

Machines Replace Men

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Changing this private layout into fee
course required expert remodeling

SOME courses, by luck, design, or lack of capital when laid out, are easy to maintain as pay-as-you-play courses. Many courses were built to supply the needs of a private club and if that club did not want to go into a hole by borrowing more than it could well afford, the architect was informed. As conditions are today those clubs and courses have a considerable jump on many topnotch private clubs which had almost unlimited funds when their courses were designed and built.

Quite a few more of our American private courses may be turned into pay-as-you-play concerns. A good deal of their success or failure as such will depend on how they were designed or built. At Essex County we were confronted with the problem of an elaborately built, nothing-spared-in-the-way-of-finance, first caliber championship golf course, and as it turned out, few to play on it. Membership in the club dwindled to the point that only enough were left to keep our other 18 hole layout busy (this also is a championship course).

The Board of Governors was reluctant to venture into the public golf business, but they could not sell the property with any chance of recovering its cost. They could have rented or leased, but no one could offer more than would have paid for the taxes with little over. The maintenance problem of such a layout is something to think about, and anyone venturing into this business could foresee that it had many handicaps. The Board decided to run it for a season or so as a pay-as-you-play proposition themselves.

My orders were that under no circumstances was the course to be allowed to run down. It was to be kept in such a condition that at any time it could be

taken back into the private club at no additional expense for conditioning. It was expected to pay the maintenance costs and taxes, and in addition pay for the building of a parking place and for adapting a dwelling house, which happened to be in the right position and which belonged to the club, into a clubhouse.

My problem resolved itself into how could I possibly maintain this course at a figure which would make the balance of the income do all this and pay the club some small profit. I decided that hand work had to be eliminated as far as possible.

Greens are mowed, as a rule, about 5 times a week, exclusively by power. A 7-gang fairway outfit mows the fairways in 8 hours easily, meaning that this machine does not have to travel at such a speed that it creates a washboard effect or what is sometimes called waves on the fairways, which are undesirable from the playing and appearance standpoint.

As far as possible the fairways are allowed to dry before mowing. In our locality heavy dews render fairway mowing undesirable until almost noon very frequently. No time is wasted waiting as the power plant is equipped with a sickle bar which remains attached to cut rough. The same power plant rakes the traps, which are very elaborate and which would be impossible to maintain by hand at the power price or in the power time.

Tees and collars are mowed by the same machine which mows the greens (incidentally we use two for 18 holes); only the actual cutting machine which mows the greens is replaced by another which is adapted to higher cutting.

The only hand labor in the mowing field



Tractor-pulled rake does a quick, economical job of trap maintenance at Anderson's course.

is ditches, brooks or some very high steep banks which require scythe work.

In this way we have kept the labor bill to what we think is a minimum and thereby, in the second season of the club's venture into a doubtful project, stand to make a good profit.

Monteith Gets Around.—John Monteith USGA Green Section head, has been jumping around the country even more than Willkie during the last two or three

weeks. Beginning Sept. 24 Monteith appeared before a meeting of cemetery managers, who were in their annual convention, at the Arlington (Washington) nursery. Two days later, he was busy speaking at the annual convention of the American Institute of Park Executives in Cleveland. Then followed in rapid succession appearances at turf meetings in Detroit, Chicago, Indianapolis, Kansas City, Oklahoma City, Tulsa, Fort Worth, Dallas, St. Louis, Cincinnati, Columbus and Pittsburgh.

WHAT'S NEW IN GOLF FOR 1941

Preliminary tests on the U. S. Rubber Company's 1941 line of U. S. Royal Golf Balls, which are said to have been the most exhaustive and exacting ever conducted at U. S., are reported to offer convincing proof that the 1941 line will surpass in quality and performance any balls U. S. Rubber has previously offered for sale. According to John W. Sproul, U. S. golf ball sales manager. "Without going into complete detail at this time, we believe our 1941 line to have several outstanding features not found in other makes of balls."

U. S. promises new and unusually attractive packaging which is not only practical, but which embodies excellent display features. This new line will be introduced in Florida and Southern California early in December this year, and U. S. Rubber Company is anticipating that the improved playing qualities of the balls, as well as the selling features of the packages and the unusual pro-shop display pieces will be an immediate stimulus to the sales by golf professionals in those sections of the country.



John W. Sproul

Again in 1941, the well-known U. S. pro-protective selling policies will be rigidly enforced, assuring all golf professionals of a fair deal and the absence of price competition on the 1941 U. S. Royal line of golf balls, which will include: the True Blue U. S. Royal—Special—to be sold through pros' shops and for the use only of the expert, accurate, hard-hitting type of golfer; True Blue U. S. Royal—for championship and tournament play by the better-than-average golfer; the Three Star U. S. Royal—for the average golfer who wants greater durability along with plenty of distance; U. S. Royal—for the average golfer who wants the most in golf ball economy; Fairway (Vulcanized Cover)—"The largest-selling 50c golf ball in the world"; U. S. Nobby—for the golfer who wants three good golf balls for a dollar; U. S. Tiger—a "lot of golf ball" for 25c.

U. S. reports that it has greatly speeded up production of its special Driving Range golf balls—which are now the choice of many of the country's leading driving ranges. Many driving range operators claim that by adopting the special U. S. Driving Range balls they have increased the number of

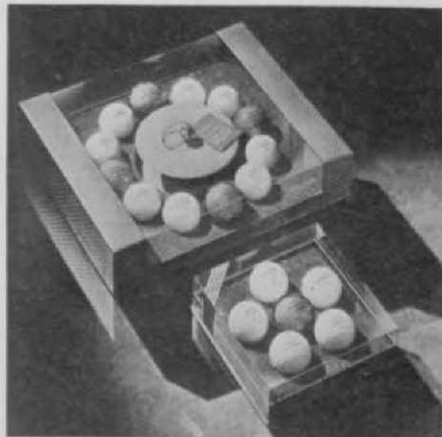


Photo shows gift boxes of True Blue U. S. Royal balls. Dozen-size box has balls set around a most practical indoor putting cup.

patrons who prefer to practice with new balls, and they have eliminated or greatly reduced operating expenses caused by balls with too little resistance to cover cutting.

U. S. will continue in 1941 to furnish golf professionals with private brand golf balls, wherever required, at prices consistent with the quality. And as heretofore, it is planning to make a feature of attractive packaging for private brand golf balls as well as for the U. S. branded line.

Kaddie Kart Company, 105 N. Clark St., Chicago, is making tremendous headway in its sales campaign to introduce its popular bag-carrying device to clubs. Prime sales resistance at first is