



FORD FLAIL MOWER OWNERS REPORT:

"Best we've ever used"

The votes are in, and counted. In a national survey, owners turned in a resounding acceptance for the Ford Flail Mower. They assessed its mowing performance . . . its service ease . . . its cost of operation . . . its safety. It won on all points.

Owners volunteered these statements:

California . . . "We like the Ford Flail Mower because of its ability to evenly mow all types of weeds and grass."

Kansas . . . "Because of its safety . . . our building is three-fourths glass."

New Jersey . . . "Because of its ease of operation and low operating cost."

New York . . . "Because it is easy to change blades."

California . . . "Because of its amazing ability to dispose of our problem weeds . . . such as Star Thistle."

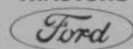
The Ford Flail Mower is your an-

swer to maintaining spacious lawns . . . for mowing rough grasses and weeds . . . for mowing areas where safety for property and passerby is a consideration. It's available in three sizes—five-, six-, and seven-foot. And a full range of attachments (bumper guard, Bermuda renovating blade, rubber gauge roller sleeves, and leaf mulcher) lets you match the Ford Flail Mower to your special mowing needs.

See your Ford Tractor and Equipment Dealer . . . he can show you how the Ford Flail Mower will take care of your grounds . . . conveniently and economically.

TRACTORS

PRODUCTS OF



MOTOR COMPANY

EQUIPMENT

FORD

or outside the club.

A celebration will be remembered a lot longer if you provide your visitors with some special memento of the event. This doesn't have to be elaborate, but neither should it be a cheap give-away. Pins, badges, bracelets all have proven worthwhile as special event remembrances. Here's another place where planning pays off: most mementos require several weeks for production, so order them in plenty of time for the big day.

Use Club Statements

Additional benefits can be gained if you publicize an event fully. For example, small labels or seals can be affixed to stationery and members' statements for several months in advance of a party.

A celebration is an ideal time at which to reward long term employees. This indirectly shows members and visitors that your club is a good place to work if John Brown has stayed there five or ten years.

Incidentally, even if your special event is not primarily for employees, it's important that you bring them into the act fully, for your club operation is really nothing more than the composite of their individual talents.

Contest May Help

Additional publicity mileage and general goodwill can be generated if some kind of a contest is sponsored. This contest can concern your club only or the community, and can take any of a dozen different forms. For example, for community events you could have entrants estimate the number of golf balls sold in the pro shop in a year, or the number of meals served by the club kitchen.

The contest question itself is not too important. What you are trying to do is build "audience participation". Some golf clubs prefer to announce the contest winner at the actual celebration; others find they can lengthen publicity coverage by announcing the winner at a later date.

At all celebrations, but especially at anniversaries, don't dwell wholly on the past. Remember to tell members and visitors about your plans for the future. Almost everyone likes to be told what someone else is planning. With an organization as intimately connected with the com-



Joe Black, retiring PGA tournament supervisor, holds a gold replica of the Haig & Haig Challenge Cup presented to him at a banquet in Sebring, Fla., preceding the recent Mixed Foursome Championship. Flanking Black (l to r) are Harold L. "Sunny" Renfield and Randolph Dunsire (Haig & Haig reps), Jack Tuthill, new PGA tournament supervisor, and Daniel Marc Bernheim, PGA tournament director.

munity as a golf club almost everyone is interested in knowing if changes are to be made.

Preliminary Announcements

Preliminary announcements covering celebrations should be released as soon as possible. Six to ten weeks in advance is not too long for local newspapers and radio and television stations to have news of a coming event at the club. Announcements on your own bulletin boards, letterheads, and other printed forms should be started several months before the celebration.

Announcements of any contests should follow hard on the heels of the initial announcement of an event. Then, information on the contest should be released at somewhat regular intervals right up to contest closing.

A club manager shouldn't hesitate to ask suppliers for advertising cooperation. Many are willing to go along because they reap benefits from club celebrations.

Celebration day material is released as soon after an event as possible. Daily newspapers actually should have news releases a day or so in advance so that they can schedule coverage of the event immediately after it takes place.

Contest winners announcements should

(Continued on page 106)

KEEP GREENS, FAIRWAYS
in Championship Form

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PMAS

REMEMBER *There is only ONE*

the original, patented product
of W. A. CLEARY CORPORATION

Apply PMAS early for dual control of BOTH disease and Crabgrass. PMAS has stood the test of time . . . the genuine PMAS has demonstrated its worth, over the years, to the golf course superintendent and is now an established control chemical for BOTH disease and Crabgrass on courses in all parts of the country. Be safe, be sure . . . if PMAS does not appear on the label it is not the genuine PMAS, patented and manufactured by W. A. Cleary Corporation.



M C P P

For weed control on bentgrass greens and fairways; bluegrass and fescues.

SPOTRETE

75% Dry Thiram Fungicide

CADDY

Liquid Cadmium for Turf Disease

METHAR

Lightest concentration of DSMA-Disodium Methylarsonate for Crabgrass and Dallisgrass in both liquid and powder.

PM2,4-D

Phenyl mercury-2, 4-d dichlorophenoxy-acetate for selective weed control.

ALL-WET

makes water "wetter" for better penetration in all turf areas, especially thatched or compacted spots.

AMA2, 4D

Amine Methylarsonate plus 2, 4-D liquid for Dallisgrass and weed control.

THIMER

A broad spectrum fungicide, containing Thiram and Organic Mercury in wettable form; in pre-measured cannisters.

AMA

Amine Methylarsonate, liquid for Crabgrass and Dallisgrass control.

25% GRANULAR CHLORDANE

Pre-emergence control of Silver Crabgrass, grubs, insects.

**W. A.
CLEARY**
CORPORATION

New Brunswick, New Jersey
Skokie, Ill. Belleville, Ont., Canada

Golf Boom at Eastern Vacation Areas

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

Many Eastern vacation areas and state and regional parks and municipalities are expanding their golf facilities to accommodate the rapidly growing number of golfers.

The pattern that is emerging is to build 27 or 36 holes of golf — 18 regulation length and a nine or 18 (frequently a long Par-3) or an executive type (with some Par-4 holes). Such variety of facilities provides courses that will be challenging and interesting to golfers at all levels of capability. It also lessens the probability of slow play on the more difficult layouts as individuals will tend to play the course best suited for them.

Some Resorts Adding Facilities

The Williamsburg Inn, Williamsburg, Virginia, which opened its new 18-hole regulation length Golden Horseshoe course in 1963, added a 9-hole par 31 executive type layout known as Spotswood late in 1964.

Pocono Manor Inn, Pocono Manor, Pa., has a fourth nine holes under construction with the opening scheduled for this July. Wentworth-by-the-Sea, a plush vacation spot in Portsmouth, N.H., has a second nine under construction.

Jekyll Island (Ga) GC, a state operated facility, opened a third regulation nine on Thanksgiving Day, 1964, giving it 27 holes of golf. It has another 18 on the drawing board. Tommy Bean, pro-manager, reports golf play averages around 10,000 rounds a month during the mid-January to Labor Day season.

Stone Mountain Memorial Park in the greater Atlanta area has plans for 36 holes of golf, 18 to be regulation length and 18 to be a Par 60 layout, with lights.

Saratoga Opens Two

Saratoga Springs, a New York state operation, opened a new 9-hole Par 29 course in 1964. A new 18-hole, 7090-yard regulation length layout opened for play in 1963. The state now plans a second

full sized 18-hole course to be completed by 1967.

Ski resorts also are adding golf courses in order to provide all-year recreation facilities. Among them is Mount Snow, Vt., which now has a 9-hole regulation length course under construction. Plan calls for 45 holes of golf — 27 regulation length and an 18 Par-3. Stratton Mountain, another popular Vermont ski area, also has a course under construction.

New Municipal Courses

Williamsport, Pa. will open its \$550,000 18-hole White Deer regulation length course in 1965. It also has a 9-hole, 1,353 yard Par 28 course under construction.

Huntington, New York, will open a municipal 18-hole regulation golf course in 1965; a 9-hole Par-3 is scheduled to open in 1966. Newport News, Va., expects to have a municipal golf operation by 1966. Included is an 18-hole regulation course and a 9-hole Par-3. This project is part of a 600-acre city park.

DeKalb County, Ga., will open its 18-hole regulation length "Mystery Valley" golf course (now under construction) in 1966. The course was financed with a bond issue.

Pennsylvania Leads Nation

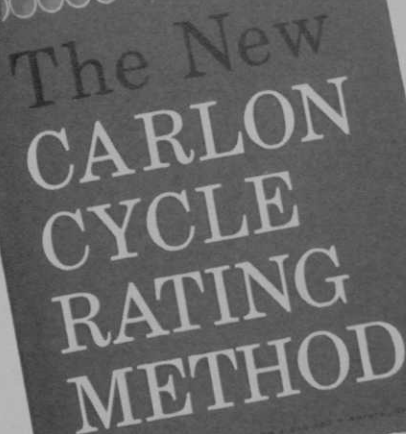
Pennsylvania led the nation in new golf course development in 1964 with 35 new courses. Runners up were North Carolina with 34, California with 33 and New York with 28.

National Golf Foundation surveys reveal that more new golf courses were opened for play during 1964 than in any previous year in history. Total new course openings ran to 470. This includes 292 new regulation courses; 82 additions to regulation courses; 90 new Par-3 layouts and six additions to existing Par-3's.

Golf Museum Inspection

The private golf museum collected over many years by Jack Level (Golf Book Service), 42-05 Layton st., Elmhurst, L.I., N.Y., may be inspected at this address. There is no charge or obligation, according to Level. Appointments to see the museum can be made by mail.

CARLON pipe in turf irrigation systems adds up to record- breaking scores!



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Like any golf equipment, select the best for top-flight results. When you're planning an irrigation system, Carlon provides you with the best pipe, plus a high-standard of service and experience in the development of a system.

For comprehensive turf irrigation service, and information on CARLON'S cycle-rating method contact your nearest Carlon representative or write:



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DESIGN

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"Lynch & Bailey, Inc. . . . one firm with complete facilities for the refurbishing of clubs, hotels, offices, restaurants and other commercial interiors."

The Reception Lobby of the Algonquin Club in Bridgeport, Connecticut (David Davis, Manager)



Lynch & Bailey Inc.

COMMERCIAL INTERIOR DESIGNERS, CONTRACTORS AND FURNISHERS

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In New Jersey:

Area Code 201 — WINDSOR 7-3132



Whispering Pines

(Continued from page 50)

in and out so much that you have to give them something that catches the eye in a hurry. So, I do a lot of brainpicking among salesmen in an effort to get the best possible arrangements."

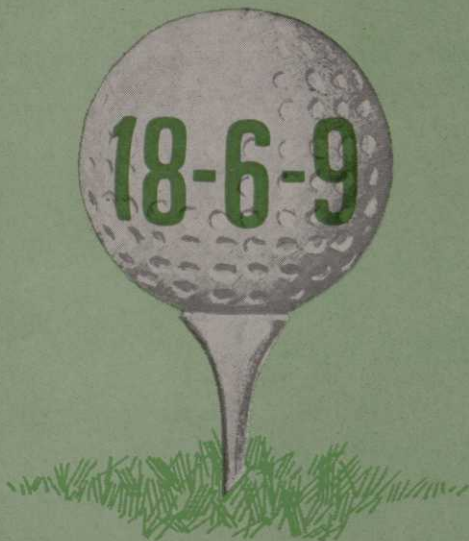
Even though he is in a section that is highly competitive, Beck feels that his shop and the Whispering Pines course were able to get a foothold in the short time that they did because all the courses around Pinehurst are run on an ethical basis. There is no price cutting in the golf shops because of an unwritten agreement that has existed among the area pros for many years. The clubs themselves maintain a fee structure that is fair to all. A reassuring thing about the whole picture in the Pinehurst golf complex is that plenty of golfers pour in during the two heavy seasons — October-November and February-mid May. Overflows are shunted back and forth among the courses and probably more golfers than not are in-

terested in playing as many layouts as possible during their stays. As a result, there is enough business for all the clubs.

Golfers in Holiday Mood

A resort shop usually doesn't break any records when it comes to selling clubs. Putters and wedges get a fair play and there is some demand for specially built clubs. One golfer, for example, may swing a driver belonging to a person in his foursome and decide that it feels so good that he has to have a club exactly like it. Or, all of a sudden he may decide that he wants a duplicate of a 3-wood that he has been swinging for years. The best thing about being at a resort course is that the pro catches the visitor in a holiday mood. He isn't counting his money and he will break down and buy items that he has intended to buy for years.

This is reflected in his purchases of sportswear and to a lesser degree in lesson taking. The visitor might hesitate about buying a \$25 sweater at his home shop, but often when he sees a \$50 copy in a resort shop the wallet is whisked out and



Tee up for better turf with NEW ARMOUR VERTAGREEN LIGHTWEIGHT with *magnex**

(The New Turf Fertilizer)

Check that analysis: 18-6-9 . . . it's the higher potash content in a balanced analysis in new Vertagreen Lightweight 18-6-9 that pays off in sturdier, stiffer, stand-up-to-duffers turf. Greener turf, too, thanks to the addition of *Magnex**—Armour's new green-up element: a combination of magnesium to help grass build up chlorophyll, that all important plant pigment which is the key to healthier, greener growth—and complexed iron, a form which makes this vital element readily available to growing plants. Botanists tell us that chlorophyll is

always present during photosynthesis, and that it is only formed in the presence of light and when iron is available to the living cell. So it's easy to see why *Magnex** is called the new green-up element from Armour.

Non-burning, easy spreading, less load to handle—new Vertagreen Lightweight with *Magnex** combines convenience with results.

See your *Armour representative* now for new Vertagreen Lightweight, Armour Armorganic Plant Food and pesticides for complete course development.

Watch Something Beautiful Happen

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If you have mowing problems...



Toro's Greensmaster® tailored to your greens. You can get the combination of accessory rollers and combs that meet your exact green conditions. Free-floating cutter follows contours without digging, gouging—assures constant height.



Toro's 21" Whirlwind® ignores uneven ground. All-steel housing, 4 hp. engine and six height-of-cuts let you mow practically anywhere. Ideal for trimming around traps. 4-hour gas tank. Self or hand propelled.



Toro's 76" Professional® mows 'round half dollar. "Squeeze" the hand lever, "Pivot-Power" steering spins the Pro on its axis. Mows up to 20 acres a day. Ideal for tees, approaches.



Toro's Universal-Frame, Spartan® Mowers simplify gang operations. Universal frame handles 3, 5, 7 or 9 gangs for all cutting requirements. Mowers have $\frac{3}{8}$ " to $2\frac{3}{8}$ " height of cut, 1:1 frequency of clip with 16" wheels. Combination unmatched for low maintenance.



Toro's Parkmaster® slims down hydraulically to pass trees... fans out in open areas to cut a 15 foot swath at speeds up to 10 mph. Handles 5 or 7 gang mowers, keeps going even on 2:1 slopes. Travels up to 40 mph on the highway.



Toro's Parklawn® manicures formal turf. Easy handling, 25" cut and speeds up to $3\frac{1}{2}$ mph make this the ideal all-around golf course mower. Trims close to trees, takes up to 40° slopes, height of cut from $\frac{3}{8}$ " to 3".

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Free Planning Service. Toro has a mower and a model to solve any problem—and over 51 years of experience in doing it.

Let Toro make a free analysis of your mowing problems, then recommend the combination of mowers to solve them. You may find you need less equipment than you thought you did. See your Toro distributor or write direct to Toro.

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New! Light Weight—One Hand

RAKE-Ezee SAND TRAP RAKE

Short handle, light weight. Golfer can easily rake trap while holding club in hand.



**HIGH DENSITY
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The bright, yellow-handled RAKE-Ezee Rake flags attention, reminds golfers to rake trap. Stands erect on blunt metal point.

Sturdy, attractive, won't rust, yet low in cost. The Rake-Ezee is fully guaranteed to give satisfactory service under normal use. Tough plastic head available in 14" and 22" sizes. See your distributor, or write.

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NORTH CENTRAL
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ELLEDALE, MINN.

a transaction is made in a hurry. That is why Beck goes to such great pains to make his displays as tempting as possible. Lesson business at times can be bustling because, once again, when a golfer is on a holiday he may suddenly decide to get some flaw corrected that he may have been living with for a long time. Avery does most of the teaching at Whispering Pines with assists from his son, Larry, and another aid, Sam Ward. Young Beck, incidentally, plays about 20 PGA tournaments a year.

Job Is Attractive

The holiday or festive air that prevails around a resort course possibly makes a pro job there more attractive than one at a regular country club. Or, at least, that is the way Avery Beck feels. A shopmaster at one of the Pinehurst area clubs has to be, as already pointed out, as much a goodwill and public relations man as a professional. Running the shop may become a secondary issue because the pro has to think more about making the golfer comfortable than selling him merchandise or servicing his mere golfing needs. In a

way the pro has to be as expansive as the visitors. So, the job can take on what is accepted to be more in the province of a club manager than a pro. The whole aim at a resort club is to make the place so congenial that the golfer will want to come back.

That is why Beck prefers the resort job to the club job. It gives a person more chance to move around, to show his resourcefulness. This may be even more true at a place like Whispering Pines than at an older resort club. The new club may be on the map, but it still has a long way to go to get that star in front of its name.

Will Have 36 Holes

Whispering Pines' 18-hole course will be expanded to 27 this spring and eventually to 36. There is a large lake to contend with on the completed second nine. This is one of four lakes in the development. There is a marina on the largest of these, but motor boats aren't permitted on the other three which are reserved for swimming, sailing and fishing. Palmer Maples installed large bent greens on the