

Jimmy hit 440 YARDS!

One guess who Jimmy is . . . and what ball he used . . . All right, don't turn the page upside down. Your answer is—Mr. Thomson, of course—and his famous golfing partner—the one and only Spalding DOT!

Adds more distance to summer sales!

Now's the time to pass out graduation honors to your promising top-notchers. And you know the speech that goes with the diploma: "Mr.—you're ready for the Spalding Dot"!

Yes—now's the time to get more distance on summer sales—and DOT'S the ball that can do it for you!

the Spalding

DOT *

is the greatest ball in golf!

SOLD THRU PROS ONLY



TOP-FLITE®



PAR-FLITE®



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*Reg. U.S. Pat. Off.

the year. This should be made according to the need. Where putting green turf has a tendency to become infested with poa annua, it is suggested that nitrogen fertilization be delayed until the bent has started to grow well. Early treatment of poa annua turf with nitrogen may stimulate the poa at the expense of the bent. From a pound to a pound and a half of nitrogen per month for each 1000 sq. ft. of putting turf is estimated to be the requirements for satisfactory putting green turf. If soils are heavy and there is a tendency to scald in mid-summer, fertilizer treatments should be omitted or cut in half for the summer months.

3. **Weeding.** The best control of weeds in putting green turf is a good solid stand of grass. Clover, poa annua, chickweed and other weeds are an indication of weak turf. The cause should be found and remedied. Weed control chemicals are not recommended on putting green turf.

4. **Topdressing.** Topdressing is required to maintain a smooth, true putting surface. Since this is one of the most expensive operations on the golf course, its justification should be carefully considered. Some putting greens have been maintained for as long as 12 years without any topdressing. The best mixture that can be recommended, according to the authorities, is one that contains equal parts by volume of good clay loam soil, coarse concrete sand, and peat. Manure or raw sewage sludge do not take the place of peat as the source of organic matter. If desired, well rotted manure, five or six years old and thoroughly composted may be substituted for half the quantity of the peat. Topdressing should never be applied on heavily matted turf. The excess grass should be raked out thoroughly so that contact is established between the topdressing and the soil. The best time to accomplish this is in the cooler seasons, spring and fall, when the grass is growing vigorously and will recover from the shock.

5. **Mowing.** Mowing at a height of 3/16 inch should be the rule unless members object to the greens being too fast, then the height of cut may be raised to 1/4 inch. It is considered best to maintain the same height of cut throughout the season. If the grass needs an occasional rest it may be best to skip mowing now and then to give it a little more growth. The best greens are mowed daily.

6. **Insect Control.** Web worms become a serious pest in some seasons. Reduce the damage from this pest as well as to control earth worms, cut worms, grubs and to some extent chickweed and poa annua, by using arsenate of lead. Apply as a spray at the rate of 1 to 2 pounds in 10 to 20 gal. of water per 100 sq. ft. Apply when fair weather is predicted. Treat ants with any method of control before the warm weather of summer arrives. Stomach poisons should be applied at intervals of approximately two weeks in order to kill the entire colony. Sabadilla dust, 10% strength, may be applied in order to kill at the rate of 100 pounds to the acre, or 2 1/2 pounds to 1000 sq. ft. for immediate control of leaf hopper, chinch bug, and many other chewing and sucking insects. The use of DDT or Chlordane as a spray should be considered for the control of chinch bugs, sod web worms, cut worm and similar insects. The suggested rate of application is 10 pounds of actual DDT or Chlordane to the acre of 1/4 pounds to 1000 sq. ft.

7. **Watering.** Water greens lightly in the morning during the brownpatch season. Morning watering reduces diseases, especially brownpatch. After spiking they should be heavily watered. Early morning watering takes the place of poling for the removal of dew. This job requires the best man on your force. That's how important it is.

(Continued on page 65)

PACIFIC COAST MIDSUMMER TURF MEETINGS



Group shown at left met at San Diego CC (Calif.) in June. Marvin Ferguson, USGA Green Section, and O. J. Noer addressed the group in the afternoon discussion meeting. Outcome of the meeting was decision to organize a local association devoted to development of better turf. At the right is shown a group in attendance at the Washington State Turf Conference, Pullman, Wash.

Golf's Finest....

THE SUPER-CHARGED SWEET SHOT

Off the tee it has the get-up and go of a thoroughbred winner—

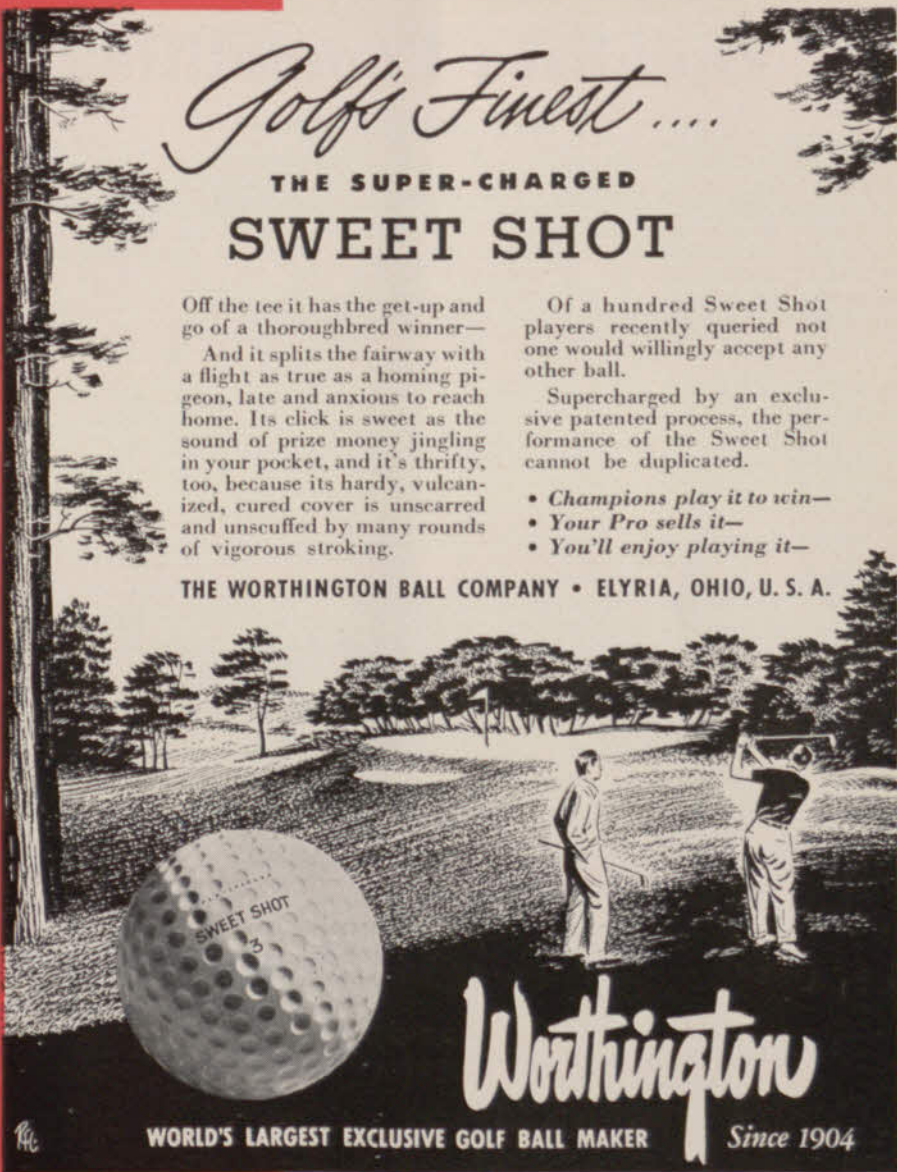
And it splits the fairway with a flight as true as a homing pigeon, late and anxious to reach home. Its click is sweet as the sound of prize money jingling in your pocket, and it's thrifty, too, because its hardy, vulcanized, cured cover is unscarred and unscuffed by many rounds of vigorous stroking.

Of a hundred Sweet Shot players recently queried not one would willingly accept any other ball.

Supercharged by an exclusive patented process, the performance of the Sweet Shot cannot be duplicated.

- *Champions play it to win—*
- *Your Pro sells it—*
- *You'll enjoy playing it—*

THE WORTHINGTON BALL COMPANY • ELYRIA, OHIO, U. S. A.



Worthington

WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

Since 1904

The SWEET SHOT as advertised in the POST

TELLING NEARLY 4,000,000 PEOPLE EACH ISSUE TO "ASK YOUR PRO"

★ **PLAY A WINNER**

★ **SELL A WINNER**

Thus you—Profit 2 ways—When you stock and display The Super-charged

SWEET SHOT—GOLF'S FINEST

Yardage Balance in Design Equalizes Competition

By WILLIAM B. LANGFORD

All golfers know that some courses always wear them out both physically and mentally, even though they are beautifully built and maintained and frequently lauded by scratch players. A round over such courses brings not only exhaustion but also depression.

This is not because of too great over-all length, badly built uninteresting holes or failure to use the terrain to eliminate climbing and long walks from green to tee. It is because, in play, one encounters a series of similar holes, on each of which, though you hit to your limit, you are unable to score.

The total length of the course is not the factor causing fatigue and frustration. The 300 or 400 extra yards played do not take the starch out of you but the 30 yards added to many holes, putting them out of range for your best efforts do upset the appiecart. It is the distribution of yardage, not the sum total, that gives a disproportionate advantage to brawn and spoils the fun.

Nothing wears a fellow down more in mind and body than repeated failure after herculean effort. A well-balanced course does not present a preponderance of holes where the moderate driver, and I don't mean duffer, cannot score if he is accurate and canny.

A course which is a pushover for one who has only distance at his command can be a nightmare for his shorter driving but much more accurate and versatile opponent. A course that encourages precision and finesse is much better and more enjoyable than one built for power. It is at least as unwise to create a layout heavily favoring the hitter as it is to construct one with no holes where distance pays off.

The shorter player must always make up for his lack of distance by steadiness and accuracy. He is usually out on a limb playing the odd but will not complain about this setup if he feels that he has a reasonable chance to come through.

COURSE A					COURSE B				
Yardage	Par	Hitter Hole	Strokes to reach green		Yardage	Par	Hitter Hole	Strokes to reach green	
			By long hitter	average				By long hitter	average
490	5	*	2	3	545	5		3	3
480	5	*	2	3	530	5		3	3
470	5	*	2	3	515	5		3	3
460	5	*	2	3	475	5	*	2	3
450	5	*	2	3	460	5	*	2	3
440	4	*	2	3	445	4	*	2	3
430	4	*	2	3	430	4	*	2	3
420	4	*	2	3	415	4	*	2	3
410	4	*	2	3	400	4		2	2
400	4		2	2	385	4		2	2
390	4		2	2	370	4		2	2
380	4		2	2	355	4		2	2
370	4		2	2	340	4		2	2
360	4		2	2	325	4		2	2
220	3	*	1	2	200	3		1	1
180	3		1	1	170	3		1	1
150	3		1	1	145	3		1	1
130	3		1	1	125	3		1	1
6630	73	10			6630	73	5		

He may be called a scrambler but he certainly is not a quitter.

The longer driver has an edge on every hole, since he plays shorter and simpler seconds. He should not receive the added advantage of many holes where only a miracle can save Mister Short. Courses should be built to encourage, develop and reward long hitting but they should not negate precision.

To illustrate the effect of balance or length distribution in bringing out the true all round difference between golfers, I submit tables A and B, showing the holes on each of two courses arranged in order of length. These courses are of equal standard yardage and have the same par; neither has any duplication of hole

length. On Course A, a player whose distance limit is 200 yards will have a one stroke disadvantage on the greens of the ten holes checked. On only five holes of course B will he face a like deficiency because of lack of distance ability. Course B is fun for all golfers and a fine all round test; Course A can only be enjoyed by the power boys.

I hesitate to present the figures similarly shown in the ridiculous courses depicted in tables C and D, but do so as it may bring my point home more forcefully. They are identical over-all length and par courses. On Course C, the 200 yard limit driver never gets there in par strokes but he can make the grade on every hole on Course D:

COURSE C					COURSE D			
Yardage	Par	No. strokes to reach green		Distance per stroke Long	Yardage	Par	No. strokes to reach green	Distance per stroke
		Short	Long					
450	5	3	2	225 yds.	560	5	3	186 $\frac{2}{3}$ yds.
450	5	3	2	225 "	560	5	3	186 $\frac{2}{3}$ "
450	5	3	2	225 "	560	5	3	186 $\frac{2}{3}$ "
450	5	3	2	225 "	560	5	3	186 $\frac{2}{3}$ "
450	5	3	2	225 "	560	5	3	186 $\frac{2}{3}$ "
430	4	3	2	215 "	380	4	2	190 "
430	4	3	2	215 "	380	4	2	190 "
430	4	3	2	215 "	380	4	2	190 "
430	4	3	2	215 "	380	4	2	190 "
430	4	3	2	215 "	380	4	2	190 "
430	4	3	2	215 "	380	4	2	190 "
430	4	3	2	215 "	380	4	2	190 "
430	4	3	2	215 "	380	4	2	190 "
430	4	3	2	215 "	380	4	2	190 "
430	4	3	2	215 "	380	4	2	190 "
220	3	2	1	220 "	195	3	1	195 "
220	3	2	1	220 "	195	3	1	195 "
220	3	2	1	220 "	195	3	1	195 "
220	3	2	1	220 "	195	3	1	195 "
7000	73				7000	73		

Expert Advises DDT for Crayfish Control

Dr. Horton H. Hobbs, Jr., Smithsonian Institution, Washington 25, D.C., in sending Fred V. Grau, USGA Green section a list of burrowing crayfish likely to be most troublesome on golf courses, advises: "All indications point to the fact that DDT is the most effective control agent. It would certainly do no harm to experiment with this substance. It might be that its effectiveness would make it no more costly in the long run than some of the less expensive poisons."

Fenner A. Chace, Jr., curator, division of marine invertebrates, Smithsonian In-

stitution, in forwarding Hobbs' recommendation to Grau, adds:

"Dr. Hobbs also suggests that we would be very glad to receive specimens of crayfish from various localities in the United States. If any golf course superintendents are interested in obtaining identifications or in adding valuable material to our collections, we would be most grateful for their contributions. The specimens are best preserved in 80% alcohol or 4% formalin (a 10% solution of commercial Formaldehyde). After remaining in either of these solutions for a week or two, the crayfish may be wrapped in damp cloths and sealed in tins for shipping."

The HAIG Christmas Dozen.



*If it bears my name
it's sold through
Professionals only
Walter Hagen*

... the superlative
Christmas Gift
for Golfers



Take your Christmas orders early

A full dozen of the sensational new HAIG golf balls in this rich, embossed, hand rubbed, maroon utility gift box, is a gift combination that will thrill any golfer. You sell The HAIG Christmas Dozen at the regular retail price of the balls alone. Order now so you can make the most of the time remaining for booking "before-Christmas delivery" orders from your customers.



WALTER HAGEN

Division of Wilson Sporting Goods Co.
Grand Rapids 2, Mich.

Good Office Space Necessary For Pro Shop Operations

By JOHN BUDD

Professional, En-Joie CC, Endicott, N. Y.

How wrong to say we do not have time to write or answer letters when in reality the average professional can jot out ten letters or post cards in a short half hour. Here is the catch, most of the trouble comes from not having paper and supplies easy to reach so that odd minutes can be turned into action with the pen or pencil. This holds true in all pro detail work, from writing and newspaper publicity through bookkeeping and records.

A handy office space in the pro department makes this work simpler in every way. This space may be a small room where all records and office data are kept or it may be only a desk space that must serve for these needs. If it centers all needed papers, forms, and office work in one accessible place, the work will be easy to accomplish.

When writing letters and cards becomes a habit it is easy and enjoyable. Simplest form is to have a pad of post cards right next to your fountain pen or typewriter, if you use one. When you think of someone that you should write; just jot it on a card and drop in the outgoing mail box. This simplest form of correspondence can be finished in one minute to each card. It is the easiest of all ways to order your needed merchandise replacements. If you choose to use paper and envelopes; just follow along the same lines. Paper, envelopes, stamps and writing gear right at hand, then do it when it comes to mind.

There are some of the lucky fellows who have a club stenographer available for their use and this makes writing letters a cinch. Just talk it off and you are through, except for signing your name.

Many sound ideas come through the mail as a result of swapping ideas with other pros of your acquaintance. It is real fun to keep in touch by mail and if you are passing up this method of self improvement you are losing much as you travel life's pathway.

Record System Prevents Neglect

A record system tells the story of your business and is the neglected part of many pro operations. Reduced to simple



John Budd uses his private office during slow period in early morning to bring records up-to-date. After entries are made he takes advantage of quiet by planning day's work for assistants.

terms a bookkeeping system tells what part of the whole melon goes to paying for merchandise, expenses, profits, or loss in many cases. If your profit after expenses shows too little, you should check your whole business to see where the leak is. The old saying that a big part of the cash from every sale really belongs to the Company from whom the goods was bought or to the Capital Account from which future merchandise will be paid, is still basic business.

In a practical office set-up the bookkeeping is easy and fast. Our office set-up includes, two desks, adding machine, safe, two file cabinets, typewriter and other lesser equipment. These things have been accumulated through the years and are replaced when needed. After the night check-up everything is put in its place so that early morning time can be given to all book work. Each man has his own job to do. Because of proper equipment and a place to do the job we have an easy time of it and it is not a burden. The office set-up is the key to success in good records and sound management of your business.

Planning your work program becomes easy when a nice office space is avail-

acclaimed by pros and amateurs...

famous

Burke

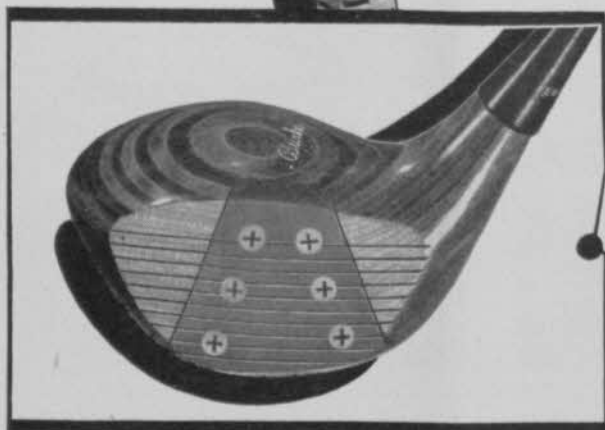
clubs with the new

VACUUM GRIP

There's a new feel to the Burke Vacuum Grip—it's "non-slip" even when wet, yet it is kind to tender hands. Made from specially compounded rubber, cured on-the-shaft, it can never come loose, and provides perfect insulation for the hard shock of a topped ball. Pros and amateurs proclaim it "the finest grip ever applied to a golf club." Guaranteed for the life of the club. Optional on most Burke clubs.

BURKE PUNCHIRONS

The irons with a "punch", precision built, precision balanced, made by craftsmen for precision golf.



BURKE HY-SPEED WOODS

Made for the better golfer, with a Burke Laminated Head and designed to get maximum distance out of your shots.

Ask your pro about Burke SAV-A-SHOT Clubs—real stroke savers on and near the green.

Burke

GOLF, INC., NEWARK, OHIO

Since 1910 Better Clubs for Better Golf



Professional John Budd demonstrates here the same exacting attention to the needs of his members as he puts into daily practice in the efficient operation of his pro shop. He is shown here balancing a wood club on the Lorythmic Swing Weight scales to determine how many buck shot it will take to make this wood balance the swing weight of its mate. Shot can be seen on top of club neck.

able. You can sit down and quietly review the strong and the weak points of your program. Write out orders for your assistants. Plan their jobs and write out directions. Outline all your thoughts on paper. As time passes you can review these things and act upon them. Plan your work in your office space and put it in writing. Many fine thoughts are lost because they are not put on paper at once.

Develop Writing and Publicity Talent

The professional knowledge of golf places us so far ahead of the average

newspaper writer that we are losing a bet if we fail to develop our writing and publicity ability. Tell your story to your golfers. Now, here the little office corner can really do a job. Sit down for a few minutes and write out your thoughts on golf at that moment. Add a few personal angles about golfers at your course. Try these things on your local news outlet or through your radio channels and you will soon find sound publicity getting in all the papers. Good for golf; yes, and good for your business too. The office space does a job in this important field and soon a professional can develop outstanding ability at publicity.

Through your office set-up and a sound system of operations you can be sure your program will go on whether you are there or not. When the system works right you can read the whole operation of your business even if you are away for days. This keeps your staff more alert, because they know the score is being kept through sound office management. They dare not stray far from the narrow path of good business.

Use Office Space to Think

Book work becomes troublesome only when it gets way behind. If done quickly and properly it is no great chore and can be kept without worry. Most book jobs can be done in the time it takes to worry twice about it. See it and do it; that is what I drum into my assistants all of the time. Keep ahead of the ball and all will be easy.

Your little office space will give you a place where you can sit down and think

(Continued on page 66)



Assistants (L to R) Joe Zeilic and Bill Dennis dip a wood head in lacquer bucket and brush off surplus while John Buss uses loft gauge to check facing job on a wood club. Note simple method of drying lacquered heads by resting on window frame and holding steady with small wire hooks fixed to steam pipe. Heads are near lights and in warmest part of the room so they will dry quickly.



Assistant Joe Zeilic (left) cleans face of iron club while Budd helps Bill Dennis in refacing a wood club. Note tool drawers across work bench and the sliding door storage underneath the drawers for supplies. At right and left are curved shelves for paints and other supplies that need to be in sight. In center directly under window is rack to keep small tools easily accessible.