

motion at Detroit's six munny courses is co-sponsored by Detroit Free Press and Dept. of Parks and Recreation.

Bud Holscher, Santa Monica, Calif., lad who was alternate on 1951 Walker Cup team and former National Junior champion, out of navy at end of this year and plans to turn pro . . . Eddie Jones, Houston, Tex., 15-year-old golfer, elected vp of Texas Public Links GA . . . Yakima, Wash., considering building munny course on city airport surplus property.

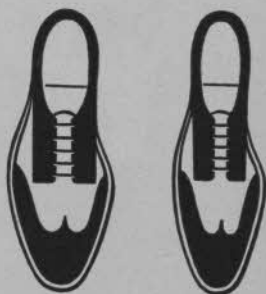
College of Sequoias students at Fresno, Calif., now have 4-hole course with holes of 100 to 390 yds., and a practice putting green . . . Course designed by Bob Baldock, Fresno golf architect.

Los Serranos CC, Chino, Calif., sold by Mrs. Clara Bartlett to Paul Greening . . . Greening will lease plant for golf if he gets acceptable offer, otherwise use property for farming and grazing . . . Visalia (Calif.) CC to build \$82,000 clubhouse . . . Pocatello, Ida., to build new clubhouse at munny course.

Bud Spencer, San Francisco News sports editor, criticizes management of SF munny courses, which are faced with \$24,000 defi-  
(Continued on page 68)

## AIDS IN SELLING Kenneth Smith Clubs

### Same size Shoes, but...



Yes, two men may wear size 10½ shoes, but one requires AA width, while the other is fitted best in D width. Either would be distinctly uncomfortable wearing the other's shoes.

Likewise, many golfers are trying to play with mis-fitted clubs—and that's the reason more and more golfers are turning to Kenneth Smith woods and irons. They realize the need for clubs made to fit their physical characteristics—their natural swing. Kenneth Smith clubs are handmade to fit your customer's individual measurements, scientifically matched and all clubs in a set identically swing balanced. No other clubs are so made and so balanced. Why don't you sell more Kenneth Smith clubs?

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with every order of \$10.00 or more a deck of the famous **MONTEBELLO PLAYING CARDS** with golf motif on each card.

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Ht.	Price
J15C 15½"	12.00
J15B 17"	13.00
J15A 18½"	14.00

Ht.	Price
Z1 6"	3.50
Z1A 7¾"	5.00
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Then he installed a number of AUTOETTE Golfmobiles which whizz two players and their clubs over the hilliest course . . . quickly and in perfect comfort.

As in golf clubs all over the country, the demand for Golfmobiles at Desert Inn zoomed overnight. Golfers found that they were playing more golf . . . better golf . . . without fatigue!

Golf Pros, at many of the swankiest clubs,

are earning BIG EXTRA INCOME by renting Golfmobiles to club members. On some courses, Pros maintain as many as twenty Golfmobiles for rental . . . a veritable gold mine for these smart operators!

You, too, can put "GOLD" into GOLF at your club — by getting into the Golfmobile rental business. (The big pneumatic tires will not harm the course in any way and the dual-motor drive climbs the steepest hill . . . with plenty of reserve power for playing 18 holes or more.)

For complete information, sign and return the coupon . . . TODAY!

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Rapid Sales Corporation, Maywood, Ill.  
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**AUGUST • 1953**

## Supt's. "Day Off" Is Busy Day Thinking for Club

By **HERB GRAFFIS**

**F**EW men are busier than a successful golf course superintendent on his day off. Monday meetings of golf course superintendent associations all over the country are pretty much the same, as near as I have been able to learn.

The superintendents generally have to go through a schedule of routine or emergency work starting early in the morning before they set forth for the meetings. Then at the meetings, where they have planned to have sociable visits, maybe play a round and look over the host's course, and sometimes listen to a talk after dinner, they discuss course maintenance problems and answers more than during any other day of the week.

A supt. will be playing in a foursome with pals of his in his profession and as he is lining up a putt he will point to an area on the green and say, "Hey, boys, look at this."

Then another member of the foursome will remark, "I had a few touches of that on one of my greens and I . . ." and he'll proceed to talk about cause, treatment, cure and prevention.

Having seen such cases many times I've had the hunch that if club officials knew what happened on the superintendent's day off they'd pay the superintendent for going to the meetings at other courses and that there'd be eager bidding among host clubs for the privilege and value of receiving golf course superintendents' meetings.

I thought I'd be able to see superintendents relax when they were at a recent picnic of the Midwest Golf Course Supts.'

Assn. at a Libertyville, Ill., park. The fellows' wives, sons, daughters and grandchildren were there. There were games, races, horseshoe-pitching, swimming and prizes. But a golf course superintendent doesn't seem to be able to stand much of being away from his business, so the men would get together in small groups between, or during, the picnic events and compare notes on their work.

### Watering Is Major Subject

And here are a few of the things they talked about:

First in interest and, obviously, importance was watering practice.

Listening to various superintendents, many of whom have inspected courses and studied operations in most districts of the U. S., there was heard, repeatedly, statements to the effect that correct watering is the most difficult job in maintenance, and the watering required by weather and soil conditions is the part of the maintenance task that most severely tests the genius and luck of the superintendent.

A number of cases were cited of overlap in fairway water distribution being the cause of dollar spot attacks along the middles of fairways. Outside of the bad appearance of these attacks, several supts. were inclined to regard them somewhat as disguised benefits as they thinned out matted bent. On greens the attacks are a more serious matter. Close mowing, heavy traffic and lack of adequate fertilization, make the dollar spot damage from over-watering a grave risk.

Superintendents at de luxe courses smiled through the tears of their own troubles as they referred to some excellent greens at country-town courses where there wasn't enough water to allow over-watering, and at heavily played public courses where traffic wouldn't permit much watering of greens. When greens at these sparsely watered courses went off color, or cloudbursts and hot, humid weather knocked the greens out, or poa annua went out, players at those courses were inclined to regard the damage as an act of God and didn't blame the supt.

Also helping to ease the situation at these courses where greens are lightly watered is the fact that fairways there generally are unwatered and the contrast between greens and fairway color isn't conspicuous.

#### Water System Modernization

Fairway and greens hoseless watering systems have been a tremendous boon to golf in increasing play, reducing labor costs and, notwithstanding perils of excessive watering, improving course condition. But now there's been so much learning about watering a great many of the watering systems need modernization. The most common fault in the system is inadequate size of piping, the superintendents said. They add that the irrigation engineers know this but the cost factor prevents correct installations. The superintendents added they seldom could do anything about correcting this as the decision on cost was made by officials, not by superintendents.

What club officials and members don't appreciate about golf course watering is that it has to be done at the right time and in the right amount, and is governed greatly by drainage. At most of the first class courses in the Chicago district fairway watering is needed about every three days in the summer. Then, the superintendents agree, it should be done on all 18 fairways at the same time. The rain does it that way. When the fairway is watered the second day after a rain it's too wet. Or if water is applied to a fairway or green five hours too late the damage of delay may be extensive. With the necessity of keeping poa annua through the summer the importance of correctly timed watering to the proper extent is emphasized. Cases were related of sun cooking turf when the grass was watered only a few hours before it was dry enough to need moisture.

But despite the delicate problem of

watering, the superintendents said they'd much sooner have a dry summer so they could control the weather than a summer with intermittent rains.

Scattered showers drive the superintendents gray-headed. One course may get a cloudburst and another course ten miles away won't have a drop of water. The rain complicates the maintenance program and condition and players will wonder at the difference in condition of the two courses and blame the superintendent whose course shows damage from the thunder shower and boiling weather.

During this discussion several superintendents referred to a course they'd seen where moisture oozed up when one walked on the greens. They said they hesitated to mention this indication of over-watering to a competent superintendent because of the possibility of an early morning downpour that day.

#### Attitude Toward Advice

That brought up the interesting subject of how frankly to talk to each other about the other fellow's work. "We don't want to get too touchily 'ethical', like some doctors, about our profession," one highly successful superintendent said. "The main reason we do well on our jobs is because we can handle problems. Anybody can take care of a course where and when there are no problems. Like anybody else in this puzzling, worrying business, I have made mistakes in thinking and guessing for the right answer to some of my problems. Anybody — whether it is some young fellow in the business or an old-timer at a little old 9-hole course — who can suggest something that might make

#### THE OLD TOOL HOUSE

By John L. Counsell  
Supt., Salem Country Club,  
Peabody, Mass.

*Still stands the old tool house by the  
side of the road,*

*Like a patriarch tattered and worn,  
With a roof that is wrinkled and  
walls that are bowed,*

*Awaiting the Judgment morn.*

*The storms of New England have  
dealt it cruel blows*

*But will it surrender? Never!  
Around it the junk pile mountainous  
grows*

*For the old shack will be there  
forever.*



## WGA OFFICIALS OK INTERNATIONAL AMATEUR FOUR-BALL FOR 1954

A tournament was born when officials of Western Golf Association and the Highland G&CC of Indianapolis got together for final arrangements on the International Amateur Four-Ball Championship of WGA, to be inaugurated at Highland from June 25 to July 1, 1954. Discussing the championship are, clockwise from foreground: Norb Schaefer, president of Meridian Country Club, Indianapolis; Robert R. Walker of South Bend, WGA vice president; Milton Woodard of Chicago, WGA executive vice president; J. I. Cummings, Indianapolis; W. F. Souder, Indianapolis; Harold A. Moore of Chicago, WGA treasurer; E. S. Pulliam, Indianapolis; Stanley J. McGiveran of Toledo, WGA president, and Charles Johnson, Indianapolis.

my work better and easier, is my friend.

"Let him mention it to me and we'll discuss it and see who's right or wrong. He won't hurt my feelings. This work of course maintenance is growing so fast that any superintendent who doesn't show a real welcome to another fellow's idea that costs nothing, but may or may not be worth a lot, is standing in his own light."

The fellows got talking about how much ideas have been worth to their clubs and to superintendents. One veteran superintendent who has an eager, alert, studious temperament said:

"This work is getting harder every year. Even with more and better fairway, green and rough mowers, improved irrigation, better disease control, better drainage, aerification and more scientific and on-the-job know-how, most superintendents are working harder now than they ever did before. We would have been absolutely lost and wrecked in health and spirit if it hadn't been that we have benefited so much from exchanging ideas.

"Now many superintendents have to do

a lot of construction and modernization work along with maintenance work. That adds greatly to the job, especially when the construction work isn't all done in the out-of-play season as it should be, weather permitting. Then, too, we're short of competent help.

"Look around at this picnic. On their days off most of the fellows did more than a normal day's work at their courses before they could get loose. This is a 10-day-a-week job. On watering, for instance; that can't be delayed when it's needed. The fellow who takes Sunday, Monday or the Fourth of July off, where water is needed on his greens or fairways, won't have his course the way his members want it.

"And now play is heavier than ever before. Women take their husbands to suburban stations in the morning, then come right over to play golf. You're trying to water to save poa annua, trying to trim traps, do some mowing, and the women raise hell at being interfered with by course work. Being a married man

*(Continued on page 56)*



# MacGregor

Sale Bells  
Ring  
Again!

You pay only for the "MT" balls. *Gift kits are furnished without extra charge.* Order now for early delivery.

Available in 12-ball or 6-ball cases.

Retail prices \$13.00 and \$6.50.



Where could you find a better Christmas gift item to suggest to your members for their family, employees and business associates?

**Extra!** MacGregor will personalize all gift "MT's" free of extra charge in minimum quantities of one dozen. Orders for personalizing must be in Cincinnati by December 1 to insure Christmas delivery.

# "MT" Golf Balls

packed in attractive,  
practical gift case...  
for more

## holiday profits!

The MacGregor gift kit is re-usable. The zipper case, filled with "MT" balls in three-some tubes, will be enjoyed by Dad, Mom, Sister or Brother. Rich, brown lizard-grain leatherette, it's ideal as an over-night utility case or for locker, sewing items, cosmetics or knickknacks. Waterproof and scuff-resistant. Comes with a colorful Christmas card attached.



**MacGregor**  
THE GREATEST NAME IN GOLF

REG. U. S. PAT. OFF.

CINCINNATI 32, OHIO





Dan McDonald (right) has big golf stock displayed where shoppers are encouraged to inspect the merchandise and get themselves steamed-up to buying.

## Smart Range Operation Is Big Nursery for Golf

**D**AN McDONALD can furnish a lot of proof that the golf range business properly handled is not only a profitable venture for the first-class pro businessman, but is a tremendous developer of business for everyone in golf.

McDonald formerly had two ranges in Florida in winter and his 75 tee range in Melrose Park, west of Chicago, from April 1 to Oct. 1. Now he's concentrating on the Chicago district range in the summer and is operating the municipal course at Arcadia, Fla., in the winter.

He is a golf business promoter. He figures that about 40 per cent of the customers at his Melrose Park range are beginners. He sees that they get competent pro advice right from the start. Dan figures he has planted the "consult your pro" habit with thousands of golfers who are playing pay-as-you-play courses or who have joined private clubs. He says his emphasis on pro advice in club buying and pro service in instruction has not only been an important factor in his own

profitable operations and made customers for club pros but has given new golfers the best sort of a start.

His shop is laid out for business. The range customer has to come into the shop to get a pail of balls and when inside sees a large and attractive display of golf clubs, bags, carts and other equipment.

McDonald modernized and enlarged his shop not long ago, putting in knotty pine trimming and arranging a large stock of merchandise to attract inspection. Dan wants prospective customers to get their hands on what they'd like to have, then the rest of the selling is much easier.

A "bargain" section of odd clubs is a big business-getter in the shop.

Along with expert club fitting service the McDonald operation allows the prospective purchaser to try out the clubs with shots on a tee.

### Active in Promotion

Dan has been constantly at work promoting more play and recruiting new players using every possible means of





The "Odd Clubs" rack in one wing of McDonald's shop does large volume in new clubs and gets many beginners started in buying their own clubs at low prices.

publicity that good management can afford. He's also strong for promotion stunts.

Every Monday night is a prize night. Then each customer, along with a pail of balls, has an opportunity to get a bag, two woods and five irons as a bonus. That idea has converted Monday night from an off night into one of the big nights of the week. He figures that it has increased Monday night business about 25 per cent and brings many out notwithstanding threatening weather. He also conducts a big hole-in-one contest with a Plymouth auto as first prize.

His Melrose Park range has 600 ft.

frontage and 900 ft. depth. It's very well located on a main highway and Dan makes sure everybody passing knows his range is there by having several large neon signs that catch attention.

The extent of his play may be judged by his use of 70,000 balls a season.

His automatic vending machines for soft drinks pay a profit of \$1000 yearly.

#### Spreads Traffic Load

Since the Melrose Park range opened in 1946 Dan and brother Tom and their staff have been constantly at work trying to spread the traffic throughout the day, instead of having by far the greater part



This partial view of the McDonald range was taken at 10 a.m., showing that a lot of morning business can be developed instead of crowding traffic into evening hours.



**MAKE THIS A WHITE CHRISTMAS WITH**

# **SPALDING LIFE-TIME WHITE GOLF BALLS**

## **TRIPLE SALES APPEAL!**

- 1. A dozen Dots or Top-Flites**
- 2. Imprint of player's name**
- 3. Beautiful Gift box**

Available in dozen or half dozen size boxes. Individually personalized balls in dozen boxes only—each imprint limited to 18 letters, including spaces.

