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Dunlop's new manufacturing facilities are geared to meet the ever-increasing demand for the Maxfli, the world's most popular golf ball. This year, too, an unprecedented advertising schedule is certain to create more Maxfli players than ever before. Production is at an all-time high; interest in the ball is at an all-time high; sales are certain to be record-shattering. This, truly, is the year of the Maxfli. YOUR year of the Maxfli!

NEW SALES POTENTIAL ON MAXDRI GOLF SHOES. Heavy advertising will appear on this handsome, two-tone all-weather shoe. Rubber sole, rubber impregnated canvas uppers. Made on comfortable arch supporting last. Cleats specially designed for bad-weather golfing. You're assured of a good grip regardless of ground conditions.



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Over The PRO SHOP Counter

The pro will make money for himself and do a good job for his members and, for that matter, their friends and relatives, if he will keep a memorandum book of what each member would welcome as a golf gift. This record will help a lot when shopping is being done for Christmas, birthday and Fathers' and Mothers' days gifts.

*Ted Luther, pro, South Hills CC
Pittsburgh, Pa.*

The pro shop that doesn't have a separate department for women is missing a great chance to serve female golfers better, get a lot of favorable advertising and increase sales and profits from those customers who should get special

attention from the pro before they get in the habit of buying golf goods outside.

*Howard Bonar, Pro, Waverly CC
Portland, Ore.*

Wise buying accounts for a good deal of the success a pro realizes from his merchandising activities. He has his market right before him to be studied for the sizes, styles, prices, needs and other matters that determine what he should buy that will be quickly and profitably sold and, at the

same time, give satisfaction to the buyer.

A little better knowledge of market analysis and how to use it in buying and selling will increase pro business greatly.

*Frank Champ, Pro, Palmetto CC
Benton, La.*

Three questions that always test the good brains of the pro businessman are: How can I eliminate the 'dog' items in my inventory? How can I increase the efficiency of my department's operations? How can I profitably develop the change in my service and business from a pro shop to a pro store?

*Max McMurry, pro, Alameda (Calif.)
Municipal GC*

When the pro shop sells golf goods as prizes or as gifts have this merchandise wrapped in first class gift - package style. It gives the goods an appearance of special value.

Charles Congdon, pro at the Tacoma (Wash.) G&CC, says an assistant of his is a star at attractive package wrapping and has accounted for additional shop business through his packaging.

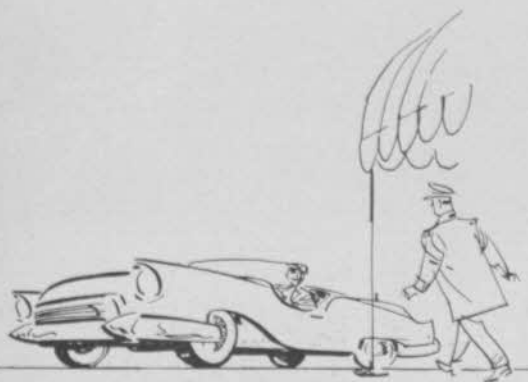


It seems to me that more golfers are playing equipment and wearing apparel longer because (1) prices are higher and (2) the pro's duties are becoming more numerous and do not allow him time for selling quality.

Each professional has to figure out his own answers to problems of reduced revenue. More accent on the probability that middle-aged and older members have outgrown old equipment and will buy new may be one answer. More thoughtful organizing of the pro's time could be another.

*Bud Williamson, pro, CC of Lincoln
Lincoln, Neb.*

If your club is considering a new clubhouse or pro shop, or planning to alter present buildings, give plenty of thought to storage for bag carts and golf cars. Size, location, arrangement and facilities of these storage areas offer different problems in almost every club.



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Harold J. Callaway, Skytop pro (l), and his assistants, Charlie Maytak and Pete Blasko.

TIPS FOR RAINY DAYS

Keep Golfers Occupied

LURING them out to the club and then keeping them there on rainy days is just one of the perplexing problems facing pros and managers at resort layouts. Here, during the busy season which, under most favorable conditions, is too short, it's important from a revenue standpoint that every day is a golfing day.

Harold J. Callaway, who presides as pro at the Skytop Club in the resort town of the same name in Pennsylvania, has found several answers to the rainy day predicament that he is happy to pass on to other clubs faced with dollarless days whenever the weather isn't cooperative.

In his 25 years at Skytop, Callaway has hit upon some novel ideas for keeping disgruntled but hopeful golfers hanging around clubhouse or pro shop, waiting for a break in the overcast, on those days when it rains. For one thing, he brings out the putting mats and keeps the players occupied in tournament competition that may last for three or four hours, the trick being to provide enough mats to keep everyone busy. If interest wanes in this diversion, Callaway has a projector all set up and ready to go with an hour-long movie sojourn, or as an alternative, he may move in card tables and suggest that everyone try his luck at bingo.

Gets In Lessons

By this time, it's midafternoon and if the good weather still is lurking behind a cloud cover, the Skytop pro eases his charges into a lecture on golf, which usually is followed by a teaching session. In the meantime, the golfers have been spending money at the club bar or rummaging around the pro shop stocking up on items they've always intended to buy, but never have gotten around to. So, the day from a revenue standpoint, isn't anything like a total loss.

Callaway also provides taxi service for golfers who are stranded out on the course when rain starts to fall. Skytop is interlaced with serviceable roads and when the precipitation begins, everyone connected with the club who has a car, and that includes caddies, lockermen, caddie masters, assistant pros, etc., are dispatched to all the remote corners of the course in the rescue operation. If it's early in the day, Callaway then lures the players into taking his indoors cure for the "No Golfing" blues.

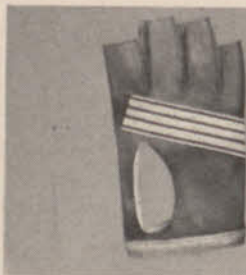
Apparently the system works well for the Skytop master. He has eight persons besides himself working in the pro shop and lockerroom and he never has missed meeting a payroll.

Wherever golf is played...

Yes, wherever golf is played, PRO-GRIP golf gloves are preferred by golfers for that velvet feel and tacky grip . . . for the wide assortment of colors and styles that enables them to pick the glove that's "just right" for them. These are just a few of the many PRO-GRIP styles available for 1957—ask your distributor for information on the complete line.



No. 832-B—Pro-Grip's fine new **BUTTON-BACK** glove! Made of the best lightweight leather and available in four popular colors. For the golfer who wants distinction with quality.



No. 61-5—Preferred by more golfers than any other with built-in grip—Snugtex has twice as many elastic bands. Capeskin palm . . . soft, strong suede back. Adjustable wrist strap.



No. 500—best-fitting glove on the market! Back of Melanca, the stretchable Nylon, expands and contracts gently, molding to the shape of the hand. No wrinkle . . . no ride-down. Holds firmly but cannot bind. Finest lightweight leather palm and fingers. Assorted colors.

PRO-GRIP Golf Gloves, Club Head Covers and accessories are manufactured by C. M. Hill Co., Peoria, Illinois and are available only through authorized distributors.



ASK YOUR DISTRIBUTOR

Wanted: Young Men to Train for Turf Management Positions

By H. B. MUSSER

Dept. of Agronomy, Pennsylvania State University
at GCSA Convention

IT is quite evident that progress in turfgrass management is definitely being slowed down by the scarcity of well-trained young men to take over the many jobs which the rapid development in all areas of this tremendous business has created. There is parallel need in many fields of turf management. In the future, golf will find itself increasingly in competition with these fields for a supply of trained talent that is pathetically inadequate in numbers to meet demand.

I have been asked to speak on training opportunities available in colleges and universities, to what extent these are being used, and what the prospects are for young men taking such training.

In an effort to fulfill this assignment, I sent questionnaires to a number of institutions which, to my knowledge, have taken an active interest in turfgrass, either from an educational or research standpoint, or both. I received replies from nineteen of these in the U. S. and one in Canada.*

The summary of information given by these schools is I believe, an almost complete record of the contribution by educational institutions in the training of young men for the turfgrass business during the last 10 years.

1. Of the 20 institutions reporting, 9 offer a 4-year curriculum in turfgrass management leading to a B. S. degree.

2. Only one institution at the present time offers a 2-year training course.

3. Only one institution offers a short course of more than 1-week duration. This is designed primarily as a refresher for individuals with some experience and attracts only a very few beginners.

4. During the past 10 years the institu-

tions offering a full 4-year course have graduated a total of 80 students. This is an average of approximately one student per institution per year. The institution offering a 2-year course has turned out 54 students during the same period.

5. The present enrollment in the 9 institutions offering a 4-year course is 72. It is quite apparent that enrollment is on the increase, although it is pitifully slow.

6. This is evident also in the enrollment at the institution offering a 2-year course. Present enrollment here is 22. It is obvious that the shorter time involved in completing the 2-year course at correspondingly lower cost, has been an important contributing factor to the greater popularity of this program.

7. The record is relatively much better in the case of students who are taking advanced training after completion of 4-year courses. A total of 12 institutions offer graduate training in turfgrass. During the past 10 years these institutions have graduated 31 students with advanced degrees. The present enrollment is 21.

It is evident that this record falls far short of meeting demand. Actually, about the only encouragement we get from it is that enrollments are increasing and a very large proportion of the students who successfully complete their training stay in turfgrass management work. The available records show that approximately 75% of the 2 and 4-year course graduates have jobs in this field. The figure is better than 90% for the advanced students.

The records covering the type of work in which graduates are engaged cover practically the entire range of activities in the turfgrass field.

The records also show that the proportion of individuals graduating from turf management courses who go into golf course work is relatively small. It probably does not constitute more than 10 to 15 percent. I think there are several good reasons for this. I would list competition as the major factor. Other phases of the turf-

*University of Arizona, University of California, University of California (LA), A & M College of Colorado, Florida State University, Georgia Agr. College, Purdue, Iowa State College, Kansas State College, Massachusetts State.

Michigan State University, Rutgers University, Cornell University, Oklahoma A & M College, Ontario Agr. College, Oregon State College, Pennsylvania State, Rhode Island State, Texas A & M College, Washington State College.

grass industry have been willing to offer higher financial inducements than have golf clubs. But I do not believe that this is due entirely to the fact that clubs could not meet this competition in many cases if they were willing to do so. While there are some outstanding exceptions, there is still a widespread failure to recognize that golf course management has become a very specialized and technical business. It requires men who not only have a good background of basic training but also have served an internship in practical course operation. Assistantships that are sufficiently attractive are few and far between.

Diversity of jobs held by turf graduates is a good indication of the opportunities in this field. When we add to this the fact that the demand for trained men to fill these places is greater than the supply, it is a bit difficult to account for low enrollments reported.

Training Publicity Needed

One reason for this may be that many young men planning to enter college do not know that such training opportunities exist. This can be corrected by the development of more adequate publicity on the possibilities and advantages of this field.

A second, and perhaps even more compelling reason may be that young men who are interested primarily in the practical side of turf management are not sold on the necessity of taking four years of college training to fit themselves for it. The very wide differences in the number of students in 4-year courses compared to those taking shorter courses is good evidence of this. While the 4-year training period is more desirable, it should be admitted, that it is possible to present a practical training program in a shorter period of time.

It is regrettable that institutions having the personnel and facilities to do this have been so slow in recognizing the need and in trying to do anything about it. I am happy to announce that Pennsylvania State University will activate such a training course next fall. Beginning in October, a special curriculum in turfgrass management will be offered at Penn State as a part of the winter course program. It will cover a period of 16 weeks in each of two years. Upon successful completion, students will receive an appropriate certificate of accomplishment. We believe that only by the adoption of some such program as this can the educational institutions meet their share of the responsibility in the field of training for turfgrass management.

Golf Catches Up With Carson City



Carson City, Nev., last of the state capitals without a golf course, corrected that situation this winter with the completion of a 9-hole municipal layout. Bob Baldock was the architect. When the course was officially opened, Gov. Charles Russell (1) and Carson City's mayor, Turner Houston, were among the first golfers to put it to a test.

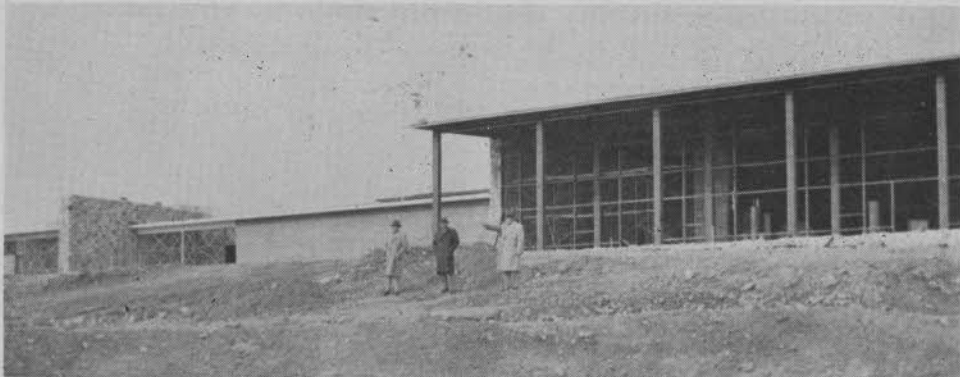
Metairie Members Aid New Louisiana Turfgrass Assn.

The newly organized Louisiana Turfgrass Assn., well supplied with grass problems but short on cash, received help when W. Gordon Hayward, green chmn., Metairie CC, New Orleans, got club officials to approve asking the club's members for contributions for the new turfgrass group's work.

The solicitation letter pointed out that the association would benefit not only golf course but home lawn and park turf. Member response has been quick and good, says Metairie Supt. Lou G. Vickers.

Hayward conceived and promoted the plan of member participation as one way of reminding members how much research and other work course maintenance demands. Hayward also has been prime mover in Metairie's long-term plan for rebuilding its course without losing a day from plan. Supt. Vickers says the rebuilding is about 80 per cent completed.

**Tell them you saw it
Advertised in GOLFDOM**



H. A. C. RaCHFuss, pres., Charles E. LaRoche, golf chmn., and James A. Nolen, Jr. architect (l to r) survey progress that is being made at Philadelphia CC where clubhouse and course are being rebuilt or renovated.

Recreation for All

Stress Family Fun in Rebuilding Philadelphia CC

A problem peculiar to most country clubs these days — what to do to provide maximum enjoyment for all members of the family — is being solved at the Philadelphia CC.

There, a \$1,500,000 improvement program will transform the Spring Mill layout not only into one of the most modern golf clubs in the area but into one of the country's outstanding family recreation centers.

The program involves construction of an air-conditioned new clubhouse and extensive redesigning of the course. It is the largest country club project to be undertaken in the Philadelphia area since the early '30s. Philadelphia Country Club is the third oldest organized club in the United States and was the second club to receive a PGA charter.

James A. Nolen, Jr. and Herbert H. Swinburne, the young architects in charge of the project, say the new buildings are designed to "solve the major problem confronting practically every country club in the country — the handling of all family members conveniently, economically and in such a manner to give them maximum enjoyment."

Nolen, who shoots in the low 80's and is himself a member of the club, points out

that in the beginning most country clubs centered largely around golf — golf only for the men of the family. But today the trend is to make every club a real family center.

At Saucon Valley, Bethlehem, Pa., for example, a separate building has been erected for youngsters. Philadelphia CC has not gone quite that far, but it is doing a great deal to give the club maximum usefulness for all members of the family. Here, the youngsters will have their own rumpus room, called a "Carnival Room," their own lockers, soft-drink and snack bar, a juke box — and in general have their own private teen-age area.

The contemporary-style clubhouse, located on Spring Mill Road, commands a breathtaking view of the Schuylkill Valley. Construction is on schedule and the building and other facilities will be ready in the late spring.

The project includes, besides the main clubhouse, four tennis courts, an Olympic-size swimming pool plus a separate wading pool for youngsters, a 300-car parking area, gun room, card and billiard room.

The main dining room can be divided, through use of doors and drapes, into various rooms so that a number of groups can be accommodated simultaneously. The kitchen is centrally located and accessible to all dining areas.

Other rooms will include:

The Polo Room is the front section of the dining room which accommodates about 140 persons. It can be opened into and made a part of the rest of the main dining room which will then accommodate more than 300 members, but can also be closed off so that in days of minimum

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They're SYNCHRO-DYNED clubs, scientifically weighted and coordinated to bring an amazing new consistency to any woman's game.

The gleaming irons feature attractive red grips with pink center stitching. The woods are flamingo pink. Both irons and woods have True Temper "Rocket" Shafts.

The woods feature Spalding's "Pro-Form"