



Clarkson Not Just Pro But Merchant Prince

By HERB GRAFFIS

EVER so often you hear the professional gentry singing the blues about the pro's job being tough and underpaid, the future gloomy and the present made sorrowful by the big caddy boys being picked for jobs that should be filled by competent pros. The pro's job is tough in some respects. So's mine. So are those of most other fellows. And considering the annual stipend of Ruth, Hornsby, Cobb, Grange, Tunney, Lenglen and other professional athletes there seems to be some reason for the wail of the professional golfer as he thinks of the financial aspect of his job. And then I think of fellows like Dick Clarkson at Duluth.

Clarkson's club, the Northland Country club, is a fine organization. Bunch of good fellows in it, good course and in a splendid, live city. But, as good as the picture is, it is duplicated at a number of other clubs where the pros are mourning the fate that made them professional golfers. If these other pros would snap out of the

rut and steer their course from Clarkson's experience they'd rejoice in a steady annual profit that would be a banner year for many a fair sized retail merchandising business in a city of Duluth's size.

A Good Picker

Dick Clarkson gets profits that would be losses for many pros because he has trained himself to be a good picker of merchandise and to select stocks that are of the right sizes and styles.

He carries good stocks of imported golf suits, sweaters, hosiery, garters, belts, caps, gloves and Bronson steel arch golf shoes. Sweaters, hosiery, shoes and caps are poison to the profits of many pros because they don't use good judgment in selecting their stocks. Clarkson picks with care and limits his stocks so he gets quick and frequent turnover. This works out so the style element of the Clarkson stock is strong, and his buyers are the sartorial Princes of Wales in Duluth; thus giving him a two-fold assurance of profit.

Imported cane seats and umbrellas are features of his stock that not only add "tone" to the store but yield a good profit.

I noticed that Clarkson has the same thing to contend with that many other pros have, a shop layout that is not suitable for the best display of the stock. But by making the most of the opportunities afforded and always keeping his shop and stock clean and well arranged he gets real selling value into his store.

Capitalizes Reputation

For miles around Duluth "Clarkson" is the Tiffany mark on a golf club. In fact, he gets orders for his clubs from all over the United States, and makes the most of the prestige of this long distance trade in his local selling. He makes a strong point of clubs manufactured in his own shop. He imports Stewart irons and makes them up in individual clubs and in matched sets. For 30 years Clarkson has been in the golf business, 14 of which have been spent with the Northland club, and during that time he always has prided himself on the craftsmanship of the clubs made in his shop. The result has been to give all the clubs handled by the Clarkson shop the mark of "class." When other pros get working on this basis they will have little to fear from department store competition for good club business. This reputation also hangs on the clubs that he buys already made-up. If Clarkson handles them, the trade knows that they are selected by an expert judge of clubs, rather than being just items of a stock bought in a big quantity by some store buyer whose chief concern is getting something that can be sold at a long profit. He never loses an opportunity to put across this story in such a deft, convincing and honest fashion that it is retold by his customers. Part of the golf gospel in the Duluth sector is that if a Clarkson club isn't going right, it's the player's fault.

A Perpetual Inventory

In the picture of a section of Clarkson's shop you will observe that the clubs all carry tags. The prices in plain figures make sales automatically lots of times when Clarkson and his staff are busy, and the tags serve the further purpose of providing the foundation for a perpetual inventory. He can tell every week how his stock is moving and can keep enough of a stock on hand to supply all demands.

It's my observation that this detail is

one of the most neglected phases of the merchandising operations of the majority of pros. I recall an instance earlier in the year that impressed me with the lamentable oversight in this respect. The opening months of the golf season in the central states were wet, and my golf raincoat was lost, strayed, or stolen. There was a big play on raincoats, but it was just my luck to be caught a half a dozen clubs when a shower threatened and I needed a raincoat. Here was a profit ready to be placed with the pro, but due to the demand I found the only raincoats left in stock were either so small they'd bind one of Singer's midgets, or so big they'd make tarpaulins for a load of hay.

I must say that I consider the raincoat makers guiltier than the pros in not seeing that a supply of average, popular sizes were stocked. The manufacturers are supposed to be smart and ever alert merchandisers, while many of the pros are just getting past the grammar school grades in selling. The manufacturers probably are about all that they are credited with being as merchandisers but they certainly overlooked a bet in this case. Often, I am satisfied, the manufacturers condemn the pro for lack of selling force when the real reason for complaint is that the manufacturer has been negligent in teaching and co-operating with pros who are anxious to move the goods if they knew how.

That's more or less of a digression, but I was reminded of it when I considered how Clarkson's tag inventory system would have helped some pro to sell me—and a host of other golfers—raincoats during the showery season.

Moving Slow Stock

Clarkson's policy is to have every possible item in his stock cleaned out at the end of the season. He is exceedingly careful not to carry any of what he calls his "dry-goods stock" over to the next season. Due to the quality reputation and exclusive character of his merchandise he can put a "mark-up" on his stock that allows plenty of reduction for an end of the season closing out. With golf apparel becoming the recognized attire for winter sports he never has any difficulty in cleaning out at the end of the season and starting the spring with a fresh stock.

If he finds that he has any clubs that he wants to sell, he has no difficulty in disposing of them to public parks players who are quick to jump at the chance to

buy a Clarkson club. There's another place where the cash value of a pro's high reputation as a master of his trade comes into play.

Back of all of his work and success in merchandising is courtesy and a conscientious study of his members' requirements. Being accommodating and well stocked, and treating all of his members on a

which only 9 holes are built at the start, costing anywhere from twelve to twenty thousand dollars, which usually leaves them with ten to fifteen thousand dollars to finance the club and grounds around the building.

2. I would say that these plans should be supplemented by a model landscape plan for the arrangement of the club order to bring them out to ad-

criticism which I offer to the
ished which I think is an at-
gement, is that the women's
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full ceiling height and floor
und to be hot and unattrac-
during the summer months.
in the south is that second
should have full height ceil-
pitch to the roof, and pro-
where possible, together with
tilation. From a residential
e story and a half house, as
stairs is concerned, is not a
se for the South.

Yours very truly,

E. S. DRAPER,
andscape Arch. and Eng.,
Charlotte, N. C.

in organizing clubs in the South. I am presuming that your plan is based on the normal or yearly needs of a southern town country club, and not for resort purposes which, of course, might dictate an entirely different type of club. I should like to see a blue print of regular scale plan when you work this up as I might be able to offer some criticism based on the work which we have done on ten or twelve southern country club grounds and golf courses where we planned and developed the grounds as well as planning and building the golf courses.

Offhand I think your idea is a good one, and would offer the following suggestions:

1. That you supplement this present plan by having an architect draw a model sketch for location of a club building to cost not over ten to twelve thousand dollars, based on the fact that southern building costs are about 25 per cent lower than costs in the north. There is a wide-felt need for a model plan for a club house in this class as there are many southern country clubs that have been and are being organized where the ultimate plans call for an 18 hole golf course, but in

How to Tell If Your Greens Are True

ON CASUAL examination, a freshly mowed green may appear smooth as a billiard table, but closer inspection will often reveal small areas where the mowers have left the grass longer than the surrounding turf. This is the indication of a slight depression in the green, sometimes not over a quarter of an inch deep but sufficient to deflect a well hit putt.

There may be more of these depressions on your greens, particularly on the short holes, than you imagine and they may be at the root of the member's complaints that the greens are not true.

An easy solution of this trouble is to supply the men who push the mowers with a pail of top dressing and instruct them to go over the green after cutting and sprinkle a handful or so of the dressing in each spot where the grass appears long. A few daily treatments of this nature will fill up the depressions and give you a true, even putting surface, that a well-manicured green should have.

Foreign Grubs, a Menace of the Future

By B. R. LEACH

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The eastern states, for number of years, have been fighting foreign beetles, in particular the Japanese beetle. Golf courses have suffered from the depredations of these pests. This article is the first of a series describing a successful fight waged against the grubs in a badly infected area.

AT ONE time or another almost every golf club has suffered from an invasion of grubs which injured the turf of the fairways and greens. This turf injury was due to the work of several of our native grubs such as the June Beetle (*Cotinus nitida*) and May Beetles (*Phyllophaga* sp.).

It has been the habit of a club so affected to stand by, helpless to prevent the turf injury, and wait until the grubs disappeared. The injured turf was then reseeded and things went on normally until the next grub invasion. Even had the club been entirely desirous of killing the grubs before the damage was done there were no known methods of doing so. Furthermore with our native grubs of sporadic appearance, the damage is usually almost complete before their presence is noted and the turf is then in such a weakened condition that it is almost impossible to save it. Usually grub troubles of this sort occurred at infrequent intervals, at least not frequently enough to threaten the safety of the club as a going concern.

Turf injury on golf courses, caused by

our native grubs, has never therefore been of such a chronically serious nature as to place it in the front rank of golf-course maintenance problems. That there are sound reasons for this status of our native grubs is fairly obvious when one studies their life cycles and biological environment. In the first place most of these grubs require more than one year to mature and they are mostly only killers of turf in the last year of their growth. Hence even though a club may be located in a heavily grub infested region, by the law of averages they will be the victims of serious grub injury only once in several years.

Furthermore our native grubs are heavily parasitized by other insects thereby being checked in numbers and capacity for turf destruction. In addition the soil of sections infested with native grubs teems with fungoid and bacterial disease germs detrimental to the grubs. In other words, nature strikes a fairly even balance. When the grubs become too numerous at which times golf clubs suffer, nature steps in with parasites and disease and reduces

the grub population below the point of serious turf damage. Parasites and disease then thin out for lack of grubs upon which to prey and the grub population again increases to the point of serious turf injury, and so on ad infinitum.

Grub Menace Increasing

I repeat therefore that native grubs have always been a source of annoyance to golf clubs but not sufficiently so to cause the golfing fraternity to insist on methods of control being made available. However, certain events which have occurred during the past few years threaten to change this semi-complacent attitude toward the grub problem and cause the control of grubs in fine turf to take the



Grass of fairway killed by grubs, Riverton (N. Y.) C. C., 1923.

front rank among golf course maintenance problems.

In 1918, the enactment of Quarantine 37 by the United States Department of Agriculture terminated a government campaign of many years duration designed to protect this country from the possible importation of foreign insect pests. By its provisions the importation of all plants with soil about their roots is prohibited and the proper governmental administration was set up to enforce the quarantine act. Unfortunately, we now know that this quarantine was not placed in operation soon enough to prevent some of these foreign soil insect pests from being imported.

At just about the time Quarantine 37 went into effect the Japanese beetle (*Popillia japonica*) was discovered in New Jersey. In 1921 the Oriental beetle (*Anomala orientalis*) was discovered in Connecticut and in 1926 the Autocerica beetle (*Autocerica japonica*) was discovered in New York State and New Jersey.

It may be asked why the presence of

these pests in this country was not discovered sooner and without the passing of the several years subsequent to the passage of quarantine 37 in 1918. The Japanese Beetle was discovered first undoubtedly because it is brightly colored and very active and conspicuous in the day time. The Oriental Beetle is a small, dull colored insect, hardly flies at all and hides out most of the time in the grass and weeds. Hence the presence of this insect was not discovered at New Haven, Connecticut until lawn injury became pronounced and lawn owners sent the grubs to the state entomologist. He in turn sent them to the British Museum for identification with the result that they turned out to be the Oriental Beetle, a native of Japan.

Grubs Are Turf Feeders

The Autocerica Beetle is a small, dull brown in color and about the size of a coffee bean. It was not discovered in this country until 1926 undoubtedly because it is a night flier and spends the daylight hours under ground. Hence it was not detected until its depredations became pronounced. It must undoubtedly have been present in the country for a good many years as it is present over an extended area in New York and New Jersey.

All of these three imported grubs are turf feeders of the first rank. The Oriental Beetle is probably the worst of the lot as it feeds very close to the surface, just under the grass crowns and grass so affected has small chance of recovery. The Japanese Beetle feeds about an inch below the surface and well-cared for turf can withstand a light infestation of this grub. When present in any real numbers however the turf is killed outright. The Autocerica Beetle probably ranks with the Japanese Beetle as a turf feeder, and in turf killing capacity, although its capabilities along this line have not been studied as long or as much as is the case with the other two species.

These three beetles, of oriental origin, are now present so far as is known, only in a few of the Eastern states and a determined effort is being made to prevent their spread by prohibiting the movement of all soil out of the infested areas. However, in spite of all that can be done there is every reason to suppose that these insects will ultimately spread out over the country and become firmly established in those sections where climatic conditions prove suitable.

Pennsylvania Chief Sufferer

The Japanese Beetle is now recognized in the Philadelphia area as a pest against which steps must be taken by golf clubs to prevent turf injury. In fact the treatment of the greens and some portions of the fairways (employing methods which will be described later) has now become an important part of the routine work of greenkeeping in that section. The Oriental Beetle has not as yet, to my knowledge, invaded a golf course, but it is doing serious damage to lawns in Connecticut and New York State. It is only a question of time before golf courses in that section will be compelled to treat their turf to prevent injury by this insect. I have just recently received a letter from a golf course at Mount Vernon, New York with specimens of beetles found on the greens. These proved to be the *Autocercia* Beetle, thus indicating that this beetle also will have to be reckoned with from the golf course standpoint.

As stated in the earlier portion of this article our native grubs have caused annoyance and loss to golf clubs only at intervals due to the fact that these grubs are held down by parasites and disease. Unfortunately it does not appear that we will escape so lightly with these imported species of grubs.

Yearly Treatment Needed

In the first place these imported beetles are not parasitized to any great extent as yet in this country and this condition cannot be corrected until the Federal Government's present campaign of parasite importation from the Orient has time to come to fruition. Secondly, all three of these grubs have a one year life cycle. By that I mean the egg to grub to beetle transition all occurs within one year which means that there is an annual crop of grubs which are two-thirds grown by August or September at which period they feed voraciously on fine turf and when present in sufficient numbers they ruin it.

This means that in those sections of the country infested by these imported beetles the golf clubs face a grub problem each Fall, and so far, in at least the Japanese Beetle, there have been no failures in the crop of grubs. It may be said therefore that in those sections infested with these beetles, grub control is now in the front rank of golf course maintenance problems and an added expense to the usual costs of conducting a club. The

old method of waiting for our native grubs to disappear won't work with these imported foreigners. It is a question of either treating the turf to prevent grub injury or losing the grass.

What Is the Answer?

In the foregoing account I have related in an entirely cold blooded manner the situation as I see it in relation to these three imported pests. If it brings a cold sweat to more than one Greens Committee chairman I am sorry but facts are facts. Besides there is now nothing in particular to sweat about anyway. Five years ago these grubs had several of us sweating and myself not the least of the lot for in 1920 I was handed the job of finding a method or methods of controlling these grubs in fine turf. During the next five years was when I did the sweating. What was accomplished in the way of control measures as a result of this seven years of research, how it was done, the extent to which the methods are now in practice and the co-operation I received from the United States Golf Association Greens Section will all form the subject matter of subsequent articles in this magazine.

Price Tags Are Silent Salesmen

HAVE a price tag on every article of merchandise in the shop, with the price plainly marked thereon. Many a member has come into the pro's shop for some trivial purchase and on the way out has become interested in some other item—a club, a bag, some golf hose.

If the member feels he'd like to own such an article, he looks for the price, which, if easily found and plainly marked often means the difference between a sale and the loss of a sale. The pro may be busy with another customer and rather than interrupt, the member may leave without purchasing.

Think it over.

The most important factor to be taken into account when deciding on the location of the new clubhouse is whether or not the new building will have the privacy it deserves. If possible, locate it so that trees hide the building from the public road.



What do you make of this green mystery, Watson? Lightning hit it.

Green Suffers Unusual Accident

THE greenskeeper must be something of a diagnostician at all times. He must be able to recognize the cause of the thousand-and-one things that can spoil his turf.

Maurice White, Woodmar Golf club, Hammond, Indiana, had a puzzling case recently when he found markings, as shown above, on one of his greens. The peculiar dead fingers of turf extending some four feet out from the center, had not been there the day before.

Investigation proved that the green had been hit by lightning in a storm of the previous night. Ordinary top dressing and seeding soon erased all marks the lightning had caused.

Use Fine Sand in Traps Near Greens

IT IS common practice among greenskeepers to use coarse sand or even fine gravel in sand traps. The reason for this lies in the added weight of the individual particles as compared with fine sand and hence the added resistance to erosion by wind and water.

There is no objection to the use of this coarse material in fairway hazards but beware of using it in traps surrounding the greens, for some member's explosion shot may litter the putting surface with minute stones sufficiently large to deflect a well hit ball, although too small to be

readily detected and removed from the line of putt.

Nothing will arouse a member's ire quicker. Better to let the wind and rain carry fine sand away and replace with new when needed.

In this connection, remember that wind-blown sand, such as makes up sand dunes, has rounded grains while sand from the sea shore is sharp and irregular. Examine samples of sand under a magnifying glass before purchasing and using. Use irregular grained material where you want the minimum of erosion, such as in traps. Use rounded grains for the tees and in places where you want it to be dissipated rapidly.

Check Garbage for Stray Silverware

ARE your silverware losses considerable? If they are, instruct your dishwashers to rake over the contents of every garbage can before allowing the reduction company to remove the garbage. Many a stray knife, fork, spoon, and butter chip will be recovered if this is done.

You will find employees none too willing to co-operate in this unpleasant duty and it is a good idea to have the garbage gone through in your presence once in a while.

Establish a definite parking space for members' cars and insist that this space be used and no other. Nothing is more unsightly than a clubhouse road with cars parked at all angles and at half a dozen places.

T a l k i n g I t O v e r

Raising Standards of Small Town Golf

One of the most significant trends in golf is the eagerness of clubs in the smaller towns to reach metropolitan standards of course architecture and maintenance. Some of the smaller clubs are doing notable work in this respect, due to the energy and application of studious officials. Other clubs continue to grope around in hope of the path upward.

Recently we had a letter from the president of a club in a small town asking us if we could put him in touch with a greenkeeper whose salary could be paid out of a club annual income that approximated \$3,500. Here was a case of ambition, but not much hope for its attainment. The only advice we could offer was that this president make an arrangement with clubs in neighboring towns and share the expense of a competent greenkeeper who could divide his time between the clubs, and maintain close supervision over the operations.

Considering this particular case, and that of other smaller town clubs, we have about reached the conclusion that the general construction of good roads binding neighboring small towns together is ushering in a period when we may see fewer new golf clubs established in the more densely settled parts of the nation, but these new ones will be infinitely above the prevailing standard of the small town courses of today.

We know of one typical bit of central states territory where there are six golf courses within a circle of a 20-mile radius. They are average courses, all getting greater play each year. Construction was done by "the loving hands at home" and maintenance is haphazard. When the leases on the land where these courses are built expire, the time will be ripe for the construction of one first-class course, properly maintained, and, due to the good roads, handy enough to be convenient to a big and lively field of players—enough of them to support the club on a substantial basis.

This seems to be an era of industrial mergers, with decided economic benefits. The merger policy might well be studied by golf clubs in smaller towns that happen to be close enough together to make the construction and operation of one first-class course practical for all concerned. It would be vast improvement over the present condition.

Where Is the "Big Money" in the Pro Field?

Gene Tunney in 30 minutes, fourteen seconds of which were spent sedentarily, earned several times as much as the prize and exhibition money earned by all of the country's golf professionals this year. Surely an impressive reminder that the pro's financial status as a professional athlete is not much, and that his salvation as a money-maker must come from his better merchandising at his club.

The average club member who will take cartoonist Goldberg's advice

Between Ourselves

and "divide by two," will get a better idea of the pro's yearly earnings than now is harbored. The young pro is on the right track who pilots his course by business methods rather than by the will-o'-the-wisp of spectacular and triumphant tournament performances.

We can name a number of pros whose incomes run in excess of \$10,000 a year, yet they are practically unknown as tournament winners. Some of the champions of past years have had plenty of opportunities for comparison, and you'll note that now they are merchandisers—good ones, too. Jock Hutchison and Cyril Walker are two we call to mind. They have been in both of the pictures, and they've made their choice—to make golf a business like any other business man would.

Deal the Manager a Hand in the Board Meetings

always done.

At many of the most smoothly operated clubs we have noticed that the manager sits in on the board meetings. Such a simple and apparently logical thing to do that it's a wonder it is not

We shrink from thinking of the money spent unwisely in building and altering golf clubs that might have been used to better results if the manager were allowed to take even "a small speaking part" in the deliberations prior to the spending decisions.

With so many budgets to be made up during the next few months among the country's golf clubs, there is great need for expert, practical guidance. If the manager can't help his club spend right, cut him loose. But the chances are 500 to 1 that if he has been good enough to hold his job for a couple of years, his judgment on clubhouse expenditures is valuable.

Give him a chance to be heard before it's too late.

"Say It With Cash" When Praising Greenkeeper

for achievement and economy.

Southmoor Country club, in the Chicago District, is successfully employing an idea that gives its greenkeeper a substantial incentive. At the end of each year he is paid a bonus as a reward

Of this practice, Southmoor's president, J. C. Vlasak, says, "One can pat a man on the back and praise his work to show appreciation of his efforts, but we decided to pay a bonus, in addition to a compliment, at the end of the season. We did not promise to pay any specific amount, but used our judgment. Our method has brought results and we have greens of which we are very proud."

This proposition deserves consideration by other clubs. If the greenkeeper does his work in a highly satisfactory manner, and helps his club keep its budget down, why not share the benefits in cash with that conscientious worthy?

Special Maintenance Duties of the Southern Greenskeeper

By JACK¹ DARAY

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THE southern greenskeeper's problems are not, in their broader aspects, particularly different from those of the northern greensman. Mowing, weeding, fertilizing and similar maintenance duties are performed in very much the same manner wherever the golf course is located.

There is, however, one important difference—the southern course receives its heaviest play during the winter months and the southern greenskeeper must accordingly keep his course in playing condition twelve months in the year, whereas play on the northern course ends about December 1st and the northern greenskeeper simply puts his links to bed until spring, some four or five months later.

The principal problem of the southern course, then, is to keep the greens, and the fairways to a lesser extent, in good condition through the winter. What makes this a problem is the fact that no one species of grass will serve all year round.

Fall Seeding Necessary

My experience has been mainly with courses along the Mississippi gulf coast. In such a climate, I have never found any grass better than Bermuda for summer greens. It gives us a fairly smooth putting surface, is reasonably resistant to weeds, and is easy to keep up. But it dies out and becomes brown and dormant about the middle of December.

Accordingly, about this time of year, I sow the greens rather heavily with a 50-50 mixture of redtop and Italian rye, so that by the time the Bermuda dies down, the winter seeds have formed a playing carpet.

Within a month, I have better greens than I have in summer and they last until well into February, when the Bermuda comes up again. I use two kinds of seed in my winter greens because the red top is somewhat bunchy and the rye acts as a filler.

Principle Southern Weeds

Obviously, there are some operations to be done before the winter seed is put in,

principally weeding. Along the gulf coast there are three important injurious weeds. There is bull-grass, which looks like the crab-grass of the north, but coarser; carpet grass, which forms our fairways and is ideal for that purpose, but very bad and hard to keep out of the greens. The third weed has a small round leaf about a third of an inch across, and spreads very rapidly like a slender vine. I do not know its name.

The bull-grass and the carpet-grass must be cut out of the greens by hand so as to get to the roots. For the third weed, a vigorous raking of the greens with a fine toothed rake will remove the long runners very quickly.

I top-dress the greens about three weeks after putting in the winter seed, and again a little later. In this connection, I find that Italian rye is very delicate and will be killed if too heavily top dressed; so I am very careful to dress the greens very lightly and work the material well in with steel mats so that only the roots are covered.

Tees Also Seeded

As soon as I am through seeding the greens, I do the same for the tees, which are larger than usually found in the northern states because in the south the turf is thinner and so takes a longer time to recover from heavy play. My tees are large enough so that any part of them can have plenty of time to erase divot marks.

Fairways Require Little Care

Winter care of gulf coast greens is not out of ordinary routine. They must be sprinkled and mowed and weeded if they are to be kept in good condition. The fairways require almost no attention; the carpet-grass hardly grows at all. Occasionally I send a mower over them to trim up the edges of the rough and to clip off the tips of the leaves of the carpet-grass, which turn brown after a frost. This browning does not effect the fairways in any way, but unless the leaf tips are clipped off, the fairways look burned and dead.