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May, 1960
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We furnish you all you need on rental share
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sible for damages, theft or breakage.

CADDY-ROLL RENTAL SERVICE
Three Rivers, Michigan

Fairway Maintenance
(Continued from page 40)

A few years back, while treating for
crabgrass with phenyl mercury, we noted
that turf was not seriously affected and
poa annua loss was not great when this
chemical was applied. This was really
nothing new. But it forcibly showed how
important fairway disease control can be.
We worked out a practical dosage for
economy and effect. I have continued this
practice for several years and my fairways
have been much improved.

Last year we applied phenyl mercury
six times, applying it upon the first in-
dication of a disease attack in the last
week of July, again in early August, and
making four applications in the last 10
days of August when we encountered our
worst disease weather. Dosage was at
1 qt. per acre of 10 per cent material. This
yields ¾ ozs. of material per 1,000 sq. ft.,
or less than the recommended rate of 1
to 1½ ozs. Water in conjunction averaged
about 75 gals. per acre. We added 3 lbs.
per acre of iron sulphate to the above
mixture to give added color, plant strength
and to combat iron chlorosis, usually prev-
alent in hot, wet weather.

Two spray rigs were used in the fungi-
cide treatment and our 40 acres of fairways
were handled in about three hours. About
10 gals. of chemicals were diluted in 3,-
000 gals. of water. Material cost was
around $100, cheap in comparison with re-
seeding costs when disease damaged areas
have to be repaired.

Fertilization Procedure

We go on the theory that fairways have
to be fed lightly and frequently. The
slightest overfeeding yields excess clip-
plings that can't be practically removed.
They remain to smother healthy turf.
Then, too, overfeeding softens the grass
plant and invites disease, wilt and physical damage.

We treated six times in 1959 between April and Sept. In April we used 370 lbs. per acre of a 10-10-10. In July we applied 225 lbs. per acre of Milorganite. In August and Sept. two additional treatments of Milorganite were applied at a 200 lb. rate. Also, in Sept. one treatment of urea (45 per cent N) was applied at a 50-lb. rate alone with a single treatment of potash at a 50 lb. rate. The peletized or granular materials were laid on with a broadcast type spreader covering 40 ft. to a swath. It took four hours to cover our 40 acres.

Insect Situation
Our program calls for an application of 8 lbs. (actual toxicant) of Chlordane per acre to combat angleworm and grubworm. It is timed to head off cutworm infestation that comes in June or July. We find this treatment more to our liking than the arsenates which aren’t needed in our case because we don’t have much of a crabgrass problem.

Our total expenditure for materials for the 1959 fairway program amounted to $2,560, broken down as shown:

- Fertilizer $36 per acre—$1,440
- Insecticide 10—400
- Fungicide 18—720

Total $2,560

Green Section Letter Outlines Course Services

The April issue of the Mid-Continent Turfletter of the USGA green section listed the advantages that member clubs receive in subscribing to the visiting service of the section. They include:

- Direct conferences with a green section agronomist;
- Assistance by correspondence and telephone;
- Two subscriptions to the regional Turfletter which is published six times yearly;
- A subscription to the USGA Journal and Turf Management, published seven times a year.

Annual fees which cover all services and expenses are: For less than 18 holes — $100; 18 to 27 holes—$125; More than 27 holes (36 holes) $150; (Per regulation course in addition to 36 holes) — $40.

The green section was established by the USGA in 1920.

BUYERS' SERVICE • P. 135
**Hard Selling Assistant**

(Continued from page 29)

Doylestown (Pa.) CC, then served as pro at Lehigh CC, Allentown, Pa., and as pro-mgr. at Mayfair CC, Akron, O. before coming to Miami Shores. He conducted the first golf TV program in the south and has been especially helpful to young pros and amateurs in the Miami area.

**Business Management Grad**

Benner went to the University of Miami. He graduated as a business management student. Then he went into the Army. After that duty he was with DuMont Television, selling in Florida, then became the company’s district sales mgr. for a year. MacLaughlin proposed that Benner come back to golf and take over the shop operations so that MacLaughlin could concentrate on teaching, practice range operation and his junior program, which with the help of his teaching assistant Bob Patrick, jr., has become one of the busiest in the South.

Jim likes the outside work. He enjoys teaching and supervising the practice of his pupils.

The MacLaughlin hunch proved sound. Since he has been able to specialize on the instruction and practice phases of the pro job his income is greater than it was when he was dividing his attention between shop and practice tee... Benner, in the two shops, has built up probably the largest pro sales volume in the Southeast.

Benner’s used club sales alone, so golf salesmen remark, are larger than the total volume of most pro shops in the Southeast.

**Year Around Play**

Miami Shores CC has 648 regular members who are property owners in the village of Miami Shores and 240 “pool” members, most of whom play golf occasionally. The club is active the year around although there’s a bit of a lull in the summer.

Benner’s pro shop at Balmoral Hotel was opened Nov. 1st. Jim MacLaughlin’s brother, Dave, has a teaching net on the beach above the hotel’s cabanas. Dorothy MacLaughlin, Dave’s wife, runs the shop.

There are no “pro only” lines sold at the Balmoral shop. Benner thinks those lines should be sold only through shops where there is a pro who knows the buyer well and will continue to serve him. A sign in the Balmoral shop recommends that these clubs be bought from the buyer’s own professional.

At the Balmoral shop there are golf
playing equipment buys that Joe declares will match or beat any that a shopper for really good clubs and bags can get anywhere. The golf apparel in the Miami Shores and Balmoral shops show what Joe and his mother have scouted as items that show good promise of style leadership.

**Mother Runs Register**

Mrs. Martha Benner, Joe's mother, is in charge of the register and does the bookkeeping for him. She is his buying adviser on women's golf apparel. She must be good. Women's business has developed immensely at both shops. Miami Shores gets a great deal of play by women and there has been frequent comment by visitors on the smart golf grooming of the club's women.

Women's buying accounts for the large part of the Benner sales volume. He gets an astonishing volume of business in playing equipment (new and used) and apparel, from beginners—men, women and children.

Joe also has as assistants in the shop a couple of fine young golfers and businessmen, Tom O'Neill and Don MacLaughlin. Don is Jim MacLaughlin's nephew. He is a University of Miami freshman majoring in business management and is working at Miami Shores when he's not in school.

Benner says that most beginners never see the inside of a pro shop until after they have bought their equipment at stores and have been playing for a while. Joe protects himself against being overlooked at the start by continuous and vigorous promotion to bring new golfers into the game.

**Continuous Promotion**

He constantly campaigns to bring the new ones in. He reminds them that a fine golf course is one of the great assets in their community that they should use. In Jim MacLaughlin they have available the best in golf instruction. Between Jim's lessons and the practice range the newcomer can become well schooled enough to get onto a course and play without embarrassment.

Furthermore, — and here, of course, is Joe's merchandising sense at work — the new golfer can get a good set of irons, woods, a bag, balls and a lesson for $79.95. If the buyer wants to trade clubs and bags in, within one year, on a top line of clubs an allowance of $79.95 will be given him.

Benner has a big, quick market for the used beginner's sets. He gets his money back on these plus a profit on additional
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HENRY GOLF BALL WASHER

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You get more ball washer for the money with The Henry. It costs less initially. Course Supts. will find it requires minimum upkeep. Golfers throughout the world have found that The Henry, with its rubber squeegee and gasket, cleans their balls faster and more efficiently.

DEALERS IN ALL PRINCIPAL CITIES

NEW—GENUINE MINK GOLF COVERS

Superb set of 4 only $35.00 Retail

Strikingly handsome set of four matched golf mitts is faced with select ranch Mink. Fur is lustrous, deep, silky textured...backed with supple glove leather. All-weather covers are as durable as they are distinctive. Choice of beige, dark brown, or grey Mink. Full pro discount.

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Self-Service

The Miami Shores shop is on the order of a self-service golf department store. It usually carries an inventory of about $23,000. Joe is proud of the depth of his club stock. He says he can provide any weight, swing weight, shaft length and flexibility in men’s or women’s clubs. The Balmoral inventory runs approximately $11,000.

Joe works seven days and six nights a week during the busier months. He orders thoughtfully and turns over his inventory faster than most pro shops. He studies his customers’ buying needs and keeps records that give him the score on his business at any hour. He buys from information instead of by hunch and guess.

He and Jim and members of the staff often go into the office at the Miami Shores shop, talk over business problems, think and plan. Joe says the trouble with some pros who ought to be doing better at their business is that they are so busy they don’t get (or take) time to think and plan.

Help from Senior Champion

The new shop at Miami Shores shows what the community thinks of Jim and Joe. Joe got the help of Jim McMartin, a retired contractor and the club’s Senior champion, in planning a new air-conditioned building that is a decided improvement in facilities for serving the community’s golfers. McMartin also collaborated with Joe in designing a number of display counters and fixtures.

The new shop building required a rearrangement of the first and tenth tees and ninth and 18th greens. The plans were taken to the Miami Shores village manager, C. Lawton McCall and he and the village council approved the changes.

Henry Leopold of the Visual Merchandising the purchaser invariably buys.
dising System also worked out display features in the new shop. The clubs are displayed on fixtures made like some Joe devised in 1950. He went ahead and built them but didn't get them patented. Now they are used extensively.

In a back room of the Miami Shores building merchandise is stored to be placed on display when replacement is needed, Used club sales racks and the rental sets also are kept here. The rental sets are in attractive bags. The sets are of nine irons, four woods and a putter. The clubs are not more than two years old.

Benner is a constant advertiser. He keeps writing and informing his members of what's new. He makes effective use of a few, neat and informative shop signs.

Big Christmas Drive

His biggest sales drive is for Christmas golf gift business. He uses Golfdom's "Christmas Shopping At Your Pro Shop" book as the heavy gun of this campaign and supplements it with a sales letter. December was the biggest month of his sales year in 1959.

Joe started with small capital. He told salesmen and manufacturers' credit men how he intended to operate. They took a chance with him. He wrote the credit
"Take Charge" Guy

(Continued from page 36)

Pelcher feels that the most glaring faults of golfers, both men and women, revolve around the pivot. In most cases, the player doesn’t swing away from the ball correctly and, as a consequence, his follow through is poor. If there is a panacea for this, he thinks it is good footwork. At any rate, he strongly recommends practicing to improve footwork to about 70 or 75 per cent of his players. Along with this, Pelcher preaches, "Think more of the swing than the hit." But he doubts if more than one out of maybe eight persons ever grasps this concept to the extent that he really does just this. If this were to happen on a large scale, the Davenport pro maintains, the number of good golfers in this country would be greatly increased.

If Pelcher has a teaching preference, it is instructing Junior golfers. Like most adults, he stands amazed at how rapidly kids learn to do something when they apply themselves to it. The most amenable age group, in his estimation, embraces the 12 and 13-year olds. "Kids of this age," he points out, "are almost as capable of imitation and of absorbing teaching as younger children. But what makes them really interesting is that they are just beginning to flex muscles that give them the power to give the ball a good ride."
Learn from the Kids

A favorite trick of Pelcher's is to have his youngsters study the swings of other Juniors and have them pick out the flaws in them. It's uncanny, he says, how quickly they can detect what is wrong with another kid's swing. "The pro," he adds, "can learn a great deal by selecting a half dozen youngsters to conduct lessons among the Juniors and follow them around and note just what corrections they recommend.

"And while we're on the subject of learning from others," Pelcher continues, "a pro who takes the attitude that he can't learn a great deal from watching the good players at his club is starting on the road down. That, after all, is the way a home pro should further his education since he really doesn't get much opportunity of seeing the great players in action."

Plenty of Club Competition

Thanks to the promotion work Pete Pelcher has done in his 14 years at Davenport CC, it is a very competition-conscious institution. Every year four big match play tournaments are staged for the 200 male members and the same number of events are held for the 100 women players. Davenport CC also belongs to a five club league made up of 16-man teams. The entire roster is changed for each match in league play so that practically the entire membership gets a chance to play in this competition.

Besides these so-called major events, there are numerous lesser competitions at Davenport CC. One of the most popular over the years has been a weekly mixed two-ball affair which starts around three o'clock and is climaxed by a buffet dinner. This is one that most members don't want to miss. So popular has it become, in fact, that it is being converted to a four-ball this year so that more persons will be encouraged to get into the act.

The club tournament season is climaxed by a Pro Trophy dinner at the end of the season at which Pelcher is host to the members, a large percentage of whom have qualified for some kind of an award in the silverware dept.

Evans Birthday Dinner

Western Golf Assn. will pay tribute to Charles (Chick) Evans, Jr., at a testimonial dinner in the Grand Ballroom of the Conrad Hilton Hotel, Chicago, July 18th. It is in observation of Chick's 70th birthday. Proceeds of the affair will be used to establish a special reserve fund for the Evans Scholarship Foundation.
"TUFLEX", the world's most resilient floor covering, is unexcelled for foot-ease, quiet and long wear. In the 3/8" thickness in Textured or Chiptone patterns, this superior flooring is recommended for locker rooms, Pro shops, the "19th Hole" and any other floor areas that are subjected to golf spike traffic. When applied with "TUFLEX" TA-10 adhesive, exceptional service will result. A wide choice of colors fits in to any decor.

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Members Won't Pay
(Continued from page 62)

But how is anyone going to know things are going to work out as they should or adversely? The supt. certainly isn't in position to take chances, to experiment, if there is a possibility that the variables exist.

Use A Small Plot
- What experimenting I do is carried out on a small plot. It really catches hell. I just about finished it one year with a crabgrass killer which was first applied at half the recommended dosage and, on a graduated scale, finally at three times the recommended dosage. The last shot took all the crab, weeds and turf. It was a month before the bent started coming back.

- Researchers and turf experts, to the contrary, it is wise to go easy on any product or method with which you are not familiar. Either may work well for the fellow across town, but it won't always work for you. Why? Nobody, and that includes some salesmen and turf specialists for whom I have the greatest respect, can tell me.

There is a well known fungicide that has many boosters in our part of the country. Most supts. have had good results with it and only a handful, one salesman tells me, have been hurt by it. I'm one of the handful. I did a great deal of checking before I put the blame on this particular fungicide for damage done to some of my greens. I finally came to the conclusion that, due to some kind of chemical reaction, the product liberated stored nitrogen that caused a lush, tender growth that wilted almost as fast as it grew. It wasn't possible to convince the salesman or his company of this. They maintained that it had to be something else, and let it go at that. Since there was a shadow of doubt, I think they should have investigated. There can be preventive as well as productive research.

- From what I have said thus far, it appears that I am the "All-American Out" so far as new products and their applications are concerned. I don't want to leave with that impression. In the past few years I have tried a new type fertilizer with excellent results; I have combined two kinds of fungicides, at the suggestion of a turf specialist, and found that the combination worked out perfectly. I was one of the first to use wetting agents...