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The new Revolta Rain outfit, manufactured by United States Rubber Co., a lightweight, waterproof outfit consisting of zippered jacket, adjustable skirt, and cap has been designed for women golfers by Johnny Revolta. The wrap-around flared skirt and full jacket don't restrict the swing. The cap, with elastic backing, is especially designed to protect all types of hairdos. The outfit is made of plastic film in several colors and comes in small, medium, large and extra large sizes.

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Since maintenance crews are hard pressed during heavy play to keep traps raked, Clinton Kent Bradley, Mountain View, N. J., recommends use of his Leave-in-Trap rake in or near each trap so that golfers can take it upon themselves to smooth out their footprints and clubmarks. They can be educated to do this through signs and bulletin board notices posted around the course and in the pro shop.

The Bradley rake has 12 teeth and a 5-ft. handle, and head, teeth, handle and braces can be separately replaced when they wear out. The rakes are shipped partly assembled to conserve space.

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Swinging Around Golf

(Continued from page 77)

as pro . . . Larry Leonard, sports editor, Richmond (Va.) News-Leader told Mid-Atlantic Assn. of Golf Course Supts. that sports pages could find a lot more news from course supts. when courses are in fine condition because the supts. sure are news when weather's against them and courses are in bad shape.

Charley Thompson, publicity director for the Palm Beach Co., sent out the best picture publicity kit we've ever seen on any tournament along with the rest of his material for the 15th Palm Beach Round Robin at Wykagyl CC, New Rochelle, N. Y., June 6-10 . . . Snead is the only fellow who's played in all of the previous 14 Palm Beach events and he's won four of them—the first, in 1938, and those of 1952, 1954, and 1955.

Dave Lilly, Toro Mfg. Co. president, told Minnesota PGA at its spring meeting the pro is in a highly important position to sell the advantages of Minnesota to businessmen visiting the state, to the caddies and to other young men . . . Lilly said Minnesota is losing 10,000 young men a year to other states . . . Bill and Dave Gordon building 9 for Saucan Valley CC, Bethlehem, Pa., giving club 42 holes.

Pete Burke, PGA Senior champion to fly to London June 20 and will play for Teacher's international senior pro trophy against a British Senior pro to be selected by British golf writers . . . Match will be played July 1 . . . Warren Sumner, Teacher's tournament director, and Tex Bomba, vp of Schieffelin & Co. distributor of Wm. Teacher & Sons, co-sponsors of the PGA Senior tournament, have Pete training and practicing like a kid.

Harry Pressler, after 29 years as pro at San Gabriel (Calif.) CC, goes to Ojai (Calif.) CC as pro . . . Brendenwood GC, 9-hole Indianapolis semi-public course shut down for some years, reconditioned and recently opened by Bill Niehaus . . . Julius Boros plays three exhibitions in Germany, May 25, 27 and 31 for George S. May Co. . . Mrs. Philip Cudone of U. S. Curtis Cup team is daughter of a physical education instructor who was a golf pro in summers . . . Pop started her with a 7-iron then had her taking lessons from the late Tom Boyd and Tom steered her to Danny Williams, then at Crestmont (N. J.) CC.

John Sproul, U. S. Rubber golf ball sales mgr., says that a good golf shot generally has the club travelling 110 miles per hour at contact and a good ball when it springs away from the clubhead is going at 170 miles per hour.

CREEPING BENT STOLONS

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Arlington C-1,

Congressional C-19

Old Orchard C-52

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Old Orchard C-52 will take a lot of traffic—Tops for municipal golf courses.

THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES

Water Management

(Continued from page 48)

irrigation intervals predicted are very long ones running over thirty days, perhaps several months. Had this ever been demonstrated as being possible? Yes; where we have deep soils and deep-rooted grasses it can be done. Whether you want to do this or not depends upon a number of circumstances, but certainly if you are short on water one way of saving that water is to take advantage of these deep roots and let the grass run on the dry side. (A color

slide was shown of U-3 bermuda grass which has been allowed to go for over 100 days on the deep soil at Davis where during the summer the temperatures approach 100 every day and the humidities are very low). This bermuda was still green although showing dryness and growth had become very slow. Why can bermuda go this long without irrigation at Davis? Because it has a deep root system and is growing on a clay soil which holds a lot of available moisture per foot.

Robert M. Hagen's article on Water Management will be concluded in July GOLFDOM.

Classified Ads

Rates: Minimum insertion \$4.00 for 20 words; additional words 20c each. Bold face type, 25c per word. Classified cols. reserved for help or services wanted and for sale of used equipment. **NO CLASSIFIED ADS ACCEPTED AFTER THE 25th OF MONTH PRECEDING DATE OF ISSUE.** Under no circumstances are we permitted to divulge the name and address of those placing the blind advertisements. Responses to all box number ads should be addressed to the box number and mailed to GOLFDOM; replies are promptly forwarded to advertisers.

JOBS WANTED

PRO GOLF COURSE ARCHITECT — WOULD LIKE TO DESIGN COURSE AND REMAIN AS PRO—JUST COMPLETED BEAUTIFUL GOLF COURSE ONE OF AMERICA'S LARGEST CITIES. FAMILIAR WITH ALL MODERN CONSTRUCTION METHODS. ORIGINATOR OF NEW IDEA FOR DESIGN OF AMERICA'S MOST BEAUTIFUL GREENS. ADDRESS AD 601 c/o GOLFDOM

Middle-aged, sober couple, thoroughly experienced, desires to manage Country Club having about 300 members. Man thoroughly experienced in maintenance of golf course and could serve as Pro if necessary. Woman A-1 cateress, with thorough knowledge of kitchen and dining room service. Address Ad 602 c/o Golfdom

WANTED—GOLF SHOE LINE AND SLACK LINE FOR NEBRASKA-IOWA. WRITE JERRY GAMBLE, BOX 317, YORK, NEBRASKA.

MISCELLANEOUS

ESHELMAN GOLF AND CHILDS GASOLINE CARS USED FOR DEMONSTRATION GOLF CARS \$350.00 — CHILDS CARS \$150.00 — NEW \$200.00 F.O.B. HOLLYWOOD, FLORIDA. ADDRESS AD 603 c/o GOLDOM

GOLF and SKI school for sale. Est. 10 yrs. Nets \$6000. Near Chicago Loop. GOLFER'S CLUB, 111 W. Hubbard, Superior 7-8793.

Course location — Lake Ozark resort area, 80 resorts — 160 acres, unimproved, 70 acres cleared, landing strip, \$4500.00. Write Mel Adkins, Gravois Mills, Mo.

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Old Golf Balls retrieved from ponds, or out of bounds, on or around Golf Courses.
Cuts and bumped 36 per doz.
Off brands & synthetic, or slightly nicked 1.56 per doz.
Round & Perfect \$1.25 brands for
refinishing 2.40 per doz.
Like new top grade for rewashing 3.60 per doz.
NOTE—Golf range culls, picked over lots, and cut deep into the rubber types wanted, but not acceptable at above figures.

Send for shipping tags and instructions

DRIVING RANGE MEN—REBUILDING

Your old cores recovered with the new type paintless cover. Tested and proven to be the best process in rebuilding for range or miniature course use. Guaranteed 100% against seam splitting.
Price per doz., on exchange \$2.60,
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 Drinking fountains
 Fertilizers Solid Liquid
 Flags (greens) Flag poles
 Fungicides
 Generators (gasoline)
 Gopher killer
 Hole cutters
 Hose
 Hose clamps

- Humus
 Incinerators
 Insect fogging machine
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 Leaf pulverizer
 Litter receptacle
 Miniature Course Const'n
 Mole Killer
 Mowers: putting green
 whirlwind tee
 fairway rough hand
 Mower Grinders
 Peat Moss
 Pipe
 Playground equipment
 Putting cups
 Rakes (worm cast & clean-up)
 Refuse containers
 Rollers: power water filled
 Sand (for greens, tees)
 Seed: fairway green

- Shelter houses
 Sod cutter
 Soil conditioner
 Soil screeners Soil shredders
 Sprayers: power hand
 Spreaders, fertilizer,
 seed, topdressing
 Spikers; greens fairway
 Sprinklers; f'way green
 Steel curbing
 Swimming pool equipment
 Swimming pool cleanser
 Swimming pool paint
 Thatch removing machine
 Tile-sewer cleaning service
 Tractors
 Trees
 Turf sweepers
 Water systems, fairway
 Weed chemicals

Pro Shop

- Bags: canvas leather
 Bag carts, for players
 Bag supports
 Bag racks
 Bag Tags—Guest Tags
 Balls: Regular Range
 Ball Markers
 Ball retriever
 Caps and hats
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 Charge books — for pro shops,
 green fees, etc.

- ★
 Club Carriers
 Club Cleaning Liquid
 Club cleaning machine
 Clubs: Woods Irons
 Putters
 Club head covers
 Club repair supplies
 Cushion-sole Inserts
 Display equip.
 Dressing for grips bags
 Electric golf cars
 Golf bag covers
 Golf club protectors
 Golf gloves
 Golf Grips: Leather
 Composition
 Golf Practice Devices
 Golf shoes
 Golf Shoe Spikes
 Grip dressing

- Handicap Computer
 Handicap racks cards
 Mech. Range Ball Retriever
 Name labels, for clubs
 Practice driving nets
 Practice Golf Balls
 Preserver for leather
 Score cards () Charge checks ()
 Score counter (watch type)
 Seat attachment, for carts
 Sport seats
 Sportswear: Shirts Socks
 Sport jackets Rain jackets
 Windbreakers Slacks
 Sweaters
 Women's golf apparel
 Tee mats
 Tees (rubber) for driving mats
 Teeing device (automatic)
 Trophies

Club House

- Athletes foot preventives
 Bars (portable)
 Bath mats
 Bath slippers
 Cash Registers
 Deodorants
 Disinfectants
 Hose and Hose Clamps

- ★
 Floor coverings
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 Link Type Mats
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 Printing

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 Runners for aisles
 Rugs
 Showers Shower mixers
 Shower water control
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To: Name

Club

Title

Club

Address

Town

Zone (.....) State

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Zone () State	By	Position

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name (Zone)
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Grn. Chmm's:

name (Zone)
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name (Zone)
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Course Superintendent's (Greenkeeper)

name (Zone)
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Professional's:

name (Zone)
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Sticks to 4 Operating Rules

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thirdly, the quality merchandise represents the greatest value for the money and doesn't involve trouble in exchanging defective merchandise.

Speaking of pressure selling, Fondren sums it up this way: "Sooner or later the fellow who has been pressured is going to realize what happened to him. Whether you know it or not, you've probably lost a customer as of that moment. Anyway, the persuasive approach brings more sales in the long run."

The best policy in pro shop selling is to make it easy and pleasant for players to buy what they need to improve their games and increase their enjoyment of golf.

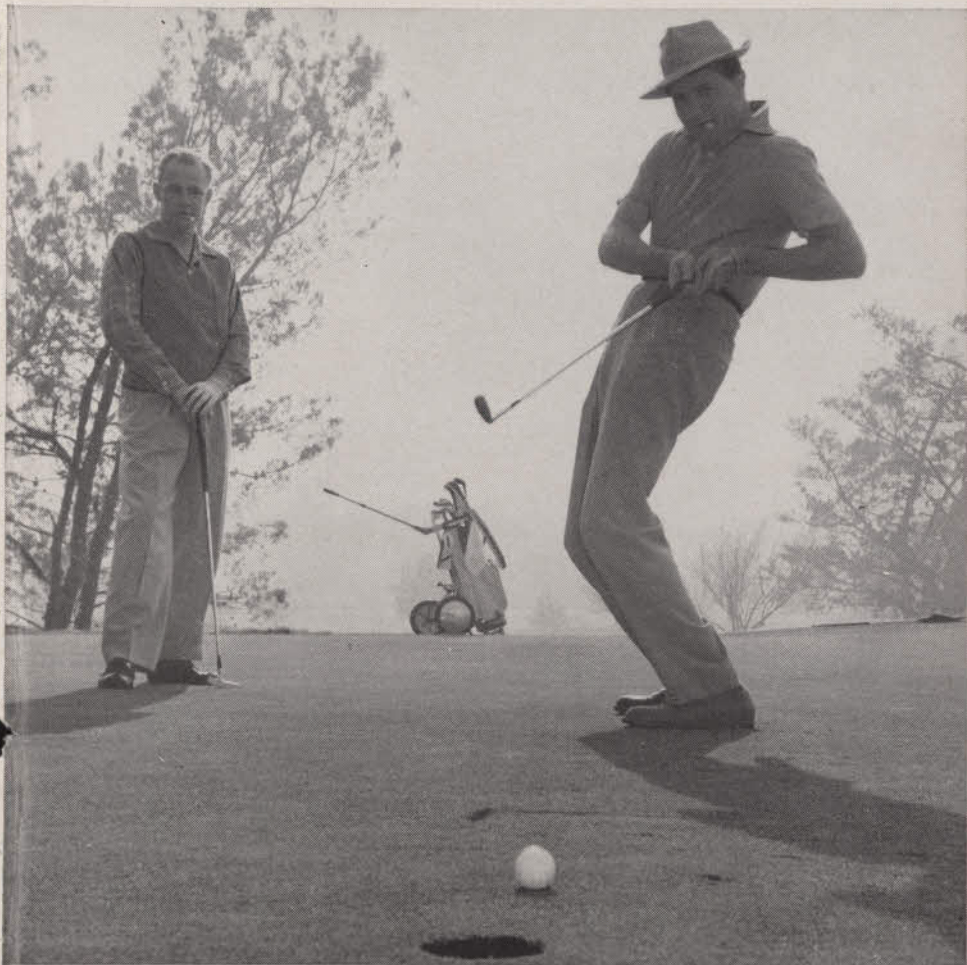
Rule 4 is closely tied in with Rule 2, according to Fondren. It amounts to giving the member the best possible merchandise for his money and being careful to sell him equipment that he can use to the greatest possible advantage. "Everybody agrees we should learn more about club fitting," says the Memphis pro, "but I think that should be extended to shoes and wearing apparel. It's only when the pro becomes the complete merchandiser that he'll have a chance of getting all his members' business."

The Colonial pro operates in a 24 x 72 ft. shop that was built for him two years ago. One thing that excites the envy of most other pros who have seen the shop is that it has plenty of storage and display space and an excellent workshop where there's ample room for a fellow to move around in.

Shirts and hats are displayed in five large glass showcases complete with mirrors which give an added gleam to the merchandise. Two and one-half ft. high bins are used for displaying golf bags, clubs, shirts and miscellaneous items while trousers, shoes and other wearing apparel are shown in rack-type displays.

To keep members occupied and comfortable, Fondren has his shop outfitted with a TV set, several well upholstered chairs and a vibrator chair which gives a refreshing treatment to the weary golfer.

Fondren keeps on the lookout for stories and articles about the members, or their families, which appear in local newspapers and posts them in a conspicuous spot near the TV set for all to read. All these things add to the folksy atmosphere of the Colonial pro shop which is contrived to a certain degree, as the Memphis pro candidly admits, to get people in where they come contact with the merchandise he sells.



When you really need one

... there's nothing like the entirely new *Wilson Staff* golf ball! You'll find its X2F-energized liquid center, its new friction-free winding and its new cover that makes room for 17 yards more live rubber thread, deliver far more—on the fly and on the green!

Another great ball with the same construction advantages is the new, improved *Wilson Jet*. It gives you lightning response with a sweet feel. Either golf ball—*Wilson Staff* or *Wilson Jet*—you're yards ahead with Wilson. Check with your Wilson salesman the next time he stops by.

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