

He's counting blades of grass!

John Kolb is a special kind of census taker. He counts the number of blades of grass in a square foot of turf.

You see, John is Assistant Agronomist at our Research & Development Center. At the moment, he's recording the density of a mixture of blue grass, fescue and colonial bent. When he's through, he'll turn the figures over to our Engineering Department.

These figures help our engineers design Toro power mowers that cut smoother, more evenly—on *any* kind of grass, since our Research Center—the only one of its kind in the power mower industry—grows and tests grass samples from all over the

United States on more than 300 different plots*.

You, of course, get the benefit of this painstaking research and design when you specify Toro grass-cutting machinery. You get the *right* mower for your needs—the finest mower the industry can produce. You can bet on it!

* Got a turf maintenance problem? Give it to our Research Center through your Toro distributor! No charge or obligation, of course.



TORO MANUFACTURING CORPORATION, Minneapolis 6, Minnesota

From TEE

to GREEN



VIGORO
scores 1st!

• Thousands of golf course owners have found VIGORO is more economical and practical to use because of its *complete* feeding properties. Vigoro provides every nutrient needed from soil for fine, deep-rooted turf . . . the kind golfers like to play . . . the kind that pays off in more and better satisfied players. There are now two kinds of Vigoro available. Use both regular Vigoro and new water soluble Instant Vigoro, which is ideal for supplementary feeding. Ask your Swift Representative for full information or write Swift & Company, Plant Food Division, Chicago 9, Ill.

**Vigoro is the trade-mark for Swift & Company's complete, balanced plant food.*

. . . Lloyd Mangrum, now an Apple Valley home owner, is acting as a consultant with Bell on the job.

Baseball players' golf tournament at Miami, Fla., Feb. 12, 13, 14, 1955 . . . City of Miami putting up \$5000 for the affair and Bob Reidy picking up a big tab . . . Al Houghton, Prince Georges G&CC (Washington DC dist.) pro, and Roger Peacock, back from clinic and exhibition trip for Air Force to Iceland . . . Peacock and Houghton played at Akuregri, world's most northerly course.

Big increase in play at beautiful Indian Mountain GC, Kresgeville, Pa., since Alex and Vee Traycheck, new owners, made considerable improvements . . . Henry Weiss is pro at the course . . . Pro Lee Pounders of Bobby Jones course, Sarasota, Fla., and wife lucky to scramble out with minor injuries from auto accident near Ludowici, Ga. . . Ex-senator Scott W. Lucas of Illinois, author of poem on "The Burning Tree Club" that appeared in Nate Gross' column in Chicago American . . . Scott's golf swing is much smoother than his poetic meter.

Charley Storrier, supt. Race Brook CC, Orange, Conn., sends us picture of the re-

SNOW MOLD

- is easily, surely and economically controlled with regular applications of

PMAS

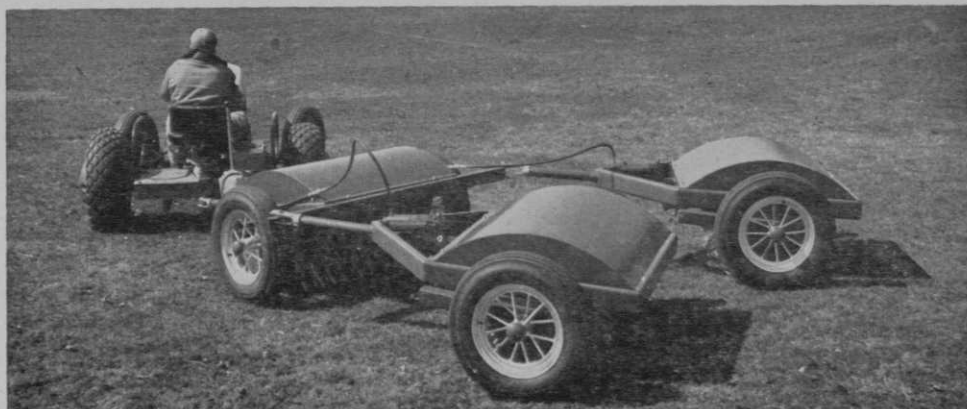
The proven

HERBICIDE-FUNGICIDE

- . . . also controls
- CRABGRASS
- COPPER SPOT
- DOLLAR SPOT
- BROWN PATCH
- PINK PATCH
- Helminthosporium
- Curvalaria



W. A. CLEARY CORP.
NEW BRUNSWICK, N. J.



A "must" for fall renovation the **AERIFIER***

Fall is the best time to improve poor turf areas. New seed can become established with a minimum of weed competition. Now is a good time to feed grasses. Lime is best applied in the fall. Superintendents recognize that all these treatments are most effective when used in combination with the Aerifier. Use the Aerifier to cultivate and loosen soil — to prepare a seedbed, to admit fertilizer and lime to the root zone, to permit fall rains to penetrate soil.

Many superintendents are faced with a new problem this fall — increased compaction caused by traffic of golf buggies. The Aerifier's "cultivating action" is the most effective way to offset the ill effects of too much traffic.

Two good Aerifiers are available for large acreage. The F-G Triplex Gang is the favorite at many eighteen hole golf courses. The new Grasslan Aerifier provides six foot coverage with a single unit—an excellent model for limited budgets.

"Superior Putting Greens" — by Dr. Fred V. Grau

A new booklet has been prepared for you by Dr. Fred V. Grau. "Superior Putting Greens" contains up to the minute information on the production and maintenance of improved putting greens. Application of new methods, equipment and grasses is described in this practical guide to better greens. Tear out the attached coupon and mail it to us for your free copy of "Superior Putting Greens".

Yes, I want a free copy of
"Superior Putting Greens"

Name: _____

Address: _____

City: _____ State _____

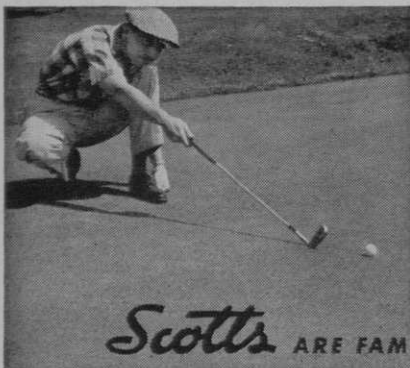
West Point Products Corporation

West Point, Pa.

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Over the years, *Scott's* record for producing outstanding turf parallels the popular growth of golf. Today, players on over a fourth of the nation's courses enjoy *Scott's* turf perfection. Plan now to improve your greens and fairways with *Scott's* TURF PRODUCTS. The results are certain to win enthusiastic player acclaim. Write for recommendations of our turf specialists and estimates on your program.

O M *Scott* & SONS CO, Marysville, Ohio
also Palo Alto, California

Scott's ARE FAMOUS FOR CHAMPIONSHIP TURF

tired veteran supt. John Anderson, Mrs. Anderson and their great-granddaughter taken when the Andersons were celebrating their golden wedding at Sunnybrook CC, Flourtown, Pa. where their son-in-law James Roach is supt. . . . Storrier also married an Anderson daughter . . . The great-granddaughter is child of Mrs. Harvey Harding, the Anderson's eldest daughter . . . That's the Anderson line-up — not the way we had it in July GOLFDOM . . . John and his Mrs. have been living in Florida since John's retirement.

Golf, *Revista de la Federacion Espanola de Golf*, published first issue in August . . . Good looking, newsy job with cheerful advertising volume . . . Publication office, San Bernardo 13, Madrid, Spain . . . Campaign on to get new muny course at Omaha, Neb. . . . F. J. Day heads group planning new private club at Council Bluffs, Ia. . . . Expect to start construction of Hagerstown, Md., new muny course this month.

Congress Miller, supt. and mgr., Park View, Pekin, Ill., muny course, for 17 years has a dream coming true . . . Voters ap-

proved bond issue for second 9 after previously turning down the idea twice . . . New 9 to plans of Robert Bruce Harris . . . Course getting heavy play; 32,000 rounds last year and more than 2000 rounds ahead of last year's figure on July 1 . . . Miller keeps course in grand condition despite hard traffic.

Women's Trans-Mississippi 24th championship at Glen Arven CC, Thomasville, Ga., Sept. 28-Oct. 3 with fine big field . . . Trans now draws nationally . . . First time played in southeast . . . 1955 Women's Trans-Mississippi to be played at Monterey CC, Carmel, Calif. . . . Willie Hoare, now in 78th year, and going at a brisk rate mentally although invalidated for years . . . He's at Detroit hotel, Central and 2d st., St. Petersburg, Fla., and wants to hear from the other old pros.

More good publicity putting the course supts. brightly in the public eye was in story "Greenkeepers Require Varied Abilities to Keep Golfers Happy" by Bruce Henningsen in Boise (Ida.) Statesman . . . Bruce got the dope from Roy Owen at

(Continued on page 74)

GET greater value, protection and satisfaction with

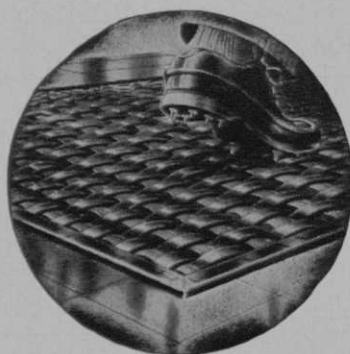
PNEU-MAT-RUNNERS

DON'T wait for golf spikes to destroy your club-house floors.

PROVEN by clubs from Coast to Coast—PNEU-MAT-RUNNERS resist rough treatment from the sharpest spikes, last for years, provide soft rug-like cushion and are reversible for greater wear.

WIDTHS up to 48" — LENGTHS up to 100' long

SUPERIOR RUBBER MFG. CO., INC., 122 East 25th St., New York 10, N. Y.



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Patented - Registered U.S. Pat. Off.

Kaddie Kart

REGISTERED - U. S. PAT. OFF.

RENTAL TYPE



Buy
Direct
From
Factory
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No
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Now

The strongest, most serviceable cart made. Interchangeable parts, low upkeep. Balances any weight bag without adjustment. Self centering lower bracket. Protects bags from damage. Strongest steel construction. Large 14-inch wheels, ball bearings factory packed with grease for years of service. Two axle widths. Demountable axles, frames, handles, brackets. Immediate delivery. Write for information.

We will sell or lease or finance
your entire fleet.

Golf Cart Supply Co.
2226 Wabansia Chicago 47, Illinois

Please send complete information about Kaddie
Karts. We are interested in buy.....leasing.....

Name Position

Club

Address City State

Ko-lap-si Kart

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COMPLETELY AUTOMATIC FOLDING

Model T14

Model T11PO



List Prices

T14 Regular Brackets — "A" 14 in. Wire Spoke Wheels...\$33.95
T14PO Pipe Organ Type — "B" 14 in. Wire Spoke Wheels 33.95
T11 Regular Brackets — "C" 11 in. Disc Wheels..... 29.95
T11PO Pipe Organ Type — "D" 11 in. Disc Wheels..... 29.95

Regular Pro and Club Discounts.

Send For Catalogs.

Completely Automatic

Drop The Handle — It Folds
Lift Handle — It Opens

All steel, automatic ball bearing. The handle does the work. Long handle, no adjustment necessary. Universal balance. Stands erect either closed or open. Flexible body torsion and retractable wheels. No wing nuts, no sliding arms, no push buttons, ratchets or complicated mechanism.

Chamberlin Metal Products
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Please ship.....Kolapsi Karts, Type.....
Please send complete information about the Auto-
matic Kolapsi Kart for (resale) (my private use).

Name

Address

City State

Club Position



FOR YOUR MEMBERS...

Greater bathing satisfaction

Clubmen look forward to shower bathing to banish fatigue from work or play and restore the feeling of fitness. But just any shower isn't good enough. The truly satisfying bath is delivered by a SLOAN Act-O-Matic SHOWER HEAD—a greatly improved cone-within-cone spray that is evenly distributed and undistorted. It is directed as desired and the volume is fingertip controlled. The Act-O-Matic provides the shower bathing satisfaction your members deserve. And it has many advantages for management.

FOR YOU...

Maximum freedom from complaints • servicing • waste

In this entirely different shower head you get all of these very important advantages:

- 1 Automatically Self-Cleaning**—Patented automatic action thoroughly flushes the interior of shower head each time it's used.
- 2 No Clogging**—All clogging particles are automatically and completely discharged.
- 3 Maintenance Eliminated**—Because this shower head is always free from clogging and other faults it requires no servicing.
- 4 Water Economy**—Exclusive design provides efficient, enjoyable bathing with big water savings.
- 5 Fuel Savings**—It costs money to heat and pump water, thus water economy means saving costly fuel.
- 6 Easily, Quickly Installed**—Equipped with connector that fits all standard shower arms, old or new.
- 7 Vandal-Proof Model**—To prevent tampering or theft, a vandal-proof model is available at slight additional cost.

The
SLOAN
Act-O-Matic
SHOWER HEAD
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**AUTOMATICALLY
 SELF-CLEANING**
each time it's used

SLOAN VALVE COMPANY

4328 West Lake St., Chicago 24, Ill.

Please send me full information on the Act-O-Matic Shower Head.

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CITY, ZONE, STATE _____

CHRISTMAS SHOPPING AT YOUR PRO SHOP

Pro Drive for Huge Golf Gift Sales Volume
to be Pushed by Powerful New Advertising

By **JOE GRAFFIS**

PRO SHOP Christmas gift business has greatly increased because conditions are almost perfect for the pro who is a businessman."

The Pennsylvania professional who made that observation ought to know. December was the second biggest month of shop sales volume he had in 1953. It was his biggest month of net profit. His operating costs didn't have to include his assistants or a club-cleaning boy. The costs did include advertising Christmas golf gifts.

This pro discovered that at Christmas the club members, their wives and children were looking for help in spending money.

"Every time I suggested a golf gift my suggestions were welcomed," the pro added. "They all are in the spending mood and want to buy something that will be just right for whoever gets the gift.

"Around Christmas time they expect to spend and they want to spend.

Lost Sales At Christmas

"I didn't realize until last year that I was doing my members a big and appreciated service in simplifying their Christmas shopping. I thought I had better be making money in December and turning excess inventory into cash instead of go-

ing south with my wife right after our season closed.

"Another thing made me decide to stay home and give the golf Christmas gift business a lot of attention. The previous three or four springs when I opened up at the club I'd noticed many of our men and women golfers had new golf equipment that I didn't sell them.

"Often the information was volunteered



Book bearing pro's name is golfers' Xmas shopping guide.

that this new equipment was a Christmas gift. The stores had been on the job when I wasn't.

"Like a lot of other pros I'd complained about store competition and cut prices. Then I awoke to see that the stores didn't have any competition from me for the big Christmas gift business.

"Something else I learned was that the stores sold plenty of golf equipment and apparel as Christmas gifts at prices higher than I'd get for the same or better merchandise at my shop.

"Many pros haven't the slightest idea of the real value of their potential service to Christmas shoppers. What this service amounts to is that the pro tells the shopper what the pro would like to sell because he knows it's needed.

"I can see from what our members wear and from the bags in my racks a possibility of \$20,000 in Christmas business. By starting to work on Christmas business last September I got December business that grossed over \$13,000.

Company Gift Sales Big

"In that gross was one order of more than \$1300 for personalized golf balls I got from a member who gave them to his company's customers. They were top brand balls at the full price.

"Perhaps some pros at other clubs didn't like that. I'm sorry but if they missed the boat and didn't sell balls for one of their members to give customers who belong to our club, it's the other pros' tough luck. They can't kick if they lose sales they don't go after."

For almost 20 years GOLFDOM has been pushing the idea that the pro shop logically is one of the most valuable sources of Christmas gifts. Numerous manufacturers, especially the foremost ball makers, have been supplying Christmas packages. But the proposition never caught on strong until after the war.

Then it got going so successfully that the leading pro businessmen report that Christmas business is a substantial part of their year's profit.

Create Golf Gift Habit

One important element is still missing to make the golf Christmas gift plan produce millions in sales for pros. Not enough of the golfing public yet realizes golf Christmas gifts are the right answer to perplexing Christmas shopping problems. To focus public attention on pro shop Christmas gift buying requires much better planning and advertising than generally has been done by pros.

To provide pros with a service that will bring them a huge amount of business now going to competing retailers GOLFDOM has devised a powerful advertising and merchandising plan for pros only.

It is a Christmas golf gift shopping guide attractively produced to rate high in appearance, in service to shoppers and in sales power. It is designed to exhibit the pro shop as the foremost retail establishment for gifts for the golfers.

Strong Ad Drive; Low Price

The "Christmas Shopping At Your Pro Shop" book is being made available for pro businessman use at a low price, with the cooperation of leading manufacturers of golf equipment, apparel and accessories.

The need of such Christmas golf gift advertising that will give alert pro command of the holiday shopping is keenly realized. Within a week after "Christmas Shopping At Your Pro Shop" was announced to a test list of 900 professionals 279 (31%) of them had advised GOLFDOM of their interest in using this key to Christmas profits.

"Christmas Shopping At Your Pro Shop" will be delivered to pros early in October for addressing and mailing to their players. The book is planned for use by pros at all types of courses: private, semi-private and public. It is a quality production but at low cost to pros.

"Christmas Shopping At Your Pro Shop" is planned and produced to fit into an easily workable, practical plan of pro Christmas gift merchandising.

Must Plan Early

The pro who intends to do a good job for his players and himself on Christmas gift service and selling has to begin planning now.

He can start, in many cases, by checking bags and seeing what's needed.

If he's at a semi-private or public course he will have to begin getting his mailing list ready.

Unless he is where his shop is kept open the year around he will have to decide what days and nights of the pre-Christmas weeks he will have his shop open.

He will have to outline his telephone campaign and his plan of calling at homes, in some cases, and calling on company executives to interest them in golf Christmas gifts for their customers.

Planning his Christmas stock is an important job he'd better get under way without delay. The pro also has to do his Christmas shopping early.

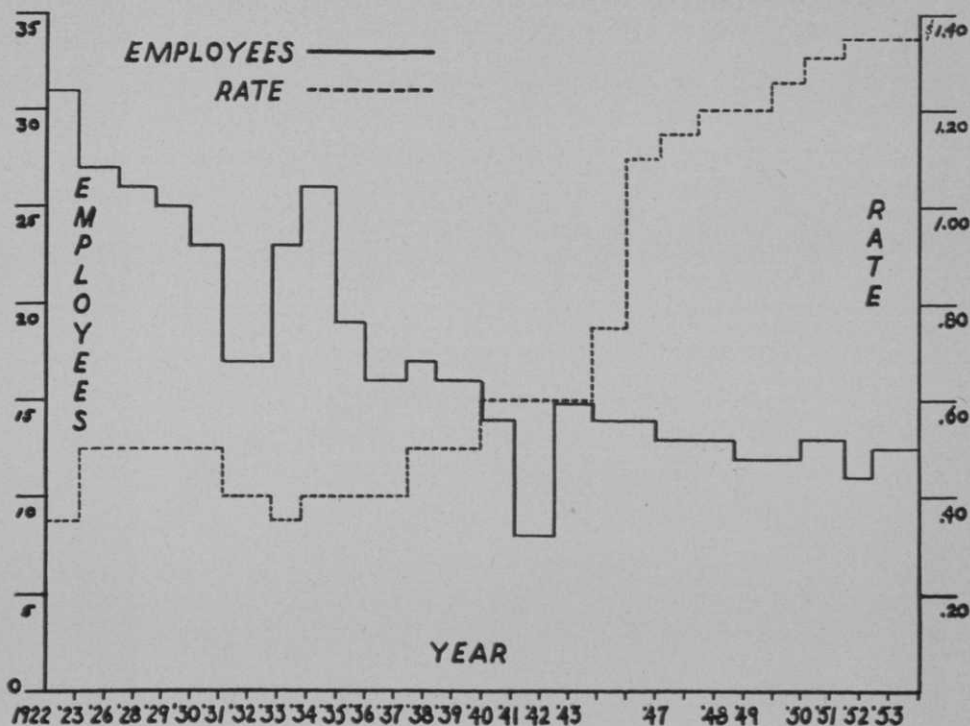


Chart starting in 1922 shows number of employees decreasing and pay rate increasing but over-all labor cost per hour rising \$6.

Tells Officials How Course Business Is Being Run

By HERB GRAFFIS

ROBERT M. WILLIAMS, supt., Beverly CC, Chicago, and chmn., Educational committee, Golf Course Supts.' Assn. of America, strongly believes that basic business principles of golf course maintenance should receive more attention.

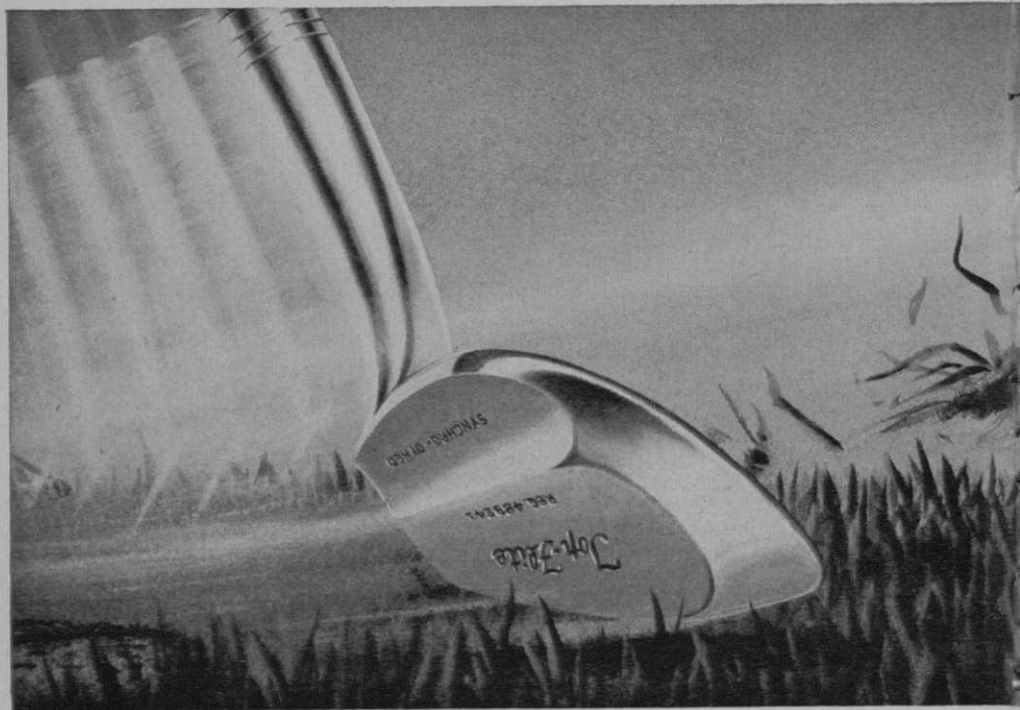
Williams declares that club officials and members who don't understand operating problems and performances in course maintenance lack this understanding because the picture hasn't been put to them clearly and regularly.

He points out that the technicalities of agronomy figuring in maintenance are specialized procedures club officials and other golfers usually don't know and don't care about knowing. The superintendent is employed to be the practical authority on maintenance technicalities.

But what the green-chairman and other

officials can understand and should be told is how course maintenance is being conducted as a business and how the money is being spent, Williams emphasizes. He says that with course maintenance costs at leading clubs running from \$30,000 to \$75,000 annually, understandably club officials should and must get up-to-date and periodical reports on the operations. Williams adds: "This is the part of the superintendent's management job that his officials can understand and on which they have to be fully informed. And it's generally slighted in the rush of other duties.

"The man who is an outstanding expert at steel making, furniture manufacturing, retailing or in some profession has complex work enough with his own job without being required to know about the perplexities of course maintenance," Williams says. "He is devoting a lot of time and



SPALDING PROUDLY ANNOUNCES

The greatest golf ball Spalding ever made!

*After 7 years of testing and development, Spalding presents the new DURA-THIN DOT . . . providing hard-hitters with the scuff-proof durability they've always wanted in a high-compression ball. Here is a new ball with a brand-new look and amazing new performance!

The new DOT† offers all these features:

- High compression—lasting playability!
- Electronic testing for absolute uniformity. All DOTs hit alike!
- Tru-Tension winding for higher, more uniform compression!
- Easier identification. New 2-color polar markings numbered 1 through 6!
- The “scuff-proof” DURA-THIN† cover!

Even the package is new!

Look for the new bright-blue-stripe package that tells you: Here are 3 of the finest golf balls made . . . new Spalding DURA-THIN DOTs!

