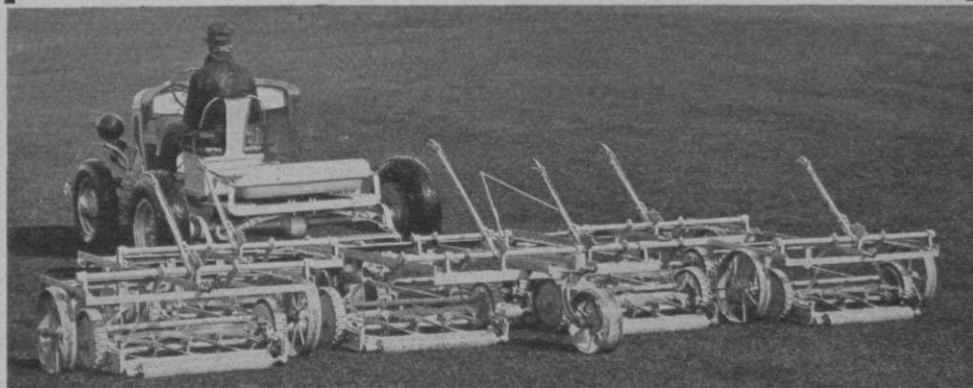


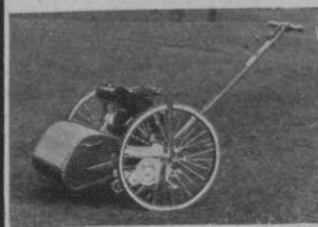
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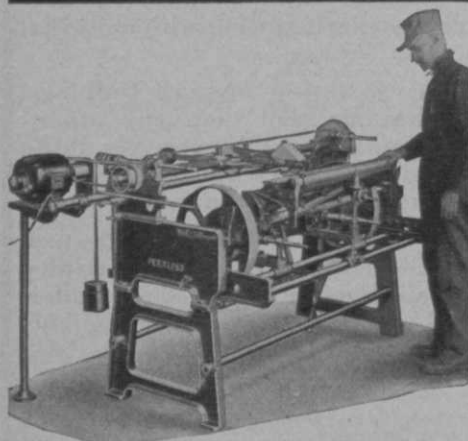
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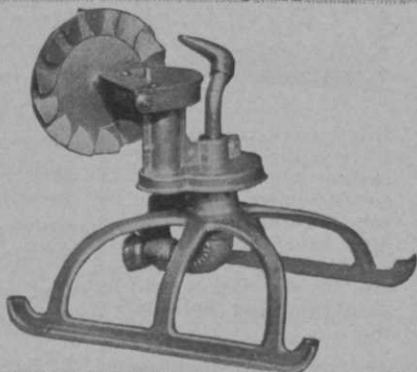
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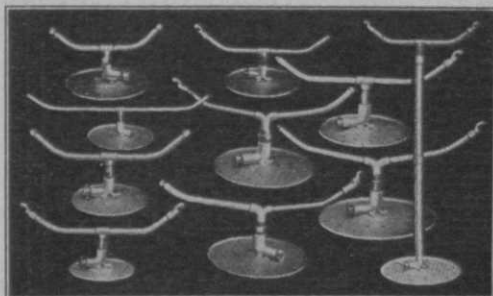
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FOR PUTTING GREENS

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SPIKE DISC

IT HITCHES BEHIND A SMALL TRACTOR OR POWER LAWN MOWER



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Lawn and Green Cultivators complete. Greens can be spiked frequently in short order.

All Greenkeepers now know that SPIKE DISCS open the soil to "breathing," to absorb and retain moisture and prevent loss of seeds and fertilizer.

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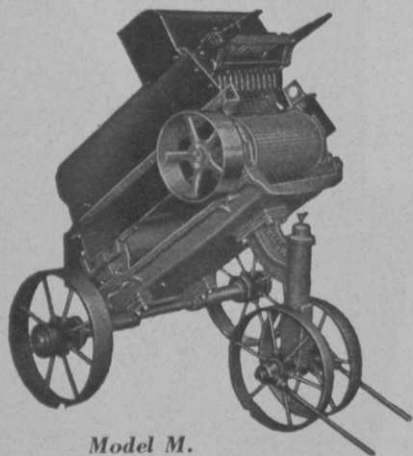
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time, material and money and keep their turf at the highest possible standard, they are using

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The Improved Arsenate of Lead

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STATEMENT TO PROS BY *Vincent Richards*

In the past few years, professionals have been rightly concerned lest too many new types of sales outlets should assume too great a

share in the distribution of high quality golf equipment.

It seems obvious that professionals have not suffered alone from this condition...that manufacturers of quality products, worth fair prices, have likewise suffered.

Definite steps have been taken by Dunlop, at a temporary loss in volume, in order to help bring this situation under control. The company is confident that 1936 sales returns both for Dunlop and for their professional friends, will more than justify this action.

PROS MUST FOLLOW - THRU

By HERB GRAFFIS

HIS club isn't one of the largest and most famous in the country but it has a high proportion of active golfing members. He isn't widely known as a pro, although about every pro and member in his section knows and respects him. He won't let his name be used in this story because he is afraid someone may get the idea he thinks he is a smart guy and bragging; whereas his own conviction is that he is so dumb he can think of only a few simple things, but after he thinks of them, he does them.

This pro I'm talking about is a fellow with whom I went over a bunch of figures trying to learn something about the pro cost of doing business, which is a matter that too many pros don't consider and that many members seem to believe amounts to nothing.

The fellow dragged out his 1935 income tax statement and the figure would make some of the prominent tournament players break out into tears, it was so juicy.

I asked: "Aren't you afraid you're making too much money and that a few club members will get jealous and want you canned because you're a success?"

"I don't think so," he answered. "The accounts are all handled by the club. I've had offers from half a dozen big shot members to go to work for them, and sometimes I think my members are prouder about the way they took me in as a punk young pro and saw me work up this job than I am myself.

"Besides, look at the club's own state-

ments and see how they run right along with mine in money-making. The club makes money out of me because I am dumb enough to know that unless there's a lot of golf played by people who are interested and enjoy the game, I won't make any dough or will the club. So I started and have kept at the idea of seeing to it that a lot of people come out here to have more fun at golf than they could have at any other recreation.

"It takes ten hours a day, six days a week during the season, keeping the members steamed up; but when the winter comes I don't have to worry how the wife, the kids and I are going to get by until spring golf begins."

Telephone Follow-Thru Keeps Members Playing Often

This important and difficult affair of keeping members interested is something I've heard many pros discuss. The smart boys are paying more and more attention to that. On this subject our modest friend says:

"The telephone is worth at least two grand a year net to me. The club pays for it and the club gets a nice profit out of the business the telephone brings in when I use it, so there's no kick from the

club when I lift that receiver off the hook.

"When I note that a certain member hasn't been out at the club for a while, I get him on the phone and ask if he can't sneak away and join me and two other members. Asking him to sneak away from big business makes the fellow feel pretty good. I tell him I can sneak away for nine holes myself but the rest of the foursome will go the whole route. That tips him off that I am staying on the job so close for the club that I can only play hookey for nine holes just because he is a grand guy, needs the exercise and I have missed him. I do miss these guys when they don't come out, and not because they are customers. They're friends and sportsmen and make this a great place to work.

"Well, I line up that fellow and two others who have been absent for a week or so, get them together and the chances are they enjoy it so much they make another date to play right soon again.

"If it's a fellow whose wife plays, I ask him to bring her for nine holes of twilight golf. Funny thing I've noticed about this. After a husband has played golf with his wife and myself, the chances are the fellow sees himself that his wife needs some new clubs. I help that idea along, but very, very gently. I don't want to embarrass anyone, anymore than I'd want someone to put a slug on me to buy something for my wife while my wife was right there."

Short Season Idea Costs Golf Millions

Looking over this pro's books I was astonished by the amount of business he does during August in his shop. It's the second biggest sales month of his year. I commented on his showing for August over a period of several years.

"Glad you caught that," the pro remarked, "because that's the one thing that I believe only about a dozen other pros in the country have caught onto, and I doubt if any golf club manufacturer is wise to it yet.

"Pros and manufacturers usually are complaining that it's hard to make a profit in the golf business because the season is so short.

"Sure it's short. Twenty weeks used to be about the extent of the season. Now it's about a 24 week active season in the greater part of the country. That four week increase during the depression years ought to mean more than it apparently does to a lot of people in the golf busi-

ness, because it shows that the season can be extended.

"But still many of the pros think that the club selling months are April, May and June, and by July things are pretty well finished. By August some of the manufacturers must think there isn't much chance to sell clubs because their advertising almost stops.

"That idea of giving up selling work before it gets too cold to play golf is poor thinking, as I look at it, because with the season short enough as it is, there's all the more reason for using every minute of every month you possibly have for making money.

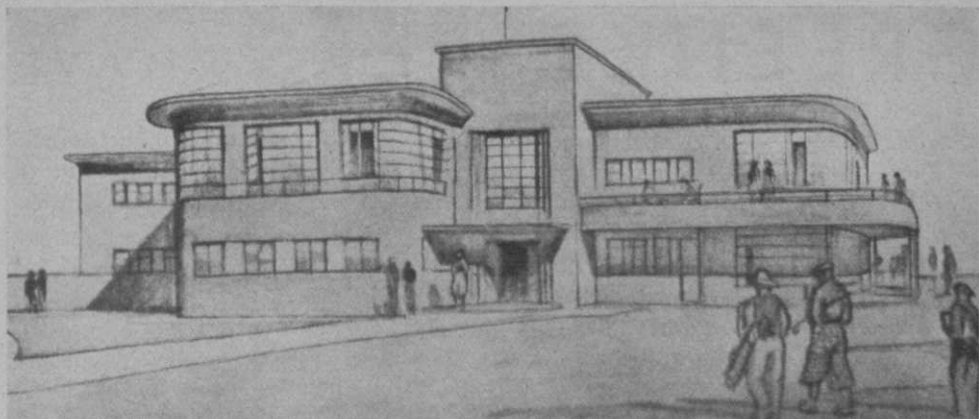
"Without realizing it, apparently, pros have proved that golf clubs can be sold all through the season. Think of the clubs fellows have sold at the end of the season to liquidate their stocks and get enough money to carry them through the winter. Now, I maintain that if a fellow can sell clubs at reduced prices in September when he is pushed by desperate thoughts about the winter, he can sell those same buyers earlier by simply using his head and some energy. That short selling season handicap has been made worse than it really is because pros have been thinking along the same lines that they have been following ever since the matched set idea took command and there wasn't the chance to sell fill-in bench-made clubs that there used to be during the old days.

"The manufacturers are as much to blame in this respect as are the pros. I'm sure that if the manufacturers would get it into their heads that August, September and at least the early half of October are great months for golf and work on that basis to get the pros stirred up, the next three years would bring a solution to part of the expensive short season problem in the business."

Further comment along the seasonal line by this highly successful professional brought out that the majority of pros he knew considered themselves very lucky if they sold sets of woods or irons to 20% of their members each year. That meant 80% of the members didn't buy clubs but were still there to work on for sales during the entire season. He figured that each new set of clubs sold meant an increase in the rounds played by the purchaser, consequently an increase in the number of balls bought.

The August increase in club sales he explained by saying he watched to learn

(Continued on page 54)



Architect's drawing of clubhouse, Dunstable Downs GC, England, now nearing completion. The great amount of window-space throughout the clubhouse provides an excellent view of almost any part of the course. The modernistic trend employed in its construction is intended to give the club a proper background for an outdoor enterprise.

Modernistic Architecture Appears in English Clubhouse

ARCHITECTURE of the modernistic type, which seems to have great possibilities for golf clubhouses, has made its appearance in the new home being built by the Dunstable Downs GC of England.

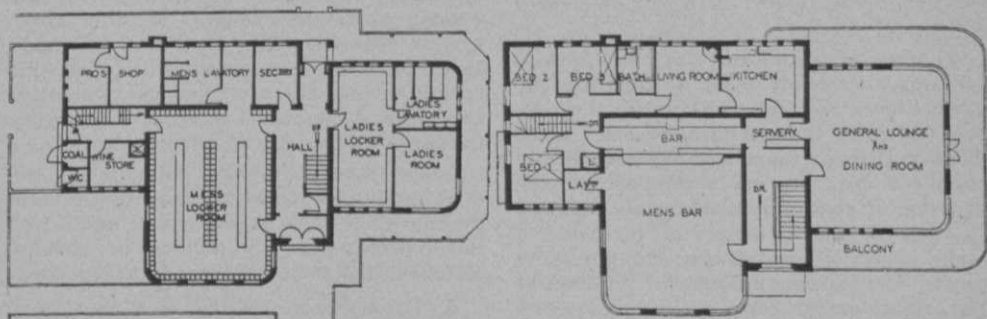
It has occurred to more than one golfer that a fault of modern clubhouses is the lack of window space through which the pleasant vistas of the course and its landscaping would be made part of the picture framed by windows. The generous employment of metal-framed windows in the so-called modernistic plan makes this type of a clubhouse a more fitting headquarters for a basically out-of-doors enterprise. General tendency of golf clubhouses now is toward the old baronial manor theme of protection against the elements, sunlight and other possible invaders.

True, the sharp vertical and horizontal lines of the modernistic type do clash with the flowing lines of natural scenery, but not so violently that judicious landscaping around the clubhouse will not blend the structure into the surroundings fairly well.

An interesting feature of the Dunstable Downs plan is the dining room and bar on the second floor from which elevation a more extensive view of the course is presented. A balcony around the general lounge and dining room provides an attractive spot for meal service.

One suggestion that occurs as the accompanying floor plans of the Dunstable Downs clubhouse are inspected, is that of having a door opening from the pro-shop so that access might be had to the shop from the men's locker-room.

The pro-shop corner is well located if the spot is close to the first tee and eighteenth green.



Practicability is the theme of the new clubhouse, as this diagram well shows. Each room was planned and built to provide the most convenient and efficient service to club members, and to make for easy accessibility to any part of the clubhouse. Main floor at left; second floor at right.

GREENKEEPERS HAVE

I KNOW some readers are going to disagree with me on some of the points I will mention as the greenkeeper's ten most important jobs. But if there is diversity of opinion concerning them, there is much more chance of their being thrashed out properly when criticism is constructive. Some may think I am leaving out some of the most important points, but the following are those I would name as the ten important jobs for the greenkeeper:

1. The greenkeeper has to seed, or more often, the greenkeeper has to re-seed. That is when the job becomes important. When we think of the tons of grass seeds that are purchased by golf clubs each year, and then find out how much good turf has actually been produced from those seeds, we realize seeding must be important. Let's listen in on a conversation between a chairman and his greenkeeper:

Chairman: "Bill, just how much grass seed do we require to seed the bare spots on those two fairways? Some of those places were pretty bad last summer."

Bill: "It's not how much seed we want. It's how much topdressing and fertilizer we need to make the seed grow. If we are to spend \$400 on those two fairways, what we want to do is to use \$100 for seed and the other \$300 for something to insure that seed's growth."

In any seeding or re-seeding program we may contemplate, let us always make sure that we give the seed a 50-50 chance to make good turf by making soil conditions such that everything else being equal the maximum number of seeds will get a good start.

2. The next important job I list is topdressing. Probably most us topdress the greens more to level and true up the putting surface than anything else. What do we topdress greens with? Sand or any old dirt? No. We use a compost or topdressing of some mixed materials that are to improve the structure of the soil, to make conditions better for the plants to grow. If good manure can be obtained at the right price, compost it about two years with a good topsoil, and enough hard sand so that the finished product, which is to be incorporated on the green, is as

near to a sandy loam as it is possible to get.

3. The next job is watering, probably the most important job of all. So much depends on the watering of the greens. Often during the playing season the green-committee or some of the players complain that greens are too hard; they can't stop a ball on them. Sometimes the green is too hard, but very often it is the player's own fault—the shot was not played properly. However, whether the player enters into the picture or not, the fact remains that greens must have water. How much or how little depends on the human element, the man who applies that water.

I believe in working out a watering program to use just what the plants need. It is not a question of how much water we can apply in a certain time, but the minimum the plants require to keep them healthy. One sees so much unhealthy turf and even loss from over-watering, especially where heavy soils exist and where adequate surface drainage has not been provided, and very often no under-drainage, especially on the greens; so that the need for a minimum scale of watering is almost always with us.

The successful greenkeeper will worry more about a correct surface-and-under-drainage on his greens, than he will about getting water on them. If, and after greens begin to suffer from lack of moisture, it is an easy matter to put the sprinklers on, but after he has over-watered and it starts to rain, it is another question to get rid of surplus water.

I have studied fairway watering a good deal, and have been in close touch with greenkeepers who have used it, and I believe there again it has to be closely watched, and the minimum amount used.

4. To my mind rolling is a necessary evil. We should lightly roll after seeding just to make sure all the seeds are down far enough in the seed bed. Some-