

*Fashion sells... and*

**PARGLOV AND**

**PAR-D-LUX**

*sell with fabulous*

*Fairway Styling!*

The Burgett line for '56  
is beauty at its best! It features

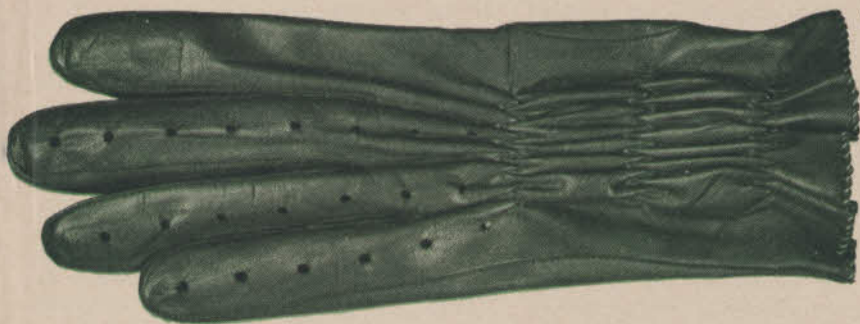
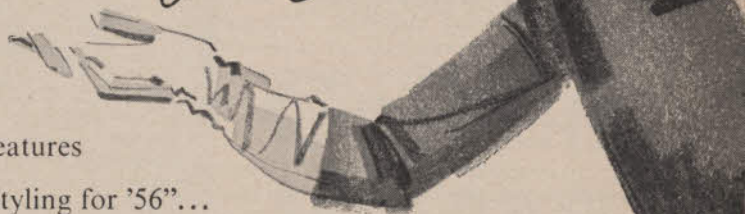
fabulous "fairway-styling for '56"...

the ultimate in utility and ultra-modern distinction:

Here is dramatic design... cunning craftsmanship...

luxurious leathers. Here is skin-soft comfort

that only Burgett promises and produces!



**B2 PAUL HAHN GLOVE**

MANUFACTURED BY

**K. L. BURGETT CO.**

PEORIA, ILLINOIS

enough business in the shop and on the lesson tee to show a profit that will warrant a man staying in professional golf.

The professional must select assistants who have attractive personalities in action, word, thought and appearance. He and his assistant are expected to reflect the spirit of the club and to be genuinely interested in having every golfer enjoy the game.

Carelessness or lack of judgment or untidiness can damn a man quickly at a golf club. The younger man may not be aware of it, but such a matter as soiled hands or clothing or dirty fingernails will be so glaring to customers in the golf shop or to pupils taking lessons (women especially) that the assistant will be talked about as one who doesn't fit at the club.

### Assistant Has Selling Job

The assistant must sell himself and his professional to the members. The golfer who hears an assistant make an unfavorable comment about the head pro almost invariably thinks that the worst thing about the pro was his bad guess in hiring the assistant.

It's up to the boss professional to develop his assistant's confidence and the members' confidence in the younger fellow. If the members don't have that confidence, they'll not want to take any lessons from the assistant or buy clubs from him.

When a professional recommends an assistant for a master pro job the pro has to be sure that his candidate knows what he is in for and can handle the job with ability, tact and sound judgment. The pro's reputation goes with the boys he has trained.

The pro should play with his assistant as often as possible or supervise the assistant's practice so the two will have an understanding of common details of instruction.

I believe that the PGA is going to have to give considerable time and thought to getting a teaching program and a general pro business schooling made available to assistant professionals. We're doing something along that line in the Illinois section and think that eventually the schooling should be at Dunedin. The fact is that assistant training is so important and now so much of a job that it's sometimes more than a master pro has the time to handle.

I believe in paying an assistant a good salary, giving him a commission on what he sells and on his lesson tee and playing instruction. In a well-conducted business the employer makes a profit on the work of

## Golf "Fever" Reading

### Have You Caught the Fever?

Check your answer to the following questions. This is the peak of the "fever" season.

#### A Spoon

To stir coffee  
To go nocking  
A golf club

#### Beautiful Bag

Somebody else's wife  
A candy sack  
Something to found at my pro shop

#### Sticks

Something on the lawn  
Ugly legs  
Beautiful new golf clubs to be found at my pro shop

#### Nassou

A place to go and sun  
Where I first met Bridey  
Murphy  
Dollar - Dollar - Dollar

#### Birdie

A thing on the wing  
The name of an old girl friend  
One below par

#### A Lesson

Too many olives in too much liquid  
Home work  
Something to arrange with my golf pro

#### Strokes

A malady  
What my dog likes  
What I shall try to con my golf pals out of

#### New Equipment

What factories want  
What my car needs  
Golf balls and all new equipment at my pro shop

#### April 1st

April Fool's Day  
The first of the month  
Dick Grout opens my pro shop

Check your "Fever" Score. If you answered even one right, I'm with you! Glad you got the fever! It'll be good to see you and serve you.

### DICK GROUT

Butterfield Country Club  
Hinsdale, Illinois

A clever, completely unique announcement of the season's opening of a pro shop was the above card sent out by Pro Dick Grout to members of the Butterfield CC in the Chicago district. The card got them talking and laughing and coming in to talk with Dick and his assistants. Then they bought!

the employee—or should, theoretically—and it's not any different in professional golf. If the assistant isn't valuable enough to be paid a good income and still show a profit to the pro, something is wrong somewhere; maybe the assistant isn't the right one; maybe the pro hasn't got the job well organized or the assistant properly trained.

One of the finest assistants I ever had—a man who now has a very good pro job of his own—was a lad who was always asking me questions. He was eager to learn for his own advancement and because he wanted me and the members to recognize him as a young man who knew his job.

The assistant should ask a lot of questions and the boss pro should be thorough and clear and pleasant in answering them for the assistant is the man who represents the pro. If that representation isn't pleasing and proper there's been a mistake made in selection of the assistant.



"My greens have  
shown

**AMAZING  
IMPROVEMENT**

since I've  
started using

**Golden  
VIGORO™**  
Complete Lawn Food



says **FRANCIS M. COUPE**, *Greenskeeper,*

*Washington Golf & Country Club, Arlington, Virginia*

## New Golden VIGORO

Complete Lawn Food

The Finest Food You Can Put on Greens



"I have particularly noticed more uniform growth, a greener color with no fading and no fear of burning. Golden Vigoro, I'm convinced, is the most outstanding plant food I've ever used on my greens."

Mr. Coupe is one of many greenskeepers and pros who have switched to Golden Vigoro. They find it's tops for economy because one feeding lasts for *months!* Golden Vigoro has been painstakingly plot-tested, under *all* conditions, all over the country. There's nothing like it . . . no watering-in or special care needed. Just ask your Swift Field Representative (or write) for full particulars.

**SWIFT & COMPANY**  
Plant Food Division  
Union Stock Yards, Chicago 9, Illinois

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# THE CLUB THAT PLAYS BETTER

is the club that sells easier!

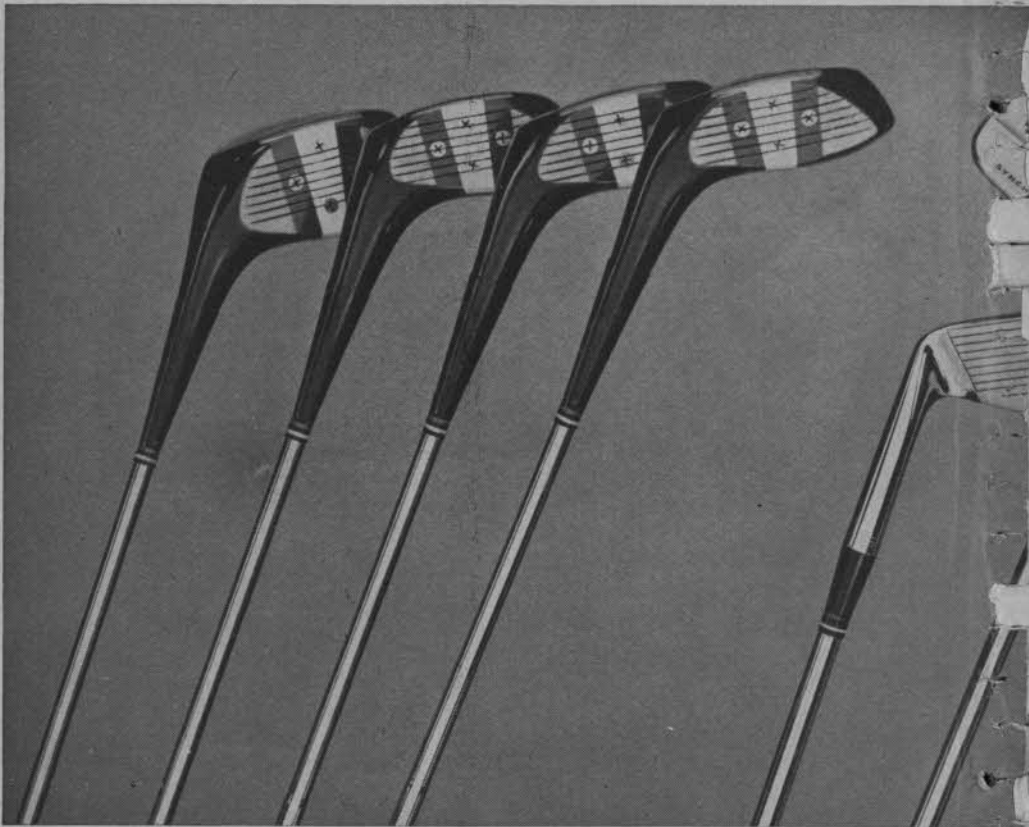
These are 1956 Spalding SYNCHRO-DYNED® TOP-FLITES® . . . the *best-looking* as well as the *best-playing* clubs you'll sell all season.

Those glistening TOP-FLITE irons feature a new and exclusive tough alloy, high-polish finish. They'll look better *far longer* than other irons.

### They're SYNCHRO-DYNED clubs

These registered clubs are *scientifically and exactly coordinated to swing and feel alike*. Result: They will do *more* to improve your members' golf game.

And, any day a member can cut down on the bad shots, and get more



enjoyment on the course, is a day he'll be happy you sold him Spalding TOP-FLITES.



New Spalding PAR-FLITES.® Top grade clubs offered at a popular price. Spalding PAR-FLITE irons also feature the new tough alloy, high-polish finish. Stay with Spalding, and make an easier sale with a better-playing golf club.

Spalding TOP-FLITES and PAR-FLITES sold through Golf Professionals only.

**SPALDING** SETS THE PACE IN SPORTS



## Chicago District Clubs Give Operating Figures and Facts

**F**EW, if any, national or regional golf organizations have issued information on member club operations as comprehensive and helpful as the 1956 edition of the Chicago District Golf Assn. "Directory of Information."

Although the compilation of statistics is limited by the customary lack of cooperation of clubs and may be somewhat distorted by variations in accounting methods and operating conditions and standards at various clubs, the information nevertheless is invaluable as a guide for club officials.

Clubs are identified by numbers and locations in the north, south or west sections of the Chicago district or elsewhere in Illinois, rather than by name.

On each of the CDGA member clubs directory data includes:

Mail address, telephones, CDGA course rating; names, addresses and telephone numbers of club officers, directors and committee chairmen; names of manager, asst. mgr., course supt., professional, bookkeeper, caddiemaster, locker manager;

Activities at the club, dates of board meetings, fiscal year, date of annual meeting, period when course and clubhouse are open;

Types of membership, number of members in various classifications of memberships, dues, transfer fees, amount refundable;

Locker charges, swimming pool fees, green fees.

Names and telephone numbers of CDGA officers and committee chairmen also are given in the book.

Statistical information is extensively given.

### **Restaurant Average \$99,150**

High spots of data from clubs reporting on dining room operation:

Average of food sales in 1955 was \$99,150. Food cost average was 50 per cent, wages cost averaged 13 per cent and profit averaged 3 per cent. Five clubs reported minimum house account regulations. Majority of the clubs do not permit outside banquets. Data on service charges and num-

ber of months of year chef is employed also is given.

Of the 37 clubs reporting on bar operations:

Average annual volume was reported at \$60,200. Highest annual bar business reported was \$137,885. Bar profit reported as 38 per cent. Data also is given on number of bartenders employed per club during weekdays and weekends and holidays.

Figures on course maintenance show superintendents' salaries ranging from \$3900 to \$10,200, with latter figure being paid by five of the clubs reporting on this inquiry. Salaries of course labor averaged, in the north section, \$32,000; in the south section, \$26,000; in the west section, \$25,120; out of Chicago and suburban area, \$23,320.

Maintenance costs, per section, averaged: north-\$59,000; south-\$53,730; west-\$45,500; out-of-area average was \$37,340. The costs included rebuilding expenses which ranged from \$5335 to \$1450 in the four sections.

The report on assessments showed that 19 of 57 reporting clubs assessed members amounts ranging from \$30 to \$775 last year.

Managers' salaries were reported from \$6000 to \$16,000.

Swimming pool detailed income and operating costs were reported with income averages by sections varying from \$2150 to \$6265. Expenses averaged from \$5375 to \$6545.

Information was reported on caddie fees, caddiemaster and asst. salaries, and meals, caddiemaster concession arrangement, and caddie welfare funds.

Professional department data showed that pro salaries varied from \$900 to \$5000, plus shop profits, club storage and cleaning, and lessons.

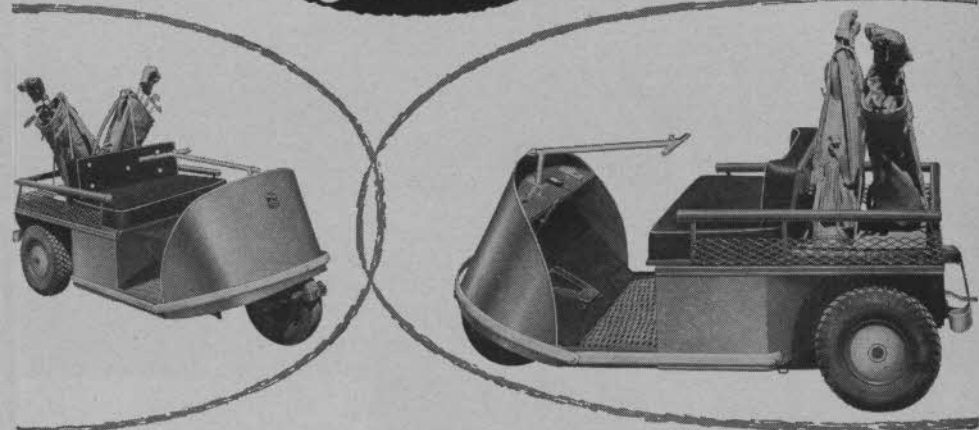
Salaries paid by clubs to assistants varied from \$1200 to \$3300.

Information also was reported on lodging for pro and asst., meals for pro and asst., lesson and club storage and cleaning charges, and whether pro bills through club or direct.

Eight clubs reported they had golf nets at clubhouse for use in winter.

Let us quote you - - any quantity 1 to 100 cars  
either 6 battery or 8 battery models

# NEW *Laher* SPECIAL



## First Golf Car Specially Engineered for Rental Operation!

The all-new Laher "Special" is engineered by automotive specialists to take all the abuse, wear and tear, day in and day out, that rental cars get!

### A CHALLENGE TO COMPARE!

- The only Electric car made with full ELLIPTIC SPRINGS BOTH FRONT AND REAR.
- The only car with CHROME ALLOY SPRING STEEL BUMPERS—FRONT, REAR AND SIDES—CADMIUM PLATED.
- The only electric with a choice of LAHER TURBO BELT DRIVE or DOUBLE SPROCKET CHAIN for hilly golf courses.
- The only electric with 6 powerful (190 AMPERE each) batteries.
- The only electric with all the equipment on an AUTOMOBILE-TYPE DASHBOARD—HAND BRAKE - LOCK - FORWARD and REVERSE SWITCH- AMPERE METER -and CHARGING SOCKET!
- SHORTER and WIDER, with lower center of gravity-easier handling-safe.
- WELDED CHANNEL STEEL FRAME—no tubing, etc.
- AUTOMOTIVE TYPE DIFFERENTIAL, EQUIPPED THROUGHOUT WITH TIMKEN ROLLER BEARINGS.
- 2 brake controls—separate FOOT and AUTO HAND EMERGENCY BRAKE ON DASH.
- DEEP AIR FOAM SEAT CUSHIONS—FINEST MADE BY MAJOR RUBBER CO.—most comfortable of any car.
- New type golf bag container with SUNKEN WELL AND HANGER—convenient and substantial.
- Only electric car manufactured by large maker of auto parts and equipment, with world-wide distribution.

WE'LL PROVE THE *Laher* "SPECIAL" IS AMERICA'S FINEST!

Mail this coupon today for complete information on the profitable Laher "Special" rental system.

**LAHER SPRING & TIRE CORP.**  
ELECTRIC CAR MFG. DIV.

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Please send me the beautiful brochure describing the LAHER "Special" and other LAHER Electrics.

I am interested in purchasing a LAHER Electric.  
 I am interested in the LAHER "Special" rental plan for my course.

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• Disease prevention with "Tersan" pays off in greens like this for Mr. Bretzlaff, past president of the National Golf Course Superintendents Association.

On all chemicals, follow label instructions and warnings carefully.



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BETTER THINGS FOR BETTER LIVING  
...THROUGH CHEMISTRY

For ex  
"I've used

says CARL A.

"A preventive  
eases is really  
states Mr. B  
"Tersan' fungi

NEW

Du Pont's new r  
turf—"Semesan"  
a wider range of d  
tive protection  
Many superin  
with "Tersan"

Order **Tersan**® a





## Excellent disease control... Du Pont 'Tersan' since 1943"

**ZLAFF**, *superintendent, Meridian Hills Country Club, Indianapolis, Indiana*

"I am to control turf disease—the cheapest insurance," says Zlaff. "That's why I use Tersan very seven to ten days

all season long. It's easy to use . . . gives me excellent control of brown patch, dollar spot and other diseases. The handy 3-lb. bag simplifies measuring and saves time."

### **SEMESAN® TURF FUNGICIDE PLUS "TERSAN"** **PROVIDES PROTECTION AGAINST DISEASE**

Semesan® mercurial product for fine turf Fungicide—offers disease control, more effective safety to turf. Maintenance teams are combining it with cutting control costs

to new low levels. The new practice produces outstanding results against disease—with no discoloring of grass. Be sure your greens get the finest maintenance team there is—"Tersan" and "Semesan" Turf Fungicide.

**Semesan® Turf Fungicide** from your golf supply dealer

## **Mr. K— Was Shopping for A Discount**

BY TOM WALSH

Pro, Westgate Valley CC, Worth, Ill.

Shortly after we reopened our pro shop this spring a middle aged man came in one day and browsed around for 20 or 30 minutes before introducing himself. He told me he had been making half-hearted attempts at playing golf for 20 years, but now suddenly he found himself with a real desire to excel at the game. The first thing he was going to do was junk his old clubs and buy a new set.

There wasn't anyone else in the shop at the moment and I took more than the usual amount of time in fitting the fellow for clubs and advising him what would be best for him in length, weight and grip thickness.

Just when I thought I had the sale wrapped up, the fellow started hinting that he thought I should give him some kind of a discount. When I didn't react favorably, he said he had been in business all his life and never paid full price for anything.

To emphasize his point, he waved his cigar in the direction of the parking lot and said: "Do you see that new Cadillac out there? You don't think I paid list price for that, do you?"

By this time I was rather upset, but I tried not to show it. "Mr. K——," I said, "what you paid for that car is no concern of mine. A pro who is a PGA member doesn't cut prices. We try to give you the best club fitting possible and the best merchandise you can buy. I'm sorry but beyond that we can't do anything for you."

Mr. K—— hung around the shop a few minutes longer studying the clubs I had shown him. Then, as he was getting ready to leave, I decided to try using a little psychology. I figured I didn't have anything to lose. "Mr. K——," I said, giving him a no-hard-feelings smile, "I know you're going out and shop around, but I've got a hunch you'll be back to buy my clubs."

"Why do you say that?" he asked.

"I don't think you're as much interested in price as you are in getting a set of clubs you'll have confidence in."

Within a week Mr. K—— was back, grinning a little self consciously, and saying he guessed he'd take the set of clubs I had showed him.

After the sale was completed, Mr. K—— told me that remark I had made about getting clubs "he'd have confidence in" stuck in his mind. "To be very honest," he said, "I went out and shopped around and could have bought the same brand of clubs you're selling and saved myself 25 per cent. But you know," he added, "all these other fellows did was try to show me how much money I'd save. None of them mentioned feel or weight or grip thickness or anything like that. After talking to two or three of them I knew I'd never have confidence in any clubs they'd sell me."



Tom Walsh