

More feel!
More control!
More distance!
More sales!



MacGregor's
"BULL-WHIP"
SNAP

Pro-Pel Action Shafts

Four flex-action shafts match perfectly to each golfer's speed and swing! From No. 4 for the soft hitter right to No. 1 for the powerful swinger! Step-down shaft pattern and graduated wall thickness is an original and exclusive MacGregor design! The Pro-Pel Action shaft stores energy and power close to the club head on the downswing! Full force meets the ball with a "Bull-Whip" snap!

Now there's a right club shaft
for any type of swing!

Pro-Pel Action Shafts

more sales for you . . .
improved scores for all golfers!

MacGregor
THE GREATEST NAME IN GOLF

REG. U.S. PAT. OFF.

research with different nutrition levels on brownpatch and dollarspot. James R. Bloom, University pathologist, spoke on nematodes.

Off-campus speakers on the program included Fred V. Grau, F. V. Juska, Ralph E. Engle, R. S. Dyal, J. A. DeFrance, J. R. Watson, Jr., R. R. Davis and O. J. Noer. Other Penn State speakers were L. E. Jackson, J. C. Harper, Joe M. Duich, A. C. Richer, L. T. Kardos, J. O. Pepper and H. B. Musser.

Learning How to Use Water May Be The Answer

By FLOYD VOSLER

Supt., Cedar Hills CC, Omaha, Neb.

The old Scot's remark about golf being an 'umbling game might well be extended to identify golf course maintenance as an 'umbling profession.

A man may be proud of his course one day and the next day some catastrophic mystery may render him low, miserable and bewildered.

Holds His Breath

So, when a fellow brings his course through a year in good condition and competent, neighboring supts. suffer extensive troubles, he is extremely grateful. He holds his breath and examines his



Willie Goggin (right) was awarded a Scottish quaffing cup and a check for \$1200 by Ronald Teacher, Glasgow distiller, for winning the PGA Seniors title in Dunedin. Goggin shot a 284. Teacher's firm is co-sponsor of the annual Seniors tournament with the PGA, pays the winner's expenses to England to meet the British Champion.

Dave Gordon Heads Architects' Society

David W. Gordon, Doylestown, Pa., is the new pres. of the American Society of Golf Course Architects. He succeeds Howard Watson, Lachute, Que., Canada. Gordon's father, William F., with whom he is associated, was ASGCA pres. in 1953. Other officers are: J. Press Maxwell, Dallas, vp; and William B. Langford, Chicago, secy-treas. Election of officers was held at the architects' annual meeting in Mobile, Ala., Feb. 24-26.

Gordon graduated from Penn State University in 1947 following service as a B-24 pilot in World War II. After having worked as a construction supt. for his father, he became a partner in the latter's business upon graduation from college. Dave is married, has two sons, lives in Bucks county where he is a member of the Central School Authority and green chmn. of Indian Valley CC.

His wartime training as a pilot comes in handy. In the last 18 months he has flown a company plane 63,000 miles getting around to various construction jobs.

practices to see if he can learn for certain what accounts for his satisfactory results.

Last year I believe that I protected our greens by several light topdressings in the extreme weather and thus insulated them against excessive heat.

Early Spraying

Something else I am sure paid off for us was spraying our greens very early, starting at daylight and finishing not later than 7:30. This eliminated fungicide burns.

Inevitable variations in cost of maintenance I suppose always will beat us in our battle to keep close control of costs. Last year frequent rains and heavy growth of grass ran fairway maintenance costs for 9 holes to about what the costs were in 1956 for 18 holes.

I'm inclined to believe that one of the mistakes that has been made too often in maintenance is using too much water at the wrong time. I also suspect that we have not paid enough attention to the humidity factor. I have had a green wilt when the temperature was 86 but the humidity was high. I water very lightly (as many as four times a day) during very hot weather.

NEW! TORO

7-unit hydraulic

Parkmaster* cuts

mowing time

50%!

*A registered trademark of Toro Mfg. Corp.



Get all the facts inside!

TORO



Now...a 7-unit gang mower that instantly adjusts to mowing needs!

Pull down the center lever on the control console that's right by your elbow; 3 gang units lower swiftly, gently into mowing position—two ahead of the rear wheels, one centered in back. Pull down controls 2, 3, 4 and 5. Each one instantly lowers another gang unit into place. That's efficiency for you! And you lift or lower the units in any order to give any combination of gangs you need—3, 4, 5, 6 or 7 units at the flick of a lever. You never have to leave your seat!

Think of the saving in time, in labor. Think how this new Toro 7-unit hydraulic Parkmaster can cut your grounds-maintenance costs. (Actual operation has proved this revolutionary unit can slash mowing costs as much as 50% !)

No longer does the operator have to manually lift each gang into transport position before moving to another area. All 7 units are automatically, safely raised for transport in less than a minute. No longer does the operator waste more time putting the units into action.

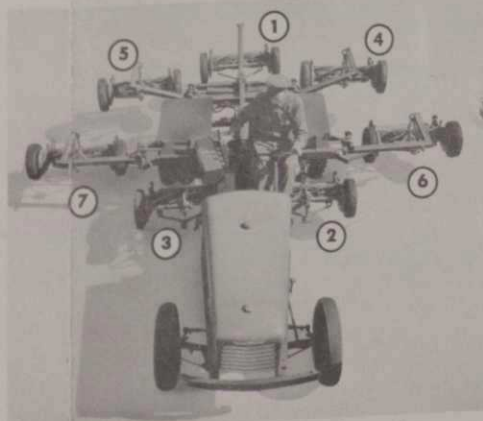
Here is a 7-gang mower with speed and flexibility unlike any other combination on the market. It slims down to pass through narrow areas, fans out to mow up to a 15-ft. swath in seconds. You can mow on both sides of roadways using the wing units only—even mow boulevards or other strips with one or two wing units lowered to turf height. It's actually many mowers in one!

Look over the features of this rugged machine. Look at the low-slung Toro Parkmaster tractor itself; the heavy-duty industrial engine that is rated at 130 hp, the Clark differential, the Ross steering mechanism. See how the operator's seat is positioned for full-circle command view of the entire machine.

Look over these and many other features pictured on the back of this ad. Or better yet, mail the coupon and let your nearby Toro distributor show you on your own grounds how the new Toro 7-unit hydraulic Parkmaster can start you saving today!



CONTROL CONSOLE is conveniently located at operator's right. Levers control double-acting hydraulic cylinders. After moving lever to raise or lower gang, cycle is completed automatically.



COMMAND VIEW of all cutting units makes handling easy. Gangs 1, 2 and 3 are controlled by single lever in center of console. Gangs 4, 5, 6 and 7 are individually controlled.

TORO

TORO MANUFACTURING CORPORATION
3038 Snelling Avenue, Minneapolis 6, Minnesota

YES! I'd like my nearby Toro distributor (who offers a complete stock of parts and factory-authorized service) to give me a demonstration of the new Toro 7-unit hydraulic Parkmaster on my own grounds. No obligation, of course.

NAME _____

ORGANIZATION _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

...look what you get in the new TORO hydraulic Parkmaster!



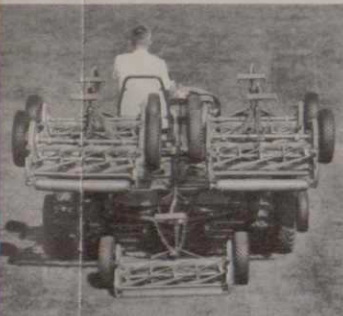
SEVEN SPARTAN* GANG MOWERS are standard equipment with the new Toro hydraulic Parkmaster.



POWERFUL 6-cylinder industrial engine is rated at 130 hp—plenty of reserve power for climbing grades.



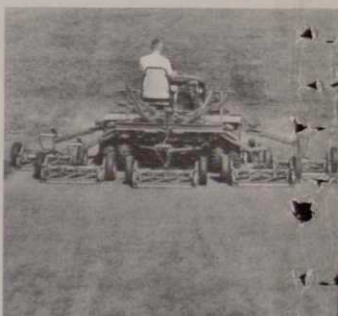
GANGS NEST AND LOCK in transport position so Parkmaster may be safely operated at speeds up to 30 mph.



AS A 3-UNIT MOWER, Toro hydraulic Parkmaster has overall width of 8 ft. 2 inches, cutting width of approximately 7 feet.



AS A 5-UNIT MOWER, machine has overall width of approximately 12 ft. 2 inches, cutting width of about 11 feet.



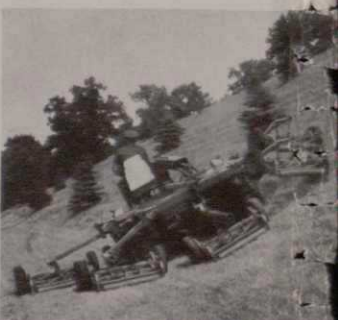
AS A 7-UNIT MOWER, machine has overall width of approximately 16 ft. 2 inches, cutting width of about 15 feet.



DODGING OBSTRUCTIONS is easy with the Toro hydraulic Parkmaster. A flick of a lever lifts wing units instantly.



BOULEVARDS, TERRACES and other high plots may be mowed by outer-wing gangs as machine runs on lower level.



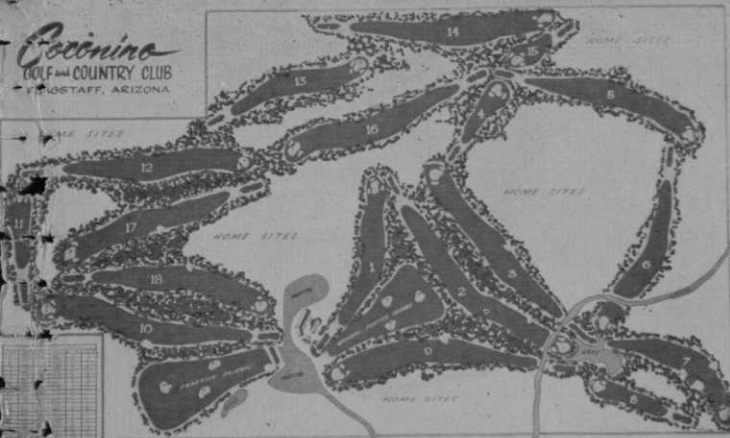
VARIABLE TRACTION WEIGHT may be controlled by lifting outer board gangs on up-hill side of machine.

*A registered trademark of Toro Mfg. Corp.

TORO

TORO MANUFACTURING CORPORATION, MINNEAPOLIS 6, MINNESOTA

Coconino
GOLF and COUNTRY CLUB
FLAGSTAFF, ARIZONA



Coconino G & CC in Flagstaff is built around home sites and also is surrounded by home sites. (Right) Architect Bob Baldock (r) and his construction supt., Tom Caranci, had to haul in tons of topsoil to pad out fairways and greens.

Golf in Rarified Air

7,450
Feet Up

*Lack of Water, Topsoil, Didn't Stop
This Course From Being Built*

By OMER CRANE

Sports Dept., Fresno (Calif.) Bee

THE pinon nut people wouldn't recognize their old tribal grounds where braves once stomped before raiding a neighbor or where their squaws pounded the nuts from the pinon pine trees into flour.

Eighteen fingers of dark green, tipped by fingernails of lighter green and surrounded by patches of sand covers the rock strewn acres which Havasupai tribe once called "the gathering place of tribes."

Coconino — "the pinon nut people" — is what the Havasupai were called. They never quite cut the swath in Arizona's sometimes bloody frontier history the Navajo or the Apache did. Today the Havasupai live on a reservation in the Cataract Canyon down the Colorado River from the Grand Canyon.

Last summer, four miles southeast of Flagstaff, Ariz., the highest private country club and course in the country — and one of the "heavenliest" 18 holes in the world — was built. Flagstaff's golfers blessed by fine weather, got to test it early this year.

The Coconino G & CC is what the white man calls the layout. What else? Coconino (ko-ko-nee-no) is as familiar a name in Flagstaff as Manhattan in New York. Theaters, markets and the county, of which Flagstaff is the county seat and which is the second largest in area in the United States, are named Coconino.

Robert E. (Bob) Baldock, the Fresno, Calif., golf course architect who has built, or is building, 37 nine and 18-hole courses in the western states in recent years, has Coconino's No. 5 tee on a patch of earth 7,447 ft. above sea level.

This is nearly 300 ft. higher than the 9-hole Laramie (Wyo.) CC, which, at 7,165 ft., was the highest course playable in the U. S. The public Hillcrest course in Durango, Colo., is up in the clouds at 6,505 ft., and a new course near Evanston, Wyo., is at 6,700 ft. World famed Broadmoor at Colorado Springs is at 5,900 ft. There are numerous courses approaching the 7,000 level, including 9-hole layouts at Brockway, Tahoe City and Glenbrook on the rim of Lake Tahoe.

Perhaps the highest of them all is at Gulmarg, India — 8,500 ft.

Golf in the rarified air of 7,500 feet may cause Coconino's lowlander guests to

puff a bit. "But we'll have electric carts," promises Coconino Pres. C. C. Chesire, a car dealer-rancher who is the dynamo behind the club.

Building Coconino posed some special problems for Baldock and his construction crew, headed by Tom Caranci.

Water, or lack of it, was one. The annual average precipitation at Flagstaff is 25.65 ins. Yuma gets only 2.84. This is the highest for any measuring station in Arizona. But the nature of Flagstaff's soil permits little to percolate into the soil and thus be recovered for future use. There is precious little to waste.

The present Flagstaff CC of 9 holes has cottonseed greens; the fairways are of volunteer grass — rather dusty at times.

"It was a case of using sewer water — or no golf course," explains Baldock. "This is not as bad as it sounds. The disposal water is 85 per cent pure by the time it is pumped to the fairways and greens from a 5-acre reservoir we bulldozed in one corner of the course."

This same pool also serves as a water hazard around the second, sixth and eighth holes.

There were two other problems, common to mountain courses: One, the short growing season (about three months) when



Ivan Gantz (center) and Joe Curtin (r) each get checks of \$250 from Frank Sprogell, pro-mgr. of PGA National GC, for winning the Senior-Junior tournament held in conjunction with the PGA Senior Championship. The Senior-Junior event, played for the third time, is sponsored by Fawick Flexi-Grip Co., maker of Golf Pride Grips.

Astoria bent on the fairways and the delicate Seaside bent for the greens will thrive.

Another was the lack of topsoil. Tons of it had to be hauled in to cover the Coconino fairways to 4 or 5 ins. in depth.

The course alone cost about \$160,000. Clubhouse and other facilities will boost the total to nearly a half million. What justifies such confidence in a community whose population was listed as only 7,663 in 1950? Flagstaff, like big brother Phoenix, is a boom town. The chamber of commerce claims 22,000 in the metropolitan area today. The city is the railroad for the huge Glen Canyon Dam, now being constructed on the Colorado River by an army which soon will total 3,000.

Agriculture, lumber, cattle and sheep ranching are a part of the city's economy. Perhaps more important, however, is the mild climate — offering pleasant escape for vacationers.

Jack Morrison, pro at the Phoenix CC in the winter months, is taking over the new Coconino. Morrison is the son of Alex Morrison, one of the greats among pros of the Hagen-Sarazen era.

Watch for This!

Every golf club in the United States is being mailed our annual form card on which space is provided for names of each club's operating personnel entitled to receive GOLFDOM. Please give this your prompt attention.

Unless we receive up-to-date information on those who are actively engaged in duties concerned with your golf clubs' operation we cannot continue mailing GOLFDOM.

If your club failed to receive our form card or misplaced it — use the form you'll find on Page 142 of this issue.

Our circulation auditing association requires us to show that the names to whom GOLFDOM is mailed are up-to-date. Lacking this information we are instructed to stop mailing GOLFDOM to old names on our list.

To make certain your 1959 officials and operating heads receive GOLFDOM fill-in the form and mail it — today — please.

Kansas City GA Opens Office

Kansas City (Mo.) Golf Association recently opened an office at 4528 Main st., in Kansas City. It has been established as a clearing center for all golf activity in the metropolitan area and to avoid conflicts in tournament dates.

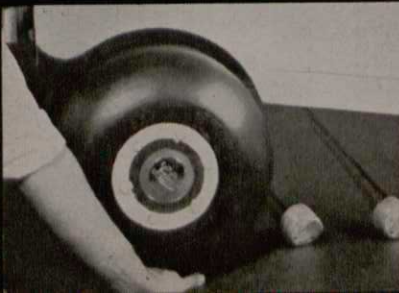
Loren Lamberth is the Association's executive secy. Officers are: John Thorpe, pres.; Bill Hare and Irl Oliver, vps; George Sinderson, secy., and Bob Mallin, treas.

**NEW
TURF
SENSATION!**

LaHer TURF-KARE KAR



**LAHER TURF-KARE KAR IS SO
EASY ON TURF—IT ROLLS OVER
MAN'S HAND WITHOUT HARM!**



● **GOES EVERYWHERE** — no path or trails needed. Can even drive over putting greens, sand traps — wet, marshy turf without harm.

● **FLOATS OVER GRASS LIKE A BREEZE.**

● **CLIMBS HILLS** like a caterpillar — with power to spare.

● **SILENT, TROUBLE-FREE.** Equipped with powerful G.E. motor and six heavy duty LaHer 230 Amp batteries NOT impractical gas motor with its

engine noise, equipment trouble plus motor stalling on hillsides in the hands of incompetent drivers.

● **LAHER-ENGINEERED** — with many exclusive features — you know it's America's newest, finest.

● **COMPLETELY SAFE** — Steers easily — almost impossible to tip over.

● **REVOLUTIONARY SOFT RIDE** — comfortable to riders—easy on equipment.

Like the ships that sail
Or the comet's tail
LaHer TURF-KARE Kars
Leave--no--trail!

WRITE AT ONCE to
Henry Johnson,
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THE ALL-SEASON CAR

Pro's Responsibility for Education of the New Member

By **LEONARD B. SCHMUTTE**

Professional, Findlay (O.) CC

THERE IS a phase of the professional's service as a teacher that is not getting required attention. That is his duty to teach golfers to become good club members.

In this period of great growth of private clubs, and particularly of the pronounced development of clubs as the nucleus of community development, the education of desirable club members is of prime importance.

The new member may be (and probably is) a person having sound financial rating, the normal social graces and a pleasant family.

He comes into a club as a member known only to a few of the older members and tacitly agrees to abide by club rules and regulations which he never will read any more than he will read the rules of golf.

In many cases the new member is becoming a golf club member for the first time. In a general way he and his wife think they are good members simply because they have been admitted to membership.

Getting Adjusted

Yet, how many times have pros learned of the difficulties of these new members getting adjusted correctly and happily so they can thoroughly enjoy the club and contribute to its progress and (we may as well face it) be important factors in the pro's progress and prosperity?

The failure to take full advantage of belonging to a good club is mainly due to the lack of education in how to be a good club member.

Such education is a delicate job. The lack of it is the cause of most of the troubles in club operation.

The new member is presumed to know all about being a club member but rarely does.

Many times, professionals have seen new members come in with a bagfull of new clubs that were so ill-fitting they represented rank waste of money. The new member, coming from a public course

where he didn't happen to have the good fortune of getting acquainted with a pro who could have taken care of his equipment needs, had gone to a store and got trimmed. That was a pity because many public course professionals now are providing club-fitting service and stocks that are up to the standard of fine private clubs.

Doesn't Know About Services

But the pro at the private club can't blame the new member for not doing business with him. In the majority of instances, this person hasn't an idea of the extent and character of the pro department service available at the club.

He doesn't know about outfitting himself and his wife and youngsters at the pro shop.

He doesn't know about the lesson and practice rates.

He doesn't know about the teaching ability of the head professional and members of his staff.

He doesn't know that there are free classes for children (and sometimes for women), that special attention is given beginners.

He doesn't know that the pro will be eager and happy to get the new member and his wife introduced to other members with whom the pro will arrange games.

The new member may not even know the name of the pro or his assistants, or the names of the mgr., supt. and the heads of club committees.

His wife may not know when women's play is permitted on the course.

He probably doesn't know, even in a general way, about the fixtures on the club's golf program — the ball sweepstakes, blind bogeys and special events.

He doesn't know about the handicapping at the club.

He probably doesn't know anybody in his locker row except, possibly, the member who proposed him for membership.

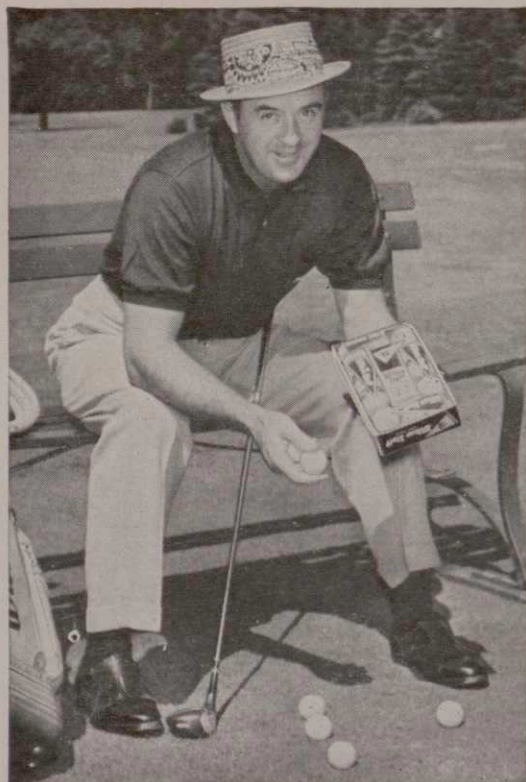
He Has Paid for It

I have listed a few of the things the new member doesn't know — but should know — about the golf operations at the club where he has paid an initiation fee and dues. His wife knows less than he does about golf at his club.

About club operations, the social program, pool operation, tennis activities and other benefits of membership the new member probably knows as little or less as he does about golf at his club.

It certainly isn't his fault that he is not informed, or to put it bluntly, educated.

(Continued on page 126)



Sam Snead—golf's all-time money winner.

In the hands of sixteen members of the famed Wilson Golf Advisory Staff—Sam Snead, Arnold Palmer, Bill Casper, Julius Boros, Patty Berg, Mickey Wright and others*—the new Wilson STAFF golf ball was the No. 1 Winner on the 1958 Tournament circuit.

Thirty major tournament wins in '58. That's the record compiled by golf's greatest stars with golf's greatest ball. And these are *Thirty* reasons why more of your pro-shop customers will be wanting to see for themselves the STAFF's tremendous acceleration off the club head—"The LONG Ball"; its perfect balance for trueness in flight; and that amazing "life of the ball" whiteness.

*Members of the famed Wilson Advisory Staff.

It's a Fact!
More and more
golfers want
to play
the "winning" ball
in golf—

the new Wilson STAFF



SOLD IN PRO SHOPS ONLY!

Sales
Win With Wilson
WILSON SPORTING GOODS CO., CHICAGO (A subsidiary of Wilson & Co., Inc.)



U. S. Royal Entertains Seniors at Dunedin

Seventh annual banquet, staged by U. S. Royal, was one of the features of Seniors Week, held in Dunedin, Fla. in Jan. John Watson is shown leading the group in singing.

Seattle Club Manager Takes A Dim View

If you think life isn't a bed of bentgrass, how about Kenneth Meisnest, mgr. of the Washington Athletic Club, Seattle, who recently made some sage observations in an article that appeared in Club Management magazine?

He had these things to say in behalf of club managers, but didn't specifically bar anyone from adopting this rather dim outlook:

If he talks on a subject — he is trying to run things.

If he is silent — he is dumb and has lost interest.

If he is usually at the club — he should get out more.

If he is out when you call — he isn't on the job.

If he is at home at night — he is neglecting club business.

If he is not at home at night — he must be out carousing at the club.

If he agrees with you — he lacks originality.

If he does not agree with you — he is ignorant.

If he seems too busy for casual talk — his job has gone to his head.

If he engages in casual talk — that's all he has to do.

If he can't give you an immediate answer — he's incompetent.

If he can give you an immediate answer — that's what he's paid for.

If he appears cordial — he's playing politics.

If he appears aloof — he should be trimmed down to size.

Do Pros Fool Selves?

A pro golf salesman, who works an Ohio territory, advises:

"Pros are inclined to explain the big gap between the large amount of women's play and the relatively small increase in the pro shop sales of clubs and balls to women by saying women haven't got money to spend on new equipment or are always 'bargain-hunting.'

"But the real answer is that pros haven't kept trying to sell clubs to women. The average pro tries an idea that he thinks might sell clubs or balls to women. If it doesn't work he gives up. The result is that the clubs and balls have to sell themselves to the women. If the pros don't change this situation the stores are going to take away a tremendous market in women's golf."

Ben Hogan says

**"Now I've
designed
a line of
WOMEN'S
golf shoes,
too!"**



RETAILING AT ONLY

24⁹⁵

I really *started* something, last season, when I introduced my first line of moderate-priced golf shoes for men. They made such a hit, it was just good follow-thru for me to bring out a *women's* line too. 8 smart color combinations. Butter-soft calf. Flexible nylon plates. Extra-soft counters. Lightweight, yet durable... and they fit beautifully. **THEY'LL BE SOLD IN NO SHOPS BUT PRO SHOPS.** For full details, see your Ernie Sabayrac Sales Representative, or write: Brockton Footwear Sales Inc., Brockton, Mass.

Sell More
AUTOMATICALLY
with the Ben Hogan
SELL-A-MATIC



Complete, scientifically merchandised Golf Shoe Department for Men's and Women's Shoes. Takes only 5 sq. ft. of floor space. 1172 Pro Shops report sensational results.

Nationally Advertised in SPORTS ILLUSTRATED and all Golf Magazines.



Bent Can Be Grown In The South

By **CHARLES DANNER**
Supt., Richland CC, Nashville

Clubs all over the south are now overseeding with bent instead of rye for winter play. Several clubs have gone exclusively to bent. I know of one club that has converted over half of its Bermuda greens to bent by overseeding with Sea-side. So I now can report real progress with bent for the South.

At Richland, we believe we save \$5000 a year on maintenance with bent greens instead of the old Bermuda and rye combination. Two things account for this saving: that is, one man's wages and the cost of materials for the frequent top-dressing necessary with Bermuda and rye greens. We spend more for fungicides but

this is offset by no longer having to buy rye seed in the fall and Bermuda in the summer.

When we built our greens, we provided for subsurface drainage with tile lines, a 6-in. layer of gravel underneath and good surface drainage. For our topsoil we mixed 60 per cent sharp coarse sand, 25 per cent loam and 15 per cent peat. In order to get a good uniform mixture, we ran every pound of these materials through a concrete mixer. Soil was sterilized with methyl bromide just before we planted stolons. We chose Arlington C1, thinking this to be the best strain for our climate. Stolons were planted in October and the greens were ready the following April. Cost of converting averaged \$1500 per green. We think we got that back long ago in maintenance economies.

From our experience we believe that 95 per cent of our problems through the