No. 2 green at Lakeside Golf Club of Hollywood, California with some of the 900 Buckner rotary pop-up sprinklers watering No. 3 fairway.

Buckner sprinklers, valves and couplers were installed on the world’s first hose-less golf course irrigation system at Pebble Beach, California in 1912.

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March, 1962
Guest Lecturers
Lend A Hand at
Business School

By Herb Graffis

To the usual training courses at the
PGA's 6th business school at Clear-
water, Fla., there were added lectures on
instruction by Tommy Armour on the
young pro's job by Don Padgett, the
PGA's "Club Pro of the Year," and by
Charles Johnson, pres., Highland G&CC,
Indianapolis, on what club members and
officials expect of a pro.

Emil Beck again worked out the pro-
gram that has provided so effective that
it is now a model for other PGA busi-
ness schools in Texas and California. As-
sociated with Beck as the faculty at Clear-
water were Horton Smith, who came out
of a hospital to handle a strenuous sched-
ule at the school, Bill Hardy, George Aul-
bach and John Budd.

Financial Assistance

Of the 213 students, 56 were head pros
and 21 were sons of pros. Financial help
in attending the school was received from
employers by 32 assistants at the school,
and from employing clubs by 20 persons
attending the Clearwater classes. Of the
pros and assistants at the school, 138 had
played high school golf, 51 had played on
college teams and 57 had acquired their
skills in a pro shop. Of the school's enroll-
ment (129 had attended college and 31
had been graduated. There were 10 assis-
tants and four head pros from Canada.

Armour Teaches the Teachers

Tommy Armour said that the develop-
ment of a golf instructor has to begin with
the potential teacher learning how to
acquire something every round he plays.
Effective instruction, he said, often
means that the teacher has to take a phy-
sical and mental beating. A reputation as
a player backs up the statements an in-
structor makes, but the latter shouldn't
try to teach the pupil to play as the pro
teacher does because pro golf and mem-
ber golf are two different things.

The first thing in doing a good job of
teaching is to get a clear idea of the pupil's
physical and temperamental characteris-
tics, sports and occupational backgrounds,
age, etc., that enables the pro to rate the
pupil's possibilities. The idea of expecting
a man or woman who is a 95-shooter to
shoot 75 is utterly illogical. This is the
reason why the 95-shooter scores more
times over than under 100, according to
the Silver Scot.

In beginning the lesson, Armour said,
put the pupil mentally and physically at
ease. Then the student should be made
to understand that the teacher is the man
in charge and must be given a chance to
help the pupil by having his cooperation.

The importance of equipment in giving
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Toro's new "Work Master" Utility Car is so powerful it can easily haul heavy loads up steep grades. Yet it idles and moves so effortlessly and quietly it can't be heard more than 10 feet away.

One reason for the "Work Master's" tremendous power is its 10 hp twin cylinder opposed engine. Another is the fact that it has an automotive transmission.

And the "Work Master" is so easy to operate, anyone can learn to run it in a few minutes. One foot pedal
starts, shifts and stops the machine. One other gear puts it in forward or reverse. In addition, the utility box (40" x 34" x 19") raises so that it can be used as a dump truck.

Because of its tremendous hauling capacity, its unusual quietness and its raisable bed, the "Work Master" is ideally suited to golf courses for policing grounds or hauling fertilizer, seed, hand implements or small mowers.

For a free demonstration, call your nearest Toro distributor today. He'll be happy to show you how the new "Work Master" can save you time, labor and money.

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the lesson was stressed by Armour. "No game needs better equipment than golf demands," he said. "The equipment has to fit or there isn't much chance for the player. Golf clubs are almost pieces of jewelry now. It is a delicate job to suggest that the pupil buy new clubs that will fit. But when the pro really knows how to fit clubs his knowledge is of great value to the golfer." A lesson with a correct club loaned by the professional may subtly get across the idea, Armour added.

**Concentrate on Movements**

On the subject of equipment, Armour further said that he always gave lessons with clean, new balls. He starts by watching the pupil hit 20 balls and doesn't say a word until exactly 20 balls have been hit and he's had a chance to study the pupil's style. He says nobody has taken lessons from him on "golf" but always on a certain department of the game. He prefers to start the player with an 8-iron. He gave only one-hour lessons when he was instructing at Boca Raton.

Armour advised watching the pupil's movements, rather than the ball. The teacher should know, from the pupil's action, where the ball goes. He observed that 95 per cent of golfers hit with their bodies. The top five per cent hit with their hands. When the head is kept steady the golfer has to hit with his hands. Armour added.

**How Young Pro Makes Good**

Don Padgett, pro at Green Hills G&CC, Muncie, Ind., the PGA Pro-of-1961, told pros at the Clearwater school that combination jobs (pro-supt. or pro-supt.-mgr.) are in the majority because clubs can't afford to get good men for such jobs. The fellow who does exceptionally well at one of these jobs distinguishes himself as one who can progress and make good in a pro job at a larger club. He recommended that the young pro or assistant go to district course supt. meetings and schools to learn something about how a course should be maintained, and to be able to work with the supt. Padgett suggested also that an ambitious young man in golf club business learn something about house management. Padgett added that he took a correspondence course in hotel and club-house management.

**Make Them Feel At Home**

The Muncie shopmaster said it looks to him as though major clubs eventually will be run by executives who are capable in the major departments of golf clubs.

A number of people are moving up socially and financially and don't know what is expected of club members, Padgett continued. The pro should make the new member feel at home and introduce him to lockerroom men, the manager, pro shop staff, supt. and others in key spots.

The pro always should clam up when asked by members about the capabilities of other department heads, Padgett remarked. A pro has enough to do in minding his own job. Padgett went into some detail about the importance of the pro's making arrangements with newspaper, radio and TV sports staffs for club publicity, about being on the job in the women and Junior golf programs, being a competent and aggressive merchandiser and most certainly a competent instructor.

Charles Johnson, Highland G&CC, Indianapolis, pres., and prominent in (Continued on page 122)
Highest horsepower-to-weight ratio on the market — assuring high performance
Specially designed muffler for super-quiet operation
Engineered for simplicity to give trouble-free operation
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Fits into station wagon for easy transportation
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USGA Turf Talks
Plumb Roots of Course Management

The USGA green section’s program, “A Business Approach to Golf Course Maintenance”, presented at Biltmore Hotel, New York on Jan. 26, warranted many times the attendance of about 100 green chmn., club officials and supts. it drew. The program got right down to the roots of money in course management. It set the pattern for Green Section educational programs that are to be held in Washington, Chicago and San Francisco this month.

In good timing as a keynote of the program Lawrence S. Dickinson, prof. emeritus of agrostology, University of Massachusetts, was presented the section’s annual award for “Distinguished Service to Golf Through Work with Turfgrass.”

Early Study
In the early years of the school at Amherst, Prof. Dickinson and his students conducted research into golf course operating costs. The study, made on a percentage basis, was financed by GOLFDOM. The findings which were printed in GOLFDOM, will be viewed in the near future and compared with modern figures, especially with the interesting hours and percentages of labor distribution at two major clubs, a compilation made by Alex Radko of the green section and distributed at the New York meeting.

The theme of the Green Section meeting is underscored by the astonishing financial blundering of some new clubs of strictly private character and of big-talk, little-cash promotions. There is growing awareness that heavy investments and expenses of numerous private clubs have put them past the stage of management as a sideline.

Managers usually know something of the general financial picture of clubs because the accounting is done in the clubhouse office. But supts. and pros rarely are told much about the financial score at their clubs.

Carl Jehlen, gen. mgr., Baltusrol GC,

Prof. Dickinson Gets Second USGA Green Section Award

The second USGA green section award for “Distinguished Service to Golf Through Work with Turfgrass” went to Lawrence S. Dickinson, professor emeritus of agrostology at the University of Massachusetts.

The award was made at the annual green section meeting held in New York in late January.

Prof. Dickinson was a pioneer in the teaching of turf management. He established the Stockbridge winter school at the U. of M. in 1927 and since then it has graduated more than 500 turf technologists. For many years it was the only school in the country that turned out trained men to take golf course jobs.

Later, under Prof. Dickinson’s guidance, a two-year course for students majoring in turf management was instituted. For several years after this, he was a one-man faculty at both schools.

Many of the improvements in golf course maintenance are directly traced to the efforts of Prof. Dickinson. Hundreds of his former students now are supts. at courses throughout the U.S.

The first green section award was received last year by John Monteith, Jr.

Springfield, N.J., gave figures on Baltusrol and other N.Y. Met district clubs that showed operating expenses, exclusive of food and beverage depts., had tripled

(Continued on page 128)
Space Age RESEARCH makes VICTOR “all-new-for ’62”!

Ten ALL-NEW series 3000 models to choose from!

Get 8” Turf-Glide tires; giant 50% larger TERRA-TIRES, or “in-between” options. Select full seats or sports-car-type cushions, tiller or automotive steering, semi or automatic battery chargers. There’s a VICTOR that’s perfect for YOUR turf, YOUR club, YOUR players’ pleasure.

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March, 1962
Fleet of 22 Golfsters is lined up and ready to go in front of Gatlinburg clubhouse.

Tough Gatlinburg Course Puts Cars to The Test . . . and they pass it

(See Front Cover)

“Our 150-yard number 12 hole drops 17 stories from tee to green. And the rest of the course is almost as rugged.”

That’s how Pro Harry Berrier of the Gatlinburg (Tenn.) GC describes the conditions his golf cars must meet in carrying golfers around the 18-hole layout.

The cars he’s referring to are Gatlinburg’s 22 electric-powered Cushman Golfsters. Twenty of the units were put into service at the beginning of the 1960 season. Prompted by their successful record, Berrier added two more last season.

Hilly terrain provides a tough workout, but electric-powered units can give a full day’s operation before recharge is necessary.

The municipally-owned Gatlinburg layout is a six-year-old $400,000 layout, located in the resort country of the Great Smoky Mountains National Park. It was twice (1957-58) the site of a national Ladies PGA tournament. The rigors of the course, plus its picturesque setting, yearly draw thousands of golfers from throughout the nation.

“But even the regulars who had walked the course every year seem to enjoy it more from the seat of a car,” says Berrier. “The response has been even greater than I anticipated.” Of the 400 golfers who play the course in a typical week during the season, an average of 65 to 70 per cent use cars. Rental charge is $7 for 18 holes and $4 for 9 holes.

Berrier and many of his customers have been impressed by the ability of the cars to negotiate the demanding course. They easily operate on the specially marked trails leading over the hilliest parts of the layout. To permit all-weather and all-year operation, an asphalt trail was recently completed around the front 9 holes. It soon will be extended to the back 9.

The little maintenance required for Gatlinburg’s Golfsters has added to their profit production. The units are equipped with automotive-type brake drums and linings and they haven’t required replacements. At the end of the 1960 season for example, Berrier states, an inspection of the brakes on all Golfsters showed them to be in good shape considering the wear they had undergone.
**NEW Cooper**

**Champion GREENS MOWER**

**FULL 21" CUT**

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DESIGNED AND ENGINEERED WITH "GOLFERS" IN MIND

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Lightweight with perfect balance for smoother cutting.

B & S 3.00 HP 4-cycle Engine with Recoil Starters.

Power driven, quick-on, quick-off transport wheels — saves time from green to green.

Write for literature and detailed specifications.
By GENE O'BRIEN
Professional, Rolling Hills CC
Wichita, Kansas

The pro can't run away and hide from women golfers any more. That day - or those days - are gone forever. It isn't necessary to cite any playing statistics saying why he can't. All he has to do is look around his club. Women are all over the place — not only on Ladies Day, but every day of the week. What percentage of the rounds do women at your club play in a season's time — 30, 40, 50? Or, possibly more?

Whether you are for or against the trend of the last five years or so doesn't make much difference any more. You're trapped, hemmed in, inundated, surrounded on all sides. You just don't have a choice these days unless you're able to pull some strings and end up at some rustic "For Men Only" clubs. But even they are disappearing simply because the women have discovered them.

So, why not face it? You can't get along without them if you're going to remain a golf pro. Try to understand them.

Little Togetherness

I'm not an expert on women, but as far as golf goes I've studied them from several angles — psychological, that is. I still don't understand them completely but, at least, I want to pass along some observations I've made about them.

Let's take social togetherness. Generally, men seem to have a knack for it, probably because they have no other choice if they are going to make a living. But women don't have to be gregarious. They can pick the friends they want and reject those with whom they don't care to associate.

To some degree this female trait, or perhaps it is a privilege, can be exercised on a golf course. You can't put just any women in a foursome; you have to be selective in deciding who is going to play with whom. The unhappiest women I've seen haven't been necessarily perturbed about their golf games but with the other ladies with whom they have been paired.

Undesirable Traits

There are many reasons why some women golfers don't like other women golfers. Some of the gals are considered undesirable because they cheat, wear their shorts too short, overdress, gossip too much, take too many lessons from the handsome pro (that's you), take too much time, lack courtesy, spend too much time in the cocktail lounge or have distracting playing habits, etc., etc. You're well aware of all the failings and complaints.

But in addition to being familiar with these, I say that you have to know your women. That means that you have to keep your ears open and absorb some of the discussions of the various female person-