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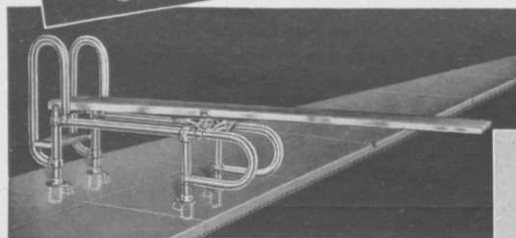
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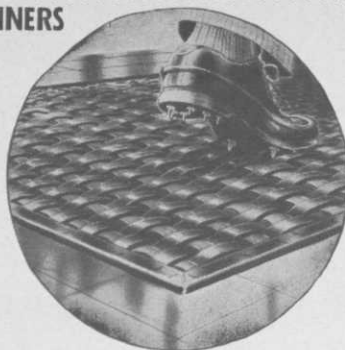
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Good start made by Doc Middlecoff and Jerry Barber in unscrambling tournament circuit confusion and controversy gives hope that PGA soon may do the simple obvious thing of releasing its tournament schedule, even if incomplete, far in advance of usual practice . . . No reason at all why dates, places and prize money of tournaments already set for 1954 shouldn't be released and data on open dates filled in later . . . The earlier release would get more publicity for PGA and tournaments.

George Sargent out of hospital and doing well after treatment for heart ailment . . . Western Open changing dates from customary period of Memorial Day weekend . . . Winner of PGA Seniors and top British senior pro as determined by British Golf Writers' Assn. will play for world senior pro title at Southport, Eng., in July.

Charley Pace signed as pro-mgr., Kendallville (Ind.) CC . . . Greenbrier tournament at White Sulphur Springs, W. Va. with quite snazzy amateur invitation list and limited number of pros invited, will not have a calcutta this year . . . Formerly

Greenbrier calcutta was one of biggest . . . Big calcuttas now definitely bad publicity for clubs and resorts . . . Also bad publicity with tax and labor relations complications for the high rollers.

Cliff Booth, pro at Wequetonsing GC, for 26 years, has retired and is succeeded at the club by Lee Kosten . . . Cliff started in pro golf as Harbor Point (Mich.) CC pro in 1912 . . . He is a grand old-timer and many hundreds who are happy and proud to have him as their friend hope he'll have a swell time taking it easy.

Alex Ayton back in St. Louis after trip home to St. Andrews . . . Great reunion back home with his brothers Dave and Laurie and the rest of the tribe . . . Charles T. Chevalier, 50-year-old pro at Heaton Moor Club, Stockport, Eng., has made 22 aces . . . On 10 different courses . . . First one made in 1918 . . . His shortest ace is on 138 yd. hole; longest, 300 yds.

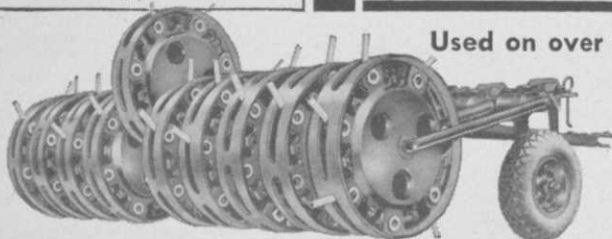
Several years of talk about USGA having seniors' championship crystallizing with Western Seniors' GA officials asking USGA to consider, at its annual meeting,

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addition of national seniors' event to its tournament calendar . . . Sectional qualifying rounds should produce fast field of men over 55 . . . Regional senior associations now generally have waiting lists due to restrictions of course capacity for tournaments.

Optimist Club of Georgia's \$10,000 Columbia Open at Armed Forces GC, Ft. Jackson, Ga., got strong aid from Optimists' Armed Forces GC pro Mike Serino, Melvin Hemphill, Dave Todd and Johnny Spence . . . Gave pros \$10,000 to shoot for in late November . . . Holes at Armed Forces course are named after great generals in War Between the States (known to DYs as Civil War) . . . Each hole represents named general's battle characteristic.

Nine holes being added to Chico, Calif., munny course . . . Soon to start building Sacramento, Calif., Haggin Oaks munny course clubhouse which city council says will be "one of best in U. S." . . . Working on plans to build course at Blackfoot, Ida. . . . Santa Barbara, Calif., in brisk campaign to finance new munny course . . . Gordon Miller, Louisville, Ky., pres., new Har-

(Continued on page 76)



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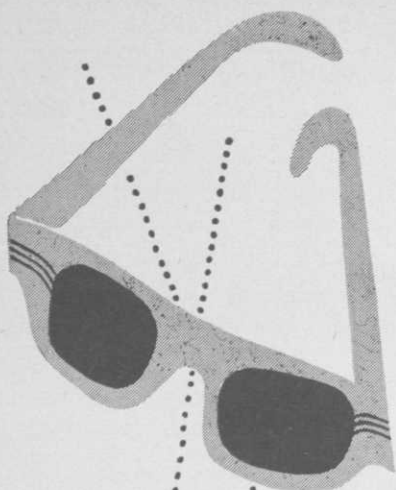
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## PGA Re-elects Smith; Hopes to End Tourney Hassles

By HERB GRAFFIS

AT ITS 37th annual convention held in Sheraton-Cadillac hotel, Detroit, the PGA re-elected Horton Smith president to continue his able work of easing the growing pains of the organization. With Smith, going in for his third and last term as the pros' chief, Harry Moffitt, Toledo, also was re-elected secretary and Harold Sargent, Atlanta, was returned to office as PGA treasurer.

Eddie Schultz, Troy, N. Y.; Al Cuici, New York; and Gene Marchi, Dayton, O. are the PGA's new vps. Joe Novak was re-named honorary pres., and Walter Hagen and Robert T. Jones, Jr., were re-elected honorary vps.

Pres. Eisenhower was elected to the new position of honorary chairman of the PGA. If Ike gets his official headaches in Washington reduced as much as the PGA solved part of its problems at Detroit, he'll be lucky.

Smith's extensive traveling to sections and his personal attention to seeking solutions of the association's problems of organization, operation and finance earned him warm commendation of the pros. Operating details of the PGA discussed at the annual meeting will be made known to sections in due time, the association not yet having worked out a method to promptly advise its members of annual convention action.

Report of PGA treas. Sargent and the Finance committee showed interesting detail worth study by PGA members. PGA total net receipts for fiscal year ended Sept. 30, 1953 were \$31,001.

Improvement in the condition and opera-

tion of the PGA National Course at Dunedin, Fla., and \$2,173 receipts (including \$27,062 of PGA members' dues) in excess of operating expenses ironed out that problem. PGA members in the far west now are reconciled to the Dunedin operation, according to official expression at Detroit.

### To Revise Program

The 1953 annual meeting went one day longer than the usual PGA annual sessions, with an exceedingly valuable educational session conducted by George Lake and Harold Sargent of the Educational and Teaching committees occupying the final day.

In the opinion of PGA officials, some delegates and newspapermen, the PGA annual meeting program was in reverse. The first local and national newspaper publicity came out, as usual, on tournament hassles and almost completely smothered the idea that the larger part of the PGA membership is concerned about mutually profitable service to club members and pay-play course golfers. There is a probability that the annual meeting procedure will be reversed at the 1954 annual meeting, tentatively scheduled for St. Paul.

Highlights of the PGA Educational sessions appear elsewhere in this issue of GOLFDOM.

### Tourney Explosion A Dud

The meeting of the Tournament committee and sponsors exploded with a bang in the headlines when M. P. (Monk) Wilson, San Antonio, Tex., pres., Winter Golf Sponsors' Assn. laid down unacceptable terms for the 10 tournaments for which he declared he was the mouthpiece.

After Wilson withdrew, on the short end





PGA delegates attending 1953 annual meeting in Detroit's Sheraton-Cadillac hotel listen attentively as O. J. Noer, Milwaukee Sewerage Commission agronomist, shows them, through the use of slides, treatment necessary to overcome some of the tough problems encountered in the proper maintenance of turf.

of a warm controversy, Doc Middlecoff, Tournament bureau chmn., and Jerry Barber, got winter circuit sponsors on long distance telephone, kept all the tournaments and got increases of prize money in some instances.

The Tournament bureau plans to earmark a percentage of tournament prize money for a 72-hole medal play at place and on date (probably in September) to be arranged later. The event will have prize money second only to the George S. May affairs and to it will be eligible only those pros who have participated in a certain percentage of summer tour events. George S. May, Chicago; Bob Leacox, Kansas City, Mo.; and Harry Keefe, Hartford, Conn., of the summer tournament sponsors, are planning the proposed event.

Idea of the tournament is to diminish sponsors' complaints about top stars not appearing at many of the circuit events, thus making the financing problem tough for sponsors.

#### Propose Tourney Commissioner

May suggested that the Tournament bureau have a commissioner at an annual salary of \$25,000, financed by having entry fees turned over to the Tournament bureau. The proposed commissioner would have full authority to discipline players and enforce their appearance in certain events under penalty or fine and/or suspension.

May's idea has stirred lively discussion. Frequent dissatisfaction of tournament sponsors and home club pros' discomfort at having amateur golfers condemn all pro golf because of unfavorable publicity at-

tached to actual or seeming misconduct of tournament pros, would be eliminated, May believes, by a commissioner. Again the commissioner idea are the facts that tournament players are getting no regular salaries, appearance money is on a variable basis, and that the PGA commissioner would have no authority over the US National Open, the British Open and the Masters, three titles that are gate-draws at any tournament. References to baseball's ap-



New officers of the PGA elected at annual meeting in Detroit are: seated (L to R) Harold Sargent, treasurer, Horton Smith, president, and Harry Moffitt, secretary, all re-elected. Standing (L to R) are the new vps Al Cuici, New York; Gene Marchi, Dayton, O.; and Eddie Schultz, Troy, N. Y.

pointment of a commissioner in stating the case for a commissioner of professional tournament golf have not been appropriate as baseball established its commissioner to

rebuild itself in public esteem after the Black Sox gambling scandal.

The Tournament bureau planned to operate on a self-sustaining basis. Its operating costs in 1953 were about 12 per cent of the purses on the circuit. The \$25,000 annual contribution of the Athletic Institute (not of the National Golf Foundation as erroneously reported) will not be continued. That contribution was inaugurated during World War II when tournaments were in danger of cancellation unless prize money and expenses were underwritten, and was understood by the PGA and participating manufacturers to be a temporary measure to be discontinued when the Tournament bureau operation could be self-supporting.

Meetings of PGA officials with the Advisory committee and with representatives of club and ball manufacturers preceded the PGA annual meeting. No details of these sessions were released by the PGA.

The annual President's Dinner was most capably MC'd by Joe Devaney. Speakers included Pres. Horton Smith, Pres. Totten Heffelfinger of the USGA, Ward Cornell of the Golf Course Supts.' Assn., Hon. Pres. Joe Novak, and the beloved bard and veteran golfer Eddie Guest. Guest's poem on the home club pro was a gem of understanding and kindly propaganda. In a gay surprise added feature of the dinner, Dugan Aycock, pres., Carolinas Section, PGA, on behalf of the section presented beautiful plaques of generous appreciation to Bob Harlow of *Golf World* and Herb Graffis of *GOLFDOM*.

### McGiveran Re-elected Western GA President

STANLEY J. MCGIVERAN, Toledo, was re-elected pres., Western Golf Assn. at the organization's 55th annual meeting.

Under McGiveran during 1953, the WGA established a new record in awarding 154 college scholarships to deserving caddies and produced new highs in income, individual and club members.

One of the meeting's highlights was the presentation of a \$13,400 check by George S. May and the membership of his Tam O'Shanter CC to the Evans Scholars Foundation, which is sponsored by WGA.

Western's annual caddie-scholarship program included 48 Scholars at Northwestern, 30 at the University of Illinois and 28 at the University of Michigan. On each of the three campuses, the Scholars live in houses owned or leased by the Evans Fund.

Other WGA officers named for 1954: Vps.—James L. O'Keefe and Cameron Eddy, both of Chicago; C. L. Miller, Detroit, and Robert R. Walker, South Bend; Sec.—Hiram A. Lewis, Colorado Springs; Treas.—Harold A. Moore, Chicago; Gen. Counsel—Robert McDougal, Jr., Chicago; Honorary Vice Presidents—Bing Crosby and Bob Hope, Hollywood; Charles Evans, Jr., Chicago, and J. Leslie Rollins, Boston.

New directors elected were: Joseph G. Dyer, Denver; Don W. Heppes, Chicago; Frank H. Hoy, Milwaukee; S. B. Sifers, Kansas City; A. Pollard Simons, Dallas; Pedro R. Suinaga, Mexico City; Russell E. Jervis and Gerald W. Mathison, both of Grand Rapids, Michigan.

Directors re-elected: Phil Atwood, Chicago; Benjamin H. Boren, Dallas; A. R. Carman, Jr., Chicago; Paul M. Corbett, Chicago; George L. Coleman, Jr., Miami, Okla.; Walter W. Cruttenden, Chicago; Charles Evans, Jr., Chicago; William Fobes, Jr., Minneapolis; Harry L. Givan, Seattle; J. Clive Helferich, Detroit; Robert A. Hipke, Milwaukee; Robert A. Hudson, Portland; Paul H. Hyde, Buffalo.

Also, Leon Kranz, Chicago; Gordon E. Kummer, Milwaukee; John E. Lehman, Chicago Allan M. Loeb, Chicago; Marshal I. McMahon, Chicago; Thomas W. Milligan, Chicago; Roy D. Moore, Memphis; Walter F. Mullady, Chicago; Harold Oviatt, San Francisco; Mahlon Rucker, Spokane; Richard L. Snideman, Chicago; Stanley A. Van Dyk, Chicago, and George K. Whyte, St. Louis.

Trustees of Evans Scholars Foundation are Carleton Blunt, Jerome P. Bowes, Jr., James L. Garard and Stuart Smithson, all of Chicago.

### Club Operating Costs, Fixed Charges Soar

Horwath & Horwath, club and hotel accountants, report that their fourth annual survey of country club operations (based on 17 clubs in 1952) discloses that net operating costs and fixed charges increased 1½ times as much as the 9 per cent increase in dues and assessments.

Net clubhouse operating cost increased 20.5 per cent in 1952 over 1951 and golf course and other outside operating expenses increased 13 per cent.

Summary of operations in ratio to dues plus assessments showed clubhouse operating costs in 1952 as 46.9 per cent, course and grounds net cost as 27.1 per cent and fixed charges as 19.3 per cent.



yet they must be merchandising experts, purchasing agents, bookkeepers, credit managers and good judges of human nature. They must be good organizers, know golf rules, set up handicaps, properly run club tournaments and, of course, be able to teach as well as play a good game.

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Take for example, the True Temper shafts in MacGregor Tourney clubs which are made to exclusive MacGregor specifications. There are 10 different shaft patterns with a great variety of flexes for stock purposes in these exclusively "pro-sold" clubs. Only in MacGregor's line does a golfer find such a wide choice of clubs to more exactly fit his swing . . . and only in the pro shop can he make his selection and purchase.



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When it comes to new golf merchandise to help the pro year after year, MacGregor is first with the *newest*. "MT" irons and Eye-O-Matic woods are recent introductions which set new industry standards. Two important additions for 1954 are the MacGregor "Double Trouble" iron . . . and the all-new Tourney molded grip with the game's greatest "feel" appeal!

All this adds up to one important fact . . . even though a golf pro's daily schedule would scare Superman, he can make more sales and profits with *less* sales effort when he features the "pro-sold" line of MacGregor equipment.

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The "Double Trouble" is a completely new utility club, equally effective for sand or pitch shots. Its off-set face automatically puts the hands in the strongest hitting position for controlled accuracy on those important shots in the scoring zone.



This is the new, black Tourney molded grip perfected by MacGregor and available on the 1954 line. Its unusual "drag" tackiness gives a sense of complete control of a shot. It promotes more confidence in the swing and is ideal in both wet or dry weather.

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# Superintendent Surveys Headaches of the Job

By **N. J. SPERANDIO**

Supt., Concord (Mass.) Country Club

**A**FTER 26 YEARS in golf course maintenance I would like to see the USGA Green Section get more money for turf experimental stations so these stations can try the new products and new grasses that keep coming on the market, as well as continue and extend research on some of the older products and grass strains that seem to have merit.

We who are experienced in golf course work have our own problems in turf and turf treatment experimentation. Time sharply limits a lot of work we'd like to do in our own experimenting and in applying the work of the turf experiment station scientists. We may see several things we'd like to follow up closely and thoroughly but even if we did have the money for this follow-up in our budgets we wouldn't have the time to spare from the primary needs of our jobs.

The matter of time available has been impressed on many superintendents who have had to add construction and alteration jobs to the normal maintenance work. Often, despite the long hours of the superintendent he has found that required attention to new construction has been taken from the time he knows is required working at the demanding maintenance job he already has on his course.

The objective of turf research is to save time and money in improving the condition of a course, or in keeping a fine course in top condition. Hence, practically, the experimental stations' work must be of the nature that will produce results without too much further expenditure of time of the superintendent and his staff.

But that brings us to the unavoidable gap between station research and course conditions.

## **Turf Old Age Trouble**

A new strain of grass looks good for a few years on experimental plots and under golf course traffic but when the turf gets older it may begin to give all sorts of trouble depending on soil conditions, maintenance practices and other fixed or variable conditions.

Determination of these factors and adjustment to them in course operation constitute the necessity for more financial help to the stations.

Recommendations made as a result of research at the stations are applied by superintendents who, in turn, must continue the stations' experimenting and in doing this follow-thru under the abuse of golf traffic and the sometimes difficult demands of the golfers.

Adverse weather that may touch experimental plots lightly has an easy time damaging turf that bears golf course traffic. Almost all of us whether in station research or in course operation have seen that. So we who have to do an effective job of applying research adjust the scientists' recommendations to work best under conditions at our own courses.

We don't censure the scientists for not having the complete answers. The superintendent knows what the scientist is up against for the superintendent sees greens, apparently identical, of his own course react differently to conditions and treatments. We have to learn, often, the hard way, the slow way, and the expensive way the variations in maintenance required on different greens, tees and fairways.

So, the reason that we who are responsible for course condition see the urgent need for more money in turf research is that we want to save money and time — time not only of our staff but time of our players who desire to spend their leisure moments on a course in excellent, pleasant condition.

## **Cooperation Pays**

The turf specialists at the experimental stations need the close, informed cooperation of the superintendents just as we need the invaluable services of the specialists. Together the scientist and the superintendent must make research more rapidly and extensively useful.

In the case of my own club, and of every other good club that I know, the investment in bringing together the superintendent and the turf research specialists is bring-