

THE NEW DOT with the exclusive DURA-THIN* cover!

From tee to green . . . wood to wedge, this new DOT is a hard-hitter's dream!

The exclusive DURA-THIN cover resists scuffing and cutting as no other high-compression ball *ever* has.

DURA-THIN means greater uniformity in distance and accuracy, greater compactness for longer play. Its prolonged life actually makes it the most economical top-quality ball you can use.

And exclusive DURA-THIN DOTS give you, (1) sweet "feel" on every shot, (2) absolute uniformity, (3) the famous DOT "click."

For new confidence in your game . . . get the all new Spalding DOT. It's a long ball that really plays longer.

For Christmas giving! The new Spalding DOT is again available in a handsome Christmas box. Orders of one dozen or more DOTS can be personalized at no extra charge.

The new



SPALDING DOT

†Reg. U. S. Pat. Off.

thought to the club's interests for no salary without having to do a job the superintendent should do."

Basis of Official's Work

Williams then goes into some detail. "What the successful business man must have in helping his club get on an efficient basis of operation are reports that clearly tell the story of costs and activities. Then he knows how well the club's work is being done and how its money is being managed.

"When such reports are devised the superintendent has constant reminders and valuable guides to efficient operation. Superintendents know how difficult it is to compare course maintenance costs. Few courses are closely similar in factors that determine operating costs. The problem for every superintendent is to spend whatever money he gets for the course as effectively and as wastelessly as possible. This is a tough enough job when you're dealing with the uncertainties of weather and turf.

Guide to True Economy

"All of us who have charge of golf courses want to get the best results for the least money. We can see what the results are in our turf but to get an equally clear view of our competent per-

formance with money may baffle us. The information is highly important but we can't add any complicated job of record-keeping and reporting to the 12 to 14 hours a day we often have to spend on course work in the summer.

"Talks with a chairman who is superintendent of a great steel plant gave me some basic ideas on getting and presenting information my officials quickly understand and which gives me valuable guidance.

"The charts that are on the wall of my office and which are reproduced with this article tell the story fundamentally.

"One chart shows the peak number of employees and rate of pay by years. The hourly rate is in red on the chart. By going back over our club records I found that in the year of 1922 our peak was 31 workmen at 35 cents per hour. This, of course, was a year in which much of the work on golf courses was done manually.

"The hourly peak cost in 1922 was \$10.85 and in 1953 it was \$16.875. This is a shocking comparison showing the rise in course labor costs due to circumstances beyond the superintendent's control. But considering the comparison of condition of Beverly in 1922 and 1953 and the fact that high quality of maintenance is necessary to the club's sound overall financial posi-

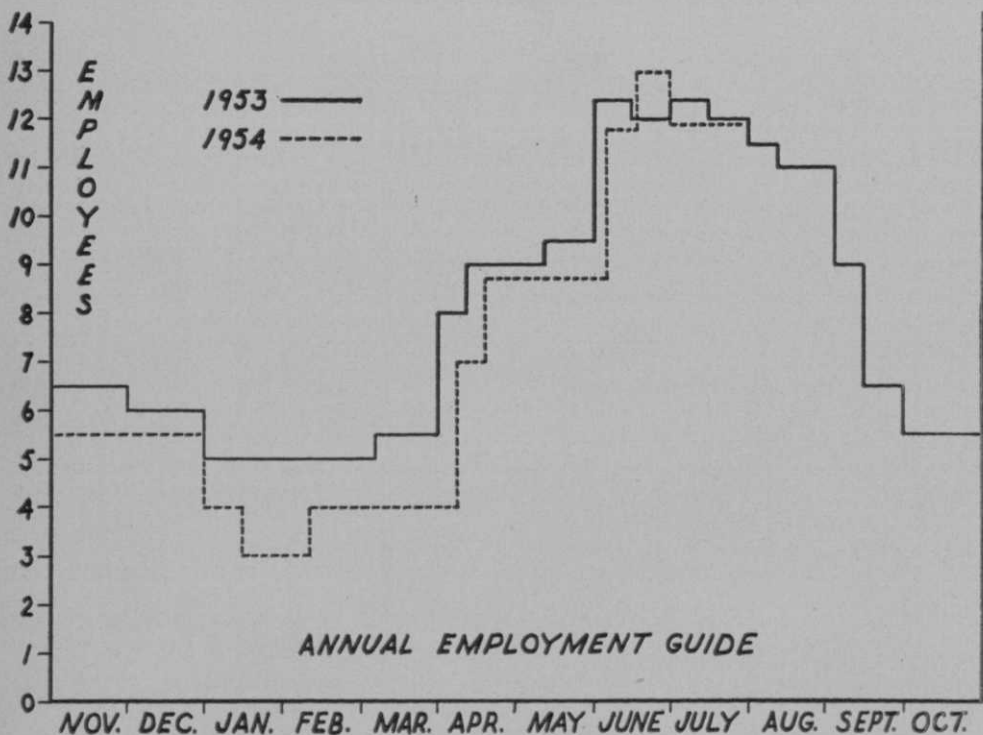


Chart shows seasonal variation in course labor workers at Beverly, with this year having smaller staff than in 1953.

tion, perhaps the increase isn't as painful as it appears.

Barometer for Costs

"The figures of 1947, right after World War II, and those of 1953 give a better barometer for watching costs. The 1947

labor cost per hour was \$14.99. The slight rise in 1951 number of employees was due to considerable construction work.

"It will be noticed that the number of employees and the hourly rate are getting into better balance. More mechaniza-

TO: MR. ROBERT A. PODESTA, CHAIRMAN, GROUNDS COMMITTEE

SUBJECT: WEEKLY PROGRESS REPORT.

- Weather:* Monday and Tuesday were very hot days with temperatures in the upper 90's. Tuesday evening thunderstorms started and by morning we received 1 1/4 inches of precipitation. The balance of the week has been rather mild and clear.
- Labor:* Eleven men; (six on Sundays) one less than for the same period last year.
- Monday:* Mowed tees, collars, rough and fairways. Aerified and hand watered collars on all greens. Aerified, verticut and matted No. 14 and No. 17 greens. Raked traps. Watered north nine fairways and all greens. Placed soil and seed in tee divots.
- Tuesday:* Mowed greens and rough. Raked footprints from traps. Changed cups, towels and markers. Applied fungicide by power sprayer to all greens. Policed clubhouse grounds. Watered collars by hand.
- Wednesday:* Mowed greens, banks, rough and intermediate rough. Checked cups, towels and markers. Policed club house grounds. Maintenance of equipment.
- Thursday:* Mowed greens, tees and collars, rough, fairway and banks. Checked cups, towels and markers. Edged traps. Power raked traps. Removed unsightly signs from Western Avenue.
- Friday:* Mowed rough and banks. Aerified tees on 12 holes, dragmatting after and mowing. Edged balance of north side traps. Watered tees, and greens and high spots of fairways. Checked cups, towels and markers. Club house grounds policed.
- Saturday:* Mowed greens and rough. Raked footprints from traps. Changed cups, markers and towels. Policed club house grounds, shrub beds etc. Watered northside fairways. Sprayed for mosquitoes around club house and near No. 15 tee.
- Sunday:* Mowed greens. Changed cups, towels and markers. Checked footprints in traps. Watered South nine fairways and greens.

Administration: On Thursday of this week I visited seven of the north side courses to keep aware of maintenance practices in other parts of the city. I hope to spend one day next week on the west side and then I shall have covered about 25 clubs in the district.

The most outstanding variation between Beverly and the other clubs I have visited is the height of cut and playability of our fairways. However, good playability is a matter of opinion but generally is agreed by the better players to be a close cut turf.

Donald Strand, Sup't. of Westmoreland CC, has given me two sq. ft. of Z-52 Zoysia turf. This is a grass that has received a great deal of publicity and is generally used in the warmer climates. Don has several hundred square feet growing at Westmoreland and doing quite well. I shall multiply the two square feet into several hundred and we will watch this grass and see if it has any possibilities for us.

Several members have spoken to me recently regarding the danger to caddies on the practice range. When several players are practicing at the same time the caddies cannot watch all the players and they could very easily be injured if struck with a ball. While this problem is not normally of concern to the grounds department it seems to be in this case inasmuch as the area and its maintenance enter into the problem. One solution to our range difficulty would be the operation of a regular range where the balls are hit out and left in the field. One of the drawbacks at Beverly for this system is the heavy shrubs and undergrowth along the fence where balls would be lost and also where outsiders would be encouraged to "jump" the fence and help themselves to the balls. Mr. McLaughlin and myself looked over the area this morning and agreed that the crucial area along the fence would be from the 150 yd. line to the 250 yd. line.

This distance of 100 yds. could be handled by taking out the shrubs and replacing them in that line with an 8 ft. woven picket fence. The fence would serve as a stop for balls and to keep those on the outside from seeing in. The cost of fencing for 100 yards would be about \$600. Any suitable shrubs that were to be removed could be used to fill in void areas at other points along our fence line. The fencing would be similar to that installed between No. 10 tee and the rear of the clubhouse.

I am well satisfied with the condition of the course at this time. We have lost very little poa annua in the fairways other than on No. 9 and No. 16 both of which became super-saturated from heavy rains and scalded out with the heat that followed. I expect to spike and seed these areas at the earliest opportunity. We encountered a slight fertilizer burn on No. 13 green last week and have plugged it out. This has been the only damage from any source to the greens thus far this season.

The tees are slightly off in condition but should respond well to the recent aerification.

Respectfully submitted,

Robert M. Williams, Sup't. of Grounds

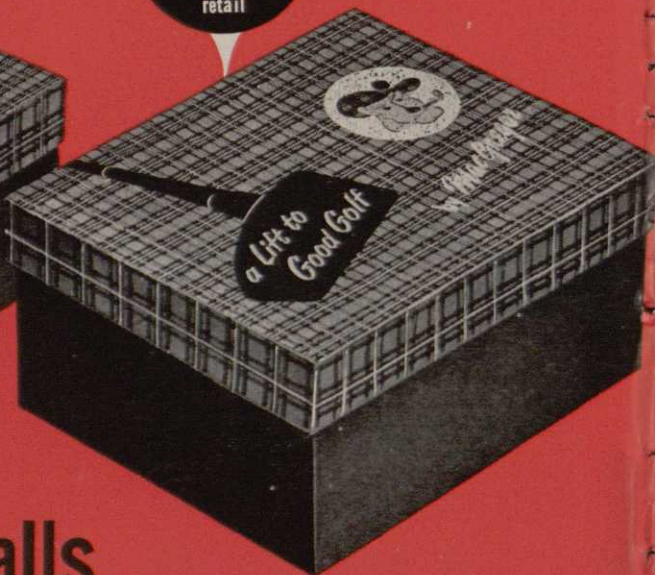
Typical "Weekly Progress Report" prepared by Beverly superintendent for green chairman and members and other club officials



MacGregor

**3 MT's
1 Beverage
Glass
\$3.50
retail**

**6 MT's
2 Beverage
Glasses
\$6.95
retail**



MT Golf Balls

Gift-packaged in Libbey Beverage Glasses—A gift combination that sells itself!

3 different sets available, including gift carton and colorful Christmas card.

Every golfer knows the high quality of MacGregor MT golf balls. Add 22 K. gold-rim Libbey Beverage Glasses and you have a great gift combination—a real "lift to good golf!" . . . and that means a big lift

to your December sales! Yes, here's the perfect gift for your club members to give their family, friends, employees and business associates. For early sales, order from Cincinnati or any MacGregor warehouse today.



This attractive envelope stuffer will help your sales. Available in reasonable quantities, at no cost.



This eye-catching counter display is sent to you free of charge.

Invites you to make December
your biggest sales month!

12 MT's
4 Beverage
Glasses
\$13.95
retail



Libbey
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MacGregor
THE GREATEST NAME IN GOLF

REG. U. S. PAT. OFF.

CINCINNATI 32, OHIO

Extra

All MT's will be personalized
free (minimum quantity 1 dozen.)
December 1 final date for per-
sonalizing.

tion, careful labor management, research pay-off in chemical maintenance, and comparison of methods with other superintendents as we meet and discuss our jobs, all are keeping the costs from running away.

"The superintendent and chairman are in a cost battle that calls for vigilance and foresight. The visual records help them conduct their campaigns wisely.

"My chart shows the pay rate for course labor is almost four times what it was in 1922. But with extensive mechanization and despite weed, pest and disease control which now are standard operating procedures our labor force was only about two and a half times greater at the peak in 1922 than it was last year.

Close Eye on Charts

"Budgets demand that I keep a close eye on the chart of employment by months. This enables me to plan ahead on how many men and boys I'll need for the work to be done. When the boys get out of school the labor force gets larger and stays that way until they return to high school or college. This chart keeps me reminded to look for the sort of boys I want and to prepare to train them to do good reliable work.

"This chart also helps me to plan my schedule of winter work to retain key men and to keep them productively busy for the club.

"Weekly Progress Report"

"Lately I've been supplying my chairman and other officials with a 'Weekly Progress Report' which I compile from my log and which the club office copies for me.

"This has been the best job of information I've been able to do for the green-committee and our members, according to our chairman's judgment. And it certainly enables me to keep a close check on my own work and that of my staff to see that we're handling our job completely, at the right time and efficiently.

"Compiling this report is not the trouble for the superintendent that it seems to be. And it shows members that the green-committee is getting work from its superintendent and the maintenance staff."

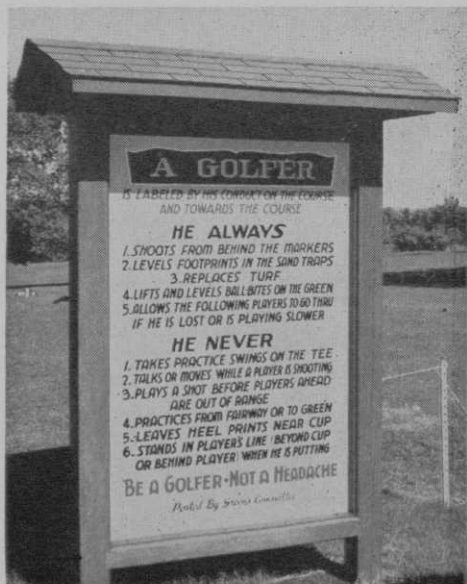
Northwest Supts. Elect Howard Williams, Pres.

Howard Williams of Vashon GC, Burton, Wash., was elected pres., Northwest Golf Course Supts.' Assn. at the organization's August meeting.

Milton Bauman, supt., Overlake G&CC, 645 14th W., Kirkland, Wash., was elected vp; and John Jaslowski, supt., Maplewood G&CC, Renton, Wash., was elected sec-treas.

FIRST TEE BULLETIN HELPS TEACH GOLFERS

At Northfield (Minn.) GC the first tee bulletin board shown in accompanying illustration has been an effective reminder to players of their obligations to other golfers and in maintaining good course condition.



A GOLFER

IS LABELED BY HIS CONDUCT ON THE COURSE
AND TOWARDS THE COURSE

HE ALWAYS

1. SHOTS FROM BEHIND THE MARKERS
2. LEVELS FOOTPRINTS IN THE SAND TRAPS
3. REPLACES TURF
4. LIFTS AND LEVELS BALLBITES ON THE GREEN
5. ALLOWS THE FOLLOWING PLAYERS TO GO THRU IF HE IS LOST OR IS PLAYING SLOWER

HE NEVER

1. TAKES PRACTICE SWINGS ON THE TEE
2. TALKS OR RINES WHILE A PLAYER IS SHOOTING
3. PLAYS A SHOT BEFORE PLAYERS AHEAD ARE OUT OF RANGE
4. PRACTICES FROM FAIRWAY OR TO GREEN
5. LEAVES HEEL PRINTS NEAR CUP
6. STANDS IN PLAYERS LINE BEYOND CUP OR BEHIND PLAYER WHEN HE IS PUTTING

BE A GOLFER - NOT A HEADACHE

Revised By Swiss Committee

The bulletin board presents essentials in a terse and tactful way. It educates the uninformed and reminds the older players. Students of Carleton and St. Olaf colleges at Northfield play a lot of golf on the course and the first tee bulletin board has done a good job of getting the collegians started right so they'll be fine examples of young people who know all about how to conduct themselves as welcome guests or members on any course they happen to play.

Cort Lippert is chairman of the Northfield green committee. He and his committee members compiled the educational material on the bulletin and had the board built for erection at the entrance to the first tee.

Joints are easily, quickly made by using quick-drying cement. All fittings on the Hempstead job were supplied by Triangle.

Late season events give the pro a good chance to sell shop stock that he might have over-bought. Especially does the pro have to watch his stocks of shirts and other apparel. Fortunately much of it can be sold for wear after play falls off at many clubs late in September. The novelty events that give every high-handicap man or woman a chance to win some prize as well as have fun should be suggested by the pro to his golf committee. Often a close tie-up of golf events with the program of events in the clubhouse is possible.

— John Brooks

Teaching Body Control to Cut Bad Shot Percentage

By DALE ANDREASON

I love to teach. It's the hardest, most interesting and challenging part of golf, in my opinion. I've played the tournament circuit and I have done well in merchandising golf goods and arranging and conducting programs as a club pro.

The problems in those other phases of the professional's business are not as intriguing as the problems of instruction. To my temperament, as that of many other professionals, the greatest reward in golf is that of getting some pupil who doesn't look at all promising and out of that material develop a very good player.

Financially too the rewards of effective teaching are highly satisfactory. This year I've learned that particularly. From a club pro job at an excellent Chicago district private club I came to Bill Hart's range at Long Beach, Calif., where I am busy all day long with my own clientele, specializing on instruction. The net return financially is most satisfactory. The results of this specialization on pupils are highly pleasing to them and to me. And the multitude and variety of a club pro's problems have ceased to vex.

I owe a lot, which I here, and again, want to acknowledge, to my fellow pros for their understanding and help in teaching me to become the kind of a teacher I aspired to be.

One of the important lessons I've learned from observation and experience on the tournament circuit and in my own teaching is that of what I call "percentage" golf. It means hitting the ball so the percentage of making bad shots is tremendously reduced. That is one of the unrecognized "secrets" of big-time golf.

Tommy Armour commented in his book that the ordinarily good golfer hits some shots just as well as the greatest golfers do, but what keeps the ordinary golfer scoring high is that he hits more bad shots than the stars do.

I believe that a basic objective of good teaching is to materially reduce the percentage of bad shots. This isn't a negative way of looking at the teaching responsibility but a sound constructive job.

When I first started to get the finer points of golf from top pros like Sam Snead, Jimmy Demaret, George Fazio, "Dutch" Harrison and other outstanding players and teachers, I became hungry for true knowledge. I talked fundamentals with every outstanding teacher and player I could find.

"Missed It Bad"

While in the Navy during World War II, I was stationed at the Naval Training Station in San Diego. Sam Snead was in charge of the 9-hole golf course and every chance I got I would go down and play or practice with Sam. In fact, we spent all our week-ends playing and practicing. I



Rain or shine, Dale Andreason went at his work of learning how to teach golf effectively.

No other golf ball can show a record like this!

First choice of the majority of players in the world's two greatest tournaments in 1954! — the National Open and the P. G. A.

54% ahead of the second choice ball in the National Open!

96% ahead of the second choice ball in the P. G. A.!

Among the pros who chose the Titleist — *the most modern of modern balls* — are the world's greatest players. They play the Titleist because they *like* to play it — and for no other reason.

Pretty good reason why you will find the Titleist the easiest ball in the world to sell your members.



**THE BALL
THAT LEADS
THEM ALL**

Acushnet balls are sold the world over through Pro Shops only

remember Sam would always say, "Boy, when you miss one (meaning hitting it on the heel or toe of the club), you really miss it bad." And he was right!

I never thought much about this statement of Sam's until years later when playing the tournament circuit.

At this time, Ben Hogan impressed upon me the importance of good body action to control the ball better. I remember while playing at the Phoenix CC with Ben, Lew Worsham and Jimmy Demaret, Hogan explained this to me. He expressed the idea that if my body had control of the swing I wouldn't be in the bushes so much. With this thought in mind, I headed for the practice fairway and after just about wearing myself out, I finally gave up. No apparent result.

A couple of weeks later we were practicing for the Texas Open and I noticed Byron Nelson coming down to practice so I waved my caddy in and went right over to watch Lord Byron.

I didn't watch the ball but kept my eyes on his body action. I noticed that his left heel stayed down throughout his swing. He braced his right leg before he started the backswing. His backswing started with the left shoulder and left arm and his downswing started with his left hip.

When he stopped to rest, I questioned him on this action and he brought out the thought that when he missed a shot he wanted to make sure it still went straight, so he tried to set the body in control of the swing.

After watching Nelson practice I finally realized what Ben Hogan had been trying to get into this thick head of mine: How to use my body to control the club in order to hit the ball anywhere on the club face and still hit it straight.

Teaching the Large Muscles

In teaching I work with the large muscles so that they will blend through the hands to the club.

To illustrate, bring the club up in front of you with the hands or wrists and have some one push down on it. You will see that they can push the club down with their fingers. So we find that if the club is controlled by wrists or hands only we are going to hit plenty of wild shots.

Now bring the club up again; only this time do it with the shoulders and arms. In this way you set large muscles in control and you will find that you can hold the club in a solid position and anyone pushing down on it with their fingers will not bother the control.

If we use good body action the weight of the ball hitting on the heel or toe will not deviate the action of the club.

As Hogan said on television a short time ago. "Stop worrying about your hands and wrists and concentrate more on body action for control."

Ben Hogan and Byron Nelson, who are the most consistent players I have ever watched, use many of the same basic fundamentals of body control, although Hogan's arc of swing is flat and Nelson's is upright.

They both brace the right leg to set up a strong foundation. The left shoulder and arm push the hands back in order to have a full arc. The left heel stays down so that they can get a full stretch out of the left side and also have an anchor point. In this way they will not sway too much and when they start the left hip down it pulls the arms and hands down and through the ball. In doing this, they keep from hitting from the top of the swing. This action gives them a full arc and wonderful control.

Begin Census of Golfers In United States

"How many men, women and junior golfers are there in the United States today?"

The answer to this question is being sought this month through the annual Golf Census of the National Golf Foundation, Inc. The more than 5,000 golf courses in the country will be circularized for this information. Rex McMorris, Foundation director says:

"The interest in the game by the press, radio and television has multiplied the demands for facts on golf in America today.

"This increased interest is directly reflected in the tremendously accelerated activity in golf facility construction all over the country. In the past eighteen months alone, 80 new golf courses have been opened for play. As of July 1st, 1954, there are 192 golf courses under construction and an additional 357 are in some stage of planning.

"We want to know how many golfers there are and where they are, in order that the Foundation may pin-point its program of services in the development of golf and golf facilities where they are most urgently needed."

McMorris pointed out that present statistics on golf activity have been rendered obsolete during the past year by the recent increased interest in the game.

Getting to the Roots of Watering Problems

By HENRY MITCHELL

Supt., Old Oaks Country Club, Purchase, N. Y.

THIRTY YEARS AGO, in the sulphate of ammonia era, our acid greens took on water-resistant qualities which we tried to counteract with spikers, discs and digging forks. The fact that the dense velvet bent as well as some thatched areas in our mixed bent greens resisted water less than many thinner species of bent and the observation that many localized dry spots were often less compacted and had better roots than some less troublesome areas, led us to believe that our trouble was of chemical rather than mechanical origin.

After consultation with the best soil and turf experts of that period, we found that the bulk of our trouble could be cured by proper liming. However, localized dry spots remained which eventually led to the development of our modern aeration tools. These have helped greatly but have not completely solved our problems.

There are fungi which live in the soil (fairy ring and other mushroom types,) which interfere with capillarity and/or interfere with root action causing grass to wilt. Research is needed in the control of these fungi.

Some varieties of bent in old mixed greens wilt easily in spite of any treatment which has been tried yet.

In our attempt to increase the efficiency of our sprinklers through the use of mechanical tools such as aerifiers, we find new angles which must be considered.

Aerating tools slow down surface drainage or runoff on steep slopes, thus preventing water from running to low areas where it can damage turf. They also open up the soil allowing water-logged areas to dry out. Aerifying is valuable in accomplishing both of these purposes but it can also work in reverse. It can dry out turf, making more watering necessary, and it can slow surface drainage on poorly drained areas making it easier to over-water some greens.

Many superintendents whose greens were originally built of clay, try to get the same double action results with sandy top-dressing despite risk of layering. They do get a definite improvement but also find

that excessive rain can saturate their top-dressing and sometimes eliminate their turf.

Watering to Proper Balance

It is obvious that even though penetration of water is necessary to turfed areas, this penetration should be accomplished by capillarity, (which works down as well as up) rather than by gravity.

Penetration must never exceed sub-drainage on turfed areas. Runoff plus sub-drainage must equal rainfall plus watering; otherwise no turf!

How does all this apply in practice? I try to carry out the following program:

1. Lime to maintain P.H. of 5.5 to 6.
2. Water often enough to keep surface from drying. (Dry surfaces increase runoff.) Two to five times weekly plus extra hand watering daily if necessary.
3. Apply enough to keep soil moist but not soggy. Time for running sprinklers on my course varies from 30 minutes to several hours depending on water pressure, drainage, and several other conditions peculiar to the individual greens.
4. Aerate when and if necessary. Twice each year plus one or more extra treatments on some parts of many greens. Perfect soil conditions might make aeration not only unnecessary but undesirable.
5. Remove troublesome varieties of bent if possible. Replace with new sod.
6. Topdress with material similar to that which was used in the construction of the greens. I try to avoid sand, peats, mucks, etc., which might interfere with capillarity root growth and penetration or in any way produce unnatural or layered greens.

I think we should also avoid soils in which mushrooms have been grown commercially. If we do so, we are adding material which is obviously ideal for mushrooms and fungus growth. Possibly spraying of this material with the proper fungicide would