

#### The Open Setting

Above is a view from within pitching distance of the 424-yard, 18th hole at Winged Foot where the Open will be played June 11-13. It's a tough finish ing hole with slopes on three sides of the green and a trap on the left. At right is the 9th tee. This hole is 468 yards long and is rated a par 5 for members. For Open contestants, it will be a par 4.

#### Williams Gives 12-Year Report on Beverly Maintenance

Before leaving Beverly CC in Chicago to take his new position as supt. at Bobo-Link, also in Chicago, Bob Williams prepared an extensive report covering the mechanical and chemical management of fairway grasses at Beverly over a 12-year period.

In the report, Williams described the type of fairway turf which the membership wanted and then went on to tell what had been done to cultivate and maintain it. The following mechanical methods used were described in detail: Mowing, Seeding, Aerification, Irrigation, Drainage and Tree Root Pruning.

Chemical control factors described included: Fertilizer, Fungicide, Herbicide and Insecticide.

Included in Williams' report were frequent references to the volume of various materials used. He pointed out that to maintain 40 acres of bent fairways, the 12 year consumption of seed was around 7,500 lbs. Beverly's irrigation system was rigged up to produce 1,200 gpm and 25,-000 ft. of tile was installed at a cost of



\$60,000 in 1948 to give adequate drainage.

After much experimenting, Bob found that the optimum annual fertilizer application amounted to: Nitrogen, 157 lbs. per acre; Phosphorous, 8 lbs. per acre; and Potash, 60 lbs. per acre. To protect against dollarspot and crabgrass, it was found that three summer applications of fungicides rather than five gave best results. Insecticide treatment cost about \$400 annually in recent years while greatest dependence for control of poa annua, weeds, etc. was placed in sodium arsenite.

#### N. Y. Turf Directors

New directors recently elected by the New York State Turf Assn. include: Robert Mitchell, Edison Club, Rexford; Ralph Griffin, Grossingers, Liberty; and Frank Zufosky, Glen Head (L.I.) CC.

## Chicago District Clubs Fared Well Despite Recession

There are several interesting comparisons between 1958 and 1957 operating figures in the Directory of Information, released in April by the Chicago District Golf Association. The tenth edition of the report shows that revenues and gross profits fell off very little last year in spite of the recession, but offsetting these were moderate increases in salaries and wages and the general cost of club operation.

Dining room operations at 39 clubs in 1958 suffered very little in comparison with the 37 clubs which reported on their operations the year before. Average gross revenue in the former year was \$109,000 as compared to \$112,000 in 1957. Gross profit in 1958 was off about 1½ per cent. About one out of three clubs reported that they keep chefs employed the year around. Only two of 39 CDGA clubs have minimum house accounts, the average minimum charge at these clubs being around \$25 a month.

#### Bar Profits Off Slightly

Bar gross profits were down about 2<sup>'</sup>/<sub>4</sub> per cent in 1958 from 1957. The average gross income last year was \$67,000 as compared with \$70,000 the previous year. Gross profit ranged from 40 per cent at one club to 84 per cent at another with the majority of club bars reporting their margin at somewhere between 60 and 65 per cent.

The grounds and greens report show that average hourly wage rates went up about seven cents, from \$1.55 to \$1.62, between 1957 and 1958. City clubs employed an average of 12 men during the season and out-of-town clubs, 7. Most clubs had three or four year-around maintenance employees. There was a fairly wide variance in the supts' salary range. In the city, supts. average about \$8,500 a year, up \$300 from 1957. Outlying area clubs boosted their average supt. salaries from \$6,200 in 1957 to \$6,580. Wages and salaries accounted for about 61 per cent of the dollars spent on maintenance.

Income from swimming pools at 29 city clubs was about \$5,500 while expenses averaged approximately \$6,600. At the



M. K. Jeffords, Jr. (left) presents a check for \$1,000 to Dr. Glenn Burton of the Georgia Coastal Plain experiment station. The contribution for turf research was presented in behalf of the Southern Golf Assn.

out-of-Chicago clubs, income at 11 locations averaged \$2,503 while expenses ran to \$6,300. One outlying club, however, indicated that it received no revenue from its pool.

Information on member assessments in the CDGA report is not complete. However, it is noted that 11 of 20 reporting clubs on Chicago's Northside made assessments in 1958. Four of seven Southside clubs and six of 18 outlying clubs levied assessments on their members last year.

#### Managers' Salaries Up

Salaries of club managers at Chicago clubs averaged a little less than \$11,000 last year, compared with \$10,000 in 1957, while those of out-of-city managers was closer to \$9,000. From figures available, it is apparent that about one out of two clubs provides lodging for its manager and a slightly higher proportion of clubs pay their managers bonuses.

The basic average salary for pros at city clubs was \$3,200 as compared to \$3,400 at outlying courses. In practically all cases, salaries and wages of assistants are paid by pros. Only a few clubs provide lodging for the head pro but 40 per cent of the clubs provide quarters for assistants.

The average charge per one-half hour lesson in the city is \$4.00 against \$3.25 at outlying clubs. City club cleaning and storage charges are slightly over \$16. In the out-of-city clubs, these charges average \$14.

There are generally two classes of caddies. 18-hole rates in the city run from \$2.75 to \$3.50 for Class A and from \$2.50 to \$3.00 for Class B. At outlying clubs these rates average \$3.00 and \$2.50. Caddiemasters at city clubs average slightly (Continued on page 112)

Golfdom

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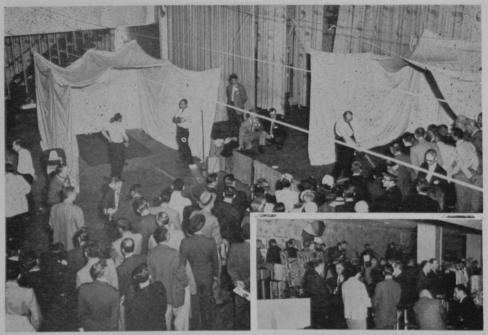
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Huge crowd kept nets busy, looked over 1959 equipment models (inset) at Philadelphia show.

## Philadelphia PGA Show Turns Out to Be A Spectacle

Second annual golf show of the Philadelphia PGA section, in the estimation of most persons connected with it, was more than a show. A spectacle, would be a more appropriate description.

More than 2,500 persons attended the event which was held Apr. 13 in the Hotel Sheraton ballroom. About 150 professionals, including a few from outside the Philadelphia section, gave demonstrations or generally helped out in putting the affair across. Seventeen newspapermen covered it and on the Saturday night following the show, a Philadelphia TV station aired a 30-minute filmed version of the event with Leo Fraser, pres. of the Philadelphia section, serving as narrator.

Three driving nets were set up at the show from one to ten p.m. Hundreds of persons were given brief lessons by the pros and, practically throughout the entire day, golf enthusiasts were lined up waiting to have their swings analyzed and to get a few tips. Henry Poe, national PGA vp, and Ed Tabor, pro at West Shore CC in Camp Hill, emceed the net demonstrations.

#### **30 Firms Have Exhibits**

Thirty exhibitors showed their wares at the Philadelphia gathering, including all the large manufacturers of golf equipment. Also represented was the USGA green section which had foot-square samples of various kinds of turf on exhibition. Charles Hallowell of the USGA, who handled questions and answers from the audience, expressed surprise at the interest shown in the various grass exhibits.

Visiting notables included Judy Frank, Bill Hyndman and Jimmy Thompson. One of the highlights of the exhibit was the awarding of charm bracelets by the Philadelphia PGA to Mrs. Harrison Flippin, Mrs. Glenna Collett Vare, Mrs. Helen Sigel Wilson and Mrs. Mark Porter for their contributions to the game.

According to Leo Fraser, who conceived the idea for an annual PGA show and got it started in 1958, the Philadelphia organization got a great deal of pre-show support from golf clubs in the area, radio and TV. Publicizing of the show was largely by poster and letter along with radio and TV interviews. Next year an even greater pre-show buildup will be staged. PLAY GOLF ON NATIONAL GOLF DAY JUNE 6

#### PEOPLE ARE

### TALKING ABOUT

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We like to think we have helped—by making top quality merchandise for you to sell; by consistently advertising this merchandise; by broadcasting the fact that you and only you sell this merchandise; by urging these golfers to go into your shop. In other words, we're helping to keep the golfers talking about you.

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Pool at Tam O' Shanter CC, Niles, III. painted with Ramuc enamel, has fresh, vibrant look even three years after it was painted.

Inertol Co., Inc. photo

## CHEAP POOL PAINT

# It's A Gamble That Can Be Costly

#### By KENNETH SCHILLER

Inertol Co., Inc., Newark, N. J.

A RE you worried about paint fading, peeling, blistering? Are you worried about pool cleaning, clogged filters, frequent painting, paint-stained suits? Do your members seem unhappy about their pool?

You can brush all these troubles away, and spend your time watching your club pool help increase membership. There's no question that a good pool can do that. Many a pool has pulled a club out of the red.

What's the formula?

Buy a good pool paint. Read the manufacturer's directions. Follow the directions – from surface preparation on up.

If your pool is lined with a film of last year's dust, sand, sun oils, body oils, etc., you had better remove the film before painting. You only hide dirt with paint for a while. The paint will really stick to it. The trouble comes when the dirt loses its grip on the pool and falls away with your nice paint sticking to it! So, always check the surface first and make sure it's clean before you paint.

You can tell a paint by the company it keeps. Good pool paint hobnobs with good pools. Check other clubs near you. You are not interested in the enthusiasm of the owner of a new paint job. Get the honest opinion of those who haven't repainted for two or more years. Ask people whose pools, after several swim- ming seasons, still look good.

In connection with a pool's appearance + and repainting, keep in mind that when a fresh coat of paint is applied over agood pool paint it isn't done because the paint is shabby. Almost always the pool still looks attractive and tile-smooth. It simply requires a little freshening up. When a good pool paint has been used there's no extensive scraping and sanding away of loose and peeling, blistering or powdering paints that can't take submersion. A quick washing and rinsing of the surface is all that's required.

Some types of paint present an attractive, smooth, hard surface — but nothing can bond with them. This includes paint of the same identical type. In other cases bonding may be fair, but blistering of the repaint application may soon occur. Chlorinated natural rubber-base coatings have a distinct advantage when it comes to repainting; the solvents in the new coat of paint soften the previous coat slightly so that the two coats become one when the paint has dried.

Find out who manufactured the paint as a double-check on quality. Knowing the reputation of the man who made the paint should offer that much more protection. Besides, the manufacturer may make available to you, without charge, special technical services that can be of tremendous advantage.

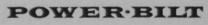
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## The price spread between good and bad paint is small. It costs as much to apply one as the other

You may say: "Well, sure, a top-quality pool paint will give the best service, but I'll have to get something less expensive." If you have thoughts along these lines you're headed for headaches and the loss of time and money. Cheap paint is expensive!

There isn't too much of a spread between the best paint and the cheapest. Compared with the overall cost of your swimming pool investment, the difference is insignificant. The real spread comes when you consider the wide difference in wearability, and the ultimate damages to be paid when a cheap paint is used.

Let's do a little practical figuring. Suppose you apply a good pool paint to one side of a pool, a cheap paint to the other. Labor costs will be the same, gallon for gallon. Your first uneasiness probably will come when you notice that you are running short of the cheap paint or perhaps that the color is off or varies from gallon to gallon.

You fill the pool with water. The good paint holds its color and gives the water an invigorating, inviting look. The poor paint starts to "drown." It just isn't designed for submersion. It begins to lose its color. After a month or so you may notice the poor paint has begun to cloud the water as it powders off (you'll find the powdered paint neatly stored in your plugged filters). Or, because the paint is now water-soaked, you'll see it is starting to swell up in blisters and patches.

#### Contrast in Sides

As the season progresses, the difference between the two sides of the pool become more and more apparent. The smooth finish of the good paint stays cleaner because it doesn't give dirt or algae a toe hold. Some awfully attractive finishes are sparkling white when applied but actually are rough as porous stone, pick up dirt and harbor algae. When they stain they present a real cleaning problem because discolorations are deep in the pores. With a good pool paint dirt and staining are almost invariably simply lying on the surface. About the only exception is rust or staining from leaves which have been left in an empty pool all winter. In a painted pool these can be painted over. If a pool has a different type of finish than paint radical measures may be necessary.

Before you repaint the side that failed, you'll have to put in considerable time getting rid of loose and deteriorated paint. Is that all? No, unfortunately. Despite all your efforts you may still have a blotchy, uneven, less-than-attractive surface after you've repainted. You've seen pools that are rough and pock-marked, uneven and blotchy in color. Painting over what's left of the poor paint will not keep it from deteriorating further. It will continue to loosen and break away from the pool, taking sections of the new paint with it.

To end this type of trouble and get off to a fresh start may make sandblasting necessary. Check the cost of sandblasting against the cost of applying the best pool paint. You'll see a tremendous saving.

#### Don't Experiment

You probably have just one pool. Don't experiment with it. Why not use a paint that has been proved on thousands and thousands of pools?

The advantages of a colorful pool as an attention-getter are well known. Given two pools, one painted, one unpainted which would you prefer? Who wants to swim in a plain concrete box? Why not have a pool as beautiful as its surroundings?

Paint brings a pool to life. Subtly, it will make water appear more invigorating, make a pool grow in size, giving an illusion of lake or ocean bathing. Paint will soften a pool's outline, adding a feeling of ease and grace.

ing of ease and grace. A well-painted pool stays cleaner longer because its tile-smooth finish doesn't let dirt and algae get a foothold the way bare masonry does. By the same token this tile-smooth finish makes it far easier to clean the pool. An easily cleaned pool encourages cleanliness. When a maintenance man knows he can do a thorough job fast he is less inclined to postpone the job till cooler weather.

A clean pool is a safer pool, not only for reasons of sanitation but because a dirty pool is inclined to be slippery and because high underwater visibility is so important to lifeguards. From his stand, a lifeguard should be able to see his area of the pool from top to bottom. There should be nothing to cloud his vision. Today, with underwater swimming so popular, guards need all the help they can get. (Continued on page 110)

Golfdom

## Wilson sells this man...

And millions like him with the greatest advertising campaign in golf history. All season long, a hard-hitting program is read by your pro shop customers in newspapers, national magazines, outdoor advertising, and golf magazines.

Wilson Strata-Blocs woods, Dyna-Powered irons and the great Wilson Staff golf ball are presold in Wilson's powerful "Pro-Shop" advertising campaign telling golf's millions again and again to get it from you in your Pro Shop. Feature Wilson. Sell Wilson.



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

### Would Go to the "T" in Building Tees

Writing in his company bulletin for April, Tom Mascaro, pres. of West Point (Pa.) Products Corp., brings up some interesting points concerning the construction of tees that most people probably haven't thought about.

Mascaro declares that it is generally acknowledged that a golf course is no place for straight lines, that the curved and flowing generally prevail. "But," Tom continues, "amid all this sculptured beauty, everyone continues to build tees like boxes or grave mounds."

Nothing but rock-ribbed convention is responsible for this situation, Mascaro concludes.

The West Point executive says that there is no reason why tees can't be built in flowing fashion. As it is now, most tee areas are sharply banked and a great deal of time is spent, or better wasted, in making sure that all lines are straight. To top it off, it is difficult to grow grass on or even effectively sod the banks.

#### Hard to Trim

It doesn't stop here, either. Consider all the hard work, Mascaro says, that is involved in maintaining the average tee. It is virtually impossible to design a mower that will do a neat job of trimming the banks.

From the golfers' standpoint, Tom goes on to say, tees are too small to accommodate them. In addition, if they are tired, they have trouble scrambling up the tee sides. Once they arrive at the top, they are in danger of slipping off, so precarious is the balance they have to maintain to stay on the "platforms".

Mascaro doesn't profess to be a golf architect, but he has dreamed up a tee that he thinks would be more practical than most that are in existence. It would be shaped like a rounded "T". Here is Tom's description of the design and the advantages he claims for it:

• The curved lines outlining the "T" would be in keeping with the flowing lines of the course. It would be a sculptured tee with beauty similar to that of a well constructed green.

#### **Inverted Saucer**

• The tee would be simply constructed, pretty much like an inverted saucer. It would rise gently from surrounding terrain and flow back again.

• As for maintenance, fairway mowers



Here's a real study in longevity. The professional and maintenance departments at Bluefield (W. Va.) CC have a total of 125 years continuous service with the club. Here's the record: Gale Johnson, (left), assistant pro, has 21 years; Mike Bileto, course foreman, is a veteran of 45 years; his son, Carlus, has been on the scene for 26 years; Head Pro I. C. (Rocky) Schorr, who also is supt., has handled these two jobs for 33 years. GOLFDOM would like to hear of any other foursomes that come near equaling this record.

could handle all tees, doing away with the expensive handwork that often is required on banks. In addition, fertilizing, aerifying, etc. would be much easier than it is now.

• From the playability standpoint, Mascaro says the marker area could be alternated among the right. center and left portions of the arm of the "T" and could be moved forward and backward in these areas. These settings, of course, would be for everyday golfers. In tournaments, the markers could be moved back to the leg of the "T". Such fluidity in settings would make a course more interesting and, at the same time, preserve the turf.

#### Harmon Succeeds Inglis as Metropolitan PGA President

Claude Harmon of Winged Foot was elected pres. of Metropolitan PGA in an election held in April. He succeeds John R. Inglis, MPGA pres. for 31 years, who becomes honorary pres. Others officers are: Jack Mallon, 1st vp; Jack Sabol, 2nd vp; Bob Watson, secy.; Al Brosch, treas.

The board of governors consists of Pete Cassella, Pete Burke, Don Brown, Gus Popp, Shelley Mayfield, Elmer Voigt, Jack Patroni, Harry Cooper, Tony Tiso and Harry Montevideo. Named honorary vp was R. C. MacDonald.

Harmon, who heads a group that numbers 280 members, outlined his 1959 program following the election. He hopes to set up an assistants' training program, enlarge the section's employment service, standardize golf lesson rates and establish a uniform fee for club storage.