

## Trade-In Selling

(Continued from page 33)

The entire cost of the trade-in clubs has to be paid before they are turned over to the purchaser, but he is free to use the clubs on Mondays when caddies are permitted to play the Glen Oak course.

How does this system of handling trade-ins work from a financial standpoint? "It ties up my profits from the sales of new clubs for perhaps a month or two," says Huske. "It may cost me a very small amount in interest charges or because I can't always take advantage of cash discounts. But these things are more than offset by the good market I have."

### No Bad Debt Writeoffs

With a satisfied twinkle, Al adds: "I've sold hundreds of sets of clubs to kids at Glen Oak. I've never had to write off a nickel in bad debts in deals with them."

Whenever and wherever possible, Huske offers a kind of premium with his sales of trade-ins to the kids. All golf bags that are taken in on trades are given free of charge to caddies who have bought clubs.

Glen Oak, largely because of Huske and Jack Smith, the caddiemaster, is known as a club where a caddie is appreciated as an individual and not merely as a kid with a

back strong enough for bag carrying purposes. Between 150 and 200 boys carry more than 30 rounds a year and most of these earn appearance bonuses averaging \$40 or \$50 a summer. Early in the season the club stages a "caddie family night" at which the young bag toters and their parents enjoy refreshments and see golf movies. This has been going on for four years.

At the end of the season, the caddie banquet is regularly attended by 200 or more boys who eat the finest food the club has to offer and get the awards they have earned in addition to a prize, usually some kind of wearing apparel, that is given to every boy who is present. The festivities, which have been a fixture at Glen Oak for years, always are topped off with speeches by noted golf figures and professional football or baseball players.

At the present time, five former Glen Oak caddies are attending Midwestern universities on Evans scholarships.

Glen Oak, in fact, thinks so much of its caddie program that it keeps Jack Smith, the caddiemaster, employed on a year-around basis. During the off-season Jack works in the clubhouse, dividing his time between clerical and maintenance work. In the spring, before the season starts,

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Smith spends at least a month scouting the area high school circuit recruiting a caddie force.

"Our 600 golfers here," says Al Huske, "consider Jack indispensable. He's a former coach and referee and working with kids has been his life's work. In the 12 years he's been with Glen Oak, Jack has developed our caddie program to the extent that I think it will compare with any in the country."

#### Mid-Atlantic Conference

*(Continued from page 42)*

in the Mid-Atlantic's session on newly opened courses.

Supts. of five new courses told of construction and early development and maintenance of their courses. Fred Grau was moderator of the session.

It was evident from the panelists' discussion that architects, builders and supts. certainly aren't always working on land favorable to the construction and maintenance of courses. It also was made plain that cutting corners too close on construction simply means that higher costs of maintenance have to be paid later. In some

#### Value of Conferences

Much more space than is normally allotted to a regional meeting of supts. is given to the annual conference of the Mid-Atlantic GCSA. The reason is that this two-day meeting is typical of the tremendous value of a regional conference to courses in a golf district. Club officials rarely are aware of how their clubs benefit in cash savings and improved course management as a result of these get togethers.

Any club, private, semi-private or public, that doesn't encourage its supt. to attend association meetings and pay his expenses, should take a second look at its policy in this respect. It certainly isn't farsighted.

respects major alterations are required before it is possible to maintain courses in uniformly good condition.

Interesting discussions on green design for good surface drainage and traffic distribution stressed the belief that good architecture for maintenance can and should be good architecture by playing standards.

Leading off the presentation of the new

course preparations was John Burt of Turf Valley CC, Ellicott City, Md.

Burt spoke of the value of the soil tests, fertilizer and seeding recommendations made by Bob Elder, agronomist for the Turf Valley architect. Fairways are 20 per cent Merion, 25 Kentucky blue, 5 Highland bent and 50 fescue. Merion is doing especially well. Greens are an even combination of C1, C19 and C7.

Planning and construction expedients corrected dangers of erosion which often is a matter of lasting trouble and expense at courses where it isn't attended to promptly. Some erosion was stopped by backing slopes with asphalt.

Burt said that among things he learned from Turf Valley job were:

(1) Elimination of construction roadways. They leave their marks for years on the finished course.

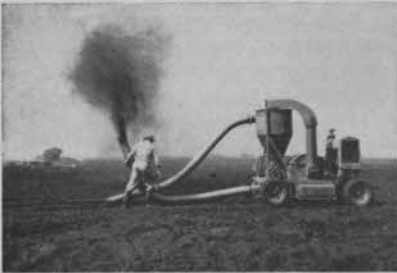
(2) Not to rush construction of tees. There is the possibility of planting too soon. If tees settle, levelling them is a costly, tedious nuisance.

(3) Traps should be completed - dug out, formed and edged - at the time greens are constructed and planted.

(4) A course should have a sod nursery if possible.

George G. Gumm, Ocean City G & Yacht

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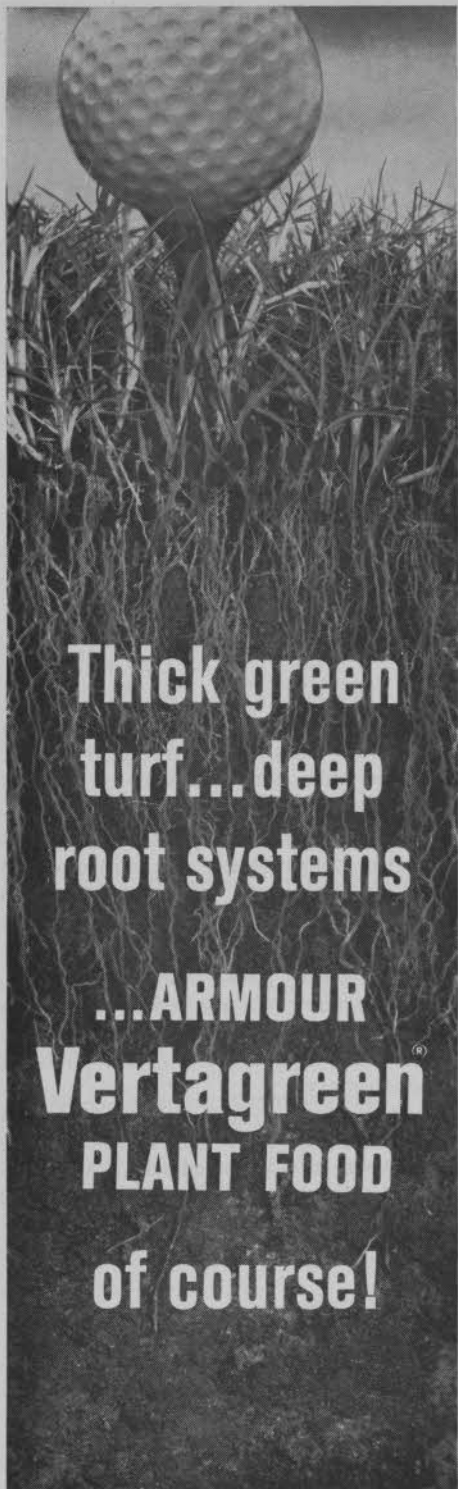
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Club, Berlin, Md., said the site of his course generally is from four to eight ft. above sea level. In some spots high water sometimes covers fairways.

Fairways and tees were seeded to Kentucky blue, redtop and fescue. A lot of rye was put on the fairways. Poor drainage accounted for loss of early grass in some fairway areas. After surface drainage was corrected the areas were reseeded to Merion and in 2½ months looked good.

Greens were seeded with Penncross in September. The water system couldn't be used because of electrical trouble. Then fall cloudbursts came and washed away a lot of the seeding.

A point that Gumm emphasized is the importance of keeping records of costs and dates. He reminded the supts. that officials generally don't pay much attention to records the first year but in the second year everybody wants data as a basis of estimate and comparison.

Louis Lamp told of beginning in Oct. 1956, to build the second nine of Winchester (Va.) G&CC which was opened in early summer of 1959. Construction was carried on while the first 9 was being maintained.

Lamp had three men clearing for the second nine. Much of the ground was blue-grass pasture. It was overseeded with hulled Bermuda in June. Greens were lightly seeded to Penncross.

Soil at Winchester is mainly shale. Greens were built with 18 to 20 ins. of topsoil which was then plowed, rototilled and harrowed. The shale was broken up and spread out. Six to 8 tons of rotted sawdust per green were worked into the greens soil along with sand. The greens were given about two years for settling. Weed killer was used once a month during the summer on the new green sites.

Fred Sappenfield of Willow Oaks CC, Richmond, Va., told of the problems solved in building a championship course at a locality where river bottomland mired some equipment and delayed construc-

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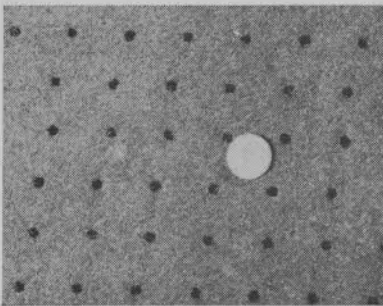
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tion. It, of course, presented numerous design, construction and maintenance problems.

In every report in the new course symposium the vital importance of good drainage was stressed. There simply isn't any possibility of trying to save money by skimping on drainage, especially green drainage, supts. observed.

At Willow Oaks, all fairway pipeline ditches were tamped by machinery. This saved a great deal of time, trouble and expense, Sappenfield noted. Fairways were disc-harrowed several times, then raked, limed, fertilized and seeded to Bermuda at 100 lbs. per acre.

Sappenfield said seeding should be done as fast as the ground is prepared. He started cutting fairways at 1 in. Later this was lowered.

## Fertilize During Preparation

The Willow Oaks supt., and all others reporting, accented the importance of fertilizing during soil preparation and of carrying on a thorough program of early maintenance.

Other points to which Sappenfield referred as he showed photos of his handiwork were:

Heavy traffic pattern must be avoided

on approaches;

Correct eroded areas early and thoroughly or they will be costly;

Roll in stolons, then roll topsoil over them, then water immediately and don't drag the hose.

Bert Yingling told of a super-economy, near "do-it-yourself" job in building the Beaver Creek CC at Hagerstown, Md.

There was much bad weather and lost grass from freezing, erosion and "causes unknown." But Bert kept at it and eventually got pretty good greens.

Drainage was excellent on and under the greens. After bulldozing topsoil off greens sites, Yingling's crew set the drainage tile, and mixed sand and topsoil adjacent to the greens and again on the greens.

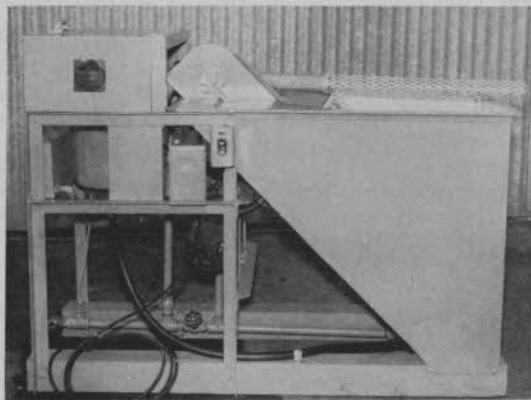
On fairways an alfalfa drill was used in overseeding K31 and Merion. Watering was heavy and difficult because it had to be trucked in.

Yingling says he could have done better if he'd had more money. But he thinks the job will stand up as a good low-cost performance to encourage others who want to build a course but haven't got much financing.

Ralph Engel, New Jersey's widely

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known turf authority, told some of the highlights of research findings at the Rutgers University plots. The plots were established in 1923 and have been continued through depressions and wars by noted turf scientists who have done work of incalculable value for turf users.

As a jolting reminder of the skimpy way in which turf grass research is financed, even in the Garden State where research is widely recognized for its immense value, Engel said that it wasn't until last year that the state university's turfgrass plots got a full time foreman.

Engel reviewed the Rutgers nitrogen studies and showed slides that emphasized the advisability, under normal circumstances, of repeated small N applications. He told of the crabgrass control studies showing that results vary according to soils. He believes a thoroughly safe pre-emergence control for crabgrass isn't far away.

Differences in results from spray and dry applications of materials; variations in tolerance of bents and bluegrass for chemicals; and studies of various periods when fertilizers give best results on various grasses, also were covered by Engel.

Felix V. Juska of the U.S. Dept. of Agriculture, Beltsville, Md., in telling of the

"Effect of Pre-Emergence Chemicals on the Germination and Growth of Turfgrasses" and Dayton Klingman, also of USDA, who followed Juska and spoke on crabgrass control, covered all phases of the battle against crabgrass. Their verbal and photographic testimony showed that great progress had been made in chemical control but on some counts they said the jury is still out. The two experts warned against using powerful control chemicals in hot weather when soils are dry and to avoid pre-emergence chemicals on seedlings. Fall and spring crabgrass control treatments are most effective, said Juska.

Comparative effects of various rates of treatment are being appraised in the continuing studies of crabgrass control. Thus far in the three years of the studies at Beltsville, there has not been any evidence of harmful concentrations of chemicals building up in the soil.

Officers and directors of Southern Calif. GCSA for 1960 are: Harold Stelling, Los Coyotes, pres; Zeke Avila, Hacienda, vp; Maj. Fred Bove, Brentwood secy; and Rod Barker, Jr., Palos Verdes, treas. Directors are Jack Baker, Elmer Border, Elmo Feliz, George Lanphear and Charles Priday.

## Meisnest Elected President of Club Managers for 1960

Kenneth Meisnest of the Washington AC, Seattle, was elected pres. of the Club Managers Assn. at its 33rd annual conference in Pittsburgh's Penn-Sheraton, Jan. 20-23. Other officers are: John T.



Meisnest



Brennan

Brennan, Birmingham (Mich.) CC, vp, and John W. Bennett, San Francisco Commercial Club, secy.-treas.

John M. Fox, pres. of Minute Maid Corp. keyed the association's three-day educational program with an address on "What It Takes To Be a Manager."

Other speakers included Dr. Joseph Thompson, Michigan State University; Dr. Earl Thompson, Penn State University; Prof. C. Oliver, Jr., University of Florida; Arthur Iredell, Harris, Kerr, Forster & Co.; Walter Tode of Tode's Inn, Connecticut; Leo Coughlin, Slater System; and Joseph Dey, executive dir. of USGA.

Directors elected to the CMAA National Board were: Richard E. Daley, Army Navy CC, Arlington Va.; Robert Dorion, Scioto CC, Columbus, O.; Charles E. Errington, The Beach Club, Santa Monica, Calif.; Robert Guynn, Decatur (Ill.) Club; Frederic H. Hollister, Scarsdale GC, Hartsdale, N.Y.; Daniel M. Layman, Union League of Philadelphia; John G. Outland, Dallas (Tex.) CC; Charles J. Viviano, Shannopin CC, Pittsburgh; and Robert E. Yoxall, Country Club of Coral Gables, Fla.

## Viergever President of NCGCSA

Richard L. Viergever, Olympic Club, San Francisco, has been elected pres. of Northern Calif. GCSA for 1960. E. W. Van Gorder, Stanford GC, Palo Alto is vp and Walter R. Boysen, Sequoyah CC, Oakland, is secy.-treas. Directors are Clifford Wagoner, Ted DeTata, Mario Re, and Blake M. Taylor.

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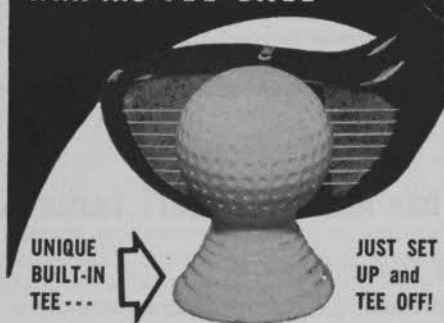


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## Woodard Leaves WGA Post for New Football League

Milt Woodard, executive vp of Western Golf Assn. for the last 10 years, will resign Feb. 15 to take over new duties as assistant commissioner of the American Football League.

In addition to serving with the WGA, Woodard has been pres. of the PGA tournament sponsors group and a dir. of the National Golf Fund, Inc., which distributes money raised by National Golf day.

### Sportswriter for 10 Years

Woodard attended high school in Tacoma, Wash., where he was a letterman in four sports, College of Puget Sound and University of Minnesota. At Minnesota he was sports editor of the Daily and pres. of the local chapter of Sigma Delta Chi, national honorary journalism fraternity. After leaving school, Woodard worked as a sportswriter in Chicago for 10 years. Following this he served as general mgr. of the Grand Rapids, Mich. and Hot Springs, Ark., minor league baseball clubs.

With the American Football League, Woodard will be in charge of the Dallas executive office.



## Tips on Golf Shoe Sales

(Continued from page 38)

On the subject of devices, it's wise to have a shoe-hose size chart handy. You can get these through an apparel supplier.

Always use trees when displaying shoes on counters, shelves, etc. I recommend aluminum trees because they are light in weight. There's psychology in this. When a person picks up a shoe, he is immediately impressed by its weight. If there is a heavy tree in the shoe, his first reaction is, "I'd hate to drag a pair like this around."

Some of those adjustments that can be made to take care of peculiarities of the feet are: Use of tongue pads or heel cushions; removal of eyelets if the shoe rubs too heavily on the top of the foot; inserting eyelets behind the top eyelets if shoes become floppy. You can easily learn to handle all of these things.

If you're the kind of a fellow who likes to make conversation while fitting shoes, here's some information that may be valuable: Sam Snead wears a 9C; Bob Rosburg, 9½C; Dow Finsterwald, 10B; Mike Souchak, 10½D; Gene Littler, 9B; and George Bayer — I've promised to keep his shoe size a secret.

## Watch for This!

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If your club failed to receive this card or misplaced it — use the form on page 96.

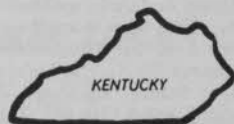
Our circulation auditing association requires that the list of persons to whom GOLFDOM is mailed be kept up to date. If this is not done, we are required to stop mailing the magazine to old names on our list.

To make certain that your 1960 officials and operating heads receive GOLFDOM, please fill in the form and mail it today!

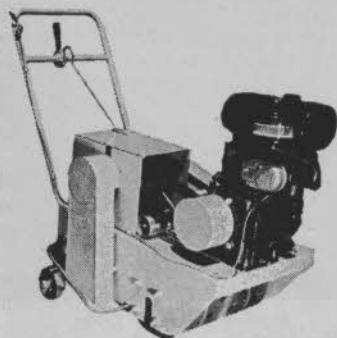
## Turf Association Organized

Central Virginia Turfgrass Assn. was organized in Dec. at a meeting in Oak Hills CC in Richmond. Fred Sappenfield of Willow Oaks, Richmond, was elected pres. Other officers are Richard E. Amidon, Oak Hill, Richmond, vp and Harry J. McSloy, CC of Virginia, Richmond, secy-treas. Two-year dirs. are Harry N. Allanson and Irvin B. Clarke and one-year dirs. are Richard F. Byram and Harold J. Neale.

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### Swinging Around Golf

(Continued from page 64)

According to George Jacobus, tournament director and pro at Ridgewood CC, Paramus, N. J. . . . The 26-year old tourney is switching from match to medal play . . . Ed Kasko of Cincinnati is defending champion.

Two courses at French Lick (Ind.) Sheraton Hotel getting a face lifting . . . Hal Purdy, architect, has re-designed four greens and tees . . . Irvin Stator is contractor for the program and Wayne Winger has recently been hired as supt. for both courses . . . He comes from Meadow Woods, Centralia, Ill., and is a brother of Carl, supt. at Ft. Wayne Elks Club course . . . When the Women's Metropolitan GA held its annual meeting last fall in New York it was the 60th year the ladies got together . . . Representatives of 60 clubs were on hand.

R. Albert Anderson, architect of Longboat Key-Sarasota, Fla., has started construction on 18-hole Par 3 in Ft. Lauderdale for U. S. Land Development Co. . . . He's also finishing the first 9 at Starke, Fla., and designing 18 new greens for Capitol City CC, Tallahassee, Fla. . . . Anderson also reveals that he has signed a contract with Cushman Motor Works to act as con-

sultant in helping supts. on routing of golf cars . . . \$750,000 will be at stake on the PGA tour from mid-April through August.

Three-year improvement program being undertaken by CC of Waterbury, Conn. . . . Watering system for entire course will be installed and six greens per year will be rebuilt . . . Charley Baskin is supt. . . . Season tickets for the Open are selling at \$26 and \$16 and will be honored at practice and tournament rounds . . . Tickets at former price entitle bearer to clubhouse privileges . . . Women's 16th Collegiate will be played June 20-24 at Stanford University course . . . 12th National Amputee Championship will be played Aug. 11-13 at Midlothian (Ill.) CC . . . Tom Hunt, Ambler, Pa., who shot a 232 in 1959 tourney, is defending champion.

Cherry Hills will play at 7,004 yds. for the Open . . . Falls Church (Va.) GC, 9-hole private course, expected to be in play in June . . . Hancock, N. Y., munny course, started as WPA project in the '30s, to be in play in May . . . Only five holes were built originally and remaining four are being completed under direction of August Tacea . . . Loch Raven, Tampa, Fla., Par 3, opened in mid-January . . . Mark McLain is pro-mgr. . . . Blair Park, one of the country's finest munny courses, has been undergoing a face

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