



Walsh Shop Fits Special Conditions

At Westgate Valley CC in the south sector of the Chicago district pro-manager Tom Walsh has a condition that calls for a meeting-room as well as a pro shop and business office. Walsh, former national pres., PGA, very active in civic affairs on Chicago's far south side and widely known to golf enthusiasts, almost conducts golf fans' club meetings every day of the season.

So his shop, laid out for the gatherings of fellows talking golf, had to have more open space than most shops can get by with. Here, in a morning before the season began, Walsh is on the right and his assistant, Frank Hooper, at the left of the picture.

The putting carpet gets many work-outs. It's placed where those who are passing a little time putting will be brought close to merchandise on table display and shown in the cases. When the season opened, chairs were placed so those who were waiting for playing companions would find it convenient to take it easy in the shop and be handy to the purchase of merchandise.

In most semi-public courses golfers wait in the locker-rooms or lunch rooms until their companions arrive. Tom built his new pro-shop building so players would meet where they'd be handy to something they could buy for more enjoyment and better scoring.

There's a pleasant view of Westgate Valley through the large window and from the outside a tempting view of golf merchandise that attracts customers.

The shop building has large storage facilities for the bags of players who consider this pay-play course about in the same way private club players regard their clubs.



"Pitch-and-Putt" League

To Build More Play

Louis Carreiro, owner-mgr. of the Pocasset CC, Bristol Ferry, Portsmouth, R. I., has formed a "Pitch and Putt" league, an innovation in competitive golf.

The formation of the league is the culmination of an idea long in his mind. A chance to give every golfer an opportunity to participate in competitive golf, promoting the practice sessions that most golfers tend to overlook and increasing club business are league objectives.

This type of competition also encourages the older golfers or "porch members" to play. The manner in which the league is set up, makes competition a prime factor, thus giving the necessary spark to make this type of play interesting to both young and old alike.

Here also the women golfers have an equal footing with the men in the distances involved in the setting up of the layout are equal to the average woman golfer's ability; her lies a challenge for the women to form leagues of their own.

It is hoped by Carreiro that eventually, enough interest will be shown by the golf and country clubs to promote a league in which all clubs will become members. Working hand in hand in such a project as this, the clubs will create a new feeling of friendship and good-will.

The younger members of the club fit into this picture.

This being a competitive type of play, means that the correct instruction from the pro, in the game of golf, is a basic need. Secondly, the application of the instructions, both in practice and on the course, will bring out the ability necessary to enter the field of competition. From this point on the young club member makes his own way; into club tournaments, the "Pitch and Putt" league of the club and all of the various other events.

It is envisioned that "Pitch and Putt" will stress and add flavor for all members, young and old, to that necessary evil, practice.

Carreiro suggests the following regulations for league play:

The pro or club manager will be the sole arbitrator concerning any problems arising from any of the following rules:

1.) The league will consist of (8) teams of (5) men each.

2.) Selection of team captains: Highest scorer on each team in the first week of play becomes the team captain for the first month; following the first month the team captain for each month must have the high (4) weeks total score of team for previous month.

3.) Low man each week is out of competition the following week; this does not exclude his paying the weekly dues.

4.) In the event that there are one or more of the team members absent from play, the team will automatically accept the lowest individual score made by a member of the team on that day.

5.) Method of scoring on pitching green:
(12) pitch shots, allowing (1) stroke per ball.

(8) of the (12) pitch shots will be from 50 yards.

(4) of the (12) pitch shots will be from 25 yards.

The center of all scoring balls must be over center of marking lines.

POINTS. SCORE

5	Hole-in-one
3	Within 24 inch diameter of cup
1	Within 48 inch diameter of cup

Play is to be alternated with opposing team. Each member will hit (4) balls only at a time.

6.) Method of scoring on putting green:

18 HOLES	PAR
POINTS	SCORE
1	36
2	35
3	34
4	33
5	32

7.) Minimum yardage on putting green to be 90 yards or over.

For each additional (30) yards on putting surfaces, (1) stroke will be added to par, with points starting at par.

8.) Golf clubs to be used:

On putting surface: Putters of any type.

On pitching surface: Irons only will be used. Woods of any type or putters are not allowed.

9.) All correct score cards are to be verified and signed by opposing team captains

(Continued on Page 60)

Sales-proven **Sweet Shot** advertisements...

NOW WORKING EXCLUSIVELY FOR YOU!

YES, right now—on the sports pages of newspapers in every major golf district in the country—advertisements like this are directing golfers to buy Sweet Shots *at your Pro Shop!*

Every week these ads sell golfers on the Sweet Shot's superior construction and performance! It's an ultra-high compression ball with a super-charged power center. This is wound by Worthington's exclusive *dyna-tension* winding process with F-239 vita-life pure rubber thread. It's construction that really pays off with bonus distance and greater accuracy for your hard-hitting golfers!

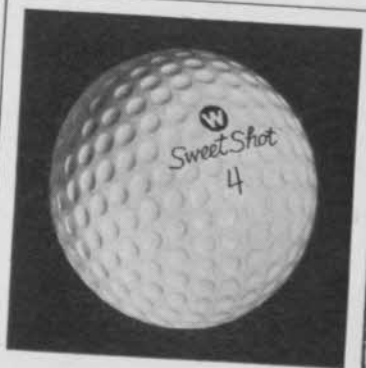
These Sweet Shot advertisements are working exclusively for you, because Sweet Shots are sold *exclusively Pro!* So stock, feature and recommend Sweet Shots—cash in on the profitable business they'll build for you! The Worthington Ball Company, Elyria, O.

49th year, Specializing
in Golf Ball Manufacture

Worthington

WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

May, 1953



"Bonus" Yardage for Hard Hitters

Hard-hitting Pros and crack amateurs tell us the Sweet Shot really "gets out there" where they can make that second shot count! And it's this bonus yardage you get with the Sweet Shot that can mean the difference between top honors and a consolation prize for you.

The Sweet Shot has a super-charged power center. This is wound with F-239 vita-life pure rubber thread by the new exclusive *dyna-tension* winding process. Vulcanized cured cover is uniformly tough and long lasting. **SOLD ONLY IN PRO SHOPS.** The Worthington Ball Company, Elyria, Ohio. Since 1904, the world's largest exclusive golf ball maker.

Pro Shop Racks Prove you Rack-up More Profits with MacGregor *Tourney* Golf Equipment



MacGregor golf clubs have a *great* and growing following in the pro shops of the world. You can check this statement next time you visit the shops of your fellow pros. Look at rack after rack and you'll find MacGregor clubs far outnumber the others. MacGregor is the name with the highest pro-shop acceptance . . . and that spells more PROFIT for you.



MacGregor
THE GREATEST NAME IN GOLF
REG. U. S. PAT. OFF.
CINCINNATI 32, OHIO

Many Factors that Forced Club Price Increase

Club price increases announced in April brought pros face to face with problems that have been frequently confronting members of theirs in the manufacturing and merchandising departments of other businesses. Possibly in pro operations the situation was somewhat aggravated by the inevitable increases being delayed longer than circumstances warranted.

Taking the cold realistic view the club manufacturers were in the same boat with pros and golf club officials. Pro operating costs have increased without commensurate increase in income. As a common instance: there are clubs where the pros now are paying a total of assistants' wages and expenses in excess of the pros' salaries from their clubs. Clubs, in many cases, have been forced to raise dues to meet increased operating costs, or slap on assessments.

Yet, the facts of financial life seem to be something that all phases of the sports business face with blushes. Babe Ruth looked the facts in the eye in baseball and said something would have to be worked out in baseball so the gum, beer, lumber, automobile body, radio and TV manufacturing and other businesses wouldn't have to be the angels of the game. Babe's frankness was not enthusiastically endorsed in public but privately those who knew the score said Babe was right.

Now the golf club and ball business is practically 40 per cent of the athletic goods manufacturing business. Banking interests and stockholders of the club and ball manufacturing businesses look at the magnitude of these operations and at the figures of 1952 financial statements, then wonder what's the reason the companies are running so close to the red.

Why the Close Margins?

Executives in the club and ball business know the answer lies in several facts:

Balls and clubs last much longer than in the earlier years of the game's popularity;

Lack of adequate playing facilities cramp expansion of the golf market;

The outgrown tradition of golf as a "rich man's game" has kept everybody in the golf business scared of bluntly recognizing that

now, with about 63 per cent of all rounds being played on public and semi-public courses, inflation and higher wages have put the former "rich man's" figures in line with prevailing cost, price and income averages.

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The pro who looks at the whole picture in an informed and studious way agrees with the golf goods manufacturers' conclusions.

Nevertheless the pro, too, is reluctant to make the inevitable businesslike adjustments.

Pros at meetings this spring debated whether to apply the price increase on clubs, which was generally about 10 per cent, on the retail price of clubs they'd bought before the increases were announced. If members of their clubs had bought carloads of merchandise on which the price had advanced the members wouldn't be bashful about taking the 10 per cent profit and would point out that if the retail price had lowered they'd have been faced with a loss.

But that retailing price situation adjusts itself. If the clubs aren't sold by August there may be some retailing concessions made. Actually that price situation has been considerably eased by the growth of the trade-in business with demand for top-grade reconditioned clubs at a healthy volume.

Few realize that in the making of a high grade golf club there are 83 operations and 50 materials. Prices have steadily climbed in these essentials. Labor costs have been climbing the past three years.

The excise tax, which is included in the price of clubs, increased from 10 to 15 per cent in 1951.

In 1940, the last normal year before the war, highest grade prices for woods were \$60 a set of 4; for irons \$75 a set for 8. In 1946 prices for the top lines went to \$75 for the woods and \$100 for the irons, which were increases considerably short of those in manufacturing and distribution costs. The latest increase brings top

quality retail prices to about \$84 for a set of 4 woods and \$115 for a set of 8 irons.

The increase of highest grade wood prices of about 40 per cent and about 55 per cent on irons over the pre-war level is less than half a general increase in prices for that 12 year period during which newspaper and magazine circulation prices and advertising rates, movie and legitimate theater admission prices, local transportation and numerous other items soared.

And, to make the necessity of adjustment of golf club prices imperative is the removal of government ceilings on materials and labor which will be reflected in golf club and ball manufacturing costs. This will be another of the back-stage headaches that the manufacturers have contended with and from which there is no prospect of escape.

Another troublesome factor that pros and manufacturers must share is the seasonal character of the golf business. The manufacturers have a heavy load of financing in producing inventories for prompt delivery when the weather is favorable and the players want what they want immediately. The pro at northern and central clubs can cut expenses when shop sales volume is off in the fall and winter. The manufacturers then have their period of biggest production and have to finance operations. Great improvement in pro credit and business policies has reduced the strain of this financing. It was an exceedingly serious problem when the credit situation was aggravated by the practice of sending clubs back to the manufacturer at the end of a season in lieu of cash. That practice put all pro merchandising behind the 8-ball at the start of the season as the returned goods had to be unloaded to meet production loans.

In cleaning up that situation pro golf merchandising and club manufacturing made an historic step toward getting on a solid business basis. In adjusting prices of clubs to costs another improvement is being made. It may be somewhat painful for professionals, manufacturers and the ultimate consumers to be governed by the necessity of making a profit in the golf business. But if that isn't done a business with rational promise of a tremendous future would suffer a setback.

So, with elements beyond the control of golf goods manufacturers and the pros, forcing an increase in prices it looks like

the only possible smart thing to do is to put more study and action on selling and watching costs of energetic, intelligent selling.

And there is some balm and added incentive for the pros in the required increase in prices. The pro discounts on the enlarged dollar volume give him an increase that he surely needs in view of his greater costs of operating in the way his customers desire.

Maintenance Answers that Supts. Would Welcome

By WILLIAM H. JOHNSON
Supt., Griffith Park Courses, Los Angeles

Among important problems facing golf course maintenance there will come to the superintendent's mind:

First; if a drought- and fungi-resistant grass with low fertilization requirements were to be developed it would eliminate a good many of our problems. Spraying and fertilizing could be minimized.

Speaking of spraying, an idea for the equipment boys to work on would be the development of a spray applicator which would deliver insecticides and fungicides on the greens with a wide spray and with the smallest amount of water so the spray tank wouldn't have to be refilled after every few greens.

More on the development theme; this time in regard to irrigation: Design a pop-up sprinkler so that each sprinkler could be individually shut off without disturbing the rest of the sprinklers on the battery. In this way, low spots could be kept from being inundated when the rest of the course was being watered.

Then, maintenance people would welcome a streamlined golf course which would take into account maintenance problems. By this I mean, placing traps, hazards and bunkers to allow large mowers to pass between them and the greens.

How about the equipment men working out a 9-gang mowing unit controlled from the tractor, and which would break down from 9 to 7 to 5 units? This would facilitate going from one fairway to another quickly.

Regarding labor, economical maintenance could be had by equipping your golf course mechanically and selecting men who can work with power equipment. The men should be able to adapt themselves to all phases of maintenance and should be kept on for all-year-round work.

Last but not least, golfers should be educated to play to more firmer greens and learn to stop the ball with bite instead of depending on wet, soggy greens to stop the ball. Keeping the greens wet and soggy, very often in response to the members' demands, leads to the growth of fungi and adds to the problem.

Turf Experts Depend on **SAFE, EFFECTIVE TERSAN**[®] *Turf Fungicide* *To Control Brown Patch*

Here are five prominent golf course superintendents from the Philadelphia area, where brown patch and other turf diseases are particularly difficult to control. What they say here about keeping their greens in top playing condition makes another in a series of experience reports from leading courses across the country.



WILLIAM J. HANSBURY, course superintendent at the Philadelphia Cricket Club at Flourtown says: "I'm never afraid of burn or discoloration. 'Tersan' is always safe. Our 'difficult' months, of course, are from June through September 15, but by adhering to a program of spraying 'Tersan' on our greens every 7 to 10 days, depending upon weather, we keep them in excellent playable condition."

EBRHARD R. STEINIGER, course superintendent at Pine Valley Golf Club, Clementon, N. J., says: "We've been using 'Tersan' and F-531 ever since they came on the market. Now we depend on them to keep our greens green and free of disease. Some time ago we instituted a preventive spraying schedule and we're happy to report that brown patch is not a problem any longer."



JOSEPH J. RYAN, course superintendent at Rolling Green Golf Club, Media, Pa., says: "We tested 'Tersan' on one green when it first came out years back. We soon discovered that it's safe and effective and have been using it ever since without interruption. We like it because it can be applied without worry about discoloration or stopping grass growth."



ALEX W. STRACHEN, superintendent, Old York Road Country Club, Jenkintown, Pa., says: "This is a private club but gets heavy play. And, since we're in a 'brown patch' area, we're constantly fighting turf disease. However, by following a preventive spraying schedule with 'Tersan' we've controlled brown patch. There's no question about it—golfers have to have green greens."

Golf Course Superintendents:

You know the men quoted here. Their experience is based on results on their own courses. So, if you aren't using "Tersan" now, better give it a try and see how easy it is to keep greens in top shape right through the worst part of the season.

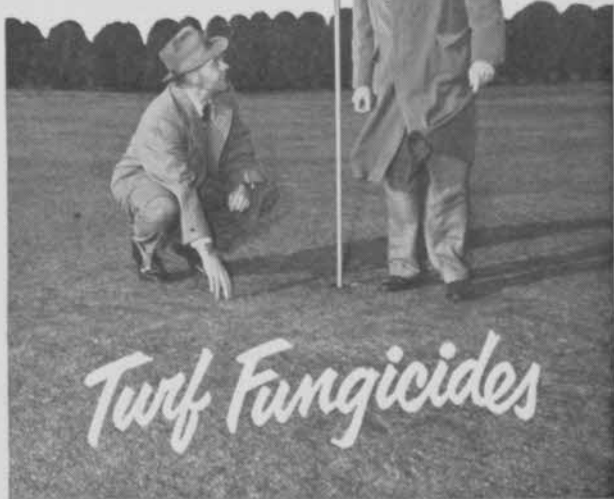
"Tersan" is green in color, blends with the grass. Comes in handy 3-lb. package for easy handling and measuring. It stays in suspension for even application. And—it's safe! Even inexperienced help can apply it without danger of injuring expensive turf.

For dollar spot, copper spot and pink patch, use Du Pont F-531.

NOTE: These Du Pont Weed Killers can also help you: Du Pont "Ammate" Weed and Brush Killer—for poison ivy and brush Du Pont 2,4-D Weed Killers—for broad-leaf weeds in fairways.

PAUL E. WEISS, standing below with Bob Miller of the Du Pont Co., is superintendent at Lehigh Country Club, Emmaus, Pa. He says: "I've been growing fine turf for 30 years. Before 'Tersan' we waited for brown patch to appear before spraying, because we were afraid of burning and discoloring the grass. Now, by using 'Tersan' on a preventive schedule every week, we are able to keep the greens free of brown patch. We've

been using 'Tersan' ever since it came on the market—it's efficient and safe to use. We like it!"



Turf Fungicides



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

Pitch-and-Putt

(Continued from page 52)

and turned in immediately after play.

10.) In the event of tie finishes, playoff will decide winner.

11.) Practice will not be allowed on days of any playoffs.

12.) All persons must have name in Daily Golf Register to be able to use practice greens with exception of league play.

13.) All rules listed above apply to total of pitching and putting scores insofar as awarding of individual and team prizes.

14.) Any questions, circumstances, or rulings not covered by the above rules, may be ruled upon at the discretion of the club's league director, providing such ruling does not effect major rules of league play.

Concerning collection and disbursement of dues Carreiro suggests:

1.) **DUES:** Weekly dues are to be \$1.20 per team member.

Eight teams of five men each, paying the above dues, will give the league \$192.00 per month for disbursement as follows:

2.) **DISBURSEMENT of DUES:**

\$40.00 per month for extra grounds maintenance.

25.00 per month for first place team prize.

10.00 per month for second place team prize.

5.00 per month for individual high scorer.

9.45 per month for winning teams of first and second halves.

3.55 per month for club trophy; playoff 18th week between 8 highest scorers of season. Winners will have names inscribed on trophy.

\$4.00 per month for winner of match between 8 high scorers at end of first half and 8 high scorers at end of second half. The highest scorer from each team will make up above match.

32.00 per month for grand prize for winning team at end of season. Playoff between first half winner and second half winner to decide champion.

60.00 per month for banquet at end of season.

3.00 per month for incidentals.

\$192.00

3.) Above figures are for eight teams of five men each, any smaller or greater amount will be figured accordingly.

4.) All prizes are to be of your choice of merchandise from golf shop.

5.) **PRIZES:**

A) **MONTHLY TEAM PRIZES**

25.00 - 1st Place Team.

\$10.00 - 2nd Place Team.

B) **INDIVIDUAL HIGH SCORER MONTHLY**

\$5 - —Per Month for Individual High Scorer.

C) **WINNERS OF HIGH SCORERS PLAYOFF - FIRST HALF**

\$9.00 - Eight week playoff - one high scorer from each of the league's teams.

D) **WINNERS OF HIGH SCORERS PLAYOFF - SECOND HALF**

\$9.00 - Sixteenth week playoff - one high scorer from each of the league's teams.

F) **SECOND HALF TEAM PRIZE**

\$21.25 - Winning team first half.

F) **SECOND HALF TEAM PRIZE**

\$21.25 - Winning team second half.

G) **LEAGUE CHAMPIONSHIP TEAM PRIZE**

\$144.00 - Winner of playoff between first and second half champions.

H) **TROPHY PLAY**

Appropriate club trophy with names of four members of winning team inscribed on trophy. Teams to be chosen from eight highest scorers of season. Play to be held in the eighteenth week. Trophy to be won two years in succession for permanent possession.

I) **LEAGUE BANQUET**

Details to be posted at least two weeks before banquet is to take place.

Payment of dues for 18 weeks by all members is necessary to fulfill above prize list.

Last summer we had an unusual covering of white clover blossoms in our fairways and rough. I sprayed with 2-4-40 weed spray and in a couple of days the blossoms turned black although the plants, in most instances, didn't die completely. But the treatment certainly made it easier for a player to locate his ball and was well worth while to our players.

—HERMAN GLANZ

Supt., Hillcrest CC, Lincoln, Neb.