

rejoiced in his friendship.

Wm. T. Rach of Chicago, former director of publicity at Georgetown university, is new editor of PGA's "Professional Golfer" magazine, succeeding Bob Gibson . . . Shirley Spork now managing Ukiah (Calif.) muny course . . . Pro stars have finished their parts in Paramount's Dean Martin and Jerry Lewis movie "The Caddies" . . . RKO-Pathe releases Bobby Locke short . . . Bill MacDonald, Jr., angel of the International 4-ball, Dec. 17-21, at Normandy Isles, Miami Beach, picked up heaviest entertainment tab of 1952 hauling guests to the event from all over the country, feeding and bedding them . . . Proceeds of the event split between St. Francis and Mt. Sinai hospitals at Miami Beach . . . Bing Crosby's invitation tournament will continue at Monterey peninsula courses because it's support of charities that seriously need Crosby's help.

Northeastern (NY state) Golf Course Supts.' Assn. Bulletin 9, edited in lively and informative way by Jack Gormley, lists 15 members who have been supts. of dis-

trict courses from 10 to 37 years . . . Gil Middleton, Pittsfield (Mass.) CC supt. is dean with 37 years at his club . . . Northeastern has its schedule of monthly educational meetings already set for 1953 . . . Wonder when club officials and members are going to realize the supts.' sectional meetings, conferences and short courses are a tremendously valuable service to clubs and something that haven't a parallel in all American history? . . . Middle Atlantic course supts.' report on courses they visit for association inspection and discussion are an example of the associations' work that is worth hundreds of dollars to each club visited.

Colin Simpson elected pres., Southern California GA . . . George E. Johnson, vp and Carl Croft, sec.-treas. . . Butterfield CC (Chicago dist.) to build \$100,000 pool, bath houses and snack bar . . . County Board of Supervisors' 3 to 2 vote to discontinue sale of alcoholic drinks at Lake-wood CC, Long Beach, Calif., will result in club building "losing its usefulness as a social center for 100,000 people" says

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Oak Hill CC, Rochester, N. Y., modernizing its two courses, adding practice range and planning a 6-hole pitch-and-putt course . . . Frank Mastroleo, for 32 years supt., Geneva (Ill.) CC lauded at party club gave for him . . . Frank got presents with the kind words for his grand service . . . Club also began Frank Mastroleo trophy event . . . Big Party at Jefferson City (Mo.) CC honoring Charles Hadwich for his 40 years as course supt. . . Al Purvey, McHenry (Ill.) CC and his wife hailed at dinner members gave marking Al's 30 years fine work for the club . . . These affairs and job birthday presents recognizing faithful, able, cheerful work of the course bosses are getting more frequent, thank the Lord . . . It's a good sign that the members are learning what the score is.

Tim Gagen, Schuyler Meadows, elected for 5th consecutive term as pres., North-eastern (NY state) Golf Course Supts. Assn. . . Jim Thomson, Mohawk, re-elected vp . . . Robt. Smith, Cobleskill, elected treas., and Charles Pliz, Amsterdam Municipal, sec.

Bobby Lutz, Golfercraft's Ariz. and So. Cal. salesman has acquired a rep for rapping the ball . . . Playing over the International GC course at Calexico, Cal. during a

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call on pro Curly Bowman, Bobby hit his No. 7 tee shot clear out of the country . . . It happened when Bobby sliced his tee shot over the fence along the 7th fairway that marks the International Line between the U. S. and Mexico . . . Howard Smith is Inglewood (Cal.) CC new pro . . . Howard's course is believed to be the only one on which golden fluid is flowing from oil wells . . . Earl Martin, formerly at Inglewood CC, is now pro at Western Avenue GC (L. A. district) where part of the course adjoins the Northrup aviation plant . . . When a new jet plane is to be taken up for its test flight, Earl is informed and in turn warns his players over a loud speaker to keep their swings low.

19th Amateur Seniors' match play championship is switched from Kenilworth Lodge to Ponce de Leon Hotel and Golf Course, St. Augustine, Fla., week of March 15 . . . Casa Grande (Ariz.) to have new 9-hole course and clubhouse at cost of \$125,000 . . . Island Hills GC, Sayville, LI, N. Y., remodelling course and enlarging clubhouse and pro shop.

\$10,000 pro-amateur at Thunderbird CC, Palm Springs, Calif., between San Diego and Phoenix stops on winter circuit . . .

(Continued on page 65)

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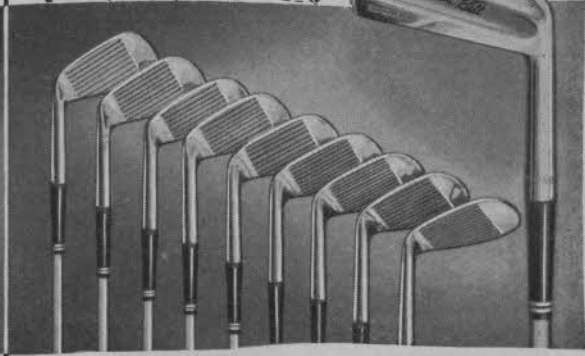
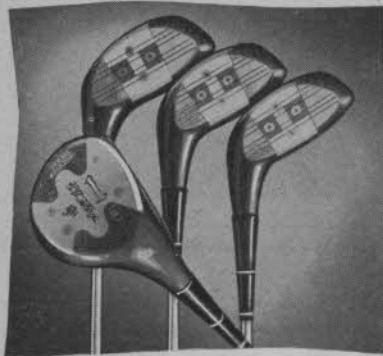
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JANUARY • 1953

Youngsters Must Get High Rating in Pro Attention

By DUGAN AYCOCK**Professional, Lexington (N. C.) Country Club**

There are two problems that will demand a lot of attention from pros in 1953.

Number one is caddies.

The other problem is that of beating store competition.

Professionals in the south sometimes have an advantage in being able to get a fairly adequate number of Negro caddies and train them to become competent at their work. But generally in golf the problem of getting caddies must be solved by going to the parents of youngsters who are potentially club members and professionals and to the schools these youngsters attend.

The professionals in the Carolinas are striving to get juniors out to caddy and play and our efforts are meeting with very encouraging results. We not only are getting alert, responsible and ambitious lads in the pleasant and profitable work of caddying but we're developing young golf talent that we are hopeful will become amateur and professional stars of the future. What undoubtedly is most important, though, is that we are building an enthusiastic interest among these kids in the game that they can enjoy throughout their lives and are insuring the future of our clubs by qualifying for membership, in not many years to come, far more prospects than our clubs ever have had before.

Birth Rate Is the Cue

This discreetly planned tie-up of answering the caddie shortage problem and teaching the juniors a game that is certain to continue to grow greatly in popularity, is the sort of looking ahead that we in the Carolinas believe all PGA groups must make one of their most important duties. One does not have to go to the statistical information to be

aware that the birth rate has increased tremendously since the end of World War II and that in a few years hundreds of thousands of these children will be ready for golf instruction. Then—if they've been properly indoctrinated and taught by sincerely interested professionals—those kids will come into the market as buyers of the playing equipment the professionals have to sell.

Eventually these youngsters the pros brought into the game will be club members, city officials, and prominent in the civic, business and social affairs of their communities, and at that time they'll be about the most delightful substantial assets the pros can have.

Although PGA members in the Carolinas know that every bit of effort we devote to junior programs and the enlistment and training of fine boys as caddies will pay off materially to ourselves and our clubs, we get an ever bigger reward for our time and work in the appreciative attitude of the kids. There's nothing that can thrill a home club pro any more than having grand boys and girls come to him and tell about how well they're doing in golf and thank him for helping them. The man who doesn't get a great lift out of having that happen simply isn't qualified to handle a pro job properly.

What Club Must Provide

No small part of the pro's problem in getting enough desirable caddies at a club is solved when he gets club officials and members to realize that the kids must have attractions other than money. Caddie play facilities to be used when the boys are awaiting assignments, quarters that are clean and pleasant when bad weather keeps the boys inside, incentives for regular attendance and good perform-



To achieve golf clubs of the proper weight and "feel" thirty years ago in the hickory-shaft days, the club-maker required a drill, file, plane, sandpaper and other hand tools. Today, with steel shafts, no element is left to chance. The weight of the head, shaft and grip are accurately predetermined—and when they are put together, a perfect "Blended Weight" club is made.

Here are the precision steps in the manufacture of a set of MacGregor "BLENDED WEIGHT" woods and irons



Each iron head is ground to an exact predetermined weight. There is no variation. In this photograph, Tony Penna inspects an iron head which has just been weighed and which meets MacGregor's rigid specifications. In addition to exact weight, the iron head must maintain its lines so it "soles" properly. Ed Dittmer, veteran of 22 years in the MacGregor plant, is at the grinding wheel. Notice the weight chart on the wall and the iron head on the scale.

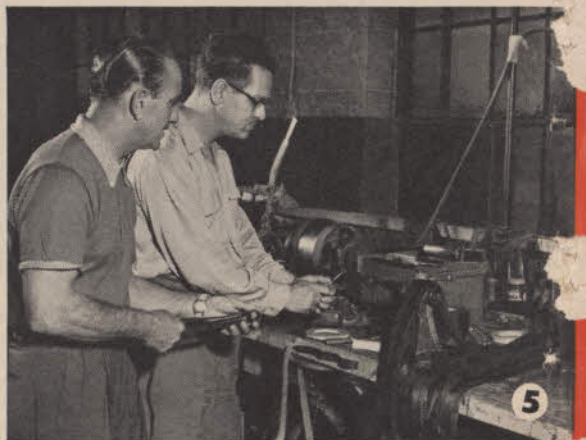
MacGregor predicts 1953 to be greatest year for the home pro

New "BLENDED WEIGHT" process puts more sales ammunition in the pro shop

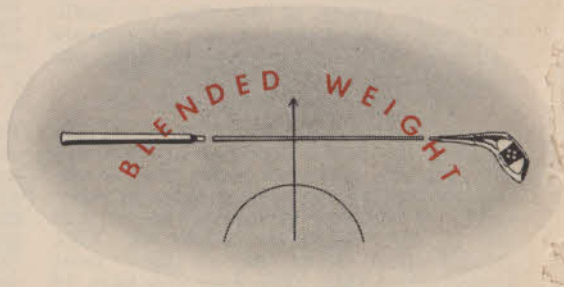
Precision manufacturing method—guarantees perfect balance, perfect "feel" in MT, Tommy Armour and Louise Suggs Tourney woods and irons.

WHAT IS BLENDED WEIGHT?

Since the early days of golf club making, proper weight always has been a "tough" sales problem. Every type of golfer has a different swing and needs a Light, Medium or Heavy set of clubs. MacGregor's "Blended Weight" process means the blending of a head, shaft and grip of proper weights to give the club a perfect "feel," perfect balance. For example, let's say that an above-average golfer with a good, solid swing needs a set of clubs with a "Heavy" feel. In the photographs on this page you'll see how, by MacGregor's precision "Blended Weight" process, a perfect set of "heavy" clubs is made. The same procedure would hold true if he needed a light or medium set.



Leather grip is "blended" to the shaft by Roy House, supervisor of the gripping department, while Tony Penna looks on. Leather and listing of exact predetermined weight makes up the grip. In the case of molded rubber grips, the grips (of correct weight and size) are molded to the shaft, becoming a permanent part of the shaft.



Every golfer is a potential customer for



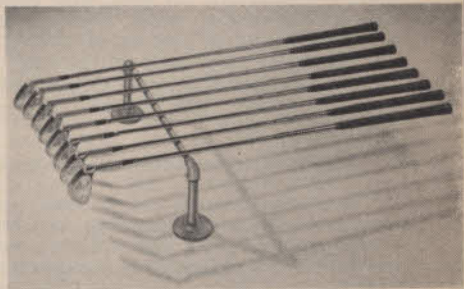
The weight of the wood head must be perfect. Here you see Toney Penna and MacGregor wood head department supervisor, Frank McAdams, checking lie and loft after weight has met exact requirements. Every wood head which MacGregor makes must pass this test. Note the "MT" head on the scale. From here, the head goes to the club assembly department.



The weight and pattern of the shaft determines the individual "feel" of a club. Here you see Maryian Lucas and Toney Penna selecting the proper weight shaft to blend with a head and grip of a predetermined weight category. Light, Medium or Heavy. MacGregor leaves no chance for error. Weight is checked at every step of production.



Final inspection—the pay-off in "Blended Weight" process. A club which has been made to be Light, Medium or Heavy, must meet MacGregor's accurate requirements. The chart you see on the wall allows for no discrepancies. Every club must weigh exactly what has been scientifically predetermined. From this point, the clubs are matched in sets and are ready to give a fortunate golfer more golfing pleasure.



When a set of MacGregor "Blended Weight" woods and irons is laid across a straightedge you'll find that the grip end of the shafts and the heels of the irons are in perfect alignment. Same for the woods. This perfect weight balance is true of every club in the MacGregor line of MT, Tommy Armour or Louise Suggs Tourney clubs. While the length of each club differs, the balance or "feel" remains the same, and no change of stance or modification of swing is required when changing from one club to another. Correct timing and rhythm, so essential to successful golf strokes, become more automatic with a set of MacGregor "Blended Weight" clubs.

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"Now set of 'BLENDED WEIGHT' clubs

ance, helpful transportation, clubs to play with when they are allowed to use the course, caddie golf competition in various classes, and an understanding and sympathetic attitude of those who engage the caddies, are as important to the successful caddie program as the training the pro or caddiemaster gives the boys.

The professional may have an excellent caddiemaster to handle most of the job but even with that able party on the job the pro can't for a moment forget that the caddies are high among his responsibilities. Between the two of them—the pro and the caddiemaster—they can work some minor miracles for the kids, the community, the golfers and the condition of the course. It's a difficult task to teach kids to pick up debris, smooth footprints in traps, and replace divots when adult players don't give them much of an example.

Much of the use of bag carts is not for economy reasons or because players prefer pulling a cart; it's simply because there haven't been enough properly recruited and properly trained caddies. That's something all golf, and especially the professionals, must correct because ge can't count on bag carts joining clubs or paying green fees or buying clubs, calls, bags and whatever else we have to sell (including bag carts) in our pro shops.

Clue to Competition's Answer

The store competition to many professionals is the most pressing and troublesome problem with the solution being a matter of education and thoughtful merchandising. We've got to look at this matter from the customer's viewpoint rather than our own.

About 85 out of a hundred golfers who buy at competitive establishments rather than the pro shop do so in the belief that they are saving money.

Possibly most of the other ten do not know that we have in our pro shops exactly what they bought at the stores, and at no higher price.

Now, can you blame the customers for these reason for not coming to us?

The conclusion is plain. We need a continuous, calculated campaign of education directed at the prospective buyers—and plenty of education ourselves in learning how to best select, display, advertise and sell our merchandise. Many times the pro does a very good job in buying but a poor job of selling, merchandise has to be bought and is bought from him merely because his shop is in a location most convenient for the purchaser or because the buyer can charge the purchase to his club account.

Every experienced professional has observed that six or seven times out of ten the store-bought clubs don't fit the player. I've often thought—and so have other professionals—that if tournament stars played with clubs as ill-fitted to them as many high-handicap golfers use the stars would be breaking 80 only if their putting was lucky.

And, let us be perfectly frank about this, many golfers who bought in pro shops when clubs became available after the war, were so eager to get new clubs that they wouldn't allow the pro to do what he knew he should do in taking more time to get the clubs by having them fitted to the buyer. Even now we see pro shop stocks that are selected more according to the professional's choice of something that he personally likes than because the clubs are exactly suited to the individual who's to buy and use them.

In meeting the store and "buy it wholesale" competition the well-qualified professional has to do a much better and much more persistent job of emphasizing his expert services as a fitter of clubs. It may take a little more time in getting the clubs with the right shafts and weights from the factories, or in a few cases the grips may have to be built up or thinned, but when the buyer does get the clubs they're wate the buyer can use to best advantage.

What the buyer seldom realizes is that the set of clubs is going to last him maybe five to ten years; and the difference in cost per year between clubs he should have and those that don't fit is much less per club than a round of drinks after a game.

Accent on correct fit as a part of the value of the clubs bought from the pro, and warning of the probable misfit in clubs picked out of store stocks, is going to mean plenty in increasing pro sales.

Heart of America Supts. Elect Day President

Annual meeting of The Heart of America Golf Course Supts. Assn. held at the Shawnee CC, Topeka, Kas., had Pres. Art Hall presiding for the first time in about ten months.

Due to the higher operating costs of the association, the members voted to increase the annual dues to \$10 per year.

Officers for the coming year elected: Pres.: Dudley Day, Blue Hills GC, Kansas City, Mo.; VP: Cecil Smith, Shawnee CC, Topeka, Kas.; Sec.-Treas.: L. E. Lambert, Oakwood CC, Dodson, Mo.

Directors, Howard Denny, Ed. J. Bruger, LeRoy Wilcox, and John Arrowood.

Cutting Maintenance Budget Often Unwise Economy

By CHARLES PARKER

Short sighted policies for cutting golf course maintenance costs appear to be cropping up once again, especially in sections of the country where winter weather curtails the active use of the course.

In some instances the ways and means being proposed follow in a measure the attempts to reduce maintenance costs during the lean days of the depression. Apparently a "new generation" of club officials and greens committees has come into being.

The pattern followed in such cases is generally directed toward cutting the cost of maintenance and it is unfortunate there are no authentic records from the past available for examination and study. Too often, money, man-power and turf have time and again been wasted because a policy of cutting the maintenance budget has been put into effect without first consulting records from the past to learn the end results of such a policy.

At the top of the list in the economy move, where golf playing has a more or less quiet period of three or four months, are the golf course requirements and the maintenance force. The superficial reasoning for this is that since no golf is being played there cannot be any justifiable reason for keeping any of the maintenance force on the pay roll during the dormant season.

Before taking this ill-advised step the "new generation" should acquaint itself with what the golf course superintendent and any other maintenance force personnel who are employed the year around actually do during the winter months.

Every golfing section throughout the country has representative golf course superintendents who are so recognized and who can submit planned programs and schedules of necessary and effective work in answer to the question, "What do you do in the Winter?"

Consult with Own Supt.

Obviously the first superintendent to sit down with, and get the answers from, is the man at the club in question. But often the newly elected or appointed club official consults with everyone but the man on the job. Rarely is his initial approach to the new job through the superintendent of his own club. Because the new official has not first familiarized himself with the problems of his own club and at least got-

ten the intimate picture from his superintendent, the confusing and contradictory opinions that he will collect from the less experienced tend to support his position, and since he knows that he will not be criticized for any action that he may propose for saving money he will announce that his first official act will be to cut the budget.

Since there is a definite quiet period of golfing activity it follows that a reduction in personnel can be made and the budget cut is made in the maintenance force without further consideration.

Off Season Work Varied

To draw up a check list of what is being done and what can be done by the golf course superintendent and his maintenance crew during the "dormant" period might be the answer but it will still be incomplete because each club has its own particular problems and possibilities. The off season job being done by superintendents with a few key men employed on a full time basis covers an amazing field of trades and skills. The complete repair and reconditioning of all maintenance equipment and golf course accessories, painting, both interior and exterior; plumbing if local building laws permit; floor refinishing, carpentry; etc., etc. All such work can be and is being done under the supervision of the golf course superintendent at definite and proven savings to the clubs.

The "new generation's" first approach is based on the assumption that when the last round of golf is played at seasons end then golf turf automatically goes into a state of suspended animation and consequently can be forgotten until definite signs of winter's departure excites the urge to "get out and hit a few."

Impossible to Anticipate Winter Injury

Because no two winters are alike, it is not possible to anticipate if mid or late winter conditions will require follow-up protection against snow mold. Unusual snow conditions or periods of freezing and thawing can have a detrimental effect on turf that will show up the following spring. An open winter with severe winds in late March and early April will result in drying out of turf with much more serious results than the most severe mid-summer drouth. These are common conditions in sections of the country

where golf courses are considered to be dormant because there is no play. Certainly these conditions cannot be anticipated in November or December.

It will be a most unusual winter that will not have numerous days when outside conditions are favorable for accomplishing many odd jobs. What these jobs may be is beside the point but where is there a club that hasn't any number of such jobs that never do get cleaned up during the active season or else are finally accomplished by putting on extra labor or by calling in an outside agency. Always an expensive solution.

Justify Year-round Employment

For a study to show there is enough productive work to justify the employment of a golf course superintendent and as many key maintenance men as is possible for a twelve month year the "new generation" needs do three things.

(1) Sit down with the superintendent and learn in full detail what is being done and what he feels should be done.

(2) Delegate one member of the greens committee to make a fine tooth inspection, with the superintendent, of the golf course and other club property and develop a schedule of clean up and improvement for off season work.

(3) Find out from the superintendent any special skills or trades that may be available through unsuspected abilities in the labor force and work up a program for using these skills for the overall benefit of the club.

Under the first suggestion comes repair and reconditioning of all maintenance equipment and golf course accessories. This is a must for any soundly operated maintenance department and will show definite savings, increased productive life and trouble-free operation for all equipment. The other two suggestions will return a savings in money and equally important will produce the feeling among the members that their club has the best overall maintenance of any club in the section.

Personal Interest in Job

No man will, nor can he be expected to, return intense personal interest in the job that in turn is not interested enough in him to give him full time employment. The eight or ten months greenkeeper is not going to be much concerned about what may happen to the turf when he is working at some other job. The last few weeks of his seasonal employment will find him more interested in finding some other job to tide him over the winter than insuring that the golf course is being put to bed for the winter to the best of his ability. How the turf will come out the following Spring will not rest too heavily on his mind for he cannot be held accountable for any winter

damage whether it has been caused by unkind nature or by trespassers.

Loss of productive time because of unfamiliarity with the layout adds to the cost. It is a discouraging experience to have an inexperienced and disinterested tractor operator misjudge the swing of a gang fairway mower and demolish the wing unit against a tree or lose his nerve on a steep slope and jump off leaving the tractor and mowers to wind up in a tangled broken heap. Unfortunately this is not unusual where the maintenance policy is set up on a limited season employment for everyone from the superintendent down.

While it may appear that a real savings has been accomplished by revising the budget so that none of the maintenance force from the superintendent down is given twelve month employment, an objective study and analysis will demonstrate that this is a definite fallacy.

Here is an actual example. Through an unfortunate set of circumstances it was possible to make a mutually satisfactory agreement for a new superintendent to be employed only for eight months of the year. The club had three or four men who were employed the year around because of other off season activities and these men formed the nucleus of the golf course maintenance crew. The superintendent was charged with correcting a long standing turf problem and it was felt both by the club and the superintendent that the four "old timers" could and would carry out routine assignments without much supervision. The first season's results were not remarkable in any respect. Unexplained hitches in maintenance routine developed and turf losses still were a problem.

The second year which should have been at least as good as the first wound up with an increase in overall turf troubles and as a topper 1200 square feet of turf in one green had to be replaced, and this during the active season. The whys and wherefores in turf disappointment and general maintenance deterioration are of no moment, but this point is. The club saved \$1400 in salary by employing an eight months superintendent and for this savings showed an overall deterioration in maintenance plus an actual turf loss of one unit alone that, if honestly figured, cost the club all or more of the salary savings.

Golf course superintendents do not punch a time clock nor do they adhere to whatever may be the standard hours per day or days per week prevailing. If the superintendent has paper work, and few if any do not, this will be accomplished by burning the mid-night oil. The actual hours put in on the job during the

(Continued on page 57)