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Long Island Open. Its professional is affable Jack Mallon, who used to be affiliated with the Garden City CC.

### Other Estate Courses

The former Kahn estate is a magnificent 18-hole layout, with each of the holes patterned after a famous hole of an English or Scottish course. The Cold Spring CC remodelled what was once the Kahn garage into a modern clubhouse and last year constructed an outdoor swimming pool, among other improvements calculated to make the layout one of the most complete in the New York area.

Long Island has a number of other private estate courses, including gorgeous Greentree, located on the 580-acre John Hay Whitney estate in Manhasset, one of the Gold Coast communities. Greentree is an 18-hole layout of some 6,500 yards located a brassie shot in the rear of Fresh Meadow CC in Great Neck, formerly known as Lakeville.

Other private estate courses, which eventually may develop into private clubs in an area where real estate prices are becoming almost prohibitive for golf, are located in the Glen Cove, Locust Valley and North Hills sections. One of these is owned by Cornelius F. Kelley, chairman of the board of Anaconda Copper. Nine holes of a private estate course adjoining the Kelley layout and owned by the late Mrs. Fair Vanderbilt, is still being used by the Strath-

more-Vanderbilt CC, a Manhasset home community.

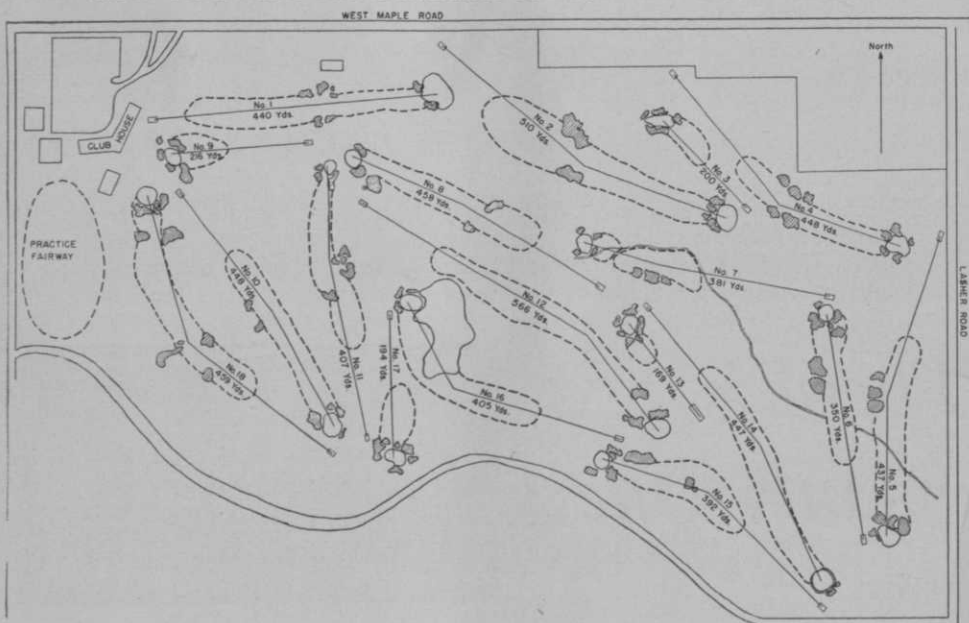
Taxes, too, forced the Lannin estate to relinquish its vast golfing tract at Salisbury Plains, Long Island, a five-course layout. J. J. Lannin, before developing Salisbury, was the owner of the Boston Red Sox when the late Babe Ruth was a talented hurler and Bill Carrigan was the manager of the Beantown aggregation.

The public links golfers of Long Island got their only relief from jam-packed fee links when the County of Nassau decided to revitalize the defunct Lannin enterprise.

Last summer, Nassau County's chief executive, J. Russel Sprague, who was campaign manager for Tom Dewey in his second unsuccessful bid for the presidency, cut the tape to officially open an unique 22-hole course to be known as the White layout. This is the famous course offering twin short holes.

Old Salisbury of five 18-hole courses thrived in the '20s after J. J. Lannin decided there was more gold in Long Island real estate and golf than in the Boston Red Sox. After the depression, Lannin passed on to greener fairways, leaving his son, Paul, to carry on the empire he had established in the central portion of Long Island. The tax load, plus the impact of the depression era, proved too much for Paul—and a lot of other guys—and the Salisbury tract was taken over by Nassau County.

## NEW TRAPPING AT OAKLAND HILLS WILL TEST THE BEST



Oakland Hill's layout as it has been revised by architect Robert Trent Jones. Tight fairway trapping from 225 to 260 yards out will keep the long hitters tested and the close trapping and contouring of greens also call for sharp-shooting skill and keen golfing brains. That tough finish of the 15th, 16th, 17th and 18th may be scenes of tragedy. The rough also is something to stay out of if you want to be the 1951 National Open champion.

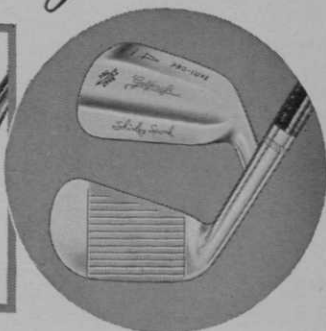
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*Shirley Spork* is one of America's up-and-coming golf stars who will hit the tournament trail this summer for the first time. Along with her tournament work she will give exhibitions and conduct golf clinics. At present, Miss Spork is an instructor of Physical Education at Bowling Green State University in Ohio.

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## The Modern Note In Pro Shops

Bruce Wheatly's new shop at Echo Lake CC, Westfield, N. J., is a great change from the shop that was downstairs in the clubhouse. Now it's in the sunshine between the practice putting green and the first tee. Increased sales, better facilities for service, and arrangements that provide for the members' ease and enjoyment, confirm the judgment that called for building the new shop.

Pres. Frank J. Petura of Echo Lake got the idea that the club's other facilities and its character weren't properly reflected by the old pro shop facilities and put across the new shop to the decided satisfaction of Echo Lake's members.

Plenty of room for display and storage is handsomely staged by the wall paneling, the shelving and the flooring.

The beauty and convenience of this spacious shop is apparent from the interior and exterior illustrations. Unlike many shops that may look good in the front but are cramped backstage the

Echo Lake shop has a lot of space for rack storage and a workroom. Pros will note, usually with envy, the wide space between the bag racks. Generally these aisles are so narrow the job of handling bags quickly and carefully is difficult. There is room for 450 sets of clubs in the Echo Lake storage.

It is worth noting that the bottoms of the racks have a rounded beading which protects the bags against scraping. Sharp edges of racks never did leather bags any good and are very tough on nylon bags.

The building is heated by a hot air system operating from an oil furnace.

The porch idea is getting to be almost standard in newer pro shop architecture. Members like to wait and loaf there. With the practice putting greens alongside the Echo Lake porch observant members can clock putting performances as significant data for the first tee arrangement on who's going to give whom how many strokes?



# Successful Supt. Must Be Human Relations Expert

By FRANK P. DUNLAP

Golf is an old game and has gone through many stages. The game as we know it today did not, however, come into its own until 1902 when a member of the club where I am now employed invented the so-called cord ball.

This ball revolutionized the game of golf and brought forth the modern golf course, with greater yardage and larger greens. The fact that the player could now play to the green from hitherto unheard of distances made larger greens mandatory. However, it did create a new problem. The old blue grass, fescue, or what-have-you putting surface was not satisfactory for the long approach putts that were called for on these greatly enlarged greens. The golfer began to cast about for new and better types of grass, and also for someone who could produce and maintain smoother turf. Thus was born the profession of greenkeeping. Up to this time most anyone who could drive a team or push a lawn mower with a little greater degree of skill than the rest of the crew was the man in charge of the course. These first greenkeepers at once started experimenting with different strains and types of grass. Progress was very slow, for there was no organization and thus no chance for an exchange of ideas and information. On the contrary the situation was quite the reverse. There was much professional jealousy, and many were those who were quite sure they and they alone had solved the mystery of growing a putting surface that just naturally led a ball into the cup. During the years this condition existed, the Lord, the weather, and nature in general conspired to shake their confidence in some of their so-called secrets.

In 1925 some of the old-timers who were more farsighted and a bit more charitable minded gathered at Toledo, Ohio, and out of that meeting came the National Association. The seed was planted and from it grew the modern day golf course superintendent.

The superintendent of today would not exist nor would golf be what it is if it were not for this all important side of superintendent relations—relations to one another.

## Progress from Exchange of Ideas

Through these relations and their exchange of ideas, they soon learned that

by giving a little in the form of an idea they were gathering a harvest of worthwhile information that was producing better and better golf courses for the players of this country. From this realization of the value of communal relations came the desire for more technical and scientific approaches to their problems, so they turned to the colleges of agriculture and thus came about the close relationship that now exists between the superintendent and the many universities interested in the growth of turf.

What is the sum total of all of this? It is a quality of turf and a degree of course maintenance that would give those turn-of-the-century golfers and maintenance men much the same feeling as that of the old colored fellow who was taking his children through the zoo—when they came to the giraffe the kids stood in open mouthed wonderment until their father said, "Come away from dar, chilluns, Dar ain't no sich animal."

The present day course superintendent is not a scientist nor is he a farmer in the usual sense of the word, but he does a very highly specialized job of scientific farming. Year by year in addition to this he has been called upon to acquire a working knowledge of a greater and more varied assortment of skills than any professional man I know.

## Must Have Many Skills

What are these skills that he must have in addition to his main job of growing turf? First and foremost he must be a mechanic, for today's course is highly mechanized. He must be a tree surgeon, a landscaper, a gardener, a golf course architect, road builder, painter, carpenter, swimming pool authority, tennis court expert, bookkeeper, and labor relations expert. Truly in this last department he must be a magician, for he is expected to keep competent workmen at a rate far below that paid by industry as a whole. The attitude of the club is—if it needs doing turn it over to Joe—he'll find a way to get it done and for less money, too.

Now, while Joe has been acquiring all this knowledge and skill what has happened to him? Primarily he has been so "damned" busy that he has not had time to find out what was happening to himself and what he was getting out of

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the deal. He has been so busy looking out for the welfare of others that he has totally neglected his own well being.

The golf course superintendent of today has developed into a full fledged executive and doesn't seem to realize it, and I for one think it is high time he did.

Certainly he is going to have to continue to improve his knowledge of his job, but he is also going to have to spend part of his time letting the public in general and the golfer in particular know just what an important part he plays in the welfare of golf. I say, without fear of contradiction, that the golf course superintendent is the only executive employee of any club that is absolutely indispensable to its continued operation.

Let's take a look at some of the things that a superintendent can do to bring home to the club and people in general just what an important part he plays in their lives.

Unfortunately there are no magic wands to be waved or Aladdin's lamps to be rubbed to bring this about. In the main it will be accomplished by a process commonly called "public relations."

Public relations is, when all is said and done, salesmanship, and in this case the product to be sold is the golf course superintendent.

### **Selling the Product**

To sell any product you must first have a sales organization and that organization must have an advertising department, the duty of which is to get the name of the product before the public. Advertising campaigns cost money and it is a job for experts trained in that field.

We are well prepared to put on a sales campaign. We have the organization in the form of the Golf Course Superintendents Association. It is up to us as stockholders in this organization to provide, through higher dues, the money for it to hire an expert to publicize and advertise our jobs. We also have branch offices in all important cities in the country, the branch offices in this case being our local superintendents associations. The branch office or local association is the point from which the salesman, who calls on the trade, works and in this case the salesman is you.

Now that you are a salesman as well as a golf course superintendent, let us see what it takes to be a good salesman. Primarily he must have a product to sell, and that he has. He must have a thoroughly proven product, and that he also has, as evidenced by the hundreds of fine golf courses in all parts of America.

A good salesman must be industrious and resourceful and always on the lookout for new ideas and new arguments with which he may convince his customer,

in our case the club member, of the value of his product and the need for it. He must evidence an interest in the things that they are interested in—in our case, golf tournaments, tennis matches, swimming events, flower shows, and the like.

He must be helpful to his customer in ways that will call attention to both himself and his knowledge of his job. He must be civic minded and willing to take part in and lend a hand in the conduct of community affairs and endeavors. If he is asked to speak at a garden club he should do so, or if, as in some cases, he is just not able to speak in public, tell them frankly that it is just not in his line, but that he knows a fellow who can and that he will make arrangements for him to be there. This he can do for he is a member of an organization that can provide the man they need.

A good salesman is a thoughtful man, especially where his customers are concerned. If one of them is ill he drops them a friendly card. If one of them takes a step up the ladder of success the good salesman sees to it that he gets a chance to congratulate him. There isn't anything I know of that makes people feel better than to have someone interested in their success. If you make them feel better about themselves, they will by the same token feel better about you, and after all that is the main idea in the first place.

### **Letters Effective Tools**

Letters are one of the most effective tools of the salesman and he strives continually to improve his ability to write good ones. Many business men are more impressed by a good letter than by any other form of sales approach. They very often judge a man's abilities by how well he writes a letter. We as superintendents miss many opportunities to call our club officials' attention to ourselves by our failure to write letters at the proper time.

We should always send a written report to our club as to what we saw and heard that was of interest at conventions and short courses. Suggestions for improvements or alterations to the course should be in letter form. Budgets should always be accompanied by letters of explanation, so also should the yearly summation of expenses.

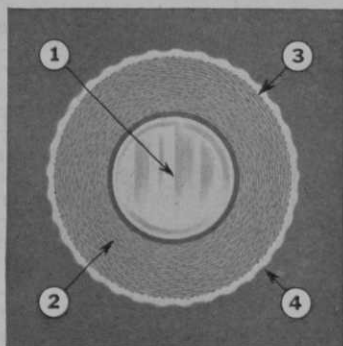
If any unusual work is to be done, such as construction or renovation that may interfere with play or affect the appearance of the course, a letter explaining the why's and wherefore's should go out to the membership. It will do two things. It will save you a lot of grief from complaints and it will also call their attention to the fact that you are the one who is running their course and you will have

*(Continued on page 72)*





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Artist's portrayal of Little St. Andrews, 18-hole approach course and adjoining Driving Range at Shrewsbury, Mass., opened for play May 20, 1950.

## Short Approach Course Community Asset

By GEOFFREY CORNISH

New construction and development of regulation 9 and 18-hole golf course facilities although progressing at what may be termed an encouraging rate when considered alone nevertheless fail to make any appreciable gain over and above the sum total of all golf course facilities, according to records maintained by Golfdom. A check of all new golf course construction and additions to existing facilities made by the National Golf Foundation shows a total of 108 golf courses or additions in some stage of construction or completed in 1950. Of this number 72 courses are known to have been completed and 17 additions made to existing facilities. On the other hand total number of golf courses in the United States reported by Golfdom as of November 1, 1950 is 4931 as against an overall total for the same date in 1949 of 4926.

New subdivisions and real estate developments continue to swallow up golf course after golf course in heavily populated metropolitan areas to the point where today there are actually 10 to 25

per cent fewer courses in those areas than there were a little more than a decade ago.

Real estate values and the scarcity of suitable areas in close proximity to concentrated populations rule out most possibilities of new golf course construction.

Increasing interest in golf on the part of schools and colleges and industrial leagues and the promotion of junior golf bring new recruits into the game to further tax already crowded courses.

What of these new recruits? Are they to be introduced to a new game and shortly lose interest because practice and playing facilities are not at hand? And what of the more experienced golfer who wants to get in a mid-week practice round or two? The golf driving range may be a partial answer but there is a comparatively new type of golf facility which more nearly affords the player situations experienced under actual playing conditions.

The pitch and putt or short approach course is becoming a popular golf facility