

for record scores . . . for record sales

BURKE HYSPEED

WOODS AND IRONS

- Easy-to-use, confidence-inspiring, handsome-looking, powerful-feeling, the new Burke Hyspeed line will win interest, approval and sales action this season among your "scratch" players and over-90 shooters alike.

- Massive, deep-faced woods are capable of plus yardage in anybody's long game; irons have double flange sole and modified offset blade for better clubhead control and weight-where-it's-needed for distance. Both woods and irons feature Burke's popular, non-slip cork-and-rubber Vacuum Grips by Golfpride.

- You can count on record sales volume from the Hyspeed line, for here, indeed, are Burke's outstanding examples of "Better Clubs For Better Golf."

- Stock "Lady Burke" for the fair sex, Burke "Model J" for juveniles, popular Burke "Crestwood" for beginners. Write for new poster-catalogue showing these and other quality clubs, accessories and balls.



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cubic yards of material in doing the job.

Any time you handle over 50 yards of material machinery should be employed. The biggest machinery we can get is the cheapest machinery we can get.

Next, where is this material coming from? If it is within 200 feet we can push it in there with a bulldozer. If it is 200 to 1000 feet we can haul it in with a scraper. If it is over 1000 feet, we should get a shovel and trucks. You should go right ahead and build the green as the material comes in. When the fill is all in, the green is roughed out. When the loam is all on the rough finish is done. Then we add our insecticides, lime, etc. Roto-till them all together, go ahead and finish grade; ready for seed, sod or stolons.

Now for a contractor's actual costs: Material moved from 200 feet will cost less than 10 cents a cubic yard. From there to a thousand feet, around 15c a cubic yard. From a thousand to two thousand, 20 to 25c a cubic yard.

In the event you are going to save the old sod the green can be stripped and the sod saved for about a cent a square foot. If the sod is not going to be saved, you will find it better to spend half a cent a square foot, strip the green, get rid of the sod, and have good clean material to put on the finished grade.

Save \$2½ Million Taxes With More Courses

Harley C. Lutz, Princeton emeritus professor of public finance and tax consultant to National Association of Manufacturers, is quoted by Newsweek as saying conversion of farmlands into golf courses would save taxpayers about \$2,500,000 in elimination of crop surplus and conservation programs.

Strong points of the Lutz plan as presented by Newsweek:

"It would be perfect for land conservation, for it would assure a permanent grassy cover and afford opportunity to plant shrubbery and trees at strategic points as hazards, thus keeping erosion at a minimum.

"Erstwhile farmers could be given steady employment mowing golf courses instead of hayfields, and keeping greens in condition. The small fry could pick up change by caddying, and the whole family could play golf for recreation.

"The people would have lots of money to pay green fees, club memberships, buy golf balls and club, etc. . . . Moreover, getting out in the open air would improve their health and save doctor bills. Thus it would weaken the case for socialized medicine."

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Locker-room floor... at Less
than 10c a day!*

Here's a floor your members will cheer!
COMFORTABLE—A soft rubber cushioning that relieves the weariness of aching feet.

DURABLE—A specialized rubber formula makes FAULCO floors tough, though soft. Will be satisfactory 10 years, and probably 15 years.

COLORFUL—20 marbled colors to choose from—inlaid colors that last lifetime of floor.

LOW MAINTENANCE—Simple mopping thoroughly cleans floor; no special equipment needed.

LOW COST—Clubhouse and locker-room floors must be maintained; tests and past installations have proved the cost of

the FAULCO soft rubber floor is about 10c a day.

SATISFIED MEMBERS—FAULCO soft rubber floors will satisfy your most exacting members. Their guests will appreciate and comment on the luxurious, clean, neat appearance of the floors, and the comfortable, quiet atmosphere of the clubhouse. A "bonus" every member will appreciate.

SIZES—FAULCO soft rubber runner widths are 18", 24", 30", 36", 48", 60" and 72". Standard lengths are 16 feet—all edges are beveled. FAULCO sheet flooring is 16 feet x 6 feet.

EASY TO LAY—Runners are unrolled and laid in place—no cementing. Sheet flooring fitted wall to wall—cementing operation is simple.

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SEATTLE 9, WASHINGTON

First Year As Pro Demands Careful Planning

By WM. ENTWISTLE, JR.

Professional, Skaneateles (N.Y.) Country Club

Among golf pros, it is generally acknowledged that the first year as the head pro is the most important one they ever have. This is the proving ground, the indoctrination to full responsibility, with its resultant pressures and strains. It is here that the young pro must immediately establish himself and lay the ground work for the career in golf which he hopes will ultimately lead to a lasting satisfaction and secure, prosperous future. The steps to be taken in gaining a permanent berth in golf are many and varied. There is no iron-clad, rigid method to follow. It varies with the individual, the club and the members whose actions and interests must be analyzed, before a tentative program may be charted.

With these things in mind I am reviewing here the conditions which lead to my being accepted as pro at the Skaneateles (N.Y.) CC and the subsequent period wherein I encountered certain basic problems which a pro must deal with, and the procedures used to cope with them.

In February, 1949, I learned that the Skaneateles job was open. I knew it to be a nine-hole course with about 300 members and from my past experiences as assistant I felt I was qualified to handle the job, so I applied for it and was accepted. I had been the assistant to my father at the Bellevue CC; also had been assistant at the Atlantic City CC and the Baltimore CC and from the teachings I received from each of these positions I hopefully went forward in my new job. I felt that the teachings I had received from my father gave me an advantage over most young pros, as it gave me a more complete knowledge of the numerous conditions to be met.

I was fortunate in getting off to an excellent start at the Skaneateles club. The pro shop was brand new and the club gave me a great deal of leeway in making suggestions for the development of the facilities. My first move upon taking over at the club shortly after before the season opened was to set up a complete summer tournament schedule, in conjunction with the tournament committee. This included sweepstakes each week-end, a member-guest tournament, a club championship, a handicap tournament and home-and-home

matches with clubs in the vicinity. The ladies had a similar schedule with exception of the week-end sweepstakes. I also instituted an A and B classification for the ladies forming a nine and an 18-hole division.

Studies Demand Carefully

In stocking my shop, I carried only premium quality merchandise, ordering in fairly small quantities until I could evaluate the strength of demand. The books were checked regularly to keep an accurate account of sales, and inventory was restricted to enable me to retain sufficient working capital and still provide a wide variety of merchandise for the members. A word of caution here to aspiring assistant pros who will soon become head professionals: care must be used in purchasing equipment, to avoid acquiring items which are short-time fads, and fail to move after the initial buying interest has lagged.

My bookkeeping system was very simple. I instituted a double set of books—one cash and the other charge. The latter was used to carry the charge account plan which I had arranged for the members. Each morning, to facilitate an exact account of my stock I put the same number of balls, tees, caps, socks, etc. in the showcase. In the evening I tallied these items, entering the number sold and their value. Floor merchandise, such as clubs, bags and umbrellas, was entered on a daily sales report and at each week's end, I computed the overall amount of merchandise sold. In this way, I was able to foretell accurately my replacement needs from one day to the next and to make a fluid adjustment as it became necessary. By checking my sales in this manner I was able to carry a small, but complete, stock.

I adhered to a rigid shop schedule. My assistant and I were at the shop at about 8 o'clock each morning. Our day lasted until the last player had left the course. Many of the shop duties were intrusted to my assistant who proved a capable aid. By careful detailing of our tasks we worked in close harmony with each other. Clubs were cleaned on the same day they were used. I made it a policy to remain in the shop until all the clubs used that day



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were cleaned irrespective of how late it would be till the chore was completed. Clubs which were in need of repair were placed on the work-bench and we usually had all repairs completed by 11:00 the following day.

Sets Lesson Program

I usually gave lessons in the morning or evening. The afternoons were left open to make myself available to the particular needs of the members. I gave no lessons on Saturday or Sunday as I spent both of these days on the first tee starting the players. I remained there between 11:00 and 2:00 on Saturday and from 8:30 to 10:00 on Sunday as the concentration of players starting is the greatest at these hours. Concerning lesson promotion: I utilized several methods to stimulate interest. One program established involved children between eight and 14 years old. As part of a supervised children's program for athletic recreation, lessons were given three times a week free of charge to these children. This served as a strong attraction to many parents who ordinarily might have overlooked the advantages to be derived from personal instruction. After observing the rapid progress made by the youngsters, a large number of parents took lessons. I greatly encouraged the junior members from 18-22 to take a stronger interest in improving their games. At every opportunity I took an active part in helping these young people to develop their shot-making ability. This also seemed to attract the older people to the need for lessons.

I played very little golf, as I was busy

with lessons and course maintenance. However, when I did play, I made it a point to play with a different group of members each time. By doing this I was able to play at least one round of golf with each of the members before the season was over. Consequently I was successful in dividing my time with each of the club members in fairly equal amounts.

Week-end sweepstakes were one form of sales promotion which I used. A seasonal fee was charged each member and various merchandise was distributed as prizes. About once a month putting contests were held for the children and I would give the winners suitable prizes. This seemed to attract the older members to buy their golf supplies from the shop.

Since my duties as professional did not encompass greenkeeping, I was not responsible for the course maintenance. However, I worked in close contact with the green committee, offering suggestions when requested and doing whatever I could to help keep the course in the best possible playing conditions. I spent several hours each week with the greenkeeper discussing with him various improvements from the golfers' viewpoint, such as placing of cups, position of tee markers, trimming of branches, etc. By taking interest in course activities beyond his normal scope and availing himself of the friendly and expert help of the greenkeeper, the young pro builds a firm foundation of good will with the club members. Diligent attention to such details as I have cited is repaid ten-fold by the re-

(Continued on page 88)

UNDER SHELTERING PALM



Sixteenth green at new Alondra Park CC with a palm as a hazard in the green. This new 18 in Los Angeles (Calif.) County was leased to private operators, Sims, Hollingsworth, Horell and Price who supplied money the county didn't have for constructing another course.

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Setting Your Par for Course Maintenance

By CHARLES SCHALESTOCK

Supt., Farmington Country Club, Charlottesville, Va.

There isn't a golf course superintendent who is really on the job who doesn't have the ambition to have his course the best conditioned layout in the country. He may never achieve perfection but he never will stop trying. All of us know the handicaps we must surmount in construction errors of omission and commission, adverse soil and weather conditions and lack of money.

Those handicaps are tough enough but there's another serious handicap that we sometimes don't realize. We, ourselves, may not have the clearest, detailed idea of our objective. The superintendent should have a par for his course that is just as clearly identified as the par on the scorecard.

Due to conditions beyond the superintendent's control it may be impossible to attain this par in construction and maintenance of the course, but by having our own scorecard for our guidance we can direct our work with greatest efficiency and protect ourselves and our clubs against a common tendency at golf courses of having to do so much work for reasons of urgent expediency rather than with a lasting improvement in mind.

By keeping this long-range scorecard before us we can plan our work so that after years the permanent improvements in our courses will stand as monuments to our foresight. Maybe the club officials and members will realize what this foresighted planning has meant to the club. Maybe they won't. But at least the superintendent will have the satisfaction of knowing that he gave his club a substantial bonus in his expert services by doing more than just keeping the course in playable condition year by year and adjusting his work program mainly to temporary conditions rather than to a steady improvement campaign with highly desirable cumulative results.

Par for Course Maintenance

All of us experienced in course maintenance work know how widely conditions differ at courses. We see that in comparison of the dollar and cents allocations of budgets and the results. So all we can do is interpret general classifications in details specifically applicable to our respective courses.

In determining par for course maintenance four factors are essential. They are:

- Construction of the course.
- Headquarters for the work.
- Equipment.
- Official and labor relations.

I've noted some of the major points that will serve in helping each superintendent to make his own master plan.

First, check the construction features. The following points provide an outline:

GREENS—

Drainage

- Surface—gentle undulation
- Proper soil (sandy loam for percolation).
- Sub-surface (tile).

Irrigation

- Snap-valves close to green (min. use of rubber hose).

Contouring of greens and aprons with special care in designing area around greens for maintenance by machinery rather than hand tools.

Aeration around greens

- Prevent pockets of stagnation caused by surrounding trees.

Area between green and next tee spacious enough so that paths are not formed.

Turf of strain proved to be the best for course.

TEES—

Tend to make tees indiscernable from fairways.

Sufficient teeing area with spacious plate changing area.

Tees should be slightly elevated and have surface drainage.

Soil structure should be of sandy loam.

Irrigation—snap-valves.

FAIRWAYS—

Contoured for convenience of mowing. If not irrigated propagate drought-resistant strains.

Tile drainage where necessary.

Placement of trees on side of fairway leeward (reduce Fall leaf problem).

ROUGH—

Seeded with same grass as fairways. Contoured for ease of mowing.

HAZARDS—

Graded to fit mowing machinery.

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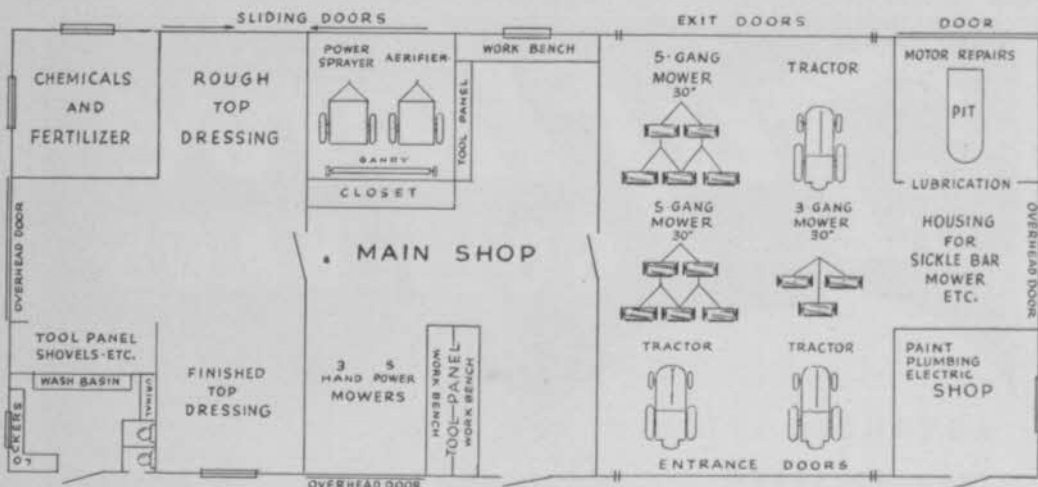
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F R O N T
FLOOR PLAN FOR GOLF COURSE MAINTENANCE PLANT
(45 FT. X 105 FT.)
SCALE 1" = 10 FT.

SUBMITTED BY
CHARLES SCHALESTOCK

RECOMMENDED:
FIREPROOF - CINDER BLOCK CONSTRUCTION
CONCRETE FLOOR
SPRINKLE SYSTEM.

SHOP LOCATION - CENTER OF WORKSHOP YARD

GROUND KEEPING SUPT.
FARMINGTON G.C.
CHARLOTTEVILLE - VA.

Suggested plan for practical golf course maintenance plant sketched by Charles Schalestock

What to Work With

The extravagance of inadequate housing, repair and maintenance facilities for golf course equipment and the expense of not having sufficient equipment of the right kind are too well known to superintendents to require any comment. Often, though, club officials don't realize the marked savings and improvements that could be effected by proper provision for these essentials. But there may come the day when officials will be disposed to see that the course work gets what it requires so the superintendent should have his plans on paper for action after the new cocktail lounge has been added to the clubhouse.

Shop and Equipment Plans

Main factors to be considered are:

- 1—Practical floor plans for shop
 - (a) Located centrally
 - (b) Inconspicuous
 - (c) Constructed of cinder block
 - 1—Sprinkler system
 - 2—Concrete floor
 - 3—(Optional) — Apartment for greenkeeper on second floor over main shop.
- 2—Plan designed for housing and servicing of adequate equipment to maintain an 18 hole golf course.
 - (a) Equipment needed
 - Tractors
 - 2 heavy
 - 1 light
 - Mowers
 - 10 fairway (30")
 - 5 rough (30")

3 tee & apron (30")

3 greens (power)

4 greens (hand)

1 lawn (power)

2 lawn (hand)

Aerifier ($\frac{1}{2}$ and one inch)

Compost shredder-mixer

Sickle bar mower (tractor drawn)

3-gang disc type green spiker (tractor drawn)

Power Sprayer

10 ft. Fertilizer & seeding distributor

5 ton dump truck

Trailer (one cubic yd.)

Mower grinder

Drill press

Lathe

Small tools—picks, shovels, mattocks, rakes, scythes, wrenches, hollow tines, paint spray equipment, etc.

Personality in the Work

Above all material factors is the element of personality. A golf course to be great, in condition and design, must reflect the personalities of the people who play on it and who are responsible for its condition.

That phase of the course can't be favorable unless the official and labor relations of the superintendent are wise and harmonious. In course maintenance the key to success lies in co-operation. There must be complete co-operation between

(Continued on page 90)