

JANUARY • 1951

Golf Business Moves Toward Wartime Basis in 1951

By HERB GRAFFIS

The situation of golf in the national defense emergency is still indefinite except in the case of Department of Commerce National Production Authority amended order M-4 prohibiting construction work costing more than \$5,000 on golf courses, clubhouses, driving ranges and swimming pools and tennis courts at country clubs, and a plea is being made for revision of that order.

As considerable of the golf course construction work planned and in progress is for public courses and will serve as a conditioning and recreation factor the American Society for Golf Course Architects is endeavoring to secure modification of the M-4 order. The architects' case is based not only on the physical and psychological service of golf for armed forces, defense workers and general public but on the fact that amended order M-4 specifically excludes as "commencing construction," "site preparation such as excavation, grading, filling, laying down driveways, walks, . . . work sheds and construction shanties, laying pipes, conduit and wires outside of the boundary lines of the walls of the structure." Landscaping is not mentioned in the order.

The architects reason that by using secondhand pipe, particularly from oil wells, and by using crushed stone instead of drain tile in greens construction, use of critical material will be avoided. Use of crushed stone for green drainage is not new and some course superintendents consider it superior to tile. Art Hall at Kansas City recently has employed crushed stone in a way which other superintendents in the district regard approvingly.

Club and Ball Situation

Another factor in the course construction picture is that of installing new courses or improving existing courses in smaller towns to fit in with decentralization of industry and construction of new atomic energy projects.

At date of writing this (Dec. 23) no

restrictions have been placed on use of materials in golf balls and clubs and production is continuing at normal rate. Rubber use for golf ball production is only a spit in the ocean compared to over-all national rubber use. Moderate stockpiles of shafts, heads and grips are in most club-making plants and some new material is being received. Prices on shafts and heads recently have increased.

There is the possibility that transfer of labor to meet defense materiel manufacturing requirements will cut golf goods production but that seems to be some months off.

It looks now as though the buying rush on balls particularly, late last summer, was unnecessary. Current manufacturing programs ought to supply the market adequately this year.

One thing that's happening may be painful for a time to some pros but eventually will benefit them by making them more judicious in ordering. The day-to-day prospect of having club manufacturing curtailed makes manufacturers shy about accepting orders from pros who turn the clubs back when they discover they have over-ordered. Manufacturers generally are too diplomatic to come right out and say that the pro competitive situation is weakened by the practice of not considering a club order a firm order that must be paid for with cash in the same manner stores handle their orders.

We've never believed in bulling the boys and making it necessary for the younger pros especially to have to learn the facts of life from the birds and bees. GOLF-DOM's long and insistent campaign for putting pro credit on a high basis has been successful and has been the foundation of the success of the pro-only lines of merchandise. Now conditions plainly point to studious ordering and smart merchandising to move quickly what's ordered. Until that's almost general in pro golf and the

practice of returning goods in lieu of cash payment is virtually eliminated pros are playing into the hands of stores, particularly during this defense emergency. Now manufacturers must watch their production schedules carefully and can't afford to tie up capital and take a chance on liquidating returned goods at a loss by cut-price sales to stores that buy on firm order. Those cut-price liquidation sales have cut into pro sales at the start of many seasons. Sales of store-line clubs over-produced the previous season didn't nick pro sales volume much but when the pro-grade returned goods hit the market at reduced prices then the pros bled.

Thus the prevailing situation in tending, if not compelling, to make all pros order carefully and buy firmly, seems due to effect an improvement in a soft spot in pro merchandising practice.

Military Training Tie-ups

Present indications are that there will be between 3½ and 5 million young men of the most active golfing age in military service. Already a program is under way to increase golf training facilities at military installations. National Golf Foundations material is being supplied to commanding officers of all military training installations and special material at the suggestion of military authorities is being outlined for supply as circumstances dictate.

The lesson of the Korean war is beginning to be heeded in military training. Plans now are emphasizing training and conditioning for fighting, instead of joining the armed services to get some special education, travel, and play with the broads in occupied areas. That alluring program has resulted in too many casualties, as was pointed out by the late Gen. Walton Walker.

Now there's going to be stiffened programs of training at military installations which means less recreation time away from training centers and more accent on recreation that will attract all lads to using their legs, arms and heads instead of sitting on their fannies and letting the other guys get the exercise. Golf fits well into the sports participation program.

Also to be accented under present conditions is the junior golf program at clubs, high schools and colleges to reach the boys and girls before they have to devote a large part of their time to military training. George Lake's committee of the PGA for junior golf promotion, and the National Golf Foundation, are collaborating on speeding up and extending junior promotion this year.

Another PGA committee, the War Service committee, headed by Joe Devany, also is active in planning supply of golf instruction and exhibition personnel to military

installations. The contemplated program has the enthusiastic support of the PGA's Tournament committee. It'll mean that some of the pros will sacrifice money, exhibition dates and convenience to work free at camps, but in view of the very high percentage of pros with military service records in World Wars I and II it is a sure thing that this golf pro work at camps will be a stand-out job in sports.

The PGA is going at this responsibility with a highly commendable horror of strutting, ballyhoo, and taking bows which other sports organizations have done while playing as usual during wars in which runty, skinny little kids with thick glasses somehow got tapped by draft boards and proved to be great combat soldiers, if not celebrated athletes. Tommy Armour's ironic statement, "Let's do something to pretend we're grateful for not being shelled," pretty well expresses the sentiments of the pros.

The pros, in common with most other Americans have practically puked at the case of one so-called sport having as its champion of a year during which American kids were being killed and maimed in Korea, a fellow with a conspicuous case of gang-plank allergy when World War II was on. This representative of sport recently picked up a reported \$45,000 net for a month's pastiming in territory won by the blood and battling of American kids. The news of this athlete's fat haul appeared the same day as the news of a 20-year-old Pennsylvania kid losing both arms and legs in Korean fighting.

That sort of thing and the race track mobsters putting on war "charity benefits" with the cash coming from the public and not the horse track characters is in sharp contrast to the pros' and greenkeepers' performance in war causes and the pros and greenkeepers want to keep it that way.

Another very important phase of golf's activity while war's on is in connection with the veterans' hospitals. The American Women's Volunteer Services, with Mrs. Helen Lengfeld and Patty Berg steering, have made excellent and comprehensive arrangements for extending golf programs at vet hospitals which have had facilities provided by district golf associations, pro and greenkeeper organizations. Clubs are beginning to adopt the plan of the Richmond (Calif.) CC which has extended to Korean war vets in neighboring vet hospitals an opportunity to make free use of the Richmond course, Monday thru Friday, exclusive of holidays.

Course and clubhouse labor and pro shop assistant hiring already are beginning to reflect defense employment requirements.

Among other indications of changing golf to meet defense and wartime labor

(Continued on page 52)

GOLFDOM Starts Its 25th Year

This issue starts the 25th year of GOLFDOM, The Business Journal of Golf.

GOLFDOM is the idea that grew out of the observations my brother, Joe Graffis, made when he was with the old Golfers' Magazine prior to, and after, World War I, and while he was one of the publishers of Chicago Golfer, the first and most successful of the district golf magazines which were published in many cities for several years during the booming 20s.

Joe saw an industry with a billion dollars in assets developing. He saw the great need of a publication that would show what par is for the business operations of that solidly growing sport.

I was in business journal work and had done sports and general reporting. Sport was sport to me then, but Joe sold me on golf becoming a big, alert and important business. We teamed together in a new and risky venture. There never have been two fellows who have had more fun working and worrying at a business that eventually was sweated and thought into a pretty fair-sized property.

If it weren't for two things we might brag big about what GOLFDOM has done for the fellows in the golf business and about how GOLFDOM's grown.

One reason that we have no license to boast about our individual performances is that GOLFDOM was, to a very great extent, built by the progressive greenkeepers, professionals, managers, salesmen and executives of the liveliest manufacturing companies, by the turf scientists and by officials of private, daily fee and public golf establishments. They have made rich contributions of constructive ideas and have cheerfully and patiently worked with us in searching for a lot of the answers.

Another reason for GOLFDOM'S solid growth is the very grand bunch we have in our own organization. We are fully entitled to brag that we are confident there isn't a smarter, more pleasant and more dependable outfit in any other small business in this world than we have with GOLFDOM. We've had that great luck.

Anybody who's been in the golf business for 15 years or more can tell about as well as we can what GOLFDOM's done for the golf business. We don't want to spend time taking bows. There's too much work to be done.

Advertising in GOLFDOM'S first issue were companies that continue in GOLFDOM'S pages: Stumpp & Walter, C. D. Wagstaff, Roseman Mower, Worthington Mower, Fulname Co., O. M. Scott & Sons Co., Fate-Root-Heath Co., G. B. Lewis Co.,

Springfield Lawn Sweeper Co., R. S. Horner, and Ideal Mower Co.

The editorial contents showed some judgment of basic good material that agreeably surprises us now. The lead story was about starting the New Albany (Ind.) CC on \$3,700. There was a piece on the extent of a greenkeeper's knowledge that qualified him to be responsible for a big investment in a course. The story on the first greenkeepers' short course conducted by Prof. L. S. Dickinson at Massachusetts Agricultural College in cooperation with the New England Greenkeepers Club was featured. There were practical course maintenance articles by Edward B. Dearie, Jr., C. M. Melville, Charles B. Mills, and John MacGregor. An interview of the late Dave Livie by A. Earle Schlax was, as far as we have been able to discover, the first magazine piece on pro business operations that went into the fundamentals.

There was a prophetic and practical article on probable development of pros as businessmen, clubhouse management articles by Harry O'Hagan and O. M. Smeltakopf. The budgeting system that put the Charlotte (N. C.) CC on a good business basis was described by H. M. Wade and E. S. Moorss, officials of the club.

Those articles and others set a good pace for editorial material that could be used on the job in making golf an efficiently conducted business. We've been kept busy with our eyes, ears and minds open, covering a tremendous amount of mileage and using a ton of postage stamps speeding up that pace of service.

But it all adds up to thanking you all for what you've done for us in bringing GOLFDOM to its 25th birthday.

What a great break we have in knowing you and working with you.

HERB GRAFFIS
Editor

LET US HELP YOU

Looking for experienced men to manage your clubhouse, golf course or golf department? Write us the details and we'll guide you in making contacts.

Need equipment and supplies that you don't find advertised in this issue of GOLFDOM? Turn to page 61, indicate your needs and mail the page to us. We will find the sources of supply for you.

GOLFDOM, Service Dept.
407 S. Dearborn St., Chicago 5

A black and white illustration of a golfer in mid-swing, wearing a light-colored suit and dark shoes. The golfer is holding a golf club, and the ball is visible on the green. The background features several concentric circles and curved lines, suggesting motion and focus.

MORE HITTING POWER



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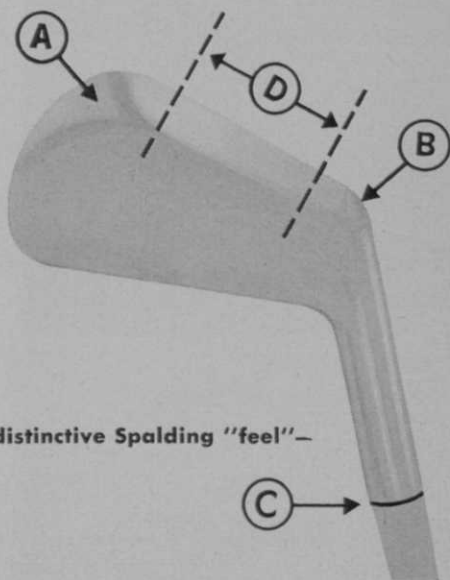
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Suggestions for Early Season Golf Turf Maintenance

By O. J. NOER

The expanded program of defense preparation caused by the critical world situation will have an impact upon golf turf management. Clubs are faced with the prospect of an acute labor shortage in 1951. Anything made of metal will be scarce and hard to get. Fertilizers, insecticides, and fungicides should be available in reasonable amount, although particular items may be temporarily unobtainable during periods of peak demand. Clubs should mechanize operations wherever possible in order to make the best use of scarce and high priced labor, and should arrange promptly to procure needed fertilizer, fungicide, and other staple items.

Greens should receive first emphasis in any maintenance program. When they are perfect players are less critical of the turf elsewhere. It takes some years to develop a first-class putting surface. The replacement of turf on neglected greens is expensive, besides being extremely annoying to the golfers.

Deep root systems are a big asset on greens and elsewhere for that matter. Severe wilting, followed by quick loss of turf occurs only in shallow-rooted greens. The

without an undue amount of mat if the soil is compact, poorly drained, or too acid.

Attention in the spring should be concentrated first upon the greens, particularly to the sole or mat of turf, and the condition of the root system. Surplus grass should be removed at about the time



Hand raking bent green in early spring to remove surplus grass.

growth starts. There are several good methods: severe brushing with a steel or fiber brush on the power greens mower, raking by hand or with a Delmonte rake in several directions followed each time with close cutting. The iron teeth on hand rakes should be ground to knifeblade thinness on an emery wheel. Otherwise they will tear out clumps of turf and disfigure the surface. Top-dressing should not be used until the sole of turf is thinned so the dressing makes contact with the soil below.

Those who use top-dressing only to eliminate an excessive amount of mat are doomed to failure, and surfaces will be worse for putting than they were before. The leaves and stems buried under the top-dressing resist decomposition for want of air. It is best not to top-dress until the mat is eliminated. Another alternative is to remove the surface mat of grass, then spike the greens with a heavily weighted spiker enough times to roughen the surface so the top-dressing makes contact with the soil.

Besides removing the mat on the green any surplus bent on the fringes around the green and on the apron should be removed in early spring. Fluffy bent is bad for play, and is apt to collapse and turn brown in the summer. Close cutting with the power



Closeup of thickly matted turf on bent green.

only way to keep shallow rooted grass alive during bad weather is light sprinkling several times daily for seven days a week. It is costly in manpower, but justified to keep the greens in a satisfactory condition for play. Deep roots eliminate the necessity for frequent watering. They simplify and reduce the cost of watering.

Heavily matted turf seldom has a deep root system, but roots may be shallow

green mower equipped with a brush followed by aerifying is the easy, effective method.

Study Green Drainage in Spring

Spring is a good time to study the drainage condition on greens, especially the ones located alongside or on hillsides. Poorly drained wet soils are cold soils, the grass stays dormant after growth starts elsewhere. Wetness restricts the amount of air in the soil resulting in shallow root systems. Where excessive wetness is suspected due to seepage from the side hill, one or more deep test holes made with a post hole digger will tell the story. The holes should be placed between the green and the adjoining hill. When the hole fills with water in 24 hours or less, tile drainage is needed. The line should be placed along the hillside above the green with the tile below the lowest point in the green. The trench should be filled with gravel to trap and lead the water down to the tile.

Some of the top-dressing used on greens contains too much clay and too little sand. This does not mean going to the other extreme of almost pure sand, with its extremely limited capacity to hold water, especially when the particles are very coarse. The sand should be reasonably coarse, but without too much fine gravel. Particles should vary in size from fine to coarse, with most of them in the medium to coarse sizes. Too much peat or humus is bad also. Then the soil stays wet too long after prolonged period of drenching rains. The humus content ought not exceed 20 to 25 per cent by volume. A top-

is better than a black one, if the humus in the latter is plastic in character.

The tendency is to top-dress less frequently than formerly, principally because good soil is scarce and top-dressing is expensive to prepare and to apply. Some clubs have not top-dressed for ten years, other do so only once or twice a year. The turf has not deteriorated provided enough additional fertilizer is used to compensate for the plant food formerly added in top-dressing, and the formation of a surface mat is prevented by close cutting and brushing or combing when necessary. Top-dressing to build a better surface soil is justified on greens where the soil is an



Spike disc mounted on a power mower used to spike deeply before top-dressing so the dressing will make contact with the soil below.

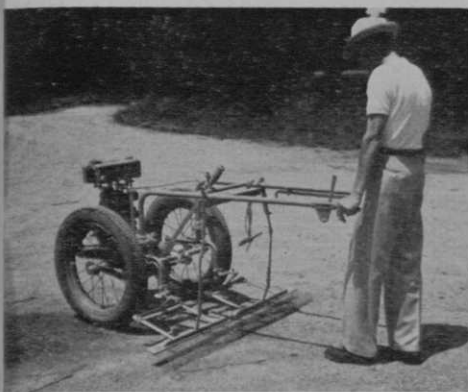
impervious heavy clay. Tile drains are needed also.

Roto-tillers have been used in recent years to mix sand and humus with the heavy soil during the reconstruction of old greens. Sand is incorporated with the soil first and then the humus. Several greens rebuilt that way in Chicago and Cincinnati still have hard surfaces. Examination of a soil profile shows a compact surface layer about an inch thick and a satisfactory mixture below. Apparently the fines floated to the top during the roto-tilling. If these examples are typical, the use of the roto-tiller in its present form is hardly justified. Operating at a slower speed, or different teeth may be needed in order not to destroy soil structure completely. Otherwise it will be better to make the top-soil mixture off the green.

Use of Lime Desirable

The use of lime is desirable on soils which are more acid than pH 6.0. The annual rates should be 30 to 60 pounds per 1,000 square feet until a range of pH 6.0 to 6.5 is reached. When available magnesium is low, a dolomitic type of limestone should be applied. It should contain 20 per cent or more of magnesium reported as the oxide to eliminate any possibility of a soil deficiency in magnesium.

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Bill Stupp mounts two Del Monte rakes on an Overgreen to comb matted greens.

dressing mixture consisting of about one part loam soil, two parts sharp sand, and one part of humus is about right. These proportions are by volume and not by weight. The loam soil should not have a high clay content, most of the fine particles should be silt with not over 10 per cent of clay particles. A light colored soil



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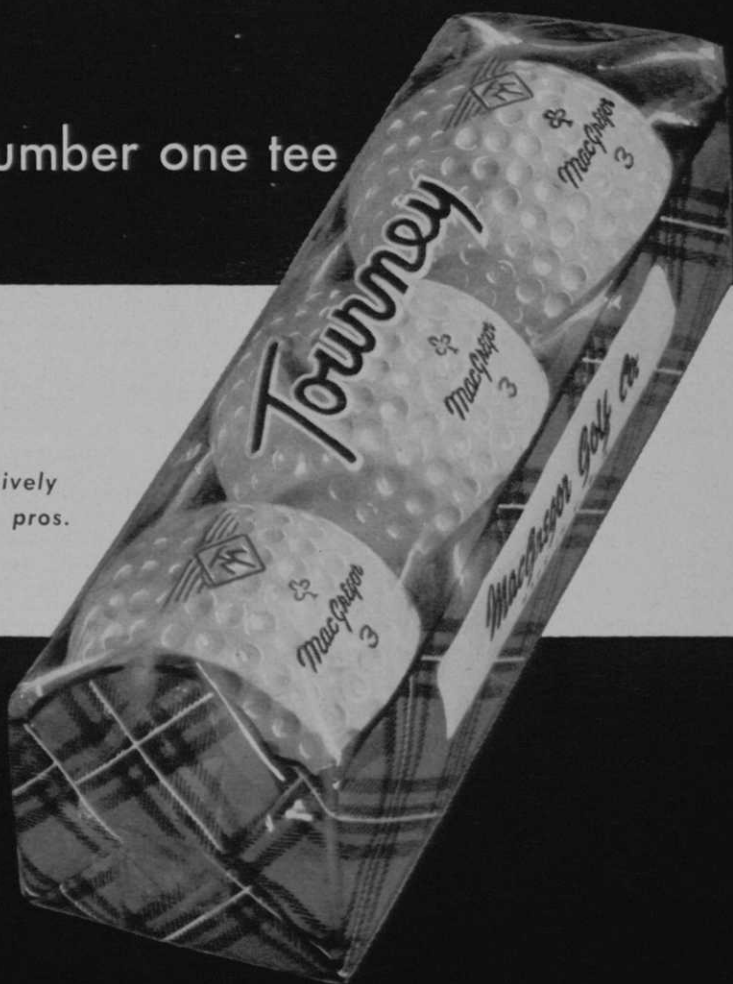
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PGA Gets Down to Business

Novak Administration Re-elected At Constructive Annual Meeting

Joe Novak was re-elected president of the PGA for his third consecutive term, at the association's 1950 annual meeting, held at Hotel Sheraton, Chicago. Horton Smith was re-elected sec., and Harry Moffitt, treas. New vice president elected: Joe Devany, Michigan; Tom Mahan, New England; and Maurie O'Connor, New Jersey. Continuing in office as PGA vps are Dave McKay, Graham Ross, Bill Schuchart, Harold Sargent, George Calderwood and Eddie Duino.

The meeting was the most tranquil and constructive the association has had for years. In previously deciding to limit presidential consecutive terms of office the PGA did much to permit concentration on business matters instead of politics. Novak's administrations have ironed out major problems of the PGA, among them being the tournament player-club pro turmoil and considerable of the financial maze. The tournament players now are represented in the inner council of the organization with Lawson Little as a co-chairman with Joe Novak of the tournament committee. Financial problems of the association still are acute because of increasing expenses and the feeling of PGA officials that the association's services warrant financial self-reliance and easing up of rattling the tin cup at amateur angels.

Improvement in the financial picture of the PGA has been such that it is believed the PGA soon may make generally public a financial statement as do other golf associations and business enterprises. The policy has been to issue PGA financial statements to delegates alone, thus making dif-

ficult thoughtful study by all members. Delegates, in listening to George S. May at the general business session urge that all golf clubs give their pros copies of clubs' financial statements for study and guidance, commented that the PGA performance in this respect wasn't in line with the May recommendations.

Thrift in PGA expenses was favorably reflected. The excellent services of Tom Crane, executive sec., and of Bob Gibson, able young editor of the association's magazine, were recognized as notable bargains in any association's operations. An economy was voted in the Michigan section's resolution that all PGA members be charged for playing the PGA courses at Dunedin, Fla. Passage of this resolution made a satisfactory compromise with the Southern California section's defeated resolution that the Dunedin course be given up by the PGA as a source of a deficit and a facility having no benefit to PGA members west of the Rockies.

The association reported an all-time high of 2,868 members of all classes.

Committees reported an especially active and valuable year's performances. The Educational, Teaching and Bookkeeping committees presented books produced as results of their efforts. Junior Golf showed considerable progress achieved due to increased PGA cooperation.

Define Tournament Players

A resolution defined tournament players as those who participated in at least 50% of a year's PGA co-sponsored tournaments, or were among the leading 25 money win-