

great Pros speak up for **MT's** in '54

"More ACCURATE shots . . .

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Lew Worsham



"LOWER SCORES . . .

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"More DISTANCE consistently . . .

with MacGregor MT Golf Balls"

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"CUT your HANDICAP

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Louise Suggs



"REDUCE your SCORES

with MacGregor MT Golf Balls"

Dave Douglas



"CONSISTENT performance

with MacGregor MT Golf Balls"

Doug Ford



MacGregor
THE GREATEST NAME IN GOLF

REG. U. S. PAT. OFF.
CINCINNATI 32, OHIO

We didn't care if the clubhouse had no ceilings or walls — just rafters and stud-dings — but darn it, we had a pretty good time. We walked all over the place in our spiked shoes, and no one bawled us out because everybody else was doing the same thing.

And we don't have anyone around now shooting better scores than we did then. Some of the boys were pretty good—even then.

I'm giving you this picture, in order that you will be able to understand why I wanted to come back to the "old home town" and build a real country club.

An outsider would never have had the desire — and believe me, in the building of a small town country club, if the one who has the bright idea doesn't have plenty of that commodity, the undertaking is doomed before he starts.

To begin with, he can't make any money out of it. It just isn't in the cards. He almost has to be a retired business man, who wants something to do as a hobby, with no thoughts of personal gain, and with a sincere desire to contribute to the good of the community. There will be millions of headaches; but if he really loves the place, he will win.

No Wealthy Angel

Most "angels" of country clubs are wealthy men; but in our case that is far from the case. Mrs. Fife and I are in very moderate circumstances. Neither of us had ever done anything like this before. We had to learn it from the ground up. Our success in this undertaking has been possible be-

cause we have succeeded in binding people from all walks of life into a solid enthusiastic group — creating a spirit of cooperation — a willingness on the part of the members to assume a great many of the responsibilities in the operation of the club, without pay.

No one makes any money out of this club. I don't and I don't want to. I have no desire to ever make any more money. I have all I need.

People living in large cities don't know what they're missing. A man has to have fought and struggled to send a boy through medical school — fought competition for a living — and succeeded — to get my viewpoint on life. He must have reached the age in life, and be financially satisfied, with no thought or desires for personal gain to realize that the only path to happiness is in making other people happy. If there is any secret to our success — that is it.

Discouraging Job

This was the most discouraging thing I ever attempted in my life. I'd have quit a hundred times if I could. Even my best friends discouraged me.

The thriving club of the 20s had gone bankrupt years ago. It had reverted back to the city and was used as a public recreational center. Since it lost money all the time very little money was spent on upkeep and improvements. It was dirty and filthy. No one would even think of bringing his family out. Just a few fishermen and die-hard golfers used it.

The clubhouse was just about ready to fall down. The roof leaked like a sieve, the



This bright dining pavilion overlooking a lake, is one of the Guthrie club's two dining rooms. It's highly popular with golfers and attracts many service club lunches, dinner parties, and social affairs of Guthrie's youngsters.



Appointments



Symbol of the Ultra
In Quality and Design



Walter Hagen



With my Compliments

This handsome 1954 appointment book has been designed with *your* needs in mind—to help make your daily "chores" easier. It is being sent to you with my sincerest compliments; just another extra service I enjoy doing for my fellow professionals. It will also remind you, I hope, of today's finest quality golf equipment—HAIG ULTRA golf clubs and golf balls. Your name will be attractively lettered, by hand, on the cover.

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

Walter Hagen

plumbing was all stopped up, the wiring all shot, the water supply was gone, the corner supports of the house were all rotted out. There was not a wall or ceiling in the place — just bare rafters and studdings covered with cobwebs and dirt.

The water pump was worn out. The maintenance machinery for the golf course — tractor, gang mowers, greens mowers, etc., were just a pile of junk.

The golf course itself should have been a rock quarry instead of a golf course — a series of rocky, washed gullies, or blow sand and rocks.

There were, however, 9 grass greens which were built six years previous by popular subscription. They were small and dome-shaped and due to limited funds, were not properly constructed as to soil structure, drainage, etc. Several were lost every summer. The only redeeming feature in the entire set-up was the site. It was beautiful; located just at the east edge of town, a rolling terrain covered with trees and a beautiful 80 acre lake filled with fish; and room to expand.

Two weeks were spent in interviewing prospective members, most of whom expressed the desire for a nice club but also were firm in their belief that it couldn't be done. The consensus was that I'd be lucky if 50 memberships were sold and that I'd succeed only in sinking a lot of my own capital in the venture. I was told repeatedly the town was too small.

A committee of my friends finally told me that the only way it might succeed was to sell separate permits for golfing, fishing, etc., for \$20 or \$30 a year. I was certain that this wouldn't work. My idea was to make the club so nice, with a variety of different facilities, that it would appeal to everyone, and that everyone had to be a stockholder and pay yearly dues, and be willing to help support the club as a whole, even tho they might be interested in only one activity. This proved to be correct.

Start with \$10,000

The city fathers were happy to get the monkey off their backs. They gave me a long term lease. Being personally acquainted with every one, the first shares of stock were sold within a few days at \$100 per share, with no dues the first year.

This gave me \$10,000 capital, and a contract was let with one of the members. Remodeling was started at once. I worked on the job every day seeing that my plans were carried out, and doing all the painting myself.

A new asbestos roof was put on. The old

green shingles on the outside were replaced with white asbestos siding. The dilapidated old screened-in porch, running the full width of the building, was turned into a lovely pavilion, all glassed in, with beamed ceilings of Celotex tile trim and knotty pine overlooking the lake.

Polished hardwood floors appeared throughout. Rotted corner supports were rebuilt; floors braced. Knotty pine walls appeared, and beautiful specially designed Windsor doors replaced old ones.

The old pro shop was turned into a beautiful lounge room 18 by 33 ft., with knotty pine walls, finished with a coat of white paint, quickly wiped off and then finished with two coats of clear shellac.

This room was furnished by one of my members in red upholstered furniture at cost. The ladies' golf club donated money to buy attractive brass wall adornments and waste basket.

Our local furniture factory made my dining room tables and chairs at their cost. Every one fell in with my idea that no one was to make any money—it was their club.

New plumbing and wiring was installed. Club rooms and rest rooms were built, as well as ladies' and men's locker and shower rooms. Everything we bought was the very best. A new water supply was obtained from a deep well and new pipes put in with proper storage tanks.

Food Service Organized

The dirty old kitchen was enameled white, and all the old equipment was thrown away.

Here was where I began spending my own money. I equipped it completely with every modern appliance for the serving of food — and we serve only the very best.

Our steaks come from Pfaelzer Brothers in Chicago — prime top sirloins 1½ inches thick. They are all broiled and served with a complete dinner for \$2.50. Our chickens are from Swift & Co. and fried Southern style for \$2.00. The kitchen has shown a loss of around \$60 a month.

Mrs. Fife and I operate the food end of the business and the pro shop as personal ventures — she handling the food and I the pro shop. Between the two we show a profit of just a few hundred dollars a year.

We get quite a nice play from the kitchen, getting lots of parties, banquets and dinners. Practically all the business organizations in town use the club for their annual parties. We print a schedule each month for each member of all events. Each Sunday night we have a large buffet din-

(Continued on page 88)

Tufhorse

Leads the Field!

For Bigger Pro Shop Profits For Player Popularity

Discriminating golfers will at once appreciate the extra playing and traveling advantages of this fine golf bag—the LP738—with luxury features exclusive in the 1954 Tufhorse line.

Note that the large ball and accessory pocket has an extra pocket attached for added room, added convenience. Tufhorse also offers an extra large, streamlined clothing pocket. Also notice new hood hardware on the top cuff . . . to make attaching or removing hood an easier job.

Like all other luxury Tufhorse bags, the LP738 is trimmed in tooled steerhide. It has steel ring reinforcements in both cuffs to keep bag open at all times, avoid club jamming. Adjustable sling is foam rubber padded.

*For bigger pro shop profits,
it's Tufhorse for '54*

MacGregor

THE GREATEST NAME IN GOLF

4861 Spring Grove Ave., Cincinnati, Ohio

MODEL
LP738

MADE BY **DES MOINES GLOVE & MFG. CO.** DES MOINES, IOWA

Tax Study Shows Clubs Pay for More Than They Get

By EUGENE F. (SKIP) WOGAN

Professional, Essex Country Club, Manchester by the Sea, Mass.

LATELY we've been hearing that some golf clubs are virtually being taxed out of existence. The reports are too frequent, not alone because of the loss to golf but primarily because of the loss to the communities in which golf clubs are the targets of fatally heavy taxation.

The one who is qualified to belong to a private golf club is expected to be a citizen of such civic spirit and merit that he would not stubbornly and blindly stand in the way of community welfare to gratify his own legitimate recreation at his golf club. And it's been my observation that the country club members as a class are, far more than the general lot of citizens, sincere promoters of community progress.

Yet, in instances the country club member is censured as selfish because he protests against unreasonably high taxation of his club property. His protests, it must be admitted, generally aren't as effective as they might be simply because he doesn't know the other side of the taxing case.

I happen to be in a position to see the country club tax affairs with fairly accurate perspective.

I am professional at the Essex Country Club and have been with that club during 40 of its 60 years. I believe it was the first club, after the charter members, to join the USGA. I also have been for some years local assessor at Manchester-by-the-Sea, Mass. We New Englanders take our civic responsibilities quite seriously in the old-fashioned way. No one would become a tax assessor in our town as a pay-off in a popularity contest, or certainly wouldn't retain the job on the basis of fair and competent performance after the earnest controversies inevitable in any phase of taxation. But the assessing job must be done, impartially and with the solid good of all the community in mind.

We have our town meeting to show the method of evaluating properties, to explain how land value changes when use of the land changes, and to explain the valid and wise reasons for our local taxes.

So from this experience I'll survey the country club tax situation.

Golf Club Increases Values

The golf club enhances the value of its own and surrounding property by the mere fact of its existence as a golf club. The taxable value of the surrounding property is increased without one cent having been spent on the surrounding property by its owners and without one cent being spent in facilities and service by the municipality.

The golf club's investment, made by an association conducted "not for profit," contributes greatly — and generally far out of equality with its own financial investment — to the community's taxable valuation. In making that contribution the golf club plants and nourishes the seed of its own destruction by excessive taxation.

This condition is not peculiar to golf club locations that become residential areas. In agricultural areas the golf club with its treatment of soil to develop turf, its service in preventing erosion, in some cases diminishing dust storms, and frequently in supplying a market for neighboring farmers, contributes substantially to the economic as well as social welfare of the community.

And, in the cases of resort areas the golf clubs also serve as industries attracting money to the community and providing a market for labor and supplies.

Place in Planned Community

In modern community planning open areas as a civil defense element of incalculable importance are essential to the layouts. In some of our cities this phase alone justifies foresighted moderation in tax treatment to make sure of the golf club's survival.

Also in modern community planning provision is made for recreation facilities. Many metropolitan areas are obsolete and undesirable now because of lack of recreation areas for children but while that fact is recognized there has not been much recognition of the need of adults for the recreation that golf provides as a valuable bal-

ance against the nerve-shattering pressures of modern living. Even to those who do not play golf the green open spaces and the other scenic factors of a golf course are beneficial.

Now on a cold financial basis let's look at the private golf club in its relation to the rest of the community's financial picture. The "not for profit" policy of the private golf club actually means that the enterprise is run at a loss which members pay in return for the social, physical and mental values they receive from membership. Improvements to the property, expenses to offset depreciation and higher operating expenses at prevailing costs of labor, materials and supplies, keep the private golf club plant as the keynote of a first grade community's character. No blighted areas with reduced taxation and forfeitures for unpaid taxes surround the golf clubs.

Clubs Taxed Without Return

Furthermore, on the basis of its cost to the community, the golf club is a bargain far beyond the extent generally realized. In some instances where golf clubs unable to pay heavy taxes have been sold out to be used as residential or business sites it has been quickly realized that the vanished clubs were charged in taxes for a lot they didn't get. They actually took on an unduly heavy share of community expenses.

For instance; when the residential area is built on the former golf club site it is discovered by a few who read the story in figures that the golf club membership through club taxes had been paying a vastly disproportionate share of school expenses although the private club's membership included a very high percentage of people too old to have youngsters in school.

Incidentally I might say that one reason most private golf club memberships average older than is favorable to the healthy future of the club is because taxation makes it impossible for many desirable young people to afford country club membership.

On the school angle of country club replacement by residential construction you could say that there'd be about 250 homes built on the 170 acres the club formerly occupied. If the homes averaged two children and the average annual cost of school service per child was \$600, there'd be \$30,000 of community expense the golf club didn't require.

Certainly I think children are infinitely more important than golf clubs, but I simply cite this case to show that (1) there

might be other sites than existing golf clubs selected for financially sound residential planning, and (2) as an example of a golf club's comparatively small demand for community service.

When the golf course is converted into a residential area the club taxes are lost and although new taxes from home owners are received the expense of building and maintaining schools, roads, sidewalks, traffic control, water and sewerage, police and fire protection, and even election expenses, mount up in relation to tax income in a way that makes the former golf club obviously the most profitable, least demanding tenant the community ever had.

I have referred especially to the cases of private golf club taxation, but in most respects the factors apply in warranting moderation also in taxation of the privately-owned pay-as-you-play course which is a community asset without making heavy demands for community services.

And in the cases of municipal courses; as attractive front yards they generally figure substantially in increasing valuation for taxation of surrounding property. The public golf courses usually are unique among public utilities in being self-sustaining. Of course, like other public utilities, churches, schools, historical societies, etc., the public courses don't pay taxes. And why should they? If you were so disposed you might even put up a good argument for the public course charging no fee and being in the same class as other areas of the park or the park zoo.

The private golf club taxes per member call for more study than the subject has received and I believe that when the tax situation is completely and expertly examined from the viewpoints of the clubs and the taxing bodies a wise adjustment will be made in the tax situation which threatens the life of numerous older private golf clubs.

"Talks by Wm. Johnson of Los Angeles and Bob Williams of Chicago at a superintendents' convention, on improving tees paid a profit on my expenses to the convention as supt. of City of Norfolk (Va.) municipal courses. Our trees, many of which were bushes when they were planted in 1930, had grown to interfere with turf maintenance. From Johnson and Williams I got ideas for tree removal for turf improvement without diminishing the beauty of the course."—F. G. Bingham

Hot or Cold...Tersan[®]

Turf fungicide



Ends snow mold!

"My main headache when I first came to North Hills was snow mold. 'Tersan' has put a stop to it, along with brown patch and dollar spot. I have no fear of burning grass . . . I can trust inexperienced help with 'Tersan' with no danger of discoloring greens. Whether it's hot and humid or cold and wet . . . 'Tersan' stops turf disease."

—**Charlie Shiley**, North Hills Club, Milwaukee, Wis.



Perfect for brown patch!

"I use 'Tersan' exclusively for turf disease control. It's easy to work with, it's economical, I can use it safely any time of day, and it does the job. I treat all my greens alike . . . I spray regularly with 'Tersan' as a preventive. That's all it takes to stop brown patch, dollar spot and snow mold."

—**Erwin Bertram**, Westmoor Country Club, Milwaukee, Wis.

Safe and sure!

"No burning is what I really like about 'Tersan'. I get top control of brown patch and dollar spot and never any ill effects even during hot weather. 'Tersan' is economical, takes less manpower. I especially like the handy 3-lb. bags. Just about every year at this time, brown patch would take over our greens . . . except for 'Tersan'. With 'Tersan' we're safe and sure!"



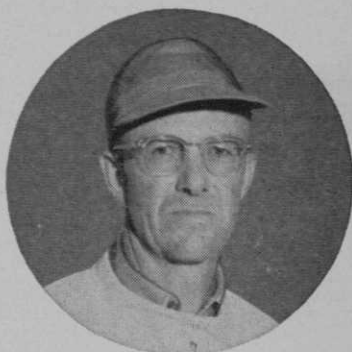
—**John Stampf**, Milwaukee Country Club, Wis.

These reports from golf-course superintendents at courses in the Milwaukee area are another in a continuing series of "experience reports" from leading courses across the country.

Stops Turf Diseases

Easy on the greens!

"The main reason I changed to 'Tersan' is because my old fungicides were hard on the greens. 'Tersan' isn't . . . it stops disease without any grass damage whatsoever. I can mix fertilizer and insecticides with it, too. In fact it's mighty easy to use . . . just put it in the tank from the handy 3-lb. bags and spray!"



—Orval Decker, Tripoli Golf Club, Milwaukee, Wis.

Best by test!

"I went to 'Tersan' because I could see by experience that it is the best turf fungicide. 'Tersan' takes care of snow mold, brown patch and dollar spot. I have confidence in 'Tersan' . . . it prevents turf disease, it doesn't burn the grass and it's economical and easy to use."



—Frank Musbach, Blue Mound Golf & Country Club, Milwaukee, Wis.



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Right through the season!

Yes . . . hot or cold . . . you can easily keep your greens in top shape through the critical periods when brown patch, snow mold and dollar spot attack. If you aren't using "Tersan" . . . try it now. "Tersan" is green in color, blends with the grass. It comes in handy 3-lb. packages, stays in suspension for even application.

Note: For killing poison ivy and brush, use Du Pont "Ammate". For broadleaf weeds in fairways, use Du Pont 2,4-D Weed Killers.



REG. U. S. PAT. OFF.

Turf Fungicides

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



Twelfth green at Royal Birkdale during 1951 Walker Cup matches with Charley Coe putting and Ronnie White of the local club and British Walker Cup team, waiting. White defeated Coe 2 and 1. No expense of rough maintenance here. It maintains itself—and there's a lot of it on the sandhills close to the fairways.

Birkdale Rated Stiffest Course for British Open

By W. H. CORLETT

Sec.-Mgr., Royal Birkdale GC, England, from 1948 to 1953, and now Manager of the Augusta (Ga.) National Golf Club

ON JULY 5-9, this year the British Open Championship is to be held over what many consider the stiffest test of golf in Britain—the links of the Royal Birkdale GC in Southport, England. For over 12 months now the committee of that Club, ably abetted by the Royal & Ancient Golf Club of St. Andrews, has been laying plans to ensure that the course is at its finest and fiercest.

The Royal Birkdale links are situated in natural golfing country and the first sight of those mountainous sandhills has never failed to thrill, excite and entice anyone who has ever handled a club. I well remember meeting the American Walker Cup team of 1951 on their arrival in England and driving with them from the Liverpool

dockside to their hotel in Southport. Our route took us along a highway half a mile from the Club, but as the panorama came suddenly into view there was a howl of ejaculations from the team and the escorted convoy came to a stop in response to the demands of the passengers. Cameras clicked and whirred in unison with the excited voices of the party which were insisting that a few holes be played without more ado.

Royal Birkdale — it received its title "Royal" by command of His late Majesty King George VI for its services to golf — is a championship course, one of 12 in Gt. Britain and Ireland. The major golfing events of Britain are played only on these "Championship" courses and as a conse-