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What golf club can assure you NO SHOCK, NO TWIST, and NO VIBRATION? The answer is GLASSHAFT® Woods and Irons with built-in Torsion Control. Try them today.

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Joe Dahlman's pro shop at Mohawk is well stocked, cheerful place designed for handling large volume of players.

Public Course Clubhouse

There are some shortcomings in the facilities at Mohawk in Tulsa, but overall excellence of the clubhouse is typical of the great advance made in municipal golf surroundings in the last 15 years or so . . .

By HERB GRAFFIS

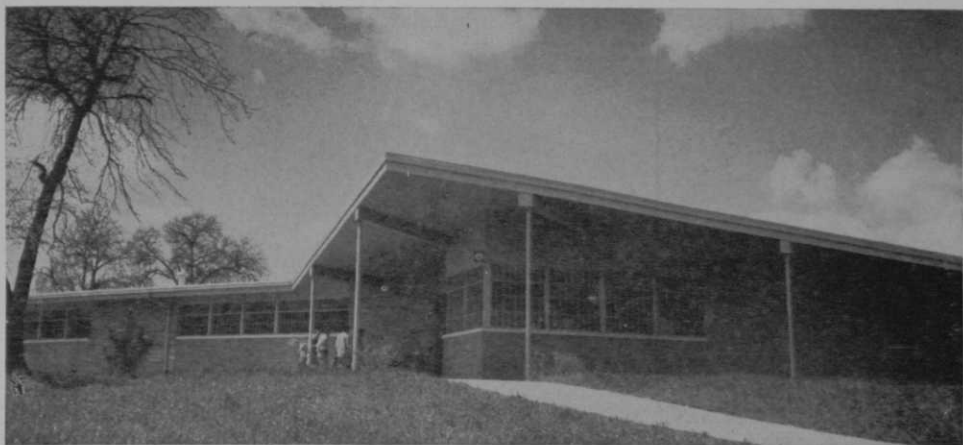
EXPERIENCED park and recreation officials will tell you off the record that operating a zoo can be much easier than running a public golf course. These authorities don't make that statement out loud because public course golfers are taxpayers and voters.

Public course golfers also are quite assertive and are getting to be as demanding as private club members. The officials realize this and have become expert in providing most of the right answers. Improvement in public golf facilities, as compared with their extent and character of 15 years ago, is almost incredible. Possibly no other municipal service has exhibited the progress, improved standards of operation and sound financial showing of public golf.

In making this advance, astute authorities in charge of municipal golf have revolutionized the public clubhouse. No longer is it a simple structure containing the elemental, acceptable utilities.

Low Cost Comfort

This phase of public golf improvement has involved many perplexing problems. The public clubhouse must have a great deal of what the private club offers its members in facilities. Yet, such accommodations obviously can't be extensive and fancy and call for undue operating and



Interior of Mohawk clubhouse was being completed when photo was taken. Walk leads from parking lot.

maintenance expense.

A practical and satisfying compromise in accommodations is provided at the new clubhouse of the Mohawk Golf Club, Tulsa, Okla., public course. At \$125,000 for building and fixtures, the clubhouse shows thrifty municipal planning and management. Municipal officials and the architect relied considerably on the advice of Joe Dahlman, veteran professional at Mohawk, in constructing and operating the clubhouse. Joe has been in Tulsa golf for many years and knows golfers, their desires and ways, and the golf business of the city.

His pro shop is roomy and light. Although not as fancy as some shops at private clubs where there is less play than there is at Mohawk, the shop is very useful and pleasant.

Protecting The Shop

Notice the windows in the photo of the shop at Mohawk. Dahlman insisted on these being steel framed because his previous shops often were robbed via entry through broken windows. When Dahlman proposed the type of windows used in the Mohawk shop, critics said the windows would look like they were designed for a prison. However the windows are attractive and allow plenty of light and air to come through. Attempts have been made to saw through the window bars but there hasn't been a robbery in the year and a half that the shop has been occupied.

Bag cart space adjoins the shop. Service in supplying and storing the bag carts is convenient and rapid.

Mistakes have been discovered in the
(Continued on page 72)



Bright, shining restaurant facilities are made available for Tulsa golfers.



Fireplace, comfortable lounge furniture provide restful atmosphere for the weary player.

ORDER EARLY
FOR
extra profits
THIS CHRISTMAS

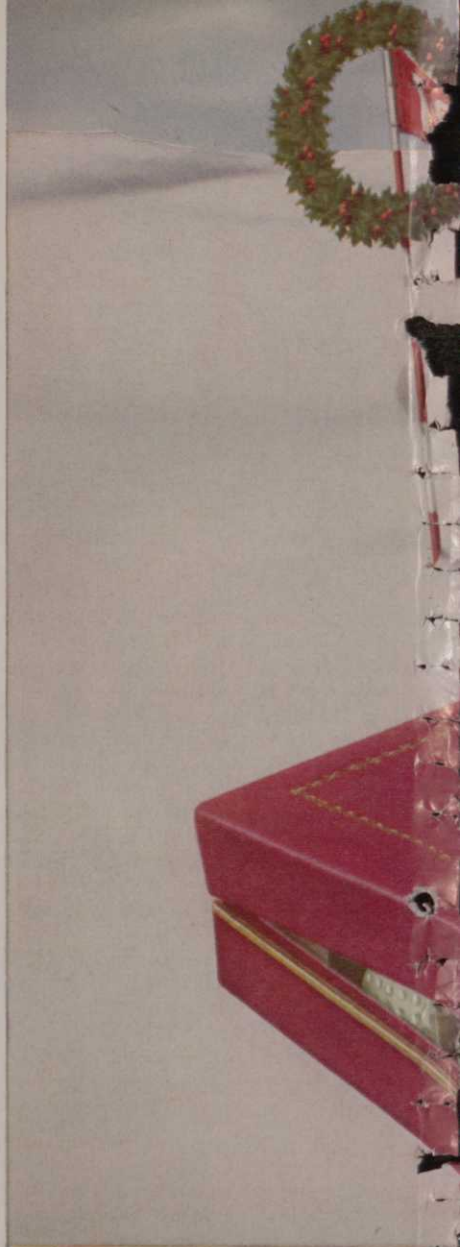
Stock up now for a landslide!

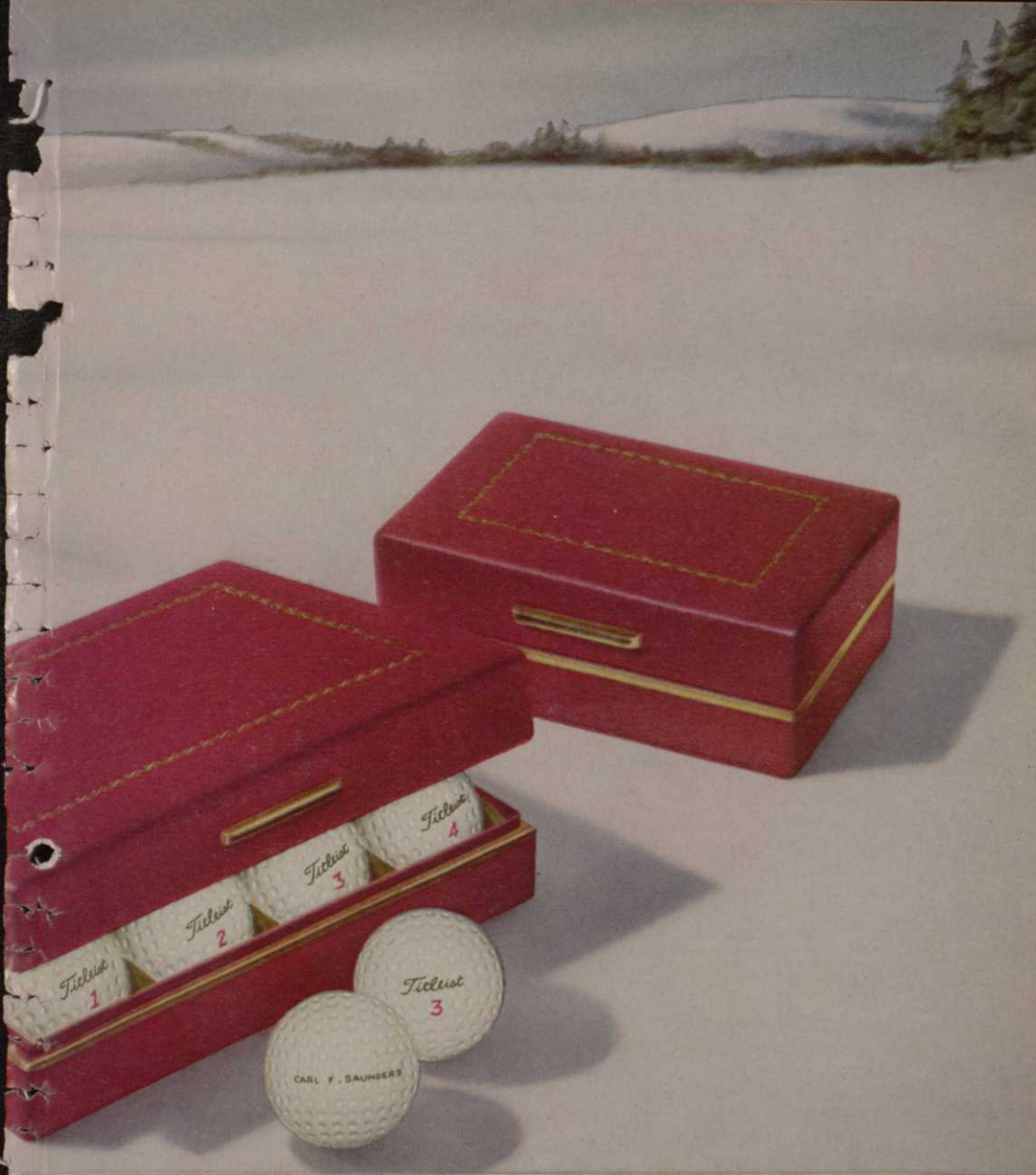
Last year, golfers and their friends bought thousands and thousands of gift-packed personalized Titleists for holiday giving. This year, we believe, the demand will be even heavier. Here's why:

The popularity of Titleist is gaining every month, every week, every day.

The new 1959 box is by far the handsomest and most useful we've ever offered—luxurious, gold-embossed, simulated leather with gleaming brass catch and trim.

The deal is the same as ever. No extra charge for personalizing* the balls. No extra charge for the box. No sales except through the golf course pro shop or as a result of our great mail order advertising





campaign through national magazines.

And remember, all direct sales through mail order advertising are credited to the pro shops.

But once again—order early. Samples are on the way to you now. Acushnet Process Sales Company, New Bedford, Mass.

*Sorry, no personalizing on ½ dozens.

Sold Thru Golf Course Pro Shops Only

ACUSHNET

GOLF BALLS




TRADEMARK

11 ways in which the pro can upgrade the work he's doing

Leo Fraser, president of the Atlantic City (N. J.) CC and of the Philadelphia Section, PGA, can speak with authority on the pro as a businessman. Leo's banker will tell you that.

In a recent issue of the section's publication, Fraser wrote:

The golf business definitely is on the upgrade. Let us upgrade ourselves with it and be better professionals:

- 
1. By making ourselves more valuable to our club.
 2. By dedicating ourselves to golf to the extent that we have all with whom we come in contact wanting to play the game.
 3. By improving our teaching.
 4. By becoming better businessmen.
 5. By having at least a basic knowledge of golf course maintenance practices.
 6. By not neglecting our own game.
 7. By getting along with people.
 8. By grooming ourselves neatly and stylishly.
 9. By taking a participating interest in our sectional PGA work.
 10. By visiting with other professionals and discussing mutual self-improvement and promotion of our clubs and the game.
 11. Specially planning for the future.

Fraser's success story shows that he applies the 11 points he recommends to other professionals. Each one of those has meant money for him. Leo is one of those professionals whose earnings and assets as a golf businessman put him in the financial top layer.

Pros themselves seldom realize it but the big money in golf isn't in tournament play but in owning, operating and developing golf club properties. The credit manager of one of the leading playing equipment manufacturers said recently that there are six pros whose individual assets were \$750,000 or more and that not one of them was very well known in golf outside his own district.

Discussion brought out the point that in each of these cases the professional had demonstrated unusual knowledge of all phases of club operation and was of conspicuous value to the club. This distinction, in some instances, attracted the attention of men who wanted to invest in golf property and needed managing partners so the professionals were given shares to be paid for out of earnings. In at least two other instances, banks helped pros finance purchases of golf properties that, if sold, would put the pro-owners in the millionaire class.

A banker, who loaned one of these professionals a goodly percentage of money needed to make the down payment on a course site and to get the course built, said that the pro was more than a pro; that the man knew golf business like the banker knew the banking business.

Which proves that Fraser's first suggestion to a pro — make yourself more valuable to your club — can upgrade a professional to the extent that in a comparatively short time he can become a wealthy man.

STAMINA WITH STYLE!

at only

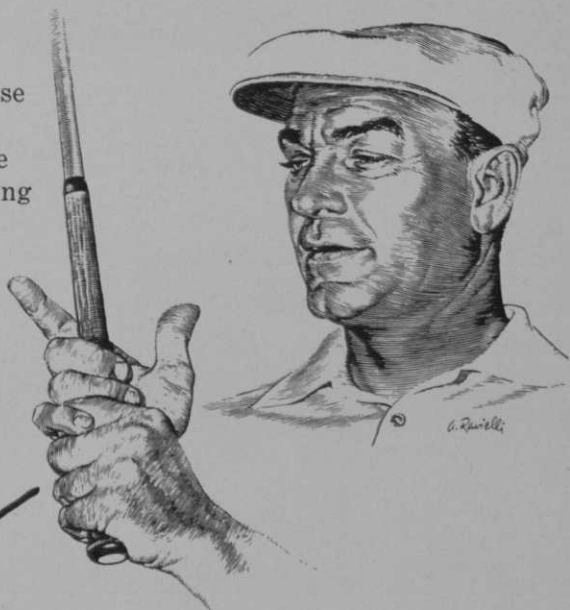
26⁹⁵

professional standards!

Beautifully designed and
produced under the personal
supervision of the master
golfer . . .

Bound to please
every golfer
because they're
made to exacting

*Ben
Hogan*



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Exclusively

POWER-DRIVING GOLF SHOES



for
MEN



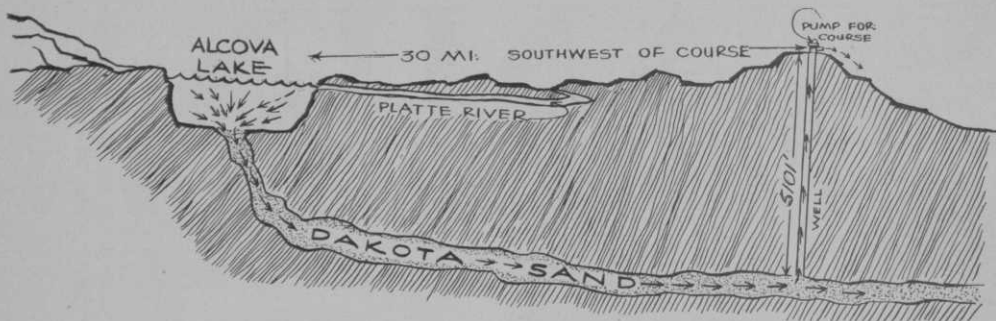
12 styles.
Choicest leathers.
Steel plates. Shape
retaining counters. Extra-strong inner-
soles. Available in both single and
double sole construction.



for
WOMEN



9 smart
color combina-
tions. Butter-soft
calf. Flexible nylon plates. Extra-soft
counters. Lightweight, yet durable.
And they fit beautifully.



Casper Country Club Digs Deep for Water

By OMER CRANE

Nobody is worrying much about the well running dry at the new Casper, Wyoming, C.C.

Oilman Warren Morton, who is the pres. of the club which has just been expanded from 9 to 18 holes by Fresno, Calif., architect Bob Baldock, is confident his course will have plenty of water — in the foreseeable future.

The shaft goes 5,101 ft. into a Dakota sand stratum, which has as its source the North Platte River, crossing over a sand outcrop in the Alcova Reservoir, some 30 miles to the southwest of Casper.

"We used a 7,000 foot capacity rig," explained Morton. "The drilling job cost was \$15,000 and we spent another \$18,000 to equip the well. About \$10,000 was saved as a result of services and equipment donated by club members."

The natural flow from the well is 60,000 gals. per day, says Morton, but a 400 foot deep pump now used has upped that figure to 250,000 gals. daily.

"If we ever need to expand again," Morton says, "we can double this figure to 500,000 gals. daily with a larger pump. When everything is set here we'll probably use 300,000 gals. a day."

The original nine hole Casper course was built in 1921. When Baldock completes the rebuilding job only a few of the original fairways will be used. The club membership has climbed steadily in recent years to its present 300.

When Baldock put in the Four Hills CC in Albuquerque, N. M., it was necessary to drill 1,200 ft. for water. That system, it was estimated cost \$50,000 and included cost of digging, pumps, a 300 hp turbine and a 250 hp booster pump.



Warren Morton

... 5,100 feet into the sand

New Haig Ultra Irons



St. George Hotel Golf Course, Bermuda

Alone in their greatness!

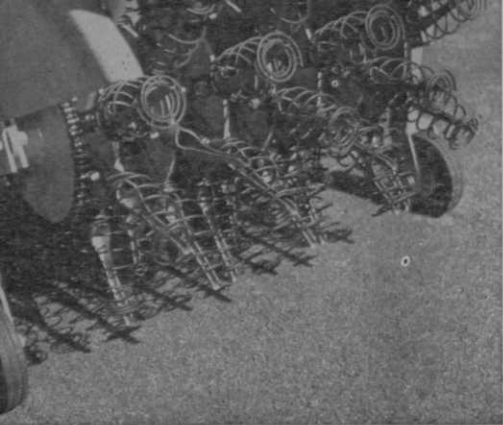


The distance ball—natural playing companion to fine Haig Ultra irons.

Ultra-powered for maximum hitting power...
Precision balance for better feel, easier playing
... Brilliantly styled... the finest irons in golf.
Sold only by golf professionals.

Haig Ultra

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Super Reel with 1/4-inch open spoon. Coil spring has been removed from one spoon in center of photo.



Aerifier completing third pass across the green. Aerifying was in three directions.

Verti-cutting and mowing with an old green mower completed operation. Final surface putted very well.



Multiple Aerifying Benefits Thatched Greens

Infrequent mowing during World War II encouraged thatch development on many bentgrass greens. On numerous golf courses the thatch became so thick that subsequent removal became difficult.

The greens at North Hills in Milwaukee were badly thatched when Charles Shiley became supt. Each summer he has been plagued with localized dry spots.

Shiley cross-aerified most of the greens



Charles Shiley inspects surfaces as workman applies fertilizer with cyclone seeder.

with half-inch spoons. Then he decided to try the new Super Reel with the quarter-inch open spoon after seeing a demonstration at nearby Brynwood.

Greens were aerified in three directions right after Labor Day. Then they were fertilized and plugs were shattered with a Verti-cut. He went over greens twice with the Verti-cut and finished the operation by mowing with an old greens mower. Surfaces were surprisingly good for putting.

There were fewer localized dry spots this year. Root systems went deeper and thatch was less prominent.