Con-Voy rental carts are built extra rugged to give you the kind of maintenance-free service that puts extra profits in your rental business. Exclusive features like the stroke counter, cigarette and tee holder and easy bag hookup bring rental customers back again and again ... and Con-Voy’s easy-pay installment plan makes it a cinch to get your fleet started!

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• Quick Detachable Slotted Handle • Stroke Counter, Cigarette-Tee Holder are standard equipment. • New Carryall Bracket eliminates straps and springs, nothing to wear out or lose! • Registered to prevent theft. • Easy installment payment plan.

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PAR AIDE PRODUCTS COMPANY

DEPT. G • 296 NORTH PASCAL ST. • ST. PAUL 4, MINNESOTA
Bright Displays
Will Never Match
The Good Sell

Exotic lighting doesn’t mean
a thing if you aren’t moving
merchandise across the counter

By BILL ENTWISTLE, Jr.
Pro, Odgensburg (N. Y.) CC

There is so much emphasis these days
on new or refurbished pro shops that
you can’t help but wonder if all isn’t
“show” and if the accent isn’t being
taken off of “sell.”

The exotic lighting, exciting displays
and tasteful use of wall space and mer-
chandising islands, seen so often in
GOLFDOM features, are wonderful, but
if the pro and his staff don’t know how
to move that goods across the counter
to the golfer, then maybe the interior deco-
rator is the only one who is benefiting
from these new shops.

In the off-season I work in the retail
sales field. Until I started doing this a
few years ago, I thought I was a pretty
fair merchandiser. But soon after I took
the outside job I realized there were a
few things that I still had to learn.

For one thing, the retail stores don’t
spread themselves thin as so many of us
in the pro merchandising business do.
They concentrate on two and never more
than three brands. In contrast, the pro
is liable to carry as many as five or six lines
of shirts, perhaps five different kinds of
shoes, as many brands of slacks, and so
on. By ordering various items from a half
dozon houses he probably loses any
chance he may have of getting any kind
of a discount for volume buying, and cer-
tainly since he can order only so few
items from so many firms he isn’t end-
ing up on any of their preferred customer
lists. What’s more, in doing this, he may
be overinvesting his funds simply be-
cause he feels that he has to give an order
to every salesman who comes along.

To top it off, he is acquainted with so
many brands of merchandise, but actual-
ly knows so little about each, that he can’t
sell any of them convincingly.

To sell effectively, you have to know
your products as intimately as you know
your customers.

You undoubtedly have seen for your-
self how this works. If a customer asks
you a slightly involved question about
a brand of shoes you handle and you
can’t give him an intelligent answer be-
cause you are only vaguely familiar with
the shoes and don’t know all their fea-
tures, then you are going to lose his con-

(Continued on page 86)
Willie Low

Turns Designer

By BOB ALLISON
Phoenix Gazette

The huge new clubhouse of Phoenix CC is one of the most remarkable serving any golf club in the country. Its most popular spot — as was the case with the old building now being dismantled — is the golf shop of Willie Low.

The Scottish-born Low, in his 26th year at Phoenix, has a big, bright headquarters for his golf equipment sales and service.

"It's one of the greatest in the country," Willie says enthusiastically. "You know, we pros used to have to know how to teach and how to fix clubs, and that was that.

"Now we're merchants, too. We gradu-ually had that role thrust on us. We had to learn to be businessmen as well as golfers. It's just as well, too. It means a great deal to have a place like this," Low adds.

Willie himself is responsible for the appearance of the new shop. He designed most of the display furniture himself. It includes one item which is sure to be copied by pros everywhere.

Devises New Rack

To get away from the old way of rack-ing clubs along walls where passersby could knock them to the floor, Willie conceived a walnut-sided "box", about four feet square and table-high, with aluminum tubes in rows inserted into each face across the box. Each row of
Johns-Manville helps take the guesswork out of buying Plastic Pipe!

Now you can buy plastic pipe and be assured in advance that the product you're getting has been manufactured under rigid standards of quality control. You see, the J-M trademark, symbol of quality since 1858, stands behind each foot of Johns-Manville plastic pipe.

J-M ABS and polyethylene pipes are manufactured with only top-quality virgin resins. They have undergone extensive research and have been use-tested for many years. Thousands of hours of study, in all types of applicable service conditions, have resulted in pipes that are consistently uniform in quality. This means that you will be getting a superior product . . . one that will help reduce service failures and provide many years of dependable and economical service.

For details on NSF-approved Johns-Manville ABS and polyethylene plastic pipes, mail in this coupon today!

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☐ Submersible pumps

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CITY ___________________________
COUNTY ___________ STATE ________

JOHNS-MANVILLE
PIPE DIVISION
tubes holds one set of golf clubs. With three rows of tubes in each face, Willie's boxlike tables accommodate 12 sets of clubs each. They're out of the way, but with the heads projecting, they are still well displayed.

Willie has an excellent selection of apparel and clothing in his commodious display room. His office is shared with his sec. bookkeeper (Mrs. Low). In the storage room 750 golf bags can be racked without one touching another. The men's locker room with 350 lockers is located next door.

**Practically A Town Club**

Phoenix CC is the area's oldest still active golf club. It's practically "Phoenix Town Club" now. It's location, once on the fringe of farmland, is surrounded by residences and buildings of a rapidly growing city.

Now and then it was suggested the club find a new location. But its intention to stay where it is — permanently — was underscored by a decision to build a clubhouse which, with complete and elaborate furniture and equipment, carries a price tag of nearly $2 million.

The clubhouse has a main dining room seating 800, a large men's grill, an elaborate bar and lounge, a women's clubroom, a youth activities room, card-rooms, steam rooms and a huge kitchen.

**Brooks No Opposition**

Phoenix CC's prestige has never suffered despite construction of many new clubs in the Phoenix-Scottsdale area. Its membership list has been closed for years. It is reported the club can pay for the new clubhouse without assessments.

Its par-71 course, noted for narrow fairways and hazards of trees and traps, serves in alternate years as the site for the Phoenix Open. The club itself has sponsored for more than 40 years one of the Southwest's great amateur tournaments, the Phoenix Invitational.

Last summer its membership provided Willie and Mrs. Low a free trip to his birthplace, Aberdeen, Scotland, in testimonial of his quarter-century of service as golf pro.

**Revenue Ruling Rescinded**

A 1960 ruling by the Internal Revenue dept. (56-409) that said that the value of meals and lodgings furnished the families of certain employees is additional compensation, and taxable as such, has been reversed. It was recently rescinded by ruling 60-348.

John E. McAuliffe Dies In Florida Winter Home

John Edward McAuliffe, founder and board chmn. of Triangle Conduit & Cable Co., Inc., in New Brunswick, N. J. died Mar. 11, at his winter home in Palm Beach, Fla. He was 69 years old.

Mr. McAuliffe's death, following a lengthy illness, ended parallel careers in sports, politics, and industry that covered almost half a century. Brooklyn-born, he founded Triangle in 1916. It grew to a four-plant operation, grossing over 60 million dollars in sales in 1959. He was also board chmn. of Triangle Conduit & Cable (Canada) Ltd.

Jack McAuliffe was a golfing enthusiast from the time of his youth when he won the club championship at St. Albans GC in Queens five times. Later he became sec. of the Metropolitan Golf Association and in recent years sponsored many tournaments, including the Triangle Round Robin for professional women golfers and the National Invitational Mixed Four-some.

He was the Finance Chairman of the Republican party in New Jersey and active in party councils. He was also a member of the Metropolitan Club of New York.

Surviving are his widow, the former Eloise Schmutz; a son, John E. Jr.; three daughters, Mrs. Eleanor Menger, Mrs. Dorothy Vicino and Mrs. Martha Jane Rich; a sister, Mrs. Anna Duran, and 14 grandchildren.

**Too Much Printing on Heads**

A noted industrial designer, looking at irons on pegboard shelves in a pro shop display, asked, "What's the reason for all the stamping on the backs of these clubs? Some of them carry as much printing as a telephone directory but what does it say that helps sell a club or makes it more useful? Wouldn't the club with the manufacturer's name or trademark simply displayed look better and give the design a chance to assert itself?"
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ALL WEATHER GOLF SHOES

than any other golf shoes in the world!

ETONIC . . . first choice of men who really know golf! Again this season, ETONIC leads in fashion . . . in true golf engineering . . . in comfort and performance. They're the world's largest selling golf shoes! That's why golf professionals all over the country recommend ETONICS so enthusiastically — to players who have years of golfing experience and to those who are just beginning. Enjoy ETONICS this season.

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POWER THRUST

Development of the POWER THRUST Irons has been acclaimed as the most significant advance in iron clubs since introduction of the steel shaft. POWER THRUST cannot be compared with any other iron, because of its revolutionary departures from conventional iron design, illustrated at left.

A. Weight has been shifted from areas 1 and 2, and concentrated behind area 3, to give greater power at impact. Sole design reduces drag, with 25% less area in contact with the turf (area 4).

B. "Toe flutter" is eliminated, because all of the weight of the POWER THRUST is designed for maximum impact. There is no heavy toe weight to produce torque which can open and close the club head during the downstroke.
A Guardian System of swing weight checking follows each club through the manufacturing process, insuring a within set uniformity never before possible.
The GCSA specifications committee was suggested by the advisory committee at the 1960 Houston conference. Gene C. Nutter, our executive dir., past-pres. Elmer G. Border and myself were named to serve on it.

We investigated and read the codes and manuals of many other professions, industries and governmental agencies in setting up this guide for course construction. By the time of the fall executive committee meeting we had arrived at the conclusion that technical terms would have to be used to prevent misunderstandings. Thirteen major subjects and 64 items were covered in our report.

Many courses have been constructed on wasteland but have been improved to the extent that they are showplaces. But if the cost of such a project could have been foreseen, the club probably could have purchased an original tract of the best and most fertile land in the locality. Cost of the land usually is one of the smaller items in the total cost of a course.

**First Test: Fertility**

In evaluation of a course site, one of the first tests should be for fertility. Past history of its agricultural use is valuable. Most state universities have soil testing facilities and can give the club a complete report at nominal cost. The cost of clearing the site can be an important item. Natural drainage is important as it can be a costly maintenance item. Available water for irrigation should be surveyed and an adequate supply assured. A lab analysis should be made to make sure the water's mineral content is right for irrigating fine turf grasses.

Employment of a qualified course architect is a necessity. He shall be responsible for design of the course and shall furnish adequate drawings of all construction work, including detailed drawing of each green and tee. A complete set of specifications should be a part of the contract with the construction contractor.

Availability of the architect during construction should be determined before he is engaged.

The contract with the builder should cover the usual provisions for insurance, public liability, workmen's compensation and financial responsibility. It should also include rates of payment and credits for all changes and revisions.

**Superintendent's Role**

A supt. who will have charge of the maintenance of the course, should be employed by the club when construction

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**GCSA Guide**

**For Golf Course Construction**

By L. E. LAMBERT

Supt., Prairie Dunes CC, Hutchinson, Kans.
President, GCSA

This article has been condensed from a speech made by L. E. Lambert at the GCSA convention.