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Additional tests in the United States Testing Co. Report* also ranked the Spalding DOT *first* in terms of *both distance and durability* characteristics.

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*U. S. Testing Co., Report No. 27149, 4/2/57.




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SPALDING
sets the pace in sports

"How to Do" Turf Tips

from O. J. Noer

Warning on Herbicides



2-4-D damaged bent grass lawn. It was sprayed on during July's hot weather and the damage lasted all season.



Turf damage from 2-4-D on small plot established on bent green. Maximum recommended rate was used. This was one of first tests.



Extensive damage to watered bent fairway sprayed twice between September and October in a vain attempt to control chickweed.



This Bermudagrass green was damaged following one application of 2-4-D and below is a damaged spot of Everglades strain of Bermudagrass on putting green. It was caused by localized application of 2-4-DD to control pennywort.



CHEMICAL weed killers, otherwise known as "herbicides," serve a very useful purpose. They simplify and speed the job of weed control in turf. Sodium arsenite and arsenic acid were used first. They still are excellent for chickweed control and for turf renovation jobs.

The discovery of 2, 4-D paved the way for control of broad-leaf weeds with a single application. Then came a related compound — 2, 4, 5-T for clover control.

Results with both have been satisfactory when properly used. There have been enough instances of serious damage to justify the warning to be discreet in their use, especially with bent grass. The same is true of Bermudagrass but to a lesser degree.

These weed killers are almost never used on bent grass greens. The hazard of permanent grass injury is too great. There are other better and safer ways to control clover and other weeds.

Winterkill May Follow

Loss of bent grass on watered fairways has occurred from the use of 2, 4-D, and likewise from 2, 4, 5-T. Severe damage has resulted from their use during hot weather. Winterkill has been bad following the use of 2, 4-D in September and again in October in a futile attempt to control chickweed.

Gradual deterioration of bent turf on some fairways has been blamed upon the insidious effects of repeated 2, 4-D treatments — even from one or two applications a year over a span of years.

Some authorities favor early season or late fall treatments after grass goes dormant as the safest times to use 2, 4-D and 2, 4, 5-T. They suggest lighter rates also for bent grass turf, in the order of one-half pound of 2, 4-D and one-quarter to one-half pound of 2, 4, 5-T per acre.

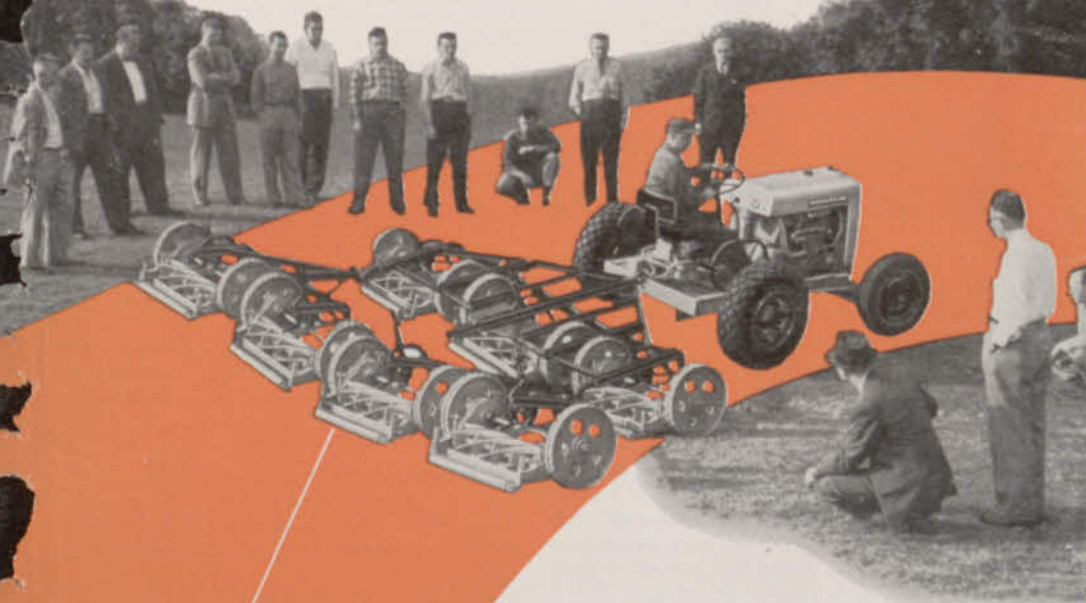
The use of 2, 4-D immediately before or right after seeding is frowned upon because very frequently its use stops seed germination.

Discretion Advised

Bermudagrass is much more tolerant of 2, 4-D than any of the cool season grasses. Yet damage has resulted from its repeated

(Continued on page 46)

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Over the PRO SHOP Counter

Sales Expert Tells Where Pros Miss Profits

BY HERB GRAFFIS

In digging up material for the campaign *Golfing* magazine has been running to educate club members to do more business with their pros I have consulted many club members who are successful salesmen as well as enthusiastic golfers.

I've told these merchandising experts what the pro often is up against when members haven't the slightest idea that one of their duties as members of a private club is to buy from the pro so he can finance the service his department provides to the club.

In a number of cases the salesmen themselves haven't realized that the pro doesn't have a guaranteed attractive wage at a club but has to sell enough merchandise and lessons to support himself and make the job one that will draw the sort of a first class pro the club wants and needs.

Several of these salesmen have pointed out in valuably cooperative letters and interviews that a lot of times the pro himself may be to blame for the member not being aware that he should give the pro his golf merchandise business.

One of the nation's noted salesmen, a man whose orders are tremendous and who is a wizard at training other salesmen, says many professionals could be better salesmen. He goes into some detail:

What is Selling?

"I imagine the pro at whom this criticism might be directed would reply 'Wadaya mean, 'salesman'? I sold 40 sets of woods last year! Isn't that selling?'

"From that point on there'd be an explanation required. There is more to selling than merely moving merchandise off the shelves.

"I am one of those guys who buys every piece of equipment I can from the pro at my club. But the brothers who play with me don't feel that way. A buck is a buck to them. So they bring clubs in from Cleve-

land and Chicago and New York. It's not because they can't afford the extra dollars, it's just because they think they are saving money.

"One of my friends at a convention in the east recently told me that he had bought a set of a certain fine brand of woods from his pro and paid well over \$100 for them, but the pro didn't offer to look at his swing or give him a five minute free lesson or a few helpful suggestions to show some interest in the good use of the clubs.

Missed Additional Profit

"The pro must have made a pretty good gross profit on that set of clubs but he missed a chance to make a lot more money out of my friend. My friend was allowed to get the idea that there is nothing different between buying from his pro and buying any place else that good clubs can be bought. A store also turns over the clubs to the customer and takes the cash and that's the end of the deal.

"In the old days when I sold a woman a stove I called after it was delivered to see that she understood how it worked. Maybe that wasn't selling but it was good public relations and advertising. My customers advertised me and word got around that I was very much interested in more than the customer's money and took some time to make sure that the product worked well.

"Considering what first class clubs cost these days the pro has to make his personal interest and service part of the price of the clubs if a club member or a man or woman golfer at a public course is going to have any particularly strong reason for preferring to do business with the pro.

"The way that competition and "buy it wholesale" deals are these days, you sometimes wonder what you've got to do to get the straight retail price. The answer is to give the buyer more attention and more follow-up and more cheerful expert service than he would get anywhere else. That bonus is actually worth money to the buyer.

"The successful pro and his shop assistants always are selling personality along with the merchandise.

"Sometimes the pro can get an idea of what he is up against on competitive price selling, and probably think of suggestions for solving the problem, if he will think about what he himself has bought wholesale, and how some superior merchants might have sold him the same, or a better, product at the retail price."



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Larger Clubs Fared Better in 1956; Smaller Ones Held Their Own

THE HORWATH Hotel Accountant's eighth annual study of country club operations, recently issued, shows that large country clubs fared much better in 1956 than in 1955, but financial returns for smaller clubs were approximately the same for both years.

The operational status of 34 clubs, 18 small and 16 large, were taken into account in the study.

Both large and small clubs showed increases in the amounts of dues available for depreciation in 1956. In the case of smaller clubs, however, the ratio of dues set aside for depreciation was the same in both years, but in 1956 was in proportion to the increase in total dues and assessments. In larger clubs, however, dues available for depreciation last year were more than double what they had been the previous year in both amount and average ratio to dues.

Reductions Shown

Because of the increase in dues and assessment income, large clubs showed reductions in net cost of clubhouse operations, net cost of golf and grounds and fixed charges. Small clubs also showed decreases in net golf and grounds expenses and fixed charges, but a rise in net clubhouse costs due primarily to a decrease in the average ratio of the food and beverage department profit.

Small clubs spent the dues dollar in the following ways: Clubhouse operation, 32.7¢, up 2.7¢ from 1955; golf and grounds, 34.6¢, down 2.1¢ from the previous year; other outside activities, 2.0¢ compared with 1.2¢; and fixed charges, 17.2¢ as against 18.6¢ in 1955. Thus, in both years an average of 13.5¢ was available for depreciation.

Large Club Breakdown

The breakdown for larger clubs follows: Clubhouse, 37¢ in 1956 vs. 42.2 in 1955; golf and grounds, 28.5¢ vs. 31¢; other outside activities, 2.6¢ vs. 2.3¢; fixed charges, 15.6¢ vs. 16.4¢. This left 16.3¢ of dues for depreciation in 1956 as compared to 8.1¢ for the preceding year.

Generally, increase in cost of food and beverages and higher payroll outlays resulted in a decrease in food and beverage profits for the small clubs. In large clubs, these increased costs were more than offset by increase in combined sales.

Annual dues and membership fees charged by 34 participating clubs are summarized as follows:

Small Clubs: Annual dues per regular member — Under \$100 (2); \$110 (1); \$175-200 (3); \$210-290 (5); \$300 (5); and \$325-350 (2).

Membership Fees per regular member — under \$200 (5); \$200-400 (6); \$500 (3);
(Please turn to page 40)

Comparative Cost per Hole Summary

	Small Clubs		Large Clubs	
	1956	1955	1956	1955
Greens & Grounds Maint.				
Payroll	\$1,445	\$1,380	\$1,811	\$1,777
Supplies & Contracts	397	382	423	388
Repairs	160	170	277	265
Water, Electricity, etc.	88	84	159	167
Total Maintenance (exclusive of fixed charges)	2,090	2,016	2,670	2,597
Golf Shop, Caddie, Tournament Exp.	340	309	*408	444
Total	2,430	2,325	3,078	3,041
Deduct green fees	577	535	513	478
Net Course Exp. less Fixed Charges	\$1,853	\$1,790	\$2,565	\$2,563



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Same outstanding performance as the
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- **Engineered weight distribution,** with low center of gravity for greatest safety to golfers and turf.
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\$900 (1); \$1,400 (1); \$2,000-3,000 (2).

Large Clubs: Annual dues per regular member — Under \$300 (2); \$300-350 (3); \$360-375 (7); \$400 (1); \$500 (1); \$600 (2).

Membership fees per regular member — \$400 and under (4); \$500 (6); \$1,000 (1); \$1,500 (2); \$2,000 (1); \$3,000-4,000 (2).

Maintenance Decreased Proportionally

Both classifications reported decreases from 1955 in gross maintenance cost of course and grounds as well as in net cost, as measured by average ratio to dues. But this decrease was the result of dues-assessment increases which were proportionally greater than the rise in maintenance costs.

Copies of the Horwath report can be obtained from Horwath & Horwath, Public Accountants, 41 E. 42nd st., New York 17.

Jake Kohr, South Bend Supt., Dies in May

Jake Kohr, who for 35 years had been supt. of the South Bend (Ind.) CC, died at his home early in May. Mr. Kohr was working at the club on the morning he passed away. He complained of not feeling well and returned to his nearby home where he died a few minutes later. He was 67 years old.



Before coming to South Bend, Jake served as supt. at Skokie CC in Glencoe, Ill. A popular figure around South Bend, his remarks carried a lot of weight with members of the Northern Indiana — Southern Michigan GCSA who constantly encouraged him to pass on his knowledge as a speaker at their meetings. On the day following Jake's death, Columnist Joe Doyle of the South Bend Tribune devoted part of his column to extolling the things he had done in helping to make the local course one of the finest in the Midwest.

L. E. Warford, Melflex Head, Dies in Florida

L. E. (Bert) Warford, founder of the Melflex Products Co. of Akron, O., died in May in the Good Samaritan Hospital, West Palm Beach, Fla., after an illness of several years.

Mr. Warford founded Melflex, which produces aisle runners, tee mats, step treads and shower mats, in 1929. At the time of

his death he was pres. and treas. of the company.

A native of Albany, Ore., Mr. Warford attended Willamette and Oregon Universities. He was a World War I pilot and later held the rank of captain in the Reserve. Before forming his own company, Mr. Warford was employed for several years as Pacific Coast mgr. for B. F. Goodrich Co.

In recent years, Mr. Warford and his wife, who survives him, made their home in Boca Raton. He was a member of the Masonic Lodge in Portland, Ore., Shrine, Moose, Akron City Club, Illinois Athletic Club, Sons of the American Revolution and the Wendell L. Wilkie Post of the American Legion in Akron.

Cornell, Georgia Schedule Club Management Courses

Both Cornell University and the University of Georgia will hold short courses in Club Management during the summer.

Cornell's course will be held at Statler Hall from Aug. 19 through the 23rd. Registration fee is \$82.50 and will include all classwork, five luncheons, a picnic and banquet. Rooms at Statler Inn will be available at \$7.00 per day. A certificate of completion will be awarded to persons attending all lectures. Complete information can be obtained from J. William Conner, Statler Club, Ithaca, N. Y.

Georgia's course is scheduled for July 22-25 in Athens. The registration fee is \$50 and single rooms are available at \$6.00 per day. L. H. Walker, Center for Continuing Education at the University, is in charge of arrangements.

Turf Foundation Conference Booklet Available

Just off the press is a booklet incorporating the speeches made by various experts at the 1957 Conference of the Midwest Regional Turf Foundation held at Purdue University in March. Practically every phase of turf management was touched on by the more than a dozen speakers. More than 500 persons, including 287 course supts., attended the conference. Copies of the booklet which contains much valuable information on nitrogen studies, soil nutrition, potash application, production of sod, insect control, maintenance of greens and similar subjects can be obtained from W. H. Daniel, Dept. of Agronomy, Purdue University, Lafayette, Ind. Cost of the booklet is one dollar.