

DECIDE ON COURSE STANDARDS

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... and the problem of maintenance budgeting is a much simpler task

MANY golf clubs are now in better financial condition than they have been since the boom days of budgets. However, this is no time, nor is there good reason for spending for superfluous standards.

Labor maintenance funds reach their peak in June, July, August and September in northern states. Expenditures in these months are 50% (and often more) of the labor costs for the entire year.

My advice is to conserve money for needed revamping and improvements to be done in the fall, winter and spring. Money for seed and fertilizer besides labor can be kept available if maintenance operation standards are specified at the time of making up annual greens appropriations. A special emergency fund should be made at the same time to cover unforeseen extras that may be needed during mid-season.

The standards herein are defined as the number of times a given job is done within a normal working week, at an average cost, based on the unit per area maintained.

Must Hold to Specifications

If a contractor agrees to build a house to specifications, his business will fail if he agrees to install extras not agreed upon and allowed for in the original estimate. This holds true with golf course operation. If you allow your superintendent money to mow greens 4 times a week, he cannot cut 6 times and still do the other scheduled routine work without more money.

Assuming that \$36 is the cost of mowing greens 4 times a week, \$18 more will NOT permit cutting 6 times. Other costs increase: more time to pole ahead of cutting; if extra men are needed to cut, they must fill out the day on other work; extra fertilization, watering, topdressing and spiking go with increased mowing. The use of power machines might appear the solution, but remember these machines need more care than hand machines, and require a higher type of men to operate them.

Consider that today's machines cut at a higher frequency (more cuts made per foot of forward travel). This gives a more

even and longer-lasting playing surface between mowings than possible to obtain some years ago.

Increase in number of daily players is again beginning to delay workmen so that, hurry as they may, they cannot keep work up to schedule.

From the road, golfers easily discern a well-kept course, from one that is unkempt. The better kept course requires that not only major jobs be done, but prompt and regular attention be given to numerous details. It is that way either due to unlimited expenditures, or to good management of the superintendent, the co-operation of all department heads, and the tolerance of reasoning members.

The superintendent who attends to business knows from his cost-keeping records, just what can be done under the various conditions and emergencies he encounters. When no daily costs records are kept, it is an indication that poor management exists.

Bear in mind and allow for the higher cost of material and labor, before raising standards. Decide whether you want the highest standards dues will permit, or the highest obtainable, money-no-object.

No Magic Lamp Around to Rub

Don't kid yourself thinking the superintendent will get by somehow or pull bunnies from his bonnet. What you throw at him will boomerang back and sock you in the pocket-book region of your pants. . . . as far as the eventual golf course and costs are concerned.

Golfers who play different courses come back to say the fairways are better at another club. When questioned further as to greens or other items, they concede that their own course is kept better from that angle. The reason is obvious that the praised fairways are receiving more care at the expense of neglecting the greens.

There being no classification of golf course maintenance operation standards available, the writer has made up a set that readers can take as arbitrary, and refer mainly to work done in the months as mentioned above.

These may not be applicable to your specific case, and are offered as a help to

CLASSIFIED GOLF COURSE MAINTENANCE ROUTINE OPERATION STANDARDS

Heavy type indicates average standard maintenance at private club course

Item—Greens

JOB	STANDARD A	STANDARD B	STANDARD C	STANDARD D
"Pole".....	daily.....	cutting days.....	when wormy.....	irreg.....
Sweep.....	daily.....	cutting days.....	when littered	irreg.....
Mow putting surface.....	6 x wk.....	4 or 5 times wk	3 x wk.....	2 x wk.....
Mow collars & approaches.....	4 x wk.....	3 x wk	2 x wk.....	1 x wk.....
Mow outer banks.....	3 x wk.....	2 x wk.....	1 x wk	accum.....
Change holes.....	daily.....	4-5 x wk	3 x wk.....	2 x wk.....
Spike roll.....	weekly.....	fortnightly.....	when begins to pack	after packing.....
Water.....	3 x wk	2 x wk.....	1 x wk.....	irreg.....
Fungicide.....	weekly.....	every 10 days.....	when attacked.....	after attack.....
Top-dress.....	monthly.....	every other month.....	2-3 times yr.....	once yr.....
Fertilize.....	regular monthly schedule	as funds and time permit.....	when turf gets thin.....	once or twice yr.....
Weed.....	regular schedule.....	often in spare time	when accum.....	neglected.....
Patch with sod.....	promptly as scarred or worn	early attention.....	when accum.....	annually.....
Repair ball marks.....	weekly.....	early attention	when accum.....	neglected.....
Insecticide.....	regular schedule.....	promptly when needed	irreg.....	neglected.....
Supt. Inspected.....	daily once or twice as needed	every other day.....	twice wk.....	irreg.....
Compost or top dressing.....	made on course and screened	mixed on course, from bought material.....	bought commercially, made and screened.....	

Item—Tees

Mow.....	6 x wk.....	4-5 x wk.....	3 x wk	2 x wk.....
Move markers.....	daily.....	every other day.....	twice wk.....	1 x wk. or not at all.....
Service ball washers.....	daily.....	every other day.....	twice week	1 x wk. or not at all.....
Clean towels.....	daily.....	every other day.....	2 x wk.....	1 x wk.....
Ice water coolers at tee.....	daily.....	all "hot days".....	week end only.....	
Clean up litter.....	daily.....	every other day.....	twice wk	once wk.....
Empty trash catchers.....	bi-weekly.....	weekly	irreg.....	neglected.....
Water.....	3 x wk.....	every other month.....	1 x wk.....	irreg.....
Topdress.....	monthly.....	one wk.....	2-3 times yr.....	once yr.....
Plug or seed divots.....	2-3 x wk.....	every other month.....	fortnightly.....	monthly.....
Fertilize.....	monthly.....	every other month	twice yr.....	once yr.....
Weed.....	regular schedule.....	often in spare time	when accum.....	annually.....
Supt. inspected.....	daily.....	every other day.....	twice wk.....	once wk.....

Item—Fairways

Mow.....	3 x wk.....	2 x wk.....	1 x wk.....	
Water.....	weekly thru season.....	once or twice wk. in dry weather.....		
Fertilize.....	twice yr	once yr.....	every other yr.....	
Pick up papers.....	weekly.....	fortnightly.....		
Patch divots.....	monthly.....	twice year.....	yearly.....	topdress every other yr.....

Item—Rough (same unit areas)

Mow.....	weekly.....	fortnightly.....	monthly.....	every other month.....
Hand trim.....	weekly.....	fortnightly.....	monthly.....	every other month.....

Item—Traps and Mounds

Rake.....	daily.....	every other day.....	2 x wk.....	irreg.....
Weed.....	twice wk.....	weekly.....	fortnightly	irreg.....
Trim.....	weekly.....	fortnightly.....	monthly.....	irreg.....
Trim brooks & pond banks.....	weekly.....	fortnightly.....	monthly.....	twice season.....

Landscape Work and Miscellaneous Routine Work**

Mow lawns.....	twice wk.....	weekly.....	fortnightly.....	monthly.....
Fertilize.....	3 x yr.....	twice yr.....	annually	bi-annually.....
Water.....	Weekly thru season.....	once or twice wk. in dry weather only.....		

Pick up trash, trees, shrubs, flower beds, bed borders (edged), roads, paths, parking space, clubhouse service, buildings, equipment care.....

} Optional standards to suit requirements.

} Same standards as greens, for greens' turf. Same upkeep standards tees, for tee turf.

**Does not pertain to golf directly, but inclusive in budgets, both in time and cost; and receives regular attention, either by greensmen, gardeners, or extra help hired for this purpose, and charged to golf course budget. While secondary to golf course work, this work must be carried on, often at the expense (or neglect) of minor items of golf course work.

green committees. Prof. L. S. Dickinson stresses that cultural conditions should be primary, for without them in mind, playing conditions are costly and difficult to obtain.

Although a standard graded as B suffices for your course, your maintenance may be graded as A. Some clubs meet A standards for some items and B standards for others. Thus it could be assumed that an average might fit in as B plus. At certain times of the year high standards are not necessary, due to low play, or the job not requiring as much attention, and if standard C or D is used in the fall, it is no reflection on the management. In fact it is a credit, because by not unnecessarily keeping a high standard, other work can be done to greater efficiency. Standard A as given may not be high enough to suit some clubs, but it is questionable if there is actually the need of spending or even wasting the money. This brings up another angle as to whether a few players on the course justifies raking out every foot print in traps, just to make things to please them, at a higher cost per player.

Krueger Leaves Club—Harry Krueger, veteran popular club manager in America and abroad, has resigned from his position at the Evanston Golf Club, and will devote his entire time to the Continental Restaurant, located on Milwaukee ave., a half mile north of Lake ave. While at Evanston Harry gained the reputation among many liquor authorities as having the most complete wine card of any country club in the U. S.

Slippers Save Towels—Unnecessarily heavy use of bath towels many managers have learned is curtailed by installing convenient racks for paper slippers in the same room as the shower stalls, instead of outside. Athletes' foot prevention also results from the proper location of the slipper racks.

Style Shows Boost Luncheon—Best attended affairs on the women's programs at golf clubs during last summer were the fashion shows, arranged in cooperation with local dress shops. Without exception these fashion parades and luncheons drew record crowds.

GOLF'S MARKET PLACE

Wilson this season presents a Christmas gift package, which is already registering strong with the pros doing their ordering early. The package includes a dozen Hol-Hi K-28's and a new book showing how to play every shot in golf, "From Tee to Cup." The K-28 ball has enjoyed a sensational first year, with many major tournament victories to its credit, and Wilson expects this ball to break all former Wilson ball sales next season.

The book, "From Tee to Cup," has actual action poses of Denny Shute playing the long irons, Sarazen shooting the woods, Ralph Guldahl demonstrating the short irons and Johnny Revolta showing how to come through in the scoring zone. In addition, there are action pictures of these four golfers putting, and a picture golf lesson for the ladies by Helen Hicks.

Anticipating a heavy demand for its 1937 U.S. Royal gift packages, the Golf Ball department of U.S. Rubber Products, Inc., is working ahead of schedule to provide an adequate supply of these very attractive gift packages.

There is no extra charge for the U.S. Royal gift packages this year, and they are available in either dozen or half-dozen sizes. The attractive gold, red and black embossed wrapper makes these gift packages bright, sure-to-be-appreciated Christ-

mas, birthday, anniversary, or bridge prize gifts.

Three choices of U.S. Royal balls will be available in gift packages: the Royal Blue, Royal Arrow, and the Royal Nassau.

Pros are urged by U.S. to order in plenty of time to assure an ample supply for the holidays. There need be no fear of over-stocking; by removing the special gift wrapper, one has standard merchandise that may be sold at the full price at any time.

At a recent meeting of the board of directors of A. G. Spalding & Bros. at New York City, Walter B. Gerould was elected v-pres. in charge of accounts.

Gerould started with Spalding in 1921, as cashier of the Chicago branch. Later he was transferred to the Pacific coast in charge of accounting. For the past six years he acted as assistant to C. A. Brandenburg, former general manager of the Spalding coast division (recently made assistant to the President, C. F. Robbins.)

Gerould's headquarters will be in New York.

Douglas Tweedie, for more than 30 years connected with Spaldings at Chicago, since 1924 as Western Division mgr., is moving to New York to take charge of all Spalding's retail stores.

Doug is a son of the late Herbert Tweedie, who with two others founded the Chi-