

KEEP GREENS, FAIRWAYS
in Championship Form
 with
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-Dissodium 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

Clutterbug Selling

A check among golf salesmen and progressive professionals reveals that some shops look like the operators are running cut-rate bargain houses

By **HERB GRAFFIS**

Salesmen, who go into pro shops in all parts of the nation, and PGA sectional officials, who are especially good businessmen, have been asked by the National Golf Foundation — What are the most common faults in pro shop appearance?

The request was made in acquiring material for a Foundation book on pro shop design and arrangement. What we wanted to get was a list of points that each professional and assistant would check, with a critical eye, in his own shop and then make the necessary changes in his shop layout and operation.

No Doubt About It

The most common fault noted in pro shops was the “cluttered-up” look. The choice was decisive.

There was considerable explanation accompanying this judgment. Critics pointed out that merchandise was not displayed in an organized way, hence the place looked untidy, merchandise became unnecessarily shopworn, slow-moving items took up too much space, and changes in display were not made often enough to keep the shop looking fresh.

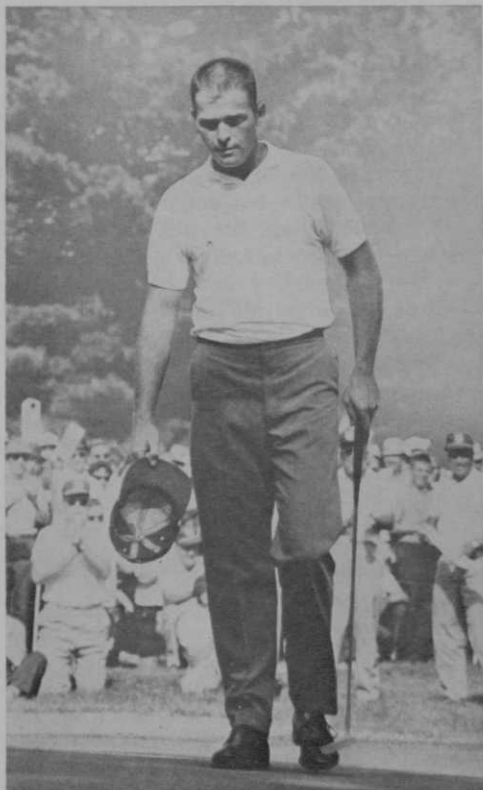
Several salesmen mentioned that women golfers and women non-golfers who visit a shop hesitate to look for what they want if the place is lacking in neatness and seems to be thoughtlessly arranged.

They get the idea the merchandise is of the same low grade as the display.

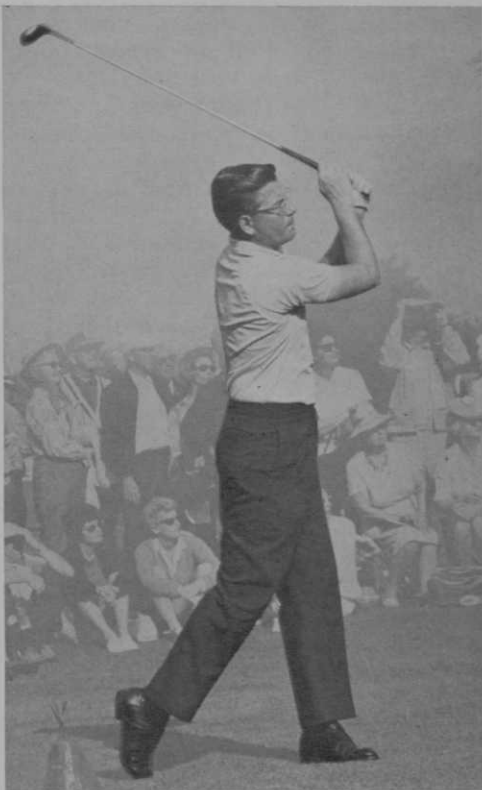
Handicapped to Start

The critics frequently commented that the outside of many pro shops is unattractive and these places seem to have been located, designed and built without any clear idea of serving the players. This, of course, isn't the pro's fault but it immediately handicaps him and, in a few cases, makes it pretty nearly impossible to get the inside arranged attractively. However, several pros in cramped buildings or in rooms inconveniently located, got to work with paint and lights and display walls and fixtures and have done remarkably fine jobs. (See story on page 46.)

Often the pro shop is a difficult place to keep clean, but that's exactly the reason why vigilance should be exercised in keeping it as immaculate and orderly as



PGA Champion Bobby Nichols wins Houston Classic



Frank Beard captures Texas Open!

Louisville Twosome **WINS BIG** In TEXAS!

... Both Play **POWER-BILTS**

Choice of the champions . . . both P.G.A. Champ Bobby Nichols and Frank Beard started their tournament careers playing Power-Bilts. Today both are outstanding champions. Offer your customers the best, by making Power-Bilts your first choice too!

Master-Matched

POWER-BILT

Golf Clubs



HILLERICH & BRADSBY CO.
Louisville, Kentucky

possible, say the salesmen and pros.

• Now for some of the comments on appearance. Do they apply to your shop?

Not enough effort in keeping shop clean, dusting stock, sweeping floors.

Merchandise isn't kept clean and dusted and arranged in orderly fashion at all times.

A clean carpet is a "must" in a good pro shop.

Worn rugs or runners cheapen the looks of everything in the shop.

Dirty glass counters are inexcusable; the pro and his assistant are at the counter often enough to see that it always is washed or dusted and that whatever merchandise there is on the counter is neatly arranged.

No order—the shop looks like it was thrown together.

Dusty, dirty and broken display boxes. Sloppy arrangement.

What's This—A Pawn Shop?

Some pro shops have appearance of pawn shops.

Golf ball display cases too frequently are covered with miscellaneous merchandise, lesson books, starting time sheets, car or cart books, scorecard-and-pencil holders, etc. The potential buyer can hardly see the balls in the case.

Pushing aside instead of dusting and re-arranging seems to be the custom in some shops where the pros always are saying business is lousy.

Good shops are cleaned thoroughly a couple times a day; the fair ones are cleaned a couple times a week and poor shops a couple times a month.

Reflects Pro's Attitude

Unattractive appearance of shops in most cases can be summed up in the word "carelessness." Unfortunately the shop appearance may reveal the pro's attitude toward other aspects of his job.

Many shops could be made attractive if the pro or a capable assistant took time to work at the job.

Some people hesitate to handle clubs because of the dust on the grips and heads and boxes they're displayed in.

Many shops need attractive floor covering or even a fair-sized clean piece of carpeting on which a shopper can set

House Bill Would Remove Club Dues Tax in 1966

Included in the excise tax bill, passed by the House and sent to the Senate on June 1, was a provision for removing the 20 per cent tax on club dues, fees and assessments, if in excess of \$10. The excise reduction would become effective as of Jan. 1, 1966. Rep. Broyhill (R., Va.) protested the delay in removing the dues tax, saying prospective members of many clubs are holding off joining until the tax is removed.

The National Club Association, 1522 K. st., N.W., Washington, D.C., has coordinated the drive to get the club excise tax repealed. In recent months, working with the CMAA, it has gotten more than 5,000 club members throughout the U.S. to write to their Congressmen asking that favorable action be taken on the excise tax.

clubs while he is examining them.

Bags are displayed out of the reach of possible buyers and are allowed to get dirty.

Not many pro shops are correctly lighted to show merchandise most attractively.

Some Items Are Buried

Too many fast-moving items are buried in show cases and made hard-to-get-at instead of being in open display.

Cluttered arrangement with no eye-catching display as one walks into the shop.

Too much pegboard instead of avoiding monotony by making balanced and effective use of this display background.

Lack proper fixtures for correct, interesting display.

Should have a few chairs to create an inviting and comfortable look of a shop where there is no high-pressure selling but pleasant buying.

Color Scheme Neglected

Very little attention is paid to the color scheme.

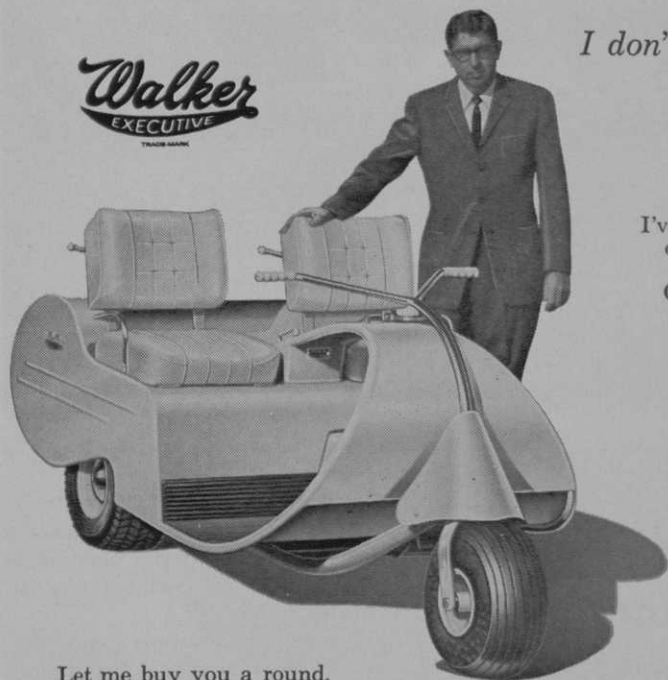
Too much stock in the wrong places.

Club display located in a place where shopper is not encouraged to handle the clubs.

(Continued on page 68)

THE NEXT ROUND'S ON ME

Walker
EXECUTIVE
TRADE MARK



*I don't play golf anymore,
myself.*

I've been so busy driving other people around in our Walker Executive Golf Cars that my game went to pot. But my Executives have been multiplying rounds for golf courses all over the country.

This year, we've got a new electric model that goes up hills without a moment's hesitation.

Let me buy you a round.

See for yourself what sports car styling and contour seat comfort can do for your morale on that long back nine. Feel the smooth safe balance of the all-steel unitized body, suspended on an electrically-welded, tube-steel frame. Control this top Executive easily with one pedal and a tiller. Stretch your legs—there's plenty of room. Look behind you and see how easy the Executive has been on your precious turf. Get off, stand back and take a good look at the streamlined good looks.

I warn you . . .

After your free ride, you may not be satisfied until you have a fleet of Executives working for you on your golf course. It's happened that way many times before. That's why I'm so anxious to take you for a ride.

If I sell enough of these beauties, I can take up golf again.

THE NEXT ROUND'S ON YOU, RALPH —

Ralph Kuhn, *Jato* Manufacturing Inc., Salina, Kansas

I'd like a free ride on the Walker Executive Golf Car on _____ at my club.

(APPROXIMATE DATE)

Please send me your free, full color brochure.

NAME _____ CLUB _____

ADDRESS _____ CITY _____ STATE _____



Short cuts, plenty of head work enabled Walt von Rochsburg to enlarge and refurbish Madison munny shop in Peoria, Ill., at a cost of only \$12,500.

Ingenuity Is Worth More Than Money in Re-Building Shop

Peoria designer proves that ideas go farther than dollars in converting what once looked like a closet to a sales room with sparkle and appeal

By **JIM OBERT**

The new pro shop at the Madison municipal course in Peoria, Ill., is a dynamic illustration of what can be accomplished by substituting engineering knowhow in the absence of funds unlimited.

What once was a smallish, cluttered shop where you either walked single file or knocked somebody down is now a terminal of activity. It measures 51 x 21 feet with wall-to-wall carpeting, air-conditioning and is as easy on the eye as college girls frolicking on a Florida beach.

Total cost for all this—outside landscaping included—was \$12,500.

Walt von Rochsburg, Peoria park system architect who designed the shop, kept costs down two ways. He employed reg-

ular payroll park system help whenever possible and incorporated his own ideas in money-saving moves without any reduction in usefulness.

Lighting costs, for example, were lowered some \$300 by installing the fluorescent tubes between the ceiling joists and then painting the sides of the joists with a white primer. The primer, serving as a reflector, nullified the need for expensive porcelain units.

A hardboard ceiling was put up rather than more-costly acoustical tile. Hardboard is attached easily in four-foot sections and is readily cleaned.

Lacquer on Pegboard

The treatment given the walls is truly a highlight of the new structure. The usual array of jutting shelves was discarded in favor of floor-to-ceiling pegboard, to which automotive lacquer was applied to provide simple cleaning and prevent flaking.

Madison Professional Walt Claus has taken advantage of the wall space to display 112 golf bags. Additionally, the customer has more than ample walking room as he browses about testing this club and that among the 65 complete sets that are displayed.

Other features approved by pro and
(Continued on page 74)

**Lay into
layer on layer
of power.
Drive Wilson Strata-Bloc woods.**



Available only through golf professional shops.

SWING a Wilson Strata-Bloc® wood and you turn on the kind of smashing power that cuts a fairway down to size. Strata-Bloc directs layer on layer of tough end-grains of wood against the ball for the kind of power you just can't get with ordinary woods. (The unfinished club head shows you how it's done.) Strata-Bloc woods improve your accuracy, too, because they don't warp, split or swell out of shape, can't cause shots to go astray. Step up to Strata-Bloc—just one of the powerful reasons for playing new 1965 Wilson Staff® woods and irons.

PLAY TO WIN WITH

Wilson

Wilson Sporting Goods Co., Chicago
(A subsidiary of Wilson & Co., Inc.)

Tax-free public operation draws players from clubs that pay their way

Muny Competition Hurts If Golfers Aren't Plentiful

Thirty-year-old John Rocco, who came to play a 9-hole course in Hackettstown, N.J., some four or five years ago and stayed to buy it, takes objection to a statement made by Geoffrey Cornish in an article that appeared in March (1965) *Golfdom*.

In the statement, which appeared on page 33, Cornish pointed out that fears of semi-private club owners who are put in the position of competing with municipal courses are not completely justified. He went on to say that generally there are enough golfers to go around and the semi-private club does not necessarily suffer because there is a publicly owned layout within perhaps a few miles of it.

Rocco not only objects to this view, but objects quite violently. His club, known as Musconetcony CC, is located in north-west New Jersey in a sparsely populated area and in 1964 lost money because many of its players were drawn off by a county course, opened in nearby Flanders.

"There were already five semi-private clubs in the Hackettstown-Flanders area," says Rocco, "when the decision was made to build the course at Flanders. All of the privately owned operations could have made money if the sixth club, not burdened with taxes, hadn't been opened. As it was, two of us lost money and the other three courses barely made enough to meet expenses.

Can They Hold Out?

"Eventually," Rocco continues, "our section of New Jersey will probably get strong resort play from New York City. A new superhighway is being built through the upper part of the state. Budd Lake, east of Hackettstown, has fine recreation possibilities. In from three to five years we may be living in one of the most thriving parts of the state, but the ques-



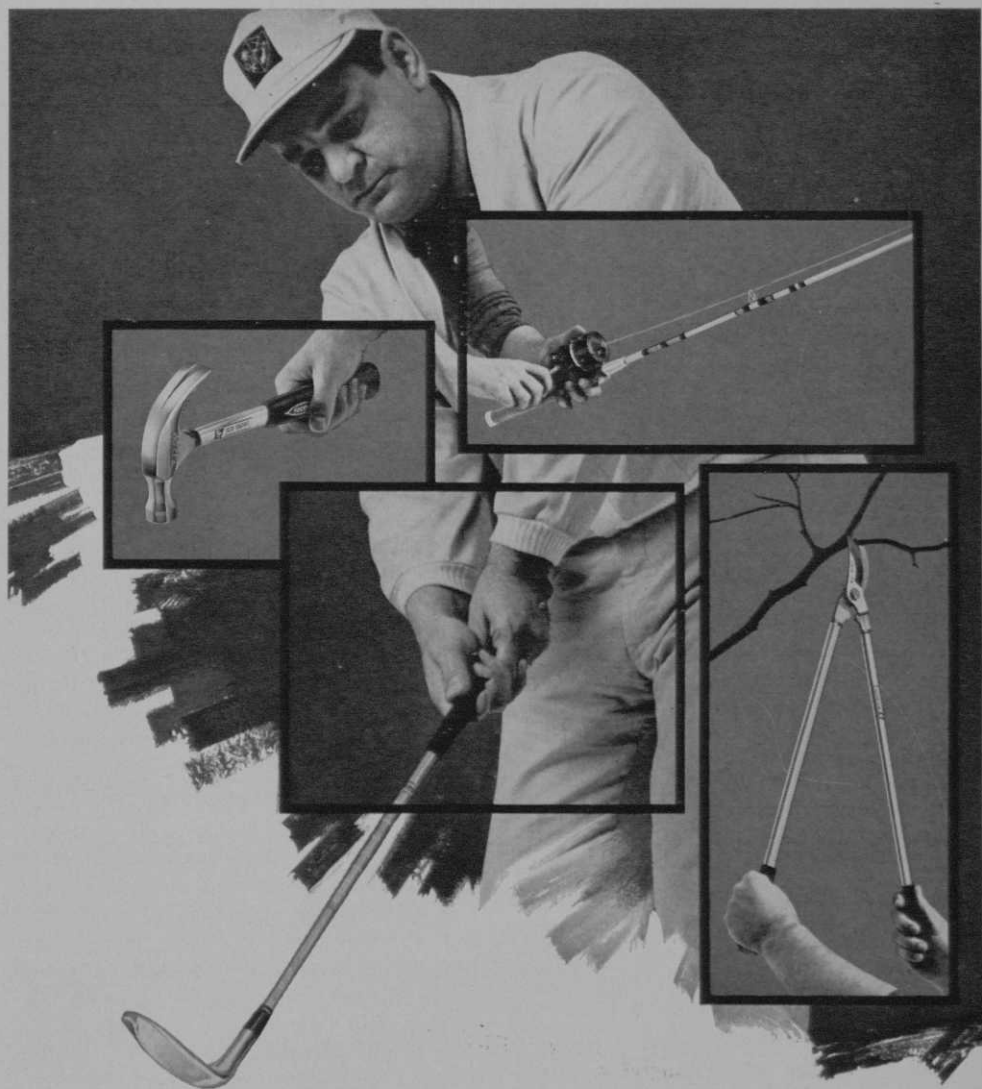
Ben Toski (l) and Bob Crissy ran the pro operation at Musconetcony in 1964.

tion is: Can I and the other four course owners hold out until all this potential business comes our way?"

John Rocco goes on to emphasize the great inconsistencies that arise when a municipally owned or county owned course is jammed into a locality that already has enough golf facilities. Within a few years after any course, backed by private financing, is built, its taxes invariably are doubled or tripled. In the case of Musconetcony the tax bill since 1961 has been increased from \$12,000 to \$42,000. In the meantime, land that is used for construction of a publicly owned course is taken off the tax rolls.

Then Revenue Is Reduced

A private owner may be able to stand the tax increase, but when a public course is opened in his neighborhood, it immediately starts to take players away from him. This is particularly true in an area where the golf playing population is relatively stable. In the case of the five courses in the Hackettstown-Flanders area, it isn't inaccurate to say that each lost as many as 15 or 20 per cent of its golfers when the county operated course was put in play. The upshot is that the private enter-



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STEP-DOWN-DESIGN STEEL GOLF SHAFTS • GENEVA, OHIO • FINEST QUALITY IN GARDEN, LAWN AND FARM TOOLS • SHEARS • SHOVELS • HAMMERS, HATCHETS AND AXES • FISHING RODS AND REELS • GOLF CLUB SHAFTS • RAILROAD PRODUCTS

priser is forced to pour more money into the coffers of a governmental unit that already has reduced his income by establishing a business that takes customers and revenue away from him.

"I suppose it is the old story of government vs. private ownership," says Rocco. "If you don't run into it on the federal or state level, the county or local government manages to trap you."

Expanded Too Soon

When Rocco learned that the Flanders course was going to be opened in 1964, he made plans to expand Musconetcony from nine to 18 holes. He felt that he would have to do this to compete with the publicly owned layout. Construction on the second nine, delayed because title to the 170 acres on which the entire course is located had to be clarified by the courts, was rushed after it got underway. The result was that the new nine was not quite ready when play was begun on it. This led to numerous complaints and a further drifting of players to either the public course in Flanders or to the other four semi-private layouts in the Hackettstown area.

"I guess," says Rocco, "I was going to show the county officials that private enterprise could beat the government at its own game, but the plan boomeranged. The new nine not only was damaged by being opened too soon, but I'm afraid I lost some of the old Musconetcony patrons. On top of this, my taxes probably will be increased in 1965. That's what happens when an individual has to compete with the government."

Has Big Plans

If taxes and competition don't knock the Hackettstown owner out of business before the Budd Lake area starts to build up and help arrives via the superhighway, he plans to build a lodge, 60-unit motel and swimming pool. The Musconetcony course is located in a beautiful, even primitive setting, and several of its uphill holes, plus two or three others with elevated tees and greens, are as interesting and picturesque as any to be seen in the East. In the last two years, Rocco has built a pro shop along with a large maintenance building.

The new nine, with fairways planted to Seaside and Astoria, and greens in Pennecross, was built under the direction of Leslie Carpenter, a onetime Hackettstown policeman. Carpenter originally started out to be a golfer, discovered that he was more interested in turf than balata, attended a course management school at Rutgers and then came back to Musconetcony to take over as supt.

Range Raiders Well Organized, Says Illinois Operator

As a followup to the Range Theft article that appeared in May *Golfdom* (page 58), Jack Murray, who owns and operates a range in Lansing, Ill., says that ball thefts can be minimized if the operator establishes close liaison with the local police department. His losses have been restricted to less than 100 balls a year for several years simply because Lansing police respond quickly when a theft is reported, or investigate thoroughly when the thieves aren't immediately apprehended. Murray emphasizes that complete cleanup of the range after quitting time is necessary to keep down ball pilferage.

Had a Master Plan

Night raiders probably will always be a problem for range owners. Many of them operate as part of a ring. Two years ago, Ohio police apprehended a group of ball thieves who proceeded on a master plan. They wore camouflaged suits and rubber boots and carried specially designed shag bags in making their forays. The group operated across Iowa, Illinois, Indiana and Ohio and carried maps and notes that pinpointed practically every range in the four states. One of the raiders was carrying a pistol when the police nabbed him. This group is still out of circulation, but there isn't much doubt that it has successors.

Raiders steal balls from one range with the intention of selling them to others. About the only way range ball thievery can be made unprofitable, according to Murray, is for owners and operators to refuse to buy balls from other than recognized salesmen.