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grips. Mary Lena Faulk TOP-FLITES are sold by golf professionals only.

*Now—a real lady's golf ball!*

The new VENUS ball by Spalding was created especially to suit a woman's style of play. It combines a fine live rubber center for plenty of distance, plus a thick, durable cover with life-time whiteness.

Feature the full Spalding line in your pro shop for plenty of profits this spring. Remind your customers that every item Spalding makes is unconditionally guaranteed.

# SPALDING

*sets the pace in sports*



Architect's conception of "Carnival Room" where youngsters will have lockers, snack bar and other facilities.

use the Polo Room alone will be operated and a feeling of vastness will be avoided. A magnificent view commands the entire golf course from inside and outside.

The Mill Room and Corner, "a meeting place of real character," will be finished in stone and panelled oak. This bar and grille can easily handle groups of 50 to 75 persons either as a separate room for men only on occasions, or for week-end use by mixed groups. The 20-foot long bar faces a huge fireplace.

The Rosewood Room, a quiet area, is a flexible space for card playing and private dining. A wall pushes back and an unseen bar emerges ready for use. All wood trim, doors and the bar are of rosewood.

The Print Gallery is a light-flooded corridor connecting social activities area with golfing activities. Famous prints of sporting events will be displayed here. One special wall is reserved for a changing exhibition of outstanding works of art.

As far as the course itself is concerned, the 18th green will be located in front of the clubhouse where vast windows will overlook it. The present 5th hole will become the new 18th, and the present 6th is being modified to become the 10th. The old 18th, remembered as the place where Sam Snead went to his downfall in the 1939 Open, becomes the 3rd hole. The 5th green will be retained for practice.



This is how men's locker room will look upon completion.

## Devises Adjusted Callaway System of Handicapping

John Frederick, member of the Woodholme CC, Pikesville, Md., where C. T. (Mac) MacMaster is pro, devised an adjusted Callaway handicapping system which worked out extremely well last year in tournaments where established handicaps weren't available.

Rather than make deductions on the basis of one or more of the highest hole scores turned in by the player, Frederick bases his handicap system on only a single highest hole score. A progressive series of multiples of players' gross scores then determine their handicaps. Based on Par 72, the Frederick system works like this:

Gross Score	Deduct	
73	1/3 of 1/2 of highest hole score	100 3.0
74	2/3 of 1/2	101 3.1
75	1/2	110 4.0
76	.6	111 4.1
77	.7	120 5.0
78	.8	121 5.1
79	.9	130 6.0
80	1.0	131 6.1
81	1.1	140 7.0
82	1.2	141 7.1
90	2.0	150 8.0
91	2.1	151 8.1 etc.

Although the above table doesn't show handicap multipliers in their entirety, it is a simple matter to interpolate between the gross scores shown and arrive at the proper deductions. For example, an 82 gives the player a 1.2 deduction of his highest hole score, and an 89, a 1.9 deduction.

## Golf Writers' Tournament

Fourth annual Golf Writers' championship will be played Apr. 1 at the Dunes G and Beach club, Myrtle Beach, S. C. Des Sullivan of the Newark (N.J.) Evening News is defending champion.

## Ellinor Village Seniors

The first annual Ellinor Village CC Seniors tournament will be held in Ormond Beach, Fla., Apr. 12-14. All entries must have regular home club or association handicap card or a letter from their pro certifying handicaps.

# What They Said at Louisville



## How Clubs Profit From Turfgrass Conferences

By Phillip E. Drachmann

Chairman of Green Committee, Evansville (Ind.) CC

As a green chmn. I am blessed with two wonderful committee members. One is a doctor, the other a certified public accountant. One is in charge of "T" markers and the other is in charge of ball washers — neither of them do a doggone thing, but they do it well and they don't bother me — and they don't bother our supt. Probably, that's the way it should be.

I think that all types of golf clubs profit from these conferences. They profit in many, many ways, but I am going to only mention five.

Profit No. 1 from any conference such as this is knowledge. It's the most valuable ingredient in turf work today.

Profit No. 2 is Research — the thing that keeps us moving and keeps us improving.

Profit No. 3 is Standards. Your golf course is either good or bad because of its Standards.

Profit No. 4 is Manpower and on a course there is no substitute for manpower.

Profit No. 5 is Good Will. This might be expressed with other words, too, such as respect, good fellowship, friendship, etc.

Knowledge is a true and honorable tool of your profession, and I say very emphatically in order to produce a beautiful course, you

*Here is a roundup of GCSA conference speeches covering general, training and administrative phases of course maintenance. The technical side of the conference will be covered in the April and other future issues of GOLFDOM.*

must be a professional; you can't survive as an amateur. The difference between a good and a poor golf course is knowledge. You can work your head off, you can drive your ground crew to exhaustion, but if you don't have the know-how, you lose.

I attended a turf conference at Purdue in 1950 and I got my eyes open for the first time. I met Grau, Daniels and Charlie Wilson. I asked Grau if he would come down and look our course over, and he said he couldn't, but he would send someone. One day in came Charlie. I asked him to grade our course. I said: "You look over a lot of courses. In your opinion if you had to list all the courses you have inspected this year, where would you place our course?" Charlie said, "Right on the bottom." Then Charlie asked me a question: "How much fertilizer do you use?" I said, "600 pounds." He said, "To the acre?" I said, "No, to the course."

Our course is an excellent one today. Relatively speaking, we spend no more money today on our course than we formerly did, our ground crew is no larger; if anything it is smaller. The amount of equipment we use has not been changed, although it has been improved. No, the change in our own course is due to one thing — knowledge — the knowledge that we gained at these conferences. Today our supt., Ernie Schneider, never misses one.

Research is the life blood of our business.

Research is the motivating power that keeps Noer, Musser and Ferguson frustrated half their lives, literally beating their heads against the ground to find a method or a means, or a grass to solve problems. The result of their work is yours and it is mine, given to us freely with their blessing. We can thank our turfgrass conference for bringing us the wonderful new things that research has produced.

Everything we do today is measured by standards. We definitely know the height standard for cutting the bent on a good putting green. We know the height of the cut for a good fairway. We know the quality standard to be looked for in a good "T." We know what standard to build into a satisfactory trap or bunker. Wherever people play golf today they find these high standards a very enjoyable part of every golf course, and the standards you accept at these meetings become the standards for the overall beautification of your city.

Turfgrass conferences produce manpower. By doing things better or by doing more things with the same manpower, you are producing additional manpower. The technological advances in turf maintenance, plus the great improvement in equipment have done two things: they have produced better golf courses at greatly reduced maintenance cost, and second, every job you do today, you do easier and faster and better. You now save many man hours weekly through your application of preventative maintenance. You have even learned the art of camouflage — a dye in your fungicide will get rid of a brown patch with one spraying; well, at least, it looks that way.

Turf conferences give us extra man hours by showing us the better methods and also give us better manpower. You can hire better people today because you can promise better jobs. A youngster that wants to follow turf work today can make a career of it. The men you hire today need not be common laborers. From these youngsters will come your next crop of supts. They will be smarter than you and rightly so, because they will take all the knowledge that you will give them, and will add theirs to it, and that is the way we want it.

Turfgrass conferences produce manpower, but a great deal more recognition must be given to the matter of proper compensations

for that manpower. The most important man around a course is the supt. The difference between a greenskeeper and a supt. should be at least \$3000. I know that through your association and your conferences you have made a great deal of progress on obtaining sufficient compensation, but remember please: *It Is No Crime To Ask For More Money, If You Think You Are Worth It.* You will be surprised how many times you will get it if you go after it, but don't forget at the same time that members of your ground crew have to live, eat and enjoy life too.

Profit No. 5 is goodwill. One of the greatest contributions to our clubs is the pleasant and friendly relationships that exist between supts. You meet at an annual conference, you meet several times a year at your regional and district meetings. You get to know each other socially, as well as professionally and you find you like each other. Well, what is better than that?

We have an opportunity at these conferences to meet and know personally top turf authorities. Before this conference is over we will all be calling them by their first names, and we will be reading and enjoying articles in turf and garden magazines for many years to come, and we can say: — "Why I met him in Louisville in 1957." Furthermore, if you don't agree with what he says, you can write him and tell him so, I bet you will get an answer, too. Goodwill — friendship — respect — they are created in these conferences and all clubs profit from these.

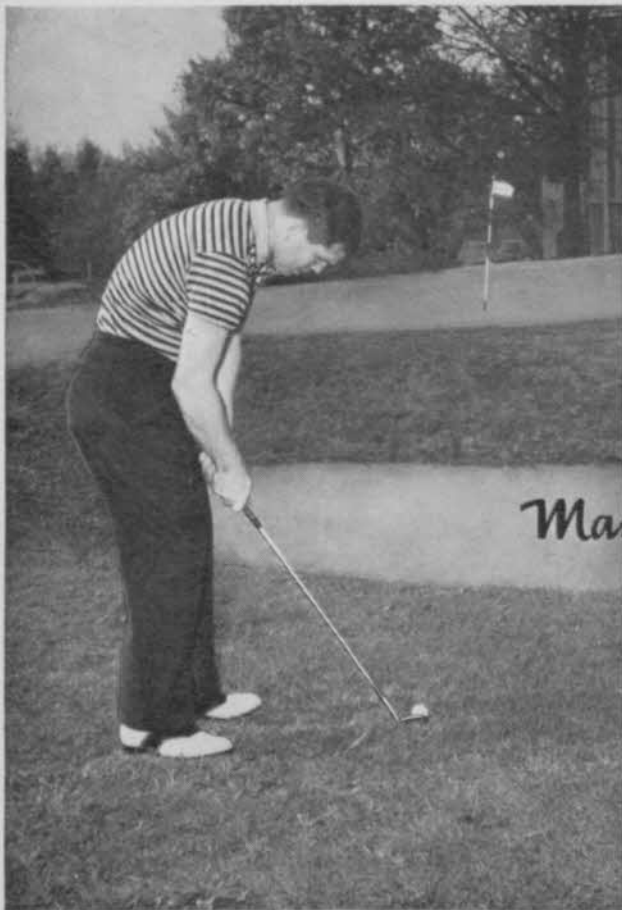
## Reports Show Members How Their Money Is Spent

By Robert Williams  
Supt., Beverly CC, Chicago

In tying in reports making with the responsibilities of a supt., I believe two factors are of primary importance. The first is why reports are considered necessary; and secondly, how the reports should be formulated and what they should contain.

Let us first look at the why. Why should a supt feel that he is obligated to make reports to his employers? The most obvious reason is that you are spending someone else's money. While we are mentioning money, let us add that today golf courses are spending anywhere from \$25,000 to \$100,000 or more for maintenance alone on an 18-hole course. So there should be no question as to why we should be responsible to report to our officials.

The next reason under why is "clarification". Through written reports we reduce the possibility of being misquoted and misunderstood. When we put it on paper we usually take pains to see that we say things so that they are most clearly understood. After we make a written report, it then becomes a ready reference that can be referred to



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concentration  
is a  
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Difficult shots like this require the ultimate in precision, therefore concentration on the part of the player is a must. And that's when Master-Matching pays off! Because each club in a Power-Bilt set feels and swings alike.

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GOLF CLUBS

*Master Matched for Perfect  
Feel and Balance . . .*

at any time to chart past progress, or for future planning. Mutual interest is another good reason why we should make reports. Through reports we can tell the story of course maintenance as it unfolds from day to day. Another why is evident in that through report-making a supt. elevates himself by becoming better aware of what he is doing and more alert to details involved. He is using a sound business approach to the management of a comparatively big business.

As for the how of reports, my program for reporting to my committee starts off with a most basic and yet most important item, our long term plans. Through this, club officials and supt. are able to interpret the type of maintenance the club wants. It clarifies the standard of maintenance desired by members and sets up a plan to achieve this standard. The form is very simple and is made up of three parts: the objective, the recommendations and progress.

Each area of the course is treated separately and all cover the same three points. As an example, let us consider the "tee program". The objective reads as follows: To produce tees of adequate size, level surfaces and with a tight turf that will withstand one-half inch mowing. The size of the tees are to be approximately 4,000 sq. ft. and are to be designed, where practical, to offer a variety of yardage settings.

Now that we have established the objective, let us look at the supt's recommendations: (1) Rebuild most of the tees to relevel and to increase size. (2) Use bent turf from old greens. (3) Investigate the use of Merriion bluegrass on tees. (4) Use maintenance technique similar to greens. (5) Use soil and seed mixture weekly for the repair of divots. Now we have the objective and the recommendation. All that is left is to record the annual progress in very brief form. This same procedure is followed for all areas as tees, greens, fairways, traps and landscape.

Each year our grounds committee goes over our long term plan and either approves or revises its contents. In this way we have a general continuity in our maintenance program and we do not find ourselves zig-zagging from year to year with trial and error practices. Our long term planning has been our answer also to the problem at some clubs where the frequent changing of committee members and chairmen tends to keep changing the general maintenance program.

With our long term plan established, we have started on the way to better administration and the next step comes quite easily. We set up an annual plan of operation. Under this plan we start out with each area again and list all items of maintenance for these areas and approximate dates. Using the tees again as an example, it would read something like this:

Fertilizing  
Organic Nitrogen — Nov.

Complete — May & Sept.

Liquid — Summer

Fungicide

Mixture A. — Weekly, May through Aug.

Insecticide

Etc. Etc. Etc.

This list continues, showing mainly all items of material and any items I wish to list as reminders, such as root pruning, etc.

After we set down all the items of maintenance for all areas, then we have a pretty close cut picture of just how we intend to operate and what materials will be required. By now most of the work relied upon to formulate the annual budget proposal is completed.

We have discussed three types of reports: long term plans; the annual plans; and the budget. It follows that we should next be concerned with periodic progress reports. Here I make up a report for our committee which keeps it and myself informed as to how our plans are progressing. Our experience, under our set of conditions, has proved that this report should be made on a weekly basis during most of the year and on a bi-weekly basis during slack times. A weekly progress report contains the weather conditions for the period, the labor situation, the major items of maintenance accomplished each day and a few notations from the supt. on points of interest or information. We keep a file of these reports and they become a daily diary that has proved to be most helpful for reference.

We must remember that it is difficult for club members to realize what goes into the maintenance of a course and through these reports they are acquainted with what goes on behind the scenes. They become aware of our problems and accomplishments. I know many supts. feel that such a report takes too much time to prepare. I should add that the time involved is about five minutes each day to jot down the day's work and then about 30 minutes once a week to formulate the report. The club office reproduces and mails the copies. For this small effort, the benefits are numerous.

In addition to the aforementioned reports, I make up several other types of reports for the grounds committee that might be grouped together as miscellaneous reports. They include such items as equipment inventory, conference proceedings, committee meeting summaries and others. Frequently, club officials ask for a report on some special situation.

## Progressive Education Leads to Self Improvement

By SHERWOOD A. MOORE  
Hollywood GC, Deal, N. J.

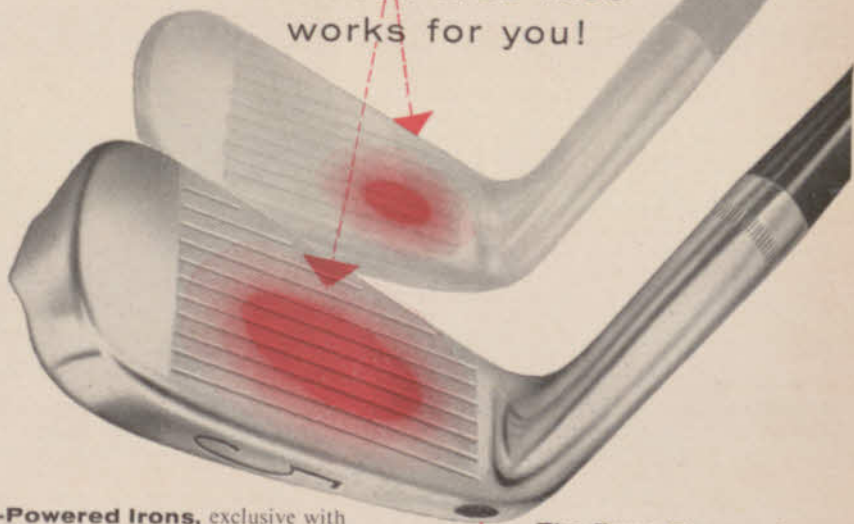
Just what is progressive education and why is it the supt's responsibility?

Among other things, progressive education means: Attendance at turf conferences; At-

Ask this question...

# How's your Control?

It begins here...with  
**Wilson Dyna-Powered Irons**  
Twice as much club face  
works for you!



**Dyna-Powered Irons**, exclusive with Wilson, are designed to increase your accuracy on every shot. Here's how it works.

The "control area" on any club face, indicated in red above, is the spot of impact with the ball which gives you a perfect shot—maximum distance and accuracy.

With conventional irons, this area is small and close to the shaft. By scientifically redistributing the weight in Wilson Dyna-Powered club heads, the control area is made larger, far larger, and is *moved out from the shaft*, where you hit more naturally.

Make Sense? You bet it does. Makes for winning golf, too! Try a set and see!

## The Dyna-Powered Rocket Shaft

is another Wilson exclusive. These specially designed True Temper shafts go *all the way through* the club head, providing a much larger area of contact between club head and shaft, a much more perfect union of club head and shaft than with any other irons. This means you get the sweetest, most fluid "feel" in all of golf with these Wilson Dyna-Powered Irons, plus solid impact for greater distance.

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Wilson Sporting Goods Co., Chicago • New National Headquarters at River Grove, Ill., a western suburb of Chicago • Fastest nationwide service from 32 branch offices. (A subsidiary of Wilson & Co., Inc.)

endance at Short Courses; Joining both the GCSA and your local association; Attending Field Days; Subscribing to publications that pertain to your work; Field testing new materials; Supporting programs that bring recognition to your job.

Why should the above items be your responsibility? Because they help you to attain your main objective — self improvement, betterment of job and making yourself more of a professional man.

Some years ago our New Jersey Association received a letter from the Veterans Administration requesting, among other information, the qualifications of a course supt. In our answer, we stressed that a supt. should be associated with a turf management organization, should attend short courses and conferences to keep abreast of new developments in turf management, and should be a person who is anxious to apply what research has taught or given him.

I don't have much patience with fellows who say: "Why should I join the Association? What good can it do me? Why should I go to the turf conferences — there is nothing new." That really jars me! Even if these fellows didn't think there was anything new, it wouldn't hurt them to brush the cobwebs out of their minds and get thinking progressively. Anyway, there are plenty of old things well worth reviewing and learning for the first time.

Twenty years ago, when I first took a job as a supt. I could have written a book on turf management. But now, I wouldn't attempt it!

As the supt. assumes responsibilities that come with progressive education, he should impress upon his club officials that it is to their advantage to underwrite his expenses to schools, conferences and meetings. It is a small investment for the dividends received.

## Employee Wants Security, Recognition of Ability

By WARREN BIDWELL  
Seaview CC, Absecon, N. J.

A golf course working staff must have talents equal to the varied tasks which confront it from time to time. When some new phase of maintenance is encountered and a better understanding on the part of the staff is required, an on-the-job training plan may be necessary. In most cases, however, a new man is trained and integrated with older, reliable employees.

When new problems are under consideration, a supt. will be wise to entertain ideas from members of his staff. When practical thinking has been offered and proper recognition given, staff members have a feeling of belonging to and being a part of an organized team. We should make every effort to encourage employees to think as they work.



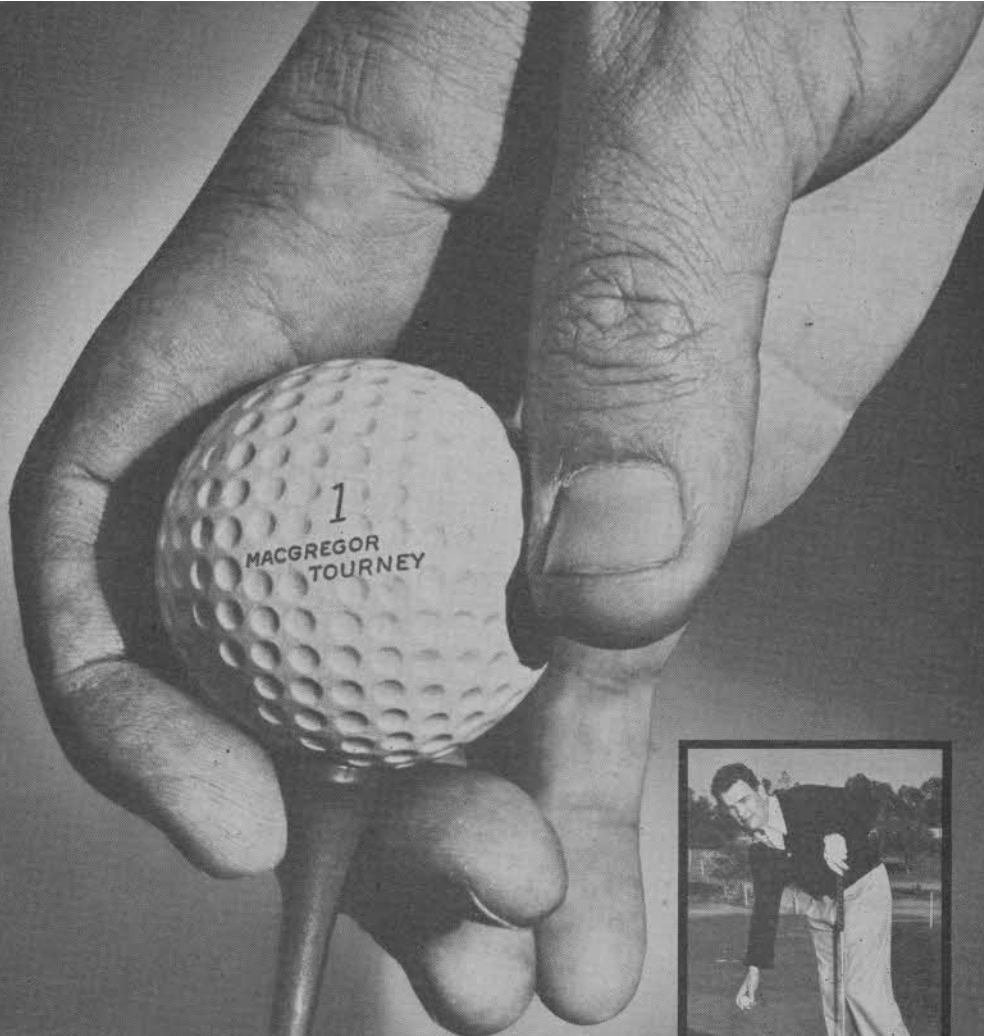
Presidential Escort - John Gray (l) and John MacGregor (r), former GCSA presidents, convoy Paul Weiss, newly elected head of the organization, to the podium.

Ability and attitude of staff member is considered his No. 1 asset; next in order is his attendance. Many supts. have learned that members of their staff who live within five miles of the club usually are most reliable men in attendance. Also, their nearness to the job makes them readily available for emergency use. Keeping good men and giving them job security through steady employment and offering them accepted benefits are of paramount importance in our business. Fortunately for the supt., the practice of seasonal hiring has been on the decline in the last 15 years.

In this day of many fringe benefits for industrial employees, what has happened in the golf business that enables us to successfully compete with industry in holding key staff members on a yearly rather than a seasonal basis? Some clubs pay a basic salary and offer a bonus at the end of the year which has been subscribed to by the membership on a voluntary basis and is, therefore, non-taxable. Other clubs cover their employees with the hospital services which are available at no or low cost. One Eastern club, with a rather broad outlook on employee relations, has put into effect an annual wage for maintenance employees. They are guaranteed a minimum salary, complete medical-surgical coverage, a

(Continued on page 62)





JACK BURKE, winner of Masters, PGA, and many other national championships.

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It's the choice of champions . . .

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## Superintendents' Banquet

Can you find yourself here? You're looking at a scene from the GCSA banquet, the climax of the Louisville show which came on the evening of Feb. 13th. During the proceedings, Pres. Paul Weits served as toastmaster, Helen Lengfeld of the United Voluntary Services was the feature speaker and Ward Cornwell, outgoing GCSA pres., presented 25-year emblems to 13 supts. Cornwell also presented Joe and Herb Graffis, Golfdom's publisher and editor, a plaque in appreciation of their contributions to the supts' organization over the last 30 years. Others on the program included Col. Lee S. Read, who paid the amateur golfers' tribute to the GCSA and Harry Moffitt, pres. of PGA, who brought greetings from his organization. The Leo Faser award for the outstanding contribution to the GCSA Reporter was presented to Tom Dawson, Jr., Fenway GC, White Plains, N. Y.