

## Moffitt, Sargent, Mund Re-elected; 5-Year Rule Retained by PGA

*Tournament Policies Overhauled to Give Sponsors  
Better Chance of Operating in the Black*

By **HERB GRAFFIS**

**A**BOUT the only excitement at the PGA's 40th annual meeting, held at Fort Harrison hotel, Clearwater, Fla., Dec. 3-7, was brief and mild.

Top brass was re-elected in a routine manner. Harry Moffitt again is pres; Harold Sargent was retained as secy; and Wally Mund as treas. Changes in the line-up of vps saw Henry Poe succeeding Al Ciuci, Leonard Schmutte replacing Gene Marchi and Willie Whalen taking the place of Eddie Schultz.

There was controversy about the 5-year eligibility rule but no more than there has been about this old rule at many previous PGA meetings. Delegates voted down a proposal to reduce the 5-year eligibility to three years for club and tournament pros. The Advisory committee recommended that in view of progress made in business education three years on-the-job training could be adequate as minimum time requirement for a pro.

The 5-year-eligibility rule for circuit pros which has made the PGA championship subject to press criticism as a secondary tournament minus the competition and public interest provided by younger circuit stars was eased somewhat at the Clearwater meeting. Delegates recommended that PGA officials invite to the PGA 1957 championship as many non-PGA pros from

the first 25 tournament money winners of 1956 as the committee sees fit. The championship will be at the Miami Valley CC, Dayton, O., July 17-21.

### **On Percentage Basis**

Through the compromise it is hoped to avoid repetition of the dull flop the 1956 PGA championship turned out to be and to come up with something that warrants the money the PGA requires for its championship. This year the championship goes on a percentage basis instead of the previous guaranteed purse policy which had host clubs dependent on getting considerable advertising into a program to come out financially even or ahead on the championship.

Other considerations for tournament sponsors, reflecting the discussions at the Tournament Sponsors' meeting in Chicago and designed to give the sponsors more of a chance of operating in black figures, were announced at the PGA meeting. Ed Carter, PGA tournament bureau mgr., announced an interesting point system, such as was devised and recommended to the PGA by Howard Capps during his service as bureau mgr., and is similar to the rating system of the Ladies' PGA. The system is designed to reward those who get entries in early for tournaments, those who return to defend their titles at the following

year's tournaments and those who are frequent tournament participants. Provision also is made to deduct points in penalizing the naughty boys.

Carter said his tournament bureau teammates will be Harvey Raynor, tournament supervisor, who works ahead of the show and sets up operating procedure; Tony Anthony, tournament coordinator, running details of the affair; and James Gaguin, field secretary, handling publicity during tournaments.

Bill Rach was appointed PGA public relations director, retained as editor of the PGA magazine and given a raise which the intense and industrious Rach certainly earned.

Thomas W. Crane, of course, was unanimously approved to continue as the PGA's executive secy. and counsel in which capacity he renders valuable and diligent service as the chief operating non-elective officer of the organization.

Numerous committee meetings attended to matters of detail.

The Ryder Cup matches were set for Oct. 4-5 at Landrick GC, Yorkshire, Eng.

#### Manufacturers Meet

Meeting of the PGA Manufacturers' committee and representatives of the golf club and ball manufacturers was uneventful. The subject of the manufacturers' assistance in financing the Ryder Cup event was delicately touched. Very little reference was made to the matter of the PGA label on which the lid continued to be clamped, barring the talk by Jack Moore at one of the educational sessions.

John Jay Hopkins who was not present at the meeting was elected chmn. of the PGA Advisory committee and Bob Goldwater was elected vice-chmn. Harry Radix, who was attending the Olympic games, was re-elected sec. Members of the Advisory committee present at Clearwater were, in addition to Goldwater, William McWane, Fred Brand, jr., Dave Griffith, Art Zebede, George S. May and Jerry Bowes.

Delegates recommended to the executive committee that the 1957 annual meeting be held at Long Beach, Calif. There was some informal discussion among several delegates about the cost of holding annual PGA meetings in various cities. No official figures were cited for or against the opinion of some PGA members that the association would save money by holding its yearly meeting at a central point.

Denny Champagne was toastmaster at the annual President's banquet at which Pres. Harry Moffitt presented the Bob

Harlow memorial award as the club pro of the year to Harry Shepard of the Mark Twain Community GC, Elmira, N. Y., and the PGA Golfer of the Year trophy to Jack Burke. Both recipients made nice acceptance talks. Jackie said, among other things, it was seldom anybody in tournament golf got to a mike ahead of Sam Snead. Moffitt presented a plaque signifying Craig Wood's election to the PGA Hall of Fame to Al Ciuci who accepted it in Craig's absence. Carroll MacMaster accepted for Pete Burke the Gene Sarazen trophy for victory in last year's PGA Seniors championship, Pete being unable to attend the festivities.

Dick Tufts, pres. of USGA, after expressing graceful appreciation of the pros' efforts in behalf of golf, was given a plaque from the Carolinas PGA in recognition of his long, great and cheerful service to golf in his part of the country, the whole nation and internationally. Dugan Aycock made the presentation for his colleagues.

The Michigan section received the PGA magazine award.

### PGA "Pro of the Year" Award Goes to Shepard

Harry C. Shepard of the Mark Twain GC, Elmira, N. Y. was selected PGA Pro of the Year for 1956 by a national selection committee composed of outstanding amateurs.

Shepard was selected for the honor on the strength of his great work in promoting golf in his community. He has been extremely active in working with Juniors, high school students, YWCA groups, women's organization and industrial and service club sponsors in making Elmira a golfing stronghold.

For the last five years, Shepard has served as either pres. or secy-treas. of his PGA section. He is also a well known figure on the speaking circuit, being in constant demand to talk on his favorite subject before civic and fraternal groups and other organizations that call on his services.

The Pro of the Year award was given to Shepard at the PGA President's Dinner held in Dunedin, Fla. in December.

#### Club Managers' Convention

The 30th annual convention of the Club Managers' Assoc. of America will be held in the Hotel Commodore, New York, Feb. 13-16.

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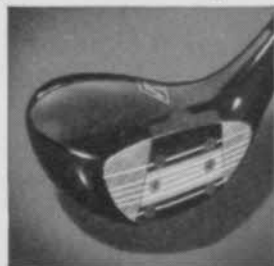
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## More on the "Perfect" Course



The fifth green at T. R. Baumgardner's Sea Island (Ga.) course is typical of the beautifully conditioned 18-hole resort layout. Enlarged and remodeled in 1955, the peninsular green was planted to the new 328 Tifgreen strain of Bermuda, an extremely fine-textured and grain-free grass. The water edge of the green is retained by a wood bulkhead which gives a neat appearance and protects the turf from the slight rise and fall of the tide in the salt water lake.

## Superintendents Strive To Give Playability Along With Eye Appeal

*This is the second of two articles covering the subject of the "perfect" course. The first appeared in the October, 1956, issue of Golfdom (p. 39).*

**E**IGHT supts. who attempted to define the "perfect" course in the first installment of this article almost unanimously agreed that perfection is something that can't be neatly pinpointed as golf layouts go, simply because there aren't any established yardsticks by which to judge perfect conditioning. This doesn't imply any failure among the greenkeeping fraternity for not having decided upon a set of standards by which a course should be rated. Rather, it emphasizes wise restraint on the part of the supts. who, dealing with capricious Mother Nature and equally capricious members as they do, haven't been so bold as to arbitrarily say what constitutes perfect conditioning and then shut the door on the subject.

### Meusel's Definition

Old hands in the business, as well as many younger ones, know there are too many variables in turf and traps for that. What's more, no two people, and that even goes for supts., probably would agree on what makes a perfectly conditioned course. Harry Meusel of the Yale course,

New Haven, Conn., may have come closest to striking the right chord when he said a course in perfect condition is one at its individual best. That's an observation worth keeping in mind, one that most supts. undoubtedly will settle for.

Probably the most heartening thing about the first part of the article is that the supts., despite some fretting about budgets, revealed they are doing what they are paid to do — and that is keeping an eye on the golfer. They're not only trying to give him the greatest possible degree of playability in his courses but plenty of eye appeal along with it. As long as this attitude prevails, there won't be much room for criticism from the fellow who swings the clubs.

### Five Interesting Versions

In this installment, T. M. Baumgardner, Don Mac Kay, E. L. Queen, G. M. Dearie and John C. Price, top men in their profession, bring up some interesting points that were touched on, but not fully discussed in the previous article. In particular, they deal with the supt's relations with his membership, the role researchers will have to play in bringing the perfect course closer to being a reality, and the contribution architects can make in designing courses

easy to maintain. These, combined with ideas expressed in the first part of this series, are important additions to the knowledge supts. have built up over the years.

### Near Perfection His Goal

**T. M. Baumgardner**, who doubles as vp and supt. of the picture-book *Sea Island* (Ga.) GC believes it is impossible to attain perfection in all departments of a course even for a fleeting moment, but he feels that every supt. should set up standards of near-perfection which he may reasonably hope to attain under ideal conditions. He adds that greenkeeping should be a never ending education in which the supt. constantly observes what changes are going on in the chemistry of turf and soil, and shouldn't be above studying the voluminous writings that cover his field. Here is how he summarizes ideal conditioning from tee through green:

**Tees** — They should be smooth and level with only minimum slope for good drainage. As for size, tees should be large enough to accommodate peak season play. Multiple tees should be properly spaced so as to provide a fair test for the average golfer as well as the scratch player under varying conditions of wind and weather. Ideal turf is wear-resistant, quick to recover from injury, weed-free, of uniform texture, firm in structure, attractive in appearance and constantly kept at 1/2-in. height. Tee equipment should be simple and kept freshly painted.

**Fairways** — Baumgardner advocates shaping fairways to suit the intended play of the hole, maintaining that this is a detail requiring careful study and periodic re-checking. He would keep fairways reasonably free of weeds, concentrate on presenting good lies, firm footing and turf that responds to good iron play. Color and appearance are important. One of the *Sea Island* supt's pet peeves is fertilizer streaking.

**Traps** — In selecting sand, Baumgardner recommends choosing a grade that won't compact in wet weather or blow in dry, windy weather. It should be uniformly loose to a depth of about 4-ins. to provide ideal settings for explosion shots. Good drainage, neat edging and trimming and weed-free maintenance are fundamental, but too often neglected.

**Roughs** — Ideal rough, if there is such a thing in the estimation of the golfer, varies from section to section, according

to the type and amount of play, and in case of tournament preparation, according to the golfers participating. Important in all cases is to keep it uniform, sufficiently dense and free of clippings and trash.

**Greens** — Concentrate on getting a true putting surface by striving for dense turf, uniform texture and grass that is free of seed heads, stubble and excessive thatch. Mowing should be daily at 3/16-in. height of cut. Hold quality should be fair, but not excessive, to provide a fair test of golf. Practically as much attention should be given to maintenance of aprons and collars as to the greens themselves.

**Plantings** — Baumgardner leans to a preponderance of trees in preference to shrubs that may interfere with play. In addition, trees give a more artistic touch if planted in clusters or fairly large masses rather than in formal rows or spotted around the course.

**Water Hazards** — Be sure they are clearly marked where necessary.

**Clubhouse Area** — The supt. puts his best foot forward here. It gives him a chance to display his artistry, win members and influence visitors by keeping the entrance, roads, parking areas and lawns neat and well conditioned.

**General Factors** — This, conceivably, could head the list in the opinion of Baumgardner and his assistant, Marion McKendree. It involves the money and time factors, personality and ability of the supt. as well as his crew and perhaps a hundred other things that are above and beyond soil and turf. Learning how to cope with them is a study in themselves. If anything resembling real perfection is to be ultimately realized on our golf courses, Baumgardner says, a supt. has to be just as careful in nurturing his relationships with the green chairman, club officers and manager, the pro and the men under him as he is in grooming his greens and fairways.

### Need Members' Help

**Don MacKay, Sr.**, supt. at *Hartford GC* in West Hartford, Conn., is of the opinion that a perfectly conditioned course can become a reality only when the members are persuaded to help make it so. All of the work of the greenkeeping department can be quickly undone if players are allowed to develop and persist in slovenly habits. This applies not so much to replacing divots and smoothing traps as to the use of containers for discarding rub-

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bish. After all, says MacKay, a course can't be considered perfect if it doesn't look perfect.

As for topography, MacKay rules out hills, but feels that a course should be sufficiently undulating to make it interesting. He strives to give each succeeding hole a different character to provide interest and variety in strokes. Probably most important is his conclusion that roughs should be made to swing in and out in order to present challenging problems of shot placements to experts, average players and duffers alike.

Covering the subject of general layout, MacKay feels that both nines in the 18-hole course should balance each other in yardage, interest and quality but the second nine should be the more severe test of golf. Architects, he adds, can make a great contribution to his profession if, in designs of the future, they keep in mind that the machine age has come to the country club and courses should be built to take 100 per cent advantage of the new equipment being used in maintenance work.

#### Concentrates on Improvements

E. L. Queen, supt. of Crestview CC., Wichita, Ks., has put off his dream of the perfect course for the moment because the rainmakers in his area generated only 10-ins. of precipitation during the first 10 months of 1956.

Like so many supts., Queen wonders if the perfect course isn't something that men in his profession should strive for without ever quite realizing for fear of complacency setting in. To underline this point, Queen says Crestview is continually improving its 18-hole layout and will continue to do as long as he is supt. For instance, in 1956, 300 trees were planted, several tees were plugged with U3 Bermuda, but generally, Queen's task throughout the year resolved into one of holding his own considering the lack of rain.

Looking toward the future, the Wichita supt. says:

"The perfect course is as much in the hands of the experiment stations and manufacturers as those of the supt. and the men who work for him. In the last decade they have done a superlative job of furnishing us the materials and information we need, but I think they can do even more. For example, we need a lot more advice on the things we should not do; on the other hand, there are many times when I would like to have more

specific information on the applications of various fungicides and insecticides, particularly in reference to the most opportune times to use them, but it isn't always available.

"Experience enables a supt. to store up a lot of valuable knowledge in the treatment of turf, but invariably he comes to that turn in the road when he runs out of knowledge and has to depend upon making the right guess. It's at this point that the manufacturers and researchers should be able to step in and help him. Until they can do so with certainty of success, the perfect course is going to remain a dream."

#### Wants Fundamentally Sound Site

In the estimation of G. M. Dearie, supt. at Edgewater GC, Chicago, Ill., the most expert craftsmanship can't make a course perfect unless it is built on a solid foundation encompassing a suitable site and a good basic soil and drainage system. First things come first in golf as in anything else, Dearie emphasizes, adding that if the groundwork is right, comparatively low maintenance costs will keep a course in A-1 condition for many, many years.

Since opinions vary between professionals and amateurs as to what constitutes perfect playing conditions, Jerry Dearie thinks the supt. has to make a number of compromises that, while they may not be completely acceptable to all golfers, will at least produce enjoyable golf for every type of club swinger. Dearie rarely deviates from this formula:

Greens — Uniform grass and texture; cut 3/16-in.

Tees — Uniform grass and texture; cut at 5/16-in. and kept on dry side to give firm footing.

Fairways — Once again, uniformity; cut not higher than 1/2-in.

Roughs — Cut at least 4-in. high.

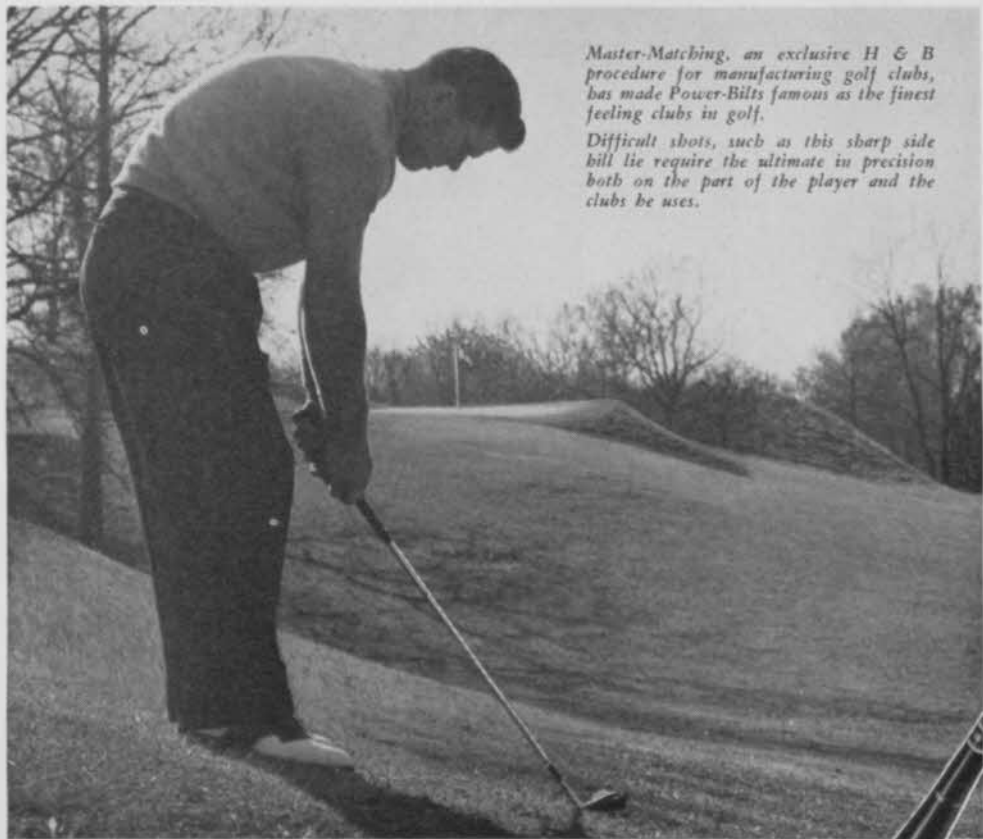
Traps — Loose sand to a depth of about 4 or 5-ins.

#### Looks at Overall Picture

Besides attention to proper grass management and care of traps, roughs and other hazards, John C. Price of Southern Hills CC, Tulsa, Okla., says that the whole course is no better maintained than its more remote corners and out-of-way locations. Price goes on to explain he refers to tool and equipment sheds, the maintenance department's headquarters and similar places.

(Continued on page 68)





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Sportswear demand at Tony Marco's Middle Bay pro Shop has made the addition of dressing rooms for men and women necessary. Mrs. Marco, who wrote this article, is at right.

## The Feminine Touch

# *It Puts "The Sell" In Sportswear At Marco Pro Shop*

By ROSEMUND MARCO

**I**N 1952 when my husband, Tony, became head pro at Middle Bay GC, Oceanside, L. I., N. Y., it didn't take him long to convince me that I could be of real assistance in helping him to build up sales and properly serve the club's growing membership as head of the women's golf department.

For a week or two after coming into Tony's shop, I did little besides observe both men and women golfers. It was something of a revelation to find how clothes conscious most of them were. With this in mind, I decided to stock our shop with top quality sportswear from only the most reliable suppliers. Among other things it occurred to me that a well stocked pro shop, with all its shopping conveniences, could if properly and energetically operated, offset the keen competition of neighboring and New York department stores.

What we needed was a wide assortment of styles for both men and women, the kind of sportswear that appealed to all but extremely flamboyant tastes. I didn't hesitate in making advance commitments with suppliers.

Early in 1956, because of a great increase in membership, we found we were running out of display and storage space. We convinced the club's board of governors that a larger shop would enable us to give much better service to members. We

pointed out that since everyday shoppers were shying away from overcrowded stores, it was of utmost importance that club members who come out to Middle Bay on weekends to relax should be able to get away from all that by having a spacious pro shop in which to do their looking and buying.

We met the club halfway by agreeing to make a substantial investment of our own in the new, modern pro shop by installing the latest in fixtures for displaying merchandise.

### **Conservative But Handsome**

Then we called in an architect who laid out a conservative but handsome design for our shop. It features grey oak showcases. The men's department is at one end of the shop and has a small, adjoining dressing room. The women's department, on the opposite side, has besides a dressing room, a full length mirror and smart looking showcases. We also have a large, open all-purpose display rack and a pegboard wall for showing all types of golf equipment. Two small showcases, complete with spotlights and matching fixtures, and a wrapping counter, round out our display setup.

All in all, a substantial part of our display area is given over to sportswear since, starting with this year, I expect to be selling it the year-around. But for as much space as is given this type of merchandise,