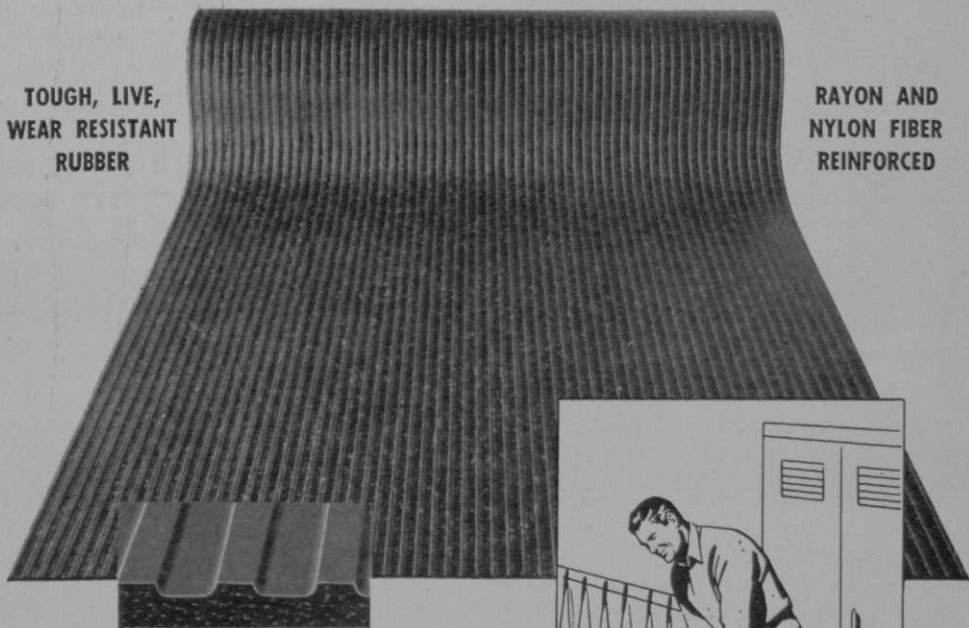


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"THE MATTING FOR GOLF CLUBS"

This tough, heavy, rugged matting has been successfully pre-tested by complete installations in very busy golf clubs. Made of a special wear resistant rubber compound, Ace All Purpose Matting is reinforced with chopped Rayon and Nylon fibers, the same as used in first line auto tires. It resists the wear of spikes and heavy traffic.

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At Better Jobbers Everywhere



Excellent matting for locker room floors, entrances, pro shops — many golf club uses.

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NOW AVAILABLE ON **LEASE** WITHOUT CASH OUTLAY

GOLF SPIKE RESISTANT **RUBBERLOCK**

FLOORING

Mitchell engineers have developed an interlocking high surface-tension rubber flooring with soft inner body which springs to sharp pressures of golf spikes — recovers original shape without cutting or wear. To club owners and managers, Mitchell Golf Rubberlock offers freedom from floor worries in spite of spiking, scuffing, scraping, and twisting.



**NOW
AVAILABLE IN
COLORS**



FIRST 10-YEAR-OLD INSTALLATIONS STILL IN USE!

From locker room to the bar, you'll find Golf Rubberlock is the most advanced flooring assuring maximum economy and permanence —

**NO SPECIAL TOOLS OR MASTIC TO INSTALL
CONFORMS TO ANY SURFACE
1/2" THICK—24"x24" SQUARES
RESISTS ABRASION AND CUTTING
INTERLOCKING EDGES
EASIER TO MAINTAIN TOP APPEARANCE
CHOICE OF COLORS
COSTS LESS TO INSTALL
COSTS LESS OVERALL THAN
OTHER FLOORING**

**DIRECT FACTORY
QUOTATIONS
ON GOLF TYPE**

Also available in same material is our **GOLF STRIP RUNNERS 28" and 36" width. One trial size 28"x38" \$10 F.O.B. factory.**

Send square footage or floor plan for free estimate to attention of:

**M. M. Levitt,
Sports Division**

MITCHELL RUBBER PRODUCTS, Inc.

Dept. 27, 2114 San Fernando Road
Los Angeles 65, California

(in balance, of course) in the seedbed at the time of seeding at 8 lbs. of actual N. Earlier work was limited by the source of the N which was either inorganic (soluble) or derived from natural sources. Current research is based upon self-regulating synthetic-organic ureaform sources of N which continue to exhibit an effect on turf two years later. The practical application of this rather daring concept is found in new golf courses and other turfgrass areas where virtually a season's supply of nutrients are incorporated into the seedbed at the time of seeding.

Research has shown the way to more perfect balance of nutrients by the use of single elements applied exactly according to the needs of the plant. Similarly, research is tending toward the use of single, improved grasses in establishing turf so that the area may be managed to suit the particular grass which provides most nearly the quality of turf desired. Many supts. apply this proved principle by planting a nursery of straight Merion, for example, with which to resod teeing grounds. Putting green nurseries are planted to a single

improved bent. In the past it was considered proper to include 5 to 10 per cent of bent in a lawn mix. Work at several stations and practical observations have resulted in outlawing of bent in mixtures. Under proper conditions, 5 per cent of bent results in complete domination by bent. Then, when conditions are unfavorable to bent, the end result is a mess.

One of the important developments has been refinement of thatch-removing machines. Just as with every item used in turf management, the intelligent use of the product is an integral part of success. Research results in development and testing can overcome errors of judgement when the item is used. A study of trouble spots has revealed that some difficulties have resulted from removing a little too much thatch (too deep) just prior to a spell of heat and humidity. When fertilizer was applied just after thatch removal and severe damage followed the spell of weather, there was a regrettable tendency to lay the blame for the loss of grass on the last thing that was applied.

(To be continued in January)



NOW

... TAILOR YOUR IRRIGATION SYSTEM TO YOUR NEEDS with "K&M" Underground Irrigation Pipe

Have the most efficient pipe for water flow, depth and weight of soil, along every inch of your irrigation system.

Because "K&M" offers you *both* Asbestos-Cement and Plastic Underground Irrigation Pipe... ready to be combined into the same system.

For your main lines along the fairways, where the pressure is heaviest and the depth and weight of soil is greatest, that's where you need "K&M" Asbestos-Cement Underground Irrigation Pipe. It has the strength and permanence of stone. It won't corrode or tuberculate, and is completely immune to electrolysis. There's no pitting, rusting, nozzle-clogging or dwindling of flow.

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In addition, your "K&M" Underground Irrigation System stays tightly sealed, no matter how high the pressure climbs. Because, only "K&M" has the exclusive, patented FLUID-TITE Coupling.

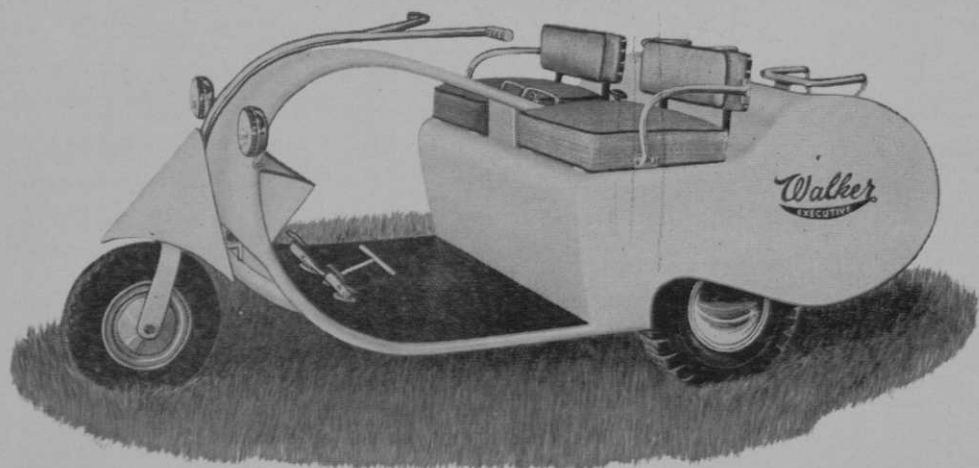
As for installation, it's apple-pie easy under all ground and weather conditions, using your own crew during the off-season.

Before you make any buying decision, be sure to get complete information on "K&M" Underground Irrigation Systems. Just write to us.



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The *Walker* executive...fine gasoline powered golf cars*



Heavy duty drive train.
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Simple quiet operation.
Exclusive design — deluxe quality.

* Also wonderful as a utility car or a beach car.

Designed and built by — **WALKER MFG. CO.** Fowler, Kansas

Write for Brochure and Prices

State distributorships available

Women Boost Sales, Play

(Continued from page 40)

anced by high percentages in other classes of merchandise.

Pro department operating costs continued to mount this year. Increases in club cleaning and storage charges, when the pro got them, just about stood off increases in payroll.

Trade-In Situation

One of the perplexing problems of golf business is that of accepting used clubs as partial payment on new sets. The trade-in deals either made or ruined the automobile business, depending on where a fellow stands in that field. With the price of golf clubs — especially in the pro quality line — now representing a substantial investment, the trade-in deals have become a big factor.

Top grade clubs are moderately priced compared with some other sports quality equipment such as boats, guns and fishing tackle but sales of golf clubs often need boosting by trade-in allowances.

Professionals at some of the top clubs won't take trade-ins and members don't expect them to but at other clubs trade-ins

are an important part of club business.

Trade-ins figure in a majority of the pro's sales. According to pros consulted, trade-ins are taken on an average of about 57 per cent of all new club sales.

The importance of the trade-in business to profits is disclosed in one district where steel plant workers buy a high percentage of the trade-in clubs. Pros in this area say that if the steel strike had been called earlier they would have been stuck with used clubs representing more than their profits on clubs for the year.

The golf car is a rapidly growing element in the financial picture at top courses. As yet, there is no common pattern of supply, supervision, operation and maintenance of cars but many pros regard them as a fine revenue source.

Women's Lesson Business

Women's lessons total almost 15 per cent more than last year. Consensus of pros is that women account for nearly 60 per cent of lessons given. Lessons at a small number of clubs will be fewer this year than in 1958, the loss being almost entirely due to weather cancellations. Lesson increase nationally is indicated at slightly less than 10 per cent. Much of

the head pro's time that is available for lessons generally is taken so there's not much room for boosting the lesson figure until members are willing to take instruction from assistants.

Teaching assistants to teach continues to be one of the problems of top club professionals. And, after the lads are trained, the next problem is to persuade the members to accept the assistants as teachers.

Regarding teaching, here are observations by a club professional who was a famous champion. He says: "Learning to teach is the most difficult part of a club pro's job. The tournament pro, who learns what to do for his own game, has a long way to go before he learns what is good for his pupil's game and how to teach it. The same principle applies to shop selling. What the pro likes for himself may not be suitable for his customers."

To Push or Not to Push

There's been a question about the extent to which the pro's sales push determines ball sales by brands. A pro isn't going to argue against a customer's preference for a ball. The pro also knows that a buyer often will want a ball that is too

highly compressed for his type of swing. But, for whatever the information is worth in ball advertising and merchandising, the top pros queried by GOLFDOM replied that customers requested golf balls by brands in slightly more than 75 per cent of sales. Percentages ranged from 25 to 100, with the higher percentages being at the top private clubs.

Support the Pro

As might be expected, members of the upper level private clubs buy a much higher percentage of their clubs, balls and bags from pros than players at semi-private and public courses. Lowest percentages of players' business in clubs, balls and bags was 10 per cent reported by a pro at a resort course. Many of the private course pros reported 90 per cent or higher. Public course pros' percentage of their players' equipment business showed an increase despite tough cut-price competition, especially from catalog houses using the inflated list price lure.

Public course percentages of equipment sales was considerably higher than those at semi-private courses except at those operations where pros have the incentive of profits on sales.

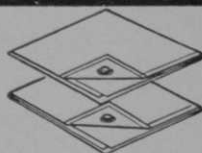
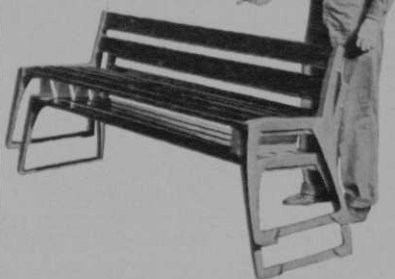
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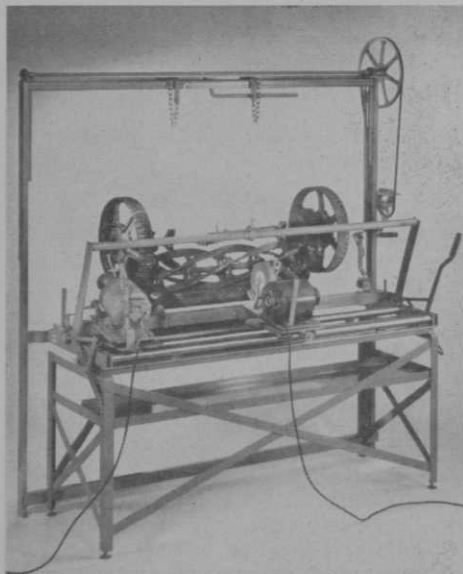
ALUMINUM PLASTIC
TEE MARKERS

WRITE FOR CATALOG

PAR AIDE PRODUCTS COMPANY

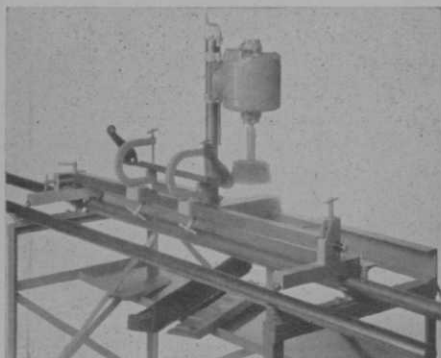
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This model has two grinding heads. One enables you to sharpen the reels and the other head the bed knife. You can do all this without taking the mower off the sharpener, or dismantling it. In addition you can also adjust the mower while it is in the sharpener. 14 major improvements have been made to help you set-up faster and save you time on the actual sharpening. Send for complete specifications today.

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Engineered for grinding power mower, greens-mower or fairway mower bed knives as well as most other straight edge tools. Clamps adjust to hold any length blade. Blades rest against solid base when clamping, eliminating all distortion. 100% steel, precision ground rails, 1/2 HP Motor.

Write for Free Brochure

MODERN MANUFACTURING CO.
Dept. 35, 160 N. Fair Oaks, PASADENA, CALIF.

Sales Doubled in 2 Years

(Continued from page 65)

few doubts as to how much golf merchandise women will buy. But these didn't last long. When we started bringing in more and a wider range of women's sportswear, our sales kept increasing. This, too, had the indirect effect of substantially increasing sales of clubs and balls to the lady players.

I don't pretend to be an expert on selling to women. Cecilia Garfield, who handles the distaff department for me, would be much more enlightening on this subject if she were writing this article. But this is what both of us have observed: Once a woman gets the habit of shopping in a pro shop, she finds it both more comfortable and congenial than going to a downtown store. She prefers to have a friend wait on her rather than someone who may be a total stranger.

Versatile Assistants

As for my staff, Cecilia was a real find. She specializes in women's sales, serves as a gift consultant and knows her way with figures when it comes to handling stock records. More recently I have discovered that she also is exceedingly adept in selling men's sportswear. And, in true feminine style, she has an artistic and sales provoking touch in arranging merchandise displays.

My male assistants are Sam Newcomer, who runs the shop in my absence and more or less specializes in men's sportswear and golf club sales. Edward Alva also handles sportswear and club sales but probably spends more time in teaching. The fact that our sales have shot up by such a wide margin since 1957 speaks for the ability of my staff.

Strong Member Support

In citing the reasons why volume has increased so substantially at San Gabriel in my two years, I mentioned the membership. I am fortunate in having a liberal spending group of golfers who, as I said before, are more quality than price conscious. The nucleus of a good clientele was here when I arrived and it was enlarged by improving service and, I'm sure, by capitalizing on the purchasing power of women players. There also is another big factor that can't be overlooked — there are 585 registered golfers at San Gabriel and of these, I would say that 60 or 70 per cent play quite often.

My average inventory is around \$18,000. All items that are sold are credited daily against goods on hand in the various

merchandise categories and at the end of the month a physical count is made. My system was set up by an accountant and is administered by my staff. Some people feel that perpetual inventory is a make-work proposition, but personally I am sold on it. Because of the system we use, it is rare when we run out of or even low on strong selling items. And it prevents overstocking and consequent drastic sales to liquidate slow moving merchandise.

Profits on Trade-Ins

The trade-in situation is something of a headache for us as well as most shops. We try to realize a profit of 20 per cent on the sale of all used clubs and, in many cases, hold these clubs in stock until we are assured of this markup. This is a policy I'd like to see more pros follow because I feel many of them are literally giving the clubs away to get rid of them. It's hurting the market. Trade-ins constitute a small business and there is no reason why it shouldn't be operated profitably.

Lesson business at San Gabriel has held up remarkably well since I came to the club. Other than to keep a lesson appointment book in a conspicuous spot near the cash register, I do little promoting of this type of business. Our players are quite enthusiastic about improving their abilities as golfers and we try to keep them in this frame of mind by playing up the feeling of achievement and even the pleasure that comes from lesson-taking.

We offer seven lessons for \$25 package. Ed Alva, our teaching specialist, encourages most of his pupils to take advantage of this series and has been quite successful in selling it. Altogether, we devote eight or ten hours a week in summer and about five hours a week in the other months to conducting free Junior lessons, furnishing balls and equipment. This, I feel, is quite a lucrative giveaway since it encourages many young players to take an avid interest in golf and it isn't uncommon for a comparatively large number of them to sign up for individual instruction.

Promotion Soft Pedaled

We're probably not as promotion-minded at San Gabriel as many pro shops are. Cecilia Garfield and I write columns for the club newsletter describing new merchandise that comes in. On Father's and Mother's Day we drop notes into lockers suggesting gift selections with prices listed. In just about all promotions we stress the convenience of buying at the pro shop, the friendly atmosphere there and such services as gift wrapping. That is the extent of it.

October, 1959

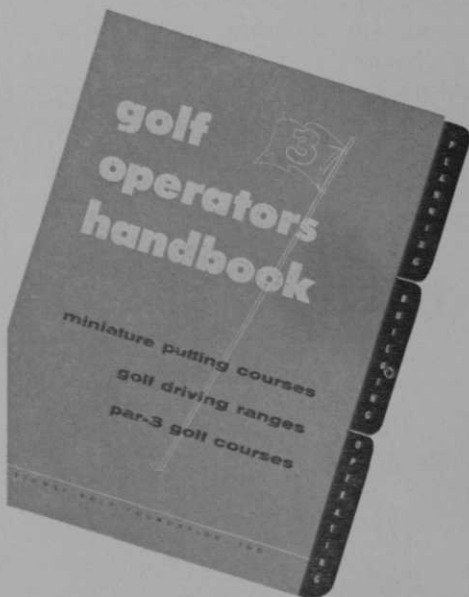
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GOLF OPERATOR'S HANDBOOK

tells you HOW to:

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Area required — site selection — zoning and licensing — drainage, water and power — safety factors — lighting — buildings — designs — fencing — signs — maintenance and operating equipment and supplies — handling play and promoting it . . . and many other subjects vital to the success of your investment.

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Holder. A real holder
that really holds your
smoke while you make
your shot. 2 wonderful
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course operators and municipal
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407 SO. DEARBORN ST. • CHICAGO 5, ILL.

Florida Turf Meeting

(Continued from page 66D)

Exp. Station; Dan Hall, San Jose G & CC,
Jacksonville; E. Ray Jensen, Southern Turf
Nurseries; Jasper N. Joiner, U. of F.; Strat-
ton H. Kerr, Fla. AES; James M. Latham,
USGA green section; Henry C. Martin,
Florida State University; Salvatore Mauro,
Miami Beach Park Dept.; O. J. Noer, Mil-
waukee Sewerage Commission; Gene C.
Nutter, executive secy., GCSA; R. B. Rob-
erts, Jr., Fla. Power & Light Co.; Col.
Frank Ward, Bradenton CC; James A.
Watson, Duval County Agricultural agent;
and Homer D. Wells, Georgia Coastal
Plain Exp. Station.

During the Florida conference, O. J.
Noer of the Milwaukee Sewerage Commis-
sion was awarded by a plaque by Col.
Frank Ward, representing the Florida Turf
Assn., in appreciation of the "beneficial
contributions he has made to the turf in-
dustry." In making the presentation, Ward
said: "... we've long looked to you for
solid, down to earth advice on turf prob-
lems. We hope you can find time to write
and publish the great accumulation of turf
knowledge you have gained over the
years."

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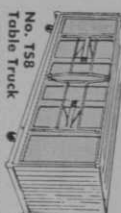
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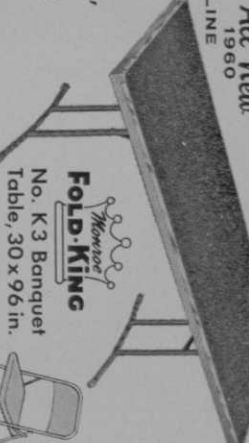
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The patent-pending, First Flight Steel Power Center Golf Ball is so superior in accuracy and distance that many companies have tried to imitate this great ball with various centers and constructions.

To prove to you that First Flight is still the longest and most accurate ball, we

invite you to get three from your pro, play three rounds, and if you have not averaged straighter and longer drives, more accurate chips and putts, and a lower score, you may return the three balls to us for full refund.

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 1956 AACS Chicago Show Jan. 23
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invite you to get three from your pro, play three rounds, and if you have not averaged straighter and longer drives, more accurate chips and putts, and a lower score, you may return the three balls to us for full refund.

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I Don't Sell to Them — They Buy from Me	Jerry Glynn Feb. 44
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