



## DALLAS AC CC COMPLETING NEW CLUB

Great growth of Dallas, Texas, with hundreds of new firms building in the city in 1953, a \$15,000,000 Statler hotel being built and other solid signs of progress are brightly reflected in the new country club of the Dallas Athletic club. The new clubhouse, pictured above, will be completed in April. It is claimed to be the most modern and completely equipped for efficient operation of all country club clubhouses. The new 18, designed by Ralph Plummer and having four scenic and shot-testing lakes which are tied into the drainage and irrigation system, will be in play in May, additional 18 will be built later. The club's present golf establishment will continue in operation as the Glen Lakes Club. The over-all cost of the new DAC CC plant will exceed \$1,000,000. The course will represent an investment of more than \$200,000 and will have supt. house, and one of the finest equipment barns, containing complete inventory of new equipment. The pro shop, pro Graham Ross declares, will be the best that has been proved anywhere for member service. L. B. Strayhorn is pres., DAC CC and Joe H. Banks, gen. chmn. of the committee responsible for the new course.

ing greater returns every year. With high costs of labor, materials and equipment we all have to look to more turf research and its practical application to keep our budgets sound.

And, in thinking about the scientific aspects of turf research we superintendents might look somewhat scientifically at our own jobs and their comparison with the work of others.

We realize that what a scientist may discover a doctor will administer to a patient to combat what nature and human abuse are inflicting. If the doctor fails, the patient is buried.

But the golf course superintendent who treats ailing turf, regardless of its age and what nature is doing to it, is not supposed to lose the patient. The doctor and the superintendent are on duty many more than 40 hours a week. But, oh, what a tremendous difference in pay per hour.

Boston plumbers get \$3 an hour for their work and knowledge. They also get time-and-a-half and double time for overtime. The golf course superintendent at \$3 an hour for the time he puts in on the job would

be in a far higher tax bracket than any superintendent is now.

And, about overtime: one superintendent told me his wife is threatening to divorce him if he doesn't cut down on his hours of devotion to his work.

### Labor Relations Touchy

You hear over and over again how tough it is to get help at what golf course labor is paid. But that's not all the trouble when you do, as you must, plenty of scientific research in labor relations. A superintendent tells me that when he, or any of his help, are working on the course, members of his club, without warning, bang shots at the employees. How would that sort of treatment go in a factory?

Now, whether or not the members realize it, the superintendent has to be one of the world's greatest labor relations experts. Otherwise he wouldn't be able to keep help, considering competitive wages, hours, vacations, insurance and other benefits.

He also must be a rapid-fire executive, making an accurate diagnosis of a trouble or emergency and making the right decision immediately. He must organize and

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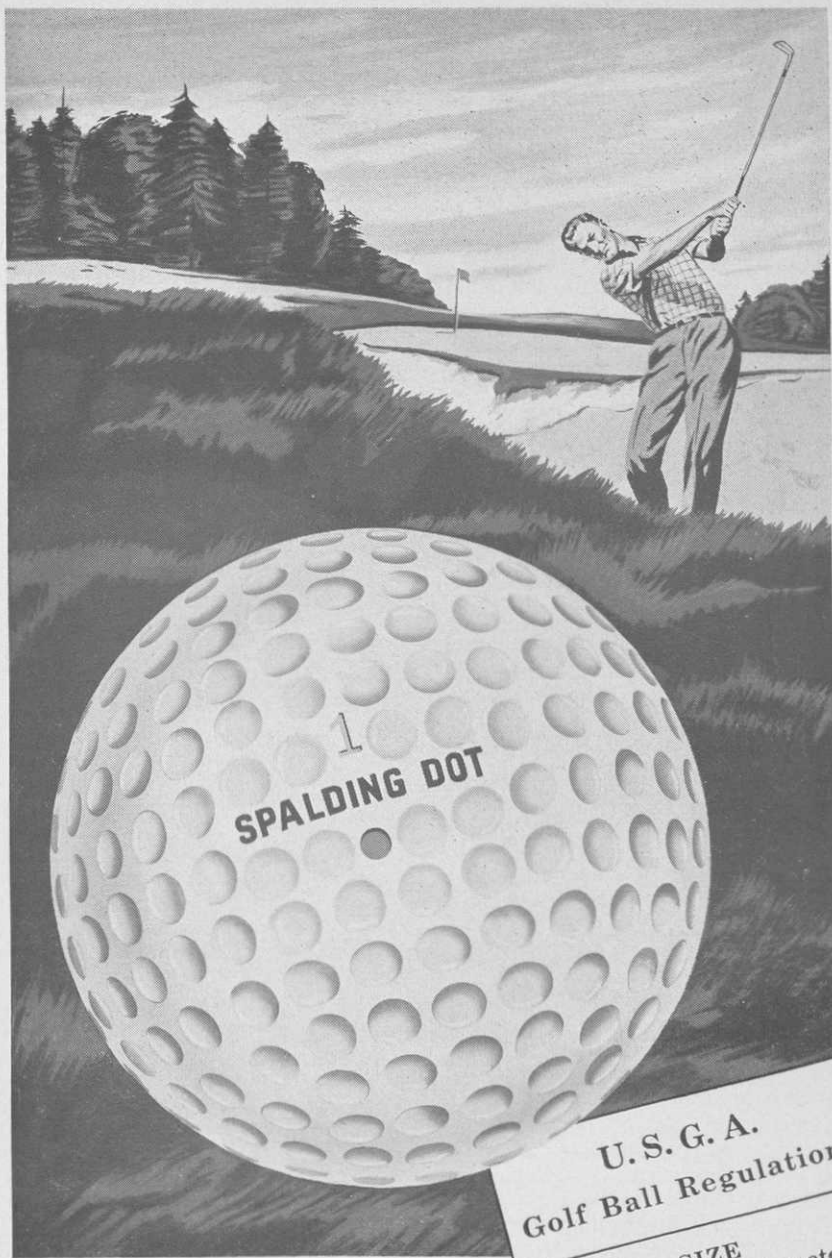
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administer the correct action promptly. He must always be set to move the right way in case of sudden changes in weather.

Then, in addition to being somewhat of a research scientist, he must be a water system engineer (motors, pumps, valves, gauges, pipelines, snap valves, sprinklers, pipe-cutters, threaders, etc.). He's a mechanic, with a lot of engines and other equipment to be kept in good operation on today's mechanized course.

And he'd better be a pretty good all-around mechanic as any job around the clubhouse probably will require the superintendent in an emergency. Then, of course, he must be a painter, a carpenter, an entomologist, a botanist, a section boss, a diplomat and a teacher.

### Diplomatic Strains

He must know when to tell the truth and when to lie to make the members happy. One friend of mine had a foursome come in after playing in the morning and complain about fast greens. The superintendent said, "The greens were just cut; that's why they're fast." A few hours later another foursome came in complaining that the greens were slow. To that the superintendent replied, "I'm sorry but we just couldn't cut the greens today."

If an efficiency expert wants a constant problem — let him try to figure out, as the superintendent must, how to place labor where it will not work in the vicinity of players, yet minimize unproductive time.

Where our scientific view of our own business may bump into a dead end is in trying to get golfers to realize that more than planting, cutting, feeding, treating and watering grass goes into the maintenance of a golf course. If we could get them to do that then superintendents wouldn't have the headaches of the locker-room and pro shop greenkeepers.

Sometimes I think the directors of the turf experimental stations, the Green Section and the superintendents should stop spending time and money on their problems (some of which will go on forever) when all the turf specialists would have to do is to walk into a locker-room or pro shop and get all the answers.

There may be some signs of hope in easing these headaches as the USGA and the Massachusetts Golf Assn.—to name two—are beginning to realize what superintendents are up against and giving them some help in their bulletins to golfers.

Another phase of our science concerns the directions with manufacturers' prod-

ucts. I'm not the only superintendent who thinks quite a few directions are due for revision. Often the treatments may be too little in order to set up economy claims, or to protect against misuse. I think more frankness in the directions might well be considered by some manufacturers.

It's nothing against a fungicide if it won't work the same way everywhere. What may work wonderfully well for me, won't work for another superintendent not far away. Why? Both of us wish we knew. I have a nursery that is fed once a year and never watered except by rain. The turf is rugged and has a great root system. This turf never has been attacked by disease or wilt and never has been chemically treated. If I maintained my greens the same way I would be fired.

But, enough of our problems. Now and then we get cheering answers that make the spirit and the job bright and fresh again. This year we got one of our big answers in a new pump with more pressure and volume. Instead of spending 11 hours in every 24 to water greens we now do the job in less than 3 hours; a saving of 8 in every 24. We water all our 19 greens at the same time.

Now the players are not inconvenienced by watering as it's done when there's no play. And I don't suffer by players forgetting to turn on water after shutting it off to putt.

We were buying 30 per cent of our water from a municipality with very low pressure. Now we have very satisfactory pressure and volume from our own supply; a supply that won't be rationed by the municipality.

It's a dream that has come true. I suppose some of my other dreams about the coordination of station research and course maintenance application and about improved morale of course working personnel also will become realities in time.

### Topsoil Use Examined

There's growing discussion among superintendents about questionable gain in use of topsoil in planting turf areas. Subject was brought into spotlight by Dr. V. T. Stoutemyer, USLA turf authority. Stoutemyer says there's considerable successful experience in Los Angeles district in conditioning soil available with fertilizers, gypsum (if necessary) or by working in organic matter rather than hauling in 4 or more inches of topsoil and have a sharp break in soil profile.

# Story of American Golf Told in Architecture

By CARL H. ANDERSON

**A**MERICAN golf architecture reflects every detail of change and progress in American golf.

It has been said that the Lord was the architect of St. Andrews and certainly in that classic old course the elements of nature and golf are beautifully blended. In the United States it seldom is possible to get a piece of property that nature designed as a site for what originally was a game on a Scotch seaside pasture.

Hence the story of American golf has been told, and is being told in its courses.

First, there is told the story of the population trends. The earlier American clubs generally were laid out convenient for a rich or very well-to-do class.

Then, of course, there is the story of development in the standard of play. Our earlier courses were laid out primarily for duffers and the fact that, in some cases, they were also excellent tests for the better golfers of those early days is a tribute to the genius of the pioneer architects. Now the general idea has changed; the better courses are designed to be "championship" with alternative routes making the play pleasant for the players who pay the bills.

The chronicle of progress in club and ball design and construction is told by the courses. With all the concern and controversy about the longer ball and the great improvement in clubs, many of the short holes designed and built in the '20s still manage to defy the par-busters so it does seem possible that the answer to the long ball lies in approach shot trapping and greens contouring.

## Maintenance Influences Design

Course maintenance methods tell their story in the changes of design. The necessity of mechanized maintenance, the realization of relationship between poor drainage and turf disease, the fitting of landscaping into design, newer grass strains to stand up well under local conditions; all have had considerable effect on course architecture.

Fairway watering has had not only a great effect on architecture but even on the type of swing. On the old, unwatered fair-

ways the good players had swings for long roll on hard ground. Now, with watered fairways the carry must be very long.

And reference to modern watering of course brings in the story of engineering in association with golf architecture. It is better engineering, especially in the handling of earth, that has made possible a lot of excellent modern American golf architecture without prohibitive building costs.

Then there is the story of development in agronomy that is closely connected with progress in golf architecture. I recall getting samples of grasses for Florida course use from the Green Section that I tested years ago and was acutely reminded of the relationship between the type of turf and design for the required shot.

But all the foregoing are the cold, technical parts of the story of American golf as told in its courses. The personalized story of telling the growth of an art is not as obvious.

The fascination the game has for its players also is reflected in the design of its courses. When I started 55 years ago as a caddie getting a dime a round and 40 cents for a day's work at the Brockton (Mass.) CC I began even then to see players thrill in the triumph of an architectural problem happily solved by skill—or luck. And the mistakes were punished enough by architecture, in some cases, to make the game an exciting challenge.

As captain of the Winthrop (Mass.) high school basketball team, I went into intercollegiate golf competition and in Boston, in 1908 had the good fortune to beat Francis Ouimet and Bill Flynn (later to be one of the famed golf architectural and construction firm of Toomey and Flynn.) Then I began to appreciate that the architecture of the course was my unseen opponent, teacher and benefactor.

## Old Pros and Course Design

The old professionals charmed me and instructed me with their talk of golf architecture and how to play the shot the architecture demanded.

I turned professional as the result of learning to play those shots. To learn what

was back of the shot-making problems I took a course in surveying and mapping at Columbia university summer school, and worked my way across the Atlantic on a cattleboat to study St. Andrews and other great Scotch and English courses.

In competition with those marvelous masters of yesteryear, Alex Smith, John Black, Tom Kerrigan, Hagen, Barnes, Armour and the rest of them; in working with old masters who were not only fine players but excellent clubmakers, such as Jack and Hugh Gordon, Bill Entwistle, J. H. T. Brown, Jim Murphy, Frank Thayer, James Huish, Claude Cameron, my brother Ernest (an early sec. of the PGA), Arthur Reid (Wilf's brother), and the rest of them, I further learned the delight and the mystery of golf architecture.

Then as a golf salesman for Wright and Ditson and for Wilson I got more insight into the manner in which architecture influences club design—and the contrary, too, in the case of the ball.

Then those pioneers of golf architecture in America, Alex Findlay, Tom Bendelow and Donald Ross, with whom I had the joy of studying and working, expanded and deepened my love for the art whose beauty and excitement captivates millions.

But, possibly more than all the other influences that taught me the story of golf architecture were the happy and instructive hours teaching and playing rounds with members of clubs I served as pro. Part of the delight of golf is in getting a youngster such as Jess Sweetser, whose dad brought him around for lessons, teaching him all you can and being richly rewarded by having him learn more, then thinking about how he will have to pass his examinations under the testing conditions of golf architecture.

### **Grainger to be Made USGA President, Jan. 28**

**I**SAAC B. GRAINGER of New York, will take office as the USGA's 33d president when the association holds its 60th annual meeting, Sat., Jan. 23, at the Vanderbilt hotel, New York City. Grainger was named by the USGA Nominating committee, headed by James D. Standish, Jr., to be elevated from the USGA vice-presidency. Nominating committee selections are tantamount to election.

Grainger has been a member of the USGA Executive committee since 1945, was Sec. from 1946 through 1949 and a Vp since

1950. He is Chairman of the Rules of Golf committee and was formerly Chairman of the Amateur Status and Conduct committee. He was Pres., Metropolitan Golf Association (N. Y.) from 1943 through 1945.

Grainger, who was born in Wilmington, N. C., and was graduated from Princeton University in 1917, has been a resident of the Metropolitan New York area since 1934 and is Executive Vp of the Chemical Bank and Trust Co., New York. He is a member of the Montclair (N. J.) GC; the Links Golf Club, Roslyn, N. Y.; the National Golf Links of America, Southampton, N. Y.; the Pine Valley, GC, Clementon, N. J.; the Royal and Ancient Golf Club of St. Andrews, Scotland; and The Links Club, New York, N. Y.

As Chairman of the Rules of Golf Committee, he participated in the conferences with representatives of the Royal and Ancient Golf Club of St. Andrews, Scotland, in England and Scotland in 1951 which developed the first uniform code of rules.

Grainger will succeed Totton P. Heffelfinger, Minneapolis, Minn. Heffelfinger has been a USGA official since 1942 and served as president during the last two years.

Other changes in the USGA administration:

John D. Ames, Chicago, Ill., will be a Vp to succeed Grainger. Ames is now Secretary.

Richard S. Tufts, Pinehurst, N. C., has been re-nominated to be a Vp.

Charles B. Grace, Philadelphia, has been nominated to be sec. to succeed Ames.

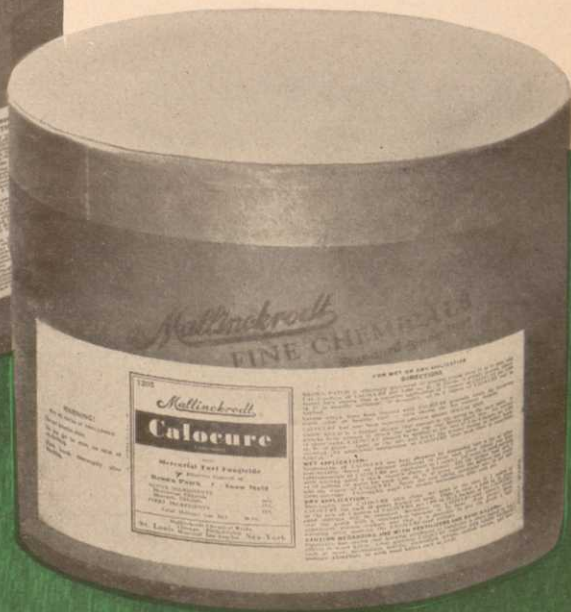
Charles L. Peirson, Boston, Mass., has been re-nominated to be treasurer.

Thomas H. Choate, New York, N. Y., Gordon E. Kummer, Milwaukee, Wis., and F. Warren Munro, Portland, Ore., have been nominated to the Executive committee to succeed Heffelfinger, Lewis A. Lapham, New York, N. Y., and Corydon Wagner, Tacoma, Wash. Heffelfinger is retiring after the customary two years as president and Lapham and Wagner have asked to be relieved because of the pressures of business.

Nominated for the 1955 Nominating Committee: George W. Blosson, Jr., Chicago, Ill., Chairman; C. W. Benedict, White Plains, N. Y.; Robert W. Goldwater, Phoenix, Ariz.; Richmond Gray, Richmond, Va.; and Hal A. Hite, Detroit, Mich.

In addition to Standish, the present Nominating committee comprises: Jerome P. Bowes, Jr., Chicago, Ill.; W. Hamilton Gardner, Buffalo, N. Y.; Gerald H. Phipps, Denver, Colo.; and William McWane, Birmingham, Ala.

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# Best Pro Shop Selling Ideas of '53 Told by Salesmen

(Salesmen's reports of progressive pro merchandising methods observed in 1953 continued from October, 1953 *Golfdom*.)

## Table Also Displays Bags — Toland

Bill Toland of the staff of E. J. Smith & Sons Co., Charlotte, N. C., says that one of the most effective selling ideas he has seen in pro shops is the display table in the shop of Jack Isaacs at Langley Air Force Base, Va.

Isaacs designed a display table approximately 7 ft. in diameter which is located in the middle of his shop.

The top of the table is of heavy plywood and the frame is of pipe. The table has 8 legs.

Around the perimeter of this table and about 2 in. from the bottom edge he has hung strong hooks. He displays 18 or 20 bags on these hooks. This arrangement keeps the bags off the floor, has them convenient for inspection, and they are



Pro shop display table designed by Jack Isaacs.

not falling down every time somebody touches one.

On top of the table Jack has an attractive pyramid display which is surrounded by shirts, caps and other golf merchandise.

Cliff Castle, pro sales representative with Los Angeles headquarters, says that this year more than ever before during his 40-some years of selling to pros, he's noticed that pro shops are developing into the modern well-stocked "golf store" offering everything a golfer needs when he

goes to his club or pay-play course. The "golf store," which Cliff points out is what Harry Bassler correctly calls his shop, is the main new idea in golf merchandising.

Then Castle remarks:

"One thing in particular that the pro has done impresses me. That is the systematic manner in which he now maintains his glove stock. In earlier days the gloves were usually piled together in a case. With repeated handling they became badly soiled. We have watched the pro fumble around for several minutes without finding the size he was looking for. Not so today. The modern pro has a case which keeps the women's gloves separated from the men's, and he can tell at a glance when his stock is low on a certain size or style. As a result he now sells a great many more gloves with about one-tenth the time per sale.

"Three highly profitable items which today account for a good volume of business in most pro shops were, up until just a few years ago, found in relatively few shops. These are shoes, hats and caps, and sport shirts. True, some shops have handled golf shoes for a good many years. However, it is only in recent years that they have done so with a margin of profit comparable to that shown by other items stocked. Today the pro shops do the bulk of the golf shoe business. Those enjoying the most of this lucrative trade are the ones which have made an effort to put their shoe stock systematically into one 'department' of their shops.

"In the matter of golf shoes we like to think that we have had some small part in bringing this item to its present place of importance in the modern golf shops of our area. A good many shops featuring shoes felt that only top grades should be handled, and that anything of low or moderate price would be of little interest to the members generally. This idea was modified when we were able to bring out a moccasin style golf shoe at a moderate price. An appropriate sign was delivered with the initial order of shoes, and when properly placed in the shoe 'department' it afforded the pro the opportunity of



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Congo

SUNSHINE  
HEADWEAR

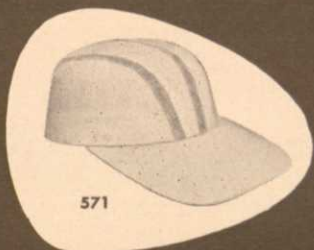
439

Congo

**PROFIT LEADER**

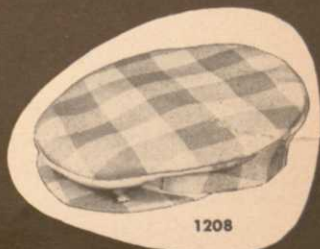
**NO. 439** A cap with witty style, brilliant color, and practical; the sort of headwear that sells itself! In red, blue or green multicolored plaids with mesh sides in contrasting white.

In every store, department and shop across the country, men, women and children will stop in to snap up a cap, for wear under the sun... want to please them all? Then, sell the complete Congo line. You'll be pleased with the volume sales and you'll please your customers because Congo is the leader in style, construction and price.



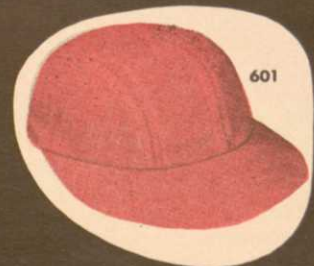
571

**NO. 571** For that note of "vacation-bound," this cap has the right style and still gives the comfort and utility that thousands look for. Moynra cloth of natural color with contrasting brown stripes that ventilate and decorate too.



1208

**NO. 1208** We'll try, but, we can't say enough to justify describe the dressy appeal of this sports cap... Smart, new in design, snap-down crown that's extra full, tropical weight, three checked-pattern color combinations, acetate Rayon lining, Nylon-Rayon net breezeaway front, one size with strap adjustment fits them all!



601

**NO. 474** The Wimbledon Tennis Visor made from Twill, in colorful red, green and navy. Padded forehead band, nickel slides for adjusting size. Also available in traditional White, Model No. 475 with green underbrim for the last word in eye-comfort and style for every sport.



474

**NO. 601** Of course women look for something a bit different... the Rangoon material cut just right to fit today's hair styles, a visor that's no face concealer. Tailored and adjustable to fit any pretty head from just two sizes. Colors in yellow, rust and light blue. Keep this one on top!

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selling more shoes of all grades. As a result, the golfer who formerly bought his shoes at a chain shoe store because of the lower price now patronizes his pro, who can better know his problems and fill his needs.

"The merchandising of hats and caps was given an added impetus about two years ago when a large golf merchandise distributor in Florida brought out a multiple-arm display rack. This put hats and caps right out on the shop floor where members could make their own selection. One pro told me this method had increased his hat and cap sales 300%.

"Sport shirts are to be found in all present day golf shops. In our particular area — California — they are able to meet the competition of most of the stores since local manufacturers call on the golf shops direct. Southern California being a leader in sport shirt production, it is easy to understand how some of our golf shops can carry such a variety of styles and colors.

"Most modern and progressive clubs have realized the need for larger pro shops. More spacious shops, modern fixtures, and a good stock of all the wanted items go a long way toward keeping the club member happy. In our estimation some of the merchandising methods used by many of our large and successful stores could be put to use by the pro shop. Take discontinued or 'dead' items for instance. Moving out such merchandise at cost or even below would give the member a chance at occasional bargains and at the same time make room for new models.

"The pro, with his modern 'Golf Store,' is in the best possible position to serve the needs of his golfers. The public generally is beginning to realize this more and more."

#### **Boxes Help Club Sales — Weaver**

George Weaver, for A. G. Spalding & Bros. in New England, tells of a new way of displaying and selling clubs that George Apple, pro at Sagamore Springs GC, Lynnfield, Mass., uses very successfully.

Sagamore Springs is a public course so Apple gets many who are inquiring price-conscious shoppers.

Weaver reports that Apple had display boxes for woods and irons made up of wood and painted in pastel colors, blue, green, red, yellow, etc. At the bottom of these display boxes he has neat signs printed, giving full details of the merchandise displayed, so that prospective buyers looking around in the shop can look the clubs over and get all the information pertaining to them.

"This display is most attractive and un-

questionably speeds up his time in selling.

"He also deals in a great number of second-hand sets and these are all in uniform smaller boxes with the story printed on the ends.

"Apple's idea is to have no lost time in having everything at the prospective purchaser's finger tips."

#### **Clubs' New Idea of Shops—Walker**

Johnnie Walker, MacGregor Golf's man in the Heart of America, says the biggest idea he's noticed in pro selling this year is the realization by club officials that a good pro shop is absolutely essential in correctly serving players.

"The members or fee course players are the ones who primarily benefit from a first-class pro shop. Now many people are judging the class of the club by the class of the pro shop.

"This accounts for the number of new pro shops clubs have built in the past few years. In every case the pros in the new shops have done much more business than they did in the old places. That is a plain indication the old places were not suitable for adequately taking care of the golfers.

"The new shops have been able to extend their merchandise. This is especially evident in the case of sportswear for women. This is bringing in business far beyond the welcome volume of the women's buying for their own use. Many times the women buy for men."

#### **Women's Pride Aroused — Vinton**

Ross Vinton of Burke Golf believes that this year has been unusually productive of smart pro merchandising ideas. He regards the advance in promotion of women's clubs as possibly the main development.

Says Vinton:

"Pros are making great progress in arousing women's pride in their golf clubs. This has accounted for marked improvement in golf scoring by women members and women fee course players. At a number of clubs I used to wonder why the women were so attractively dressed for golf but played with such dowdy old clubs. A variety of ingenious and subtle means have been employed by pro merchants to create this new and proper balance of playing equipment and attire but I am sure that the most effective has been the establishment of women's departments in pro shop club displays.

"Something else that has been an improvement in the smaller pro shops especially has been putting in one or two comfortable chairs to make the place look

*(Continued on page 62)*