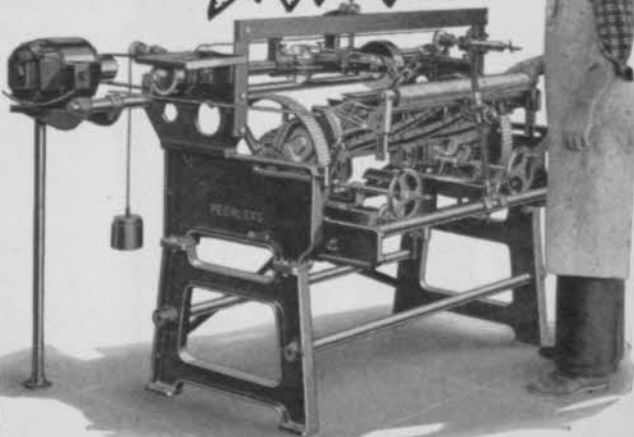


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## HARDIE DEPENDABLE SPRAYERS

New York, Pennsylvania, and Rhode Island.

An interesting exhibit of a few of the numerous factors that enter fine turf maintenance was set up by Irving Pierson, supt., New Haven Municipal GCse, who was assisted by A. B. Longo, supt., Woodbridge GC., Woodbridge, Conn., and H. Grahame, supt., Oak Hill CC, Fitchburg, Mass.

At the business session, Andrew Lentine, host-superintendent at Tumble Brook, and president of the association in 1939, was re-elected to continue his office; George Moquin, supt., Manchester CC, was elected vice pres.; Chas. C. Travers, Mill River CC, Stratford, was re-elected sec'y-treas., with A. M. Locke, supt., Longmeadow CC named asst. sec'y. Wm. B. Lindsay, supt., Wampanoag CC, West Hartford, was elected three year director.

Don MacKay, supt., West Hartford GC, who was president of the association in 1937-38, was presented with an engraved silver tray, as a token of esteem by the Connecticut Captains of Course Upkeep.

Kent Bradley,  
Roving Reporter

### CENTRAL PENNA. . . .

OUR association, the Central Pennsylvania Greenkeepers Assn. has just concluded the first year of its existence, and a successful year it has been, too. At our last meeting, held March 11, we had Dr. H. B. Musser, Penn State College, help conduct our program for the evening; there was considerable discussion on spring planning, arranging fertilizing programs at our clubs, etc.

Having been organized for the past year, we can now see the benefits of getting together regularly with other greenkeepers who have problems much the same as our own. Fred Grau and Dr. Musser of Penn State have been of great help to us, as have the rest of the Penn State associates, in helping us iron out our difficulties.

Riley E. Heckert  
Secy. Treas., Central Penna.  
Grnkpr. Assn.

### MINNESOTA . . .

TWIN CITY area members of the Minnesota Greenkeepers' Association plan to, and must, cooperate with the fellows that are taking care of courses in the small, isolated towns throughout the state. They have their problems and would like to have the



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*(Packed in Tin Canisters in  
Lots of 50 lbs. or Over)*

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the most amazing "growth substance" discovered in a generation!

Nature creates Vitamin B<sub>1</sub> in the TOP of grass which we constantly cut away. That's why TAT B<sub>1</sub> is so necessary for deeper roots and luxuriant top growth. Has produced wonders in shady areas. For ease of application, use

### TAT SYPHONETTE

Merely attach Syphonette to water faucet and garden hose. Equipped with rubber tube to draw out solution in correct scientific proportion. Ideal for any soluble fertilizer, arsenate of lead, etc. Kit contains

TAT B<sub>1</sub> (enough for 800 gals.)  
and SYPHONETTE .....\$2.25

Order a kit and do your own experimenting.

### TAT ANT BAIT

contains 1.30% Thallium Sulphate, the minimum to produce 100% control. In handy collapsible tubes for easy application. Per dozen 1 oz. tubes.....\$2.25



### TAT MOLE & GOPHER CONTROL

Raw peanuts impregnated with Thallium Sulphate (the only tasteless and odorless poison) introduced into holes and tunnels bring about quick control. Guaranteed.

1 lb. can \$1.10 10 lb. can—\$10.00



### CHINCH BUG SPECIFIC

Liquid insecticide kills by contact. Dilute 1 to 300 and flood turf for instant results. May be applied through Syphonette. Write for full information.



St. Paul-Minneapolis group visit them and offer suggestions.

As one member from a club 300 miles away stated, he would be satisfied and well-paid for belonging to the association if some group visited him every four or five years. It is no more than fair that these boys receive some cooperation from the association. In the past two seasons we have added about fifteen new members from towns of 5,000 to 25,000 population. Several are new greenkeepers, located at clubs that have just been constructed or have just converted sand greens into bent. Some of them feel they need help, and certainly deserve a helping gesture from the group. President Joe Rush plans to see that such a plan is carried out in 1940.

Elected president of our group at the recent annual meeting was Joe Rush, Minneapolis CC. Rush succeeds Len Bloomquist of Superior GC. Art Jensen of the Fargo (N. Dak.) CC, was elected vice-president, with Vic Larson of the Minneapolis GC, and Stan Graves of the Hillcrest CC, St. Paul, re-elected treasurer and secretary respectively. We will start our outdoor meetings in April.

Stan Graves,  
Secy., Minn. Greenkeepers' Assn.

### OHIO...

CHARLES MAYER, for the past 16 years, supt. at Heather Downs CC (Toledo) was elected president of the Ohio Assn. of Golf Course Supts. annual election meeting March 18 at Heather Downs. Other officials elected: Malcom McLaren, Canterbury GC, Cleveland, vice-pres., and Nelson Monical, Westfield CC, LeRoy, sec-treas.

Forty-seven supts. braved inclement weather to attend the annual election meeting which was preceded by a tour of the fine Heather Downs plant, 18 holes of which are used as daily fee; and 18 as private. Mayer is responsible for maintenance of the club's physical property in addition to the courses. A group of table tennis tables and a new bar in the men's grille are recent indications of Charlie's versatility.

Ohio supts. are not sponsoring a short course this year. The conference to be held in Detroit will be handy for the Ohio men and will fill the spot the short course generally occupies in the calendar.

Early spring maintenance in Ohio has been done with a snow shovel.

Nelson Monical,  
Sec.-Treas., Ohio Assn. GC Supts.

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Take advantage of the Skinner Irrigation Advisory Service and make plans now to keep your course fresh and green all summer long. Write for catalog and details of Skinner Service, no obligation.

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Was considered the head of the pack  
But his bargains in seeds  
Turned out to be weeds  
And his Boss said:  
"Good judgment you lack!"  
The winner . . . Mr. M. Naughton  
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Let this be a lesson . . .

SOW *Scott's* SEED  
... it costs no more!!

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1,000 Square Feet of  
BROWN PATCH CONTROL  
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or WOOD-RIDGE MIXTURE "21"

Many greenkeepers report complete satisfaction with one ounce of Fungchex or Wood-Ridge Mixture "21" per 1,000 square feet as a preventative against average attacks. Several even mention that in mid-summer they make weekly applications of as little as  $\frac{1}{2}$  ounce for every 1,000 square feet. Based on control cost per dollar, you buy the lowest-priced Brown Patch curative on the market when you purchase Fungchex, Wood-Ridge Mixture "21", Calomel or Mercury Bichloride. If your dealer cannot supply you, write at once.

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VOL. 14  
NO. 4

• **GOLFDOM** •

APRIL  
1940



# What Are Your Costs?

By C. W. Parker

**Uniformity in course accounting systems  
is requisite to establishing accurate cost  
comparisons and maintenance norms.**

**A**WAY, way back in January, 1922, which is only eighteen years in time but in golf maintenance is almost a previous century, the first annual meeting of the Green Section of the United States Golf Association was held in Chicago. The proceedings of this meeting were published as a supplement to Volume II No. 2. of the Bulletin of the Green Section. These proceedings make interesting and valuable reading and are more timely than one might expect.

At that time, January, 1922, there was a country-wide economic condition that was being called a depression, though in the light of the past several years we today would hardly honor it with recognition as a slight recession. However; there was much viewing with alarm and shaking of heads over the future of golf and golf clubs and from it all came a slogan that has never died. This slogan, born in the

early "twenties," languishing somewhat throughout the hearty late "twenties" and reaching maturity and permanency in the early "thirties" is, "Golf Is Costing Too Much."

In the report of the proceedings of the first annual meeting of the Green Section, considerable space is devoted to the cost of golf. Some of the reported discussion is serious and some is the good natured chaffing between two or more club officials, but whether serious or facetious the point is clearly made that not much can be done toward making an intelligent study of the what and whys of golf maintenance costs because of a surprising and deplorable lack of intelligent and trustworthy cost records. As one club officer from Toledo puts it: "He has challenged the gentleman from Detroit to a comparison of their respective course costs if the gentleman from Detroit will put his

figures on a comparable basis." That was eighteen years ago and yet the situation has not changed insofar as it has been possible to determine.

This lack of uniformity in cost accounting methods for golf course maintenance has been recognized from time to time and yet nothing much has ever been done or even attempted that might lead to accepted practice that would correct this condition. In the early "thirties," J. M. Heald, at that time greenkeeper at the Greenfield (Mass.) CC, with Massachusetts State College and GOLFDOM co-operating, made a serious beginning for a study by collecting cost records from as many clubs throughout the country as would submit them. From these reports Heald attempted to set up a common denominator that might be fairly used in making comparison of maintenance costs.

### It CAN Be Done

His common denominator based on the average cost of the routine operations that go to make up the total was expressed in terms of percentage. That is, he determined something like this: greens 35%, fairways 10%, tees 8%, and so on, with the conclusion that in the variations of total cost of golf course maintenance the split-up was as his percentages indicated and a basis for fair comparison was thus established. Heald's work was published in GOLFDOM but it is not recalled that the impact on the golf world was of any great weight. Whether Heald planned to go on from his preliminary study and publish further findings and conclusions is immaterial for he solved this problem, at least for himself, by retiring to the lucrative shade of his Florida orange groves where the least of his troubles has since been whether golf is costing too much or not.

Since that day any attempt at arriving at some common denominator from which a fair comparison of costs may be made and the setting up of a norm for costs has been looked upon with distrust and fear and little if any work along these lines has been attempted. Whenever the horrid suggestion of cost comparisons between two or more golf courses does come up it is immediately squelched. We greenkeepers

have done a very thorough job of spreading the gospel that such comparisons are definitely and absolutely impossible. In this we have been half right. It is true just as much today as it was in 1922 that cost records vary in their methods and interpretations in direct relation to the number of reports being studied.

### Study Dropped Too Soon

We have added further arguments to strengthen our stand by stating that differences in terrain, wage rates, standards of maintenance, etc., etc., cannot be converted into comparable figures, so that all in all the comparison of golf course maintenance costs is a whipped dog. Perhaps we greenkeepers might have better answers to some of our present day troubles, comparable with the more exact answers that we now have for our turf troubles, had we devoted some of our energy to finding out if it is possible to develop cost accounting methods and practices in such a way that intelligent comparisons will be possible instead of concentrating on selling the idea that it cannot be done.

"Golf Is Costing Too Much!" How do we know it is? How do we know it isn't? Is it that golf is costing more than clubs can afford to pay? That is quite different.

Another slogan has been introduced. "The Greenkeeper Is Faced With Prosperity Demands With A Depression Budget." Maybe. How do we know that? We are assuming that because our budgets are materially less than they were a few years ago the above is true. The other side of that assumption might be developed. Improved equipment, increased mechanization of operations, etc., naturally dictate a lower production cost with no falling off in maintenance standards. That is not the purpose of this article.

From authentic records at hand, it is proposed to make a few comparisons, comments and suggestions.

For the purpose of study and comparison here are the costs of three 18-hole golf courses back of which is sufficient information for intelligent interpretation.

A.	B.	C.
\$17,373.	\$13,814.	\$12,047.

Three gross figures showing a spread of \$5,000. Let us look behind the figures.

Courses B and C appear to be running pretty much in line and under present day practices the officials of these two clubs will decide that a satisfactory job is being done by all concerned. But! Rates of pay

(Continued on Page 66)

Mr. and Mrs. John Morley celebrated their golden wedding anniversary at a dinner with a group of their friends recently. The dinner was held at the Youngstown (O.) CC where Mr. Morley has been greenkeeper for 26 years. He is president emeritus of the GSA.



# Stanford U. Runs Course Ably

By Franklin D. Guthrie

THE operation and maintenance of a university-run golf course presents its own peculiar problems just the same as difficulties encountered by private courses. The Stanford University GC is no exception. The board of athletic control of the university, whose major task is to make football a paying proposition, has discovered in 10 years of operating and maintaining its golf club that it has taken on another major problem in balancing the income and expenses.

However, it will be necessary to explain here that when William P. Bell of Los Angeles, nationally famous golf architect, was hired to lay out the course in 1929, there never was any other purpose in mind than that of providing a course for Stanford students, alumni, and faculty as well as for general university benefit. It was never designed or intended to become a money-making venture, although the authorities had every reason to believe that it would pay for itself when it was built, not foreseeing the depression. Its first two years of operation it netted over \$12,000 profit, but from 1932 to 1939 it had a net deficit ranging from \$10,169 to \$3,634.

Although the course was intended primarily to benefit students, alumni, and faculty, outsiders have been encouraged to take out non-proprietary membership. However, from the club's inception in 1929, the membership has consisted chiefly of golfing alumni in Palo Alto, Calif., and in the San Francisco Bay region. Each year alumni and occasional course players are solicited by the board of athletic control for playing privilege memberships at \$90 per year.

As far as possible Stanford GC has

attempted to operate on a private basis. With only 175 members last year—a figure which has been increasing steadily since the depression, the board has been unable to make it strictly private and close it to the public. No effort has ever been made to hold public tournaments of any kind except collegiate matches on the course, since it would defeat the Board's purpose of keeping the course semi-private. Alfred M. Masters, graduate manager and the course's general manager, has every intention of turning it into a private course when the club's membership gets back into the 200 figure. At the present the major effort is to regain the membership the course enjoyed in 1931-32.

The club went into operation January 1, 1930, after six months of laying out the course over 240 acres of university property about a mile from the campus.

The second year it derived \$26,633 from its membership, but it dropped off to less than a fourth of that in three fiscal years. This past fiscal year the membership climbed to over a half of the all-time high with a total income of \$14,389. The total deficit meanwhile dropped in 1939 from \$6,702 to \$3,634, an indication that again the club may become an athletic financial asset.

## Course Is Excellent Test

Highly regarded on the Pacific Coast and especially in the San Francisco Bay region, the Stanford GC is one of the toughest and yet most picturesque courses in California. Among college operated courses, of which there are comparatively few in the nation, Stanford's ranks with those of Yale, Ohio State, Michigan, Minnesota, and a few others. The course's

Interesting terrain of Stanford course is indicated by this view of the 440-yard twelfth hole from the tee.



Martin Pose and E. Bertolinio, Argentine pros who are being sent to the USA by the Argentine GA, arrived in New York April 1, on the SS Argentina. The Argentinians will play in the US National Open and other tournaments. Details of their stay in the USA will be handled by the PGA.

construction put an initial dent into the board of athletic control's athletic fund of \$135,000. After numerous improvements on the course, including the building of an attractive clubhouse and pro-shop, with suitable parking area, it was estimated that nearly \$240,000 had been invested by the Board for the university.

Last year 34,246 persons, excluding members, paid green-fees, a daily average of over 90 golfers per day. Of that number, 2,300 were students, while an additional 406 students took out student playing memberships at the special rate of 20 games for \$10. Students may also play on weekdays after 4 o'clock for 50 cents. The regular green fee is \$1 on weekdays and \$2 on weekends and holidays. It has been estimated that out of nearly 4,000 students, between 900 and 1,000 take advantage of the club's facilities. The pro-shop rents equipment for as low as 50 cents. Rentals and sales netted \$6,885 profit last year.

#### Clubhouse Has Bare Facilities

The clubhouse consists of a sizeable lobby with a soda fountain, and men's and women's shower and locker-rooms. It has no social accommodations, nor has a dining room or dance floor ever been considered by the authorities.

One of the annual expenses of the board is the cost of sending a six-man golf team to the National Collegiate Athletic Association's golf tournaments. Stanford sent teams four times in the past five years to the Congressional CC in Washington, D. C., the North Shore CC in Chicago, the Louisville CC, and to the Wakonda CC, Des Moines. The Board spent \$1,375 for its team which won the team championship for the second straight year at Wakonda last June. Stanford's No. 1 golfer, Warren Berl, was runner-up for the 1939 individual golf title.

Technically, the Stanford GC has no pro. However, the board of athletic control has a coach in Eddie Twiggs, nationally known because of the success of his teams in past N.C.A.A. tourneys. Coach Twiggs' duties are primarily that of handling the Stanford golf team and

instructing about 200 students who take golf as a physical education requirement. Twiggs makes it a point to give a maximum amount of time to a beginner in his classes, but that amount is curtailed greatly by the small number of classes. So actually Twiggs' job is strictly connected with students and not members of the golf club.

#### Twiggs Coaches Teams

Twiggs explains that he has no set rules for developing his golfers. A great deal of credit, however, must be given to him for his work in improving the play of Warren Berl. Berl as a freshman in 1938 averaged the course in 81. Seeing the makings of a potentially great golfer, Twiggs set about to ironing out flaws in Berl's golf game (whose golf was improved to the extent that he now averages 72, one over par. His best round is a 68, and he has a four-round total of 288 made last year while preparing for collegiate competition. As a junior Berl has two more cracks at the N.C.A.A.'s individual title.

A great deal of emphasis is placed by Twiggs on his team's medal play. He argues correctly that if his men are not good medalists they will make little headway in tournaments. Twice a week the team members are required to play medal rounds with fellow golfers. At the end of the week, after the rounds are completed, the 'ladder' is posted. His method is particularly sound in that it keeps his men fighting for the top six positions. Naturally there is considerable rivalry and spirit for those six are Stanford's representatives to the N.C.A.A.'s tournament.

Chief items of expense at the Stanford course are the salaries for the pro-shop and the maintenance crew, amounting to about \$27,000 yearly, and the general upkeep of the course, averaging over \$30,000 a year. The work crew ranges from 9 to 14 men in winter and summer months. Water and power costs \$7,100 a year. The yearly rent of the property by the board of athletic control from the university runs to \$1,912. Taxes and insurance hover around \$1,000. Last year \$890 was spent for fertilizer and fungicides as against \$651 for the previous year.

The course has exactly 100 acres under grass, including tees, fairways, and greens. The total yardage is 6,648 yards. The greens average about 7,000 sq. ft.