Jacobsen Estate 26 Tee Mower. Cutting width 26 inches. For extreme maneuverability and close trimming of tee areas and around greens. Heavy duty 6-blade shear-cut reel assures precision mowing. Quick action reverse, rear-roller drive and out-front cutting unit provide easy maneuverability in, out and around confined areas. Same famous 3 hp Jacobsen Hi-Torque engine as used on the Jacobsen Greens Mower.

Jacobsen Greens Mower. Cutting width 22 inches. Preferred by golf course superintendents everywhere. Perfect balance, rigid construction and direct control of the cutting unit result in smoothest putting surface it is possible to attain. Famous 3 hp Jacobsen Hi-Torque Engine for dependable power. Quick-on, quick-off transport wheels and riding sulky.

NEW! Model "F" Worthington Tractor with 7-gang "Wing-Lift." Cutting width 15 feet, 6 inches. New cutting versatility never before achieved. Finger-tip control of the "Wing-Lift" levers instantly raises or lowers each unit for changing size of swath or transport. No wheel marks. All cutting units precede tractor wheels.

Worthington 9-Gang Fairway Unit with Model "G" Tractor. Cutting width 20 feet, 6 inches. Frame design permits mowers to follow ground contours without skipping or scalping. Convertible frame for 3-, 5-, 7-, or 9-gang combinations. Sharp turns with ease. Tension spring lever exerts up to 50-pound pressure for firm roller contact. Bed knife and reel adjustment handle. Separate gear drive in each wheel.
FERTILIZE ACRES in minutes ...with ACCURACY!

BROD-KASTOR

- Reduces turf fertilizing time by more than ONE-HALF
- Spreads pelleted and granular fertilizer up to 50 ft. wide
- Controlled, uniform spreading pattern eliminates burning and striping
- Completely field tested and guaranteed

WRITE TODAY FOR ADDITIONAL INFORMATION ON THE TIME AND MONEY-SAVING BELT BROD-KASTOR

BELT CORPORATION
ORIENT, OHIO

after this fall... He also has been made an honorary member of the club... He expects to play much more golf than he has been able to do in past several years working at the game... Jim came from Portrush (Ire.) GC, where he was head pro at 16, to start to work for Cuthbert Buchart at Westchester-Biltmore in 1923.

Leland G. Warnock for past seven years mgr., Whitcomb hotel, St. Joseph, Mich., has been named mgr. of the new Point o' Woods CC, St. Joseph, which is completing its clubhouse... Start building Ontario (Calif.) municipal course to design of Wm. H. Tucker, jr... Del Becker, Richmond, Calif., pres., Salmon Falls Development Co. says company is going to build $6 million resort including course at Salmon Creek, near Juneau, Alaska.

Albert C. Nozik, Euclid, O., attorney, will build a 9-hole course at Mentor Marina... Onancock, Md., group headed by George N. McMath, engages Ed Ault to plan course... Architect James G. Harrison hired by Erie, Pa., city council to prepare recommendations for locating and building city's third muny course.

S. J. Kremer, Elk Creek, Calif., heads committee to build Glenn County course... Start building Crowley (La.) CC... Campaigning to get course in Pawtucket, R. I., area... Caldwell, Ida., junior C of C in drive to get muny course... Scope Associates, Evanston, Ill., planning big real estate development, including golf course near Racine and Kenosha, Wis... Niwot Land Co. buys property for building course at Longmont, Colo.

Delegates to PGA annual meeting will hear pleasanful news about income of the 1959 PGA championship and 1959 Golf Day... Several projects for engaging the PGA in course construction and operation and office building have been given preliminary consideration at PGA sectional meeting... Majority of pros of solidly successful business experience seem to be of the opinion that the PGA has work enough in strictly pro golf affairs without getting involved in problems of real estate business.

Chester W. Beeler expects to open his course on Herrington Lake, near Harrodsburg, Ky., next spring... Open Bristol (Va.) CC new 18 built by A. G. McKay... Charley Walk is pro... Begin building 9-hole course on farm of Berlin Kaufman near Huntington, Ind... First 9 of new 18 muny course, south of present
The Laher DeLuxe Golfer is the dependable and economical favorite all over America where turf damage is not a problem. Laher cars are rugged-built to last 20 years. Exclusive Laher AIR-VAC spring suspension provides stability and comfort.

WRITE AT ONCE TO
Henry Johnson
Safes Manager
Electric Car Division

THE LAHER DELUXE GOLFER

The Laher DeLuxe Golfer is the dependable and economical favorite all over America where turf damage is not a problem. Like all Laher electrics, the Golfer features LUB-O-MATIC Drive for clean, silent, trouble-free operation—no noise or fumes to distract players. Laher cars are rugged—built to last 20 years. Exclusive Laher AIR-VAC spring suspension provides stability and comfort.

WRITE AT ONCE TO
Henry Johnson
Sales Manager
Electric Car Division

LAHER SPRING AND TIRE CORP
**Extra Profit**

 LIKE WALKING ON PILLOWS!

Air-Cooled! Air-Ventilated! Air-Cushioned!

**Dr. Scholl's AIR-PILLO INSOLES**

Made of soft Latex Foam. No adhesive. Convert any shoe into an air-cushioned shoe for only 60¢!

**3 PAIRS FREE!**

With a 3 dozen assortment of men's and women's sizes you get 3 pairs FREE if you order promptly. Packed in metal counter display dispenser. Each pair cellophane wrapped. Men's 7, 8, 9, 10, 11, 12 and Women's 5, 6, 7, 8, 9. Retail 60¢ a pair.

YOUR COST $14.40. YOUR PROFIT $9.00

Nationally advertised in THE SATURDAY EVENING POST, THIS WEEK, DELL MODERN GROUP and PARADE. SELL ON SIGHT!

Mail your order today!

THE SCHOLL MFG. CO., INC.
213 W. SCHILLER ST., CHICAGO 10, ILL.
62 W. 14th ST., NEW YORK 11, N. Y.

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**Wedding Bells for Two Golf Publicitors**

Lois Hayhurst, a member of the publicity staff of Golfcraft, Inc., and Jim Gaquin, field secy. for the PGA Tournament Bureau, will be married in Chicago, Dec. 5. Lois, a graduate of Mundelein College, Chicago, is practically as well known in the golf field as her husband-to-be, having worked in the women's promotion end of the game for several years. Jim is a Boston University graduate and worked on newspapers in Waltham and Worcester, Mass., before coming to the PGA as head of its tournament press dept. He is a native of West Newton, Mass.

Tennessee State Park Dir. Edinn D. Chappell says state hopes to construct course at Paris Landing park within two years . . . Cottonwood CC, 9-hole grass course at Glendale, Mont. started . . . Leo C. Johnson, Sioux City, Ia., is contractor . . . Cy Williams, pres. Enumclaw (Wash.) G&CC, signs 10-year renewal of lease on course, with King County park dept. officials . . . Robert Trent Jones designs new course to be built near Manhasset, N. Y.

Grand party put on by Plum Hollow GC, Detroit, Mich., for its mgr. Forrest J. (Red) Large, and his wife, (Mitzi) . . . Big dinner Sept. 12 and speeches and presents . . . Red came from Chicago to Pine Lake CC, Detroit, in 1934 . . . He was with Plum Hollow from 1949 to 1954 and came back in 1956 . . . Annual gathering of Detroit and Chicago club mgrs. in Chicago Sept. 20-21, with Chicago mgrs. headed by Pres. Ernie Flaim, entertaining their Detroit colleagues led by Ed Renegor . . . Idlewild, Olympia Fields and Flossmoor with Mgrs., Tony Roma, Alex Sacone and Jerry Marlatt and their presidents gave the visitors VIP treatment . . . Flossmoor pro, Bruce Herd, Supt. Wallie Peiper and Mgr. Marlatt started a golf tournament for the visitors on a magnificently conditioned course but a cloudburst ended the event.

Robert Bruce Harris designs 36-hole course, to be built near Minneapolis, by group headed by Totten Hefelfinger . . . Work begins on Lakewood CC 18 (New Orleans), designed by Harris . . . He also has designed two new 18s for city of Dayton, O., and designed remodelling of Columbus (O.) CC and Brier wood CC, Deerfield, Ill.

Henry Cotton's new book "My Golfing Album" (Continued on page 130)
Any place you can swing a club . . .

NEW! the SHAGNET

The answer to a Golfer's Dream

HIT FULL SHOTS WITH ANY CLUB TO A PRACTICE RANGE 6½ FT WIDE BY 6½ FT TALL.

$52.50 WHEREVER GOLF EQUIPMENT IS SOLD

Here's Why Every Golfer Should Own the SHAGNET

LOWER SCORES - with SHAGNET it's easy to practice. Full shots bang into the curtain then softly drop to the pad inside the frame . . . Practice makes perfect - and SHAGNET is the perfect way to practice.

RUGGED CONSTRUCTION - SHAGNET should give years of service. Quality materials used throughout. Frame is 16 gauge steel tubing. Won't "walk" - yet it's light enough to move easily. It is 6½ feet wide by 6½ feet tall. Thoroughly tested in all conditions.

ATTENTION GOLF PROFESSIONALS! The SHAGNET belongs too at Schools - For Recreation and Practice - Hospitals - Rehabilitation and Fun Motels. Possibilities unlimited on the SHAGNET for profitable sales.

AT HOME - Groove that swing in the back yard - hitting full shots - without chasing balls.

ALL YEAR 'ROUND

AT THE COURSE - SHAGNET is great for that essential warm-up before the first tee.

Pros and Sporting Goods Dealers - write for complete information and prices.

MIDWEST GOLF SUPPLY

300 FLEMING BLDG.

October, 1959
Plan now to
Attend the
31st INTERNATIONAL
TURFGRASS CONFERENCE
AND SHOW
Shamrock Hilton Hotel,
HOUSTON, TEXAS
February 1-5, 1960
See and participate in the
"Greatest Show on Turf"
—Educational Conference on Golf
Turf Management
—Leading speakers on golf turf re-
search, teaching management
and operations
—Annual G.C.S.A.A. Golf Tourna-
ment
—Tour of golf facilities around
Houston
—Largest Equipment and Supply
Show on turf
Welcome all golf turf workers,
everywhere!!
The entire Turf Grass Industry
will be represented
Sponsored by the
GOLF COURSE SUPERINTENDENTS
ASSOCIATION OF AMERICA
The men who maintain the finest golf courses
For detail on program
and show space
Write G.C.S.A.A., Headquarters
Office, P.O. Box 1385,
Jacksonville Beach, Florida

Manufacturers Say Golf
Boom Will Continue
(Continued from page 46)
equipment. Smart merchandising by pro-
fessionals, featuring pro-only lines, has re-
sulted in the pros now doing about 70
per cent of the golf business of the area
and six of the eight stores discontinuing
the sale of golf goods, obviously because
they couldn't make money in a price-
cutting battle on cheap clubs, balls and
bags.

Golf marketing in the Chattanooga ter-
ritory shows professionals in better com-
petitive condition than in other metro-
politan districts. As one of the oldest manu-
facturers with a pro-only policy, we are
happy to observe that professionals are
making use of the distinctive and strong
elements of "pro-only" in extending and
protecting their business against astute
and aggressive competition. The pro-only
trend is destined to be accentuated as profes-
sionals observe such histories as that of
golf merchandising in Chattanooga.

Harry Colburn, vp Wilson Sporting
Goods Co., Chicago, Ill. — The manner in
which club professionals have maintained
their dominating mer-
chandising position in a
rapidly growing market
is bright evidence of
their development as
sound business leaders.
Successful and expe-
rienced merchandisers
in every field are con-
fronted by testing prob-
lems of inventory, fi-
nancing, display and
other advertising, sales methods, employee
selection and management and the meet-
ing and beating of competition that is in-
evitably aggressive wherever a market is at-
tractive. Club professionals generally have
met these tests and have increased their
percentage of the total business. They
have achieved this by the smart policies
and practices that the best merchants in
any field employ. There is no way in which
good merchants can be defeated, and no
way in which poor merchants of any prod-
uct can be protected.

That's why we estimate that the steadily
rising and realistic standard of pro mer-
chandising will produce a larger percent-
age of golf business for pros in 1960
than their impressive percentage this year.
INVESTIGATE!
You’ll find that one golf car, alone, is guaranteed:

—to go a full 36 holes over any golf course with proper charging.

— against being over-turned by even the most careless of car drivers.

IT’S THE 1960 “Envoy” BY ELECTRICAR

4-WHEEL FIBERGLAS ELECTRIC GOLF CAR

Don’t settle for less than the “Envoy” guarantee

The time you take to investigate the "Envoy", and comparing it, feature by feature, with other golf cars . . . will pay off in important savings in time, worry and expense. In the “Envoy” you’ll find safety, service and performance unmatched by any other golf car — and the beauty, comfort and convenience you’d expect in golf’s finest car. Isn’t it worth while — to your club and your members — to investigate? Write us for complete information — today.

Franchises available in some states.

Electricar Manufacturing Corp.
17 John Street, — New York 17, N. Y.

October, 1959
GOOD NEWS FOR 1960

We are very proud of the many new styles and unusual fabric selection for the new season.

- 16 shades of Dacron/Comiso in “tone on tone” effect at $14.95
- 16 shades of lightweight “Italian worsted” at $27.00
- Many other original fabrics.
- Over 75 shades of Lady Golfer Bermuda shorts.

Several styles are now available for the first time with blouse to match.

Thank you for making 1959 a truly great year. We look forward to an even greater 1960.

Our salesmen are on the road with the new line and are looking forward to visit with you very shortly.

John W. Sproul, mgr., golf ball sales, United States Rubber Co., Providence, R.I.

—Golf hit a new peak in 1959. It’s hardly necessary to recite the facts — new high in courses — more golfers playing more rounds than ever before — golf ball consumption up around 15 per cent and a comparable increases in other playing equipment. But there is one disturbing facet in this otherwise beautiful picture. There just aren’t enough courses to go around.

Golf clubs today are becoming the center of community life. That is why the professional is becoming one of the most important persons in the community. He is looked up to not only as a teacher and player but as a leading merchant and a fellow who is helping to shape civic life and affairs. If he accepts responsibility and works with his fellow townsmen toward better community living, he is in a position to promote and sell merchandise to a greater extent than the average merchant. He has a “captive” clientele. He can make his business prosper and grow through the game.

Business forecasts for 1960 are bright. Additional courses will be opened. The pro who sells members and players quality merchandise at a fair profit will prosper next year. Golfers, probably more than any other class, don’t flinch at paying top prices if they are fair and the merchandise is right.

It is because of this bright outlook that U. S. Rubber is increasing its staff of famous pros in 1960 — adding men to a star group that includes Venturi, Hawkins, Johnson, Besselink and Collins. It is these great players who test the balls we produce and sell and assure the golfers of this country a quality product.

Thomas F. Root, vp The Fate-Root-Heath Co., Plymouth, O. — Building of new courses and reconstruction of courses to correct defects that were painful and obvious during the past summer are certain to make golf business good in 1960 for course equipment manufacturers.

In our particular case, we note that a constantly extended demand for fine condition of golf courses is increasing the demand for our lawnmower sharpeners, bedknife grinders and lapping machines. More course officials are beginning to agree with
Finest Quality
GOLF COURSE EQUIPMENT

Practice Green Marker
RAKE

HOLE CUTTERS

PUTTING CUPS

DIRECTION SIGN

TEE MARKERS

FLAG POLES

STANDARD MANUFACTURING COMPANY
CEDAR FALLS, IOWA

order from your favorite Standard distributor

October, 1959
FOR ALL CLUB-HOUSE STEPS...

Specially compounded of Nylon tire cord friction, this NEW MELFLEX Molded Rubber Safety Tread resists the scuffing, digging action of shoe cleats to a greater extent than any step covering yet developed — and still provide sure-gripping, slip-proof traction. These treads can be installed outdoors or indoors on any type step with MELASTIC Water-Proof bonding cement — and for permanence. Reduce club-house step maintenance costs, increase step safety with MELFLEX "KLEET-PROOF" Safety Treads. They are supplied trimmed to fit your steps — no cutting or waste.

MEL-ISLE Heavy Duty Ribbed Flooring...

For all club-house areas where a SAFE, resilient, wear-resistant floor covering is needed to meet rough traffic conditions — locker rooms, hallways, pro-shop, club grill, etc. Marbleized colors or black, 1/8", 3/16", in color; Also 1/4", 5/16", and 3/8" thickness in black. Cut to dimensional specifications or in rolls 36" wide.

Write For Information And Prices

MELFLEX PRODUCTS COMPANY, Inc.
H. L. WARFORD, President
410 South Broadway . . . . . . . Akron 8, Ohio

their superintendents' views that excellent up-to-date maintenance machinery and enough of it are essential to the maintenance of a course that players require, and at costs that show efficiency.

E. L. Parker, pres., A. G. Spalding & Bros., Inc., Chicopee, Mass. — This year’s record total of courses and golfers was reflected in a record volume of business done by professional golfers, as we see the picture. There is additional indication of the professional’s high standards as a merchant through the continued strong preference of the golfing public for quality merchandise.

Sales of the Dot have been phenomenally large and that is another item of evidence of the professional’s outstanding performance in golf marketing.

As we view prospects, the business professional’s steady advance in golf equipment business, the increase in courses and the marked growth of women’s and juniors’ play are going to make 1960 another year of progress in golf sales volume and profits.

Gordon Leslie, mgr., Geneva Works, True Temper Corp., Geneva, O. — We are very optimistic about the golf business for 1960. The current demand for golf shafts exceeds anything ever experienced.

During the past two years we have shown a modest increase in the manufacture and sale of shafts, but this would indicate only a normal growth that might be expected from year to year. We feel certain the additional facilities made possible by the National Golf Foundation, along with increased interest in golf at existing courses will result in a banner year for the entire industry in 1960.

Wm. Bommer, pres., Acushnet Process Sales Co., New Bedford, Mass — The club professionals are profiting from another demonstration of the wisdom of protecting their mastery of the most desirable part of the golf market. Some parts of the market have suffered seriously from price-cutting battles on golf goods of lower grades. While this has been happening Acushnet balls and Bull’s Eye putter sales have been running up new sales records at pro shops which are the only retail outlets for these quality items. Obviously, merchandising of products of highest reputation exclusively by retailers of highest standing is the combination for stable profits in golf. It seems to us that professionals are going to have bigger Christmas gift personalized ball business than ever before.