The responsibilities of a golf professional at a summer resort are more acute, if possible, than those of the home club pro in that contact with the guests is for a limited time. The home club pro must be all things to all members at all times whereas the professional at a summer resort must be all things at one time or at most only a few times. Working on this assumption the prime consideration for us to keep in mind is that the guest is on vacation and no stone must be left unturned toward making this vacation — playing golf — as delightful as possible; every advantage offered, every service given.

Our first and last desire is to see that all of the guests at The Balsams enjoy the Country Club facilities to the utmost. This is possible only through the close unity and cooperation between the owner and manager, Mr. Alvan E. Kallman, the professionals Buddy and Jack Bailey, Steward Lou Linke, and Caddymaster Jack Campana.

The Balsams Country Club and Golf Course are located on top of one of the White Mountains, Dixville Notch, New Hampshire in a beautiful setting overlooking Canada and Vermont, two miles from The Balsams Hotel. Consequently, the first problem is transportation to and from the course. For this we use a comfortable 20 passenger bus which operates on a 20 minute schedule day and night. The guest is met at the bus and greeted properly and courteously by Jack or myself, and is then introduced to the facilities of the Club, bar, dining room, and pro shop. The guest is assigned a locker, is made to feel that he is a member in finest standing, and that his every desire and wish is to be fulfilled.

Before the guest goes out to play we take time to show him over the course via a jeep, explaining the difficult 6,530-yard Donald Ross layout over rolling terrain which, like most of his courses, was built for expert play instead of for the average golfer. We explain that a fair score on this layout is equal to a lower score on most courses.

Diagram of Each Hole
We cut the fairways wide, keep the rough cut to normal height, and the traps well maintained. In general we do every-
The Par-Flite* and Tru-Flite* are top values for the economy-minded players. All four sold through pro shops only.


The DOT*
the overwhelming choice of hard hitters.

The TOP-FLITE*
the favorite of medium to high handicap players.
IS WHAT COUNTS!

- What can we tell you about golf balls that you don't already know? You know the brand that most customers ask for. You're selling 'em every day. Your records year after year tell you the balls that move fastest under their own power—never leave you stock-heavy at the season's end.

Spalding holds the No. 1 golf ball position of unvarying uniform performance. You realize that Spalding know-how includes every device and method in modern golf ball manufacture. Spalding uses centers which have been proven best for golf balls. The thread is made from rubber most suitable for golf ball winding. Wound to the proper tension, Spalding golf balls are not too hard, not too soft—just right for top playing results. Uniformity is a term that means something in every Spalding ball. No power ball can out-perform the DOT—No tough ball can out-perform the Top-Flite.

Sell with confidence

...sell

SPALDING

SETS THE PACE IN SPORTS
thing possible to assist the golfer in scoring well and enjoying his golf at The Balsams' course. A new and original idea with us which has been of considerable help to golfers playing this course is a detailed diagram of each individual hole posted prominently on each tee. Every new player to the course has commended it highly and I believe the same or a similar idea would assist all golfers playing a strange course, especially resort, daily fee or municipal courses where caddies are not too plentiful.

We use the Big Four fundamental instruction method consisting of correct overlapping grip, square stance, feet the width of the shoulders, ball in the center of the feet with the iron clubs, and inside the left heel with the wood clubs. A swing with rhythm and timing, not a hit, the head remaining in a fixed position so that the body turns by rotating, and the importance of reading the hole. We try to give speedy, effective instruction, never changing the pupil's style completely but improving on his present style, and giving a fast cure for such ailments as topping, hooking, slicing, and other general misconceptions as to how a golf ball should be stroked.

We keep an index file on each individual golfer as to his peculiarities, habits, and faults; the improvements in his scoring, the number of clubs in his bag, and any preference that he may have regarding equipment.

We pass out many free tips on the first tee, and use a roving instruction system over the course by jeep to insure that the proper methods of play are being placed into effect.

Refer to Home Pro

All of this keeps us busy — how well it pays off is attested to by the fact that we receive numerous letters from golfers who have played here and have returned to their home courses, reporting lower scores, and added interest and pleasure in golf. Also, we receive some requests for instruction by mail. We take care of this by courteously referring them to their home professional.

We never pass up an opportunity to do this for several reasons. If we acquire a new golfer and start him playing the game at a time when he is away from the responsibilities and cares of his work more often than not he will continue playing when he returns home and will continue his instruction with his home professional. This man may have been too busy, or thought he was too busy, to take the time to learn when he was on the job. With a little encouragement he may become a regular player. If so, he's a new customer for the home club pro. On the other hand, the experience of this man may be relayed to others who want to spend their vacation playing golf — that's where we come in. Likewise, the professional is in a position to pass the word on to members for the same reason. One good turn deserves another.

To sum up our operation, we offer the finest in transportation, dining and bar service, locker room facilities, a well-stocked attractive pro shop, wonderful caddy service from our own Caddy Camp, and a well-groomed golf course, a real test of golf. Along with many various types of tournaments, where most all of the guests receive a prize with The Balsams' insignia to display to their friends, additional and unusual service is the key to our operation here at The Balsams. We like this operation — it does work out wonderfully, and we are happy to pass it on to you.

It's On The House

By TOM REAM
Mgr., Westmoreland CC

Common sense is the club manager's best steering wheel.

A club manager writes that his staff is composed of skilled and agreeable men and women. Under these circumstances the manager's job should be most agreeable

There is a standard in service. Choose that standard — and save.

Being brilliant by spurts may be all right in the arts, but it won't get you far in business.

A good, stiff, sour complaint is invigorating, and puts you right up to the line.

Good employees in any club are creative only as creatively directed by good executive management.

Are you content to do no worse than the people around you; no worse this year than last year?

The spirit of hospitality impregnates every good club.

You know how to judge a driver by the condition his fenders are in, and how the inside of his car is kept. Well, it's just as true of a club. Use the same kind of a glance.

With so many clubs not successful the club profession is an ideal one in which to be successful.

It's what your members think well of, rather than what you individually and personally like. Don't intrude your ideas when you find that they are only your ideas.
Park Ridge Scores With Long Range Planning

The water supply for the Park Ridge course is obtained from the city of Park Ridge which in turn gets it from Chicago. Peak demands sometime result in curtailed use for the course. Installation of complete facilities for watering tees, fairways and greens has helped prevent any serious damage during a period of limited supply.

At the turn of the century Park Ridge was hardly more than a whistle stop on the outskirts of Chicago and the land which now comprises the Park Ridge Country Club could not be considered as a good cow pasture. An energetic group of young men however were not to be denied the opportunity of enjoying the wholesome recreation of a game that was fast becoming popular in other nearby suburban communities and in 1906 organized the Park Ridge Country Club.

Today a large number who were members when the course first opened are still playing. Whether or not the zest for the game the original nucleus had accounts for the playing activity of the membership today, more than 90 per cent by actual count play golf regularly and at least 50 per cent of the members’ wives play. It’s the kind of membership that lends itself readily to the support of any program of course improvement and especially a long-term program of permanent improvement.

The inroads of war made their mark at Park Ridge as in other clubs but an able Greens committee realizing the need for immediate attention to the problem of adequate course maintenance did not wait for the war to end to start a comprehensive improvement program. Steps were taken to set up a long range plan that would ultimately bring the course up to the standard desired and do it within the limitations of a wartime budget. Accordingly the Greens committee prepared an analysis of the grounds and greens problem and presented it to the membership in November 1944. This was not a casual analysis made from a few pencilled notes nor was it presented orally or haphazardly to an interested few. The committee had made a serious study of the club’s needs and felt that every member should give the same serious consideration to the problem at hand, consequently the analysis and recommendations were put into printed form and placed in the hands of each member.

Briefly, the analysis was broken down into three sections: (1) The Standard Greens Program — presented so that any Greens chairman in future years might have a guide of minimum requirements necessary for the proper maintenance of the Park Ridge course; (2) The Rehabilitation Greens Program — to show the immediate problem of putting the course back in top playing condition; and (3) The Equipment Greens Program — a listing of needed equipment to be purchased as soon as funds and wartime conditions permitted.

How effective this presentation was is attested to by the results that have been obtained over a five year period — a five-

By REX McMORRIS
For Top Notch Christmas Sales!

THIS YEAR your customers will take particular pride in giving America’s leading tournament-winning golf ball—the Wilson Top Notch, the ball with which the U. S. Open, P.G.A., Masters’ and MOST other major tournaments in 1949 were won.

The Top Notch is your best bet for gift selling because your customers have the assurance that gifts of the nation’s No. 1 tournament-winning ball are sure to be received with enthusiasm.

Also you have the added sales advantage of being able to offer these widely acclaimed, revolutionary Isotropic constructed Top Notch balls in beautiful gift packages at no extra cost to you or your customers . . . and in price brackets exactly right for maximum sales—$9.50 and $4.75. Retailing at $9.50, ten Top Notch balls come in a metallic finished chest in rich jeweler’s chased silver effect . . .

At $4.75, five Top Notch balls are packaged in an embossed leatherette chest in English saddle-leather color.

It will pay you to make an early display of these Top Notch gift packages and start booking orders immediately for pre-Christmas deliveries.

ALSO you can get the ten-ball package with the balls personalized at no extra cost.
Gifts that "click" with golfers

When you give Wilson golf balls of Laminographic construction, you give balls that will please any golfer—the balls with which most major tournaments were won this year.

There are no finer gifts for golfers than famous Wilson Top Notch golf balls of revolutionary Laminographic construction—contained in those beautiful, luxurious gift chests. And you pay only the regular price of the balls—no extra charge for the handsome gift containers. Ten golf balls in a metallic finished chest in rich jeweler's chased silver effect at $9.95; five golf balls in an embossed leatherette chest in deluxe English saddle-leather color at $4.75. Ask for "Top Notch" balls at golf professionals' shops.

IT'S Wilson
TODAY IN SPORTS EQUIPMENT
year program realized under the guidance of three different Greens chairmen but all members of the committee for a period of several years. F. Ray Bowen who was made president of the club after several years as chairman is credited with launching the long range program under which the Park Ridge course is maintained today. He was followed by George Semple who served two years as chairman after a long term on the committee. Today, George is president of the club and Leslie P. Aggerbeck is guiding the program as chairman of the committee.

Fred Grau, Director of the USGA Green Section recently made the statement that one of the worst practices in golf club management today was that of changing the Greens chairman every year. The long term membership on the Greens committee as practiced by the Park Ridge Club overcomes the fault Grau refers to and results in a more effective operation.

The rehabilitation program mentioned above was of prime concern in 1944 and the committee made a start in carrying out the recommendations outlined in the analysis presented to the members. First step was the resurfacing and reshaping of seven greens followed by reconditioning all sand traps — 93 altogether. Actually renovation of the sand traps had been started before the plan had been put into effect but transportation difficulties stalled the program. In 1945, 15 carloads of sand were purchased and about half of the work contemplated was completed.

Graham Johnson, well known greenkeeper, who had guided the maintenance operation at Park Ridge for many years passed away just as the major course improvement program was getting under way and further work was halted until the club was able to get whom they considered the right man. Club officials will tell you they have been fortunate in their selection of Bertram Rost, a comparative newcomer to the greenkeeping profession who got most of his training with Globe Machinery and Equipment Co. in Des Moines.

Soon after Bert came to Park Ridge the work program continued. Another 15 carloads of trap sand were purchased in 1946 to complete the job of rehabilitating the sand traps.

A weed eradication program, one of the first, due to the fact the course was used as a test plot for experimental work when 2, 4-D first came on the market, has been successful to the point where today the course is free of weeds.

Standard fairway maintenance follows the pattern laid down in the original program. Work starts in spring with fairways and roughs, followed with fertilization pro-
NEW TAG-A-LONG GOLF CARTS
Distributed by
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SPORTING GOODS CO.

RENTAL MODEL
SKI-STYLE tubular frame glides over grass without damage to fairways. FORM-FITTING bag brackets eliminate straps, bag chafing, club crowding. DETACHABLE bracket controls rentals and greatly increases rental income. MAXILIFE black plated durable finish. Ball bearing wheels. Balloon tires. PERFECTLY BALANCED sturdy cart popular with Golfers, Pros and Greenkeepers...

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MICART FOLDING CARTS
Popularly priced deluxe automatic folding cart. Lift handle and cart automatically opens. Lower handle and cart folds compactly. Big wheels. Balloon tires. Perfectly balanced. Easy rolling. Tubular steel design eliminates straps, bag chafing and club crowding. Plated finish. Light...

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<tr>
<th>PRESENT</th>
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Original inventory sheet showed equipment on hand, additional equipment needed for complete mechanization, date of purchase, age, life expectancy, estimated date of replacement, original cost, replacement cost and yearly amount to be budgeted for purchase at time of need — a valuable record of information and guide for budgetary planning.

In April, milorganite in July and mixture of fertilizer and organic in fall. The Aerifer is used in spring and fall along with this program.

Completion of the early rehabilitation program and carrying on the maintenance program led to the third step in the long range program, namely the setting up of a maintenance equipment inventory program. Burt and members of the committee prepared a table showing equipment on hand, date of purchase, age, life expectancy, depreciation, and date of replacement. A check of the inventory sheet could tell at a glance dates when replacements would have to be made. Using the table as a guide reserves to make equipment purchases could be planned over a period of years without disrupting a stable operating budget — an important item in any club operation. Equipment purchased since inventory was set up includes a Rototiller and an Aerifer.

The establishment of a tree nursery started in 1947. Approximately 160 trees were set out in the first planting to be used later in a program of replacement and improvement. Twenty-five new trees are to be added each year. It is anticipated that at the end of five years the nursery will be self-sufficient, providing a constant source of trees for replacement use.

Snap valve sprinklers have been installed in the middle of each tee, pathways of heaviest traffic have been paved, some secondary bunkers raised and evergreens planted, traps reshaped, etc. in the continuing program of improvement.

The Greens committee of the Park Ridge