

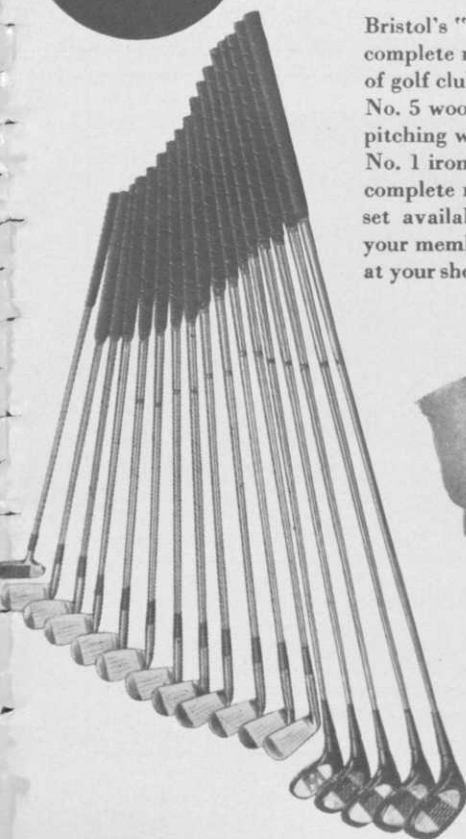
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Pres. Leonard Strong and the GCSA board of directors are hosts to USGA Green Section officials and representatives of the press at luncheon following harmonious meeting and dinner arranged by the Green Section for purpose of clarifying general policy adopted by the Green Section.

Richard S. Tufts; Championship, John D. Ames; Amateur Status, John W. Fischer, Cincinnati; Implements and Ball, Charles B. Grace; Membership, John G. Clock, Long Beach, Calif.; Handicap, William O. Blaney, Boston; Green Section, T. R. Garlington, Atlanta; Women's, Mrs. Harrison Flippin, Merion, Pa.; Sectional Affairs, Charles L. Peirson; Public Links, Fred Dodd, Wichita, Kan.; Junior Championship, J. Frederic Byers, Jr., Pittsburgh; Girls' Junior, Mrs. John Pennington, Buffalo; Museum, Edward E. Lawery, San Francisco.

the meeting at which harmonious understanding was reached.

Pres. Leonard Strong and GCSA directors were hosts to Green Section officials and newspapermen Jan. 7 at luncheon. Joe Dey presented the GCSA with the USGA perpetual trophy, a large cup, for the GCSA supts. championship. GOLFDOM presented an annual trophy for the winner in the pro-supt. division of the GCSA tournament.

A pleasant surprise was the award of a plaque to Fred V. Grau, former director, USGA Green Section, by the GCSA.

Green Section, GCSA Officials, Meet at Miami

WITH JOE DEY, executive sec., USGA, presiding in the absence of USGA Green Section chmn., Richard Tufts, detained at Pinehurst, N. C. by a severe cold, Green Section operating officials and committee members met at La Gorce CC, Miami Beach, Fla. with Golf Course Supts.' Assn. executives during the GCSA conference.

The session satisfactorily ironed out misunderstandings about Green Section policy which had some supts. under the misapprehension that the Green Section was discontinuing all activity in turf research to engage entirely in extension work.

Clarification of the Green Section policy which had been adopted after conferences with Green chairmen and supts. ended a controversial division between some supts. and the Green Section which was becoming a source of bewilderment and irritation to some club officials.

The Green Section was host to GCSA officials and others at a dinner following



GCSA TRIBUTE TO GRAU

Fred V. Grau (L) accepts plaque from Pres. Leonard J. Strong awarded by the Golf Course Superintendents Assn. in recognition of untiring devotion to the progress and development of turf improvement. Presentation was made at recent Turf Conference and Show and is the second award to be made by the GCSA for outstanding work by men in turfgrass development.

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The Golf Cart That
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Square Foot! and it rolls
Even When Folded!

MORE ROOM FOR MORE CARTS

There are two ways to accommodate the growing number of golf carts at your club. One is to add storage space.

The best way is to sell Con-Voy Bag Master. Con-Voy stores upright, with bag, in only 11 square inches. Less than a square foot! No nesting. Con-Voy rolls when folded. You never have to carry a Con-Voy.



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You can recommend Con-Voy to your members with confidence because it is the *one* cart with every single feature checked and approved by club professionals.

Feature by feature, from the contour formed rubber handle to the easy rolling semi-pneumatic ball bearing wheels, Con-Voy is the golf cart *golfers asked for.*

Light and maneuverable, Con-Voy has (1) quick, positive hand release lock action. (2) 24 position ratchet handle. (3) Exclusive "Snug Fit" bag brackets which adjust to any size, won't damage bags. Also available, special brackets to accommodate large round bags.



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- Tee holder
- Cigarette holder
- 12" wheels
- All regular features



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Albert Allen's shop at Kernwood CC, Salem, Mass., gives some idea of the essentials of a well equipped maintenance shop for the modern golf course.

Well Equipped Shop Essential to Modern Golf Course

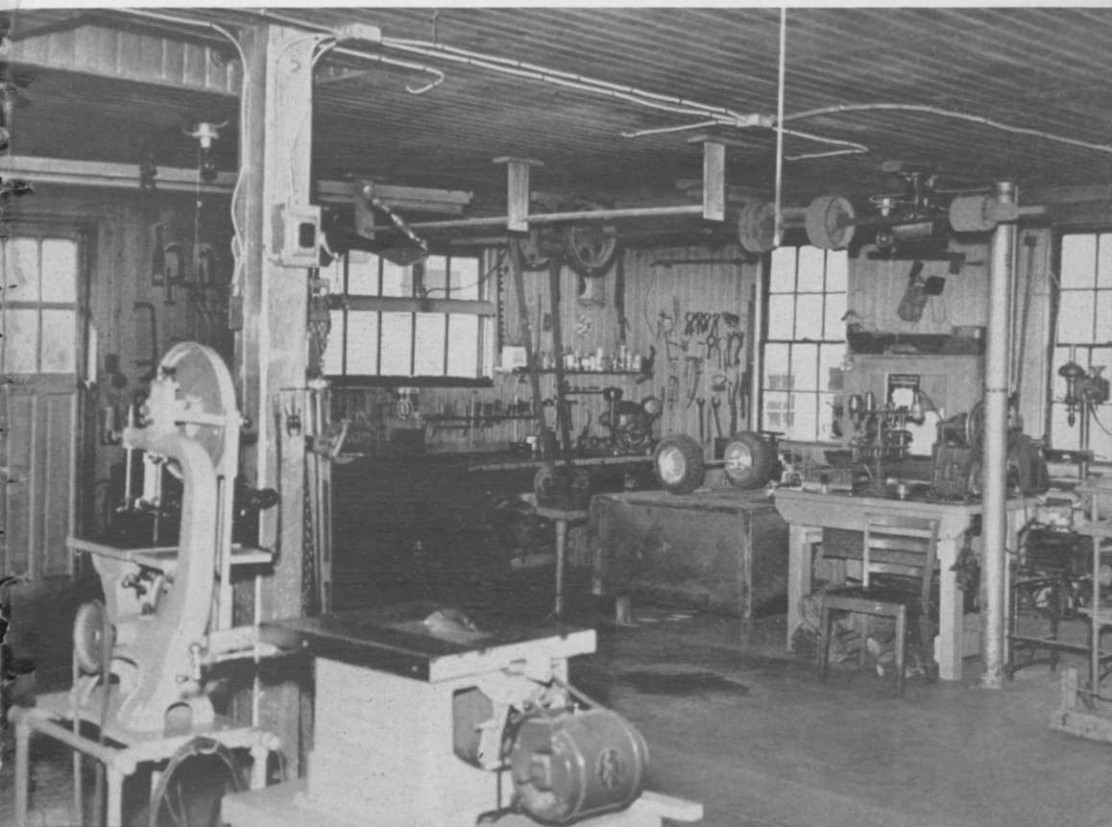
THE NERVE CENTER from which the present day superintendent operates in directing the increasingly diverse and complex responsibilities tied up with modern course maintenance practices too often is only a nondescript, inadequate structure hid away from view rather than a well lighted, fully equipped, properly laid out shop for efficient service.

The average golfer or club member who demands the best in course condition and proudly boasts of its beauty, in all too many instances, would tag the golf course maintenance shop a disgrace to the club and certainly not in keeping with the times. Unfortunately this too general situation stems from the day when course maintenance equipment consisted of only a few hand mowers and a horse drawn gang of

mowers. The maintenance shop or "shed" has failed to emerge from the "horse and buggy" era and thus keep pace with the technical and mechanical developments which have made possible the high standards of course maintenance enjoyed practically everywhere today.

With an investment in equipment running into thousands of dollars, the practical club official realizes the soundness of a maintenance policy that provides proper care and handling of equipment and adequate facilities for needed repair and conditioning. The day has long since passed when the golf course superintendent can be lightly referred to as a jack of all trades and master of none. Scientific improvements and specialized equipment have com-

(Continued on page 68)



1954 TOURNAMENT SCHEDULE

FEBRUARY

- 1-6—LIFE BEGINS AT FORTY TOURN., Harlingen (Tex.) Muny Crse.
- 4-7—PHOENIX (ARIZ.) OPEN, Phoenix CC
- 16-21—NAT'L CH. OF GOLF CLUB CHAMPIONS, Ponce de Leon GC, St. Augustine, Fla.
- 18-21—TEXAS OPEN, Brackenridge Park GC, San Antonio
- 25-28—MEXICAN OPEN, Mexico City

MARCH

- 4-7—HOUSTON OPEN
- 11-14—BATON ROUGE OPEN, Baton Rouge, (La.) CC
- 17-21—MIAMI BEACH FOUR-BALL INV., Normandy Isle, GC, Miami Beach
- 21-27—AMERICAN SENIORS GA MEN'S CH., Ponce de Leon GC, St. Augustine
- 22—LA GORCE AMATEUR PROFESSIONAL, La Gorce CC, Miami Beach
- 23-24—SEMINOLE AMATEUR PROFESSIONAL, Seminole GC, Palm Beach
- 26-28—AZALEA OPEN INV., Cape Fear CC, Wilmington, N. C.

APRIL

- 2-4—GREATER GREENSBORO (N. C.) OPEN INV., Starmount Forest CC
- 8-11—THE MASTERS, Augusta (Ga.) Nat'l GC
- 15-17—MEN'S INTERCOLLEGIATE, Stanford Univ., Palo Alto, Calif.
- 19-24—TRANS-MISSISSIPPI SENIORS, Thunderbird Ranch & CC, Palm Springs, Calif.
- 22-25—TOURNAMENT OF CHAMPIONS, Desert Inn, Las Vegas, Nev.
- 26-May 1—NORTH & SOUTH INV. MEN'S AMATEUR, Pinehurst, N. C.
- 26-May 1—ENGLISH AMATEUR, Royal St. George's
- 29-May 1—SOUTHERN INTERCOLLEGIATE, Athens, Ga.

MAY

- 6-9—GREENBRIER PRO-AM INV., Old White Course, White Sulphur Springs, W. Va.
- 24-29—SOUTHERN GA AMATEUR, Memphis (Tenn.) CC
- 24-29—BRITISH AMATEUR, Muirfield

JUNE

- 3-6—WGA Open, Kenwood CC, Cincinnati, Ohio
- 3-6—TRIANGLE ROUND ROBIN, Cascades CC, Virginia Hot Springs
- 5—National Golf Day
- 10-12—HOPKINS TROPHY MATCHES, Mississauga GC, Port Credit, Ont.
- 12-13 & 19-20—METROPOLITAN PUBLIC LINKS, Ash Brook CC, Scotch Plains, N. J.
- 15-18—WGA JUNIOR, Univ. of Illinois, Champaign
- 16-18—DAKS PROFESSIONAL TOURNAMENT
- 17-19—USGA MEN'S OPEN, Baltusrol GC, Springfield, N. J.
- 20-26—NCAA CHAMPIONSHIP, Brae Burn CC, Houston, Texas
- 22-26—ILLINOIS STATE AMATEUR, Urbana CC
- 24-25—WESTERN SENIOR GA CH., Blue Mound G&CC, Milwaukee
- 25-July 1—WGA INTERNATIONAL AM. FOUR-BALL, Highland G&CC, Indianapolis, Ind.

JULY

- 2-3—ONTARIO OPEN, Cedar Brae G&CC, Toronto
- 5-9—BRITISH OPEN, Royal Birkdale
- 10 & 12-17—USGA AMATEUR PUBLIC LINKS, Cedar Crest CC, Dallas, Texas.

- 12-18—TRANS-MISSISSIPPI MEN'S AMATEUR, Cherry Hills CC, Englewood, Colo.
- 14-17—CANADIAN OPEN, Point Grey G&CC, Vancouver, B. C.
- 19-21—MID-ATLANTIC GA JUNIOR, Baltimore
- 19-25—WGA AMATEUR, Broadmoor GC, Seattle
- 22-25—METROPOLITAN AMATEUR, Garden City CC
- 21-27—NATIONAL PGA CH., St. Paul, Minn.

AUGUST

- 4-7—USGA JUNIOR AMATEUR, Los Angeles (Calif.) CC
- 5-8—ALL AMERICAN, Tam O'Shanter CC, Niles, Ill.
- 12-15—WORLD'S CHAMPIONSHIP, Tam O'Shanter CC, Niles, Ill.
- 12-13—AMERICAS CUP MATCHES, London (Ont.) Hunt & CC
- 14—INTER-PROVINCIAL MATCHES, London, (Ont.) Hunt & CC
- 16-19—HEARST NAT'L JUNIOR CH., Mt. Pleasant CC, Baltimore
- 16-21—USJCC NAT'L JUNIOR, Univ. of New Mexico, Albuquerque
- 16-21—PGA NAT'L CADDY TOURNAMENT, Columbus, Ohio
- 16-21—CANADIAN AMATEUR, London (Ont.) Hunt & CC
- 17-20—GREAT LAKES AMATEUR, North Hills WC, Milwaukee, Wis.
- 20-22—CANADA CUP, Laval-sur-le-lac GC, Montreal
- 23-28—USGA MEN'S AMATEUR, CC of Detroit, Grosse Pointes Farms, Mich.

WOMEN'S EVENTS

FEBRUARY

- 12-14—ST. PETERSBURG (FLA.) G&CC
- 17-20—SERBIN OPEN, Bayshore GC, Miami Beach, Fla.
- 23-28—INTERNATIONAL MIXED TWO-BALL, Orlando, Fla.

MARCH

- 5-7—Sarasota Bay CC, Sarasota, Fla.
- 11-14—TITLEHOLDERS PRO-AM, Augusta (Ga.) CC
- 17-22—NORTH & SOUTH INV., Pinehurst, N. C.
- 26-28—PEACH BLOSSOM OPEN, Spartanburg, (S. C.) CC

APRIL

- 2-4—Sunset Hills CC, Carrollton, Ga.

MAY

- 10-14—SOUTHERN GA WOMEN'S, Birmingham (Ala.) GC

JUNE

- 14-19—WWGA OPEN, Glen Flora, Waukegan, Ill.
- 14-19—WOMEN'S MET. GA CH., Inwood CC

JULY

- 1-3—USGA Women's Open, Salem CC, Peabody, Mass.

AUGUST

- 30-Sept 3—USGA GIRLS' JUNIOR CH., Gulph Mills GC, Bridgeport, Pa.

SEPTEMBER

- 2-3—CURTIS CUP MATCHES, Merion GC, Ardmore, Pa.
- 13-18—USGA WOMEN'S AMATEUR, Allegheny CC, Sewickley, Pa.
- 28-Oct. 3—TRANS-MISSISSIPPI WOMEN'S, Glen Arven CC, Thomasville, Ga.

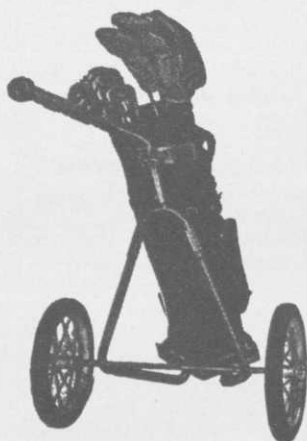
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The strongest, most serviceable cart made. Interchangeable parts, low upkeep. Balances any weight bag without adjustment. Self centering lower bracket. Protects bags from damage. Strongest steel construction. Large 14-inch wheels, ball bearings factory packed with grease for years of service. Two axle widths. Demountable axles, frames, handles, brackets. Immediate delivery. Write for information.

We will sell or lease or finance your entire fleet.

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Please send complete information about Kaddie Karts. We are interested in buying..... leasing.....

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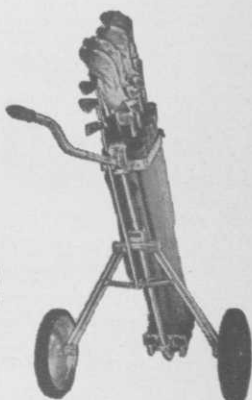
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REGISTERED - U. S. PAT. OFF.

FOUR NEW
1954 Models
All Automatic



List Prices

- T14 Regular Brackets — "A" 14 in. Wire Spoke Wheels ...\$33.95
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Regular Pro and Club Discounts.
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Completely Automatic

Drop The Handle — It Folds

Lift Handle — It Opens

All steel, automatic ball bearing. The handle does the work. Long handle, no adjustment necessary. Universal balance. Stands erect either closed or open. Flexible body torsion and retractable wheels. No wing nuts, no sliding arms, no push buttons, ratchets or complicated mechanism.

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Please ship.....Kolapsi Karts, Type.....

Please send complete information about the Automatic Kolapsi Kart for (resale) (my private use).

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Shine?

Sure! You need a clean club for a clean shot.

LEWIS Golf Club Cleaner



ASK FOR DEALER
DEMONSTRATION

G. B. LEWIS CO. WATERTOWN, WISCONSIN

This extra special service can make an extra special friend on any course. "Shines" the golfers' clubs in a jiffy with quick-and-easy automatic brush action. Can be coin operated, too, to pay for itself. Worry-free service for years and years and years. Add a big measure of pleasure for your members or patrons... "shine" their clubs with the popular Lewis Golf Club Cleaner.



WELL EQUIPPED SHOP

(Continued from page 64)

pelled the superintendent to become proficient in many trades. He must be agronomist, architect, carpenter, mason, electrician, mechanic, plumber, painter, etc., but for the competent and efficient discharge of his duties he needs a well equipped shop and the proper tools to do the work.

Albert Allen, Supt., Kernwood CC, Salem, Mass., pictures of whose shop are shown here, says, "If club members would take a little more interest in the problems of the present day superintendent and if they would take time to inspect conditions under which he has to work, there is no question but that there would be some changes for the better. Some of these "holes in the wall" that are called shops are a disgrace to both the golf course and the superintendent."

Close inspection of the pictures show neat and orderly arrangement of all tools, efficient layout of equipment and ample working space in all departments. Unfortunately some departments of Allen's shop have been left out. Not shown are the plumbing, electric welding, hardware and paint depts.

There is plenty of light for close work inside. Work benches and machinery with moving parts have been placed to take advantage of light from windows (see photo bottom page 65) as has Allen's desk shown in corner of shop in photo at top of page 64.

Photos of the Kernwood course maintenance shop attest to the many and varied jobs the superintendent is not only called on to do but in this case is equipped to expertly handle, from cabinet making to designing and building new course equipment.

Newest Merchandise Sells to Winter Visitors

By DEAN SMITH

PHOENIX, ARIZ., golf pros have a huge influx of winter visitors on their courses between November and April. These pros are unanimous in their belief that new lines in golf equipment and sports wear offer the best opportunity in selling to those visitors.

"New lines come out along in December, and we get the first crack at the winter guests with those lines," says Vernon (Red) Allen, veteran pro at the Wigwam Inn course. "Since we have an opportunity to show this new merchandise several months before the visitors get to see it at

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CHAMP

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GOLF SPIKES

EXCLUSIVE!



YOU CAN'T BREAK 'EM APART!

ARE YOUR SPIKES MARKED HARDENED STEEL?

THEN THEY'RE CHAMPS THE PROVEN SPIKE!

20,000,000 NOW IN USE!

CHAMPS OUTSELL ALL OTHERS 2 to 1

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their home courses, we have an advantage and we of course try to make use of it."

New models of golf clubs, specialty items in caps, gloves, and sportswear, and other new lines should be well displayed and talked about, Allen says, if a winter resort shop wishes to get its share of the business.

"Most winter visitors are very loyal to their home pros — as they should be — so unless we have something new and different to offer, the visiting golfers will usually wait until they return home to buy," Allen points out.

Allen cites as one example a shipment of gaudy tams he stocked in November a year or so ago. A rubber company's executives held a convention at the Wigwam shortly thereafter and the tams caught their fancy. Before these visitors left, virtually the entire stock was sold. One man, who wanted a particular color Allen didn't have, left an order for it. Allen handled the matter personally, had it mailed to him, and received a glowing letter of appreciation.

Apparel Sells Well

Biggest sales items for winter visitors at the Wigwam shop are slacks, shoes, caps, gloves, and balls. Allen makes one or more buying trips to the West Coast before the season starts and he gets additional ideas from salesmen who start arriving with their new wares in mid-October.

When an item doesn't move as it should, he puts it on a special bargain table at a lower price.

Jack Ledwon, who has been with Encanto Golf course and a Phoenix golf range in recent years, echoes Allen's opinions about new merchandise being the best bet for winter visitors.

"I've always tried to feature some new item," Ledwon says, "and when I've opened the conversation with it, I try to suggest other lines which the golfer may need. New models of clubs and new bags are particularly good as conversation pieces."

Willie Wansa, pro at Arizona CC, once worked for Macy's in New York City and he has a fine flair for merchandising. One of his big sales items is shoes, and he has tried to maintain the biggest golf shoe stock in the area.

"We try to have exactly the style and size the customer wants," Wansa explains, "and we've tried to build up a reputation for having shoes the customer can't find at downtown stores. We find that if we don't have a particular shoe in stock, our chances for selling the customer are slim. They don't like to wait for us to get it in."



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**Unsurpassed in Design,
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It's the *plus* factor that makes American the most respected name in Playground Equipment. Plus in design—American leads the field. Plus in performance—*Approved* Equipment stronger, more ruggedly built to assure a lifetime of perfect repair-free service. Plus in safety—for American craftsmen are aware of their responsibility for the safety of your children. Thus, with American you receive far superior design and performance and unmatched safety.

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ANDERSON • INDIANA**

WORLD'S LARGEST MANUFACTURERS OF FINE
PLAYGROUND AND SWIMMING POOL EQUIPMENT



Fellow architects extend greetings to Wm. H. Diddel, newly elected pres. of the American Society of Golf Course architects, shown here shaking hands with Robert Trent Jones. Society members attending annual meeting in St. Augustine, Fla., were (L to R): W. F. Gordon, Wm. B. Langford, Robert F. Lawrence, Diddel, James Gilmore Harrison, Jones, Robert Bruce Harris, David W. Gordon and Wm. F. Bell.

Golf Architects Plan More Golf, Elect Diddel

The American Society of Golf Course Architects in their annual meeting, at Ponce de Leon hotel, St. Augustine, Fla., Jan. 18-20, gave considerable study to promotion of more golf with more courses, skillfully designed to present the shotmaking and scenic attractions of the game, and with construction and maintenance costs thrifty.

Wm. Diddel, veteran architect of Indianapolis, Ind., was elected president, James Gilmore Harrison, v-pres., and Robert F. Lawrence, secy.-treas.

The Society discussed minimum consultation fees for their members which would encourage those intending to establish courses to make use of experienced service on site selection, design, construction specifications and supervision, financing membership and general organization plans.

Attention was given to the federal tax of 20 per cent on memberships as a current restriction on private course construction which is considered especially untimely in view of the nation-wide necessity of encouraging more business and construction of more recreation facilities. Plans were outlined with the National Golf Foundation for endeavoring to eliminate this tax on construction.

Architects also discussed the possibility

of a typical golfer's par on the order of the old bogey to set up a more encouraging "norm" on the scorecard. The USGA Rules of Golf references to measurement of par were discussed as needing revision to accurately determine basis for course measurement and establishing "line of play."

Qualifications of golf architects were another subject of discussion. Probability is that the Society's membership will be enlarged to include other competent architects who were not among the Society's founding members but whose experience and results ASGA members considered as eminently qualifying them to top level rating in the profession. ASGA attitude is that Society's membership should include all whose work has identified them as competent to serve golf course enterprises of all sizes, regardless of amount of money involved in the job.

GCSA Reports on Survey

Mal McLaren, who heads GCSA committee surveying personnel of turf management at U. S. golf courses, reports that according to returns received supts. manage turf at 462 courses, 194 courses have pro-supts. in charge of course maintenance, 57 have owners in charge, 49 pros are in charge of courses, and at 150 courses miscellaneous personnel, such as green chmn. or industrial dept. heads are in charge.