

Beautify Your Course With WHITE Q-ROK Trap Sand

America's finest country clubs and golf courses are filling their traps with Q-ROK—a really WHITE trap sand that will give your course a smart new look. And golfers like the play they get out of traps filled with this de luxe sand. Clay-free and coarsely graded, Q-ROK gives better drainage, helps eliminate puddles, "stays put" in traps

and makes them easier to maintain.

As an admixture to your top dressing, Q-ROK sucks water like a sponge and keeps greens playable even after the hardest rain. Greens are also softened when reconditioned with Q-ROK. Send the coupon today for further information and sample of White Q-ROK Trap Sand.

SHIPPING SERVICE FROM SEVEN PLANTS

PENNSYLVANIA GLASS SAND CORP., Two Gateway Center, Pittsburgh, Pa.

Please send me information and sample of WHITE Q-ROK Trap Sand.

Name _____ Club Title _____

Club _____ Address _____

Town _____ Zone () State _____

that women are the toughest buyers because they're the best. It is the women who help the store buyers make selections of styles, colors and materials and it's the pros' wives who, in most cases, have accounted for the tremendous advances in pro shop retailing.

The women can tell the pro, as they tell the store buyers, that nationally branded merchandise is uniformly the best buy. It isn't here today and gone tomorrow. It is women's influence too that has directed the buyers to the discovery that it's better to have depth in a few good lines than a light coverage with many.

Also to women is due the finding that merchandise plainly marked sells most, easiest and quickest. Pros sometimes are fooled by believing that because they're at wealthy clubs plain marking of prices isn't important. The wealthy got wealthy by watching money.

Handicaps to Pro Buying

Pro buying procedure generally imposes a heavy handicap on pros — a handicap store buyers won't permit. Salesmen come into pro shops when the pro is busy with customers. Stores won't permit that.

No buyer or salesman can do the job properly together if there is distraction from customers in the shop. The salesman can't present his line properly and the professional can't buy with his records handy to guide him and protect him against a pessimistic or overly-optimistic mood or salesman high pressure.

The pro should have his shop assistant present when the buying is being done so the assistant will learn about the merchandise and the assistant's observations and judgment can be utilized and developed.

Progress in pro merchandising is being registered by sounder buying well in advance. The consignment deals are thinning down in pro shops. They have disappeared at the better stores. The shops with good buying can sell what they know is good and pay no premium for merchandise frozen on consignment at an untold number of retailing establishments.

Keep Shops Fresh

Displays in the well operated pro shops are changed often. The locations of the merchandise sections are changed. That gets people walking around the shop. How often in pro shops the ball counter and cash register are right by the door — the worst of all places to encourage looking around at merchandise in the shops.

"Suggestive" display and selling — for instance, selling headcovers along with woods, asking the ball buyer if his golf glove is O. K. — is increasing at pro shops and it's a service because the golfer is inclined to forget what he needs.

Every buyer is going to buy something that won't move. If it doesn't, in your shop, mark it down before too long, and get your money out of it to use profitably in getting something else that will sell. Perhaps the slow-moving item would sell in other pro shops. Then use the salesman and see if they can't help you transfer that part of your inventory. The manufacturer and salesman don't want merchandise frozen any more than the pro does.

Architects Recommend Limited Use of Motorized Golf Cars

The motorized golf car and attendant problems of regulation and course maintenance was a main topic of discussion at the recent annual meeting of the American Society of Golf Course Architects at the Belleview Biltmore Hotel, Bellair, Fla. Viewing with alarm the rapid rise in the indiscriminate use of the motorized vehicles on golf courses the group took the stand that, "It is the belief of the American Society of Golf Course Architects that the use of motorized vehicles to transport players is contrary to the spirit of the game of golf. The benefits derived by exercise and companionship are diminished by the use of such vehicles.

"Inasmuch as the motorized vehicle damages the course materially, especially around the greens and during inclement weather, it introduces a problem in design and maintenance which makes the use of such vehicles undesirable. Therefore, we recommend that their use be limited to those with a medical certificate."



Newly elected officers of the Board of Governors, American Society of Golf Course Architects, (l. to r.) Robert F. Lawrence, Miami Beach, Fla., vice pres.; James Gilmore Harrison, Turtle Creek, Pa., pres.; William F. Bell, sec.-treas., Pasadena, Calif.



It's here...the new
Golfmobile For

1955

It's here, and it's everything you've been wanting to make your golfing hours perfection —plus! It's the sparkling, dream-lined, completely new '55 Golfmobile, with panoramic windshield, positive-control front steering, safety-engineered "Hill-Holder"...

and 22 other exclusive features designed to bring you more power, more pleasure, more pride of possession, than ever! And it costs only pennies a day to run! Clip the coupon now—learn why it's smart to "play it smart" in Autoette.



Note to Pros and Club Managers: Earn extra income by renting Golfmobiles to your members.

PS to Greenskeepers: For speedy, dependable movement of tools, seed, supplies, try Autoette's ¼-ton Pickup Trucks.

MAIL THIS COUPON FOR ILLUSTRATED FOLDERS

AUTOETTE, INC., Dept. 125

730 West Esther • Long Beach 13, California

Please send me brochure describing Golfmobile
Pickup Truck . I am interested in information
about renting Golfmobiles to members of my club

Name _____

Address _____

City _____ State _____



More than 50 cars were still mired in the fairways of the Brookside Park GC in Pasadena, Calif. the morning following the Rose Bowl game. Fairways were cut to muddy ribbons as cars were pushed or pulled out of the mud caused by the rain which fell during the Ohio vs Southern California game.

Rain and Rose Bowl Aftermath Ruin Pasadena Course

While sport page punsters were calling the Rose Bowl the Mud Bowl, golfers were calling the Brookside Park golf course in Pasadena, Calif., the "Divot Bowl". The more than 1500 automobiles parked on the golf course, in the shadow of the Rose Bowl on New Years day, gave the ground crew a real man-sized headache. In fact about a \$25,000 headache. The two courses are turned into a huge parking lot for Rose Bowl spectators each New Years day. But, this year the rains came.

When the motorists returned to their cars after the Ohio-USC game they found the lush fairways turned into a mass of twisting spinning cars as the drivers tried to get out over the muddy fairways. Spinning wheels were soon tearing out huge hunks of turf as the motorists darted and skidded here and there looking for a way out. (Like a USC backfield man trying to find a hole in the Ohio line). Into this wet and muddy madhouse moved several tow cars and jeeps pulling the stranded cars out at five-bucks a copy. Long after dark hundreds of cars were being pushed or towed out of the quagmire and more than 50 cars were still mired-down on the course the next morning.

The Brookside layout consists of two 18-hole courses operating out of a single club and pro shop. The worst damage was done to nine holes of the old course and ten holes of the new course. Superintendent of Parks Ronald B. Townsend and his staff worked out an emergency 18-

hole course using portions of each course and in a few days play got under way again on the abbreviated layout. Much re-seeding will be needed and most repair work will be hand-work, since the soil was too soft to allow equipment to be used.

No greens were damaged since it has been the habit at Brookside for many years, while the fairways are turned into parking for the Rose Bowl game, to fence off the greens and traps. Townsend estimated the cost of getting the course back in shape at \$25,000, not including the loss of revenue which will be substantial since normal green fees at Brookside's two courses runs close to \$4000 weekly for a yearly total of more than \$206,000.



Workman in rubber boots trudges through what the day before had been one of the lush fairways of the Brookside Park GC after 1500 cars, parked for the Rose Bowl game had slipped and skidded off the course.

JOHNNY REVOLTA Says

"CLEAN CLUBS MAKE CLEAN SHOTS
-- BETTER SCORING"

Johnny Revolta (author of "Short Cuts to Better Golf") and popular teaching Professional, Evanston Golf Club and Gulf Hills, says—"There is no doubt that keeping your clubs clean during the round of play adds much to your golfing pleasure and makes for cleaner shots. The QUIKY CLUB WASHER does the trick".

Mr. Carl A. Petersen, well known Superintendent of Grounds and Buildings at the South Shore Country Club, Chicago, says: "The Quiky Club Washer is a fine companion piece to the Ball Washer and is as easy to maintain. I am sure the added service will be appreciated by all players".

A NEW IDEA — IMPROVES YOUR GOLF GAME!

... The first light-weight golf-club washer that is 100% efficient and so inexpensive Clubs can place one on every tee. It is made of heavy gauge steel, brushes—cleans club heads (wood or iron) and removes mud or clinging grass. The QUIKY CLUB WASHER comes complete with chain and two locks to protect against theft.

Play with clean clubs *all the way 'round*—not just at the start.

Lessens the cleaning load in the pro-shop — also ideal for regular pro-shop use — takes little space. Harmless to clubs—can be used with plain water or with detergent. Easy up-keep. Brush refills available.

Write us for name of dealer in your territory.

QUIKY CLUB WASHER



\$19⁹⁵ complete with chain
and two locks.

Shipping weight: 13-lbs. Packed one
each to shipping container.

SPORTS & GAMES CO.

3111 S. Racine Ave., Chicago 8, Ill.

How to Drive A Golf Car and Save the Course

By ALLAN STAHL

(From an interview with Glenn Mantor, supt., and Charlie Grant, pro, Barrington Hills Country Club, Barrington, Ill.)

A PRACTICAL list of do's and don'ts on driving golf cars around a course results from a discussion with Charlie Grant, the pro, and Glenn Mantor, the supt. at Barrington Hills CC, Barrington, Ill. The suggestions that they brought out in this conversation can be considered a workable guide on the operation of golf cars on courses anywhere.

These two observers say:

GRANT — Motorized golfing sure has brought more fun to the game but it has also brought out a flood of special rules. If this continues, we'll need traffic cops to police the fairways.

MANTOR — Yes, too many rules are bad. They just confuse.

GRANT — That's right. When rules get too numerous, people either forget, violate or overlook them.

MANTOR — I agree. When average players come out for a game, they're looking for relaxation . . . a chance to enjoy themselves. As a course superintendent I have the responsibility of keeping the course in top shape. You might say I'm close to the roots of this problem. Where people drive their golf cars with reasonable care, my work and their fun are not incompatible.

GRANT — What it boils down to then is that car-driving players should bring a bit of common sense as well as their clubs out on the course.

MANTOR — That's it. Careful driving, (and I don't mean one has to be overly cautious,) presents me with no problems when it comes to upkeep of the course. These new golf cars, properly used, cause no more wear and tear on the turf than the gangs of mowers we pull up and down the fairways day after day throughout the season. Just be sensible, that's all I ask.

GRANT — How would you describe sensible driving to a person taking a golf car out for the first time?

MANTOR — I think I could sum up careful driving over the course with a few do's and don't's. My 'do's come first.

Drive any place on the fairways. Go wherever the fairway mowers cut. If drivers follow each other Indian style in the leader's tracks, this will eventually compact the turf and damage the grass, so fan out over the fairways.

Stay 30 feet away from greens in a golf car. Also stay a similar distance from water pockets after a rain.

For the fellow who has trouble estimating distance, here's a simple rule-of-thumb to follow. Keep six car lengths away from the greens and you'll never cause a superintendent, his chairman or other golfers to see red.

Follow a zig-zag course going up steeper hills. This reduces the grade considerably, reduces strain on the sod and eliminates the risk of skidding or cutting ruts. It won't hurt the course. Tacking uphill lessens the possibility of spinning the wheels into the turf.

GRANT — Those sound easy enough. How about a few don'ts.

MANTOR — They're just as easy to remember:

Don't slide down the slopes around the greens. Plunging down the deep slopes at the edge of the greens ruins the turf. Be considerate and go way out around the greens and sand traps. Don't drive a golf car onto the tees. They're meant strictly for the golfers.

Don't drive into the area between the sand bunkers and greens. It takes just a few seconds to go around them.

Don't overload the cars. Two players and their gear is enough weight — and that much the fairways can take.

Keep these few rules, and I, or any other superintendent will have no trouble in keeping our courses in great shape, giving golfers every opportunity to enjoy riding electric golf cars as they enjoy their game.

GRANT — Those suggestions are few enough to be easy to remember and still permit players to concentrate on the game without playing cops and golfers with the superintendents and pros.

(Photos show how to drive a golf car. See pages 57-58.)



You take the high road. Ill take the low road. Take different routes.



Take it easy down the slopes; it's safer for you, the turf and the car.





Two passengers are golf car capacity. No hitch-hikers, please.



Stay at least 30 feet from each greens approach to drive wisely.



The tees are not parking spaces for cars. Keep cars off—and back.

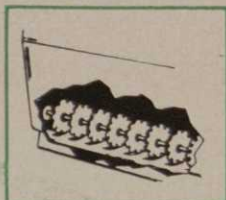


Go up hill zig-zag, reducing the grade and avoiding danger to turf.

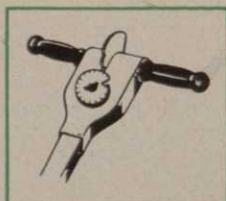
Lawn Beauty MODEL 36 PROFESSIONAL

Designed Especially for Golf Courses

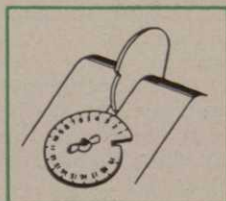
4 PATENTED FEATURES



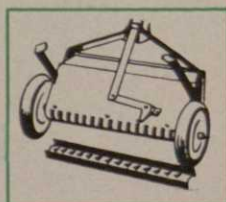
CAM ACTION AGITATOR



CONTROL HANDLE



RATE CONTROL DIAL



REMOVABLE SHUTTER

The one spreader that will spread uniformly and accurately all types and brands of chemical fertilizer, as well as organic fertilizers and seed. Particularly adapted for spreading lime and top dressing. Lumpy, hard or moist fertilizers are no problem for Lawn Beauty.



Patented. Other patents pending and applied for.

STAINLESS STEEL HOPPER BOTTOM AND SHUTTER

STREAMLINED, RUGGED CONSTRUCTION assures you long satisfactory service with minimum maintenance. 36" long hopper of all-welded, heavy gauge, steel with baked enamel finish will easily hold 150 lbs. of material. Hot dipped galvanized agitator on oil impregnated bearings. *Lawn Beauty* is built on the same principle as the world famous Ezee Flow farm spreader. 14" diameter, heavy duty wheels with 2 3/4" wide, semi-pneumatic rubber tires make *Lawn Beauty* easy to push even when completely loaded.

Patented Control Handle assures positive, fast, complete shut-off. No fumbling or uncertain pushing of shut-off gadgets. Patented Rate Control Dial and Rate Chart showing rate of application for all popular types of fertilizers and seed. Cannot over-feed or under-feed. Patented Cam Agitator forces feeds . . . *that's where it's different from ordinary spreaders.* Rate of flow is always the same regardless of speed at which spreader is pushed. "Twist-of-the-wrist" principle quickly removes patented shutter for easy cleaning.

For further efficient operation *Lawn Beauty* is equipped with an adjustable baffle plate and adjustable scatter board.

Model 36 Professional is also ideally suited for use in cemeteries, parks and estates.

Lawn Beauty

A PRODUCT OF
SCHNEIDER METAL MFG. CO.

1805-G South 55th Ave., Dept. 25
Chicago 50, Illinois

Please send more information about LAWN BEAUTY spreaders

Name

Address

City..... Zone..... State.....

My Equipment Supplier.....

Pro's Hard Work Brings Course Back to Life

EVERYTHING from mortar shellfire to cattle hoofs have dug their way into the rich soil of Rocky Point golf course at Tampa, Fla., from the time it closed in 1940 to its reopening this past August.

Once recognized as one of the finest golf courses in the south, Rocky Point closed when the dark clouds of World War II appeared.

The entire area was taken over by the Army Air Force. No longer did the fledgling civilian golfer dig up the fairways with his irons, but army personnel from top generals down to the lowest private got in his golfing licks at The Point.

After the war the Air Force moved out and the Tampa National Guard unit decided to use the long rolling fairways and sharp bunkers to dig their fox holes. The course was turned into a guard training area.

Mortar shells, the ringing of rifle bullets, and the roar of tanks were familiar sounds at the once beautiful course.

Tampa was a city of 224,000 persons with only two 18 hole golf courses open to the average golfer. A third course was badly needed, and many golfers would ride by closed Rocky Point and express the wish that it would be reopened.

The city had bought the course back from the government, along with several hundred more acres. Finding no better use for the course it was used to graze cattle to cut down on the heavy growth.

Curly Works on Vacation

Then the big break came. J. S. (Curly) Hartman, professional at Mason City, Iowa, made his annual trek to Clearwater to spend a few weeks on the beaches and get in a little fishing while his home course was covered by snow.

Curly, who had built three golf courses in his day, had been on the look-out for several years for a new course to buy or lease. He had heard talk around Florida golfing circles that Tampa was in dire need of another golf course. He had also heard about Rocky Point.

Being a man with plenty of the will to work and having no fear of risking his savings in the future of Florida, the likeable Iowa pro decided that Rocky Point could be just what he wanted.

With his lovely wife, Merle, a trip was made from nearby Clearwater to Rocky Point. The place was so grown-up that the Hartmans could hardly find the course. The once beautiful clubhouse built during



This is a view of number one fairway which is lined with tall pines, slumbering oaks with grey Spanish moss and graceful palm trees. The first hole is a 400 yard par four hole.