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Electrics

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FINEST

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The LaHer "Hill-Billy" Golfer

Play better—play faster—play relaxed—with the sparkling, stylish LAHER "Hill-Billy" Golfer... the only electric car that's *engineered like a fine automobile!* You'll be able to play 9, 18, even 36 holes and be "fresh" when you finish! Save your energy for your shots—play better golf!

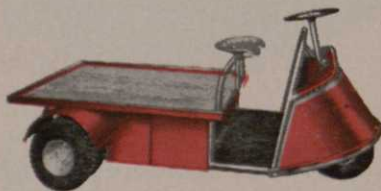
The LAHER "Hill-Billy" Golfer is completely *automobile engineered* for greater power, greater riding

comfort and stability. The streamlined LAHER "Hill-Billy" Golfer is by far... America's *finest* and most beautiful golf vehicle.

Play *more* golf... drive your own LAHER "Hill-Billy," or rent one from your Pro. Fill out and mail the coupon *now!* We will prove to you... the LAHER "Hill-Billy" Golfer is America's finest.

Compare these EXTRA Features!

EASY HANDLING, EFFORTLESS STEERING • GOES ANYWHERE—STEEP HILLS, "ROUGHS," ETC.
DUAL RATIO DRIVE—SPEEDS FROM 1 TO 18 M.P.H. FORWARD AND REVERSE • UP TO 50% MORE POWER (6 POWERFUL LAHER "DYNAMIC" BATTERIES—3½ H.P. AT THE WHEELS • ECONOMICAL—OPERATES ALL DAY FOR ONLY PENNIES!) • FULL ELLIPTIC SPRING SUSPENSION • "SURE-GRIP" HAND AND FOOT BRAKES • COMFORTABLE—SEATS 3 PEOPLE • RIDES LIKE A FINE AUTOMOBILE
BIGGER WHEELS AND TIRES—WON'T HARM TURF! EASY TO MAINTAIN • USE AS A SHOPPER TOO—DRIVE SHORT DISTANCES TO GOLF COURSE, SHOPPING, ETC.—IT'S FUN! • MADE BY MANUFACTURER WITH OVER 40 YEARS EXPERIENCE MAKING FINE AUTOMOTIVE EQUIPMENT • AVERAGE LIFE OF THE LAHER "HILL-BILLY"—20 YEARS!



NOTE TO PROS AND CLUB MANAGERS: There's extra profit for you in renting LAHER "Hill-Billy" Golfers to your Club members. Mail the coupon today, for information on the profitable LAHER "Hill-Billy" rental plan.

ATTENTION GREENSKEEPERS: The LAHER "Mustang" Delivery or "Mustang" Trucker helps you do more in less time. Move equipment, tools, seed, etc., quickly at lowest possible cost! Easy maintenance—Rugged power. "Mustang" Delivery carries 1000 pounds. "Mustang" Trucker with heavier frame and dual rear wheels carries heavier loads (up to 1500 pounds). Won't harm turf! Write for folder today!

MAIL THIS COUPON FOR BEAUTIFUL ILLUSTRATED FOLDER LaHer Mustang Mfg. Co. Inc.

SUBSIDIARY OF LAHER SPRING & TIRE CORP.
2615 Magnolia St., Oakland, Calif. • 300 Madison Ave., Memphis, Tenn.
Please send me the beautiful brochure describing the LAHER "Hill-Billy" Golfer and "Mustang" Delivery or Trucker.

- I am interested in purchasing a LAHER "Hill-Billy" Golfer
 I am interested in the LAHER "Hill-Billy" rental plan for my course.

NAME _____
ADDRESS _____
CITY _____ STATE _____

USED BY
NATIONALLY
KNOWN
PROS!



RUBBER WRAP-ON GRIP

CAN BE APPLIED TO ANY CLUB
IN 10 MINUTES!

Adds at least 15
yards to your drive

Builds confidence
improves your game

AT PRO SHOPS



*Finest "Feel"
in Golf*

C. S. I. Sales Company

Solon Center Bldg. • Solon, Ohio
Exec. Office: 536 Terminal Tower Cleveland 13, Ohio

(Philadelphia dist.) . . . Charley Grant, while on winter pro job at Useppa Island, Fla., conducts church services Sunday as there is no church on the island . . . Grant is pro at Barrington (Ill.) CC in summer.

Norman C. Johnson, former pres., Golf Course Supts.' Assn. of America, goes from San Jose CC, Jacksonville, Fla., to become supt. at La Gorce CC, Miami Beach, Fla. . . . Joe Zakarian, Golfcraft and Bowen-Hull rep. in Ohio and Michigan, says Bob Hamrick, new pro at Fremont (O.) CC, can testify it pays to keep a pro shop tidy . . . Bob leaned over to straighten a rug in his shop just as a 3-wood wild shot made by member Sandy Miller whizzed over the Hamrick conk . . . Hamrick recently married and is reminded by the bride to do his share of good housekeeping.

Robert J. Dawson, member of Western Seniors' GA, sends Western Seniors' directors letter protesting against ban of golf cars at Western Seniors' annual tournament at Scioto CC, Columbus, O., June 23-24 . . . Says he isn't only Western Senior who planned to play but will be ruled out by doctor unless golf car use is permitted . . . Ben Hogan only player exempt on two counts from qualifying for 1955 Na-

(Continued on page 103)

More customers . . . more customers per ball . . . with U. S. DRIVING RANGE BALLS



Designed and built specifically for Driving Range operators by the makers of the famous U. S. ROYAL Golf Ball, U. S. Driving Range Balls offer you and your customers . . .

- the feel and click golfers love
- uniform, game-true behavior
- tough covers coated with brilliant, scuff-resistant enamel
- lasting playability

Available in red, green, blue, or black stripes — with your name in large or small letters in any of the four colors.

Feature the balls that favor your customers and your profits. The most economical Driving Range Golf Ball ever offered. Contact your nearest U. S. Rubber branch, or write Golf Ball Department, United States Rubber Company, Providence 1, R. I.



UNITED STATES RUBBER COMPANY

Flexi-Mat[®]

SCORE AGAIN!

... New, Tougher Than Ever Combination Golf Range Mat

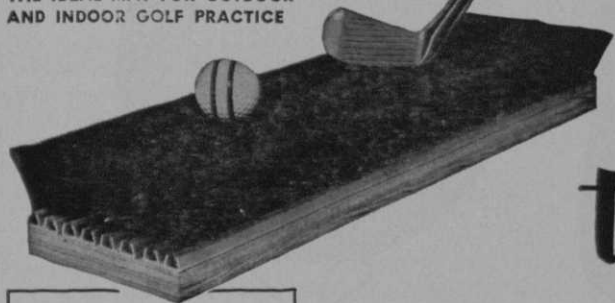
**GOLF RANGE OPERATORS—
STOP MAINTENANCE COSTS!**

You can now buy a complete package of this new design mat and brush with double "life" making this mat last longer, for less money. Overall size 4' x 5'. New Tampico Brush size 5" x 20".

SPECIAL FEATURES INSURE LONGER LIFE!

This new combination mat is made of heavy duty $\frac{7}{8}$ " thick Airplane Tire carcasses, reinforced with Nylon Cord fabric, bound together with nine gauge galvanized spring steel wire. End clamps are cadmium plated to resist rust and corrosion. Continuous strips and links structure doubles the "life" of mat. New Lite Rubber Tee Pad will not mar balls or clubs. Brush insert opening is reinforced with double strip rubber rim to prolong life and prevent damage to clubs.

**THE IDEAL MAT FOR OUTDOOR
AND INDOOR GOLF PRACTICE**



Only \$9.95

Size 5" x 20". Other Sizes
Available Upon Request.

BALL-HITTING TAMPICO BRUSH MAT!

Now . . . you can offer the "Grassy Lie" shots that every golfer wants to practice without costly turf injury or upkeep. The new Turf King brush mat gives that "off the turf" feel that every golfer likes. Quantity production has brought the price down within the reach of all Golf-Driving Ranges, Golf Courses and Schools.

Invites More "Practice Play" — More Money in Your Pocket!

SEE YOUR LOCAL SUPPLY DEALER OR WRITE FOR DESCRIPTIVE CIRCULAR

Flexi-Mat Corporation 2249 S. Calumet Ave. • Chicago 16



PAT. PEND.

Skid-Free Surface
Spike Resistant
Weatherproof
Increased Hitting Area
Improved "Grassy Lie" Brush

**Introducing
THE NEW 1955**

turf king[™]

In a Class by Itself

DUNLOP MAXFLI

Long ago the Dunlop Maxfli attained supremacy and has held it ever since. For uniformity, distance and accuracy, it literally stands alone.

Sell your par players the Maxfli Red. Sell the over par players the Maxfli Green. Lower scores for them and higher sales for you are bound to be the result.

The 1954 American, Canadian and British Open Golf Championships Were Won with Dunlop Balls



NEW DUNLOP MAXDRI GOLF SHOE

Sell your members on saving their costlier shoes, for dry days by wearing these when the weather is wet or for protection against morning dew. A marvelously lightweight shoe. Cooler than rubbers. Absolutely waterproof.



DUNLOP TIRE AND RUBBER CORPORATION
- SPORTING GOODS DIVISION -
500 Fifth Avenue - New York City 36

Pro Must Study Selling Like He Studies His Swing

By **WALT SILKWORTH**

Professional, Rydall (Pa.) Country Club

THE proper method of merchandising from the golf shop has become highly important to the professional. It determines how well he is handling his responsibilities of service to his members, and how much he will earn.

With his own ideas and the aid of some successful sales executives who are among his members the professional constantly seeks the soundest, most attractive and profitable methods of merchandising service at his club. A great many constructive suggestions have come from this cooperative effort.

But what almost every successful professional has learned is that application of the ideas are dependent to a very large extent on each individual pro and his club. The pro can't work on an absolutely uniform chain-store pattern of operation that will apply to every club.

Profitable pro merchandising methods, in a way, are comparable to the swings of stars.

We all know that there are some rather obvious variations of golfing experts in their individual interpretations of the details but the stars all look about the same when they hit their good shots.

And there are numerous variations in the merchandising details at wisely-run shops but the principles are about the same. When the sale, like the good shot, is made, the first class pros and their assistants look the same.

Study Selling Like Shotmaking

These men study their shop operations as a playing star studies his game. The pro businessmen practice a lot in making experiments to improve their shop displays, stocks and operating methods.

They have taught themselves what scores best in arousing the shopping interest and action of their members.

The first step in the aid of merchandising is proper display. A display attractively arranged is half sold. Eye appeal is a primary part of sales; the silent salesman.

A display in the golf shop in neat arrangement and contrast always attracts attention.

Placement of merchandise providing the proper color scheme is most important. There should be frequent change or rearrangement of the merchandise to make each item freshly noticeable.

Competition today, as always with the exception of the years of war when merchandise was more difficult to get, is very keen, yet competition where quality is involved is not too difficult to handle.

Quality Is the Bargain

Quality is one thing; price is another. Impress on your members in a diplomatic way that you as a golf professional have the knowledge to purchase and to sell the best in all golf requirements, whether it be clubs, bags, balls, shoes or sportswear. Properly expressed, this will go a long way toward placing your shop in a more prominent position than the downtown store.

Never hesitate to talk and promote quality, and that it is being sold by an expert in the profession.

The pro in making a sale thinks of the purchaser as a golfer, while the downtown store thinks of him only as a customer. There is a tremendous difference.

Quality is something that cannot be hidden; something to be proud of because



RYDER CUP COMMITTEE MEETS AT PALM SPRINGS

Members of the committee sponsoring and conducting Ryder Cup matches at Thunderbird CC, Palm Springs, Calif., Nov. 5-6, embellish the above illustration which presents, L to R: Florian G. Boyd, Mayor, Palm Springs; Harold West, Pres., Palm Springs Chamber of Commerce; Harrison Smith, Gen. Chmn., Ryder Cup Matches committee; Phil Harris, chmn., Ryder Cup Matches entertainment committee; Joe Novak, chmn., PGA International Matches committee; Fred Karlen, pres., Thunderbird CC; Milton Hicks, chmn., Golf Course committee; Jimmy Hines, Thunderbird pro; Robt. A. Hudson, Portland (Ore.) tournament sponsor, who represented British pros at the meeting. Thunderbird is having considerable reconstruction done to prepare the course for the Ryder Cup matches. New bunkering, more length, and more exacting rough, will be new features.

it is outstanding. It is in the material itself along with the proper manufacturing.

Let us take, for illustration, a wood club: the head is carved from a block of wood. It is attached to a steel shaft and the grip is put on. After the head is finished smooth and bright it might easily look very fine and in fact to the newcomer in golf may look as good as any other club. Right here, however, is quality, again—the grade of wood from which came the head, the quality of steel in the shaft, and the quality of the grip. Second grade quality in these three items does not make the top grade article.

Must Tell Sales Story

We all know that merchandising usually goes hand-in-hand with advertising. That is the way it is handled by downtown stores. As professionals we rarely can advertise in newspapers, for various reasons, so we must get the needed information to our club members by other methods.

A very good method bearing a personal touch may be three letters a year to each of the members: a spring letter for the opening gong of the season mentioning the new lines, a midsummer letter to carry on through the summer months suggesting vacation needs, and a letter prior to the holiday season to promote the gift buying spirit at your shop.

Always get across the point that the pro line of any merchandise is not mis-

represented. The golf professional cannot afford to sell unsatisfactory merchandise at any price.

It is up to every pro to resort to a method best suitable to inform the members of what he has to offer. Members do not go to the trouble of finding out what you have so you must inform them.

An overcrowded shop is a handicap to merchandising. Less on the shelves, racks or tables, but all that properly arranged, is beneficial in the promotion of sales.

Sales are often retarded by articles that remain on shelves day in and day out. It is good business to mark these items down and get rid of them. Any type of merchandise commanding this valuable space in the shop becomes unsightly and should hold no space.

We are all aware that many of our shops do not provide enough well balanced space for the display we would like; then why glut it with dead timber?

It is also noticeable that pro shops may be rather monotonous in their sportswear. This might mean that we should vary our lines. Quality again, but different, with eye appeal—not sameness.

It is of top importance that the pro, along with his assistant, devote time and thought to better methods of sales approach, better means of selling and the building up of confidence. With those he improves his service to the club as its professional.

Supts. Give Good Advice to Golfers on Course Care

THIS year golfers who show consideration for other golfers and for the course are to get deserved recognition.

The Worthington Mower Co., in collaboration with course superintendents, green-chairmen and other club and public and semi-private club officials, is awarding certificates of honor to "The Worthy Four-some" on each course. These awards will be made on the basis of nominations made by players at the various courses and turned over to the greens-committee or others designated at the courses.

The award idea, a follow-through on the notably successful course care educational campaign conducted by Worthington Mower in 1954, came out of the investigation made by Richard La Fond, Inc., Worthington Mower's advertising agents. More than 600 superintendents, chairmen and other club officials cooperated in a survey on the problem of educating golfers to an awareness of their responsibilities in minimizing the preventable expenses and difficulties of course maintenance.

Specific faults of course carelessness common to golfers were cited in abundance by the superintendents and officials in providing Worthington Mower Co. and its advertising agents with the material on which the 1955 educational campaign is based. But, in the majority of instances the superintendents and officials pointed out that the 1954 Worthington campaign had been effective because it avoided scolding and encouraged golfers to do their own thinking about what was sensible in the golfer's own use of the course.

Faster, Neater Play

It also was frequently noted by men in charge of the course that a major problem of course use, while not a maintenance factor, was unnecessarily slow play. This problem has been getting attention from the USGA but with not especially encouraging response, so the superintendents and chairmen suggested that this playing time element of golf etiquette logically could be tied in with the educational campaign.

The core of the educational campaign is double-page spreads monthly in *Golfing*,

the National Players' Magazine, with its extensive readership among the most active members of leading clubs and the most informed and influential players at smaller clubs and pay-for-play courses.

Reprints of the advertisements are provided to superintendents and club officials for display on clubhouse bulletin boards and mailing to members.

Newspaper golf writers and sports columnists gave strong local focus to the 1954 Worthington campaign and are doing a valuable job this year in spotlighting the educational work in their respective circulation areas.

Reports and suggestions from superintendents and officials were candid inasmuch as the survey was made on a rather confidential basis, due to the delicacy of diplomacy the course department generally has to observe in its educational work. But the general benefit of the initial campaign was significantly noted by Walter W. Cosby, supt., golf and grounds, at the famous Greenbrier courses at White Sulphur Springs, W. Va., which, during a season, has players from the majority of the first class clubs east of the Rockies.

Respond to Education

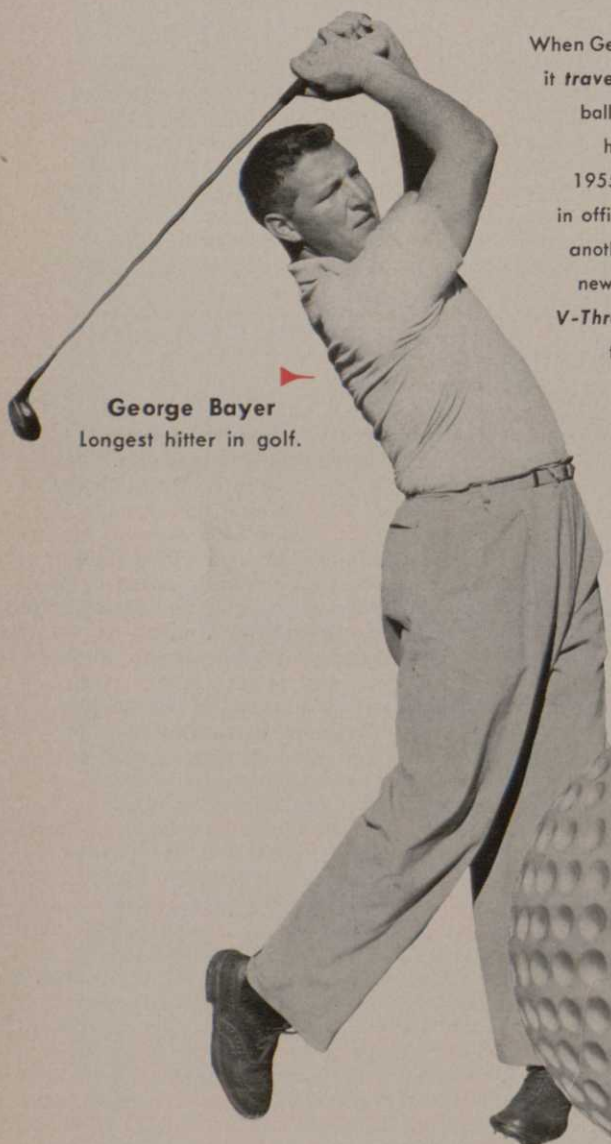
Cosby said that his maintenance men reported that last year there was a definite improvement in players repairing ball marks on greens, replacing fairway divots and smoothing sandtraps. He credits the 1954 campaign with having had valuable influence. However, one place where plenty of education is needed, Cosby commented, is lack of consideration for tees.

That observation was almost 100 per cent among the cooperating superintendents. Divot-taking practice swings on the tees, failure to heed the tee markers, and failure to use pegs on the short hole tees, account for considerable expense at good courses during a season and, in addition, require repair time that lowers the attractiveness of the course.

What puzzles the superintendents is that players who will play winter rules under almost any conditions and move the ball over to a good lie in a rough, will play a ball from the turf of a short hole tee.

Tommy Armour, in his book "How to

"MORE POWER TO YOU



George Bayer
Longest hitter in golf.

When George Bayer socks a golf ball for distance, it *travels!* "He's the mightiest driver of a golf ball to come along", agree the experts. He has won every driving contest entered in 1955, and has belted a golf ball 420 yards in official tournament play. Every long drive is another testimonial for the extra *go* put into new MT Golf Balls by MacGregor's exclusive *V-Thread Winding* process. The same thing's true with all the long ball hitters shown here. V-Thread Winding gives MT Golf Balls amazingly fast compression recovery. That means extra getaway power, and "*More sales power to you with MT Golf Balls!*"

These long hitters and many others play the new MT Ball because— it's best by a long shot!

All players mentioned are MacGregor Golf Advisory Staff members.

WITH **MT** GOLF BALLS™



▶ **Roberto DeVicenzo**
Argentine bomber—
hits one of longest
balls in game.

▶ **Mike Souchak**
Broke all-time PGA
record for 72 holes—
257, 27 under par!



New pro-sold MT's are
now available in two
compression grades:
Standard — and for
Women's play. Pack-
aged in new weather-
tite, reusable, zip-
open tubes.



▶ **Jack Burke**
Ryder Cup star. A con-
sistent winner and long
hitter year after year.



MacGregor
THE GREATEST NAME IN GOLF
REG. U. S. PAT. OFF.

CINCINNATI 32, OHIO

Play Your Best Golf All the Time," and in his newspaper instruction articles, has remarked that the expert tees a ball every time the rules allow, unless there is some short hole shot under conditions beyond the finessing of average golfers. Armour, too, says he can't understand why the average golfer ever neglects to use a tee on a short hole.

Stoppiness Expensive

Next to the tee damage, the superintendents responding to the Worthington Mower Co. survey said that carelessness—or downright sloppiness—in the disposal of litter usually was the biggest source of preventable expense, nuisance and deterioration of course appearance.

Cans and bottles thrown on fairways and in rough were a cause of complaint at courses where you'd not expect that trouble. Cans in the rough accounted for mower repairs and time out of operation.

In a number of instances the superintendents and officials said they had to accept some responsibility for the waste paper, cans, bottles, paper cups, candy, cigarette and ball packages and other debris being around the course as there hadn't been enough waste receptacles conveniently located.

Failure to repair ball marks in greens was listed high among causes of preventable expense and damage.

Preventable Greens Damage

Other carelessness on greens involved deep scuffing with spikes, mishandling of the flag, bag carts on greens, cigarette and cigar burns on greens, marking ball location by digging scratches with tees or, surprisingly enough, by knocking a dent into the green with the toe of a putter.

Damage to approaches and other areas adjacent to greens and tees by bag cart and golf car tracking was often reported.

Many superintendents said that there was more caddy training needed in handling of the flag. Several noted that small caddies jumping up to hold the flag and keep it from flapping was a common cause of green damage around cups.

The hot-tempered golfers who pound clubs into greens, tees and fairways after missing a shot also came in for painful mention.

Golfers definitely are improving in replacing divots and smoothing traps, although there are plenty of places where the golfers still haven't learned it isn't right to climb out the steep side of traps. Again, the superintendents say part of the trouble in trap care is that often there

aren't rakes provided for players and caddies at the traps.

Need Pro Good Examples

Many of the superintendents and officials say that the pros, and especially tournament pros, haven't given conspicuously good example in replacing divots or smoothing out traps. If the caddy doesn't do those jobs, the pros don't seem to care, according to a number of men responsible for course condition. Several club officials remarked that the PGA could do a good job for golf and improve public relations of tournament pros if they'd get tournament pros to give courses the consideration that dues-paying members are expected to show.

Bag carts in hazards and on trap banks account for plenty of avoidable maintenance work, superintendents say.

Loose spikes that come off shoes and damage mowers are another cause of expense that could be avoided. Superintendents wish that players would check up on their spikes before they leave the locker-rooms.

The superintendents and officials agree that educating golfers in course care is pretty much of a continuous job but the progress made during the first year a campaign was organized on a nation-wide basis by Worthington Mower gave high hope that the work would definitely reduce unnecessary expense in course maintenance and help keep courses in better and more attractive condition for all players.



AP Wirephoto

AFTER A DUST STORM

Dust storms are among the sources of trouble for course supts. in the southwestern states. Elmer Fugate, supt., Lakeside GC at Ponca City, Okla., got nationwide publicity for his ingenuity in plugging a vacuum cleaner into a portable generator and cleaning a layer of dust from his greens.