



tion to home front workers that men in all branches of our armed services required.

The club job wasn't the only one I handled. As did many another of the pros too old for combat service I got a job in a war plant. My job was damned tough work.

We'd get in rushes at the plant and I'd be handling welding rods, 50 lbs. at a time. After one particularly heavy night I was an old, old man the next day when I went out to the club to do my work there.

And the club work I didn't neglect, although there were stretches when the production problem was acute at our plant and I was working at the plant and the club 40 consecutive hours. I learned to crowd a lot of sleep into a few hours then.

REMEMBER YOUR WARTIME LESSONS

THERE WERE many lessons a pro learned during the war. He had to learn them or he couldn't have got by doing a good job for his club. Now one of the tests of the pro as a businessman is going to be that of applying his wartime business experience instead of yielding to a temptation to ease up.

I have been considering my own experience as probably about the same as that of most of the older pros who continued at their clubs. We did harder work than most of us ever have done before, in providing the same sort of balance of recrea-

But during that time I reminded myself that everybody else was working and worrying about their kids, and wouldn't have been the least bit interested in my burdens, in case I had mentioned them. People always come to a golf club to forget their troubles. A pro who acts like he has any care in the world except that of seeing that the member is well cared for, is diminishing his earning power and his value to his club. That's one lesson I had learned long before but the wartime reminded me of it so sharply I won't slight it in these peace years.

By DEWEY LONGWORTH

Professional—Claremont Country Club, Oakland, Calif.

Use Time Wisely

Another thing I was reminded of, and that's the great problem of wisely using time on a pro job. During those crowded hours of the war years I was constantly under pressure to use my time to the best possible profit to my members, the club and myself. Now, with the pressure not so great, I remind myself to resist those invitations to waste time that are so frequent and alluring in the pro business. Time is a big thing any pro has to sell. I can't toss it away in working hours.

Selling was not a problem in war time, but shopping to get something to sell was one of the toughest business problems pros ever faced. In my own case experience paid off well. Any pro who listens to his smart businessmen members gets good tips to help in determining his own judgment on what buying policy to adopt.

My most successful members saw the war clouds looming and they bought ahead in their own businesses. That was good enough guidance for me. I bought ahead in pro shop supplies for our members and in course equipment and parts.

Some of the pros and salesmen thought I was going overboard to buy for a 4 year pull. But during the war my members could buy balls and clubs and bags. They learned from other golfers during the first summer of the war that I hadn't been kidding but had looked ahead to protect them as buyers.

Figure Sales Plan Ahead

So there's another lesson from wartime experience. A pro can't figure on just this season. He has to look far ahead in protecting his members. Right now the problem is one that's tied up with the possibility of inflation. With manufacturing and distribution costs what they are now, how long do you think golf clubs, balls and bags can be sold at present prices?

And believe me, I don't care how dignified and ritzy a club is, a conscientious pro learned something about handling guests when he was acting as the club's golf host to servicemen. I'd leave the club at 3 P. M. and drive 18 miles with 4 riders to a shipyard. Most of the Saturdays were my days off at the shipyard and I could stay at the club all day there. One got to thinking about building ships to take youngsters on their last journeys. That was bound to make you determined to see that they had a good time while they're here—and if they got out to your club.

Thinking about that sharpened your realization that every guest of each of your members, although the guests are not going away forever, as some of those young uniformed guests of ours did, should receive pro department service that'll long be remembered pleasantly.

We always have prided ourselves at Claremont on giving guests attention that'll be unobtrusive and discreet but which will be remembered by them as identifying the highest type of a club. But I think it will be better than ever with the recollection of these kids in wartime in our minds. We had more than 7,000 of them and their enjoyment of Claremont is something of which our members justly can be proud.

I didn't have trouble with the most exuberant of the kids. One reason, I guess, was that I started taking a keen interest in junior golf back in 1918 and learned that kids are easy to get along with when you understand them. Not that a few of them aren't difficult to understand. But what are you a pro for unless you are supposed to know most of the answers, and have the patience of Job?

Older Members Need Help

Another tremendous thing the war reminded me of was the important job the pro can do for his older members. Many of my members are men of extensive business interests. During the war, when they had reached years when they should have been taking things easier, they were under terrific strain. Then, I realized more than ever before, I had a responsibility in seeing that these men got mental relaxation and physical conditioning from their golf. All but a very little bit of my golf play during the war was in playing lessons with these older men. We seldom gambled, and then only for small sums. I didn't want their money and I didn't want them to take mine. When a member got a kick out of a nominal bet I'd take him on, but figuring to myself that the bet would make him forget his wartime worries.

I didn't try to remake their games. F. L. Lipman, a distinguished businessman and financier, showed me how a man of many and heavy commercial interests could get the most out of golf. Papa Lipman has been playing for the past 30 years of his golfing life without fretting himself about improving his game to the degree he'll challenge Nelson and Hogan. But he gets as much fun and good out of golf as anybody I know.

Perhaps in a fair percentage of cases a pro can take a half dozen or more strokes off the score of a player over 50 years of age, but it's going to call for a lot of application and toil in lessons and practice. So I'm inclined to think as the result of my wartime experience in making golf a delight and a relief for older fellows, they're better off if I get a few of their most easily curable faults corrected in the easiest and most lasting way and devote my efforts to teaching them more

(Continued on Page 62)

Iowa Bent Trials Promise

Better Strains

By DR. H. L. LANTZ

Assistant Research Professor of Iowa State reports on program of turf investigation as the project enters its 8th year of vigorous searching for better strains.



Dr. H. L. Lantz

SOME 15 years ago, the Iowa Greenkeepers Association was organized. This group started modestly but kept building better programs and gaining in strength. During the '30's, the organization recommended to the Iowa Experiment Station that a project be established to investigate problems of fine turf maintenance. A formal project was drawn up and approved in 1939. The fine turf project was under the direction of Dr. S. W. Edøecombe until 1942, and then turned over to me.

The first turf plots were planted in the late summer of 1939. Eight strains of bent were secured from the USGA Greens Section. These included C1, C15, C17, C19, C28, C36, Washington, and Metropolitan. The plots were laid out by Dr. S. W. Edgecombe who was in charge at that time. The trial plots were 6 feet by 6 feet in size, replicated three times. The turf garden plantings were enlarged in the fall of 1941 adding C27 and C32 and Old Orchard. In September, 1942, ten strains of bent grass secured from Dr. H. B. Musser were planted in plots in a 3 replications series. This fall other strains were secured from various sources to bring the total to around 30 or more. Somewhere between 8 and 9 thousand square feet are now maintained as close clipped turf. In addition, there is a plot of 3,000 square feet in blue grass.

During the war, the turf program had to be conducted on a maintenance basis. The records, however, on the behavior of the different strains are fairly complete.

The chief objective in this project was to first study the adaptation of the different strains to Iowa conditions, taking into account disease resistance. In other words, to determine whether any among the newer strains were superior to the Metropolitan and Washington bents, the two most commonly used bents in Iowa.

Our studies have dealt largely with the behavior, desirability, disease resistance, winter hardness, resistance to summer

heat, etc. The records so far have proved to be of considerable interest in appraising the comparative desirability of the different bent strains as they are growing under the conditions of this experiment.

It should be explained that the soil where the turf garden is located is a heavy Webster silt loam, one of Iowa's best corn soils and a prevalent soil type in many parts of central and northern Iowa. The turf garden is flat, slopes gently toward the east, has no tile drainage or special preparation for the growing of bent grass turf. Water is supplied by two lines of Skinner irrigation pipes. Mowing is done with a hand greens mower. Topdressing has been applied 4 times per season. The topdressing consisted of well composted soil mixed with 1/3 sand. The fertilizer program in general was as follows per 1000 sq. ft.: Spring—Milorganite, 25 lbs. plus 0-12-12, late summer repeated. During the summer—Lighter applications (10 lbs.) of Milorganite, and ammonium sulphate (1 to 2 lbs. per 1000 sq. ft) were made at more or less regular intervals, or just frequently enough to maintain vigor and color. There were times however when it was apparent that the supply of nitrogen was allowed to go too low. In the fall of 1945, acidity tests showed a pH of 5 to 5.5 Spent hydrated lime was applied in October at the rate of about 15 lbs. per 1000 sq. ft. to study the effect on the turf.

Surprisingly enough, very little brown patch has invaded the turf garden area. This is doubly surprising since no fungicide treatments have been made since it was planned in the beginning to study the relative disease resistances of the various strains. On several occasions, dollar spot attacks were severe early in the season. In 1945, dollar spot ran wild after July 15 and by September 1, a generally severe and epidemic attack was made on all strains. Some of the strains however showed marked resistance as compared with some neighboring strains. On July 3, C1, C19, and Metropolitan showed marked resistance. On September 26, C1 still



Left above: No. 1 fairway, Ames G&CC. Weedone applied at rate of 1 gal. to 100 gals. water, Aug. 8, 1945 on 51,200 sq. ft. Area in upper right was not treated. Photo taken Aug. 8, 1945. Right above: A weed free fairway area following a 2,4-D treatment. 50 gals. of .1 percent solution was sprayed over this area of 25,000 sq. ft. on Aug. 8. Note dandelions in unsprayed area, upper left. Photo taken Sept. 6.

showed marked resistance. All others had a general invasion.

Variety Tests Showings

What do the variety tests teach?

In all of agriculture, the variety is basic. There has been a vigorous searching for better varieties all through the agricultural world. Better adaptation, more resistance to diseases and insects, and higher yields have been the goals of variety experts and plant breeders. As a result, agriculture has made great forward strides because of the origination and introduction of new varieties. Several examples will show what I mean. In Iowa, the new hybrid corn varieties have upped the average yield from around 40 bushels per acre to nearly 60 bushels per acre, a state-wide average. In oats and wheat, similar important increases in yield have been attained through the origination of disease resistant varieties. The story is the same in fruit and vegetable crops and in ornamentals. The results secured with new and improved varieties have been amazing. We believe that the work so far done through breeding, selection, and testing, indicates what can be achieved in bent grasses to originate disease resistant strains and strains better adapted to specific regions and soils.

In the middle west, bent grasses which resist winter cold and summer heat are essential. The pioneer work done by the USGA Greens Section and the U. S. Department of Agriculture in selecting and isolating many strains of bent grass is most commendable. In Iowa, the Washington and Metropolitan bents have almost wholly replaced the German mixed bents, Virginia Seaside, and many other bents. Both Washington and Metropolitan are admirably adapted to Midwestern conditions and both strains have ardent champions among greenkeepers. On well

drained soils, Metropolitan does exceedingly well but is not at all at home on low lying poorly drained soils. Washington is at home on many soils but is perhaps more susceptible to disease than Metropolitan, and in the fall is severely browned by the first frost. In fact none of the 20 or more strains under test in the turf garden are browned by frost as quickly and noticeably as is Washington.

Promise of Superior Strains

By testing many new bent grasses, we hope to find strains which are superior in general behavior to Washington and Metropolitan. I don't feel however that we are ready at this time to state with assurance that any one of the strains which we have tested are good enough to replace Washington and Metropolitan. There are certain pertinent observations however which indicate that there are strains in our Iowa turf garden which are worthy of serious consideration for more general trial plantings. Briefly, these are in order of preference, C19, C1, Old Orchard (C52) and possibly C27. Each of these have been winter hardy, have desirable texture, color, and good growth characteristics. None are wholly disease resistant. Over a period of 5 years, C19 has consistently scored high every year. It has excellent dark green color, a dense compact surface, and produces a good putting surface. It is susceptible to brown patch but responds to treatment quickly. In 1944 and in 1945, C19 was among the last to become infected with dollar spot. There are greens of C19 on several courses in Iowa which are doing very well. One greenkeeper says he is going to put in more greens of C19 as fast as conditions will permit.

C1, often referred to as Atlantic City is a tough bent which stands a lot of

(Continued on Page 68)

Pro Sales Success Depends On Reputation as Expert

By JACK JOLLY

This is going to be a testing year for the golf business. There'll be a flood of business. No doubt of that. But with this great volume of demand there'll also be retail outlets eagerly competing for merchandise to supply the demand. This demand will represent the business of hundreds of thousands who are fairly well set in the habit of buying from the pro because they are experienced golfers and know that the pro puts quality ahead of price. These buyers who have done business with the pro for years know that the pro's prices are strictly competitive, quality considered. They also know that the pro can't afford to sell unsatisfactory merchandise at any price.

But the newcomers to golf are not acquainted with the basic policy of pro merchandising. They are unaware of the considerable difference in equipment that may look almost the same to the inexperienced eye. They don't know the great difference there is having equipment properly fitted to the player's game, as well as to his purse. Many of these new players are private club members. Hundreds of thousands of them will be playing at daily fee and public courses. But in one way or another each of them must be impressed with the fact that the pro is the foremost authority in the sale of golf goods.

The reputation as the man who knows the best and sells only the best in the various price classes is the foundation of the pro's merchandising success. If he's just another dealer, selling the same stuff, and getting by in a smaller shop because he has a retailing outlet closer to the point of use of the merchandise, he will miss the tremendous advertising value that should be inherent in the pro business.

Older pros learned this when their business was being transformed from a handicraft operation in which they made balls and clubs, into a retailing operation in which they sold in quantities larger than they would have been able to supply from their own shop manufacturing operations.

The best test a pro could apply to merchandise when he was making the switch to retailing emphasis in the old days was "is this product up to the standard I'd demand if I were making it myself?" You'll see that the veteran pros still are buying by this test.

When I went into the Silver King ball business that test continued to be governing policy of the business. There have been many opportunities to increase our

sales by enlarging our selling field to include outlets other than pros and you can appreciate that there'll be many more with the postwar market for golf expanding so greatly. Somebody's got to take care of that market or the whole game will suffer. But it won't be me. That would involve loss of an intimate personal relationship and sacrifice of the high handicraft tradition that has been the basis of pros' largest and steadiest profits.

Any pro who is a sound and knowing businessman knows full well that there are objections, from the manufacturers' viewpoint, to the strictly pro-only policy of Silver King. Limiting your retail outlets presents a selling problem. You have to have your quality and sales appeal so high that your selling expense will be kept low on a basis of cost per ball that will compare favorably with that of the big volume general distribution brands. But again you get back to the platform that made it possible for the very successful veteran pros to adjust to new conditions. You give the customer the best he possibly can get, and you give him something that he can't buy a lot of other places, and the customer will prefer to do business with you.

The customer won't go to an awful lot of trouble to learn about what you have and to come to you, unless he's one of the comparatively rare older amateurs who still makes a hobby of having the finest golf equipment. So you'll have to inform customers about your policy and get them so well acquainted with your standing as an expert in golf merchandise they'll talk about you—and give you free advertising.

I know from my own experience and observation of more than 30 years in the golf business that energetic down-town competition can be made to make business better for the canny, vigorous pro merchant who overlooks no chance to emphasize the distinction and superiority of his shop as a place to get exclusive merchandise as well as smartest selections of a few general standard brands, but everything in the shop expertly suited to the purchaser's need.

Where the smart pro has the advantage over any other retail outlet is that the pro thinks of the purchaser as a golfer and the other store thinks of the purchaser as a customer. There's the personal difference that has meant and will continue to mean millions of dollars in income to the wise pros.

A Gauge To Assure Correct MACHINE Maintenance

By
CLINTON KENT BRADLEY

THERE ARE two schools of thought on peacetime maintenance: one group wishes to have more time and men for attending to hand work or "puttering"—attending to little details that make for the "niceties of upkeep"—and the other hopes to mechanize work to the extent of having a minimum of labor costs.

Middle-of-the-road thinking is adapting the course to fit machinery which will take care of the major, costly jobs that can be mechanized so that crewmen have more time for detail puttering, without running up too much of a bill.

In the latter vein, the 3 photos accompanying show a bank of green, which was built by common labor. The slope was too steep for a tractor to safely operate on, and the contours too sharp to mow with gang units without scalping turf on high spots, and missing it (high cutting) in the low spots. To cut it by hand mower required a half hour (at least) weekly.

After the bank was regraded, a tractor-drawn gang mower could do the job in 3 minutes or less. The cost of recontouring was written off in 2 years by the labor cost saving of hand mowing. This cost was transferred to better care of brook banks near the green, which raised the maintenance standard. Due to the change, golfers were pleased, lost fewer balls and there was less tie-up of play, besides better appearance of the course. When several greens were recontoured, the advantages totaled up to a substantial meaning.

The trouble began with original grading construction. A foreman experienced in road shoulder or embankment grading has a different job on golf contouring which will be mowed in future. The usual method of keeping slopes flat by trying them with a rake handle laid on the surface, does not necessarily mean gang

mowers will cut the grass properly when the mowers ride the contours.

Often it is not possible for the golf architect or greenkeeper to be on hand all the time a regrading job is done. The stick gauge helps guide the grading gang in this instance. The gauge is made of 3 common 1 in. by 2 in. "furring" lumber, each 48" long, fastened with $\frac{1}{4}$ in. by 3 in. bolts for hinges, with holes drilled 2" back from ends. No more than 2" of daylight should be seen where the joints bend, as the sticks lay on grade.

Fig. 1 shows part of original grading. Center stick shows where bed knife of 30" mower would scalp. Fig. 2 shows gauge on regraded area with sod replaced. No possibility to scalp or miss on mowing in this instance. Fig. 3 is same bank looking the opposite direction, and approximates bed-knife lines of gang mowers. Reading from left on Fig. 3 note first section of gauge, where mower would



Fig. 1—Original grading at top. Note how regrading gauge shows where gang-mower cut would be. The stick extending from center section is folding rule opened to 5 ft. to show center section length.

cut grass high, then cut low and high on the second section, and the same on third section. Gauge can also be used to grade in direction of mowing, so that undulations are not too steep.

Before alteration work begins (and this



Fig. 2—Regraded bank in foreground is shown by gauge to be right for machine mowing. Compare with original grade at rear.



Fig. 3—Note how gauge shows bed-knife lines of gang mowers, in determining how bank should be regraded.

is important to mention) an experienced golf architect should be consulted. Other changes that would improve the hole, as suggested by the architect, could be done in conjunction with the regrading job.

Note the leaves are off the small tree in background, showing this work was done in slack play season. Regular greensmen would do their routine work, then in spare time the regrading.

The work was done in strips or sections. Sod lifted, top soil put on side, subsoil regraded, top soil and sod replaced, each time the job was worked on. This left a minimum of ground under repair, between times the regrading was done. In many cases, lengthening out the slopes requires no more fill than is already present. On this green, one load had to be hauled in, and this was excess from a similar job on another green.

The 48" length of each of the 3 grade gauge sections was determined by trials, and noting banks which were cut perfectly by gang mowers. Sections could be shorter where odd conditions exist, but they should not be less than 36" each, if the grade is to be mowed truly.

Says OPA Mower Edict Halts Manufacturing

The Clapper Co., New England course equipment and supply house, is writing golf clubs suggesting that they ask for revision of OPA ruling which virtually stops mower manufacture. The letter "To All Golf Clubs" says:

"On October 10, 1945 the Office of Price Administration issued Order No. 3 under the Maximum Pricing Regulation No. 188 covering the manufacture and distribution of Hand Lawn Mowers.

"One large hand mower maker, whose line we have never sold, claims that he has canvassed 85% of the hand lawn mower manufacturing industry and that they

agree with him to the extent that they cannot and will not produce on the basis of Order No. 3 and the result will be that very few hand lawn mowers will go on the market until this Order is properly corrected or eliminated.

"This manufacturer says that gray iron casting are 35% higher, that malleable iron castings are 45% higher and that labor is 50% higher yet they have been granted under this Order an increase or mark up of only 17% over 1941 prices.

"He also states that another penalty is that old time producers must furnish a complete assortment of mowers, including low end numbers and in the same proportion as prewar. The newcomers in the industry, also those factories which have changed ownership and are now considered by O.P.A. as newcomers are not penalized in this respect. They are permitted to offer higher priced numbers only without restrictions on quantity. This is also most unfair.

"He also claims that the order provides for price tagging with the exception of those furnished to Mail Order Houses and Chain Stores with no provision for freight cost. How can manufacturers place a price ceiling tag on a lawn mower with the same price for resale in Richmond, Indiana as in California or Texas. The dealer cannot absorb this freight cost when the dealers' percentage of profit as directed by O.P.A. is only 27% of his selling price.

"Lawn mowers are nonessential so far as actual living costs are concerned and O.P.A. should immediately remove all controls and restrictions. Manufacturers could then go quickly into full production and competition would keep prices in line. All they want is the chance to go back into production, give full employment, supply the pent up demand for lawn mowers and make a living profit.

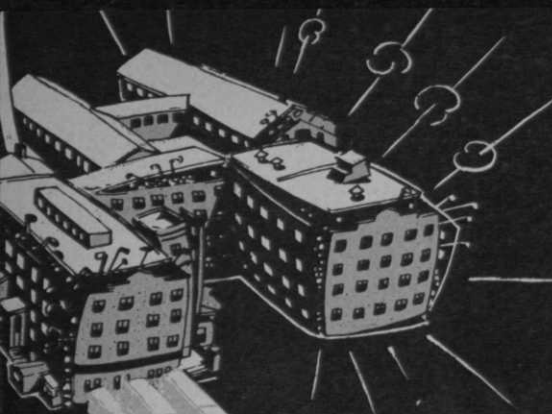
"You are interested in lawn mowers as a necessary product to keep your course in operation and open for play. You can help this by telling your Congressional Representative and the two Senators from your State how you feel on this matter.

"While we do not sell his line we thought his ideas worthy of passing on."

YOU'LL BE SORRY! —or will you?

Golf Management will have plenty of \$64 questions to be answered this year.

HOW? SEE PAGE 84



Mac

IS

After 117 years at the "old stand" in Dayton, Ohio, "The Greatest Name in Golf" has been forced to seek larger, more adequate quarters for its constantly increasing manufacturing and sales operations. Lately, we've been "busting out all over." Our old building—large as that building was—just couldn't hold us. To meet all the requirements for our streamlined operation and our plans for expansion . . . we're moving to Cincinnati, Ohio . . . one of the world's leading manufacturing cities . . . near the center of United States population . . . with better transportation facilities for incoming raw materials and shipment of our finished products. In our new location, with greatly increased space, and with the very latest equipment, we'll be better able to supply you with all the fine MACGREGOR merchandise (Golf and Tennis Equipment, and CRAIG WOOD Authentic Sportswear) that you want to satisfy the urgent demand of your customers.



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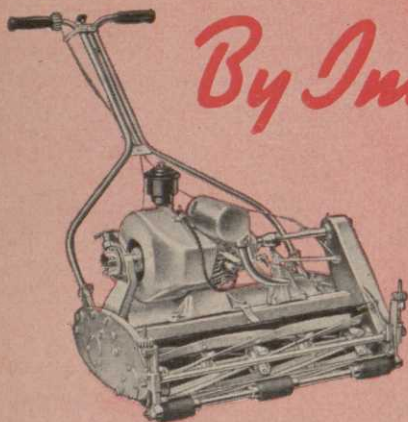
ON THE MOVE!

Please address all future correspondence to

MacGregor Golf, Inc.

4861 SPRING GROVE AVE., CINCINNATI 32, OHIO





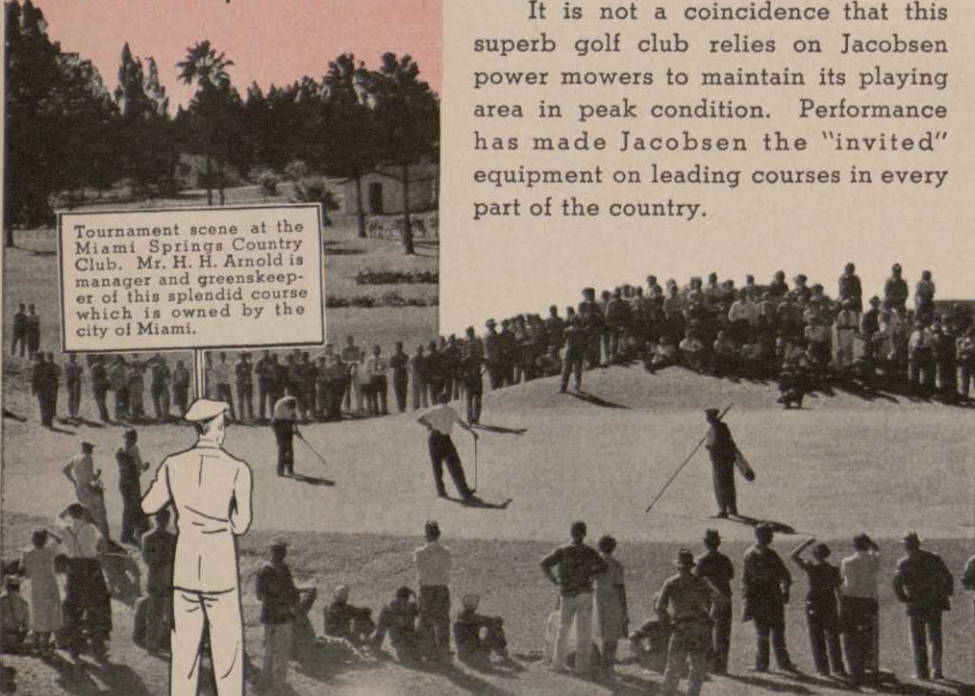
By Invitation Only

SCENE of one of the outstanding tournaments of the winter golf season is the Miami Springs Country Club, Miami, Florida.

The event is the 21st International Four-Ball Golf Matches, held March 7, 8, 9 and 10. By invitation, 32 of the nation's top-flight professional golfers, headed by defending champions Byron Nelson and Harold "Jug" McSpaden, compete for \$7500 prize money.

It is not a coincidence that this superb golf club relies on Jacobsen power mowers to maintain its playing area in peak condition. Performance has made Jacobsen the "invited" equipment on leading courses in every part of the country.

Jacobsen POWER GREENS MOWER
The Greenskeeper's Favorite



Tournament scene at the Miami Springs Country Club. Mr. H. H. Arnold is manager and greenskeeper of this splendid course which is owned by the city of Miami.

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