



**ATTENTION
PRO
SHOPS:**

This advertisement—the first of a campaign to come—appears in GOLFING, May '53. Stock up on Golfometers to take advantage of “new-product curiosity” and be ready to supply the demand!

The Eighteenth Hole at Whitmarsh Valley, Philadelphia

**HOW WOULD YOU LIKE TO TAKE 6 STROKES
OFF YOUR SCORE THIS SUNDAY?**

Here's how New Haven Clock and Watch Co.'s exclusive new

golfometer

can help you do it!

You're teeing off on the Eighteenth at Whitmarsh Valley. You look at your card—the hole is 425 yards. Par for the hole is four. You drive off: it's a *sweet one* right down the middle, with plenty of roll. You walk out to your ball. NOW—YOU LOOK AT YOUR GOLFOMETER! It has measured off the 275 yards (Boy! you and Sammy!) that you've driven so far. Now you know—thanks to your Golfometer—that you've got 150 yards to go to the pin. Your Golfometer has eliminated all the guesswork as to the length of your drive, or the carry for your next shot. You don't have to worry about the dips and rises that always throw off your estimates of distance. Should you use your #4, #5, or #6 iron? Well... you know you're good for 150 yards with the 5—so... no problem... take the five—let go...

relaxed and confident... you swing... Click! ... there she goes!—right on the green! Before you bought your Golfometer, how many strokes did you waste because you undershot—or overshot—the green?

★ ★ ★

The Golfometer is the best friend a golfer ever had! Cut strokes off your score every round you play. A precision instrument made by the famous old New Haven Clock & Watch Company that's been “keeping the time score” for America for 136 years—The Golfometer is \$5.95 and once you've used one you wouldn't part with it for a million if you couldn't buy another. (Oh, and by the way! What a wonderful gift for all your golfing friends!)



The Golfometer is a scientifically designed meter calibrated especially for the golf course. It measures the distance you walk after every shot in yards—so you can accurately choose the right club for your next shot.

At all pro shops and sporting goods stores.

New Haven Clock & Watch Company, New Haven 4, Conn.

60 lbs. spray pressure to treat an average of 4700 sq. ft. of putting surface and approaches. As I mentioned earlier, soil moisture must be at a minimum and the temperature high as possible for this particular job. Too much water would raise and lower these respectively and good results could not be obtained. No water was applied to the treated area for a period of 72 hours.

Photographs and examinations were made of each green April 30, to compare the treated and untreated areas. Results were rated excellent in the killing of rye and poa with the exception of one green that was shaded for about two hours after treatment. This green was then treated with $\frac{1}{2}$ oz. sodium arsenite per 1000 sq. ft. and a good kill was effected. Little if any adverse effects were noticed on the Bermuda. The Bermuda was then sprayed with calcium ammonium nitrate at the rate of $\frac{1}{2}$ lb. nitrogen per 1000 sq. ft. and every 10 days thereafter. Just seven days after treatment the Bermuda was making a fast headway. Prior to each application of plant food the greens were brushed and mowed at $\frac{7}{16}$ in. to remove the dead matter and allow the sunlight to reach the Bermuda. After a moderate top-dressing an effective transfer from rye to Bermuda was made with no interference with golfing conditions. No more difference was noticed other than the usual difference of Bermuda putting qualities. You must remember that the untreated side of each green was being kept in tip-top playing condition while this work was being done.

Crabgrass Control

After the transfer, the remaining untreated half was sprayed with sodium arsenite for the control of now germinating crabgrass. This job was done like the first but the lowest rate of sodium arsenite was $\frac{1}{2}$ oz. rather than the $\frac{1}{4}$ oz. rate of the first application. Sodium arsenite seems to affect the crabgrass seeds in such a manner as to lessen the possibility of germination. After it does germinate however, the young seedling requires more chemical and hotter weather to kill it. On June 16, four men hand picked all 18 greens of any remaining weeds. This job required only four hours or 16 man hours; less than an hour per green. Since our greens average approximately 9,000 sq. ft. you can see the results that sodium arsenite has given us. I do not say that this same application

can give you these results but with a little experimentation you can find the application that will do the desired job.

This past summer we experimented with the hopes of carrying this treatment to our fairways. At temperatures that ranged from 85° to 103° and using rates of one to 15 gal. sodium arsenite per 50 gal. of water per acre we found that 10 gal. of chemical per acre when the temperature was 85° and higher was the answer. At this rate and temperature a burn of Bermuda will occur but will pass in 7-10 days. Later we noticed in the treated areas that the Dallisgrass failed to produce mature seed and on areas treated with heavier concentrations no seed heads whatsoever. We shall delve into this more closely this summer.

The crowfoot and Dallis, though sickly after treatment, were not killed by either the early or late application. Those plants germinating after hand weeding were individually treated. Though some superintendents may object to this method due to spots from burning, they will find these spots disappearing in four to five days. I had found that sodium arsenite alone would not kill either of these weeds but that a mixture of sodium arsenite and other chemicals would. The crowfoot is easily killed in one application by applying three parts sodium arsenite and two parts potassium cyanate per 2 gal. water and spraying directly on the crown of each plant. The plants must not be watered for at least 48 hours and the temperature at least 85°F. The Dallisgrass is a more worthy opponent and three years of experimentation has failed to provide us with a perfect eradicator to cope with this pest of both fairways and greens. Some of our test plots have received an equivalent application of 120 gal. of pure chemical. The Dallis has survived but other plant life has been destroyed for the full three year period. I have obtained fair results with a mixture of other chemicals but these results were obtained only after repeated application and require too many man hours to be very practical.

I believe that sodium arsenite is the answer for those of us with rye and Bermuda greens. When applied properly sodium arsenite kills rye and poa annua and therefore hastens the development of the Bermuda grasses. It is the simplest, quickest, surest and most economical method I know of for the eradication of

(Continued on page 93)



you win

effective, economical

**Dollar Spot Control
and Prevention**

WITH CADMINATE®

...superior again in 1952 Turf Fungicide Trials

Each year since 1949—when CADMINATE was first introduced—the National Cooperative Turf Fungicide Trials have demonstrated that it provides *positive* dollar spot prevention and control. CADMINATE's *consistent* performance assures healthy greens for you.

AND CADMINATE SAVES YOU MONEY—TIME—LABOR! Smaller doses . . . fewer applications. You save up to 50% on fungicide cost . . . over 30% in time and labor.

Stop dollar spot BEFORE it starts. Order CADMINATE today.

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Caddie-Masters Compare Their Work at WGA Meeting

THINGS are looking up for the nation's caddie-masters following the first Caddie-Masters Forum of the Western Golf Assn. April 20 at the Morrison Hotel in Chicago.

More than 50 of the men who have the responsibilities of recruiting, training and supervising caddies met and discussed mutual problems for seven hours and the conclusions reached should make golf more pleasure for the members, the caddies and their bosses.

Among the topics discussed were methods of recruiting, off season contacts with caddies, classification, discipline, group teaching, recreation, allocation of loops, carts, bonuses and fair employment for caddies.

For themselves, the caddie-masters asked that they should have their responsibility to the club's caddie committee chairman clearly defined and recognized as conflicting authority is a frequent cause of unsatisfactory caddie operations.

The forum, first of its kind in history, offered the caddie-masters an opportunity to iron out their problems on a national scale. And since caddie-masters are responsible for the recreation and employment of as many as 300 youngsters, the job is a highly important one. The discussions proved interesting and enlightening.

Regarding recreation for caddies before, between and after their loops, it was pointed out that softball is the most



Western Golf Assn. officials plan with caddie-masters. (L to R) Harold Moores, treas.; James L. O'Keefe, chm., Caddie-master conference; Stanley J. McGiveran, pres.; Cameron Eddy, vp. popular, although not the best because it is often too tiring. Approximately 98 per cent of the clubs allow the caddies to use the course at least once a week and some of them as much as five times a week at appointed hours.

TV Keeps Caddies Content

But the fastest growing type of recreation is television. A recent survey shows that only two clubs in the Chicago area provided the caddies with a TV set in 1951. That number has since grown to 25 and is still increasing. TV, as a recreation is helpful, particularly in the Chicago area, because there is virtually always a baseball game to watch.

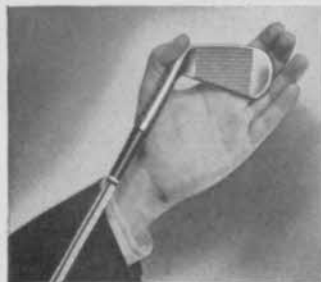
A very small number of clubs permitted the caddies to use the swimming pool, simply because it is also too exhausting.

In the matter of recruiting caddies,

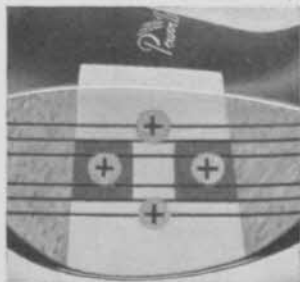


Strictly business was the gathering of caddie-masters, some of whom are shown, during their 12 hour conference staged by WGA.

Tell 'em about these brand new Power-Bilt features



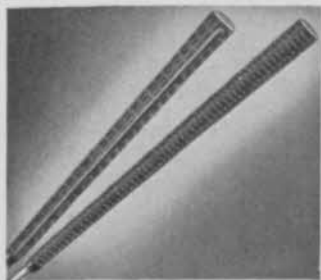
More Compact Iron Blades . . . Our newly designed irons feature a more compact blade, which improves weight distribution . . . increases power and accuracy.



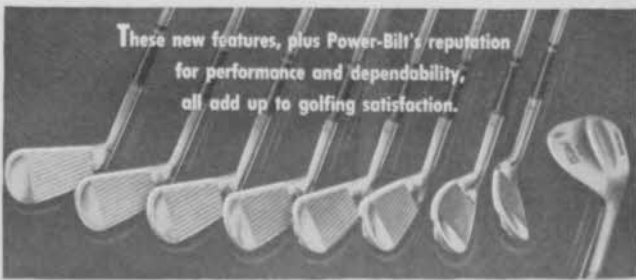
Power-Flite Insert . . . This new insert provides a tough, hard, hitting surface, that's a real distance-getter . . . and it's good looking.



Wedge Wing Sole Plate . . . The principle of the Wedge Wing construction is to lock the sole plate firmly in place . . . adds sturdiness and durability.



3 Great Grips . . . In addition to perforated Chrome-Tex Red Leather Grips, Power-Bilt's also offer the Golf Pride and new Rib-Lock Golf Pride Grips.



These new features, plus Power-Bilt's reputation for performance and dependability, all add up to golfing satisfaction.

Play the new Power-Bilt's. One round will convince you that the new Power-Bilt irons deliver more power with greater accuracy than ever before!

HILLERICH & BRADSBY CO., Louisville, Ky.

Power-Bilt GOLF CLUBS

Sold Only By Golf Professionals

SECOND ANNUAL NATIONAL



U. S. Open Champion Julius Boros—
every man's opponent



Players who beat Julius Boros win this medal!

NATIONAL Golf Day is here again—the day when literally everybody gets to challenge America's golf king.

This May 23 pits U. S. Open Champion Julius Boros vs. "the world."

Playing regular handicaps (plus five for women), members of *your* club will have the once-in-a-lifetime chance to whip the "Golfer of the Year"—and on your own course, too!

Boros won't have it easy! He has to tee off at Pittsburgh's murderous Oakmont Country Club. He'll play alone, but he'll be followed around the course by newsreel cameras, as well as radio and TV broadcasters with national hookups.

To show that everyone has a chance, point out that in last year's hugely successful tournament (after matching up 80,000 score-cards) 1 out of every 7 competitors beat Ben Hogan—and won medals to prove it!

\$1 entry fee helps worthy causes!

Again, all money received (last year, it was over \$80,000) will be divided evenly between (1) the USO and (2) the National Golf Fund, for charitable causes in golf. Not one cent of the proceeds will go to either LIFE or the P.G.A., co-sponsors of the tournament.

Start getting ready for National Golf Day immediately. If you don't already have entry blanks and copies of the official rules, check the P.G.A.!

GOLF DAY SET FOR MAY 23

Success of last year's tournament created national demand for annual event!



IN 1952, BING CROSBY shot a steady 74, subtracted 5-stroke handicap, won medal and went home singing a Crosby song.



LAST YEAR'S MAN TO BEAT was Ben Hogan. Here he chats with a Dallas policeman who shot a blazing 68—beat Hogan's 71 by 3.



HARRY BASSLER, president, So. Cal. P. G. A.: "In all my years with P. G. A., I can't remember a better tournament."

BENEFITS GO TO USO AND NATIONAL GOLF FUND



FROM THE MORE THAN \$80,000 collected in the 1952 tournament, half went to the USO—for servicemen's recreation. USO Chairman Harvey Firestone, Jr., says, "National Golf Day made possible one of the largest contributions to the fund in 1952."

Horton Smith,
president of P.G.A.:

"National Golf Day is the biggest golf event I've ever been associated with. It made possible the National Golf Fund—the first organized welfare fund devoted to all worthy causes in golf.



"Last year, the National Golf Fund made grants to such activities as the National Caddie Scholarship Fund, the P.G.A. Benevolent Fund, the U.S.G.A. turf research fellowship, A.W.V.S. Swing Clubs and many other fine organizations."

LIFE

**SECOND ANNUAL
NATIONAL GOLF DAY**
Saturday, May 23, 1953



National Golf Day offers a chance to get more people playing, boost your prestige, and do a fine job for deserving charities.

most caddie-masters employed the tried and true method of working through schools, the Boy Scouts, YMCA and various boys clubs for their prospects. Some advertising in newspapers, while others used a mailing plan.

One novel idea was uncovered. That is to invite the male high school teachers in the area to an annual party at the club and impress upon them the valuable training a boy can receive as a caddie. This proved extremely successful at one club where it was estimated that each teacher invited resulted in the recruiting of 20 prospective caddies.

Teachers are receptive to this method, too, when it is pointed out that a caddie may ultimately receive a college education through the Evans Scholarship Foundation, sponsored by the Western Golf Assn.

Most caddie-masters also agreed that classification of caddies is a sound practice. Nearly all divided their caddies into two classes, A and B, but a few used three, adding the Honor Caddie.

Group instruction also came under close scrutiny and it was recommended that squads of 10-12 caddies should be taught simultaneously. Caddie-masters stressed that the youngsters needed most instruction around the green. They suggested an hour and a half of instruction on the flag, stance and general conduct in that area.

On the allocation of loops, it was discovered that most clubs favor the "first come, first served" method. A few clubs use the merit system, where the boy who reports most often gets the most work. A few use a rotating method where a boy is first out one day, last the next and so on. Very few approved the draw method, where the caddies pull their positions out of a hat.

Caddie-masters were emphatic regarding the remuneration of their charges. It was generally agreed that where clubs use both the flat loop charge and the hourly fee, the caddie should be paid whichever is the larger. This was recommended to compensate the boys for waiting between nine-hole rounds.

The confab was regarded as highly successful, by the caddie-masters. It brought them out from behind the clubhouse and gave them the recognition they must have in helping to handle one of golf's most important problems. The character of men in attendance in itself was a plain indication that club officials are regard-

ing the caddie-master as a department head whose qualifications, work and payment must be in line with the clubs' obligations to the youngsters of their vicinities. Caddie-masters from major clubs from almost a thousand miles' radius from Chicago sat in on the day-long meeting, and attended a dinner with Western Golf Assn. and other association and club officials in carrying their discussions well into the evening.

Buying Habits Changing To Lengthen Season

The pro must become aware of the changing buying practices of the golfing public. The pro has believed that unless he did a big volume of business prior to July 5 he was going to be stuck with considerable merchandise.

We more or less accepted this as part of the pro shop operation and if we found ourselves with a big inventory on July 5 we feverishly started to unload and found that our stocks were so depleted by the latter part of August and in September customers didn't get stirred up to buying.

Experience in recent years had proved that August and September are extremely good sales periods and if a pro has a poor selection of merchandising (playing equipment and sportswear) during that period he will be losing a substantial amount of sales revenue.

—Emil Beck,

Black River CC, Port Huron, Mich.

Bag carts are additional problems in pro shop operation. Very few clubs have adequate storage for bag carts and even fewer have ample space conveniently located. In many clubs it will be necessary, if it's not already, to have an extra man at work attaching and detaching bags from carts during rush hours. Work is slowed down in club cleaning and rearrangement of space for club cleaning of the cart-carried bags may be required.

Repairs of carts and replacement of cart parts are a growing factor in pro shop operations at numerous courses.

At clubs where pro shops are small, inconvenient and generally not up to the standard of other facilities of the club or of a type allowing pro service to be completely first class the required job of new construction will have to provide for bag cart handling and storage as well, along with other pro shop requirements.

The **6th** at
Bellerive
is plenty
mean—

How would you play it . . . ?

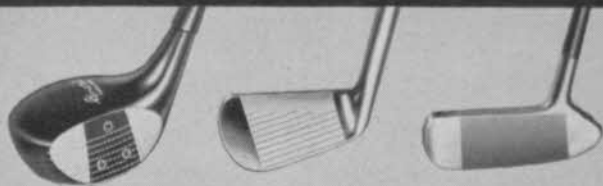
When the Pros tee-off in the Western Open on May 28, they'll find the 13th hole is now the 6th — but the switch in numbers still leaves it the unlucky 13th for many players. Ben Richter, the genial Pro at the Bellerive Country Club, Normandy, Mo., writes:

"Just to show you how mean this hole really is, it kept some 'big name' golfers from qualifying for the National Open in 1952; 8's or 10's are not unusual for even the best players. To keep out of the creek, along the right-hand side of the green — to avoid the six sand-traps and the two tremendous oaks, it's best to use a No. 2 or No. 3 wood; sometimes a driver — but if there's a wind, many players'll pick a No. 1 or No. 2 iron."

Help your members avoid traps and trouble — increase your sales and profits by carrying Bristol's newly-designed "Certified" Golf Clubs. Sold only through golf Pros, these clubs offer that "professional touch" amateurs eagerly envy.

Get in touch with your Sealand representative or write Sealand inc for full details on —

Bristol "Certified" Golf Clubs



FAMOUS BRISTOL FIRSTS: Steel Shaft — Hydro-Lok — Non-Ravel Grips
 Power Blade with Pyramid Back

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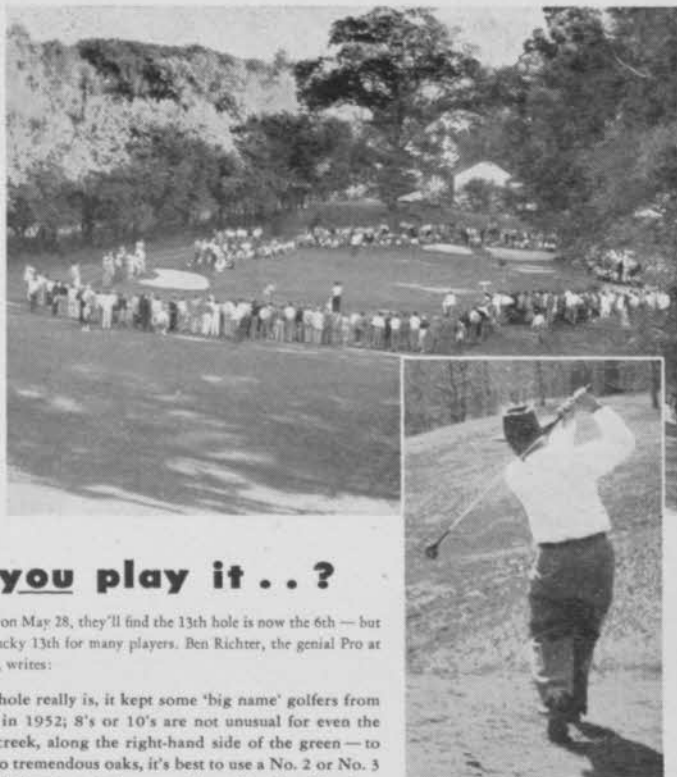
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 Millions Demand!

Can Course Operating Costs Be Compared

By a GOLF COURSE EQUIPMENT and SUPPLY SALESMAN

A FRIEND of mine who is serving his first year as a green chairman went to considerable trouble to collect reports that several district golf associations have compiled on course maintenance costs. He also was able to get course maintenance financial statements from 11 clubs that had not sent figures to associations.

He said to me "You've been selling to golf courses for some years so maybe you will be able to tell me what these figures mean. I can take a company's financial statement and see what the picture is but I am more confused about golf course business after trying to study these figures than I ever was before. Are other chairmen and club officials as puzzled as I am?"

"I hope so," I told him. "If they are they are better off than they'd be in thinking they have the right answers. The unfortunate feature of these reports is that often the lowest figures set the standard and nothing else counts. But the compilations are hopeful beginnings. Chairmen and course superintendents instead of either considering them as gospel or as dangerously misleading arrays of figures, will have to continue thinking about some uniform and sound methods that will provide helpful guidance."

In my opinion there have been only two practical approaches to comparison of golf course operating costs. One was the study Prof. Dickinson and some of his experienced students at Amherst made of costs collected years ago. They determined percentages of various items of operating costs. While this was not an answer that allowed comparison on a results basis it did show a percentage range that provided some guidance.

Midwest Assn. Examines Costs

The other approach was the survey made by the Midwest Golf Course Superintendents' Assn. In areas involved, maintenance details, and costs, it was far ahead of anything else that has been done. Naturally it would be. The superintendents know the work on their own and other courses, the labor conditions,

and the results and surely are as deeply interested in getting results for each dollar spent as any official of their clubs.

Yet the Midwest approach to this problem of efficient course operation and improvement of playing conditions has not received the vigorous cooperation from club officials which it warrants if golf courses are to be operated in a business-like way.

Why? I don't know. The survey was made in collaboration with capable and conscientious officials of the Chicago District Golf Assn. but even their help has been inadequate to make substantial progress toward uniform, intelligible and helpful comparisons of course costs.

Eventually the Midwest approach may become the standard pattern for showing how golf courses can be maintained in good condition and without wasting money but that time, I am afraid, is a long way ahead. In the meanwhile most comparisons of course costs may do more harm than good, and particularly at a period when the salary and wage conditions in golf course management and labor often are bad for anything that pretends to be a business.

In several reports the puzzled chairman showed me there were totals of golf course operating expense much higher than figures for other clubs in those areas and I could see the chairmen and superintendents of those clubs were going to be severely criticized by their boards. On further investigation I learned that the customary mistake had been made. Complete costs of all outside operations were charged to course maintenance, hence the total figures were seriously misleading and probably involve the risk of cheap operation and deterioration in the condition of the course.

The peculiar thing about many of these approaches to comparisons of course operating costs is that they are about like comparing the cost of a bushel of potatoes with that of a bushel of diamonds, then wanting to convert diamonds into potatoes so the figures will stand up.

(Continued on page 85)