

have found better, steadier jobs and he has to start a difficult season with a "green" crew. I hope that this situation does not exist at your club.

I hope you will forgive me for my frankness in writing you like this. If our teachings and our new findings are to be of value to your course there must be provided continuous interchange of ideas and discussion on a mutual basis — and when you are tempted to write to us for information make sure that your greenkeeper first has the chance to provide it. He may know the answer better than we do most of the time. If he doesn't, then let him help you write the letter so that we can better understand the problem and each other.

Please try to understand that our sole desire is to help you provide a better golf course for your members and that the most direct and the only way we know how to do it is through your greenkeeper.

Sincerely, Yours for Better Turf,

Fred V. Grau, Director, USGA Green Section,

Plant Industry Station, Beltsville, Md.

Minnesota Greenkeepers to Tell Business to Bosses

March 17 at the annual Minnesota Turf conference the state's greenkeepers association will have a business lunch for club officials and members, and an afternoon session at which the business management of course maintenance will be set forth so the greenkeepers' bosses may have golf course upkeep interpreted in terms comparable with those of their own respective businesses.

Few club officials and fewer members have any idea of the organization and technical knowledge required in maintaining a golf course. The comparatively short time officers and committee members are in office and the reluctance of the dues-paying official to be exposed to work or worry at the club present a unique situation between course superintendent and unpaid executive. Minnesota greenkeepers are convinced operations would be improved for clubs and men responsible for courses if problems of finance, labor, taxes, cost accounting systems, course maintenance and use, turf research application and overall club operating problems were set forth for explanation and discussion.

Nationally noted authorities have been invited to speak on specialized phases of course management in its relation to the official and player.

Washington State Holds Second Annual Turf Conference

Second Annual Turf Conference to be held at the State College of Washington, Pullman, is scheduled for Feb. 16 and 17 following the annual GSA meeting in Los Angeles. Fred Grau, Dir., USGA Green Section will head the list of speakers appearing on the two-day program. Others appearing on the annual GSA program have been invited to take part in the Washington meeting. Greenkeepers in the Spokane area cooperating with the College in developing the conference program are H. T. Abbott, Supt. of Parks, Spokane; Louis J. Schmidt of the Indian Canyon Club; W. C. Brusseau, Down River GC; and Glen Proctor of the Manito G and GC and J. Harrison of the Hayden Lake Club, Hayden Lake, Idaho.

1949 Winter Turf Conferences

- Jan. 5-7—Northeastern Weed Control Conference, Hotel New Yorker, New York, N. Y.
- Jan. 6—Southern Turf Assn. Conference, Univ. of Tenn., Knoxville, Tenn.
- Jan 13-14—Mid-Atlantic Assn. of Greenkeepers, Lord Baltimore Hotel, Baltimore, Md.
- Jan. 29—USGA Green Section Committee Annual Meeting, Waldorf Astoria Hotel, New York, N. Y.
- Jan. 31-Feb. 4—18th Annual Turf Short Course, Rutgers Univ., New Brunswick, N. J.
- Feb. 1-2—Oklahoma-Texas Turf Conference, Baker Hotel, Dallas, Texas.
- Feb. 7-11—20th Annual GSA Turf Conference and Show, Alexandria Hotel, Los Angeles, Calif.
- Feb. 16-17—Second Annual Turf Conference, State College of Washington, Pullman, Wash.
- Feb. 21-24—18th Annual Turf Conference, Penn. State College, State College, Pa.
- Mar. 1-4—Cornell University Turf Conference, Ithaca, N. Y.
- Mar. 7-9—Purdue Turf Conference and MRTF, Purdue Univ., Lafayette Indiana.
- Mar. 10-12—Massachusetts State College Turf Conference, Amherst, Mass.
- Mar. 14-16—Iowa Turf Conference, Iowa State College, Ames, Iowa.
- Mar. 17-18—Minnesota Turf Conference, Minneapolis, Minn.

Golf's most wanted

Because they have made the most experienced, most critical golfers—professionals and amateurs alike—put aside all previous conceptions of golf club “feel” and performance. Wilson Strata-Bloc woods and Top-Notch *Goose Neck* and regular irons are giving pro shop sales new impetus. Beyond all doubt, these fast selling clubs are the highest developments yet attained in precision club building—outstanding creations of the world's foremost producer of fine golf clubs. To you who play these clubs—or sell them—this is not news! For you know how really fine they are—know that once a club member plays with them he immediately becomes an enthusiastic all-out salesman for you. You know what effortless selling really means! Wilson is proud of these clubs and their selling record. They are the result of three decades of unceasing search for perfection.



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"Wilson *Goose Neck* irons make shot-making easier"—say hundreds of professionals who both play and sell them. They have received the widest professional acclaim of any iron clubs in Wilson's history.



EQUIPMENT

Scott Operates Pro Shop As Public Service

By HERB GRAFFIS



Paul Scott

Paul Scott, pro at Los Angeles Griffith Park municipal courses, provides public course players with pro shop merchandising service that is excelled at few — if any — private or public courses in the world. The way Paul takes care of the customers

is a decided asset to the operation of the huge Griffith Park establishment. At municipal and daily fee courses there is a tendency on the part of municipal officials or owners to underrate the importance of pro department operation with the result that the players are short-counted on what they have a right to expect for their fees. But anyone who sees the Scott operation as typical of the best in public course service gets the right idea of public service in golf.

Paul is recognized as one of the country's outstanding teachers. His engagement by the Los Angeles park officials has been excellent public relations as well as sound business management for the LA board. The Scott activities carry to the LA golfing public plain evidence that the board is doing everything possible to have its golf operations conducted at the highest standard. With Scott as pro and Bill Johnson as supt., Los Angeles can point to Griffith Park as a first class example of public course golf business.

Organizes His Business

There is far greater demand for Paul Scott's own teaching time than he can supply. He's done an unusually good job of training his assistants in his method of teaching. As every experienced professional knows, training calls for more than education of the assistant in the fundamental mechanics of the golf swing. It requires passing along to the assistant the psychological phases of golf instruction which the

master pro has learned over many years.

Scott's own teaching, his training and supervision of teaching and shop assistants, his merchandising and his work in tactfully and effectively developing an appreciation of golf etiquette by the thousands of Griffith Park's players would take 48 hours a day of anybody's time were it not for the fact that Paul has his job thoroughly organized.

Public course players are not as exacting as private club members in expecting the pro to be everywhere at once, but the extent of Paul Scott's job calls for his keeping every detail of pro department operations under close control.

Many a pro has discovered that while he was on the lesson tee, shop leaks were reducing net profits he should be getting. The Scott method of conducting a pro business prevents these leaks. He has shop display so arranged that players are attracted to it and habitually visit it as a real sales service station for the golfer. The shop is handy to the first tee. Keeping the shop clean and display of the merchandise changed so the visitors won't get numb by seeing the same stuff in the same place is a "must" in the Scott shop. Paul's assistants are always on the job with new ideas for bringing in the customers.

Makes Price Tag Work

He carries the price tag idea farther than it's used in most pro shops. Everything in the Scott shop at Griffith bears a plain, neatly marked price tag. The tags on clubs, bags, etc. are neatly attached with pieces of Scotch tape and are easily read through the tape.

At the top of the price tag is printed Paul Scott's name. When merchandise is received from the manufacturer other data is inked in on the tag and the tag attached to the item before the item is put on shop display.

Other data on the tag is code for the merchandise, inventory entry number, code of cost price and, in plain figures, the retail sales price.

Paul's code for merchandise is:

NW — odd wood, new

UW — used odd wood

UI — used odd iron

UIS — used iron set

IS — iron set, new

NWS — new wood set

UWS — used wood set

B — bag

S — large sundries, over \$2, retail.

His code for cost price consists of 10 letters for nine numerals and zero. It runs L for one, N for two, X for three, A for four, and so on.

The items as received and tagged are entered in the inventory book, written on the sales slip, and checked off at regular frequent intervals against the inventory book.

Once a month inventory is taken to see that the figures and the stock on hand balance. The monthly inventory signals when some extra sales effort or price reduction has to be used to convert slow moving merchandise into cash. This inventory also reveals if there are leaks for various reasons.

Balls and sundries inventories are checked monthly against sales records and records of receipts of merchandise from manufacturers.

Etiquette Campaign Pays

Scott ties together his campaign for etiquette on the Griffith Park courses and his business promotion with an attractive four page folder which is handed to the players. Three of the pages are on golf etiquette and are written and illustrated in a cheer-

ful manner so beginning as well as experienced golfers get interesting and helpful reminders of what is expected of them. There's no preaching or scolding in Scott's little lessons.





The circulars cost Paul four cents apiece.

A portion of the center two pages are shown with this article. The page size of the circular is 6 in. high by 3 1/4 in. wide.

On the fourth page of the circular, under the heading "A Suggestion to Beginners" is a compact sales talk on making use of the expert service of the pro shop when buying golf equipment and supplies. Paul begins "Correctly fitted clubs are as important to you as a correctly fitted suit of clothes" and tells that clubs selected at the shop may be tried out before purchase. Hitting a few balls with the new clubs, under the supervision of Scott or one of his assistants, not only is a buyer's aid that the public course players do not expect and therefore is very impressive, but gives the member of the pro staff a chance to check on exact fitting of the clubs.

The back page also refers to the trade-in of old clubs at the Griffith Park shop as partial payment for new clubs. The old clubs are reconditioned and give Paul stock that gets down in the price range so he can more than meet any price competition.

In making the pro department operations at Griffith Park a thoroughly planned and capably operated business, Paul Scott is doing a job that shows the Los Angeles Department of Recreation and Parks in a fine light to the tax-paying golfers.

	<p>Caddy carts injure the tender grass of the green. Therefore, do not set them on the green. Give the next player as good a putting surface as you had.</p>
<p>Always replace any soil or grass dug up by your stroke. It not only assures the following player a good lie but ... it keeps your course looking better.</p>	
 <p>Leave your high heeled shoes home. It injures the grass and makes the green uneven.</p>	<p>Playing into the match ahead is a good way to make enemies and accumulate contusions. Don't play into them unless you have signalled your intention and have been signalled.</p>
	<p>Taking practice swings, rattling your clubs or talking while a player is making a shot are frowned upon in golfing society. If you can't control that sudden urge ... then be prepared for the worst, for anything can happen ... and, usually does.</p>
<p>Don't stand in the line of putt when your opponent is putting. It is bound to distract his mind from the job at hand and, usually, causes his ulcers to bounce around.</p>	
	<p>Some folks are fast players and some are not.</p>

STRAIGHT DOWN THE MIDDLE

BY A. G. S.



Pardon us if we drive a brand-new 1949 car into this column, but an automobile salesman told us something the other day that goes "straight down the middle" for golf pros as well.

"As competitive times come back to the car business," he said, "it will be the *features* of the new cars that actually sell them—by making older cars seem 'obsolescent.' It appears to me this is already happening in golf, as shown by the way my pro sold me a new set of Spaldings the other day . . .

"When I was browsing around the Pro shop, he casually called my attention to some of the new features of the Spalding Top-Flite clubs.



As he talked, I began to feel my present set was 'old' and out-dated. Then that smart Pro got me to *try* those new Top-Flites and before you could say 'birdie', I was laying money on the line to own 'em.

"You see, just as in the automobile business, it was the *features* that aroused my desire . . . and the *demonstration* that closed the sale."

Sound logical? We thought so—particularly when the new 1949 Registered Top-Flite Clubs give you *so many* superior features to make other clubs seem old by comparison.

For instance, there's that "tailor-made" quality that comes from giving you a carefully coordinated choice of shafts and weights to "prescribe" for the individual player's style and physique. (How many of your members are right now playing with clubs unsuited to their game?)



Then too, there's the extra control—apparent to any golfer—that comes from the way Graduated Offset lines up the ball with the club shaft. And, as a tried and proved "clincher," Spalding's exclusive Short Hosel construction provides a lower center of gravity for more power.

These are the qualities golfers are looking for. Wrap them all up with the famous Spalding name—and you've got a sure way to build yourself more business in 1949.

TOP-FLITE® Registered Woods & Irons
(Tournament Model)

SPALDING

SETS THE PACE  IN SPORTS

A. G. SPALDING & BROS., INC.



Aerial view of the new West Palm Beach course shows clubhouse in the background with the 9th and 18th fairways running in toward the clubhouse. The 9th green is to the left of the clubhouse and the 18th at the right. Accommodations and facilities are complete but the landscaping remains to be done.

West Palm Beach Boasts New Half-Million Dollar Course

By TONEY PENNA

Give it a little more time for the trimmings, such as the landscaping around the clubhouse and the finishing touches that always have to be applied after a golf course construction job is formally completed, and you'll see the new West Palm Beach (Fla.) Country Club as one of the great courses of the land.

It's operated by the West Palm Beach Golf Commission and has 455 resident members. In addition, the commission accepts members for the season or month and has daily fee play at \$2.50 from Nov. 1 to May 1 and at \$1.50 per round from May 1 to Nov. 1.

Henry F. Lilienthal is chmn. of the commission and R. A. Carlton, vice chmn. Other members are Jack Faircloth, Alf. R. Nielsen, J. P. Cochrane and Clarence R. Philips is sec.-treas. The club is operated by Clyde Usina, sr., mgr., Clyde Usina, jr., pro, and John Bass, greenkeeper.

Dick Wilson who designed and built

the course, is well known for his work with the famed Toomey and Flynn firm of golf course architects and builders. Since Wilson went into business for himself he has established himself solidly with excellent work, particularly in Florida. On this job at West Palm Beach he can be placed among the masters of golf course builders for it's the Florida counterpart of Pine Valley, although the differences in terrain and lack of Pine Valley's woodland make the comparison simply one of two outstanding jobs in their respective classes.

Very interesting trapping and use of the natural sandy areas bordering fairways not only provide golf that is a test of the best but minimize the maintenance work and expense. It must be borne in mind that although the establishment is virtually a public one the West Palm Beach commission insists that playing conditions be of highest grade.

The West Palm Beach club has had its

first season in operation and despite the fact that the layout was new and short of its present splendid condition it drew a membership, green fee and clubhouse income of \$86,940.51 for the fiscal year ending Sept. 30, 1948. Expenses during that fiscal year were \$74,665. Major items were \$37,500 for course maintenance, including \$6,600 for fertilizer; \$16,455 for clubhouse operation, and \$20,710 for administration and supervisory expense, including insurance.

In an enterprise such as this there's no telling how much income it drew to West Palm Beach but very definitely the talk about the course has been a factor in stimulating profitable business in West Palm Beach real estate and retail shops.

Plant Cost \$531,745.58

The total cost of the West Palm Beach CC is \$531,745.58.

The cost of the golf course completed as it is today is \$411,144.60. This includes the pro shop, caddy house, greenkeeper's home, rain shelters, equipment shed, and equipment, together with the magnificent water distribution system for watering fairways, greens, tees, etc. This water system is composed of a concrete block pump house, with two centrifugal electric pumps.

The source of water supply is the Palm Beach canal, which is one of the main drainage canals from Lake Okeechobee to the Atlantic Ocean, and which assures at all times an adequate water supply. Buckner valves and sprinklers are used throughout the course, and the two pumps are capable of completely watering all the fairways three times each week, putting on them more than an inch of water each

week, which together with a normal average yearly rainfall of approx. 60 inches, assures proper watering.

The clubhouse is of concrete block, stucco construction, with red tile roof, situated on the highest point of the golf



West Palm Beach officials and pro staff who conduct the affairs of the new half-million dollar layout are: (L to R) standing: Bill Cuomo, Caddymaster; Clyde Usina, Jr., Professional; Clyde Usina, Sr., Manager; C. R. Philips, Sec.-Treas.; Kneeling (L to R) L. S. Cramer, Pro Shop attendant; and John Bass, greenkeeper.

course. From the front porch one can look up five fairways. The clubhouse consists of a large main lounge, with wide screened front porch overlooking the golf course, ladies' lounge and powder room, ladies' locker room, with 48 lockers and three showers, large mens locker room with 213



Interior of grill room has ample accommodations for food and beverage service and plenty of windows have been provided for an airy atmosphere one expects in the Florida climate.



Spacious porch of the new clubhouse overlooks 9th and 18th greens, the practice putting green, and the first and 10th tees giving non-playing guests a broad view of the course.

New quick-acting liquid center



It's named "The Haig"— but I call it the

Because its revolutionary, quick-acting, thin-rubber-encased liquid center and extreme high tension winding causes the new Haig to leave the clubhead with lightning speed, I call it *the split-second ball*.

I've never hit a ball with such fast getaway. And that's important to you—and to me—because split-second reaction in a true-center ball means true flight and greater distance. And you can be sure that the center of every Haig ball is in its *exact* center because every Haig ball must pass a fluoroscopic X-ray test.

Center exactly centered



If it bears my name
it's sold through
Pro Shops only
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