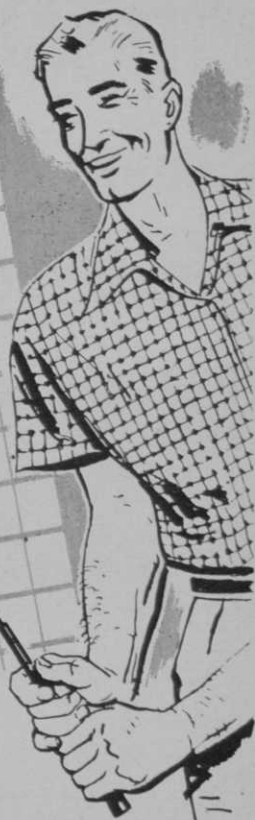


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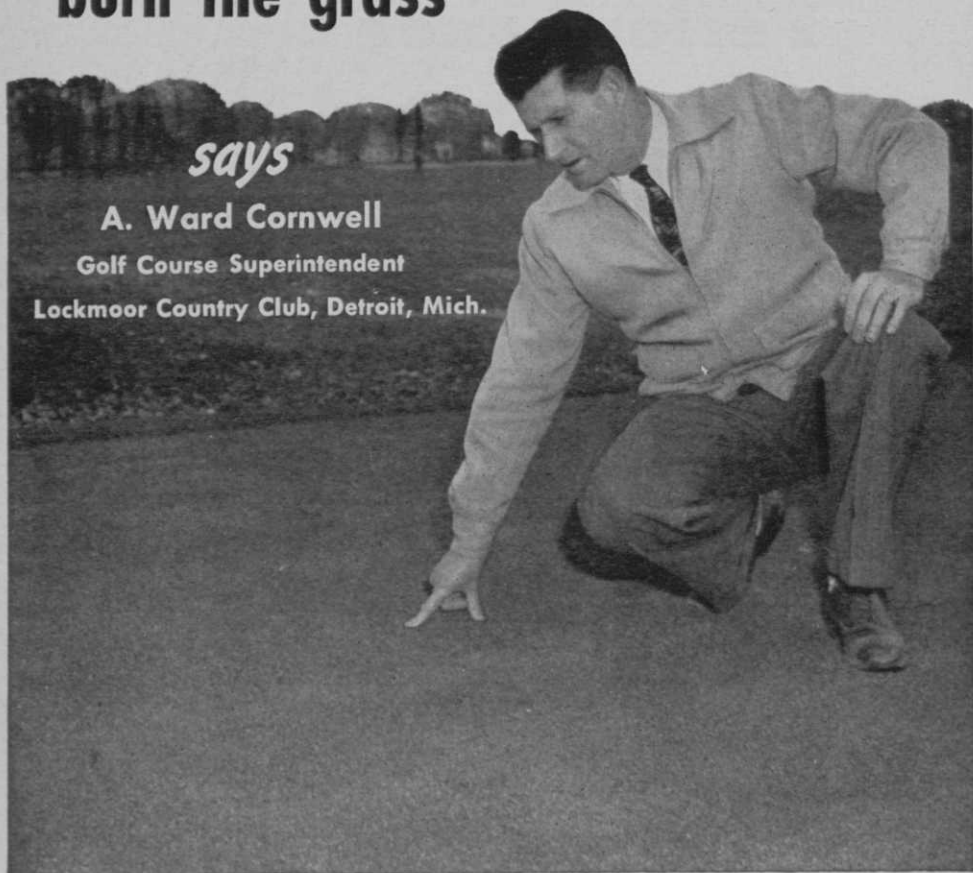
# **“TERSAN® prevents brown patch, saves labor, and doesn’t burn the grass”**

*says*

**A. Ward Cornwell**

**Golf Course Superintendent**

**Lockmoor Country Club, Detroit, Mich.**



“I changed to ‘Tersan’ because it is easy and safe to use, controls brown patch wonderfully and is a big labor saver. And of course I chose these products because ‘Tersan’ and F-531 do not burn the grass and require no watering in, so they save a lot of labor!”

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



**Greens are a delight to the golfer's eye** at the beautiful Lockmoor course. "Tersan" keeps all the greens in fine shape. The photo above shows the 16th 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, Mr. Cornwell uses 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.)



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*Turf Fungicides*

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



### TAG DAY IS EVERY DAY

Bill Boyle (right) talks equipment in his Iron Rock CC pro shop, Merchantville (N.J.), with Harley R. Kline, club owner. A former Walter Hagen salesman before returning to the pro game, Boyle has naturally two large banners on the walls of his shop boosting Hagen and Wilson equipment. He sells a lot of merchandise in this cramped shop. Price tags on all the goods are one of the reasons for Bill's sales volume.

lunch or buy anything he can't sell or doesn't like, but he does expect a chance to show his samples and tell his story.

In Bluefield, West Virginia there is a large wholesale hardware house with a number of branches in other states that distribute merchandise widely throughout the East. They have half a dozen buyers who are very busy but never too busy to see salesmen. The salesman is greeted courteously at the front desk by a switchboard girl who promptly rings the buyer he wants to see. The wait is never more than a few minutes and the buyers are cordial, listen to what the salesman has to say and give him frank answers to any questions he asks. A lot of times they don't buy and when they don't they give the reason and salesmen never resent it. No hard goods salesman goes near Bluefield without calling on this house and when shortages occur you can bet he doesn't forget this concern where he always gets friendly treatment that sends him on his way feeling good.

#### Buyer Gets Information

A smart buyer picks up information from salesmen — dope about new items, dope on what competitors are doing. And salesmen talk a lot. It's an occupational disease. A

golf pro might as well have salesmen say he's a good guy as have them pass the word that he's a heel. Sometimes pros are looking for jobs and often salesmen know when jobs are to be had. So, even from a purely selfish standpoint a pro ought to be kind to the poor salesman.

Suppose the pro is just getting ready to go out on a lesson when a salesman drops in. The nice thing for him to say is, "I'm sorry, Bill, but I have a lesson right away. It's an hour lesson and right after that I've got a half hour lesson. Do you want to come back in an hour and a half?" If the salesman says yes, the pro should make sure he's around when the salesman returns and then he should give him fifteen or twenty minutes of his time.

Sometimes a salesman is so anxious to get his merchandise into a pro shop that he will offer to ship on consignment. If the pro agrees to this he should insist that the salesman write up the order, make a notation on it that the goods are to be sent on consignment, sign the order and leave a copy of it with the pro. The same goes for orders carrying any special dating or other deals out of the ordinary. When the pro has a copy of such an order he has a ready answer if the company writes and asks him why he doesn't pay up right away.





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**Turf Diseases**

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**CALOCURE**® the new fungicide with increased killing power against brown patch and snow mold. It helps bent grass maintain healthy green color even during hot weather. May be applied in any season.

**CADMINATE**® the most economical fungicide for control of dollar spot, pink patch and copper spot and is *unsurpassed in effectiveness*. Packaged in half-ounce envelopes for convenience; also in 5 and 25-lb. containers with measuring cups.

**CALO-CLOR**® widely used against brown patch and snow mold for more than a quarter-century. Dependable for prevention and control. It immediately halts the growth of fungi and allows turf to regain its appearance.

*Get set to keep your greens greener this summer! Write for complete information.*



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A chore every salesman hates is trying to collect over-due accounts but most of them are obliged to do it. Believe me, a salesman hates worse to ask for money than the pro does to have him ask for it and a pro can rest assured when a salesman puts the bite on him he has been directed to do it by the company. Usually a pro from whom a salesman is asked to collect is a chronic past-due account and can think of more excuses for not paying than a kid can for not going to bed. He is also a past-master at the art of dodging the issue. But if he can bring himself to pay at least something on account the salesman can show the credit department he has made the effort. When a cash payment is made the pro should get a signed receipt.

A pro who is not habitually past due with suppliers but simply happens to have run into tough luck or to have over-bought and tied up his funds temporarily should write to the companies, explain the circumstances and tell them when he expects to be able to pay. If he does this he will find credit managers leaning over backward to co-operate. The most exasperating people credit departments have to contend with are ones who owe money and won't answer letters or in any way signify intent to pay.

One big headache for a salesman is the occasional pro who is sore at the company and won't do any business with them. He is often peeved over something that happened ten years ago in another part of the country. Whatever it was that happened may have been the company's fault or the fault of some individual who worked for the company but anyhow the pro is pig-headed about it and absolutely refuses to buy or talk to the representative.

It is of course true that a salesman represents the company he works for and when a pro has a gripe against the company it is natural he should make it to the salesman. A salesman is always on the side of his customer and if there is anything he can do to straighten out the matter you can bet he will do it. But he can't turn back the clock and any pro who holds a grudge against a business concern for any length of time is being juvenile. The fact that the concern has been able to stay in business and presumably prosper indicates their methods cannot be far off the regular line, and because some person who once worked for them once did something that rubbed a customer the wrong way is certainly no reason for the customer to keep the house on his black list forever.

Most of the salesmen who call on golf pros regularly like the pros. They like to call on them, talk with them and of course they like to do business with them. In most shops all salesmen get a good break because the great majority of pros are experienced enough in doing business with

people to know it pays to be courteous, but one or two inconsiderate pros can spoil many a day for the boys. It isn't that they won't buy. It's simply that they won't look and listen for a few minutes. Nine times out of ten it's for the reason Joe Blow gave and the tenth time it's because they're afraid they might weaken.

But if they looked and listened for a while and bought just a little or even didn't buy anything they might learn a bit more and surely they would make boosters instead of knockers. It's a small world. As businesses go, golf is not big. We all ought to give one another a break when we can.

## Golf Equipment Production \$46,971,306 in 1951

Athletic Goods Manufacturers' Assn. figures on 1951 production show golf equipment production (at factory selling price including excise tax) at \$46,971,306.

Golf equipment production for 1950 year was reported as \$41,789,127.

In 1951 golf again was the largest classification of athletic goods manufactured. Baseball and softball was second with \$26,067,383, athletic shoes was third with \$12,103,461.

Total production by the Athletic Goods Manufacturers' Assn. in 1951 was \$115,834,944 at factory selling prices. The 1951 total was \$1,261,941 below the previous year, with an almost \$3,000,000 slump in baseball and softball equipment.

Comparison of 1950 and 1951 factory sales of golf equipment:

### NUMBER OF GOLF CLUBS

1950	3,379,658
1951	4,030,331

### DOZENS OF GOLF BALLS

1950	3,030,159
1951	2,920,340

### NUMBER OF BAGS

1950	514,745
1951	482,399

In 1951, 2,842,139 irons and 1,188,192 woods were sold by the factories; the overall ratio of wood to iron sales being about the same as in 1950.

Interesting changes were shown in the price classes. In 1950 top grade irons were sold in almost twice the number of the second largest selling price class (the irons that sell at \$2.76 to \$3.60 at factory prices). In 1951 the top grade irons still led, but in second place and only about 56,000 back was the price class of irons that sold at factories for \$4.01 to \$5. Increased production costs were reflected in all figures.

In 1950 the leading classification of woods was in the top price bracket but in 1951 most woods in the second of the four price groups (the \$5.41 to \$7.50 group) were sold.



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# Making the Best Use of Golf Architecture

By **WILLIAM B. LANGFORD**

Member, American Society of Golf Architects

In all games each contestant first fights himself; in most games he also fights an opponent who makes every legitimate effort to upset his play. In golf the opponent does nothing to interfere with his adversary, but the playing field, which in every other sport is static, is an active agent in the battle. Baseball is not improved by a rough playing surface which makes the handling of ground balls uncertain, but the recovery play in golf, which stamps a champion as such, is built up by the eccentric variations and features of the course itself. Strategic policy in most sports stems usually from situations developed by the opposing efforts and reactions of participants, but in golf the playing field, standardized in other games, dictates the winning program.

A paradox exists in most games in that the simpler the basic concept, the more complex and baffling the contest engendered. Golf in particular is characterized by simplicity, play fundamentally being governed by one rule only, to wit: Strike and keep striking at the ball without in any way improving the lie until it lodges in the hole. Few if any sports develop more problems than golf.

## Use Bountiful Nature

This aura of simplicity should extend to the course, the player's principal opponent. The game traditionally was conceived by simple shepherds to be played over an ordinary stretch of countryside. Hazards were not built but, by trial and error over the years, the most interesting positions for the various units of the course were discovered, using only the natural difficulties which were already there. Courses evolved in this manner have become world famous. Thus, when planning a golf course, it is usually unnecessary to alter extensively what nature provides. What modifications are made should be carried out unobtrusively and in harmony with the terrain so as to generate golfing interest by supplementing nature, and adapting the layout to the tract to be used rather than by laboriously changing what exists to make it fit more or less artificial ideas. The chimeras of copying famous holes is not attainable, but the alert designer can apply the principles which made those holes famous to new but similar setups to create new holes which may receive more acclaim than their celebrated prototypes.

The amount of artificial construction needed on a new course is in reverse ratio to the natural interest presented. If nature has been bountiful, it is only necessary to use properly and to condition what is given, and to assure ease, efficiency and economy in future maintenance operations.

If the property is featureless, all earthworks should be informal and carefully blended into their surroundings to give the illusion of relief to an otherwise monotonous expanse; and hazards should be placed with the object of rewarding careful, accurate play and of tempting the first flight performer to stretch to save a stroke, not for the purpose of further punishing the inadequate efforts of most of us. That trap or feature which affects a well hit ball and influences play really means something; the one that merely punishes a bad shot is of minor importance and often just an unnecessary annoyance to the high handicap man.

In remodelling old courses, the job frequently is to cure nature's wounds, to try to make capital out of past mistakes, and to discover overlooked opportunities.

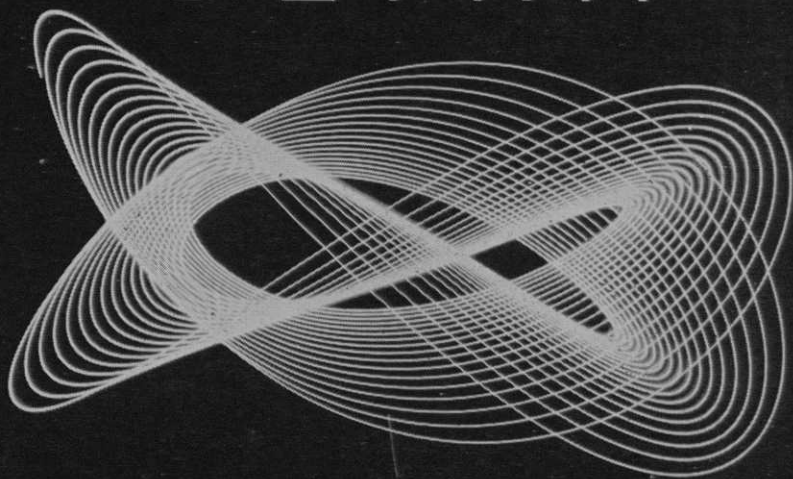
The golf course architect has made a life study of his specialty. Each course he visits is examined with a critical eye, searching for errors, new ideas and possibilities; and his mind has become a treasure-house filled with memories of architectural combinations which may be used to solve present problems. During his lifetime he has carefully explored many more courses than most amateurs or greenkeepers, and than all but the most active of playing professionals. His background should include competitive playing experience and a sound knowledge of the capabilities of both experts and duffers, so that he can be a more impartial judge and able to create courses which will be tests for sharpshooters and stimulating sources of enjoyment for the rank and file.

## Cooperation of Specialists

The development of a golf course calls for the services and cooperation of many specialists. The golf course architect must understand the problems and be able to coordinate the talents of all these men. The clubhouse and landscape architects, the golf course superintendent and the engineer are all indispensable, but since the peculiar problems of a golf course vary



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*Walter Hagen*



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### HOPKINS TROPHY US-CANADA PGA MATCHES HERE

This is the 18th at Beaconsfield, Montreal. The Canadian Open of 1946, won by George Fazio, was played at that club and it'll be the scene of the first Hopkins trophy Tuesday and Wednesday, Aug. 26-27. US and Canadian PGAs will pick 6-men teams, with the Canadians probably selecting a couple of British Empire stars for their side. John Jay Hopkins, Chmn. and Pres., General Dynamics Corp. of New York and Washington, head of Canadair Ltd., honorary director of Canadian PGA and member of PGA of American Advisory committee, is donor of the trophy. Hopkins also is picking up the tab for players' expenses. Each player will get \$750. Hopkins is having his personal plane transport American players from the Ft. Wayne tournament to Montreal, then after the International PGA team matches to Hartford for the Insurance City Open.

from those these experts usually handle, the advice of the golf course designer is essential. As their individual designs are interdependent, the golf course architect's overall planning is needed to tie the contributions of the specialists together to attain a practical result.

The man who plans the course should participate actively in its construction, either by direct management or by frequent inspection; and no changes whatsoever should be made in his plans without his knowledge and consent. The most unwise procedure is to attempt to save money by skimming on survey costs or proceeding with any building operations which are not thoroughly understood and in accordance with the designer's ideas.

The golf course architect is an independent entity in the organization which improves an old course or brings a new one into being. His job ends when the enterprise is completed, his interest and loyalty is in the course itself, and not in the permanence of his employment. He is in a position to fight wholeheartedly for his ideals so that he can complete a course which will enhance his reputation and be a lasting satisfaction not to one special group, but to every player who uses it.

### U.S., Canada, Mexico in Amateur Team Matches

Aug. 14-15 at Seattle (Wash.) GC, prior to National Amateur championship a triangular team match will be played between 7-men teams of U.S., Canadian and Mexican amateurs.

The first day there will be three 36-hole 3-ball sixsome matches in which each country will have two players playing alternate strokes and each pair against the other two. The second day there will be six 36-hole 3-ball matches with each country represented in each threesome, playing against the other two.

The event is an extension of the US-Canadian amateur matches played before the 1951 Amateur at Saucon Valley. Now Mexico is in the picture as an extension of U.S. golf relations which has been long and earnestly advocated.

The matches will be for the Americas cup, donated by Jerry Bowes, past pres., Western Golf Assn.

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**Need Supplies — See page 77**

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