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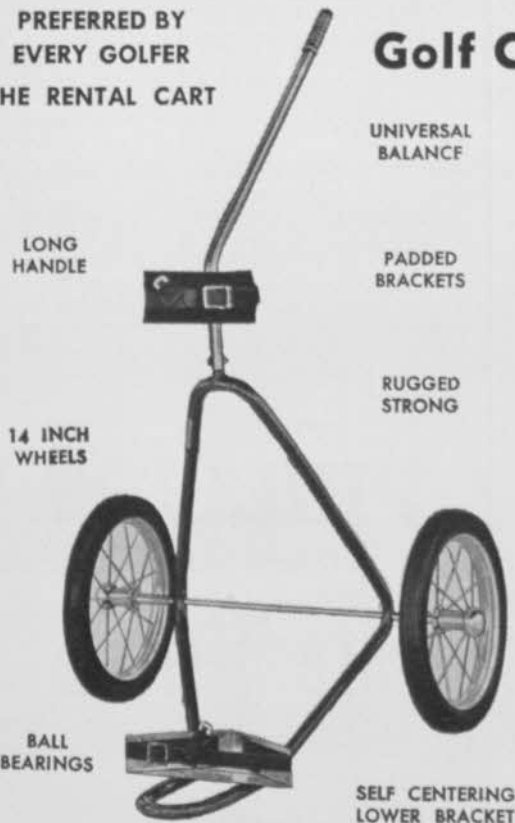
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HIGHLAND CAR CO., 116 Sidway, Jackson, Miss.

Hughes was architect and John Hanley is supt. of construction and the course.

Warrensburg (Mo.) CC in new clubhouse . . . Beaver Brook CC, Fountain City, Tenn., building clubhouse . . . Don Kriechbaum, pro-mgr., Macktown public course at Rockford, Ill., conducts weekly free classes for boys and girls throughout the summer.

Sebasticook GC, near Newport, Me., has been bought by John G. and Janice Hope Hawthorne from J. Walter Anderson . . . Pushing construction of 18 hole course at Boone, N. C., to plans of Ellis Maples . . . Greensburg (Pa.) in extensive clubhouse and course rebuilding program made necessary by highway reconstruction through course.

Barron Connell building 9-hole semi-private Larkhaven CC near Charlotte, N. C. . . . Expects to have course in play by June, 1959 . . . Clinton C. Bingham heads group organizing Sugaroaks G&CC, New Iberia, La. . . . Open 9-hole Black Mountain CC at Boulder City, Nev. . . . Planning course for Schaeffer property at McCullum Lake near Crystal Lake, Ill.

Meadowbrook CC, Richmond, Va., which isn't completed yet, has named James G. Lumpkin, its pro . . . Lumpkin had been an amateur until getting the Meadowbrook appointment . . . He has been in hotel and retail clothing businesses and will be active in Meadowbrook promotion . . . George H. Bird has been engaged

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(Signed) *Jimmy Demaret*

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The Common Sense of Pro Shop Selling

Maybe you've heard of but never tried these ideas and methods in your business. Careful study of them should bring you increased sales

(First of Two Articles)

By **GEORGE AULBACH**

Professional, Lufkin (Tex.) CC

THE BEST prospects for a set of clubs are the members with the oldest set of clubs. The best way to check every set is to make a careful study of the bags in your storage rack. This serves as an excellent check on those who need woods, irons and maybe a bag.

Behind the counter I have listed, under three categories, those who need woods, irons and a bag. These names are a constant reminder that I should talk to Mr. X about his needs whenever the opportunity arises. This systematic method of selling will bring definite results, but it takes much patience and time.

When Mr. X comes into the shop I show "what's new" items in clubs and tell him about the features of each make. I suggest that he try out a set at his convenience.

Above all, you should never work on Mr. X with such vigor and determination as to create the impression that you are trying to high-pressure him into a sale. Never rush him. He must first sell himself that the clubs will improve his game. Send your prospect folders on new clubs. You can get this material free from almost any manufacturer. When your prospect begins to show serious interest, then guide him to the clubs that are best fitted for his game.

Perhaps the gravest mistake a pro can

make is to sell a set of clubs that doesn't fit the player, just to make a sale. The member must be pleased with his purchase and feel that his new clubs are helping his game. Once a member feels you "got to him" on a bad buy, then you have lost a friend and customer for life. For months after the sale is made, you must show a sincere interest in the member's new clubs by asking him about his game.

Checking the club racks does not always give a complete list of prospects. We still have many players who do not leave their clubs in the pro shop. I usually stay close to the first tee to assist the starter during weekends. This gives me the opportunity to check other bags. I always carry a pad in my pocket to make notes as I look at the bags. You can pick up many prospects for clubs.

There is a "punch point" in everything we sell, for example:

Don't sell clubs — Sell what they will do.

Don't sell looks — Sell their modern design for more hitting power.

Don't sell feel — Sell the lie, weight and shaft to fit the swing of each player.

Don't sell the model — Sell its corrective features, such as hook and open face.

Sell durability, economy and high trade-in value.

Ask players to try the clubs and see for themselves. Give your member an opportunity to "see, feel and try." These are the three major factors in selling clubs.

Following the leader is always a good sales approach. When you have individuals in your membership who appear to be outstanding leaders, and with whom everyone likes to play, then they are key men. Each club has three or four such men. To these men you can afford to make long trades, just to get them using a new set of clubs. They will brag about their new clubs and members will listen. Remember, people always like to follow a leader.

Trade-ins Are Difficult

Now we are going to discuss the most difficult part of pro shop selling, the trade-in of clubs. When an assistant appraises a set of clubs for trade, the allowance should be on the low side. If the member feels it is too low, he can always ask the pro if the pro can do any better. If it is possible to up the appraisal a few dollars the member feels he has made a good trade.

If my assistant has quoted what I believe to be the highest we can afford to offer, and the member comes to me for a better trade, I say my best is \$5 lower than that of my assistant. But since my assistant made his offer in good faith, I'll let it stand. In either case, the member feels he has got the best possible trade.

Trading is a very hazardous business. You must trade with the member feeling he has got the best of the bargain. Also keep in mind, never trade unless you feel it is going to be profitable to you. You are entitled to a profit on every used set you take in for resale.

I have turned down many trades because members have insisted that I pay more than the clubs were worth.

Sometimes I approach a hard trader from a different angle. I make him a firm bid, then say, "You try to sell your clubs to anyone for what you think they are worth. If you haven't sold them within two months, I'll still give my original offer regardless of the extra wear the clubs have undergone." In most cases after a month of trying to sell them without success, he realizes they are not worth as much as he had expected, and he is willing to meet your terms.

One must be very careful in trading. If you don't watch it closely, you may

This article was condensed from a speech made by George Aubach at the last PGA Assistants' School course.

How's This for Distance?

It is an established fact that you probably can kick a golf ball that is frozen a lot farther than you can drive it.

So, it's reasonable to assume that a ball that has been boiled should have an added injection of go.

A Milwaukee golfer tried testing the latter theory a few weeks ago with three golf balls. After dropping them into the cauldron, he stepped outside his home to take a few practice swings. A few moments later there was an explosion — then two more.

He rushed back into the kitchen to find his astonished wife, who knew nothing about the experiment, gazing in horror at tiny bits of rubber that had plastered the stove, refrigerator and practically every inch of wall and ceiling space.

end up with your year's profit tied up in merchandise you can't sell. I have found that it does not pay to trade off brands or models older than three or four years.

Let Others Take Loss

There is a type of individual who always wants to trade providing he gets all your profit in the deal. This fellow has already been to other pro shops and ranges and is playing one against the other for the absolute highest bid. When I meet this type of trader I know I am not going to make any money on the deal. So I tell him I can't make him an offer because I have too many used clubs in stock. I am always ready to let the other fellow have the unprofitable business.

Sometimes we have a member who wants to trade but insists he can't afford it. I will make sales to these fellows on long terms giving them up to six months to pay.

Caring for Ball Shoppers

The golf ball is perhaps the easiest selling item in a shop. Every club has a few members who, for one reason or another, do not buy their balls from the pro. In most instances they buy their balls from bargain stores, cut-price catalogs or some "so called" wholesale outfit.

Of course, they do not get top grade balls. Their main buying incentive appears to be price and not quality. Apparently they do not want to pay top price for a ball and are embarrassed to ask the pro or his staff for low price balls for fear

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Golf Course Irrigation

A Top Designer and Engineer
of Watering Systems Discusses
Turf Needs, Pipe Distribution

(First of three articles)

By C. E. (SCOTTY) STEWART

Registered Engineer, Homewood, Ill.

THERE probably is nothing more frustrating than poor sprinkler performance. It nearly always is due to a lack of water and pressure, mainly caused by a poorly designed system of distribution piping.

Probably the first thing to determine in the design of any irrigation system is maximum turf water requirements, and then plan accordingly. An efficient system should be of such a size as will provide maximum precipitation regardless of expected rainfall.

The average 18-hole course has approximately 45 acres of mown fairway area and 5 acres of tees and greens which must be watered. If we plan on precipitating 1 in. of water per week over this area it will require 50 x 27,154 — or 1,357,700 gals. This amount, in a six-day working week, breaks down to 226,283 gals. per day. In an 8-hour day it works out to approximately 500 gpm.

One method in fairway watering which has given satisfactory results has been to zone the fairways into three areas of six fairways per area and plan on watering these in one night. Thus, the course can be watered twice weekly. When ½ in. of water is applied to the fairway area at each watering the desired one in. of water is precipitated weekly. But with bent fairways becoming more popular there is some doubt if they can go for three days without water in the hot part of the summer.

Although there is no standard width for a fairway, 150 feet or 50 yards is accepted as fairly representative. In order to water a fairway of this width from the middle, it is necessary to have the sprinkler cover a diameter of 180 feet. This means that some of the water spills into the rough, but as the best of sprinklers only provide even watering for the first 80 per cent of

coverage, the outer 20 per cent tapers off from full coverage to a few drops on the outer edge, water falling onto the rough is very small.

Recommends 85-ft. Intervals.

It is common practice to locate sprinkler valves down the middle of the fairway at 90 or 85 ft. intervals. I have found the 85 ft. interval spacing to be economical. Mills turn out 3-in. pipe in exact 21 ft. lengths and four such lengths plus fittings equal 85 ft. Thus a great deal of threading and cutting is eliminated for in any course system it will be found that 3-in. pipe represents about one-third of total pipe footage used.

At a pressure of 90 psi at the base of the sprinkler the average fairway sprinkler, to cover 180 ft. in dia. discharges 60 gpm. When a total of 500 gpm is provided at the pump it will be noted that eight of these large sprinklers may be used.

In order to operate them economically and thereby keep pipe sizes to a minimum, they should be initially distributed over the six fairways selected for watering in a single night. This, in turn, distributes the water load in the piping system. As one hour of sprinkler operation in any one location usually provides sufficient precipitation, sprinklers are moved to each of the next fairway valves each hour. This schedule is maintained until each of the fairways is watered. It seems to work out that it takes the full time of one man to handle eight sprinklers per hour.

If we attempted to water an entire fairway at one time, it would require that almost all sprinklers be located on that fairway. This, in turn, would entail large sized piping all over the course and would greatly increase the cost of the irrigation system.

When the schedule and routing of sprinklers are determined, it becomes a rather easy matter to arrive at the maximum flow of water to the various parts of the course. This permits correct selection

This, and articles that will follow, are a condensation of a speech made by Stewart at a Midwest GCSA conference.

of pipe sizes and eliminates guessing.

When water flows through a pipe it always sets up some loss by its rubbing effect on the internal walls of the pipe. This is called friction loss. The faster water moves, the greater is the friction loss. The problem that faces the design engineer is to determine how much friction loss is allowable, for the smaller the pipe the greater is the friction loss and vice versa.

One approach to this problem might be to base the size of the pipe, once the flow is known, on the yearly use of the piping system. In the Midwest the average watering season on a golf course is 120 days. But during this time we can expect 20 of these days will bring rain or climatic conditions when watering will not be required. (A study of rainfall, humidity and temperature records for a 20-year period in the Chicago area has revealed this condition.). Consequently, our watering time may be taken as 100 days per year. Courses in California, Florida and other southern states have a much longer watering time.

In view of the comparatively short use of irrigation systems each year, Midwest courses can put up with greater pipe friction loss (i.e. smaller pipe) than those in the south or California.

The aim of the design engineer is, of course, to try and strike a balance between the yearly loss in efficiency by using a somewhat smaller pipe, and the savings in the initial cost of the system. This may be done by selecting two or three sizes of pipe for a given water flow. Then by analyzing the initial cost for each size of pipe, yearly interest on the amount invested, annual maintenance cost, life expectancy of the pipe and the yearly friction loss of the water flowing through the pipe expressed in kilowatt hours and then reduced to a dollar and cents amount, the most economical size of pipe will be determined.

This is a cumbersome procedure, but by using it for many sizes of pipe and for many different flows of water, it seems to work out that a much faster method in selecting the correct size of pipe is to try and limit the speed, or velocity, of the water flowing through the pipe to 5 ft. per sec. This is arrived at when we realize that the pipe velocity formula is

$$\text{Gals. per minute} \times 0.404$$

D squared

D being inside dia. of the pipe in inches.

Many pump, pipe and sprinkler manufacturers give excellent tables in their catalogs which show pipe friction loss and velocity in ft. per sec. for various pipe sizes and flows.

Comparison of Pipe Diameters

It is frequently desired to know what number of pipes of a given size are equal in carrying capacity to one pipe of a larger size. At the same velocity of flow, volume delivered by two pipes of different sizes is proportional to the squares of their diameters. Thus one 4 in. pipe will deliver the same volume as four 2 in. pipes. With the same pressure at the entry point, velocity of the water is less in the smaller pipes and the volume delivered varies about as the square root of the fifth power. Consequently, when we double the size of any pipe line we actually increase its delivery by 5.7 times (one 4-in. pipe will deliver as much water as 5.7 2-in. pipes).

This same formula reveals that one 3-in. pipe delivers as much water, even slightly more, than a 2½-in. pipe plus a 2-in. pipe. I am sure many of you have seen courses where hundreds of feet of 2½-in. pipe was used. How much more efficient the system would have been if 3-in. pipe had been used. It costs as much to install 2½-in. pipe as 3-in. Further, 3-in. pipe is only about 20 percent more in cost than 2½-in. pipe.

It is believed by some that if the piping is not "looped" the system is of little value. My experience indicates that this is not always true. The idea of looping a piping system comes from the practice employed by city engineers. They find it necessary to use this form of piping design for many reasons, one being that domestic water must be circulated; another that they never know the peak water load that might be required at any part of the city. For instance, a number of fires could break out in one part of a city where large quantities of water would be needed. One way to get a large quantity of water is to have it flow from many points in the looped piping system to the desired location.

Plans for Maximum Demand

Fortunately, the golf irrigation engineer is not faced with a condition where there will be large and unknown water demands. Consequently, he does not have to employ a costly system of looped piping. If he plans the system for maximum demand in the first place he can arrive at

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Paul Runyan

Runyan and His Two Specialists

Frequent trips to the market, awareness of what the competition is doing make the pro operation at La Jolla a booming one

By CHUCK CURTIS

PAUL RUNYAN, famed as a tournament player since the early 1930's, has achieved distinction in the field of golf shop merchandising at La Jolla CC, near San Diego, Calif.

His shop sells as much in the way of soft goods merchandise (clothing and equipment apart from golf clubs and balls) as it does in actual golf equipment.

Sixty percent of all sales to women are in apparel.

Forty percent of the sales to men are in this category.

What's the secret of Runyan's amazing success in sales of clothing, particularly to women, when pro shops not too many years ago did little more than sell clubs and balls?

"We are fortunate in having a man in the shop who understands ladies' wear."

That is Runyan's ready answer to the question: "What is the best feature of your shop?"

Has Top Assistants

The man is Jack Taylor, who remained as shop assistant at La Jolla when Runyan took over the pro position three years ago. Taylor had been a foreman in the Stan Thompson golf shop factory before becoming an assistant pro. Although an excellent teacher, he now devotes himself exclusively to shop work.

Runyan's life partner, his wife, Joan, also is credited with much of the success of the merchandising program.

A hobby of hers in recent years, the designing of golf hats and handbags for women, has paid off handsomely with

orders received from many parts of the world. She employs stock materials and decorates with brightly colored ribbons and golf insignias including tees.

Runyan is buyer for clubs and balls. Taylor buys gloves and golf bags. Mrs. Runyan has done all buying of soft goods



Mrs. Runyan has parlayed a hobby of designing golf hats and handbags that brings orders from all over the world.

but is now breaking in Taylor on this part of the work.

Mrs. Runyan and Taylor arrange all displays in the shop, which, although not large, utilizes every available bit of space for display.

Runyan does not believe in a massive display of clubs. Only a few sets of new clubs, taken out of the boxes and arranged along a wall, are in view. A used club bin near the main counter is kept full.

"We may be wrong in not showing more clubs," says Paul. "That's entirely possible. Merchandising surveys in grocery stores indicate that massed displays tend to sell more of an item."



La Jolla's display of golf clubs is somewhat smaller than usual but is adequate, according to Runyan. This is because emphasis is on keeping everything in the shop moving.

But in his shop the limited display of clubs has given more room for the clothing and produced more sales in the latter field. Paul has a hunch that playing equipment sells itself to a certain extent.

The La Jolla pro shop follows department store routine in clothing merchandising and purchasing.

They Go to Market

Mrs. Runyan and Taylor attend market weeks in Los Angeles when the finest and smartest sportswear for men and women is displayed by wholesalers. Showings in November for the spring 1958 selling attracted Mrs. Runyan, for example.

In addition, she attends merchandising clinics and carefully watches better stores and shops in the San Diego area for new



Arrangement of all merchandise is handled by Mrs. Runyan and assistant pro, Jack Taylor. La Jolla shop compares in appearance with finest seen in Southern California.

ideas in display, styles or clothing lines.

Runyan is fortunate in having Mrs. Runyan and Taylor at his shop. He points out that Mrs. Runyan's only formal training which is of help now was a course in textile designing at the Otis Art Institute in L. A. Taylor has learned pro selling in a golf shop.

What about pricing on clothing lines? Is Runyan competitive?

"We're more than competitive. We have to be. If we find that a store is selling a comparable item at a price lower than ours we match it immediately," Runyan says.

"We have a line of slacks under the same brand name as those carried by a nearby store. Their price was lower than



An assistant checks the busy Runyan teaching schedule. Display below cash register features sweaters and shirts rather than the customary golf balls which are displayed alongside clubs.

ours. So we cut ours to match although actually our line is a superior grade in fabric."

"It has only been in the past five years that most professionals have become aware of the need for men's and ladies' golfing wear," Runyan points out. But he is firm in one point — he will not stock anything that is not used for golf.

Some resort area pro shops, though, have widened into the entire field of men's and women's wear.

But the change to all-around merchandising is gradual, for Runyan believes that the nationwide average shows that pro shop purchases by men are 85 percent in golf clubs and golf balls.

Paul was away from golf for five years as a jewelry manufacturer's representative in the Southern California area.

Although he was travelling, visiting jewelry outlets rather than selling on a
(Continued on page 66)