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**SALES  
POWER**

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**PRO SHOP!**

NEW "Threesome"

Tube

NEW

Dozen

Carton

Sensational new, patented, weather-tight tube keeps out dirt, dust and light. The "MT's" always stay brilliantly white. Handy "pull string" makes it easier to open than a package of gum. This is a MacGregor exclusive.

Packed to attract! That's what the distinctive new dozen package of "MT's" is designed to do. Four tubes to a carton. Isn't it a beauty?

look to **MacGregor** for the  
*new ideas that sell merchandise*

open  
easily



*MacGregor*  
THE GREATEST NAME IN GOLF

REG. U. S. PAT. OFF.

CINCINNATI 32, OHIO

# MacGregor announces new golf ball firsts

... for more and easier pro shop sales



To open pull string

*Zips*

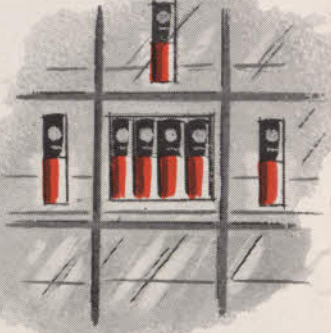
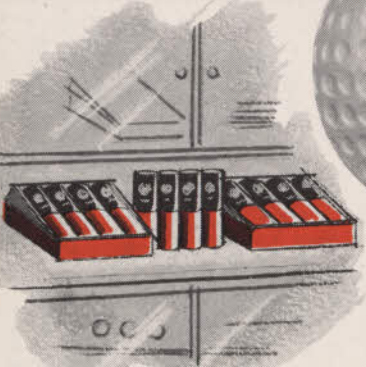
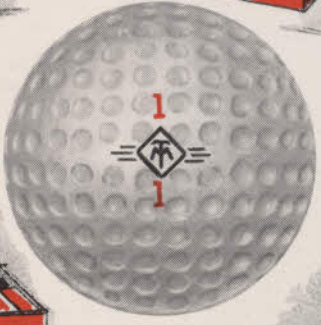
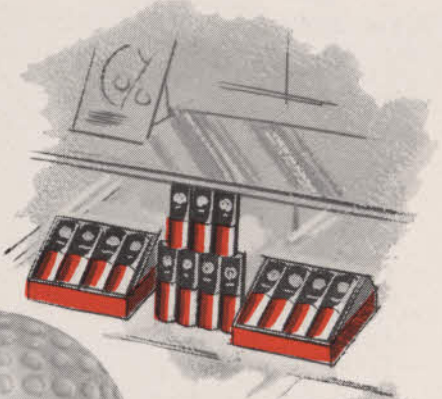
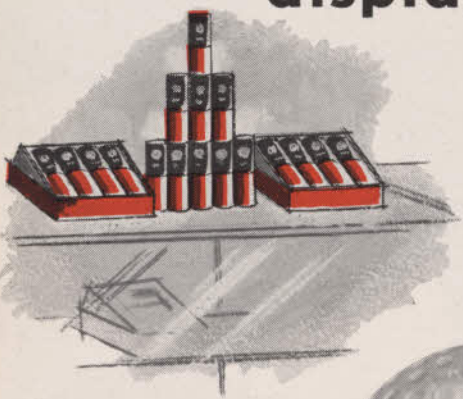
Everything's new about the 1953 "MT" golf ball—new distance, new "feel," bright new white beauty. MacGregor has engineered the "MT" on aerodynamic principles for distance and durability which, combined with improved white-white golf ball paint, adds up to the greatest golf ball ever produced.

## New "MT"



# the mighty "MT" tube

is loaded with profitable display possibilities



**MacGregor**

- first with new ideas
- first in acceptance
- first in pro shop sales

# What The Superintendent Has Done For Golf\*

By **JOSEPH C. DEY**  
Executive Director, U.S.G.A.

What the superintendent has done for golf can be gauged in a variety of ways. One way is to reverse the subject—to trace the evolution of the superintendent's own position in the total golf picture—in fact, to see what golf has done for the superintendent. This is a pretty accurate measure, for what one receives—that is, one's position in any enterprise—is usually just a reflection of what one has given.

Now this doesn't imply that the superintendent has received his complete and total reward. In many cases there is, unfortunately, inadequate reward for this key position in the golf world. Who would say that a state of perfect relations has yet been reached between the superintendent and the 300 or 400 hackers and turf experts who make up his club's membership?

But let's take a brief trip backwards in time and we can get a better perspective on the position of the superintendent and thus on what he has done for golf.

## When Supts. Were Custodians

In "Golf House," the USGA's headquarters in New York, there is a little memorandum book containing many signatures of Old Tom Morris. You may recall him as a famous Scotch professional and former British Open Champion, and so he was. But he was also Custodian of the Links at St. Andrews. Note that title—Custodian of the Links. The little memo book in "Golf House" consists entirely of receipts by Tom Morris for payments which the Royal and Ancient Golf Club made to him for maintenance of the golf course.

One of the earliest entries is as follows: St. Andrews 2 April 1892. Received from the Royal and Ancient Golf Club per C. S. Grace, Esq., Secretary, the sum of seven pounds 9/- being outlay on Links for two weeks.

This was signed by Old Tom across a postage stamp, as were all the others. The figure of 7 pounds 9 shillings—approximately \$37 then—apparently covered

*\*Paper presented before GCSA annual Turf Conference*

all costs of maintaining the Old Course at St. Andrews for two weeks except for Old Tom's salary. The following entry tells about his own compensation: St. Andrews 14 May 1892—Received the sum of Twenty-five pounds being half year's Salary as Custodian of the Links to Whitsunday.

Fifty pounds a year—about \$250—for seeing to it that the Old Course was shipshape. Of course, there are a good many double greens on the Old Course, and maybe the Club took full advantage of that fact in computing Old Tom's salary.

In 1894 the New Course at St. Andrews was built, so Old Tom probably was responsible for two courses when the following payment was recorded in the R. and A. receipt book: 11 May 1895 (they were still paying every two weeks)—Received the sum of Ten pounds 17/6, said sum including account to Blacksmith for tins and flags.

There is no indication of any increase in Old Tom's salary when he had two courses to superintend. It ought to be remembered that Morris not only was Custodian of the Links but was a prominent professional player, a teacher, a club-maker, and an altogether large figure in the game.

## Not Much Greenkeeping Then

In the United States the game in the Nineties was much less refined than in Scotland. One of our host associations here today, the Philadelphia Association of Golf Course Superintendents, may be surprised to learn that the first golf course in their district was a little three-hole layout at the Philadelphia Country Club in 1891. It was described as follows by H. C. Groome, then the Resident Secretary of the Club: Three empty pea cans were inserted in the lawn in a triangle, the sides of which measured about 75 yards; clubs were sent for, and every stray Englishman who appeared at the Club was immediately impressed as an expounder of the "Ancient and Honorable" game.

A New York newspaper of December 14, 1896, reported the following about a

new course: Weather permitting, the Crescent A. C. golf links will be in condition to be played over by the first of the year, surely before that time should snow hold off. George Strath, the professional greenskeeper of the Dyker Meadow Golf Club, has charge of the laying out of the course, and all he asks for is ten days of good weather to get nine holes in playing shape. . . . There will be a charge for playing; and probably, following the fashion of other courses of a large club nature, there will be playing clubs for hire, the player so hiring assuming responsibility for their return in good condition.

### The First Green Section Report

To get our next view on what the superintendent has done for golf, and vice versa, we skip some 25 years. The time is January, 1922, and we are listening to the first annual report of the USGA Green Section — the reporter is Dr. C. V. Piper, Chairman: The need of more and better green-keepers is so notorious as to require no discussion. Various suggestions have been made as to methods to meet this need. One of these was the idea of holding schools for six months, first in one golf center and then in another. Any bright young man of high school education should, under capable instruction combined with practical experience on a good golf course, become a fair greenkeeper after the six months. The idea is worth consideration.

Cornell University has now a course designed to train men to be superintendents of parks, of a golf course or a series of golf courses. Such men would not be greenkeepers in our present meaning, but rather agronomists skilled in soils, fertilizers, turf-growing, landscape gardening, etc., who would be competent to act as general superintendents. We need such men and through them we shall get our green-keepers better trained.

The period of greatest development of the superintendent's position was sketched clearly by your own late President, the beloved John Morley, in an address at the 1929 Annual Meeting of the USGA Green Section. Here is his voice speaking out of the past — this was 1929:—

"About 15 years ago the word 'green-keeping' was not generally known. About 70% of the courses were under the direct supervision of 'professionals'. They were handicapped because very little knowledge was to be obtained, even from Washington, as to the best methods. Not more

than 10% would qualify as the green-keeper is known today.

"It is true that we had turf experts in those early days of greenkeeping; one leading turfman thought he had discovered that by mixing clay, bone-meal, and cow manure in a cement mixer and placing them in layer formation in the making of a putting green, it would solve the problem of raising ideal turf.

"In those early days there were very few pieces of equipment suitable to keep a course in excellent condition. First we had to cut the fairways with a one-horse mower outfit. Then came the gasoline mower that weighed nearly a ton, with one single cutting unit. On an 18-hole course, if we wanted to cut the fairways once in nine days, we were compelled to use two mowers, for one or the other was out of commission most of the time. Then came the sulky mower with three cutting units, drawn by a horse which had to wear iron or aluminum shoes. If the horses were not flat-footed, and the turf was soft, they would dig the toes of these shoes into the turf, leaving the fairways full of small holes.

"About 12 years ago — (that would be about 1917) — golf in this country began to take rapid strides. And with this progress came improvements. But new courses multiplied so fast that it was impossible to secure enough men well versed in the art of greenkeeping.

"To a large extent we were very fortunate to secure men who had at one time been well versed in farming and gardening. But they soon discovered that the methods applied to farming and gardening would not produce results for successful turf. Each in his own way endeavored to find other methods, and with so many working along different channels, we gradually commenced to get information that tended to create better turf and better working equipment.

"Instead of 70% of golf courses which were formerly taken care of 15 years ago by professionals, today over 80% of the courses are in charge of greenkeepers."

That was in 1929.

And now today what is the picture? Everyone of you has been entrusted with a large and valuable property. To cite an extreme example of a superintendent's responsibility, the Oakmont Country Club near Pittsburgh, where the USGA Open Championship is to be played in June, spent \$63,000 in its Grounds Department last year and \$62,000 the year before. Each year the labor expense was nearly

\$40,000. True, some course changes were involved; also, the club was pointing toward the Open—but it certainly makes striking contrast with the 7-pounds-9-shillings rate every two weeks at St. Andrews 60 years ago.

This very occasion in which we are meeting is a splendid example of the development of the superintendent's position. This is your 24th National Turf Conference and Show—your 24th! And now you don't even call yourselves greenkeepers, or even Custodians of the Links; you are Superintendents!

This little historical review may have seemed a left-handed way of considering what the superintendent has done for golf. Actually, this growth of your own professional status is a conservative gauge because, with all your personal development, you have undoubtedly given to golf more than golf has given to you.

You have done this in a most demanding occupation. You are expected to grow fine turf—have several hundred heavy-footed people walk all over it each week, in all sorts of weather, and tear up big chunks with sharp pieces of iron and steel—and still have it green and beautiful at 3 o'clock Sunday afternoon. To do this you must be willing to devote endless hours, sometimes at low return in pay; you must know not only about grasses, and the use of water, and fertilizers, but you must know something about chemicals, you must be a mechanical genius, and you must be a diplomat. You are often hampered by changing committee personnel in your club. You must constantly match wits with Nature—or, rather, learn how to cooperate with Nature—and you are never expected to lose.

In short, gentlemen, you are a rather remarkable group. You are the soul of devotion—I know, for I've had the pleasure of seeing many of you operate at close range when you have had USGA championships at your clubs—fellows like Mal McLaren, Joe Valentine, Elmer Michael, Leonard Strong, Ed Casey, Bill Johnson, John Price, Herman Borhardt, and many others. Gentlemen, our hat is off to you!

### What Supts. Have Done

What are some of the specific and direct things that individual superintendents have done for golf? Fred Grau and I have talked about this and he recalled many contributions made by individuals—that have enriched the game as a whole.

Joe Valentine, spotted one day on the 17th tee of the Merion East course, near Philadelphia, a different, unusual strain of grass. For five years he observed it quietly. Then he gave a plug of it to the USGA Green Section for development. Because of Joe's alertness, we now have Merion bluegrass.

A Florida superintendent, Gene Tift, was responsible for selecting a strain of Bermuda on his own course which has been developed to be one of the best for putting greens in the South.

Bill Beresford, at the Los Angeles Country Club, and Joe Ryan, at Rolling Green near Philadelphia, had their eyes open and came upon new strains of bentgrass which helped solve some of their local problems.

Elmer Michael, at Oak Hill in Rochester, has broadened his interests beyond turf for golf and has become a developer of wonderful trees which beautify Oak Hill.

In mechanical inventions, superintendents have often shown the way. Your excellent president, Mal McLaren, was instrumental in developing a turf slicer for bent on putting greens; it helped Canterbury in Cleveland prepare for the 1946 Open championship. This device was a forerunner of modern aerating equipment.

Jim Morrison, at the Hershey CC in Pennsylvania, devised a vertical mower for crabgrass cutting. It resulted in final development of a new machine for vertical mowing.

Joe Valentine dreamed up a flexible rake on fairway mowers to rake up and cut crabgrass—the forerunner of the present flexible comb.

Bob Scott, at the Baltimore Country Club's Five Farms course, has turned out various devices for improving greenkeeping methods, such as a fertilizer distributor, a square plugger, and a simple home-made duster.

Jim Haines, at the Denver Country Club, invented a tree root-cutter, and leaf-raking and suction equipment.

You could go on calling the roll for hours. The point is that all these superintendents gave that something extra—that plus—which has always advanced causes ever since there was a cause on earth. This attitude of hope, of expectancy, and of devotion beyond mere duty should challenge all of us. The end is never in sight. Right on your own courses, under the very nose of each of us, there

*(Continued on page 107)*

# **We built this Good Will FOR YOU TO CHANGE INTO SALES!**

We promoted Titleists as Christmas gifts as you know. We advertised the balls in consumer magazines. We advised you of the golden opportunity and gave you signs for your shops.

The response in actual orders was overwhelming — so great that we almost ran out of boxes.

That was fine. We're pleased and you're pleased. There's nothing like orders — but there is something else — good will.

Across the way are quotes from a few, very few, of the delighted letters we received from consumers — your members. Read 'em and — you'll never weep.



Note that all these good people gave the names of their clubs so you and the other pros benefited. The writers of these letters — and many thousands more — represent a ready-made enthusiastic market waiting for you to offer them Acushnet balls this coming season. Acushnet Process Sales Co., New Bedford, Mass.





"I do appreciate the speed with which you filled my order for one dozen balls . . . I do not know the name of the Pro . . . but the balls will be played on the course of the Valley Club, Santa Barbara, California."

"I appreciate very much your handling the order for one dozen golf balls which were packaged very nicely . . . I am a member of the Yakima Country Club and I would appreciate any credit being passed on to our golf professional . . ."

"May I congratulate you on the most prompt service I have ever received on mail orders . . . the two dozen balls will be played on the Uniontown, Pa. Country Club course. I am sure our pro will appreciate your attention."

"I received the golf balls . . . and was very pleased with them . . . my son is a member of the Hillcrest Country Club . . . your policy of crediting the professional with the sale of these balls is a splendid one . . ."

" . . . the four dozen monogrammed golf balls will be played, 3 dozen at the Oakwood Country Club, Cleveland, Ohio, 1 dozen at the Beechmont Country Club, Cleveland, Ohio . . . I wish to thank you for the prompt and pleasant method of handling."

" . . . the two gentlemen to whom they were given were enthusiastic beyond description over the balls . . . I know they will be very pleased to have the difference in price [go to the Pro] Overlake Golf and Country Club, Medina, Washington."

" . . . to my mind it was an excellent job of merchandising, and certainly provided me with a swell gift for the wife. She's a die-hard golfer (women's champ of our local club for the past two years) and considered those Titleists one of the nicest gifts she received . . . our pro . . . is in California this winter, but . . . he will be back in the spring . . . at the Pine Grove Country Club in Iron Mountain."

"The balls were a gift to my father . . . he will play the balls at Old Mission Golf Club, Old Mission, Kansas . . . I certainly like the way you people do business."

"The balls I purchased from you will be played at the Longmeadow Country Club, Longmeadow, Massachusetts . . . it is a pleasure to do business with your firm."

" . . . club where the golf balls will be used is Old View Golf Course, Elliott City, Maryland . . . my husband was really thrilled . . . thank you for your prompt and courteous attention."

"The golf balls will be played at the Burr Oaks Public Golf Course, South Park Street, Madison, Wisconsin . . . thank you for your very efficient service . . . I am well-pleased with your product."

" . . . golf balls purchased from you are to be played on the Ridgeway Golf Course, Memphis, Tenn. . . . appreciate the promptness with which you handled this order."

# ACUSHNET

*GOLF BALLS*

Sold the world over through Pro Shops only



## Siwanoy Builds Members and Kerrigan A Super-Shop

The 38th year of Tom Kerrigan as professional at Siwanoy CC, Bronxville, N.Y., finds the sprightly Thomas in a new shop and it's one of the finest shops ever designed. The shop was not deliberately intended to be a show job; the only thing the designers had in mind was providing a display and service establishment in keeping with the other facilities of the club and to meet the requirements of a select membership which gets around the nation's best clubs a lot and knows what the needs and developments are in the pro shop department.

By the way, the club has four honorary life members, Eddie Rickenbacker, Jess Sweetser, Oscar Carlson, a former president and member over 50 yrs., and Tom Kerrigan.

Considerable investigation and discussion preceded the new shop planning and

building. Former pres. Steve Hughes of Siwanoy, architect Lewis Bowman, Syd Rogers of Rogers Associates, Inc., who designed the interior, Mario Sameti who did the cabinet work, and Kerrigan studied the good features and faults of numerous pro shops and of other top class retailing establishments. Then they agreed on the Siwanoy shop general plan and details.

The walls of the shop are willow green. There's a canary yellow border around the top. The floor is of green and white rubber tiles,  $\frac{3}{8}$  in. thick. At the entrance of the shop in white is lettering "Tom Kerrigan—Pro Shop" on a black rubber area. There is terra-cotta red trimming under the cabinets. All cabinets have brass fittings.

Two large mirrors, each the height of the room, are on each side of the entrance.



Counter tops on which merchandise is displayed are slanted to give better display, and there is a lot of space under these apparel display counters for storage. A display rack for sports coats, jackets and slacks, and a shoe-fitting chair are conveniently located.

The lighting equipment was selected and located to equally distribute illumination that shows the merchandise in a sunshiny setting. Excellent use is made of fluorescent light. There are 16 lighting fixtures and they make the shop and its merchandise really shine.

There are three showcases, each 8 ft. long, 2 ft. wide and 3 ft. high, in a line across the south end of the shop.

The club display is made so each club has an individual bracket to hold it steadily but to permit easy removal. Top shows the woods with the heads a little lower than eye-level so the details of each head design may be seen readily. The clubs are not displayed in boxes.

There are cabinets on each side of the shop entrance, each cabinet holding 60 pairs of golf shoes. On one side the men's shoes are stocked; on the other side, the women's.

Also flanking the entrance are six round-cornered glass shelves on brackets for displaying shoes, apparel items and accessories. This provides very attractive displays.

There are large windows on each side of the entrance. Through these windows are seen the shop terrace, the first tee and some more of the course. All windows have venetian blinds.

Beneath these 10 ft. windows are benches with yellow cushions.

Outside the shop is a 30 ft. by 12 ft. concrete terrace, covered by a green awning, on which Siwanoy members and their guests can await their playmates and watch the firing at the first tee.

Although the description of the new Siwanoy shop may sound like it's so ultra-fancy you would hesitate to go in it unless formally dressed the whole arranging and decorating plan has warmth and an air of welcome and pleasing eagerness to serve about it. A very important thing about the shop is that it scores with women and men alike and pros are seeing now that to have a shop that's satisfactory for the membership and the pro, the women members have to feel a pull toward the room.

Tom, as a majority of American pros don't have to be told, is the balding and husky party at the left of the south view

of the shop. Behind the counter at Tom's left is shop manager Mearle Guillault.

## Higher Dues An Answer To Tougher Problems

By ROBERT F. POLLOCK

Supt., Llanerch CC, Havertown, Pa.

After 32 years as supt. at Llanerch I must admit that golf course maintenance is getting progressively more difficult. Last year took its place at the top of the list for difficulties, with labor and weather problems and a new and very serious problem of vandalism.

Great strides have been made regarding the labor problem. However, we still have quite a long way to go. World conditions have elevated the salary of the common working man to such a degree that securing help at golf course wages has become almost an impossibility. It just seems that those we can afford to hire we cannot afford to trust with the work. It appears to me the answer lies in higher dues, one item that has not inflated with the times. Higher dues would mean a higher budget thus allowing us to secure better type laborers. Also, the time has come for our more reliable experienced men to be put on a permanent, all-year-round basis, with vacations, etc.

Old mother nature continues to remain a chief source of trouble year after year. The Philadelphia area experienced a very severe dry spell quite early in 1952, causing undue hardships for many following our profession. The simple task of watering was put to the supreme test when placed in the hands of very inexperienced help.

Crabgrass continues as a chief problem in the Philadelphia area despite the many so-called sure-fire remedies on the market today. However, some very fine results have been obtained from tests conducted over a three or five year period. Complete seeding and fertilizing programs should always be made a part of any weed-killing work.

The problem of vandalism, as experienced by many Philadelphia district courses, reached the serious stage. Greens were ripped and scarred, flag poles and benches broken and numerous items were stolen.

As golf course maintenance work is becoming mechanical, new fields are opened for the superintendent. However, mechanical equipment calls for mechanically minded help, and help with that knowledge can command very high wages.

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FOR MORE SHOP PROFIT...**

# **Tufhorse** **GOLF BAGS**

**LP-727**



A popular, big profit beauty from the famous 'MT' Tourney line . . . 8 inch round bag with embossed natural steerhide trim and white welting around pockets . . . lustrous red plaid Saran covering with jet black Saran pocket panels. Inside hood, adjustable shoulder strap and umbrella straps. Extra large pockets for maximum playing-travel convenience. Available in authentic MacGregor red plaid . . . the EYE APPEAL tag for more sales and profit in your shop.

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**DES MOINES  
IOWA**



Each contestant's score is displayed on a special card in the section to the left of the Northland Invitation scoreboard. At the extreme left are posted cards for those in the championship and second flights. From past experience pro Harold Clasen puts scores of 82 or less in this section. It will handle 40 cards.

The blackboard middle section will handle 204 cards. To the right is a sheet giving starting times for match play first round. To the far right are the medal score sheets on which Clasen's assistant, Bill Shaw, is working. The smiling lassie at the left is Mrs. Clasen.

## Invitation Tournament That Runs Smoothly As Planned

By HAROLD CLASEN

Professional, Northland Country Club, Duluth, Minn.

In an invitation tournament a club is confronted by many problems that must be solved so completely and satisfactorily that every member and guest will remember the day as a perfect golf affair and at no time have the slightest idea there is a lot of work back of planning and operating the tournament.

These affairs always are tests of the pro's management of his department and often, due to new members of the committees arranging the invitation events the pro must discreetly but thoroughly see to it that his club committee's efforts are highly successful and pleasant.

For 27 years the Northland CC of Duluth, Minn. has held an annual invitation tournament that we all are pleased to learn is regarded by guests as the

most smoothly conducted affair of its sort they ever have attended. Something else very pleasing to us is the favorable comment of newspapermen on how quickly flights are arranged and results are made available.

For the help we hope our work may give other clubs who are planning invitation tournaments this year, I'll describe our operations.

Our 1952 Invitation was our largest. We had 255 entrants from Minn., Ill., New York, Ind., Iowa, Ariz., Mich., Wisc., So. Dak., Pa., Wash., Kans., Ohio, Mo., Okla., and Cal. The entry fee was \$10. We feel that this is too large an entry and next year will cut it or limit it to 208. This will give us 22 flights of eight plus a championship flight of 32. With