

The only Golf Equipment Recommended by
the Professional Golfers' Association



PGA RYDER CUP MODELS

with NEW PGA Contromatic Shafts

PGA Clubs have the time tested, True Temper Dynamic Pattern shaft, made from new Boron steel. This exclusive PGA Contromatic shaft gives extra "feel," extra power at point of impact. Amazing extra power is there without disturbing directional control. Choice of flexes. Whether buying for yourself or for resale you will profit from the exceptional design and value of PGA Clubs. PGA Equipment is fully guaranteed to give complete user satisfaction.

NEW SHAFT

Exclusive PGA Contromatic Shaft has lithe, lash-like action. Thinner wall construction at tip end of shaft provides more "feel," extra power.

PGA GOLF EQUIPMENT

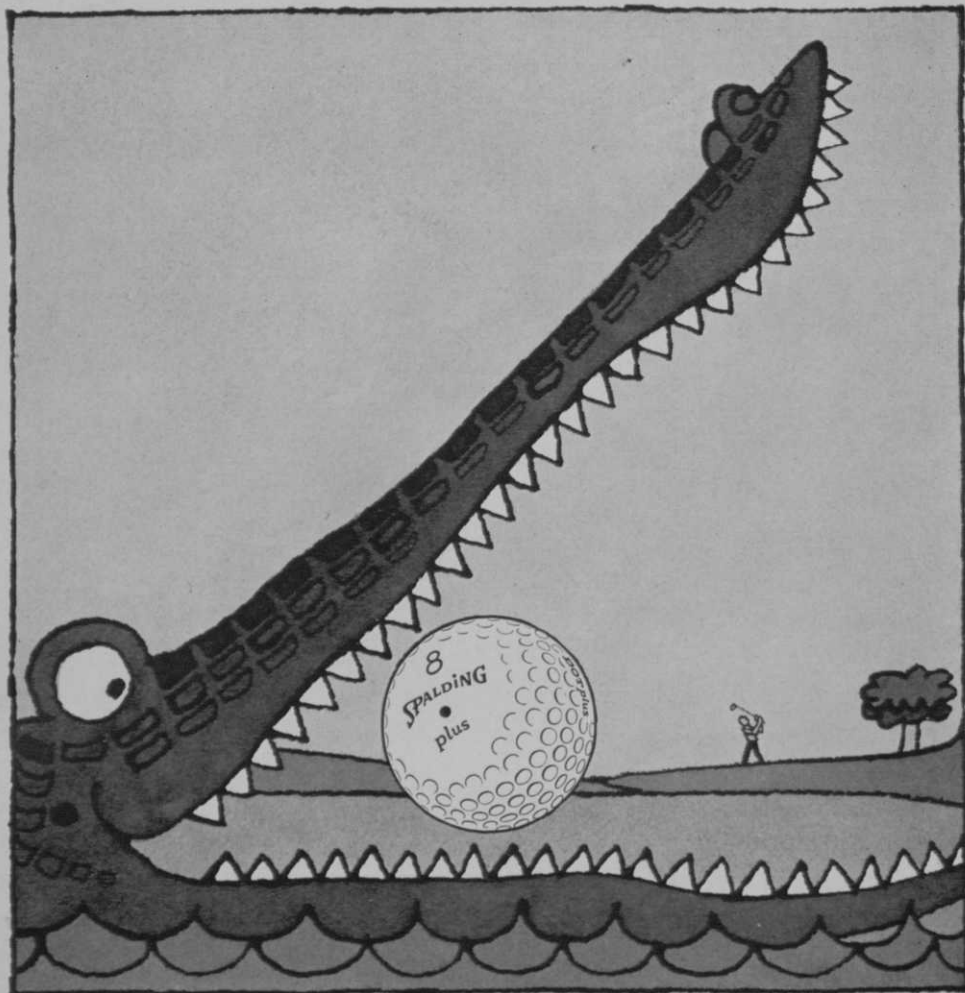
Available only from America's leading Golf Professionals

Now available—a complete line of PGA Equipment including Woods, Irons, Golf Balls, Bags, Gloves, Head Covers, Umbrellas, Electric Cars, as well as Sportswear—including Caps, Hosiery, Shirts, Sweaters, Slacks, Rain Jackets, Windbreakers and Golf Shoes.



NATIONAL PGA DISTRIBUTORS

160 Essex St., Newark, Ohio



You won't tee up another 'til you lose it!

THE NEW DOT PLUS . . .

DISTANCE PLUS AMAZING DURABILITY



And...the famous Spalding Dot,
America's top distance ball.

Don't coddle it . . . clobber it! Now, your customers don't have to give up distance for durability. Spalding's new DOT PLUS gives all the yardage and trueness any golf ball can deliver—and it's by far the toughest high performance ball you've ever sold. That new cover shrugs off even the meanest "miss." Naturally, the DOT PLUS sells for a little more, but the big difference it makes in anyone's game keeps your profits up and inventory down. Spalding's DOT PLUS is sold through golf professional shops only.

SPALDING
sets the pace in sports

What's A Pro Job Worth?



John Budd

**Club Officials Can Only Guess at Potential Shop Income . . .
It's Time More Figures Were Developed to Show What It Really Is**

By John Budd

Professional, En Joie GC, Endicott, N.Y.

"The pro job is open at our club. Who would be a good man for us?"

This is one of the most difficult and important questions that can be asked about a club operation. This right answer means a lot to the club as well as to the professional selected. Probably it means more to the club than to the pro. The character of the pro usually reflects the character of the club although there are enough exceptions to make the annual job turnover quite high.

Sometimes the fault is that of the professional. Just as often it is the fault of the club for not having selected the right

man for the post. Or it may be because the club hasn't informed the man of all the conditions of the job. Or possibly members aren't sufficiently educated in private club obligations to warrant the services of a superior sort of a pro.

Why Jobs are Underbid

The PGA long has been concerned with pro employment, of course. When the association is advised of the need for a professional it must pass along to all members, impartially, this information. This means that many who are not qualified for the job may apply. The eagerness of some to get the job may result in its going for a lot less than the club expected a first class professional's services would command.

So, what should a pro be worth . . . or a pro job be worth?

Obviously, a club which has successful businessmen as its members expects to hire a professional qualified to earn an income comparable to theirs. The comparison doesn't mean an unreasonably high income for the pro for the simple, logical reason that pro golf isn't among the higher income occupations. A limited market, a rather short season and the durability of most of the merchandise the pro sells cut down his revenue below the net earnings of most members.

Not Informed as to Income

A man who has been consulted as to a high percentage of job changes says that seldom has he heard of even a close estimate of a pro's earning possibilities at a private club being made by any of the members, including those on the committee that hired the pro. By the same token, committee or club members rarely have a good idea of the pro department expenses.

This man also says that in spite of the variation in character, size and activities of a club it is not too difficult to get a fairly good idea of what the pro should net. This can be determined by figuring the number of active men and women members and the amount of play, and from a general idea of the type of club. He adds that at first class private clubs, pros seem to average about five times higher earnings from male golfers than from women.

Based on Bar Revenue

Another indicator of pro earning potential at most of the better clubs is bar revenue, according to this man. Although pro dept. income from all sources invariably is considerably lower than bar income, there is a fairly definite ratio between the two at many first class metropolitan private clubs.

Another interesting point that has been observed is that clubs wanting the most pro dept. service, which calls for somewhat larger and more expensive staffs of assistants than normal, often aren't willing, for example, to share the expense by absorbing meal costs of the staff which generally works a great deal longer than union hours. A club that has a pinch-penny policy toward its pro department often is a poorly managed club.

Too Hasty in Firing

There are times when discouragement and misunderstanding rather than business incapacity produce pro job changes.

Introduces Bill to Reduce Dues Tax

A bill to reduce the tax on club dues and initiation fees from 20 to 10 per cent has been introduced in Congress by A. S. Herlong, Jr., Florida representative. It is known as HR-4606. It probably will be two or three months before the Ways and Means committee reports it to the floor of the House.

During the war the tax on club dues was increased from 10 to 20 per cent along with numerous others such as on jewelry, furs, night clubs, etc. Taxes on the latter were cut back to 10 per cent in recent years but nothing has been done about the club levy. As a result, clubs in the U.S. are paying at least \$35,000,000 a year more in taxes than if the assessment had been cut back. Individually, numerous country clubs are paying from \$50,000 to \$150,000 a year more than they would under the lower rate.

Many congressmen are said to be impressed by the efforts being made by clubs to have the tax inequity corrected. Members are urged to write to their representatives asking them to vote for HR-4606 when it is reported to the floor.

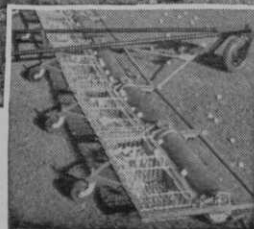
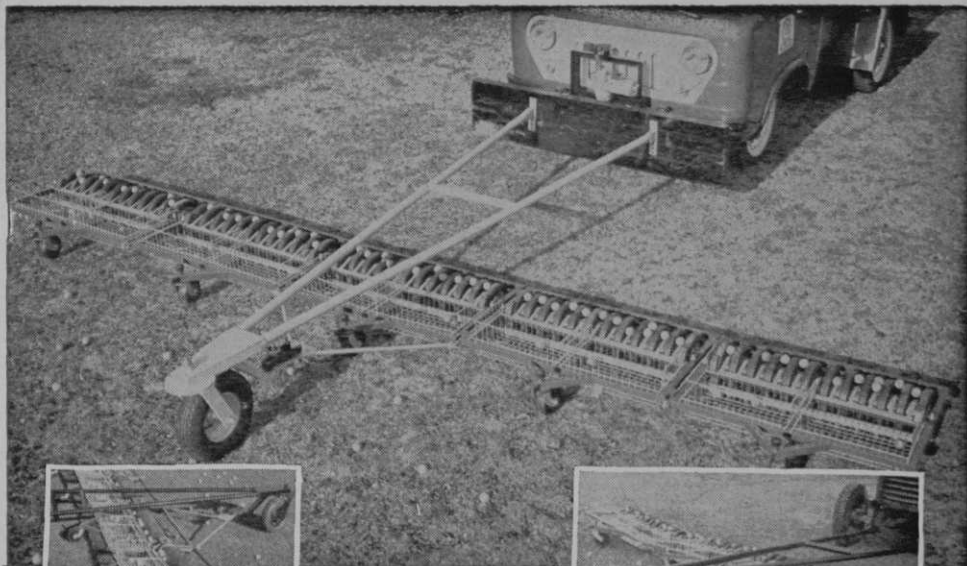
Club officials decide to look around and replace their man instead of telling him what they think is wrong with his performance. They'd be smarter to retain him because of the value of his experience at the club. In some cases the officials might well make use of the friendly services of a highly regarded neighboring professional to straighten out the pro whose job is in peril.

A number of misunderstandings are the result of failures to have the pro and club obligations set forth in a contract.

One of the club obligations, too often disregarded, is that of not advising a professional far enough in advance to look for another job if the man is not going to have his contract renewed. This is a matter that should be clearly covered in the contract.

There isn't enough specific figuring when pro jobs are being considered. Even loose guesses may be helpful in bringing realities into range by putting the fig-

(Continued on page 64)



ROLLER MODEL

For use on level to gently rolling terrain with good grass.



WHEEL MODEL

Heavy duty machine for use on uneven rugged land with poor grass.

BAILEY GOLF BALL PICKERS

Save time and turf!

- Wide Interchangeable Units
- Fast Pick-Up Along Entire Sweep
- Easy on Grass and Golf Balls

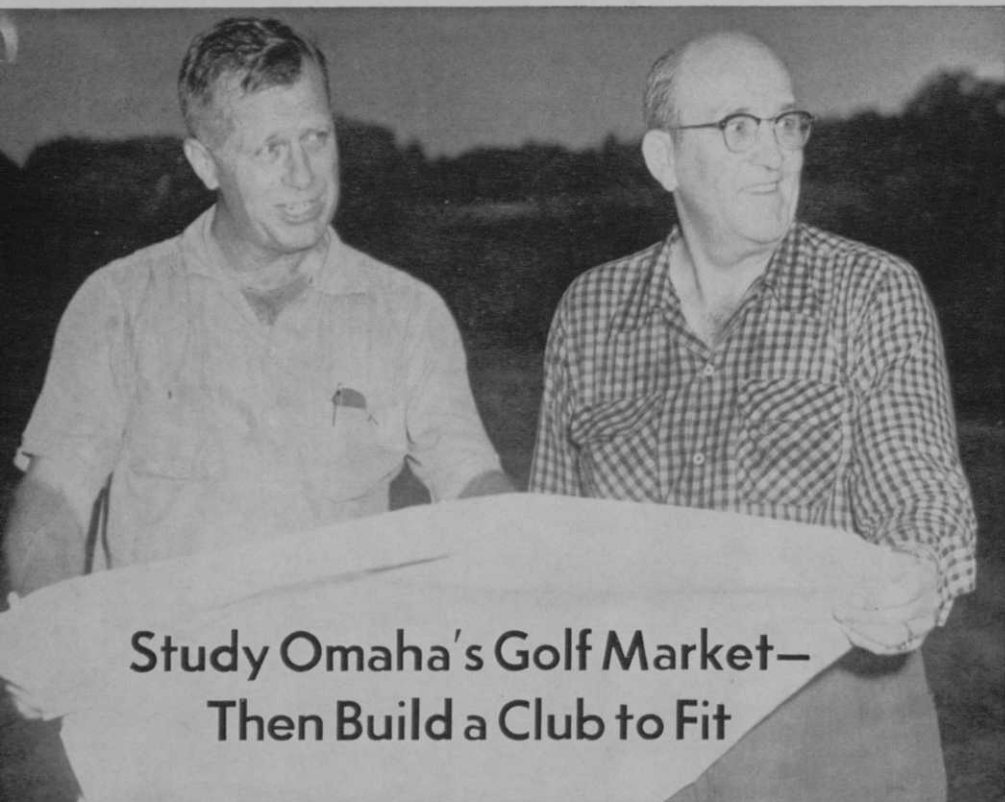
Here's the amazing Bailey Golf Ball Picker that's setting the pace for faster and more efficient service on driving ranges from coast to coast. Choose from two new improved models; each designed for easy assembly in groups of two or more 44" units. Regulation Size of three units covers eleven feet. Additional units can be easily and quickly attached as needed. Both Roller and Wheel Models are available in Standard and Junior Sizes complete with pulling hitch.

**SEND FOR FULL FACTS . . . Specify Roller or Wheel Model
GET FREE ILLUSTRATED CATALOG . . . WRITE DEPT. G.**

See Complete Line of Supplies for Golf Ranges and Miniature Courses

EASTERN GOLF CO.

2537 Boston Road • Bronx 67, N. Y.
Klmsbridge 7-2506



Study Omaha's Golf Market— Then Build a Club to Fit

Architect Floyd Farley (l) and Harold Glissmann supervised design and construction of Miracle Hill

They didn't rush into the building of Miracle Hill — but rather took a survey that proved the need for this new layout. The Result: A course that practically is guaranteed to be an immediate success

See Miracle Hill's clubhouse design on page 28)

Miracle Hill is a new golf club in Omaha.

Miracle Hill is somewhat of a miracle in golf business. It is a club that was built after the same sort of a market investigation that would precede the design, manufacture and merchandising of any other product involving a big investment, was made.

Guessing and hoping, rather than investigation then investing, is the customary pattern in getting golf clubs started.

The procedure in preparing Miracle Hill for a specific and desirable class of Omaha golfers should give other persons ideas that not only will save millions in new club building but result in more attractive and useful clubs.

Before a new club is ready for opening, usually, it has tossed away a lot of money because of lack of specifications, contracts, budgets, budget control, effective organization, clearly defined responsibilities of committees, executive supervision and coordination and information

(Text continued on page 30)

FOUR MORE LEADING PROS ENDORSE...

CART-BAG

**WORLD'S FINEST
COMBINATION
GOLF CART**



FRANK J. STASZOWSKI, Pro
Torrington (Conn.) Country Club
(Twice winner Connecticut Open)
"My golf course is very hilly, and my members have gone 100% for the CART-BAG."



BILL CORBETT, Pro
**Castlewood Country Club,
Pleasanton, Calif.**
"I have found CART-BAG to be very light, extremely dependable, with design and workmanship exceeding many more expensive carts. About 200 of our lady members alone use them."



W. H. LYON, Pro
**Indian Foothills Country Club,
Marshall, Mo.**
"CART-BAGS have taken this area by storm. They're easier to handle, and sturdy. Sold more in 1960 than all others combined."



IRA C. DAVIS, Pro
**Northwood Country Club,
Meridian, Miss.**
"In two years I have sold a record 100 CART-BAGS. They're light, strong, perfectly balanced, easier to store."

Prove what your fellow Pros already know — that CART-BAG is the easiest-pulling combination on the fairways, for more relaxed playing. Smart, colorful, it holds up to 14 clubs and all accessories. Has a 5-year guarantee on the chrome plated chassis alone. Stock CART-BAG today and you, too, will enjoy exceptional sales — and member enthusiasm.

**SOLD EXCLUSIVELY
AT PRO SHOPS**

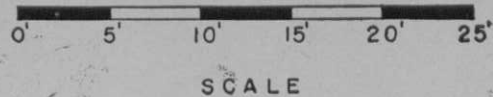
Write for illustrated folder

SIT-N-REST GOLF BAG CORP.
637 E. Center St., Milwaukee 12, Wis.

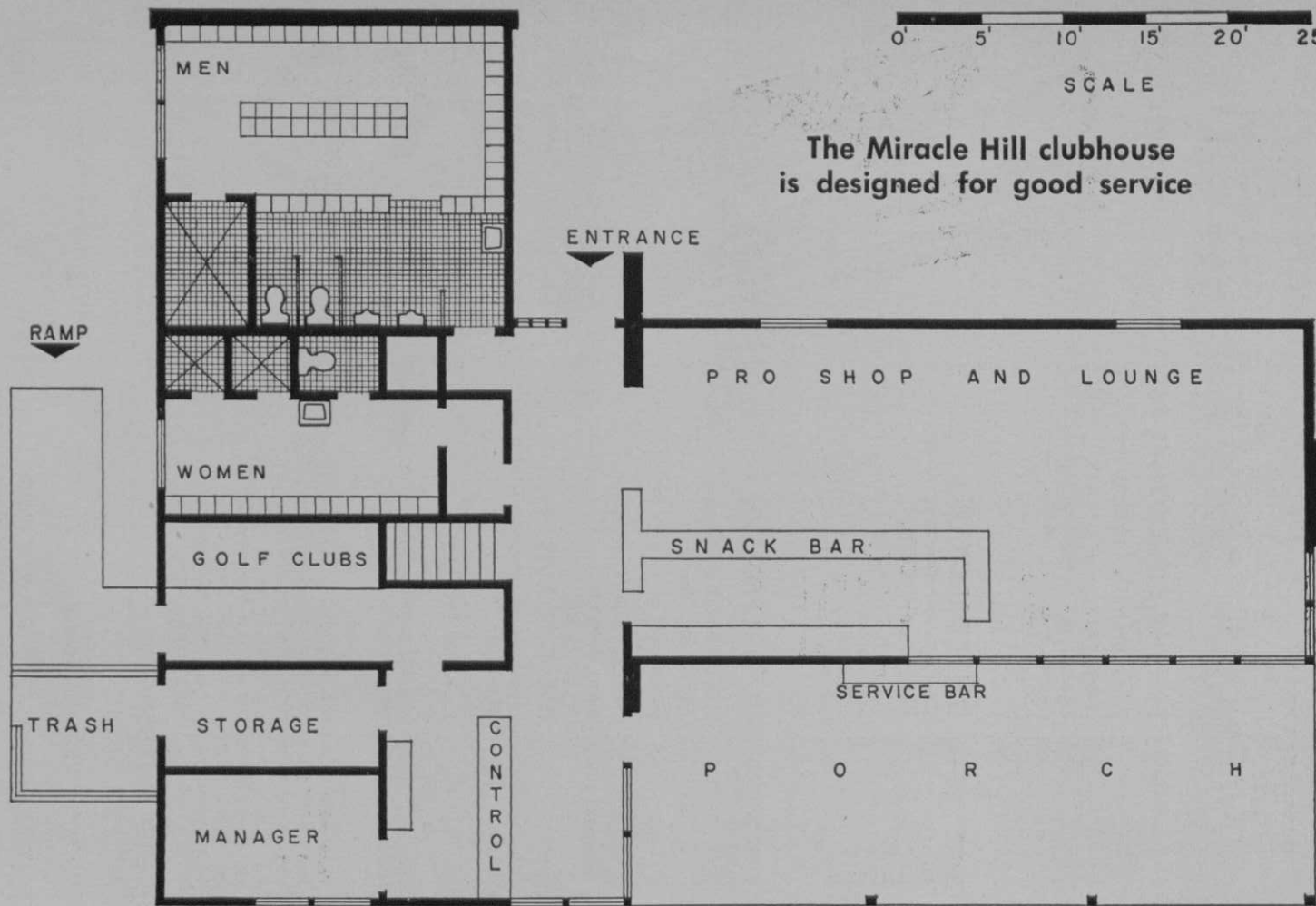


FOUR New 1961 Models

- For 6 Irons, 4 Woods
"SPECIAL"\$32.50
"COUNTRY CLUB" (with seat).... 36.50
- For 10 Irons, 4 Woods
"MASTER SPECIAL"\$36.50
"MASTER" (with seat) 39.50



The Miracle Hill clubhouse
is designed for good service



Here's the *real* "low-down" on mower tractors



Check with your
Jacobsen distributor
about our New LEASE
and LEASE-PURCHASE Plan.



Model G Worthington Tractor shown
with 9-gang Fairway mowers.



Model G Tractor with new 5-gang
Ram Lift Ranger.

Worthington MODEL G TRACTOR DESIGNED EXCLUSIVELY FOR MOWING

You're looking at the tractor with the lowest center-of-gravity in the business. Rugged and powerful, it's built for the safety and comfort of the operator. Today's steep slopes and "impossible" grades are easily mowed with the Worthington Model G. Yet on the level it handles like a sports car—fast in transport (45 mph). Versatility is another feature, for when equipped with a hydraulic system it can accommodate the new Worthington Ram Lift Ranger. Basically, the Worthington Model G tractor handles 3- 5- 7- 9- and even 11-gang mower units. Also available is the utility dump body tractor model.

These are only a few of the features that enable you to cut the cost of cutting grass with the Worthington Model G. Call your dealer for a date to demonstrate.



Jacobsen

MANUFACTURING COMPANY • DEPT. G4

JACOBSEN MANUFACTURING COMPANY
DEPT. G4 • RACINE, WISCONSIN

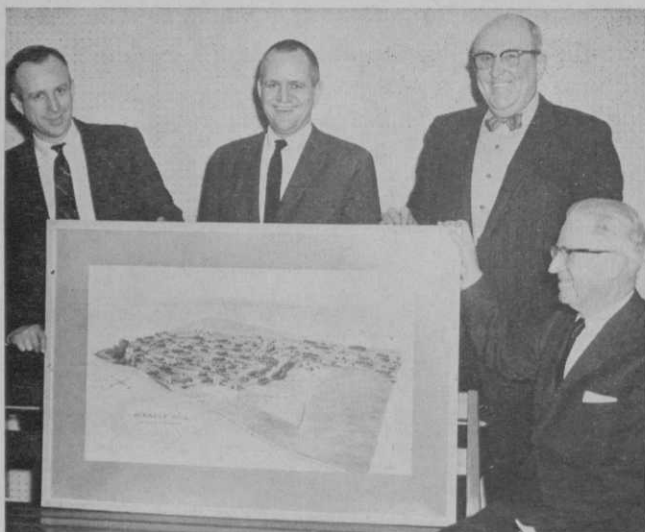
Please send me the following:

- New Jacobsen Turf Equipment Catalog including
Model G Worthington Tractor information.
- Arrange a demonstration—no obligation.

Name _____ Title _____

Club Name _____

City _____ Zone _____ State _____



Artist drawing of Miracle Hill is held by Dr. H. H. Davis (r). With him in the photo are his two sons, Dr. John and Herbert, Jr., and Harold Glissman (r). Dr. Herbert Davis is chmn. of the board, John is vp, Herbert, Jr. is pres. and treas. and Glissman is vp and general mgr. Tyler Gaines, sec., is Miracle Hill's other officer.

to members and prospective members.

According to golf course superintendents, architects, professionals, clubhouse architects and managers, the private club that spends \$200,000 or more on a new property usually wastes from one-fourth to one-third of its money.

Innate Ruggedness

This waste of their own and their friends' money by good conscientious businessmen engaged in building new golf clubs is something nobody ever has been able to explain. The fact that golf clubs have survived and flourished in spite of large and unnecessary losses of capital funds indicates the innately rugged nature of golf clubs. Clubs seem to be able to survive despite apparently deadly mistakes.

Some promoters recently working new clubs came up with the same screwy ideas that led to failures and receiverships as the building boom of the '20s faded. The low-priced "life membership" arrangements that give promoters a quick grab and leave the club short of operating income is one of those gimmicks. But nobody ever seems to think of asking for and examining construction and operation budgets and probably wouldn't know how to appraise them if they did. Hence the cost of club memberships continue to be unnecessarily high.

This One Is Different

In contrast to the too common picture of golf club economics is the Miracle Hill idea.

Herbert H. Davis, Jr. of the family that

planned Miracle Hill, had Harold Glissmann build it. Glissmann will supervise operation of the club. Davis, an investment banker, looked at Miracle Hill as he would examine any other enterprise in which he might invest his own and his family's money or recommend investments by his clients.

In this light, look at the Miracle Hill market study as Herb Davis, jr. tells the story:

My grandfather, Dr. B. B. Davis, bought a 225 acre farm outside of Omaha in 1905 to establish a hobby farm where he raised certified Holstein cattle. He died in 1933 and the land, without the cattle, passed to my father, Dr. Herbert H. Davis. As farming became less profitable and taxes grew ever higher, our operation started to run in the red and in due course we decided to investigate the possibility of building a golf course.

With the help of GOLFDOM, The National Golf Foundation and others, we soon concluded that there was a need for additional golf facilities in the Omaha area and a public fee type course could be profitable.

The only question then remaining was what type of golf course should we build, what should our approach be to the problem and what should be the basic philosophy of our course.

Four Munny Courses

In Omaha we have four municipal courses — three 9-hole and one 18-hole. Directly across the Missouri River, the

(Continued on page 101)