

March — 1962



H. B. Musser

Failures in Course Construction Result of Corner Cutting

*Numerous mistakes are due to ignorance, incompetence, dishonesty
... It's time investors started demanding performance bonds*

By H. B. MUSSER

Author of "Turf Management"

The increase in the number of new courses that already have been built in the past decade, are under construction, or are on the drawing boards, has almost reached the proportions of a crash program. But mistakes have been and are still being made. They will have to be lived with for a long time to come or it will take costly correction to fix them. Some of these are honest. They are due to

hazards of weather, errors in judgment which can be forgiven, or to changes in organization or demands that couldn't be anticipated when the original plans were made.

Unfortunately, there is another class of mistakes that can't be readily excused. These are errors of ignorance, incompetence, or of dishonesty stemming from the opportunity to make a "fast buck"

in cutting construction corners. They are the underlying causes of most of the dissatisfaction and irritation which results when new courses do not measure up to expectations.

Expert Guidance Needed

When greens have to be rebuilt, fairways drained and renovated, or tees reconstructed within a year or two after the course has been opened, it is almost a foregone conclusion that "somebody goofed". Such things should not happen. When we try to justify them, we aggravate a situation that won't be resolved until there is full recognition that the extremely important items of site selection, course design and construction should be placed in the hands of someone whose experience and performance has demonstrated his ability to handle them. It has been shown over and over again that a very moderate increase in the cost for competent course maintenance supervision — the employment of a good superintendent — will be saved many times over in increased player satisfaction, operating efficiency and avoidance of costly repairs. The same applies as well to the establishment phase. Invariably, the very modest increase in the cost of top design and construction will return a handsome profit within the first few years of operation, both in reduced maintenance and repair and in better playing conditions.

Mistakes of Ignorance Avoided

Let's examine the avoidable and largely inexcusable mistakes. Poor courses may be the result of errors due to ignorance. These must be classed as avoidable. Architects and contractors should have the experience and technical information that are necessary to escape such mistakes. The selection of an architect should be predicated upon a demonstrated ability to handle all elements of design. The fitting of the course into the terrain, understanding of strategy of play, adjustment within reasonable limits, without sacrificing basic concepts to budget limitations all are essential to a well planned course. These must be given important consideration when a man is selected who will have the responsibility for turning out a good job.

This is not the whole story. The best design will not compensate for poor construction. Failure to understand the need for good drainage and soil modification

H. B. (Burt) Musser is qualified to speak with authority on the problems of golf course building. His extensive experience includes heading turf research and development and turf management instruction programs at Pennsylvania State College, providing turf consultant service to the American Society of Golf Course Architects and to military turf development during World War II.

on greens and tees and how to provide for these can completely offset the value and pleasure of a good design. A lack of knowledge of the ability of grasses to adjust to differences in climate, soils, and maintenance, of how to meet fertility needs, correct soil acidity, etc., results in "hit or miss" construction.

Demonstrated Ability

No individual should be given the responsibility of planning and supervising the building of a course unless he has demonstrated an ability to prepare a sound, practical set of construction specifications. These must contain all details of proper soil preparation, drainage, and modification; of the quality and quantity of all materials (lime, fertilizer, seed, etc.); and directions as to exactly how and when each is to be used. If specs are clearly written and there is proper supervision of how they are carried out, chances of poor construction results are negligible.

Errors of ignorance resulting in poor or mediocre courses are not confined to planning and supervision. Those charged with original site selection must take some responsibility. The National Golf Foundation has had for some years a publication, "Planning and Building the Golf Course", which emphasizes the extreme importance of soil adaptability.

In many instances, considerations of first cost and accessibility are permitted to completely outweigh adaptability for the production of good turf. It may become so expensive to move or adequately modify sufficient soil to improve natural defects, that the cost of such modification may compensate for the higher price

(Continued on page 112)

NEW ELECTRIC CART SOLVES THESE FOUR GOLF COURSE PROBLEMS!

1 WALKING WITHOUT WORK. Toro's new battery-powered "Caddy Master"† is ideal for the golfer who shuns golf cars because he wants to exercise, but doesn't want to work pulling a conventional cart.

2 SHORTAGE OF CADDIES. Becomes an efficient caddy when school, illness or absenteeism leaves you short. You receive all rentals, and there's practically no maintenance. Goes 18 holes before charging.

3 HIGH CADDY, GOLF CAR FEES. Many golfers don't want to pay about \$6-\$8 for a golf car or go to the expense of caddies. The "Caddy Master" at approximately \$2 a round is the answer. Purchase price can be amortized in 3 months.

4 SNAIL-PACED GOLFERS. The "Caddy Master" keeps the golfer from getting tired and slowing down your profits. It powers itself, matching the golfer's stride. For a demonstration contact your Toro representative.



**"CADDY MASTER"
BY TORO!**

TORO MANUFACTURING CORPORATION

†Exclusive mark of Toro Manufacturing Corp.
3069 SNELLING AVE., MINNEAPOLIS 6, MINN.



Excellent lighting, both interior and exterior, add to the richness of Tropicana's pro shop.



Milt Ross

"... give them the run of the place."

Tropicana Technique

Milt Ross Uses 'Discoveries' to Waylay Golfers

Literature that comes out of Las Vegas by way of the new Tropicana CC there, describes the setting as the "World's most spectacular golf course." "Spectacular" is an apt word since Tropicana is an exciting splash of greenery rising out of the sighing desert sands that engulf it on all sides. But possibly "stately" would be more fitting and something of a refreshing change from that shopworn Las Vegas superlative. However, a publicist would think twice before using it for fear of scaring away patrons who



Good taste is the dominant theme at Tropicana, not only in the operation of the pro shop but the club as a whole. Shop is a study in rich paneling, combined with artistic use of felt on walls, to give Olde English atmosphere.



won't settle for anything less than "spectacular."

At any rate, Tropicana's colonial-style clubhouse is stately and so is everything else about it. The golf shop, in particular, fits this description, having as Pro Milt Ross expresses it, an atmosphere of "Ye Olde London Shoppe". That there is an air of sedateness and comfort here is borne out by the photos on these pages. At the same time, the clutter and disarray usually associated with an old English emporium, certainly isn't in evidence in Ross' shop. In fact, it is just the opposite.

Subdued, Antique Effect

The walls of the Tropicana shop are a harmony of green felt and sand colored panelling. This is in keeping with the subdued decor of the place. But with the light that streams in from a long bank of windows on one side and the illumination from two large candelabra style ceiling lamps and matching sidelights, the walls don't give the appearance of being in any way somber, but seem to come alive. The spike-proof carpeting in Las Vegas' newest pro shop is basically green, with floral designs in beige and lighter green. White orlon drapes extend from ceiling to floor. Rather massive type English display cabinets, counters and furniture complete the antique theme.

Tropicana's shop was planned this way as a kind of relief from the pastel and adobe that typifies the desert scene. Being located at a resort course, it also was built for browsing. Merchandise isn't arranged in any departmentalized fashion, but is kind of strewn about with calculated design of having the golfer suddenly come across or "discover" it, as Ross puts it. The way that golf bags are displayed, for example, (see photos) illustrates what Milt tries to do.

Got Late Start

The Tropicana shopmaster is a onetime San Francisco amateur star who decided rather late in life to get into pro golf. In the 12 years that he has been in the business, he has divided his time in working at Shawnee-on-Delaware and as Howard Capps' assistant at the Desert Inn CC, also in Las Vegas. Both are resort courses. Milt took over his present post less than a year ago and opened the new shop last September.

Ross takes a good deal of pride in the fact that his sales of playing equipment

exceed those of soft goods. He feels that his method of casually deploying bags and clubs in what amounts to rather unexpected places throughout the shop has a lot to do with the way in which his total sales volume is divided. But he isn't above giving a good deal of credit to his assistants, Mark Marquess and Charles Tawes, and his woman factotum, June Ross, for the fine sales record the shop has compiled in its first six months of operation. "These three," says Ross, "are very capable salespeople. They have the knack of selling without pushing people to buy."

This Phrase Is Out

The latter remark, incidentally, pretty well sums up Ross' ideas about pro shop selling. He believes in letting customers wander around and poke their noses into all merchandise without having someone constantly breathing down their necks. "That phrase, 'May I help you,'" says the Tropicana pro, "has discouraged more people from buying than any ever invented."

The Las Vegas shop's average inventory is around \$20,000. It controls the golf car operation at the club, renting out the vehicles at a rate of \$8 per 18 holes. Its storage and cleaning rates are \$2.00 per month. So far, Ross hasn't had to make any large outlays for advertising, although the club and the hotel with which it is connected, both have sizable ad budgets. Milt, however, does go in for a considerable amount of local promotion. He and his assistants often appear on a TV show that is aired every week in L. V. The three men also devote a good deal of time to promoting a weekly Ladies Day program for the city's women golfers. Group lessons always are given on these occasions.

Ross' bookkeeping and inventory system was installed by an accountant and doesn't vary much from the usual pro shop procedure. Inventory is checked through a daily record setup. But there isn't a single item bought from suppliers without a purchase order being made out to cover it. This is the one rule of the shop.

Construction of The Tropicana CC course was started late in 1960 and completed last Sept. The course covers about 106 acres, extends to nearly 6,500 yards, and has a par of 70. It is extensively landscaped with olive, fir and palm trees and has two lagoons that serve as hazards on five holes.

PRO-JO

a cooperating organization of America's fine leading golf pro jobbers

proudly announces its 5th year

M representing the
Munsingwear®
grand slam golf shirt

Now going into its 5th year as the
No. 1 sales leader in pro shops
from coast to coast.

And here are seven good reasons why

1. Fast delivery!
2. Convenient regional warehousing!
3. Long wearing performance!
4. Exclusive action-free comfort!
5. Outstanding consumer preference!
6. Incomparable value!
7. Smart color styling!

turn page for the

sales-winning Munsingwear '62 line

Men, there IS a big difference...



Model 2800



Model 2807



Model 2964



Model 2965



Model 2831



Model 2830



Munsingwear® grand slam golf

Check these great Grand Slam golf shirts with far-ahead styling, and Munsingwear's exclusive features. All Grand Slam golf shirts have the patented* nylon reinforced underarm gusset for action-freedom plus 2½-inch longer shirt tails. All are machine washable, guaranteed not to stretch out of fit. Order today. Use the convenient order form on the reverse side.

Model 2800 (S-S) Lightweight 2 ply cotton lisle honeycomb mesh. Shown in cactus with white. Retail **\$5.00**

Model 2807 (S-S) Lightweight 2 ply cotton lisle mesh. Self check pattern. Shown in rust with white. Retail **\$5.00**

Model 2964 (L-S) Pullover golf sweater, 100% DuPont Orlon® Acrylic solid color links and links. Sewed on rib cuffs and sweater bottom. Shown in Oxford heather. Retail **\$10.00**

Model 2965 (L-S) Cardigan golf sweater, 100% DuPont Orlon® Acrylic solid color links and links. 6 Italian bone button closing. Shown in Norse blue. Retail **\$13.95**

Model 2831 (S-S) Cotton honeycomb mesh, buttoned jacket style. Shown in skipper blue with red. Retail **\$5.95**

Model 2830 (S-S) Cotton pique mesh, knit collar, ribbed cuffs. Shown in taupe with white. Retail **\$5.00**

Model 2803 (S-S) Cotton lisle honeycomb mesh. Shown in red with white penguin. Retail **\$5.00**

Munsingwear, Inc., Minneapolis 5, Minn.

a complete line with styles, colors, fab

in fashion, in profit, in volume



Model 2805

Model 2814



Model 2828



Model 2815



Model 2880



Model 2881

shirts lead again in record-smashing sales for '62

Model 2814 (S-S) 90% cotton, 10% nylon crepe stitch mesh. Shown in sand with brown. Retail **\$5.00**

Model 2828 (S-S) 100% texturized Antron Nylon, Interlock knit. Pointed collar, button and buttonhole in center back. Shown in navy with white. Retail **\$6.95**

Model 2815 (S-S) 66% combed cotton, 35% Dacron® polyester lightweight honeycomb mesh. Shown in sage with white. Retail **\$7.50**

Model 2880 (Sleeveless) Women's style, lightweight 2 ply cotton mercerized Durene. Self check pattern. Shown in brass with navy. Retail **\$4.00**

Model 2881 (S-S) Women's style, matching men's model 2807. Lightweight 2 ply cotton mercerized Durene. Self check pattern. Shown in Sierra with yellow. Retail **\$4.00**

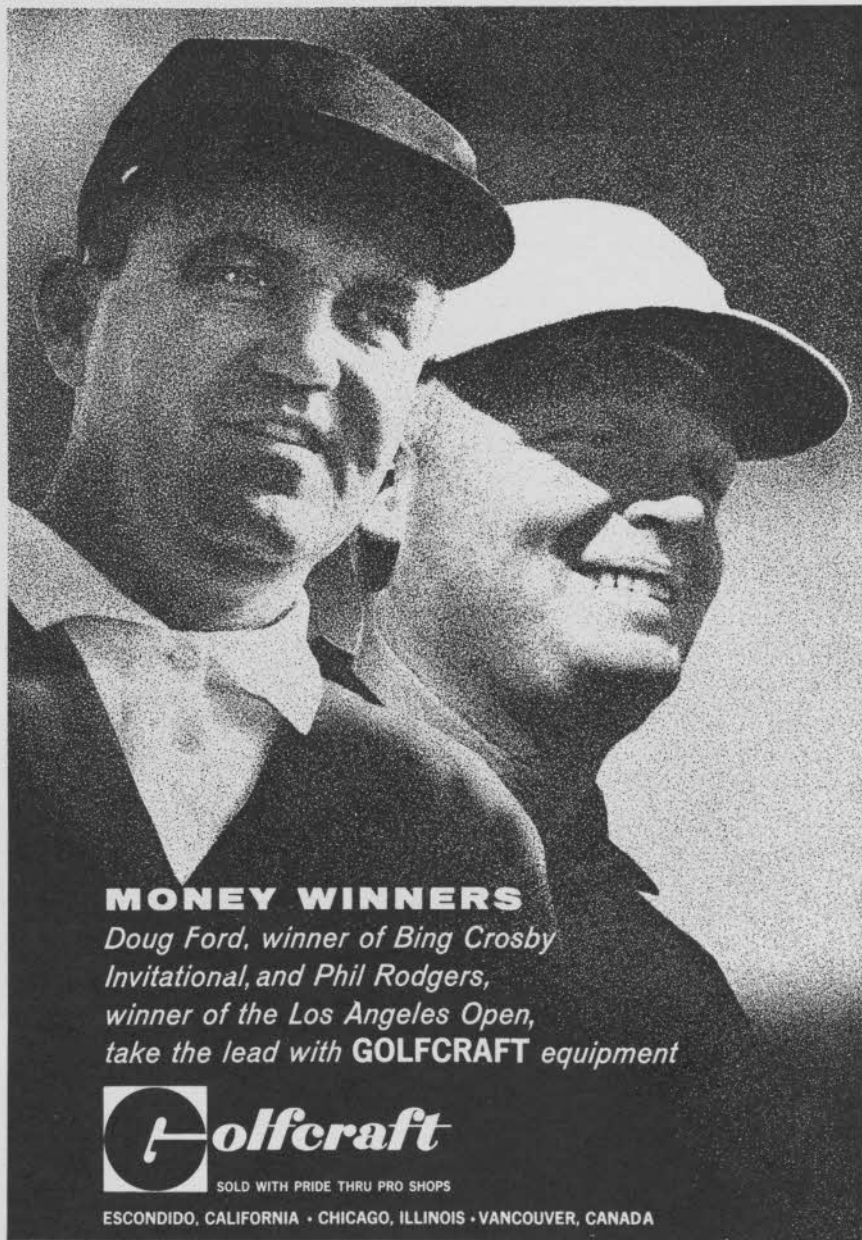
ORDER FROM YOUR MUNSINGWEAR DISTRIBUTOR

- Curley-Bates Co., Wallace J. Bates
575 Mission St., San Francisco, California
- Great Lakes Golf Ball Co., Ira D. Malbrough
4527 Southwest Highway, Oaklawn, Illinois
- The Golf Mart, Inc., Robert Howell
31119 Greenfield Rd., Birmingham, Michigan
- Pederson Sales Co., Paul Pederson
Wilton, Connecticut
- E. J. Smith & Sons, Co., George Smith
1041 Hawthorne Lane, Charlotte, N. C.
- Winter-Dobson Co., Jack Mollet
5006 Greenville Ave., Dallas, Texas



rics and prices for every pro shop

*U.S. Patent 2554380



MONEY WINNERS

*Doug Ford, winner of Bing Crosby
Invitational, and Phil Rodgers,
winner of the Los Angeles Open,
take the lead with **GOLFCRAFT** equipment*

 **Golfcraft**

SOLD WITH PRIDE THRU PRO SHOPS

ESCONDIDO, CALIFORNIA • CHICAGO, ILLINOIS • VANCOUVER, CANADA

Golf Books

The Four Magic Moves to Winning Golf. By Joe Dante and Len Elliot. Published by McGraw-Hill Book Co., Inc. 330 W. 42d st. New York 36. Price \$4.95.

Dante, teaching pro at Rockaway River GC, Denville, N.J. and son of the late Jim Dante, and Len Elliott, sports editor of Newark News and one of Jersey's better Senior amateurs, have made a helpful analysis of what many of the leading players do. Joe and Len have come up with four recommendations to improve the typical golfer's game. They are:

- (1) Hold the club tight;
- (2) Cock the wrists early in the backswing;
- (3) Turn and be tense at the top of the backswing;
- (4) Slide, then turn, hips to bring yourself into position for the late hit with the hands.

There is much useful material for the instructor and pupil in this book which is not as revolutionary as the jacket blurb claims. Generally, there is a clear presentation of what to do and why and what happens. In his first book about 12 years ago, Joe Novak observed that many of the fine players cock their wrists at the beginning of the backswing. The Dante-Elliott material on "Conservation of Angular Momentum" as the explanation of the late hit may have readers a bit groggy, but in most respects the book is fine, digestible stuff.

The 1961 National Open winner, Gene Littler, hits on one of the major weaknesses of the average golfer and offers some specific suggestions on what can be done about it in his new book, "**How to Master the Irons**," an illustrated guide to better golf (to be published in March by the Ronald Press Co., 15 E. 26th st., New York 10. Cost of the book is \$5.)

"Most golfers could chop one to five strokes off their game," Littler says, "if they paid as much attention to the irons as they do to their driver and putter." With the help of Don Collett, (head pro at Coronado, Calif.), Gene describes and demonstrates, through dozens of sequence photos, practice methods that have worked for him. These methods, he says, will be equally valuable to anyone who wants

to improve his game.

The book leads off with the short irons, then turns to the medium and long irons and fairway woods. Readers are shown how to combine a steady rhythm with the weight distribution that delivers maximum controlled power to the club face. A big section on advanced golf is filled with advice on pitching, chipping, and handling trouble shots.

The Winning Touch in Golf. By Peter G. Cranford, Published by Prentice-Hall, Inc. Englewood Cliffs, N. J. Price \$7.50

Dr. Cranford, a psychologist, writes 53 "secrets" of successful golf psychology. They all add up to organized mental discipline and common sense. Cary Middlecoff wrote the book's introduction and Leland Gustavson did the illustrations. Dr. Cranford cites numerous experiences of ordinary golfers and stars to point out the effective employment of the psychological approach to golf problems.

Couch Writes Book on Turfgrass Diseases

Houston B. Couch, plant pathologist at Pennsylvania State U., has completed a book, "Diseases of Turfgrass", in recent weeks. It is published by Reinhold College Textbook Dept., Dept. M-912, 430 Park ave., New York 22. The book gives a detailed and comprehensive treatment of turfgrass diseases. There are numerous illustrations to help in the identification and control of fungi as well as diseases caused by nematodes. The publisher describes the book as being an authoritative reference work and one to be studied by persons working in the turf field.

USGA Doesn't Publish Course Specifications

The USGA reports that its attention has been called to some new courses in the U.S. that reputedly have "been built according to USGA specifications". The association does not recommend or publish specifications of any kind for course construction. In recent years, its green section has developed specs for the construction of greens, but it is specifically stated that these are of little use if laboratory soil tests aren't made in conjunction with them.

On the Professional Side

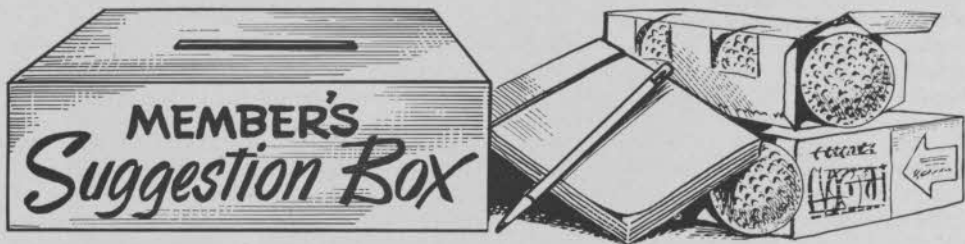
Use A Suggestion Box for Brain Picking

Are you picking the brains of your members for merchandising and other ideas that will improve your pro shop operation?

"If you're not," says Al Robbins, the wandering golf minstrel who sells in the Chicago territory, "you are overlooking opportunities to ring the register."

Robbins reports that four or five pros in the Midwest are using suggestion boxes with a good deal of success. They have them located in a conspicuous spot in

stalling a suggestion system in the golf shop, Robbins points out. In every club there are usually quite a few people who make their livings in the merchandise field. The contributions they make often are prompted by something that they have seen lead to improved operations at their places of business. Then, too, Al says, the suggestion box gives the pro the benefit of women's thinking. Many of the ladies may not have had experience or training in merchandising, but their in-



their shops, with a pad of suggestion blanks nearby, and encourage their members to make contributions. At least four out of five suggestions that are turned in are said to be constructive. Now and then a crank letter is dropped in the box and there are occasional whimsical notes.

Cover Many Things

All in all, though, the pros are making good use of the ideas that are submitted to them. They cover such things as displays, service, hints on improving the women's department, the handicap and starting systems, and suggestions for bringing in merchandise that the pro doesn't already handle.

The members have the option of signing or omitting their signatures from the blanks.

There are two real advantages in in-

tuitive knowledge of the subject is something the pro is lucky to have passed on to him.

Pro Job Approach

A veteran pro salesman says it usually takes a young pro two jobs before he learns he is in the business for money. The first costly mistake the young fellow makes is that he doesn't know how to sell himself so he spends too much money going too far for futile interviews. The old timer continues: "The second and most serious mistake is that he doesn't know where to sell himself. He will take a job without investigating its financial promise on the basis of available facts. Instead he trusts the hiring committee's fancies and doesn't make a detailed check of the job's possibilities

From the originators of the Golf Car Battery



NEW
more powerful electric
golf car battery

GUARANTEED FOR 24 MONTHS*

Here's an all-new, rugged, electric golf car battery — the most powerful you can buy—from the originators of the golf car battery.

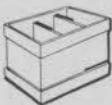
It can travel up to 36 holes with its extra deep reserve of power and come bouncing back for more after recharging. And it's built to be recharged again and again.

There's extra power, extra distance in this G-N 'toughie.' Jounce it . . . jar it . . . travel up hill or down . . . stop . . . go . . . all this in any kind of weather.

This battery, the result of years of intensive research, laboratory and field testing, is designed expressly for golf car use.

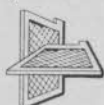
These Gould-National features make it rugged . . . powerful . . .

**Pro-rata service adjustment*



**EXCLUSIVE
GN-300
HI-TENSILE
CONTAINER**

Built to take abuse of rough course operation.



**SPECIAL INDUS-
TRIAL TYPE
PLATE DESIGN**

Controls over-
charging...great-
est golf car bat-
tery killer.



**FLIP-TOP
VENT CAPS**

No lost caps . . .
easy to fill, pre-
vents electrolyte
leakage.



**FAMOUS
DEEPWELL®
CONSTRUCTION**

More electrolyte
working on great-
er plate areas
. . . more power.



SEPARATORS

Double insula-
tion of rubber
and glass pro-
tects plates.



AUTOMOTIVE BATTERY DIVISION

**GOULD-NATIONAL
BATTERIES, INC.**

St. Paul 1, Minnesota

©DEEPWELL is a registered trademark of GOULD-NATIONAL BATTERIES, INC.



USGA Raps PGA for Keeping 'Soft Rules' in Tournament Play

Open Purse to be Increased; Handicap Decision Deferred

By HERB GRAFFIS

The United States Golf Assn. at its 68th annual meeting inducted into office an administration headed by John M. Winters, Jr., of Southern Hills CC, Tulsa. Winters several times has been a contender in the USGA Seniors championship.

The annual report of the USGA Executive committee, presented at the meeting in the Biltmore hotel, New York on Jan. 27, showed numerous reasons why the USGA is rated by authoritative sports writers and by persons with extensive experience in sports the best governed sports organization, amateur or professional, in the U. S.

Highlights of the USGA Executive committee annual report:

To USGA annual national championships has been added a 9th, the Senior Women's. Time and place for the first championship to be played this year, is to be set. The USGA championships in 1961 had 9,480 entrants, an increase of 3.9 per cent over 1960's record high. For five championships a record 230 sectional qualifying rounds were played. Amateur and Junior Amateur had record entries.

Rules of Golf: Experiments with easing the out-of-bounds penalty in 1960 were disappointing. The 1961 revisions were a little more popular in U. S. Possible changes in rules on repair of ball marks, use of flagstick as backstop and striking another ball within 20 yds. from hole. The USGA rapped "distressing deviation" in Rules of Golf instituted by the PGA

tournament committee. It regards as "most disappointing" the PGA decision to continue with softer rules for tour events in 1962. These deviations are for a group which includes about one per 10,000 U.S. golfers. Otherwise prospects for worldwide uniformity in Rules of Golf, to be agreed on by USGA and R&A, look good.

Championship: The purse of \$68,300 was the largest in Open history. It is to be raised this year. Eligibility for Open is to be softened for 1962 with 10 leading touring money-winners for the 12 months preceding the close of entries for the Open to be exempt from qualifying.

Amateur Status: Acceptance of scholarships or grants-in-aid won as prizes before 18th birthday are prohibited. It is okay for an amateur to participate in commercially-sponsored TV programs as long as he or she isn't tied in with a program commercial. It is not okay for physical education teachers to teach golf if they want to remain amateurs. USGA deviation from the R&A Amateur Status rule continues. The latter approves amateur status of "Teachers of physical training or other subjects whose duties include instruction in games to pupils of a recognized educational establishment." The USGA maintains that PE teachers who include golf in physical education of school boys and girls encroach upon the "professionals' legitimate field."

Implements and Ball: Although tests