the playing layout followed. The site of the North Oaks club house was located on rather high ground easily accessible to all and permits a view of almost thirteen of the eighteen holes, a desirable point in planning any course to accommodate competitive play with spectators and galleries to think about.

The first hole gets away to a beautiful start, which would seem obvious from the elevated position of the club house and adjacent areas, it then elbows slightly right through a wide valley and rises gradually to a rolling green. The yardage of 465 yards from the regular tee allows a fairly easy par and at the same time gives players a chance for a good "get away" thus preventing congestion on the following tee.

The next eight holes extend in a variety of directions that follow natural topographical features and gradually work counter-clockwise from the first hole through to number nine which returns to the club house—a par 4 played up over a low hill and down to a beautifully constructed green flanked with knolls and sand flashes to enhance the beauty but discipline the skill of the golfer.

Number 10, par 4, the start of the second half of the course, is one of the most picturesque holes of the layout, with a beautiful lake for a background. There is a trap placed to the right about 200 yards from the tee, to prevent "billiard golf" from a hill flanking the right side of the fairway and a large saucer shaped green surrounded on three sides with traps, making it a sound test of golf, as well as being beautiful.

Lakes and Ponds Created

Water in the form of hazards always add to the score of a straying golfer and North Oaks course is no exception. Several little lakes and ponds have been created to add beauty as well as providing a good test for the average golfer.

The 18th hole, a par 5, spelling "finis" to a round of golf, naturally heads back to the club house and plays up hill very gradually to a green nestling in the hillside which provides ample room for spectators to stand or sit around and watch matches finish. The yardage will be a little over 6700 yards and will play as par 37 out and 36 in for a total 73.

The layout of most of the fairways favors low lying ground complying with the theory that a minimum amount of water will be necessary in maintaining good turf.

The tees are immense with three to most of the holes, a championship, regular and short course tee, to facilitate all types of players. They are designed and constructed to be maintained with a minimum of expense. The cost of maintaining this course was a paramount consideration throughout the entire planning and construction period, therefore large gang mowers will be able to operate right into the collar of the greens and loop them without fear of a mower section tipping into a sand trap or scalping the crown of a knoll or shoulder, thus elim-

inating possible damage to either machine or landscape.

The greens range in size from approximately 5000 to 10,000 square feet of putting area, with moderately contoured lines and favoring a seeded strain of bent for a turf surface.

The course is so routed and greens so designed that it will be especially appreciated by large galleries. Elevated areas have been blended into the contours adjacent to the greens, to provide complete visibility for everyone wishing to observe play. At the same time it prevents the spectators from crowding too close to the putting area and therefore preserves the turf on the greens for the competitor's enjoyment.

Another feature favorable to the spectator and also a money saver in maintenance, is the routing or placement and sequence of the holes. An interested fan can stand in one particular spot and view matches playing up to four different greens. Obviously this prevents to some extent, indiscriminate wandering over the course, which usually results in turf compaction plus a thoughtless discard of waste paper, such as cigarette butts and empty packages, candy bar wrappers, etc., to say nothing of bottles and other items necessitating costly labor to clean up.

Modern golf course construction is carried out with much more expediency than it used to be when horses, shovels and the old type fresno scraper were used. Today



Matt Thompson and Geo. Hawkinson direct removal of a stump by one of the many "cats" which moved the landscape around during the construction of North Oaks Golf Course.

the type of machines utilized for construction are big, heavy and expensive but they all accentuate speed. The bulldozer with a ten foot blade mounted in front is quite capable of pushing over a tree four or five feet in diameter, and the carry-all scraper pulled by a number 8 caterpillar tractor can move 15 to 20 cubic yards of

dirt in one operation. All this machinery can accomplish tasks in days that would take men and beasts months to do a few years ago. There are also small types of industrial equipment used, necessary to refine the soil and finally mould the contours to the desired specifications before the job is completed and sowing in the seed necessary to produce that green carpet that you find on most well groomed courses today.

North Oaks golf course with the advantage of the aforementioned modern equipment and methods of construction,



Preparatory to seeding the 4th green at North Oaks workmen rake stones and spread topsoil under the watchful eyes of Bill Fellows, agricultural engineer for Stanley Thompson and Associates, and George Hawkinson, foreman of the construction crew building the course.

plan to complete their enormous undertaking as much as possible this fall, and hope to open their course for play early in the summer of 1951, less than a year after construction started.

The irrigation system was planned and installed during the early stages of construction, here again utilizing modern equipment to dig all the trenches required for the pipes. As a source of supply for water one of the numerous lakes was used and electric motor pumps were installed to pump the water through the lines that supply all greens and tees. Nelson type valves and sprinklers were chosen as the sprinkling equipment for this irrigation system.

Interspersed around the golf course perimeter are homesites averaging from one to three acres in size, typified according to their location, such as Lake Frontage — Golf Course — Ridge — Lagoon Area. The residential potential offers a great deal. Although mentioned before as simulating to some extent Tuxedo Park, New York and Pebble Beach, California, it has more to offer by way of year around living and the variety of

recreation surpasses either of the aforementioned property developments.

While the golf course along with all the other recreational facilities are intended primarily for the residents of the property development, the North Oaks Outing Association provides a medium for use of the various facilities by members and their guests. Everything will be found readily accessible to all from either of the Twin Cities — twenty minutes from St. Paul — thirty minutes from Minneapolis.

When the owners of North Oaks open their golf club early in 1951, they plan to operate it as an invitational pay-as-you-play course and will provide an invitation card as the privilege to pay a green fee and play. This method of operation is contemplated for use until such time as the North Oaks property and residential owners can organize their own club and run it themselves if they so choose.

The golf club house will be for golfers only and might possibly be used as a winter facility to accommodate those participating in any winter sports. In addition to the golf club house, a social or country club house is planned separately, which would in turn accommodate those interested in activities aside from golf, such as tennis, boating, swimming and horseback riding and indoor social activities and entertainment.

In this modern machine age of speed and progress, a development such as North Oaks "can't miss," and it will offer a recluse for the busy people wishing to withdraw from the hustle and bustle of this problematic work-a-day world and allow quiet recreation, rest and a chance to commune with nature in summer and winter alike.

Minnesota Superintendents Hold Fall Roundup and Tournament

Members of the Minnesota Association of Golf Course Supts. had a full two days in the twin cities, Sept. 25 and 26. Schedule included a tour of Minnesota CC, Edina CC and Interlachen CC, Monday morning with luncheon at the Town and Country Club were Dr. Fred Grau, Dir., USGA Green Section was the featured speaker. In the afternoon the tour continued with visits to the University GC, Midland Hills GC and dinner at the Curtis Hotel followed by a Round Table discussion.

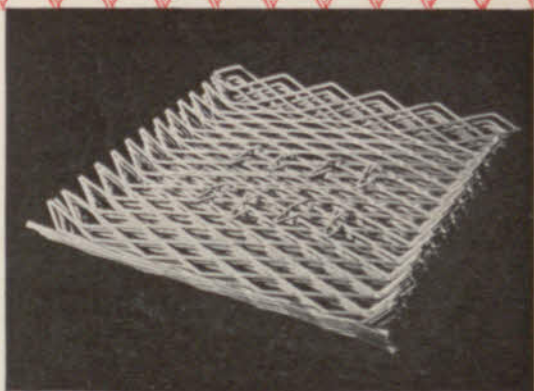
Tuesday morning the schedule called for stops at Golden Valley CC, Superior CC, with an early luncheon at Oak Ridge CC. A Greenkeeper-Green Chairman Tournament and dinner at the Woodhill CC, Wayzata, Tuesday afternoon and evening wound up the two-day event for the superintendent and club officials.

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The scorecard gets attention at the 18th green, Cypress Point CC, Pebble Beach, Calif., after turf experts Fred Grau, Dir., USGA Green Section, Frederick A. Layton, Cypress Point supt., and Charles K. Hallowell, Phila. Agri. Extension representative have made a leisurely tour of inspection

Expert Reports Close-up on Continent's Turf Problems

By CHARLES K. HALLOWELL

Editor's Note: Charles K. Hallowell, granted a leave of absence from his Agricultural Extension work in Philadelphia the first six months in 1950 tells about his visits to golf courses across the southern states, into Mexico, up the West Coast, into Canada and back across the northern states. A previous article relates some of his observations about turf in Southern California.

In a single trip covering a great amount of territory, it is impossible to do more than just "sample" the golf courses in the various areas. My leave of absence during the first six months of 1950 provided three months of unscheduled traveling. There was an opportunity to see turf in many sections of the United States and to talk with many men who are growing turf. The route covered Southern United States to Southern California with a side trip to Mexico City. From California we drove through Oregon and Washington and into British Columbia and Alberta provinces in Canada. We then returned to the United States

at Glacier Park and from there proceeded east to Pennsylvania.

Turf men are enthusiastic and, in traveling, it was gratifying to see how much progress has been made and how much eagerness there is for further progress in solving the universal turf problems. More later of the general conclusions drawn from the visits, but first, a brief summary of the individual courses where observations were made.

The first stop was the Greenbrier golf course at White Sulphur Springs in West Virginia. An extensive program to renovate the golf course was begun several years ago, after the armed forces were through with the course. Walter Cosby was brought in as superintendent of the golf course. The turf here is on its way back. Fairways were being aerified in January. An increase in nitrogen will put the fairways in the "big leagues," and Walter will fulfill his promise to have it a top course by 1951.

On to the Chattanooga (Tenn.) Country Club, where Jimmy Thomas has the job of building up the golf course. Thomas had moved from the Farmington (Va.) CC, within the last two years. During the first year he was at Chattanooga,

Golfdom

there were 65 inches of rain. While at Farmington, Thomas had used the Aerifier and was familiar with the effects to be obtained through aerifying. So in May, 1949, greens at Chattanooga were aerified with the result that shots to the green held, and less water was required by the turf. Thomas was looking forward to starting a fairway improvement program.

Help for Bermuda in Poor Soil

At the Grand Hotel, Point Clear, Alabama, Ted Booterbaugh, who came from the Milwaukee CC last November, manages the golf course and the grounds. There is a big job to be done in keeping the course in top condition. An apparent weakness is the lack of good soil in the greens. Possibly the Aerifier will help the Bermuda to go deeper in spite of the poor soil in the greens. In addition to the golf course maintenance, there is a large acreage to be developed, primarily by planting materials native to the area. Ted, who effectively planted the trees at the Milwaukee CC, seems well qualified to handle this big improvement program.

Point Clear is one of the most beautiful spots in the country, where Mobile Bay goes into the Gulf. The hotel is adjacent to the pier which is the center for all the water sports. The golf course is a rolling, wooded area northeast of the hotel. Turf is bermuda with ryegrass overseeded in all greens and fairways. In January it is a picture that "gets" one who is from a section of the country where plant life is dormant at that season.

In New Orleans, turf of better caliber could be produced with an all around improvement program. Possibilities seem good if soil is improved and plant food increased.

Contribute to Better Turf

In Houston, Texas, bermuda temperatures prevail. At River Oaks Country Club, J. L. Jennings maintains fairways where the ball has a lie for any club the golfer has in his bag. Soil in some greens showed compaction. Heavy rainfall at some seasons no doubt intensifies the condition. Here it is golf twelve months of the year and turf problems the entire time; problems are more acute when the temperature reaches the high 90's. There was evidence of the contribution Goldthwaite's Texas Toro Company is giving to better turf in this area. They are keeping up with new developments and rendering a service that is more than merely supplying materials and machinery.

Entering Mexico at Brownsville and proceeding 250 miles towards Mexico City, we found a delightful course with a plain club house at Valles, Mexico. Turf was good here, and an improvement program was on to make better greens with

more character and more interesting to approach. A few traps were included in the revamping program.

Mexicans like to play golf and have the entire year to do so at the courses in Mexico City. Only in the rainy season is there a slowdown in play, and even then the rains come at such regular times each day that many can get in their round of golf. The high altitude prevents heat and humidity, both of which bother turf and golfers.

Mexico Appreciates Help

There is not only enthusiasm for playing golf in Mexico but also great interest in securing facts about turf problems. These people appreciate information which helps them to improve their maintenance operations.

At Chapultepec Golf Course a large number of Americans and British play. The course is located above Mexico City where the altitude is approximately 10,000 feet. The creeping bent greens were a revelation—and a delight, after having seen only bermuda throughout the Southern United States. Their greens which were started from stolons could equal any in the United States, if mowed close and brushed occasionally. Here they had found that by applying organic nitrogen fertilizer every two or three months, an even turf could be produced throughout the year.

Al Espinosa manages the Churubusco Country Club, which has a large membership of the folks of the city. Both golf and social occasions take place here. The course is located south of the city in, comparatively speaking, lower ground. It is an area where a large acreage of vegetables is grown. Frosts had been severe enough in December and January to take all the green out of the bermuda fairways, but not heavy enough to lower their rating as far as good golf was concerned. By watering and fertilizing good color is held on the greens throughout the winter. The greens at Churubusco were a good turf of bermuda and bent, but a large bent grass nursery has been established and the bent will soon replace the mixed turf now on the greens.

A new golf course was under construction a few miles south of Churubusco. The architect is Lawrence Hughes, the builder and joint owner of the Mission Valley Country Club at San Diego, California. The water lines were being installed in late January at the time of our visit, and there was approximately one-half acre of Washington bent growing in rows free of weeds about ready for stolonizing the new greens.

A regular 18-hole course, with an 18-hole pitch and putt course in the middle,

(Continued on page 83)

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