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# Golf's Radio and TV Shows Need Fresh Showmanship

By STANLEY ANDERSON

Television now affords another opportunity for golf promotion and increasing professionals' earnings and extending the pros' rating as sports celebrities. Although there have been interesting TV golf programs presented and those of Johnny Farrell in New York and the productions of Joe Jemsek and Charley Nash for their Chicago fee courses are going into their third years, and have paid their ways, formula for a strikingly successful golf program still has to be discovered.

Local radio programs on golf have come and gone for years and with the exception of those which have made quite a feature of local golfers' gossip they pretty much follow the same instruction routine. We who are close to golf know how eager golfers are for anything about the game and we sense a vast field for getting into the game through radio and TV programs millions who are in a receptive mood but need some push to action. We've seen some results achieved locally but have to admit that the increase of golf play through radio and TV programs hasn't been up to what logically could be expected.

## Accent Entertainment

I think I learned some of the reasons for golf's failure to score on radio and TV when I was putting on a radio golf program in California. Our first shows I thought were quite good but I was corrected by Bing Crosby who had heard them. He advised us to take off our show and start all over. We did that and in the new shows we accented entertainment value. This subtle reminder that golf itself is great entertainment rather than possibly arduous and disappointing instruction, put the show over.

People who specialize in radio and TV, even though they may be enthusiastic golfers, seldom are disposed to regard golf programs as magnetic material for the general public. The reason is that most all of the time we have designed our programs mainly for the golf enthusiast and for him and her alone. We

haven't used imagination and devised a new and broad formula.

"Every golf program ever tried on the air has flopped," so stated the Director of Programs at a studio conference in Chicago. As the originator of "The Golf Doctor," a transcribed radio program, I was naturally alarmed by the statement as we had just completed plans for the program to be heard over a number of stations in the spring. Despite what the Program Director said I believe that he will be proved wrong. Why? Because I believe that we have learned to avoid the obvious pitfalls.

It is strange that of all popular sports, golf should be the least glamorous to the listeners, when you consider that from an historical point of view it is by far the most entrancing. Consider the drama at the trial of Mary Queen of Scots. It is here for the first time that golf is mentioned in writing. The prosecutor used as evidence the fact that The Queen played golf the day after her husband, Lord Darnly, had been murdered. Mary was the first woman to play golf in public, and get away with it. Other women before her had been whipped for doing such an unwomanly thing in public. The drama of golf has seldom been put across on the air. Noted broadcasters at the National Open rarely seem to put the zest into their descriptions of the play that they do in other sports. Probably the most dramatic moment that golf has known on the radio was when a broadcaster was describing the final putt of Bobby Locke in a Tam O'Shanter tournament. Air time was up and the broadcaster was cut off right at the moment that Locke struck the putt and before the ball dropped. Thousands phoned the studio to know whether he dropped the putt or not. Or did they phone to know if he had won the \$11,000 first prize?

In a golf program there should be not more than a few minutes of actual instruction. More is too much for most peo-

ple to grasp, and in most cases would be boring to the listeners. Our Golf Doctor program has exactly one minute of instruction, and that is all. To produce a golf program successfully one must regard the matter as a theatrical venture in miniature. Good direction, script writing, and timing are essential. Add to that humor, drama, fact, and fiction, and you have a real little show. We of course have been lucky to have such outstanding stars of the theatre and radio as Jimmy Durante, Bing Crosby, Bob Hope, Danny Kaye, and many others. But as well as they we have Olin Dutra, Ben Hogan, Tommy Armour, and lots more.

Some people seem to have the idea that all you have to do to have a golf radio program is to have on the air Hogan, Snead, Mangrum, Nelson or some other headliners. That of course is nonsense, even if all had sparkling showmanship and vivid personalities. A radio program should be fit for all people to listen to whatever the subject.

As we made our program I began to learn why it was that the big names were the big names. To give you an idea of what I mean: it took Jimmy Durante two hours to cut 15 minutes for us. He would not give his O.K. till he had got it perfect. Linda Darnell made four records before she was satisfied.

I am told that there are in America nearly five million people who play or have played golf. From a commercial point of view that is a huge public to attack. But the point is that these people will not listen unless the program is entertainment as well as instruction, and that is why golf programs often miss fire. Even when Hollywood made the Bobby Jones movies they brought in film stars to add to the attraction, and so with television today golf will appeal to the public when it is wrapped in something besides golf.

Let some enterprising person take a camera to the strong room at St. Andrews and make a film of all the historic implements of play throughout the ages. You will see old golf balls, old golf clubs; all the ancient implements of play that introduced the game to the stubborn English, who refused to play the game at all until the king of Scotland forced them to. Let the same camera take a picture of the modern golf ball factory, then those who watch the television will wonder why they can't hit the ball further! They bounce so beautifully when they are being tested.

The vast range of personal interest in golf, its technicalities which are such that almost every golfer who can shoot 100 immediately appoints himself instructor for the 105 shooter, and the fact that it's for young and old, male and female, give golf a multitude of radio and television

program possibilities that are unworked.

We in golf need to make a fresh approach to the radio and TV possibilities and begin getting the customers into our act.

### Golf Writers Name Tufts Their Man of the Year

Richard S. (Dick) Tufts, pres., Pinehurst, Inc., was elected by the Golf Writers Assn. as the man who did most for golf in 1950. Dick's nomination was by 618 votes from the 161 of the Writers' membership who voted. Writers were allowed to name four men with 5 points going to the first named. Mayor Jim Rhodes of Columbus, O., was second with 487.

Tufts's service through his USGA work as chmn. of championship, green, implements and ball, handicap and junior championship committees plainly identified him as a top working man for the good of golf. His understanding of the problems of the game, his wide acquaintance among amateurs, pros, greenkeepers and golf writers and his helpfulness to them all, should have made Dick one of the nation's leading candidates for ulcers but by virtue of a grand disposition, clean living and keeping regular hours — qualities highly rated by golf writers — he receives the Bill Richardson memorial award for the past year. Previous winners of the award are Bob Hudson, Scotty Fessenden and Bing Crosby.

### 1949 Golf Equipment Sales Over \$30 Million

Total sales of golf equipment for the year 1949 amounted to \$30,751,418, 34 per cent of the \$88,832,576 total sales of all athletic and sporting goods equipment, according to a census report recently completed by the Athletic Goods Manufacturing Assn.

A summary of golf equipment sales based on the factory selling price exclusive of excise tax shows:

1,919,560 irons .....	\$ 8,110,946
1,081,609 woods .....	6,633,704
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3,001,169 golf clubs .....	14,744,650
2,248,745 dozen golf balls .....	12,695,061
457,703 golf bags .....	2,986,232
Other golf equipment .....	325,475
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Total .....	\$30,751,418
Totals of other sporting goods sales were:	
Baseball equipment .....	\$20,312,555
Inflated goods .....	7,556,147
Tennis equipment .....	4,015,970
Helmets, pads, etc. ....	2,548,452
Athletic shoes .....	12,803,214
Miscellaneous items .....	10,844,820
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Total .....	\$88,832,576

# How to Make Tees Better for Play

By WILLIAM H. JOHNSON

Supt., Griffith Park Municipal Course  
Los Angeles, Calif.

By ROBERT WILLIAMS

Supt., Beverly Country Club  
Chicago, Ill.

Papers presented before NGA Annual Turf Conference and Show

Making tees better for play is a full time job, requiring the best efforts of the green-keeping superintendent. The new improved grasses promise help in the future, but for the present time proper construction and intelligent maintenance practices are essential in making the tees we now have better for play.

In a discussion of tee improvement it seems advisable to break down the topic into three parts, namely, original construction, renovation programs, and regular maintenance. The basic principle of sound original construction has proven itself time and again. It is here that the golf course architect can prove himself a friend to the greenkeepers who must maintain the course after it is open for play. The most important single factor in tee construction is that of drainage—both water and air. Faulty water and air drainage invariably lead to expensive maintenance and rebuilding programs, a poorly designed and constructed tee is a perpetual sore spot to the greenkeeping superintendent. The location and design of the tee should be such that the problem of maintenance is minimized. The design, wherever possible, should allow the use of fairway power units for cutting, eliminating costly individual hand labor. Tees should be stair-stepped across the fairway, whether wide or narrow ones are used. They should be designed to protect the tee section not in use from being walked on or caddie carts pulled across. This is to allow time for grass to recuperate and for damaged parts to be repaired.

Trees have aesthetic value to the golf course but the proximity of them to the tee should be given serious consideration as they reduce air circulation and their root system gives competition to the various grasses which make up the tee. The average tree has a greater area in root system than top structure. Tree roots are active at temperatures of 40° F. and continue to feed after leaves have fallen. Tees with trees closer than twenty feet will need constant pruning of both roots and top to prevent interference with the normal action of the grass plants.

Assuming that the architect considers all these factors in locating the tee he must thoroughly understand what is going to happen to all water that falls on the tee. He must plan for excess water and provide for its free and rapid removal. Tees cut in

*(Continued on page 74)*

In speaking of the subject "How to Make Tees Better for Play" let me first qualify the conditions upon which my experience and statements are based. My references pertain to private clubs in the northern states with an annual playing traffic of 18,000 to 25,000 rounds of golf. Normal Saturday and Sunday play will average approximately 200 rounds per day. With these facts in mind you can compare the principles involved in our tee program against those of your own.

We have set up a program at our club for the maintenance of tees that includes, first, our objectives, second, our recommendations and methods of maintenance, and third, the recording of our yearly progress.

Our objectives are: to produce a teeing area of adequate size so that repair may be kept to a minimum, to lend interest to the hole through flexibility of both length and angle of play, to have a level and firm surface, incorporating a fine turf suitable for  $\frac{3}{8}$  to  $\frac{1}{2}$ " mowing, to have the property of quick recovery and healing from physical damage of traffic and divots and, to have tees that will create an impression for their attractive appearance to the eye.

## Aerification Most Important

Before I mention the details of our maintenance methods, I want to establish the fact that our grass species is mainly mixed bent of a creeping variety along with *Poa Annua* and some *Poa Trivialis*. First on the list of maintenance procedure is aerification. We use the self propelled aerifier with half inch spoons once in the spring and once in the fall. Compaction on tees is usually greater than on greens, what with an equal amount of traffic and generally poorer soil and drainage conditions. We try to **top-dress** our tees each spring as a means of leveling the surfaces. As for irrigation, we attempt to keep the tees slightly on the dry side to reduce the damage from divots and to reduce the chances for attacks by fungi.

The next item of maintenance which can hardly be overemphasized is fertilizing. We use a complete fertilizer application twice in the spring and twice in the fall at the rate of approximately 10 to 20 lbs. per 1,000 sq. ft. at 15 to 30 day intervals. During the summer months we apply nitrogen and potash in combination, as a liquid at two week intervals. The rate of application for the nitrogen and potash is

*(Continued on page 77)*

# This Amazing Story Golfers

## THE GREATEST GOLF BALL STORY EVER TOLD

Never before in golf's history have golfers been presented with such a preponderance of evidence of perfection in golf ball performance as America's golfers will read in "The greatest golf ball story ever told." It's an all-fact story that can't help but influence the golf ball choice of players everywhere. LIFE, SATURDAY EVENING POST, TIME, ESQUIRE and other widely read magazines will feature this story in Wilson advertising during May and June. It will pay you to tie up with this advertising by featuring Wilson Top Notch balls in your shop.



# Will Be Read By Everywhere

A smashing full-color center-spread Wilson ad in the April 28 issue of THE SATURDAY EVENING POST will impress this magazine's more than 16-million readers with the fact that "It costs no more to play the BEST." Following on the heels of this striking POST center-spread, a full-color, full page ad in the May 7 issue of LIFE will carry this powerful Wilson message to LIFE'S tremendous audience of more than 27 million. In the weeks to follow, LIFE, SATURDAY EVENING POST, TIME, ESQUIRE, GOLFING, GOLF WORLD, THE GOLFER, and many other leading magazines . . . and newspaper sport pages coast to coast, will carry this powerful sales-making Wilson advertising to the golfers of *every American community*. This is of interest to you in one important way — it means more sales in your shop of Wilson Top Notch balls . . . and more sales of all Wilson golf equipment.

WILSON SPORTING GOODS CO., CHICAGO  
Branch Offices in New York, San Francisco and 26 other principal cities  
(A subsidiary of Wilson & Co., Inc.)





First tee area at Sunnehanna CC, with Bob Gutwein's pro shop at upper right.

## Pro Shop Shows Club Class

Sunnehanna CC, Johnstown, Pa., has been engaged in an extensive improvement campaign and included in its program a rehabilitation of the pro shop where Bob Gutwein holds forth.

The shop and first tee are brought closer together by a roofed walk, attractively landscaped. There's a porch on the shop where members can wait for others in their four-somes and watch the performances of still other members.

The porch, of course, cuts off light from the shop but Bob has solved that problem by adequate artificial lighting of the right tone, by colorful drapes, bright floor covering and effective use of color in merchandise displays.

Like most shops, this one isn't any too large. The club display isn't shown in the accompanying view of the shop interior. It's arranged on walls with particular attention given to the light fixture location

so the clubs are spotlighted and shown to best advantage.

Bob particularly stresses study of artificial light on clubs. He says if the light is unplanned the clubs probably will look just like clubs but if there's use made of expert lighting service such as is available at almost every electric company office, the clubs can be made to look like the superior playing merchandise they are.

In a small shop the job is to get class without a cramped effect. At a class club the pro can't high-pressure merchandise on the members but has to arrange his displays so the merchandise does its own high pressure inviting to buy.

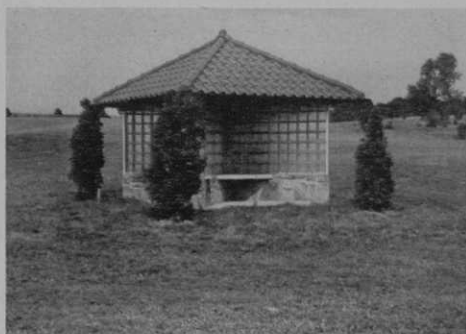
The ball counter is located back in the shop so the customers are exposed to the lure of all other merchandise when they're coming in to buy balls. Open table display and a display rack of putters, approaching and trouble clubs are judiciously located so the shop traffic can't rush through without coming so close to attractive merchandise there's a temptation to look at it, handle it and want to buy it.

There's good sales judgment shown in the placing of inviting and comfortable chairs by the shoe display. This little



Bob Gutwein

point not only makes fitting of the shoes convenient but it keeps the shoe styles in view of the shop patron who sits down just because his feet are fretting him



Shelter protects Sunnehanna members when showers catch players far from the clubhouse.

and he wants to wait in comfort for some playmate.

Touches such as the bright composition material on the front of the sales counter, the rather extensive use of wall space without looking crowded and junky and the handling of the wall that separates the pro shop from bag storage but doesn't

Sunnehanna members and guests get a lot of sales exposure and a pleasant impression in this small and smartly arranged shop.

choke ventilation, makes this an interesting job of shop revision at moderate cost.

It will be noted that prominence is given to bag display. In many shops the bags are out of a main line of vision; usually being displayed so high that they almost discourage interest of possible buyers. Some pros fear bags in prominent display will get soiled. Gutwein prefers to have the bags shown where they will sell and by keeping the bag display, as well as all other displays dusted and rearranged so there'll be fresh appeal in the display, boosts bag sales. What soiling there may be from exposure can be easily removed.

### Western Golf Assn. Has New Caddy Book

"Recruiting and Retaining Your Caddies" is the latest Western Golf Assn. book on caddy service. The book sets forth ideas of many successful caddymasters and caddy committee chairmen. Further details of the book may be secured from Milt Woodward of the Western Golf Assn., 8 S. Dearborn St., Chicago 3, Ill.



a recommendation from

**MacGregor**  
THE GREATEST NAME IN GOLF

REG. U. S. PAT. OFF.

MacGregor is mighty proud to have played a part in this great story about a great golfer. MacGregor golf equipment—the same Ben has played since his earliest golfing days—is used throughout the picture.

**For top sales appeal**, here's a chance of a lifetime to build up more interest in golf among your members. Tie in with "Follow the Sun" when it plays in your community. Encourage everyone—young and old—to see the film. More interest in golf builds more sales for you . . . and in the long run that's what you're shooting for.

Wherever golfers "Follow the Sun," they'll get more out of their games with precision-made MacGregor equipment.

for top movie enjoyment  
don't miss 20th Century-Fox's

"Follow  
the Sun"

*The Life Story of Ben Hogan*

**MacGregor**  
THE GREATEST NAME IN GOLF

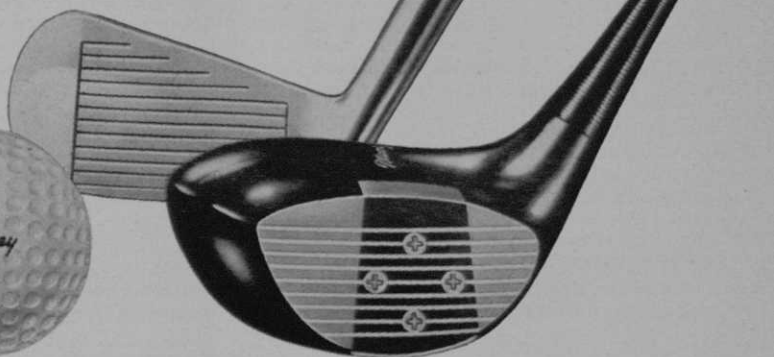
REG. U. S. PAT. OFF.

4861 SPRING GROVE AVE., CINCINNATI 32, OHIO





Meet Ben Hogan and the stars of "Follow the Sun": Academy Award winner Anne Baxter, who plays the part of Valerie, Ben's charming wife, and Glenn Ford who does a magnificent job as the King of Golf.



# What Do You Know About Law Regarding Club Liability?

By RENZO DEE BOWERS

Frame the answer to each question in your mind before reading the statement following it, and see how nearly the courts agree with you.

1. A professional golfer arranged with the owner of a course for permission to give lessons, the golfer to select the place where his pupils were to practice, and to retain all fees, the owner having no control over the lessons. Upon one occasion, the professional placed a pupil at such a position with respect to one playing the course that the player by a negligent stroke hit the pupil with the ball, inflicting severe injuries. The pupil sued the owner for damages on the claim of being responsible for negligence of the professional in so placing the pupil that the injury could occur. Was the owner liable?

**Answer.** No. The professional was an independent contractor as far as the owner of the course was concerned, and responsible for his own negligence, if any. He was not the owner's employee.

2. One hired by a club for general work was required to run errands for members, when requested. While riding his bicycle into town one evening to deliver a parcel for a member, he was hit by an automobile, and died from the injuries. His widow claimed damages from the club. Was it liable financially for the death?

**Answer.** No. The law requires that, to render the club liable for an accident of the kind, it must have arisen in the course of the victim's employment and out of it. The court ruled that this man's injuries were inflicted in the course of his employment, all right, but did not grow out of that employment.

3. A country club was having repairs made on its grounds near the clubhouse, in the course of which its employees carelessly put a long, light pole across the roadway and permitted it to remain there without putting up a warning notice or erecting a barricade. An automobile driven by a chauffeur struck the pole and flipped it around in such a way that it struck a bystander in the face and injured him. He sued the club. Was he entitled to a judgment against it?

**Answer.** No. While the employees were negligent in leaving the pole across the

road, the law says this was not enough to fasten liability upon the club. The accident must also have been the proximate, or direct, result of that negligence. Here, it was the direct result of the chauffeur's negligent driving.

4. A city, which operated a golf course for profit, permitted play on the course while a large group of men were working in proximity to each other. One of the men was injured by a ball hit by a player. Could the city be mulcted for the damages?

**Answer.** Yes. It would have been immune from liability if it had been operating the course solely for the public and not primarily for profit.

5. Does a country club owning a golf course stand in the position of an insurer that players, caddies, or spectators will not be injured in mishaps, accidents, or misadventures occurring on its premises?

**Answer.** No. The legal burden resting upon it is to see that no such injuries are inflicted because of unsafe conditions of its premises or equipment, or the negligence of its employees or others for whose acts the club is responsible.

6. An employee of a country club, while engaged in his usual duties, was required to take a position on a bridge spanning a creek which traversed the golf course. While leaning against a rail of the bridge that had negligently been allowed to deteriorate, the rail gave way, causing the employee to fall into the creek, from which accident he suffered considerable injury. He sued the club for damages. Was his case a good one?

**Answer.** Yes. The club had been negligent in permitting the bridge to become unsafe.

7. A local chapter of the Daughters of the American Revolution was giving a luncheon at a country club, for which it had hired the clubhouse and the club's services. A woman guest, while eating chicken pie, swallowed a small sharp bone which lodged in her throat and caused her death. Her representatives sued the club on the claim that its negligence in preparing the chicken pie caused her death. Should they have been given compensation?

**Answer.** No. If it had been a foreign object in the chicken pie upon which the woman choked, the club would have been liable for negligence; but since the bone