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U.S. Open Champion 1914, 1919

PGA Champion 1921, 1924, 1925, 1926, 1927

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Par 3s Increase Sevenfold In Seven Years

By **HARRY C. ECKHOFF**
Director, Eastern Region
National Golf Foundation

Par-3 courses continue to help ease the nation's shortage of golf playing facilities. About 100 new Par-3's were opened for play throughout the country in 1963. There are now about 675 such courses in play where there were only about 100 just seven years ago.

While it requires about 150 acres to build a regulation length 18-hole course, a challenging and interesting 18-hole Par-3 can be built on from 40 to 50 acres. Many private country clubs and municipalities are adding Par-3's to their existing facilities to ease the overall load. Par-3's have a special appeal to beginners, women, teenagers and older players, but prove interesting to all golfers due largely to the time-saving element.

Golf Centers Are Profitable

Golf centers are very popular and profitable in the heavily populated areas. Included in such centers may be miniatures, a driving range, a short pitch and putt, a longer Par-3 layout and sometimes a Par-60 type course or regulation length layout.

Golf Farm, near Haddonfield, N.J., is an operation of this type. It was completed two seasons ago with four separate golf facilities. Its feature attraction is a 9-hole "Executive" Par-30 course with a length of 1875 yards. It has three par-4 holes and six par-3's and covers 35 acres. Other facilities here include an 18-hole pitch and putt, a 33-tee golf range and an 18-hole miniature built around a barn yard. All of these are lighted. Due to the heavy play at the Golf Farm since its opening, the developers added a 9-hole regulation course (par-36; length 3415 yards) to their operation last year. Now it offers golf at every level.

Several in Operation

Among other interesting golf center operations on the Eastern seaboard are: Grantmoor at Newington, Conn. Its facilities include a 9-hole Par-3 course (length 1,000 yards), driving range and miniature layout — all lighted.

Pinecrest at Alexandria, Va. — 18-hole Par-3 with total length of 2655 yards. It is built on 40 acres. A regulation 9-hole layout (par-35; length 3015 yards) was

added to this operation two years ago. Green fees are \$2.00 weekdays; \$3.00 weekends and holidays. Fees entitle a person to play any or all facilities.

Thunderbird at Tynsboro, Mass., was opened for play in September, 1963. Built on 45 acres this layout includes an 18-hole Par-3 (total length 2100 yards) and a double deck driving range (20 tees on bottom level; 10 on top) completely lighted.

American Golfers Club, Fort Lauderdale, Fla., includes an 18-hole Par-3 course with total length of 2587 yards and a 482-yard 9-hole pitch and putt layout.

Other interesting Par-3 facilities that are proving popular are Blue Rock in South Yarmouth, Mass., Palm Beach (Fla.) Par-3 and Boca Baton Sun & Surf Beach Club. A season's membership at Boca Raton costs \$300.

Par 60 Courses Increase

Interest in Par-60 type golf courses also is on the increase. Addition of Par-4 holes moves the layout a step closer to the regulation game of golf. There are, however, no Par-5 holes on these layouts.

Among the successful Par-60 type courses now in play are: Heatherwood, 18 holes, total length 4296 yards, at South Setauket, (L.I.) N.Y., a daily fee operation; Deerfield Beach (Fla.) G & CC, 18 holes, total length 4163 yards (actually par 62) — a private membership operation; and Silver Lake in Tampa, 18 holes with total yardage of 3683.

Now under construction at New Seabury, Mass., is an 18-hole executive type (par 64) course with a length of 5120 yards and an 18-hole championship layout (par 72) — length 7175 yards. This is being developed by Emil Hanslin Associates as part of a new planned community.

Lighting Increases Play

An increasing number of Par-3's and Par-60's are being lighted. A San Jose, Calif., operator of a lighted Par 30 course reports that of the 700 players his center draws on a Saturday or Sunday, over 60 per cent of them come at night. In addition to the 9-hole course, the center includes a 60-tee driving range, an 18-hole miniature course (Japanese garden motif), a huge 18-hole putting green that can accommodate 36 at one time, and a 60 yard square area with a small green and flag where players may practice anything from chips to half-wedges. The putting green and chipping area facilities are free. The 9-hole golf course alone attracts about

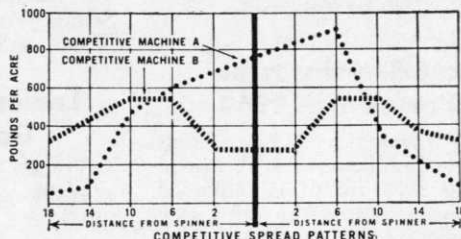
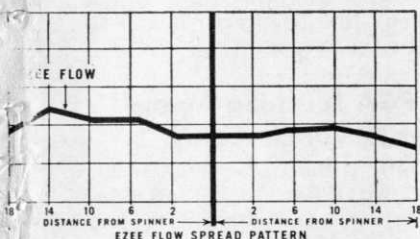
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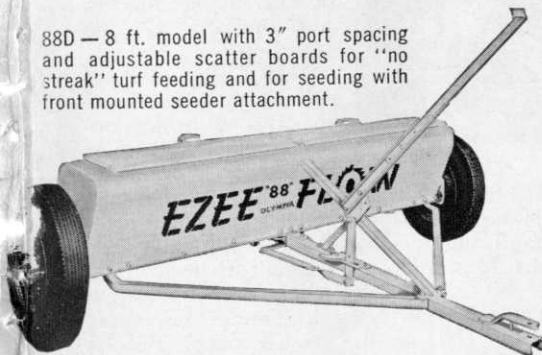
Spreads granular, semi-granular and pelleted fertilizer with greater uniformity than other spinner machines. Effective spreading widths up to 56 ft., or reduced to 8 ft. for calcium chloride use on driveways. Charts below show superior spreading pattern of Ezee Flow vs. other spinner machines.



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Specially designed for turfed areas of golf courses.

88D—8 ft. model with 3" port spacing and adjustable scatter boards for "no streak" turf feeding and for seeding with front mounted seeder attachment.

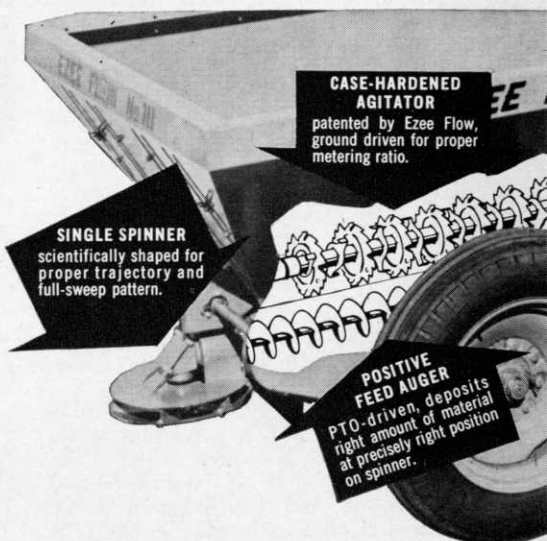


EW-55—5 ft. model with 3" ports and adjustable scatter boards. Easy to cross narrow bridges and maneuver around traps, trees, other hazards.



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EZEE FLOW



200 per night. The maximum it can accommodate is 216. Green fees are \$1.25 for 9 holes until 6:00 p.m. and \$1.50 thereafter.

Union County, N.J., has operated a lighted 9-hole Par-3 in conjunction with its 18-hole Galloping Hill regulation course for several years. Play on the short course runs 40,000 rounds annually, with about 50 per cent under lights.

Aid Golf Instruction

Shorter courses are excellent for golf instruction purposes. Two Par-3 golf courses for use of Juniors only were opened last year. Syracuse, N.Y., opened a 9-hole, Par-3 layout in June in its Burnet Park solely for use of teenagers through age 16. Fees are 25 cents a day or \$4.00 for a season ticket. Syracuse has 600 youngsters enrolled in its city sponsored instruction program. Hazeltine National CC, near Minneapolis, Minn., also has a new 9-hole Par-3 for teenagers.

Fourteen Par-3's were opened for play in Illinois in 1963. Other leading states with new Par-3's last year were: California and Ohio each 10; New York and Florida each 9 and Pennsylvania 8. Of the 7412 golf courses in play in the U.S. on Nov. 1, 1963, 645 were Par-3's.

Nominate Benedict to be USGA President in 1964

Clarence W. Benedict, White Plains, N. Y., has been nominated for the presidency of the USGA for 1964. John M. Winters, Jr., Tulsa, is to retire after serving as president for the last two years. Election of officers will be held during the USGA's annual meeting which is scheduled for Jan. 25 in New York's Biltmore Hotel.

Others nominated for office in 1964 are: Vps — Wm. Ward Forshay, New York, and Hord W. Hardin, St. Louis; Secretary — Philip H. Strubing, Philadelphia; Treasurer — Robert W. Howse, Wichita, Kans.

Two new members, Strubing and J. W. McLean, Houston, Tex., have been proposed for the executive committee. Renominated to this committee are: Fred Brand, Jr., Pittsburgh; William C. Campbell, Huntington, W. Va.; Robert F. Dwyer, Portland, Ore.; Edward L. Emerson, Boston; Edwin R. Foley, San Francisco; Eugene S. Pulliam, Indianapolis; Henry H. Russell, Miami; Charles P. Stevenson, Buffalo; and Morrison Waud, Chicago.

Lynford Lardner, Jr., Milwaukee, has



John Grant (l), new Western director of the National Golf Foundation, picks up some background information from Lyle Gray (center), president of Sharon Heights G & CC, Menlo Park, Calif., and Bill Sherman. The latter recently established a golf counselling and marketing company in San Francisco. Grant's base also is San Francisco.

been nominated as general counsel.

The USGA's daylong green section program on Jan. 24 will dwell on the putting green. Speakers and panelists will include agronomists and supts. as well as such well known players as Willie Turnesa, 1938-48 Amateur champion, and Mrs. Allison Choate, who won the 1963 USGA Senior Women's title. Henry H. Russell of Miami will be the meeting chairman.

Ladies PGA Teaching Award Goes to Vonnice Colby

Vonnice Colby is the Ladies PGA teacher-of-the-year for 1963. For the last three years she has been an assistant to Jack



Vonnice Colby

MacDowell at Cherokee Town & CC in Atlanta. Prior to this she was at Normandy Shores GC, Miami Beach, as a teacher and operator of the golf shop.

Miss Colby took up golf at the age of 15 and turned professional in 1955. Her most important victory as an amateur came in 1954 when she won the Trans Mississippi match tournament after capturing medalist honors. She also won the Mason-Dixon Amateur that year.

She is the sixth winner of the Ladies PGA teacher award. Vonnice has more than 100 pupils at Cherokee. Besides teaching there she is in charge of the buying of women's wearing apparel and playing equipment.



For constant cutting height (no matter who's mowing) we'll match it with anything!

The Toro design makes the difference. The Greensmaster® has a free-floating cutter that's unaffected by the operator's pressure on the handle, the weight of the traction unit, or the catcher.

Not even engine vibrations or the weight of accumulated clippings can change the characteristics of the cutting unit. Greensmaster's floating cutter follows ground contours closely, eliminates digging or gouging.

For convenience you can't beat the Greensmaster either. It has an interchangeable reel that can be joined or separated from the traction unit in minutes . . . *without tools!*

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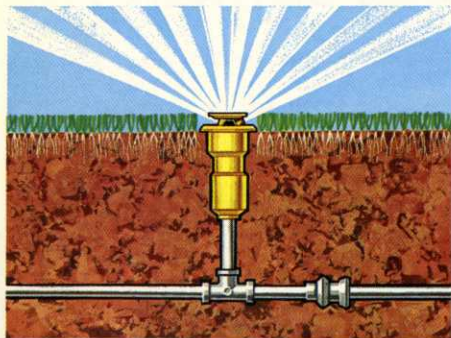
And it helps in many ways. In knowing exactly what you need . . . and building it. In developing the new features that help you on the job. Features that mean greater maneuverability. Speed. Safety. Finer cutting action. Dependability. 50 years ago Toro built its first piece of equipment. Today we're the world's largest manufacturer of mowers for every use. A good reason to call your Toro distributor for all the facts on Toro's best . . . the 50-year fleet.



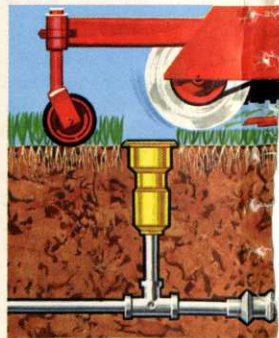
The 32" Whirlwind® . . . a riding rotary built for rough terrain. Mows at speeds to 6 mph; cutting heights adjustable, 1" to 4".

The 30" Parklawn® . . . perfect all-around mower for formal turf. Trims close, takes slopes in stride. Cutting heights: $\frac{3}{8}$ " to 2 $\frac{1}{2}$ ".

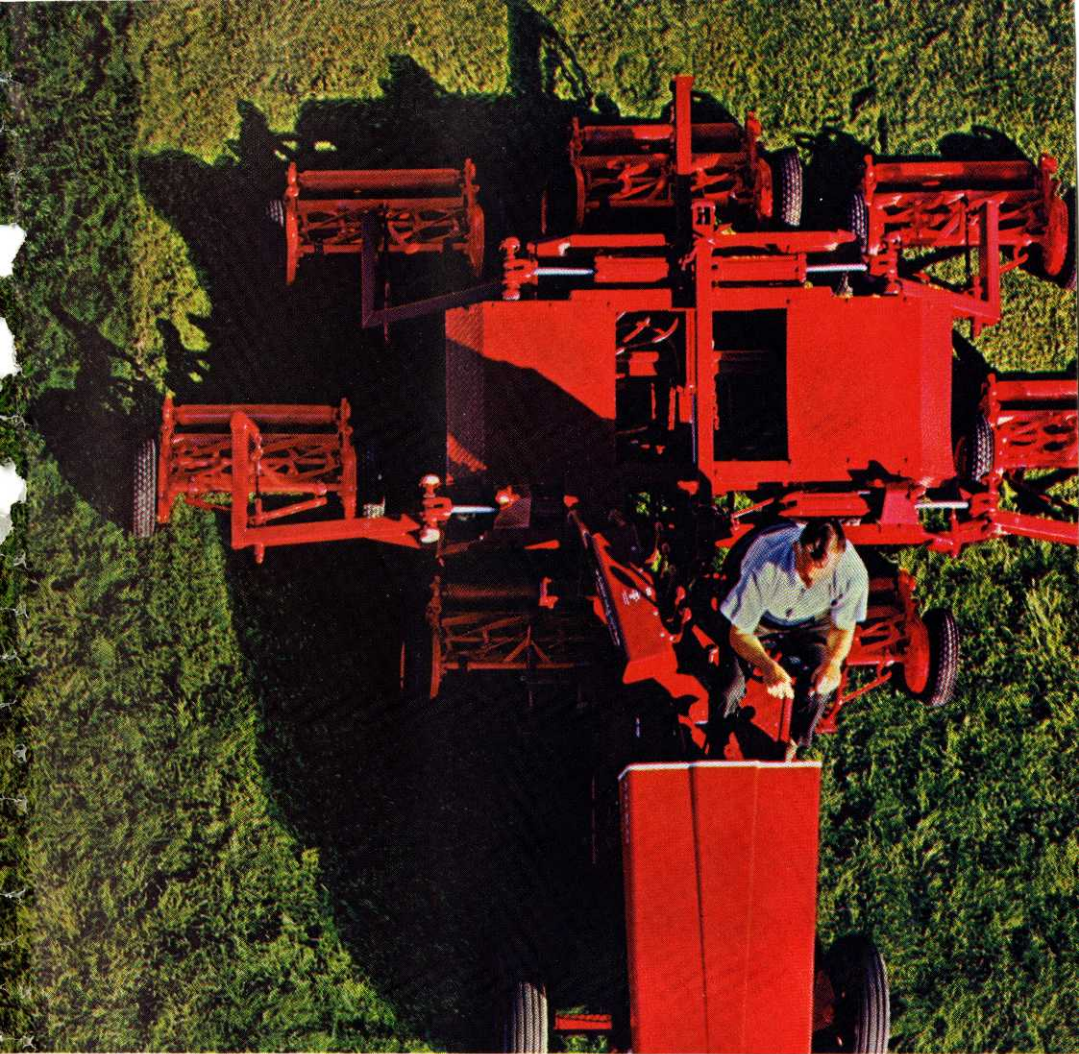
The 76" Professional® . . . for formal turf. Mows up to 20 acres a day, trims close, turns tight. Cuts at heights from $\frac{3}{8}$ " to 2 $\frac{1}{2}$ ".



Automatic sprinkling systems . . . engineered for any budget, any job. Full selection of heads, nozzles, valves, controllers. Heads are gear-driven rotary pop-up type with *sealed* gear trains. All



operate on minimum water pressure, volume; a feature industry's lowest precipitation rates, yet give wider, more uniform coverage. And all service from the top; no digging required. Write for new brochure



The Toro Parkmaster® . . . cuts a 15' swath at speeds of 5 to 10 mph. Cuts clean and even on steepest slopes. Exclusive hydraulic system picks up mowers to dodge obstacles without slowing down. Gets the job done fast. Then the Parkmaster folds to 8' transport width and rolls down the road at speeds to 40 mph.



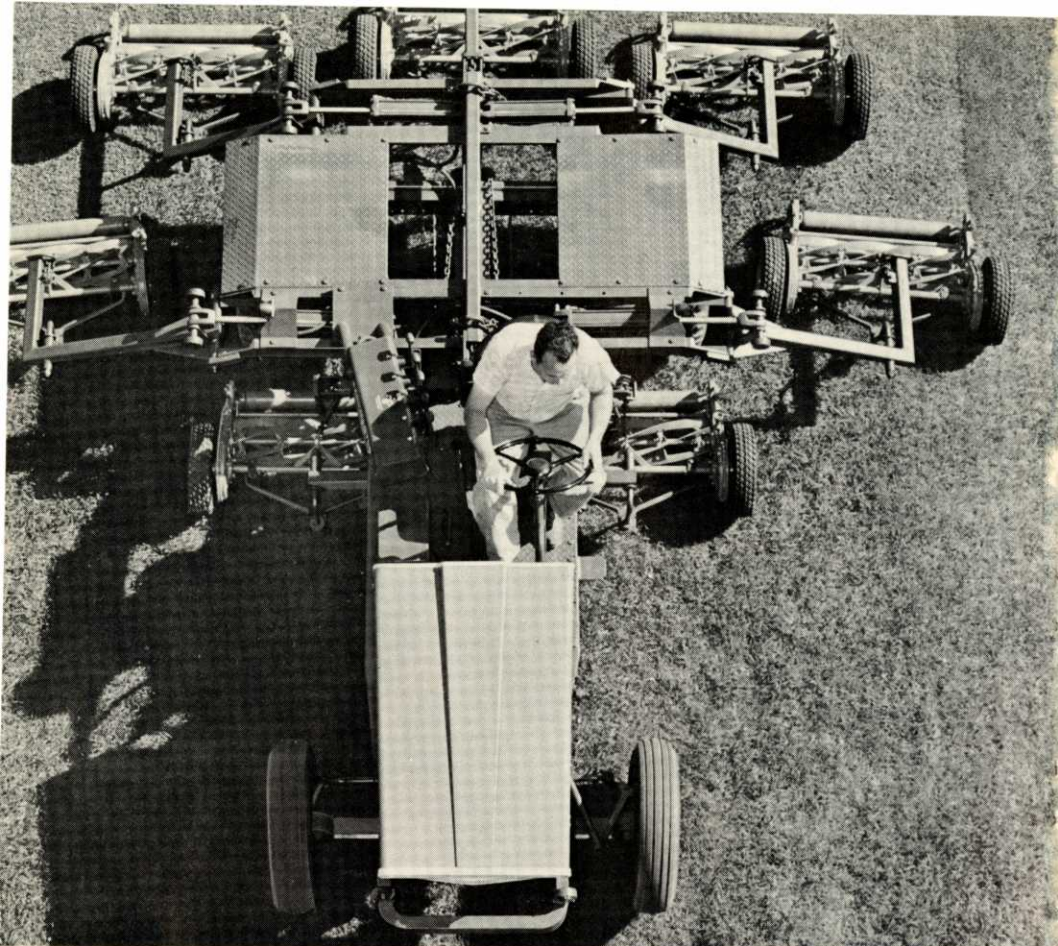
The Workmaster . . . will out-climb, out-haul, out-run, out-last any other utility car. Write . . . we'd like to prove it on your grounds. Also, write for all the facts on Toro's Caddymaster and Golfmaster.

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Twice as fast on the job. Up to 40 mph on the road.

Cut a clean 15-foot swath at speeds of 5 to 10 mph. Use the quick-acting hydraulic system to fold in the gang mowers to 8 foot transport width. Drive down the highway at speeds up to 40 mph.

It's possible *only* with the Toro Parkmaster†. And, it's quite probable these Parkmaster features can save up to 50% of your mowing time.

Powerful Parkmaster tractor . . . comes equipped with 7 heavy-duty Spartan® gang mowers. You can use all 7 in open areas. Then use the handy hydraulic system to retract one or more gangs to dodge obstacles *without slowing down*.

Climbs like a mountain goat . . . this Toro big-capacity machine mows hilly areas at get-the-job-done speeds. If a man can stay in the seat, the Parkmaster keeps mowing . . . even on 2:1 slopes. You can raise the outboard gangs on the uphill side for extra traction.

The high-torque engine is geared down to give you good mowing speed plus reserve power for any mowing situation.

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Ross Collins' main Christmas display occupied the center of his shop. Holley wound around framed pegboard tableau set off collection of men's equipment and accessories at time this photo was taken. Later, women's playing items and sportswear occupied this spot. At right is a cut down version of display window seen on cover.



That Display Window *It Can Be A Magnet in Your Merchandising*

Ross Collins would tear out a wall and put one in if he had to . . . As showpieces go, it's a pro shop's best asset



Bay at front of Lakewood shop looks out on the first tee. A short distance to the left of this window is the practice green. Actually, this shop has two display windows which give Collins' merchandise double exposure.

Adjacent to the exterior door of Ross Collins' shop at Lakewood CC in Dallas there is about a four foot width of floor space that wasn't used very imaginatively until last summer. This area is fronted by a floor to ceiling plate glass window, making it perfect for display purposes. For the first three years that Collins was in his new shop, which was completed in 1960, it didn't occur to him that this small space should be used as a showpiece. A counter, running the length of the shop, extended into the area and, while it was used for sportswear display, there was no reason why part of it couldn't be removed.

So, Collins cut the counter back and allotted a space, roughly four by nine or ten feet, for a display window. It faces the first tee and also can be seen from



Ross Collins is a onetime college athletic director who couldn't resist the urge to get into the golf business. Counter's such as one seen here, ring the Lakewood shop on three sides. This one was cut down to make room for the display window.

part of the practice green, which is located in front of the shop. Usually it is occupied by a full length female manikin or a half female or half male model attired in the latest sportswear ensemble. Occasionally, though, various playing equipment arrangements are shown in the display window. Ed Travis and Roland Snipes, assistant pros at Lakewood, are the artists in charge of the shop's window dressing.

Women Are Impressed

"Women members," says Travis, "are particularly impressed by what they see in our display window. At least three or four times last summer we sold sportswear combinations right off the model's back because some of our women players insisted on buying them on the spot. It's too bad we don't have enough space to put up a half dozen manikins."

Says Ross Collins: "You don't realize what a window display can do for you until you put one in. Unfortunately, most pro shops are built or bricked up in such a way that it is almost impossible to have a display window. That's one of the missing links in pro merchandising. After seeing how a window has helped our business, I think I'd tear out a wall and put one in if I didn't have one."

Collins, a product of North Texas State College which also claims Don January and Billy Maxwell as graduates, was an athletic director at Arkansas A & M for five years before deciding to get into golf in 1953. He served his pro apprenticeship as an assistant to Graham Ross at Dallas AC CC and, in 1956, was named to be the shopmaster at Lakewood. While an amateur, he won the National Left-handers' Championship in 1951, claimed the Arkansas Open the same year and captured that state's Amateur title three times. So, it was probably inevitable that he would gravitate to golf as a full time proposition. In the recent National Left-handers Open, played in De Soto Lakes, Fla., Collins was runnerup to Thorne Wood.

On The Spectacular Side

As a merchandiser, Ross professes to be no more than a person who works hard and steadily at his business, trying to improve his volume a little each year. In the eight years he has been at Lakewood, the sales and profit curves have progressed steadily upward for him, so the conclusion is that he knows something about shooting for goals and attaining them. His Christmas sales, incidentally, have been somewhat on the specu-

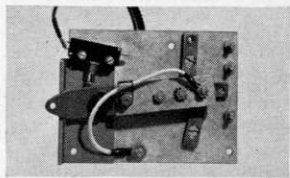
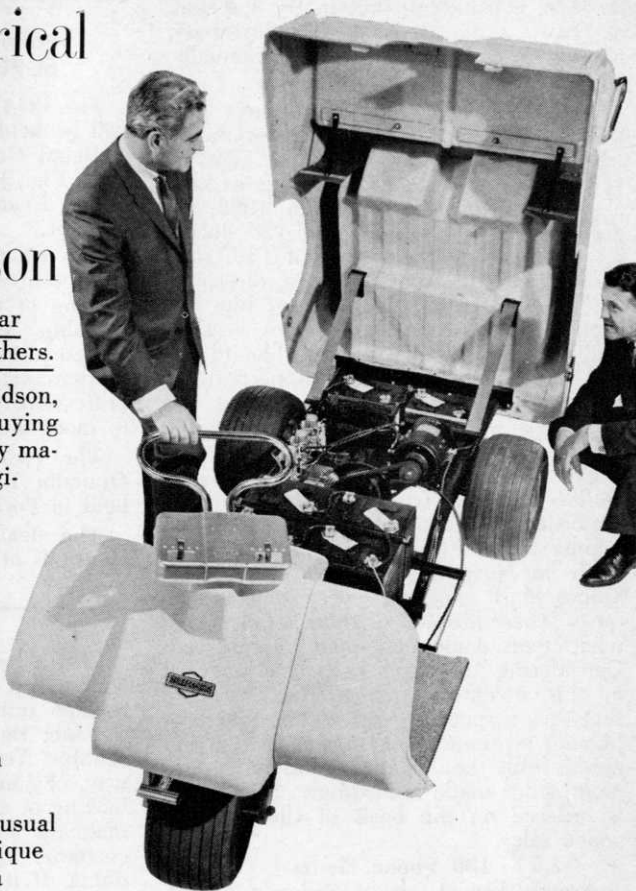
Ask an Electrical Engineer to compare Harley-Davidson

high quality electric car features against any others.

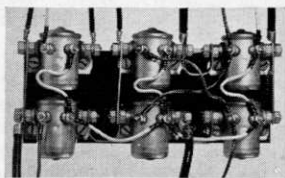
When you specify Harley-Davidson, gasoline or electric, you're buying the only brand in which every major component has been engineered and developed expressly for golf car use.

You're also buying an exclusive "brand" of fleet service . . . with over 60 years experience . . . provided to nearly 3,000 city police fleets . . . and performed daily by hundreds of Harley-Davidson dealers across the country.

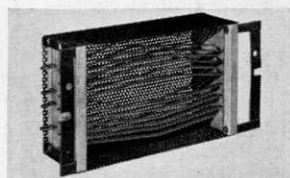
Maximize your profits with unusual quality products and this unique brand of service. Call for a no-obligation demonstration today.



Lifetime-lubricated speed switch features sintered copper graphite contact for trouble-free speed control. This unique feature offers unusual performance and durability, provides smoother car control, and delivers maintenance-free operation.



Special alloy solenoid contacts handle consistently high current loads without failure. High capacity design assures lasting performance without a minute of maintenance. Harley-Davidson **full-circuit engineering** sets today's quality standards.



Highest capacity resistor features heavy, band-type design for continuous high-wattage operation. Ordinary resistors burn out in only seconds of golf car "stall." Harley-Davidson electrical components are designed to outlast them all.

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Gasoline and Electric Golf Cars Engineered for Golfers

lar side, considering that in the last four or five years they have consistently jumped from 10 to 20 per cent annually.

An Economic Law?

"A rather amazing thing," says Collins, "is that total Christmas sales in our shop have increased year after year by very close to the same percentage as sales of personalized golf balls. In 1962, for example, we sold more than 120 dozen; for 1963 we sent our goal at 150." (He made it! Ed) The Dallas professional has no explanation of what for him has become a kind of economic law — sales follow the golf ball — other than to say that the personalized ball apparently is the best starting point for getting the Christmas shopper warmed up to falling into an expansive buying mood.

The Christmas sales program at the Dallas club involves more than merely importing merchandise, setting it out and hoping that the members will pick it up. Early in November, Collins, Travis and Snipes start checking every bag in the racks (there are 400 of them) and noting what items could or should be replaced. Considering that golf balls are included in this inventory taking, they estimate that they inspect at least 10,000 pieces of playing equipment. A master list is prepared from their findings and an equipment order made accordingly. Sportswear is ordered on the basis of the previous year's sales.

100 Phone Hours

Around Dec. 1, after Goldform's "Christmas Shopping at Your Pro Shop" catalogs and followup letters have been mailed out, the Lakewood staff gets busy on the phone. Collins estimates that at least 100 phone hours are logged in getting in touch with potential gift buyers in the three week period preceding Christmas day. Emphasis, of course, is placed on the items that the rack check has shown should be replaced. Such diligence has to make December the best month of the year for the Lakewood shop operation.

In the day to day scheme, golf balls, gloves and hats or caps are the best selling articles. It is estimated that a Texan who is a regular golfer sweats through an average of one glove a month, making the handwear market a very steady and quite lucrative one for the pro if he constantly keeps reminding the player that his glove may need replacement. Hats and caps also are potentially big sellers if the pro staff is alert enough to push them.

Palm Beach Gardens Is Site of PGA Merchandise Show

The PGA's fifth golf merchandise show will be held for the first time at the new National Golf Club in Palm Beach Gardens, Fla., Jan. 28-Feb. 1. Don E. Fischeser of Evansville (Ind.) CC is the show director.

The 1964 show will be housed under a giant tent and will be held during the playing of the PGA National GC Championship. More than 1,000 pros are expected to attend the show which is staged so that manufacturers and distributors of professional golf equipment get a chance to meet their customers face-to-face.

The first three shows were held in Dunedin, Fla., and last year's exhibit was held in Port St. Lucie, Fla.

The deadline for making display reservations at the show was Dec. 23.

"It's a funny thing," says Ross Collins, "but a cap is the last thing a fellow will replace unless you can call attention to the fact that his present one looks a bit shabby. You have to do it in a subtle way, of course. We have made a habit of looking at caps the way a shoe man automatically looks at a person's shoes. The customer oftentimes senses what we're doing. If it occurs to him that maybe he needs a new cap, he'll ask us; either that, or he takes the hint and buys one without asking.

They Add Up

"Some pros may ask," continues Collins, "why I make such an issue of caps. They are relatively minor items. But along with balls, gloves, socks and similar small articles, they can do wonderful things for your gross sales. A hat or cap should be a throw-in suggestion with every shirt or pair of slacks or shorts that is sold. Golfers are becoming more clothes conscious and they are thinking more in color combinations. A blue combination, for example, doesn't stop with dark blue slacks and a light blue shirt. It includes a cap and a glove to match. If sportswear manufacturers constantly emphasize the combination theme, it's up to the pro to sell it all the way. After all, it puts money in his pocket."

Like other pros, Ross Collins is some-
(Continued on page 103)

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We ask for the opportunity thru demonstration to prove our claims and provide your club members a "trouble free" round of golf day after day.

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CHARLOTTE, 1, NORTH CAROLINA



Stan Tworig, Sr., Taconic's new supt., is seen with his golfing family — Stan, Jr., Irene and Dick. The latter is his father's No. 1 assistant. At right, is Dick Baxter, who retired last fall after 40 years as pro-supt. at the Williamstown, Mass. Club.

Taconic Brings Up Top Replacements for Dick Baxter

The board of directors of Taconic GC, Williamstown, Mass., recently announced that Rudy Goff will succeed Dick Baxter as professional this spring.

The new supt. is Stanley (Twig) Tworig, who has been chief of the Taconic grounds crew since 1927.

... Dick Baxter retired last fall as Taconic's pro-supt. after 40 years. He had also coached the Williams College golf team during most of this time.

Dick and his wife, Denise, who had helped him run the Taconic course, located on the Williams campus, were "piped out" in fitting fashion at a dinner held in the Williams Inn in mid-November. Nearly 150 persons attended the affair, with every golf group in the Northeast being represented. On the day preceding the dinner, Taconic members and Wil-

liams alumni joined in unveiling a huge rock and plaque, located on the first tee, honoring Dick and his wife.

Homespun Drama

Praise and prizes were heaped on Dick and Mrs. Baxter at the dinner. A homespun "This Is Your Life, Dick Baxter" was enacted by members and alumni and was recorded on film and taped as a remembrance for Taconic's favorite team. Every association in New England joined in paying tribute to the Baxters and a half dozen golf notables added their after-dinner accolades.

Gifts ranged from leather portfolios to a movie projector to an oil painting of Dick's favorite Taconic hole, and a beautiful embossed purse for Mrs. Baxter in which was placed a sizeable check for each of the honored guests.

Shortly after the ceremonies at Taconic, Dick and his wife departed on a trip to Australia.

By ED TOOLE

Taconic's Tworigs, one and all, are of championship caliber. They include Stan, Sr., who was Dick Baxter's loyal and silent partner at the Williams college course for 36 years, and Stan's three