



Some of the 500 boys and girls, learning to play golf under the tutelage of Memphis club pros in a program started by Marion Hale, Supt. of Recreation, watch a shot demonstration by one of the pros during one of the clinic sessions.

## Memphis Pros Have 500 Kids In Summer Teaching, Play

By EMMETT MAUM

**H**UNDREDS of kids in Memphis, Tenn., are learning the proper way to play golf each summer, all for free, thanks to the professionals of municipal and country club courses. As many as 500 youngsters have turned out in a day for the kids' golf clinic there which is co-sponsored by the Memphis Park Commission and the Commercial Appeal, morning newspaper.

The event, which will be in its eighth year this summer, has grown every year. Along with the growth in number of enrollees has been the boost in interest among the professionals who donate their time and energies to making the project a success.

They have made it so successful that the idea is being copied in many cities. And it may be adapted by any city that has the professionals to work with the kids and course facilities.

Started in 1947 by Marion Hale, supt., Recreation div., Memphis Park Commission, the clinic includes all ages from five years through 16. It is held three consecutive Mondays, after which a four-day tournament for kids in various age groups is held at Overton Park, a muny course.

### 4 Age Groups

The age groups in the tourney are ten and under, 11 and 12, 13 and 14, 15 and 16. A separate division includes girls of all

ages. Of course, both boys and girls are divided into flights, depending upon their scores, and everybody who takes part in the clinic is eligible for the tournament.

W. D. (Dub) Fondren, pro at Galloway, a muny course, is the general chairman for the event. But he is quick to point out that without his fellow pros' help, the clinic would be virtually impossible.

"We have expert help for the clinic," said "Dub." "For instance, Pat Abbott of the Memphis CC, Arnold Mears of the Chickasaw CC, Jake Fondren of the Colonial CC, Frank Stiedle, now pro at a Gulfport, Miss. course, and many others have contributed their time and efforts.

"The public course pros join in, too. Among those who have helped are Eddie Cook, Al Foster, G. L. Leonard, Andy Cusick, Bill Perry and Buck Compton. Also one of the South's finest amateurs, Hillman Robbins, never misses a Monday. He's a big favorite with the kids and spends many hours working with them."

Just how does the program run?

All right, the kids meet at a theater in mid-Memphis at 9 o'clock each Monday morning to see instructional movies on the game. These are provided by golf equipment and clothing firms. Use of the theater is donated by the management.

After the movie, the kids hop into Mem-

# Here's How to Shoot Par on **7** Tough Ones!



**1**

Withstands Spikes and Cleats

## **DO-ALL CORDED RUBBER FLOOR TILE**

For locker room, grill and tap room. Especially tough, long-wearing. Cushions footsteps. Subdues noise. Slip-proof even with spikes. Four colors. Comes in 9" and 30" squares, 1/8", 3/16" and 1/4" thickness.

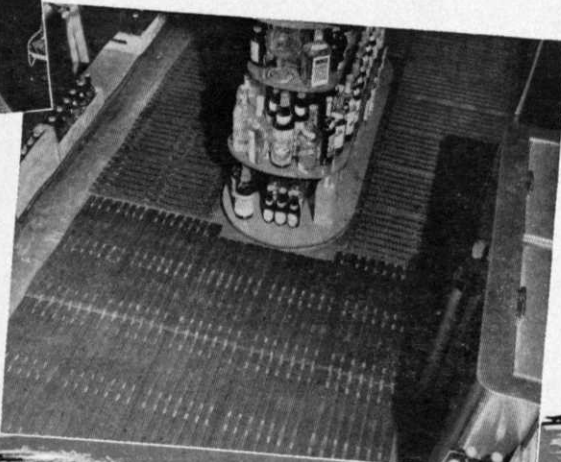


**2**

At Last! A Mat That Stands Up In Pro Shops

## **DO-ALL CORDED RUBBER RUNNER**

Prevents slipping, even on ramps. Should be used in all club entrances subjected to the beating by spiked shoes. A good dirt remover. Hugs the floor. In rolls 40' 10" long, 35" wide, 1/4" thick. Four mottled colors: Venetian Red, Erin Green, Delft Blue, Mosaic.



For a Slip-Proof Walkway Back of Bars

## **TRAFFIC-TRED CORRUGATED PERFORATED FLOOR MATTING**

A long-wearing, low-priced corded rubber matting with ridged bottom which affords aeration and drainage. In rolls: 7/16" thick, 24", 36" and 48" wide.





4

Beautify Your Main Entrance

### EZY-RUG RUBBER LINK MATTING

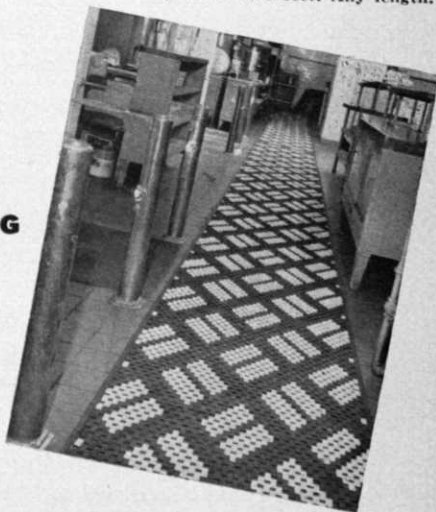
Your choice of pattern or lettering in any combination of attractive colors. Cut your maintenance costs by trapping dirt at the door. Carpets wear much longer when not subjected to the abrasive grit that is quickly ground in too deep to remove. Eliminate the dirt that is whirled into the air by the heating and ventilating systems. Think how much it costs to redecorate. Insures a slip-proof footing on smooth or wet floors or inclines. Any width to 8 feet. Any length.

5

The One Mat for Kitchens

### EVER-TRED VINYL PLASTIC LINK MATTING

Non-absorbent. 100% grease-proof. Deeply corrugated, it effects a non-slip walking area wherever there are wet or greasy floors. Keeps efficiency up by keeping fatigue down. Easy to clean. Used on dish drainboards to reduce breakage. Five permanently brilliant, fade-proof colors, in any combination, any pattern. Any length, any width to 6 feet.  $\frac{3}{8}$ " thick.



6

Prevent Accidents Around Pools and In Shower Rooms

### AMERICAN CORDED RUBBER COUNTER-TRED MATTING

Provides a slip-proof footing wherever there are wet floors. Ridged bottom affords aeration and drainage. The floor beneath the mat dries out so that the linoleum or tile will not rot nor develop an unsanitary condition. Rolls up for easy cleaning. Thickness:  $\frac{3}{8}$ ". Width: 2 feet. Any length.



For Safety on Stairways

7

### DO-ALL CORDED RUBBER STAIR TREADS

Slip-resistant, wet or dry. Exceptionally long lasting under the most severe conditions. Silences footsteps. Easy to clean. Easily installed with adhesive or tacks. Black, Venetian Red, Sea Green, Delft Blue and Mosaic, in widths up to 72 inches and depths up to 30 inches, in  $\frac{1}{4}$ ",  $\frac{3}{16}$ " and  $\frac{1}{8}$ " thickness.

Send coupon now for free literature and prices.

## AMERICAN MAT CORPORATION

"America's Largest Matting Specialists"

1802 Adams Street

Please send literature and prices on  Do-All Tile;  Ever-Tred;  Traffic-Tred;  Counter-Tred. Toledo 2, Ohio

Do-All Runner;  Ezy-Rug;  Do-All Treads;

Name \_\_\_\_\_

Club \_\_\_\_\_

Street \_\_\_\_\_

City and State \_\_\_\_\_

IN CANADA: AMERICAN MAT CORP. LTD., WINDSOR, ONTARIO

phis Street Railway buses, which also are furnished without cost. They are carried to the Overton Park course. First of all, they drink soda pop, given to them by a leading bottling company.

### Pros Get to the Kids

Then it is time to get down to work. With one of the pros on the public address system, the other pros begin hitting balls in view of the youngsters. The various shots and stances are explained to them by the man on the mike and sometimes those hitting the balls tell why they stood certain ways or hit shots as they did. The pros are careful to speak on the level of the young people, so they can understand and put into practice what they see and hear.

After this period of work is finished, the kids are divided into groups of 30 to 50. Each pro takes a group and begins instructing them individually. While he works with one youngster, the others watch and listen.

"Actually, we believe the kids get better instruction than if they paid money for an hour's work with a pro," said Fondren. "Why? I'll tell you—it's because of the great enthusiasm the pros get while they're working with the kids. Why, you take Pat Abbott, Arnold Mears and my brother Jake, all country club pros; sometimes you almost have to drag them off the tees. They work past lunch time and would keep on if we didn't call a halt."

### Strong Newspaper Help

Dub said that it is a real sight to behold as 500 kids walk down the fairway to the tee where they are to be instructed. Walter Stewart, sports editor of the Commercial Appeal and an avid enthusiast of the clinic, phrased it neatly. He said: "Those kids look like a bunch of blackbirds going down the fairway."

Stewart offers real help in the clinic and his sports staff members are assigned to cover the clinic thoroughly with stories and pictures. Long before the event starts, one of the writers begins doing stories on the clinic.

While the three-week clinic and subsequent tournament are on, large picture spreads with stories are carried. Undoubtedly this publicity, plus the word-of-mouth advertising by the kids, is responsible for the phenomenal growth of the clinic.

During the tournament, a streamer story is carried with complete results of all flights. This consumes a column or more in the paper. While the kids are being instructed, photos are made of the various

pros helping the youngsters and occasionally a group shot of the whole bunch of them.

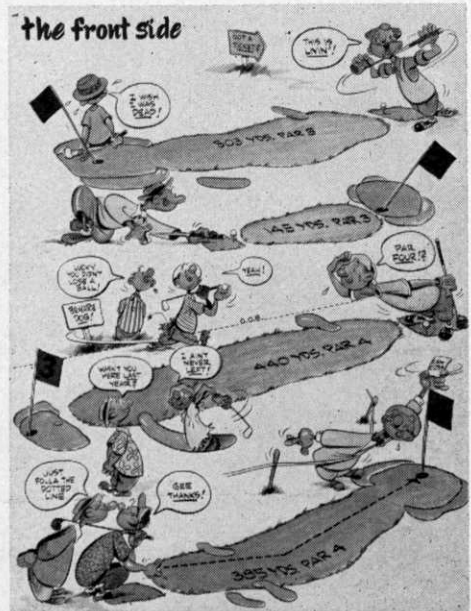
Instruction is not limited to many course kids. Many from the country clubs turn out, says Fondren.

"Actually, the country club kids' situation can be compared to youngsters compelled to take piano lessons," explained Dub. "They don't like piano lessons because the other kids are out playing. But, when there's a huge group of kids around, they are glad to join in for instruction.

"That won't hurt the cash in-take of the country club pros, though. For one thing, this clinic develops a great many golfers who otherwise wouldn't be playing. And those in the country clubs will want instruction as they grow up and seek to better their games."

Mothers and fathers often come out and hide behind trees to watch their youngsters practice. They keep out of view to avoid making the kids self-conscious. During the tournament, some fathers caddy for children and when the family is represented by

### DITZEN SHOWS COURSE



Walt Ditzen, whose Fan Fare is the most widely circulated sports cartoon strip, drew a series of amusing diagrams of Phoenix (Ariz.) CC holes and a very funny page on the gallery nuisances for the Phoenix Open program. Above is one of the Ditzen pages from a program which, as usual, is the most beautiful tournament program any golf tournament publishes.

**greatest news yet  
in women's  
golf shoes!**



PATTY BERG  
1953 World's  
Champion-  
ship winner



**"exclusive design"  
golf shoes for women**

Here is news your women club members will welcome! Foot-Joy shoes, famous for superb craftsmanship and exclusive Straightline balance, are now smartly styled for women golfers. Made on a combination last for fit and comfort, they are the choice of champions . . . and the shoes your women members will ask for. Stock up now on Foot-Joy golf shoes for women . . . they assure additional profits for you!

W32—Brown calf saddle oxford with kiltie tongue.



W33—White buckskin and blue calf wing tip oxford with kiltie tongue.



W34—Beige and brown suede wing tip oxford with kiltie tongue.



W30—All white buckskin saddle oxford with kiltie tongue.



for free booklet write, **FIELD AND FLINT CO. BROCKTON 68, MASS.**

two, the mothers also will carry the bags. Often parents bring lunches for the children and themselves, enjoying a picnic outing as well as golfing.

### Practice Rounds After Lessons

At 1 o'clock each Monday, the clinic ends for the day. However, that is not all for the kids. The Memphis Park Commission donates the 9-hole Overton Park course to them for practice rounds.

The tournament has prizes for all flights, as well as the medalists. They are provided by the Memphis Park Commission and the Commercial Appeal. Last year a total of 250 kids participated in the tourney.

In order to carry the golfers along further, Fondren and Roy Moore, prominent golf official in Memphis, started the city junior tournament. It now has an entry annually of more than 100. Fondren and Moore are already working to establish state and Southern junior meets when interest is sufficiently aroused. Prep school golf is fed through the kids' clinic. Most of the school players (nine four-man teams) come out of the clinic ranks.

That is generally how kids benefit. But, you ask, can you point out more specifically how the clinic has helped youngsters?

Sure, that is easy. Charley Joe Kochenderfer, who won the 15 and 16-year old championship in 1953, played in the city men's tourney not long afterward. And he shot a brilliant 69 in the qualifying round, in second place just two strokes back of the medalist, Arthur Macdonald.

In the girls' category, Diane Eames had never played golf until 1949, when she was 12 years old. Today at 16 she has already surprised some fine players in city and state competition. She is acknowledged to be one of the finest prospects for women's golf Memphis has had in a long time.

### Alameda (Calif.) Muni Supt. Praised by Players

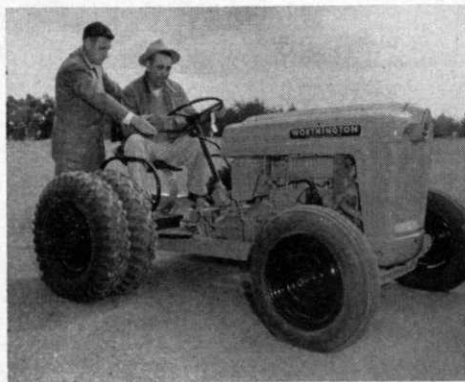
**B**ILL SOUSA, supt., Alameda (Calif.) golf course, is credited by thousands of golfers as being the man who has given them something to greatly enjoy and the city something to brag about in the condition of its course.

Thirty years ago the present Alameda course site was a marshland home of ducks and mudhens. At that time the city of Alameda decided that the area, if reclaimed, would be an ideal spot for a golf course. Three years later the good idea became reality and 18 holes were designed. In 1926 the first players began enjoying

the convenience of the Bay City greens. During the first year nearly 55,000 players played the layout.

Ten years later, over 70,000 players were paying green fees each year, and the number of players has risen steadily. More than 13,000 players played the course during the single month of June this year. A total of 1,972,934 players have played the course since it was opened.

William Sousa has been with the city of Alameda, assigned to the Alameda Municipal Golf Course, since it began operating. For 13 years he has been course superin-



Jack Baker (L), sales mgr., H. V. Carter Co., tells Bill Sousa, Municipal course supt., details of new Worthington tractor

tendent. During the years Bill has worked very closely with Professional Earl Fry on all turf problems, watering schedules and insect control matters. From a long line of professional golfers, Earl Fry joined the Alameda Municipal Course when it first opened. Earl is a key figure in the course's tremendous popularity growth.

Due to the very heavy play on the course, Sousa is able to topdress greens only once a year. Heavy play demands that cup positions be changed six times a week. Watering is scheduled for late evenings and all night to facilitate better conditions for the players.

Highlighting his explanation of maintenance on the course, Bill Sousa relates that during the entire 27 years only three tractors have been used on the course. These have been Worthingtons. Caring for the equipment is the responsibility of mechanic Earl Vargas.

Another piece of equipment praised by Bill Sousa is the Junior G-L Aerifier. Sousa decided to purchase this equipment after it had proved its value to relieve the packed turf condition existing because of extremely heavy play.

# Tees that Please Player\*

By **ANDREW BERTONI**

Supt., Meadowbrook Country Club (Northville, Mich.)

**W**HAT IS THE psychological purpose and relative value of the tee to the golfer? The tee must be a thing of beauty. It should be pleasant and inviting. It should welcome the golfer to enjoy this great game of golf. Most of the waiting in golf is done on the tee. This area is scrutinized more closely. In these moments of restful waiting the player notes the beautiful grooming, the thick grass, and many other related niceties. He becomes aware of the neat manicuring that silently suggests that he, too, is responsible to keep the course clean and uncluttered.

Good tees can be used as a wedge for a larger budget. If the tees are excellent, the membership realizes the supt. is competent and will allot more money for better fairway maintenance. In other words, the contrast of good tees and poor fairways is such that something must be done for the fairways. I have seen this happen two or three times.

A tee should look inviting. Has it ever occurred to you that on the tee all men are created equal? It is the only place where the professional and duffer are the same. Each has the same chance at the ball. They can tee it up on a peg as high or as low as they wish. They can change the location of the ball if their stance is bad. At no other time during the game of golf can they do this legally. Note I say legally! All golfers then have the same start on each hole.

## Meadowbrook Tee Program

Now to bring home my point—make the tee as attractive and as good as possible so that the golfer cannot blame you or the tee for his poor shot. But I have news for you—he will still put the blame on you or the tee. Try to eliminate every opportunity for him to blame the facilities for his poor game, poor sportsmanship, and poor score. The golfer has come out to enjoy the game, believe it or not. By barring every occasion to gripe, we may make a better person and club member out of our golfing friend. I feel that one of the greatest differences between top-notch and ordinary supts. is the emphasis on the many little things that sell golf to the golfer.

At Meadowbrook CC we try to have our

tees as much like greens as possible. In grasses, we favor the bents. The creeping bents are highly desirable, but more expensive to maintain.

We have had good results with a mixture of Highland, Astoria, and Seaside. The turf is good, the color was excellent all season due to the Colonial mixture; the recuperative qualities of Seaside especially were desirable. We used to repair divots with topsoil and rye. We now use Seaside instead—it germinates almost as fast. It is a good method to change over to bent.

Strange as it may sound, we do not object too strenuously to *Poa annua* in our tees. I have seen some very good *Poa* tees. We like to think of it in terms of a companion grass. It flourishes in the early Spring and late Fall when the bents are dormant. When the heat of the Summer weakens *Poa*, the bent becomes aggressive and takes control effectively. It does tolerate a low cut and recovers quickly from injury.

Another grass many top-drawer supts. favor is Merion bluegrass—Joe Valentine's baby. Because of its tenacious root structure and near indestructability, it appears to be an ideal tee turf for both wood and iron play. It concedes to a half inch cut. Colorwise it adds a great deal of attractiveness to the over all picture of the golf course. Tees that I have seeded with Merion proved tough and difficult to scar. I would recommend sodding with Merion rather than seeding. It looks so much better the second season. You are all aware that it is difficult to overseed existing grasses with Merion.

*Poa trivialis* or rough stalk blue is a grass that serves a specific purpose. It is highly shade tolerant and thrives on wet, poorly drained soil. We have a tee that is surrounded by trees and is low and damp. *Poa trivialis* gets the job done here and, therefore, I cannot sell it short. It is shallow-rooted and does bruise easily. Pivoting spikes, etc. do damage it.

We favor a low cut about  $\frac{3}{8}$  in. or lower. We do not use a fairway mower but use two Professionals on our tees. The tees are cut three times a week. We operate on the theory that short turf makes the ball set up like a balloon. There is less tendency on

(\*1954 GCSA conference address)

the player's part to feel he is compelled to dig down after the ball. My experience has been that a tightly mowed turf shows fewer divot marks than a luxuriant long turf.

Our tee fertilizing coincides with our greens program. In the Spring, we spread a 50 percent organic 10-6-4 analysis liberally. During the summer we feel nitrogen is necessary to recuperate turf. We use Milorganite every two weeks. In the Fall, we use phosphate and potash as indicated by soil tests. We use the large fairway spreader in tees where feasible.

Cultivating or aerifying is easier for tees than greens. Since there is no effect on player or ball, we aerify once a month throughout the season. We have found the following practice most beneficial, not only to tees but more so to greens. After aerifying and allowing the plugs or cores to dry we use our Verticut to break up the plugs. This operation not only pulverizes the cores but does an excellent job of topdressing.

Our watering policy demands a lot of water at one time. Our sprinklers are set for 4 to 6 hours without being moved. Since we favor large tees, it is not impossible to water the unused part of the tee during week day play. It does not effect play, the golfers do not mind the water sprinklers, and it keeps those players who ignore markers away from recovering areas. We find we create quite a rough problem when we over-lap our watering. The water that carries out on to the non-tee, non-fairway area pushes that grass. We find it necessary to bring our rough unit out to trim this heavy growth.

Our fungicidal program is one of cure rather than prevention. Unless weather conditions warrant spraying or disease is present, we do a minimum of treating.

Topdressing is done only when necessary in the Spring or Fall. Reseeding is also done at this time.

### **Tee Construction Procedure**

Now for construction of tees. Our long range program at Meadowbrook calls for the construction of at least one new tee or the enlargement of a present tee each year.

We have already discussed grasses. The soil condition should be such that a firm level foundation is afforded the golfer.

The shape and form of tees depends on terrain and individual taste. I prefer a wide and expansive tee since it permits more flexible tee marker positioning. While flatness makes for easier maintenance, it sometimes proves monotonous. Some sloping is not undesirable. Sloping should be soft and not unduly sharp; easy for both

player and machinery to negotiate.

It is essential that tees point in the right direction. Let us not have them pointing off into a group of trees or tough rough.

In planning renovation of tees, we study all angles and possibilities. Consider whether the tee may be lengthened or widened, or two tees be combined. If we find the turf fairly good (and in most cases it is because of its immediate location) we nurture this turf. Let us say we want to connect two tees: we fertilize, mow, water, aerify and seed this area if necessary. When the turf is ready it is a simple matter to lift the sod, rebuild the tee and replace the sod. It works out very well.

I prefer a great variance in tees. I like three sets of tee markers: championship, regular, and ladies. They should be so flexible that on a short hole the average golfer may one day use a 5-iron and the next day a 3-wood. Good tee marker placement can toughen or soften a short hole — you are all aware of this. On longer holes, it is the second shot that is affected. On week-ends the golfer who plays on Saturday will find a different course for him on Sunday because of the flexibility of tee marker positioning. The hole that was tough Saturday is softened up Sunday, and vice versa.

One suggestion may be of some value. We put 2 or 3 cups on some tees where congestion and waiting occur. Thus players may practice a few putts or chips. This idea has been well received.

## **MANAGERS AWARD JONES MEMORIAL SCHOLARSHIP**

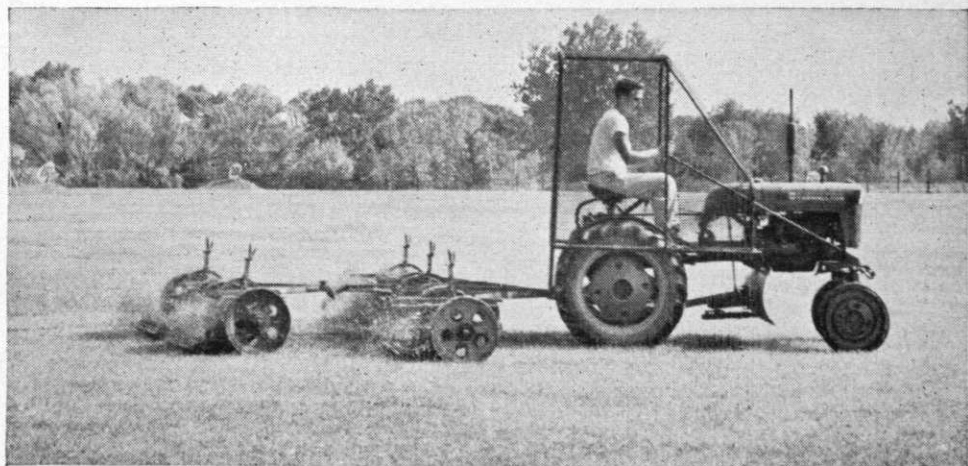


National President of Club Managers, Assn. of America, Carl J. Jehlen of the Baltusrol GC, Springfield, New Jersey (R), presents Prof. J. D. Anderson of University of Florida with a check for a scholarship in memory of Thomas Phelps Jones. U of F Senior, William Wiener (L), of Miami Beach is recipient of scholarship. The scholarship was given during the second annual conference on Club Management held at the University of Florida and the Gainesville (Fla.) G & CC. Sixty-three club managers and officials from the Southeast attended.



# Cub can't shoot eagles

*... but does everything else  
to cut course upkeep*



KEEPS FAIRWAY IN TRIM

Country clubs and driving ranges find the Farmall Cub mows down maintenance costs as well as grass.

It does a dozen kinds of outdoor work in less time and at less cost than you'd think possible.

Ask your International Harvester

dealer for the whole low-down. And start saving trouble and money with a Farmall Cub.

P. S. For bigger jobs, call on the Cub's big brother—the International Super A.

INTERNATIONAL HARVESTER COMPANY, CHICAGO 1, ILLINOIS



GRADES GROUND WITH DOZER BLADE



PICKS UP BALLS ON DRIVING RANGE



Topsoil hauled from Los Angeles County check dams is distributed over Eaton Canyon course site, saving \$7000 in construction material costs, speeding job and providing interesting undulations. Rocks from the check dam loads are picked out by hand.

## Flood-washed Topsoil Saves \$7000, Speeds Course

By VERNE WICKHAM

**E**VERY CLOUD has a silver lining" became more than a figure of speech to officials of the Los Angeles County Department of Parks and Recreation recently when flood waters brought thousands of yards of silt and topsoil tumbling down from the mountains.

They are now spreading more than 37,888 cu. yds. of that topsoil over flat bottom-land and grading it for tees and greens and rolling fairways for a new golf course.

For several months the Eaton Canyon



Crane digs soil washed into check dam by floods and loads it into trucks operating on 24-hour schedule. Soil is hauled to Eaton Canyon course and the check dams are cleaned to be in condition for control of future floods.

golf course development plans have been ready and waiting development. Early this year money was budgeted and preliminary maps prepared. The golf course crew were planning to get started before the end of the present fiscal year—then came the floods.

The Eaton Canyon property lies at the foot of the Sierra Madre range of mountains — in the very shadow of the Eaton Canyon dam. Nearby mountains, which form a scenic backdrop for the course, were denuded by a December forest fire and about a month later heavy rains brought debris, soil, rocks and charcoal tumbling down into city streets and flood control check dams. This excess dirt had to be moved and moved fast and so dump trucks moving around the clock moved it to the golf course site where tractors and skip-loaders piled it and smoothed it into tees, greens and rolling fairways.

"It was very much like adding frosting to a cake," explained Paul Gruendyke, superintendent of the county's department of parks and recreation. "The more frosting the better the cake and in this case the more soil the better the golf course. We were prepared to do considerable heavy grading to achieve the same effect but this flood control emergency project has saved us untold hours of labor and lots of money. It has almost over night provided contours