

Summer Resort Pro Makes Golf Delightful Vacation Feature

By ROBERT E. BAILEY

The responsibilities of a golf professional at a summer resort are more acute, if possible, than those of the home club pro in that contact with the guests is for a limited time. The home club pro must be all things to all members at all times whereas the professional at a summer resort must be all things at one time or at most only a few times. Working on this assumption the prime consideration for us to keep in mind is that the guest is on vacation and no stone must be left unturned toward making this vacation—playing golf—as delightful as possible; every advantage offered, every service given.

Our first and last desire is to see that all of the guests at The Balsams enjoy the Country Club facilities to the utmost. This is possible only through the close unity and cooperation between the owner and manager, Mr. Alvan E. Kallman, the professionals Buddy and Jack Bailey, Steward Lou Linke, and Caddymaster Jack Campana.

The Balsams Country Club and Golf Course are located on top of one of the White Mountains, Dixville Notch, New

Hampshire in a beautiful setting overlooking Canada and Vermont, two miles from The Balsams Hotel. Consequently, the first problem is transportation to and from the course. For this we use a comfortable 20 passenger bus which operates on a 20 minute schedule day and night. The guest is met at the bus and greeted properly and courteously by Jack or myself, and is then introduced to the facilities of the Club, bar, dining room, and pro shop. The guest is assigned a locker, is made to feel that he is a member in finest standing, and that his every desire and wish is to be fulfilled.

Before the guest goes out to play we take time to show him over the course via a jeep, explaining the difficult 6,530-yard Donald Ross layout over rolling terrain which, like most of his courses, was built for expert play instead of for the average golfer. We explain that a fair score on this layout is equal to a lower score on most courses.

Diagram of Each Hole

We cut the fairways wide, keep the rough cut to normal height, and the traps well maintained. In general we do every-



A great aid to the visiting golfer on the Balsams CC course is a detailed diagram of the hole posted at each tee. This aid for the stranger contributes to the enjoyment of his game and gives a valuable assist any player to a new course would like to have before teeing off.



The DOT*

the overwhelming choice
of hard hitters.



The Par-Flite and Tru-Flite*
are top values for the
economy-minded players.
All four sold
through pro shops only.*

*Reg. U. S. Pat. Off.



The TOP-FLITE*

the favorite of medium
to high handicap players.

IS WHAT COUNTS!

• What can we tell you about golf balls that you don't already know? You know the brand that most customers ask for. You're selling 'em every day. Your records year after year tell you the balls that move fastest under their own power—never leave you stock-heavy at the season's end.

Spalding holds the No. 1 golf ball position of unvarying uniform performance. You realize that Spalding know-how includes every device and method in modern golf ball manufacture. Spalding uses centers which have been proven best for golf balls. The thread is made from rubber most suitable for golf ball winding. Wound to the proper tension, Spalding golf balls are not too hard, not too soft—just right for top playing results. *Uniformity* is a term that means something in every Spalding ball. No power ball can out-perform the DOT—No tough ball can out-perform the Top-Flite.

Sell with confidence

...sell

SPALDING

SETS THE PACE
IN SPORTS

thing possible to assist the golfer in scoring well and enjoying his golf at The Balsams' course. A new and original idea with us which has been of considerable help to golfers playing this course is a detailed diagram of each individual hole posted prominently on each tee. Every new player to the course has commended it highly and I believe the same or a similar idea would assist all golfers playing a strange course, especially resort, daily fee or municipal courses where caddies are not too plentiful.

We use the Big Four fundamental instruction method consisting of correct overlapping grip, square stance, feet the width of the shoulders, ball in the center of the feet with the iron clubs, and inside the left heel with the wood clubs. A swing with rhythm and timing, not a hit, the head remaining in a fixed position so that the body turns by rotating, and the importance of reading the hole. We try to give speedy, effective instruction, never changing the pupil's style completely but improving on his present style, and giving a fast cure for such ailments as topping, hooking, slicing, and other general misconceptions as to how a golf ball should be stroked.

We keep an index file on each individual golfer as to his peculiarities, habits, and faults; the improvements in his scoring, the number of clubs in his bag, and any preference that he may have regarding equipment.

We pass out many free tips on the first tee, and use a roving instruction system over the course by jeep to insure that the proper methods of play are being placed into effect.

Refer to Home Pro

All of this keeps us busy — how well it pays off is attested to by the fact that we receive numerous letters from golfers who have played here and have returned to their home courses, reporting lower scores, and added interest and pleasure in golf. Also, we receive some requests for instruction by mail. We take care of this by courteously referring them to their home professional.

We never pass up an opportunity to do this for several reasons. If we acquire a new golfer and start him playing the game at a time when he is away from the responsibilities and cares of his work more often than not he will continue playing when he returns home and will continue his instruction with his home professional. This man may have been too busy, or thought he was too busy, to take the time to learn when he was on the job. With a little encouragement he may become a regular player. If so, he's a new customer for the home club pro. On the other hand, the experience of this man may be relayed

to others who want to spend their vacation playing golf — that's where we come in. Likewise, the professional is in a position to pass the word on to members for the same reason. One good turn deserves another.

To sum up our operation, we offer the finest in transportation, dining and bar service, locker room facilities, a well-stocked attractive pro shop, wonderful caddy service from our own Caddy Camp, and a well-groomed golf course, a real test of golf. Along with many various types of tournaments, where most all of the guests receive a prize with The Balsams' insignia to display to their friends, additional and unusual service is the key to our operation here at The Balsams. We like this operation — it does work out wonderfully, and we are happy to pass it on to you.

It's On The House

By TOM REAM
Mgr., Westmoreland CC

Common sense is the club manager's best steering wheel.

* * *

A club manager writes that his staff is composed of skilled and agreeable men and women. Under these circumstances the manager's job should be most agreeable

* * *

There is a standard in service. Choose that standard, — and save.

* * *

Being brilliant by spurts may be all right in the arts, but it won't get you far in business.

* * *

A good, stiff, sour complaint is invigorating, and puts you right up to the line.

* * *

Good employees in any club are creative only as creatively directed by good executive management.

* * *

Are you content to do no worse than the people around you; no worse this year than last year?

* * *

The spirit of hospitality impregnates every good club.

* * *

You know how to judge a driver by the condition his fenders are in, and how the inside of his car is kept. Well, it's just as true of a club. Use the same kind of a glance.

* * *

With so many clubs not successful the club profession is an ideal one in which to be successful.

* * *

It's what your members think well of, rather than what you individually and personally like. Don't intrude your ideas when you find that they are only your ideas.

Park Ridge Scores With Long Range Planning



The water supply for the Park Ridge course is obtained from the city of Park Ridge which in turn gets it from Chicago. Peak demands sometime result in curtailed use for the course. Installation of complete facilities for watering tees, fairways and greens has helped prevent any serious damage during a period of limited supply.

At the turn of the century Park Ridge was hardly more than a whistle stop on the outskirts of Chicago and the land which now comprises the Park Ridge Country Club could not be considered as a good cow pasture. An energetic group of young men however were not to be denied the opportunity of enjoying the wholesome recreation of a game that was fast becoming popular in other nearby suburban communities and in 1906 organized the Park Ridge Country Club.

Today a large number who were members when the course first opened are still playing. Whether or not the zest for the game the original nucleus had accounts for the playing activity of the membership today, more than 90 per cent by actual count play golf regularly and at least 50 per cent of the members' wives play. It's the kind of membership that lends itself readily to the support of any program of course improvement and especially a long term program of permanent improvement.

The inroads of war made their mark at Park Ridge as in other clubs but an able Greens committee realizing the need for immediate attention to the problem of adequate course maintenance did not wait for the war to end to start a comprehensive improvement program. Steps were taken to set up a long range plan that would ultimately bring the course up to the

By REX McMORRIS

standard desired and do it within the limitations of a wartime budget. Accordingly the Greens committee prepared an analysis of the grounds and greens problem and presented it to the membership in November 1944. This was not a casual analysis made from a few pencilled notes nor was it presented orally or haphazardly to an interested few. The committee had made a serious study of the club's needs and felt that every member should give the same serious consideration to the problem at hand, consequently the analysis and recommendations were put into printed form and placed in the hands of each member.

Briefly, the analysis was broken down into three sections: (1) The Standard Greens Program — presented so that any Greens chairman in future years might have a guide of minimum requirements necessary for the proper maintenance of the Park Ridge course; (2) The Rehabilitation Greens Program — to show the immediate problem of putting the course back in top playing condition; and (3) The Equipment Greens Program — a listing of needed equipment to be purchased as soon as funds and wartime conditions permitted.

How effective this presentation was is attested to by the results that have been obtained over a five year period — a five-

For Top Notch Christmas Sales!

THIS YEAR your customers will take particular pride in giving America's leading tournament-winning golf ball—the Wilson Top Notch, the ball with which the U. S. Open, P.G.A., Masters' and *MOST other major tournaments* in 1949 were won.

The Top Notch is your best bet for gift selling because your customers have the assurance that gifts of the nation's No. 1 tournament-winning ball are sure to be *received with enthusiasm*.

Also you have the added sales advantage of being able to offer these widely acclaimed, revolutionary *Isotropic* constructed Top Notch balls in beautiful gift packages *at no extra cost* to you or your customers . . . and in price brackets *exactly right for maximum sales*—\$9.50 and \$4.75. Retailing at \$9.50, ten Top Notch balls come in a metallic finished chest in rich jeweler's chased silver effect . . .

At \$4.75, five Top Notch balls are packaged in an embossed leatherette chest in English saddle-leather color.

It will pay you to make an early display of these Top Notch gift packages and start booking orders immediately for pre-Christmas deliveries.

ALSO you can get the ten-ball package with the balls personalized at no extra cost.

Gifts that "click" with golfers



When you give Wilson golf balls of *Lustronic* construction, you give balls that will please any golfer—the balls with which most major tournaments were won this year.

There are no finer gifts for golfers than famous Wilson Top Notch golf balls of revolutionary *Lustronic* construction—contained in these beautiful, luxurious gift chests. And you pay only the regular price of the balls—no extra charge for the handsome gift containers. Ten golf balls in a metallic finished chest in rich jeweler's chased silver effect at \$9.50; five golf balls in an embossed leatherette chest in deluxe English saddle-leather color at \$4.75. Ask for Top Notch balls at golf professionals' shops.

WILSON SPORTING GOODS CO., CHICAGO
A subsidiary of Wilson & Co., Inc.
Offices in New York, San Francisco and other principal cities

IT'S **Wilson**
TODAY IN SPORTS EQUIPMENT

year program realized under the guidance of three different Greens chairmen but all members of the committee for a period of several years. F. Ray Bowen who was made president of the club after several years as chairman is credited with launching the long range program under which the Park Ridge course is maintained today. He was followed by George Semple who served two years as chairman after a long term on the committee. Today, George is president of the club and Leslie P. Aggerbeck is guiding the program as chairman of the committee.

Fred Grau, Director of the USGA Green Section recently made the statement that one of the worst practices in golf club management today was that of changing the Greens chairman every year. The long term membership on the Greens committee as practiced by the Park Ridge Club overcomes the fault Grau refers to and results in a more effective operation.

The rehabilitation program mentioned above was of prime concern in 1944 and the committee made a start in carrying out the recommendations outlined in the analysis presented to the members. First step was the resurfacing and reshaping of seven greens followed by reconditioning all sand traps—93 altogether. Actually renovation of the sand traps had been started before the plan had been put into effect but transportation difficulties stalled the program. In 1945, 15 carloads of sand were purchased and about half of the work contemplated was completed.

Graham Johnson, well known greenkeeper, who had guided the maintenance operation at Park Ridge for many years passed away just as the major course improvement program was getting under way and further work was halted until the club was able to get whom they considered the right man. Club officials will tell you they

have been fortunate in their selection of Bertram Rost, a comparative newcomer to the greenkeeping profession who got most of his training with Globe Machinery and Equipment Co. in Des Moines.

Soon after Bert came to Park Ridge the work program continued. Another 15 carloads of trap sand were purchased in 1946



Green chmn. Les Aggerbeck (L), pres. George Semple and greenkeeper Bert Rost (kneeling) discuss budget expenditures set up for 1949 maintenance operation.

to complete the job of rehabilitating the sand traps.

A weed eradication program, one of the first, due to the fact the course was used as a test plot for experimental work when 2, 4-D first came on the market, has been successful to the point where today the course is free of weeds.

Standard fairway maintenance follows the pattern laid down in the original program. Work starts in spring with fairways and roughs, followed with fertilization pro-



Mechanical equipment used for course maintenance at Park Ridge, lined up on 5th green, is only part of total inventory anticipated as long range plan materializes.

NEW TAG-A-LONG GOLF CARTS

Distributed by

Wilson
SPORTING GOODS CO.

RENTAL MODEL

SKI-STYLE tubular frame glides over grass without damage to fairways. FORM-FITTING bag brackets eliminate straps, bag chafing, club crowding. DETACHABLE bracket controls rentals and greatly increases rental income. MAXILIFE black plated durable finish. Ball bearing wheels. Balloon tires. PERFECTLY BALANCED sturdy cart popular with Golfers, Pros and Greenkeepers . . .

\$16.95

MICART FOLDING CARTS

Popularly priced deluxe automatic folding cart. Lift handle and cart automatically opens. Lower handle and cart folds compactly. Big wheels. Balloon tires. Perfectly balanced. Easy rolling. Tubular steel design eliminates straps, bag chafing and club crowding. Plated finish. Light **\$22.50**

Low priced. Sturdy compact lightweight folding cart. Tubular steel frame. Contoured bag brackets prevent bag chafing or club crowding. Rolls easily without tipping. Plated lifetime finish. Adjustable handle. Folds compactly for easy handling and storage in car or locker.

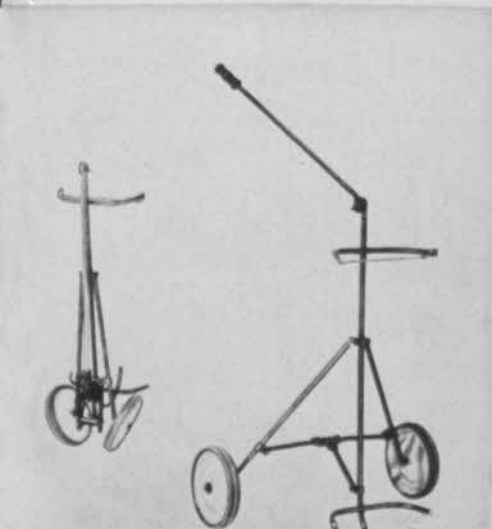
\$19.95

CARTS INCORPORATED

ALTADENA, CALIF.

Exclusive Distributors

WILSON SPORTING GOODS CO.



EQUIPMENT		WHERE USED			DATES		COST		PER YEAR
PRESENT	NEEDED	GAIN	AUXILIARY	PURCHASE	LIQUIDATE	EXPECTED LIFE (YRS.)	PRESENT	REPLACEMENT	NEEDED
								OF PRESENT	
Tractor-Toro-Short Coupled 1937 Model	Tractor-Toro-Short Coupled-Bullet	Fairways	Trace	1937	1947	10	900	1075	90
Mower-Toro-7 Gang - 1933 Model	Mower-Toro-7 Gang	Fairways	Rough	1945	1955	10	800	1050	50
		Fairways		1937	1952	16			50
		Fairways		1945	1960	15			70
Tractor-Roseman-Dum-1928 Model	Tractor-Toro-Jumbo-Box-Box-tires	Rough	Miscellaneous	1933	1943	10	600*	1000	120
Mower-Roseman-5-Blade-1928 Model	Mower-Toro-5 Gang-4 Blade	Rough	Miscellaneous	1945	1955	10	800*	900	50
Scythe - Jari - Power		Rough		1940	1945	10			50
		Rough	Hackers	1945	1955	10	175	175	50
Mower-Loche - Power - 1937 Model	Mower-Toro-Professional	Tees	Greens-Aerona	1937	1947	10	650	750	65
		Tees	Greens-Aerona	1945	1955	10			75
Mower-Power-Jacobsen	(Concrete - Held as Insurance)			1935	1941	7	210*	375	
Mower-Power-Jacobsen	(Concrete - Held as Insurance)			1936	1942	7	210*	375	
Mower-Toro-Duplex	Greens			1942	1947	7	375	375	50
Mower-Toro-Duplex	Greens			1941	1947	7			50
Mower-Toro-Duplex	Greens			1948	1954	7			240
	Greens			1948	1954	7			20
	Greens			1948	1954	7			30
	Greens			1948	1954	7			210
	Greens			1948	1954	7			30
Mower-Toro-Starlawn - 24" - Rubber Tire	Mower-Toro-Starlawn - 24" - Rubber Tire	Hackers		1945	1955	10			200
Mower-Toro-Starlawn - 24" - Rubber Tire	Mower-Toro-Starlawn - 24" - Rubber Tire	Hackers		1945	1955	10			200
Scythe - Jari - Power		Hackers	Rough	1945	1955	10			175
				1945	1955	10			175
Spray Wagon	Mule drag	Teas		1945	2044	99			125
				1945	1955	10			1-30
Roseman-Ford Model A (1930)	Compost Machine - Royer - Electric motor	Miscellaneous	Miscellaneous	1943	1958	16	800	950	50
Car - 5177 - Ford - Model A (1930)		Miscellaneous		1945	1957	13	5*	650	50

* 2nd. Hand

Original inventory sheet showed equipment on hand, additional equipment needed for complete mechanization, date of purchase, age, life expectancy, estimated date of replacement, original cost, replacement cost and yearly amount to be budgeted for purchase at time of need—a valuable record of information and guide in budgeting.

gram in April, milorganite in July and mixture of fertilizer and organic in fall. The Aerifier is used in spring and fall along with this program.

Completion of the early rehabilitation program and carrying on the maintenance program led to the third step in the long range program, namely the setting up of a maintenance equipment inventory program. Bert and members of the committee prepared a table showing equipment on hand, date of purchase, age, life expectancy, depreciation, and date of re-

placement. A check of the inventory sheet could tell at a glance dates when replacements would have to be made. Using the table as a guide reserves to make equipment purchases could be planned over a period of years without disrupting a stable operating budget—an important item in any club operation. Equipment purchased since inventory was set up includes a Rototiller and an Aerifier.

The establishment of a tree nursery started in 1947. Approximately 160 trees were set out in the first planting to be used

later in a program of replacement and improvement. Twenty-five new trees are to be added each year. It is anticipated that at the end of five years the nursery will be self sufficient, providing a constant source of trees for replacement use.

Snap valve sprinklers have been installed in the middle of each tee, pathways of heaviest traffic have been paved, some secondary bunkers raised and evergreens planted, traps reshaped, etc. in the continuing program of improvement.

The Greens committee of the Park Ridge