

Tufhorse

GOLF BAGS

... sell on sight

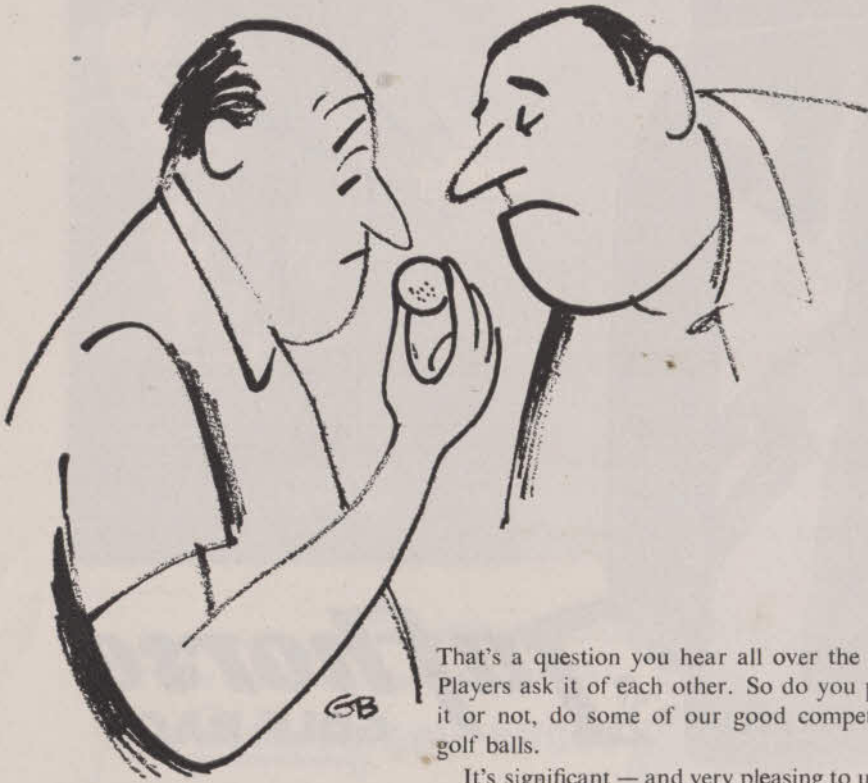
Yes, your customers can see the difference immediately. Every Tufhorse golf bag has eye appeal as well as built-in sales appeal.

Here is Model LP636, one of the most popular bags in the Tufhorse line. It's a large Keystone in two-tone combinations and two tri-tone combinations. Body is of durable "Tuff-Hide" with embossed leather trim in top and bottom cuffs. Outstanding features include full-length clothing pocket, exclusive "Umbrella Well," large ball and accessory pocket, foam-rubber padded leather sling and nylon lock-stitching throughout. Available in numerous color combinations.

Tufhorse
GOLF BAGS

MADE BY
**DES MOINES GLOVE
& MFG. CO.** DES MOINES, IOWA

HOW DOES IT COMPARE WITH A TITLEIST?



That's a question you hear all over the place nowadays. Players ask it of each other. So do you pros. So, believe it or not, do some of our good competitors who make golf balls.

It's significant — and very pleasing to us — that our ball has become a standard by which other balls are judged.

It means that our efforts to produce the finest golf ball in the world are being recognized.

It means that our constant endeavor to produce an ever better and better ball is paying off.

And, of course, the proof of Titleist's superiority shows up in the pro shop sales and on the golf course.

For eight consecutive years now more pros and amateurs have played Titleist in big time competition than any other ball.

Give the players what they want and you'll sell more — and *more* — and *more*. Acushnet Process Sales Co., New Bedford, Massachusetts.



ACUSHNET *GOLF BALLS*

Sold the World Over Through Golf Course Pro Shops Only

Weather—Taxes—Costs

Golf Business Meeting and Beating Tough Problems

By **HERB GRAFFIS**

AN unusually wet spring in many localities and increased operating costs and taxes have the golf business studying pressing problems and acting to solve them.

The attitude of attacking the problems instead of merely whining and letting nature take its course already is showing profitable results.

Club officials, shocked by the way weather has reduced clubhouse income while the payroll continues high, have seen the situation improved by entertainment committees and managers pepping up clubhouse programs.

As an example, one metropolitan district club had its dinner business ruined by wet nights this spring. Members were getting out of the habit of eating at the club so the club began featuring a potluck dinner on Thursdays. The manager and chef provided an epicurean treat as the only item on the menu and at a bargain price. Wives of members began talking about it being cheaper to eat at the club than to cook at home. Now, there are 150 regulars at Thursday night dinners and, of course, the bar business is good.

Course Maintenance Foresight Pays

Flood damage to numerous courses has added heavily to maintenance costs. Nothing can be done about that. At many

courses new equipment and course alterations to allow more extensive mechanized maintenance have been instrumental in keeping maintenance costs fairly well in line. Foresight of the past few years has paid off.

Superintendents in various sections tell GOLFDOM that the labor supply is larger and of better quality than for some years due to industry laying off men. Although golf clubs haven't been able to meet the hourly rate of pay and benefits such as paid vacations, insurance and pension plans and other attractions of industrial employment, the clubs are presenting good total annual wage propositions, pleasant working conditions and increasing "fringe benefits" to course workers.

The most recent wage agreement covering unionized workers on courses in the San Francisco area gets the maintenance cost pretty close to many members' capacity — or willingness — to pay. With labor cost being from 70 to 80 per cent of the total maintenance expense of the majority of courses and maintenance cost per round at metropolitan district private clubs ranging from \$2.50 to \$12 a round, the financial phase of golf course management now is balanced with the green-thumb technology in determining the capacity of the supt. to handle a big course job.

Golf club taxation is getting more ser-

ious by the minute. In San Mateo County, Calif. (San Francisco), the county assessor has announced an assessment so steep that eight clubs, protesting against the rate as "confiscatory," have organized under the name of the San Mateo G&CC Assn. to fight the assessment.

Two of the City of San Francisco's courses are involved in the increase of county taxes. Sharp Park will have taxes increased under the proposed new rate from \$1,139 to about \$8,000 and Crystal Springs also will have taxes multiplied if the proposed rate goes into effect.

Of the eight private clubs which have united to protect themselves against confiscatory proposed taxation, California GC is in line for a 212 per cent increase in taxes and Peninsula G&CC is slated for a 223 per cent boost to \$10,973.

Dennis Hession, pres., Northern California GA, has been appointed attorney for the San Mateo G&CCA.

No conclusion has been announced concerning the Curtis bill to eliminate the 20 per cent tax on golf club capital improvements. GOLFDOM correspondents have noted several club projects now inactive in the hope that the 20 per cent tax on construction will be repealed. If it isn't the clubs won't build.

Penalize Golf Clubs

Golf clubs have had a rather raw deal on taxation in return for their function as large tax producers and small users of tax-financed community services.

The instant a golf course is built it increases the desirability, value and taxes of adjacent property. The better the job the golf club does in making surrounding property more valuable, the heavier taxes the club must pay.

The club doesn't send kids to school, ask for street and alley construction, cleaning and lighting, doesn't require a heavy investment in sewerage, generally takes care of its own water supply and distribution, requires a minimum of police and fire protection (acreage considered), requires no added equipment for garbage collection and doesn't burden the community with greater transportation and parking problems. It is the community's biggest bargain as a tax-payer.

In Los Angeles County, for a time, tax relief was granted golf clubs (25 per reduction on assessed valuation of land and 50 per cent reduction in valuation of the clubhouse) but that lasted only three years.

Weather, taxes and higher costs all are



Swing Club Citation

Pro Harry Obitz, Shawnee-on-the-Delaware, recently received a special citation from Helen F. Lengfeld, United Voluntary Services, for his work in promoting UVS-Swing Club activities.

among the pros' problems. Rain has reduced pro shop sales and lessons up to this point but not the pro payroll or his investment.

Shelters for pro and pupil at lesson tees have paid out this spring at numerous clubs in the area where rainfall has been steady. There probably will be many lesson shelters constructed in the future for comfort, convenience and privacy in all weather.

Pros expect to put on especially lively sales promotion from now on to make up a good deal of the sales volume that adverse weather has cost them thus far. Golf Christmas gift sales income developed during the past three years by GOLFDOM'S "Christmas Shopping At Your Pro Shop" plan is expected to be more strongly emphasized than ever before in getting pro sales volume for the year built up after a slow start. The Christmas plan merchandising has leveled out some of the unfavorable weather influence on pro sales and has brought to the pro shops considerable business that formerly went to stores.

Costs of operation continue to plague pros. The service standards at first class clubs call for expenses of assistants, heavy inventory and overhead that can be justified only by large volume. The general tendency is to overestimate possibilities of

(Continued on page 98)

Chicago District Directory Is Detailed Operating Report

THE 1957 edition of the "Directory of Information," compiled by the Chicago District Golf Assn., is a typically fine example of the roundup of club operating statistics this organization has been publishing every year since 1952.

Included in the CDGA report are detailed figures on the operations of dining rooms, bars and grounds and greens. The electric car situation is thoroughly gone into as are the subjects of assessments, swimming pools, caddie and professional reports. Directories of more than 75 private clubs, which include officers and directors, the club mgr., bookkeeper, supt., professional and caddie master are listed and there is also a section devoted to semi-private operations.

Dining room revenue for 37 clubs in the north, west and south areas of Chicago in addition to out-of-area locations averaged slightly more than \$100,000 in 1956 as compared to \$99,000 for the previous year, according to the directory. Twenty of these clubs indicated that dining rooms were operated at losses ranging from one to 20½ per cent of total revenue with 6 per cent being the loss average. Two clubs showed profits of as high as 12 and 16 per cent on dining room operations with the average for those clubs that made money here being less than 5 per cent. Along with operating figures, the CDGA report indicated the number of months a chef is employed. Also shown were service charges, price ranges for lunches and dinners and whether the clubs have minimum house accounts.

Bar Profits Over 30 Per Cent

Average bar revenue for the 37 clubs listed was \$52,500 with sales ranging from \$18,000 at one club to \$151,000 at another. Four clubs topped the \$100,000 mark. All club bars showed a profit with the average being over 30 per cent and the range from 17 to 52 per cent.

CDGA's electric car poll shows that 30 of 43 clubs permitted use of vehicles while three others allowed them if members produced medical certificates showing that they have been required to give up pedes-

trian golf. Information on storage and servicing of cars also is included in the directory.

According to CDGA figures, two out of three supts. were employed on an annual basis while approximately one of six clubs reporting indicated that living quarters for overseers of grounds and greens were provided. An average of 11 men were hired at most clubs to keep the course in shape during the playing season while an average of four were kept on the payroll for the full 12 months. About one out of 10 clubs retain an outside expert as a greens consultant. The average hourly wage rate for course labor is \$1.50. Thirty-six clubs spent an average of \$43,000 to maintain their courses.

Membership Assessments

Nineteen of 48 clubs revealed they made membership assessment during 1956. More than one of three clubs indicated they provide living quarters for the club mgr. while more than half of the mgrs. worked on a bonus arrangement. Fifteen of 41 clubs provided food for the mgr. and his family.

Average income from swimming pools, as reported by 31 clubs, was slightly over \$4,000. Cost of maintaining pools, including salaries for coaches and guards and upkeep expense plus sums set aside for entertainment and prizes for swimming competitions, averaged about \$6,000.

Single caddie fees for Class A caddies ranged from an average of \$2.15 per 18 holes to \$2.75, while the Class B range was from \$1.40 to \$2.30. Lodgings for caddie masters were provided for by one of three clubs reporting while 34 of 37 clubs indicated they provided meals for caddie masters. Four of these employees worked on an annual basis while 33 were employed for the season only. Twenty of 33 clubs have caddie welfare funds.

As for professionals, their incomes included an average basic salary of about \$2500 plus shop profits, storage, cleaning and lesson revenue. Basic salaries ranged from \$1200 to \$4800 at the various clubs,



Sid Jessop (center), pres. of Chicago District Golf Assn. smilingly distributed contributions of local golfers to various service and charitable organizations last month. Mrs. Florence Heller (left) accepted a \$2,500 check for a year's supply of coffee for Chicago USO clubs while Mrs. Harry Eaton accepted \$1,500 to aid the Swing Club golf program at veterans hospitals. Stanley A. Van Dyk (second from right) received \$1,000 on behalf of underprivileged youths who attend the American Boys Camp at Coloma, Wis., during the summer. At Jessop's right is Chuck Eckstein, chmn. of CDGA's golf charities budget commission.

the minimum having been increased by \$300 over 1955. About one out of four pros worked on an annual contract. Practically all clubs reporting provided pros with meals while only about one of 10 clubs provided living quarters. This also applied to assistant pros.

Average fees for club storage and cleaning were about \$15. Less than one out of three pros handled their own billing. At clubs where billing was handled by the bookkeeper, about one out of two clubs reimbursed the pro without waiting for the member to settle his account.

Foundation Issues Clip Sheet

Starting a public information service, Turf Research Foundation, 101 Park ave., New York 17, issued its first clip sheet, which is being distributed to major newspapers throughout the country, early in May. The six-column, newspaper size page, carries articles on research, hints on starting lawns, use of chemicals and other subjects of interest to amateur turfmen as well as professionals.

Michigan-Border Cities Supts. Take Part in Lawn Clinic

Michigan and Border Cities GCSA members collaborated this spring with the Michigan State University Extension Service and the Detroit News in staging lawn clinics at four Detroit high schools. About 3,000 persons attended the clinics and the supts. were besieged with requests for advice on lawns. Andrew Bertoni, Clarence Wolfrom, William Smith, William Milne and Ward Cornwell discussed specific phases of lawn construction, rehabilitation and maintenance at clinic sessions and got help from Clem Wolfrom, Merton Nye, Stephen Forton, Cornelius Schrade, Dino Politz, Leo Johnson and other supts. in answering the barrage of questions that came from the lawn fanciers.

Rutgers Field Day

Rutgers University, New Brunswick, N. J., has scheduled its annual turf field day for Aug. 8. Featured will be a tour of the Rutgers Farm Crops department's research plots.

CALENDAR



Year 'round Control

WITH

CLEARY PRODUCTS

PMAS

The DOUBLE ACTION Herbicide/Fungicide kills Crabgrass and prevents and controls Dollar Spot, Small Brown Patch, Copper Spot, Snow Mold and Helminthosporium Curvularia. The same application treats turf for both Crabgrass and Fungus Diseases, with worthwhile savings in time and labor.

spotrete

A dry 75% THIRAM material to control and prevent Large Brown Patch, Dollar Spot and Snow Mold. It is compatible with PMAS for application in hot humid weather when the threat of turf disease is most prevalent

Caddy

... is LIQUID Cadmium for the prevention and control of Dollar Spot, Copper Spot, and Pink Patch. Quickly mixed it stays in suspension until entire tank is discharged. Caddy has been named the most effective all around fungicide used in the Ohio and New Jersey Agriculture Station trials. Economical Caddy treats 1,000 sq. ft. for less than 16¢

METHAR

DISODIUM METHYLARSONATE

for certain kills of crabgrass. Supplied in liquid or powder: METHAR 80 (powder) is an extra high concentrate, 80% Disodium Methyl Arsonate Hexahydrate; METHAR 50 (powder) is 50% Disodium Methyl Arsonate Hexahydrate; METHAR 30 (liquid) is equivalent to 30% Disodium Methyl Hexahydrate . . . contains 18.9% Anhydrous D S M A

C-531 FUNGICIDE

Cadmium Zinc Copper Calcium

Chromate For the control of Dollar Spot on golf courses, lawns and other fine turf. Applied as a spray or dust mixture every 10 to 14 days throughout the season. Recommended as a preventative; two applications in early spring, before the first appearance of Dollar Spot

PM2,4-D

Phenyl Mercury-2,4- Dichlorophenoxyacetate

For selective weed control in larger turf areas, such as Fairways, Lawns, Tees, Athletic Fields, etc. Kills common and fall dandelion, narrow and broadleaf plantain, chickweed, silver crabgrass (goosegrass) and crabgrass. Combining Phenyl Mercuric Acetate with 2,4-D gives the chemical both herbicidal and fungicidal properties. PM2,4-D will destroy certain weeds not effectively controlled by either chemical alone

ALL WET

Added to water, ALL WET facilitates quicker and deeper penetration in all turf areas . . . especially in thatched or compacted areas. Helps the soil to retain needed water longer, prevents dew formation on greens, gives faster germination in seeded areas. Treated turf is resistant to wilt and non-toxic ALL WET saves on water and labor. It's 100% active . . . 1 gallon treats up to 80,000 sq. ft.

CLEARY PRODUCTS

BETTER TURF

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

Finally... the truth

New United States Testing some startling facts about

In the most exhaustive study of its kind ever undertaken, the United States Testing Company, one of America's foremost research and product testing organizations, devised and conducted a series of tests on the four *leading* high-compression golf balls.

These impartial tests were conducted under the most accurate scientific conditions to determine the *trueness, durability and consistency of compression* of all balls tested. The results were very revealing. For example:

1. Did you know that even among the top-priced golf balls there's a big variation in trueness—enough to make you miss a well-stroked putt, or catch a sand trap on a properly hit approach?

In tests to determine deviation from true roundness, trueness of center balance and trueness of roll, the Spalding DOT outranked all other brands. The results prove that the DOT will consistently follow a truer course, ball after ball.

2. Did you know that even among the most expensive golf balls, there's enough variation in size and weight to cost you significant yardage?

Because the smallest, heaviest golf ball will travel farther, maximum weight and minimum diameter standards have been officially set for golf balls. In tests the Spalding DOT consistently measured *closer* to the maximum weight and minimum diameter allowances than the other balls tested. To you this should mean—the DOT will travel farther.

In addition, measurement tests showed the DOT has a shallower dimple than the other test specimens. This means—lower trajectory on long shots, a longer roll.

about golf balls!

Company report* reveals trueness, distance, durability!

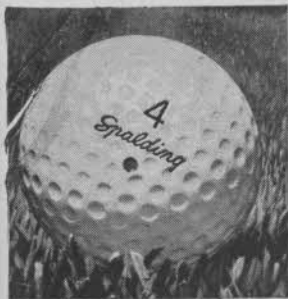
3. Did you know that there are vast differences in both the finish and cover durability of "distance" (thin cover) golf balls—that some golf balls will take more punishment, remain playable longer than others?

In *scuffing* tests the Spalding DOT's finish showed greater resistance to abrasion than any of the other brands. In *repeated-impact* tests (of cover toughness) the DOT consistently outperformed all other test specimens. Such tests prove that the DOT should stay playable longer.

Composite table of rankings based on United States Testing Co. findings:

RANK	TRUENESS (based upon tests of trueness of center balance, deviation from roundness and trueness of roll)	DISTANCE (based upon consistency of weight, diameter, compression and depth of dimple)	DURABILITY (based upon scuffing, shearing and repeated- impact tests)
1st	DOT	DOT	DOT
2nd	Brand B	Brand B	Brand A
3rd	Brand A	Brand C	Brand B
4th	Brand C	Brand A	Brand C

NOTE: Four detailed reports based upon this golf ball study will soon be in your hands. Read them, show them to your customers.



Sell the DOT. You'll discover this—there are other balls in its price field, but none in its class!

SPALDING

sets the pace in sports

*U. S. Testing Co., Report No. 27149, 4/2/57

Over The PRO SHOP Counter

Recommends Wider Use of Sales Letters

Carroll T. MacMaster, pro at Woodholme CC, Baltimore, Md., and PGA Seniors' pres. in 1956, believes that the pro should pay more attention to correspondence than usually is the case.

He says a little more use of sales letters, batted out on the pro's typewriter, would be beneficial to members and pros. Such letters could be individualized and sharply focus the printed advertising and form letters the professional might use.

MacMaster adds that in advising assistants about training they can use in becoming valuable men around pro shops, reference should be made to learning to operate a typewriter.

The Woodholme pro's letterhead is a good example of the type of advertising and information that impresses club members. The letterhead is simple and well-balanced in layout with MacMaster's name, title, club and address in the right two-thirds of the top of the page. A conventional flag set up by the printer separates MacMaster's data from the section which gives the shop's telephone numbers, names of Mac's assistants, Charles Herling and Bobby Miller, and two lines for Course Supt. Carroll Hitchcock.

It is MacMaster's idea that having the names of the supt. and the assistants on the letterhead not only is a service of information to members but subtly impresses them with the fact that a business organization is handling their golf needs.

Gives Pupils Mimeographed Lesson Sheets

Howie Atten, pro at Dubuque (Ia.) G&CC finds that mimeographed outlines of lesson points give his pupils the sort of printed "homework" that ties in with the instruction routine to which they were conditioned as high school and college students.

He distributes these sheets during group lessons for women and children as well as after individual lessons. Some members who don't take lessons ask for the sheets and Howie is glad to distribute them as he figures that the more a person learns about golf the more he wants to learn, and the more and better equipment he will buy.

There are single sheets on each of the following topics: grip, stance, what makes the ball 'take off' for distance, lining up the ball, plane of the swing, tee shots, iron shots, uphill, sidehill and downhill lies, pitch-and-run, chipping from the edge of the green and putting.

One of the sheets reads:

Chipping from the Edge of the Green
(Shots which are too far off the green for a putter — two to eight feet)

1. Use less-lofted club — either Nos. 5, 6, 7, or 8, depending on roll of green.
2. Grip club short (end of leather grip) and stand close to ball to insure control.
3. Bend knees and open stance. Rest right forearm on right hip (lightly).
4. Use hands, with very little pivot or body movement on backswing.
5. Always cut grass with club blade edge. Never top or hit half of the ball.
6. Stay down to shot with head steady.

Pro Shop Telephone Calls Important Part of Service

It's important to answer the shop telephone pleasantly, record and transmit messages accurately and record orders exactly and clearly, say Joseph P. Annecelli. At every club there are doctors on call, wives who want to reach their husbands, husbands who want to reach wives, offices that want to reach executives and others to be reached with personal or business messages. Handling this phase of pro shop service in the correct manner calls for writing down everything and checking back with the source of the message so there will be no mistakes.