

Make Pitch and Putt Courses the "Sandlots" for Golf

By HERMAN L. LEE

The construction of municipal golf courses in the United States has gone a long way toward providing facilities for participation in the game by a much broader segment of the population than that experienced in the early days when golf was known as "a rich man's game." The average man—the white collar worker, the industrial employee and the laborer make up the largest group playing golf today.

However, in this expansion one group has been overlooked, the development of boys and girls as future greats. True, every club has its pro who will spend hours on end correcting your slice, hook, stance or the way you hold your mouth. But most of their students are middle aged business men trying to improve just enough to win a small wager in next Saturday's match.

If there were twice as many public courses in the country, each one would still be jammed with muscle bound shop workers or pale faced office workers, jockeying for position on No. 1 tee, but in this conglomeration, there would be few if any, boys. That is, boys whose body muscles and minds are flexible enough to pick up a natural poise and eager to learn by imitating their heroes.

What we need then is a sand lot for golf, a place where youngsters can go and swat a ball without breaking a window, losing the ball, or needing fifty to one hundred dollars worth of equipment. Stars in baseball, football, tennis, track and nearly every sport are developed in back

yards, alleys and sidewalks, using a non-descript selection of substitutes for balls, bats, tennis rackets, etc.

The only boys who have a chance to learn golf at the bottom are the caddies and the very few who do odd jobs around the club house. But from this handful of boys come a great percentage of the stars of the game. Therefore it seems that if we could offer opportunities to more boys, we would develop more stars and certainly better natural golfers.

Boys and Girls Get Start

Tracydale, an 18-hole, 1300-yard, pitch and putt course in Erie, Pa. does provide the opportunity for many boys and girls to become interested in golf. Adults too, who may never otherwise have lifted a mashie, have become rabid addicts of the game. Tracydale, privately owned, has operated continuously and successfully for ten seasons. Even during the war years with gas rationing, material shortages and long working hours, hundreds of kids and grown-ups spent a couple of hours of relaxation at Tracydale. Even the golf ball shortage was solved by charging a small rental fee for the use of a ball, thus allowing many more persons to play.

Everything is regulation at Tracydale except that the distance from tee to green is shorter and the greens are smaller than regulation courses. The holes vary from 50 to 110 yards. Traps, bunkers and even a water hole provide plenty of hazards, making the layout a good test even for the experts. Even tho all holes are par 3 and some quarter of a million people have



Fun pairs up with excellent practice on short iron shots at Tracydale's 1300 yd. course.



Small but fine greens and all the hazards of big time golf are found on this sand lot layout.

been around the course, only two have ever shot as low as 50.

The whole course covering some 15 acres, is lighted by seventy 1500-watt lamps. The busiest time in the day is between 7 and 10 P.M. Mosquitoes were very troublesome at first but the past year this problem was solved by a periodic spraying with a DDT solution.

Naturally with so many beginners, many odd things happen here that



A modest shelter type clubhouse with office, storage and conveniences is adequate.

couldn't happen any other place. For instance, there was the young lady who fanned the breeze exactly 22 times on the first tee and then on the 23rd try, arched a beautiful shot directly to the flag. The ball took a back spin and dropped into the cup. Another chap made an ace between two elevens. Still another scored an ace on No. 13 hole while shooting for Number 8.

Need for Earlier Training

The greatest compliment paid the course was a letter received from a man who had been passing thru with his family and had stopped for a round of golf. Upon his arrival home, some 200 miles down state, he discovered that he had left his crutches in the club house and couldn't get along without them. They were returned promptly. In 1942 a bride and groom honeymooning in Erie, started a round but only played three holes when it started to pour. It never did stop raining that day, so the management gave them a rain check for another day. In 1947, five years later, this rain check was honored at the desk.

During about four of the past ten years, many of our boys and girls spent various stretches in the armed services. No boy or girl in the uniform of any of the armed services has ever paid to play at Tracydale. Thousands of these kids took advantage of this offer while on leave or stationed in Erie.

It is the purpose of this article to show the need for earlier development of future golfers and to show the part that pitch and putt courses can play in this development. It is safe to assume that many millions of men and women could become golfers if the facilities to provide the initial interest were available.

Supposing that each community had a pitch and putt course similar to Tracydale and the opportunity to become a contestant were granted to one million persons, it would mean the construction of hundreds of additional courses, thousands of new jobs and millions of dollars worth of golf equipment sales. But even more important it would provide good wholesome recreation for young and old alike and greatly increased competition for the comparatively few stars in golf today.

Golf like bowling can be played by both men and women of all ages. Even better than bowling it takes the player out into the open air and provides the most healthful of all exercises, walking.

Some people will say that there are more golfers now than the courses can take care of. True, but if we create enough demand, someone, somehow will provide the means.

Let's start with a few pitch and putt courses. The management of Tracydale has had several inquiries and has given advice and encouragement to persons interested in opening a course. At least some of these inquiries are now realities. Above all, let's get the kids started, let's develop their interest without first requiring them to purchase a set of clubs and a club membership. Make golf available to these kids and they will soon demand the equipment.

All golfdom — the private and public courses, the pros, the architects, manufacturers of balls, clubs and all the sundry articles connected with the game, should be interested in the development of new talent. One of the surest ways to promote golf is thru the establishment of many more of these Tracydales. These courses can be profitable and interesting to the owners while filling a great need in the community.

Let's develop our future major leaguers by providing sand lots for golfers.

A pro can sell what's left of his summer sportswear stock — and a lot more — if he'll make a display of this type of merchandise as "back to school" wear. The students, boys and girls both, are partial to the country club type of apparel and as most of the kids now are as big as their parents there's no size problem with the stock. The "clearance sale" prices pros can put on this merchandise will convert his stock into cash and a profit.

— J. V. Cannon



IF our representative who will be calling on you soon has a grin on his face like the cat who just swallowed the canary, it's because he has good reason! For he'll be carrying with him the new Power-Bilts for '53. And when we say new, we mean *entirely* new!

Words alone can't describe them — you've got to see them and handle them to really appreciate them.

So, before you buy wait until you've seen the *all* new 1953 Power-Bilt line.

HILLERICH & BRADSBY CO., Inc., Louisville, Ky.

Power-Bilt

GOLF CLUBS

Makers of the famous Louisville Slugger Bat

I Woke Up and Began to Sell Women's Clubs

By "HOME CLUBBER"

Most professionals who've been at their clubs more than ten years believe that they are doing about everything possible to help their clubs, their members and themselves. I do. I keep looking for every new idea or new model of an old idea to stir up more golf interest at our club which is typical of the first class eastern metropolitan district clubs. The more golf interest there is, the more rounds there are played, and the greater the business in my shop.

I've got probably a hundred ideas out of GOLFDOM that have helped me increase the play at our club, and my profits. One of the best hunches I got came from an article on increasing women's business at pro shops. It reminded me that I hadn't been doing the job I should have been doing in selling women's clubs.

Maybe you're like I've been; selling quite a lot of women's golf apparel simply by thoughtful buying and good display; but are just coasting along in selling women's golf clubs. I think that most pros have been negligent in that way. I've visited a lot of pro shops in playing pro-amateur events in our section and in going south after our season is over and up to the time I got wise to what I was missing I'd seen only one pro shop display of women's clubs that called any special attention to this part of the stock being specially selected for women golfers!

Overlooking A Chance

No wonder that I had been getting only 6 to 10 per cent of my total yearly club sales in women's purchases and had been seeing store sets of women's clubs coming into our racks too often.

I can see now that one reason I missed a good bet was that for the past few seasons the new models of men's irons were selling so well I got misled. Those new irons were being bought more than they were being sold and the volume was so good I didn't look around to see where I might be overlooking chances to sell other equipment.

Then, as I read of how other pros were doing with women's business it struck me that if women were buying hats, shoes and dresses in increasing amounts why wasn't my women's club business increasing? There were more women playing

golf at the club. Ladies days were packed and there always were arguments about women starting too early Saturday afternoons, and complaints from women that they didn't get more time on the course. About half of my lessons were to women.

When I got to thinking how men's lesson business was among the principal leads to club sales but that women's lessons didn't have the same selling influence although the women pupils certainly needed new and well fitted clubs more than my men pupils, I knew there was something wrong in the way I was doing business.

And it dawned on me that the most serious part of my error was not that I was missing a profit but that I was missing a chance to improve the games of the women members.

I had the shock of my life when the wife of my chairman said to me, "Oh, I didn't know you had clubs for women in your shop."

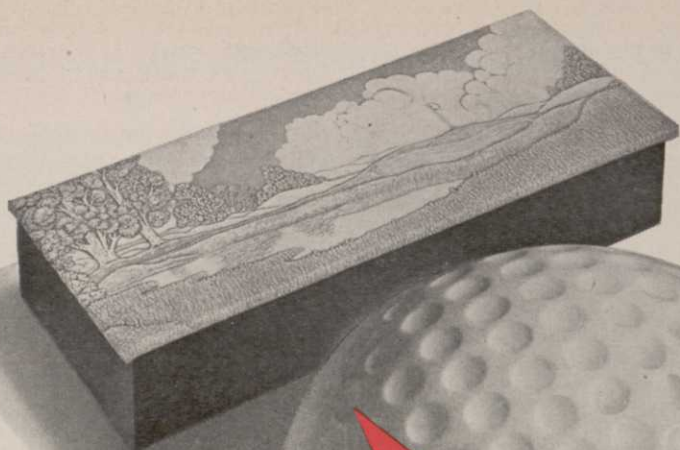
Not the Only Sleeper

Well, brother pro, don't think I'm the only sleeper in the game when it comes to not letting women know there are clubs especially made for women, on sale in the pro shop. You probably have women at your own club who don't know you stock women's clubs.

Since I became very much interested in women's club business and have talked it over with other pros I am convinced that the pro women stars who came around to the clubs and put on clinics have accounted for so many sales they've partially awakened the pros. One pro told me that after Patty Berg was at his club he sold six sets of woods and irons to women that he thought would be using the same old mallets forever.

If the men tournament pros would get interested in visiting pro shops and helping sell clubs in the same way that Berg, Suggs, Zaharias, Spork, Smith and the rest of the girl pros who are on manufacturers' payrolls, the home club pros would be a lot happier. Those girls know how to sell golf clubs and they love selling and they don't mind work at all.

It wasn't until about July a year ago that I realized I'd been missing the boat on women's club sales. I'm still looking for a lot of the answers but at least I've



New! 1953 SWEET SHOT
with the
MARK OF DISTINCTION

PERSONALIZED

FREE

- IN HOLIDAY

GIFT BOX

The perfect gift for any golfer!

● New 1953 Sweet Shots—tested and acclaimed by leading Pros as the finest balls yet made—are a distinctive, individual gift that will make a hit with any golfer. Packaged in lots of one dozen only in a handsome leatherette utility gift box, each ball is personalized with the name of the recipient. For prompt delivery, order early—delivery starts in September.

HOLIDAY GIFT PACKAGE
OF 12 PERSONALIZED SWEET SHOTS
\$12.00

Worthington
WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

The Worthington Ball Company • Elyria, Ohio, U.S.A.

48th Year, Specializing in Golf Ball Manufacture

September, 1952

begun to see that our women know I've got fine clubs for women, and clubs at the right prices, in my shop.

This year my women's club business will run about 18 per cent of my men's club sales volume against about 8 per cent for all of 1951 when more than half of my women's club sales were made after July 1. My men's club sales are off a little bit from 1951 but the increase in women's club sales this year will give me an overall improvement in club sales revenue this year.

Separate Women's Display

The first thing I did was to have a sign-painter make me three very attractive signs like you'd see in top grade women's shops. These signs read: "The finest in golf clubs for women," "A woman's golf clubs should fit her as well as her dress," and "The best in women's golf clubs in all price classes."

I thought I was over-ordering when I got a few more sets of women's irons and woods so I could make an impressive and separate club display in the front of my shop. But I wasn't. I picked up sets other pros couldn't sell in early September, and got rid of them.

For the first time in the 23 years I've been a pro I saw women getting into the habit of handling clubs when they came into my shop. I lot of men will take clubs out of a good display and waggle them for feel and look them over, but seldom do you see women doing this.

I set my women's club display apart from the wall space where I show my men's clubs. The women were made aware that there was something distinctive for them and something worth the spotlight.

"Peace Offering" Sale

The first set of first quality women's clubs that I sold after making the special display was to a man for his wife. He went the limit on price. Another member told me the buy was a bargain as it might have saved the man who bought it the price of alimony. It was a peace offering and the way the wife bragged about the set and enjoyed the woods and irons was proof that the husband had squared himself.

It doesn't take long for women to get talking when good new merchandise is properly displayed and the price is right. In two cases husbands and wives agreed upon new woods and irons as graduation gifts for daughters and I know that in both instances the idea of buying the gift clubs came from the wives.

I used the demonstration set idea and found that the sampling idea got across pretty well, especially after I'd given each user a simple tip or two that they could

remember and use and cut a few strokes off. It amazes many women to see what a difference there is between the old clubs they're using and a modern, stylish, really suitable set.

Getting Specialist Reputation

This year I've continued to departmentalize my women's clubs and I'm getting the reputation of being the district's specialist in correctly fitting women with clubs. I'm no better than any other experienced pro at this but business is coming into me from other clubs where the pros haven't got on the job in selling clubs to women.

I couldn't say to these women who were brought to me from other clubs by my own women members, "Go back home and buy your clubs. Your own pro has clubs for you or can get them." That would knock the sale out. Splitting the profit is a deal that will go just so far and only among pros who are close personal friends and in positions to conduct reciprocity business. I've got enough of my own women members who should be buying new clubs not to want to make any bid for the business of women who belong to other clubs. But this sort of business from other clubs is coming and growing, even though I've just been featuring women's clubs for a year.

Most of us in pro golf clubs have been treating women's club business like an orphan and I'm surprised that the stores didn't run away with it before we began to give this business the attention it should have.

Professionals and Amateurs Named to Mid Century Roll

The nation's golf professionals, sports writers and sportscasters have selected 10 top professionals and amateurs to the mid century honor roll of American golf in commemoration of the nation's most successful 50 years of athletics. They will be honored at a banquet September 20 as a highlight of the National Celebrities Open tournament in Washington, D. C.

The list of professionals in the order of most votes received are as follows: Ben Hogan, Walter Hagen, Gene Sarazen, Sam Snead, Byron Nelson, Tommy Armour, Lloyd Mangrum, MacDonald Smith, Ralph Guldahl and Jimmy Demaret.

Amateurs receiving the most votes were: Bobby Jones, Chick Evans, Francis Ouimet, Lawson Little, Frank Stranahan, Willie Turnesa, Johnny Goodman, Jerry Travers, Dick Chapman and George Von Elm. Although eligibility was limited to native born or naturalized citizens, many foreign stars were named among the 106 professionals and 193 amateurs who received votes.

THE *ULTRA*... IN CHRISTMAS GIFTS FOR A GOLFER!



Feature the exclusive HAIG ULTRA golf balls in these handsome utility gift packages *now* for Christmas giving by your members. This is the ULTRA in golf ball gifts. There is nothing finer. You pay for the balls. Cases included at no cost.

Walter Hagen



Sold only through Pro Shops



THE HAIG CANISTER—Finished in rich diamond pattern, of simulated leather. Choice of green, tan or maroon. Lift-out interior holds four 3-ball trays of HAIG ULTRA golf balls. Containers have many interesting uses when emptied. Pay for balls only.

THE HAIG UTILICASE—Finished in burgundy leatherette with padded top and simulated walnut interior. Holds two 3-ball trays of HAIG ULTRA golf balls. Case has many utility uses when emptied. Pay for balls only.

The HAIG ULTRA in GOLF EQUIPMENT

WALTER HAGEN Grand Rapids 2, Michigan, Division of Wilson Sporting Goods Co.

Modernizing the Course for Pleasant Play, Economy

By JAMES GILMORE HARRISON

Most golf courses built in the mid-1920s have maintenance costs higher than necessary. Golf course architecture and construction did not contemplate today's high manual labor costs or today's frequent inability to get manual labor for course maintenance work at any price. In that period when many courses were being built none of the designers, builders, or men responsible for course maintenance could plan for the extensively mechanized work that must be done on well-maintained courses today.

Something else many may forget, as they consider the need of course alteration work today, is that the present standards of turf condition are infinitely higher than were acceptable a quarter century ago. The representative first-class golf course in a medium-size city today must be in better condition than the most expensively maintained championship courses 25 years ago. Developments of finer turf strains, chemical treatments for weeds, pest and disease control, more scientific fertilizing and watering operations, better drainage, aerifying and management in more effective use of man-hours have changed the course maintenance picture.

Change Is Constant

And we are by no means at a point of easing-up in this program of progress. In machine maintenance alone the development is showing interesting and economical use of electric equipment, powered by portable generators, for important jobs of grooming about the course. It is not unusual for these outfits to save their cost in a season's work at the current high prices of manual labor.

The character of the greenkeeper's job has changed to that of course superintendent at every first-class club. The nature of the green-chairman's job also has changed. Now the chairman's presentation of the economics of course operations to the board and to the members, and the decisions he must make in collaboration with the superintendent constitute a far more serious responsibility than a chairman had 25 years ago.

Fundamental conditions also have changed considerably. Only a few factors remain unchanged. One is that in golf the player, rather than the course design

or turf, is the first and all-important governing element. Everything in the progressive program of course usefulness must be based on the pleasure of the player.

The basic nature of the game, which has stood the test of changing generations and various national temperaments and geographic conditions, is unalterable. Playing conditions can be less exacting for the less proficient but a golf course without problems, penalties and rewards isn't attractive enough to be popular.

New Factors in Design

Now, as contrasted with 25 years ago, we have some fairly new factors that should be considered in the modernization program of a course.

One is easing the route of the course so there won't be exhausting climbs. Despite the great growth of golf among younger people during the past ten years, the average age of private club members is much higher than the club average of 25 years ago. The "Thrombosis Hills" of many courses that were constructed during the 20s have no place in today's golf architecture. These climbs also slow play of middle-aged and younger members, and that's a factor to be eliminated at many places where slow play and crowded courses discourage golfers.

This reduction of the steep uphill grades is often a very difficult problem for the golf course architect who has an alteration job as he is primarily confronted by a clubhouse location on a hill to which players come by automobile, and to which they must get back with an uphill climb after 18 holes of play.

In many instances the alteration problem also involves layout and construction of a practice range area convenient to the clubhouse. A quarter century ago it was customary for the professional to give lessons on some fairway handy to the clubhouse, and play wasn't heavy enough, except on week-ends and holidays, to mean much interference.

Now the pros' lesson calendars are crowded. Members are practicing long, medium, approach and trap shots when they can, and the private club member often wishes that his club had night-lighted practice facilities equal to those of a good driving range. The practice put-



new
SPALDING

Synchro-Dyned

GOLF CLUBS FOR '53

Sensational performance!

Every club has identical contact feel!

Never before such ease of shot control!

Spalding who originated every major advance in golf equipment, scores its greatest triumph!



Using an entirely new and exclusive scientific formula, perfected after 25 years of research, Spalding creates sensational Synchro-Dyned Clubs. Every club — woods and irons — has *identical contact feel!*



The playing results of this discovery are amazing and open up opportunities for greater enjoyment of the game than has ever been possible before.



These clubs lift any golfer's game closer to perfection. They will *do more to save you strokes than any clubs you have ever played!* An extraordinary promise? These are extraordinary clubs!



One trial round with Spalding Synchro-Dyned Clubs has convinced the most hardened skeptics. Every player gets greater consistency, accuracy, distance and lower scores. Try them yourself. The *easiest* clubs to play — the *easiest* to sell.

SPA
Synchro

CLUBS

A scientifically correct combination
which produces a set of clubs
in perfectly correct



You get these playing results:

- identical contact feel in each club
- gives uniformity of flight to the ball
- greater accuracy, reducing tendency to hook and slice
- uniform timing
- more confidence and boldness
- pays off in lower scores
- brings every player's game closer to perfection
- the easiest clubs you've ever played



ENDING

-Dyned*

FOR '53

on of head, shaft and grip weights
clubs with centers of gravity
ordinated sequence.



**A new scientific formula of weight distribution
producing synchronized force.*

Handicaps reduced by one-third in playing tests

In "preview rounds" Spalding Synchro-Dyned Clubs were put in the hands of hundreds of golfers, selected at random—low and high handicap.

Results were spectacular, almost

unbelievable.

Lower scores in every instance!

Professionals report that, in case after case, members' handicaps were *reduced by one-third* — and more!



'53 TOP-FLITE Gold Line

Woods and Irons

... Loaded with Sales Appeal

1. Entirely new and distinctive designs — new heads, new grips, new streamlining, a finer finish with higher polish.
2. Irons are stronger, somewhat more compact. Broad rounded top line gives confidence in lining up the ball.
3. Choice of three grips—"All-Purpose"—Spalding "Cushion Form" panel type in especially selected black leather —or red spiral perforated leather.
4. And they're Synchro-Dyned—your assurance of identical contact feel.

SPALDING **TOP-FLITE**
Woods & Irons

SOLD BY GOLF PROFESSIONALS ONLY

ting green no longer is adequate for the club members.

Chemical control of insects that are drawn by lights now is routine procedure at many ranges. The range night business is an indication that many private clubs are deficient in facilities that attract and entertain members and give them full value for their entrance fees and dues.

That's the over-all course alteration situation that golf faces today. The specific jobs of modernization always have their limitations of area, topography and money but very, very rarely, so far as competent golf course architects have seen, are these limitations such that they prevent modernization with greater enjoyment by the players and sound economy.

Modernize at Irwin (Pa.) CC

A representative case of a course that required modernization to satisfy its players and to keep maintenance costs and standards in line with members' wishes, was the case of the Irwin (Pa.) CC.

The Irwin members, now as in mid-20s when the course was constructed, want design that provides testing and alluring golf, and not an ordeal. The punishing element of hazard location and design that bore down on average players in the 20s had become obsolete.

Like other courses built in the 20s the Irwin CC course had a maintenance cost that was higher than it should be because of old design and construction. There was a great deal of hand mowing around old bunkers, useless mounds and steep slopes around greens. In most cases the old greens were not built properly with regard to the amount of fill; the main body of the green was not raised enough to permit surface drainage; the sub-grades usually were not correctly formed, nor carefully graded; tile drainage was not correctly installed; top soil was incorrectly mixed with resulting layers of sand and humus causing shallow root growth. These were all leading factors of constant trouble.

Green Physical Condition

A green's physical condition should be the first consideration to the architect because sogginess, seepage, or outer surface water will be the cause of constant worry. Here again, proper architectural design will eliminate these dangers.

Have you noticed the pride superintendents have in their greens? Most of them steer you to their best green on the course and tell you the most minute details that go into the upkeep. Usually you will find that perfect architectural design and construction exist where the greens are in such excellent condition that warrant the greenkeeper's pride.

At the Irwin CC, the first time I saw it,

there were five outstanding disadvantages to good golf, viz:

1. To play the hole the golfers had to walk up the steepest part of the course;
2. Too many and useless mounds and bunkers;
3. Badly placed tees;
4. Fall-away greens that would not hold shots; and
5. Too many parallel holes.

To overcome these problems a complete survey and study was necessary. We had several green locations where there was no surface drainage and seepage from surrounding areas. Cutting and filling was required to produce the desired putting surface. Subgrading was then constructed so as to eliminate any depressed area.

There were several greens also where seepage or underdrainage was the problem. This was solved by raising the body of the green above the natural level and digging a swale on the high side of the green; the bottom of the swale being two feet below putting surface.

Reconstruct Greens

The next step was to cover the entire surface of the green with a porous material, such as crushed rock, to a depth of 6 in. This material was carried at least 25 or 30 ft. out on the approach to the green. A tile line was installed to pick up the surplus water from the approach of the green and carried off into the rough.

After this operation was completed we applied 4 in. of porous top soil spread evenly over the green and carefully graded. For the final grade a special material was mixed consisting of one part sand, one part humus and two parts soil. This material was mixed several times and then applied to a depth of 4 in., spread evenly over the entire surface. This particular procedure is applicable to all putting greens regardless of location.

In order to avoid steep climbing on several of the holes I reversed the play, thus eliminating about 45 per cent of up-hill climbing. Useless mounds and bunkers were replaced by proper tree planting and traps. Tees were replaced to avoid playing along hillsides. Fall-away greens were rebuilt and in some cases relocated. In rearranging the course we eliminated the parallel holes to a great extent by designing dogleg and semi-dogleg holes.

During the entire construction play continued with no interruption, except for one temporary green.

I have an organized crew trained to build greens with the latest dirt moving

3965

1/2 oz.

Mallinckrodt Cadminate®

A Turf Fungicide
for Control of
Dollar Spot • Copper Spot
Pink Patch

ACTIVE INGREDIENTS
INERT INGREDIENTS
Total Cadminate (C&I)

Cadmium Succinate 60%
Cadmium Oxide 40%
29%

This packet treats 1000 sq. ft.
Directions on canister

WARNING! MAY BE FATAL IF SWALLOWED
Avoid breathing dust. Do not get in eyes or on skin.
Wash thoroughly after handling.

Mallinckrodt Chemical Works
Chicago Philadelphia New York
St. Louis Montreal Los Angeles



a half-ounce of Cadminate®



a month of health for
1,000 sq. ft. of turf!



FOR ONLY 35 CENTS