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for greater club profits?

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Victor Electri-Cars

are first choice at 805 Clubs
in 44 states

WRITE ELECTRI-CAR DIVISION
VICTOR ADDING MACHINE CO. • CHICAGO 18

California Clinic

(Continued from page 56)

"This winter the Los Angeles Open Committee of the LA Jaycees met with our group to plan a program whereby Open Funds could be directed toward a better youth program in LA high schools. We have received outstanding support from Larry Houston of the L.A. school system and have scheduled a series of instruction programs for teachers throughout the greater LA area."

Schools and golf are actually nothing new. Pros and school systems have been doing things like this for many years, but attempts in the past have been sporadic. Some school administrators have looked askance at well-intentioned pros who have offered their services to provide a beginning golf program.

Other areas have found the schools willing but the logical pro unable to set up a schedule that will not conflict with the demands of his job.

Now pros and the schools have set up a pattern whereby organizations such as CAHPER can work through local sections of the PGA to hold clinics for school areas.

The Fresno clinic drew participants from San Diego to Cottage Grove, Ore.

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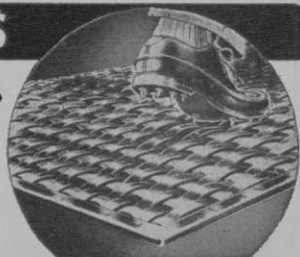
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Trial Section

24" x 60"
\$12.50 postpaid

Write today for illustrated folder

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

Commandments of Retailing

(Continued from page 48)

top grades of clubs all their members know these prices. Hence, news of the prices of top quality clubs — and bags — sometimes comes as a shock to members especially women golfers. The shock stops or delays buying. Price tags would get potential buyers accustomed to the figures.

"Give your customers a buying role," is Commandment No. 8. When you do this you enable your customer to sell himself more than you can. Then the pro or his assistant serves best by making sure that the selected merchandise fits the customer.

Tempt the Customer

Numerous pros have had the impression that their shop customers would buy only moderate-priced golf apparel. But when these pros displayed quality goods that wasn't competitive with that which could be bought for a few cents less at down-

town "sales," the pro shop apparel volume increased.

When the customer is started in a buying role in your shop you do more business than when you or your assistants take the center of the stage as salesmen.

Commandment 9: "Allow your salespeople to do more selling at peak periods," brings some lessons from the chain stores to the pro shops.

Peak periods at private club pro shops are Saturday and holiday forenoons, Ladies' Day forenoons, Wednesdays and Sundays around noon. The assistants ought to be in the shop during those periods because the pro probably is on the first tee.

Every private club member, for some reason, expects immediate service when he or she comes into a pro shop. There are sizes to be brought out from stock, sales tickets to be entered, records to be consulted for data on amounts due on blind

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made with United States Rubber Company's shock absorbent ENSOLITE

—a tough expanded cellular plastic pad sewed to heavy duck and designed to withstand the terrific impact of high velocity drives. Prevents ball rebound.

- Easy to set up — INSIDE OR OUTSIDE • Back drop 8' wide 9' high • Ensolite pad 4' x 6' • Side nets 8' x 9' \$98.00 F.O.B. Factory
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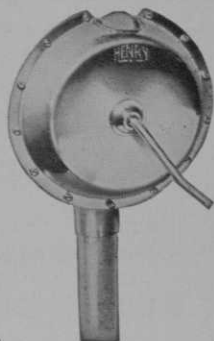
R.R. 5, Box 92, Waukesha, Wisconsin

Dealers in all principal cities

**BALL
WASHER**

\$14.75

Prices F.O.B.
Waukesha, Wis.



bogey or sweepstakes prizes, charge slips to be made out or cash transactions to be handled.

Keeping Them Happy

The idea is to make every customer feel as though everything is being done for his convenience and with only one — or maybe two assistants — in the shop, it is going to require training, personality and good luck to keep the peak load customers happy.

It all adds up to "Don't keep them waiting." It takes enough time to play 18 holes these days!

Commandment 10 is "Remove the bottlenecks in recording sales." The pro shop sales book and register usually are located conveniently where they can be reached, but when they're not the mistake is costly in time and money.

National Cash Register experts have worked out a simple accounting system for use in the golf shop but it never has been used enough by pros who need its help the most.

Sales recording tied up with an inventory check, accounts payable and receivable information and a reliable re-order signalling system would make operation of many shops less confusing.

The necessity of keeping records for federal income tax and state sales tax purposes has accounted for a marked im-

provement in pro business records and management. However manufacturers often remark that failure of pros to take advantage of cash discounts involves amounts equal to profits on a great many club, ball, bag and apparel sales.

Another loss that pro records ought to prevent is the unnecessary expense of shipments that have to be rushed at extra cost because the pro didn't order in plenty of time to get the merchandise without paying a shipping premium.

**Birds Are Singing Again
in New England**

An article in the July GCSA New England Newsletter states that in May, tees and greens in this state (Mass.) were a sad looking lot, enough to discourage even the most experienced supt. "But," the article continues, "thanks to the diligence, patience and hard work of the turf specialists, the tees and greens are just about back to normal. The wounds and scars from Mother Nature's low blows have almost disappeared. Last week's cool, drizzly weather was all that was needed to restore the turf."

No Need to Take Inventory!
See Buyers' Service • P. 95

• **Insist on PAR TUBES** •

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LOOK FOR THE NAME ON THE TUBE

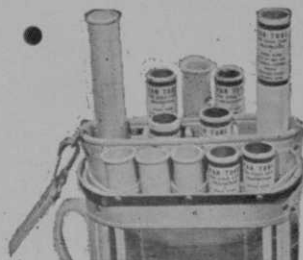
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Don White Uses Jacobsen- Worthington Units at Champions

Jimmy Demaret's and Jack Burke's Champions GC in Houston, which was opened this spring, was brought to the peak of perfection by Supt. Don White, who directed the original planting and landscaping and continues in charge of the maintenance. Don (in photo) uses Jacobsen-Worthington power mowers and equipment exclusively. His lineup includes Models F and G Worthington tractors with gang mowers, Jacobsen green mowers, Jacobsen Manors with high speed, 7-blade reels, 26-in. Lawn Kings and a

variety of large and small Jacobsen rotaries. Champions' tees, greens and fairways are planted to Tifton 328.

Sanville's Adhesion Glove

Sanville Gloves, 321 W. State st., Johnstown, N. Y., is producing an open-finger golf glove with leather palm and cloth back that has perforated palm and fingers. A cloth underlying the holes is impregnated with synthetic rubber for better adhesion to grips.

Inquiries from pros as to prices, discounts, etc. are invited.

Monroe FOLDING BANQUET TABLES

Direct Prices and
Discounts to
Golf Clubs,
Lodges,
Parks,

Hotels,
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All Organizations
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Manufactured By

THE Monroe COMPANY

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Water hazards and lakes now may be cleaned of all rooted aquatic weeds, Lily, cattail, milfoil and many other aquatic weeds are easily killed with one application of R-H GRANULAR WEED RHAP. It is easily applied — will not harm fish or animals. This inexpensive application usually lasts from 18 to 36 months. Write for further information or ask your dealer.

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BOX 36GC, JACKSONVILLE, ARKANSAS

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CLUB MEMBERSHIP TAGS
PUNCH BOARDS
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LABELS
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Golfcraft sales reps held their annual sales meeting in Chicago in July. Those who attended include (front row, l to r): Maurice Marabon, Ed Cox, Bud Ricords, Mark Cox, vp, E. R. Woolley, pres., Bill Thompson, Lum Foster, Bob MacGregor, Nat Dolve and Dick Knop. (Second row): Paul Murphy, Ralph Kolle, Charlie Houck, Art Weller, Bob Grant, Bob Lutz, Dick Knight, John Hawes, Joe Zakarian and Pat McGonagill.

Baduini, Holler NPGAD Sales Heads

John C. Baduini has been named sales mgr. and Sam Holler, asst. sales mgr., of National PGA Distributors. Both are longtime veterans in the golf field. Baduini was with the Kroydon Co. from 1930 until 1955, becoming N. Y. manager for Burke Golf Sales in the latter year. Holler started with Burke in 1929 and has been with that firm continuously except from 1950 until 1957 when he was in the insurance business.

Scott Lets Homeowners In on Superintendents' Secrets

O. M. Scott & Sons in its midsummer edition of "Lawn Care" for the upper midwest region, gives homeowners some insight into how course supts. are successful in keeping their golf greens so green. The secret, Lawn Care says, is not so much in the use of water but knowing when to apply it and in what amounts. The edition also has some interesting notes on the invention of the lawn mower.

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Shop sales.

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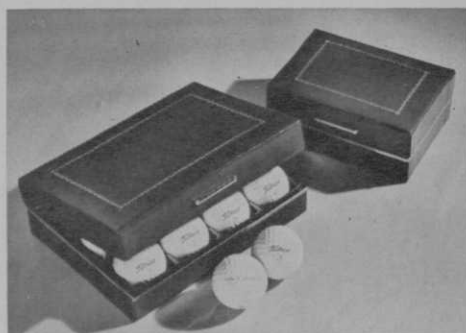
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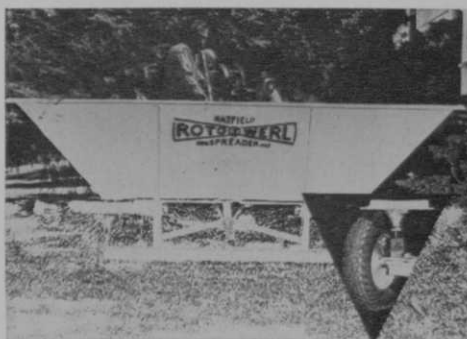
Phone: VALley 3-3444



Acushnet Titleists come in dozens and half-dozens in a Christmas Gift case of handsome, brilliant red which has a leatherlike appearance. The case is stamped in gold, lined in rayon satin and trimmed with gleaming brass. Balls in orders of a dozen are personalized at no extra charge.

Time-Saver Factor Stressed in Roto-Werl Spreader

Hatfield Roto-Werl Spreader Co., recently established in Hatfield, Pa. by Toney Mascaro and Irvin Schlosser, is producing the Roto-Werl,



a tractor drawn unit that is said to cover 10 acres an hour and gives accurately controlled, even spreading. It can cover from 15 to 35 ft., depending on density of material used. Open distribution rotors are said to prevent clogging and deliver a unique umbrella pattern. An 8 ft. hopper carries up to 1,300 lbs. Roto Werl has stainless steel flow gates and no gears, chains or belts. Distribution of the unit has been established on a nationwide basis.

Wilson Plans New KC Building

Wilson Sporting Goods Co. is planning to erect a new building to house its Lowe & Campbell wholesale office div. at Troost ave. and 66th st., in Kansas City, Mo. A petition for rezoning so that the building can be located at the above address has been made to KC city officials.

In the Powered Products of Texas, Inc. ad in July Goldform (Page 22) under the price of \$649.50 should have appeared, "FOB, Austin, Texas.

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Koegel Named Chairman, Cowen, President, at MacGregor

A. G. Koegel and Henry P. Cowen have been named board chmn. and pres., respectively, of MacGregor Sport Products, Inc. Koegel, who



A. G. Koegel

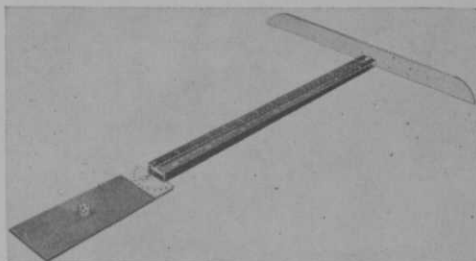
H. P. Cowen

moved up from pres., joined MacGregor in 1921 in the time study dept. and has held many different positions with the company. He became pres. last year, succeeding the late Philip H. Goldsmith at the latter's death.

Henry Cowen is the company's sixth pres. He joined the firm in 1930 and has held many important positions, including that of head of the golf division and most recently, executive vp.

Do-Ma Home Course Is New Practice Game

Do-Ma Enterprises, Inc., 1458 S. Wabash ave., Chicago 5, is introducing the Do-Ma Home Golf Game for interesting practice at home. It can be played inside or out. A spring mechanism measures distance and direction of each shot and sheets illustrating each hole are used to chart progress. The Do-Ma unit is 2 ins. wide, 1 in. high and 42 ins. long. It has two



gauges, one of which measures tee or fairway shots and the other, putts. A string attached to the unit holds the ball. Included with the complete set are a carpet, tee, ruler and protractor. The game has been comprehensively tested in both the laboratory and on courses.

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**Cox Appointed Sales VP
by Golfcraft, Inc.**

Mark Cox has been named sales and marketing vp by Golfcraft, Inc. Pres. E. R. Woolley has announced. Cox comes to the new position from Wilson & Co., where he served as dir. of advertising, public relations and sales promotion for the parent firm and subsidiaries, including Wilson Sporting Goods Co. At Golfcraft, Cox is in charge of a new operation within that company which coordinates sales, merchandising and publicity. Cox is located at Golfcraft's Chicago office, 7059 W. Addison, which will be further modernized and expanded. The company's plant and home office are in Escondido, Calif.



Mark Cox

Floor Matting Instructions

An 11 x 14 in. card with instructions on the care of floor matting has just been produced by American Mat Corp. Intended for posting, the

card covers 14 "dos" and "don'ts" on the preservation of mats.

A copy will be sent free to anyone addressing a request to American Mat, 1802 Adams st., Toledo 2, Ohio.

**Hogan's "90-Plus" Said
to Have Super Power**

Ben Hogan is now making his new "90-Plus" compression ball available to the public. This is said to be a secret weapon that many of the touring pros use to get the booming drives that leave the spectators gasping. The new, so-called "super" ball is likely to be in short supply for some time because of Hogan's company's high standards of manufacturing and testing. Also, there is expected to be great demand for the ball because golfers will be curious to see how much power it has. The "90-Plus" sells at a premium price.



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NEW YORK, N. Y.

Victor Opens New Branch, Plans Expanded Service

Announcement of the opening of new regional headquarters and plans for expanded service highlighted a recent sales meeting of Victor



Don MacKenzie, Ed Naud, Jim Hogan, Joe Haynes and Norman Roy played golf at Colonial CC in Roanoke during break in manager's meeting of Victor Electri-Car Div.

Electri-Cars, held for regional mgrs. in Roanoke, Va. Joe C. Haynes, Sr. heads Victor's new Eastern branch at 713 Charter ct., Uniondale, L. I. Others are at Chicago (3900 N. Rockwell st.), Atlanta and Detroit. Victor's new service plan

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Golf Course Architect

35 White Street
New York 13, N. Y.

BOB BALDOCK
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Architect
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FRESNO, CALIFORNIA

embodies setting up of direct factory service centers staffed with trained men versed in complete maintenance.

Head Off Crabgrass with Fall Chip-Cal Treatment

Chipman Chemical Co., Bound Brook, N. J., points out that a treatment of Chip-Cal Granular, a low-lime calcium arsenate, applied in the fall will solve next summer's crabgrass problem. Application at this time prevents seed from germinating the following year. Chip-Cal comes ready to use and is applied with a mechanical spreader. Information may be obtained from the firm at the above address or from the company's office at 608 S. Dearborn st., Chicago 5.

New Footsprayer for Onox

Onox, Inc., Dept. R-1, 121 Second st., San Francisco 5, has a new footsprayer to dispense its skin-toughening solution for prevention of athlete's foot. When the bather steps on a treadle, four jets at the back of the machine spray feet and toes thoroughly. The footsprayer is made of Fiberglas and high-density polyethylene and has a non-skid base. It holds one gal. of Onox, sufficient for 3,000 treatments. To introduce the footsprayer, the manufacturer offers to send it and the Onox solution on a 60-day trial basis.



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Towed-Type. Cleans 6' 5" width at one pass—25 to 30 acres per 8 hour day. Picks up leaves by vacuum suction, thoroughly mulches and spreads them evenly over the ground. Leaf mulch disintegrates to a natural fertilizer. Does the job in hours that takes many men days.

Also available: Small self-propelled "walkie" model for obstructed areas or club-house grounds. For further information write:

GOOD ROADS MACHINERY CORPORATION • MINERVA, OHIO

Big Chief Adams of MacGregor Tribe on Warpath for Wampum

Harry Adams, in charge of the Chicago pro sales territory for MacGregor Golf, has taken

MacGregor's tribal sales contest for the Tourney ball so seriously he has a sure-nuff Injun outfit as chief of the Green Eagle outfit. Harry looks so warlike he scares himself. He addresses pros by holding his right hand extended and raised in a majestic gesture, saying, "How!" omitting "here's" which often used to precede "how" in his Big Chief talk. He adds: "Me no want paleface scalp, me wantum ball business." The formula must work. Adams currently is leading in volume of wampum in the Tourney ball sales event.



Grau Cites Merits of Ugandagrass

Fred V. Grau, PO Box 177, College Park, Md., beating the drums for Ugandagrass, de-

clared in a recent bulletin that it survived the brutal winter and bounced back in great shape. He outlines some of the "Dos" and "Don'ts" for managing the grass and recommends it for complete course coverage. In ordering, two weeks notice of planting date should be given. The bulletin, obtainable from Grau at the above address, contains 1959 prices.

Master Improves Padlocks for Lockerroom Use

Master Lock Co., Milwaukee 45, Wis., has two newly improved stainless steel combination

padlocks that are designed to withstand the humid conditions of country club lockerrooms. They are rust-resistant, won't corrode and have a case-hardened locking latch that is almost impossible to shear. The locks also are built to thwart the trick of "feeling" combinations. There are no delicate springs or parts. Model 1525 (in photo), a key-controlled combination, is recommended for lockerrooms. Model 1500 has all of 1525's features except the key-control mechanism.



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Quality Grass Seed
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