



# Plan Now

GRASS SEED  
FERTILIZERS  
MOWERS  
TRACTORS  
SPRINKLERS  
FUNGICIDES

- Check your list of needs for the coming year while they are still fresh in your mind. Take advantage of our complete line of supplies and equipment for golf courses.

*Write us today*

5440 Northwest Highway, Chicago 30, Illinois

*George A. Davis Inc.*



**FOR  
AUTOMATIC  
TURF  
IRRIGATION  
IT'S...**

**"RAIN-  
MASTER"**

- Cuts Water Waste
- Uniform Coverage
- Saves Labor Costs

FREE Literature—Write TODAY

**MOODY**

**"Rainmaster"**

Moody Sprinkler Co., Inc. G-1

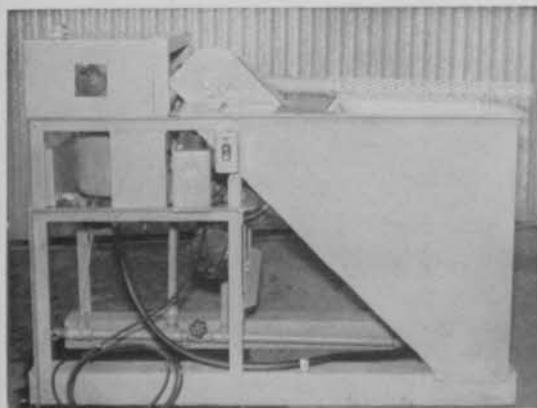
2828 No. Figueroa St., Los Angeles 65, Calif.

after it had gone through several financial shakedowns and made it one of the Northeast's outstanding courses . . . A World War I veteran, he is survived by his wife and four sisters.

Clubhouse costing \$450,000 to be ready early in 1961 at Round Hill CC, Alamo, Calif. . . . It's being constructed by Peter O. Mattei Co. . . . Round Hill course is scheduled for completion by Nov. 1. . . . Charlie Pace is supt. and Ted Kroll, pro, at new Tamarac C & CC in Ft Lauderdale . . . Started in August, the 18 holes will be ready by Jan. 1 . . . Dave Cairns, 59, pro at Elmhurst (Ill.) CC for the last 17 years, died of a heart attack Sept. 23rd at his home on the course . . . He was born in Dunbar, Scotland, and served at the Oak Park (Ill.) CC and Brookwood CC, Addison, Ill., before taking the Elmhurst job . . . Mr. Cairns is survived by his wife, Margaret, and a daughter . . . A bolt of lightning knocked Pro Harry Cebalo out of business at Marquette (Mich.) CC late in August . . . It struck his shop which burned to the ground.

The Northern Calif. Open, which had been pushed back to Nov., has been cancelled . . . N. C. PGA couldn't find a co-sponsor . . . But the Alamaden Open with

**NOW! FULLY AUTOMATIC!!**  
**"MASTER" —DRIVING RANGE BALL WASHER.**



Write for complete literature and prices.

**"ONE OPERATION"**

Dump dirty balls in hopper, press button — That's all.

Use with or without detergents. Continuous fresh-water rinse.

**"Compact Size"**  
24 inches wide — 54 inches long — 40 inches high.

Hand-fed models also available.

**MASTER MACHINE CORPORATION of San Diego**

P. O. Box U — 900 W. 13th St. National City, Calif.

# What do you get when you buy a Hand-Shovel Fed ROYER?

By STAN DAVIES

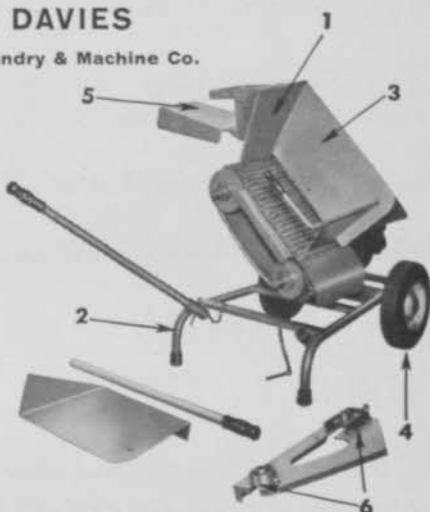
President, Royer Foundry & Machine Co.

Let's assume you've decided that better soil shredding, mixing, blending and aerating will be a major step forward in improving your operation. Now, what make shredder shall you buy?

Here is what ROYER has to offer: *Efficiency.* Soil or compost tumbles until it is completely shredded. Royer's exclusive belt shredding principle makes it impossible for large unbroken lumps to feed under the sweep fingers (1). Thousands of users testify to the superiority of Royerated materials.

*Capacity.* Royer manufactures a full line of shredders to meet any need. In Hand-Shovel Fed Models we offer a choice of 5, 8 or 12 cubic yards per hour. Too large a machine wastes power; too small a machine wastes time and labor.

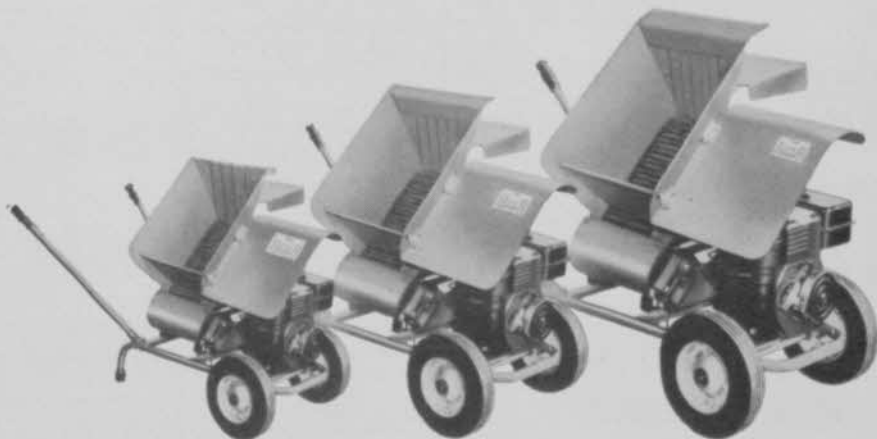
*Intelligent Design.* Compare our: tubular steel frame, for rigidity without weight (2); ample size hopper, low enough for easy shoveling (3); large, semi-pneumatic tired wheels for portability (4); adjustable deflector for regu-



lating discharge (5); large sealed-for-life bearings for trouble free operation (6).

These are the highlights. For complete specifications on Royer Models 8, 10 and 12 Hand-Shovel Fed Shredders, write today for Bulletin NS-60. We'll include the name of your local Royer Dealer, who will be glad to demonstrate the exclusive Royer principle.

ROYER FOUNDRY & MACHINE CO.,  
171 Pringle Street, Kingston, Pa.



MACON, GA.

## TWO KILLED BY LIGHTNING IN GOLF COURSE RAIN SHELTER

ORLAND PARK, ILL.

## LIGHTNING KILLS OAK LAWN GOLFER

ORLANDO, FLA.

## LIGHTNING SLASHES INTO GOLF SHELTER — ONE DEAD

PROTECT YOUR MEMBERS AND PLAYERS FROM THE SWIFTLY RISING LOSS OF LIFE TO LIGHTNING

# INSTALL COMPLETE LIGHTNING PROTECTION ON YOUR CLUB'S SHELTERS FOR AS LITTLE AS \$52.00\*

(Plus Shipping Charges)

NOW AVAILABLE — The latest, complete lightning protection equipment which your own maintenance personnel can install (saving costly installation charges) on your club's existing shelters. Complete installation instructions included.

BUILDING A NEW SHELTER OR REPAIRING AN OLD ONE? Find out how to include lightning protection at the time of construction.

COMPLETE INFORMATION also available on lightning protection for specific trees on your course. This system also protects the golfers under these trees.

ALL MATERIAL UNDERWRITERS' LABORATORIES APPROVED

\*12' x 12' Shelter  
Pyramid Roof  
More than 1/4 pitch

FOR FURTHER INFORMATION, WRITE

## S & N Enterprises

216 E. Ontario St. -- Chicago 11, Ill.

representing

INDEPENDENT PROTECTION CO., INC.

Goshon, Indiana

"Complete Lightning Protection Since 1933"

\$7,000 pro purse will be played Nov. 17-20 . . . TV rights to the second Palm Springs Classic (Feb. 1-5, 1961) have been bought by Martin Enterprises, Inc., Chicago . . . Details of sponsorship, network and number of televised hours will be revealed early in Jan. . . . William Martin of Chicago is pres. of Martin Enterprises . . . N. Y. Herald Tribune of Sept. 18th carried interesting article on the Par 3s by Hugh Sherwood and listed all the short courses in the vicinity of New York and its suburbs . . . Rainbow Hill estate, near Baltimore, owned by Gen. Douglas MacArthur, was recently sold to a group planning a country club . . . 33-room mansion on the estate will serve as the clubhouse.

Bob Cochran, runnerup in the British Amateur and Western Amateur this year, broadcast the National Amateur six times daily in St. Louis . . . Bad back kept the 47-year-old star out of competition . . . His check went to Evans Caddie Scholarship Fund . . . First of the Celebrities golf matches on NBC to get on the air was an entertaining 9-hole affair between Sam Snead and Bob Hope . . . Detail on several holes wasn't filmed but was covered by comment which saved time and kept interest alive . . . Snead cut Hope down with birdies . . . Finale of a putting tip from Snead was interesting . . . Hope's payment went to Cerebral Palsy Fund.

Loren Tibbals, Akron Beacon-Journal sports editor, who was prime mover of the highly successful PGA championship at Firestone CC, wants to put on "Summer Masters" in Akron each August . . . Tibbals' proposed tournament would have field limited to 60 or 70 players . . . At present he is calling the proposed tournament the Champions Invitational . . . Metropolitan (NY) PGA will ask other PGA sections at annual meeting to eliminate Caucasian restrictive clause from membership requirement . . . PGA and USGA some time ago began accepting Negro entries for tournaments . . . Conduct of Negro tournament golfers and Negro spectators at tournaments at white private clubs generally has reflected good judgment and manners . . . Tournaments at private clubs are getting to be more on an invitation basis . . . These clubs primarily are selective membership organizations . . . Despite vast improvement in economic and social status, Negroes haven't established a selective membership private country club with a very good golf course

(Continued on page 86)

**20 minutes ago,  
this green was  
completely  
reconditioned  
the CHIA way!**



*James Smith, Senior, President of Aero-Thatch putting on newly cultivated green!*

**Soil is cultivated, thatched,  
aerated, decompacted without  
disturbing the putting green surface . . .**

**the easy Aero-Thatch way!**



Model X53

Fabulous Aero-Thatch is the machine that golf courses and greens supts. are discovering to be almost perfect for the toughest job of all: keeping the grounds in condition for constant play. You lose no time . . . you inconvenience no one when you care for grounds the CHIA way! In minutes, precious greens are completely cultivated, thatched, aerated and decompacted . . . and you never lose any playing time at all. Get the facts about Aero-Thatch from your dealer or write to us for information.

*Continuous, Horizontal, Invert Aerification.*

**AERO-THATCH, INC.**

RAHWAY, NEW JERSEY

# St. Clair Country Club\*

chooses fabulous

## Beautiful Holmes

GOLF CLUB CARPET

for its handsome remodeled clubhouse

Learn how your club, too, can save money  
...in replacement...in upkeep...in daily care

Our "Golf Club Herald" brochure shows  
what this carpet is doing for clubs all over  
the country!

A bright, success-type story of BEAUTIFUL HOLMES  
GOLF CLUB CARPET QUALITY 282 . . . and the  
story of how it can bring luxurious new beauty, with  
a decorator touch, to *your* club! Learn the specifics of  
famous "Quality 282", a wilton carpet woven for the  
express purpose of standing up to golf cleats, tracked-  
in turf and lots of generally rugged wear . . . to mean  
lower maintenance and replacement expenses, lower  
club operating expenses all-together!

. . . see what 50 famous clubs  
have already found out for  
themselves. Every page a case  
history of how these clubs  
have benefitted by putting  
proven "Quality 282" in pro  
shops, locker rooms, lounges  
. . . throughout! Send for your  
copy, and benefit yourself!



ACORN ROOM



LADIES' LOUNGE



"NINETEENTH HOLE"

\*Pittsburgh, Pa.



*Archibald Holmes & Son*

ERIE AVENUE AND K STREET, PHILA. 24, PA.

NAME \_\_\_\_\_

CLUB \_\_\_\_\_

ADDRESS \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

I want to see the new  
GOLF CLUB HERALD,  
listing the 50 famous clubs  
that have successfully  
installed Beautiful  
Holmes Quality 282.

ARCHIBALD HOLMES & SON • NOW IN OUR SECOND CENTURY OF FINE CARPET WEAVING

---

## Turf Dealers Say Skimping on Course Upkeep Is Outdated

---

By HERB GRAFFIS

GOLF course equipment and supply dealers say that 1960 has been one of the best years in sales volume. Next year also should be excellent due to demand for increased playing facilities, modernization of courses and long delayed replacement of equipment.

In the judgment of dealers there is keen awareness of the basic importance of course attractiveness. The days of expensive ashtrays in clubhouses and skimping on course maintenance have passed. Instances of club revenue declining because of course condition not being competitive with that of other courses are cited by dealers. The suffering clubs have held back too long on maintenance budgets and will need a few years to come back, according to expert opinion.

Payment of bills generally has been prompt with some slow spots around the country. In some districts where buyers have been tardy in paying their bills the delays seem to have been due to inexperienced management and weak initial financing rather than business conditions in the area.

### Shy on Credit Data

Homesite course developments have accounted for considerable buying of equipment and supplies for construction but they have varied widely in evidence of financial stability. Too many of them are shy about supplying data that creditors

- Clubs decline where maintenance is neglected
- Home-site credit is cause for some wariness
- Supply, equipment prices become stabilized
- Better new club planning evident

require before delivery. Maybe they are promoters trying to catch lightning in a bottle or well-financed operators reluctant to let creditors know the extent of their solvency. The condition is one that is being closely watched by experienced dealers who saw similar operations in the late '20s. Dealers worked out a number of those close cases after they learned from other creditors and the promoters what the financial score was.

Higher costs of doing business and lower profit margin generally have dealers watching credits closer than ever.

Turf conditions have been better and play has been greater in most districts this year, according to the equipment and supply dealers who logically rate as grass roots authorities on the state of U. S. golf business.

Here are highlights of comment from dealers:

Orville O. Clapper, The Clapper Co., West Newton, Mass. — Every course should be examined by a competent golf architect at least every 10 years to keep it abreast of the change in the game and the maintenance standards and equipment available.

Bob Fauteck, C. E. Anderson Co., Royal Oak, Mich. — A good deal of our time has been spent with different groups in planning or constructing clubs. Most of the new clubs have everything fairly well planned and under control and have

cash on hand before they start construction.

J. D. Baker, H. V. Carter Co., San Francisco — In the construction, or at least the planning, stages, the course picture is brighter than at any other time in 20 years. Our only concern is how each project will be financed so those responsible for development and maintenance can operate at full efficiency.

H. P. Riddell, C. E. Greiner Co., Indianapolis — Golf course business looks promising. Better budgets are reflected in better playing conditions.

### **Rough Is Coming Back**

Jack D. Mansur, Fryeburg, Me. — Revenue from greater play is meaning more improvements and higher standards of maintenance. There is more use of the services of experienced architects. Rough is coming back and there is more testing play without the backbreaking long courses that mean higher maintenance costs and which reduce play. Despite short season, several clubs in area have waiting lists. Do-it-yourself courses getting to be quite a factor. Some of the home made courses show lack of construction experience that probably will mean higher costs and other costs later but they at least get golfers started.

Dick Fred, Sidney L. Dryfoos Co., Cleveland — Wet early season held back business but when the sun came out maintenance became normal. Turf condition has been so good there hasn't been any urge or need to experiment with newer materials. There is a renewed interest in topdressing. New construction is keyed to easier maintenance. Course homesite combinations in some instances are going to have same old problems of maintenance deficiencies and expense due to hurried, cheap construction. General business but when sun came out play and earlier than usual at some fee courses but that is the only troublesome sign we see. Long range prospects for golf look better than ever.

### **Spending Money**

Wm. C. Kruckemeyer, Charles G. Kruckemeyer Machine & Parts Co., St. Louis — Average clubs more prosperous than in any previous period. They are spending money to enable supts. to maintain courses in top condition. Almost all clubs in the district are paying bills promptly. Looks like 1961 will be fine year.

C. O. Borgmeier, George A. Davis, Inc., Chicago — Course maintenance business

got off to a late start because of cold, wet, April and May but picked up so 1960 has been another good year. General maintenance expenses have stabilized so no marked increases of prices of equipment or supplies is expected. Labor continues to be a problem due to seasonal employment. Golf should continue to flourish because there is more time for recreation. Equipment manufacturers are presenting new and exciting items of cost- and time-saving equipment which will mean good business in 1961.

Hugh Ward, Jacobsen Power Lawn Mower Co., Columbus, O. — Golf business continues to get bigger. Turf conditions, due to weather, have been better than average. So has play and, naturally, maintenance budgets. Established clubs, almost without exception, are paying promptly. Over past few years we have noticed that course-homesite developers seldom know costs of equipment, supplies and operation of the course after it is built and consequently run into serious financial problems.

### **Golf Business Booming**

Ray McMicken, B. Hayman Co., Los Angeles, Fresno and Phoenix — Southern California and Arizona golf business has been excellent. Play has been greater than expected, a large number of courses are in the planning stage or being built and established courses are being extensively improved. Budgets are about the same as in previous year. Bills are being paid promptly. Headaches are in prospect at courses that developers have built at low cost and are trying to operate with less maintenance equipment and material than is needed. Some developers figure that their courses could have been built for less than half the actual cost of a good job. Automatic sprinkler systems are a new trend and are working well. Another trend is large membership clubs to attract golfers who otherwise would have to wait many hours to get on crowded public courses. If the national economy continues on high level, 1961 should be another great year in golf business. A recession may hit the very expensive private clubs hard.

Jimmy Lambert, Evans Implement Co., Atlanta — Golf business volume in our area has been highest in history and we expect larger figures in 1961. Turf conditions are better, reflecting value of supts' association services and more experienced men. However, maintenance budgets are

*(Continued on page 66N)*



*How outdated are most golf clubs?*



## **See how they stack up against New 1961 Spalding Top-Flites!**

*If . . .* grips are worn and slippery, your customer is losing power; adding strokes to his score . . .

*Then . . .* he needs Spalding's exclusive new "Cushion-Control" grip. This combination of rubber and cork gives positive traction in any weather. Grips clean up like new.

*If . . .* his woods are chipped and cracked, chances are he's not getting full distance off the tee.

*Then . . .* show him HYDROSEALED Top-Flite woods, sealed 100% against moisture. They last longer, hit longer. Choice of exclusive Pro-Simmon or nylon face inserts!

*If . . .* he's not getting equal power and accuracy from every iron in his bag; if he's avoiding certain clubs . . .

*Then . . .* let him see the difference SYNCHRO-DYNED Top-Flites make. Sets made together to give every club a "family" feeling; to make every iron swing the same.

Show him Top-Flites, the finest clubs ever made. They're sold through golf professional shops only.

**SPALDING**  
*sets the pace in sports*



## Don't Make Your Shop Too Commercial!

Pro Gene O'Brien (in photo) helped organize Rolling Hills, has been there for about 12 years.

*The fixtures, displays and decor of your shop may be stunning, but if you lose the homey touch, players may be scared away*

### BY GENE O'BRIEN

Professional, Rolling Hills CC, Wichita, Kans.

I often wonder if we aren't making our pro shops a little too functional (a nice word for commercial) and as a result are sacrificing the comfortable atmosphere that distinguished them some 20 years ago. My new shop is about a year old. When it was being built there was a temptation to accede to the suggestion of a few well meaning persons and make it nothing

Fixtures, displays at Rolling Hills emphasize self-service. This photo was taken from lounge area (which O'Brien feels is being neglected in many shops.)

