



 **ACCENT**
ON **VALU**

Boost golf revenues with light!

A practical way to increase revenue from your regulation course is to light it. Lighting extends playing time up to 50 percent. Cuts rush-hour crowds. Allows more people to play more often during the week. Par 3 and driving-range operators know this. They often earn 60 percent of their income at night.

Lighting regulation courses is practical too. Extensive study by General Electric shows that lighting a typical, full-sized golf course can pay for itself in less than four years. And after years of applying sports lighting, G. E. has the know-how to do it.

You'll need detailed information about the economics and methods of golf course lighting for a full evaluation. Send coupon at right for our new publication giving these details.

Progress Is Our Most Important Product

GENERAL  **ELECTRIC**

Please send me your new
golf course lighting publication.

Section H460-23
General Electric Co.
Schenectady 5, N. Y.

Name _____

Title _____

Company _____

Address _____

City _____

State _____



TORO PARKLAWN:

*Cuts 30-inch swath, trims close,
priced \$67.50 closer to your budget*

*This front-mowing reel gives you
industrial ruggedness with economy.*

*Here's how it saves you money,
why it will last longer.*

Got formal or semi-formal turf? Toro Parklawn® is the time and money-saving answer. It mows big areas beautifully, maneuvers easily, trims close.

Yet, Parklawn costs as much as \$67.50 less than comparable sized mowers.

Wider cutting range— $\frac{3}{8}$ " to $3\frac{1}{4}$ "—lets Parklawn cut lower and higher than others . . . any degree of formal or semi-formal cut you want.

Parklawn's larger 8" reel is up front—in full view so you can see where you're cutting. Wheels are set in behind the reel to eliminate hand-cutting and trimming.

Power plus ruggedness. The 30" Parklawn's husky $4\frac{1}{2}$ hp engine gives you mowing speeds up to 3.5 mph—power enough to mow up steep

slopes. Pneumatic tires for positive traction.

Exclusive longer-lasting double bed knife is specially hardened and ball bearings on the reel are double sealed to add extra years of mower life . . . cut maintenance.

To fit your special mowing needs, Parklawn comes in two models: 30" (left) or 25". Optional riding sulky or walking handle may be used on either.

WE INVITE DEMONSTRATIONS AGAINST ANY OTHER MOWER

For details, call your Toro distributor; or write us and we'll have him get in touch with you.

TORO® PARKLAWN

TORO MANUFACTURING CORPORATION
8201 Lyndale S., Minneapolis 20, Minn.



Toro 76" Professional® hugs ground contours for smooth, even cut . . . mows up to 20 acres a day with six-foot swath . . . with "Pivot-Power" steering, trims around a half dollar. Big 9 hp engine. Outmows five men with walking power mowers.



Toro 32" Whirlwind®. Brute strength to knock down 3" saplings, yet delicate touch for 32-inch swath on formal or semi-formal turf. 9 hp engine for climbing steep slopes. Whirlwind housing design eliminates clumping.



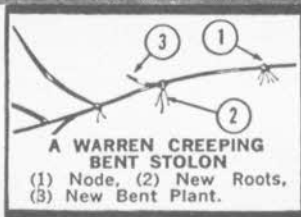
FOR PERFECT PUTTING GREENS...

PLANT *Warren's* *Creeping Bent* STOLONS!

The only way to obtain uniformity of color and a perfect putting surface is by planting vegetatively with pure-strain stolons. Seeding can result in "patchwork", different colored greens. Warren's pure-strain stolons make a putting green with a velvet-smooth texture and complete uniformity of color.



Toronto (C 15), Cohansey (C 7), Washington (C 50),
Arlington (C-1), Congressional (C-19).
Evansville (Certified)



EVERY BAG OF WARREN'S STOLONS CONTAINS OVER A
MILLION VIGOROUS NODES WITH A MINIMUM OF SOIL

Shipped AIR FREIGHT for SAME-DAY PLANTING anywhere in the NORTH AMERICAN CONTINENT

Warren's TURF NURSERY

8400 W. 111th St., Palos Park, Ill.

Send us details on beautiful, hardy, vigorous greens and tees with

- Warren'STOLONS Warren-TURF
 FREE FOLDER: "Construction and Planting of Putting Greens and Creeping Bent Sod or Stolons"

CLUB NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SUPERINTENDENT _____

FOR BEAUTIFUL LONG-WEARING TEES PLANT *Warren - TURF*

"There is no substitute for experience"

FOR THAT CONFIDENT SALE



Tight and wrinkle free, yet never binding . . . that's the way a Champion glove is made to feel. Only the very finest leathers and materials are used.

Also, patented features offer an exclusive excellence. Available in any size for both men and women . . . in a variety of styles and colors.

ORDER NOW!

Champion
GLOVE MFG. CO.
309-11 COURT AVE., DES MOINES, IOWA

impetus for more outdoor recreational activity.

Family incomes are expected to increase about 20 per cent by 1970 and almost half the families in the nation will have annual incomes over \$7500 after taxes. With more leisure time and larger pay checks, it can be assumed that Americans will be spending a much higher percentage on recreation.

IRS Proposes Taking Another Meal Away from Employee

A proposed new Internal Revenue Service regulation states that an employee will be entitled to exclude a meal from gross income only if required to be on duty during the time the meal is consumed. The regulations cites an example of a waitress scheduled to go on duty at 7 a.m. who is encouraged by her employer to arrive at 6:30 to eat breakfast. IRS thinks this meal is not at the convenience of the employer because the waitress could eat elsewhere and isn't required to be available for duty.

The Club Managers' Association argues that this is ridiculous. Throughout the food service industry, says CMAA, it has been traditional that an employee is en-

titled to any meal that he or she "works". The IRS heretofore has recognized the tradition. To change it would put a burden on management to determine meal by meal, and employee by employee which meals are income and which are to be excluded. In addition, it would confuse the employee and at best produce minimal income for the government.

Make or Break Job

Guy Bellitt, pro at Whittier Narrows in San Gabriel, Calif., says that few men in public service have a better opportunity to demonstrate their value to a community than a pro at a new public course. His personality brings them in or turns them away, says Guy, and revenue realized by the municipality is reflected accordingly.

NCPGA Advisory Committee

The Northern California PGA section recently named its first advisory committee. It includes Bob Roos and Eugene Selvage, Lucky International Open officials; Ernie Ford, the actor; George Gnaur, president of the NCGA; Ed Lowrey, San Francisco auto dealer; and Reg Renfree, Sacramento recreation director.

PERFECT — FOR EXTRA PRO SHOP PROFIT!

New LAMKIN 'Slip-On' GENUINE LEATHER GOLF CLUB GRIPS

Make your Golfers' favorite clubs look — and feel — like new with the unequalled 'feel' that only genuine leather grips have! LAMKIN 'Slip-On' leather grips (shown at left) are hand-wound, over tapered cork and rubber listings, insuring sensitivity, pliancy and new-club freshness. Uniform in size, easy to install.

Available in 'complete kit' form, including 12 grips (in three shaft butt diameters, nine combinations of solid or alternating colors), with 'starter', brush, cell-wrap and glue. Write for details today!

Also available, LAMKIN Slip-on Rubber Grips (shown at right) in complete kits, in a wide variety of attractive grip designs and color combinations.

YOUR GAME IS IN "YOUR" HANDS — when you use CONTACT (at right) to keep leather golf club grips and golf gloves soft and tacky without messy coating. Attractively packaged in self-selling display piece. (Usual Pro discount.)

LAMKIN LEATHER COMPANY

406 NORTH ABERDEEN STREET • CHICAGO, ILLINOIS



Hold First Forum for Public Course Operators

By BILL SHERMAN

A new medium for exchanging information relating to public course operation received strong inaugural support from 60 participants at a forum for public golf course administrators held in conjunction with the GCSA conference in San Diego. The meeting was sponsored by the National Golf Foundation.

A short series of prepared speeches set the tone for the discussion of ideas, plans and questions covering all phases of public golf operations. Those attending the forum were about equally divided between municipal directors and individual owners of public courses.

The lineup of speakers included So. Calif. PGA president, Guy Bellitt, Tucson parks & recreation director, Gene Reid, San Diego golf supervisor, Don Makie, Attorney Charles Pinney, Flint (Mich.) director of golf, Dick Sincerbeau and William H. Fieldman, executive vp of the J. B. Hanauer & Co., municipal consultants.

Stirs up Questions

Bellitt's discussion of the "Golf Professional and His Contract" drew a heavy response in the form of specific questions. The PGA leader pointed out that pro salaries and other compensations should be directly related to job responsibilities. A pro, he said, has to complement his native abilities with proper initiative to earn a better living. Further emphasis was made relative to the contract as a necessary agreement for defining the duties and responsibilities of a pro. Inasmuch as the contract is the basis for compensation, its chief ingredients should be clarity and proper care exercised by both parties.

Budget Preparation

Gene Reid's speech dwelled on budget preparation as the key item in overall planing of operational procedures. The budget has many uses, one of which often overlooked is the function of being a chief record of research, Reid said.

Dick Sincerbeau itemized measures that the supt. can initiate to speed up play and bring about a more compatible use of the course for the public patron.

How to control play through the use of advance registration sheets, starter's



Ryan GREENSAIRE... world's most advanced turf aerator

- High speed—thoroughly aerates up to 6,000 sq. ft. per hr.
- Tested, trouble-free design, rugged construction
- Cores without tearing—cores on 2" centers to 3 1/2" deep
- Keeps greens in championship condition all season

The Ryan Greensaire puts any green in better playing condition, keeps it playable immediately after coring. Players really appreciate the way the green holds chip shots, the improved putting control the "feel" of the green gives them. You'll rate the Greensaire your most important greens tool before this season is over. Call or write for specifications and a demonstration.



LANDSCAPING EQUIPMENT

Division of K & N Machine Works

871 EDGERTON STREET • ST. PAUL 1, MINN.

Company

World Wide Sales Through Leading Turf Equipment Distributors



GREENSAIRE



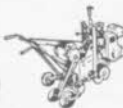
SPIKAIRE



MOTORAIRE



ROLLAIRE



SOD CUTTER



TRACAIRE



RENOVAIRE



MAT-A-WAY



REN-O-THIN

sheets, reservation policies and related items was the highlight of Don Makie's presentation of how to get golfers off the first tee.

Tax Legislation

Charles Pinney, a well-known lawyer who is connected with a Southern California golf enterprise, told of new tax legislation that affects methods of keeping golf courses records. Of much interest was his brief discussion of estate planning in its influence on individual income taxes and long range evaluation of course properties.

The necessary steps in planning a revenue bond proposal were explained by William H. Fieldman. He is the chief financial adviser for Roseville, California's first city to undertake financing of a municipal course with a revenue bond issue.

Golf and Real Estate

According to the National Golf Foundation 40 per cent of the 400 country clubs started in the last year or two have had some kind of real estate development built in conjunction with them. Florida has started or completed 40 such projects in the past two years and California claims 25.

Ladies PGA Summer Purses Exceed 100,000 Mark

Women who play the Ladies PGA summer tour will be competing for purses totalling \$101,500, according to Len F. Wirtz, tournament director. Eleven official events are included in the schedule. Through the first 37 weeks of 1963, LPGA prize money will amount to \$220,000, an increase of \$39,000 over a similar 1962 period. Last year, the summer schedule offered only about \$70,000 in purses.

Three new tournaments have been added to this year's summer card. These are the Wolverine, Ogden (Utah) and Idaho Centennial Opens. The Ogden event replaces last year's Salt Lake City Open.

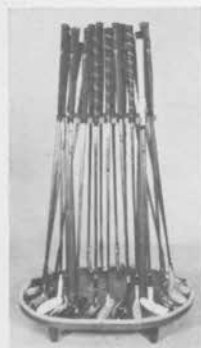
Increase USGA Prize

Six of the regular tournaments are offering more money this year than last. These include the USGA's Women's Open in which the purse will be \$9,000, an increase of \$1,000. The Sight Open, which replaces last year's Kelly Girl and the Albuquerque Swing Parade are offering \$2,500 more than in 1962 and the Milwaukee Jaycee Open is increasing its purse from \$9,000 to \$12,500.

The Carval Open, the last event on the

CLARK PRO ONLY

24K Gold Plated Putters
Retail \$9.95



Putter rack available for \$5.95 with 12 putters.



G-900



G-1000



G-1300



G-1400

Models available in Gold, Black, Chrome and Gray.

Retail from \$4.95 through \$11.95

Salesmen's inquiries invited

CLARK PRO ONLY PUTTERS

Clarion, Iowa

CLARK PRO ONLY PUTTERS, Clarion, Iowa

Pro: _____

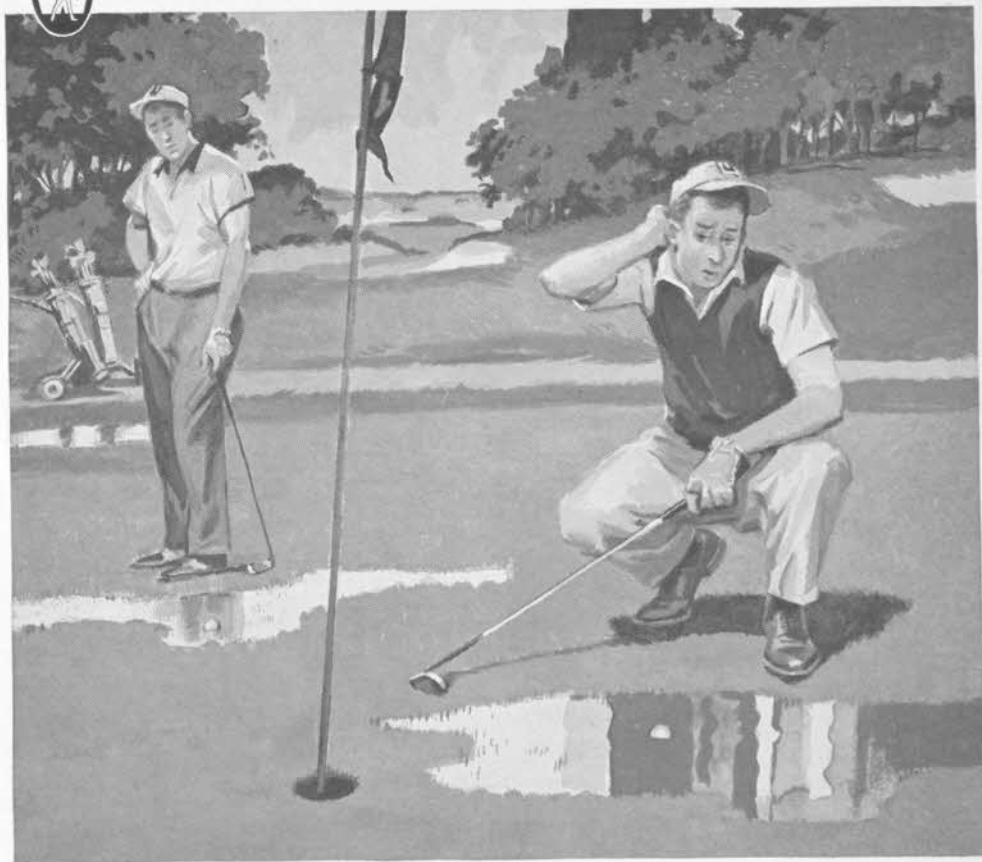
Club: _____

Address: _____

City: _____ State: _____



CREATIVE RESEARCH • QUALITY PRODUCTS • PROFESSIONAL SERVICE



Turface[®] prevents puddle putting

Here's why: A high rate of percolation is achieved on TURFACE-treated greens. They drain quickly . . . keep the putting surface water-free. TURFACE's unique angular shape breaks up soil—combats compaction. And because TURFACE is highly absorbent, it retains moisture at root level where it's needed. TURFACE is long-lasting, too, because it's inorganic . . . won't break down or decompose. For more details, contact your supplier, today!

Wyandotte Chemicals

J. B. FORD DIVISION

WYANDOTTE, MICHIGAN • LOS NIETOS, CALIFORNIA • ATLANTA, GEORGIA

In Canada: Wyandotte Chemicals of Canada Ltd.

41 Metropolitan Road, Scarborough, Ontario

PAR-TEE

FOR 38 YEARS THE WORLD'S FINEST
AUTOMATIC GOLF PRACTICE TEE ...

INCREASES REVENUE —

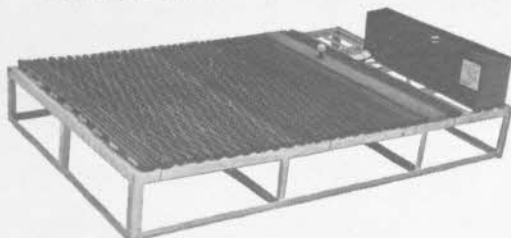
- ★ You sell more buckets of balls.
- ★ Increases tee capacity, speeds up play.
- ★ Always a dry, clean stance for players.
- ★ More attractive tee line.
- ★ No stooping or bending by players.
- ★ Quickly adjustable tee height.
- ★ Direction of ball flight adjustable by range operator.
- ★ Minimizes customer ball handling, criticism.

CUTS OPERATING COSTS —

- ★ No capital investment required — PAR-TEES are available on lease only.
- ★ Under unique PAR-TEE rental service you do not pay for all months of your golf season.
- ★ PAR-TEES are ready for use on delivery.
- ★ Reduces ball theft, damage to clubs.
- ★ No tee line to build or maintain.
- ★ No cleaning of mats required.
- ★ Saves on replacing rubber tees.

PAR-TEES MEAN GREATER PROFITS TO YOU!

PAR-TEES are 4'x6'x9", sturdily built of durable brass & steel. Complete with driving & standing mats.



All enquiries promptly answered with complete information from:



PAR, INCORPORATED • 860 EAST 75TH STREET • CHICAGO 19, ILLINOIS

January-June schedule, to be played June 28-30, has been moved to Tam O'Shanter GC in Brookville, L. I. from Cedar Brook in Old Brookville.

The summer schedule:

July 5-7 — Carling Eastern, Pleasant Valley, Worcester, Mass.

12-14 — Sight Open, Turf Valley, Ellicott City, Md.

18-20 — USGA Women's Open, Kenwood, Cincinnati, O.

26-28 — Wolverine, Hillcrest, Mt. Clemens, Mich.

Aug. 1-4 — Milwaukee Jaycee, North Shore.

9-11 — Waterloo Open, Sunnyside, Waterloo, Ia.

16-18 — Albuquerque Swing Parade, Paradise Hills, Albuquerque.

23-25 — Ogden Open, Ogden (U.) CC.

31-Sept. 2 — Idaho Centennial, Hillcrest, Boise.

Sept. 6-8 — Spokane Open, Esmeralda GC, Spokane.

12-15 — Eugene Open, Eugene (Ore.) CC.

CMAA Schedules Seven Summer Workshops

The Club Managers' Association has scheduled seven three- four- and five-day workshops that will be held in as many locations throughout the country this summer. The sessions will get underway late in July in Washington, D. C.

A faculty composed of Henry Barbour, Michigan State U., and Matthew Bernatsky and Jerry Wanderstock, both of Cornell University, will preside at all workshop gatherings.

Following are the subjects that will be covered:

Trends and Changes in Club Operation; Organizing a Kitchen Staff for Production; Potential of the Menu to Please Members; Food and Beverage Related to the Club Activities Program; The Buffet — Its Varieties and How It's Done; Function Catering; Professional Food Operation for the Club; and Promotion of Beverages and Ideas for More Enjoyable Service.

Dates and locations of the CMAA workshops are:

July 29-31 — Washington, D. C.