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are either building or soon will be building new courses.

- More than 2,000 high schools have golf teams and the number is growing every year — Texas High School golf has grown to the point where there are now regional qualifying rounds for entrance in their state tournament.

Industry Gets in Step

More than 80 industries operate and maintain golf course for their employees. Dupont has 63 or 72 holes operating out of one clubhouse, another 18 at another location. Other industries have 36-hole layouts — the newest being the National Cash Register Company in Dayton. Many others have 18 and 9-hole facilities. Allis-Chalmers acquired an 18-hole course last year and I understand Minnesota Mining has just purchased an 18-hole course. Look at the number of Seniors' Associations today compared to ten years ago or even five years ago — and — the growing number of Senior Tournaments.

And — if you think Senior golf is growing, take a look at Junior Golf today. Ten years ago the USJCC launched its National Junior Amateur Tournament with 26 boys from seven states. Today more than 30,000 participate in all 48 States and Hawaii. Though there is some overlapping, add to this the USGA Jr., the Western GA Junior and all the state and regional junior tournaments. All of this coupled with an increasing number of junior programs at local clubs funnel in an ever increasing number of converts annually.

Now let's take a look at what the common, everyday variety of golfer is doing. Increases in play around the country range from 3% to 8% with some noteworthy

records being piled up in several different areas. Right here at Recreation Park in Long Beach play on the 18-hole course was over 113,000 rounds last year. Next door in Los Angeles 123,000 rounds were played at Rancho for a daily average of 340. Play on all Los Angeles courses was up 3% to 690,000 rounds, 21,000 more than the previous high. In Minneapolis, where the season is much shorter, total rounds is considerably less but top weeks play on one course totaled 2,900 rounds with others at 2,185 and 2,149. Detroit reports over 100,000 rounds of play on one of its courses.

Turnaway Business

As impressive as these figures may appear they fall short of the true picture. I'm told more than 20,000 golfers have registered to play on the city courses of Los Angeles and yet on any given weekend (Saturday and Sunday) only approximately 5,000 can play. What happens to the other 15,000? What happens to the uncounted thousands all over the United States who are in the same boat with these 15,000?

How many more people would be playing if there were more places to play? More to the point—

How many people give up playing because they can't find a place to play when they want to or when they can because of their hours of employment?

At the end of World War II total number of courses in the U.S. had dropped below 4,800. Today, for the first time since 1941, there are over 5,200 — 5,218 to be exact.

You may say that's fine, but let's not forget that in 1930 there were over 5,800 courses. Actually, the growth in the last

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10 years has been anything but spectacular. It's been a slow uphill climb, but certainly steady and stable.

The impact of a rapidly expanding population, the demand for living space, coupled with the 5-year drought of building caused by the war, has made of many a golf course a juicy morsel that has been swallowed up by real estate developers for housing, shopping centers, schools, freeways, and airport expansion. In spite of this, progress has been made and is being made.

What then of Golf Tomorrow?

On the basis of the progress that has been made in the past twenty-five years I'll say the possibilities for the future are unlimited. That's a broad statement I realize, but let's take a look at that crystal ball and see what the future can be.

Unlimited Potential

With better dissemination of information—getting the right information to the right people at the right time—whole-hearted teamwork and ample dosages of patience and perseverance golf tomorrow can become not only "The Game of A Lifetime", it can become America's greatest game.

The first step toward this goal is to provide more places to play—enough golf courses to take care of the demand of the ever increasing number who want to play—and at the same time provide the owners and operators, public and private, who furnish these facilities a fair return on their investment.

I'm happy to report encouraging progress is being made. In 1950 the National Golf Foundation started compiling statistics on new course development. In 1952 we set up a field service staff to assist individuals, groups and communities in planning, building and operating golf courses. In 1952 the people of the U.S. elected a president whose favorite recreation was playing golf. These and other contributing factors since that time have given impetus to the growth and development of golf courses and golf in general.

In 1953, for example, 61 of these new and urgently needed courses were opened for play.

In 1954, for example, 105 of these new and urgently needed courses were opened for play.

In 1955, for example, 127 of these new and urgently needed courses were opened for play.

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More encouraging, however, are these figures:

1953 — 109 new courses were under construction

1954 — 198 new courses were under construction

1955 — 285 new courses were under construction

In addition to these there were: 225 new courses being planned or considered in 1953

359 new courses being planned or considered in 1954

516 new courses being planned or considered in 1955

Surface Hardly Scratched

Will this activity keep up? Why not? Actually, we've hardly scratched the surface in developing the potential that is in store for golf in this country. Did you know there are over 730 cities and towns of 5,000 population that do not have a golf course? But why draw the line with towns of 5,000 population? There isn't any good reason why we should although there are those who will argue a town of 5,000

can't support a golf course. The truth of the matter is, and this will surprise you, in the State of Iowa, an almost wholly agricultural state, out of 87 towns under 5,000 population 84 have 9-hole golf courses the average age of which is 27 years. Don't you think there is a wide-open opportunity for golf tomorrow?

I suspect most of you thought I "stuck my neck out" when I said the possibilities for golf tomorrow are unlimited. I contend the evidence is weighted in my favor. If we can get the right information to the right people at the right time you are going to see more and more places to play and more and more people playing.

There are over 30,000 industries in this country — more and more of these will build courses and more and more employees will play golf.

There are 1800 colleges and universities and over 18,000 sizeable high schools. More school courses will be built and more students will be playing.

I don't have the count on the number of our military bases here and abroad but

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I do know more and more courses are being built at these bases both here and abroad. That means more and more of another segment of our population will be playing golf.

These facts alone coupled with the current increasing demands and pressure for more places to play far exceed the pace, encouraging as it is, at which we are moving today. If we are to catch up with the demand the pace must be accelerated for staggering as it may seem, it is nevertheless true.

We have 11 million more people of all ages in this country today than we had five year ago. By 1975 we will have 35 million more adults (20 years and over) than we have today. Golf Tomorrow? Opportunity? It's unlimited. We'll have the golfers. Where will they play?

Planning and Selling Fairway Renovation

(Continued from page 92)

which says "this road under construction. We apologize for the present condition of the road, and beg your indulgence while we make this improvement for you" . . . or words to that effect and as a result the sting of anger is somewhat subdued. You don't feel quite like the monster that you were prior to reading the sign. You begin to think that the people responsible for the present state of things may not be so bad after all. And so with the golfer, you must plant the thought before you plant the seed. If golfers are informed of what to expect, they will be better prepared, and thus will bear the inconvenience better.

(2) Will the membership stand behind the program of management necessary to keep the improved turfgrasses? This is of course a must, as renovation cannot be

entirely successful unless a program of management to suit the requirements of the particular grass is followed.

Weigh the Pro and Con

Like everything that we do we must weigh the good and bad features before proceeding. Let's review some of the bad features first:

(1) **Player aggravation.** We have already discussed this factor and have suggested a possible remedy — or at least a way to reduce complaints.

(2) **Player inconvenience.** The golfer normally wants no part of any practice that will interfere with his golfing pleasure. The intangible costs far outweigh the material costs of a renovation project. This could be a strong factor in the decision as to whether or not any renovation project takes place.

Ed Casey, Superintendent of Baltusrol GC, says, "To give too much weight to the intangible costs anchors one to a negative approach." In fairway renovation the intangible costs such as member reaction, success or failure, maintaining a weak situation, and interference with play can be a strong deterrent, and although it varies between clubs — a strong positive approach on the superintendent's part is necessary."

(3) **Time consumed in completing renovation project.** This factor could be either listed under good or bad features depending on the amount of time consumed to complete the project. If the rough work could be completed in reasonable time, weather conditions permitting, then much less weight can be attached to the interference factor. The many factors that enter into the timing of the project will be discussed separately under timing of renovation.

(4) **Heavy play on courses today.** Player

interference with work schedule.

(5) Renovation must be done in addition to regular maintenance and management practices. Normally, little if any extra help is provided when a new project is tackled. Therefore, care should be taken that only enough work be planned that could be carried to successful completion.

(6) Results sometimes are slow in showing.

Some of the good features of renovation follow:

(1) The conversion of grasses adapted for fairway play is the improvement that is most apparent, and is the criteria by which the members judge results.

(2) The improvements made in soils, drainage, and/or seepage are certainly good features of renovation.

(3) Player satisfaction and more playing pleasure as a result of introducing adapted grasses.

(4) Good efficiency of present day superintendents insures nominal material costs of renovation. Improved techniques, equipment, grasses, and chemicals insure this.

(5) Today it is possible, and preferable to keep area in play while renovation goes on. Players can continue their play uninterrupted by improving lies, until grass cover is satisfactory.

There are but a few techniques used in renovating — each have met with success, and the choice depends on personal preference. Some believe in the "scorched earth" policy, killing off all vegetation with cyanamid or sodium arsenite, or similar chemicals. Sherwood Moore, Supt., Hollywood CC, Deal, N.J., used this technique to good advantage at his club.

Light Weekly Treatment

William Sloan, Supt., North Shore CC in Glen Head, N. Y., prefers and has done a nice job with the technique of light weekly applications of sodium arsenite in renovation. In any event, whichever method is used, the chemical treatments should be followed by thorough aeration and dragging. The more soil that the seed comes in contact with the better the results will be. Lime and fertilizers should be applied at this time also — while the soil is open from the complete aeration.

One story by Casey points up the importance of thorough aeration prior to seeding. Last fall he scheduled the complete renovation of his 6th fairway on his lower course. The day on which the aeration was to take place happened to fall on

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USE BUYERS' SERVICE—PAGE 125

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a day when a monthly Superintendents' meeting was scheduled; therefore, Casey instructed his foreman to see that the aeration unit spend the full day on this No. 6 fairway. The foreman saw to it that Casey's instructions were carried out to the letter, and in Casey's words, upon his return: "I was scared by the appearance of the area — about 95% of the fairway was soil . . . we went ahead and seeded and fertilized, and the results have been most gratifying . . . the very best I've had in all my experience . . . the renovation work began the first week of September and by the last week of September a full cover was obtained."

Golfers played "winter rules" during this time. The area was kept in play all during the renovation project.

The time used by Casey to complete this project certainly was about as short a period that one could hope to successfully complete a job of this size. This points up the important factor — time within which the project is completed — if time consum-

ed is as short an interval as above, player inconvenience is a minor item.

The timing of the renovation project, and the time within which the project is completed are very important considerations. There is a right time and a wrong time to seed. In the Northeast, percentages are very much in our favor when we do a seeding job in the mid-August, mid-September period. There is less chance for failure due to weeds taking over and other such causes for failure — when seeding is timed right. Climatic conditions favor seed germination and turf establishment because of the cooler nights, heavy morning dew, and the usual late summer and fall rains that we experience at this time. In other areas where the warm-season grasses are encouraged, the timing is, of course, altered to establishment requirements of these grasses.

Selling the Renovation Program

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east usually meets with objections from the membership. The club championship matches have just about reached the half way mark and therefore players want to delay disturbing the grass or soil. Also the climate at this time is ideal for golf and normal play in this early period is usually quite heavy in the Northeast. Therefore, a good job of selling is required to convince the membership that the only time to renovate is the right time. The only program to follow is the right program. It is important to leave no stone unturned to insure success; plan every detail carefully; do every phase of the work thoroughly; leave nothing to chance. Success or failure in this project will determine to a large extent whether any other new projects of improvement will be undertaken.

We wish to re-emphasize the following points:

(1) Plan renovation thoroughly; time renovation at the right time, and keep length of time that it takes to complete project to a minimum.

(2) Don't take on more work than you can handle in one season. It is better to be conservative in planning amount of renovation to do in one season.

(3) Prepare membership for renovation projects by keeping them informed.

(4) Pursue the renovation plan vigorously — leave nothing undone that should be done.

(5) Initiate management and maintenance programs required to keep improvements of renovation.

Tam Prizes Total \$146,000

A combined cash purse of \$146,200 for this summer's World and All-American golf tournaments at Tam O'Shanter Country club have been announced by George S. May, the tourney's promoter. May also said his International cup matches will be discontinued.

The All-American on Aug. 2 thru 5 will offer \$25,000 to men pros and \$5,000 to women pros. The subsequent World meet, Aug. 9 thru 12, will pay out \$101,200 to the men and \$15,000 to the women.

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Sullivan Elected Head of Golf Writers Group

Des Sullivan of the Newark Evening News, one of the few golfing authors to qualify for the National Amateur tournament, has been elected pres. of the Golf Writers Association of America.

Joining him at the top of the slate named during the annual Masters tournament were John Walter, 1st vp from the Detroit News; Bob Drum Sr., of the Pittsburgh Press, 2nd vp; Charles Bartlett, Chicago Tribune, secy-treas. Bartlett was reelected to the office he has held since the association was founded in 1946.

Mallinckrodt Stockholders Elect Three New Directors

At their annual meeting, stockholders of Mallinckrodt Chemical Works, St. Louis elected three new members to the board of directors. They are Dr. Shields Warren of Boston, and William D. Barry and Harold Thayer, vp of the company.

Stockholders also re-elected the present

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board of directors with the exception of John M. Meyer, Jr., who having assumed additional duties as senior vp of J. P. Morgan & Co., Inc., resigned in January.

Dr. Warren, a graduate of Boston University and Harvard Medical School has been for many years Professor of Pathology at Harvard and Pathologist at New England Deaconess Hospital, Boston. From 1947 to 1952 he was director of the Division of Biology and Medicine of the Atomic Energy Commission. From 1952 to date he has served as vice-chairman of the Advisory Committee on Biology and Medicine of the AEC.

Barry has been with Mallinckrodt since 1908 and has been in charge of the operation of the company's eastern division for many years. He was elected vp in 1945.

As head of Mallinckrodt's Atomic Energy Commission program, Thayer directs the uranium processing operation which will include new Weldon Spring Plant. Thayer is a graduate of Massachusetts Institute of Technology and joined Mallinckrodt in 1939. He has been a vp of the company since 1950.

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Sobel Tells of Pros Who Need Etiquette Lessons

Ross Sobel, pro at Westview CC, Miami, Fla., says there are some pros who need lessons in good manners to improve their business standing and their general public relations.

Sobel believes the PGA could make a point of asking that pros who desire to conduct themselves to do credit to their profession observe the following suggestions:

(1) A professional visiting a club should make it his business to go to the pro shop and pay his respects to the club pro before he leaves the first tee.

(2) No visiting pro should (while playing as a guest of a member) give a playing lesson.

Ross says he's had pros and salesmen come to his club and give playing lessons and never bother to come into his shop. What this amounts to, Sobel remarks, is misleading club members and discrediting home club pros.

SWINGING AROUND GOLF

(Continued from page 34)

in clubhouse and 96 one or two bedroom apartments in separate units. Herpel is appointing professionals in 15 cities as associate pros. . . These pros get commissions on memberships which are very moderate in cost, and accommodations at Turf and Surf so they can care for their members. . . Deal looks very attractive for selected group of members and pros. . . If you want any more information write Homer Herpel, 233 S. Bemiston, Clayton 5, Mo.

Irv Schloss has resigned as pro at Mt. Pleasant, Baltimore munny course. . . Board of Recreation and Parks wanted him to stay but Schloss, very well recovered from heart injury last year, wants to maintain his fine physical condition and ease up on promotion work he feels like doing on the Mt. Pleasant job. . . He will continue his tag business and will stay at his Dunedin home for at least a year.

Leonard Biles, pro at the Homestead, Hot Springs, Va., for some years, then at

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NEW YORK, N. Y.

Williamsburg (Va.) Inn course and lately in semi-retirement at his home in West Palm Beach, returns to active duty as pro and supervisor of Wentworth-by-the-Sea course, Portsmouth, N.H. . . Village of Lake Success, N.Y. to begin operating the remaining 9 of the old Deepdale course soon and eventually will have 18. . Only residents of the village (about 700 homes) and their guests will be permitted to play every day. . Possibly some non-residents of the village will be allowed to play week-days. . Trustees will hire a superintendent, pro and manager.

Better check up on insurance coverage on golf car renting. . User of rented car on California course has filed suit for \$100,000 . . Says he was injured when wheels of car locked suddenly and he was thrown to ground . . Eddie Murray, Binghampton (N.Y.) CC pro, has been confined to Massachusetts General Hospital in Boston, suffering from severe shock following loss of a daughter.

Norman Johnson from LaGorce at Miami Beach, and former pres., GCSA, now supt. at Florida GC, now under construction west of Delray Beach, Fla. — Architect Robt. Bruce Harris and Carlton Blunt, who own the new course, haven't decided whether it'll be private or semi-private. . Probability is it'll be private as there already are many applications for membership. . Course is beautifully located on a ridge. . Grand job of design by Harris who has designed or rebuilt 126 courses . . It's sort of a modified Pine Valley of Florida. . Chuck Maddox building the course. . Construction started on clubhouse designed by Wyeth, King and Johnson of Palm Beach.

Al Wyman from Briergate GC (Chicago dist.) where he's been pro-supt. to be supt. of new course Robert Bruce Harris is completing at Springfield, Ill. . Bill Miller from supt. spot at Thorngate CC (Chicago dist.) to succeed Wyman at Briergate. . Mike Reitz is new supt. at Thorngate. . Wm. C. English new mgr., Greenhills G&CC, Muncie, Ind.

Norwood Thompson, pro at Spotwood CC, Harrisonburg, Va., and Virgil Thompson, pro at Ingleside CC, Staunton, Va., are identical twins. . Only pair of twin pros we know. . C. G. Moorhead is pres., newly organized Bridgeport (W. Va.) CC, six miles from Clarksburg. . James G. Harrison is architect of 18-hole Bridgeport course being constructed. . L. V. "Dazzy" Vance, former pro at Kingwood CC and