

SAVE CLUB HOUSE FLOORS

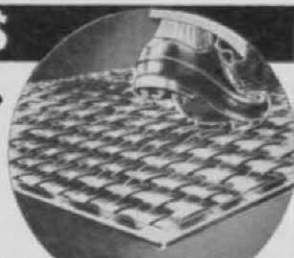
WITH SPIKE-RESISTANT PNEU-MAT RUNNERS

Protect your floors from spike holes with rugged Pneu-Mat Runners. Absolutely spike-resistant, they provide a comfortable walking surface—improve the appearance of your club house.

Woven of rubber-impregnated fabric, Pneu-Mat Runners are tougher than rubber runners. Reversible for double wear.

Money Back Trial Offer: Order a trial section. Test it on an area which gets especially hard wear. Money back if not satisfied.

DD



STANDARD WIDTHS

20" - 24" - 30"

36" - 42" - 48"

Trial Section

24" x 60"

\$12.50 postpaid

Write today for illustrated folder

SUPERIOR RUBBER MFG. CO., INC. • 145 Woodland Ave., Westwood, N. J.

Runyan and His Specialists

(Continued from page 30)

retail level, he feels the experience was worthwhile.

"I saw what a large part display can mean in retail sales," he says. "Jewelry shops that glamorized their merchandise had the largest sales."

Runyan carries an inventory of from \$17,500 to \$25,000. About 40 percent of this is in golf equipment.

He does not keep any regular pro shop hours himself. His wife helps at times and two fulltime assistants, Taylor and Mike Butler, run it at other times.

Don't Have to Be Golfers

Runyan is unusual in that he does not feel it necessary for shop assistants to be expert golfers, or to even play golf.

"I do think it is a good idea for them to know something of the tradition of golf, the famous players of the past, the great tournaments, etc.," he says.

One guarantee Runyan asked of the La Jolla directors in taking the pro shop was that the club would handle the billing and guarantee payment of bills by mem-

bers. He sends the club office a memo on the first of every month as to the amount owed by a member. The member can see the itemized bill at the golf shop.

"It is impossible for the club pro to have to assume personal responsibility for payments to his suppliers unless he has guaranteed payment from the club. After all, the club can suspend a member for non-payment of obligations but the pro has no such power," Runyan says.

Canadian Open

The 1958 Canadian Open Championship, which will be played at Mayfair G & CC, Edmonton, Alberta, Aug. 20-23, offers \$25,000 prize money to the pros. First place money is \$3,500. Seven special prize awards will be made to low finishers among Canadian pros. This is the 49th playing of the Canadian Open.

New officers of the Iowa GCSA are: Wes Letze, Waveland GC, Des Moines, pres.; Ralph Zegarac, Sunnyside GC, Waterloo, vp.; and John R. Raher, Des Moines G&CC, secy-treas.



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SELL PAR TUBES

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