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Kaddie Kart is the professional cart for rugged hard use. Is so well made it can stand out in open weather year after year.

Kaddie Kart has had long years of proven success on America's foremost golf courses — public and private.

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When once used it stays. Many carts sold sixteen years ago are still doing daily duty. (Price in 1941 was \$22.60.) Today price is \$16.70 less cash discounts.

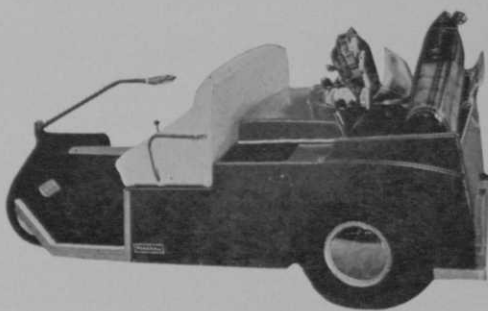
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Middlecoff Heads PGA Postwar Money Winners List

Golf's biggest money winner in the post World War II era, according to figures recently released by the PGA, is Cary Middlecoff, who has won more than a quarter of a million in that time. The PGA compilation takes in only tournaments co-sponsored by the association and actually covers the period from the start of the organized tour in 1947 through 1958. Here is the breakdown:

Cary Middlecoff	\$251,766
Sam Snead	216,904
Doug Ford	191,939
Lloyd Mangrum	191,385
Ted Kroll	181,049
Julius Boros	173,932
Jack Burke, Jr.	158,827
Jimmy Demaret	148,442
Dick Mayer	134,550
Ben Hogan	132,139
Tommy Bolt	130,796
Ed Oliver	127,270
Johnny Palmer	124,266
Jim Ferrier	122,358
E. H. Harrison	119,427
Marty Furgol	117,372
Dow Finsterwald	116,532
Fred Haas, Jr.	115,958
Ed Furgol	109,456
Fred Hawkins	104,149
Bob Toski	101,968
Jerry Barber	100,343
Art Wall, Jr.	96,680
Arnold Palmer	94,513
Mike Souchak	93,573

Industrial Golf Discussed at NIRA Conference

Discussion of industrial golf course maintenance was one of the more popular items on the program of the 18th National Industrial Recreation Assn. conference held in Philadelphia late in May. Rex McMorris, executive vp of the National Golf Foundation, was in charge of the panel discussion. Speakers included Carl Klandrud, Allis Chalmers Co., C. R. Gillaugh, National Cash Register Co., Tom Kanary, Jr., Dow Chemical Co., M. F. Bridges, Union Bag Co., and Gene Berce, Miller Brewing Co.

About 100 industrial firms now have courses or ranges. One of the first to have a course was Oneida Ltd., of Oneida, N.Y., which opened its first 9 holes in 1896. The growth of industrial golf is best exemplified by the E. I. duPont de Nemours



Members of Red Run GC, Royal Oak, Mich., recently helped Supt. William (Bill) Smith observe his 40th year with the club. The festivities were climaxed by a dinner at which Bill was given a silver plaque and a microscope and Mrs. Smith, a silver bowl. Supts. in the Detroit area were invited to attend the event and five Detroit pros, including Red Run's Frank Metzger, also were on hand. Others who were asked to take a bow at Bill's party included his two assistants of more than 25 years' standing, Bill McMartin and Ed Clann. Smith, who is known as "Mr. Red Run," took over the Royal Oak course shortly after it was converted from four separate farm tracts in 1919 and developed it into one of the country's most beautiful layouts.

& Co., Inc. of Wilmington, Del., which opened its first 9-hole sand green layout in 1923. Today it has 63 holes for employees, including three 18s and one 9.

Connecticut Recreation Man Compiles Muny Golf Directory

A "Directory of Municipal and Tax Supported Golf Courses for New England and Metropolitan New York," has been compiled by Robert M. Shultz, City of Bridgeport, Conn. recreation director. It is published by the National Golf Foundation and brings the list of courses up to date through January, 1959.

Listed for each course in the various cities covered are the following: Yardage, fees, charges for season tickets, availability for play, snack bar facilities and the names of the mgr., pro, supt. and city recreation director.

A financial breakdown covering receipts, costs of operation, number of persons employed and salary ranges also are included.

BUYERS' SERVICE • P. 87

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Your Pro Shop...

It Can Always Be Improved

By **JOHNNY BURT**

Sales Manager, Ernie Sabayrac, Inc.,
Hialeah, Fla.

As a golf sales mgr. I have visited many pro shops throughout the country. In my travels I have seen some very fine golf shops which are keeping pace with the times. I have also visited some very poor ones. It is my desire to pass on to you some ideas for improvement in your operation which, in turn, should give you more profits.

In my estimation there are three areas in the merchandising picture where many of you may improve your operations and thus boost sales and profits:

1. Pro shop layout and display of merchandise
2. Sales personnel
3. The importance of buying.

Pro Shop Layout and Display

Jack Hoffman's shop (see page 36) at the Hillcrest CC in Mt. Clemens, Mich., is beautifully laid out, using open displays for practically all merchandise that is highlighted above the stock shelves along the walls of the shop. It makes excellent use of peg board in good taste.

Your golf shop may not look like this, but there is always the opportunity to improve and much can be gained from studying this shop as it makes excellent use of the art of display and layout. First of all, it has atmosphere. Atmosphere is created by lighting, proper use of display fixtures and their arrangement, wall to wall carpeting and perhaps by the use of a few pieces of comfortable furniture.

The principal aim is to create an atmosphere which will be conducive to doing a fine business. If your shop is cluttered with merchandise or if you are not making use of the latest methods of display, then now is the time to do something about it!

Here are a few ideas on pro shop layout. First of all, many pros seem to allot

too much space for club display. A picture of a golf club display area in our showroom in Florida is shown. It gives enough space for a good selection of woods and irons of different makes such as you are required to handle. Below it you could easily show a fine selection of bags as well as utility clubs and putters. You might even decide to have a carpet such as we use for a putting green. This helps to sell many putters.

Some pros always seem to have a special set of clubs for a particular customer in the stock room. Always having something special and not just a set of clubs off

**Photos of Ernie Sabayrac's Model Shop
Appear on page 48**

the shelf gives the member a feeling that the pro is fitting him properly. This is good sales psychology. Then, too, by having an attractive display of clubs such as this and not an over-abundance, much more space can be devoted to the display and stocking of other merchandise.

Shoe Business

Many pros have found that they have doubled, and even tripled, their golf shoe business by investing in a properly balanced stock. It is true, of course, that many times, even with a good stock, you may have to order shoes for the customer. But if you insist upon trying to do a golf shoe business by merely showing a few samples you don't realize how many sales you miss.

A member often gets the idea that you are not in the shoe business unless he sees a stock of them in your shop. He knows you are in the club business. Many times a member will say to himself: "I need a pair of shoes, but the pro has only four or five samples to show me and nothing in my size that I can even try on. If I mention that I'm in the market for a pair of shoes, I will have to wait until he orders them and then I'm not sure they will fit. I guess I'll just wait until I'm over playing

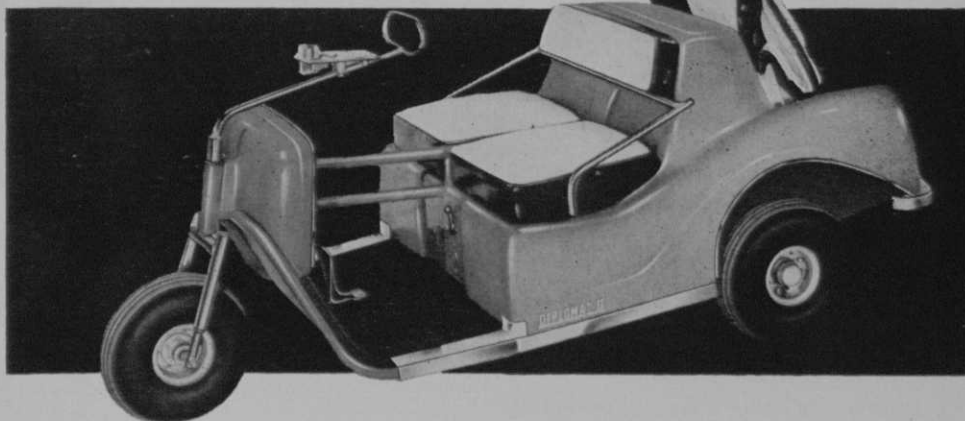
(Continued on page 70)

This is the first of two articles. The second will appear in August GOLFDOM.

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Grau's Answers to Turf questions

If you've got a question you want Dr. Fred V. Grau to answer, please address it to Grau Q&A, Golfdom, 407 S. Dearborn, Chicago 5, Ill.



Strive for Uniformity to Reduce Mistakes

A mistake is proof that someone tried to accomplish something. We learn by mistakes — our own and other people's. It is smart to study the mistakes of others because we will not live long enough to make all of them ourselves. The familiar quotation: "To err is human — to forgive divine" reminds us that we enjoy a God-given right to make mistakes. By the same token, it is not smart to make the same mistake twice.

We call attention to some of the common mistakes that we see every day in turfgrass management. Most mistakes are honest ones, made while earnestly trying to create a better situation. Some are the result of indolence, carelessness or lack of information.

Secrets Well Kept

In turf management we are working with people who affect results in one way or another. We work with living grass which tells its "secrets" only to the keenly observant. We work with inanimate machines that can not think or act without human guidance. We work with chemicals that have high potential for total destruction. It takes very little imagination to envision the possibilities for mistakes.

Uniform distribution of materials is a principle most often violated. More mistakes are made in this department of turf management than any other. The errors are glaring when a potentially lethal ma-

terial is involved. The grass is "burned" in irregular patches, clearly indicating the lack of uniformity in application. In most cases the damage is neither permanent nor severe but it causes one to wonder about the application of many other materials which did not show at the time.

With a good "watering in" much or all of the visible evidence can be hidden. But, what is happening in the turfgrass community — in the root zone — among the tiny inhabitants — as a result of the overdose in patches? True, we kept the evidence from showing and, players were convinced no mistake was made. Effects of the excesses may show up later in various ways. We search for signs to diagnose the later troubles, forgetting that there was non-uniform application earlier.

Stripes and Patches

All of us have seen lawns that were striped like a zebra's coat. Many fairways have looked the same — only more so. After weed spraying we have observed parallel lines of weeds that were not injured in the slightest simply because the spray did not hit them. The stripes in between had at least a double dose. Putting greens have turned up with the same peculiar designs which show exactly where the spreader missed or overlapped.

Applications of fungicides may not have exhibited patterns that were at once apparent but should we think that, just because nothing showed at once, that they

(Please turn to page 54)