


on the greens
Jacobsen

GREENS MOWER
 22" cutting width

The Jacobsen Power Greens Mower is the finest grass-cutting machine ever designed for cutting greens. High cutting frequency, perfect balance and precision-built 9-blade reel assure the smoothest greens possible... and in record time. Husky, 2¼-hp "Hi-Torq" Jacobsen engine provides ample power for the toughest cutting conditions. "Quick-on, quick-off" transport wheels and riding sulky let you ride from green to green... faster.

JACOBSEN MANUFACTURING COMPANY

Dept. B-7-5 • Racine, Wisconsin

Progress

TEE MARKERS



MODEL NO. 6

Beautify with these attractive tee markers—custom made for your course—in 5 styles and colors. Designed to set on the turf at a 30 degree angle for clear visibility. Made of high grade cast aluminum.

Write for our folder describing and pricing Progress Tee Markers.

PROGRESS PATTERN & FOUNDRY CO.

1457 Marshall Ave.

St. Paul 4, Minn.

Northridge CC, St. Paul, Minn., does standout job of applying to pro shop display and operation what Joe learns during winter in store merchandising methods.

Bill Corbett, pro at Castlewood CC, Pleasanton, Calif., 25 miles from Oakland, says Castlewood's two 18s and its 9-hole par-3 are getting heavy play . . . Castlewood courses were revived in 1952 by Harold Sampson and Billy Bell, and surrounding ground was sold to a corporation . . . Club has 1500 members . . . Corbett, a nephew of Sampson, was asst. to Ed Vines at Northmoor CC (Chicago dist.), prior to the Castlewood job.

When you read the tribute of PGA Seniors' Pres. Marty Cromb to the late Joe MacMorran you realize that professional golf back of the headlines and with the fellows who work to help their fellowmen in the pursuit of happiness is a truly glorious career . . . You also are pleasantly reminded of the deep and refreshing sentimentality of the Scotch . . . The most sentimental guy I think I've ever known is the veteran golf writer Scotty Chisholm . . . Can't recall a time in more than 30 years

(Continued on page 74)

Now Ready!

FAIRWAY PAR-THATCHER*

FOR ECONOMICAL THATCH REMOVAL AND SEEDBED PREPARATION

Designed as an interchangeable unit for Worthington gang mowers, the Fairway Par-Thatcher has proven itself under the most difficult conditions to be the best, quickest and most economical thatch remover.

The staggered spring steel blades are fixed on a hexagonal shaft that takes the place of the reel in the mower. The whirling blades cut and loosen the thatch. Cutting depth is $\frac{1}{4}$ to $\frac{1}{2}$ inch, according to conditions. Depth of cut is controlled by adjustment to the mower roller. Blades are interchangeable, replaceable and may be resharpened with a file without disassembling.

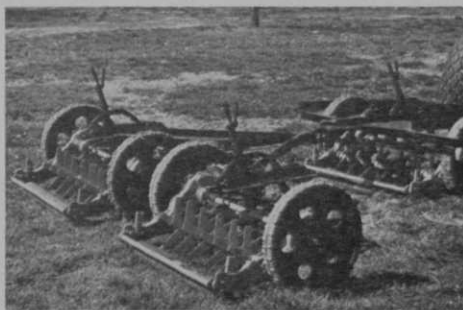
*Par-Thatcher is also available for
Toro Series II Park Special*

For further information contact your Local Golf Course Equipment Dealer, or write

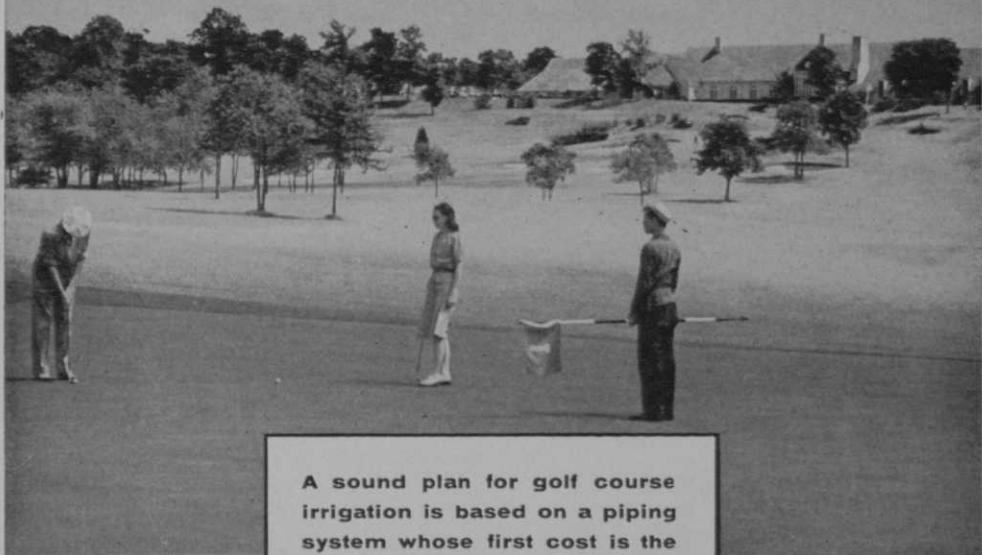
LAWRENCE J. MEISEL DISTRIBUTING CO. 440 S. Brentwood Blvd., Clayton 5, Mo.

*Registered

EXCLUSIVE DISTRIBUTORS IN U.S.A. AND CANADA



Another fine course piped with Cast Iron



View of first green
with Clubhouse in
background.

Photo courtesy of
Southern Hills Country
Club, Tulsa, Okla.

A sound plan for golf course irrigation is based on a piping system whose first cost is the last cost. Install cast iron pipe and there will be no replacements and little maintenance expense. Cast iron pipe lasts for a century. It is the standard material for underground mains. Sizes from 2 inches. Address inquiries to Cast Iron Pipe Research Association, Thomas F. Wolfe, Managing Director, Peoples Gas Building, Chicago, Illinois.

CAST IRON PIPE

The Standard Material



®

for Underground Mains

How True Temper helps you sell more golf clubs



Here you need the new power of '55 clubs.

I need a follow-up on the new line of clubs on the old golf club. I need to know how much the new club will help me. I need to know how much the new club will help me. I need to know how much the new club will help me.

The new shaft of the True Temper is made of a new material. It's stronger and more durable. It's made of a new material. It's stronger and more durable. It's made of a new material. It's stronger and more durable.

If you're interested in getting better golf, you'll want to see the new shaft of the True Temper. It's made of a new material. It's stronger and more durable. It's made of a new material. It's stronger and more durable.

Call today for more information. Write to True Temper Corporation, P.O. Box 100, Dayton, Ohio 45424.

TRUE TEMPER GOLF SHAFTS



Here you need the accuracy of new '55 clubs.

When you're in the hole, you need to know where the ball is. You need to know where the ball is. You need to know where the ball is.

The new shaft of the True Temper is made of a new material. It's stronger and more durable. It's made of a new material. It's stronger and more durable.

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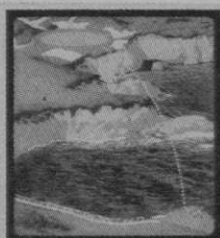
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TRUE TEMPER GOLF SHAFTS

"FAMOUS GOLF HOLE" ADS IN SPORTS ILLUSTRATED, GOLFING



Throughout the season, many of your members will see these striking "Famous Golf Hole" ads in Sports Illustrated and Golfing. The ads give good factual reasons why your members should see you now about new clubs.

COLORFUL COUNTER DISPLAY

Where the ads leave off, this eye-catching counter display takes over—to help you sell more new clubs. Make sure your display is up in a prominent spot in your shop. Incidentally, if you haven't received a display, write and we'll send you one. Write also for free reprints of the Famous Golf Hole ads—they're excellent for posting on club bulletin boards. True Temper Corporation, Golf Shaft Division, Geneva, Ohio.

TRUE TEMPER® GOLF SHAFTS

It's easier to sell the brand with True Temper on the band

Act to Set New Record In Pro Shop Xmas Business

By JOE GRAFFIS

THE million dollar pro shop sales increase in 1954 Christmas golf gift business that pros credit to their use of the "Christmas Shopping At Your Pro Shop" book will be far surpassed by pro shop holiday shopping this year.

That forecast is based on pro early response to the presentation of the second annual edition of the sales promotion book that added a lucky and highly profitable 13th month to revenue of 363 pro shops last year.

The initial production of the pro shop golf gift buying guide last year gave pros a basis for making a strong and successful drive for holiday shopping dollars. Many professionals reported they got considerable revenue from buyers, especially women, who never had been in their shops before.

Another phase of the golf gift sales promotion that pleasantly surprised professionals was the comment from buyers, after Christmas, about how the golf gifts were enthusiastically welcomed by the recipients. Obviously "Christmas Shopping At Your Pro Shop" created a great deal of new business for pro shops from customers who had been shopping catch-as-catch-can for Christmas presents for golfers.

Created Steady New Customers

Professionals at private and pay-play courses also advise that continuing business, especially in sports apparel, has been very good from customers who found their way into pro shops as a result of the Christmas sales drive. Incidentally the absence of a parking problem when buying at a pro shop is a factor that pros found delighted women who had discov-

ered the pro shop as a fine retailing establishment.

Last year professionals told GOLFDOM that the "Christmas Shopping At Your Pro Shop" book should be delivered to them in September so they would have plenty of time for handling details of the sales campaign, getting a head start on store Christmas sales drives, and arranging for close inventory cooperation with manufacturers.

Competition Staging Drives

The competitive drive to get the revenue pro seek from golf Christmas gift sales is being stepped-up next Christmas by an arrangement between sporting goods stores and departments and a national sports magazine. The specialized attractive pro-only Christmas gift guide gives the pro aggressive and powerful defense against this competitive campaign.

The close coordination between the leading manufacturers' pro shop lines and the authoritative and personalized merchandising position of the pro merchant is effectively presented by the Christmas shopping book. It is not only exceedingly practical as an aid to the gift shopper but a prestige item that classifies the professional among the most alert high class merchandisers and certainly the top qualified expert on shopping for the golfer.

The 1954 edition of Christmas Shopping At Your Pro Shop was intended to have a circulation of 40,000 copies. There were 106,500 put in circulation and some pro orders had to be returned because of the edition being exhausted.

The 1955 edition will be a minimum of 130,000 copies. At the rate orders for the

pro-only holiday gift sales booster are being received it is probable that the run will be around 150,000 copies.

A Pro-Only Sales-Getter

The "Christmas Shopping In Your Pro Shop" book again will have the professional's name, club, address and other personalizing information on the striking front cover. New features based on professionals' experience with the book's sales-pulling power have been added.

Prices have been kept low on this exclusively pro personalized Christmas shopping guide, due to cooperation of leading manufacturers. On the average order for the initial edition it was estimated that all costs of getting and mailing the book were paid by the profit on less than \$150 of pro shop merchandise.

Members' favorable comment, as well as their increased business, convinced the participating professionals they got in "Christmas Shopping At Your Pro Shop" what they needed to make the holiday business very big, and without reducing their in-season sales volume.

Deadline for ordering the 1955 edition of "Christmas Shopping in the Pro Shop" is August 5. Full information on this sales promotion will be sent on request to professionals by GOLFDOM, 407 S. Dearborn, Chicago 5, Ill.

Clubhouse Planning Guide From Golf Foundation

HAROLD CLIFFER of the architectural firm of Cliffer and Harrison, is compiling data secured in an extensive study of golf clubhouse design and construction made for the National Golf Foundation.

The checklist Cliffer prepared prior to and during his survey of new and remodeled clubhouses provides invaluable guidance for club building committees. It may be secured by club officials and managers upon request to the National Golf Foundation, 407 S. Dearborn, Chicago 5, Ill.

Findings of the study will be made available later in book form.

The National Golf Foundation went into this field of research because of the numerous requests for clubhouse planning information and because of the considerable waste of money in clubhouse design, construction and operation; a waste which unnecessarily increases the over-all cost of golf and which takes funds that might be better used for the purchase of golf

playing equipment made by the Foundation's financial sponsors.

The situation in clubhouse planning is complicated by the varying needs of clubs, which can be individually determined by the checklist Cliffer has prepared, by the fact that very few architects have experience in designing more than one clubhouse, and lack of manager-architect coordination in clubhouse planning.

Architects have said they are lucky to get through with jobs involving clubhouse building committees without going nutty. Managers point to the frequency of manager changes after one season in a new clubhouse as indicating the operating difficulties the manager must contend with because of improper original design.

The Cliffer study, checklist and report are the basis for saving millions of dollars in golf, according to members of the Club Managers Assn. of America which cooperated in the research, and in the opinion of consulted architects.

Jaycees Tenth International Junior Has 30,000

JAYCEES of Columbus, Ga., have issued Hospitality Bonds to those helping in financing of the 1955 International Jaycee tournament to be played at Columbus (Ga.) CC, Aug. 15-20.

The 200 boy juniors who get through sectional qualifying rounds that will register about 30,000 contestants, will be housed at Ft. Benning, Ga.

Nash Motors has a mutually beneficial tie-up with Jaycees in their international junior affair. Nash provides \$2500 in scholarships as prizes and Nash dealers supply cars for transporting four contestants from each state to the national event. Nash also provides the trophies.

This Nash exposure to young golfers has had a substantial direct effect on car sales and has other big advertisers wondering how they let this one get past them.

Mars Candy Co. is furnishing each state with a championship trophy. National Golf Fund, Inc. (co-sponsored by PGA and Life) makes an allotment to help defray travel expenses of the Jaycee contestants. National Golf Foundation and the Athletic Institute also cooperate in helping the Jaycees put on the world's largest golf tournament, and one which has seen the major titular debuts of several of the leading younger professionals and amateurs.



**When Golf
Scores Soar . . .**

IT'S TIME TO RECOMMEND POWER-BILTS

WHEN a golfer's game blows sky high that's when he is in a mood to buy! So why not suggest the surest cure known to golfdom—a set of the new Power-Bilts! You won't be sorry and neither will he. For once he gets the feel of those great new irons, and gets the thrill of, once more, driving long and straight—he'll be *all confidence* again and back on his game in a jiffy!

Do your member the favor of his life—sell him a set of Power-Bilts!

Hillerich & Bradsby Company, Louisville, Kentucky

Made by the
Makers of Famous
Louisville Slugger Bats

**Power-Bilt
GOLF CLUBS**



Sold only by
Golf Professionals



An indication as to how well golf can add to the overall recreation facilities in a city park, is this picture of the 7th at Southgate (Calif.). The tee is to the left 135 yards, so that on one side of the fence the golfer shoots to the green and on the other side of the fence the third baseman pegs one home.

Small Acreage, Time Element Make Short Courses Popular

By VERNE WICKHAM

IF there is any "new look" in this age-old game of golf it is the present upsurge in the construction of the Short Course.

There is nothing really new in the short, or three-par courses. They have been with us for more than a generation and many date back to the very early days of golf in both this country and abroad, for as pitch-and-putt courses they have existed for a long long time.

The pitch-and-putt course got its first start, according to many golf people, on hotel property. Some progressive hotel and inn keepers, anxious to add golf to their brochures, selected a part of the hotel grounds, took the iron shot from the regulation game, and added golf to their advertising.

Golf course operators and country clubs built them as a place to keep the regular customer around the old homestead, either while he was waiting for a game on the regulation course, or after his regular game, as a place where he could settle his bets or play Coke-Coke-Coke until dark. They also had their place in the teaching program and were used by the professional as a place for the fledgling golfer to try his shots before at-

tempting a full round of golf.

However, in post-war golf course development limited available acreage in large metropolitan areas has started a new upsurge in the construction of the Short Course.

Using acreage from 7-acres up, many of the Short Courses have been built and opened for play. Some of the early operators built them with tongue-in-cheek, not too sure what public acceptance would be. Many were frankly dubious if the Short Course would pay, and some were built as a sort of landscaping scheme or for advertising purposes.

In most cases the public reaction surprised and pleased the operators. They found the public playing them in increasing numbers. In many cases where the profit and loss statements were made, the operators found that acre-for-acre they were making as much money on their Short Course as they were realizing on the regulation size courses.

Time Element Important

Then the time element proved important. We are a busy people and on crowded 18-hole layouts the length of time consumed in an 18-hole round

stretched out and out and out. On some public courses the time to play an 18-hole round stretched out into an uncomfortable five hours. This took golf out of the picture as far as a man with a limited amount of time was concerned. So, he hunted up a Short Course and with an hour to spend could play golf. They fast became popular lunch-time and before and after work rendezvous for many golfers and business boomed.

Some skeptics held that the Short Course boom was another Tom Thumb craze and would soon pass out of the picture. Such, however, has not been the case and private operators are investing amounts up to \$250,000 in the Short Course, complete with driving range and snack bars.

Some have been built on such limited acreage that the parking lots are larger than the golf course—and both are crowded. All over the country they have popped up and soon have become crowded. Heaviest emphasis in the so-called trend has naturally been the resort areas of Florida and California, where year around golf play keeps the cash registers ringing.

Recreation and park officials moved into the picture and in every case where a Short Course has been built its popularity has exceeded the fondest dreams of the officials. Many of these municipal facilities have been constructed adjacent to existing facilities and experts pointed to the fact that their success was due to the nearness of a golf course. The golfer,

they said, was attracted by the 18-hole course and just stuck around to enjoy the Short Course. Or, he was unable to get on the big course and took the Short Course as second choice.

Then private operators, and some municipalities, started building them in areas far removed from larger 18 and 36-hole layouts. These proved just as popular, and in some cases more so, than the ones located near established golf courses.

Who Plays Short Course

Naturally, the question arises—where are these golfers coming from? Who are they?

Are they graduates from the driving ranges? Are they beginners or seasoned golfers? Are they older men and women, unable to play the full eighteen? Are they physically handicapped with health reasons for playing shorter courses? Quite natural questions—but what were the answers?

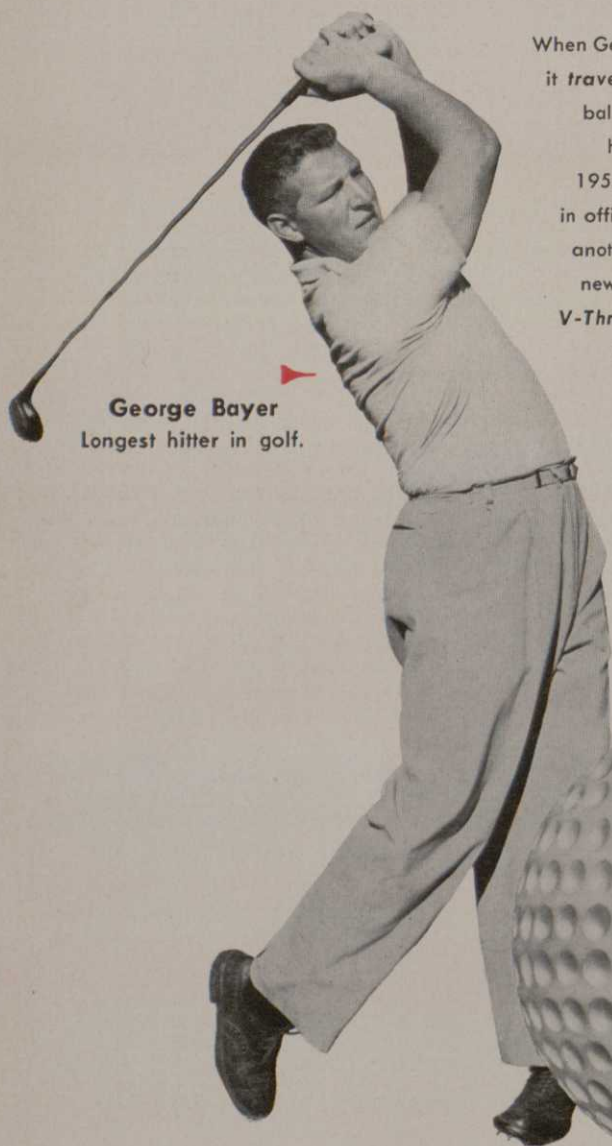
In South Gate, California, a community of more than 52,000 people in the sprawling Los Angeles metropolitan area, Burt Anderson, Superintendent of Parks and Recreation, had a seven-acre grassed area in one corner of his 100-acre park that was getting very little use. It was an odd-shaped piece of land, stuck off in one corner and being saved for development at some future date on some future plan.

Anderson and a golf-minded Recreation Commission decided that golf was the best use for the seven-acre plot. The area was already under turf and water system in-



Starter house (20x30 ft.) at Southgate, Calif. course is also used by three recreation workers as their headquarters. Starter house is also snack bar. More than 60 clubs and about 12 dozen golf balls are stocked for rental purposes. One of the three practice putting greens is in the foreground. Southgate has three putting greens. Cups and flags are removed to indicate the green out of play.

"MORE POWER TO YOU



George Bayer
Longest hitter in golf.

When George Bayer socks a golf ball for distance, it *travels!* "He's the mightiest driver of a golf ball to come along", agree the experts. He has won every driving contest entered in 1955, and has belted a golf ball 420 yards in official tournament play. Every long drive is another testimonial for the extra *go* put into new MT Golf Balls by MacGregor's exclusive *V-Thread Winding* process. The same thing's true with all the long ball hitters shown here. V-Thread Winding gives MT Golf Balls amazingly fast compression recovery. That means extra getaway power, and "*More sales power to you with MT Golf Balls!*"



All players mentioned are
MacGregor Golf Advisory Staff members.

**These long hitters and many others
play the new MT Ball because—
it's best by a long shot!**