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TEES? Standard six-blade reel on the 30" Park Special has high frequency of clip. Sulky optional.



CLUBHOUSE GROUNDS? Differential on 30-inch Toro Park Special gives high maneuverability.



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

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Your players deserve the best available cart at the lowest price — and you can be sure they'll buy! The STOWAWAY is English-made, and costs less than any cart with comparable features. Remarkable easy-rolling lightweight design makes the STOWAWAY a favorite of women players. Tubular steel construction, ball bearing wheels, wide semi-pneumatic tires, expandable axle, easy-grip handle, and unique design make it easiest of all to use. 3-year guarantee. Compare features, compare prices — select the STOWAWAY.

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Red Gives Them Variety

(Continued from page 36)

Clubs are displayed in several places in the shop, Red believing that club sales are increased when the clubs are spread around so a fellow can look at them and feel them whenever he happens to be in the shop buying anything. The theory has worked out well for men's club sales and is beginning to boost women's club sales as Dennison and his assistants are putting more display emphasis on 5-irons and 2-irons and 2-wood sets for women.

Women Big Buyers

There is considerable golf by women at Green Acres. Business in the pro shop from golfing and non-golfing women accounts for a larger dollar volume than the men's business. Apparel lines carried by Dennison are high quality and prices are very competitive with other retailers, being under prices of some first class specialty shops in Chicago's North Shore suburbs. A lot of buying of men's apparel at the Green Acres pro shop is done by women and because of their judgment (and Red's well selected stock) the Green Acres men golfers certainly are as smartly groomed as the golfers of any other club in the district and probably maintain a higher standard of golf grooming than most private club members.

Non-golfing women buy a lot of blouses, shorts and sports hats for their own use in Dennison's shop.

Big Shoe Volume

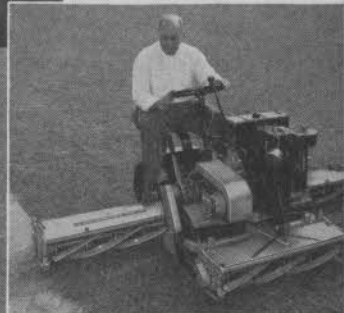
Shoe business, in the alcove devoted to this phase of pro shop service, is extraordinarily good. Red carries 250 pairs of golf shoes in stock. On pegboard displays alongside the stock there are shown 17 styles of men's golf shoes and eight styles of women's shoes. That would be far too much of a variety for most pro shops and, as a matter of fact, Dennison has to order many shoes from factories to take care of orders that can't be supplied from stock. Dennison and his assistants are expert and very careful in fitting golf shoes and they won't take any chances.

Word has got around about the great variety and excellent fitting of golf shoes at Dennison's shop, hence there is more of a willingness to wait for exactly the desired shoes than there might be at some shops.

The carpet in the pro shop is the same as in the grill-and-trophy room, spike-resistant gray material having the emblem of the club woven into it.

◀ The highly-maneuverable Worthington Model F Tractor mows the grass before tractor wheels mat it down. Ideally suited to cutting on soft or wet turf because it's designed *exclusively* for mowing.

Gang mower capacity at power mower cost—that's what the Worthington Triplex offers. This versatile unit gives users everything from a putting-green type of mower to a three-gang unit. ▼



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Yes—*Worthington invites comparison!* Job-test a Worthington on the tough cutting location that gives trouble to ordinary equipment. See how easily these efficient, moving combinations solve your mowing problems. We'll be glad to demonstrate Worthington equipment *on your own grounds and at your convenience*. Ask your Worthington Franchised Dealer for a "no-obligation" demonstration. Write for literature and the name of your Worthington dealer today.

The hill-hugging Worthington Model G Tractor, equipped with hydraulic sickle bars, make short work of hard-to-get-at hillside mowing. Used by highway departments throughout the country for "tough job" mowing.

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Discuss Superintendent's Value

(Continued from page 30)

tion, is worth at least, \$7,000 or \$8,000 a year.

What the Superintendent Thinks

A New York supt. observes — I've never seen a supt. who is worth much to his club who is overpaid. That's stating it pretty flatly, but if you ask me to back up these words, let me point out a few things:

To be a supt., a fellow has to be familiar with, if not expert in, soil management, drainage, seed, fertilizer, fungicides, chemistry, mechanics, hydraulics, electricity, plumbing, material and labor costs and labor relations. And it doesn't hurt if he knows something about forecasting weather and accounting. He certainly has to be

a diplomat and if he doesn't have more than the average share of common sense, he isn't going to last long tending a golf course.

If clubs had to employ the full or part time services of specialists in all the skills listed above, just imagine what it would cost.

Salaries paid some supts. who are responsible for investments involving a half million dollars or more are ridiculously low. If a man is asked to oversee and maintain a plant as large and complicated as a country club, surely his annual salary should be commensurate with the responsibility.

This is the opinion of a Virginia supt. — Operation of a modern golf plant calls for skillful management if rising costs are go-

ing to be kept under control. As a result, club officials are paying more attention to the qualifications and accomplishments of their supt. They are beginning to recognize him as something of a scientist as well as a supervisor and a businessman.

Golf, though, is not getting its fair share of graduates from the agronomy schools. Why? Compensation in related fields is higher to begin with and remains higher as the graduate gains more experience and ability. I mentioned earlier that clubs are giving more recognition to the supts. who work for them. This is true, yet the clubs are showing complacency in not making more jobs available to younger men. What's going to happen when the older men retire? For many of them, many more than you think, this is going to come about in the next few years. There is not much young blood in the GCSA. As we may say about the machinery and equipment we use — there are not enough replacement parts.

What is the answer and the remedy? First, make the job worthwhile. Second, don't permit a lot of people to interfere with the work the supt. is trying to do. Third, make the pay envelope adequate for a man to support himself and his family comfortably. If clubs will do these things, they can correct the condition which sees golf steadily losing potentially fine supts. to other fields.

These are the remarks of a Connecticut supt. — The big failing of some, if not all, supts. is their failure to seek or ask for recognition. In our local association there are a few fellows who are reluctant to ask their clubs for expense money to attend turf conferences. Some of these men have even allowed their clubs to deteriorate because of reluctance to ask for the necessary funds to make repairs or improvements.

Supts. ordinarily are saddled with a great deal of responsibility. They may have to look after tennis courts, clubhouse grounds and in many cases, the clubhouses themselves, swimming pools, etc., in addition to maintaining the course. If they do a reasonably conscientious job of keeping all of these things in usable or playable shape, there is no reason why they should be coy about it so far as their members and committees are concerned.

I feel that the supt. should look around and try to find out what people in other industries or businesses earn for taking on a work load comparable to the supt's and

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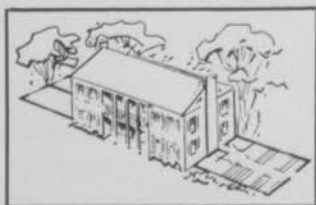
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peg his salary to theirs. Also, I think that the supt. should try to determine if his job requires an equivalent amount of skill, training and experience as these other people and take these things into consideration in matters pertaining to salary.

Above all, I say to other supts., don't be coy. Your members and committees aren't aware of what your job entails simply because you never have brought it to their attention. I've dealt with enough of these people to know that they will treat you fairly in salary and other matters if they are informed as to what you do and what you need.

An Illinois supt. has this to say — Determining what a supt. is worth to his club may depend on what side of the fence you're on. As a supt. I'll say that there are quite a few of us who aren't being overpaid, but at the same time I'll concede there are just as many of us who are doing very little personally to correct this situation.

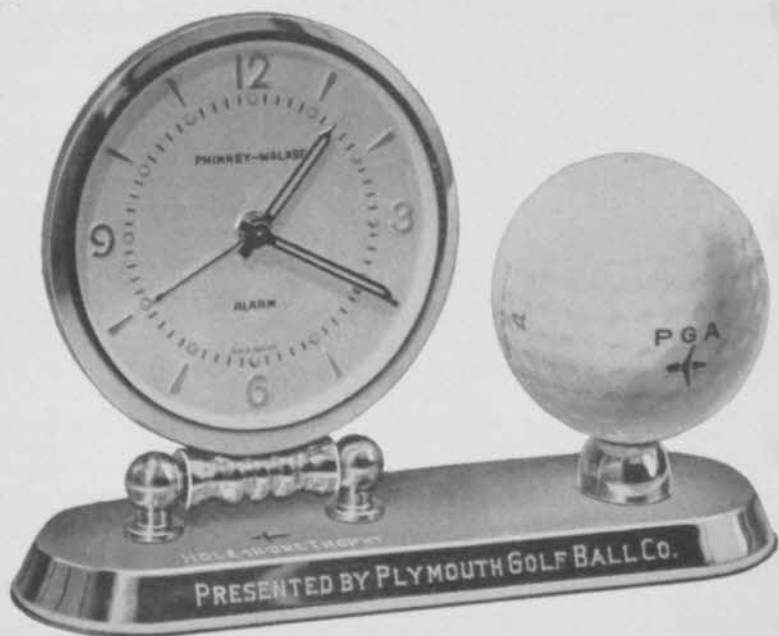
The truth is, we're strong on some things, weak on others. Most of us are competent turfmen but this does not make the complete supt. We have to be businessmen as well.

The Indoor Job

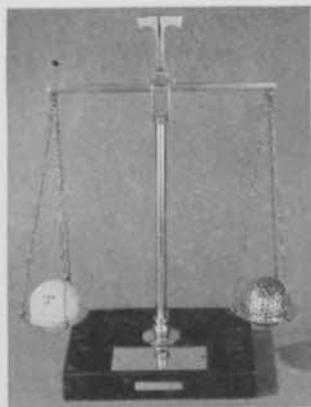
Take planning and budgeting, for example. How well do we do this? Probably not too capably, because basically we're the outdoor type and these things call for using figures — an indoor job. But if we're going to improve ourselves from the salary standpoint, we're going to have to know how to do all these things. That's what the clubs are paying us for.

Let's take budgeting, for example. We must learn to handle budgets, either annual or long range ones in order to be able to make forecasts of costs so that we and our green committees can show our boards the potential magnitude of the course financing problem. To back up what goes into the budgets calls for keeping adequate daily records that support the forecasts we make.

Budget making, keeping daily records, planning, general administrative work, etc. should complement the work we do in directing the maintenance of course, grounds and clubhouse. Until we are competent in all these things, we won't come near commanding the salaries we may think we are worth.



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Swinging Around Golf

(Continued from page 58)

were among midcontinent supts. who took a day off and drove hundreds of miles to look at Southern Hills and the Open . . . Sherwood Moore, supt., Tom Farley, mgr., Claude Harmon, pro, and Chmn. Jim Hand from Winged Foot where 1959 National Open will be played studied Southern Hill's handling of the Open.

John Price, Southern Hills, supt. did quite a job getting rid of poa annua in fairways . . . He dragged the fairways with a Scotch harrow, going over them three times and each time followed up by mowing close . . . John was in bed by 11:30 each night and up by 4:30 during the Open and for about a week prior . . . Price gives a lot of pros high credit for being considerate of course condition and suggests that the fellows who are real gentlemen sportsmen in their attention to the greens should be shown how to repair ball marks . . . There's quite a difference in the repairing treatment on bent and Bermuda grass.

Baby show at the Open . . . That's usual wherever there are young pros and their wives . . . These babies are great

trouper . . . No howling and mighty well behaved . . . The young pros' wives do marvelously well with their infants . . . Youngest star of the pros' baby show at Southern Hills was the 6-months-old girl of the Moe Springers . . . The pretty maiden is a flirt . . . Smiles at all the boys . . . Pop most . . . Mrs. Henry Ransom had a newspaper clipping showing how wonderful these tournament circuit children continue to be when they get older . . . The newspaper picture and story was of Marcia Ransom, 17, Bryan, Tex. . . . She was chosen "Sweetheart" of the Future Farmers of America.

"Your Caddie, Sir," Western Golf Ass'n's new training film, getting enthusiastic play . . . 53 Evans scholars get June degrees at 15 colleges . . . Seven others were graduated last February . . . Bermuda Dunes CC, Palm Springs, Calif., designed by William F. Bell, pushing ahead with construction . . . Three other courses designed by Bell were opened recently . . . They include the second 9 of Bonita GC, near San Diego; second 9 of Overland Park municipal course in Denver; and the 18-hole Hidden Valley CC in Reno.

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cola, Fla., announces plans for 18-hole course in conjunction with large resort residential development . . . Hank La Hue, Florida land developer, will build 18-hole private club as part of real estate complex at Leesburg, Fla. . . . Chic Adams to handle course design and that of the subdivision lot planning . . . Howey-in-the-Hills, semi private Florida club soon to have second 9 in play.

Three Par-3s being planned for Pensacola . . . News-Palladium, Benton Harbor, Mich., gives local Berrien Hills CC practically one-page in telling what will go on at club this season . . . Family participation stressed in articles and photos . . . Pro Ned Jamieson had part in getting the publicity for his club . . . In observance of its 60th birthday, Wykagyl CC, New Rochelle, N. Y., is planning what is described as "a most splendiferous" party . . . It will be held Aug. 16.

Howard Everitt of Atlantic City, who won 52nd Mid Atlantic Golf Assn. championship in June, added this crown to the Philadelphia Dist. titles he won in '56 and '57 . . . John Inglis, pro at Fairview CC, Elmsford, N. Y. for 50 years, who is being honored by his club this month with a "day," discovered and taught the five

Turnesa brothers, Tony Manero and Johnny Farrell . . . All were caddies at Fairview . . . John still favors the youngsters . . . He holds free and regular clinics for members' kids throughout the year.

At a recent Hole-in-One tournament at a meeting of the West Texas GCSA, Supt. H. T. Boyd, Hillcrest CC, Lubbock, Tex., came within 29 ins. of sinking his tee shot . . . Texas A & M College gets \$28,000 grant from a chemical company for experimental work with gibberellic acid . . . Expect at least 150 entries in Gleneagles-Chicago Open which will be played July 31-Aug. 3 at Gleneagles CC, Lemont, Ill. . . . Qualifying round to reduce field to its final size will be played July 28.

At Oak Hills CC in San Antonio they're talking about a player who hit a tee shot on No. 1 only to have it strike a tree and bounce back on the tee at his feet . . . Then he did it again on No. 18 . . . which is quite a trick to repeat . . . Wendell (N. C.) GC, a do-it-yourself 9-hole project, expected to be in play on Oct. 1 . . . Norwalk, Conn. publishes master plan for park and recreation facilities that will include golf courses . . . It is 20 pages long.

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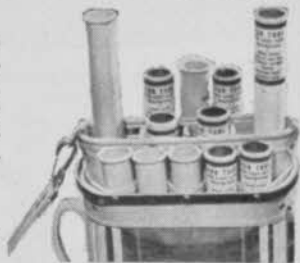
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Pa., owned and operated by W. Cyril Smith has tripled in second year of operation . . . Fees are \$1 for 18 holes and \$7.50 for 10 rounds . . . Outdoor CC, York, Pa., building 18-hole course and clubhouse . . . Old 9 has been sold to York Junior College for building expansion program . . . Membership goal for new club is 550.

The 220-acre Jeffries estate in Richmond, Va. being converted to country club . . . Estate has two beautiful mansions, swimming pool and formal gardens . . . It will be known as Meadowbrook CC . . . Course designed by Fred Findley expected to be ready Oct. 1 . . . Danville, Va., golfers promoting new club to be known as Tuscarora CC . . . 18-hole construction expected to start in 1959 . . . Clubhouse and pool already built.

Greensboro, N. C., a real golf minded community, to get two more courses . . . Under construction is first 9 of 18-hole Deep River CC, a semi-private club . . . Being planned is the private Hillside Park CC . . . There are six other clubs in the Greensboro area . . . City proper has population of 70,000 . . . 41st Western Junior to complete WGA's tourney schedule for

1958 . . . Will be played July 22-26 at University of Iowa course.

Mortie Dutra now is teaching on the staff of George Lake at Recreation Park course, Long Beach, Calif. . . . Mortie is one of the game's top-rated instructors . . . When Lake got Mortie he again showed that the well-run municipal courses are providing personnel and facilities that are up to the standard of many excellent private clubs.

Denver's Overland munny course recently enlarged from 9 to 18 . . . Pro Bob Velupek says play is tremendous on the larger layout . . . On opening day there were 662 golfers at Overland; 157 playing 18 hole rounds . . . Gene Roswell turned out a mighty interesting series on the tournament pros' work in the New York Post . . . With retirement of Bill King as executive vp of Wilson the sports industry will lose a fellow who made a lot of marketing history . . . Bill and his wife plan to relax in Florida and get some of the recreation Bill always was advocating for others.

George Polillo now is supt. at Lake View CC, Loda, Ill. . . . Breakfast, lunch and drinks will be served on various tees during annual
(Continued on page 90)

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