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Former efforts at night mowing and much of today's "early morning mowing" on turf wet with heavy dew, rain or sprinkling causes bunching and droppings of clippings in unsightly clumps. Unattractive messy looking fairways are the result.

With the new Roseman Hi-Speed-Reel, Mark IV, Hollow Roller Drive mower you can now mow turf of any moisture condition at anytime . . . day, early morning and at night with clean, neat appearing fairways the result.

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Today, if you need relaxation, your doctor may prescribe golf. If he's like many doctors, he'll join you.

It wasn't always so. A generation back, clubs had inadequate shafts that could be as ulcer-making as deadlines.

Then True Temper invented the step-down design steel shaft — and the game of golf has been getting better ever since.

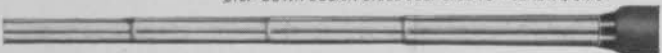
Reason? Over the years, through metallurgy, manufacturing, and design, we've been improving our shafts by uniformly controlling flex and torsion for more accuracy and distance.

Golfers have been improving, too. Coincidence? Partly. But step-down design steel golf shafts *are* better than ever . . . and this *does* make a difference.

Maybe *your* game will improve — just by a change of clubs. Why not talk it over with your pro?

TRUE TEMPER

STEP-DOWN DESIGN STEEL GOLF SHAFTS • GENEVA, OHIO



This is one of a series of True Temper Golf Shaft Advertisements appearing during the spring and summer in

**SPORTS ILLUSTRATED
GOLF
GOLFING
GOLF DIGEST
GOLF WORLD**

and in the tournament program for the

U.S. OPEN

We hope these messages will encourage golfers to seek your professional advice in selecting new golf clubs.

May — 1962

Competition Forcing Pros to Learn More About Golf Business Economics

By AL BONK

It has been frequently observed that club officials seek and value the advice of pros whose operations and judgment have demonstrated sound knowledge of the economics of the golf business.

Economics, the science which treats of the production, distribution and use of wealth, is played by ear as an art rather than as a science in the golf business. There are some good, practical economists in pro golf. Graham Ross of the Dallas Athletic Club CC and Bill Wotherspoon of Southern Hills CC are among those whose business views have impressed me that these men are especially well informed. These pros are at clubs whose memberships consist of conspicuously successful businessmen. The benefits to both members and pros in such associations are reflected as one looks at the clubs as business enterprises that are conducted to pay dividends in the satisfaction of members.

Clubs need all the good business advice and management they can get these days. High construction and operating costs, taxes, conservative spending in the

clubhouse and other conditions have officials of private and semi-private clubs looking for solutions to some serious problems. Any professional who attended one or more of the spring business meetings the USGA conducted in Washington, Chicago and San Francisco must have been impressed by the extent and character of golf club officials' participation in these conferences. Club officials are studying golf economics.

Big and Serious Business

The development of valuable business research and reports, and the providing of other services by regional golf associations in Massachusetts, the New York Metropolitan area, Cleveland, Detroit, Chicago and Northern and Southern California and elsewhere are emphatic evidence that golf is a big and serious business. It no longer is an operation in which big money can be handled as a sideline by men who are amateurs in the field.

From PGA sections' spring business meetings there is additional evidence of the necessity for the professional being

educated in an economic sense even in phases of business beyond his own shop.

The future of the pro business has begun to take form in the PGA winter business schools. These are the soundest kind of educational programs that the pro organization can give to members. Experts in sales training and marketing, who have some acquaintance with these schools, say that they are the best thing the PGA has done for itself and for golf.

Look At How Pro Rates

In looking at the pro business picture, club officials subject the professional individually and collectively to more scrutiny than generally is realized. How the professional runs his own business indicates how the professional may be able to run the club's business. Rapidly changing conditions have shown that full time,

Al Bonk is with an advertising agency handling the account of a large manufacturer of golf goods. He looks at the professional's business from his experience as a golfer, as a person interested in golf organization work and as a marketing and advertising adviser for several successful corporations.

In future articles, Bonk will

profits from increased play resulting from the availability of golf cars, might realize revenue exceeding that of the net of car operation.

Don't Know Economic Score

Professionals have suffered unnecessary and discouraging reductions in their incomes because of inability to weigh unrealistic figures on golf car operation on a scale that balances the club's overall interest and the pros' need of increased income to offset higher operating costs. More information is needed by officials and pros to arrive at the sound economics of this comparatively new service. In other operations, as well, it may be that lack of information is handicapping professionals in attaining recognition as business authorities.

The pro shop with its important re-

deal with sales and merchandising problems with which pros have to contend. He also will suggest ideas for enlarging shop services.

If you have any questions about merchandising, etc., which you would like to submit to Mr. Bonk, they can be sent to him through *Golfdom*. —Ed.

expert management is urgently required for the sensible operation of golf clubs. Direction by partially informed elected or appointed officials is inadequate and sometimes excessively wasteful in a business where a comparatively short season magnifies the costs of errors. And, since the season is short, there isn't always time to discover what these errors are and how they can be corrected.

Shop, golf cars and other "concessions" generally mean that the club is allowing a professional to make his own salary. In golf, as in every business in which golf club members are engaged, the man who is able to earn more money at his work because of the superiority of his ability and service to his customers is a desirable employee and one to be encouraged.

The economics of the golf car in the complete picture of golf club operations have yet to be adequately studied, as far as I have been able to learn. There is the possibility that the club, through

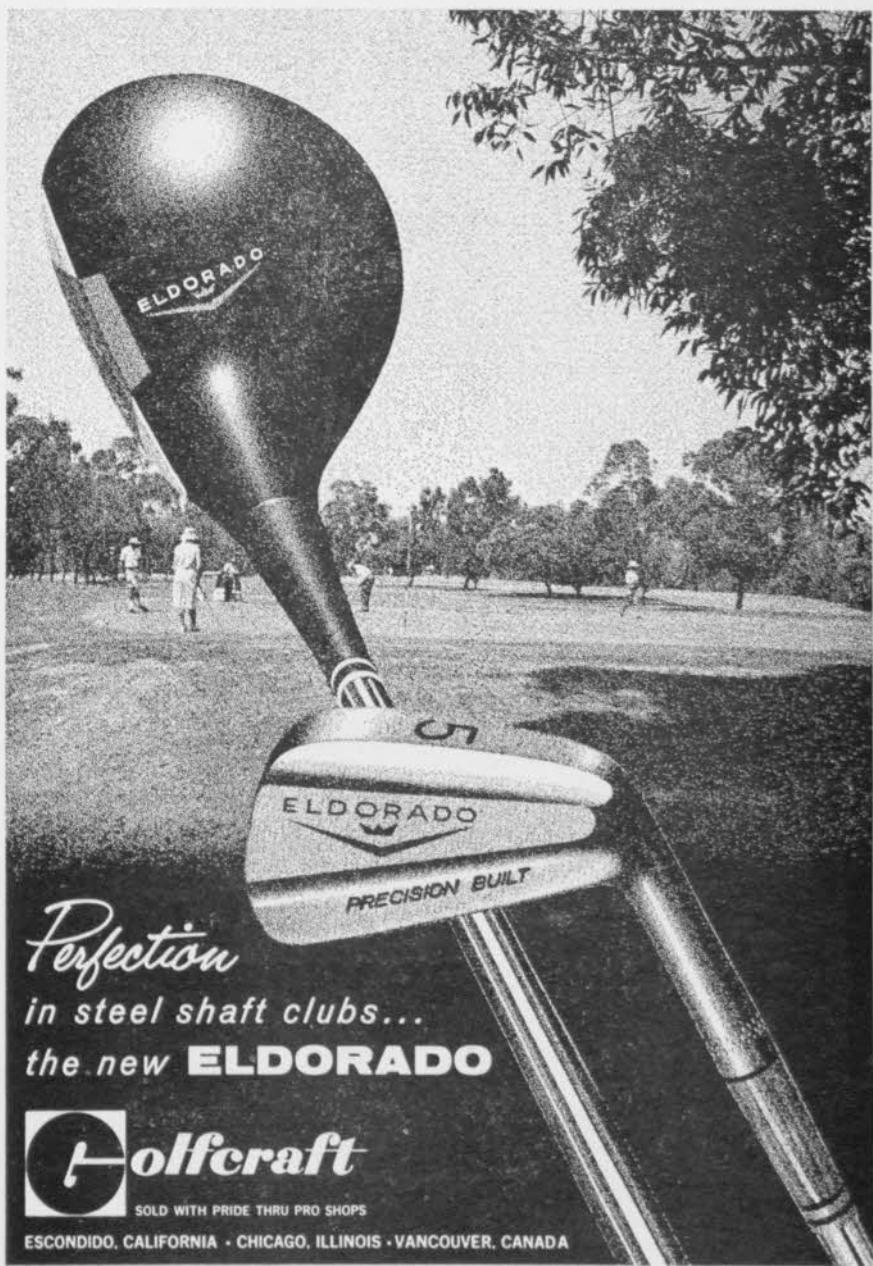
responsibilities is a key department in a golf club's success. In directing its operations the professional should try to adopt sound business procedures as a means of convincing club officials and members that they have come to the right person in looking for help from trained golf businessmen.

Taxes — local, state and federal — have been hard teachers for many professionals. Taxes mean that you must keep acceptably accurate accounts or somebody loses. You may be almost certain that if anyone loses it will not be the tax collector.

With the figures required for tax returns the professional and his accountant can prepare a budget for pro department operations. That budgeting job will give him profitable schooling in the sort of business management his club possibly needs.

The well operated club has its bud-

(Continued on page 128)



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shirts lead again in record-smashing sales for '62

Model 2814 (S-S) 90% cotton, 10% nylon crepe stitch mesh. Shown in sand with brown. Retail **\$5.00**

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Model 2815 (S-S) 66% combed cotton, 35% Dacron® polyester lightweight honeycomb mesh. Shown in sage with white. Retail **\$7.50**

Model 2880 (Sleeveless) Women's style, lightweight 2 ply cotton mercerized Durene. Self check pattern. Shown in brass with navy. Retail **\$4.00**

Model 2881 (S-S) Women's style, matching men's model 2807. Lightweight 2 ply cotton mercerized Durene. Self check pattern. Shown in Sierra with yellow. Retail **\$4.00**

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*U. S. Patent 2554380

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If you want a golf car with the tenacity of a bulldog but with the feel and comfort of a kitten, then Pargo's your choice. With the light weight but sturdy fibreglass body, Pargo will withstand the roughest treatment and continuous use. The low pressure 800 x 6 tires, thick foam rubber weatherproof seats, new aircraft-type front wheel with compressed rubber spring mounting, makes the Pargo a relaxing pleasure to steer and ride.

Whether it's gas or electric, the Pargo requires only the minimum of operation and maintenance costs. The new geared, trans-axel differential, operating at greatly increased efficiency provides maximum transmission of power to the wheels.

Pargo, with its low flowing silhouette and in a variety of colors will enhance the surroundings of the most discriminating country clubs in America.



We invite you to write for free information and a brochure. A demonstration can be quickly arranged at absolutely no obligation to you.

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USGA Publishes New Book, "Golf Rules in Pictures"

To help players understand the Rules of Golf, the USGA has, for the first time, authorized graphic illustrations of the playing code in its new publication, "Golf Rules in Pictures".

The book depicts Rules situations with 155 drawings. It deals with the basic code rather than obscure interpretations. In addition, it contains the complete text of the 1962 Rules of Golf, including amendments which became effective Mar. 1.

"Golf Rules in Pictures" is available from the USGA, 40 East 38th St., New York 16, N.Y., or through bookstores and perhaps at golf professional shops. Its 96 pages are 8½ by 10¾ inches and the book sells for \$1.95.

Edited by Joe Dey

The book was compiled and edited by Joseph C. Dey, Jr., USGA executive director, with the assistance of P. J. Boatwright, Jr., assistant director, C. Edmund Miller and Robert C. Bulla, administrative assistants. Illustrations are by George Kraynak.

Wm. Ward Foshay, chairman of the USGA Rules of Golf committee, in an introductory note, has this to say:

"The refinement of the game through the centuries has been accompanied by an evolution of the code to meet new conditions. Today in the U.S. there are some 6,623 golf courses, no two of which are alike. A standard 18-hole course covers at least 125 acres. Thus, the possibilities are limitless for golf balls to become involved in embarrassing situations. The Rules of Golf are necessarily framed to cover a broad variety of conditions.

"The object of this book is to make some of the fundamental rules situations come to life. The bare bones of the code are clothed in pictures, based on actual cases.

Rights With Restrictions

"As you read 'Golf Rules in Pictures,' note that the code of the game contains many rights for the player. It is not a code of purely restrictive commandments. Rather, it is an expression, in words of all the golfing customs which



generations of sportsmen have found fairest for all. The rules are just a reflection of the sporting way of playing the game. They carry privileges as well as obligations."

A Quick Quiz on the Rules appears on the back cover of the book.

Poets Are Doing It

The Golf Duffer's Own Handbook. By Donald McGraw. \$2.50. Exposition Press, Inc., 386 Fourth ave., New York 16, N. Y.

This one is for the player who has lost hope, but the reasoning is good. The author advises to play palindrome golf, which means that "rap" is the goal and not "par". Rap, of course, is par spelled from the right side in case you're just skimming over what you see here. Anyway, rap the ball as poorly as you can and go for the highest possible scores. If nothing else, this will relax you. As for clothing and equipment, McGraw suggests no shoes, a pool cue or a cane, etc. A sure cure for the looping right arm, he says, is to keep a beer keg under one armpit. However, he doesn't designate which arm pit. Try it with the left!

A publisher note says that McGraw has written a volume of poetry, *Apollo and Daphne*. If Daphne is the gal we think she is, maybe you'd rather read McGraw's poetry than his prose.

Kerr Heads Iowa GCSA

Harold Kerr of Washington is the new president of the Iowa GCSA. Vp is Harold McCullough of Des Moines and sec.-treas. is Don Westfall of Ottumwa.

Good Housekeeping Often Is Neglected But It's Important

*Presents 31 Points to Check
Your Course Neatness Rating*

By **HERB GRAFFIS**

One highly paid course supt. asked several club officials at a district association meeting if they knew what makes a good golf course look bad and a bad course look good.

The officials guessed everything but the right answer: housekeeping.

"Good house-keeping is getting to be more important on golf courses every day as women's play increases," the supt. said. He added an observation that a number of managers have voiced: "In throwing cigarettes, cigarette packages, gum wrappers, golf ball packages and empty soft drink bottles everywhere but in the waste containers, women leave a sorry mess on a course on the evening of Ladies' Day. Some of them are untidier than men."

"Why don't you take that up with the chairman of the women's committee?" a club pres. asked.

The supt. laughed: "I'm scared to mention it because I work for them."

Course housekeeping isn't taught at turf schools, and only once at a GCSA conference do I recall any reference to the importance of the subject. That was a talk by Andy Bertoni. But good housekeeping or lack of it on a course has a very direct bearing on the salary paid the greenmaster and on the efficiency of

his operations. Any supt. who doesn't realize that disorder in any phase of course management wastes money doesn't use his eyes and head. Green chmn. or other officials or members who happen to own or be connected with manufacturing plants subconsciously rate course management on a factory basis. They know the high cost of sloppiness in their place of business. Nature in a mean mood may

damage turf and in this case the supt. has a valid excuse for it. But there is no alibi for sloppiness in course maintenance. Even as shorthanded as many courses are, the few men who work on them can be trained to be neat and have



Bermuda's First Golf Car Fleet...



CUSHMAN Gasoline Golfsters given universal approval at the **CASTLE HARBOUR Hotel course**

Considered one of the most spectacular courses in the world, this 6,022-yard layout at fashionable Tucker's Town was created by Charles Banks and Robert Trent Jones, and was recently renovated at a cost of \$140,000 following recommendations of Consultant Ralph Hutchinson.



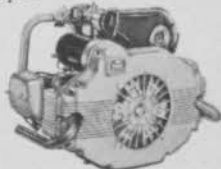
John C. Fischbeck II

The decision of Castle Harbour President and General Manager John C. Fischbeck II to equip the course with golf cars was considered an important milestone in golfing in Bermuda. For this pioneering step, Mr. Fischbeck chose Cushman Gasoline Golfsters. The original fleet of six has now been increased to eighteen.

"We are completely satisfied with our choice," says Mr. Fischbeck. "Their smart styling, luxurious comfort and dependable performance are in keeping with the Castle Harbour's distinctive atmosphere. The reaction of our guests has been one of universal approval."

Unmatched Quiet Unlimited Range

The sturdy heart of the Cushman Gasoline Golfster is a new OMC two-cylinder, die cast aluminum, 18 HP engine with unlimited range and power to spare. It always loafs—never labors; operates as quietly as a whisper.



Famous **CUSHMAN**
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"The
Choice
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**FULL YEAR
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NATIONALLY — See
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the courses looking their best. The supt. himself has to set an example for his employees. He has to be constantly aware of the importance of good housekeeping or his staff will become as bad as the sloppiest players.

L. E. Lambert, pres. of the GCSA, like other successful supts. whose work has contributed substantially to the sound management of their clubs, has an effective policy for reminding his staff of the importance of good housekeeping. He tells his men: "When you step on a piece of scrap paper on the course and don't pick it up you fire yourself!"

Barometer of Management

Good housekeeping on the course and clubhouse grounds usually is an accurate barometer of the financial management of the entire operation.

I recall going to a semi-private course where bundles of money had been spent on the course and clubhouse, but the parking space and the grounds were littered with beer cans and bottles, waste paper and other trash. It didn't look to me as though any golfers would fall in love with the place at first sight. A few weeks after I was there the owner fired the supt. At the end of the season he sold the course to interests that have been making a lot of money from the operation. Last summer the parking space and grounds were immaculate.

Better housekeeping can share credit with improved Bermuda grasses for the notable rise in the standard of southeastern courses. Good housekeeping at the Masters, I believe, had a great deal to do with southern clubs, especially, the smaller ones, cleaning up their surroundings.

A southern course, the Dunes Golf and Beach Club, Myrtle Beach, S.C., has presented an example of good housekeeping in a way that is all too rare around golf clubs. Few clubs get construction debris cleared away for years. They run short of money and primary demands of course maintenance take precedence. But at the Dunes, the chmn. insisted on a budget for construction clean-up and a first class maintenance building. The result has been a big saving in money and time in the maintenance and development of a comparatively new course.

Educational campaigns on course tidiness are conducted intermittently at some



George Barnhart (above), supt. at Cherokee CC, recently was selected as "golfer-of-the-year" for 1961 by the Atlanta PGA, which departed from custom in giving the award to a turfman. George pioneered the development of bent grass in the Atlanta area and his Cherokee greens are considered as fine as any in the state. An award also was given to Gene Dahlbender, Sr., veteran Wilson salesman, who is retiring.

clubs. Success varies. One supt. once told us that he saved all debris picked up on his course during one week and piled it up at the first tee on Sunday. Behind it was this sign: "This TRASH was collected on YOUR course in one week!" Members couldn't believe that they were such slobs but there was the evidence and it had corrective effect.

What the Players See

Details (or neglect) that we have heard golfers mention show that the job is a major one for the supt. and his staff. Here are things, at least, that players notice and admire:

1. Tee benches, markers and signs in good repair and clean.
2. Tee benches located safely and in shade;
3. Bag storage at first tee;
4. Bulletin and scoreboard and starter's table by first tee;
5. Club entrance attractively landscaped, and safely so that traffic condition on highway and club road aren't congested;
6. Clubhouse and lockerroom entrances attractively landscaped and kept clean;
7. Parking area neatly marked and kept neat;
8. Waste containers conveniently located at tees;
9. Equipment building and yard attractively screened by landscaping and kept in order;

(Continued on page 130)

FINE FEATURES MAKE FINE CLUBS...

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Known throughout the ages for its rare qualities of hardness, strength, and surpassing beauty, genuine Persimmon — the American Ebony — is the proven wood for the finest of all golf clubs. And nowhere else are the attributes of genuine Persimmon so skillfully enhanced as in Power-Bilt, by craftsmen renowned in their trade.



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HILLERICH & BRADSBY CO. LOUISVILLE, KENTUCKY



One of the many fine looking combinations of displays in the Glen Echo shop.



Father and son discuss merits of a golf ball. Don Clarkson took over from his father, Fred in 1951.

In the family tradition

Clarkson Sticks to the Book; Runs Solid Operation

If the coin had come up 'tails', Don Clarkson, pro at Glen Echo CC in Normandy, Mo., might be working today as an accountant or salesman or in some other occupation far removed from the golf scene. He is happy that the coin flipped the way it did because now he can't quite imagine himself in any field other than the one he's in.

It all came about in 1946. Fred Clarkson, Don's father and now pro emeritus at the St. Louis suburban club, was giving thought to retiring within the next few years. He wanted either Don or his brother to succeed him in the Glen Echo post. Both young men had just returned from service, and although it's