GREENS? 21-inch Toro Power Greensmower cuts closer, throws more clippings into the grass box.

TORO builds the right power mower for your needs!

Reel or rotary... push-type, self-propelled or riding... small, medium or large—Toro builds the right power mower for every golf course need because Toro builds the world's most complete line.

Every Toro machine is tested at the only research and development center of its kind in the power mower industry. Here, Toro mowers are put through their paces on over 50 different grasses and weeds collected from all over the United States and Canada. Here, too, Toro mowers age 10 years in 10 minutes on Toro-designed "torture" machines that reveal weak spots in a hurry.

Still Toro isn't satisfied. That's why Toro backs up the power mowers built to require the least service with the industry's finest service system: 88 distributors coast to coast with a complete stock of parts and complete service facilities. See your Toro distributor soon. He'll be glad to give you complete facts and figures on the Toro that's right for you!

FREE BOOKLET! For your copy of "The Toro Story," write Toro Manufacturing Corp., 3036 Snelling Ave., Minneapolis 6, Minn.

AERATING? Put the Toro Power Handle to work on the Aerator unit. Power Handle works year-round.

TEES? Standard six-blade reel on the 30" Park Special has high frequency of clip. Sulky optional.

CLUBHOUSE GROUNDS? Differential on 30-inch Toro Park Special gives high maneuverability.

FAIRWAYS? 7-unit Universal Frame (with Toro General Tractor) mows a swath approximately 17 ft. wide.
EVEN A CADDY CAN'T MOVE AS EASILY AS THIS CART
sell your players the

STOWAWAY
THE BEST CADDY CART SELLS FOR LESS

IT FOLLOWS LIKE A FEATHER
Your players deserve the best available cart at
the lowest price — and you can be sure they'll
buy! The STOWAWAY is English-made, and costs
less than any cart with comparable features. Re-
markable easy-rolling lightweight design makes
the STOWAWAY a favorite of women players. Tubu-
lar steel construction, ball bearing wheels, wide
semi-pneumatic tires, expandable axle, easy-grip
handle, and unique design make it easiest of all
to use. 3-year guarantee. Compare features, com-
pare prices — select the STOWAWAY.

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SPORTS INTERNATIONAL
P. O. BOX 356 - OAKLAND 4, CALIFORNIA

Red Gives Them Variety
(Continued from page 36)
Clubs are displayed in several places in
the shop, Red believing that club sales are
increased when the clubs are spread
around so a fellow can look at them and
feel them whenever he happens to be in
the shop buying anything. The theory has
worked out well for men's club sales and
is beginning to boost women's club sales
as Dennison and his assistants are putting
more display emphasis on 5-irons and 2-
irons and 2-wood sets for women.

Women Big Buyers
There is considerable golf by women at
Green Acres. Business in the pro shop
from golfing and non-golfing women ac-
counts for a larger dollar volume than the
men's business. Apparel lines carried by
Dennison are high quality and prices are
very competitive with other retailers, be-
ing under prices of some first class specialty shops in Chicago's North Shore sub-
urbs. A lot of buying of men's apparel
at the Green Acres pro shop is done by
women and because of their judgment
(and Red's well selected stock) the Green
Acres men golfers certainly are as smartly
groomed as the golfers of any other club
in the district and probably maintain a
higher standard of golf grooming than
most private club members.

Non-golfing women buy a lot of blouses,
shorts and sports hats for their own use in
Dennison's shop.

Big Shoe Volume
Shoe business, in the alcove devoted to
this phase of pro shop service, is extraor-
dinarily good. Red carries 250 pairs of
golf shoes in stock. On pegboard displays
alongside the stock there are shown 17
styles of men's golf shoes and eight styles
of women's shoes. That would be far too
much of a variety for most pro shops and,
as a matter of fact, Dennison has to order
many shoes from factories to take care of
orders that can't be supplied from stock.

Dennison and his assistants are expert and
very careful in fitting golf shoes and they
won't take any chances.

Word has got around about the great
variety and excellent fitting of golf shoes
at Dennison's shop, hence there is more of
a willingness to wait for exactly the desired
shoes than there might be at some shops.

The carpet in the pro shop is the same
as in the grill-and-trophy room, spike-re-
sistant gray material having the emblem
of the club woven into it.
The highly-maneuverable Worthington Model F Tractor mows the grass before tractor wheels mat it down. Ideally suited to cutting on soft or wet turf because it’s designed exclusively for mowing.

Gang mower capacity at power mower cost—that’s what the Worthington Triplex offers. This versatile unit gives users everything from a putting-green type of mower to a three-gang unit.

INVITES COMPARISON!

Make An On-The-Job Test Today!

From the outstanding operation of the Worthington Triplex to the superb performance of the Model F Tractor with hydro-lift gang mowers, nothing compares with Worthington equipment for large-area grass maintenance! There’s a model that’s “just right” for every mowing use. For velvet-smooth turf on golf course fairways, cutting in restricted areas, or on steep, highway hillsides, Worthington will do the job better...faster...cheaper!

Yes—Worthington invites comparison! Job-test a Worthington on the tough cutting location that gives trouble to ordinary equipment. See how easily these efficient, moving combinations solve your mowing problems. We’ll be glad to demonstrate Worthington equipment on your own grounds and at your convenience. Ask your Worthington Franchised Dealer for a “no-obligation” demonstration. Write for literature and the name of your Worthington dealer today.

WORTHINGTON MOWER COMPANY

Subsidiary of Jacobsen Manufacturing Company, Racine, Wisconsin

STROUDSBURG, PENNSYLVANIA

The most complete line of large area grass maintenance equipment in the world.
SAVE up to $500 NOW!

BEAUTIFULLY RE-MANUFACTURED GOLF CARS

Prices From

$249.
(4 Battery Cars)

TO

$550.

Complete with Charger and 6 new Batteries

ALL MAKES AND MODELS

The car is re-manufactured by stripping completely; then rebuilding the body along with the mechanical and electrical functions of the entire car. All the latest features are incorporated including new electrical system, body wraps, bag racks, shield, dash, matting, batteries. Motors and Chargers are rebuilt. Two-tone paint job. Get a car as good or better than new. Come see and save!

COMMERCIAL EQUIPMENT, INC.
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Discuss Superintendent's Value
(Continued from page 30)

A New York supt. observes — I've never seen a supt. who is worth much to his club who is overpaid. That's stating it pretty flatly, but if you ask me to back up these words, let me point out a few things:

To be a supt., a fellow has to be familiar with, if not expert in, soil management, drainage, seed, fertilizer, fungicides, chemistry, mechanics, hydraulics, electricity, plumbing, material and labor costs and labor relations. And it doesn't hurt if he knows something about forecasting weather and accounting. He certainly has to be a diplomat and if he doesn't have more than the average share of common sense, he isn't going to last long tending a golf course.

If clubs had to employ the full or part time services of specialists in all the skills listed above, just imagine what it would cost.

Salaries paid some supts. who are responsible for investments involving a half million dollars or more are ridiculously low. If a man is asked to oversee and maintain a plant as large and complicated as a country club, surely his annual salary should be commensurate with the responsibility.

This is the opinion of a Virginia supt. — Operation of a modern golf plant calls for skillful management if rising costs are go-
ing to be kept under control. As a result, club officials are paying more attention to the qualifications and accomplishments of their supt. They are beginning to recognize him as something of a scientist as well as a supervisor and a businessman.

Golf, though, is not getting its fair share of graduates from the agronomy schools. Why? Compensation in related fields is higher to begin with and remains higher as the graduate gains more experience and ability. I mentioned earlier that clubs are giving more recognition to the supt. who work for them. This is true, yet the clubs are showing complacency in not making more jobs available to younger men. What’s going to happen when the older men retire? For many of them, many more than you think, this is going to come about in the next few years. There is not much young blood in the GCSA. As we may say about the machinery and equipment we use – there are not enough replacement parts.

What is the answer and the remedy? First, make the job worthwhile. Second, don’t permit a lot of people to interfere with the work the supt. is trying to do. Third, make the pay envelope adequate for a man to support himself and his family comfortably. If clubs will do these things, they can correct the condition which sees golf steadily losing potentially fine supt.s to other fields.

These are the remarks of a Connecticut supt. — The big failing of some, if not all, supts. is their failure to seek or ask for recognition. In our local association there are a few fellows who are reluctant to ask their clubs for expense money to attend turf conferences. Some of these men have even allowed their clubs to deteriorate because of reluctance to ask for the necessary funds to make repairs or improvements.

Supt.s. ordinarily are saddled with a great deal of responsibility. They may have to look after tennis courts, clubhouse grounds and in many cases, the clubhouses themselves, swimming pools, etc., in addition to maintaining the course. If they do a reasonably conscientious job of keeping all of these things in usable or playabale shape, there is no reason why they should be coy about it so far as their members and committees are concerned.

I feel that the supt. should look around and try to find out what people in other industries or businesses earn for taking on a work load comparable to the supt’s and

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a swimming pool

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another nine holes
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peg his salary to theirs. Also, I think that the supt. should try to determine if his job requires an equivalent amount of skill, training and experience as these other people and take these things into consideration in matters pertaining to salary.

Above all, I say to other supts., don't be coy. Your members and committees aren't aware of what your job entails simply because you never have brought it to their attention. I've dealt with enough of these people to know that they will treat you fairly in salary and other matters if they are informed as to what you do and what you need.

An Illinois supt. has this to say — Determining what a supt. is worth to his club may depend on what side of the fence you're on. As a supt. I'll say that there are quite a few of us who aren't being over-paid, but at the same time I'll concede there are just as many of us who are doing very little personally to correct this situation.

The truth is, we're strong on some things, weak on others. Most of us are competent turfmen but this does not make the complete supt. We have to be businessmen as well.

The Indoor Job

Take planning and budgeting, for example. How well do we do this? Probably not too capably, because basically we're the outdoor type and these things call for using figures — an indoor job. But if we're going to improve ourselves from the salary standpoint, we're going to have to know how to do all these things. That's what the clubs are paying us for.

Let's take budgeting, for example. We must learn to handle budgets, either annual or long range ones in order to be able to make forecasts of costs so that we and our green committees can show our boards the potential magnitude of the course financing problem. To back up what goes into the budgets calls for keeping adequate daily records that support the forecasts we make.

Budget making, keeping daily records, planning, general administrative work, etc. should complement the work we do in directing the maintenance of course, grounds and clubhouse. Until we are competent in all these things, we won't come near commanding the salaries we may think we are worth.
Tell Your Members about
Plymouth's New 1958 Trophy

An amateur scoring a duly attested hole-in-one with a PGA ball during 1958 will receive this imported, jeweled, fully engraved clock with his or her "lucky" ball mounted beside it—compliments of Plymouth.

Your members can't play a better ball than the PGA, tested and recommended by the Professional Golfers Association of America. And Plymouth's trophy for an "ace" is the finest they can win. You're better off playing PGA's, too.

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MAKERS OF THE WORLD'S BEST GOLF BALLS
PLYMOUTH MEETING, PENNSYLVANIA
“My, the time, labor, money, sweat and tired muscles
this machine saves!”

says CARL O. WEIS, Sup’t. of Parks, Canton, Ohio

“Called LO-BLO the AIR BROOM, and in my opinion one of the most versatile machines ever developed. The rotor fan sends a blast of air scooting low across the ground at more than hurricane velocity. You walk it along “wind-row” fashion to clean an area . . . faster and better than 6 men.

We, (the Canton Park System) tried the small 3 hp size, liked it, kept it, and since have bought two more of the 7 hp size.

So much easier and faster than raking leaves, we also use our Lo-Blo machines for such chores as cleaning the barns, zoo walks, shelter areas, picnic litter, before blacktop dressing or patching roads. They save money and release manpower for the more exacting duties.”

LO-BLOS ARE MADE IN 3 SIZES, STARTING AT $139.50. THEY BLOW LEFT AS PICTURED, HAVE ATTACHMENT FOR FORWARD BLAST WITH SPECIAL DEFLECTOR AVAILABLE FOR CLEANING HIGHWAY EXPANSION JOINTS. SEND FOR COMPLETE INFORMATION OR DEMONSTRATION.

ATWATER - STRONG CO.
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Swinging Around Golf
(Continued from page 58)

were among midcontinent supts. who took a day off and drove hundreds of miles to look at Southern Hills and the Open . . . Sherwood Moore, supt., Tom Farley, mgr., Claude Harmon, pro, and Chmn. Jim Hand from Winged Foot where 1959 National Open will be played studied Southern Hill’s handling of the Open.

John Price, Southern Hills, supt. did quite a job getting rid of poa annua in fairways . . . He dragged the fairways with a Scotch harrow, going over them three times and each time followed up by mowing close . . . John was in bed by 11:30 each night and up by 4:30 during the Open and for about a week prior . . . Price gives a lot of pros high credit for being considerate of course condition and suggests that the fellows who are real gentlemen sportsmen in their attention to the greens should be shown how to repair ball marks . . . There’s quite a difference in the repairing treatment on bent and Bermuda grass.

Baby show at the Open . . . That’s usual wherever there are young pros and their wives . . . These babies are great troupers . . . No howling and mighty well behaved . . . The young pros’ wives do marvelously well with their infants . . . Youngest star of the pros’ baby show at Southern Hills was the 6-month-old girl of the Moe Springers . . . The pretty maiden is a flirt . . . Smiles at all the boys . . . Pop most . . . Mrs. Henry Ransom had a newspaper clipping showing how wonderful these tournament circuit children continue to be when they get older . . . The newspaper picture and story was of Marcia Ransom, 17, Bryan, Tex. . . . She was chosen “Sweetheart” of the Future Farmers of America.

“Your Caddie, Sir,” Western Golf Assn’s new training film, getting enthusiastic play . . . 53 Evans scholars get June degrees at 15 colleges . . . Seven others were graduated last February . . . Bermuda Dunes CC, Palm Springs, Calif., designed by William F. Bell, pushing ahead with construction . . . Three other courses designed by Bell were opened recently . . . They include the second 9 of Bonita GC, near San Diego; second 9 of Overland Park municipal course in Denver; and the 18-hole Hidden Valley CC in Reno.

Santa Rosa Island Authority, Pensacola, Fla.
Alumina, Fla., announces plans for 18-hole course in conjunction with large resort residential development. Hank La Hue, Florida land developer, will build 18-hole private club as part of real estate complex at Leesburg, Fla. Chic Adams to handle course design and that of the subdivision lot planning. Howey-in-the-Hills, semi private Florida club soon to have second 9 in play.

Three Par-3s being planned for Pensacola. News-Palladium, Benton Harbor, Mich., gives local Berrien Hills CC practically one-page in telling what will go on at club this season. Family participation stressed in articles and photos. Pro Ned Jamieson had part in getting the publicity for his club. In observance of its 60th birthday, Wykagyl CC, New Rochelle, N. Y., is planning what is described as "a most splendidous" party. It will be held Aug. 16.

Howard Everitt of Atlantic City, who won 52nd Mid Atlantic Golf Assn. championship in June, added this crown to the Philadelphia Dist. titles he won in '56 and '57. John Inglis, pro at Fairview CC, Elmsford, N. Y. for 50 years, who is being honored by his club this month with a "day," discovered and taught the five Turnesa brothers, Tony Manero and Johnny Farrell. All were caddies at Fairview. John still favors the youngsters. He holds free and regular clinics for members' kids throughout the year.

At a recent Hole-in-One tournament at a meeting of the West Texas GCSA, Supt. H. T. Boyd, Hillcrest CC, Lubbock, Tex., came within 29 ins. of sinking his tee shot. Texas A & M College gets $28,000 grant from a chemical company for experimental work with gibberellic acid. Expect at least 150 entries in Glen eagles-Chicago Open which will be played July 31-Aug. 3 at Glenelges CC, Lemont, Ill. Qualifying round to reduce field to its final size will be played July 28.

At Oak Hills CC in San Antonio they're talking about a player who hit a tee shot on No. 1 only to have it strike a tree and bounce back on the tee at his feet. Then he did it again on No. 18 which is quite a trick to repeat. Wendell (N. C.) GC, a do-it-yourself 9-hole project, expected to be in play on Oct. 1. Norwalk, Conn. publishes master plan for park and recreation facilities that will include golf courses. It is 20 pages long.

Play at Red Top Par 3 in New Oxford,
No matter which tube you buy, you can be assured you will be handling the best. • The Regular is tough, moistureproof and proven. • The Plastic is tough, non-brittle with rolled edge. • Both will give full length protection to clubs and grips. • Will fit any bag. • Allows full unrestricted use of each club in individual compartment type bags. • Regulars packed 42 and 144 per carton. Plastic 42 per carton.

Contact Your Local Distributor or PAR TUBE 139 S. Albany Ave. CHICAGO 12, ILLINOIS

Pa., owned and operated by W. Cyril Smith has tripled in second year of operation. . . . Fees are $1 for 18 holes and $7.50 for 10 rounds. . . . Outdoor CC, York, Pa., building 18-hole course and clubhouse. . . . Old 9 has been sold to York Junior College for building expansion program. . . . Membership goal for new club is 550.

The 220-acre Jeffries estate in Richmond, Va., being converted to country club. . . . Estate has two beautiful mansions, swimming pool and formal gardens. . . . It will be known as Meadowbrook CC. . . . Course designed by Fred Findley expected to be ready Oct. 1. . . . Danville, Va., golfers promoting new club to be known as Tuscarora CC. . . . 18-hole construction expected to start in 1959. . . . Clubhouse and pool already built.

Greensboro, N. C., a real golf-minded community, to get two more courses. . . . Under construction is first 9 of 18-hole Deep River CC, a semi-private club. . . . Being planned is the private Hillside Park CC. . . . There are six other clubs in the Greensboro area. . . . City proper has population of 70,000. . . . 41st Western Junior to complete WGA's tourney schedule for 1958. . . . Will be played July 22-26 at University of Iowa course.

Mortie Dutra now is teaching on the staff of George Lake at Recreation Park course, Long Beach, Calif. . . . Mortie is one of the game's top-rated instructors. . . . When Lake got Mortie he again showed that the well-run municipal courses are providing personnel and facilities that are up to the standard of many excellent private clubs.

Denver's Overland muny course recently enlarged from 9 to 18. . . . Pro Bob Velupek says play is tremendous on the larger layout. . . . On opening day there were 662 golfers at Overland; 157 playing 18 hole rounds. . . . Gene Roswell turned out a mighty interesting series on the tournament pros' work in the New York Post. . . . With retirement of Bill King as executive vp of Wilson the sports industry will lose a fellow who made a lot of marketing history. . . . Bill and his wife plan to relax in Florida and get some of the recreation Bill always was advocating for others.

George Polillo now is upt. at Lak View CC, Loda, Ill. . . . Breakfast, lunch and drinks will be served on various tees during annual (Continued on page 90)