

# GOOD EQUIPMENT CARE *Pays*

This Jacobsen Power Greens Mower is at work on the No. 1 green of the Brynwood Golf & Country Club, Milwaukee.



# Jacobsen

MANUFACTURING COMPANY ★ RACINE, WISCONSIN

# Susie Scores As A Golf Business Woman



Mrs. Floyd Farley

**M**ANY TIMES GOLFDOM has commented on the valuable work pro's wives have done back of the pro shop scenery in accounting for the business success of their husbands. In days before the war that work was mainly in book-keeping, in buying, merchandising and advertising advice from the wife's keen observation as a shopper, and in tactful sound advice on handling club business relations.

But during the war pro wives, in a number of cases, came before the golfing public as business women of impressively high ability. While their husbands were in the armed services or in war industry these young women gave demonstrations of pro department operation that often has brought the pro shop briskly and attractively to the favor of the golfing public. The performance of these pro's wives has convinced many in golf that the business woman influence is going to be a bright, lively and powerful factor in increasing pro business after the war.

These young women who were substituting for husbands who are very highly regarded as pro businessmen have, in numerous instances, pepped up business under difficult conditions. They have effectively applied the first-class business methods to which they as buyers have been exposed by the smartest merchandisers. In some respects this has caused almost revolutionary changes in pro shop

operation, hitherto considered almost entirely a masculine type of business with the women's trade coming as a sideline because of the instruction entree.

But now it is being demonstrated that basically the same clean-cut alert merchandising that sells women sells more to men at pro shops. There's a lot for all smart pro businessmen to study in the successful pro department management of pro wives who have filled in during war.

One who has done a notable job of pro department operation while her husband is in the army is Mrs. Floyd Farley, wife of the professional at the Woodlawn Public Golf Course, Oklahoma City, Okla.

We wrote Mrs. Farley asking for highlights of her experience as a pinch-hitter for Floyd. And here is her response, just as it came to us. Smart young woman, this Susie. See for yourself.

"When my husband gets out of the Army and back to this pro job again, I swear I'll never say a word when he comes home at night, eats dinner, then falls asleep reading the evening paper. Because now that I understand his job, I have a greater understanding of my husband.

"Floyd left for the Army just as the '44 golf season was about to start. He tossed me the keys to the clubhouse and said, 'It's all yours, Susie, Now you can play pro.' At that time the only thing I knew about golf was how to hold the pro; but I learned the hard way and enjoyed learning.

"Along with the keys, Floyd left an ample supply of golf merchandise including golf balls. I soon learned the 'trade 'em in' deal and have had golf balls for sale 98% of the time.

"I also fell heirless to a beverage and sandwich business, remnants of our old cafe, which had been moved into the golf shop for the duration. And believe me, profits from the drinks have helped greatly to take up the slack caused by a lack of full merchandise line and loss from golf lessons.

"Our biggest Annual City Tournament, the Four-ball, started only two weeks after Floyd donned the khaki, and the very thought of a tournament scared me. Why, I hardly knew how to ring up a green fee! We did all right, though, and by the time our club championship started I had a little more confidence. Several of our members helped me and 196 players qualified. We had a fine tournament but I

was relieved when the finals were played. "My cash and inventory required close control. I took a bold step—bold under present labor conditions—and cleaned house, so to speak.

"I advertised for an elderly man to work in the shop and found a fine fellow, age 62, who hasn't been one minute late nor one cent short.

"I also needed a boy, so I asked the coach at our nearest high school to recommend someone. He sent me a lad who has turned out extremely well.

"We had two draft-deferred course workers, but as summer rolled around I found we needed two more men. So I advertised again, offering 60c per green for a greens mower. We had over fifteen applicants for the job. I found two good men. The greens mower comes out early each morning getting through with ten greens by eleven o'clock. The other fellow does odd jobs, and both are regular as clockwork. So as far as labor problems are concerned, I have them solved.

"I've learned a great deal in two seasons about the golf business, but I realize there is a lot I don't know. I'm still pretty dumb about course maintenance problems, the nomenclature of golf equipment, and that sort of thing. But you should have seen how proud I was the day I wrapped my first club—it only took me thirty

minutes! I do all the simple repair work on clubs, and I have worked here at the finer arts of wielding a paint brush, broom, and mop.

"About post war planning; I feel that we here at Woodlawn will be wise to enlarge our golf shop merchandise and display area. Floyd has ideas on this and intends spending \$1,500 for increased space. We want to carry a really representative line of golf equipment and intend doing so. Our inventory should run about \$5,000. We have a daily fee patronage here now; and a hook-up with one of the finance companies will start our post war merchandise rolling out on the installment plan again. I think installment buying opportunities for the golfer is a *must* at a public golf course.

"If my husband gives just half the lessons that people say they want, he'll be a very busy ex-soldier when he returns. I can see where teaching paves the way to equipment sales at the same time holding the green-fee patronage.

"I'm going to help build up our Women's Association here at Woodlawn. I've never believed too much in the pro's wife mixing in this sort of thing, but my mind has been changed about what I can do to help.

"And do you know what, Herb—I don't even play golf! I haven't the time."

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It will embody 8 years' pioneering experience in GOLF CART design. NEW AND DIFFERENT.

Our patented feature of proper balance is exclusive.

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**Golf Cart Supply Co.  
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Please send information about the new Kaddie Karts.

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# Proposes International Businessmen's Golf

SIR GUY CAMPBELL, internationally known Scotch amateur, proposes a wider basis for international golf matches after the war. Writing in *Golf Monthly* of Edinburgh, Sir Guy said:

"I am not concerned with international events already established, for though well conducted by the approved authorities, they are by reason of the conditions in which they operate limited in scope.

"I visualize something quite different; meetings which would ensure international intercourse rather than international rivalry. Therefore the teams I would send touring would be drawn from all sections of the community: agricultural, educational, industrial, intellectual, local government (other than political) professional (including professional golfers), service and social (including artisan golfers): they would be chosen regardless of handicap and age. The teams would consist of 16 players—with luggage a comfortable load for a post-war air-liner. There would be two "Test Matches" at least in each country toured. The rest of the time would be spent in private games mutually arranged and in sight-seeing. Test Matches would always be played by Foursomes, eight a side. Each Test Match would be over 18 holes and two days. In this way each couple would play each couple on the other side and all 16 players would be able to figure in one Test Match. Private games would be played by singles, threesomes, three-ball matches, better or worse ball matches, foursomes or four-ball matches as desired."

He further suggested that the Rotary Club, as an international organization, is equipped to take the lead in establishing international golf competitions on a basis outside the traditional intense competition of international games.

GOLFDOM has discussed Sir Guy's idea with American businessmen and has heard considerable comment in favor of the plan. The only objections we have heard is from normally pretty fair businessmen golfers who have not been able to play much during the war with the result that their games have so deteriorated they say they'd hate to have their golf exhibited as representative of anything American. However, the same condition applies certainly in England and Scotland, and as the proposed affairs would be for social purposes rather than desperate sporting competition, handicaps and genial temperaments should offset the scoring troubles.

Generally, though, American businessmen refer to their American prewar trade tournaments in endorsing Campbell's suggestion. Local, statewide and national tournaments were held before the war in many fields of business. The union printers' annual national tournament was one of the most pleasant trade holidays in American business. There were some lively tournaments in the plumbing business to which players came from distant points.

Speed and moderate rates of transatlantic air travel after the war and the opportunities for mutually pleasant and profitable business relations in the tremendous job of postwar building will set the stage for the international golfing events proposed by Campbell, so most businessmen queried by GOLFDOM agreed.

What American businessmen contemplated as the "sight-seeing" phase of the Campbell program accent strongly visits to British factories and other industrial operations in their particular fields of work. Several men prominent in American business saw in such trips built around the nucleus of international trade tournaments in the United States and Britain the possibility of mutual understanding and help in developing commerce on a wider and firmer basis than can be achieved by having the necessary commercial arrangements engineered mainly by powerful big business interests and government specialists.

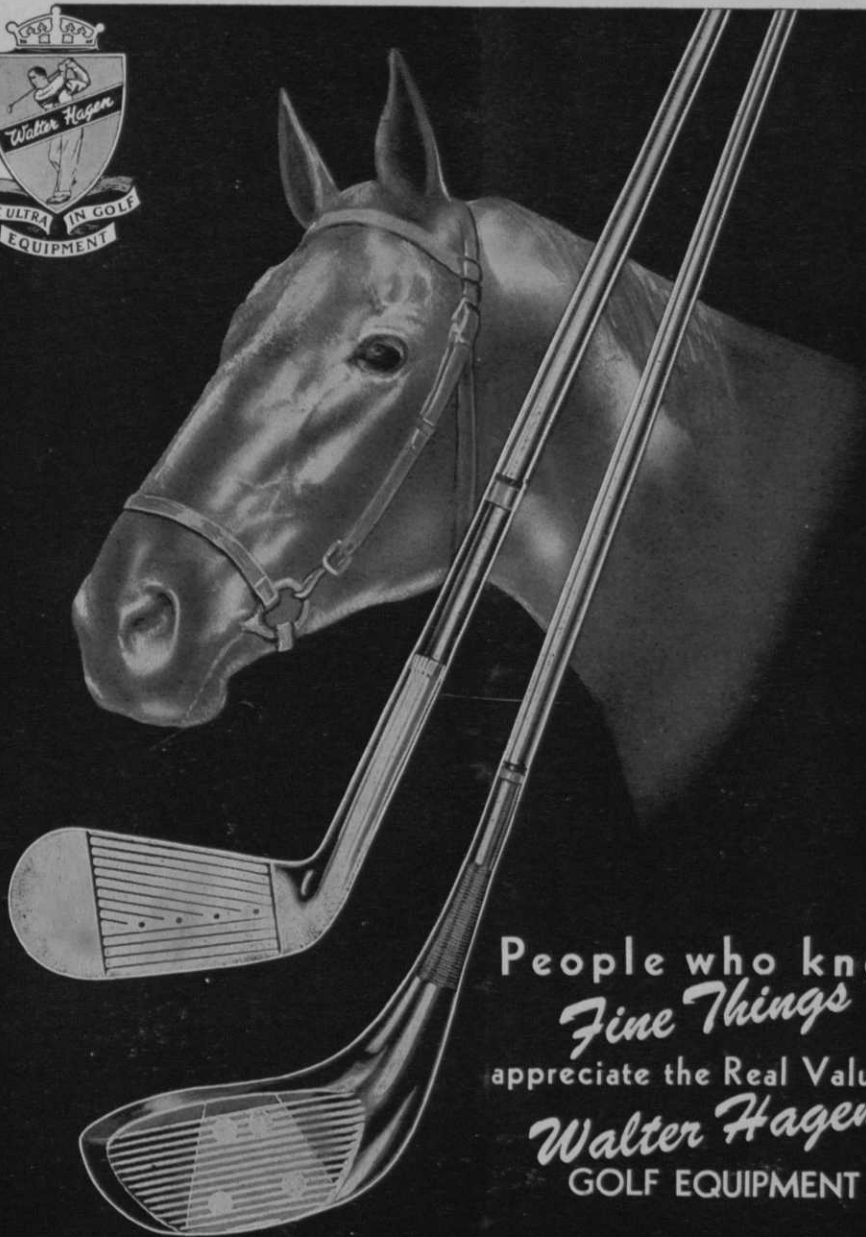
Several comments were made, by those GOLFDOM interrogated, about Mexican and South American golf activities as providing a fine chance for mutually interesting and helpful international businessmen's golf tournaments.

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### SKINNER WATERING AT MORAINE

—Warm compliments of condition of Moraine CC during the PGA championship were an endorsement of one of the most difficult golf course watering jobs undertaken by the Skinner Irrigation Co., designers and manufacturers of the Moraine watering system. It is nearly a mile from the pump house to the farthest boundary of the course and it's uphill all the way. The green farthest from the pump house is the highest level on the course. The club asked that Skinner engineers tie-in an old 4-in. main, which was done. The soil is underlaid with gravel, which dries out quickly.





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GOLF EQUIPMENT

## Walter Hagen Golf Equipment

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WILSON SPORTING GOODS CO. Michigan

# Why Bill Has Water System Troubles

By JOHN BUCKNER GILL

**B**ILL HAS BEEN HAVING plenty of trouble with the water system on his golf course this season. The pipes were new when installed a little less than ten years ago, but within the past year leaks have started to show up all over the system, and the cost of repairs has knocked Bill's budget for a loop.

To make matters worse, many of the present greens were built after the water system was installed—and on top of some of the most important mains in the system. There is no need to say that it is under these greens that most of the leaks have occurred—it wouldn't be true to life to have it otherwise. Bill is slowly going nuts.

Corrosion is a natural thing to expect of a pipe, especially in a watering system on a golf course where the application of water leaches acid from the fertilizer and percolates it through the soil to the pipe line. Bill's board of supervisors (it's a municipal system) have made plans to replace the entire pipe layout with asbestos-cement pipe, but that can be done only after present restrictions are lifted and labor becomes more generally available. Bill's immediate problem is to reduce the number of leaks now—and fast!

We went out to the course the other day to look over the situation, and got there while the watering crew were operating the sprinklers. The system uses 60 sprinklers with  $\frac{3}{8}$ " main nozzles that are rated by the manufacturer to discharge 36.6 gallons per minute at a working pressure of 60 pounds. With the exception of one area, the operating pressure on this system is usually higher than 60 pounds with all sprinklers working. There are approximately 500 quick-coupling valves installed on triangular centers of 100 feet in two rows down each fairway, with as many as 50 on the longest. The system is the hoseless type and sprinklers are attached directly to the quick-coupling valves when in operation. When irrigating, the sprinklers are concentrated, that is, they are attached to 60 successive valves rather than spread out over a wider area on the course.

In one sense this course is fortunate. Although they pay for the water used, they have no pumping expense. The water pressure is created by a natural fall of the supply line that sets up a static head of 250 feet, or 108 pounds per square

inch. The supply line is 14 inches in diameter; large enough to supply all the water the course can use without loss of pressure due to friction in the supply line itself. From the point where the supply line enters the golf course the land falls away to a lower elevation on the opposite side of the course where the added head adds up to 190 pounds per square inch static pressure.

When all 60 sprinklers are in operation on the lower end of the course, this 190 pounds of pressure is reduced to a working pressure of about 50 pounds, representing a net loss of 140 pounds due to friction within the piping system on the course. Many a greenkeeper would give a lot to have a supply of water at such pressure, but before we become too envious of Bill, let's see what these conditions and his method of operation is doing for him.

In the first place, a sprinkler rated to discharge about 36 gallons per minute at a pressure of 60 pounds will discharge many times that amount if the pressure is increased sufficiently. Except for the lower end of the course which is the farthest from the supply line, the working pressure on this watering system is usually far in excess of 60 pounds, depending on where the sprinklers are placed. This higher pressure has for the most part resulted in poor sprinkler coverage because of "fogging" caused by excessive pressure together with a wind condition that carries most of the mist away rather than allow it to settle as rain-drops on the grass.

Whenever possible, sprinklers should not be allowed to operate at pressures in excess of that recommended by the manufacturer. As much as 50 percent of the water discharged by the sprinkler can be lost back to the element by "fogging" or "misting," and a slight wind might even help to increase that percentage. When you consider that as much as 50 percent of the club's water bill, not to mention the cost of power, can go up in mist and never benefit the turf, it is something to ponder and do something about.

While enjoying the sight of Bill's "smoking sprinklers" we saw a geyser shoot up at the far end of a fairway where one of the watering crew had just changed the location of a sprinkler. Bill

(Continued on Page 40)

LOOK TO THE LEADER  
FOR PROGRESS



## Days of Plenty Ahead

WHEN LABOR AND MATERIALS BECOME AVAILABLE

• Every Super-Fortress attack on the Jap homeland is another gain for golf. When it's all over—when man-power and materials are again available—when we can produce in volume, Wilson irons and woods, Wilson leather goods and Wilson golf balls will again stock the leading Pro Shops of

America. Until then our production goes to the Armed Services—for boys who are coming back to health—and to whom the exercise, fresh air and sunshine of golf are important allies.

\* \* \*

Wilson Sporting Goods Co., Chicago, New York and other leading cities.

MEMBER: *The Athletic Institute, a non-profit organization dedicated to the advancement of national physical fitness.*

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*Let's all boost the "War Memorials That Live" campaign to commemorate our war heroes.*



There are 3 stars on our "E" Banner now  
Wilson Athletic Goods Mfg. Co., Inc., Chicago Plant

# Wilson

GOLF EQUIPMENT

IT'S WILSON TODAY IN SPORTS EQUIPMENT

# Golf will have

LOOK TO THE LEADER



★ ITS W

LOOK TO THE LEADER FOR PROGRESS

This is our mark . . .

# Wilson



### Serving the boys in our armed forces

When you see the famous Wilson trade mark on a piece of sports equipment it signifies that that equipment has been approved by our designers, our craftsmen and our advisory board.

It is like the Wilson signature on an agreement—like the Government's signature on a bond—a mark of guarantee, so a Wilson man may have complete faith, as you will find it difficult to buy new Wilson golf clubs and balls or other sports equipment today, because the Armed Forces have first call upon

Wilson facilities and production. The new equipment you might have had is contributing to the physical fitness of our boys in training camps, convalescent hospitals and rehabilitation centers—and to civilian physical fitness which is in line with Government recommendations.

But with the coming of peace you will find the Wilson mark on many new advancements in sports equipment—perfected by our creative staff during the past three years of war.

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Wilson experts  
of war.  
Wilson Sporting Goods Co., and  
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leading cities.



IT'S WILSON TODAY  
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# a BIG place...

**in the postwar activities  
of millions, including many  
returned war veterans**

In our national advertising campaign for 1945 we are showing Wilson golf equipment and (other types of Wilson equipment) *featuring the Wilson name.*

This is a progressive, constructive step in our plans for peace — preparing the public for the time when new, improved Wilson equipment for golf and all other great American sports will again be available to all.

Reproduced, in miniature, on the opposite page are some of the spectacular full page messages that have appeared thus far in our 1945 campaign. Wilson Sporting Goods Co., Chicago, New York and other leading cities.



★

*MEMBER:—The Athletic Institute, a non-profit organization dedicated to the advancement of national physical fitness.*

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*Let's all boost the "War Memorials That Live" campaign to commemorate our war heroes.*



There are 3 stars on our "E" Banner now  
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**IT'S WILSON TODAY..**

**IN SPORTS EQUIPMENT**

(Continued from Page 36)

called out that another pipe had broken, and away he went with the valve key to shut off that section of the system.

When we arrived at the scene of the break the men were already digging away to uncover the pipe. The break had occurred in a 1½" line that led to one outlet a distance of 60 feet from the 6 inch main. The operating pressure at this point was about 100 pounds we later found by test, and the operating pressure in the 6-inch main was 118 pounds. Under these conditions the sprinkler was discharging a little better than 50 gallons per minute according to the manufacturer's table. But we are interested in what was going on under the ground while this sprinkler was operating.

With an operating pressure of 118 pounds in the 6-inch main, and an operating pressure of 100 pounds at the sprinkler, it indicates that the 1½" pipe was setting up a friction loss of 18 pounds. But that is not the only fact to be considered. The cross sectional area of a 1½" pipe is 1.767 square inches. A gallon of water is 231 cubic inches. With these figures it is not hard to figure that 50 gallons per minute through a 1½" pipe has to travel at a velocity of 109 feet per second to keep the sprinkler going. That is going at the rate of almost a mile and a quarter a minute.

Hydraulic engineers consider velocities of greater than 8 feet per second bad practice in pipe sizes of 4" and larger, and although they allow greater velocities than that in smaller pipe, a speed of over 100 feet per minute is far in excess of good practice where the valve is of the quick-closing type. A water system on a golf course is no different than a water system anywhere else when it comes to a matter of pipe sizes and pressures. If anything, the operating conditions imposed on a golf course irrigation system by the type of valves used as well as the layout of the course make it necessary to guard against water hammer and surge, by adequate design. Thus we can take one lesson from Bill's experience: See to it that pipe sizes are sufficient not only from the standpoint of volume and pressure-loss, but that we also keep within the limits of allowable velocities.

When a quick-coupling valve closes, it closes. There is no fussing around about it. One minute the water is rushing out at full capacity, and in the next instant the valve is shut smack in its face. There is no preliminary ceremony, no "excuse me, please"; the water is stopped dead in its tracks. Try driving your car at 75 miles an hour against a brick wall, and you will get some idea of what we are talking about. That's the kind of punishment the pipe has been taking on Bill's golf course for the past 10 years, and it

is small wonder that the pipe finally gave way at its weakest point.

If Bill could eliminate or even reduce the water hammer on his sprinkler system his weakened pipe could be made to hold out a while longer, at least until the time comes when he can make replacements. And it wouldn't be a bad idea to keep the hammer and surges as low as possible when he gets the new pipe, too. A check-over of his repairs for the past year leads us to believe that the majority of his leaks have been brought on much ahead of their normal time due to the punishment the pipe lines have been taking from improper closing of the valves, and the use of pipe too small in the first place just because there was sufficient pressure to overcome the friction loss. This conclusion is supported by the fact that in the same system there are other pipes with just as much corrosion and with walls just as thin as those that have broken, but today are still intact. These pipes are located at points in the system where there is not so much surge or variation of pressure.

Bill can help himself to some extent by more careful supervision of his watering crew. Their habit of kicking the handles of the couplers to shut off the sprinklers is doing the system no particular good. We realize that the watering crew cannot make up for the inherent design of a valve that snaps shut, but with a little care such a valve can be closed slowly if the men will only take the time to do it.

A hint to the wise should be sufficient. Manufacturers of irrigation valves would do well by themselves as well as by the greenkeepers if they would manufacture a slow-closing valve. There is one type of so-called flow-control valve on the market that is intended to dampen the shock of closing to some extent but there is still much room for improvement. In fact, it would not be impossible for all existing quick-coupling valves to be easily converted to a slow-closing type if manufacturers would recognize the need and manufacture the simple little gadget necessary to do it. In no time at all a greenkeeper could convert his system without removing a thing from the ground and save himself many headaches for a long time ahead.

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#### WOOD LEAVES WINGED FOOT—

Craig Wood, duration National Open champion, resigned July 24 from Winged Foot CC to go with MacGregor Golf, Inc. in promotion work. MacGregor has extensive sales development work already under way for postwar golf. Wood's new job calls for vigorous campaigning to put these plans in operation to strengthen the pro shop sales position.