

chologically effective in establishing an understanding with the customer; his status, his problems and hopes.

Harold Sampson, Pacific Coast pro, wrote a book on golf instruction a few years before the war. Harold wasn't able to get the book published. I thought at the time I looked over the manuscript it was a good job on the technicalities of instruction, and pros who were far more competent than I to appraise it in that respect, pronounced it sound. Now, after reading Boomer's book and discussing it with several pros who are very successful instructors, I think Percy has done a standout job of the sort Harold ventured into.

And where the Boomer book should have definite and helpful influence on golf instruction books of the future is in Percy's reversal of the usual swing in golf instruction books. Percy swings from the outside (the pupil) in (to the teacher). As Hagen, Armour, Sarazen, Jones, Barnes, Kirkwood, Diegel, Hutchison, Mac and Horton Smith, Watrous and other American pros who know Percy Boomer, can tell you, he is a very brainy and sound man in this business.

Whether or not Boomer's hit on a new

formula in golf instruction books that may be instrumental in making these books powerful forces in promoting personal golf instruction on a more extensive and effective basis is anybody's guess in the golf business. I have a hunch there'll be books by American authorities before long, developing the outside-in pattern of Boomers' treatment. The pattern is too promising to be brushed off.

Long Range Plans Pay Out at Plum Hollow

By VALENTIN BUETTNER

Greenkeeper, Plum Hollow GC (Detroit Dist.)

The long range plan in golf course maintenance is one of the soundest assurances of excellent playing condition at the utmost thrift that can be attained while meeting the standard of turf demanded.

You see that constantly demonstrated, even though wartime conditions made impossible the extent and character of work that normally would be devoted to a course. You also see, as you look about you at golf courses, the opposite condition

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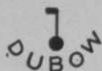


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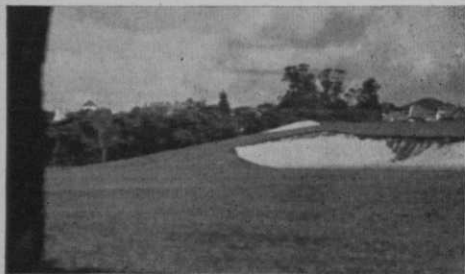
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of expense, unsatisfactory change and futile experimentation done when frequent changes in personnel and in plans—if any—prevent carrying the job to completion through the years that nature demands.

What members and inexperienced green-committeemen have difficulty in realizing is that nature demands time for its work and rushing and high-pressure is risky. The best that a green-chairman and greenkeeper can do is to make nature an ally in maintenance and minimize, as far as possible, the fighting of nature that must be done in keeping a golf course in fine condition.

At Plum Hollow we have heavy play; from 20,000 to 22,000 rounds a year over 18 holes. We must do our experimenting slowly and surely to make sure that we get the turf results we seek, without disturbing play or giving evidence to our members that some revolutionary practice is being tested.

Our chairman, Clive Helferich, has been in that position for 22 years. This long experience is a great asset to the club and a great help to me as greenkeeper. I have been with the club for 15 years; 11 as asst. greenkeeper and the past 4 as head greenkeeper. In 1909 and 1910 I attended agricultural college in Germany and have found that training invaluable as a firm basis for everyday work and an understanding of the work and results the agricultural schools and experiment stations are doing for golf turf.

It has been my observation of the work of veteran chairmen and greenkeepers that instead of being stubborn about staying to old ideas that have been made obsolete by the decided advance in golf turf maintenance work, they are the keenest in their search for the new ideas that may be successfully applied. But they are not stampeded to the extent they go overboard quickly for every new idea. The mistakes that are almost inevitable in



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growing grass under golf's exacting conditions make the veterans cautious. Most of these veterans made enough mistakes in hopeful eagerness when they were younger. They learned.

Two things you'll generally see emphasized by the work of experienced people who are conducting long range plans in golf course operation. One is a steady campaign of fertilization. The war interrupted most of those programs, but now they are being resumed. At Plum Hollow our program calls for about 25 tons of fertilizer this year, and lime where needed. The other point you'll see at clubs with experienced turf management is considerable care of the bent nursery. At Plum Hollow we have resodded the entire 18 with Washington bent and maintain in fine condition at all times a nursery of from 6,000 to 10,000 sq. ft.

Due to wartime lack of manpower our greens became somewhat matty. I did not have good results from vigorous hand-brushing early this season. But I devised equipment that did get the greens into condition that has brought much favorable comment. I took an old Jacobsen power mower and put a 38-in. steel brush back of it, with a set-up that enabled me to get the amount of pressure conditions required. I have used this brush only a few times on our greens and the improvement has been remarkable. Next year I will start use of this brush early so I'll not have to brush in hot weather and the putting surfaces will be brought into top condition early.

Teaching Pro Shop Habit

(Continued from Page 17)

the price, and properly fitted merchandise. The customer should get thanks, and glow with a realization that he has the appreciation of the pro for being a faithful customer. The pro has to show that attitude and so must his assistants.

The selection and training of assistants is one of the most important jobs in the enlarged picture of pro business. Getting smart, loyal assistants is one of the toughest shopping jobs the pro has. Again because of the increased volume of women's business, the performance of assistants is more important than ever before



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in the pro department. Honest, ambitious young men who can be trusted to do a fine job in the shop when the pro is out on the lesson tee or in other work away from the shop are a tremendous asset to the pro. They must respect the pro's own sincerity in serving the members and help to build up the customer confidence that's essential to pro success in selling.

Plan and work your pro department with the objective of having your members thinking, "I don't have to go downtown to buy; I can get everything for my golf game right here." Then you're doing a business that's a credit to your club and profit and job security for yourself.

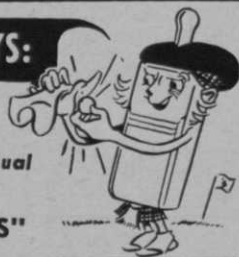


Both feeling great. Fred Corcoran, PGA Tourney Mgr., left, and Sam Snead, proud possessor of the British Open Cup.

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Yes, Lewis is the golf ball washer that every course should have at EVERY TEE! A clean ball means FEWER LOST BALLS — FASTER PLAY — LONGER DRIVES — MORE ACCURATE PUTTS.

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COLONIAL PUSHES COURSE IMPROVEMENT

The field thought Colonial Country club at Ft. Worth was in grand shape for the 1941 National Open, but when the field in the 15,000 invitation tournament saw the course this season they went forth to spread the word it was one of the finest conditioned courses in the country. Supt. Bob Alexander; Tom McGinley, green chmn., and C. W. Reed, co-chmn., have been conducting a course improvement



Better turf for better golf . . . this fall feeding activity at Colonial C. C. assures both.

campaign on a long-range plan. Fertilizing, beginning with the loading job shown above, has been done steadily. The club bought 15 acres of sandy land to supply sand for improving the texture of its



A Cushman motor scooter speeds up maintenance jobs around Colonial's broad acreage.

tight soil. The Cushman motor scooter, shown below on a job of watering, is one of Colonial's busiest pieces of equipment. It's used when men go around to check greens, change cups, move sprinklers, etc.

NEED SUPPLIES? SEE PAGE 71

MacGregor Holds First Postwar Sales Conference

An all-time high in golf interest throughout the United States and abroad was cited at the first postwar sales conference of representatives of MacGregor Golf, Inc., by Pres. Henry P. Cowen. Cowen, presiding at a weeks' conference sessions, Aug. 12-17, disclosed that survey reports indicated "the coming months and years will break all records for golf participation."

Representatives of the MacGregor Pro-Technical advisory staff were present for the sessions. These included Tommy Armour, Craig Wood and Toney Penna. Due to previous tournament and exhibition commitments, Byron Nelson, Ben Hogan, Jimmy Demaret and Herman Brown were absent.

During the inspection tour of the MacGregor Golf plant, Cowen pointed out how the production pace is rapidly increasing and declared that as soon as shortages in materials are solved, the output of the Cincinnati plant eventually will far surpass the highest peak of production at the former Dayton site.

The MacGregor golf ball unit which is under direction of C. C. Ryden, was a source of special interest to the sales representatives. Golf ball production is expected to start around September 15 on balls for the 1947 season. The tennis plant is being steadily enlarged.

MacGregor Golf which now maintains warehouses in New York City, Boston, Chicago, Detroit, Los Angeles, San Fran-

cisco, Seattle and Cincinnati contemplates 3 or more additional warehouses in other strategic locations.

Mac Gregor Golf executives who key-noted the sales and merchandising sessions over which Cowen presided included William J. McNulty, v.p. and merchandising manager; Robert D. Rickey, advertising director and sales executive and Stanley M. Clark, sec.

Sales representatives who took active part in the conference discussions included: Harry Adams, Chicago; Stanley Hobbs, Boston; William F. Meehan, Philadelphia; Elwynne Nagell, Buffalo; Harold Peterson, Los Angeles; Thomas C. Robbins, New York City; Ock Willoweit, Dayton, Ohio; Paul Hargrave, Dallas; Gus Novotny, Atlanta; James Scott, San Francisco; James Shriver, of R. C. King Co., Seattle representatives; Ernest Sabayrac, Detroit; L. B. Smith, of Whitney Sporting Goods Co., Denver, Rocky Mountain states representatives.

MEL JOHNSON ON HIS OWN—Mel Johnson, for 35 years in pro golf and greenkeeping at Peoria (Ill.) CC and Butterfield CC (Chicago dist.) has begun his own pro supply business. His headquarters are at Belmont station, Downers Grove, Ill. A fast selling feature of Mel's line are wood head covers of jungle-tested plastic coated fabric. They're golden in color, fleece lined, have leather numbers sewed on and have hidden sewing of seams. Covers are packed in attractive display boxes with cellophane windows. Mel also makes canvas practice ball bags that are selling very well at pro shops.

Golf's Top Strains of Creeping Bent Stolons at no increase in prices!

To our best knowledge we are the only commercial creeping bent growers offering this fall the following outstanding strains of fresh, virile stolons less than one year old.

C 7, C 19 CONGRESSIONAL and C 52 Old Orchard

There's no inflation in our prices! . . . they remain the same as in the past five years: \$25 per thousand square feet planting area, chopped and sacked, F.O.B. Madison, Wisc. A thousand feet comprises 10 full bushels, packed in 5 bags.

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YOU'RE IN A BIG BUSINESS. It needs the help of your brains and you need the help of the brains of the other smart and successful men who are running golf clubs.

So write **GOLFDOM** what you're doing at your club that is evidence of modern, successful methods in any phase of club officials' management policies and practice, course maintenance methods, pro department operation, clubhouse design, construction, operation and maintenance.

Anything and everything that's sound and successful in the golf business is what we want for **GOLFDOM's** pages so the experience of all in the business can be shared for the mutual good.

Send pictures, too, if you can. Clear snapshots will do.

Write about your problems, your complaints, your failures, also, when you feel that they'll contribute to the advancement of the business.

Don't worry about fancy writing. Just write letters that tell the facts and the figures. We'll care for the literary angle and editing.

We believe that, due to the extreme lively and valuable close-ups on the golf business provided by **GOLFDOM's** readers, we've got a business journal that's a stand-out for help to its reader, but we are determined to make it better, every issue.

Big clubs, medium-sized clubs and small clubs; we want the business stories of what all of them are doing that other clubs might well study.

Thank you.

G O L F D O M

Herb Graffis, *Editor*

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HO-SAVER is the name of a new (patented applied for) hose mender recommended for the repair of any leaking, split or broken hose. It is all-aluminum made with a group of flanges which, once inserted, grip the inner surface of a hose and hold under any water pressure or pull. A feature is that, there being no clamps of any sort on the outside, the hose cannot mar or injure the grass over which the hose is dragged. The leaking part is cut out, both ends of the device soaped slightly and one-half inserted in each end of the hose. Distributed by **WILCO Distributors**, 664 Andrews Building, Buffalo, N. Y., Retail at 25c with a special discount in dozen lots to golf clubs and institutions.

NEW FLOODLIGHT—Revere Electric Mfg. Co., 6009 Broadway, Chicago 40, has a new 750 to 1000 watt all-aluminum floodlight especially suitable for practice ranges, putting greens, tennis courts, pools and parking areas. It is dust-tight and weatherproof and is designed and constructed for easy servicing.

ALUMINUM AWNINGS — Kool-Vent Metal Awning Corp., Keystone Bldg., Pittsburgh, Pa. is making ventilated aluminum awnings and canopies which prevent construction of heat pockets formed by canvas awnings and considerably reduce the temperature in the shade. The awnings and canopies are made of aircraft aluminum, riveted. They don't fade or rot and



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Small Town Model Club

In the Blue Ridge mountains, in northwest North Carolina, is the Mt. Airy country club, with a beautiful course and clubhouse that are among the boasted assets of a community. Although the population of Mt. Airy is only slightly more than 6000 the club is on a substantial financial basis because it makes active use of its well-maintained property. In front of the clubhouse is a swimming pool that's highly popular with Mt. Airy young people and their guests. The pro shop and caddie house—the small white building shown—is unusually fine for a club of this size. The Mt. Airy club has 125 members. Now that the hardy young mountaineers are back from the war they're giving the club heavy play and their enjoyment is richly rewarding the club members and staff who maintained the establishment in first class condition through the war so it would be ready for homecoming.



Mt. Airy clubhouse above; Pro shop below



★ MODERN WAY TO DOWN TREES—For cutting down large or small trees, or for clearing up storm wreckage, many golf courses are now making good use of power chain saws.

Usually driven by a small but powerful, light-weight gas engine, these tools are valuable time and labor savers. For notching and felling the saw has a rotating blade, which indexes at 45° intervals, enabling the operator to cut at almost any desired angle.

Above picture shows an interesting demonstration being made by the Clapper

Company, West Newton, Mass. at a recent gathering of New England Greenkeepers at the Charles River CC, Newton Center, Mass.

A feature of the new Lombard gas-driven saw illustrated is a built-in governor and rotary valve which always assures just the right amount of fuel based on chain load and speed. Use of modern light-weight materials developed during the war are another feature of the Lombard unit. Available in 24-in. and 36-in. cutting sizes. Manufactured by Lombard Governor Corp., Ashland, Mass.

HOWARD HANSON & COMPANY OFFERS NEW WEED KILLER—Now ready for distribution by Howard Hanson & Co., Beloit, Wis., is a new 100% weed killer, Dynitro. Dynitro kills grasses as well as all weeds and was especially designed for use on roadsides, ditch and canal banks, fence rows, driveways and walks.

Dynitro kills outright most annual weeds and kills the above ground foliage of perennial weeds and grasses. It does not sterilize the soil. By permitting regrowth, the soil-protecting ground cover is maintained thus protecting against possible erosion.

Another valuable use for Dynitro is to kill young weed growth on plowed ground that is to be planted later. Planting may be done a day or two after spraying with Dynitro with no deterioration of the seeds.

Municipal Golf in Huge Boom

Municipal golf courses generally are having far heavier play than ever before; in some places having already exceeded totals of 1945 play.

The boom in play at Minneapolis city courses is indicative of extent of increase at numerous of the well-operated public links. Play at Minneapolis many courses for 1946 and 1945, up to June 23rd of both years:

	1946	1945
Hiawatha	22,739	10,183
Columbia	16,798	8,557
Meadowbrook	18,039	5,417
Theo. Wirth	14,596	6,416
Armour	13,286	6,295
Total rounds	85,458	36,868

ENCOURAGES WOMEN BEGINNERS

—Al Collins, pro at Sleepy Hollow CC (NY Met district) says his club's women's committee has greatly encouraged women beginners by establishing a handicap class that goes up to 45 strokes handicap. Al says the idea diminishes the reluctance of new women golfers to get out and play and it gives them an incentive for improvement. Collins also says that one of the blind spots in most pro instruction is that while the fellows may do very well in teaching the beginners to hit the ball the beginners still don't know how to play golf. To educate them he advocates the pro playing a few holes, with several balls, lecturing groups of beginning women or junior classes on how to play the course, use of clubs and in the essentials of the rules.

ELECTRIC EYE AUTOMATIC TEE—

Bart A. Hogeberg, 1521 Franklin, Seattle 2, Wash., now has on the market his automatic tee which he developed after 4 years of experimentation and finished just before Pearl Harbor. After getting out of the navy he completed arrangements for manufacture and selling of his device. When the ball is hit off the tee a photoelectric beam travels thru the spot where the ball was and actuates machinery placing another ball. A 1/6 hp motor operates 15 machines in a row. Hogeberg says the equipment is rust-proof and simple and certain in its performance.

FULNAME MARKING

MACHINES AND DIES are now serving a third generation of golfers. Note carefully that "FULNAME" is ONE word, and that all genuine equipment carries it.

New and improved machines are available in limited quantity.

The Fulname Company Cincinnati 8, Ohio



IT'S SERIOUS BUSINESS

Eddie Williams (left) PGA Seniors' champion, and Jock Hutchison, sr., who was second in the Senior event, qualified at Medinah CC (Chicago dist.) for the National Open. Jock and Eddie thought they'd have more mileage on them than anyone else in the Open field, but Freddie McLeod, winner of the 1908 Open beat them out as the dean of the players at Canterbury. Willie MacFarlane, winner of the 1925 National Open, also represented the Old Guard with a respectable 76 in the first round. —Acme Photo