



NEW BULL'S EYE **TRU** MODEL

For those who have always favored a mallet type putter, but appreciate the sensitive feel and easy balance of the famous Acushnet Bull's Eye blade model, here is *the* putter.

This modified blade is hand-crafted from forge to final finish, looks and plays like a custom made club. The parallel lines formed by the raised center and the center shafting make it easy to square the face to the line of play. A little extra loft gives added control on extra fast greens.

Try this putter yourself. You'll see immediately why your members will go for it. Wide variety of grips, lengths, balances and weights. Acushnet Process Sales Co., New Bedford, Mass.

Sold the World Over Through Golf Course Pro Shops Only

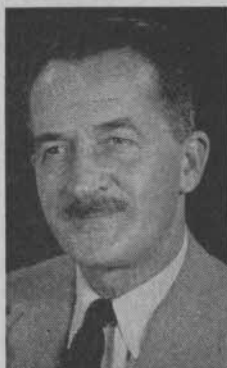
ACUSHNET

GOLF EQUIPMENT



TRADEMARK

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.

Calculating Costs

AT THE 29th turfgrass conference in Washington, D. C., the theme was developed that it is just as important for a supt. to know costs of maintenance as it is for a manufacturer to know costs of production. It becomes doubly important when a committee grants and approves a budget of \$40,000 and then asks for a program that could not possibly be accomplished for less than \$70,000.

There are cases in which attempts have been made to save money on the course to cover clubhouse expenditures by asking the supt. to have the greens mowed only twice a week. The cost of renovating to get the greens back in playable condition after a few weeks of that kind of maintenance would be several times the cost of daily mowing to keep them in shape.

The high cost of labor was brought out by more than one speaker. One said, "65 to 75 per cent of the budget." Another said, "70 to 80 per cent." Regardless of which is more nearly correct, the fact remains that labor costs money. It seems unfortunate that labor costs are not well understood by some committees. Here is a case in point:

A supt. decided to change his fertilizer practice in favor of one that would reduce labor costs by not watering in the fertilizer and by making only three applications a

season. He had been using a high-nitrogen soluble which had a low cost per ton—about \$80. In order to achieve reasonably steady feeding he had to apply it lightly every two weeks and water it in to prevent burning. This required the work of six men for two days for 18 greens or 36 labor hours for each application. By making the change to the new material he could cover the greens with two men working one day. In presenting his request to the committee the price of \$400 a ton stopped them cold. "We can't afford it," was the first reaction.

This is the way in which cost figures were presented to the committee:

	Soluble program	New program
Cost per ton	\$ 80.00	\$ 400.00
Nitrogen content	33%	38%
Cost per lb. of N (approx.)	13¢	52¢
Annual N. requirement at 8 lbs. of N per 1000 sq. ft.		
	800 lbs.	800 lbs.
Cost per season for fertilizer	\$ 104.00	\$ 416.00
Number of applications	16	3
Man hours per application	96	16
Cost of labor per application @ 1.75 an hour	\$ 168.00	\$ 28.00
Cost of labor for season	\$2688.00	\$ 84.00
Cost of labor and fertilizer	\$2792.00	\$ 500.00
Savings		\$2292.00

These figures will not coincide exactly with any existing figures because of variations in prices, wage rates and methods of application. They are intended to point out the need for having total cost figures to justify a request. They show also that higher unit costs for materials and equipment can be justified when they account

(Continued on page 86)



Springing is a must when grass begins to wilt even if there is ample soil moisture. Fine mist carries dissolved oxygen to suffocating roots. Half hour delay often means loss of grass.



The '58 Top-Flites are tops ...to play!...to sell!

Customer satisfaction guaranteed!

That's the promise behind every set of '58 TOP-FLITES and it spells better sales and profits for you. Just look at these exclusive Spalding sales features:

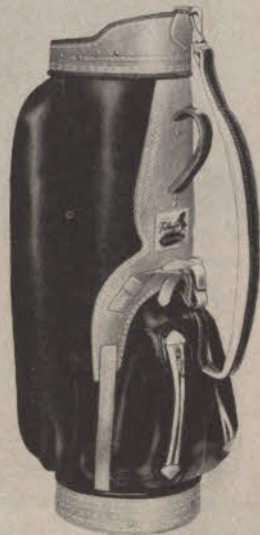
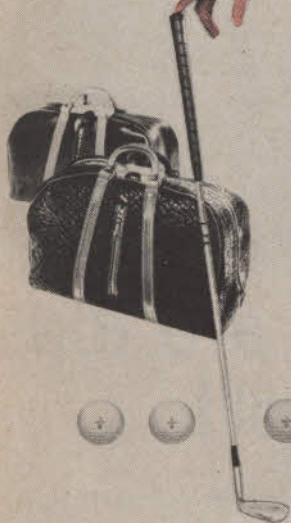
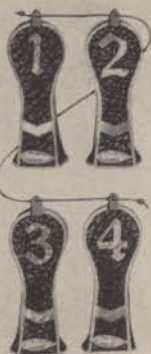
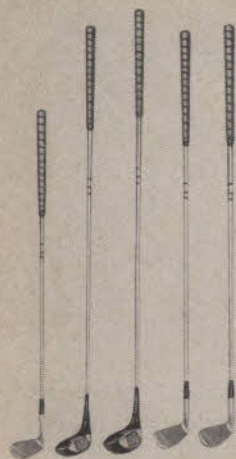
The TOP-FLITE Woods are SYNCHRO-DYNED to swing and feel alike, HYDROSEAL PROCESSED, for extra power and greater strength. They are virtually impervious to moisture damage.

The TOP-FLITE Irons are SYNCHRO-DYNED, too. Heads are triple-coated for long-lasting finish, shafts are reverse

threaded into head for permanent bond. No unsightly rivet to wear and work loose as in ordinary irons.

These Registered beauties are calculated to flag down customers, promote better golf equipment sales. TOP-FLITES are sold through golf professionals only ... are guaranteed unconditionally.

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Denver Caudill Makes Career of Pro Merchandising

THE trend in recent years among home club professionals to becoming as capable merchandisers as they are instructors is exemplified in Walter (Denver) Caudill, who is Jack Bell's "inside man" at River Forest CC, near Elmhurst, Ill.

Denver, who 30 years ago was running Pittsburgh's Valley Heights pro shop at the callow age of 16, has followed a rather singular career in golf. He has specialized more in moving merchandise than in improving players' games although he is certainly no stranger to the lesson tee.

When Denver started caddying in 1925 at the Oakmont CC, Willie Rowe, one of the famed old clubmakers, was professional. Caudill watched Willie repair a driver one day and became so fascinated with the process that he asked permission to help in the back end of the shop when he wasn't on call for any bag toting jobs. Out of this grew an early familiarity, first with the equipment that is used in playing the game and later, with sportswear and the like, when it was introduced in some volume to the pro shop merchandising picture.

Assistant to Rogers

Caudill stayed on his assistant's job at Valley Heights until 1933 when he moved west to become second in command to Big John Rogers, one of those fabulous fellows who worked very hard all day so as to justify playing through most of the night. The locale was the Denver CC where Caudill took charge of most of the inside operations and picked up his nickname. He stayed with Rogers for eight years.

After the war years, Denver transferred his talents to Jimmy Hines and shuttled between Hines' shops at the North Shore CC in Glenview, Ill., and Thunderbird in Palm Springs, Calif. This is Denver's second year at the River Forest shop.

Through the years, Caudill says, he has got as big a kick out of selling golf accouterment as the average fellow does out of taking a big, rawboned swinger and making a finished player of him. "Maybe it goes back to the fact," says Denver, "that buying new things makes people feel



Denver Caudill (left) and Jack Bell.

good. I try to get this into every sales talk I make whether I am pushing clubs or shoes or sportswear. It works particularly well where women are involved."

Helps the Youngsters

Denver also has taken a great deal of pride in properly indoctrinating assistants in the art of running a golf shop and in helping young pros get off the ground in their first headmaster assignments. Among those he has tutored are Dale Andreason, Rip Arnold and Bill Ogden. Jack Bell, by the way, is in only his second year as a head pro and, incidentally, swears by Denver. "He knows more about this business than 90 per cent of us," says Jack. "Denver approaches every sale like staying in the black depended on it."

Since his career in golf has been so closely tied to helping young fellows get a start, Denver has sage advice for assistants or young fellows who are thinking seriously of getting into the pro end of the game. "Contrary to what you may have heard," says Caudill, "being able to shoot par or subpar golf is not essential. You are actually better off as a home club pro if you can shoot only what might be called a respectable game, but know how to teach. This latter point is extremely important. If a young fellow thinks as much about how to get across to the golf student as he does about how he is going to demonstrate a certain shot, he will be a better instructor for it.

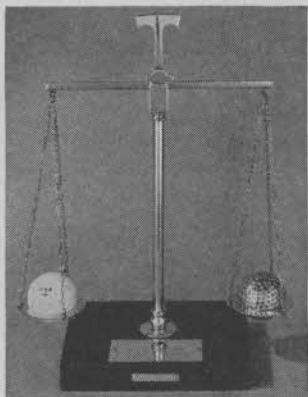
"What it amounts to," Denver explains, "is that the instructor isn't there to show how beautifully he himself can execute a

(Continued on page 75)

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Plymouth's "Worth Its Weight in Gold" Trophy for professionals scoring a hole-in-one with a PGA ball. Plus a chance for a cash bonus. Ask your PGA distributor.

An amateur scoring a duly attested hole-in-one with a PGA ball during 1958 will receive this imported, jeweled, fully engraved clock with his or her "lucky" ball mounted beside it—compliments of Plymouth.

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Book Review

How to Think and Swing Like a Golf Champion, By Dick Mayer. Published by Thomas Y. Crowell Co., New York 16. Price \$3.95.

Dick Mayer, with Charles Cleveland as his literary caddie, has done a first class job on this book. There's no effort made to put out any fancy stuff or "secrets." Sound and simple material, and about as much of it as the average golf book reader can digest is presented.

Dick, a lean, limber young man, naturally has very little left foot action in his backswing but nevertheless a fine turn from his knees, hips and shoulders.

He says that he does not recommend a pause of hands at the top of the same and believes that such hesitation would interfere with the flow of his swing. The excellent series of pictures of Dick making a 4-iron shot, which appear as the end papers in the book, show that his hands are still for a couple of frames of pictures at the top of the backswing.

His comment on tactics of playing a course, especially his references to his play at Baltusrol in 1954 when a par on the last hole would have tied him with Furgol, his play at Inverness in winning the 1957 National Open and at Tam O'Shanter last year in winning the last of George S. May's \$50,000 first prizes, are very interesting. They provide helpful suggestions for golfers in all classes. He also offers valuable advice on putting policy and tells of his own putting methods which have a wrist-action tap for the shorter putts.

Mayer demonstrated at the 1957 PGA annual meeting instruction sessions that he's got a smart, analytical mind and a keen and ingenious way of adapting the generalities of good technique to fit his particular physique and temperament. In this book Dick has taken his game apart for the reader to look at and study.

The U. S. Golfer's Annual Handbook, Edited by John Barrington. Published by Thomas Y. Crowell Co., New York 16. Price \$3.95.

This book consists mainly of the rules of golf, comments on the rules and citations of decisions in puzzling cases. It also

contains several pages of "Historical Side-lights," records of major events, a calendar of some of this year's leading championships and suggestions of events for club competitions.

The Management of Clubs, By Harry J. Fawcett. Published by Vantage Press, 120 W. 31st St., New York. Price \$5.

Harry Fawcett, mgr. of the Kansas City Club and former pres., Club Managers' Assn. of America for more than 30 years, has been accurately identified as a top operating expert on excellent cuisine, superb service and efficient management of superior and exclusive clubs and the highest class of hotel operations.

Fawcett always has maintained that the highest quality of club operation although inevitably more expensive than commercial restaurant work, due to better materials, higher labor costs and uncertain volume, should not involve preventable waste. His way of organizing club management and of selecting, training, instructing, supervising and rewarding employees has been a strong influence for progress in country and city club operation.

The Fawcett book will take club officials and house committee members back stage in well operated clubs and show them, many times, what their own managers are trying to do.

Fawcett says that the divided management of clubs with officials and committees complicating the policy, and pricing procedures the club manager is expected to put into effect, account for much of the avoidable waste in club operation. He recommends an executive committee of three members to function with the mgr. in the business direction of the club.

He declares that the club is a "big, overgrown home." He also asserts that the excise taxes paid on club dues and fees are far in excess of income tax paid by hotels and restaurants "organized for profit."

The departmental directives from Fawcett's own extensive and successful experience alone are well worth the price of the book.

The Fawcett plan of employee welfare which has been in successful operation at the Kansay City Club for 10 years, the 54 departments of the club manager's operating knowledge, and the food and liquor control information also provide interesting and valuable pages.



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his New Shaft that packs a "Bull-Whip Snap"



In one stroke, Pro-Pel Action Shafts have made all other golf clubs obsolete

Every golfer who is not playing the new MacGregor Pro-Pel Action shaft . . . the first all-new shaft development in over 30 years . . . is playing with an obsolete set of clubs! What a tremendous sales potential this new shaft has opened up for you, the home professional.

Let any of your golfers try a few practice shots with one of these action packed clubs and he'll sell himself. The exclusive step-down design of the Pro-Pel Action

Shafts enables them to store energy longer on the downswing. As you swing, energy is stored and multiplied until the face of the club reaches the hitting zone. Then all of this energy, all of your power, is released with a tremendous "Bull-whip" snap that gives the ball a bullet-fast take-off. These new shafts help add distance and accuracy to any golfer's game! . . . no wonder they have become so popular so quickly.

New Clubs are Pro Proved

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.