

The Steering Committee decided to test the proposed subscription plan by canvassing the golf-playing citizenry for an expression of support. In three weeks time the Committee of One Hundred collected 550 signatures of golfers willing to subscribe to the advance greens fee plan if it were adopted. The Finance Committee, with this final proof of support, unanimously endorsed the subscription plan for their report.

Citizens Help Finance

With the completion of the Finance Subcommittee report, the Steering Committee assembled all the data gathered into a unified report which contained the estimated cost of the proposed course, the estimated annual cost of operation, the financing plan, the proposed site of the course and means for irrigating the layout. It recommended the construction of a municipal golf course for Palo Alto because: "... we can safely conclude that a municipal golf course not only provides healthful recreation for a great number of people but also has the unique ability of returning a net profit to the taxpayers, whether or not they actively use the course. No other municipal recreation program in Palo Alto or elsewhere combines these two big advantages."

When the completed report was ready for presentation to the Council, Mayor Mitchell intimated that the highly technical nature of the material would require the lay members of the Council some time to study. To eliminate the possibility of such delay, the Steering Committee enlisted the aid of William (Bud) Bell, prominent California Golf Architect who, with his father, the late Billy Bell, had built many of the golf courses now in operation in the West. Mr. Bell carefully studied the Committee's report and then interpreted the report in lay terms to the full city council. After finishing his talk he invited the council to ask questions on any point which they proceeded to do for one full hour. Each question was answered to the complete satisfaction of the Council and it voted unanimously to approve the proposal for constructing the course—provided the citizen's committee could raise \$75,000 through public subscription.

The Steering Committee wasted no time considering the challenge. It spent six weeks preparing for an all-out fund drive to meet the \$75,000 goal. It investigated fund raising methods, laid its plans for publicity and door-to-door canvassing as well as for contacting civic, social and industrial organizations for financial contributions.



—Palo Alto Times Photo

J. Pearce Mitchell, then mayor of Palo Alto, shows Chief Justice Earl Warren of the Supreme Court (center) an artist's rendering of the proposed Palo Alto Municipal Course. Warren was governor of California when this picture was made.

The "Tee-off" for the fund drive was a mass meeting of the entire committee of 100 plus everyone interested in the golf course project. The first advance greens fee subscriptions were sold on the spot and the drive was on its way. After three months of intensive campaigning, with heartening all-out support from the local press and every organized group within the city, the goal was met. In addition to the individual subscriptions, there were many substantial contributions of lump sums from local groups, including a gift of \$25,000 from the estate of a former local philanthropist.

Course Approved

With the final major hurdle behind them, the Steering Committee met to prepare the final report for action by the City Council. However, here again, as throughout the entire project, an acute consciousness of sound public relations came to the fore and the Chairman requested interviews between individual members of the City Council and key leaders of the Committee. He carefully pointed out that the desired interviews were not aimed at pressuring Council members nor for the purpose of lobbying, but only to answer any questions that the city officials might have regarding the new golf course. As a result, when the final report was presented to the council on November 9, 1953—after 17 months of concerted effort—it was unanimously approved and the city manager was authorized to employ a golf course architect to proceed with the plans for the new course.

Palo Altoans are looking forward eagerly to the breaking of ground for their new municipal golf course this spring!

These



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SPEAKING *on the record* of their own experiences, these great professionals will tell golfers everywhere what they think of MacGregor Golf Balls—in a powerful series of national advertisements scheduled to start this month. Tie in and cash in!

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THE GREATEST NAME IN GOLF

REG. U. S. PAT. OFF.

Golfers Learn to Appreciate Superintendent's Work*

By PATTY BERG

ALL GOLFERS love a beautiful course with heavy turf that seems to set the ball up where it can be easily hit. All love the turf that allows a good long run on their drives. Everyone prefers a rough that is not a hayfield, but is cut to proper length, greens that have a good base, and not grainy, and will do a good job in holding the ball when backspin is applied.

All of us like large tees on which are maintained a good covering of turf by changing the position of the markers; and of course, traps that are not cellars, and enough loose sand so that explosion shots can be made.

All of these things the golfer wants, and even more. He wants a landscape studded with beautiful trees and shrubs, groomed like a lady's permanent; flowers around the clubhouse, and all utility buildings and unsightly things screened by shrubs and bushes.

The wants of the golfer are varied and many as supts. already know by their experience with us.

We know of course that the golfer's demand for Utopian courses can only be satisfied by the work of experts who have the know-how of golf course management and maintenance.

Golfers Can Help Supts.

I realize that we golfers can be of considerable assistance to you by very little effort on our part. Along that line, I would like to tell you of a man who told me years ago, that he had two homes; The home in which he lives, and the home where he plays, which in this case was his golf club. He also stated he tried to be just as careful of things at the club, the grass, the traps, the trees, etc. as he was at home. That it was as important to him to have his club and course looking as nice as his own lawn and home.

I have observed this man picking up bits of paper and stuffing them in his pockets to be put into the waste containers for that purpose. Suggestions to others to do likewise would be helpful to all concerned.

I think this little verse I read some time

ago, written by Edgar Guest, perfectly sets forth the policy of a true golfer:

*A golfer is more than a ball-driving brute,
He is more than a mug-hunting czar
To be known as a golfer you don't have to shoot
The course of your home club in par;
But you do have to love every blade of the grass,
Every inch of the fairways and greens,
And if you don't take care of the course as you
pass,
You are not what "a good Golfer" means.
You may brag of your scores and may boast of
your skill,
You may think as a golfer you're good,
But if footprints you make in the traps you don't
fill,
You don't love the game as you should.
For your attitude unto the sport you enjoy
Isn't proven by brilliance or force;
The proof of a golfer—Now get this, my boy!,
Is the care which he takes of the course.*

Patty Sees the Courses

In the 22 years that I have played golf, I have traveled all over this country, and I have also played on several golf courses in Canada, England and France. During 14 of these years I have worked in golf promotion for one of our large manufacturers of golf and other sports equipment.

I have visited every nook and cranny of the United States. In these travels I have had the opportunity to observe the turf, the landscaping and general beautification of many golf courses, private and public, and I cannot refrain from telling you of the compliments and the expressions of appreciation for your efforts and advances in golf course maintenance.

These laudations of golfers mean that your knowledge and work in their behalf have given them increased pleasures in all phases of their most favorite game.

Some time ago I read an article deploring that the golf course superintendent was the "forgotten man". This might have been true some years ago, but things have changed. Today those who really know golf consider the supt. one of the most important men on a golf course. All know the tremendous task he renders in maintain-

(*1954 GCSA conference address)



MIDWEST HOLDS GRASS DISEASE CLINIC

Midwest Assn. of Golf Course Supts. held a two-day plant disease clinic in a conference room fitted up as a botany laboratory. Here, discussing some problems of turf disease are: (L to R) Jack Kolb, Wm. Daniel, Wm. Klomprens, Ray Gerber, Don Strand, Wm. Kraft and Bert Rost. Klomprens of Upjohn Co., Ralph Voight of University of Illinois, Wm. Daniel of Purdue and James Watson of Toro Co. were turf scientists associated with Midwest supts. in presenting this initial study of turf grass disease. Microscopic study of grass diseases, study of their causes and prevention in this two-day session in the opinion of John McGregor, veteran in midwestern golf course management, logically promises to save midwestern courses an annual amount equivalent to a substantial percentage of salaries of supts. attending the clinic.

ing a golf course which allows the golf players to perform at their best, and the non-golfers to feast their eyes on the beautiful landscape.

Condition Determines Score

I feel satisfied that the quality of any golfer's game is directly hooked up with the course supt., through the condition of the tees, fairways, rough, traps and greens. It would not be true to say that golfers play better on ill-kept golf courses.

There is another element that I am sure will affect most golfers. I know it has to do with my playing. I speak now of the beautification of the golf course as a whole. I believe I am much happier playing where landscaping and cleanliness prevail than on a littered, poorly groomed course, and with the happier condition, my game will comply and also be happier, and I will play better and score better.

As a touring tournament player, last year I played 65 rounds of medal play, and several match play tournaments, besides many rounds of exhibition matches, as well as all my clinical work. I know from this experi-

ence the grooming of the course, both in good turf to play on and beautiful landscaping to look at, had much to do with my state of mind and enjoyment.

I know also that supts. have to meet and remedy many situations. I recall that some years ago the course where I first started golf had a green that set in a cluster of large elm trees. On one side there were four large trees which happened to be within a few feet of the green. This half of the green was always in poor condition. When the tree root spread was controlled the green condition was improved.

I recall also that this golf course had considerable land in plots, one of bent for repairs and new greens, also plots of flowers for the clubhouse, and quite a considerable plot for trees, and shrubs to be set out on the course when needed. I mention this only to show how this club planned for the future and how I have remembered the foresight of the supt. and Green committee.

This course has sprayed both rough and fairways quite regularly in the past several years, as a result I would call it as

Tersan[®] Stops Brown

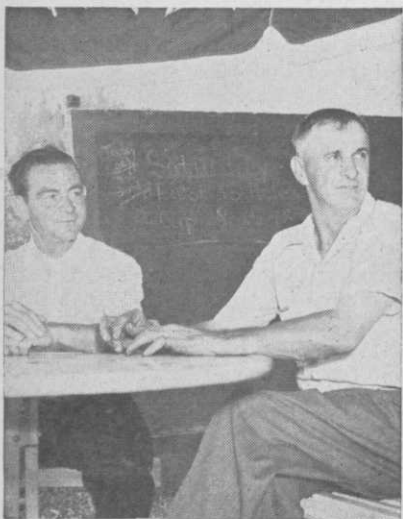
Turf Fungicide



The clincher for brown patch!

"I was getting a great deal of that burned-cast look on my greens till I started using 'Tersan' in 1941. Immediately I noticed a difference . . . and in practically no time at all our greens were back in good shape. That's the way it has been ever since. Our course is in a built-up residential district, which restricts normal ventilation. We depend on 'Tersan' to keep down the fungous diseases which always seem to accompany poor air circulation."

—Colin Smith, Shaker Heights Country Club,
Shaker Heights, Ohio



Easy to use, sure in results!

"We've been using 'Tersan' about six years, and have seen a great difference from our previous brown-patch control. It stops disease and is far less shocking to the grass than any other fungicide. We like 'Tersan' because it's a much faster spray job and doesn't need a lot of washing in . . . nor does it burn. We also spray right up till late October and have little, if any, snow mold."

—John Randall (Pro) and Lester Dayton,
Columbia Hills Country Club, Columbia Station, O.

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



Turf Fungicides

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Patch and Snow Mold

No more greens eaten up with snow mold!

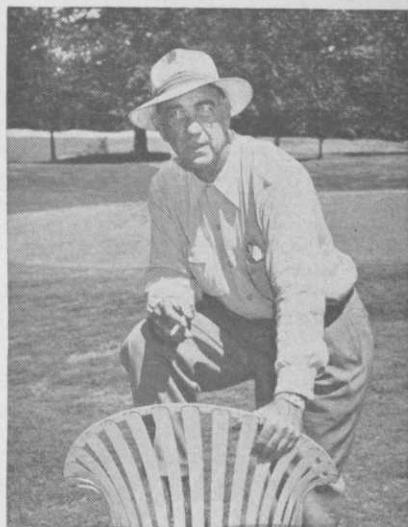
"Six years ago I first tried 'Tersan'. . . I liked it . . . and that was it! When I arrived in February, the place was eaten up with snow mold. Since that experience, I use 'Tersan' as late as possible in the fall and never have snow mold now. We have three holes hemmed in by trees where brown patch always lurks to attack. But 'Tersan' stops it cold. I also use 'Tersan' to stop damping-off of new grass seedlings."

—Frank P. Dunlap, The Country Club,
Pepper Pike Village, Ohio

Hot or cold, "Tersan" is best

"After trying all the turf fungicides, I've decided 'Tersan' is the best to control brown patch and snow mold. I recall a hot July Saturday when brown patch started to set in at 2 p.m. By 3, we had some patches 2 to 3 feet in diameter. We went to work with 'Tersan' and sprayed all 18 holes. By Monday, the greens were clean! Since then I've been using a preventive 'Tersan' schedule. In the fall I spray as late as possible before snow, to prevent any snow-mold problems."

—"Mike" Matteo, Mayfield Heights Golf, Inc.,
Mayfield Heights, Ohio



Use "Tersan" right through the season and keep your greens in top shape in spite of attacks by brown patch, snow mold and dollar spot. "Tersan" is green in color, blends with the turf, comes in handy 3-lb. packages. Get "Tersan" now. Add special "Semesan" if you prefer to combine mercury with "Tersan."



"Tersan" and "Semesan"
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near free of weeds as I have observed anywhere. The rough on this course is very heavy until along in August and for that reason is kept quite short. The fairways have a splendid turf.

The fairways contain bent which came in when the sprinkling system was installed and some bent sod was used in covering of the trench. The grass is mowed to something like $\frac{3}{4}$ of an inch, is very heavy and a ball sets up well.

Recently I observed an article about how a golf instructor not only gave golf instruction to his students but gave them a fair knowledge of turf as well. He seemed to feel that the knowledge of good turf is also a part of golf instruction on the basis that turf affects the game and the game affects the turf. I believe there is something to it.

Winter Course Improvement

At the club where my father and mother play in the winter time finances are usually a problem. However, the members help with much of the landscaping. Many young trees, shrubs and bushes have been set out according to the planning of the course supt. This has resulted in considerable beautification of the course, and has been accomplished mostly by the efforts of the Membership.

This course had had very little or no feeding for more than 10 years and was practically starved out.

The whole course was infested by mole crickets and cut worms. Three years ago they decided to do something about it. A heavy dusting of chlordane mixed with some grain meal was applied. Two other applications by airplane and one ton per acre of dolomite was also used. Then Bermuda clippings were disked in, along with a heavy application of fertilizer. Each year since, a heavy application of fertilizer has been put on this course, so now it is in very good condition, except of course, that we still have many weeds but they are diminishing each year.

Two years ago this club was fortunate in procuring the services of a new professional who also had knowledge of maintaining and upkeep of the turf. He has revamped many of the greens, rebuilt tees, and added several traps, and in a general way has made the entire course much better. Roland Wingate has made tremendous improvement and bettered the playing conditions as well as cleaned up the course.

As a result of this, the containers for litter are being used, and no one thinks of throwing refuse around the course or club-

house grounds. All of this had made a much better atmosphere in all departments.

I believe that golfers as a general proposition, can be educated to keep the grounds free from litter, if a few containers are properly placed.

I believe if proper attention is given to cleanliness, on and around the course, the members will get the idea it's their course, and clean it up themselves.

Quite often I see neglected tees and I think most golfers will agree that if a golf course has good tees and good greens one can wait on the fairways to improve. I suggest tees large enough so that the turf can be maintained, by changing the position of the markers as often as possible.

I wish to say something for the people we call golfers.

They are the backbone of everything connected with golf. Without them there would be no need of turf, other than that which would be considered a lawn.

These people are the folks that pick up the check and they are numbered in the millions. They are great people, good, friendly, patient, patriotic,, generous and honest.

I have met many of them through this great game called golf. They are my friends and I love them all. The nature of this game seems to breed long and lasting friendships.

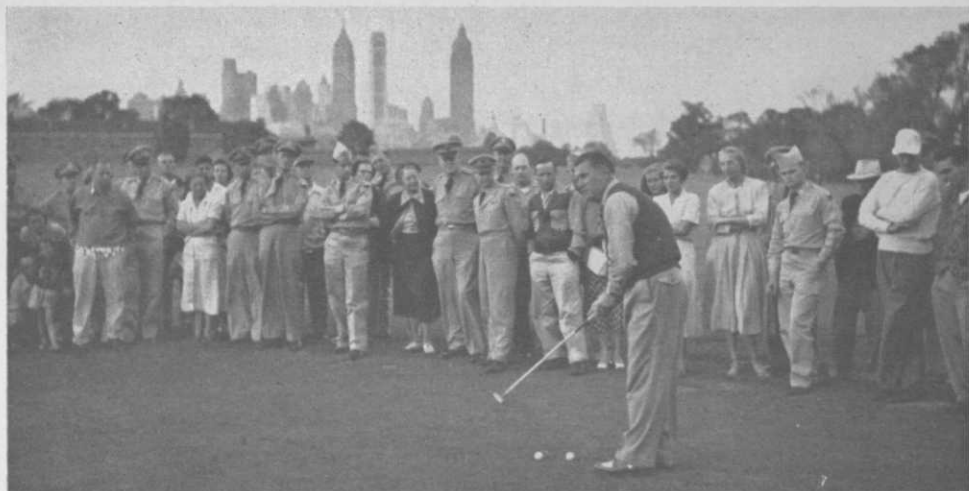
I wish also to call your attention to the golf professional. Here is the person that starts the people in this game. His constant observation and alertness is always at your disposal. He suggests, counsels and demonstrates. He cries with them, and over them. He supplies the correct implements and the know-how. He is practically indispensable.

And now last but far from being least, comes the golf course superintendent, an essential man in good golf. Here is a man who, by the nature of his work, must be skilled in many endeavors. He must be an agronomist, a mechanic, landscaper, artist, gardener, scientist, architect, road builder, painter, carpenter, plumber, electrician, bookkeeper, and labor relations expert. He must provide a good turf and maintain it despite all kinds of weather and insects and players.

He isn't the "Forgotten Man", he is the "Miracle Man" of golf.

IMPORTANT

To make certain your 1954 officials and operating heads receive GOLF-DOM—fill-in the form on page 86 and mail it—today—please.



From tightly packed halls to the wide-open spaces of Ft. Jay on Governor's Island with the spires of Manhattan looming in the background and at all stops between, Bud Geoghegan works as a golf missionary.

Geoghegan Puts on Show That Recruits Golfers

By CHARLES PRICE

JAMES J. "Bud" Geoghegan, an affable pro with a perpetual pipe, a well-traveled station wagon, and bunker-sized optimism, has become well known in the North Jersey, Metropolitan sections as the "Ambassador of Golf."

With a unique combination of showmanship and promotion, Geoghegan, who is pro at the Crestmont CC in West Orange, N. J., doubles as an evangelist, preaching the gospel of golf to thousands of unbelievers. This procedure has placed him in front of a number of groups, ranging in variety from the International Harvester Co. to the Society of Holy Name. Their clamor for more has astounded Geoghegan, who expected to be paid off only in personal satisfaction but who admits to having received some handsome cash as well. In fact, public response has been so large that a good deal of the time Geoghegan spends, or would like to spend, in converting non-golfers to the fold is used in recruiting and training other pros to share his thunder.

Geoghegan neither wants, nor could handle, a monopoly in his field, which, if you want to place it in a category, would lie somewhere between that of the touring pro

and that of the club pro, combining the glamour of the former and the practicality of the latter. Instead, Geoghegan visualizes the day when what he is doing for golf will be on the scale of, and in the manner of, what Arthur Murray has done for dancing. Presumably, he hopes, too, that golf will do for him, financially, what dancing has done for Murray.

"Every day," Geoghegan says, "I get a call from someone who wants me to go to some unlikely place and give my show. I event went to Connecticut State Prison once. And you can imagine what the golf facilities are like up there. Why, not long ago I gave the show in downtown Jersey City. There isn't a golf course within miles of downtown Jersey City. But they ate it up."

Simple Procedure

Geoghegan's procedure is surprisingly simple. Therein lies the secret of its success, he believes.

Geoghegan first approaches an organization of which he requires two things: (a) an auditorium, and (b) an unquestionable reputation. A YMCA would be typical. Geoghegan then simply states to whom-

ever is in charge that he wants to give a golf show, free of charge. In return, all he asks is use of the auditorium; he'll willing to pay for janitorial services, electricity, and heat, if necessary.

After this is assured, Geoghegan has hundreds of tickets printed at his own expense. He has them distributed through local stores and other such outlets. With the backing of an organization like the "Y," Geoghegan has found that local merchants are perfectly willing to cooperate.

Geoghegan then approaches the local newspaper for publicity. So far, the papers have been more than glad to supply this, with the "Y," once again, backing him up. To facilitate matters, Geoghegan keeps on hand a supply of "hand-outs" and pictures.

The purpose of the free show is to get as many people as possible into the auditorium. An admission fee, therefore, would destroy its purpose. "It's like a 'giveaway' show on TV," he explains. "Plenty of ballyhoo. Ballyhoo, that's all."

Equipment for the Show

The trappings for Geoghegan's show consist of a portable driving net, a motion picture projector and screen, and, of course, plenty of golf clubs. He delivers a brief talk on what golf is like as a game and a sport. Then he shows movies of Ben Hogan and other stars in action. For a clincher, he invites someone from the audience to step onstage for a free lesson, preferably a girl, the prettier the better.

It is imperative at this point, Geoghegan explains, not to embarrass the pupil. Put her at ease. If she is a rank novice, treat her sympathetically as such. While the lesson is being given, he takes it down on the tape recorder. After the lesson is concluded, he makes a cheap record of it, which he presents to the pupil to be played over again whenever she feels the need.

At the conclusion of the show, Geoghegan offers a group of ten lessons at a dollar apiece, all ten payable in advance. Clubs and other equipment, what little will be needed, will be supplied free of charge. Classes are limited to groups of 30, at which Geoghegan and an assistant will be present, the assistant being paid on an hourly basis.

From experience, Geoghegan has found that the response to the offer averages about 10 per cent of his audience. The gimmick, therefore, is to get as many people to the free show as possible. Geoghegan says that frequently 400 to 500 have shown when he expected less than half the number.

According to Geoghegan, there is "no new

way of teaching." System, he claims, is everything. As a result, Geoghegan relies upon a thoroughly thought-out procedure of imparting his knowledge of the game to each group.

The first three lessons are spent in acclimating the student to golf, teaching him that the game is a whole lot more than "hitting a little white ball around a field." Geoghegan tries to explain what the student should expect of the game and what he should not. One complete session is devoted to the rules and etiquette of the game.

Awards Diplomas

From here on it is a case of building the best possible swing for each pupil, taking advantage of whatever natural ability he may happen to have. At the end of each lesson, Geoghegan gives each pupil a written summary of what has been said. At the end of the ten lessons, he presents each with a diploma.

Throughout all the lessons, Geoghegan believes, it is wise to make reference to the PGA whenever possible. "This impresses the student with the importance of continuing his lessons, if he should so decide, with a competent teacher," Geoghegan explains. "Besides, it's just — well, good policy."

Somewhere between the first and the tenth lesson, Geoghegan's pupils approach him about buying equipment. Few of them can afford, or need, first-class clubs. Geoghegan keeps a supply of second-hand equipment on hand and listens to any reasonable offer. He tries to talk to each pupil separately about his or her financial ability to pay. He asks them bluntly what they can afford to pay each week, the answers being astonishingly low at times, often no more than a dollar or two per week.

Whatever the answer, however, Geoghegan accepts. And he takes them on their word to pay. "It would be amazing to a hard-bitten businessman," he says, "but I haven't been stuck yet. Everyone of them — and there have been hundreds — has paid me right on the barrelhead.

"You have to keep in mind that these are hard-working people. Some of them cannot afford any other kind of entertainment. They come to my first show simply because it is free. Some take the full course of lessons with no thought of ever playing on an actual golf course. Some will never get beyond the driving-range stage. Most will end up at municipal courses. But all of them — first and foremost — want to be entertained. You must keep the sessions light and uninvolved. These people do not want to be lectured after a full day in the office. Sure,