



Grass getting tougher? Roughs rougher?

IT'S TIME FOR A FORD FLAIL MOWER

Tough weeds . . . wiry grass . . . late summer mowing made easy with this advanced Flail Mower. Free-swinging, heavy-duty, 2-inch blades rotating at high speed cut parallel with the ground, leaving a trim and neat turf. Spring or fall, the quality of work gives the appearance of a "reel" mower job. Cutting height adjustable up to 5 inches . . . just re-position the big 6-inch roller at the rear plus adjustment of top link on 3-point hook-up. Cut material and foreign objects are directed back and *down*—not out and away . . . SAFETY for operator and bystanders. Changing blades is a one man job in less than 20 minutes—a time saver found only on Ford.

See the new Ford Flail Mower in 5-, 6-, and 7-foot widths at your nearest Ford dealers. There's also power to operate this, and for your many other chores, in one of Ford's line of tractors. Be sure to see the new LCG model—its low center of gravity was built for golf course maintenance.

PRODUCTS OF  MOTOR COMPANY

YOU SEE MORE **FORDS** BECAUSE THEY SAVE MORE MONEY!

On the Professional Side



How the manufacturer can help the pro

I'd like to see the sportswear people go to a little more trouble in describing their articles, especially so far as material is concerned. Many pros are at a loss in trying to tell their customers just what kind of material or materials are in a shirt or a pair of slacks. I'd also like to see shirts, slacks, etc. bearing retail price tags when they come from the supplier. If we want to sell at the suggested price, the tag remains intact; otherwise we change it.

As for bags and clubs, I'd like to see the manufacturers supply small metal tags that can be attached to these articles when they are displayed. Each tag would bear the name of the manufacturer and allow room for chalking in the price of the item. The reason for this is that clubs many times are displayed on pegboard and it is difficult for the prospective purchaser to identify them. The same thing applies to bags that may be displayed on the top of racks or cabinets. **Tod Menefee**, San Antonio (Tex.) CC.

I object to manufacturers back ordering without our permission, or without notifying us that they are doing so. It is easy to see the trouble it can cause the pro. An order for a pair of slacks may be back ordered, and then delivered several weeks later. Meanwhile, the customer has cancelled because of the delay. When the goods comes in, the pro may or may not be able to get rid of it. If he sends it back he is stuck for the parcel post, insurance and possibly special handling charges. A letter or postal card should be sent by

the manufacturer asking for an okay to back order any merchandise that can't be supplied within a week or 10 days. **Paul Bell**, Naples (Fla.) Golf & Beach Club.

Special orders that are delayed, sometimes ignored, hurt the pro's business more than anything else. I have had orders floating around for weeks at a time without getting satisfaction as to whether they have been received, or are going to be filled. It's rather difficult to explain this to one of your best customers. You may show him a copy of your requisition to the manufacturer only one time. The second time you bring it out, he may say: "I don't doubt that you mailed it in — but that isn't getting me the article I ordered." In the next breath, he may add: "As far as I am concerned, you can cancel the order." The latter remark often punctuates the conversation after a special order has gone unfilled for four or five weeks.

The profit that we lose when such an order is cancelled isn't going to cause any of us great financial strain. What hurts is that what may be an old and steady customer possibly is going to be alienated by such treatment. We can't afford to run the risk of losing his confidence — and certainly not his patronage.

If special orders were immediately acknowledged, or if a note saying that they can't be filled were sent out without delay by the manufacturer, the pro would have something to show his customer that would at least appease him. **Don Clarkson**, Glen Echo CC, Normandy, Mo.



**Controlled
year 'round
aeration with
Ryan quick
change Tines.**



1. Spring coring



2. Summer slicing



3. Fall renovating

Ryan RENOVAIRE...for 3-way, true contour turf maintenance and improvement

- *Two models, hitch to any tractor, work up to 10 mph*
- *Quick-change blades and tines aerate, slice, renovate*
- *Individually suspended wheel pairs, optional weighting trays give full penetration over undulating turf*

Cover fairways, parks, athletic fields, highway greenbelts, other big turf areas fast, thoroughly, and economically with the dependable 8' Renovaire Monarch or 4½' Renovaire Chief. Exclusive true contour aeration . . . short radius turns without ripping or skidding . . . easy job-to-job transport on permanent pneumatic tire wheels. Call or write for specifications and a demonstration.



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Company

World Wide Sales Through Leading Turf Equipment Distributors



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RENOVAIRE



MAT-A-WAY



REN-O-THIN



(Above) Pro George Zimmerman of Cottonwood CC and Marcheta Moorman, daughter of the course architect, discuss clubs. Paneling is from trees felled during construction. (Below) Bill Mast (l) built Carlton Oaks and Charley Rizzo is the pro there.



A Break for San Diego's Fee Players

The City of San Diego Is Adding First Class Courses As Part of Its Recreational Program and is Taking the Congestion Out of Golf

The Response: 168,000 Rounds Were Played at a Single Course in '61 . . . and Money's Pouring into the City's General Fund

BY HOWARD HAGEN

San Diego Union Golf Writer

Public course golfers are getting a break in San Diego County.

They are playing on new, spectacular, tree-dotted layout that is nicer than most private courses in the area. They can choose two seaside courses or several inland layouts of equal beauty and interest. There's no difficulty getting on them, even on weekends.

Newest, and perhaps the prettiest of the county's fee layouts is Cottonwood CC, about 16 miles east of San Diego.

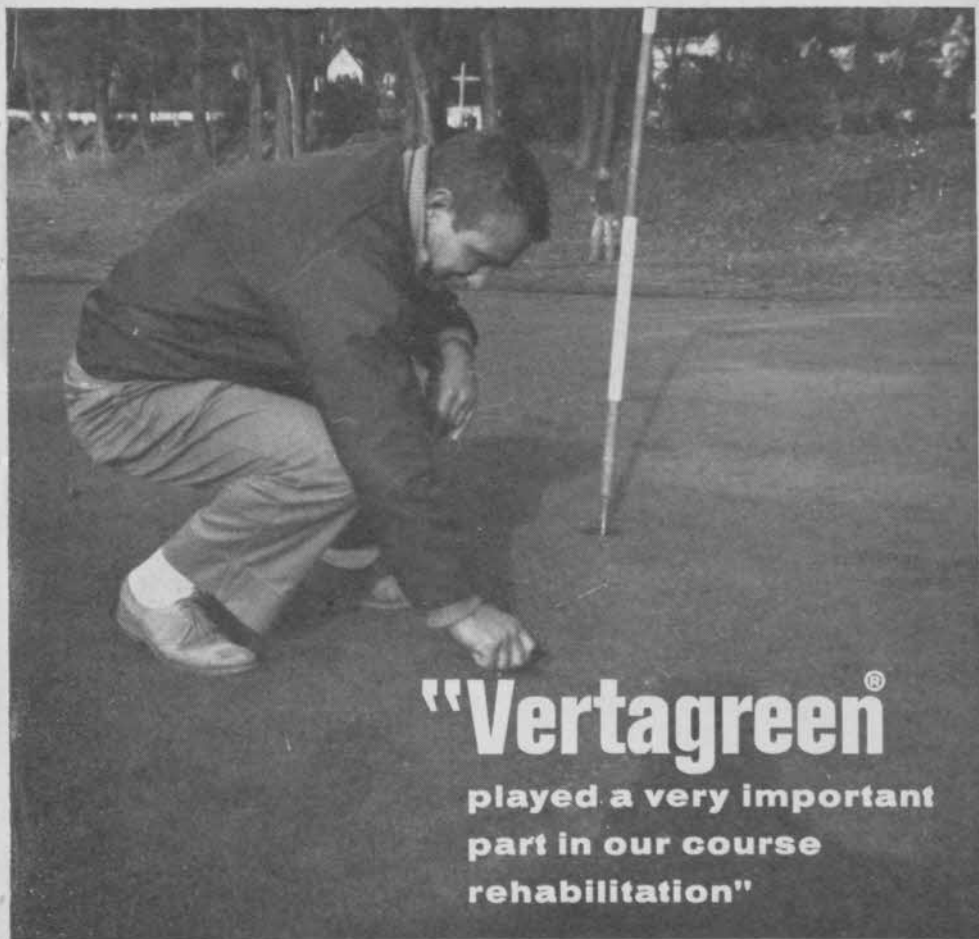
It's a spectacular course with 3,000 cottonwood and sycamore trees. The main course has the county's only par 73 and there also is an adjoining nine-hole layout.

It took President Bud Sears and architect and vice president Spud Moorman, only 1½ years to build them, and the first four months were needed for clearing the river bottom land. Sears figures the course was constructed at less than half of the cost of most courses because all the work was done by their own crews and machinery.

There are 23 people on the Cottonwood payroll. Pros Cliff Crandall, Lynn Meyers and George Zimmerman are kept busy in the new pro shop, which uses attractive wood from the course for paneling.

Favors Huge Tees

In the first month of operation, Cottonwood averaged 190 players a day. Says Sears: "If properly run, I'm convinced public courses can be a real paying propo-



"Vertagreen[®]

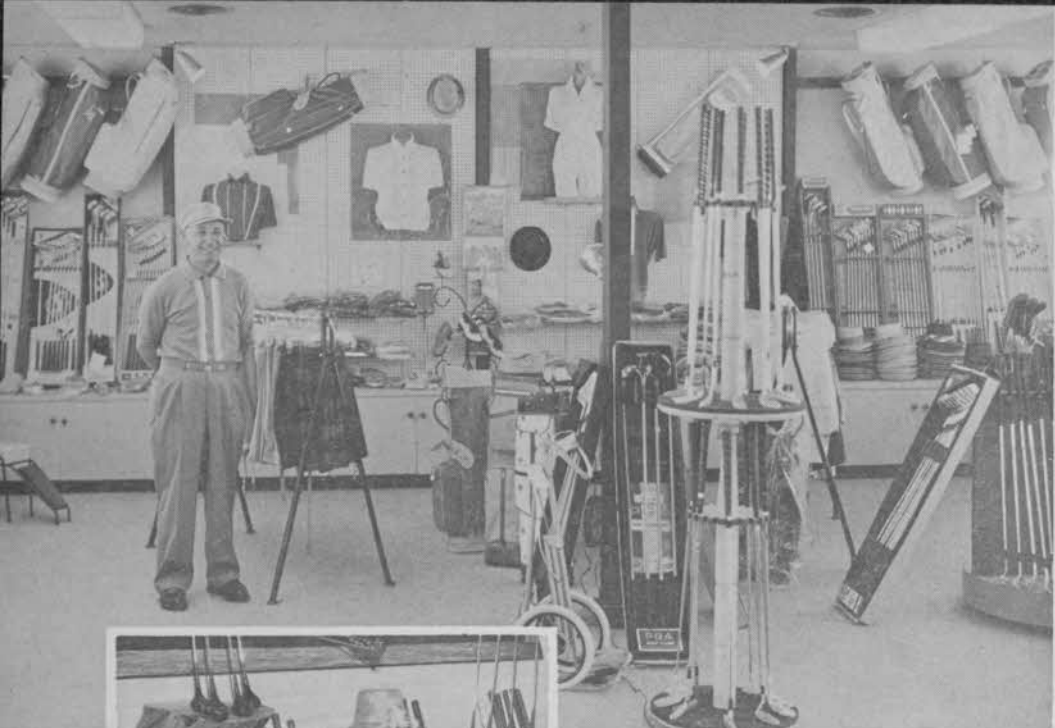
played a very important part in our course rehabilitation"



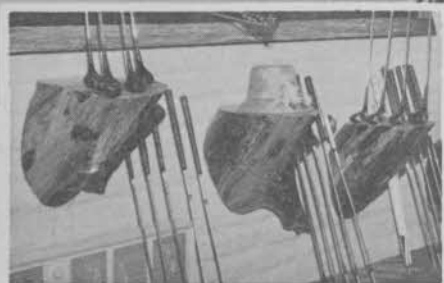
Ed Packer, Grounds Superintendent of the Wyoming Golf Club in Cincinnati, Ohio, says: "A few years ago our golf course fairways were down to nothing. Reseeding, along with Vertagreen fertilizer and good turf management has produced a healthy and vigorous turf. We think that Vertagreen played a very important part in our course rehabilitation."

For course rehabilitation . . . for established turf use Vertagreen now, and regularly, to maintain the beauty and top condition of your course.

ARMOUR AGRICULTURAL CHEMICAL COMPANY
ATLANTA, GEORGIA



Pro Frank Rodia is seen amid colorful displays of Torrey Pines shop. (Inset) Stumps from native trees are used for showing clubs at Cottonwood.



Touch of Beauty . . .

sition. We have stressed flexibility in our design. Because of huge tees and greens our yardage can vary by 1,000 yards. I can't stress enough the importance of building huge tees, from the standpoint of maintenance and golf as well.

"Our players also appreciate the fact we have virtually no parallel fairways. This helps speed play. Our foursomes never take more than 4½ hours to get around, and some of them are under four hours."

Cottonwood, like the other San Diego County courses, is a year-round operation. The maintenance people mow continually and water every night.

Nearly 30 miles away from Cottonwood, on a bluff overlooking the Pacific Ocean, are the two regulation Torrey Pines links operated by the City of San Diego.

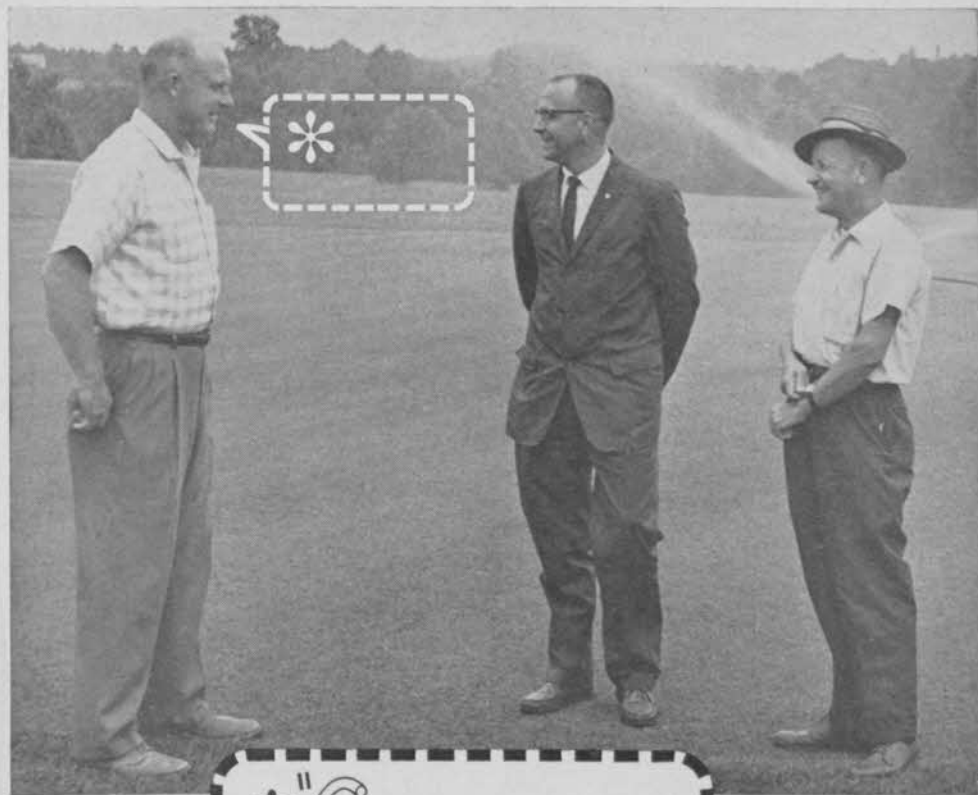
Shooting For the Open

On the order of Pebble Beach, they have spectacular vistas. The North course is routine but the South is perhaps the most difficult in the County. San Diego has in-
(Continued on page 76)



Broken branch frames tee at Cottonwood and brook there is rock bound.





* "CresLINE®

ENGINEERING DEPARTMENT
REALLY DID A GOOD JOB"

Contractor Sossamon (left), Club President Dr. R. H. McElveen (center), and Chairman C. G. Phifer of the Greens Committee discuss the CresLINE watering system installed at Gaffney (S. C.) Country Club Golf Course.

says F. W. Sossamon, Jr., of Sossamon Construction Company, Gaffney, S. C., in reporting that a CresLINE Plastic Pipe watering system is in and "working perfectly." Mr. Sossamon answered an ad similar to this one when he was planning a sprinkler system for the Gaffney Country Club Golf Course. His praise concerns a complete engineering layout we provided as a standard service.

WE WILL MAKE A COMPLETE ENGINEERING LAYOUT FOR A SPRINKLER SYSTEM FOR YOUR COURSE. WRITE FOR DETAILS.

PIONEER MEMBER OF



MEMBER OF NATIONAL GOLF FOUNDATION

CRESCENT PLASTICS, INC.

Dept. G-862
955 Diamond Avenue
Evansville, Indiana



NEW 5-YEAR WARRANTY

Covers not just certain kinds of pipe but all 1/2" through 2" CresLINE Plastic Pipe used for cold water. Crescent not only agrees to replace defective pipe, but agrees to pay the freight and labor costs.

Labor Problems Aren't A Golf Monopoly

By **DINO POLITZ**

Supt., Palm Aire CC, Pompano Beach, Fla.

I have yet to attend a meeting of supts. — national, regional or local — where sooner or later the problem of employment hasn't been brought up. Getting and keeping competent men apparently is the most perplexing thing we have to contend with. Many of us have built up a real complex about the labor situation. We have gotten the feeling that ours is the only industry in which employment problems exist.

If it is any consolation to you, that is far from the truth. I once worked for one of the major automobile manufacturers. One of the first things that was impressed on me was the problem this company had in employing reliable personnel. Mondays and Friday were particularly difficult. A lot of people simply didn't show up the first day of the week, and on Friday, many of them took off to get an early start on the weekend. Getting a quorum to assemble cars was an accomplishment.

By comparison, we don't have it so bad. We can have it even better if we are careful in picking our employees.

Closely Observe Applicant

Like many supts., I have been able to keep a full working force through recommendations made by my employees and through men coming to the club seeking employment. By closely observing the applicant during the employment interview, and by taking the time to check his work record, I have been able to get a fairly reliable line on the prospect's disposition, ability, stability and willingness to work.

After hiring a man, I make sure that he is properly trained, either by our experienced employees, my assistant or myself. His training goes on for some time as he advances from handling jobs requiring medium skills to ones such as spraying and fertilizing. I attempt to train all men under me in all phases of our work

so that there is sufficient help available when emergencies occur. As I see it, there is no justification for tying up a maintenance crew because a supposedly key man is absent. Eventually, every employee should have another employee who is capable of stepping in and backing him up.

Like Scenery Change

What is more, I have found that most men like to be able to handle more than just one job. They take pride in being versatile. An occasional change of scenery causes them to take more interest in their work. A fellow who is content to look at the back end of a greenmower all day, or remain perched on a tractor week after week, is going to become bored. It's hardly necessary to mention the trouble a bored worker can cause.

Your labor situation, good or bad, is a reflection of what kind of a supt. you are. The analysis of the entire picture should start with an analysis of the supt. himself. How does he fare when these questions are asked?

Does he know what should be done and is he capable of training others to do it?

Is he genuinely interested in having the best course?

Is he respected by fellow workers, employees under him, and the people for whom he works?

Does he accomplish what he sets out to do, or does he have a reasonable explanation for not getting certain things done?

Is he completely honest about keeping the pro, club manager, etc. informed of what goes on — or is he secretive about such things?

Does he plan operations, or is he the kind of a fellow who goes along trusting that things will take care of themselves?

Is he afraid to delegate authority — or, after doing so, does he undercut his foreman or assistant by going over his head?

This is just a starter. This list undoubtedly
(Continued on page 78)



431-yd. Par-4 15th hole

Agrico feeds longer than ordinary fertilizers at Springbrook C. C.



Lewis L. Wortman
tendent at Springbrook Country Club,
Morristown, New Jersey.

"I am following the Agrico Country Club

"I've found AGRICO
COUNTRY CLUB Ferti-
lizers feed much
longer than ordinary
brands. And granular
AGRICO is easy to han-
dle, a pleasure to work
with," says Lewis L.

Wortman, superin-

Feeding Program and playing conditions
are uniformly good. In fact, club members
have complimented us on the condition of
the fairways and greens more this year
than ever before...thanks to AGRICO."

Ask your Agrico Representative about
an Agrico Country Club-Agrinite Feeding
Program for your course. Or write: The
American Agricultural Chemical Company,
100 Church Street, New York 7, N. Y. In
Canada: Agricultural Chemicals Ltd., 1415
Lawrence Avenue W., Toronto 15, Ontario.

AGRICO® COUNTRY CLUB FERTILIZERS

Merry Christmas

Use the Catalog for Gift Selling!

Sunset's Jim Fogertey Describes His Plan

The professional's most pressing problem at the moment may be in getting set up for the annual club championship or seeing that all his players are treated fairly and impartially where starting times are involved. Christmas, as far as he is concerned, may be as long as two or three years away.

Only, it is going to come around in a hurry. Stop and count the actual shopping days between now and Dec. 25th and you'll be surprised at how few there are.

When you start getting down to facts about shopping days, that usually brings up thoughts of Golfdom's "Christmas Shopping at Your Pro Shop." This colorful gift catalog, designed to help increase the professional's sales volume, is being published for the ninth consecutive year. Its use in promoting gift business for the pro has been steadily broadened. Last year, for example, nearly 600 pros sent out more than 150,000 copies of the catalog to their members and players and the latter responded by spending more than \$1.5 million for gifts in shops that used it.

The catalog, though, doesn't do all the work. It never was intended to. It's a sales aid, an accessory in the grand scheme. Pros who have used it most successfully have wrapped their Christmas selling campaigns

(Continued on page 80)

(More photos on page 32)