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Cascades set for Curtis Cup



Golfers on the Cascades 17th fairway catch a glimpse of the clubhouse across valley floor.

Few changes necessary to prepare The Homestead's venerable course for this month's tournament.

International attention will be focused this month on the Cascades Golf Course at The Homestead, renowned resort which nestles in the Blue Ridge Mountains at Hot Springs, Va.

From July 29-30 of this year, the course will be host to the first international golf competition ever held in Virginia—the Curtis Cup matches, which will bring together the better amateur women golfers of Britain and the U. S.

In addition, Cascades will be host to the 1967 Women's National Open June 29-July 2. This came about when Joseph C. Dey, Jr., Executive Director of the United States Golf Association, visited the course last October for a look at the layout.

Dey and Thomas J. Lennon, Virginia Hot Springs President, were touring the

course, and the Homestead President was floored when Dey asked if the resort would like to be host to the 1967 Women's National Open. Lennon hurriedly replied in the affirmative, and the Cascades was able to claim two golf plums for the price of Dey's single trip.

Very few changes will be made in the par 35-36-71 Cascades Course, which is 6,732 yards. The opening hole is all set. However, Dey suggested that the rough some 150 yards from the green on the second hole be brought in towards the fairway in order to narrow the opening to the green.

An artificial lake may be put in front of the third green, which completes the changes on the front nine. The 15th tee is to be shortened some 15 feet, and new tees are scheduled for the 17th and 18th.

Continued on page 44

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CASCADES SET Continued from page 42

Other than a change or two in placing two flagpoles to hold American and British colors which will face the 17th green, the Cascades will be ready for the Curtis Cup matches.

Responsibility for getting the course in shape rests with Arnold Keyser, who has been tending the Cascades for most of the last 39 years and its superintendent since 1949. Plans for the upcoming matches don't bother Keyser. "You play it strictly by ear and learn what to do as you go," he says.

Keyser recalls having read an article several years ago in which a pro was asked to name three U. S. golf courses that are maintained in a tournament-readiness state from the time of their yearly opening to the day the pins are pulled at the end of the season. He isn't sure of the other two, but remembers that the Cascades was one course which the pro named.

Keyser must solve the pressing problem of cutting the turf low enough around the car paths to permit the ball to roll

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Arnold Keyser, superintendent at Cascades since 1949, has been caring for the course for nearly 40 years. His job will be to have layout in top shape for 1966 Curtis Cup matches to be held here July 29 and 30.

This view of the 16th fairway at Cascades shows players approaching carefully placed traps in area near green. Dense woods and rolling terrain add to interest for golfers.



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40 YEARS AGO

J. S. (Sam) Clapper is shown at the wheel of a new golf car during 1932 Minneapolis Rotary Club tournament. One of Sam's many inventions, it was first vehicle in which player, caddy and bag could ride together.



Giving golfers what they need

Today's game owes much to inventiveness of pioneer 'Sam' Clapper.

By HERB GRAFFIS

Golf has been very lucky in having course seed, equipment and supply distributors develop it from a sport on pastures and wastelands into a huge business on turf that set the top standard for ornamental and play grass.

In the pioneering days of U. S. golf, Carter's Tested Seeds and Stump & Walter worked with the few who were specializing in golf architecture, and with the many pros who were taking 36 sticks and staking out 18 greens, then going back to 18 locations and marking tee sites.

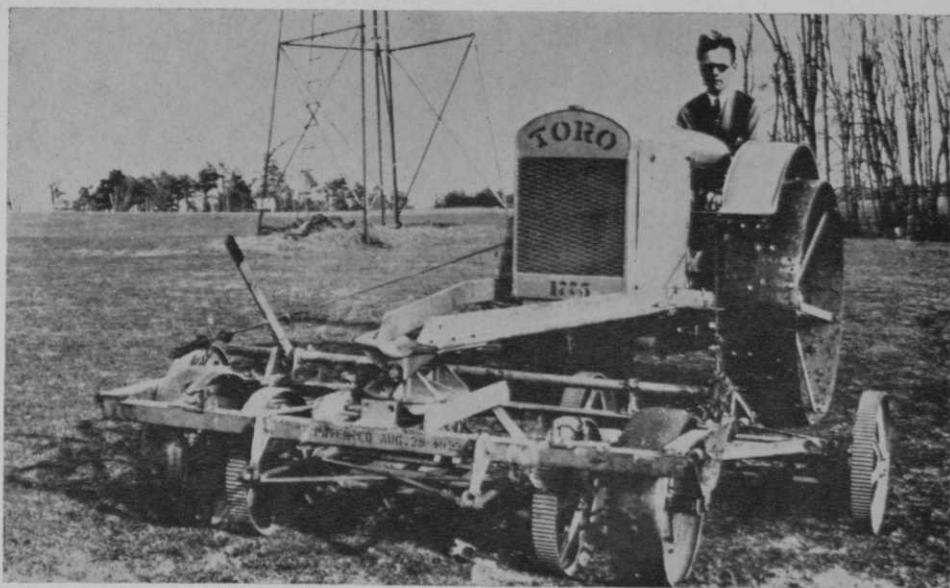
The suppliers of seed and mowers got farmhands and gardeners operating as course construction superintendents. Fertilizer was cow and poultry manure—abundantly and conveniently available. Rich clubs bought rollers to flatten the lumpy fairways. Nobody ever mentioned

soil compaction, although in a primer of course architecture and construction Bill Langford stated that clay packed tight prevented drainage, and without drainage there wasn't satisfactory turf for golf.

Fairway watering was by the "Nature System." Once in a while there was a deluxe course with watered greens. Horse-drawn mowers accounted for a rules problem of improving your lie. A good healthy well-fed American horse with mower produced a different shot-making situation from that of nibbling Scottish sheep.

Then Sam Clapper Came In

About this time there came into golf J. S. (Sam) Clapper, who set up a pattern of market development through golf course equipment and supply dealers in strategic areas. Clapper had a combination of mechanics and merchant-



There were only a few university and prep school golf courses in 1923 when Orville Clapper sold this Toro push-type tractor and mower to St. Mark's School at Southboro, Massachusetts.

dising in his mind which would be called genius today. Right after World War I it was regarded as something required to make a good living.

Those who know Sam's son, Orville, and Orville's son, Sam, who own and operate the Clapper Co. at West Newton, Mass., see reflections of the balanced market development and service thinking of "Sam the First."

Clapper starred as a salesman with the International Harvester Co. in Iowa around 1900, selling and training horse-shoers and blacksmiths in the servicing of horse-drawn harvesting machines.

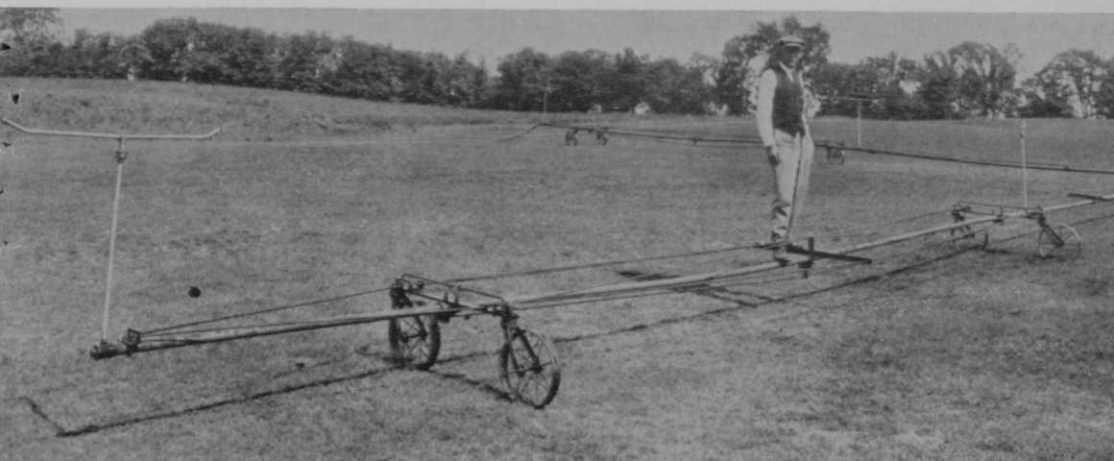
Then he went to Gas Traction Co. of St. Paul, builder of a four-cylinder farm tractor that won many awards in tough tractor-testing competitions. Toro Manufacturing Corp. of Minneapolis was the outgrowth of that company.

Sam Clapper was born with a research and development temperament. He started in business as clerk in a hardware store in Paris, Mo., where he was born. He sold windmills and installed in his home in Centralia, Mo., the first running water and sink in that area.

Eventually, Sam wound up in Minneapolis as sales manager for a large

Continued on next page

This Toro "Sea Serpent" fairway watering device using Buckner heads appeared in early 20's.



The Toro Park Special is shown pulling the first known spiker to be pulled by power for golf greens.

It was designed in the late 20's by Charles Erickson of Minnehaha Country Club, Minneapolis, Minnesota.



GIVING GOLFERS

Continued from previous page

buggy and surrey dealer. On one of his sales trips he met a minister who had a gasoline farm tractor idea. Together they worked out the Bull tractor, which not only figured in enlarging farm operations, but was a life-saver for the French by hauling heavy guns in World War I.

Getting into Golf

After the war, Sam Clapper felt that the budding golf market needed mowing equipment to replace horses and mules that were in short supply as a result of the conflict. He sent out three men in 1920-21 to see if there was a market in golf for a Toro outfit with cutters ahead of the powered rear wheels of a tractor. The scouts reported that there was a certain and warm welcome awaiting the proposed Toro equipment, for even in those days the demands of the

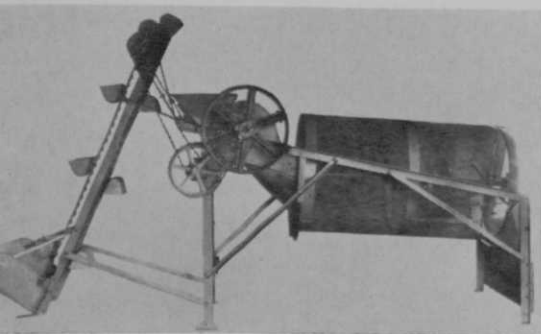
golfers were getting ahead of the equipment greenkeepers had to do their jobs.

One of the market investigators, George Fletcher Bishop, was so enthusiastic he wanted the entire West Coast as his Toro territory. He had found that the Pacific Slope clubs were willing to spend money for new equipment. The California Toro territory soon became so productive it had to be split. Bishop settled in San Francisco and John T. Clapper, a cousin of Sam's, left his farm equipment sales company in Minneapolis to establish a Toro Los Angeles branch.

Eastern Pennsylvania also was a highly promising area, and T. L. Gustin of the Toro field sales and service staff was assigned to that part of the country. Gus was a tremendous worker and a smart one, too. He eventually took over the Toro business in the Philadelphia area as his own company, which he built into a big outfit.

M. R. (Scotty) McLaren was the other member of the original Toro field staff. Scotty had been with the forerunner of the Toro company and worked in Ireland handling Bull tractors ordered by the French army. Scotty supervised attaching Irish-made wheels to the trac-

Continued on page 70

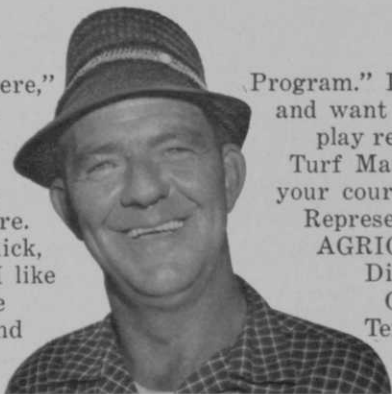


This Toro Compost Shredder and Screener, the first machine of its kind for course superintendents, first appeared about 1926.



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'COOL' FOODS Continued from page 22

forehand preparation labor can be minimized. Yes, this could develop into a specialty at your club during Summer.

To compete with other forms of "Summer Attractions," we suggest you try new ideas and innovations in your dining room and on your menu. A unique "Summer Luncheon Specialty" presented by a well-known Chicago club during the summer months is called, "A Smorgasbord Sandwich Selection." Six sandwich specialties are made in advance, bedded down on lettuce atop a large silver tray, garnished with tomatoes and olives, covered with a Saran type wrapping and placed in the refrigerator for later service. When serving, the waitress removes the chilled tray from the refrigerator, takes the wrapping away, and brings it to the member's table for selection. Several trays are made in advance and the service is swift and easy for both waitress and guest. Only your imagination determines what you present on this form of specialty, and price becomes secondary to the customer's enjoyment. While sales volume rises, food costs decline, and your members enjoy the results.

Speaking of sandwiches, basic ingredients for many sandwiches should be come staples in your pantry refrigerator—always well chilled, always fresh, and always ready. They can include: sliced cheeses of many types, assorted cold meats, sliced tomatoes and hard-boiled eggs, grilled bacon strips, and shredded as well as leaf lettuce. To this can be added an assortment of spreads such as egg, shrimp and chicken salad.

You now have a basic ingredients inventory and from this can be made a multitude of sandwiches. Do not be afraid to try unusual combinations like sliced ham and turkey, tongue and Swiss cheese, chicken salad with diced tomatoes or a corned beef club sandwich to add variety to your "never changing" sandwich list. Serve closed or open-faced with choice of dressings and your members will thank you for this variety.

Hot weather also means salad weather, and a "Do-It-Yourself Salad Bowl" is a welcome addition to any Ladies' Golf Day or just for the club dining

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