



NOW, MORE THAN EVER!

PMAS

**for both DISEASE
and CRABGRASS control**

First in the field of control agents, dual action P M A S kills crabgrass without injury to fine turf grasses. And because it is both herbicide and fungicide it gives reliable control of Dollar Spot, Small Brown Patch, Copper Spot, Helminthosporium-Curvalaria and Snow Mold.

Dual action means important economies of time and labor too, for the same application does two jobs at once.

P M A S is compatible with other Cleary products to round out the complete control program and keep costs within budgetary limits.

spotrete

75% Dry
Thiram
Fungicide

Caddy

Liquid Cadmium for
Turf Diseases

METHAR

DSMA Disodium Methy-
larsonate for Crabgrass
in both liquid and
powder

C-531 FUNGICIDE

Cadmium zinc copper
calcium chromate

PM2,4-D

Phenyl mercury-2, 4-d
dichlorophenoxyacetate
for selective weed
control

ALL-WET

makes water "wetter" for
better penetration in all turf
areas, especially thatched
or compacted spots

**CLEARY
PRODUCTS**

for

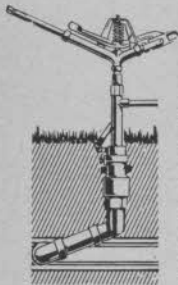
**BETTER
TURF**

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

MORE
Sprinkling
Coverage
FOR
LESS
COST



NELSON
MIDGET
VALVE
MODEL 40A



You save time and money with Nelson and Rain Bird turf irrigation equipment. Rain Bird Sprinklers provide maximum, even, penetrating coverage. Together, Nelson and Rain Bird offer the most complete line of turf valves. Quickly coupled and uncoupled without tools, they are constructed of highest grade brass and provide for maximum water flow through the valve with minimum pressure loss. Additional features combine to offer the greatest ease of maintenance and economical operation.

Write for literature on the most complete line of turf valves & sprinklers



**NATIONAL RAIN BIRD SALES
& ENGINEERING CORP.**
Azusa, California
RAINY SPRINKLER SALES
609 West Lake Street, Peoria, Illinois

vamped by Eddie Ault . . . Dick Stedman, pro-mgr. of Pine Crest, a Par 3 in Alexandria, Va., is advisor for several high school teams in the area . . . He is planning to introduce golf to several other high schools in and around Alexandria . . . A \$135,000 clubhouse at Duke University course in Durham, N.C. is scheduled for completion in Sept. . . . Duke course opened less than a year ago.

Ed Knapp leaves job as executive secy. of Metropolitan Golf Assn. to move to Phoenix . . . Apawamis in Rye, N. Y., one of few clubs to retain old Scot tradition whereby the club captain officially opens the season by driving a ball off the first tee . . . Jack Selby handled that detail this season . . . PGA gives Tournament of Champions, played in Las Vegas, guaranteed date for next five years . . . It is traditionally played the last week in April.

Fairview CC, Elmsford, N. Y., planning a big party for John Inglis, July 3 . . . It's in observation of his 50th year as pro at the club . . . A pro-member tournament will be held with all former English pupils and leading Metropolitan

NEW!

AutoMAC . . .
the only fully automatic
power battery charger
for electric golf cars!

Announcing AutoMAC, the charger that ends guesswork. Just plug into any 120 volt 60 cycle outlet, turn it on, and forget it. The AutoMAC efficiently charges any golf car battery to the precise level required . . . then shuts itself off automatically. No more over or under-charging. Saves power consumption, keeps cars running at peak efficiency and prolongs battery life.

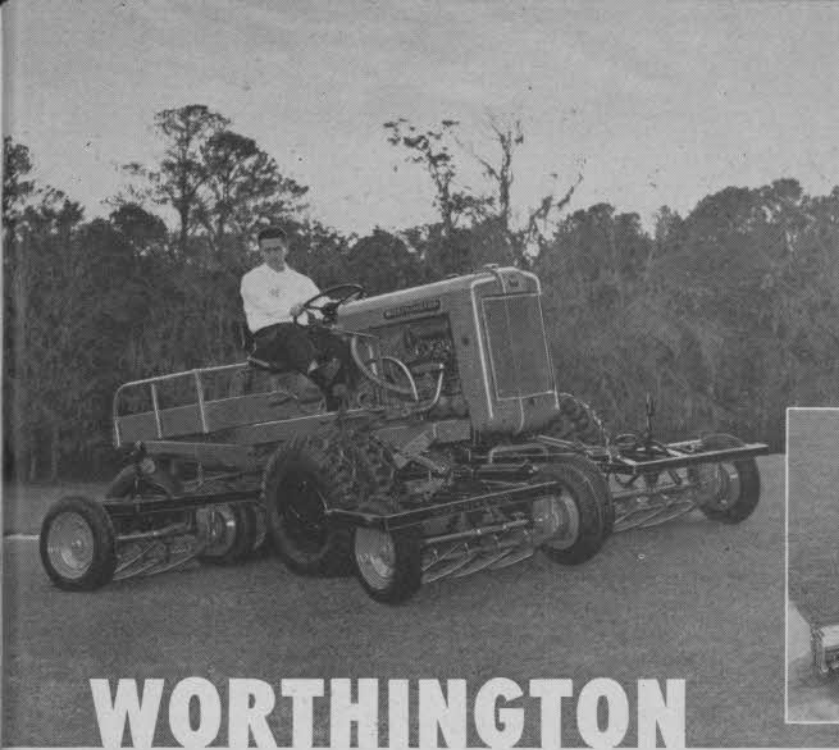
Bulletin No. F6AR-2 gives full details on the AutoMAC and the complete line of MAC battery chargers. Call or write for your free copy today!



Motor Appliance Corporation

5739 WEST PARK AVENUE
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◀ 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. ▼



WORTHINGTON

INVITES COMPARISON!

Make An On-The-Job Test 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.

Excellent cutting efficiency and low maintenance cost make these rugged Worthington Fairway Mowers the standard of comparison wherever a smooth, even-cut turf is required. Available in 3-, 5- and 7-Gang Units.



From the outstanding operation of the Worthington Triplex to the superb performance of the Model F Tractor with hydro-lift gang mowers, nothing compares with Worthington equipment for large-area grass maintenance! There's a model that's "just right" for every mowing use. For velvet-smooth turf on golf course fairways, cutting in restricted areas, or on steep, highway hillsides, Worthington will do the job *better...faster...cheaper!*

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.



WORTHINGTON MOWER COMPANY

Subsidiary of Jacobsen Manufacturing Company, Racine, Wisconsin
STROUDSBURG, PENNSYLVANIA

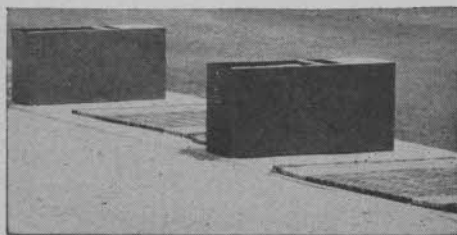
The most complete line of large area grass maintenance equipment in the world!

Increases player traffic

Increases range profits

WILL-TEE

FULLY AUTOMATIC GOLF TEE



All moving parts chrome plated

Fully guaranteed

Sensational Low Prices

**Will tee a ball every 3 seconds
or as desired**

WILL-TEEs are proving the reliability of their all-weather performance at several hundred of the nation's busiest golf ranges. Here's the use-proven, long-lasting, trouble-free service that builds range patronage and operating profits.

For complete information write

WILL - TEE CO.

(Tel: BL 50724 — CR 72497)

5200 Woodland

DES MOINES, IOWA

area pros invited to compete . . . Houston Golf Assn., which sponsors the Houston Open, uses proceeds to promote Junior and other local golf activities on a non-profit basis.

National Amputee brochure is an interesting one in that it shows 16 fellows who don't allow a handicap to stand in their way of playing good golf . . . These include two pros, Jimmy Nichols and Ralph K. Ebling, who both are minus an arm . . . Harold Carlson of Buffalo, with a double arm amputation, plays with special attachments on his clubs and "hooks" . . . 16-year old James Milewski of Royal Oak, Mich., lost his right leg above the knee, but in three years progressed from a mediocre to an outstanding golfer . . . and several others either missing an arm or leg who hit the ball well and apparently don't have too much trouble pivoting.

The motto of the Amputees is a cheerful "Don't Let the Rocking Chair Get You!" . . . They provide programs throughout the country that enable the handicapped to either get started playing golf or to take up where they might have left off . . . Their offices are in Solon, O. (Solon Center Bldg.) . . . National Amputee secretary, Dale S. Bouriseau, won the Ben Hogan Award in 1957.

Wilbur (Dutch) Hood, who was asst. to two top pros, Leo Fraser and Claude Harmon, now is pro at the beautiful new Sapphire Valley CC, Sapphire, N. C. . . . George W. Blossom, jr., former USGA pres. suggests that limited amount of personal correspondence from well-known golfers of past 50 years be put in USGA Museum . . . If you've got something to contribute advise Joe Dey, jr., USGA, 40 E. 38th st., N. Y.

With entries for National Open setting new record you've got plain evidence of the improving standard of golf play . . . Bill and Dave Gordon are building the 18 hole course they designed for Ocean City Golf & Yacht Club near Berlin, Md. . . . It is part of a big seaside real estate development headed by Edward Quillen, jr. . . . The Gordons also have designed an 18-hole semi-private course being built for Robert B. Jaggard and George Ehne, near Moorestown, N. J. . . . It will open in spring, 1959 . . . Bethlehem Steel Club's 18 at Hamburg, Pa., opens this month.

Frederick Bove, retired major of Marines, returned from University of Mass. winter school so enthused he urged GCSA

(Continued on page 78)



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

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., 3035 Snelling Ave., Minneapolis 6, Minn.



TORO

MINNEAPOLIS 6, MINNESOTA



AERATING? Put the Toro Power Handle to work on the Aerator unit. Power Handle works year-round.



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



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



FAIRWAYS? 7-unit Universal Frame (shown with Toro General Tractor) mows a swath 13 ft. wide.

NEW PAINTLESS WHITE FLITE

IT'S WHITE FOR LIFE!
AND ACTION-PRICED!



ANOTHER DEVELOPMENT
FOR BETTER GOLF BY

Worthington
BALL COMPANY ELYRIA, O.

★ WHITE FOR LIFE

No paint to chip. Its cover is white all the way through! The more you wash it, the whiter it gets! And it's built to take real punishment!

★ NEW KING-SIZE MARKINGS

Quick, easy identification—just what your golfers ordered!

★ POWERED FOR DISTANCE

Matches the best in comparative tests!

★ MORE ACCURATE

Sharply defined dimples (there's no paint to fill them). No tendency to skid in flight.

★ PRICED RIGHT

Made to sell at 3 for \$3.00—a price your golfers will like — with a full profit for you!

SOLD EXCLUSIVELY THROUGH PRO SHOPS!

Exclusively specializing in golf ball manufacture since 1904.

Recession Not Felt

Golf Sales Forge Ahead in Spite of Spotty Weather

By HERB GRAFFIS

Weather, more than general business conditions, has accounted for keeping pro business from a substantial increase the first 5½ months of this year.

Professionals who, for a number of reasons, are well qualified appraisers of the golf business situation in their respective territories were sources of information indicating that up to May 21 pro business nationally stood as follows:

CLUB SALES . . . A little ahead of same period in 1957;

BALL SALES . . . From 5% to 10% ahead of last year;

LESSONS . . . Up to 15% ahead of last year.

APPAREL, SHOES AND ACCESSORIES . . . About 10% ahead of same date in 1957.

Bad weather in April and the first half of May in Eastern districts hurt pro business. Balmy week-ends in April in the midwest encouraged a lot of play, lessons and shop business made up for unfavorable weather elsewhere.

The improvement in apparel business some pros attribute to more buying of better grade merchandise and better display in pro shops.

Two professionals commented that a change in style seems to be a factor in large sales of shirts, with the trend being away from the gaudy colors and designs.

Thus far the recession has had very little effect on golf business. Several pros comment that the general business slump has given some people a little more time for play but that if the recession continues there is bound to be a drop in play at public and daily-fee courses.

The principal reflection of the recession on pro business has been to make buyers of golf goods at private and pay-play courses more price-conscious.

The pro consensus is that continuance of the recession will reduce golf play and sales but at present golfers at private, public and semi-public courses don't show signs of being hurt.

Store Competition Spotty

Store competition is spotty. The "discount houses" are reported to be tougher competition for the pros in some sections than the stores are.

In several areas golf range professionals and small clubs that do not have professionals are cutting prices on pro-only golf goods.

In large metropolitan districts store competition is costly to pros at clubs where members' income is just barely in the private club bracket and to the pros at pay-play courses. When money is tight the so-called "bargain stores" take the business away from the pros. There's been some development of member understanding of the obligation to buy from the pro and give him a chance to make a living out of his service to the club.

Several pros report that the pro-only Pro-Fit shaft has been a definite factor in beating store competition.

In some cases pros have boomeranged the store competition by



When the Vista (Calif.) G & CC was officially dedicated this spring, the traditional ribbon was cut, well known pros gave exhibitions and several VIP's spoke. But a new twist was added when the local local high school band played a concert on the patio of the two-story clubhouse, a remodeled farmhouse. The \$250,000, 9-hole course fills a great need for Vista residents who formerly had to travel a considerable distance to play golf. The course is 2,750 yards with a par of 34. Bill Mast, who holds a similar post at San Clemente CC, is pro at Vista. Steve Treadway is his assistant.

stocking competitively-priced lines.

Trade-In Big Factor

Trade-in allowances also have been used by pros in some districts to beat store competition.

The pro authorities reported that trade-in allowances were made in at least 50 per cent of all pro shop sales of clubs and at many private and fee clubs every sale except to beginners, involves an allowance for used clubs.

Pros comment that now in most cases the sale of a set of new clubs means making two sales as the traded-in set also must be sold.

One of the top businessmen in pro golf says that if it weren't for the traded-in allowances pros wouldn't be able to sell nearly the number of clubs they do now and the bottom would drop out of the quality club market.

No professional reported any difficulty in disposing of the trade-ins.

The buyers are players at public courses, beginners, caddies, juniors and golf ranges. Some of the trade-ins are used as rental sets.

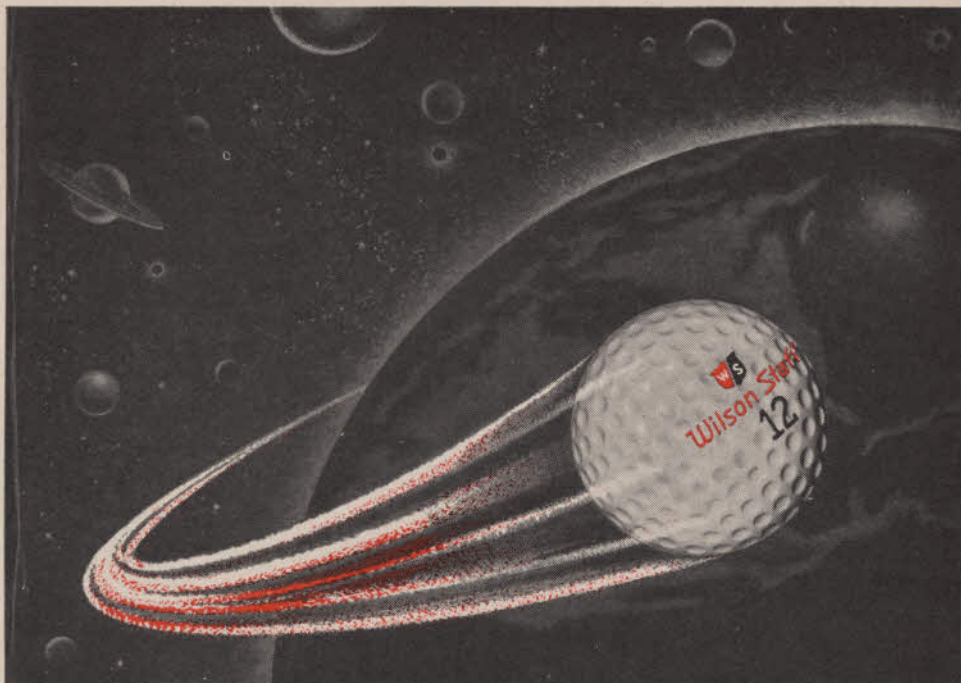
Generally the pros who take the trade-ins figure that they are lucky if they don't make an allowance and a resale that amounts to cutting the price of the new set that is sold. But there doesn't seem to be many pro complaints about this as it definitely results in increasing the gross volume and profit on club sales.

Allowances Still Reasonable

Only a few cases of pros being prevailed on to give unreasonably large allowances on traded-in sets are reported. That is an improvement over the situation a couple of years ago. Maybe the pros are getting to be smarter traders and are not stampeded by pressure of the potential new club buyers.

There were signs, a few years
(Continued on page 89)

Tell your customers—



Hit the **170 mph** golf ball!

*accelerates from zero to 170 Miles per hour—
in less than one-thousandth of one second!*

✓ That's the New **Wilson** Staff Golf Ball

Yes, tell 'em about the new Wilson Staff and SELL 'EM! Wilson is telling them in strong national advertising in the magazines and newspapers your customers read. This year it's the Staff for sales—be sure you get your share! Tell 'em—

Acceleration far faster than the newest jet or military rocket! It's yours every time your club head meets the 1958 new Wilson Staff Golf Ball!

The new Staff has this tremendous "leap" off the club head built right in. The new Staff

actually gives you *more* than is in your swing —accelerates to speeds a third *more than club head speed!* That means extra yards—more drives pin high!

Sold through professional shops only

Wilson
Wilson Sporting Goods Co., Chicago
Fastest nationwide service from 32 branch offices.

9 Club Activities Covered in Chicago District Report

Dining room revenue of 37 representative clubs in the Chicago district averaged \$112,166 in 1957 with cost of food averaging \$54,066, giving the clubs a gross profit of 51.8 per cent.

These and facts and figures covering bar operations, golf cars, swimming pools, assessments, grounds and greens, club managers, professionals and caddies are included in the seventh "Directory of Information" compiled by the Chicago District Golf Assn.

Unlike last year, this year's report does not show whether dining room operations were conducted on either a profit or loss basis at the various clubs. However, price ranges with averages for both lunches and dinners along with service charges are shown for the clubs which are categorized under Northside, Westside, Southside and Outlying clubs. The subject of minimum house accounts is thoroughly covered as is that of outside banquets.

Bar operations for 35 clubs, according to the CDGA report, averaged \$70,249, bringing a gross profit of 65.08 per cent. Gross profit ranged from around 55 to 70 per cent at the individual clubs. High, low and average charges for five different drinks are listed as are service charges which are made on a percentage or flat rate basis.

Golf Car Information

Golf car information is compiled on the basis of 36 clubs that replied to the CDGA questionnaire. Ownership of cars, leasing and rental arrangements, service and storage charges for members who own cars, caddie requirements and whether or not operation of cars must be confined to the rough are among the subjects touched on.

Under the heading of Swimming Pools, the CDGA directory determines income realized as compared to total expenses which include salaries, meals, laundry, repairs, supplies and miscellaneous and prizes for swimming meets.

Northside clubs lost an average of \$2850 on their pools; Southside clubs

showed this loss at about \$1720; Outlying clubs, \$3000, but Westside clubs kept the average loss to \$360. Charges for use of pools are not shown.

Of 44 clubs reporting on Assessments, 26 said it was necessary to resort to them in 1957. Average amounts are not shown in the report.

Under the Club Manager Report are shown salary ranges, lodging and food arrangements for the mgr. as well as his family and bonuses paid in addition to salaries. Club mgrs. salaries average about \$10,000, ranging from \$6,000 to \$15,000.

Labor Rate Average \$1.55

The Grounds and Greens report reveals that average hourly labor rates are about \$1.55 in the Chicago area with four men being employed the year around in the turf management dept. and seven others on a seasonal basis. Fifteen of 41 clubs provide living quarters for their supts. who are paid an average of about \$8,200 a year in the city and about \$6,200 annually in outlying areas.

Labor costs in the city average about \$25,000 a year and in out-of-town locations, \$16,200. Total maintenance costs at Westside and Southside clubs, curiously enough, were almost identical—in the neighborhood of \$50,000, while those on the Westside were figured at \$47,270.

Basic salaries for pros range from \$2850 to \$3700, according to 24 clubs that reported on this section of the questionnaire. Pros in almost all cases pay the salaries of their assistants. Only two of 37 reporting clubs provide quarters for pros although 14 assistants are given lodgings.

In practically all cases pros retain profits from shop operation, lesson fees and storage and cleaning charges. The charge per (½ hour) lesson ranges from \$3.60 to \$4.50 for city clubs and is \$2.75 at outlying clubs. Fifteen of 39 clubs provide nets for winter golf practice.

Caddie fees fall in an average range of \$2.65 to \$2.90 for Honor, Class AA or A at the city clubs and \$2.50 for outlying clubs. The range for Class B caddies is \$2.20 to \$2.50 in the city and \$2.00 away from Chicago.

Caddiemaster salaries average about \$360 per month in the city and \$425 per month at outlying clubs. Most caddiemasters are employed from 7 to 8 months a year and about one out of four are provided lodging. Twenty-seven of 33 caddiemasters retain concession profits and 28 of 34 clubs report that meals are provided for the caddiemaster and assistant.