

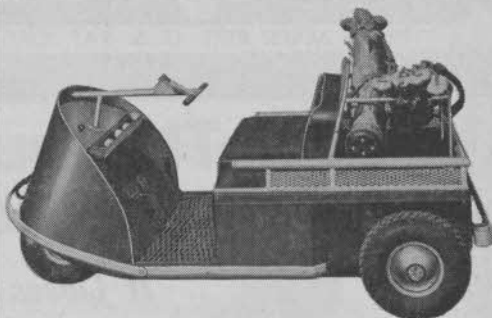
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Dealers: A few exclusive territories available.

land for golf course usage only...Deed restrictions usually are written for a 25-year period...Members of Ben Hogan Junior Golf Club, Ord, Neb., previously mentioned in GOLFDOM, held first tournament of season...Co-winners shot a 40 over par-33 sand green course...Club is for kids between ages of 7 and 14.

Sponsors putting up \$10,000 for Pro-Celebrity-Am on day preceding Pepsi Golf Championship which will be played at Pine Hollow CC, East Norwich, L.I., June 26-29...Main event calls for \$50,000 in prizes...New course started in Palm Springs, Calif., in mid-April...Known as Bermuda Dunes CC it is located in new community of 2,600 building sites...William F. Bell designed the course.

Bobby Locke, Peter Thomson, Max Faulkner and Fred Daly among big names in Irish Hospital Open to be played in Dublin, May 16-18...At big reception and dinner for Arnold Palmer in his home town, Latrobe, Pa., following his victory in the Masters, Latrobe Steel Co. gave Arnold and his wife several shares of the pany's stock plus stock in Wilson Sporting Goods Co.

You can't say the GCSA isn't looking ahead...It has booked the 1960 con-

vention for the Shamrock Hilton hotel in Houston...The dates are Feb. 2-6...The 1959 conference and show will be held in Chicago...Michigan and Border Cities supts. again took part in series of lawn clinic sponsored this spring by the Detroit News...Supts. who gave their support were Andy Bertoni, who is rumored to have become lyrical over grass, Clarence Wolfram, Bill Smith, Bill Milne, Ward Cornwell, Merton Nye, and Leo Johnson...Several supts. from Border Cities and the Western Michigan GCSA also helped put over a turf conference held recently at Michigan State.

New Jersey PGA, according to Andy Sikora, pro at Beacon Hill CC, Atlantic Highlands, hopes to get pension plan started by 1959...Present plans call for premiums to be paid for members by holding annual PGA Pension Trophy tournament in which club players will pay \$2 toward the plan through entry fees...Allied Golf Clubs of Berkshire County (Mass.) have 45 tournaments scheduled for this year...C. C. Decker, spark behind the Berkshire group, has been an officer in the organization for 17 years.

National Collegiate golf tourney to be
(Continued on page 71)

THE CHAMBERLIN

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AUTOMATIC FOLDING ACTION

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It Opens*

*Drop Handle,
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Send for full information with new catalog, new prices, new deal and new profits for you.

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2 GOLF BALLS GUIDED SPOOK and GENE CROWE

We can supply a limited number of outlets with two liquid center high compression balls that are sensational in looks, boxing, and price. Also in bulk for that grab box. Send for information.

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Rush catalog of four Kolapsi Kart models
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Fertilizer Programs, Management Practices Investigated in Survey

Many Interesting Facts About Size of Courses, Maintenance Needs Uncovered by Poll

A SURVEY recently completed by a maintenance supply manufacturer in conjunction with GOLFDOM reveals several interesting facts concerning current course fertilizer practices, the extent of the supt's knowledge and understanding of turf management practices and some of his opinions toward his position.

A great deal of valuable information also was obtained as to course area sizes, wear and tear on turf areas as indicated by number of rounds played on individual courses and irrigation practices. In addition, sources of information used in deciding on management programs and the persons responsible for determining what kind of fertilizer programs are to be pursued, were investigated.

Only the northeastern and part of the central or midwest sections of the U. S. were covered by the survey. However, since nearly two-thirds of the country's courses are located in these areas, it was decided that the survey's findings would be as accurate and representative as if all the courses in the U. S. were included in the poll.

Get 545 Returns

More than 3,300 questionnaires were sent to supts. and 545 returns (16.5 per cent) were made. This is exceptionally high when it is considered that returns in almost any kind of a mail survey rarely run over 10 per cent. Of the returns that were received, 19 had to be eliminated because the questionnaires were improperly answered. Final figures were thus compiled on 526 questionnaires.

As for the average size of courses in the northeast and midwest sections of the country, these figures were arrived at:

Greens ^o -sq. ft.		Tees ^o -sq. ft.		Fair-ways	Grounds
Total Area	Area Per Green	Total Area	Area per Tee	Acres	Acres
		9-HOLE			
34,130	3,792	14,370	1,597	45.8	4.1
		18-HOLE			
87,480	4,860	38,390	2,163	71.2	4.1
		27-HOLE			
130,410	4,830	40,660	1,506	104.2	1.9
		36-HOLE			
187,500	5,208	110,920	3,081	103.1	3.2
^o Grass					

The survey reveals that 449 of the 526 supts. select the fertilizers used in their management programs. In only six cases does a green chmn. or green committee members select fertilizers. Others who play a part in the selection are park board members (municipal courses), club owners and in one instance, the club board of directors. Actually, the 449 figure cited above may be higher since the term, "greenkeeper", or individuals mentioned by name but not by title, were used rather frequently in the returns.

Analysis of Selections

The more important reasons why supts. use the fertilizers they do are listed below with the number of times these reasons were mentioned:

Past Experience and Results	151
Selection based on soil condition and needs	35
Selection based on soil tests	31
Organics are slow; soluble nitrogen selected for quick results	24
Selection based on past	

Organics are slow, no danger of burning, long lasting, easy to apply	15
Fertilizers used have correct N content	12
Fertilizers used are slow feeding and safe	12
Mixed goods are for complete feeding, other fertilizers are supplemental	12

Other reasons for use of a particular type included: Selection is result of analysis of special needs; organics are long lasting and good carriers for germicides and fungicides; fertilizers were recommended by: dealers; other supts.; state universities; turf assns.

A total of 355 supts. reported that they are satisfied with their present fertilizer program; 129 said that it is unsatisfactory; and 42 didn't answer this section of the questionnaire. Of the 129 who are not satisfied with their programs, 75 per cent indicated that they want to increase their present over-all nitrogen application, budget permitting. Only a few indicated that they want to step up applications on greens or tees but there was unanimous agreement that fairway application should be stepped up. In fact, a large number of supts. who indicated satisfaction with their fertilizer programs said that they would like to increase fairway treatment.

Depend on Golf Magazine

Where do supts. get the information used in developing turf management programs? (More than one answer was requested here.) A total of 372 said that they obtain all or part of their information from a golf magazine. Another 307 indicated "from other supts.," showing that there is generally a wide interchange of shop talk among the greenkeeping fraternity.

Other sources listed and number of times mentioned, include: State universities (262); Equipment dealers (172); Fertilizer dealers (147); Fertilizer manufacturers (137); USGA green section (136); Other (88); Green committee members (57); and Club members (36).

The survey shows that there is an annual average of 11,411 rounds of golf played at each 9-hole course. On the 18-hole layout, 24,398 rounds are played; on the 27-hole course they amount to 21,071; and on the 36-hole course, 53,700. One supt., reporting on a 54-hole course, said that the average number of rounds is 164,800 and at a single 72-hole course it is esti-



19-year old Susan Lane Martin of Aiken, S.C., was crowned "Miss Golf" during Tournament Week at the Masters in Augusta. Alice Lon, singing star of Lawrence Welk's show, presided at coronation.

ated that 200,000 rounds are played each year.

Irrigation Picture

The questionnaire was concluded with an investigation of the irrigation picture. It covered present systems as well as those that are planned for 1960. Here is the box score:

	Greens 1956/1960	Tees 1956/1960	Fairways 1956/1960			
9-HOLE						
Per cent with no irrigation	4	4	19	17	75	71
Per cent with irrigation	96	96	81	83	25	29
18-HOLE						
Without	1	1	12	9	55	50
With	99	99	88	91	45	-
27-HOLE						
Without	-	-	10	10	67	56
With	100	100	90	90	33	44
36-HOLE						
Without	9	-	10	-	45	45
With	91	100	90	100	55	55

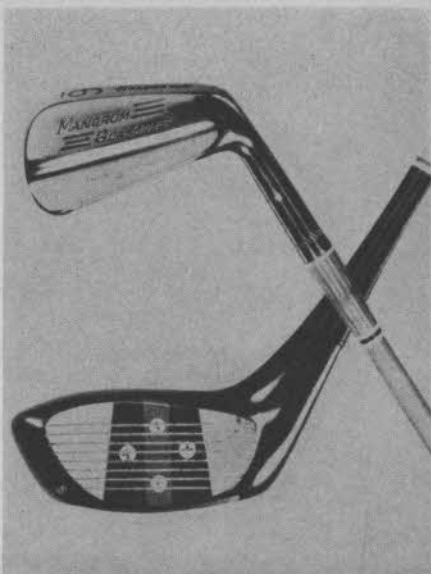
Japanese Beetle Control

Western Reserve Turfgrass Assn., 4200 Mayfield Rd., Cleveland 21, O., has recently published a pamphlet, "Know How," which gives numerous pointers on control of the Japanese beetle. The Assn. says that the beetle is a constant menace, but in the opinion of authorities, it can be quickly wiped out if a concentrated drive to do so is made. The pamphlet can be obtained by writing WRTA.

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the National Open
and World's
Championships*



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-the straight way to better golf!



DICK MAYER, National Open and World's Champion, says: "Torsion-Control GLASSHAFT provides 'flush' contact with the ball assuring *straighter and longer* shots. Just try GLASSHAFT and feel the difference!"

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IN CANADA: Pro-Made Golf Co., Vancouver



Keeping up with fads is important, says Pro George Heaney (left). Golfing elders know as much about them as younger players.

(Below) Most attractive display spot in Heaney's shop is this glass enclosed pegboard. Merchandise is frequently changed here.



Large Stock Essential in Public Course Operation

George Heaney, Pasadena Pro, Is An Advocate of Not Only Giving The Golfer What He Wants But Having It on Hand for Him

By **CHUCK CURTIS**

"A golfer is no more likely to walk into a shop which has only one set of clubs on display and buy that set than he is to walk into a men's store which shows just one suit of clothes and buy that suit."

That's the philosophy of George Heaney, highly successful golf pro and merchandiser at the Pasadena, (Calif.) Municipal courses at Brookside Park, adjacent to the Rose Bowl.

Heaney has been at Pasadena since January, 1943. Two full 18-hole courses, a driving range and two putting greens are available to the public. At the present time, according to golf equipment salesmen serving the thriving golf area, the Pasadena golf shop sells more merchandise than any other pro shop in Southern California.

The outstanding feature of his shop, small and crowded though it is, is the large stock of golf clubs.

"If you have heavy traffic in a shop, then you must have a good stock," Heaney says. "Golfers are no different than

other shoppers — they want to feel the merchandise." In the case of golf clubs, Heaney believes, players want to feel the weight of the clubhead, the stiffness of the shaft, the grip, before they purchase.

Fads Are Important

There are fads in swing weights, Heaney thinks, and he's ready to cater to the public whims. A noted pro, Mangrum, may be quoted as favoring a certain swing weight and immediately there comes a public trend which can be as changeable as next week's tournament winner. George always wants to be ready for the new demand.

Always on display in the Pasadena shop are approximately 20 sets of woods and irons. In addition, several hundred used clubs are shown at all times, both in sets and singly.

More than 100 complete sets (woods and irons) of the top grade lines are kept in the stockroom.

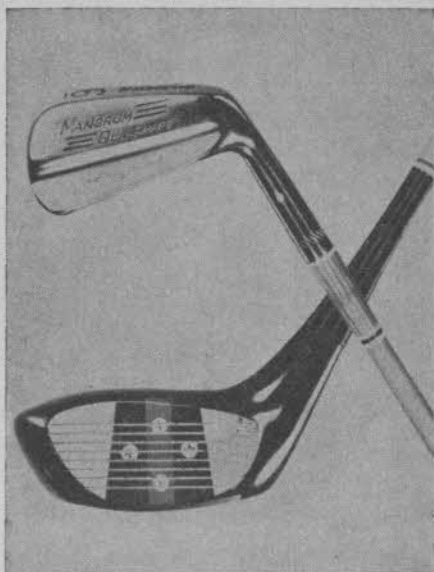
Avoids Special Orders

Heaney tries to avoid special orders — "they make enemies" — in seeking to have a full range of club weights on hand.

"Pro golf shops are in definite compe-

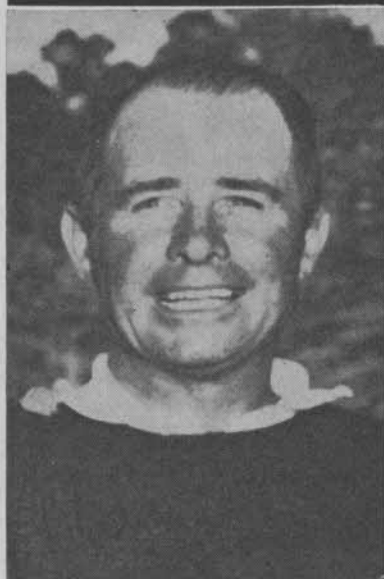
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*the club that won
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Stan Leonard, playing GLASSHAFT clubs, won the Tournament of Champions with a record breaking 275.

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Pasadena Municipal pro shop has contrived overcrowded look because George Heaney wants players to think it's impossible for them to ask for a golf item that he can't supply. (Right) Assistants Joe Rooney (1) and Chuck Heaney talk shoes in a leisure moment. This alcove is a converted breezeway.

tion with the sporting goods stores and department stores." George says. With the improvement in the pros' credit ratings they can buy better, in all grades. One of the places where we in the public course business can compete is in buying closeouts from manufacturers at reduced prices, and pass that savings on to the golfers.

"You have to be a buyer in order to sell.

"The most important thing is figuring, accurately, what an item will sell for. You can't buy an item just because you can get it cheap. What can you sell it for?"

Uses Shopping Guide

Heaney is alert to new ideas in merchandising. Two years ago he sent out 200 GOLFDOM Christmas shopping guides to a few members of the players' clubs. They met with excellent response, so for Christmas of 1957 he mailed 600 copies.

Heaney has "shopped" the stores and one observation he has used successfully is in pricing.

An item at \$1.95 will sell many times better than one priced at \$2.05 or \$2.10. Certain price figures, such as \$1.10, \$1.20, \$1.50, seem to repel buyers.

Basically, the 5-cent sign seems to have appeal. Thus all of his golf clubs, sets and singles, carry a price tag of so many dollars plus 95 cents.

Heaney feels he is one of the first golf pros in his area to employ the 95-cent pricing system, something now widely used.

Heaney employs three fulltime male

assistants plus one woman sales clerk. Another assistant, an instructor, opens the shop twice a week.

The work schedule calls for two assistants to be on hand at all hours and Heaney, himself, is in the shop except when giving lessons. A woman bookkeeper, on a part time basis, keeps accounts which are checked by an auditor once a month.

Rings Up Everything

One important factor in his shop accounting procedure, Heaney says, was the purchase a few years ago of the best National Cash Register it was possible to buy and subsequently running every possible item through the register.

Heaney, who grew up in Chicago, where he caddied at Westmoreland, had been a pro at private clubs in Iowa before coming to California. In those days golfers felt it was inevitable they would pay higher prices for equipment and clothing at courses. Now that the golf pro is a competitive merchandiser, Heaney feels he is a real business rival of the sporting goods store and department store and golfers' attitudes have changed.

Part of this appeal is to the casual "drop in" who is playing the course for the first or second time. At Pasadena, Heaney reports, a surprising amount of merchandise is sold to golfers who just drop in to "look around" and see, at first glance, what they want.

Check Buyer's Service
Page 101



FAIRWAYS? 7-unit Universal Frame (shown with Toro General Tractor) mows a swath approximately 17 ft. wide.

TORO builds the right power mower for your needs!

Reel or rotary . . . push-type, self-propelled or riding . . . small, medium or large—Toro builds the *right* power mower for every golf course need because Toro builds the world's most complete line.

Every Toro machine is tested at the only research and development center of its kind in the power mower industry. Here, Toro mowers are put through their paces on over 50 different grasses and weeds collected from all over the United States and Canada. Here, too, Toro mowers age 10 years in 10 minutes on Toro-designed "torture" machines that reveal weak spots in a hurry.

Still Toro isn't satisfied. That's why Toro backs up the power mowers built to require the least service with the industry's finest service system: 88 distributors coast to coast with a complete stock of parts and complete service facilities. See your Toro distributor soon. He'll be glad to give you complete facts and figures on the Toro that's right for you!

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GREENS? 21-inch Toro Power Greensmower cuts closer, throws more clippings into the grass box.



UNEVEN GROUND? Hinged "wing" reels of the 76-inch Toro Professional hug ground contours.



ROUGH AREAS? Spin through grass or tangled growth with the 31-inch Toro Whirlwind. Sulky optional.



CLUBHOUSE GROUNDS? Differential on 30-inch Toro Park Special gives high maneuverability.

Correct Display Sells Golf Shoes



The above shoe display, which Al Robbins set up for Bill Ogden at the North Shore CC in Glenview, Ill., has some fine selling features along with some that aren't quite as good as they could be. But Robbins rigged the latter to get a few points across about golf shoe merchandising.

There is no doubt that the top part of the panel will sell shoes. There is plenty of white space around each shoe displayed and the pro-handle shoehorns give a nice partitioning effect. The shoe rests are finished in brass and have a slot in the middle for price display.

The lower half of the display is not quite the way Al would show shoes. There are too many in the allotted space and an overcrowded look results. The shoe at lower left has laces hanging out (sloppy) and rests on a heavy plastic fixture which isn't necessarily conducive to sales. If a golfer takes the shoe off the fixture to look it over he may have trouble replacing it. If he does manage to get it back on the stand it may fall off, causing him some embarrassment and you a possible sale. The idea, says Al, is not to use tricky fixtures.

Here are some other things that Robbins would have you know about selling and displaying shoes:

- If you judge that a fellow wears an 11½ size shoe, hold up an 8 or 9 when he's looking them over. Size 11½ looks much longer than it actually is and may discourage the poor fellow. This is strictly psychological.

- If you're displaying shoes on a highly polished table, remove the spikes. That way you'll avoid scratches that detract from the display area. Grass mats really enliven a display.

- Don't display shoes in boxes. They lose their classy look.

- Avoid glass enclosed shoe displays. They don't help sales.

- Don't show men's and women's shoes together.

- If you haven't got enough shoe trees stuff paper in the toes. This keeps the shoes looking better.

- You don't have to sell shoes that are correctly displayed. They sell themselves.

CMAA Sets Workshop Dates

Heavy response to a Club Managers Assoc. of American poll, recently made by Carl Jehlen, has enabled the CMAA to set up a schedule of three-day workshops to be held in various parts of the country this summer. Decisions were made on the basis of about 400 returns in which members indicated their preferences for the workshop sites.

Here is the schedule:

Aug. 4-6 — San Francisco

Aug. 6-8 — Dallas

Aug. 11-13 — Cincinnati

Aug. 13-15 — Washington, D. C.

Aug. 18-22—Ithaca, N.Y. (Cornell U.)

Sept. 15-16 — Lansing, Mich. (Mich. State)

Northeast Wisconsin Clinic

Northeastern Wisconsin Golf Assn., will hold its annual meeting and golf club operations clinic at Oshkosh CC on May 12. The assn. also has announced its tournament dates for 1958. They are: June 13-15 — Best Ball, Rhinelander CC; July 9-12 — Amateur, Oneida G & RC; July 13-15, Ladies, Pine Hills; Aug. 23-25 — Open, Branch River CC.

Tips on Screws

A tip that Bob McLaren, Spalding rep in the Michigan lower peninsula, gave at the Michigan assistants' school: If screws in inserts and sole plates come loose, remove the screws, insert a little steel wool in the holes then the screws will stay tight.