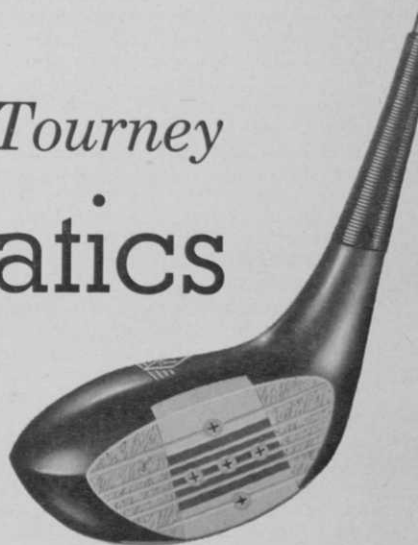


after woods!



*"MT" Tourney*

# Eye-O-Matics



waiting for!



to advise the members of such experiments. It's good sales psychology. The members get the idea that maintenance is a scientific job and that the cures for their bellyaches about details of course condition are not just grabbed out of the bag.

Before I became chairman I often noticed that at many clubs members may complain about matters of grooming that are easily corrected, about as much as they did about course conditions. A curious thing, in some instances, was that the members themselves were primarily responsible for the sources of the complaints, particularly about untidiness in scattering paper and bottles. We are rather lucky with our members and caddies apparently being above the average in neatness. That saves labor cost, but regardless of cost and man shortage if a first class club's grounds aren't kept attractively groomed in every detail it is a reflection on all the work of the greenkeeper and the chairman.

If I, or any other green chairman could do just one thing—get members and their caddies to rake footprints smooth—we would be miracle men. But we can't. That is an endless job that wastes hundreds of dollars a year for the average first-class club.

At the beginning of the year it's the duty of the chairman and the superintendent to see that the traps are in good condition. From that time on most of that job is the duty of the players and their caddies.

Last year maintenance of our 115 traps cost \$3600. This year we put rakes in every one of our traps; two rakes in some of the larger traps. The 14-tooth rakes cost us \$13.20 a dozen. Their use has saved hundreds of dollars in trap maintenance and man hours needed for work elsewhere.

#### **Lack of Planning Costly**

Many times, I have noted the lack of planning of work that should have been laid out as the program of the course superintendent and the chairman who is the course vice president.

The budget, which controls all the work, has to be elastic in a season such as many clubs have experienced this year. Cost of emergency work may prevent going through with work that was planned. This is where the chairman's judgment as the authority on policy must be sound, and the decisions made with foresight after thorough discussion with the superintendent. It's not to the chairman's credit if he is responsible for neglect of work that will eventually have to be done at much greater expense, and after the course has suffered badly.

Our own program, typical of the sort that applies to good clubs, was submitted

to the board in a general outline and thoroughly discussed. It was drawn up after inspection tours of the course and talks with the superintendent.

I give this program, omitting the name of our superintendent and our club. I don't want to identify myself or our club for the reason that I don't want to get into any controversy with chairmen or superintendents, or appear as though I am setting myself up as an authority on what a chairman should do to handle his responsibility correctly. I am having enough to do as the liaison man between the members, the board and the superintendent.

#### **Year's Work Outlined**

Our program, which may give you some ideas:

1. Hire a tree expert on a contract basis to trim and treat the worthwhile trees on the course. To root-feed with highly concentrated liquid fertilizer with our own machine and men. A decision on this should be forthcoming and the amount of the allotment determined as readily as possible because most important tree work is done during the winter months.

2. Full consideration is being given to the drainage problem on Nos. 1, 2, 3, 12, and 16 fairways. I do not anticipate any expenses on this, except the usual labor and a few tile lines as the cause of our trouble was found by our greenkeeper. Tree roots were in the tile lines and are now removed.

3. The flower bed and shrubbery on the south side of the clubhouse should be eliminated entirely and sodded, and it is suggested that the flower bed be placed in the area back of 18 tee, back of 17 green, and in such a position that the beautiful flowers may be seen from the clubhouse and various vantage points on the course. The flower bed will not interfere in any way with play and the maintenance will be virtually nil. The shrubbery will be used in the back of our greenkeeper's home in order to act as a screen for a back yard. It is suggested also that shrubbery be placed around the pump house, at the side of 11 green.

4. It is proposed and suggested for consideration that the following improvements be done on the holes as follows:

- (1) Revet the sand traps around the greens, and eliminate any scallops now present that might interfere with a power sand rake which we suggest buying. This power rake is an attachment for our present tractor and will save an enormous amount of hand labor. We have over 100 sand traps and that they can be power raked in from three to four hours with a tractor. We suggest also that rakes be

*(Continued on page 62)*

NEW GOLF PRIDE DESIGN NOW FEATURES

# "RIB LOCK"

NEW RIB-LOCK  
(on underside)  
positions grip  
in hands rela-  
tive to face of  
club.

LEADING PROS ADOPT IT!



Chick Harbert (l) and Tommy Bolt (r) are two of several famous pros who adopted new Golf Pride design as soon as developed. Now recommend Golf Prides to all their friends.

New vertical indentation for better traction action. Won't slip in any weather. Easy on hands.

Rubber and cork — Shock absorbing.

Light weight — lower gravity center.

Cap and grip molded on shaft in one piece.

## BENEFITS OF NEW GOLF PRIDE

- RIB-LOCK induces proper grasping. A comfortable ridge, full length on underside of grip.
  - RIB-LOCK serves as position finder — a guide to lower scores.
  - Vertical indentations give greater shock absorption — more effectively clear hands of moisture.
  - Better traction action, less tension — easier control and better ball direction.
  - Lightest grip made, size for size. Lower center of gravity — greater dynamic swing weight. More powerful drives!
  - New rubber compound will not harden. Will always have velvet-like feel.
- More than ever — "World's Finest Grip".



PAT. NO. 2468202

RIB-LOCK also available on Golf Pride "Slip-On" grips.

**FAWICK FLEXI-GRIP CO.**

**Box 72, Akron 20, Ohio**

# Year-Around Advertising Pays Chicago Semi-Public Course

By BRUCE PATTOU

Most owners of daily fee golf courses will find it profitable to balance their seasonal advertising with some steady out-of-season promotion.

That's the viewpoint of Walter S. Wallace, owner and pres., Cherry Hills G&CC, Flossmoor, Ill. He says that "just because your club is north of the Mason-Dixon line, it doesn't mean you can rely on 6 months of advertising. Particularly for those of us interested in tournament and outing business, year-round sales promotion is essential.

In his six years at Cherry Hills, Wallace has built a prospering business by catering to tournaments, which now provide him with approximately 70 per cent of his total business volume. In addition, Mr. Wallace is host to daily fee golfers and to 75 couples with season playing privileges.

Golfing enthusiasts have their choice of two complete 18-hole courses at Cherry Hills. Founded as a private 18-hole club in 1932, the property was leased in 1941 as a public course. When Wallace assumed ownership in 1946, he embarked on a major improvement program by adding 18 more holes, building the Tally-Ho room in the clubhouse basement, installing a pro shop, and enlarging dining facilities to seat 350 persons.

These accommodations permit winter-time activity at the club, with banquets, dances, and wedding receptions booked the year-round. At the height of the playing season, as many as 700 golfers can be handled comfortably during the day. Total business volume, Mr. Wallace estimates, is running more than 40 per cent over the 1946 level and the club's staff of employees, now numbering 30, has been doubled over the same period.

## Phone Directory Ads Pay

In advertising his club, Wallace uses a variety of methods, classified telephone directories, radio, direct mail, and newspapers. Of these, he has found the telephone books' "yellow pages" and direct mail to be the most valuable to him. "They do the best job of attracting guests," he says.

Ads for Cherry Hills can be found in eleven separate classified telephone directories covering the 35 miles North to Chicago's Loop and nearby Northern In-

diana communities. The big Chicago classified carries the club's major display ad, running one-fourth of a page under the "Golf Courses" heading. It is one of the only two of this maximum size to appear in that heading.

Besides picturing a golfer in action, the ad mentions "complete club house facilities" which "will be open all winter", and gives the club's location "30 minutes from Loop via Illinois Central". Two other headings used in the Chicago directory are "Caterers", a one-inch in-column ad citing "Dances, Banquets & Weddings"; and "Ballrooms", a half-inch in-column ad.

The "Golf Courses" headings of ten other directories including those of Hammond and Gary, Indiana, carry display or one-inch in-column ads for this 36-hole course. Also, Cherry Hills is represented in the "Clubs" listings of seven of these same directories.

Two different telephone numbers are used in the directories. Besides a local suburban number, Mr. Wallace has arranged for a direct line from Chicago. Thus, calls from the city to this Chicago number are at reduced cost to the customer, with the club paying extra toll charges. This number is listed only in the Chicago classified telephone directory ads, consequently Mr. Wallace can trace nearly 100 per cent of his daily play business to this single advertising medium.

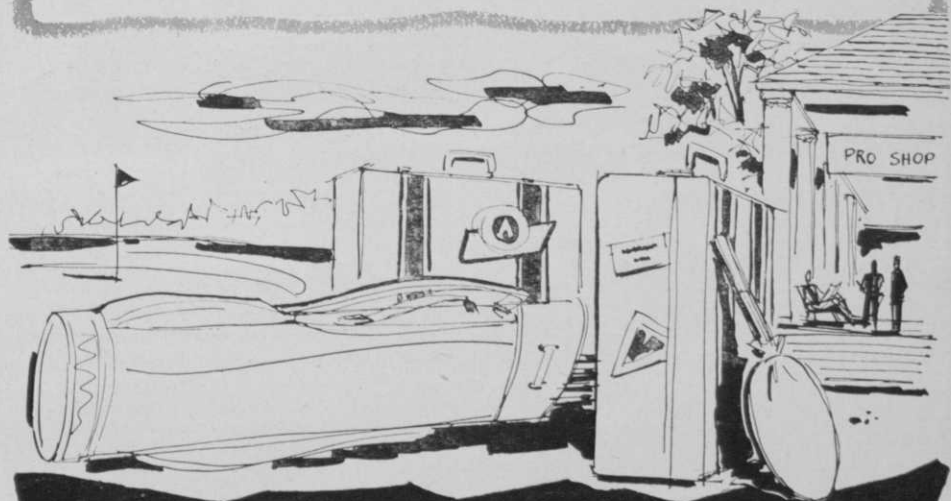
"All calls to this number are the result of someone seeing our Chicago classified ad," he says, "and on Fridays and Saturdays during the summer we'll get 20 to 25 of these calls a day."

"The 'yellow pages' are even more helpful in promoting our tournament business. It's a fact that March, April and May are our three busiest months for bookings, and fully one-third of the inquiries during that period are the result of telephone directory advertising. But it's also true that reservations for summer golf outings are made even in winter months."

As an example of out-of-season business produced by his directory ad, Wallace cited the Chicago Board of Trade's Fellowship Club whose spokesman called the club in February of this year for a July

*(Continued on page 61)*

Judged by the company they keep



*Golfercraft* **WOODS AND IRONS**

• At the finest clubs . . . at pro shops all over America . . . you'll find *Golfercraft*. To get the most out of *your* game . . . play precision-made *Golfercraft* WOODS and IRONS, custom-fitted to you by your golf professional. Professionally designed clubs plus professional advice . . . is an unbeatable combination.

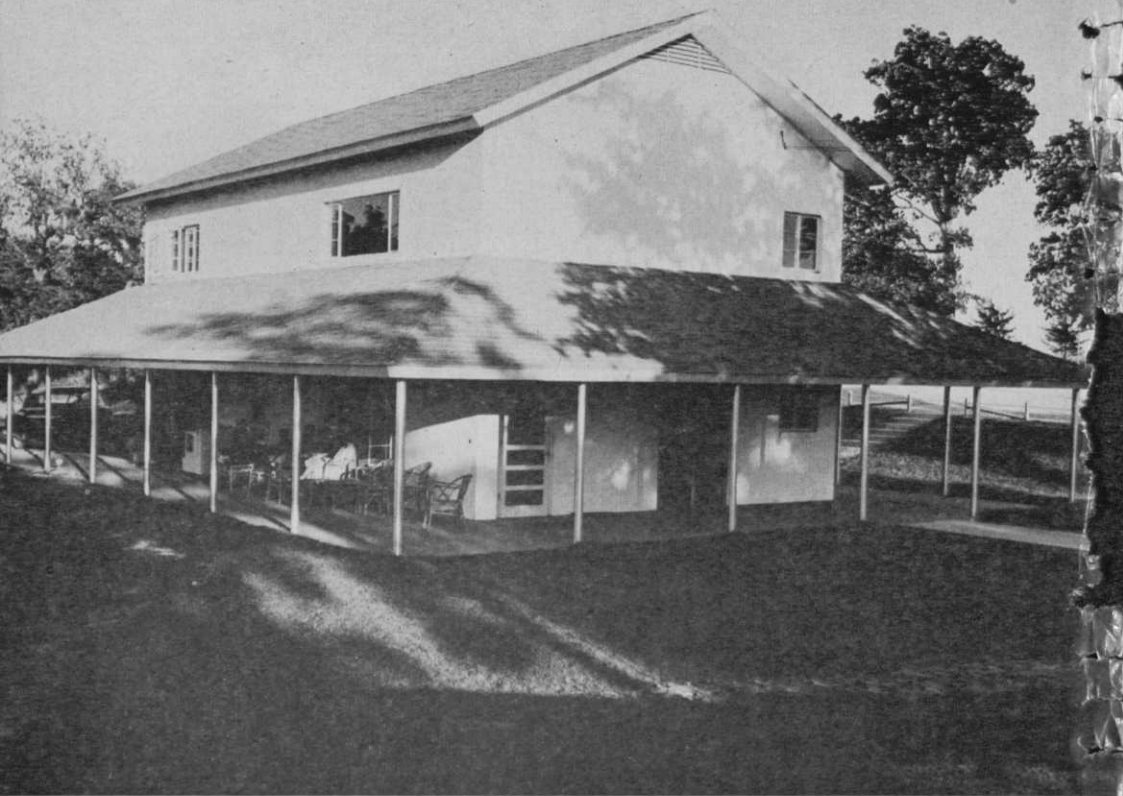


He played a-  
**PENFOLD**

EXCLUSIVE NATIONAL  
DISTRIBUTORS OF  
**PENFOLD GOLF BALLS**



**ESCONDIDO • CALIFORNIA**



— photo by Al Panzera

New pro shop built for E. J. "Dutch" Harrison at Dornick Hills CC, Ardmore, Okla. (Top right) Part of display and sales room of Harrison's new shop. All furniture is made of Philippine mahogany. Note carpeting and picture window at right. Two large display cases like one at right of picture are not shown. (Bottom right) View of No. 1 fairway (foreground) and No. 2 lake from picture window of pro shop.

## Dornick Hills Has \$40,000 Pro Shop for Harrison

By GENE GREGSTON

Planning a new pro shop? Gonna' spend \$40,000 on it? Probably not. But that's what was spent on E. J. (Dutch) Harrison's new shop at Dornick Hills CC, Ardmore, Okla.

The shop is a two-story structure, it was built by the Waco Turners, the oil-rich couple who promoted the first Ardmore Open tournament last June, and donated to the club and Harrison.

Harrison, a longtime friend of the Turners, has a shop designed for beauty, efficiency, heavy traffic and, most important, sales service.

It's large enough to accommodate a number of browsers, numerous display

tables, cases and racks, is conveniently located close to the first tee and has a men's lounge upstairs. Entrance to the stairs leading up to the lounge are inside the pro shop, making it necessary for everyone to be exposed to the display room, or sales room, on entering the shop.

Dutch, who cast aside his Arkansas Traveler role to become an Oklahoma Homesteader last March 1 at the invitation of Turner, Dornick Hills president, has a pro shop as well-furnished as many of our country club houses.

Let's look at it by rooms:

The large display, or sales, room has a two-deck club display rack, three glass



**“TERSAN<sup>®</sup> does a better job  
on brown patch than anything  
else we ever used”**

*says*

**The Greens Committee  
Biltmore Forest Country Club  
Biltmore, North Carolina**



*Here  
Golf Course  
Superintendent  
C. E. Cauble  
examines 18th  
green*

“Before we started to use ‘Tersan,’ we quite often had a whole green go bad with brown patch. Now we find ‘Tersan’ is ideal both as a preventive and a cure. It doesn’t retard our bent grass, doesn’t discolor the green and costs less than any control we ever used before. We also find F-531 very successful for control of dollar spot.”

**This picture story is another in a series of “experience reports” from well-known golf courses, coast to coast**





**Smooth, soft greens are a pleasure to play** at the rolling Biltmore Forest course. Not a green has gone bad with brown patch since spraying with Du Pont "Tersan" turf fungicide started in 1943. Photo shows the 13th green.

**Handy 3-lb. package of "Tersan" 75** eliminates measuring from bulk. It's easier to handle, cleaner, more accurate, and it stays in suspension for easier spraying. The green color blends with the turf. Get "Tersan" 75 from your golf supply house.

**For exceptional control** of dollar spot, use Du Pont F-531 fungicide. It controls copper spot and pink patch as well. Du Pont Special-"Semesan" is also available for those who prefer a mercurial fungicide.

"Tersan" and "Semesan" are registered trademarks of E. I. du Pont de Nemours & Co. (Inc.)



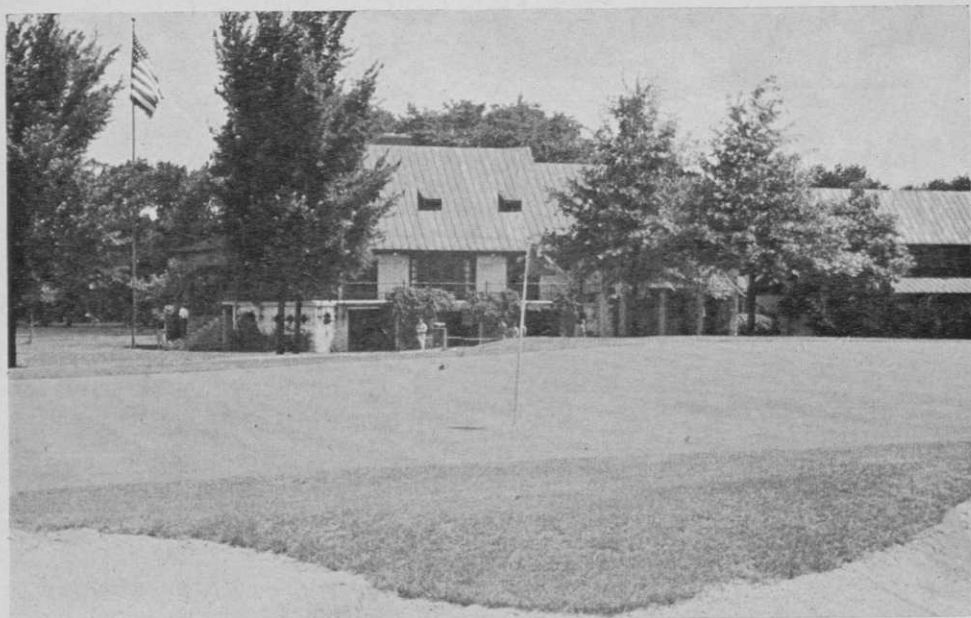
**It takes less than 8 hours** to spray the 18 greens and putting green at Biltmore. "Tersan" is a labor saver, as well as a fine disease preventive.



**DU PONT**  
REG. U. S. PAT. OFF.

*Turf Fungicides*

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



Ninth green and clubhouse, Ohio State Univ. course, where national caddie championship will be played Aug. 19-23.

## CELEBRITIES PLAY GOLF TO HELP CADDIES GET SCHOLARSHIPS

Stars of stage, screen, radio and sports have been invited to participate in the second annual 18-hole PGA-National Caddie Celebrity Golf Tournament, August 18 at the Brookside CC, Columbus, Ohio by Mayor James A. Rhodes, president of the National Caddie Association.

Receipts from the celebrity tournament, a curtain raiser for the annual Caddie championship, August 19-23, go for caddie scholarships. Success of the 1951 Celebrity tournament made it possible for the PGA and the National Caddie Association to increase scholarship awards from the four given last year to 10 college scholarships worth \$5,250 in this year's event.

Under present arrangements any youngster reaching the tournament quarter-finals is assured at least a one-year scholarship to the college of his choice. The winner receives a four-year scholarship worth \$1,500.

Approximately 80 full-time caddies sponsored by newspapers in all sections of the nation will participate.

display cases and a neat business counter. A popular and profitable feature is the putter rack, a "lazy susan" demonstrator which revolves.

Lounging chairs, coffee table, the putter rack, club display rack and woodwork of the glass display cases are all built of Phillipine mahogany which Turner had ordered by an Ardmore carpenter. The carpenter built everything according to specifications of Harrison and Turner.

The display room of Dutch's shop is carpeted, as is the men's lounge upstairs.

The downstairs section also includes a roomy private office for Harrison and the club rack room, or workroom. The 150 racks for members' clubs are also built of Phillipine mahogany and the workbench is of stainless steel.

Out on the veranda which extends the entire length of the course side of the shop are soft drink machines (Harrison

has that concession) and lounging chairs.

In addition to the men's lounge, a large room where the contestants were fed during the Ardmore Open tournament by the Turners, the upstairs section has living quarters for Harrison's assistant, Fred Knight.

At the time of this writing, the lounge had not been completely furnished.

Another feature of the shop are two large picture windows, one on the first floor, the other on the second, which give a pretty view of the course which unfolds over a downhill terrain, like the Augusta National does from the clubhouse.

Turner transplanted huge areas of sod from his ranch and one Dornick Hills member donated his entire lawn to the area around the pro shop.

One person, seeing a picture of Harrison's new pro shop, asked, "Is that the clubhouse?"