



**FAIRWAYS?** 7-unit Universal Frame (shown with Toro General Tractor) mows a swath approximately 17 ft. wide.

# TORO builds the right power mower for your needs!

Reel or rotary . . . push-type, self-propelled or riding . . . small, medium or large—Toro builds the *right* power mower for every golf course need because Toro builds the world's most complete line.

Every Toro machine is tested at the only research and development center of its kind in the power mower industry. Here, Toro mowers are put through their paces on over 50 different grasses and weeds collected from all over the United States and Canada. Here, too, Toro mowers age 10 years in 10 minutes on Toro-designed "torture" machines that reveal weak spots in a hurry.

Still Toro isn't satisfied. That's why Toro backs up the power mowers built to require the least service with the industry's finest service system: 88 distributors coast to coast with a complete stock of parts and complete service facilities. See your Toro distributor soon. He'll be glad to give you complete facts and figures on the Toro that's right for you!



**FREE BOOKLET!** For your copy of "The Toro Story," write Toro Manufacturing Corp., 3031 Snelling Ave., Minneapolis 6, Minnesota.

# TORO

MINNEAPOLIS 6, MINNESOTA



**GREENS?** 21-inch Toro Power Greensmower cuts closer, throws more clippings into the grass box.



**UNEVEN GROUND?** Hinged "wing" reels of the 76-inch Toro Professional hug ground contours.



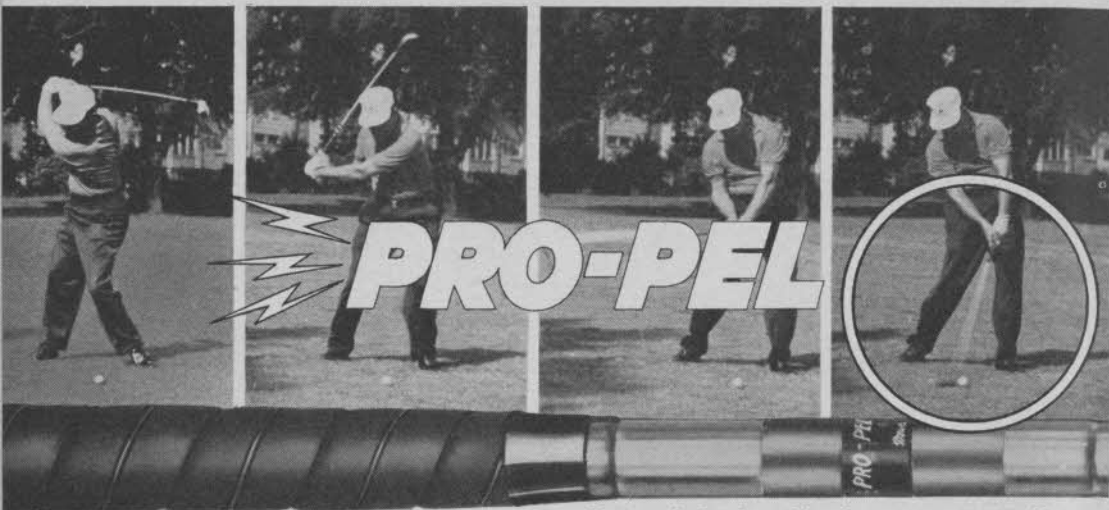
**ROUGH AREAS?** Spin through grass or tangled growth with the 31-inch Toro Whirlwind. Sulky optional.



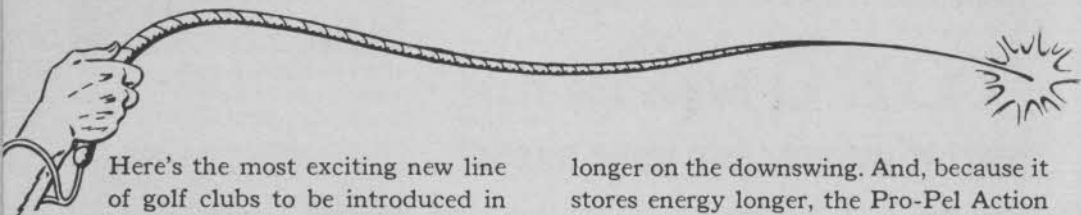
**APPROACHES?** Traction-wheel differential of 30-inch Toro Park Special gives high maneuverability.

From MacGregor Research . . .

## A New Shaft that packs a "Bull-Whip Snap"



*Pro-pel Action Shafts automatically*



Here's the most exciting new line of golf clubs to be introduced in years. Not since the introduction of steel shafts, more than 30 years ago, has there been such a dramatic change in golf clubs. It's the all new Pro-only MacGregors with Pro-Pel Action shafts.

The exclusive step-down, and the extra strength inherent in this new design, lets the Pro-Pel Action shaft store up energy

longer on the downswing. And, because it stores energy longer, the Pro-Pel Action shaft puts a powerful "Bull-Whip Snap" closer to the club head for added distance and increased accuracy.

For every home professional, MacGregor Pro-Pel Action shafts mean more sales and more profits! These all new clubs are destined to become the most wanted clubs of the year.

## New Line of Clubs already a success

After many years of development work by MacGregor club designers, Pro-Pel Action shafts were introduced to professionals and many of the nation's top amateurs in the 1957 line of custom-made woods and irons. The clubs were an immediate success.

Outstanding golfers, known long ball hitters, agree that Pro-Pel Action gives them an additional 15 yards or more off the tee and more accuracy on every shot! A great new metallurgical development

has made this great new shaft possible.

MacGregor Pro-Pel Action shafts are made of a new chrome manganese steel alloy with boron added. The tremendous strength of this steel, called CMB, makes manufacturing perfection possible in every shaft. Straightness never varies. Each type shaft has the same weight and flexibility. MacGregor Pro-Pel Action shafts are uniform in every respect including the "sweet feel" that is transmitted up the shaft to the hands.

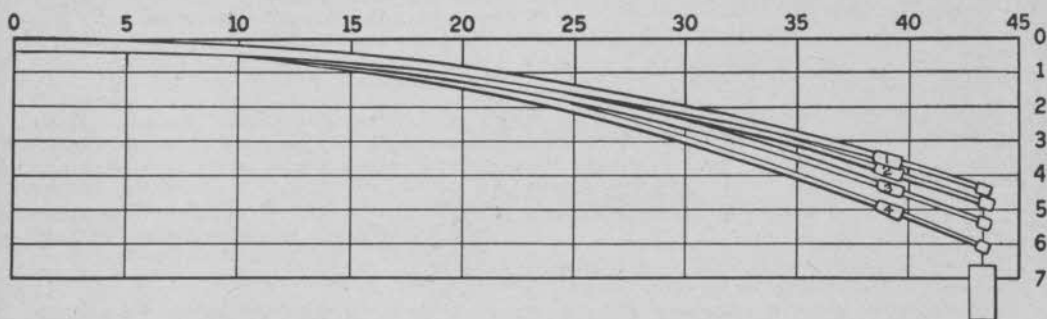
because it stores up energy longer on the downswing



add distance and accuracy . . .

## Available in Four Flexes

This chart shows you graphically the four Pro-Pel Action shafts. The deflection in the No. 1, 2, 3, or 4 shaft is one of the most important reasons why there is so much "feel" for power hitters and "sweet swingers"!



1958 MacGregor Models made with Pro-pel Action Shafts

**MACGREGOR**  
*Tourney*

*Tommy Armour*  
*Tony Penna*

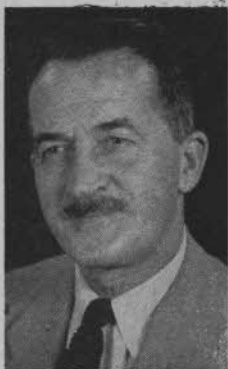
*Louise Suggs*

**MacGregor**  
THE GREATEST NAME IN GOLF®

THE MACGREGOR CO., Cincinnati 32, Ohio • GOLF • TENNIS • BASEBALL • FOOTBALL • BASKETBALL



# Grau's Answers to Turf Questions



If you've got a question you want Dr. Fred V. Grau to answer, please address it to Grau Q&A, Golfdom, 407 S. Dearborn, Chicago 5, Ill.

*Be not the first by which the new is tried  
Nor be the last to lay the old aside.*

WITH all proper respect for the true meaning of this advice, these words applied too strictly say, in effect, "Be mediocre" or "Wait until someone else has tried it and see if it works" or "Don't pioneer".

If everyone followed this old maxim to the letter no one ever would try anything new. Robert Fulton, Ben Franklin, the Wright Brothers and other pioneers wouldn't have made their marks if they had taken this advice.

The turfgrass profession is young and lusty. Opportunities to try new things are at every hand. We commend the green chmn. and committees who encourage their supts. to try new things.

Hand in hand with trying new things goes understanding — also accuracy.

The new "tool" should be understood as to its advantages, limitations and properties. When it is used it should receive skillful, accurate handling so that its merits truly can be evaluated.

New things are presented at turfgrass conferences, national, regional, state and local. For this reason, among others, supts. and chmn. have been urged to attend conferences for educational purposes. (The best informed men in the country

present their ideas at these meetings.) Besides this, "corridor councils" bring out so many new ideas that can be tested.

If everyone at a club is kept informed of what goes on at turf conferences, a major hurdle will have been surmounted. A supt. has the privilege of keeping abreast through professional meetings and conferences. This privilege carries with it a responsibility to report new findings to others in management at the club.

Last, but not least, findings of interest to club members should be passed on to them in condensed form so that they, too, can keep abreast.

**Q. Why are 100 lbs. of ground charcoal used per 1,000 sq. ft. on putting green surfaces? (Ky.)**

A. It is assumed that the ground charcoal is being spread on the green surfaces in an effort to sweeten the soil and relieve compaction. Actually, ground charcoal does very little good for either of these ailments. It would do a great deal more good to thoroughly aerate the greens and topdress with a sandy loam topdressing. We haven't heard of charcoal being used on putting greens for many years.

**Q. Is Cohansey practicable for growth on courses in northeast Oklahoma? (Okla.)**

A. Yes, Cohansey (C-7) creeping bent is one of the best for putting greens on courses in Oklahoma and many other states. It is a vigorous grass that holds color well throughout the entire growing season, is quite highly disease resistant and, most important of all, highly heat resistant. Some of the most perfect greens in U. S. are of Cohansey bent and they are in Oklahoma.

**Q. I am confused about eliminating thatch on greens. I have been led to believe, through reading various articles, never to topdress over a thatched condition as it creates layers. Now, in GOLFDOM, we read, "Topdressing of greens will aid materially in decomposing thatch accumulations". Has the trend of thought shifted? (N. Y.)**

A. There is a difference between the old concept of topdressing with a very heavy layer and the more modern concept of topdressing with a very thin layer, which actually isn't a very thin layer but is so well worked in that it settles down and almost becomes a part of the turf itself. Thus it greatly stimulates development of organisms which help to reduce thatch accumulations by digesting them. It is quite true that a heavy topdressing over a badly thatched condition will definitely create layers. Since the principle of aeration combing, brushing and vertical mowing has been established, thatch and mat accumulations now are much less serious. By reducing thatch mechanically, before applying a light topdressing, bacterial decomposition of the organic material greatly is accelerated. I don't believe the trend of thought on this issue has

shifted — it is simply a matter of interpretation.

**Q.** We have an experimental green at our course of Tiffine (127) Bermuda, which has done very well. We'd like to know what grass seed to use and what procedure of sowing to keep it green in the winter. We'd also like to know what grass you consider as the best of the Bermudas for greens. Could it be Uganda-grass? (Mo.)

**A.** We're pleased to hear of your success with Tiffine Bermuda. In general, this grass has been somewhat difficult to manage in producing a smooth, true putting surface. Please give us your management procedure so we may pass it on to others who have greens of this particular grass.

In your area, it may not be possible to keep any grass green through the winter without dye or paint. Cold weather can knock the color out of almost any grass. Usually, for keeping a Bermuda green in color during the winter, ryegrass is used. In some cases a chewing fescue could be added to the ryegrass. Fescue seems to maintain a very good color through the winter, particularly the first winter after it has been sown. Some use bentgrass, but this is difficult to establish and does not hold its color well in a cold winter. Others use bluegrass and redtop. These two can be tinged with brown in sharp frost and may not stay as green as you would like.

We wouldn't say Ugandagrass is the last word in grass for greens. In more southerly parts, Tifton 328 or Tifgreen Bermuda is being used rather extensively. Ugandagrass has been doing an excellent job in a number of areas further north where Tifgreen has not been tested widely. Points in favor of Ugandagrass are that it is as fine or finer than bent, it is virtually without grain when properly managed and the seed-heads, what few there are, stand straight up so that the mower cuts them off cleanly. It requires only a minimum of irrigation and holds excellent color when adequately fertilized. Tifgreen also has excellent color and, like Uganda, starts rapidly and covers quickly and produces a putting surface of medium texture somewhat like Tiffine, but a little bit finer. Both grasses are vigorous and highly disease resistant.

I'd first establish experimental areas in comparison with your present satisfactory Tiffine.

**Q.** For the last two years I have been Pres. of a Pa. country club and I have read every GOLFDOM article of yours, particularly when it refers to Merion bluegrass. I have had a Merion bluegrass lawn for the past two years. My grass has a disease not described in any literature I have seen on Merion bluegrass.

This disease started under some red gum trees last year and thinking it may have been caused by the trees. I did not take action until fall. The disease is white (possibly fungus) that appears on the grass leaf as a powder and re-

(Continued on page 70)

## Extra tough! U. S. DRIVING RANGE BALLS!



in colored stripes



and new built-in  
**YELLOW!**

U. S. Driving Range Balls have been acclaimed all over the country as the *best* range balls on the market. They're made *just* for driving ranges. Extra-tough, they take everything in stride—fight off scrapes and cuts. Offer plenty of playability plus durability. Come in a choice of colored stripes—or the new all-yellow ball. The yellow color is built-in—all the way through. Can't wear off. This "high-visibility" yellow makes it much easier to find. Cuts down on pilferage, too. Ask your U. S. Sales Representative to show you the complete line of U. S. Driving Range Balls!



## United States Rubber

Rockefeller Center, New York 20, N. Y.



**Right**

It's to your advantage to display sweaters on hangers . . . their colorfulness helps to sell them . . . and be sure size and price tags are pinned on . . . Golf bags add atmosphere. In setting up displays, remember not to get too much into them . . . It ruins the effect.

Your Pro Shop ***Keep It Simple,***



**Terrible**

This fine natural display area is practically an eyesore due to disheveled merchandise arrangement . . . Shoes, trousers, caps, shirts are competing for buyer's attention . . . That chair isn't helping anyone, either, especially the pro.



*Fred Kuehn photos*





## Not Bad

Trousers are nicely displayed on hangers . . . bags give a touch of color . . . but counter at right is jumbled . . . and those two carry-alls on the floor look like booby traps.

# *Uncluttered* Says Al Robbins



## Perfect

Here's that cozy corner again . . . Looks lot better, doesn't it? . . . Everything is neatly arranged and not just pitched onto shelves . . . Buyers appreciate this . . . Note how manikin adds class . . . Trophy prop, too, is nicely handled.



*Photos taken at North Shore CC, Glenview, Ill., and River Forest CC, Elmhurst, Ill.*



Photo: Courtesy of  
National Cash Register Co.

## Lessons from Long Beach

# Buying, Public Relations, Taxes Play Big Roles in Pro Shop Operation

January *GOLFDOM* carried extensive resumes of several speeches made at the Business Operations and Instruction programs of the 41st annual PGA meeting held in Long Beach, Calif., in November. Excerpts from other speeches that prompted a great deal of favorable comment from pros attending the conference appear below.

## People Like to Buy At Pro Shops

Stephen C. Bilheimer, Pres., Silverwood's, Los Angeles

Pros have a great advantage as merchants. Their prospective customers want to know and be friendly with them.

The pro has a captive audience in his pro shop. The problems are (1) to get people into the shop, and (2) to have merchandise arranged so it helps to sell itself.

Buying and selling are interchangeable. If the pro buys right his customers will buy from him instead of having to be sold.

Every merchant makes some mistakes in buying. Get rid of your mistakes with the least loss possible and get your capital working again.

Study the resources, preferences, sizes, colors, etc., of your members and keep them recorded on filed cards. Know everything you can about what people like to buy. The pro has a much better opportunity than other apparel retailers to learn about his customers. If the pro doesn't take advantage of this situation he isn't much of a businessman.

Women like to buy at country clubs, whether

or not they are golfers. About 85% of hosiery, sports shirts and socks for men are bought by women.

Women will outsell men in most stores.

Run your business so you are important to your sources of supply.

Low pressure selling helps the buyer. Telephone calls suggesting something a golfer needs are a service to those who want to buy the golfer a birthday or Christmas gift.

Get the birthday data from the club records and follow it up in pro shop selling.

Know your downtown competitors' business by looking at their windows and stores and their ads.

Quick recognition of a style trend takes genius and luck.

The alpaca substitutes in the bell-sleeved cardigan jackets are cutting sales of genuine material but not too much as the country club class of fellow can usually be sold "the best."

Big men didn't used to go much for bright colors in golfwear, but they do now!

## It's A Different Job Teaching Women

Shirley Spork, Chmn., Teaching Committee, Ladies PGA;  
Member of Ellsworth Vines' professional staff at Tamarisk CC

About 50 per cent of all golf lessons are given to women.

Approximately 65 per cent of Shirley's lessons are given to men.

Women's physical limitations in muscle struc-

ture require that they be taught a different swing than men.

Women's hips are wider. It is harder for them to turn. Their arms and hands are weaker.

Many women overswing but don't turn right.





Take your turf problems to your  
Mallinckrodt Distributor . . . get the  
benefit of his long experience and  
deep knowledge of turf care.

He offers you many services:

- ... a year-round supply of fungicides, ready for delivery.
- ... equipment repair.
- ... a full line of seeds, fertilizers and maintenance tools.
- ... information about new developments—which make your job easier.
- ... advice and consultation on any turf maintenance problem you may have.

Have him help plan your disease prevention program with

**CALO-CLOR®**  
**CALOCURE®**  
**CADMINATE®**

**your Mallinckrodt distributor . . .**

**has a deep-rooted  
interest in YOUR  
turf problems**

## **MALLINCKRODT CHEMICAL WORKS**

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*Mallinckrodt®*

# Why superintendent Du Pont Tersan® 75 to pr

TURF FUNGICIDE

With "Tersan" 75  
—NO SNOW MOLD

No "Tersan" 75  
—SNOW MOLD ATTACKS

At Oak Park Country Club, "Tersan" 75 protected turf on left from snow mold that attacked untreated area on right.



**W. E. UPDEGRAFF**, Oak Park Country Club,  
Oak Park, Illinois,

reports: "Our results with 'Tersan' 75 for preventing snow mold over the past four years have been excellent. It's easier and much less expensive to prevent snow mold with 'Tersan' 75 than to replace damaged turf. This year, I plan to treat all greens, tees, banks and approaches with 'Tersan' 75."

**TERSAN® 75** Turf Fungicide • **SEMESAN®** T