

Night lighting of golf courses now is practical, thanks to the broad light pattern of Wide-Lites and their lower installation cost. And think what it means — players who can't get away from work until late afternoon can become active golfers. And even if only the back nine is lighted, players can tee off in late afternoon and be sure of getting in a complete round! Wide-Lite golf course lighting lets you increase course revenue without adding acreage to your course!

One Wide-Lite with color-corrected mercury vapor lamp does the work of two or more incandescent floodlights—cutting down the number of poles, cross-arms and fixtures (cuts costs, too!). And operating on 460 volts, Wide-Lights require 50% less transformer capacity, with smaller conductor wires. This permits low-cost underground wiring to keep your course beautiful! And lamps last seven times as long as incandescents.

WIDE-LITE CORPORATION

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AREA LIGHTS
SPORTS LIGHTS
PROTECTIVE LIGHTS
VAPOR TITE MODELS
INDOOR LUMINAIRES
MOBILE WORKING LIGHTS

Houston, Texas In Canada: Wide-Lite Division, Wakefield Lighting, Limited, London, Canada

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PORP PO. BOX 191 HOUSE OF TEXAS OF TE





ADJUSTABLE GEAR-DRIVEN, ROTARY POP-UP SPRINKLERS

Buckner's exclusive adjustable feature gives full water utilization for best irrigation. Designed for automatic or manual systems. Three full and three part circle sizes.

NEW SUPER CAPACITY ONE-PIECE QUICK-COUPLING VALVE

reduces water hammer

Extra large water capacity gives better flow control of water while less pressure loss means a more efficient system. Only fool-proof, one-piece valve on the market.





SPEED
REGULATOR
gives best single
line turf irrigation

Another Buckner exclusive for tailormade water coverage. Fingertip adjustment puts more water where sprinklers do not overlap, less where they do.

See Your Local Buckner Dealer He's listed in the yellow pages.



MANUFACTURING CO. INC.
P. O. Box 232 Fresno 8, California



Harry Strasburger (I), Coffeyville, Kans., first World Senior golf champion, gets Maytag Bowl from Chick Evans (center), tournament chmn. after defeating John Roberts (r) of Chicago, 2 and 1, in final at Broadmoor GC, Colorado Springs, in August. A total of 129 Senior amateurs, including three New Zealanders and one from Chinese Republic played in the event. Proceeds went to Evans Caddie Fund

name — Peacock Gap GC — and a new mgr., Ronnie Hess, formerly of Monterey Peninsula GC. In its first four months the new muny course in Palm Springs showed a profit after paying out \$40,000 in operating expenses and \$20,000 in amortizing bonds . . . Tacoma, Wash., city officials apparently aren't going to purchase either of Roy Canedy's two public courses which probably will go to the realtors . . . Gardena (Calif.) Golf Rancho, a golf center with 9-hole Par 3 designed by Harry Rainville, opened in mid-August.

Bermuda GA will sponsor 14 invitation tournaments in 1960-61, with best known of these, the Goodwill, being played Dec. 6-8 . . . Full details can be obtained from BGA, Box 433, Hamilton . . . On Golf Day at the Hogan-Sabayrac sales meeting held in August in Ft. Worth, Ben Hogan must have come away with the impression that he had been up against the kind of competition a fellow would ordinarily run into in the Open . . . Hogan shot a 64 to tie the Shady Oaks record . . . But Close behind him were Bobby Moser with a 66, Morgan Barofsky with a 68, Owen Chapman with a 70 and John Hainje, who had a 71 . . . All of these fellows are weekend golfers, or at least that's what they tell Hogan and Ernie Sabayrac, for whom they work.

Nearly 600 Philadelphia boys recently completed a caddie training course made possible through the combined efforts of the City Welfare & Recreation dept., Fairmount Park commission and the supt. of schools . . . Boys took three 2-hour lessons and pros, at courses where they were held, demonstrated various things a caddie has to know . . . Gary Renn, city golf

CHRISTMAS SHOPPING at your PRO SHOP

Pros — think this over — and take action

You know — that to sell more to your golfers you must make it easy and pleasant for them to buy in your pro shop.

You also know — that your golfers will be spending thousands of dollars before long for Christmas gifts . . strictly gift spending that brings stores one-fourth their entire year's sales in about eight weeks.

Think how much of this is for gifts for golfers that cannot compare in value and usefulness with the appropriate gift items you have for sale in your shop.

This is gift business . . extra business . . money your golfers are definitely going to spend elsewhere — if you don't take action to get it.

Christmas Shopping at your Pro Shop

has proved to hundreds of alert businessmen Pros it is the most productive,, impressive and economical Pro-prestige PROmotion for bringing this extra, profitable business into the Pro Shop.

Act now — to make certain your golfers get your personalized copies of this year's finest-yet edition. Fill-in and mail, without delay, the order form attached to the descriptive folder recently mailed to you. If mislaid — another copy will be mailed immediately.

Now in its 7th edition - published by

GOLFDOM

407 S. Dearborn St., Chicago 5, III.

mgr. was in charge of the training . . . Green Hill GC, gift to city of Wilmington, Dela., by Mr. and Mrs. William du Pont, Jr., opened in July . . . Willie Polumbo, formerly of Kennett Square, Pa., is pro-mgr. . . . Golf course that will go in at Potomac Electric Power Co., Rec. center in Dranesville, Va., was designed by Edmund Ault.

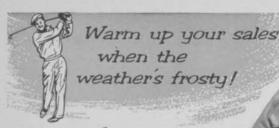
Terrace CC, to be built in a Buffalo, N. Y. suburb, will limit memberships to single adults . . . Greensboro, N. C. Negro group buys 125 acres east of city where it will build 9-hole course, pool, tennis courts and clubhouse . . . Several mass membership clubs, developed by the same management, are either under construction or being promoted in Rockville, Md., Pittsburgh, Boston, Baltimore and Providence . . . Usually include 18-hole course, Par 3, three swimming pools and spacious clubhouse . . . Chattahoochee CC, Gainesville, Ga., opened first 9 recently and will have second 9 ready next spring . . . Sam Snead Golf, a \$250,000 project, opened near Marietta, Ga., in July . . . It has regulation 18, Par 3, 36-hole miniature and double deck range . . . It will be supplemented by an 80-unit motel which will probably be built this fall.

C. V. Lynch, pres. of Pinecrest Golf Center in Alexandria, Va., reports that June play at Par 3 there was up 43 per cent over same month in 1959... An additional 9 on his standard course is being put into play this month... Second 9 of Loring AFB in Limestone, Me., to open next



What will rank with the best clubs in the Mid-Atlantic area will be Tamarack CC, which is going in
in Potomac, Md. There will be two courses, one an
18-hole, 6,800 yd. layout, and the other a 9-hole offair, 3400 yds. in length. Both are being designed
by Ault and Jamison. The clubhouse is being designed as a winter-summer playground with bowling alleys, handball, squash and tennis courts, billiard rooms and pool. Outdoor facilities will include a pool, tennis and badminton courts, rink
and a fishing area.

year . . . Meadow Hill GC in Farmingdale, Me., to be ready this month . . . Brunswick (Me.) GC acquires 75 acres for second 9 . . . Club was organized in the 1890s . . . First lighted Par 3 in Portland, Me., area was opened in mid-July . . . It's located at Scarborough . . . Colonial GC in Lynfield, Mass. starts construction on second 9

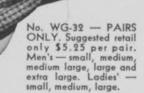


PROJETY FINEST

WINTER GLOVES

Keep 'em playing this fall . . . start 'em early next spring with PRO-GRIP Winter Gloves. Light enough to give feel to the grip . . warm enough to keep hands comfortable. Top quality Capeskin palm, specially treated for

skin palm, specially treated for tacky grip. Soft, light wool back laced with 4 rows of elastic to hold glove closely for extra warmth. Fits snugly . . . grips firmly. Fine also for driving and hunting.







ASK YOUR DISTRIBUTOR

which was designed by Bill Mitchell . . . Framingham CC opened its back 9 about two months ago . . . Scantic Valley CC, near Springfield, Cherry Hills in the Danvers-Salem area and Saddle Hills in the Boston dist. are in the planning stage.

The Odessa (Tex.) Pro-Am, which started as a \$5,000 event in 1949, has become a \$15,000 affair . . . Twenty-one touring pros played in it this year with Don January and Amateur Dick Jennings of Lubbock taking first place with a combined 258 . . . The second Pioneer Pass tournament, which will be played over two courses and plenty of terrain, Oct. 7-9, may be the most unusual golf event in the world . . It starts with 9 holes at Hi-Desert G&CC in Yucca Valley, Calif. . . . Then the golfers go to Pioneertown and play through to big Bear Valley, a distance of 28 miles . . . Following this they play 9 holes at Moonridge G&CC . . . Last year a 342 won the tournament.

A total of 125 teams played in the Women's Metropolitan GA interclub team matches this summer with Apawamis winning the title . . . Ray A. Keen, Kansas State U agronomist and secy. of the Central Plains Turf Fdn., points out that turf management is the fastest growing field in all agriculture because so many of the million acres that annually are removed for urbanization go into turfgrass . . . Eliot Roberts and Mal Shurtleff of Iowa State U have been keeping members of the Iowa GCSA up to date this summer with "Short Talks" at monthly meetings . . .They range over the entire field of turf management . . . Pinehurst (N. C.) CC opens

Chick Harbert (3rd from left), well known home and playing pro, has been named executive director of golf for General Development Corp., huge community development firm which has construction underway or planned at several cities on both coasts of Florida, Harbert is shown with E. J., Frank E. and Robert F. Mackle, officers and dirs. of General Development. He has been put in charge of the newly completed course at Pt. Charlotte and is working with Architect Mark Mahannah in the building of another layout near Ft. Pierce.

for the season on Sept. 16th . . . It continues to operate until mid-May . . . Club Managers AA will hold its 1961 annual meeting at the Denver-Hilton, Jan. 25-28 . . . There are 51 chapters in the CMAA, with Santa Barbara, Calif., being the latest addition . . One of the lures of managing a club was revealed recently by this news item: George Rohm of Columbus (O.) CC got his third perfect score in identifying a series of wines by taste.

Australia, which played host to the IGA Championship and Canada Cup matches in 1959, will have the teams back in 1964... The 1961 competitions will be held at Dorado Beach (P. R.) GC in 1961 but the 1962 and 1963 sites haven't been selected... Medalists at 50 sectional qualifying rounds for the USGA Junior Amateur shot scores ranging from 68 to 80... At 38 locations the medalist shot 75 or lower... Most of these boys are only 16 or 17 or younger... Columbian Club of Dallas has decided to expand its course from 9 to 18 holes, according to Pro Bill Weber.

At least two outfits are planning nationwide golf tournament program advertising along lines of college football program chain . . . Pine Valley golf course, Meriden, Conn., owned by Leo and Albert DellaBianca, Bristol, Conn., has opened its first 9 . . . Passaic Valley (N. J.) Water Commission agrees to pay \$1,215,000 for 97-acre Wayne (N. J.) CC and three other tracts totaling 42 acres . . . Course will continue in operation until Nov. 1961 . . . Eventually will become a reservoir.

Begin building first 9 of Miami, Fla., Le Jeune Road municipal course . . . Green Hills CC, Ripley, W. Va., opens its 9-hole course . . . Paul Lemon is pro supt. . . . Wm. J. Hardigree, for the past four years a Spalding pro golf salesman, selected by Cobb Recreation Authority to be pro at O. B. Keeler Memorial course, starting in Oct. . . . Wildwood CC in suburban Pitts-



Second Palm Springs Golf Classic, to be played Feb. 1-5, 1961, has been expanded to include Eldorado CC. Robert McCullock (2nd from right) Eldorado pres., will join Ernie Dunlevie, Bermuda Dunes pres., Leonard K. Firestone, Jr., pres. of the Classic, and Lou Golan, Tamarisk pres., in promoting the event. The 90-hole tournament will be played over Bermuda Dunes, Eldorado, Indian Wells and Thunderbird with the final 18 scheduled for Tamarisk.

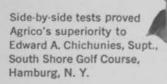
burgh, bought from University of Pittsburgh and will be operated as a private club . . . John Chereka is mgr.

Open 9-hole Canton (N.C.) GC built by H. J. Rogers, Sr., and his family . . . Spring Lake CC, York, S. C., opens its 9-hole course . . . Owned by J. C. Cloniger . . . Mack Briggs is pro . . . Open first 9 of Surf Golf & Beach



"AGRICO and AGRINITE

produce when others fail!⁹⁹



"I have used Agrico and Agrinite for several years, and have always been rewarded with beautiful dense turf. From time to time I have tried other fertilizers but never had as good results. For my money, you can't beat Agrinite as a summer turf food for greens.

"In the last few years I have fed my greens through the proportioner and I have been very well satisfied. The course including the fairways looked their best this year!"

Best by actual comparative tests—that's the experience of Mr. Chichunies and leading Superintendents everywhere with Agrico and Agrinitel

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AGRICO®

America's Premier Golf Course Fertilizers

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the better Natural Organic Fertilizer



A new clubhouse and pro shop building was presented to the Downey (III.) VA Hospital in behalf or readers of the Chicago Sun-Times. Mel Barker (r), mgr. of public affairs for the Newspaper Div. of Field Enterprises, Inc., publisher of the Sun-Times, and Dr. W. W. Bourke, hospital mgr., are shown at the dedication ceremony. Downey VA has a 9-hole course and range, built early this year on the hospital grounds by the Chicago District GA. Clubhouse and pro shop were financed by the Sun-Times from proceeds from the newspaper's Harvest Moon Festival and other events it sponsors.

Club, Ocean Drive Beach, S. C. . . . Ed Bullock is pro . . . Hall & Lindsay, Old Forge, N. Y., contractors, pushing construction of new Memorial course in Springfield, Mass . . . Present Memorial course will be used as industrial site after new course is opened.

Rolling Hills CC, whose pres. is Jack Thompson of Cincinnati suburban Park Hills, to build 27-hole private club in Kenton County, Ky., area of metropolitan Cincinnati . . . Buck Blenkenship will be architect . . . South Fork CC, Amagansett, N. Y., opened . . . Designed by Edward Brady . . . Ernest Herman is supt . . . Putnam (Conn.) CC closed since 1955, reconditioned and opened by owners, Sidney Fisher and Albert E. Otto . . . Marty Best is pro.

St. Petersburg, Fla., Committee of 100 considering building course near St. Petersburg-Clearwater International airport as civic project of St. Petersburg, Clearwater and Tampa... Hillcrest G&CC being built by owner Angelo Palazini in town of Princeton, north of Schenectady, N.Y., will open first 9 in spring, 1961... Vee Lawkins now pro at Sagamore GC, Bolton Landing, N. Y... Riviera CC, near Huntington, W. Va., adding second 9... Plum Hollow GC (Detroit dist.) expects to have \$950,000 clubhouse, replacing one burned last Nov., com-

(Continued on page 90)

High Cost of Operating (Continued from page 18)

the biggest portion of their dues dollar on these expenses, the cost per hole was highest in the large clubs. The gross maintenance cost of the large clubs was \$3,226 per hole, a rise of \$404 or 14 per cent over 1958; the maintenance cost of the medium-sized clubs was \$2,751 per hole, an increase of \$161 or 6 per cent; and that of the small clubs was \$1,861, up \$114 or

7 per cent.

Greens and grounds maintenance payroll, which constitutes approximately 70 per cent of the gross maintenance costs, rose 5 per cent over 1958 in both the small and the medium-sized clubs and 9 per cent in the large clubs. It should be pointed out, however, that these golf and grounds costs do not include any fixed asset costs (improvements, additions, replacements or depreciation) nor any fixed charges, such as real estate taxes, property insurance or interest on borrowed capital. The net cost of golf and grounds per hole, after the addition of golf shop, caddy and tournament expenses and the deduction of greens fees and other golf income, rose \$68 over 1958 to \$1,714 in the small clubs, \$100 to \$2,-298 in the medium-sized clubs and \$342

to \$3,111 in the large clubs. In 1959 the net cost of golf and grounds was 25 percent of dues in the large clubs and 31.7 per cent in the medium-sized clubs, compared with 24.2 and 31.5, respectively, in the preceding year. But in the small clubs the increase in total dues income effected a small decrease from 40.9 in 1958 to 40.4 per cent in 1959.

Riding vs. Walking (Continued from page 40)

out, "the golfers who walked lost an average of four to five pounds. Their blood pressure rose from 8 to as much as 20 points. Blood pressure of those who rode went down slightly. They suffered no appreciable weight loss.

"With regard to pulse, that of the riders either decreased or remained the same while the number of heart beats of those who walked jumped an average of 16 per

minute," the doctor said.

"From my observations of the 12 golfers, it appears that playing the course via car rather than walking is indeed more beneficial," Menachof said. This statement refers to all golfers whether they go out three days a week or once a year, according to the doctor.

Keep Leather Grips Soft And Tacky



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CONTACT is the new way of giving you an old and proven formula, tested and backed by the world's largest manufacturer of leather golf and tennis grips. CONTACT is absorbed into the leather pores and renews the tacky feel without coating the grip. It may also be used on your golf glove. Smartly packaged in self selling display piece.

USUAL PRO DISCOUNT

ABERDEEN PRODUCTS-A division of Lamkin Leather Co., 406 No. Aberdeen, Chicago 22, III.



Spalding Reports Higher Earnings; Excludes Foreign Firms

A. G. Spalding & Bros., Inc., had nine months net earnings of \$901,000 or 96 cents a share on the 940,322 shares outstanding July 31, 1960. This compares with \$813,000 or 86 cents a share in the nine months ended July 31, 1959, Edwin L. Parker, pres., reported to stockholders. Profits before income taxes were \$1,934,000 for the first nine months of the fiscal year against \$1,176,000 and \$1,477,000 in the same periods of 1959 and 1958. Taxes on income in the three periods were \$962,000, \$832,000 and \$716,000 respectively. The report does not include earnings of companies in Australia, England and Scotland, acquired early in 1960.

Bowen Opens Dallas Warehouse

Kip Bowen of Bowen, Inc., who handles the Wm. Joyce golf shoe and Bowen casual shoes has opened a new warehouse at 11525 N. Central Expressway, Dallas. His new Texas rep is Ray Carter, who lives at 601 Newberry dr., Richardson, Tex. Models of the 1961 Joyce and Bowen lines, Bowen adds will be brought into Dallas in the late fall in time for Christmas selling.

Wilson Photos for Pro Shops

Recognizing the trend toward brighter and more interesting decor in pro shops, Wilson

more interesting decor Sporting Goods Co. is making available to professionals 8x10 in. glossy photos of its advisory staff. The photos of top tournament players such as Sam Snead, Arnold Palmer, Bill Casper, Patty Berg, Betsy Rawls and others are ideal for counter, wall or window display. There are 42 photos in the series, 35 of pros and 7 of proettes. Sets



Arnold Palmer

may be obtained by writing Public Relations Dept., Wilson Sporting Goods Co., 2233 West st., River Grove, Ill.

Royer Bulletin on Topdressing

"The Renaissance of Topdressing," just released by Royer Foundry & Machine Co., Kingston, Pa., describes techniques and equipment for the preparation and distribution of topdressing. The 4-page booklet, authored by H. B. Musser, professor emeritus, Penn State University, discusses past practices and proposes future turf conditioning programs.

U.S.Rubber Attractively Packages Christmas Gift Balls

For Christmas, U. S. Rubber packs a doz. golf balls in a rich looking morocco grain simulated leather box in a choice of brown or forest



green, embossed with gold leaf decoration (right). The balls can be personalized if ordered early enough. After the balls are used, the box makes an attractive card file. On the left is a container for packing a half doz. balls, Except for being smaller, it is identical to the larger box. U. S. Royal Special, U. S. Royal Blue, U. S. Royal Senior and U. S. Queen Royal will be available for pro shops by the doz. or half doz. in special Christmas boxes at no extra cost.

Grips Soft and Tacky

Contact, manufactured by Aberdeen Products, 406 N. Aberdeen, Chicago, is a new rub-on

grip conditioner and non-slip formula that keeps leather grips soft, tacky and playable under all conditions. It is applied with an applicator. According to the manufacturer, Contact will not film up and become hard, but is readily absorbed by grips. Complete information can be obtained



mation can be obtained from the manufacturer

Magna-Bond Pool Coat Said to Withstand Discoloration

Pool coating made by Magna-Bond, Inc., 1718 S. 6th st., Camden 4, N.J., can be used on concrete, marble dust plaster, gunnite, fiberglass, steel and aluminum pools. It is said to withstand discoloration above and below the water line and won't chalk, peel, blister or lose gloss. Its tough, slick film is claimed to keep Algae formation at a minimum. Magna-Bond is a metallic vinyl coating that, because it is polarized, provides a primer coat that adheres to a surface with the double tenacity of a magnetic bond and a conventional mechanical adherence. The coating can be applied by roller, brush or spray. There is a 3-year guarantee on the product.



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BUY DIRECT FROM MANUFACTURER... CUT MOWER BLADE COS

IMADE OF TOP QUALITY KNIFE STEEL SPECIALLY HARDENED FOR LONGER WEAR!

Jones Heavy Duty Stationary Blades Are Guaranteed For Long Life And Exceptional Service-And You Can Save 50% And Morel Recommended By America's Leading Golf Courses For High Quality-Low Cost. Blades In Stock For Immediate Delivery.

Send us your specifications today. Write to:

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HAVERTOWN, PA.

Jacobsen Unveils 1961 Line at Annual Sales Meeting

"Life Begins at 40 . . . Growing and Going" was the theme of the annual Jacobsen Manufacturing Co. sales meeting held in Racine, Wis.,





C. A. Livesey

E. A. Jacobsen

Aug. 1-6. Dealers and sales representatives from all parts of the country attended the sales sessions at which the complete lines of Jacobsen and Worthington products were demonstrated.

Among the highlights of the sales meeting was the introduction of the Jacobsen Chief, a new garden tractor. Also shown for the first time were two new power operated rotary tillers, a turf slicer and additional snow removal equipment. "Turbocone" (the exclusive Jacobsen designed cutting unit rotary mowers which feature air-lift action for cleaner cutting) and "dynacyl" (the patented cutting principle of the company's new reel mowers) are terms that were frequent-



Jacobsen greensmower

ly used at the six-day meeting.

New Jacobsen products in the commercial and large area mowing field that were prominent-



Worthington Model F tractor & fairway unit ly displayed include the greens mower with the "321" engine; Mow-Mobile "48"; 3- and 5-

Caddi-Seat

The perfect combination! A club carrier with a comfortable, built-in seat. Holds 10 clubs; has large, rugged pocket for balls, tees etc. Spiked base keeps your clubs off the ground, provides an upright seat. Perfect for following tournaments, too.

Order two (your wife will take yours) at \$18. Send check or money order. No COD's.

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