

# Denver Country Club



"Safety in handling 'Tersan' is another big reason why we like it . . . why my staff prefers to work with it. 'Tersan' gives perfect results, and yet it never shocks, yellows or retards grass," says Mr. Haines. Louis J. Keller, above, applies a dry mixture of "Tersan," a method Mr. Haines devised for his own use at the Denver Club.



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**Left:** A spray of "Tersan" and water is the usual method for mechanical application. "Tersan" saves time and labor because it mixes easily with water . . . needs no wetting in. In fact, many greens superintendents now find the use of "Tersan" gives their staffs more time for other maintenance tasks.

**For Dollar Spot—Use Du Pont F-531,** a highly effective cadmium fungicide. Also controls green scum (Algae) and pink patch. Safe, economical, easy to use.

"Semesan" and Special "Semesan" are also available for those who prefer mercurial fungicides.



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## Turf Fungicides



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Listen to Du Pont "CAVALCADE OF AMERICA"—Monday Nights, NBC Network

June, 1949

that they obeyed it quite well, but not too well, but it really turned out better than we had hoped it would. Since then we have changed. There are marshals who control the galleries. There is a rope, 3/8" or 5/16" rope, which we stretch across the fairway at this point on the approach. After the shots are made that land on the green, two marshals get up and stretch this rope across the fairway, and we seem to have a little better control of the crowds doing it that way than we do by drawing the lines. You understand at our tournaments we had an awful lot of people who had possibly never watched a tournament and know nothing about the game of golf. It is a little difficult to control people like that on a golf course, more so than when the spectators are all dyed-in-the-wool golfers.

*Address before 1949 NGA Convention*

### **Kentuckiana Greenkeepers Assn. Holds Annual Field Day**

The Kentuckiana Greenkeepers Association held its annual Field Day and Turf Conference in Louisville, Ky., April 28.

The association was organized in the spring of 1948, and members are highly pleased with the progress made to date. The territory being covered is Kentucky and Southern Indiana.

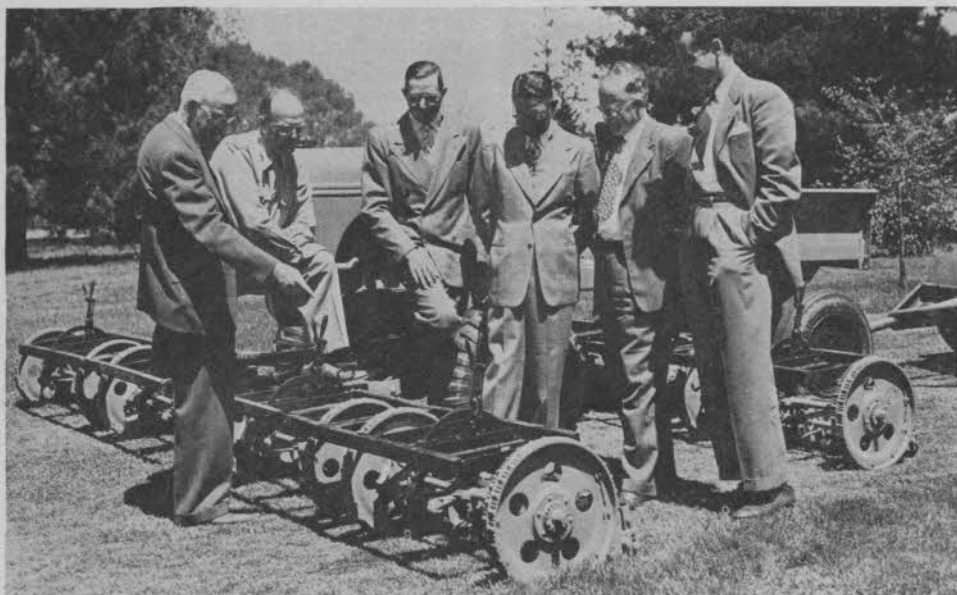
Meetings are held monthly at different members' clubs, where greenkeeping problems are discussed.

The Field Day and Turf Conference this year started at the Big Spring GC. Seventy-six registered for the meeting. The Association's experimental station containing six different strains of bent, was examined and discussed. Different kinds of equipment used on golf courses also were studied and demonstrated.

The meeting then moved to the Audubon CC for lunch and a tour of that course. All were interested in the zoysia matrella tees and two new greens built last fall. From Audubon the group went to the Louisville CC for dinner and the turf conference.

Dr. O. J. Noer spoke on fertilization of fairways, greens and tees. R. R. Bond's subject was How to Plant Stolons and Produce Better Putting Surfaces. Dr. Kenyon T. Payne of Purdue University, spoke on Turf Breeding Research. Richard Davis spoke on Nutritional Studies of Turf. Willis Skedla's subject was Turf on Aggregate Materials. C. F. Holland spoke and showed pictures on 2, 4-D. George P. Carson spoke on Repair and Maintenance. Carl Bretzlaff, president of the Midwest Regional Turf Foundation, concluded the program by telling of the advantages of belonging to the Foundation.

Walter J. Schulz of the New Albany (Ind.) CC is the new president. He succeeded Pat Russell of Big Spring, who was the first president. Joy Oller of the Standard Club, Louisville, Ky., is vice president, and L. L. Fontaine, secretary-treasurer.



Discussion of course mowing equipment follows meeting of Kentuckiana Greenkeepers Assn., Big Spring GC, Louisville, Ky. during annual Field Day and Turf Conference. (L to R) L. L. Fontaine, Jack Ryan, Carl Bretzlaff, pres., Midwest Regional Turf Foundation, J. B. Huter, Dr. O. J. Noer, Milwaukee, and Dr. Kenyon T. Payne, Purdue Univ., Lafayette, Ind.

**GOLFCRAFT PRO-ZONE**

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**Most helpful iron head design of them all**

**... for improving iron club play**

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From coast to coast Pro-Zone Tru-Goose irons have become the most highly praised clubs in recent years. Players have found the distinctive Tru-Goose design amazingly helpful in improving their iron play. Its set-back head helps line up their shots more accurately; helps guide their hands and clubhead to proper positions and *hit-thru* with confidence. Hundreds of pros have found this player improvement and enthusiasm has built up their prestige and profits. Pro-Zone Tru-Goose Irons are top pro-only quality and craftsmanship from tip to toe—and sold thru pro shops exclusively. Be sure you have a set prominently displayed where your players can see and feel them.

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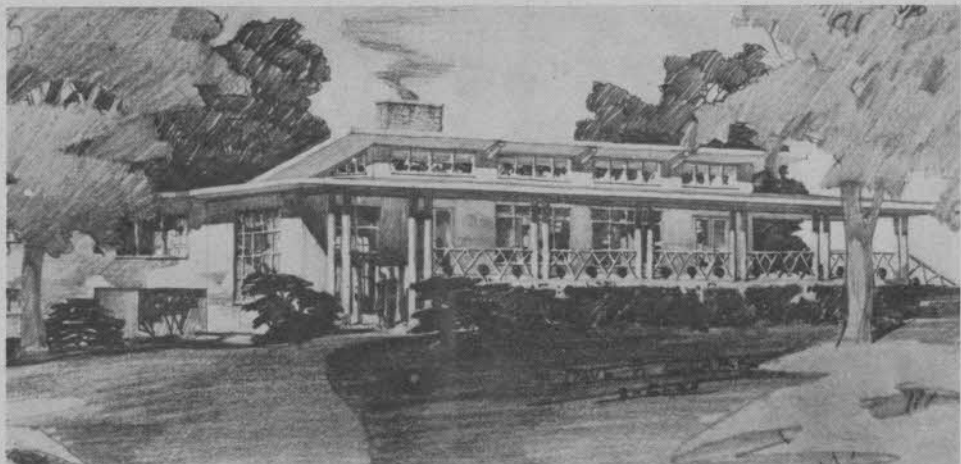
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GOLFCRAFT Pro Only Woods and Irons are precision-made in the world's Largest, Most Modern Plant devoted exclusively to Golf Club Manufacture.





Architect's drawing of the new clubhouse for the Forest Hills Golf Course, Columbia, Mo., made possible through the determination and ingenuity of a handful of civic-minded citizens who see in its construction a facility that will help round out a more complete community program for leisure time activity

## College Town Pay-As-You-Go Construction Program

By GILBERT W. FRANKEBERGER

Plans for the new Forest Hills CC, located 4 miles from Columbia, Mo., are completed and construction is ready to begin. A clubhouse and 9-hole golf course are under construction. Later another nine holes will be added.

Work on the clubhouse will not be completed this year, but will be kept parallel with the club's finances. Money for the initial construction was supplied by members. They will be paid back from the money raised by green fees and operations of the clubhouses. Eventually between \$40,000 and \$50,000 will be spent for the clubhouse.

In order to further defray expenses non-members will be permitted to play on the course. Consequently many university students and townspeople who are potential golfers have become interested in the project.

A drive for new members is bringing added funds to complete the club's plans. There are 160 members at present. The final goal is 300.

Bob Grant, club president, said: "In time this course and clubhouse we hope will equal any in Missouri. But funds are being raised among members and we don't have the wealthy element that is found in larger communities. The best we can do is build as we go along."

The clubhouse design fits needs of the members and provides for expansion. The committee which made the rough sketches presented them to Dave Clark, architect for the job. He prepared finished plans. Mr. Clark had this to say:

"We didn't follow the procedure of getting a pretty building that wouldn't function, in drawing up these plans. Instead of planning the interior to fit the exterior, we planned the exterior to fit the interior. The primary purpose is to provide ample space laid out to serve our requirements.

"It is modern in design and takes full advantage of lighting conditions and will allow a full view of the scenery. Large glass areas will take care of both scenery and ventilation."

The clubhouse will overlook the majority of the holes. The balcony, in the rear, will be ten feet above grade and overlook the course. The ground floor will be four feet above grade in the front and at grade level in the rear.

### Members Cut Costs

An accurate estimate of costs is not available for the total construction because of the way the work is being done. Much of the material is being obtained through individual members and here and there cost cuts are being made. Sheldon Gentry,



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For solid drives off the tee — or a sales drive in your shop, the answer is Woods of Persimmon — the solid Ebony Wood. Backed by generations of dependable performance, these fine club heads give impact to your sales story — and buying impetus to your trade.



**C. F. WORK & SONS, INC.**  
Manufacturers of Hardwood Specialties  
**Memphis, Tennessee**

a contractor and club member, will take charge of construction and will save approximately \$3,000.

The first section to be constructed is 54 by 32 feet. Its cost will be near \$15,000 and should be finished within two months. This section will contain the lounge, concession, professional's room, storage room, and men and women's shower facilities.

Another interesting feature is the barbecue pit that will be built in back of the clubhouse. An arch to be formed by the grill on the top floor will lead to the pit. Plans call for cobblestones in the corridor.

The completed building will have a cement first floor and the second floor will be made of wood. Management is to be handled by a non-member. He will have charge of all business details, including arrangements for tournaments. There will be no facilities for repairing and refinishing clubs, but there will be a display room for golfing equipment.

A practice putting green is to be constructed and a badminton court and horse-shoe pit are to be provided.

The course is being considerably improved. It was laid out three years ago by John Gavin. Its sand greens will be changed to grass. The fairways now are in Kentucky bluegrass.

Gavin said, "The course has great potentialities for it is an attractive natural layout. To get anything like we want it will cost at least \$1,000 to convert each green to first-class grass construction."

The present nine is 3195 yards. Holes 3, 6, and 9 are doglegs. Number 3 doglegs around a 1/2 acre lake. Hole number 6 has a water hazard. Number 9 is the longest hole of the course (513 yards), all other holes are par 4 except 2, a par 3.

The course, including the new nine to be added, will cover 188 acres of what was once an old pasture. It is shaping up. The uncleared part of the heavily wooded section offers both scenic beauty and well situated golfing problems.

## Bel-Air Adopts Racing Form

One of the cleverest programs to come to GOLFDOM's attention in many a day is the Daily Racing Form used by the Golf Committee of Bel-Air CC (Los Angeles) where PGA pres. Joe Novak is professional. The committee obtained permission from the publishers of the Daily Racing Form to use the heading and format of that paper in announcing their annual Derby Day event. Team listings carried posted odds and following each was the usual track jargon used by track touts. In the lower right hand corner was the caption, "It's All In Fun," and our guess is that it was a lot of fun.

## It's On The House

By TOM REAM

Mgr., Westmoreland CC

Getting noticed in a club is entirely a matter of doing the kind of work that gets noticed.

\* \* \*

Don't complain that members require a lot of service. It's that demand for service that makes the club business such a good one to be engaged in.

\* \* \*

Some club employees give so much of their attention to what other employees have to say that they have none to give to what a member requests.

\* \* \*

If it's a good club, it should look the part.

\* \* \*

What one member complains about, the rest of the members may not like either.

\* \* \*

The pleased member is the best developer of new members. His "word of mouth praise" does the trick.

\* \* \*

The employee who has worked in too many clubs is suspected of never having worked for any.

\* \* \*

The burning cigarette has met its match in a burn-proof enamel based on Bakelite.

\* \* \*

The better the clubhouse and golf course is, the easier it is to keep the membership filled.

\* \* \*

Yes, you are in the club business, but is the club business in you?

\* \* \*

A good club employee is one who has learned that some people like more service than do others.

\* \* \*

The fact that members don't know what they want does not matter in the club business if the manager knows what they want.

\* \* \*

There's no percentage in giving quick service if it results in sloppy service.

\* \* \*

Those who fail in the club business do so because they think it requires no special knowledge.

\* \* \*

Maybe the member is impatient, and maybe again, the service isn't as snappy as we think it is.

\* \* \*

It takes a lot of straight thinking to operate a club as it should be done. And the thinking must be supplemented with doing.

\* \* \*

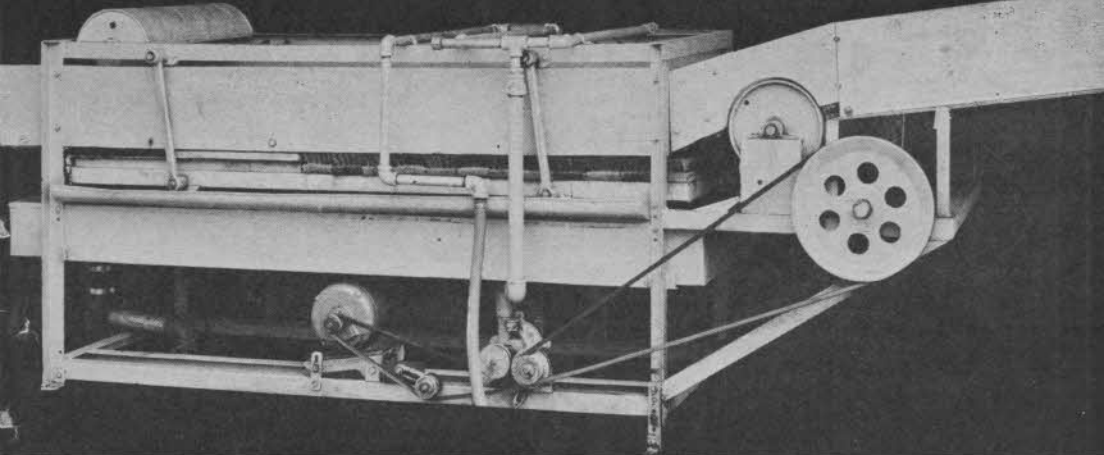
Sincerity is the club's best service asset.

\* \* \*

Lapses of service are more noticeable than the best of service, the latter being taken for granted.

\* \* \*

The boss appreciates a bargain as much as you do — be one at the salary he is paying you.



12,000 RANGE BALLS *Washed and Dried* IN ONE HOUR

... with the revolutionary new automatic

## RAPID RANGE BALL WASHER and DRIER

*Here's the answer to a far-too-costly problem  
that has been eating-up every range owner's profits.*



The "Rapid" will earn its cost in one season's operation—relieve you of labor worries—win the praise of your players.

**SAVES TIME:** Dump soiled balls into hopper, press starter switch and from then on the "Rapid" turns them out sparkling clean and dry — 12,000 an hour.

**SAVES LABOR:** No nursing or manual help required. The "Rapid" is completely automatic and thorough even to delivering clean, dry balls into bin or trays.

**CUTS BALL INVENTORY:** The speed, efficiency and completely automatic operation of the "Rapid" will keep you in ample supply of fresh balls with minimum investment tied up in golf balls ... and with less storage.

**CLEANS 'EM CLEANER:** Every ball is assured individual, all-over cleansing (without pressure on the balls) by their movement over a bed of high grade, durable washing brushes, actuated by sturdy, water-proof motor. Yes — those that are mud-caked, too.

*For descriptive literature and price, write:*

**WALTER RUESCH**

Skokie Blvd. and Golf Rd., Skokie, Ill.

# Credit Rating Surest Sign of Pro's Business Standing

By DON MUDD

In these times of changing conditions it's of particular importance that the pro keep close watch on his credit. The boom of the postwar years can't be expected to continue forever notwithstanding the wise and strenuous work that is being done to enlarge the golf market by getting more players, more courses and increasing the amount of play at existing courses.

Credit standing is the true indication of ability as a businessman. There's no other scoreboard that tells the story of business capacity and success as accurately as the credit figures. Credit is founded on confidence. The credit manager of a manufacturer loans his company's money in the form of merchandise.

There's a correct understanding of credit when the pro realizes stock in his shop that isn't paid for is actually the manufacturers' money. The manufacturer too often has to make use of credit in getting raw materials and financing payrolls for making merchandise well in advance of delivery.

An essential in business is keeping your money working. You can't have slow-moving stock that ties up your investment. Your accounting methods in pro golf have to be so simple and clear that you know at all times just where you stand. If you haven't a bookkeeping system that is easy to operate and which is kept accurately day by day you are bound to run into some costly trouble.

Pros generally are good credit risks. They have to be or they don't hold jobs. I can count on the fingers of one hand the pros who have deliberately tried to defraud manufacturers during the 24 years I have been watching and helping in pro credit. Those who do get into credit difficulties have that unhappy experience because of carelessness more than because of ignorance of the simple principles of accounting which are the foundation of retailing.

## Pro as a Collector

The pro has his own problem in extending credit if he bills direct. There are good and bad points about the two systems of handling accounts, through the club or direct from pro to eventual purchasers. If the club handles the billing it doesn't often have much to do with handling the pro's expenses of operation, thus the club may

get an erroneous picture of pro net profit, always figuring it much higher than it actually is.

If the pro handles his own collections he may be reluctant to collect or may be pressured against collecting for the slow pay buyer sometimes is inclined to get sore and use club politics in beating out a pro who wants the money that is due him and which is needed to pay his own bills. The longer the bill runs, the smaller the chance of collecting. If the pro handles his own collections, and especially if he's at a municipal or daily fee course where his customers are intermittent patrons, he'd better join the local credit bureau which cares for collection of accounts of other local retailers.

In many cases the pro's wife handles his books and does an excellent job of it. Despite the popular opinion that women are quick and careless about charging beyond the capacity to pay I've noticed that pros' wives are exceptionally vigilant and competent in watching the financial part of the shop business. If the pro's wife doesn't handle the books the pro had better be sure that a competent and trustworthy assistant keeps the books as a very important part of his job, which is frequently checked by the pro himself.

There has been a decided improvement in pro bookkeeping since the pro business began to expand a dozen or so years ago. There is very little haphazard bookkeeping in pro golf now, but still room for improvement for the pro's own profit and security.

When I previously mentioned that the manufacturers' credit problem is tied up with that of the pros, I am sure that pros were reminded that when a manufacturer goes to a bank to borrow money for buying balata a year in advance, or financing other material and labor expenses in the manufacturing cycle, the bank is bound to look into the status of pro accounts on the manufacturers' books. If the pro and other retail outlet accounts are in good shape then the manufacturer can get the money he needs. Otherwise, no. The pro will understand that banks don't do business on vague promises. They've got to be sure of getting their money. They extend big unit credit to the manufacturers' who in turn extend credit in small units.





## "Split-second" action!

It's the "split-second" getaway action that gives the Haig ball its *extra yardage*. And that "split-second" action is custom-built into every ball. In addition to exclusive Hagen features, the Haig ball has all the advantages of revolutionary *Isotropic* construction. *Dynamic balance* gives the Haig true flight and roll. Its livelier liquid center and extra high tension winding give it *amazing new distance*. You can recommend the Haig to your members with the assurance that no ball made can out-perform it.



To be sure you have the advantages of equipment exactly *fitted* to *you and your game*, all golf equipment bearing my name is sold thru Pro Shops only.

*Walter Hagen*

*This card appears in all Hagen National ads.*

*Walter Hagen*



### HOST TO RYDER CUP MATCHES

This clubhouse at Ganton GC will be center of hospitality for American Ryder Cup team and its partisans when the international pro matches are played, Sept. 16-17. The city of Scarborough has issued an illustrated booklet on scenic and historic spots in the vicinity; the club has a booklet on the course; and the welcome sign is being hung out in fine shape for Yank guests.

Banks now make quite a point of assisting the small as well as the large borrower. It's a fine thing for a pro to have a line of local bank credit. The pro never knows when he is going to need money for investing in his own business or credit to use with his own surplus in making a sound investment in his city. When he has a line of credit at a local bank the pro is establishing himself as a solid citizen of the community and providing himself with an element of job security that always exists when a man's business character can be attested to by his bank.

In protecting his credit the pro must investigate the character of people he employs. The ready saleability of pro shop merchandise makes it just like cash and a temptation to light-fingered parties who want more cash than they earn.

And even after such a check-up the pro must frequently go over his books to see that they balance and to see that the inventory is as the books record. The rush hours at the first tee on Saturdays, Sundays and holidays may mean that merchandise which isn't signed for, or paid for, gets out of the shop and the customer honestly and completely forgets that he hasn't paid.

#### Books As Merchandising Help

The books to pro shop business are just like the scorecard in playing golf. They tell you exactly where you stand every time you look into them. Your books should show plain signals to govern your buying. You have to guard against over-stocking while at the same time you must have a

volume and variety of merchandise to make sure that you are not going to lose profitable sales because of lack of stock.

Right after the war and up to this year the idea was to get all the pro shop stock you could. Now, you have to be more discriminating. You are bound to buy some cats and dogs in your merchandise. Every merchant does. But the very important thing is to get them cleared out when it becomes obvious that you bought something that doesn't sell at a normal rate. Your books have to be set up so they'll constantly remind you to move merchandise before you're stuck with it.

The pro has to do everything possible to clear up his accounts before the end of his busiest season and to get rid of his stock, unless he's in a section where golf is played steadily the year around. When the player is not actively playing he is not as keen to pay as when the season is in full swing.

Unless the pro cleans out his stock pretty well at the end of the season he's not going to have working capital enough to get manufacturers to ship him all he should have to start the next season. The old days of taking back unsold merchandise in lieu of cash in payment of the order have passed. That practice not only weakened the pro credit rating but in instances it gave a manufacturer merchandise that he couldn't throw into the river but had to convert into cash. Hence there were "distress" sales of merchandise originally ordered by pros and which in necessarily being converted into cash, accounted for