Simply suggest a name and jot it down on the coupon below and mail — you may be the proud owner of this snappy, stylish, new one man golf cart.

Northwest Development Corporation of Kohler, Wisconsin, is introducing a new, one man golf cart — everything is ready but the name. If you think up the winning name, you can have one of the new carts free of cost.

Here are some facts about the new cart to start you thinking! It's powered by a Kohler 4 hp gas engine; has airplane type tires to cushion the bumps; has only one positive pedal control for forward and brake — even on hills. The body is made of smoothly contoured, one-piece molded fiberglass. The frame is constructed of heavy gauge tubular steel. Your bag is carried in front for quick, easy access to clubs. Spring loaded front wheel fork for smoother ride.

Fill in the coupon — or reasonable facsimile thereof — with your suggested name. Entries require no purchase or consideration. Winner will be announced on December 1, 1961.

I would like to suggest the following name for the new, one man golf cart offered by NORDECO.

(Suggested Name)

NAME

ADDRESS

TELEPHONE NO.

CITY........................................STATE..................................
Jack Bernard Explains His Method of Overseeding

Results in overseeding Bermuda greens for winter play have continued to show progress in recent years. At some of the Southern courses, winter visitors (pros and amateurs) have pronounced the overseeded greens to be the finest putting surfaces that possibly could be provided.

J. L. (Jack) Bernard, supt., De Soto Lakes CC, Sarasota, Fla., has produced overseeded greens that have been widely praised.

Below, Bernard explains his method of getting De Soto's greens, each averaging about 7,500 sq. ft., into condition for winter play:

- The greens are aerified two ways 3 to 4 weeks before planting. Just before seeding the greens are mowed. After mowing, about 1 1/2 yds. of good screened topdressing is spread on each green. Then the green is spiked two ways with a Walter power spiker and after that we are ready to plant.

Prefers Astoria to Seaside

I use four different seeds: Kentucky bluegrass, redtop, Astoria or Seaside bent and Highland bent. I prefer Astoria to Seaside and I have found that the Astoria will take the few cold nights that we have better than Seaside will.

I use three spreaders, two Lawn Beauties and a Cyclone. I start on our largest green, setting one Lawn Beauty for 30 lbs. of Kentucky blue and the other one for 28 lbs. of redtop. The Cyclone is set for 11 lbs. of bent. The same amount of bent (11 lbs.) is seeded to a green.

Seed Isn't Mixed

Seeding is done in four separate operations: first, 30 lbs. of Kentucky blue; second, 28 lbs. of redtop; third, 11 lbs. of Astoria or Seaside, then 11 lbs. of Highland. I never mix the seed.

After the seed is spread I use two steel drag mats and drag them four ways. As soon as the greens are dragged I have a man hand water. He never goes heavy on the water but merely dampens the seed. To do this I prefer to use a Rose nozzle.

Mows on Third Day

Tifton 328, my base grass, is in the dormant stage when I overseed. I plant any time between Nov. 15 and Dec. 1. Mowing can be carried out the third day after seeding. If any seed is being picked up I mow without a grass catcher.

The greens are dampened twice daily until I begin to see results of the seeding. Then we go back to our regular watering program. I get best results from hand watering and do not use a sprinkler on a green at any time.

After planting is finished I spray the greens with a fungicide for disease prevention and with Aqua-Gro to work in a wetting agent. This gives fast germination.

Observations on Overseeding

E. Ray Jensen of Southern Turf Nurseries Discusses Maintenance

Poa trivialis and various strains of bent and red top have been used in recent years for overseeding Southern greens, but generally, rye still is accepted as the winter grass throughout the South.

As for maintenance of overseeded greens, they should be inspected closely each day for signs of disease inroads, particularly during periods of warm, humid weather. Immediate control of disease can't be overemphasized. Applications of Seme-san, PMAS or Caloclor, mixed with Captan 50 W, should be used periodically during danger periods to prevent disease.

Overseeding of Bermuda presents problems. A supt. can't afford to destroy existing turf and to work the soil the same way a farmer does in seeding. The area must be prepared so that seed will come in contact with the soil to encourage rapid germination. This, ordinarily, can be ac-

(Continued on page 118)
Truly MacGregor makes it a year of innovation excellence... for never have so many features been built into a single set of clubs with such a stroke of genius. Winged Back, features sculptured elegance with frosted platinum on top and bottom to emphasize perfect weight balance. New LESSDRAG sole design for minimum turf resistance and power loss. Flame Ceramic Face, means large impact area and lifetime "touch"... black ceramic pin points ball. MT Tourney Grips debut for '62, provide firmer all-weather feel with minimum torque; available in three distinctive color selections. Key-Site Insert on all woods, assures correct club address that adds to distance and accuracy. And many more.

Golfers will be pro shopping for these features in all models—MT Tourney, Tommy Armour and Louis Suggs. And MacGregor's got 'em... exclusively.

Sold through Golf Professionals only
How to Sell
A Maintenance Building

Board Takes Look,
Is Convinced and
Appropriates Funds

Substantial purchases of new service equipment were putting extreme pressure on existing maintenance facilities at Butterfield CC in Hinsdale, Ill. and something had to be done. Supt. Bert Rost had his hands full running the 27-hole 208-acre golf course in the outskirts of Chicago.

Fortunately, an extensive rehabilitation was under way at Butterfield calling for remodeling of the clubhouse and pro shop, installation of a new watering system, revamping of the course itself, construction of new, though unspecified, service facilities.

With the cooperation of Pres. Larry Faul, the entire board of managers were brought to the service area for an on-the-spot survey of existing buildings and equipment. The chairman of the green committee, Dr. Ray Grunt, and Rost presented their request for a new building, detailing the economies, conveniences and improved service that the new service center would bring to members and staff alike. This dramatic presentation made a big hit and won the immediate approval of the board.

Consult with Architect

At this point, Bob Hladik and Larry Dancre of the building committee called in professional help in the person of Arnold L. Larsen, an architect widely experienced in the problems of storage and service needs. Working from a checklist prepared by Dr. Grunt and Rost, the architect was able to design a building that met both present and anticipated service needs of the club.

Larsen broke the basic needs down into four inter-related requirements: low cost, permanence, fire-resistance, and maintenance free.

(Continued on page 102)
ALFRED H. TULL  
Golf Course Architect • Larchmont, N.Y.  

Jack Bender  
Associate • Box 1932, Ponce, P.R.  

Schedule — 1961  

Under Construction  
Rolling Hills Country Club, Wilton, Conn.  
Sunken Meadow Golf Course, Northport, L. I.  
(Long Island State Park Comm.)  
Muttontown Country Club, E. Norwich, N. Y.  
Poxabogue Country Club, Bridgehampton, N. Y.  

Reconstruction  
Waccabuc Country Club, Waccabuc, N. Y.  
Greenhill Golf Course, Wilmington, Del.  
(Park Dept. — City of Wilmington)  

Forward Planning  
The Apawamis Club, Rye, N. Y.  
Kentwood Country Club, Jericho, N. Y.  
Hercules Country Club, Wilmington, Del.  
Rockland Country Club, Sparkhill, N. Y.  
City of New York, New York, N. Y.  
County of Nassau, New York  
The Neville Hotel, Ellenville, N. Y.  
Fairview Country Club, Elmsford, N. Y.  

Available Services  
Golf Course Design  
Consultant Services  
Supervision of Construction  
"Key-in-the-Door" Contracts  
Guaranteed Estimates  

October, 1961
Ed Oliver Looked for Laughs Along with Tournament Prizes

Ed (Porky) Oliver, who died at 45 in Sept., after a year and half’s battle with cancer, was a fellow who never would concede. When he was told more than a year ago that he had only a few months to live, Ed replied characteristically: “Hell, miracles happen. I’ve known fellows who were given a year to live and 20 or 30 years later they still were around.” Runner-up in more than 20 tournaments during his life, including the Masters, PGA, USGA Open and Western, Porky apparently figured that he was due to win one of the big ones and his battle against cancer was it. Those close to him say he sincerely felt that he was going to regain his health and live to play more golf. He was forced to quit playing the circuit early in 1960 and between then and the time of his death he underwent two operations.

A native of Wilmington, Del., Ed is survived by his widow, Clara, and four children, Edward, Jr., Joanne, Bobby and Johnny. The Olivers were married in 1942 when Porky was an Army private and his wife an officer in the Nurses’ Corps.

In spite of his success as both a playing and home club pro, Ed will be remembered as a jolly fat man who never allowed the grimness of competition to dull his sense of humor. Perhaps that was the real secret of his success as a tournament player.

Stories about Ed’s appetite have become legendary. In the 1946 PGA Championship, Porky had Ben Hogan three down after the end of 18 holes. During the lunchtime break, Ed went in and helped himself to the buffet while Hogan hurried to the practice tee and polished his game while Porky was polishing his plate. There are those who say Oliver ate himself out of that title because Hogan came back and beat him, 6 and 4, but Ed never conceded that he would have played any better if he had passed up lunch that day.

This summer the PGA appointed Porky honorary captain of the Ryder Cup team that plays in England this month. Ed was a member of the winning U.S. teams of 1947, 1951 and 1953.
Every advance in E-Z-GO design and detail is a product of careful research. The slightest alteration is made only after consultation with users and fleet owners on courses coast to coast. Each step-by-step improvement is thoroughly engineered and tested under actual course conditions before public approval is sought.

New 1961 E-Z-GO advances are illustrated and explained in our current catalogue. A request on your letterhead will place a copy in your hands by return mail.

E-Z-GO CAR DIVISION, TEXTRON INC.  
P. O. Box 388, Augusta, Georgia

AMERICA'S FINEST ELECTRIC CAR
Quality Gives Sales Punch

Smart Pros Are Putting Accent on Top Grade Lines

By ERNIE SABAYRAC
Pres., Ernie Sabayrac, Inc., Hialeah, Fla.

It is quite plain that golf professionals who have enjoyed a profitable year in moving clubs in 1961 are those who have done their selling in a really "professional" way.

They went at the job like a pharmacist filling a doctor's prescription. What patient knows the drugs the doctor prescribed to be used in the remedy or who made the materials in the medicine? The patient trusts the doctor and the druggist; the golfer trusts the professional in his dual capacity of teacher and merchant and that confidence is the foundation of every successful pro's business.

Many retailers can beat the pro on price for there is a limitless amount of cheap apparel, clubs and golf balls on the market. None of it gives as much value per dollar as quality merchandise does. If the pro handles a cheap class of merchandise he loses his distinction and the biggest edge he has over competition—the prestige of being a merchant who provides his customers with the best. In a game where psychological factors are important as in golf, prestige counts for a great deal.

Discredits the Club

The pro shop today is closely associated with the prestige of a club. If the shop is an unattractive and disorderly place and displays merchandise of the sort found in the "bargain basements" of second rate department stores, it is a discredit to a first class club or semi-private or public course operation. Golfers at such clubs are inclined to be dissatisfied with the pro, subconsciously associating him with the inferior grade of merchandise in his shop.

GOLFDOM's survey of pro shop business this year indicates that 35 per cent of sales were in wearing apparel, including golf shoes. This figure checks with our observations. In our own close look in recent years at pro shop business the shops doing the largest volume, and handling quality lines, split about 50-50 in playing equipment and apparel (plus shoes sales revenue).

There is significant evidence of the sales value of quality in the pro's trade-in club business, a substantial factor in club sales at many pro shops. The top brands of clubs taken in on new club sales are readily re-sold at good prices. But the lesser known or cheaper lines, no matter how good they may look as used clubs, are hardly marketable at a price that will enable the pro to come out ahead on a transaction.

Profits From Wise Buying

Wise buying is most essential to pros' profitable selling. The pro can learn from watching women buy in his shop. Almost instinctively they know how to buy apparel and shoes. They are learning to judge values in clubs and they are building pro shop volume as they learn. Women don't come into pro shops looking for the sort of stuff advertised as "Famous Makers' Close-outs" in newspaper ads. They expect the pro to be a source for the type of merchandise found at the finest suburban or resort specialty shops. How well that policy pays the professional is something to which we can testify. Our sales of a quality line of women's golf wear through pro shops this year has been 62 per cent ahead of 1960.

Can't Fool Women

Any pro who thinks that a woman is going to go to a pro shop to buy cheap the same sort of stuff she can probably buy even cheaper in a low-price store has a lot to learn about merchandising. He should talk with his wife on this point and get straightened out.

Of course there is strong reason for a rather wide range of price lines on clubs, especially at the courses where people of limited incomes play, but I can tell you that no successful pro businessman I've come across ever has made a mistake in over-accenting his top grades. I have seen a few cases where pros put so much push on low priced club sales that they cut down on their high grade club business. These fellows drove the golfers to competing retailers to get get clubs even cheaper than the pro shop could offer them.

PROS! See Shopping Guide Ad on page 87
NOW! THE FIRST AND ONLY practice-ball washing, counting, storing, and automatic coin-operated dispensing machine. Built and thoroughly field tested, to save you money 5 ways:

1. No ball or beater contact, lengthens the life of practice balls.
2. Reduces pilferage by accurate ball and cash count.
3. Relieves congestion and delay at tee and at dispensing area.
4. Frees valuable space for merchandising.
5. Reduces labor and administrative costs.

BALL-O-MATIC IS GUARANTEED IN WRITING! Baked enamel cabinet, (choice of colors). Shipped ready to operate, weight 300 lbs. Delivery November 1.


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6. Large 8", soft tires; easy riding and easy on turf.
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