



"After using **Vertagreen**[®]
our course stayed
fresh and beautiful"

Louis Germanio, Grounds Superintendent of the Ocean City—Somers Point Golf Club, Somers Point, New Jersey, says: "We used Armour Vertagreen 10-6-4 for Turf and Trees on our greens and fairways for the first time this year with outstanding results. After using Vertagreen, our course stayed fresh and beautiful throughout the summer and fall, with extremely heavy play. I am proud to say thanks to Vertagreen."

The beauty of Vertagreen-fed fairways will earn you compliments throughout the season. And, complete Vertagreen will develop a thick carpet of deep-rooted grass that will require less maintenance, too. See Your Armour Representative soon.

ARMOUR AGRICULTURAL CHEMICAL COMPANY
ATLANTA, GEORGIA



NOW, TORO PRESENTS A GOLF CAR

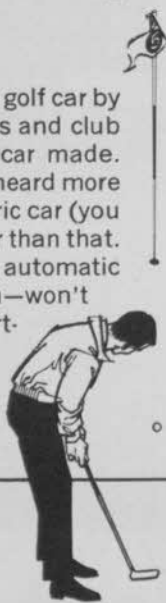
So quiet you can hear a putt drop

The unique new Golfmaster† golf car by Toro is a boon to both golfers and club operators. It's the quietest car made. The gasoline model can't be heard more than 10 feet away. The electric car (you have a choice) is even quieter than that.

It's amazingly safe; has an automatic brake and automatic clutch—won't spin wheels even when starting on a 48% grade. It's more comfortable than a car and

far easier to operate. Anyone can learn to run it in just 30 seconds.

The club can practically forget maintenance worries. The "Golfmaster," in actual use tests, had far less downtime than any other golf car on the market. Goes 72 holes *easily* without refueling. And *no turf damage*. The wheels and weight are distributed so that the machine exerts less pressure per sq. in. than a 175 lb. man.



Silent . . . dependable partner

for both golfer and club. Rust resistant body lasts for years and provides plenty of room for comfort. Fun to run and practically foolproof. Its popularity with golfers and its almost unbelievably low upkeep make it a sure money-maker for any club.





Strong as an ox; quiet as a mouse

Climbs 48% grades without breathing hard. You have a choice of a powerful 10 h.p. twin cylinder, horizontally opposed gasoline model or a 2½ h.p. electric model with speeds up to 10 mph. Yet, despite this power, they're so quiet you hardly know they're there.

Proof: the Golfmaster is a real money-maker

The following example is based on a golf club using a 3-year Toro finance plan. The club is privately owned and has approximately 300 playing members. The club has signed a contract for the purchase of 15 Toro Golfmasters including the cost of freight and local taxes for a total of \$19,600. The playing season lasts approximately 6 months.

Typical operating statement

INCOME FROM GOLF CAR RENTALS:

The 15 cars averaged 161 rounds each during the season for a total of 2459 18-hole rounds of play... @ \$7.00 per rd. = \$17,213.00

EXPENSES:

| | |
|--|-------------|
| Interest on payments for 15 golf cars..... | \$ 980.00 |
| Insurance for 15 golf cars..... | 500.00 |
| Gasoline and oil for 15 golf cars..... | 766.00 |
| Depreciation based on a 5-year schedule..... | 3,750.00 |
| Routine repair parts and labor expense per car at \$50.00 per year x 15..... | 750.00 |
| Reserve for major overhaul at \$85.00 per year x 15..... | 1,275.00 |
| Accounting based on 1 day per month (6 months)..... | 100.00 |
| Total Operating Expense..... | \$ 8,121.00 |
| Net Operating Profit (Before applicable income taxes)..... | \$ 9,092.00 |

Your Toro distributor will help you set up a profitable "Golfmaster" plan and discuss financial arrangements. Why not call him now and get full information on the profitable "Golfmaster."

"GOLFMAS^TER"^{BY}
TORO



†Exclusive mark of Toro Mfg. Corp.

Toro Manufacturing Corporation, 4000 Snelling Ave., Minneapolis 6, Minnesota



Available from
your Pro Shop

Pro-Grip

NON-SLIP

"Gives You That Firm Grip
In Every Kind of Weather."

Dow Finsterwald



MANUFACTURER'S SPECIALTY CO., INC.

2736 Sidney Street

St. Louis 4, Mo.

Guysick's Dream Shop

(Continued from page 62)

are turned away — possibly for good. What isn't sold in the fall will move the following spring.

• As for women — go along with them! Individually, they probably are your best customers. Many women will buy three or four pairs of shorts at a time and, in most cases, blouses to match. A man will buy one pair of shorts or one pair of slacks and perhaps a shirt and let it go at that. Have you ever noticed how a wife who is shopping with her husband often suggests that he buy two items instead of one?

• If you look around long enough you can develop a good market outside the club for trade-in clubs. With that estab-

lished, you can afford to give more liberal allowances on sales of new clubs. If you can avoid it, don't start selling secondhand clubs to your members.

Has Island Display

The interior of the Congress Lake shop was designed by Display Creations of Detroit. An island display, the trademark of this firm, is located in the center of the sales room and runs about half the length of the shop. Its glass shelves, suspended on notched brass poles that extend from floor to ceiling, can be moved up or down to make possible many different display combinations. It is used exclusively for showing sports apparel. Three of the four walls in the shop are panelled in knotty pine which is finished with a white lead coating. Club, bag and shoe displays front

FLAGPOLE SIGN FOR BETTER GREENS

Solves the Pock-Marked Greens Problem

BY
Educating and Reminding
The New and Careless Golfer
Repeatedly to Repair Their Golfball Indentations
On Every Green

Reduces Maintenance Costs

Improves Putting Conditions
Improves Greens Appearance

SPEEDS UP PLAY

BY

Serving As A Marker
To Help The Golfers
Locate The Cup
Position From Down
The Fairway

Shape: Cylindrical

Size: 5" x 8 3/4"

Color: Red With White Letters Or
Yellow With Black Letters

Permanent Coloring

Material: Rigid, Crushproof, Extra
Strong Polystyrene

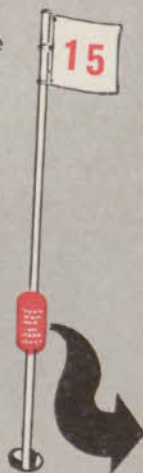
LIFETIME GUARANTEE

Message Printed On Two Sides
Attaches To Any Size Flagpole
Of One Inch Diameter Or Less

Price: \$ 5.00 each
\$42.00 set of nine

F.O.B. Carleton, Mich.

Freight Prepaid If Order Is
Accompanied By Check.
All Other Orders Sent C.O.D.



CARLETON GLEN GOLF PRODUCTS

13470 Grafton Road
Carleton, Mich.

Please Send _____ Flag Pole Signs.

The diameter of the flag poles we use
is: _____ (Show dia. in fraction of inch)

NAME: _____

CLUB: _____

ADDRESS: _____

CITY & STATE: _____



DOO-ALL can DO it ALL

Whatever needs hauling . . . in roll-dump hopper or on a flat-bed . . . CHAMPION DOO-ALL can do it! Especially designed for use in maintenance of cemeteries, parks, golf courses. Rugged and versatile DOO-ALL has these outstanding features:

Wheels Rock as they Roll exclusive fifth wheel up front keeps any load stable. Single or double wheels all around.

Rugged and Durable heavy steel sections joined by 2½" diameter tube, welded joints.

Long and Low chassis is only 20" high, 88" wheel base . . . 50½" rear width with dual wheels, 40" with single wheels.

TAKE YOUR PICK OF 4 OPTIONS

Flat-Bed and Roll-Dump Hopper converts in minutes.

Two Sizes Roll-Dump Hoppers ¾ or 1 cubic yard, quickly adjustable to 5 positions, either side.

Flat-Bed Only 107" long, loading height only 24".

Chassis Only build onto it for your special needs.

WRITE FOR COMPLETE SPECIFICATIONS



THE CHAMPION COMPANY
SPRINGFIELD, OHIO

much of the wall space. The club display, as you probably noticed in looking at the photos on page 62, is particularly impressive, occupying an uninterrupted stretch of wall space on the north side of the shop. On the opposite side of the sales room, these large picture windows look out on the course from the lounge area. Frosted recessed lights, supplemented by brass spots, provide lighting for the shop. A green, tweedish carpet extends from wall to wall.

The Indispensable Wife

Guysick's staff includes his wife, Jean, John Rainnieri, assistant pro and caddiemaster, and Art Williams and Randy Domer, shopmen. Mrs. Guysick, like so many distaff members of a pro staff, is indispensable. She does much of the buying of women's wear, handles the book-keeping and helps out on the sales floor. All billing is handled through the shop. The club, incidentally, underwrites any bad accounts that Guysick may have on the books, but fortunately for everyone concerned these have been literally nonexistent over the years.

Few, if any, display signs ever are seen

in the Congress Lake shop. A bulletin board in the shop, as well as those in the lockerrooms, are used to announce the arrival of new merchandise, or any specials that Guysick may run. In the spring, a large display of clubs and sportswear is set up in the main dining room of the clubhouse and is kept there for about two or three weeks.

Unlike many pros, Guysick doesn't bemoan the fact that his club business could be somewhat better. To go back to his views on merchandising, he feels that there is perhaps a little too much timidity in pushing the sales of playing equipment. Either that, or many pros aren't alert to the full potential in club business. That potential, Joe says, can only be developed by going out on the course on busy days and making a survey of players who may need new clubs and then cornering them and suggesting what they should buy.

1961 Golf Week Receipts

The latest report on the 1961 National Golf Week shows that the PGA has banked receipts of \$77,000. About 73,000 persons took part in the competition.

JACK BERNARD



Superintendent De Soto Lakes G. C. Sarasota, Florida

"When we hear frost warnings on the radio, we go out and spray the greens with Aqua-Gro to remove dew. With every 200 gal. of solution in our spray tank we add 2 quarts of Aqua-Gro regardless of whether it's used in our preventative dew, fungicide, or insecticide program. We spray about 62 times a year so a low soil moisture tension is maintained. Four years on this Aqua-Gro program has given us less disease, a reduced watering schedule, and the greens are more uniform. In overseeding we find greater uniformity in germination and less seed pick-up."



OLD TIMERS

Superintendent Danville C. C. Danville, Illinois

"I studied Agronomy at Purdue and, in working with soils, it made sense to me to try Aqua-Gro. Hand watering and spiking of localized dry spots on our contoured greens during dry weather was a constant problem. Watering 4 or 5 times was the only way we got water down to any depth. In 1959 we went to a full Aqua-Gro program and today water in 30% less time. To my recollection, we have hand rinsed these localized dry spots only once in the past two years, granting favorable weather conditions. Periodic checking of greens shows deeper rooting and the quality of the turf has improved."

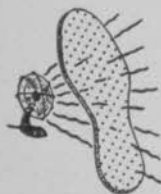
JIM BRANDT



Aquatrols Corporation of America • 217 Atlantic Ave. • Camden, N. J.

Extra Profit

LIKE
WALKING
ON
PILLOWS!



*Air-Cooled!
Air-Ventilated!
Air-Cushioned!*

Dr. Scholl's AIR-PILLO INSOLES

Made of soft Latex Foam. No adhesive. Convert any shoe into an air-cushioned shoe for only 60¢!

3 PAIRS FREE!

With a 3 dozen assortment of men's and women's sizes you get 3 pairs FREE if you order promptly. Packed in metal counter display dispenser. Each pair cellophane wrapped. Men's 7, 8, 9, 10, 11, 12 and Women's 5, 6, 7, 8, 9. Retail 60¢ a pair.



YOUR COST \$14.40. YOUR PROFIT \$9.00

Nationally advertised in THE SATURDAY EVENING POST, THIS WEEK, DELL MODERN GROUP and PARADE.

SELL ON SIGHT!

Mail your order today!

THE SCHOLL MFG. CO., INC.

213 W. SCHILLER ST., CHICAGO 10, ILL.
62 W. 14th ST., NEW YORK 11, N. Y.

Long Island Boom

(Continued from page 68)

the new 18-hole facility at Indian Hill, located at Fort Salonge, and carving out nine holes for Commack Hills, which now has 27 located in the Huntington sector. Martin starts work shortly on two new courses, located in Suffolk.

New York State, which operates the five-course layout at Bethpage State Park through the Long Island Parkway Commission, is building 27 holes at Sunk-en Meadow. The City of New York is to add 27 holes at Marine Park, where repossessed land is being pressed into use to augment the city chain. This layout will fringe International Airport at Idle-wild.

Taxed out of Existence

North Hills CC, after 33 years within the city limits, was taxed out of existence but will be the first — and perhaps last — of the New York City organizations to relocate on a course it is building at Manhasset. Fresh Meadow sold its Flushing layout but purchased the old Lakeville tract in neighboring Nassau. North Hills sold its city holdings for more than \$6,000,000; a record. Stockholders collected windfalls of \$20,000 on original investments of \$1,500. Nine holes of the old North Hills course will be acquired by the city and made into an 18-hole short course.

Other new courses include South Fork, Bridgehampton, Laurel Hollow and Pat Lordi's Jericho CC.

Some of the palatial estates developed into golf courses, in addition to Marshall Field's in Huntington, are those of Howard Brokaw, Cornelius Vanderbilt Whitney and Mrs. Sloane Vanderbilt Tobin. J. H. (Jock) Whitney, the multi-millionaire publisher, who lives at Manhasset on a 600-acre estate with his sister, Mrs. Charles Payson, one of the backers of the New York Mets, eventually will permit construction of several courses, one to be used by the staff of North Shore Hospital, a pet project of Whitney and his sister.

Saves the Turf

Ray Gettle, supt. at Irem Temple CC, Dallas, Pa., has put legs under all the large containers scattered around the course and thus is saving turf. The containers are elevated to about one foot above the ground and the grass beneath them now is thriving.

SIXⁱⁿ ONE SOLUTION

to
driving range
problems

BALL-O-MATIC

- dispenses
 - counts
 - washes
 - handles
 - stores
 - guards cash
- IN ONE automatic
coin operation

Puts the range ball at the Tee
where it belongs

FREES SPACE

ELIMINATES WAITING

REDUCES LABOR

RELIEVES CONGESTION

SPEEDS UP SERVICE

more customers...

more balls per customer

INCREASES REVENUE



For complete information
phone or write

BALL-O-MATIC
201 Univ. Blvd., Denver, Colo.

Our rep will contact you 399-1155



Terra-Lite is spread out on ninth green at Wirth.



Here's the first pass with the roto-tiller.



Mixture is leveled with rakes turned upside down.

First Muny Short Course in Twin Cities Area

Weigh Traffic, Climatic Factors in Building Par 3

Among the golf courses built from scratch in 1961 was the new Par 3 in Theodore Wirth Park, Minneapolis, Minn. This is the first municipally-owned short course in the Twin Cities and introduces Par 3 play to many Minneapolis residents. It will also take some of the heavy burden off the regular 18-hole Wirth Park course.

Officials expect this new course to get about 30,000 rounds of play per year. Because of anticipated heavy traffic, careful analysis of site, climatic conditions, and expected usage went into the construction of the greens. This is how they were built.

1. The sites were excavated, and some were tiled where necessary to insure proper drainage.
2. A four-inch bed of pea rock was



Ted Newville (l) and Maynard Erickson were in charge of the Wirth Park construction job.

applied over the entire green and extended away from it at the low point.

3. One inch of good sand was leveled over the pea rock.

4. The soil mixture (two parts sandy-clay loam, two parts sand, and one part peat as prescribed by the soils department of the University of Minnesota) and 0-20-20 (phosphate and potash) were pre-mixed by graders on the fairways, and applied 12 inches deep on the greens.

5. 20-0-0 ((nitrogen was spread over the mixture.

6. To hold moisture in the top six inches of the green and to prevent com-