

You'll find this modern, colorful floor covering in . . .

Ahwahnee Hotel, Yosemite Park
Olympic Field Golf Club, Chicago
Division of Lodges, Yellowstone Park
Shoal's Apartments, Laguna Beach
. . . and clubs, motels,
hotels and resorts
everywhere in America!

**before you buy any
floor covering...**

**LOOK AT LOW COST
MEADOWTONE
100% PURE LINEN
CARPETING**

Linen because
**It wears and wears!
It's reversible!
It's easy to maintain!
It's mothproof, mildewproof
and fire resistant!**

In rug sizes and broadloom to 15 foot widths



SEND ME A
Free PACKET TODAY
WITH COMPLETE FACTS
AND ACTUAL SAMPLE!

*Advertised in Better Homes, Post, Sunset and
Interiors. Recommended by Decorators and Architects!*

NATIONAL CARPETING, Dept. 52
National Automotive Fibres, Inc.
13-174 Merchandise Mart, Chicago 54, Ill.

I have circled my color selection. Please send swatch.

- Cocoa & White
- Chartreuse & White
- Lt. Green & Dk. Green
- Green & Red
- Cocoa & Brown
- Lt. Beige & White
- Black & White
- Dk. Brown & Gold
- Mustard & White
- Lt. Beige, Cocoa
& Brown

Name _____

Business Name _____

Street _____

City _____

Zone _____ State _____

Idea Hunting at Meetings Never Fails to Pay

By JOHN C. VIAL
Irwin Country Club, Paintertown, Irwin, Pa.

IT IS DIFFICULT to separate the three sources from which superintendents gather ideas for their courses. The conventions provide top agronomists and men in other fields who give information about types of grass, watering, fertilizing, etc., and provide an opportunity for discussion with other supts. about their problems.

At the convention newer types of equipment can be seen and officers of local organizations can contact nationally-known speakers for their meetings.

At local meetings we become aware of the various problems that develop due to climatic conditions in particular locations. Trips to Penn. State Univ. show what actually occurs to various types of grasses under normal conditions and the results of experimentations.

From these sources I have learned that increasing the sizes of tees from the old small ones to 10,000 sq. ft. or more enables the supt. to move markers in so many more positions that better tees are provided throughout the season.

Also by using newer methods it is possible to carry out a more complete fertilizing program throughout the hot humid season.

Through information received at a convention I learned that by installing a $\frac{1}{2}$ in. valve directly above the foot valve it was possible to leave the suction line connected all winter, thereby avoiding the trouble of removing 200 ft. of 4 in. suction line. This cut down cost of labor considerably.

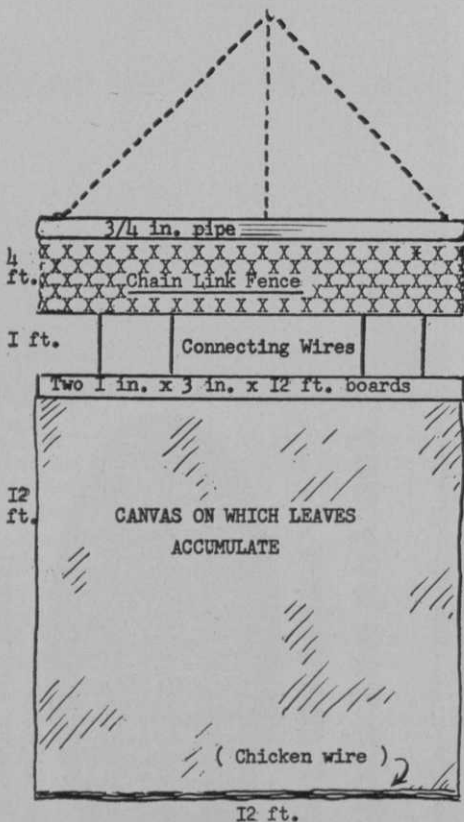
Through installation of snap valves in the center of greens, the use of hose to water greens has been practically eliminated with the result that less time is spent in watering since it is not necessary to drag hose from one green to another. On a course with heavy play this is important.

If attendance at superintendents' conventions, local meetings and conferences and inspections at experimental stations yields just one idea per trip, the expense and time of the trip pay big returns to each superintendent's club.

I've yet to be at any of the gatherings when I didn't get an idea—maybe a new one or a reminder about some matter of routine that needs checking.

Less Leaves, More Play Is Big Idea for Fall

BOB SCOTT, JR., supt. Bonnie View CC, Baltimore, Md., says that an idea which came to him from Bob Shields, supt., Woodmont CC, Rockville, Md., and Agar Brown, sec., GCSA, saved a lot of money and work in getting leaves cleared away for pleasant fall play.



It's a leaf sweeper, which is diagrammed by the ingenious typewriter drawing Shields made for the Mid-Atlantic GCSA Turf Letter.

The junior Scott says the leaf spreader was made up in the Bonnie View shop and operated very efficiently, especially after one of the fellows on the maintenance staff discovered that the sweeper would do a much better job when the tractor pulling the sweeper was circled down the fairways. With the sweeper going around in a half circle rapidly the leaves were forced into the back corner of the canvas where they were held by the chickenwire across the back of the sweeper until they were removed.

The circling operating Bob, jr. says is the vital operating factor. The idea only works on open fairways but there it's very valuable according to Scott's experience.

Chick Harbert wins P.G.A. Championship using **Burke** Equipment

meet the Champion!



Chick Harbert, winner of the 1954 P.G.A. crown relied on BURKE equipment to bring him Golf's Greatest Championship. Two of the four semi-finalists in this event made the same club selection.

TRY HIS CLUBS

Just as Chick Harbert and other leading P.G.A. contestants place their confidence in BURKE'S club making skill, so have numerous other champions and home professionals for 44 years.

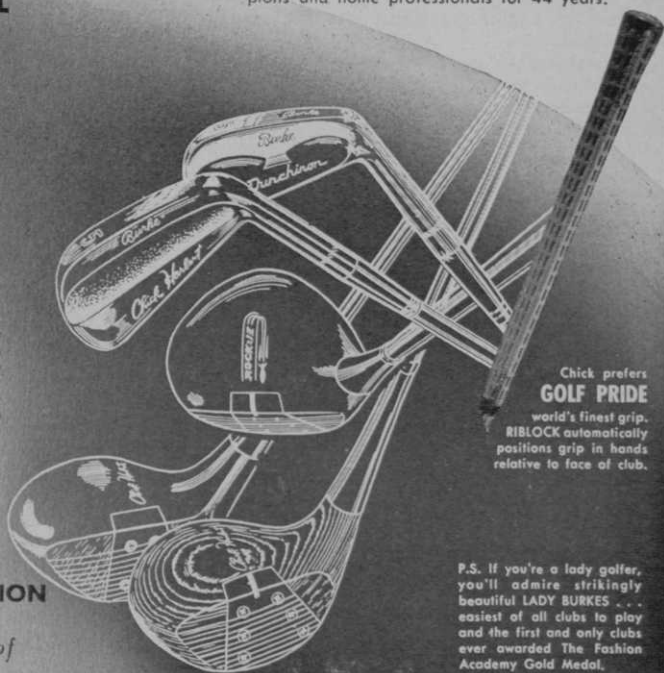
TRY HIS GOLF BALL



Chick Harbert is also golf's longest driver (world record holder)—he plays Burke's plus compression golf balls and recommends them for hard hitters. Players desiring heavier cover will find satisfaction in Burke's high compression; and for Lady golfers Burke offers Lady Burke, the only golf ball made for exclusive feminine play.

BURKE GOLF
EQUIPMENT CORPORATION
NEWARK, OHIO

*America's oldest makers of
Golf Clubs exclusively*



Chick prefers
GOLF PRIDE
world's finest grip.
RIBLOCK automatically
positions grip in hands
relative to face of club.

P.S. If you're a lady golfer, you'll admire strikingly beautiful LADY BURKES... easiest of all clubs to play and the first and only clubs ever awarded The Fashion Academy Gold Medal.

HOW PRO SHOP SOUNDS IN JAPANESE



Japanese Golf picked up a full page cartoon from Golfing magazine on "The Pro-Shoppers" and had the English translated into Japanese in the balloons.

Conversation in Japanese pro shops is just about as it is in pro shops in the U. S. as you will discover when you read aloud the type in this cartoon.

Pocono Turf Assn. Soil Tents Pay Clubs

AL WILFONG, supt., Wyoming Valley CC, Wilkes-Barre, Pa., and sec. Pocono Turf Assn., tips off clubs to what valuable work their supts. are doing in regional meetings of supts. such as the recent meeting and soil testing program of the Pocono organization.

Wilfong writes:

"A total of 130 soil tests (for PH) were run compared with 160 last year. I attribute the lesser number this year due to the weather, rain, cold and windy. A number of fellows couldn't get out in the rain to gather their samples in time to prepare them.

"The results this year were certainly gratifying. Out of 130 tests only a few ran as low as 6.0 and none lower. Most ran around 6.3 to 6.5. The results of tests run last year and this year at many clubs tell a big story of improvement.

"There is one thing I would like to emphasize, and that is the lack of interest from clubs on having a complete analysis made of their soils. A sound fertilizing program can only be based on exact knowledge of the soil.

"I would like at this time in behalf of the Pocono Turf Assn. to give thanks and full credit for running these tests to our good friend Prof. Al. Cooper of Penn. State University. Cooper was assisted this year by Lackawana County Agent Jess Landenberger.

"Prof. Higbee's talk at our September meeting was confined to the formation, composition and textures of soils from their origins to the present time, and their uses from trees to grass etc., down to no practical use such as deserts. The colored slides illustrating all known type of soils were interesting and actually amazing. Higbee's narration with the slides explained why the need for lime and fertilizers and organic matter, and why some soils need more or less of these materials. Soils containing plenty of organic matter or humus need more lime but once a balance is struck the soil will remain more stable with less leaching.

"We had 70 present at the meeting despite the weather, and 32 played a round in the rain. Some members have to drive 100 to 120 miles, play a round of golf, attend the business meeting at 5:00 p.m., sit down to dinner approximately 6:45 p.m. after which we have the speaker and then have the long drive home, a great deal of it through the Pocono Mountains. That in my book is interest.

"Our next meeting will be Tuesday, Oct. 19 at Shawnee-on-the-Delaware when we have Prof. Burton Musser as our speaker. This will be our last meeting of the year so we will make our selection of clubs for all our meetings next year, the first of which will be in April. The speakers usually are all arranged by February."

TEE TREES APPRECIATED

I planted some good-sized trees behind each of our tees that had no shade and my members very much appreciated this contribution to their comfort on hot days. Try it yourself if you have several tees out in the open.

John Vernocy,
Supt., Montour Heights CC,
Coraopolis, Pa.

SAVED \$50,000!

PHONE: 25790

PHONE: 25790

Keith Construction Company Limited

737 Second Avenue West,
CALGARY, Alberta.

January 5th, 1953.

George S. May Co.,
291 Geary St.,
San Francisco, Calif.
U.S.A.

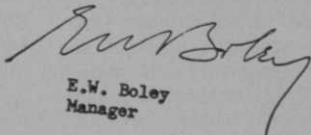
Gentlemen:-

I would like to take this opportunity to express my confidence in your installation procedures and feel that the sound business methods we are now using forecast greatly increased profits.

We feel that the cost of installation of these systems will pay for itself many times over in the foreseeable future.

A reasonable estimate of our savings for one year would be in excess of Fifty Thousand Dollars (\$50,000.00).

Sincerely,



E.W. Boley
Manager

EWB/cm

Let our representative call on you!

George S. May Company **BUSINESS ENGINEERING**

CHICAGO 6, Engineering Building
SAN FRANCISCO 2, 291 Geary Street

NEW YORK 17, 122 E. 42nd St.
CANADA, 660 St. Catherine St., Montreal

BIG BUSINESS IN RESORT PRO SHOP



Jack Archer, left, is pro at Lachute (Que., Can.) G&CC where there is a lot of resort play and a large volume of shop business. Howard Thorn (right) is on Archer's staff of assistants, along with Mac Cairns, Paul Pilon and Paul Tougas.

Paul Hahn, who was a fine home club pro businessman before he became a touring trick shot star, says Archer's shop is one of the most attractive he's seen. There is grasslike matting on the bottom of the showcase, adding interest to the displays.

The circular club, bag, shirt and sweater display in the center of the shop is a busy salesmaker.

Entrances to men's and ladies' lockerrooms are off the pro shop.

Wool blankets and wool garments made by famous Canadian outfits account for a big volume of shop sales. That may be tip-off to other resort pro shops to the possibility of local specialty products as sidelines in the shops.

Golf Growth at Firestone Brings Swanky Clubhouse

FIRESTONE Tire and Rubber Co., Akron, O., presents an exhibit of the great progress in industrial golf which now has employees of numerous excellently managed corporations provided with clubhouses and courses that are in a class with the finest private club facilities in the respective communities.

Company policy accounting for the high standard of the company-employee joint enterprises was voiced by R. W. Elsass, president of the board of trustees of the Firestone CC when the latest stage of its clubhouse improvement campaign was completed. Elsass said: "The building enlargement and beautification campaign was undertaken primarily, of course, to add to the enjoyment of Firestone em-

ployee members and their families. Another reason was that we all want our guests to be with us under conditions that tactfully impress them with the fine character of the Firestone family."

The idea is sound as officials of other corporations and their employees also have learned. The guest who sees a first class corporation country club goes away to become a most valuable propagandist for the company.

Improvements and additions recently completed at the Firestone club include a sun deck, glass-walled patio twice the size of the old sunroom, and modern women's locker rooms. The addition to the pro shop, which will be completed this month, will double its size.

Recommendations for a more beautiful and spacious clubhouse were started late



For 1955
HEDDON

THE SHAFT OF OUTSTANDING EXCELLENCE

*More than ever in 1955 you'll see
player preference swing
to this outstanding shaft.*

PERFECTION

IN GOLF SHAFT

CRAFTSMANSHIP

Energy and keenness of control stem from the strength and balance built into each Heddon shaft.

The quality of transmitting the swing-power to the club head has been advanced to an amazing degree. An achievement that richly rewards our 21 years of scientific golf shaft production.

These Custom-Shafts are furnished in five flexations:
HSA-X — Extra Stiff HSA-S — Stiff HSA-M — Medium
HSA-F — Flexible HLSA — Ladies

**S
H
GLAS
F
T**

JAMES HEDDON'S SONS • DOWAGIAC, MICHIGAN
GOLF SHAFT DIVISION

in 1951 when membership was rising at a rapid rate. "Realizing the necessity of an enlarged clubhouse if the country club was to keep pace with the company's growth, the board submitted its request and soon drawings and approvals were made," said Elsass. Membership in the club in 1946 was 328; by 1951 the figure had jumped to 417, and the present membership is 554, including family, ladies, tennis and social memberships.

The new patio was officially opened at the New Year's Eve party, attended by 250 people. Formerly 130 members were all that could be accommodated.

"We now have the facilities for serving dinner on a family basis, and our trend is toward making the country club a place not only for employees, but also for their families and friends, too. Instead of having just a golf club, we are striving for a club where a member's wife and children are welcome and where they can benefit from membership," Elsass said. Regular Friday-night fish dinners and Sunday buffet dinners welcome the whole family.

In the women's locker room, new showers and a new powder room have been installed. The sun deck, picturesque with umbrella-covered tables and chaise lounges, has become a popular spot for sun bathing and relaxing.

The pro shop addition, when completed, will provide space for all members to store their clubs and carts. A larger sales and display room will enable members to receive better service in their selection of golf equipment and accessories.

A practice pitching green has been added this year to the practice driving range and putting green. Besides the 18-hole course, two tennis courts complete the facilities at the Firestone club.

100 Club Plan Builds Pool, Boosts Membership at Mesa

By DEAN SMITH

BECAUSE the members of Mesa (Ariz.) BCC, wanted a swimming pool completed before a year's swimming season was over—and were willing to lend the club the money for it—they got their pool in just 15 working days after it was started.

They gave most of the credit for organizing the project and pushing it to completion to Pete Wansa, who doubles as the club's pro and manager.

Ever since the Mesa club was started in 1949, members had been talking about a

swimming pool. But a lot of other things had to be accomplished, first. To begin with, the site chosen for the golf course was an old city dumping ground a mile north of the city—without a water supply. It took months of cooperative effort to clear the land, sink a deep well, and prepare the original nine-hole course for planting. Building the clubhouse and the addition of 9 additional holes, the latter finished in 1952, took more time, money, and effort.

Early in the summer of 1953 Wansa organized a "100 Club," composed of club members who were willing to lend \$100 each on a long-range basis, with no interest and with the understanding that the money would be repaid at some future date when club surpluses made repayment possible. The funds were used to build an \$11,000 swimming pool.

Natural terrain features and the cooperation of the Salt River Valley Water Users Assn., which supplies central Arizona with irrigation water, came to the aid of Wansa and the club swimming pool planners. The Water Users had a deep well and pump about 400 ft. from the site of the proposed pool, and some 30 ft. higher. Another 600 ft. from the pool, in the opposite direction, the Water Users had a small irrigation reservoir.

The situation was a natural. If the Water Users would allow the club to pipe water down the incline from their pump to the pool, and then pipe it from the other end of the pool into the reservoir—about 60 ft. lower—the pool would have a constantly changing supply of fresh well water and the Water Users would be losing no water in the process.

Would the Water Users allow that? When Wansa and a committee from the club proposed the idea to the association, the Water Users were a bit cool to the proposal. If they allowed the Mesa CC to use their facilities, they would have to do so for any other group that made a similar request. But the Water Users finally relented and the project was approved.

Ed Ast, Scottsdale, Ariz., contractor who has constructed swimming pools all over central Arizona in recent years, was given the Mesa job. Ast told the Mesans that the usual time required for building a 30 x 75-ft. pool of the type they proposed was 45 to 60 days. As it turned out, because no recirculating system was required and because subcontractors did their work with unusual speed, only 15 working days were consumed.

Turf Meetings Biggest Bargain in Maintenance

BY WM. E. LYONS

Course Supt. and Garden Supervisor
Firestone Tire & Rubber Co., Akron, Ohio

CARVED IN STONE above the entrance to the N.Y. Stock Exchange Institute are the words "Grow or Go."

It's the right motto for golf course superintendents. Grow grass or get out. Grow mentally or you go nowhere.

I am writing this after a day at the Midwest Turf Foundation conference at Purdue. What's this day meant to my club and me?

The work that all of us looked at today represents an investment of more than \$50,000 in turf research, yet it belongs to each one of us at a cost of less than \$100 a year.

Not one of us could do the full time work being carried out for clubs and supts. by the turf experimental stations thruout the country. But we have available what we couldn't do—or couldn't afford.

The plots have given us Merion, Pennlu, the zoysias, fine Bermudas as tremendous accomplishments in comparatively short time. Other great golf grasses are being developed, at a small pro rata cost to each of the courses that will be benefitted by them.

Few of us in course maintenance selected it as our careers when we were in school or college. Now the turf conferences do a great deal to meet our need of education in our business. From hundreds of miles we come to the conferences, study and discuss problems with practical men who are specialists and some who are practical men with the versatility a successful supt. must have.

We not only learn, but we learn how to learn about this complex and rapidly developing responsibility of ours.

Now, although some club officials may not realize it, the turf conferences are at the point where it may be a reflection on a club when its supt. has to ask if he can go to the Midwest Turf Foundation conference or the GCSA annual convention. The officials who know what is going on make sure that their supts. do go to these meetings. There's too much involved in course condition and the budget to miss the gain and the protection of working knowledge acquired at the conferences.

Pros Sales Are In Ratio to "Calls" He Makes

BY TED LONGWORTH

WE HAVE A lot of good pro shop operations in the Pacific Northwest and each year the pros are getting to be better businessmen. But regardless of the type of shop any pro in our territory—or anywhere else—may have, the shop display, or stock, the fellows who are doing the business are the ones who are making the calls.



Ted Longworth

When I say "making the calls" I want to cite my own experience. One of the first things I'm told is that I have fine lines to sell (and I sure have) but they do not sell unless I make calls and show my merchandise and talk about

it; its qualities and just what it will do to help the golfer get more enjoyment and the pro to get more sales.

The golf pros and golf course operators who are doing the most business are the ones who are "making the calls" on the golfers as the golfers walk into the clubhouse or pro shop. You "make a call" when you are genuinely interested in the player's game and really want to improve it by selling equipment the player can use to good advantage. The more often you talk to golfers and show your interest in them—even without pushing for any quick sale—the greater your percentage of having the golfers buy.

I suggest to each pro that he makes a list of his members, then see to it that the pro himself and his assistants make at least 5 "calls" a day and check these members for their needs of clubs and other golf equipment and apparel. This can be done without offensively putting on sales heat, and in such a manner that the prospective customer appreciates the interest being shown in him.

The pro who gives the most lessons is the one who asks for the next appointment when he is finished with the pupil's lesson. I firmly believe every pro could give as many lessons as he desires by following this practice which is simply that of "making a call."

When I was making a call on Ed Hogan, pro at Riverside G&CC, Portland, Ore.,

recently I saw and heard something that made history, perhaps, in pro golf business. One of Ed's members, Sarge Gething, a champion senior, had just bought a new set of irons. Gething said "Maybe I don't need a new set of clubs but I get so much out of golf and put so little into it I thought I was due to spend something."

Pros Business Progress Earns High Respect

BY CLIFF CASTLE

WE IN THE WHOLESALE end of the golf business were at one time quite annoyed at our professional customers because they would not apply to their shops the same merchandising methods used by the average store.

Today only on rare occasions do we see an experienced professional making any serious mistakes in the operation of his business. That the professionals are giving a lot of study to the running of their shops is borne out by the fact that our collections are generally very satisfactory. We do have some slow-paying accounts, but when we investigate we find that there are usually contributing circumstances—family difficulties, illness, etc. Today that customer will acknowledge his indebtedness and either make a small payment or at least advise the wholesale house as to when they may expect settlement.

Today the golf professional, like most men engaged in other lines of business, recognizes that good credit is necessary if he is to be successful. Thus, the standard of the professional has been raised with the result that club members and officials hold him in much greater respect.

The professionals have modernized their shops. However, we do feel that a great many are hesitant to take enough markdown on slow-moving merchandise. Where merchandising is concerned, there is no difference between our wholesale operation and the professionals' retail trade. We often have to get rid of some merchandise at less than our cost—but it gives us money to put into new goods.

The capable heads of the PGA, supported by the experienced sectional of-

ficers, have succeeded in protecting their members by having the manufacturers build certain models which are confined to the professional trade.

Now one may gather from the tone of this article that everything is peaches down in Georgia, but to this old timer there exists a condition which may be detrimental to the majority of professionals and beneficial to but a few. Here it is:

Is the annual late summer and fall deluge of closeout golf clubs and bags good for the golf business? Is it good for the business as a whole, or is it good only for those professionals who have the finances or the backing to buy large quantities? Perhaps at a nearby club a brother professional is struggling to take care of his current bills and can not avail himself of the bargains. How must this man feel when some of his members go over to the other shop and effect big savings on matched sets of clubs? Also, is it good to get the public too bargain or closeout conscious?

No manufacturer can plan his production so perfectly as to have nothing left over at the end of the selling season. But . . . when these closeouts are available in quantities year after year it raises many questions.



Cliff Castle

Tee Improvement Idea Got Players' Loud Okay

By HERB KLONTZ

Supt., Ellis Park Golf Course, Cedar Rapids, Ia.

OF ALL the ideas I've received at meetings with my brother superintendents the one that most obviously has benefited our course is that of aerifying and topdressing tees monthly during the season.

I haven't been able to apply that monthly schedule yet but aerifying three times this season and using the same 1-1-1 topdressing I use on my greens has produced a marked improvement that has brought a lot of favorable comment.

All over the country there are more bad tees than good ones, I believe, and this program of maintenance would correct that situation. Many tees are too small and are poorly located and built for maintenance. The aerifying-topdressing treatment will help greatly to bring them up to the condition the players and superintendent desire.

On a heavily played public course the idea is the answer to a problem that has troubled many superintendents.