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| <input type="checkbox"/> Prefer to lease instead of own machines? | <input type="checkbox"/> Disgusted with servicing noisy, smelly, hard-riding gasoline-powered cars? |
| <input type="checkbox"/> Prefer to own instead of lease machines? | <input type="checkbox"/> Want help in understanding how easy it really is to get maximum performance and economy with well engineered electric cars? |
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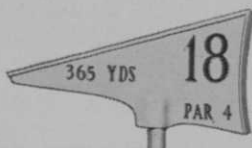
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FLAGS



MANUFACTURING COMPANY
CEDAR FALLS, IOWA

order from your favorite Standard distributor

	Yes	No	Same
Has supt. fared better budgetwise?	6	2	4
Has course labor situation improved?	4	6	2
Have supt's management techniques improved?	10	2	0
Has weather helped the supt.?	2	8	2

The above consensus is based on a survey made by Golfdom among equipment and supply dealers. It covers the maintenance situation for the last two years.

Supt's Situation Improves But It Isn't All Roses

THE above chart gives a fairly concise summary of the course maintenance situation throughout the U. S. by persons who know the supt. best, equipment and supply dealers and their sales representatives.

Simple "Yes," "No," and "No Change," replies, of course, don't tell the complete story. The equipment men, for example, in reply to queries concerning course budgets, point out that while there has been an average increase in allotments for maintenance in the last two years of probably less than five per cent, they have been largely offset by increases in the costs of labor and materials.

The labor situation generally has not improved because supts. cannot employ enough year-around help, and have to put too much dependence on inexperienced youngsters who are interested in working at course only during summer vacations from school. The resurgence of the nation's economy in the last year also has restricted the source of competent course labor since higher industrial wages again are beckoning potential club employees.

As for the weather, practically every section of the country was hard hit during the winter of 1958-59 and this spring. That supts. have been able to cope with it and

bring their courses back to playability is the result of their own competence plus an assist from the healing powers of nature.

Supts. Expand Knowledge

The competence of the supts., it will be noted, is the most consistently cheerful observation that the equipment dealers make in the above chart. It is almost generally agreed that through study, observation, use of research tools, monthly sectional and annual national meetings, etc., the trend to the upgrading of the greenmaster's ability, that started more than a decade ago, is still growing. Many dealers put in a favorable plug for the GCSA in conjunction with this.

Sectionally, the trend of the dealer's opinions and observations generally follow the national pattern. Budgets, it is reported, generally are higher now in the Far West than they were two years ago, but in other parts of the country they are no higher than they were in 1957. The labor situation has improved somewhat in the Southwest but in other sections it is no better than it was two years ago or has slipped back. About the only part of the country that wasn't hit hard by poor weather last winter and spring was the South. New England and the Northeast,

dealers say, saw more damage to turf last winter than in perhaps 30 or 35 years.

Jack D. Mansur who operates a supply firm in Fryeburg, Me., remarks that because of the havoc wrought by the weather during the winter and spring months in his part of the country, clubs on small budgets wouldn't be operating now if poa annua wasn't thriving. Many greens in the area were almost completely denuded and in quite a few cases there weren't funds available to replace them.

Hampered by Lack of Funds

Less than 10 per cent of Maine's 68 clubs have ample budgets, Mansur continues. In many locations there is no treatment for disease until the disease occurs and at some clubs fairways haven't been fertilized for years. The equipment replacement situation is no better.

The big drawback, as Mansur sees it, is that dues at many clubs are still pegged at a pre-war level. About the only thing that has kept many courses going in Maine is that there has been a substantial increase in daily fee play.

Other reports from the northeastern section of the country, one from T. L. Gustin of Philadelphia Toro, and another from E. B. Skelton of Krebs Equipment Corp., Buffalo, are divided as to the status of the supt's budget but agree that the weather in 1958-59, and even in 1957-58, hit courses in their areas very hard.

Labor Situation Only Fair

In the Midwest sector, dealers report that the labor situation is probably as good as can be expected in view of the prevailing wage scale. There undoubtedly is too much dependence on high school and college help and older persons who are available are only mediocre employees. As for weather, W. F. Riley of Riley Lawn & Equipment Co., Indianapolis, and Leon Short, of Short & Son, Keokuk, Ia., says it has been about the same as usual in their areas in the last two years. However, J. Paul McGee of Minnesota Toro, Minneapolis, says that the effects of the recent severe winter were still being felt this summer and that the spring of 1959 was the worst one experienced in at least 10 years. Similar weather conditions prevailed in Milwaukee and Chicago, according to R. G. Howe of R. L. Ryerson Co., Milwaukee, and C. O. Borgmeier of George A. Davis Co., Chicago.

There is divided opinion as to how supts. are faring in the budget dept. One dealer says that supts. complain because almost unlimited funds are set aside for operating swimming pools, clubhouses, etc.,

Refner Observes Two 50th Anniversaries: Wedding and Tenure as Hillsdale Pro



Frank and Clara Refner, the bride and groom (Aug. 3, 1909) are flanked by Michigan pros, Ron La Parl, Frank Syron and Al Watrous and Robt. Simpson, of the Hillsdale (Mich.) G&CC.

More than 300 members and guests attended an outdoor barbecue dinner and ceremonies in the Hillsdale clubhouse celebrating the 50th wedding anniversary of the Refners and Frank's 50th anniversary as the club's professional.

The club presented the Refners with a \$2500 check, wrist watches and announced that it was to stage a new event for a trophy named in Frank's honor.

Michigan Section PGA presented Frank with a plaque commemorating his 50 years of fine service as a professional.

On Aug. 10 Frank had his 74th birthday party with a dozen boys and 18 girls from his junior classes.

only to have the clubs skimp on course maintenance. Another opines that larger club supts. aren't suffering from a lack of funds but those at the smaller clubs are. Perhaps, the situation is pretty well summed up by Borgmeier who says that course maintenance funds probably are ample if not overwhelming.

Recommends Forceful Requests

Discussing budgets, Paul M. Jones of California Toro, San Francisco, declares that many supts. handicap themselves by not being forceful enough in going after the equipment and supplies that they need. "Economy," says Jones, "is a word that is rarely heard so far as course maintenance is concerned. Apparently, the clubs aren't pinching pennies, so the supt. should take advantage of this within reason." Budgets in the Los Angeles area also are quite adequate, according to Bob Adams of Pacific Toro.

Both men agree that the labor situation

(Continued on page 71)

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Horwath Study Shows Increase in Operating Costs

The tenth study of country club operations made by Horwath & Horwath, 41 E. 42nd st., New York, covering 52 clubs in 38 principal cities, shows that operating costs increased for all groups and that for small and medium size clubs there was a sharp decrease, in both amount and ratio to total dues income, for depreciation.

Clubs covered in the Horwath report are classified as Small (dues income under \$100,000); Medium (income—\$100,000 to \$200,000); Large (\$200,000 to \$300,000); and Very Large (income over \$300,000).

The report covers 1958 operations and compares them with 1957 figures.

In small clubs, net costs of clubhouse operation for the 16 clubs covered were higher in 1958 than in 1957 in spite of an increase in total sales and other income.

For the 23 medium size clubs this condition also prevailed, this being partly due to a decrease in total sales and miscellaneous income. For the 11 large clubs, income was 2 per cent higher than in 1957 but this was more than offset by increased operating costs.

Fixed charges for all types of clubs increased.

Average depreciation charges were higher than in 1957 in all three groups and in the large clubs the ratio of depreciation to dues showed a decrease. Rehabilitation expenditures and/or reserves were down sharply from the preceding year in large clubs. Heavy rehabilitation and improvement programs were reported at several clubs. Funds for these came from special gifts, assessments, initiation and transfer fees and other sources.

Increases in Dues, Initiation Fees

Eleven of 50 clubs increased dues for regular members over the preceding year while eight clubs increased their initiation fees for regular members.

The rise in total payroll for 1958 over 1957 was greater than increase in total income, including dues and assessments in all three groups. Restaurant payroll in

(Continued on page 71)

Golf Course and Grounds Expenses

COST PER HOLE

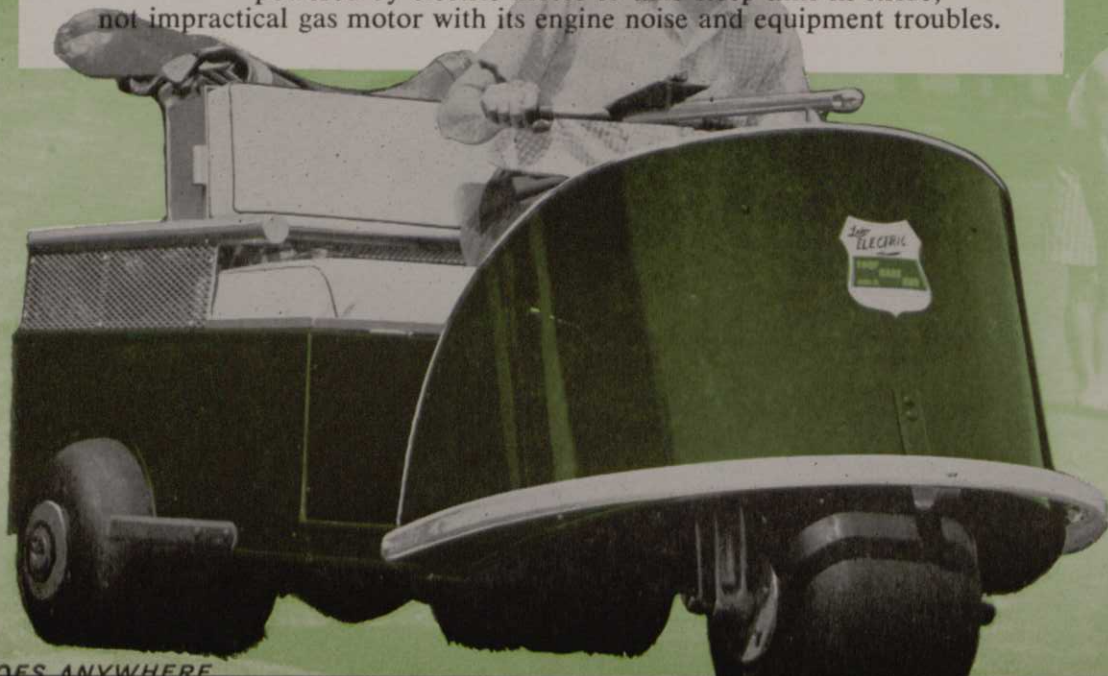
	16 Small Country Clubs (Dues under \$100,000)		23 Medium Country Clubs (Dues of \$100,000-\$200,000)		11 Large Country Clubs (Dues of \$200,000-\$300,000)	
	1958	1957	1958	1957	1958	1957
Greens and grounds maintenance						
Payroll	\$1289	\$1229	\$1871	\$1827	\$2001	\$1818
Supplies and contracts	385	322	500	493	390	393
Repairs to equipment, course buildings, fences, bridges, etc. . .	130	143	174	203	254	305
Water, electricity and other expenses	54	70	133	156	177	168
Total maintenance exclusive of fixed charges	1858	1764	2678	2679	2822	2684
Golf shop, caddy and tourna- ment expenses.....	273	268	309	321	433	428
Total	2131	2032	2987	3000	3255	3112
Deduct greens fees	348	333	797	779	486	494
Net golf course and grounds expense exclusive of fixed charges	\$1783	\$1699	\$2190	\$2221	\$2769	\$2618

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Teaching Pros Swing from the Mental Side

"I think we are now using smarter methods in getting our ideas across," is the way Emery Thomas of Forest Hills Field Club, Bloomfield, N. J., contrasts present day golf instruction with that of only a decade ago. "Back around 1950," Thomas continues, "most of us probably were mainly concerned with teaching the physical or mechanical side of the swing and didn't worry about getting the pupil in the proper frame of mind to do what we were trying to show him. I won't say we were completely unsuccessful as teachers, but I think most pros will agree that the person who was athletically inclined stood to get a great deal more out of our instruction than the pupil who wasn't endowed with athletic talents."

"Today," Thomas adds, "that isn't necessarily true. The athlete still outshines the unathletic as a pupil, but the gap is being closed. There's a reason for this. We've learned there's a lot more to teaching golf than just trying to drum fundamentals into a person's head. We first try to win the pupil's confidence, try to ease him into learning how to swing by showing him how to relax, and take more pains in explaining why all the parts of the swing should be executed in a certain way so that eventually they can be fitted into a smooth, overall pattern."

Results Are Good

The approach today, concludes the New Jersey pro, is basically mental or psychological. Teaching the mechanics of the swing comes, or should come, after the professional has mentally conditioned his pupils. Results apparently justify this method. The number of persons who play capable golf today is high even in proportion to the vast number of people who have taken up the game in the last 10 years.

The advance in pro teaching hasn't been an overnight development. In the last 10 years, professionals have banded more closely together in PGA sections and improved methods of teaching have been stressed by all these groups. Clinics, at which leading golf instructors and players have appeared, panel and round table discussions at which the best methods of

teaching have been examined, guest appearances by persons in the education field, and even by psychologists, all have had enlightening effects. Thomas' New Jersey section, incidentally, has long been a leader in educating its members. So, for that matter, has the national PGA, which always has put a great deal of emphasis on teaching clinics at its annual meetings.

Solution Not Patented

But with all the help and stimulation the pro gets from his sectional organization or the national PGA, and in spite of all the personal effort and thought he has put into the important teaching phase of his job, the fact that he first tries to mentally prepare his pupils isn't a patented solution. It may be as Bud Williamson of the CC of Lincoln, Neb., says: "With one fellow you may spend a lot of time just getting him to relax; then another comes along and you have just as much trouble keeping his mind on what he's doing."

But, Williamson says, it is very few people that he hasn't enjoyed teaching. "Most persons," he adds, "are pretty well coordinated. If you can get them to stand comfortably in front of a ball, keep their balance and release the club with a relaxed feeling, then you have accomplished something. It may take several lessons to do this. I try to keep my golfers on an organized instruction schedule, especially when they are beginners, and discourage them from playing the course until I'm reasonably sure they are ready."

"One of the worse things a person can do," the Lincoln pro observes, "is to go out and play a round and come back thoroughly discouraged. It undoes everything you've taught him and can be a reflection on your teaching ability."

Prefers Playing Lessons

Hampton Auld, Cape Fear CC, Wilmington, N. C., feels that getting the golfer mentally tuned to hitting a ball shouldn't stop with the lesson tee but should be carried onto the course. "It would be wonderful," he says, "if after a pro has given a golfer a series of lessons on the practice tee he could play at least a couple rounds with the person. A little coaching under actual playing conditions helps to build confidence," Auld declares, "and it's also a good time for the player to learn something about strategy. It's too bad we don't have more time for this because the student's biggest problem is applying what he has learned from his lessons to the course."

(Continued on page 70)

A black and white photograph of a golfer in mid-swing, wearing a light-colored shirt, light-colored trousers, and a visor. The golfer is positioned on the left side of the frame, with the club head at the peak of the backswing.

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GOLF CLUBS

PGA Sets Dates for 1960 Business School

Fourth annual Business School, conducted by the PGA, will be held at the Ft. Harrison Hotel in Clearwater, Fla., next Jan. 10-16. The 150 or more pros and assistants who are expected to attend the



Emil Beck

school will get approximately 45 hours of training in at least six subjects touching on shop operation. The school was moved from Dunedin to Clearwater last year.

Emil Beck, Pt. Huron, Mich., pro and chmn. of the PGA education and training committee, says that in its first three years of operation, the school has attracted 361 students. Started in 1957 as an assistant pro training project, the school is now open to members in all PGA classifications as well as non-members. Last year 162 persons attended the training sessions in Clearwater as compared to 106 the previous year and 93 in 1957.

At last year's PGA meeting, delegates voted to make attendance at a PGA training school tantamount to a fifth year of experience toward membership.

Add Bookkeeping Principles

Pro shop bookkeeping principles will be an added starter in next winter's curriculum, according to Beck. Public relations, salesmanship, instruction, club repair, financing the shop operation and overall shop management are other subjects that will be taught.

As in the past, there will be no enrollment fee. Persons planning to attend are asked to send applications in advance to Beck at PO Box 126, Pt. Huron, Mich.

The PGA also has approved plans for the second West Coast Business School. In 1959 it was held the last week in January at Alameda, Calif. Municipal course with 44 persons attending. No dates have been set for the 1960 sessions. Max McMurry, pro at Alameda muny, will be chmn. of the school for the second year.

The PGA Business Schools are financed through funds realized from National Golf Day.



Whatever the location and in spite of the difficulties, American golfers will contrive to build a course even if it is in the desert amid 130 deg. temperatures. Paul Hahn, the wizard of club control, is shown on the first tee at Rolling Hills CC in Dhahran in Saudia Arabia which is sand all the way. Course was built by Aramco employees who pack the sand greens with oil for a firm, smooth putting surface. The tee is built of cement block with a sand-oil pack topped by 4-in. slab of laminated Celotex which serves as the hitting surface. Rolling Hills is described as the only tree lined course in the Mid-East country, but this could be a mirage. Play often is interrupted by camel and goat herders who shepherd their flocks to a nearby abbatoir. Arabs are employed to pull caddie carts since a fellow has to husband his strength to hit the ball and walk the course. Saudia Arabia's heat (and even that desert toga) apparently doesn't faze Peerless Paul who is going back to that country in 1960 to put on 10 exhibitions for Aramco.

Snead-Player Match Gets All-Star TV Series Started

The All Star TV golf series will return to the ABC network on Oct. 10 with Sam Snead, who has a carryover streak of 13 victories in a row from the 1958-59 exhibitions, meeting Gary Player, the young South African who won this year's British Open.

The All-Star series will again run on the 26 week schedule, with the matches being concluded in April. They will be shown each Saturday.

The Snead-Player match was played at Eldorado CC, Palm Springs, Calif., before a huge gallery. Miller Brewing Co. of Milwaukee is again one of the sponsors of the show.