

the course permits; also to own their own clubs.

"My assistant, Jimmy Murray, conducts caddy training with the help of two older caddies every Saturday morning. Class "B" caddies are required to report Monday and Friday (slow days) when they are all given a bag. I check everything he gives them every Friday and bring in rules of golf and etiquette.

"Right now the caddie committee is working on a plan to have free eye and foot examinations by two of our members who are specialists.

#### Sales

"In my selling operation I use (1) installment or deferred payment play selling, that is, the payment may be spread out through the season.

"2. Liberal trade-in policy.

"3. Players may try out any set before purchasing.

"4. I carry a representative amount of most brands of merchandise.

"5. We keep open for Christmas business. I do business 12 months a year. Too many pros "give up" after Labor Day.

"6. We keep the shop clean, and our merchandise moved as often as possible. We make every effort to keep it comfortable.

"7. We have pictures of our own champions along with the pro stars.

"8. I keep a perpetual prospective list of members needing playing equipment and other golf needs.

"9. Merchandise is all plainly price-tagged.

"10. We keep the clubs on the cleaning list in top shape so when a player is ready for a new set we can give him a better trade-in. Also used set is easier to sell.

"11. Each winter my shop is repainted and minor changes in display racks take place, all for giving better service and making my shop the busiest and most interesting spot in the clubhouse."

#### What Officials Don't Realize

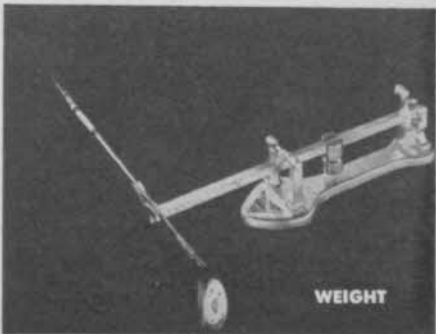
W. C. (Bill) Gordon, pro, Tam O'Shanter CC, Chicago, and pres., Illinois section, PGA, gives the club official an insight into pro problems of 1948 and every other year, in saying:

"The golf professional is an individual who has learned the fundamentals of his business the hard way—by experience. Books have not been written that will take him through the paces that are required in the operating and running of a pro shop at the average country club.

October, 1948



SWINGING BALANCE



WEIGHT

## PROS! YOU NEED

THE NEW OFFICIAL

### Golf Club Balance

Tells correct weight, also swinging balance by ounces. Price \$25.00. Your old Lorythmic scale may be sent in postpaid for credit of \$7.50 toward purchase of an Official Balance.

Write for descriptive folder. When answering we will include list of

# Ken

SHOP SUPPLIES

Form-A-Coat, Golf Grip Conditioner, Lacquer, Adhesives, Bag Dressing, Finishing & Buffing Supplies, Pro Shop Equipment.

Write for handy order form.

## Kenneth Smith

### GOLF CLUBS

*Hand made to fit You*

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THE CLUB SITUATION: We are now filling orders for sets of woods and irons received many weeks ago. Sorry we can't give rush service. Please continue to place orders many weeks ahead of your requirements.

# EASIEST of all Clubs to Play

Cuts Scores 10 Strokes

THE CHIPPER, one of the Famous 3 in the Stroke Saver Set, is specifically designed for pitch, run and chip shots within 50 yards of the green where  $\frac{2}{3}$  of the game is played. This club has practically no sole, permitting the face of the club to extend under the ball to the greatest possible degree. This feature, plus the SQUARE GRIP and short shaft insures directional accuracy not possible with any other club.



## STROKE SAVERS

PUTTER 31", APPROACH CLEEK 32", CHIPPER 33" long. Nationally advertised and priced \$8.75 each. Left-hand models now available.

### EXTRA IRON PROFITS

More than 1,000,000 have been sold. Thousands of present owners want new STROKE SAVER models with the improved brown leather perforated grips and triple-plated chrome heads. Newcomers go for them as they are the easiest of all clubs to play.

**ORDER A SAMPLE SET TODAY.** To show them means sales to present users and thousands of players who will buy these extra irons to improve their game.

*Send for new circular about the Walloper (Iron Driver) biggest selling special club ever developed, also the Trap Shooter-Niblick.*

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BECKLEY-RALSTON DIVISION

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"Many clubs have been given 'Golf's Business Man,' a booklet to enlighten club officials about the pro's duties, but the booklet does not say that while the pro is performing various feats of salesmanship and using his personality to promote good will and fellowship, some one is doing other work expected of him and the pro must foot the bill to carry out this work.

"A golf pro is often paid a small salary or none and has to pay labor up to \$4,000 in the running of his job. Most clubs, during the golf season, work the pro department from daylight till dark. Evenings are spent doing bookkeeping or figuring handicaps. As soon as the golf season begins to taper off the pro becomes aware of the possibility that he may be out of his job because of some controversy over the caddy system, the handicap system, a pair of shoes he sold that were too tight, or a hundred other things.

"Every pro should make up a profit and loss statement at the end of the year to see for himself how rich or poor he is becoming.

"There are many cases where officials look at gross figures as net figures. They do not realize that labor at country clubs in a pro shop is not on an eight-hour day. It runs almost 12-15 hours during the playing season.

"I give each of my two club-cleaning boys in the pro shop two days off every week to offset the long hours they put in and pay them a full week's pay. To have men open the pro shop at 7-7:30 AM and close at 8-9 PM in summer your operating schedule must be given consideration. Club officials expect this service but it is difficult for them to realize that lunch and dinner for pro shop help must be figured into an operating schedule of this kind. A pro can handle this, but capable help will not last so very long unless attractive inducements are made.

"There used to be a time when the assistant pro looked forward to becoming a Bobby Jones. Around the average club today the assignment pro gets to play only on his day off. What little practice he can get comes before and after work. However, his opportunities are great if his spirit is willing.

"Clinics that show the latest in repairs, teaching and selling, will bring a good working pro along fast. The playing pro's situation is more glamorous and risky. He has a terrific gamble and must have ample capital to withstand the setbacks in the expense of tournament play.

"Golf professional work is quite pleasant when you are dealing with people who enjoy the outdoors, fresh air, and are good sports. Until the pro learns that he is not

to win arguments, not to show too much prosperity, but always be able to give his customers consideration, he will be continually in the middle of criticism and controversy."

#### Each Pro Job Differs

Charles Harmon, pro at Jackson (Mich.) CC reports:

"In my case the season's work was more of a question of setting up a sound program of good golf business sense than to use new ideas.

"I had good training as an assistant by working with Ky Laffoon. I got his ideas from a good player's standpoint of running a club, and by working with Jerry Glynn I got the ideas of a great merchandiser. Then by working with Chuck Tanis at Olympia I learned the balance and received great experience at a large club.

"By being congenial and by trying to help the members get the most fun from their club and by sticking close to my job, I try to present the high standards of the professional in the eyes of my members.

"My shop was small so an addition was added. Better lighting, rugs, chairs, etc., made it homey.

"The club membership jumped from 75 to 215 in the two years I have been here. Play has increased greatly and everyone is enjoying the club to the fullest extent. The Board of Directors has been very active and progressive in making the club a delight to members and the professional.

"I think every pro job requires different things. A pro has to be an expert analyst of his job. He looks things over and fills in the gaps or broadens the things that need attention. One thing may be required here and another somewhere else.

"I believe the caddy problem is the most general. I plan to hire one of the school's athletic coaches next year as a caddy-master and to include instructions for our boys in other sports as well as golf. We now give them instruction in golf, a caddy tournament, banquet, and other recognition and rewards. Instead of just letting them play on Mondays we will also allow them on the course Friday mornings if we are not too busy.

"We are getting better cooperation from the members towards the caddies.

"As for the shop; I change my display often—at least once a week—featuring the seasonal sportswear and equipment. This

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- Scientifically designed glove, built on vacuum-grip principle—for better golf!
- Minimizes slippage, improves score!
- Made by skilled craftsmen of finest imported capeskin for wear; adjustable wristlet.

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"PAT" PATTERSON CORPORATION

Exec. Offices: 2 Maple Avenue, Bay Shore, L. I.

Factory . . . Gloversville, New York



\*U. S. Patent Applied For\*



helped me sell more than last year when the changes were not as frequent.

"I bought the quality of merchandise I thought would sell and was careful in ordering sizes that sold. This also protected me against carrying over a heavy inventory.

"Repainting carts and keeping them greased and in good working condition increased that business.

"By working with my assistant and shop boys on their duties I got them to take greater interest in their jobs. They perform very well.

"All of this is old stuff to most pros but maybe it will be of some help to a few who are always interested, as I am, in checking their work with that of other professionals so the members will get the most complete and competent service we possibly can give them."

## PRO BUSINESS GOOD

*(Continued from page 32)*

Now women generally have been convinced that pro stocks in price, range and quality, give them excellent buys in specialty shop merchandise. With women's club production by leading manufacturers getting to the point where a strong drive can be made for this business, 1949 prospects for women's volume in pro shops look very good to pros who have studied this phase of the market.

Generally pros are ahead of club officials in developing golf interest and play among younger people. This work was given impetus by pros at universities who have seen a rapid and wide increase of student interest. The National Intercollegiate championship has become one of the major events of the year. The number of colleges having courses already is rather imposing and numerous other schools are planning installation of courses or golf practice ranges.

### Protecting Clubs Against Slump

Situation at private clubs in metropolitan districts stymies some of this promotion among younger men and women. Average age of members at most metropolitan district private clubs in the central and eastern states is between 50 and 60. The clubs are pretty well crowded and highly desirable young businessmen whose fathers don't happen to belong to preferable clubs are frozen out by high initiation and dues and waiting lists.

Pros who remember what happened after the 1929 stock market crash when an army of the older men quit playing and clubs were in sad shape, are wondering what they can do to get their clubs to protect themselves against another such crash by

having eager replacements in the membership available.

This year pros definitely helped extend the season in states north of the Mason-Dixon line. The pros saw to it that competitive events that gave everybody a chance for prizes, were conducted after Labor Day. Some pros gave the prizes themselves and found it a fine good-will investment as well as something that kept the club plant in use during the beautiful days of early fall. Course maintenance practice in cleaning off the leaves made play pleasant.

### Pro Advertising Increased

Pro advertising this year was better than ever before. The smart pros spent their own money in keeping their lesson, service and merchandising stories attractively before their customers. In a few cases groups of pros in a city paid for newspaper space to collectively advertise their stocks and services.

Pros were more active in radio than in any previous year. Some were especially active in collecting interesting material for their scripts.

Golf lessons already are almost a standard feature of television programs but the television medium requires a change from practice tee methods that hasn't been satisfactorily developed yet.

NBC has made films of a series of lessons by Joe Novak in which movie celebrities appear as pupils. It's all in earnest instead of in the style of previous Hollywood golf instruction picture jobs which dragged in the movie stars as comedy relief or as window dressing. The NBC-Novak production follows a distinctive pattern which seems certain to have strong attraction and instruction value for those who want to take up golf, the novices and the advanced players. No announcement has been made of date when the series will be made available for extensive television presentation.

Northern California PGA has bought radio time enabling it to broadcast buy-from-pro commercials and carry pro air programs past the point of general free publicity.

### Consider Pro Schooling

Consideration of professional business training courses continued to be in the talk stage. Leading pro businessmen have repeatedly remarked that the greenkeeping short courses conducted at state agricultural schools have accounted for advances in course maintenance that have been unparalleled in golf. Pro golf needs similar organization of its merchandising, teaching and general service research and instruction.

Business conferences, especially in Minnesota and Indiana sections of the PGA, each spring bring out ideas that have added to the incomes of veteran pros and younger fellows in the business. These and other test runs of the training school idea have demonstrated that there is need for schools with officials collaborating with college athletic departments and faculty members in the planning and conduct of the pro educational courses.

Some boost was given to the organization of pro training by the GI Bill of Rights deal which called for defining what kind of training a professional golfer should have. When an ex-GI qualified for that government help he had to take a course that professionals and educational authorities agreed eventually should make him able to handle a master pro job. Assistant's training also has received a lot of attention from pros lately. Many candidates for assistant jobs want to play golf and develop their own games but don't want to work at the other less glamorous, but highly important, phases of the golf department job.

It all adds up to pro planning of business education having progressed during 1948 although it has some way to go before the pro schooling is on a basis comparable to that of greenkeepers.

Youngsters are jumping directly from amateur ranks into pro jobs at clubs, notwithstanding the PGA Class A membership requirement of years of apprenticeship training. Observant experienced professionals have expressed the belief that unless the PGA takes action on a definite program of education for the pro golf business inexperienced club officials are bound to consider the main requirements needed to hold a pro job are ability to score rather well, reasonable understanding of the methods of the game and a pleasing personality.

## IMPROVEMENTS SUGGESTED

*(Continued from page 37)*

with difficult maintenance conditions they're always a headache to the supt. and players, as well as costly in maintenance.

In layout of watering facilities Linkogel also urges that the man who is going to maintain the course be allowed plenty of time to go over the plans. Then there won't be need of 200 ft. of hose for green watering from the nearest outlet, which is the case when pipe and fitting cost rather than long-time operating expense, has been the governing factor. He also points out that increasing high speed of mowing is going to call for foresight and practical knowledge in planning bunkering for machine maintenance.

## These stainless clubs brighten your game



You know the satisfaction you get from the "feel" of a good iron when your shot goes straight and clean. This is one reason why golfers are enthusiastic about the new irons with ARMCO Stainless Steel heads.

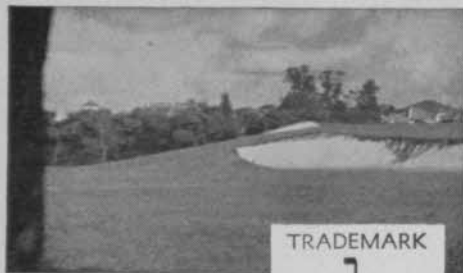
Pros all over the country confirm what laboratory tests revealed—that these ARMCO Stainless club-heads have an exceptionally low rate of vibration when they strike the ball.

But club-heads of ARMCO Stainless Steel give you even more value. . . . They clean up quickly and brightly, resist nicking and scratching and, being solid, rustless metal, have no plating to chip off or wear away.

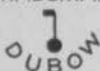
Write for the names of club-makers now offering these better irons with heads of ARMCO Stainless. Armco Steel Corporation, 394 Curtis Street, Middletown, Ohio.



**STAINLESS STEELS**



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PRECISION-BUILT GOLF CLUBS**

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GOLF BALL**

**The finest Golf Ball that can be made.**

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WINS THE  
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It is Linkogel's opinion that clubs will continue to make maintenance costs unnecessarily high and reduce playing and maintenance satisfaction unless the man who is to be responsible for course maintenance oversees the building of greens and tees to make certain that correct soil mixture, drainage and seeding are used and so greens are not too heavily contoured for machine mowing, proper surface drainage and ample cup-placing area.

He believes that architects will benefit greatly by getting greenkeepers' advice on design and construction of tees to distribute wear and reduce maintenance cost. The tendency to design tees fitting into the landscape rather than the customary rectangular type Linkogel thinks is going to call for plenty of mutual study by greenkeeper and architect.

### Avoid Penny-wise, Pound-foolish

George Knox, veteran pro-supt. at Calumet CC (Chicago dist.) brings out an interesting point in saying that if he had the assignment to build Calumet he would insist that a proper program be strictly maintained right from the start instead of the penny-wise and pound-foolish policy that has cost so many clubs dearly.

Knox declares that proper construction right from the beginning is now thrifter than it ever was before as it assures early play on a finished course, consequently earlier income and saving of interest charges on money tied up in an unplayable course at present high prices.

George recalls how long it took to get Calumet's 17th fairway in its present excellent condition of good solid bent. He wanted to haul in black soil but the expense was considered prohibitive. George sowed rye and fertilized heavily with rotted manure annually for years. Results eventually have been highly satisfactory but the time lag and total cost of labor probably would be prohibitive now.

In addition to agreeing with other superintendents on trap construction for machine maintenance Knox says that traps should not be too deep and should have plenty of sand for appearance and play. He further reminds that all traps should be drained running into the main tile, and that trap design and location with sand loss by wind and drainage should be considered.

Knox continues:

"Fairways should have no pockets in them, for if water is allowed to lie in them for any length of time it is terrific when the sun comes out. Fairways should be well tiled with a good 10-inch main and lots of laterals running into the main.

My opinion is that you cannot overdrain a golf course. Tees not too high off the ground and the shape irregular; nothing on the square style. It would be a good thing to tile them, also.

"I believe in using large tees so you can keep moving the markers, in some cases two tees, as it all depends on the type of hole.

"The greens should be on the large side around the 6000 sq. ft. Of course, it depends on the length of the hole; not too high in the air, and a nice gentle contour on them but plenty of putting surface so you can place the cup. The shape depends on the background. I might say I got a lot of experience while taking an ocean trip, in building a golf course, also greens. I used to stand up on the deck and watch the waves make some of the finest of greens and bunkers in a few seconds and in the next few seconds they were gone as fast as they came. But you do get some great ideas about forming greens, bunkers and fairways. Of course, all greens should have surface drainage, plus sub-drainage. No green should be built unless it is tiled. I saw to that when I built Calumet 28 years ago.

"As far as the soil is concerned, the top 10 inches should be rich black loam base

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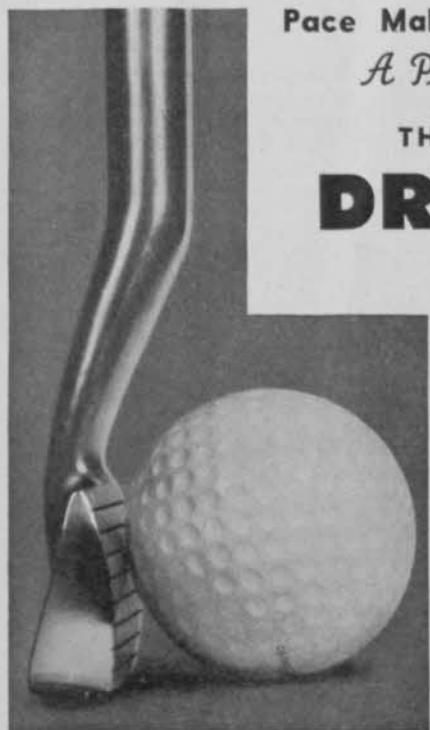
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mixed with sand. I am convinced that if some of the greens in the older courses in the country were disced up and well pulverized they would make the finest of greens.

"Of course there should be plenty of trees on the golf course, properly located, and of different varieties. We have a fine watering system at Calumet; right down the middle of the fairway, valved every 99 ft. apart, covering the whole width of the fairway and then some. Since it was put in in 1935 I have increased it to care for all greens and tees around the club house.

"Of course a watering system has to be used with a great deal of common sense; you can ruin the grass by overwatering. Then, watering should be done at the right time. But I know my membership would never go back to those hard, dry fairways. Out of the 51 acres of fairways, I must have 30 acres of the finest of bent on the fairways, all got by putting sod here and there, where needed.

"In a few years the golf courses will be free of weeds by using 2, 4-D. It is a great chemical if it doesn't destroy the grass after 4 or 5 years—but of course the experts say no."

**Greenkeeping Science in Building**

Emil A. Mashie, course supt., Onwentsia club (Chicago dist.) is not only a top ranking man in maintenance but is one of the best golfers among the greenkeepers. Mashie says that desirable playing conditions always must have first consideration and that all design, construction and maintenance must constantly have that factor in mind.

The two fundamentals that govern the greenkeeper's contribution, Mashie says, are:

Best possible condition for growth of turf in all areas, and

Architecture and construction that facilitates cost- and time-saving mechanical maintenance and allows thorough attention to each detail of the course.

He details points in which greenkeeping science can be most effectively employed in course construction:

"For favorable conditions for growth of turf the most important factors would be: 1. Soil; 2. Drainage; 3. Moisture.

"No expense would be spared in preparation of the soil. Unfavorable physical soil condition is responsible for much grief when it comes to growing turf. Sandy loam to loam containing a favorable amount of organic matter is almost ideal.

"For the greens and tees the soil should be prepared with great care and at least a



foot deep. Soil, sand and peat added to get as perfect a physical soil condition as possible.

"On large areas such as fairways the ideal loam condition should be obtained by additions of sand, clay soil or peat, whatever the case may be to get as nearly ideal growing medium as possible.

"Green crops and manures can be added to make a better physical conditioned soil. I cannot stress too strongly the importance of proper soil conditions as it is the medium for growth and source of food and water for turf. Pre-seeding fertilizing with a well balanced food and the consideration of the P.H. would be an important soil consideration.

"DRAINAGE: Surface as well as sub-soil drainage is most important. Depressions should be avoided on greens and tile laid to take care of excess water. Tile drainage in fairways, if the natural condition is heavy subsoil, should be considered.

"MOISTURE: Irrigation is necessary as maintenance is one of the fundamental elements of growth. An irrigation system should be of a size designed so the whole course can be covered in a short time. In that way moisture could be controlled effectively—along with natural rainfall. After we have theoretically a good turf on our course the next major operation concerning the greenkeeper would be cutting and maintaining it.

"TRAPS: Traps large enough so that they can effectively be raked by power, with slopes not too severe and long to cause a lot of unnecessary work from washouts. Traps well drained. Banks that can be mowed effectively with tractors.

"TEES: Large teeing areas set naturally for ease of maintenance.

"GREENS: Contouring of greens to make easy proper cutting of both surface and banks—and large cupping areas.

"ROUGH: Prepared smooth so it can be cut effectively.

"In general it has always struck me that proper construction—that is, in considering maintenance—is the most economical money that a golf club can spend."

The new Rancho Park Golf Course and clubhouse under construction on West Pico Blvd., Los Angeles, is a fine example of putting into actual practice the latest innovations in planning and design with the player and maintenance viewpoints in mind. The work is being done under the watchful eye of W. H. "Bill" Johnson, Golf Course Mgr. of the LA Recreation and Park Dept., who points out, "that we are trying to construct a golf course for

the enjoyment of golfers with ten handicaps and better."

Bill says:

"The first thing taken into consideration in planning the 18-hole layout was the sun, morning and afternoon prevailing winds and the contour of the ground. Next in our consideration was laying out the holes so that a sliced shot would remain in bounds on the course while a bad hooked shot would go out of bounds. Of special importance was the placement of the greens so they would not be in dead air pockets and thus suffer from poor air drainage. Too often beautifully landscaped greens surrounded by trees have presented maintenance problems never taken into consideration in the original planning. The greens on the Rancho course will be open enough to receive adequate circulation of air.

"There will be complete drainage of the land for the entire course. All greens will be on a separate sprinkling system and slightly elevated for good drainage.

"A special point has been made to have each green, tee and fairway an individual characteristic with fairways running parallel with canyons, instead of across them, for easier walking.

"Tees have been laid out in such a way that players will not have to walk across greens to the next tee or pull carts across the green to get there. Players will find large and spacious areas have been devoted to the tees providing variations in teeing off and permitting machine maintenance and mowing.

"All contours and shaping have been so constructed that maintenance and mowing can be done with tractor and gang mowers with traps placed far enough away from the greens to permit the same. All grades have been held to five per cent or less.

"The safety factor has been taken into consideration insofar as possible by having parallel holes going in the same direction. All four and five par long holes are laid out with the prevailing wind and short holes against the wind.

"This outlines briefly the main considerations taken in planning the new Rancho layout. All fairways, greens and tees have been seeded and plans for the new clubhouse have been approved by the City Recreation and Park Commission. The entire golf development, including the clubhouse, is being financed out of the city's golf revenues, not out of regular tax funds."

The new Rancho course is to be the scene of the 1949 National Public Links Championship and will be completed in time for next year's event.

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914 Arctic Bldg., Seattle 4, Wash.

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## NEWS from the MANUFACTURERS

### Persimmon Head Supply Abundant

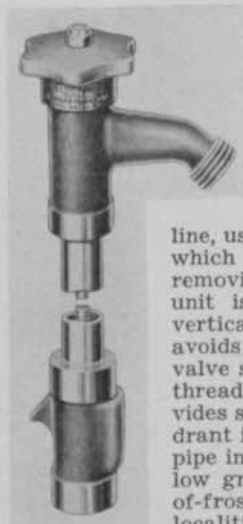
Persimmon golf club head production is at an all time peak according to leading manufacturers. Persimmon head producers at Memphis, Tenn., are now receiving hundreds of thousands of feet of the "ebony wood" annually. The government estimates the supply in sight will last up to 100 years at the present rate of consumption.

### Pro Golf's New Trailer



New all aluminum job C. L. Horning, pres., Pro Golf Sales, Fond Du Lac, Wis., will use to call on professionals during Southern tour. Interior is arranged for traveling display of Pro Golf equipment.

### Freeze-Proof Hydrant



A new non-freezing yard hydrant for use on golf courses is being offered by Strataflo Products, Inc., 4939 S. Lafayette St., Ft. Wayne, Ind. The valve, located below the frost

line, uses a standard washer which may be replaced by removing one screw. Entire unit is corrosion-resistant, vertical lift on the valve avoids turning action on valve seat and large square thread area on handle provides smooth operation. Hydrant is available with riser pipe in 3 to 6 ft. lengths below ground to meet depth-of-frost conditions in all localities.