



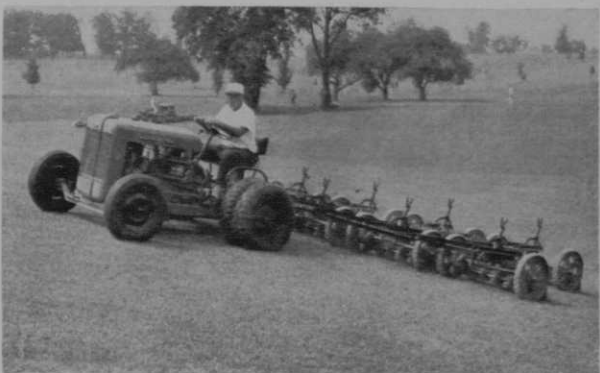
**Jacobsen Greens Mower.** Cutting width 22 inches. Preferred by golf course superintendents everywhere. Perfect balance, rigid construction and direct control of the cutting unit result in smoothest putting surface it is possible to attain. Famous 3 hp Jacobsen Hi-Torque Engine for dependable power. Quick-on, quick-off transport wheels and riding sulky.

**Jacobsen Estate 26 Tee Mower.** Cutting width 26 inches. For extreme maneuverability and close trimming of tee areas and around greens. Heavy duty 6-blade shear-cut reel assures precision mowing. Quick action reverse, rear-roller drive and out-front cutting unit provide easy maneuverability in, out and around confined areas. Same famous 3 hp Jacobsen Hi-Torque engine as used on the Jacobsen Greens Mower.

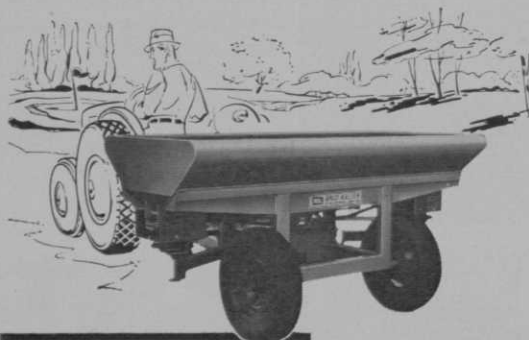


**NEW! Model "F" Worthington Tractor** with 7-gang "Wing-Lift." Cutting width 15 feet, 6 inches. New cutting versatility never before achieved. Finger-tip control of the "Wing-Lift" levers instantly raises or lowers each unit for changing size of swath or transport. No wheel marks. All cutting units precede tractor wheels.

**Worthington 9-Gang Fairway Unit with Model "G" Tractor.** Cutting width 20 feet, 6 inches. Frame design permits mowers to follow ground contours without skipping or scalping. Convertible frame for 3-, 5-, 7-, or 9-gang combinations. Sharp turns with ease. Tension spring lever exerts up to 50-pound pressure for firm roller contact. Bed knife and reel adjustment handle. Separate gear drive in each wheel.

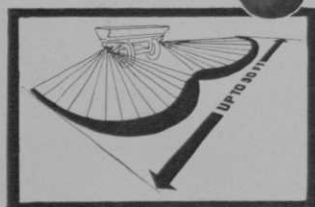


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## BROD-KASTOR

- Reduces turf fertilizing time by more than ONE-HALF
- Spreads pelleted and granular fertilizer up to 50 ft. wide
- Controlled, uniform spreading pattern eliminates burning and striping
- Completely field tested and guaranteed



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THE TIME AND MONEY-SAVING BELT BROD-KASTOR

**BELT CORPORATION**  
**ORIENT, OHIO**

after this fall . . . He also has been made an honorary member of the club . . . He expects to play much more golf than he has been able to do in past several years working at the game . . . Jim came from Port-rush (Ire.) CC, where he was head pro at 16, to start to work for Cuthbert Buchart at Westchester-Biltmore in 1923.

Leland G. Warnock for past seven years mgr., Whitcomb hotel, St. Joseph, Mich., has been named mgr. of the new Point o' Woods CC, St. Joseph, which is completing its clubhouse . . . Start building Ontario (Calif.) municipal course to design of Wm. H. Tucker, jr. . . Del Becker, Richmond, Calif., pres., Salmon Falls Development Co. says company is going to build \$6 million resort including course at Salmon Creek, near Juneau, Alaska.

Albert C. Nozik, Euclid, O., attorney, will build a 9-hole course at Mentor Marina . . . Onancock, Md., group headed by George N. McMath, engages Ed Ault to plan course . . . Architect James G. Harrison hired by Erie, Pa., city council to prepare recommendations for locating and building city's third muny course.

S. J. Kremer, Elk Creek, Calif., heads committee to build Glenn County course . . . Start building Crowley (La.) CC. . . Campaigning to get course in Pawtucket, R. I., area . . . Caldwell, Ida., junior C of C in drive to get muny course . . . Scope Associates, Evanston, Ill., planning big real estate development, in-

### Annual PGA Meeting

The 43rd annual meeting of the PGA will be held Dec. 3-10 in the Ft. Harrison Hotel, Clearwater, Fla. The meeting has been set back one month because of the playing of the Ryder Cup matches in Nov. Teaching and education sessions and various committee and business meetings will occupy delegates during the week they are in Clearwater. The President's dinner will be held the evening of Dec. 8.

cluding golf course near Racine and Kenosha, Wis. . . . Niwot Land Co. buys property for building course at Longmont, Colo.

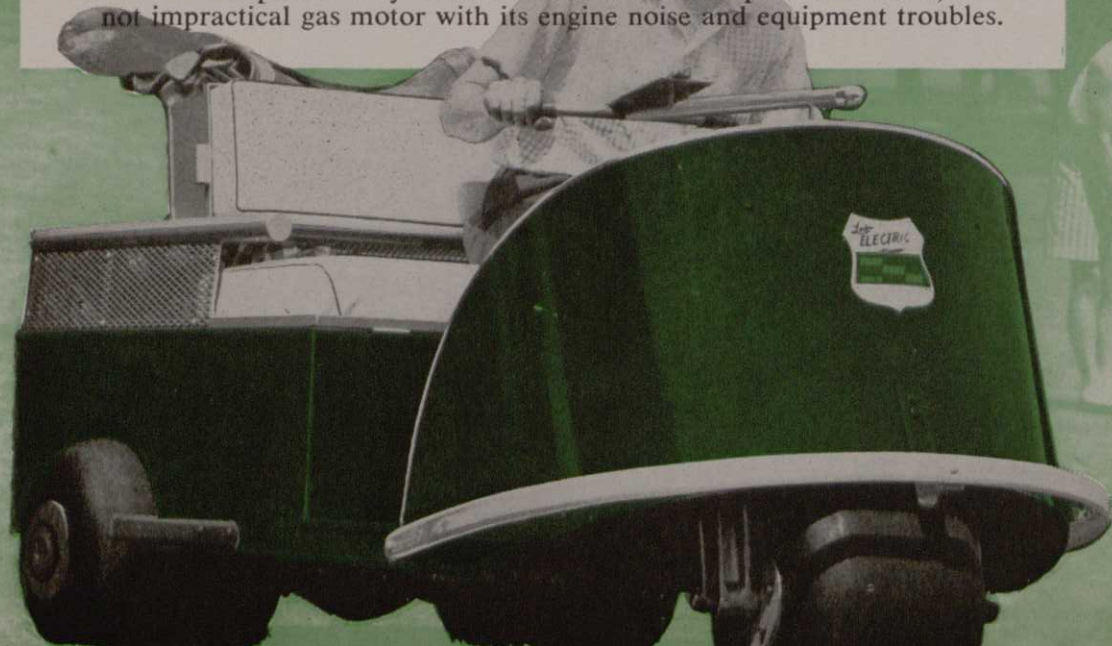
Delegates to PGA annual meeting will hear pleasant news about income of the 1959 PGA championship and 1959 Golf Day . . . Several projects for engaging the PGA in course construction and operation and office building have been given preliminary consideration at PGA sectional meeting . . . Majority of pros of solidly successful business experience seem to be of the opinion that the PGA has work enough in strictly pro golf affairs without getting involved in problems of real estate business.

Chester W. Beeler expects to open his course on Herrington Lake, near Harrodsburg, Ky., next spring . . . Open Bristol (Va.) CC new 18 built by A. G. McKay . . . Charley Walk is pro . . . Begin building 9-hole course on farm of Berlin Kaufman near Huntington, Ind. . . . First 9 of new 18 muny course, south of present

*The Most Significant Advance in Golf Car Design*

# Laher TURF-KARE KAR

... acclaimed by pros and club managers everywhere as the finest all-season golf car ever engineered! The TURF-KARE KAR combines NEW TERRA-TIRES® and LUB-O-MATIC Drive for smooth starting and easy operating. Drive everywhere—no trails needed—"floats" over grass, sand, or wet, soggy turf without harm. Laher engineered to give 36 to 54 holes without recharging; powered by electric motor to take steep hills in stride; not impractical gas motor with its engine noise and equipment troubles.



THE LAHER DELUXE  
GOLFER

The Laher DeLuxe Golfer is the dependable and economical favorite all over America where turf damage is not a problem. Like all Laher electrics, the Golfer features LUB-O-MATIC Drive for clean, silent, trouble-free operation—no noise or fumes to distract players. Laher cars are rugged—built to last 20 years. Exclusive Laher AIR-VAC spring suspension provides stability and comfort.

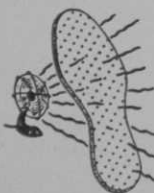
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Henry Johnson  
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LAHER SPRING AND TIRE CORP.

# Extra Profit

LIKE  
WALKING  
ON  
PILLOWS!



*Air-Cooled!  
Air-Ventilated!  
Air-Cushioned!*

## Dr. Scholl's AIR-PILLO INSOLES

Made of soft Latex Foam. No adhesive. Convert any shoe into an air-cushioned shoe for only 60¢!

### 3 PAIRS FREE!

With a 3 dozen assortment of men's and women's sizes you get 3 pairs FREE if you order promptly. Packed in metal counter display dispenser. Each pair cellophane wrapped. Men's 7, 8, 9, 10, 11, 12 and Women's 5, 6, 7, 8, 9. Retail 60¢ a pair.



**YOUR COST \$14.40. YOUR PROFIT \$9.00**

Nationally advertised in THE SATURDAY EVENING POST, THIS WEEK, DELL MODERN GROUP and PARADE.

**SELL ON SIGHT!**

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62 W. 14th St., NEW YORK 11, N. Y.

## Wedding Bells for Two Golf Publicitors

Lois Hayhurst, a member of the publicity staff of Golfcraft, Inc., and Jim Gaquin, field secy. for the PGA Tournament Bureau, will be married in Chicago, Dec. 5. Lois, a graduate of Mundelein College, Chicago, is practically as well known in the golf field as her husband-to-be, having worked in the women's promotion end of the game for several years. Jim is a Boston University graduate and worked on newspapers in Waltham and Worcester, Mass., before coming to the PGA as head of its tournament press dept. He is a native of West Newton, Mass.



munity 18 at Randolph Park, Tucson, Ariz., to open in Nov.

Tennessee State Park Dir. Edinn D. Chappel says state hopes to construct course at Paris Landing park within two years . . . Cottonwood CC, 9-hole grass course at Glendive, Mont. started . . . Leo C. Johnson, Sioux City, Ia., is contractor . . . Cy Williams, pres. Enumclaw (Wash.) G&CC, signs 10-year renewal of lease on course, with Kings County park dept. officials . . . Robert Trent Jones designs new course to be built near Manhasset, N. Y.

Grand party put on by Plum Hollow GC, Detroit, Mich., for its mgr. Forrest J. (Red) Large, and his wife, (Mitzi) . . . Big dinner Sept. 12 and speeches and presents . . . Red came from Chicago to Pine Lake CC, Detroit, in 1934 . . . He was with Plum Hollow from 1949 to 1954 and came back in 1956 . . . Annual gathering of Detroit and Chicago club mgrs. in Chicago Sept. 20-21, with Chicago mgrs. headed by Pres. Ernie Flaim, entertaining their Detroit colleagues led by Ed Renegor . . . Idlewild, Olympia Fields and Flossmoor with Mgrs., Tony Roma, Alex Sacone and Jerry Marlatt and their presidents gave the visitors VIP treatment . . . Flossmoor pro, Bruce Herd, Supt. Wallie Peiper and Mgr. Marlatt started a golf tournament for the visitors on a magnificently conditioned course but a cloudburst ended the event.

Robert Bruce Harris designs 36-hole course, to be built near Minneapolis, by group headed by Totten Hefflefinger . . . Work begins on Lake-wood CC 18 (New Orleans), designed by Harris . . . He also has designed two new 18s for city of Dayton, O., and designed remodelling of Columbus (O.) CC and Brier wood CC, Deerfield, Ill.

Henry Cotton's new book "My Golfing Album"  
(Continued on page 130)

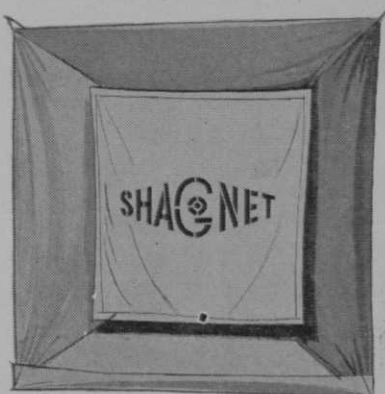


*Any place you can swing a club . . .*

# **NEW!** the SHAGNET

## The answer to a Golfer's Dream

HIT FULL SHOTS WITH ANY CLUB TO A PRACTICE RANGE  
6½ FT WIDE BY 6½ FT TALL.



**\$5250**

WHEREVER GOLF EQUIPMENT IS SOLD

## *Here's Why Every Golfer Should Own* **the SHAGNET**

**LOWER SCORES-with SHAGNET** it's easy to practice. Full shots bang into the curtain then softly drop to the pad inside the frame . . . Practice makes perfect-and SHAGNET is the perfect way to practice.

**RUGGED CONSTRUCTION - SHAGNET** should give years of service. Quality materials used throughout. Frame is 16 gauge steel tubing. Won't "walk"-yet it's light enough to move easily. It is 6½ feet wide by 6½ feet tall. Thoroughly tested in all conditions.

**ATTENTION GOLF PROFESSIONALS!** The SHAGNET belongs too at Schools - For Recreation and Practice - Hospitals - Rehabilitation and Fun Motels. Possibilities unlimited on the SHAGNET for profitable sales.

**AT HOME** - Groove that swing in the back yard - hitting full shots - without chasing balls.



**ALL YEAR 'ROUND**



**AT THE COURSE -**



SHAGNET is great for that essential warm-up before the first tee.

Professionals and Sporting Goods Dealers - write for complete information and prices.

# **MIDWEST GOLF SUPPLY**

300 FLEMING BLDG.

DES MOINES, IOWA

# Plan now to Attend the 31st INTERNATIONAL TURFGRASS CONFERENCE AND SHOW

**Shamrock Hilton Hotel,  
HOUSTON, TEXAS  
February 1-5, 1960**

**See and participate in the  
"Greatest Show on Turf"**

- Educational Conference on Golf Turf Management
- Leading speakers on golf turf research, teaching management and operations
- Annual G.C.S.A.A. Golf Tournament
- Tour of golf facilities around Houston
- Largest Equipment and Supply Show on turf

**Welcome all golf turf workers,  
everywhere!!**

**The entire Turf Grass Industry  
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Sponsored by the

**GOLF COURSE SUPERINTENDENTS  
ASSOCIATION OF AMERICA**

The men who maintain the finest golf courses

**For detail on program  
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**Write G.C.S.A.A., Headquarters  
Office, P.O. Box 1385,  
Jacksonville Beach, Florida**

## Manufacturers Say Golf Boom Will Continue

(Continued from page 46)

equipment. Smart merchandising by professionals, featuring pro-only lines, has resulted in the pros now doing about 70 per cent of the golf business of the area and six of the eight stores discontinuing the sale of golf goods, obviously because they couldn't make money in a price-cutting battle on cheap clubs, balls and bags.

Golf marketing in the Chattanooga territory shows professionals in better competitive condition than in other metropolitan districts. As one of the oldest manufacturers with a pro-only policy, we are happy to observe that professionals are making use of the distinctive and strong elements of "pro-only" in extending and protecting their business against astute and aggressive competition. The pro-only trend is destined to be accentuated as professionals observe such histories as that of golf merchandising in Chattanooga.

Harry Colburn, vp Wilson Sporting Goods Co., Chicago, Ill. — The manner in which club professionals have maintained their dominating merchandising position in a rapidly growing market is bright evidence of their development as sound business leaders.

Successful and experienced merchandisers in every field are confronted by testing problems of inventory, financing, display and other advertising, sales methods, employee selection and management and the meeting and beating of competition that is inevitably aggressive wherever a market is attractive. Club professionals generally have met these tests and have increased their percentage of the total business. They have achieved this by the smart policies and practices that the best merchants in any field employ. There is no way in which good merchants can be defeated, and no way in which poor merchants of any product can be protected.

That's why we estimate that the steadily rising and realistic standard of pro merchandising will produce a larger percentage of golf business for pros in 1960 than their impressive percentage this year.



# INVESTIGATE!

**You'll find that one golf car, alone,  
is guaranteed:**

— to go a full 36 holes over any  
golf course with proper charging.

— against being over-turned by even  
the most careless of car drivers.

IT'S THE 1960 **"Envoy"** BY ELECTRICAR

**4-WHEEL FIBERGLAS ELECTRIC GOLF CAR**



**Don't settle for less than the "Envoy" guarantee**

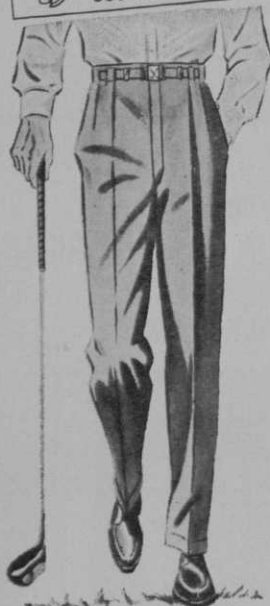
The time you take to investigate the "Envoy", and comparing it, feature by feature, with other golf cars . . . will pay off in important savings in time, worry and expense. In the "Envoy" you'll find safety, service and performance un-

matched by any other golf car — and the beauty, comfort and convenience you'd expect in golf's finest car. Isn't it worth while — to your club and your members — to investigate? Write us for complete information — today.

*Franchises available in some states.*

**Electricar Manufacturing Corp.**

**17 John Street, — New York 17, N. Y.**



**Tee Off  
Your  
1960 Sales  
with  
Par Golfer  
Slacks  
and  
Lady Golfer  
Bermuda  
Shorts  
by DiFin**

## GOOD NEWS FOR 1960

We are very proud of the many new styles and unusual fabric selection for the new season.

- 16 shades of Dacron/Comiso in "tone on tone" effect at \$14.95
- 16 shades of lightweight "Italian worsted" at \$27.00
- Many other original fabrics.
- Over 75 shades of Lady Golfer Bermuda shorts.

Several styles are now available for the first time with blouse to match.

Thank you for making 1959 a truly great year. We look forward to an even greater 1960.

Our salesmen are on the road with the new line and are looking forward to visit with you very shortly.

**DiFin Originals, Inc.**

18 West 20th Street  
NEW YORK 10, N.Y.

**John W. Sproul, mgr., golf ball sales, United States Rubber Co., Providence, R.I.**

—Golf hit a new peak in 1959. It's hardly necessary to recite the facts — new high in courses — more golfers playing more rounds than ever before — golf ball consumption up around 15 per cent and a comparable increase in other playing equipment. But there is one disturbing facet in this otherwise beautiful picture. There just aren't enough courses to go around..



Golf clubs today are becoming the center of community life. That is why the professional is becoming one of the most important persons in the community. He is looked up to not only as a teacher and player but as a leading merchant and a fellow who is helping to shape civic life and affairs. If he accepts responsibility and works with his fellow townsmen toward better community living, he is in a position to promote and sell merchandise to a greater extent than the average merchant. He has a "captive" clientele. He can make his business prosper and grow through the game.

Business forecasts for 1960 are bright. Additional courses will be opened. The pro who sells members and players quality merchandise at a fair profit will prosper next year. Golfers, probably more than any other class, don't flinch at paying top prices if they are fair and the merchandise is right.

It is because of this bright outlook that U. S. Rubber is increasing its staff of famous pros in 1960 — adding men to a star group that includes Venturi, Hawkins, Johnson, Besselink and Collins. It is these great players who test the balls we produce and sell and assure the golfers of this country a quality product.

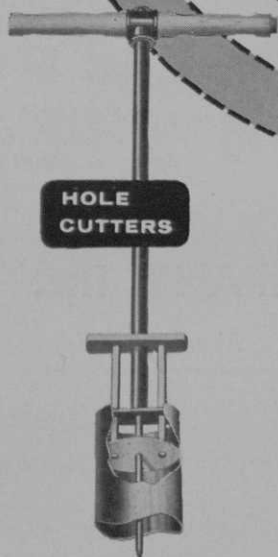
**Thomas F. Root, vp The Fate-Root-Heath Co., Plymouth, O.** — Building of new courses and reconstruction of courses to correct defects that were painful and obvious during the past summer are certain to make golf business good in 1960 for course equipment manufacturers.

In our particular case, we note that a constantly extended demand for fine condition of golf courses is increasing the demand for our lawnmower sharpeners, bed-knife grinders and lapping machines. More course officials are beginning to agree with



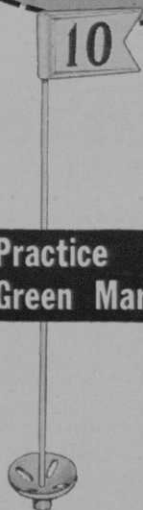
# *Finest Quality* **GOLF COURSE EQUIPMENT**

**HOLE  
CUTTERS**



10

**Practice  
Green Marker**



**RAKE**



**PUTTING  
CUPS**



**TEE  
MARKERS**



**DIRECTION  
SIGN**

**FLAG  
POLES**



**FLAGS**



**MANUFACTURING COMPANY**  
CEDAR FALLS, IOWA

*order from your favorite Standard distributor*

# NEW "KLEET-PROOF" Safety STEP TREADS

## FOR ALL CLUB-HOUSE STEPS . . .

Specially compounded of Nylon tire cord friction, this NEW MELFLEX Molded Rubber Safety Tread resists the scuffing, digging action of shoe cleats to a greater extent than any step covering yet developed --- and still provide sure-gripping, slip-proof traction. These treads can be installed outdoors or indoors on any type step with MELASTIC Water-Proof bonding cement --- and for permanence. Reduce club-house step maintenance costs, increase step safety with MELFLEX "KLEET-PROOF" Safety Treads . . . They are supplied trimmed to fit your steps --- no cutting or waste.

## MEL-ISLE Heavy Duty Ribbed Flooring . . .

For all club-house areas where a SAFE, resilient, wear-resistant floor covering is needed to meet tough traffic conditions --- locker rooms, hallways, pro-shop, club grill, etc. Marbleized colors or black --- 1/8", 3/16", in color; Also 1/4", 5/16", and 3/8" thickness in black. Cut to dimensional specifications or in rolls 36" wide.



ALL BLACK  
1/4" thick  
Square or Curved  
Nose

Write For Information And Prices

## MELFLEX PRODUCTS COMPANY, Inc.

H. L. WARFORD, President

410 South Broadway . . . . . Akron 8, Ohio

their superintendents' views that excellent up-to-date maintenance machinery and enough of it are essential to the maintenance of a course that players require, and at costs that show efficiency.

E. L. Parker, pres., A. G. Spalding & Bros., Inc., Chicopee, Mass. — This year's record total of courses and golfers was reflected in a record volume of business done by professional golfers, as we see the picture. There is additional indication of the professional's high standards as a merchant through the continued strong preference of the golfing public for quality merchandise.

Sales of the Dot have been phenomenally large and that is another item of evidence of the professional's outstanding performance in golf marketing.

As we view prospects, the business professional's steady advance in golf equipment business, the increase in courses and the marked growth of women's and juniors' play are going to make 1960 another year of progress in golf sales volume and profits.

Gordon Leslie, mgr., Geneva Works, True Temper Corp., Geneva, O. — We are very optimistic about the golf business for 1960. The current demand for golf

shafts exceeds anything ever experienced.

During the past two years we have shown a modest increase in the manufacture and sale of shafts, but this would indicate only a normal growth that might be expected from year to year. We feel certain the additional facilities made possible by the National Golf Foundation, along with increased interest in golf at existing courses will result in a banner year for the entire industry in 1960.

Wm. Bommer, pres., Acushnet Process Sales Co., New Bedford, Mass. — The club professionals are profiting from another demonstration of the wisdom of protecting their mastery of the most desirable part of the golf market. Some parts of the market have suffered seriously from price-cutting battles on golf goods of lower grades. While this has been happening Acushnet balls and Bull's Eye putter sales have been running up new sales records at pro shops which are the only retail outlets for these quality items. Obviously, merchandising of products of highest reputation exclusively by retailers of highest standing is the combination for stable profits in golf. It seems to us that professionals are going to have bigger Christmas gift personalized ball business than ever before.