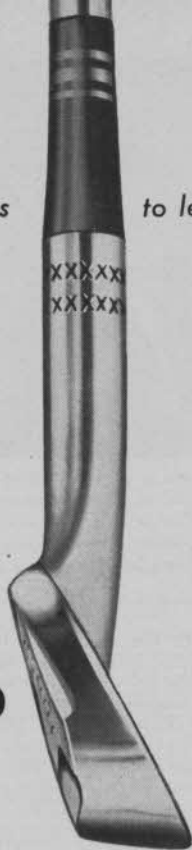


MacGregor continues

to lead in NEW ideas

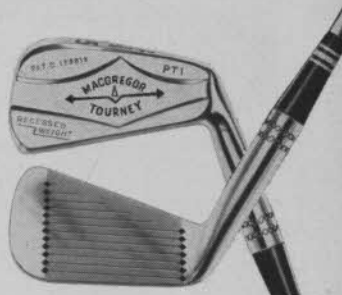


RECESSED WEIGHT

Presenting for 1958 . . . a remarkable new *Recessed Weight* design (Patents No. 179,818 and 179,819). The weight behind the ball is blended into the original forging and does not protrude or give the appearance of being "stuck-on." The focal point of power is higher, extending full hitting power over the entire face of the club.

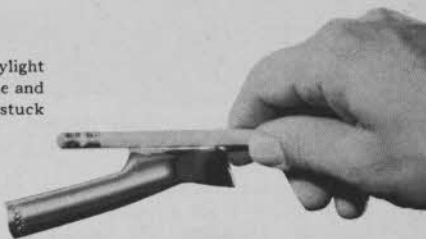
Built in "Forward Press" also gives these irons more playability. The new blade, with the hosel built ahead of the sole line, automatically keeps the hands ahead of the ball. This assures pinpoint accuracy, crisper shots and truer approaches to the green.

Scientific distribution makes weight an integral part of the club. If face of iron hits ball high, low, on the toe or on the heel there's plenty of power for both distance and accuracy.



Look at the daylight between sole line and top line. No "stuck on" look here.

Recessed Weight irons are available in MacGregor Tourney, Tommy Armour and Louise Suggs models. Pro sold only.



MacGregor

THE GREATEST NAME IN GOLF

The MacGregor Co., Cincinnati 32, Ohio
GOLF • TENNIS • BASEBALL • FOOTBALL • BASKETBALL



When Meadowbrook CC, Northville, Mich., held a midwinter stag recently, Rocky Marciano, the ex-heavy-weight champion made the trip from his Brockton, Mass., home to tell members and guests what life is like on cauliflower row. In the picture are (l to r): John Brennan, Mich. pres. CMAA; Warren Orlick, pro, Tam O Shanter CC, Orchard Lake; Gene Rawlins, Meadowbrook mgr.; Marciano; Bill Uzelac, pro, Plum Hollow CC, Detroit; Tom Shannon, Orchard Lake asst. pro; and Red Lange, Plum Hollow mgr.

the wrists and give them an idea of the importance of using the hands.

The second lesson starts with a review of the first lesson (the grip), then goes into simple exercises showing the pivot with the left knee going in toward the right one, and showing the transfer of weight. Then some balls are hit.

The third lesson (and the third fundamental) is on the steady position of the head.

The three fundamentals are reviewed at the start of the first six lessons. Reference often is made to the importance of rhythm and coordination.

The 5-iron is used for the first three lessons. Then a wood for the 4th and 5th lesson. The 6th lesson is in chipping and putting. After that they'd had enough to get on a course.

The lessons are an hour long.

Explain that the swings are the same but the clubs make the difference.

Get the pupils to learn how to practice, then they are a long way toward doing their own thinking.

The National Golf Foundation's "Easy Way to Learn Golf Rules" are given with Bellitt's compliments to each of the class pupils.

Experts View Pro's Position in Fashion Market

Paul Sprinz, Merchandising Coordinator, Esquire Magazine. Eleanor Phillips, West Coast Editor, Vogue Magazine

Introducing authorities on the pro shop merchandising panel, Herb Graffis, editor GOLFDOM and GOLFING magazines, referred to the extensive use of golf club scenery in advertising designed to show the high class market.

Golf club influence has been and is tremendous in promoting suburban living, sportswear, Scotch whisky, gin (which was a Dutch East Indies planters' and Mississippi dock workers' drink prior to endorsement of it by golfers during prohibition's emergency).

The pro is in a strategic position to observe, influence and profit from the country club power as a style factor.

Paul Sprinz, showing an Esquire film presentation prepared for advertising agents, told pros how the magazine had established itself as the top authority on men's styles by directing their market study, editorial and circulation effort on the "vital 10 per cent" of buying man-power.

The pro must study men's styles and see

that he and his assistants are examples of exemplary grooming.

What gives quick-starting and strong selling value to men's well-styled apparel is design that is new, different, smart and fashionable.

Men's sportswear styles start with the best-dressed golfers.

* * *

Eleanor Phillips, noted West Coast Editor, Vogue magazine, cited examples of the tremendous selling power fashion has with women.

The professional's wife will look at a magazine like Vogue and tell the pro what is going to be smart as golf wear.

Nine out of ten women copy what the tenth woman wears.

The pro had better let his wife direct the buying of any apparel items he is going to stock for sale to women.

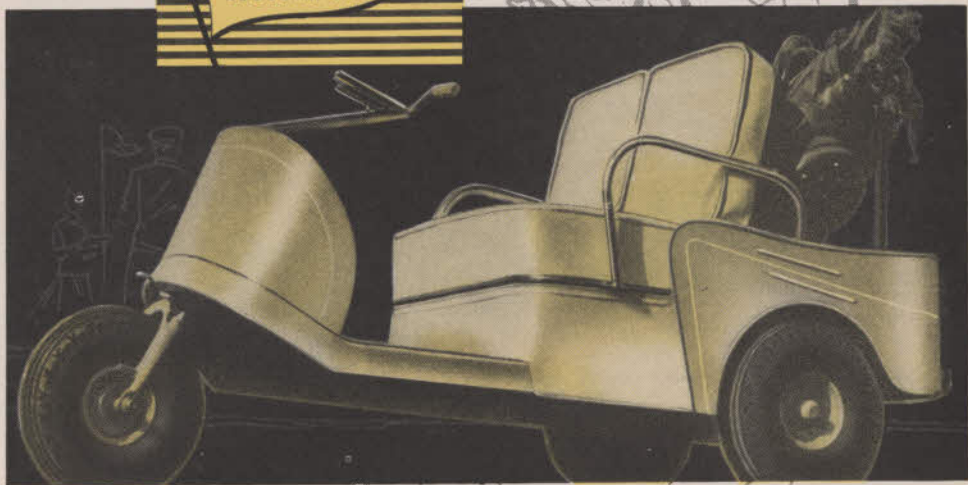
When a pro is stuck with women's golf head-wear or apparel that won't sell, chances are his wife could have told him the stuff wouldn't move at his club.

Distinguished Companion

Wherever quality is the measure of acceptance — The E-Z-GO Electric Car has become America's most distinguished companion around the nation's finest clubs and courses.

*Shown below: The 1958 E-z-go
For complete information, see
your E-Z-GO dealer or write:*

**E-Z-GO Car Corporation
Department G • Box 388
Augusta, Georgia**



A M E R I C A ' S F I N E S T E L E C T R I C C A R

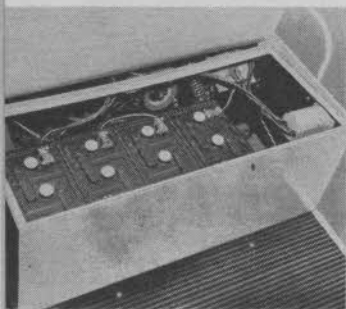
Great for the yet KIND



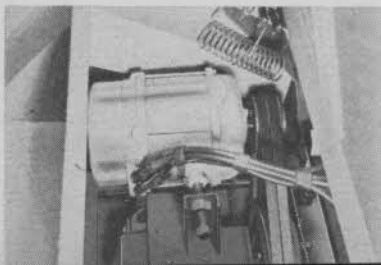
THESE TESTED FEATURES CUT TURF MAINTENANCE PROBLEMS!

A rugged, 24-volt motor drives both wheels through an automotive-type differential. No digging into the turf on turns!

Three simple controls make the Worthington Champ easy to drive. Automotive type brakes permit gradual stops, not wheel-skidding, turf-burning halts.



These 200-ampere-hour batteries give more travel between charges. Properly engineered circuits reduce electric resistance to a minimum—put all the current to work driving the car. There's less stalling of cars on the course with the Worthington "Champ."



game — TO YOUR COURSE!

WORTHINGTON *Champ* GOLF CARS FOR '58!

Here's a golf car that has *all* the features you need! This Worthington Champ is easy on your turf...super-safe on the course, dependable, rugged and *trouble free*. And — it's the *only* golf car on the market that's built by a manufacturer of golf course turf-maintenance equipment.

You'll welcome this golf car on your course because the same experience and engineering skill that went into the famous Worthington mowing tractors

has gone into this great golf car. Proper weight distribution and stability gives the Worthington Champ excellent flotation on the turf. Low center-of-gravity make it almost impossible to upset. With its big, dependable, 200-ampere-hour batteries, there's more play between charges... no more cars stranded on the course.

Try this car on your course today. We'll be glad to arrange a "no obligation" demonstration!

WORTHINGTON MOWER COMPANY

Stroudsburg, Pennsylvania

Subsidiary of Jacobsen Manufacturing Company, Racine, Wis.



Mail the coupon today!

DEALERS-DISTRIBUTORS: *Valuable territories still open. Write for dealer plan today.*

WORTHINGTON MOWER COMPANY
STRODSBURG, PENNSYLVANIA

Please send me complete data on the Worthington
Champ Golf Cars.

Name _____

Address _____

City _____ Zone _____ State _____

Golf Is Big Business In Los Angeles County

By **VERNE WICKHAM**

Los Angeles County backed into the golf business, when in the early '30s, it sponsored a WPA project to develop the 185 acres which became Arcadia County Park. It is located in Arcadia, hard by the San Gabriel mountains and 15 miles from LA's Civic Center. The park included a swimming pool, two bowling greens, several baseball diamonds, a large picnic area, and a golf course, now known as Santa Anita.

The dream of the planners was that golf course revenue would pay the freight for the rest of the recreational facilities. It certainly has worked out that way. From that one course, the Los Angeles County golf system has grown to three 18's and one 9-hole layout, doing a business of more than a half million dollars annually. Under the guidance of the park and recreation dept., the county has one new course under construction and is embarked on a program to build eight more within the next 10 years.

Campaign Saves Lakewood

The Santa Anita GC in Arcadia County Park was opened in 1939. The second course in the countywide system was the 9-hole Altadena course, carved out of what was left after subdividers cut down the Altadena GC, originally an 18-hole semi-private layout. Play at this 9-hole course started out at near capacity and last year put almost \$70,000 into the county coffers.

When the subdividers moved dangerously near Lakewood GC, located near Long Beach, the county prodded by a

citizens' committee, organized a "Save Our Golf Courses" campaign and started negotiations to acquire the course. The owners refused to sell but indicated a willingness to lease. Thereupon the county leased the course at an annual rental of more than \$100,000 with the owners getting the course back after 20 years. Now the county is negotiating to purchase the layout. The asking price is reported to be around \$1,900,000. Lakewood is the most productive course in the county system, returning a net operating profit in 1956 of \$118,282 due to a busy clubhouse business.

Next to be saved from the subdividers was the Western Avenue golf course in southwest Los Angeles. It was bought outright for \$1,700,000. The purchase was made by the County retirement fund, using huge reserves that were yielding only low interest rates. The course was leased back to the County parks and recreation dept. at \$60,000 annually. The County board of supervisors is now buying the course from the retirement fund over a five year period. Western Avenue made \$80,000 to apply to the purchase price last year and it is expected to pay for itself in about 16 years.

Yardage Information

Visitors playing Delray Beach (Fla.) CC frequently and favorably comment on small white posts bordering fairways marking 200 yards from center of tees and red posts in the rough marking 150 yards from the centers of the greens. Explanation of these posts is on the scorecard.

Los Angeles County Golf Picture

Report of County Golf Courses
Fiscal Year 1955-56

Revenue	Altadena 9-hole	Lakewood 18-hole	Santa Anita 18-hole	Western Ave. 18-hole
Green Fees	\$66,087	134,418	141,158	140,247
Concessions	\$ 3,900	59,655	13,036	18,930
Rentals	\$	850	480	1,836
Total Revenue	\$69,987	194,923	154,674	161,014
Operating Expenses				
Salaries & Wages	\$46,427	60,972	81,126	67,616
Maintenance exp.	\$ 4,659	9,927	10,267	9,504
Utilities	\$ 8,252	5,741	8,024	3,005
Total	\$59,338	76,640	99,418	80,126
Net Operating Profit	\$10,648	118,282	55,255	80,888

Exclusive with the Pro Shop!



A Premium Line of Golf Shoes at a Popular Price!

Ben Hogan
GOLF SHOES \$24.95
to retail at



H-211
 Black grain 3 eyelet blucher overlay, single sole. (H-210 Tan) \$24.95



H-206
 Tan grain and white buck, bal wing tip, double sole. \$24.95



H-881
 Black crushed calf hand-sewn moccasin. (H-880 Dark Brown) \$22.95

The perfect choice for your club members who want superb styling and exceptional comfort in a golf shoe — yet want to spend around \$25. Here is undoubtedly the most striking value ever offered at this popular price — with many features found only in higher priced golf shoes. And, as an immeasurable “plus”, they’re backed by all the impact, all the prestige, all the selling power, of the greatest name in

golf today — BEN HOGAN! Put this magic name to work for *you*. . . Stock and feature BEN HOGAN Golf Shoes. Made by Stone-Tarlow Co., Inc., makers of quality shoes for over 40 years . . . sold *exclusively* in Pro Shops.

For full details, see your Ernie Sabayrac Sales Representative, or write: Brockton Footwear Sales, Inc., Brockton, Mass.



Sell-O-Matic Display Units

Powerful National Advertising

Display and Mailing Pieces, Hangtags, etc.

GCSA Pres. Bob Williams Is A Superintendent's Supt.

(See photo, page 39)

Bob Williams, the new GCSA pres., got his turf indoctrination early. When he was 12 years of age, his father became the owner of a semi-private club and Bob was immediately installed as a working hand in the course maintenance dept. Love of things related to turf prompted Bob to further his education by enrolling at Prof. Lawrence Dickinson's Massachusetts State winter school for three successive years. During this time, Williams worked at Medinah CC in Chicago as an asst. supt.

In 1941 he became asst. to John McCoy at Ohio State University GC. Shortly after this he went into service. He was with the combat engineers for three years, serving in the ETO and getting his discharge as a captain. After two more years as an assistant at Ohio State, Bob got the chance to take over as head man at Beverly CC in Chicago. He has been running the maintenance dept. there since 1947.

The new GCSA pres. has been very active in sectional association work, both in Central Ohio and the Midwest, since 1941. He was pres. of the Midwest group in 1956, a director of the national organization in '53 and its vp in 1956.

Williams is known in his profession as a man with superior technical knowledge and great administrative ability. He also is an extremely fluent speaker. He isn't a bad golfer, either, often shooting in the 70's despite a tendency to hit what he calls a "banana" ball.

Border, GCSA VP, Veteran of 32 Years in Turf Work

Elmer G. Border, the newly elected vp of the GCSA, is supt. of the Olympic Club, San Francisco, the site of this year's USGA Amateur. Most of his 32 years in the greenkeeping profession have been spent in California, although from 1950 to 1954, he was in charge of course maintenance programs at clubs in Mexico.

Border's first job as a Supt. was at Lake Arrowhead (Calif.) GC. Following this he worked for two years as a construction supervisor for Max Behr, the architect. He returned to course maintenance work when he took over as supt. at Rancho Santa Fe (Calif.) GC and then followed jobs at Virginia CC, Long Beach, and Orinda CC.

He left Orinda to become supt. at Mexico City CC and later served in this capacity at Club de Golf, Mexico, before returning to the U. S. and his present post.

Elmer was a director of the GCSA in 1956-57. He has been pres. of the Northern GCSA, Northern Calif. Turfgrass Council and Federated Turfgrass Councils of Calif., and during 1939-40 served as secy. of the Southern Calif. GCSA.

Schalestock Would Air Condition Course with Nuclear Curtain

Some thinking out loud by Charley Schalestock, supt. at Norbeck (Md.) CC, stirred up lot of interest at the GCSA convention and got a big play in the Washington, D. C. newspapers.

"About 10 years from now," Schalestock said, "we're going to have air conditioned golf courses. When nuclear energy becomes so cheap that we can afford to put it to work for us, we're going to be using it at our clubs and in other large outdoor areas to regulate temperatures."

Curtain of Air

Schalestock's scheme, which sounds like something out of Rube Goldberg and Space Cadets, but probably will become a reality sounds like this: An air curtain, 150 ft. high, will extend around the periphery of the course with the power on something akin to a third rail. On mid-summer days when the temperatures soar to the 90s, the curtain will reduce them to the pleasant 70s. In the fall or spring, unseasonal snows will be converted to rain and play will continue. The curtain also will be used to block off cold waves when people want to play golf in mid-winter.

Would Give Course A Rest

Since every course needs a rest, Schalestock will provide for that. He'll let the snow fall for a week or so during January and then when a thaw sets in, draw the curtain around the course so the ground inside remains frozen. If he so chooses, he can keep the snow on the ground for a month or even longer if he thinks it necessary.

Schalestock didn't say whether he has done any work on the nuclear curtain project. Probably not. Just having a thought as gigantic in scope as this undoubtedly has left Charley so tired he'll want to rest until it's time for planting the spring stolons.

Fashion on the Fairway!^{*}



Thunderbird

Fawn or Smoke Grey

FORWARD TRACTION
RIPPLE[®] Sole
Ladies ripple sole golf shoe with kiltie. Genuine glove leather on new Swiss pattern.

*Remove kiltie for casual or street wear.

THE *Pro-Shu* CO.
OF HARRISBURG, PA.

These superintendents give greens with Du Pont Tersan® 75 pl

"I've been using 'Tersan' 75 for the past eleven years . . . greens are in tiptop shape and completely free of disease"

*reports J. W. BURNAM, Golf Course Superintendent,
East Lake Country Club, Atlanta, Georgia*

Mr. Burnam adds, "Our golfing members and their guests play 38,000 rounds of golf per year on our course, presenting a major maintenance problem. Our maintenance program includes a preventive spray schedule every seven days from early September to mid-June.

"We are currently using a combination of Du Pont 'Tersan' and 'Semesan' turf fungicides on our greens, with excellent results. Our greens are in tiptop shape and have been completely free of any turf disease. This not only makes my job easier but keeps our members happy."



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