

and revealed merits and deficiencies of the leading cool- and warm-weather golf grasses.

Slides of the work that Mid-Atlantic Golf Course Supts. Assn. members did in planting a fairway at the Fairfax (Va.) CC to zoysia were shown by the club's supt., Willis H. Glover. Glover said that 55 men, including supts., members of their staffs, and salesmen, came from as far as 100 miles to Fairfax to work in the largest zoysia operation yet conducted on a course. More than 28,000 plugs of zoysia were planted in aerifier holes, the job accounting for 275 man hours. Details of the planting and fertilizing were given. The gamble on weather conditions turned out favorable with rain falling not long after the planting.

Glover says that he, his chairman and cooperating Mid-Atlantic supts. and officials will not venture any appraisal of the zoysia experiment until after several years but that "Operation Zoysia" already has had a most favorable effect on golfers and club officials in the Mid-Atlantic area as an illustration of the superintendent's leadership and team effort.

Fertilizing Practices

Fertilizing practices in the central, southern and far west states led off the Wednesday afternoon program under the direction of Norman C. Johnson, supt., San Jose CC, Jacksonville, Fla. L. R. Shields, supt., Woodmont CC, Rockville, Md., and Nelson Monical, supt., Portage

CC, Akron, O., presented basic features of their successful procedure in talks elsewhere printed in GOLFDOM. There were numerous questions and answers following the Shields and Monical outlines and that of Wm. Beresford, supt., Los Angeles (Calif.) CC. Due to the program being kept strictly on timetable the discussions on the fertilizing and other talks were taken up after set program hours and continued long.

Beresford has mainly Seaside bent greens and fairways of Bermuda, bluegrass and some bent. The greens get nine feedings a year of Milorganite, 30 lbs. per 1000 sq. ft. The fairways are aerated in April and get 1000 lbs. Milorganite and 125 lbs. sulphate of ammonia per acre in May. Fairways are aerated again in Sept. and given 1000 lbs. Milorganite and 200-lbs. sulphate of ammonia to bring the cool weather grasses through. In February Beresford was mowing fairways twice a week. Tees are aerated in April and September and given fairway fertilization ten times a year.

Charles Schalestock, supt., Farmington CC, Charlottesville, Va., spoke on golf course record-keeping showing slides of records he kept for his own study and guidance, and for thorough information of his chairman and other officials. Schalestock emphasized that golf course records must be simple enough to be easily and accurately maintained and that the first

(Continued on page 105)



Part of 375 who made tour of Pine Valley CC during annual GCSA meeting inspecting test plots of Meyer Zoysia over seeded with cool-season grasses. — Photo by W. Bidwell

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SPALDING sets the pace in golf



This is the picture one gets upon entering George Lake's shop at Recreation Park from the starter house. Lake, and his two shop assistants, Mrs. Buford Brown and ZaMona Schoepflin, are behind the counter. The shop measures 14x18 ft. Note the neat display in the limited amount of space, clubs along the west (left) wall, jackets in the center rack, putters on the side wall in the background, shoes behind the customer at the counter, golf balls and other merchandise, including hats and sweaters in the two show cases on the right, and golf bags on the East (right) wall.

"Biggest" LITTLE SHOP

By GEORGE LAKE

Professional, Recreation Park, Long Beach, Calif.

Although we've just recently obtained a small addition to our shop which has relieved much of the problem, the pro shop at Recreation Park's Municipal course, Long Beach, Calif. for the past 27 years (during 14 of which I've been the pro) has been confined to a space of 14 by 18 ft.

Needless to say, with a play of nearly 100,000 golfers a year going through the shop, it has taxed our ingenuity to present to the public a complete line of merchandise and to make it plain that we are eager and prepared to serve golfers to their full satisfaction.

We feel that we've accomplished the task by utilizing all the space of the shop wisely.

For instance, we've filled the east wall with two 6-ft. showcases. One contains shirts and sweaters on the lower rack, with socks and gloves on the upper shelf, and hats and caps on the top.

The second counter has golf balls along the entire "mezzanine" shelf, so the cus-

tomers can look through the glass top at the entire display. On the lower "floor" are other items such as shoes, hood covers and other golf merchandise.

On the wall behind the counter we've hung golf bags—high enough to be out of our way, but still within easy vision of our prospective customers.

At the north end of these two counters, where we keep the register for green fee tickets, we found a slight depression of some five or six inches and there's where we spotted the shallow, but handy, rack for a shoe display of all available designs and sizes.

The entire west and south walls are lined with a double shelf for club display, with a line of various putters adorning the fake fireplace frontage along the northwest wall.

We also found that there was room for a coat and jacket rack, and a display of caddie carts on the west portion of the narrow room. Instead of merely displaying the caddie carts we loaded each with



Another space-saver in Lake's shop is this foyer from the grill to the pro shop itself. Note that George, shown at a club scale, has lined the right wall neatly with an extra-club display, caddie carts and a cabinet and has even utilized the pillar near the door for a glassed-in cabinet for hats and caps. This display floor space is 14x10 ft.

a bag and a full set of clubs.

Back of the shop I maintain a small office and club storage corner, utilizing the space below the storage cubbyholes and the club repair bench for storage of golf balls and other merchandise.

In one corner, we have a large bin for range balls, over which we have a rack for range ball buckets.

In fact, there's hardly an inch in the shop that is not used for some purpose

yet we seem to present an adequate display without the feeling of being "over-stuffed" in any way.

Many pros who haven't got what they consider is adequate room for proper display know what I was up against, not only in trying to get enough sales revenue to finance the pro job so it can be properly and vigorously handled, but in making a display to show golfers they can get their needs of equipment and

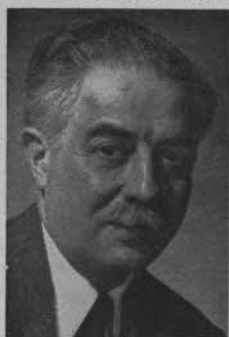
Another view of George Lake's golf shop, taken from the entrance off the club's grill and locker rooms. Wayne Otis, assistant to George, gives Wm. F. Mitchell his green fee tab. Note club display on south wall; also, shoe rack in the immediate left foreground.



supplies conveniently, fully and correctly supplied at the shop.

This is just as important at a public course as at the most exclusive private club. It is a reflection on public course management and operation if the pro shop service isn't thorough and expert. We at Long Beach always are mindful that the pro department operations of the municipal golf facilities must be a public service of high value to the community. Consequently, with small shop space being all that is available we simply had to try to make it the busiest, most helpful small shop in all golf.

Mardfin Named Executive Secy. of American Park Executives



The American Institute of Park Executives has appointed Emile (Bim) Mardfin as its new executive secretary, announces William Penn Mott, Jr., Pres. Mardfin, who takes up his new post on March 1st, has retired from the New York City Park Dept., where he

served as assistant dir. of Maintenance and Operation.

His principal responsibility in the New York Park Department has been supervision and development of the ten public golf courses maintained in various sections of the city, as well as its 20-acre pitch-putt course.

He was responsible for the complete rehabilitation of these golf facilities, which had deteriorated greatly during the war years. In his last season of duty, golf fees were more than doubled, and the income used for an extensive improvement and modernization program which he developed, and now is substantially completed.

Mardfin was responsible for golf tournament promotion and management, public relations and publicity, and for extensive experimental work on soil improvement, special grasses, irrigation and design. He established an extensive city-wide sod nursery, and developed a program for changing over golf course irrigation from the city water supply to other sources. At the time of his retirement, he had under way the complete reconstruction of the Van Cortlandt Park

golf course, necessitated by new city highway construction.

As Institute executive secretary, Mardfin will develop an extensive program of research, education and experimentation work, to be conducted in various regional centers around the United States and in Canada.

Robert Moses, Commissioner of Parks for New York City, declared concerning Mr. Mardfin that "... he has demonstrated more than average executive and organizing ability . . . initiative and a faculty for making practical use of his broad and varied background in horticultural and public recreation work." GOLFDOM heartily agrees.

Corcoran Brothers' Father Dies Suddenly

Michael Frank Corcoran, 75, died Feb. 14 of a heart attack at Wellesley, Mass. He was born near Harvard Square, Cambridge, Mass. He was active until the day prior to his death.

He was the father of Fred, public relations director for the PGA and tournament bureau mgr. of the Ladies PGA; George, who is pro at Greensboro (N. C.) CC; William and Joseph of the Massachusetts Golf Assn., and John, who is a Ford dealer in Wellesley, Mass.

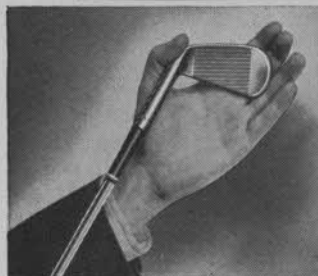
Mr. Corcoran had a fine career of kindness and helpfulness and rejoiced in the rich reward of having his admirable personality reflected in his five sons and his name honored by their conduct.

1953 Western Junior at Stanford, June 16-19

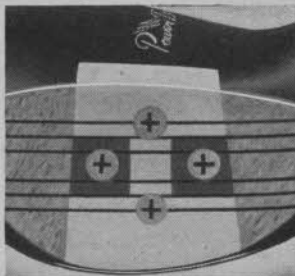
Oldest junior championship in the nation, the 36th Western Junior, will be contested at Stanford University course (San Francisco dist.) from June 16 to 19, 1953. Since 1938, the WGA Junior has been held chiefly on courses of Big Ten schools. Arrangements for the presentation of the 36th Western Junior were made between Alfred R. Masters, director of athletics at Stanford, and Gordon E. Kummer, WGA past pres. Event will open with 18 holes of qualifying on Tuesday, June 16, with match play to follow for the surviving 32 until the 36-hole final on Friday, June 19.

The 35th Western title, contested over the University of Minnesota course, was won by Don Nichols of Auburn, Kans. He will not defend his crown in 1953 because of over-age. The Western Junior is open to golfers who have not reached their 20th birthday.

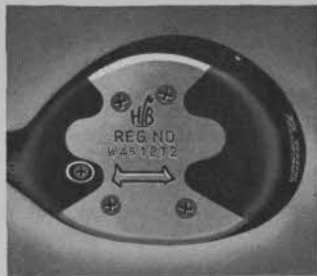
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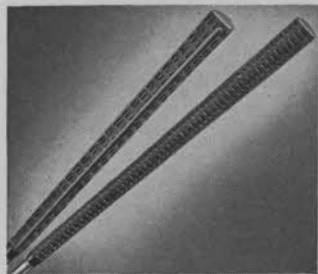
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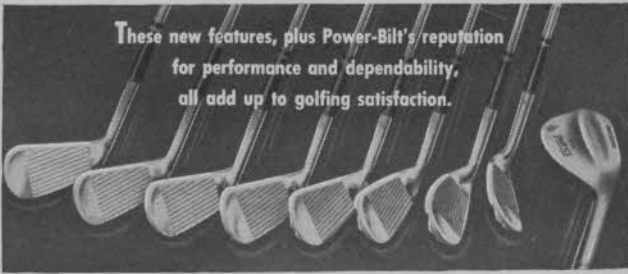
Power-Flite Insert . . . This new insert provides a tough, hard, hitting surface, that's a real distance getter . . . and it's good looking.



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USGA Business Sessions Fill 3 Days; Re-elect Heffelfinger

Following three crowded days and nights of official work the USGA executive committee met at the Princeton Club, New York City, Jan. 31, and conducted the formalities of electing officers headed by Totton P. Heffelfinger, Minikahda Club, Minneapolis. Committee reports were summarized prior to lunch. In the afternoon USGA officials, club officials and other golfers met at Golf House for the unveiling of a painting of Robert T. Jones, Jr., by Thomas E. Stephens, which was presented to Golf House by the Augusta National GC.

Jones, looking remarkably well considering the disabilities that he's suffered, responded to remarks of Cliff Roberts and Tot Heffelfinger and the reading of a letter of tribute from Pres. Eisenhower, with one of those gracious, sincere little talks that only the beloved Bob can make.

At Golf House there also was shown for the first time the clubmaker's bench which the veteran clubmaking authority Jim Gallagher outfitted.

At the luncheon Jerome Bowes presented the Americas trophy, expressing the hope that competition for the cup would be extended from the U. S., Canada and Mexico to include all nations in the hemisphere. Colin Rankin, pres., Royal Canadian GC and Pedro Suinaga, former pres., Mexico Golf Assn., and Pres. Heffelfinger also spoke of international golf competition as a factor in promoting friendship between free countries.

Committee report highlights:

EXECUTIVE — Record entries in Open, Junior Amateur and Girls' Junior championships in 1952. Large field in Open (and slower play) accounts for change in form of National Open which will be tried this year, making 300 instead of 162 players eligible after sectional qualifying rounds, for 36-hole qualifying at Pittsburgh (Pa.) Field Club prior to the Open at Oakmont.

RULES OF GOLF — No changes until Jan. 1, 1954. USGA and R&A considering some possible changes but want another year of observation and analysis before amendments, if any, are made.

CHAMPIONSHIP — To represent USGA in team competition a player will have to

qualify on following points: (1) Merit as a competitive golfer, based upon records in tournaments of importance during recent years. (2) Sportsmanship and general ability to represent the U. S. in international relations. (3) Unquestioned status as an amateur golfer. Selection of team members shall not be influenced by age, geography or any factors other than those named.

USGA to sponsor Women's National Open at Country Club of Rochester, N. Y., June 25-27 at 72 holes. Prize money: \$7500. The event previously has been sponsored by the Ladies' PGA.

AMATEUR STATUS AND CONDUCT — Reminded that collegiate scholarships awarded on basis of abilities as golfers is in violation of Rules of Amateur Status. Reported manufacturers had been asked to cooperate with USGA by clamping down on gifts of equipment to amateurs. Put USGA rule in line with R&A rule by allowing teachers in recognized educational institutions and to whom golf instruction is incidental to academic duties, to retain amateur status. Revising age limit upward from 18 to 21 on those who work, repair or clean clubs in a pro shop, so amateur status won't be lost.

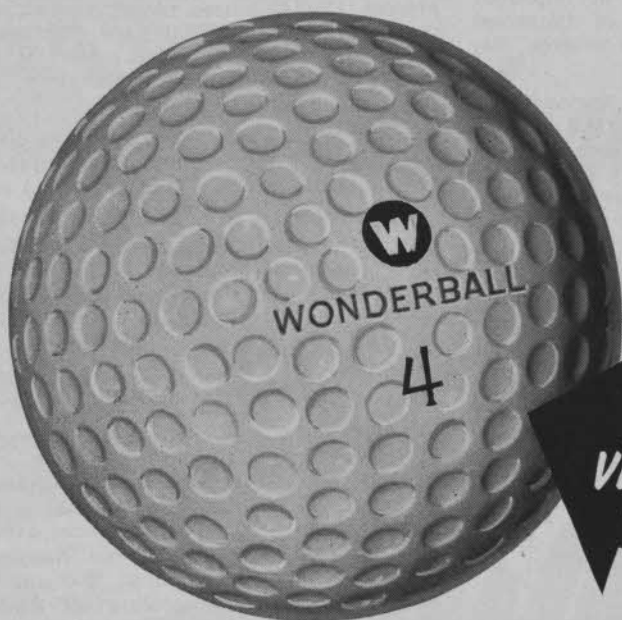
Merchandise prizes may not exceed retail value of \$150 (changed from \$100).

IMPLEMENTS AND BALL — Approved glass shaft. Said ball and clubmakers and players had cooperated completely in observing club and ball specifications.

MEMBERSHIP — Record high of 1,590 on Nov. 30, 1952. Gain of 95 member clubs for the year.

GREEN SECTION — Estimated annual maintenance cost for all U. S. courses of about \$100,000,000. Green Section established regional office at Davis, Calif., last year to bring its research information nearer to western clubs and to supplement work on Green Section's main office at Beltsville, Md. Green Section work limited by finances. Members of Green Section staff in 1952 reached more than 10,000 persons in turf conferences, field days and superintendents and district golf association meetings in 1952. Reported on support of research projects at state col-

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leges and experimental stations. Principal projects encouraged by Green Section financial support include water management on turf, aeration of soils under turf, mechanical nature of soils for turf, testing strains of grass, combination turf, providing source nurseries of improved varieties, seed production of improved varieties, fertilization, weed control, disease control.

WOMEN'S — Women's National at Waverly CC, Portland, Ore., had gate of \$8,875, high for that event, and approximately half the gate of the 1952 men's national amateur. This year's Women's National will be entirely at match play.

Shorts won't be worn in women's championships conducted by USGA in the future. Shorts of some females were getting so short they looked like costumes from Minsky's.

SECTIONAL AFFAIRS — Reported closer nation-wide coordination.

PUBLIC LINKS — 1952 Publink championship at Miami (Fla.) CC was first played on a private course. Committee reaffirmed top limit of \$6 a day for expenses to be received by Public Links championship players to supplement the player's own expenditures.

HANDICAP — Wm. O. Blaney, chmn., and Thos. G. McMahon, who have been working together in formulating a system based on experience of Massachusetts Golf Assn. and Chicago District Golf Assn. came forth with a system the USGA soon will officially adopt. The system produces Basic handicaps (designed on the inherent scoring ability of the player) and Current handicaps to show the at-the-moment state of a player's game.

Main points of the system to be announced in greater detail and with charts later, are:

"1. Basic handicaps will be computed from the lowest ten of the player's last fifty scores. When fewer than fifty scores are available, 20 per cent of the available scores will be used provided the player has returned at least six.

"2. Current handicaps will be computed from the lowest ten of the player's last fifteen scores. Provision is made for provisional handicaps when the player has returned as many as six but fewer than fifteen scores.

"3. The new system will use a handicap chart based on the figures in the present

Chicago District Golf Association chart. It will be a simplified one, making use of a scheme of differentials between scores and course ratings.

"4. For the time being, provision will be made for a club to use either the present USGA course rating system or the Chicago District Golf Assn. fractional par rating methods. Eventually, it is hoped, a compromise combination of course rating will be produced."

JUNIOR CHAMPIONSHIP — For 1952 sectional qualifying rounds 711 entered. Committee active in coordinating and encouraging junior activities nationally.

GIRLS' JUNIOR — Fourth USGA Girls' Junior at Monterey Peninsula CC, Del Monte, Calif., drew a field of 49 from 7 to 17; the largest field the championship had had.

MUSEUM — Numerous contributions for museum at Golf House acknowledged.

GOLF HOUSE FUND — \$15,000 needed to reach goal of \$110,000.

Excess of USGA income over expenses in 1952 was \$19,405.85 compared with \$42,359.64 in 1951. Expenses about \$4000 more in 1952 than in 1951 but National Open income record high in 1951 represented main item accounting for difference in the two years' statements.

Prize money of \$20,000 in 1953 Open will mean first prize increase from \$4000 to \$5000. Last 30 of the 50 money prizes this year will be \$150 instead of \$100 as previously.

1955 National Open to be at Olympic Club at Lakeside, San Francisco, Calif.

Walker Cup team selection will be made in spring.

Open and Amateur entry fee in 1953 will be \$10 instead of \$7 as previously.

1954 Girls' Junior to be played at Gulph Mills GC, Bridgeport, Pa.

USGA 1954 meeting, Jan. 23, in New York City.

The superintendent always has to "play it safe." If he takes a chance he is too much at the mercy of a change for the worse in weather conditions and of the uncertain grade of help on most golf courses now. His great aid is going to be the development of better fitted strains of grass for greens, fairways and tees in his area.

—TAYLOR BOYD
Supt., Camargo Club, Cincinnati, O.