

pair" signs should be eliminated completely, and a ball in such areas be called an unplayable lie.

Protecting Fairways, Tees and Greens

Tees as well as fairways must be roped off. In fact, for the last tournament in 1950 we used 20,000 ft. of $\frac{3}{4}$ in. rope, to protect fairways, tees and greens.

We used 1500 iron rods to support the rope. The iron rods were approximately 6 ft. in height and the ropes slip into loops on the rods so we could drop the rope in a minimum amount of time to make openings for the galleries.

You need about 5000 ft. of gallery rope to be stretched across the fairways by the committee in charge of the galleries.

Greens must be roped off to prevent unnecessary damage.



Greensboro (N. C.) Golf Year Is 358 Days Long

George Corcoran, pro at Greensboro (N. C.) CC, shows count on non-golf days at his club last year. Jan. 9, Feb. 19, March 2 and 11, Dec. 4, 18, 12, were only days missed. There were 266 consecutive days of play.

This record, says George and Jim Foster, golf editor, Greensboro Record, makes Greensboro the nation's greatest location for good golf weather.

Greensboro, with 5 18-hole courses in a city of 74,000 population, had 89,546 rounds of golf played last year. George and Jim figure that's the greatest per capita golf playing record of any city in the world.

You must keep people from trampling all over the greens and bunkers.

Provision must be made for comfort stations. At least three double ones must be erected on remote spots on the course to provide facilities for the spectators. Three or more comfort stations are needed.

You will need to have installed three or possibly four public telephones.

Outgoing message facilities are needed for the press room, as well as messenger boys. You must have a press room or tent to accommodate at least 100 reporters. Naturally, they must have a well lighted scoreboard and other necessary facilities.

Parking facilities must be provided. There should be convenient parking for at least 2000 to 5000 cars. You may arrange two or more places for parking.

Provision should be made for a tent to accommodate a Red Cross First Aid Station. If possible a doctor should be in attendance. Medical aid must be available in case an emergency arises.

The serving of food to the public comes under the jurisdiction of the House committee, but the man in charge of the course must have a hand in it too. It is his job to provide water and other facilities, and comfort stations for the attendants.

Care of Greens During Play

There must be a man for each hole to take care of all ball marks on greens after players have holed out. This man shall not go on a green while players are approaching or putting, but as soon as they start to move the man must make any needed repairs.

Also the man must take care of footprints in sand bunkers. Our bunkers are so constructed that they do not need any artificial ribbing. But in order to make it fair for every player footprints must be roughly taken care of.

You must have a crew to take care of cleaning up every evening or morning. We prefer evening as the time to clean up the must be removed in order that the course will be presentable every day of the tournament.

Preparation of Greens

The putting greens must be in A-1 shape and the surface should be uniformly smooth. This does not mean it will have to be as smooth as glass.

The greens should not be too soft. You must be careful not to overwater. Use the minimum amount of water needed to enable the grass to survive. The green should be firm enough to offer a challenge to the skillful player. Do not water so excessively

MT's

— the secret of happier golfers —

You keep your members happier when you help them improve their game. Here's one way to guarantee this improvement . . . Put a set of MacGregor MT woods and irons in the bag! MT's are designed for modern golf on modern courses. They look right and "feel" right because they're built right—built to help cut strokes for every type of golfer. Get set for a big season. Have plenty of MacGregor MT equipment on hand—your secret to happier members and extra profits! There's a big sales advantage in these MacGregor "Pro-Sold" clubs, balls and bags.

MT IRONS

The clubs which caused a revolution in the golf industry! Their patented design, with power concentrated at the right spot, makes them the world's most wanted golf clubs.

MT EYE-O-MATIC WOODS

MacGregor woods always have been outstanding for perfection in craftsmanship—but the 1954 MT woods, made in a wide selection of exclusive True Temper Tourney shafts, are the finest in MacGregor's 58-year history!

MT TUFHORSE GOLF BAGS

New "Canvalon" golf bags are proof of the ability of MacGregor and Tufhorse to continually advance the styling and workmanship in its golf bag line.



in the bag!



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CINCINNATI 32, OHIO

that greens will be soft enough to hold even a poorly placed shot. Make this an opportunity for the golfers to demonstrate their proficiency.

We cut greens to 5/32 of an inch in order to accentuate delicate undulations. This is very important.

The tees ordinarily are mowed at a height of 3/8 in.

The fairways will have to be mowed every evening at the height of 5/8 in. or lower, if you have the type of turf that will withstand close-cutting.

Our rough ordinarily is cut at 5 in., but if at all possible within a distance of 8 to 10 ft. of the edge of the fairways, mow to 3 to 4 in. to make it fair for the player who is off only a few feet. The inside part of the rough could be higher than 5 inches due to the fact the spectators tramp it down.

Placing Cups

The cups are placed by the committee but you must go along with them and give an explanation of how each hole should receive a well-placed shot. As the days go on you will find the cups are placed in increasingly exacting positions — but never in a ridiculous spot.

We used to provide the scoreboard according to the specifications of the USGA. The USGA is now providing the proper scoreboards. You must see to it that the scoreboard is roped off to keep the people back far enough to give all a chance to read the scores.

Reaction of Club Members

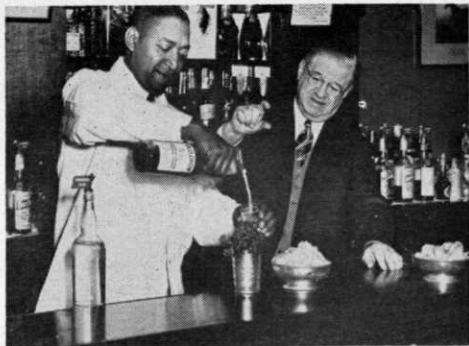
During any preparation for a championship you may find some of the chronic grippers complaining as usual. This is the case at any club. No matter what the club does or what the supt. may be able to do a few will always find some reason to criticize the green committee. But I always state to them that what we do for the championship course could not be done otherwise for the proper upkeep of the course.

We have two 18-hole courses for our members. The committee takes into consideration that for the few dollars spent on the course the club members receive the benefit over a long period of time.

In my experience I can say that our club members have taken great pride in the course, especially if the par is not broken at the total end of the competition. And this has never yet occurred at Merion.

After tournament play some small repair work will have to be done. Damages by the galleries and divots taken out by the players must be repaired. This is not too expensive.

Old Master Produces Soul-Warming Art



Here is Old Master Fred Crawford, manager of the famed Pendennis Club at Louisville, and his veteran Old Master bartender Millard Hill, collaborating on a Pendennis Club mint julep which is to most other mint juleps like a painting by Titian is to a picture in the funny papers.

Club managers hail Fred as a beloved genius at the art of managing a fine club and their members who participate in the Derby Day rites at the Pendennis Club endorse the judgment of their managers. Note the generous gap between Fred's thumb and forefinger as the work of art is in progress. Fred wants the sun to shine bright elsewhere as well as on My Old Kentucky Home.

Here's the recipe for the mint julep Crawford and Hill are compiling:

Use pewter cups. Crush three sprigs of mint and rub the sprigs around the inside of the cup. Fill the cup with cracked ice, packed loosely. Reach for a real Kentucky sour mash bourbon like Old Crow, and pour in a jigger that's at least three fat fingers. Add a tablespoonful of simple syrup. Fill up with spring water. Stir it hard for a minute with a bar spoon, till the cup coats with crisp white frost. Place three sprigs of mint around the edges, stems down.

Sports Tales and Anecdotes Good Reading from Menke

Frank G. Menke, sprightly veteran of the sports scribes, has collected many merry and absorbing chronicles of sports into "Sports Tales and Anecdotes" which A. S. Barnes & Co., 232 Madison ave., New York 16, has published at \$3.75.

It's one of those books that delights fellows who have been around in sports. Frank is a good picker of incidents and gossip that will always keep fresh.



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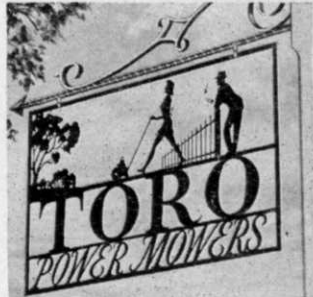
And since no other power mower manufacturer gives you a *service system* that matches TORO, you've got a combination hard to beat! Your TORO distributor is listed in the classified section of the phone book.



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Proper Fitting of Clubs Is Basis of Pro Marketing

By JACK ISAACS

Professional, Langley Air Force Base Golf Course, Langley, Va.

Jack Isaacs, veteran home club pro who knocked out tournament stars in getting into the semi-finals of the 1953 PGA championship, does an exceptionally large business in club selling at Langley Field. Jack bases his sales operations on expert fitting of clubs. His remarks on an essential function of expert pro service points to the need of much more emphasis in education and performance in this phase of the pro job.

IN MAINTAINING and increasing their leadership in golf goods merchandising golf professionals must increase accent on proper fitting of golf clubs.

Pros got into merchandising for two reasons; their ability to supply players with playing equipment and the convenience of the pro retailing outlet.

In the old days when the pros made golf clubs, either at benches in their own clubs or in working for the early clubmaking companies, every pro had to learn a lot about fitting the clubs to the individual buyers. Then the pros saw how properly fitted clubs and effective teaching were coordinated essentials in valuable service to their customers.

When conditions in the golf business changed and many of the younger pros came onto jobs without the background of clubmaking as a qualification for correctly fitting clubs pro golf found itself in need of a new, important and planned field of study: club fitting.

Older professionals who have given considerable attention to the education of their assistants make sure that their boys get good basic training in correctly supplying players with clubs. But there is by no means enough of that training provided. In its absence pro golf may weaken its competitive selling position.

I earnestly urge that the PGA Educational committee which is doing an excellent job in instruction research and im-

provement give considerable attention to club fitting. Development of expert capacity in this direction is not only a service which the pros' customers have a right to demand but, because the pro is in a position to see the buyers swing and use clubs, gives the pro an exclusive and valuable merchandising asset.

Club Fitting Program

Each sectional PGA meeting this spring might well devote time to having experienced professionals present, compare, and appraise their ideas on fitting clubs. If we'd all do that we eventually would impress upon our customers the fact that we have a highly valuable expert service they can't get at stores.

Many professionals realize that the accent on having properly fitted clubs was sharply diminished shortly after World War II. Players were so eager to get new clubs when manufacturing was resumed that they'd buy anything the pros had in stock even though many pros begged customers to wait until they could get clubs that were far better for the individual's use.

We still see the damage of that situation in observing how many golfers—men and women—are trying to play with clubs that are poorly fitted to them.

By being unable to control that post-war impatience the pros definitely lost some of the tremendously valuable and unique factor of public recognition as experts in club fitting.

My own situation differs from that of many pros but in general I have the same problems and responsibility in correctly fitting clubs. I am the professional (and superintendent) at the Langley Air Force Base course which I built about six years ago.

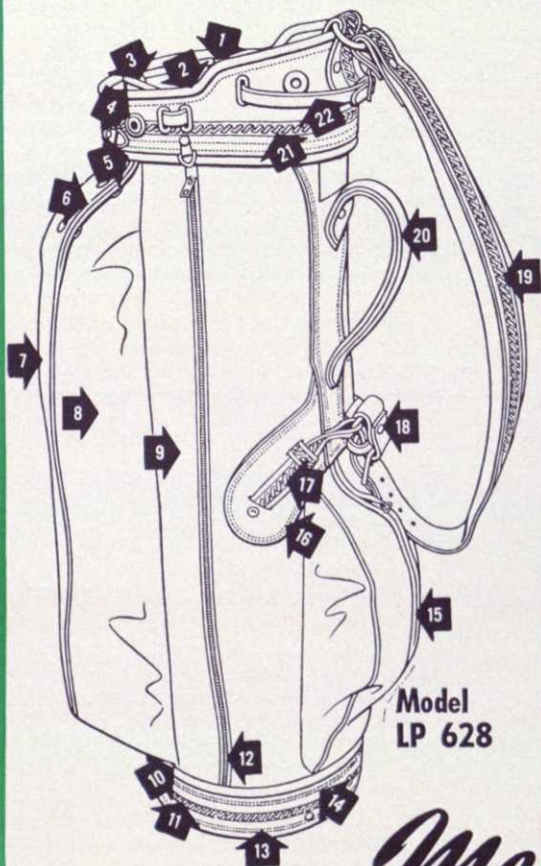
Quite a few of our players may be transferred to other fields in this country or overseas and they want to take the right clubs with them.

There, of course, is a large percentage of younger men and their wives—who also play a great deal of golf—and the person-

22 Luxury Features

for greater golfing convenience...for bigger pro shop profits

Tufhorse "MT. TOURNEY" LINE



Model
LP 628

- 1 New extruded soft vinyl divider tunnels with steel inserts. No stitches to break out or unravel, a common complaint on leather dividers.
- 2 New "Step-Down" top collar design.
- 3 Wedge & Putter dividers separate these two important clubs from all other irons. (Patent applied for.)
- 4 New hood hardware for removable hood.
- 5 Leather covered steel ring at base of top collar prevents sag created by pull of divider strap. Keeps mouth of bag open to full size.
- 6 New "Umbrella-Well" permits easy insertion and removal without straps and buckles and, more important, can be carried from either shoulder or carried double.
- 7 Separate compartment inside of clothing pocket to store detachable hood.
- 8 Extra Large, Streamlined Clothing Pocket. Long a feature in MacGregor golf bags.
- 9 "Canvalon" body material. Combines the known, long wearing qualities of best grade duck and the abrasion resistance of vinyl.
- 10 Leather covered steel ring at top edge of cuff. Keeps top edge of cuff open to full diameter.
- 11 All-Leather bottom cuff reinforced with vulcanized fibre.
- 12 Full length zipper in body of bag. Provides extra storage space for traveling.
- 13 Flush, top grain leather bottom reinforced inside with plywood. Proven most dependable construction. Guaranteed for life of the bag.
- 14 9" Round bottom provides ample space to prevent jamming of club grips and shafts.
- 15 Extra Large, Streamlined Ball and Accessory Pocket. Shaped to prevent snagging when slid into racks.
- 16 All Nylon thread stitching throughout.
- 17 New Deluxe Sling Suspension distributes weight and assists in balancing the bag.
- 18 Solid copper rivets and washers on sling, sling suspension, stays and handle. One of the most important features of a quality golf bag.
- 19 Foam rubber padded sling.
- 20 Pitcher type handle.
- 21 All-Leather top collar reinforced with vulcanized fibre.
- 22 New Vinyl Divider Straps will not "stretch-out" permanently as will leather.

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nel differs from that of the average private club in having the older officers (in their 40s and 50s) very much more adept physically and in much better physical condition than men of the same ages in civilian life.

Shop Stocked for Club Fitting

The first thing about fitting clubs you'll see in the front and in the storeroom at the back of my shop. That is a big, carefully selected inventory. I have—even in the winter—about 80 sets (more irons than woods, of course) in stock. There is a wide variety of swing weights and from 42 to 44½ in. lengths in woods and 37 to 39½ in. in irons.

It has required a great deal of study to assemble this stock to properly do the job. I've carefully determined about what my market would be in various types of players who would be correctly fitted by my stock.

And right there let me point out that the pro who does his ordering in the fall without first figuring the players to whom he should sell clubs and the clubs that would suit them best is not handling his business as an expert should.

A not unusual error of less experienced professionals is to order too heavily of the type of clubs that would suit them rather than their players.

In the display room of my shop is quite a variety of clubs. Every set and all the putters, wedges and approach clubs are plainly price-marked. This gives me the magnet of a wide price range. With few exceptions my stock is pro-only. When I see a man or woman showing interest in any set of clubs I am handy for them to enter into a buying conversation.

And remember, it's a BUYING, not SELLING, conversation.

My job at this point is that of a specialist available for expert advice to the buyer.

I find out discreetly what the buyers want to, or can spend.

Fitting to Price

Fitting the price often is a service in which the pro's help is very valuable. I have seen many golfers who practically threw money away in buying clubs that they thought were cheap but which weren't anyway near the clubs for them.

In explaining the differences between store stuff and the lines which merit pro approval I tell about construction, design, shafts, materials, balancing, uniformity and the check-ups that manufacturers use during manufacturing and assembly processes.

Then, of course, if I don't know the buyer's swing I want him or her to hit some

balls. I need this information for my own guidance sometimes but always it helps to dramatize the purchase and give an impression of personalized fitting.

The types of builds obviously are primary factors in fitting. A lot of these young fellows in the air force are big young men. I have noticed, too, that the young women are getting taller and I think that one of the points the manufacturers had better be giving more thought to now is longer shafts on clubs for the majority of younger women players.

What calls for plenty of exercise of the pro's judgment is determining whether the club user is an athletic type or not. And, along that line, what sport conditioned the buyer? Whether the man was a tennis player, football lineman or baseball star may have a lot of influence on his type of swing and the club fitting job. The same sort of judgment must be applied in the case of the young woman club buyer.

Study of how the buyer grips and swings brings some of the most important answers in fitting. I've noticed that the strong right-hand hitter who bulls the ball around will be all over the lot if his shaft is too whippy. But the typical strong younger player generally wants a club that is too heavy and a shaft that's too stiff for him. I am hopeful that the new Rocket shaft will solve a lot of these cases as it gets the whip down where we used to try to put it when we were working on wood shafts — where the clubhead can be felt.

Selling With Feel

A great deal of the fine art of properly fitting clubs comes down to providing the players with clubs that give them a good sense of clubhead feel. The man or woman who can't feel the clubhead doesn't have much of a chance to ever play good golf.

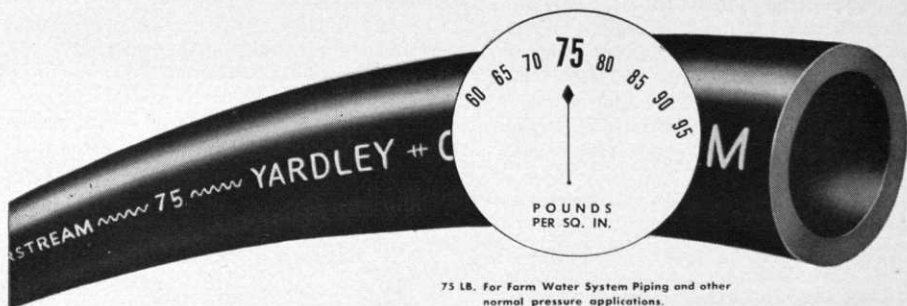
And often the inability to feel the clubhead comes from being off balance in trying to swing a club that isn't properly fitted to the player. Without balance it's impossible to feel the clubhead.

A peculiar thing I've often noticed in fitting clubs is that in winter when the player is stiff and perhaps a bit numb the club feels lighter. In warm weather when he loosens and his touch is more sensitive the clubhead feels heavier. Possibly other professionals have noticed the same condition and have thought about its effect in fitting clubs.

One of the most frequent problems in correctly fitting clubs is that of adjusting the grip to the individual's right and left hands. Next, I think, is the matter of

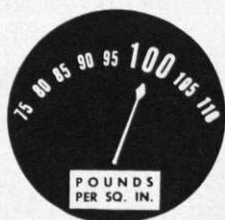
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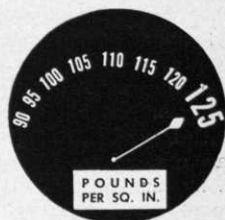


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Here's the biggest improvement in water system plastic piping yet. At last, you can determine exactly the right pipe for any installation. Just select the working pressure — then pick the pipe. That's all there is to it.

Yardley PressuRated Pipe is engineered with sufficient wall thicknesses to provide adequate safety factors for rated pressures. This is not true with ordinary plastic pipe which is made in metal-pipe wall thickness so that one size might be rated at 100-lb. pressure — another size at only 30 lbs.

Now, with PressuRated Pipe, all you do is determine the pressure a job requires — 75 lb., 100 lb. or 125 lb. Every size from $\frac{1}{2}$ " through 2", will withstand the working pressure to which it is rated. Inside diameters are same size to take standard fittings.

PURE POLYETHYLENE

Yardley guarantees PressuRated Pipe to be made of 100% virgin material. It provides all the other plastic pipe advantages — weighs $\frac{1}{8}$ as much as steel — won't rot, rust or electrolytically corrode — saves up to 60% of installation costs.

Write for Bulletin 36

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changing weights in woods. There is where the professional with bench clubmaking experience makes himself very much worthwhile to the buyer. And there, too, is where the PGA Educational committee has some work to do.

When I started in golf as a caddie at the Country Club of Richmond, Va., where my brother Charley was pro, I was fascinated by the clubmaking bench. In 1928 when I got my first job, at the Laurel GC in Richmond, I thought I knew everything. I was making my own clubs by then and continued to make them until 1930 when I discovered that others knew how to make steel-shafted clubs as well, or perhaps better than I did.

And as my experience in professional golf has increased I have seen the development of fine clubmaking into an art and science at factories.

Now I see that the application of this art and science to the greatest advantage of the golfer is a responsibility that every qualified pro must be competent to assume.

The more we pros ourselves realize and the more we impress on players that correct fitting of golf clubs to each player is an essential, invaluable service of the truly first-class club professional the better golfers will be served, the better they'll score and the stronger will be the pro's merchandising position in a larger market.

"The Bobby Jones Story" Is "Must" Reading for Golfers

"The Bobby Jones Story", published by Tupper & Love, Atlanta, Ga., (\$3.95), has been compiled from the newspaper columns and magazine pieces of the late O. B. Keeler by his widow with the aid of two talented old pals of O. B. and Bob, Grantland Rice and Innis Brown.

It is an entertaining, exciting and instructive classic. Unless you read it you haven't qualified to enter into any discussion about great players and you miss the liveliest close-up of all golf chronicles.

Keeler was Jones' literary accompanist from the time Bob played in his first East Lake club championship through every competitive start including the Grand Slam. O. B. got into Bob's head and heart as well as seeing all the outside shotmaking. And everybody who ever covered golf will tell you O. B. could write golf far better than anyone ever assigned to the game.

"The Bobby Jones Story" is the one chronicle of "inside a great golfer" you'll ever get a chance to read. There never will be the tie-up between a great golfer and a

great golf writer there was between Bob and O. B. There are dozens of such revelations as Jones telling Keeler that "grim concentration" wasn't for Jones. Said Bob, "If I walk along like an Indian, concentrating desperately on the next shot with an eighth of a mile to walk before reaching the ball, I feel sort of fagged in my head when I stand up to the shot."

Bobby Jones wrote the preface with the customary distinguished grace of a grand gentleman sportsman and remarked "If fame can be said to attach to one because of his proficiency in the inconsequential performance of striking a golf ball, what measure of it I have enjoyed has been due in a large part to Keeler and his gifted typewriter."

Rice wrote an introduction that gives an excellent stage-setting for the superb job by Keeler.

Shag Bag Rack That Increases Practice



Harold Sargent has a shag back rack made of light angle iron in his shop at East Lake CC, Atlanta, Ga., that gives these bags the same neat, convenient storage the caddie bags get.

Hooks in the vertical bars are large enough to allow bag straps or handles to slip on easily. The shag bags are filed alphabetically.

More attention is given shag bag storage by pros and quite a few shops have this storage where it can be seen from the shop. These pros have found that such showing of bags not only encourages practice and lessons but is a suggestion to put marred balls in the bags instead of continuing them in play.