

*Bonus Feature in many models: Tufhorse patented removable club dividers. There is no substitute for the look of real quality found in fine Tufhorse Golf Bags — quality that comes from a tradition of expert craftsmanship and styling. The name Tufhorse has been a distinguished one for more than forty years, identifying for the discriminating golfer bags of unmatched beauty and durability.

Today as in the past, golfers who love the game choose Tufhorse.

Write Dunlop for 1960 Catalog.

DUNLOP Tire and Rubber Corporation

SPORTING GOODS DIVISION
500 Fifth Avenue • New York 36, N. Y.

PMG

MADE BY S MOINES GLOVE & MFG. CO.

DES MOINES

IOWA

used today. About 1946, cadmium materials were developed for the control of dollarspot and other less common diseases. The antibiotic type fungicides came into use about 1953. At the present the most promising development in this field is the "broad-spectrum" materials. They are formulated to control a wide range of disease organisms.

In 1874 a German scientist named Zeidler discovered DDT, but it was not until 1939 that its insecticidal value was determined. It was first manufactured in the United States in 1943 and was used on a limited scale for mosquito control. By 1946

it had attained widespread use.

Go to Organic Insecticides

Prior to the discovery of the insecticidal properties of DDT, such materials as lead arsenate, bichloride of mercury and sodium fluosilicate were used almost exclusively for the control of turf insects. Soil fumigation was achieved by the use of sodium bisulfide. The pyrethrins, cube roots and ground tobacco stems were products used for the control of surface feeding insects. Most of these materials except lead arsenate, some of the pyrethrins and synthetic pyrethrin products which are still being used, have been largely replaced by the highly effective organic insecticides.

With the discovery of the insecticidal properties of chlorinated hydrocarbons such as DDT, chemists were provided a basis for formulation of many useful insecticides. Chlordane, toxaphene, dieldrin and aldrin are examples of the many chlorinated hydrocarbons which have been use-

ful in the control of turf insects.

We have reduced the amount of insecticide required for effective insect control from the old standard of 400 lbs. or more of lead arsenate per acre to three lbs. or less of aldrin or dieldrin. Bacterial cultures, possessing no mammalian toxicity, will perhaps be the insecticide of the future for the control of many insects.

Development of Herbicides

There was very little use of herbicides in turf prior to 1930. One of the first materials used for weed control was sodium arsenite. It is still in use today. Next in the line of herbicides to be used rather widely was sodium chlorate and the dinitro compounds.

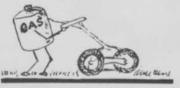
The greatest revolution in the use of herbicides came with the development of a highly selective material called 2,4-D. The effectiveness and selectivity of this material was so great that broad-leafed weeds in most cases were no longer considered a serious problem. The development of 2,4-D enabled plant scientists to better understand the chemical mechanisms of selectivity and brought about extensive research in this field. With an insight into the mechanism of selectivity in broad-leafed weeds, attention was then turned to crabgrass, which was the next most serious weedy pest.

Some materials in use at the present time for crabgrass control are potassium cyanate, phenyl mercuric acetate, disodium methyl arsonate and amine methyl

arsonate.

The application of herbicides to turf during the dormant season of growth, as pre-emerge controls of crabgrass, is receiving attention in this field. Several materials appear to have promise for this use. In the near future we will probably have herbicids that are specific for a givenplant.

Prior to World War I very little turf was fertilized. Manures and waste products of other industries were used to some extent



but most grass went unfertilized. During World War I factories were built in Cermany for the synthesis of atmospheric nitrogen into stable compounds for war purposes because their original source of nitrogen was no longer available. After the war these factories produced fertilizer materials. Improvements have been made in this field especially in the physical condition of fertilizers with the development of granules. Granular material is easier to handle and spread and can be stored more satisfactorily. At the present time the use of high analysis materials and synthetic organic fertilizers that permit an orderly release of nutrients at a controlled rate are the trends in turf fertilization.

Power Broadened Scope

We cannot discuss turf research without pointing out the progress which has been made in the equipment line. Research in this field does not necessarily mean the development of new and different kinds of machines, as the principles of turf equipment have remained rather unchanged, but rather refinements in design or construction for longer wear, greater efficiency and safety to the operator are involved.



For a long time, the **Sta-tite** has been a favorite with golfers from coast to coast. The big advantage is the patented nylon lastik back which keeps the palm tight, smooth and wrinkle free. Also, the natural weave of extruded rubber strands, nylon covered for softness, give a porous back for cool playing.



The change in the source of power for turf equipment was one of the great accomplishments in this field. Prior to the time of power equipment, good turf management was restricted to a very small area. With the advent of power driven cultivation equipment, which came around 1946, the cultivation of turf became a standard management practice. Other developments which have advanced the field of turf have been planters for vegetative materials and machines for seeding steep slopes, improved mowers, seeders, sprayers and fertilizer distributors.

A 3-Phase Contract to Protect the Club

By GEORGE W. COBB Golf Course Architect, Greenville, S. C.

I am afraid that many architects feel that the design of a course is the only thing that concerns them. Consequently, there are many cases in which the entire construction phase is tossed in the lap of an assistant, a construction supt., contractor or even an individual club member or a group of members.

We break our course building contracts into three phases. The first is the preliminary layout of holes; the second is setting



up of specifications for building; the third is personal inspections while the course is

being built.

I think that the second and third phases are so important that it is clearly stated in the contract that the client is not obliged to proceed with either until he is satisfied with what has been done before. He has immediate call upon my services to straighten out any detail which is not to his liking. I know of quite a number of courses where a designer's name has been attached to the layout although he has done nothing more than route the holes. Architecture, to my way of thinking, is

not as simple as that.

It can't be divorced from construction. The overseeing of the building of tees. greens, fairways, and particularly the installation of the course drainage system are far more important functions of the architect than the mere drawing of the design. If he doesn't take the trouble to frequently visit the building site and see that everything is going according to his plans, he has no right whatever after the damage is done to utter those famous last words: "They didn't build it according to my layout or directions."

Nutrition — A Disease Control Factor

By ELIOT C. ROBERTS

Associate Professor of Agronomy, Iowa State University

Fungus produces disease symptoms in grass plants by feeding on contents of the cell. When a fungus pathogen (organism) infects turf it does so in two stages through entry into the interior or tissue, and by establishing itself so that it can feed on substances produced by the plant. Resistance to the disease may occur at either

or both stages.

Structural characteristics of the leaf or root surface may favor or repress invasion of the fungus. Waxy coating of the leaf for example, may make it more difficult for a fungus spore to work its way in. Presence of hair on the leaf surface has been known to have a similar effect. The number, size and positioning of stomata (a tiny breathing pore) on the surface of the leaf may also favor or discourage penetration. Another factor is structure of the cell walls on the leaf surface.

Fungus may enter a plant as the result of various mechanical, chemical or insect injuries. Root damage, such as from nematode infestation, invites invasion.

Inner Workings

Production of certain organic acids, sugar, tannin, etc. within cells protects the grass plant against fungus. These materials counteract enzymes produced by the organisms. It is believed that high carbohydrate content in relation to nitrogen and presence of compounds such as magnesium sulphate and potassium phosphate within the cell modify the efffect of enzymes generated by fungus. If these en-



FOR RENTAL USE

- LEASED - FINANCED



e wise club or pro that installs Kaddie Karts has a ready public waiting to use this Kart. ever he goes, the golfer finds Kaddie Karts rk of distinction at the best courses. That is often when Kaddie Karts are substituted for carts a jump of 50%, 75% or 100% in inhas been recorded in a single week.

MBERLIN METAL PRODUCTS CO. **GOLF CART SUPPLIES**

Wabansia

Chicago 47, III.

Phone CApital 7-7171

It is time to discard the inefficient rental cart. Old, obsolete baby carriage type handles and reconstructed folded carts and other makeshifts leach away your profits.

Kaddie Kart is the professional cart for rugged hard use. It takes any beating, and abuse. Is so well made it can stand out in open weather year after year.

It is useless to steal, so theft of Kaddie Karts is negligible.

Kaddie Kart has had long years of proven success on America's foremost golf clubs - both public and private.

Don't gamble. Kaddie Kart has never known failure, has never been surpassed in service, has never had to make an excuse.

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.

Write for information - Rush your orders or telephone for quick action.

The state of the state of the state of	
CHAMBERLIN 2226 Wabansi Chicago 47, II	
ing 🗌 Kaddie	formation on buying 🗌 leas- Karts. — Koddie Karts at once.
Name	
City	State
Club	Position



Jacobsen-Worthington Model "F" Tractors with seven gang and five gang mower units.

Harry Cirata, Superintendent of the Eldorado Country Club, Palm Springs, California—scene of the 1959 Ryder Cup matches, says, "Jacobsen-Worthington equipment plays an important part in keeping our course in tournament shape, day-in, day-out."

ELDORADO COUNTRY CLUB OF PALM SPRINGS

CUTS THE COST OF CUTTING GRASS WITH Jacobsen-Worthington

Golf course superintendents have learned from experience that Jacobsen-Worthington mowing equipment will out-cut, outperform, out-last any other equipment for maintaining courses in tournament shape. Operating and maintenance costs are slashed.

From tee to green, from 18 inches to 21 feet there is a Jacobsen-Worthington mower for every grass cutting need. Find out how *you* can cut the cost of cutting grass by contacting your Jacobsen-Worthington dealer today.

FOR INFORMATION, WRITE



Jacobsen MANUFACTURING COMPANY

Department G4 - Racine, Wisconsin





Jacobsen-Worthington on Parade at ELDORADO COUNTRY CLUB, PALM SPRINGS

Eldorado Country Club is a show case for Jacobsen-Worthington equipment. Typical of the many Jacobsen units in regular service are the new Estate Tee Mower, Model "F" Tractor and Gang Mowers and the Greens Mower shown here. For performance, economy and low maintenance cost, Jacobsen-Worthington equipment is preferred by golf course superintendents everywhere. Ask for a demonstration.



The Jacobsen Greens Mower

The Jacobsen Greens Mower has earned its leadership on the greens of the finest golf courses in America.

Its perfect balance, precision built reel and high frequency of cut in relation to forward travel result in the smoothest putting surface it is possible to obtain.

The lightweight convenient plastic grass catcher adds to its ease of operation.

Your dealer will gladly put Jacobsen-Worthington equipment through its paces.

Feature for feature-the finest!

zyme substances go unchecked, they not only slowly kill the cell but break down structural material between cells. This enables the fungus to spread through the entire plant.

Different species and strains of turf have varying nutritional requirements for strong growth and by-product resistance



to disease. The same may be said of soil types. So, sweeping generalizations can't be made covering nutritional relationship to disease control.

But this much is known:

Nitrogen in proper amounts promotes vigorous growth that enables turf to outgrow the slowly developing fungus infections. In excessive amounts, though, nitrogen stimulates production of thin walled cells that become easy prey to invasion by harmful organisms.

Phosphorous reacts with carbohydrates to produce building blocks for new cells and tissues. Because of this function, growth stimulation brought about by nitrogen when phosphorous is deficient, results in poorly balanced nutrition and the likelihood of increased disease susceptibility.

Speeds Up Synthesis

Potassium in adequate amounts speeds up synthesis of essential disease resisting and growth substances in grasses. Deficiencies of it weaken cell walls and lay them open to penetration by disease or-

Calcium strengthens intercellular areas and helps to contain the spread of fungus in a plant. Its balance with potassium is important. It also neutralizes acids and possibly other growth by-products. Calcium deficiency in turf is not common although it must be conceded that weak turf is often tied in with acid-heavy soil condi-

The secondary elements, magnesium and sulfur, and the minor elements, iron, boron, manganese, copper, zinc and molybdenum, are known to have important regulatory functions within the plant. It is reasonable to assume that their presence in adequate amounts favors disease resistance.

What should be kept in mind so far a good growth, and resistance to disease an concerned is that it is not the presence of nitrogen, potassium and phosphorous is adequate amounts that is so important a the proper balance and absorption of thes elements in relation to one another.

Drain Green Over Its Entire Width

By CHARLES DANNER Supt., Richland CC, Nashville

One of our six new greens was built s that excess water was channelled off the green in a narrow area. It didn't take lon to find out that excess water must-b drained off the green over the entire widt of the front or sides and not channelled of Another green was built with ample su face drainage with a one way fall towar the front which drained excess water dow to a flat fairway. The result here was the the front approach would become slopp during wet weather. This was a geo breeding place for disease.

This green has been our problem bab every summer. We still have the green as was built but it is only a question of tim until we will have to rebuild it. We have



found that any low spot around a gree or even a leaky sprinkler valve is a goo breeding place for disease.

In 1953 we converted six more green to bent grass and finished the remaint greens in 1954. The last twelve greet were constructed by sloping the bottom of each green exactly as the finished to We made one change on these greens b changing the way we installed the ti lines. Since we had a fall at the botto and a fill of gravel why use the herring bone system of tiling? Instead, we pi one tile line along the low front and side

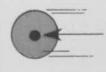








A golf ball spins in flight. If it is not in perfect balance it will wobble, fade or drift.



Extra weight concentrated exactly in the center makes First Flight longer and more accurate.

MONEY BACK GUARANTEE

This First Flight Steel Power Center Golf Ball is so superior in distance and accuracy that we want you to satisfy yourself on these advantages. We invite you to get three First Flight balls from your

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.

-First Flight Company, Jimmy Demaret, Vice President

FIRST FLIGHT COMPANY, Chattanooga 5, Tennessee

Midwestern Distributor, Fuhr's First Flight Dist. Co. 8800 Menard Ave., Morton Grove, III.

Western Distributor, Don Martin and Co. 1029 N. Alverado, Los Angeles 26, Calif.

Originators of First Flight Patented Steel Power Center Golf Balls and of First Flight and Jimmy Demaret custom made registered swinging weight golf clubs. These clubs are built to fit you to any specifications prescribed by your club Professional at no extra cost. Ask him for details. of the green. This seems to be as efficient as the herringbone. By this time we had become convinced that the most important thing in building a green is to provide for surface drainage without channelling and to provide for drainage away from the green so as to not have any low spots or that areas close to the putting surface. Our last twelve greens were built to provide ample surface drainage off and away from the greens. I am happy to say that none of these greens has ever given us any trouble.

Used Concrete Mixer

From our experience with soils, we think that any mixture with high sand content, soil and peat will be good if they are thoroughly mixed. At Richland we

used a concrete mixer.

The answer to keeping bent grass greens through Southern summer months is water management. The green should be built to provide for subsurface drainage with tile lines sloped at the bottom. A blanket of gravel, well mixed topsoil and good surface drainage are very important. Water will not move through any soil very fast and the best way to take care of excess water is through surface drainage. If ample surface drainage is not provided for, or if low spots exist, or if excess water is channelled off, disease very likely will result.

Temperature and Light in Growth of Turf

By VICTOR B. YOUNGNER

Asst. Professor, Ornamental Horticulture University of California, Los Angeles

Some factors affecting grass growth are almost completely outside the range of the supt's influence. The most obvious of these are the climatic factors, temperature and light. Directly or indirectly they are related to every aspect of turfgrass management.

From the moment the grass seed is placed in the soil, it comes under the influence of weather and other environmental factors. For example if the soil temperature is too high or too low, germination will be poor and many seedlings will be deformed. And, so, throughout the life of the turf, every phase of grass growth and development is being primarily controlled by weather and climate.

The activities of the supt., particularly in timing of operations, can work with nature to develop better turf. But if incorrectly done or improperly timed, these same activities may work with nature to weaken or destroy the turf.

Controlled Environment Observations

The recent development of new techniques for the study of environment and plant growth has opened a future full of promise for greatly increasing this knowledge. Such a new technique is the creation of the "phytotron," controlled environment



growing rooms, like the one recently constructed for the UCLA Dept. of Floriculture. With the phytotron we can regulate accurately the temperature, day length, light intensity, etc. at which the plants are grown to study the effects of specific conditions on growth of the grass plant.

Research work of recent years indicates that with many of our cool season grasses root and top growth are opposing growth phases. That is, conditions which promote top growth are not the same as those that promote maximum root development. This is especially true when we superimpose mowing, as we do in turf culture, over all other conditions.

If we recognize three temperature points in respect to growth; minimum, optimum, and maximum, we find that the three points for root growth are several degs. lower than for top growth for many cool season grasses. This is confirmed by field studies which have shown that maximum root development occurs during the late winter and early spring in temperate climates before much top growth is evident and again in late fall when top growth is slow. In late spring and early summer, the period of maximum top growth, root development has practically ceased.

Food Reserve Depletion

Food reserves, carbohydrates stored in roots and other plant parts, increase during the period when top growth is very slow. On the other hand, during periods (Continued on page 110)



The FONKEN PICKER-UPPER

With the new, improved Fonken Picker-Upper you can retrieve golf balls faster . . . more efficiently . . . at lower cost than by any other means. Designed with built-in flexibility to meet every change in ground contour, the Picker-Upper retrieves balls under all conditions — even in heavy grass or weeds. Foolproof comb guides balls into pick-up discs without chafing, bruising or cutting.

THREE SIZES - 3, 9 and 15-foot span

Choose the Singletriever, Standard or Supertriever to fit your needs . . . , or add quick-attach Supertriever kit to increase span of present Singletriever or Supertriever units.



Write for new descriptive literature.

FONKEN MANUFACTURING CO.

433 West Magnolia Avenue, Glendale 4, California

Maxwell Heads Architects; Costs Studied at Meeting

Studies of costs of building and maintaining courses were the main topics of discussion at the recent annual meeting of the American Society of Golf Course Architects which was held in Palm Beach, Fla. These studies will be explored further when the architects meet again at La-Chute GC in Quebec in June at the first



Plummar

Maxwell

Robinson

summer session ever held by the course designers. The next annual meeting will be held in the west at a site to be determ-

J. Press Maxwell of Dallas was elected pres. of the society at the winter meeting. The new vp is C. E. (Robbie) Robinson of the Royal Canadian GA and secy. is Ralph Plummer, also of Dallas.

Cost Savings Recommendations

At the Palm Beach conference, the architects agreed that great cost savings probably can be realized by more careful selection of course sites that will result in more effective use of natural terrain and less dependence on bulldozers. Excessive water, some designers maintained, boosts costs at some clubs because it increases frequency of mowing and creates an insect problem. In conjunction with the site selection, the architects recommended that much more emphasis should be put on picking locations where at least fairly ideal soil conditions exist.

The USGA and Royal Canadian GA are said to be concerned with the cost problems in course construction because of a desire to continue to keep the playing of the game within the range of the aver-

age income golfer.

GOLF'S BEST BUYING GUIDE BUYERS' SERVICE • P. 135

BOOK REVIEW

Bed, Bath and Bedlam — "The Inside Story of Hotel Life." By A. R. d'Albert. Published by Vantage Press, 120 W. 31st St. New York 1. Price \$3.75.

This chronicle of the personalities who are the guests and those who are members of the staff of hotels is interesting reporting by a veteran widely known in hotel and club business. The tales that d'Albert tells will pleasantly stir the memories of many club managers who have managed hotels.

Wine Experts

Among a great many funny yarns d'Albert recounts is one about a dinner given by people who fancied themselves as wine experts. He relates numerous cases to prove his point that it's much easier to do a good job in a hotel (or club) for guests who really have class than it is for the exacting who haven't had enough experience in educated living to really know what they want.

Veteran Chicago Pro, Bob MacDonald, Dies in Florida

Robert George (Bob) MacDonald, 75, one of golf's old masters at teaching, playing and clubmaking, died in West Hollywood, Fla., on Mar. 29th after an illness of several months. He had held club jobs and operated winter schools in the Chicago

area for more than 40 years.

Said to have the largest pair of hands in the game's modern history, Bob won the Metropolitan Open in 1915 when it was one of the country's "big money" events and placed third in the USGA Open that year. At the end of the season he joined with several other pros in organizing the PGA. Bob also was winner of the first Texas Open.

Contributed to Magazines

A frequent contributor to GOLFDOM and GOLFING over the years, Bob was professional at several Chicago clubs including Evanston, Bob O'Link and Edgewater. He is survived by his wife, the former Esther Ludwig, two sons, Bob, Jr. and William, three brothers, all of whom are professionals — Jack of Glenview (Ill.) CC and James and William, both of Dornock, Scotland.

Bob was born in Dornock and came to

the U.S. as a young man.



HIGH INTEREST RATES

to finance expansion or improvement projects The Columbian Plan of Club Financing obtains your money at an annual carrying cost of LESS THAN 1 %

HORACE F. TAYLOR, JR. ASSOCIATES

3420 Genesee St. Telephone Plaza 3600

Buffalo 25, N.Y.

More superintendents report on

How Du Pont TERSAN® OM protect



Chester Mendenhall. Superintendent

gave excellent disease control"

"I used 'Tersan' OM on five greens this season . . . These greens have better color and disease resistance than those treated with other fungicides. I particularly like Du Pont 'Tersan' OM because it's an allpurpose control."

Chester Mendenhall, Superintendent Mission Hills Country Club Kansas City, Missouri



Tom Burke, Jr., Professional (left), Robert Anderson, Grounds Supt.

"... the answer to our turf disease problems"

"In this very humid area, preventive treatment is a must. And 'Tersan' OM kept my greens absolutely free of disease this past season."

Robert Anderson, Grounds Supt. Corpus Christi Country Club Corpus Christi, Texas

On all chemicals, always follow label instructions and warnings carefully.



RSAN® 75 · SEMESAN® Turf Fungicide

turf fungicide

ts greens from disease all season



Andy Mortimer, Professional & Superintendent

"... easier and safer to use"

"'Tersan' OM has given us the most effective disease control with more safety to turf. "Tersan' OM controls such a wide range of turf diseases that it's a must in our program."

Andy Mortimer, Professional & Supt. Lakewood Golf Course Point Clear, Alabama



W. Ross Bush, Superintendent (kneeling), Jack Shields, Professional

"... excellent control of brown patch, dollar spot and copper spot"

"This is our first year with 'Tersan' OM and we feel that its use represents the difference between having grass and not having grass under our conditions. We like the broad spectrum control of this fungicide on diseases. In addition, there was no discoloration of turf, equipment or golf balls."

W. Ross Bush, Superintendent Shady Oaks Country Club Fort Worth, Texas

Preventing turf diseases with "Tersan"

OM costs less than a cure . . . takes less
maintenance . . . eliminates poor playing
condition during green repair. "Tersan" OM
combines the recognized effectiveness of
Du Pont "Tersan" 75 and organic mercury

in a single fungicide...does away with the need for tank mixing...controls an extremely wide range of turf diseases. So prevent turf diseases now instead of curing them later. Be sure to order enough Du Pont turf fungicides from your supplier.





Lesson Learned in Augusta Sales Tent Applied to Shop

By JOHN HENDRIX

Augusta, Ga., Chronicle

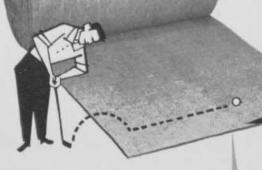
ENE STOUT, now in his third year as professional at Augusta National, doesn't believe in the adage that old dogs can't learn new tricks.

Stout is afforded a unique merchandising opportunity at the National. During all but one week of the six months the club is open, his clientele consists only of the exclusive membership and their guests. During the other week he serves thousands of



AVAILABLE IN

GOLF COURSE FELT



NATURE'S BEST SUBSTITUTE FOR EVERY MINIATURE GOLF COURSE FAIRWAY!

featuring the famous regular quality
GOLF COURSE FELT as well as the new
SHRINK-RESISTANT quality!

SPRINGY . . . with the natural resiliency of a fine, well-kept turf.

LONG WEARING . . . made of one of nature's most enduring materials.

EASY TO INSTALL . . . either with or without cement.

PROVEN . . . used by miniature golf courses everywhere for over 20 years.

TYPE NO. 1550 Heavy waterproof back size—lays flat without cementing.

TYPE NO. 1551 No size—best results obtained if cemented to fairway and greens with water-proof cement.

TYPE NO. 1552 TRUGREEN—heavy waterproof back size. Its green-black coloring and natural resiliency looks and feels like well-kept turf.

Types No. 1550 and 1551 are available in thicknesses of $\frac{3}{6}$ ", $\frac{1}{2}$ ". Type No. 1552 in $\frac{5}{16}$ " only. All three qualities come in rolls 3 ft., $\frac{4}{12}$ ft., 9 ft. and 12 ft. wide and 60 ft. long. Order direct or through your supply house.

FOR THE RIGHT FEEL UNDERFOOT . . . USE GENUINE OZITE! WRITE FOR SAMPLES.

AMERICAN HAIR & FELT CO.

MERCHANDISE MART . CHICAGO 54

Branch Offices: 295 Fifth Avenue, New York 16, N. Y. . 1535 Ditman, Los Angeles 63, Calif.



Expert styling and faultless tailoring are two of the reasons why golfers everywhere ask for Slacks by DiFini. Pros and amateurs alike know that the "Par Golfer" label means easy fit and complete comfort in action.

A wide variety of colors and patterns in the finest domestic and imported fabrics, including Forstmann.

> Priced to retail from \$14.95 to \$37.50

Companion Men's and Ladies' Golf Bermuda Shorts retail from \$8.95 .

Write for 1960 Swatch Catalogs DI FINI ORIGINALS, INC. 18 West 20th St., New York-10, N. Y. customers who annually visit the course for the Masters tournament.

'My customers for that week, of course, have varied tastes and interest - much more so than members of the club," he says. "But, I find that attractive displays of merchandise seems to have a universal appeal.

One thing I learned in 1959, for example, brought me an increase of almost 100 percent in pro shop sales to my members during the first two months the club

was open this year.'

Stout's member shop is closed to the visitors. His merchandise for sale to the Masters tournament visitors has in the past been housed in a tent adjacent to the member shop, but this year it will be in a new permanent building on the grounds.

Display Departmentalized During the first two years he operated this outdoor shop, the merchandise display was little more than a jumble of clubs, clothes, shoes and hats. Last year, he departmentalized the displays and the results

were so good that he did the same in

the member shop this year.
"I'm a firm believer in using as little glass as possible," says Stout. "I like to have merchandise out of display cases and the only thing I display under glass is my golf balls.

Departmentalizing of the merchandise, he found, also was an aid to his employees. For this reason, the new outdoor shop was designed in a circle with display racks behind the counter.

"Since the building is of circular design," Stout added, "it is not only easier to attractively display more merchandise, but it also means that we'll be able to serve more people with greater speed."

The primary reason for departmentalizing the merchandise in the outside shop and thus leading to the change in the member pro shop, came about because during the tournament there was greater

demand for soft goods than for clubs.
"Having been here several years as an assistant to Ed Dudley, I realized that although tournament visitors are here for only one week, we have many customers who come back from year to year.

"A customer who is serviced quickly, of course, is a more satisfied customer and it was for this reason that the change in the display was made originally. It has paid off in sales in my member shop and I feel certain that it will be even more of a success in the new building for my once-avear customers."