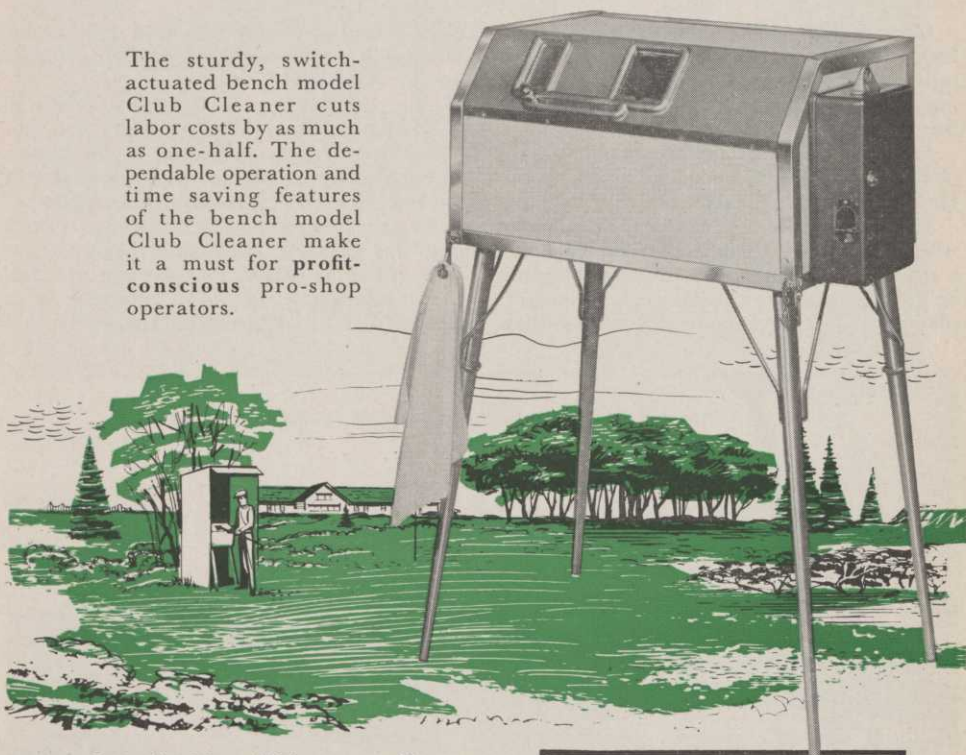
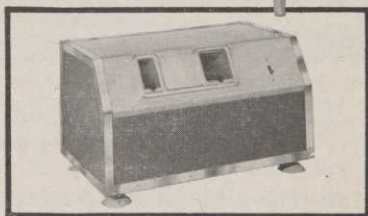


The Hilmac Club Cleaner presents a new dimension in golf club maintenance! Now woods and irons can be "new club" clean in a fraction of the time. The Club Cleaner is designed to clean a set of golf clubs in minutes. The Club Cleaner's simplicity of design and construction guarantee dependable performance and long-service life. The Club Cleaner is available in both bench and coin-actuated models to provide the pro shop — open club or driving range operator with the utmost versatility.

The sturdy, switch-actuated bench model Club Cleaner cuts labor costs by as much as one-half. The dependable operation and time saving features of the bench model Club Cleaner make it a must for profit-conscious pro-shop operators.



A profitable addition to golf-course equipment! The coin-actuated Club Cleaner is available in attractive plexiglass paneling, with or without legs. The simplicity of operation inherent in the Club Cleaner's design means that golfers of all ages can clean their clubs while they make money for you!



For FREE information on both models of the Hilmac Club Cleaner, send this coupon to: The Hilmac Corporation, Box 650, Sheboygan, Wisconsin.

PLEASE SEND ME FREE OF CHARGE COMPLETE INFORMATION ON THE HILMAC CLUB CLEANER.

Name \_\_\_\_\_

Address \_\_\_\_\_



HILMAC CORPORATION, BOX 650  
SHEBOYGAN, WISCONSIN

# Lighted Practice Areas Should Be Integral Part of Private Clubs

*Better planning by clubs, architects can prevent this irritating oversight*

One night several years ago GOLF-DOM's editor stopped at a golf range to talk with the professional there. This range makes a larger annual profit than most of the fee courses in its district.

On a tee, working on his second basket of balls, was one of America's richest men. He belonged to at least six fine golf clubs.

He said the range was the only place where he got to practice. When he got a round of golf into his crowded schedule he felt he was lucky and that he should play with business associates rather than

club planning committees and golf architects will be blamed as long as the clubs are in existence.

The practice tee (or lesson tee or range — whatever you choose to call it) is a valuable American contribution to the game. There was an excuse for the older courses not having such an area, but newer courses have only one excuse for omitting an asset that has become increasingly popular at well operated clubs. That is lack of land.

Considering even this, founders of a new club had better think twice about a



Adjoining the Golden Circle lodge at DeSoto Lakes G & CC, Sarasota, Fla., is a convenient practice area. A golfer can step out of his cottage and walk a few yards to an 18-hole practice green or a driving range or a trap area. The first tee is about 50 yards from the practice layout, which has become so popular that the club is planning to install lights on it.

spend his time alone at the practice tee or taking a lesson. This man asked why none of the clubs to which he belonged had lighted tees where a businessman could relax after a rough day, get some exercise and polish up his game.

The question couldn't be answered. The lack of a few lighted tees at clubs where businessmen pay big initiation fees and dues and usually play only about 20 or 30 rounds a year is a mystery of the golf business.

At some newer courses the inadequacy of practice areas is a costly fault for which

range. When members eventually insist on having a practice area a high price will have to be paid. One metropolitan district club that built its 18 holes, clubhouse and parking space on about 105 acres later bought eight acres for a practice area and it cost almost half of what was paid for the original acreage.

There are numerous indications that a lighted practice tee has possibilities for increasing club dinner and drink patronage that haven't been considered by club management. Range operation isn't much more costly at night than in the daytime. Light-

# The Switch to Electric Is On!!!

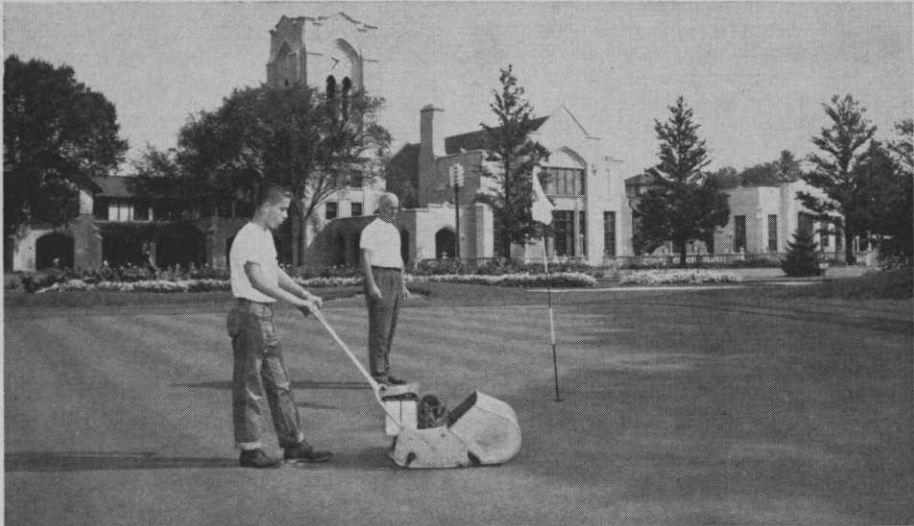


Photo Courtesy Warren Bidwell

**The Lectro Greens Mower's 1960 Success Means You Can**

## PLAN TO GO ALL-ELECTRIC IN 1961

On golf courses from coast-to-coast West Point's battery-powered Lectro has proven to be "the new concept in greens mowing." Its day-to-day performance throughout the 1960 mowing season gives you every reason to plan with confidence to go Lectro in '61.

At Olympia Fields, where the 1961 PGA Championship will be held, July 27-30, Warren Bidwell has gone electric. When asked about the performance of his six Lectro Greens Mowers, he had this to say: "I am very pleased with my Lectros. They mow at least six greens on one charge of their batteries, then after overnight charging are ready to go again the next morning."

Like all users of the Lectros, Superintendent Bidwell approves of their push-button starting . . . their constant even power . . . their lack of smoke and fumes . . . and the low cost of their operation and their maintenance. Important point: the Lectro weighs only 185 lbs. and has no oscillating parts so is less of a source of compaction than any other power-driven greens mower available to turfgrass managers.

**Vibrationless**

**Push-Button Starting**

**Quiet**

**Low Maintenance Costs**

**Dependable**

**SEE THE LECTRO IN TORONTO, JAN. 29 - FEB. 3**

*West Point Products Corporation, West Point, Penna.*

ing installation and current and insect control are the only added expenses for night use. An important factor in the lighting installation is an arrangement whereby it doesn't become a neighborhood nuisance.

At the resort courses or at the real estate — golf course developments in localities where there isn't much evening entertainment the lighted range is decidedly attractive.

#### Women Benefit

One of the lighted range's best uses is for women's instruction and practice. Thousands of women would like to get into golf but are reluctant to learn on the courses . . . and are not especially welcomed on them. The range is the answer for them.

In a number of cases at new clubs in smaller communities ranges are constructed and put into operation as soon as possible after the club is organized. A little money and effort in providing a place at which golf interest can be stirred and new players educated in fundamentals, invariably prove a very satisfactory investment for the new club.

It often seems that small new clubs are making much better use of the golf range than are larger clubs whose members complain about the high cost of comparatively limited use of the club.

#### New Contract for Crane

Thomas W. Crane has signed a new five-year contract as executive sec. of the PGA. A former Chicago attorney, Crane is the only man who has held this post since it was created in 1943. During his 17-year tenure he has served at some time or other as counsel for the professional organization and editor of Professional Golfer and handled scheduling of the circuit tournaments. Since Crane came with the PGA, membership has increased from about 2,000 to 4,600. He still retains his position as counsel and, as executive sec., is chief administrator of PGA policy.

#### Massachusetts Winter School

Donald V. Waddington, recently appointed to the faculty of the University of Massachusetts, will play an important part in the 1961 Winter School for turf mgrs. to be held in Amherst, Jan. 16-Mar. 10. Waddington holds a B.S. degree in Agronomy from Penn State University and an advanced degree from Rutgers University. He will instruct classes in turfgrass physiology.

## Fortner, Holland Appointed to Foundation Staff

Ernest W. (Ernie) Fortner and Roy Holland have been appointed to the staff of the National Golf Foundation and Vern Johnson has been transferred to the Midwest region.



Fortner

Fortner, a graduate of the University of Texas and a resident of Austin, Tex., represents the Foundation in the South. His territory includes Ala., Ark., La., Miss., N. M., Okla. and Tex. He is available for assistance to all groups planning development of new golf courses in the southern region.

Fortner has spent 14 years as a golf professional with clubs in Coffeyville, Kan.; Joplin, Mo.; Detroit and Sault St. Marie, Mich. He has played the winter tour for the past 12 years and is widely known in golfing circles.

#### Holland Succeeds Chlevin

Roy Holland, native of Sioux City, Ia., and a graduate of Northwestern University, is public relations dir. for the Foundation. He succeeds Ben Chlevin, now with GOLFDOM and GOLFING magazines.

Holland has been active in promotion and public relations work for civic and public organizations and is a former vp. of the U. S. Junior Chamber of Commerce.

Johnson, University of Illinois graduate and a former varsity swimming coach and athletic instructor there, has been a field rep for the Foundation's southern region for the last year. He has been reassigned to the Midwest region and will operate out of the Foundation's office in Chicago.

#### USGA Turf Award

The USGA is establishing an award to be given annually to a person who has made distinguished contributions to golf through work with turfgrass. The first winner will be announced on Jan. 27 in New York at the annual education session of the organization's Green Section. A nominating committee will propose candidates for the award and a selection committee will determine the winner from the list of candidates submitted to it. Persons in research, extension and maintenance work will be considered for the award.

I'm not the best player at my club. But then, I'm not the worst either.

Right now I'm playing to a 12 handicap, and I love to get down into the 70's occasionally.

Last year I played to an 18.

Then, this spring, my club pro suggested I try a set of the new Glasshaft clubs.

He showed me some brochures and ads.

You know, the ones that say . . .

**FOR THAT TOUCH OF CLASS . . .  
PLAY GLASS**

My pro uses Glasshaft clubs, and I hit some balls with his clubs.

Right away I felt a firmness in my grip and swing I'd never enjoyed before.

"Glasshafts reduce the vibration you just normally have with steel," said my pro.

"Glass absorbs vibrations 10 times as much as steel."

Then I saw my shots were going a bit further, too.

"With Glasshafts, all the power of your swing produces distance," my pro told me. "Nothing is lost through vibration."

"And you'll see how straight your shots are, too. That's because Glasshafts keep the club head on line at impact."

Well, anything that can help me cut that handicap from 18 to 12 has got to be good. And that's what's happened since I bought my set of Glasshafts.

**Sold thru  
ProShops  
only**

I guess that's why the Golfcraft folks have patented the whole idea (#2822175).

**FOR THAT TOUCH OF CLASS . . . PLAY GLASS**



**ESCONDIDO, CALIFORNIA**

**CHICAGO, ILLINOIS**

**VANCOUVER, CANADA**



# Sand! Sand! Sand!

**The 157 traps at the Pauma Valley GC won't win the plaudits of the golfer, but he'll like everything else about this new California resort course**

*Another view of Pauma Valley is seen on the front cover.*

J. C. Peters (left), one of the owners, and Bill Adkins, club mgr., check the figures on No. 16 at Pauma Valley.

By **HOWARD HAGEN**

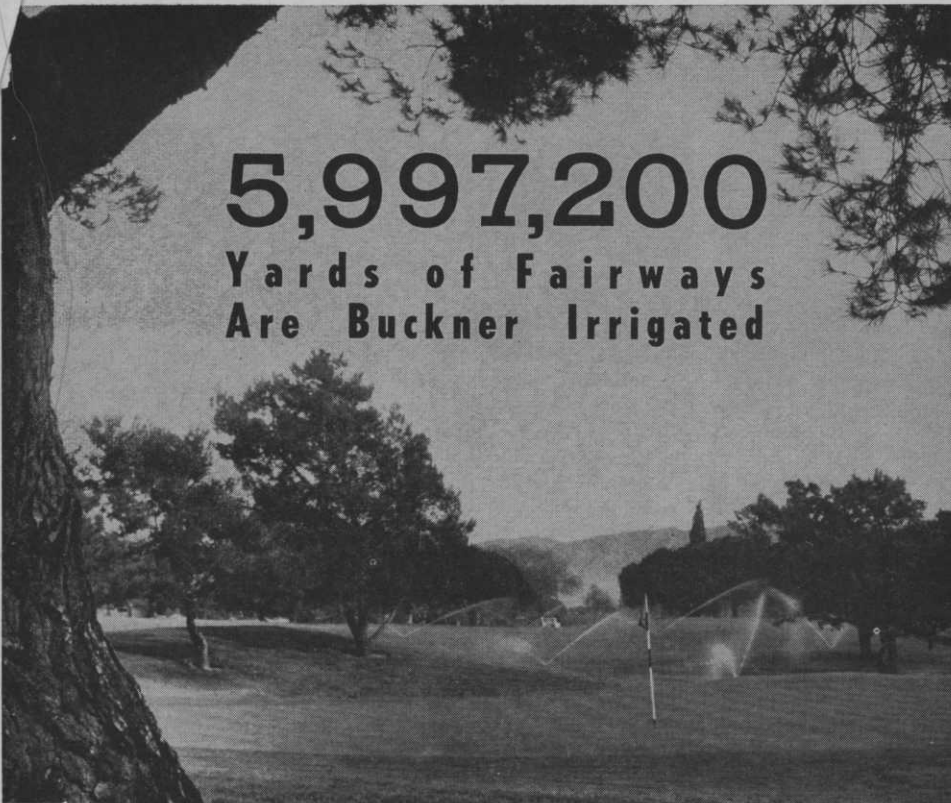
**A** HARRIED hacker trudged the final fairway at the Pauma Valley (Calif.) golf course, surveyed the widest expanse of greenery he had seen in four hours, and observed: "By golly, they finally ran out of sand!"

This fine new course, in pretty Pauma Valley, 20 miles northeast of Escondido, has 157 wide sandtraps and our golfer presumably had been in most of them.

But in his tour he also saw one of the best-groomed, prettiest and toughest-par courses in California, or rather, the nation. It's a sparkling new addition to San Diego county's golfing sites, and has brought a new concept of golf course operation to the west.

The 200-acre layout was built by Pauma Inn and Golf Course Corp., with Julius C. Peters, Jimmy Hines, brother John Hines, Jack Thornburg and Johnny Dawson as sole stockholders.

Peters is a retired Montana lawyer and oilman who winters at Coronado; golf pro Hines and Dawson have been associated



# 5,997,200

## Yards of Fairways Are Buckner Irrigated

*No. 2 green at Lakeside Golf Club of Hollywood, California with some of the 900 Buckner rotary pop-up sprinklers watering No. 3 fairway.*

Buckner sprinklers, valves and couplers were installed on the world's first hose-less golf course irrigation system at Pebble Beach, California in 1912.

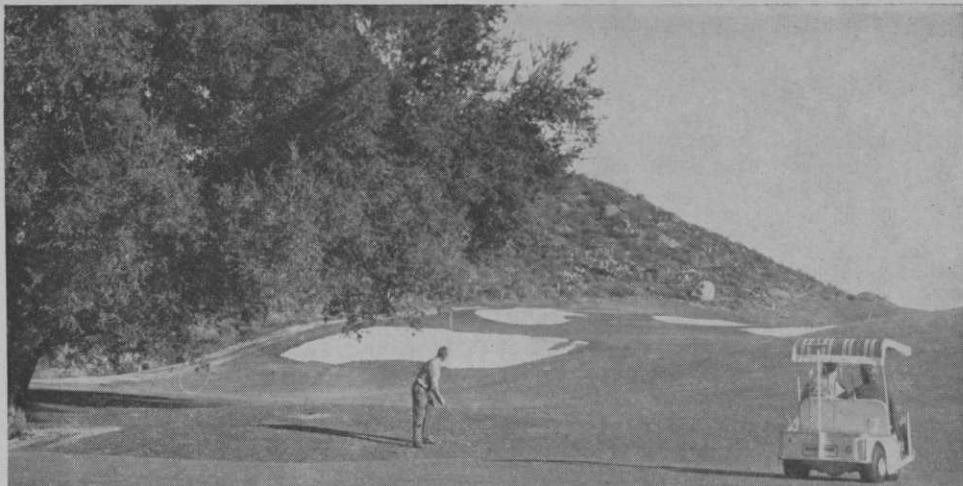
Today Buckner sprinkler systems are providing better turf and better play on championship golf courses all over the world. Install genuine Buckner sprinklers, key to successful irrigation and better golfing for your members.

Distributors in all principal cities. Look in the yellow pages under "Sprinklers."



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

**World Wide Distribution**



Players are hemmed in by mountains as well as traps at Pauma Valley. Golf cars are used exclusively. At left is Pro Bob Frainey.



with luxury course developments including Thunderbird and Eldorado in Palm Springs. Thornburg has extensive land ownings in picturesque Pauma Valley, a rolling, grove-dotted area at the foot of famed Palomar Mountain.

As for the new concept in operation, Peters explains it this way:

#### **No Memberships or Assessments**

"We will have no memberships, no assessments. It will be merely one of the finest places for real golfing pleasure I

know. It will be a private course open to nice people from throughout the country at daily fees."

The course's brochure states: "The completed golf course and cottages presently under construction are fully financed; there is no stock for sale and memberships are not contemplated. Hence, there will be no initiation fees, continuing dues or assessments.

"Instead, the privilege of using the club will be extended to persons belonging to selected clubs affiliated with the USGA, International Clubs of equal standing and our invited guests . . . the course and its complementary resort facilities are directed toward the end that private enterprise can operate more efficiently than a socially oriented country club."

Now open on a limited basis, with the pro shop in the former Thornburg ranch-house, the course has no caddies and the following 18-hole fees, including use of electric cars: One player, \$16; two players, \$24.

#### **\$2,000,000 Investment**

The new clubhouse, 50 cottages, restaurant and other facilities will be completed in about three months. The entire project will represent an investment of \$2,000,000 and monthly course maintenance cost has been estimated at \$10,000.

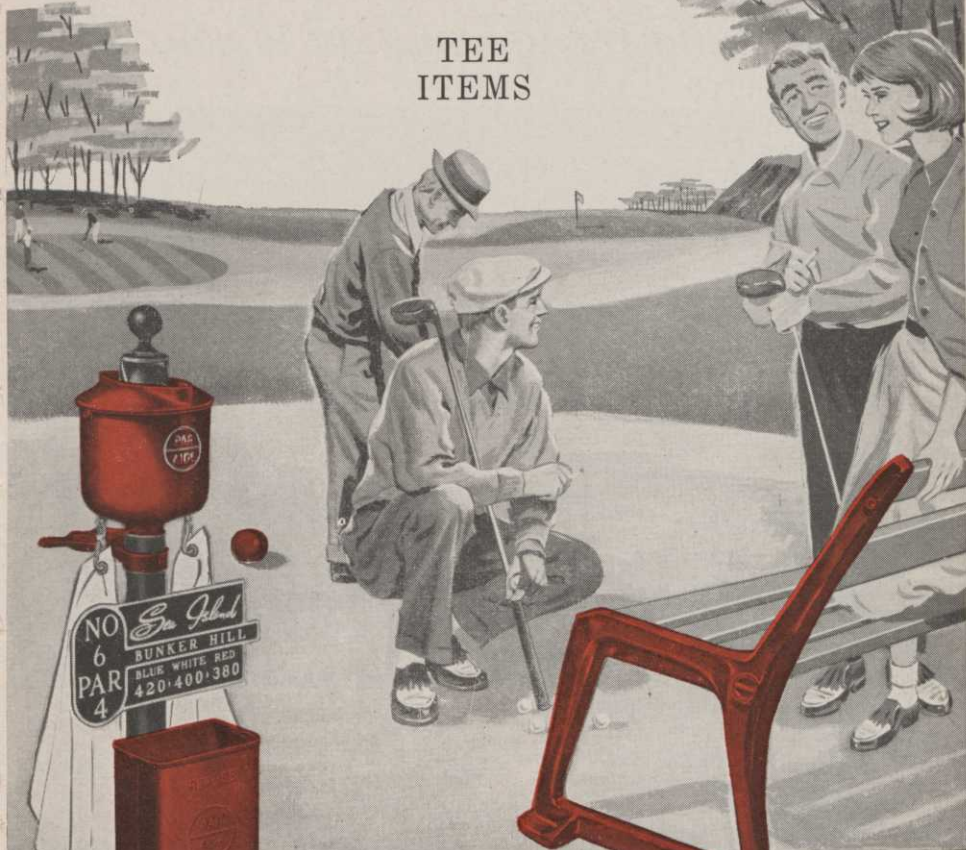
Bill Adkins, who has been associated (Continued on page 76)





# Pride of the Fairways

## TEE ITEMS



JUNIOR, SENIOR AND TWIN BALL WASHERS / DETERGENT AND TOWELS / WASTE RECEPTACLES / PORTABLE BASES PLASTIC AND ALUMINUM TEE MARKERS / SPECIAL AND CUSTOM TEE MARKER PLAQUES / HOLE NUMBER PLAQUES CLUB RESTS / SPIKE BRUSHES / DIRECTIONAL SIGNS AND DIRECTIONAL FLAGS / ALL-PURPOSE SIGN STANDARD AND CAPTIONED CARDS / A COMPLETE LINE OF FURNITURE (BENCHES, CHAIRS, ETC.)

Write for Catalog

### PAR AIDE PRODUCTS COMPANY

DEPT. G • 296 NORTH PASCAL ST. • ST. PAUL 4, MINNESOTA

# \$300 Worth

*Inexpensive pegboard panelling can bring a Cinderella transformation to your shop*



Pegboard and panelling (at top) are nicely blended in this display area facing the shop lounge.

By **IRVIN E. SCHLOSS**

**I**S modernization of a pro shop worth \$300 to a club?

If a club takes pride in its facilities, operating personnel and, of course, members, it can't afford to neglect a single one of its surroundings. The small investment that goes into modernizing a pro shop certainly pays the club richly in the increment of capital value and in creating prestige. And, this investment usually is justified by an increase in the pro shop's business, an increase in which the club as well as its professional share.

The appearance of the professional's shop has made more progress in the last few years than any other thing in golf.

Courses have remained practically the same over the last half century. Clubhouses have been improved, but even 50 years ago there were some fine ones that have

mellowed over the years and still are show spots.

### Hub of Activity

Today, quite a few golf shops are rivals of the best downtown specialty stores. Players of the modern era aren't satisfied to buy merchandise in dark, cluttered and often untidy holes in the wall, that once were the hallmark of the club professional. Many clubs today wisely realize that the golf display room often is the hub around which activity revolves. They want it to be attractive.

Unfortunately, improved golf shops still are in the minority by modern standards — but they need not be.

Pegboard is the most universally used material for modern display. Look at the stores in your area. Smart, expensive shops, the drug store on the corner, the supermarkets around you all make practical and artistic use of this material.