

**Power-Bilt**  
power  
makes  
handicaps  
tumble



Many golfers have discovered that the precision balance and power for which Power-Bilts are famous have definitely helped their score. Power-Bilts will instill confidence in your game because they look right and feel right. They'll deliver more distance because they're designed right, and they'll get you greater accuracy, because they're balanced right.

Remember too, that Power-Bilts are made by the makers of famous Louisville Slugger Bats.

Send for your free copy of the new Power-Bilt full color catalog, address Dept. SM-6



Hillierich & Bradshy Co.  
Louisville 2, Kentucky

**Power-Bilt**  
GOLF CLUBS

These  
ads  
in

- Saturday Evening Post
- The New Yorker
- Golfing
- Fortune
- Sport
- Golf World

will  
make  
prospects  
tumble  
to  
**Power-Bilt**  
performance

SOLD ONLY BY PROFESSIONALS

Fair  
Acc



Perfe

One sure fairway with is to use clubs confidence. T for '52 were that all import... for they l — and play Remember, too, are backed by th golf club n Ask to see them

Remember too are made by th Louisville Sl

Send for your free the new Power-Bilt catalog, address De

Hillierich & Bradshy  
Louisville 2, Kentu

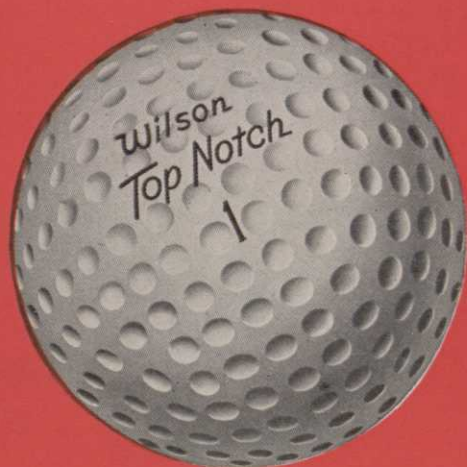
**Powe**  
GOLF

# The Great Wilson Pro

The NEW 1952

*Top Notch*

for that BIG GAME



## Now, golf balls Harmonized

The famous Wilson TOP NOTCH has proved its superiority in tournament play by golf's greatest stars. Also in laboratory research and field testing ● *Electric-eye* controlled uniform *high compression* core winding, with *certified* compression rating ● *True liquid center*, no air pocket. Thin wall, one-piece casing ● *Harmonized* throughout for *dynamic* balance, true *flight* and true *roll* ● *Compression*, true-fluid center and other factors are *certified* at the factory by means of newest scientific testing devices ● *Harmonized* with the games of top-flight players and great professional stars.



Precise uniformity  
assures amazing  
peak performance



Faster getaway



Utmost distance

Wilson  
TODAY IN SPORTS EQUIPMENT

*America's Finest*

# Ball Line for 1952

**NEW**  
for '52



the amazing

# JET

for  
that

## EXTRA FEEL

# with you and your game

The NEW JET, another great Wilson quality ball, was developed especially to help the occasional golfer get the most for his hitting power • Every feature is of the same high quality that characterizes the famous TOP NOTCH • IMPORTANT DIFFERENCE—Wilson JET certified compression is LOWERED, scientifically, to harmonize with the game of the occasional player. JET gives that EXTRA FEEL and a clean, sharp click • JET action delivers maximum distance • JET dynamic balance means true roll and true flight.



Dynamic Balance that assures true roll

FIRST TIME EVER! The NEW Wilson JET is marked from 1 to 12 to simplify identification in match play—a Wilson "first."

Sold by Pro Shops on



That famous Wilson "click" that says "far and sure"



Performance proved by famous players, laboratory and field tests

Wilson Sporting Goods Co. G.D.-4  
2037 N. Campbell Ave., Chicago 47, Ill.

Gentlemen: Please send me free of all charge  
.....copies of your booklet GOLF BALLS  
HARMONIZED WITH YOU AND YOUR GAME.

Name.....

Street.....

City..... Zone.... State.....

# Golf Balls...

shot probably would not stop, nor would the backspin take hold, as fast as on the elevated green. Chances of getting close to the cup on the old greens were not so good, therefore, scores were higher than they are today, because today's elevated greens are built to hold shots. Putts are, therefore, shorter and you have a chance for a better score.

#### **Architects Are Maintenance-Minded**

One of the best breaks that the man who is responsible for course condition ever got was when architects began to give a lot of attention to the maintenance factors involved in course design and construction and, with course superintendents, studied how to get the most interesting course while minimizing troublesome and expensive details in maintenance.

If foresighted and cooperative architects hadn't seen the wisdom of this consideration of the superintendents' problem, there wouldn't have been much of a chance to attain today's general standard of condition at a cost within the reach of the majority of golf clubs.

One of the most important changes in golf course maintenance that can be observed today — contrasted with the situation 25 years ago — is in evidence in the remodelling jobs so many architects are doing. The maintenance factors are carefully studied by the architects. The player, of course, outranks the grass, but a judicious compromise between the players' wishes and what the course superintendent can provide without exceeding his budget is getting consideration from architects that it didn't get in the bygone days.

I have played on many bent greens but it is hard to find two courses that have the same greens even of the same strain. There's always something different about them.

Today we mow greens short, yes, very short, with power mowers. A quarter century ago they were not mowed that short. Hand-pushed putting green mowers, which were used in those days, always left enough texture on the greens to hold the ball on line. Today power mowers can cut greens so short that the ball can skid over the green, sometimes gaining momentum, without control of direction. That is just one of the changes over the past 25-30 years.

#### **Old Hazards Were Brutal**

I can remember the old bunkers. If you got in them you were lucky to get out with any club!

Bunkers today are called traps. You can use anything from a wood club in the fairway traps to a putter around many green traps.

The rough 25 to 30 years ago was mowed two or three times a year. Now

we mow it every week or two. How different from the rough of the old days! In those days rough was hay — dry, old grass. Today the rough is watered on some courses and kept green, along with the fairways. Mowing equipment wasn't built for speed 25 to 30 years ago but it had to be used carefully. The courses were not mowed very often, therefore, and the ball always set up well in a lie, more so than on today's fairways that are cut frequently, thanks to the present day speedy mowing equipment.

Course maintenance today has got to a point where the expensive demands of players are tremendous and unless the superintendent has an adequate budget he is working on just about a hopeless cause.

The golfer of today demands far more than the golfer of yester-year, and knows very little about grasses and the care of them. He may ask many questions and today's work in course maintenance is so complicated the questions are hard to answer.

I have been a greenkeeper — or superintendent as the job is called now — for 32 years (professional and greenkeeper for the past 22 years) and I find by playing the course myself I can see its condition at all times. That makes my maintenance work more successful inasmuch as I can watch the greens very close and keep the "touch" of the greens, in putting, to suit my golfers. I can also check on other important maintenance of the course in general, thus keeping the course in fine playing condition.

We had finely maintained courses 30 years ago, but they must be better today. Our job is tougher. That's a price we've got to pay for progress.

---

### **\$3000 Pro-Am Annual Fixture in Texas**

Oak Hills CC, San Antonio, Tex., has put on a \$3000 pro-amateur 18 hole tournament each year, for the past three. The event immediately precedes the Texas Open. Sixty members pay entry fees of \$50 each, drawing pairings out of a hat. The affair has been a life-saver for pros who are running short of cash on the winter circuit. Pros split \$2500 in cash, with first winning \$650. Amateurs get \$500 in merchandise prizes.

Warren Smith, Oak Hills pro, thought up the tournament and W. "Red" Steger, club mgr., handles promotion and operating details. The tournament draws a big gallery of members and guests. This year supt. Frank Machok had the course in best winter condition of its history for the pro-am.



This  
white  
sand  
makes  
your greens **GREENER!**

BEAUTIFY your course with this WHITE sand that contrasts so vividly with your greens. It's a quick, sure way to give your course a smart, new look that adds prestige. ● Your members will compliment you on the wonderfully improved appearance... when you've filled all traps with our white rock silica sand. ● Golfers

also like the way this de luxe sand "stays put" in traps and doesn't blow out like ordinary sand. ● *For Drainage, Too!* Some clubs are mixing our trap sand with loam for use as a drainage layer under the turf, to keep greens dry. ● Send at once for more information. Clip the coupon and mail it today!

SHIPPING SERVICE FROM SEVEN PLANTS

COPYRIGHT 1952 PA. GLASS SAND CORP.

**PENNSYLVANIA GLASS SAND CORP., First National Bank Bldg., Pittsburgh 22, Pa.**

Send Information to: Name..... Club Title.....  
 Club..... Address.....  
 Town.....Zone (.....) State.....

all eyes are on the New *MacGregor*

**matching**

Golf Bag

Practice Ball Bag



*MacGregor*  
THE GREATEST NAME IN GOLF

4861 SPRING GROVE AVE., CINCINNATI 32, OHIO

# Tufhorse



## and Carry-All

***Here's more profitable business for every pro shop***

*An exclusive for Mr. Pro!*

Eyes of the nation's golfers are on MacGregor's new matching set—golf bag, practice ball bag and carry-all. And important to pros, they're sold through pro shops *only*. Man . . . here's an appealing item you can sell with joy! In fact, the set is so attractive it nearly sells itself. You can count on your golf bag profits to go higher than ever before. So . . . get ready for a great season by selling the idea that the complete golfer needs all 3.

The material in each is a beautiful combination of Saran, Nylon and Leather with maximum resistance to abrasive wear and with a water-proof lining. Bags are available in Round, Keystone or Pax styles in three attractive color combinations. The supply of this new MacGregor merchandise is limited. Order now.



This clubhouse at Pauls Valley combines attractive, neat facilities for the golfers and an airport administration building. The building was remodelled and finished from a gift from Army Surplus.

## Course, Airport and Erosion Projects Thriftily United

A little money, a lot of help and a whole lot of determination, co-operation and ingenuity brought forth a first class golf course for Pauls Valley, Okla., a city of 7,000.

The fact that the golf course converted a big liability to the city and a source of major expense, into an asset with revenue coming into the city till, is just part of the story.

The tale begins back in World War II, when the U.S. Navy built an airport, then two miles from Pauls Valley, but which now virtually adjoins part of the city. The airport was never used by the Navy and when the war was over it was ceded to the city under the supervision of the C.A.A. Part of the contract under which the airport was turned over, was an agreement on the part of the city to maintain the vast area. Part of this required maintenance was the control of erosion on some 400 acres of thin upland.

Actual use of the airport could not, in the foreseeable future, provide sufficient revenue to pay for the endless task of filling gullies and shaping the earth to keep it from washing into a waste of ravines.

Then golfers got into the act. Some of them were on the Board of Airport Managers who were charged with responsibility for the half million dollar facility.

The Board of Managers with C. T.

Loftin, local insurance man, as chairman; Meaders Jones, golf enthusiast supreme; Dr. J. S. Swinney, optometrist; Ex-Mayor Jack Livingston and theatre owner L. E. Brewer as members began to talk of a golf course on some of the eroding land.

T. R. McCasling, city manager, who had previously worked at the Muskogee (Okla.) CC and at Hillcrest in Oklahoma City, was called into consultation. McCasling assured the board members that he could build a golf course if enough money was provided.

The outlook wasn't good. The land was poor, neglected and getting worse. There was no clubhouse, no administration building for the airport, no money. In fact all there was, was ground, which seemed to serve only to hold the earth together at that point.

Now, a year and a half later, a 9-hole golf course is in play with 35,000 sq. ft. of Seaside bent grass greens. The fairways are flourishing and erosion is checked. A nice lake provides a water hazard for two holes and is stocked with fish for anyone who cares to throw in a hook.

A combination clubhouse and administration building, complete with men's and ladies' lockers, showers, toilet facilities, waiting room, modernistic restaurant, ticket office and managers office, is ready



for a grand opening and show off April 1st.

Every day the weather permits there are golfers going around the course and providing the revenue to employ a full time golf pro who doubles as a manager of the airport.

Seeding the fairways was topped off by planting shrubbery in strategic places to make the erstwhile barren hill begin to bloom and grow verdant.

The facts and figures tell an inspiring story by themselves. Cash donations from golfers and prospective golfers came to \$4500. The City of Pauls Valley used men and equipment for a total value of \$2,000. The administration building was a gift from Army Surplus and was moved, remodeled, refinished and completed at a cost of \$22,000 of which \$12,000 was provided by the Civil Aeronautics Authority.

Beyond those figures is the hard and persistent work of Manager McCasling and the members of the Board of Airport Managers. The C.A.A., who heartily endorse and promote anything that will bring people and care to airports, gave their full cooperation and blessing to the project.

Dozens of citizens, golfers and non-golfers donated time, machinery and material. One man sent a bulldozer to scoop out the lake and build the dam.

#### Financing Without Strain

City Manager McCasling got Bob Dunning of Tulsa to help him lay out a course that would be an adequate initial project. They wanted something that would develop golf interest and keep the construction and operating costs so low that the 9-hole course would be a financially sound job for golf in the community.

McCasling says, "You learn to appreciate the expert talents of an experienced golf architect when you have the prob-

lems of trying to get interesting golf holes and place greens where there will be plenty of circulation of air as well as good drainage.

"We realized how vitally important proper drainage and aeration are to getting and keeping satisfactory bent greens in this part of Oklahoma. Bent has to be given every encouragement around here.

"The sites chosen for the greens were where surface water drained away and in this rather flat country that meant drainage engineering compelled us to select locations that had some promise of interesting green design.

"This factor of necessity also helped cut our costs. Very little manual labor was used in course construction other than sowing greens. Machinery did the work quickly and inexpensively.

"We first prepared the base for the greens with a bulldozer, then made the contours with a small grader. The location of our greens was such that it wasn't necessary to use drain tile.

"Our next step was to place a 4 in. layer of crushed rock on each green, spreading it with a small grader. We then hauled our sand and loam. Test was then made to determine how much coarse sand and peat we might need to obtain the right mixture. We satisfied ourselves as to the amount of peat, sand and soil to mix in order to obtain the correct mixture to top each green with a 12 in. layer. We prepared this mixture by dumping our dirt, sand and peat together in a long row using a heavy grader to mix and a front loader to get the soil on the truck, then to the green where we spread the same with a small grader, using a harrow and drags to surface the green for seeding.

"The total length of the course is 3,077 yds. Par 35. Four of the holes are dog-legs."



This water hole (the 6th) at Pauls Valley, Okla., is not to be confused with a waterhole at Saucon Valley or Pine Valley, but what do you expect when a 3,077 yd. 9-hole bent green tee course is built for \$6500 to supply a lot of pleasant golf, some fishing and prevent airport erosion in a town of 7000?

# From Caddymaster to Owner— Syron Is A Businessman

By JOE GRAFFIS

Frank Syron is a golf businessman who started in the roots of the business as caddymaster at Olympia Field CC (Chicago dist.) when that club was new and had as its president the famed football coach A. A. Stagg. Frank was one of the early ones to make caddy enlistment, training and management a specialized business and did so well at it he has to his credit a lot of fine young businessmen who began their careers as rookie caddies of his, and a pioneering record in many of the caddy management methods that now are standard practice at the better clubs today.

In 1921 Frank went to Bloomfield CC (Detroit dist.) as caddymaster and was there for seven years in that capacity and as an assistant on the professional staff. He went from Bloomfield to Orchard Lake CC (Detroit dist.) where he was pro for 13 years. By that time Frank qualified as a fellow who knew the golf business pretty well and regarded it as a field in which money could be made.

There came a chance to buy the Pontiac (Mich.) CC, which was about 4 miles

from the center of town, and needing the sort of promotion and management that Syron was confident he had. With Frank as the pro and the promoter of golf interest and his wife, Elizabeth, managing the clubhouse and keeping keen eyes and judgment on the financial details of the entire operation, the Syrons soon found themselves owning a good semi-public 18-hole layout.

The Pontiac club was bought by Frank in 1941 and despite the war upsets the purchase price was paid off by the end of 1945. Much of the explanation of this remarkable quick payment lies in the way that Frank fitted the club into the industrial recreation picture. Pontiac has considerable industry and in the area factory and office employees were working at high pressure. Maintenance of the workers' health, efficiency and general morale called for the sort of recreational facilities the Syrons made available at the Pontiac CC.

Golf league play was organized along the lines of bowling leagues. In the summers there are five evenings of twilight



The new grill at Pontiac (Mich.) CC provides the semi-public course player in the community with a facility usually enjoyed only by private club members. The drape-covered windows overlook the practice putting green.