

Most of her drives were straight down the center. When she used her 4-wood she got 140 yards. What pleased Gantz most was that the woman by now was hitting every shot with real confidence. And, like so many women she wasn't trying to out-slug the men.

Even if Mrs. T. hadn't been able to hit wood shots nearly as far as she does, Gantz still insists that she could get around a course in something like 90. That, of course, is provided her short game is reasonably reliable.

Big Jim reasons this way: On the average course of 6,300 yds. there are say 11 holes of from about 350 to 400 yds. Four others probably are par 3s. That leaves three holes that run to around 500 yds.

Any golfer, be it man or woman, who can't hit a ball much farther than 125 yds., can negotiate the 15 shorter holes in 72 or 73 strokes if he or she has learned to play a control game. The remaining long ones can be played in sixes even by a person who is far from being a robust hitter. Add them together and the total comes very close to 90.

The above reasoning assumes that player is going to get down in most cases in two putts and, if he keeps the flagpole radius in mind on approach shots, occasionally in one. Gantz encourages his pupils to putt straight away and firmly, always striving to get within at least putter-shaft distance of the hole (about three feet) on the first effort. If he can come in that close, pressure is reduced on the second putt.

In the year that Big Jim has been at the Iowa course he has been able to persuade a few persons that his theory of learning from the green out is the easiest way to master the game. All, of course, unlike Mrs. T., don't take a series of lessons to learn the intricacies of the Gantz system, but most of those who take only a single lesson or two are amenable to the idea of starting near the green and working back.

When Gantz is occasionally reminded that his ample dimensions seem to be inconsistent with his theories about teaching the game, his reply is: "I have never maintained that golf is a power or a big man's game. I have no guarantee whatever that I can go out and beat a fellow who is a foot shorter than I, or who weighs 50 pounds less. I sincerely feel that golf is two-thirds finesse and one-third power and so that is why I teach as I do."

This is the first of a series of articles on how pros teach.



the ANSWER is CRAFTSMANSHIP



Why are famous TUFHORSE golf bags more beautifully styled and more durably constructed than any others? The answer is craftsmanship—forty years of fine workmanship in leather-crafting. For nearly half a century the name TUFHORSE has identified for the discriminating golfer bags of unmatched styling and durability.

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

Write Dunlop for 1960 catalog.

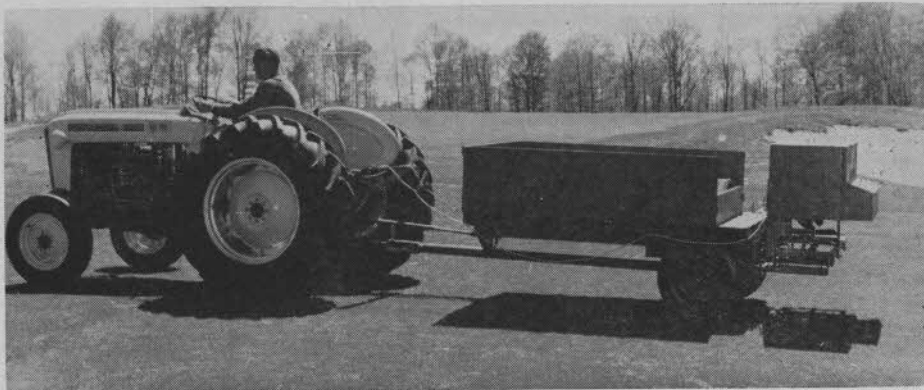
* Bonus Feature in many models: TUFHORSE patented spring-type club dividers.

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"The Spreader With The Controllable Spread"

Patented exclusive control of direction and width of spread. Used and approved by a national agency, leading universities and the horticultural trade for over 15 years. Features corrosion proof bearings, hopper and a demountable spreader; leaves a sturdy trailer for year around use. Write for additional information. No obligation.

***Skibbe* Manufacturing Co., Sodus, Michigan.**

Seepage Stopper

(Continued from page 98)

In the west water is expensive and precious and seepage is the principle way in which it is lost — 8 to 20 times more than is lost through evaporation. Western road contractors, for instance, often use more than 100,000 gallons of water a day on the job and pay for it at a cost of anywhere from 25 to 40 cents per 1000 gals. They scoop out earth tanks and run lines to them from the nearest water source, whether a well or water company outlet. Often so much seepage occurs that contractors must pay for more than three times as much water as they actually use. Sometimes, even by pumping night and day, they cannot keep up with seepage and still have enough water on hand to keep a job going at full pace. Very often wells must be used that will produce no more than 300 gals. a minute. When this type of water shortage occurs, contractors are forced to haul water in trucks or tanks — both highly expensive propositions.

Works Outward

Tests indicate that SS-13, if used to seal irrigation canals, will not only save vast quantities of water but will preserve

farm land near the canals which, in a number of areas is being rendered useless by water seepage from them. Unlined or untreated canals lose anywhere from 10 to 30 per cent of the water they carry to seepage. Seepage water raises the water table in the surrounding land, waterlogs and turns it sour by forcing Boron and alkali to the surface. In some areas, land 1,500 ft. from a canal has been affected. If this process is allowed to continue, damage within 10 years, may be caused as far as 5,000 feet away. By using SS-13 to treat canals, seepage has been cut by more than 60 per cent. In a turbulent canal, no motor boat or other mixer is necessary. SS-13 mixes readily with the running water.

Tests with actual crops indicate that, where sandy soils exist, SS-13 does nothing but good to crops. By partially sealing the soil, it holds irrigation water and fertilizer in the root zones of plants for a much longer time than heretofore allowing the plants to pick up more water and nourishment from fewer irrigations. In one castor bean experiment where the same number of irrigations was used on treated and untreated soil, plants growing in the treated earth were, at maturity, 14 ins. tall-

er than those grown in untreated soil.

Reclamation Bureau Interested

Though no effort has been made heretofore to give SS-13 much general publicity, the word concerning this new product has gotten out through various farm publications and through word of mouth. Mexican officials are studying it and watching its progress carefully. U. S. Bureau of Reclamation is interested. If SS-13 performs as well in as many ways as experience so far indicates, it can be of tremendous importance to the 17 western states.

Full Entertainment Fare for Wives at Houston

Wives, who accompanied husbands to Houston for the GCSA convention, didn't become lobby sitters while their mates were in the Emerald room learning how to cope with sod webworm and greens that have poor drainage.

They were entertained in the following way:

A hospitality center on third floor of the Shamrock Hilton was always open to them. There were teas, cocktail parties, and on one occasion, authentic Texas dep-

uties put on a riding and roping exhibition for the visitors. A bus trip to San Jacinto and return by boat also was on the schedule. At San Jacinto, the ladies were treated to a Texas barbecue, toured the museum there and also visited the battleship, Texas.

There were also theater parties, style shows, shopping and museum tours and a lecture, "Fun with Flowers," by Mrs. Leroy Walker of Houston.

Mrs. Edie Martin of Houston was in charge of the women's entertainment program.

SCGA Folder Describes Association's Services

Members of the Southern California GA recently received a folder outlining the functions and services of the association. Illustrated with appropriate cartoons, it describes the SCGA handicap system, interclub competition, assistance given in legislation and tax matters and through accounting studies. The folder adds that the association provides member clubs with various forms, bulletins, bag tags, official score sheets, etc.

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Members Advised by Check List in Education Campaign

Education of the new member of a golf club is one of the most delicate and essential parts of the jobs of club officials.

A tough part of the task is that about 90 per cent of the failures of persons joining clubs to act as good members should be due to lack of information and reminders, rather than because of basic lack of good sportsmanship.

One club's campaign to develop educated, mutual consideration of members consists of filling in and mailing a mimeographed sheet on which a member is advised:

Rule Violation

It has been called to the attention of this committee that on _____ the following rule of playing at _____ was violated by (you) (your foursome). It was, no doubt, unintentional, but in all fairness to the membership we feel it our duty to call your attention to this,

1. — Holding up play on golf course.
2. — Failure to replace divot.
3. — Failure to repair hole made by your ball on the green.
4. — Driving electric cart within 20 ft. of greens.
 - Misuse of electric cart on golf course.
 - Pulling hand cart within 20 ft. of greens.
 - Pulling hand cart between green and trap.
5. — Damaging a green.
6. — Practicing to a green.
7. — Profanity.
8. — Playing in a fivesome and not letting foursome through.
9. — Ladies and Children of members: Teeing off either nine before 3:00 P. M. on Saturday, before 12:00 Noon on Sunday, or playing Wednesday P. M.
10. — Failing to turn your score in for handicap.
11. — Failure to repair damage to sand trap.
12. — Other Violation

Please accept this note as constructive criticism in order that we all may enjoy ourselves and have more pleasant playing conditions.

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Many courses using EZEE-FLOW spreaders for top dressing greens.
 Model 88 Olympia—96" coverage, 1600 lb. cap. grass seeder attach. avail.
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WRITE TODAY for FREE catalog information and name of nearest distributor.

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Only \$198
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 from your EZEE FLOW dealer with purchase of any model EZEE FLOW spreader.

Annual PGA Meeting Carded for Phoenix, Nov. 10-18

The 44th annual meeting of the PGA will be held in Phoenix, Ariz., Nov. 10-18, Harold Sargent, pres., has announced. John Reuter, Jr., pres. of the Southwest section of the professional organization will be chmn. of the meeting and will work out its details with the PGA executive committee.

Arrangements to hold the meeting in Phoenix were made with the assistance of Bob Goldwater, dept. store executive in that city who has been chmn. of the PGA national advisory board committee since 1957. This will be the first time that the pro group has held its annual meeting in Arizona.

Executive committee meetings, and meeting of this group with the tournament and advisory committees, will take up the first four days of the Phoenix conference. The teaching and educational program will be staged on Nov. 15th with the annual president's dinner scheduled for the evening of that date. On the 16th and 17th, delegates will hold their meetings and on the 18th, an open forum is scheduled.

Display to Get the Shopper Ready to Buy

The function of pro shop display is to attract potential customers and either sell them or get them ready to be sold by personal salesmanship.

Displays to accomplish this selling job should be:

- (1) Tied in with manufacturers' point-of-sale display material as well as with the manufacturers' magazine advertising.
- (2) Strategically located and never be an obstacle to shop traffic;
- (3) Immediately renewed when anything is sold from the display;
- (4) On counters, in the case of small items. These counter displays should be changed weekly so they always will look fresh and new.

A putter display stand should be placed at the practice putting green, first tee or in the locker-room, on Saturdays, Sundays and holidays.

Do not use wall cards with "wise cracks" on them. They get stale in a hurry.

George Aulbach
 Professional, Lufkin (Tex.) CC



TROUBLE FREE! RENTAL CART SERVICE

We furnish you all you need on rental share basis. No investment for you! We deliver and service carts regularly and keep them in good repair—FREE. Clubs not held responsible for damages, theft or breakage.

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Three Rivers, Michigan

Trade Briefs

Bob Hornung of Pro Golf Sales, Fond du Lac, Wis., and his wife, Gretchen, plan to set a new mileage record with a pro shop trailer which was parked in front of one of the exhibit tents during PGA Seniors' Week . . . Amazing how much pro shop stock a trailer carries . . . It also provides attractive living quarters . . . Bob's father and mother were among the pioneers in this phase of selling to pro shops.

Johnson and Murphy, shoemakers, have introduced their golf shoe by restricting its distribution beyond the pro-only stage . . . Bill Richards of J&M said at Dunedin that the golf line is to be handled by a selected group the company rates as "top professional merchants."

Sammy Sigh, veteran pro salesman, at Wedgemere display at Dunedin, says there's a strong trend toward careful and thorough study of their markets by smart pros . . . These market surveys are reminding pros to spend wisely within their budgets instead of overstocking by haphazard buying.

Bob Lutz, widely known salesman for Golfcraft, showed old and young pros at Dunedin some helpful tricks for using lead-weighted adhesive tape in club fitting and in changing weight distribution in clubheads . . . The idea of the tape is to locate patches of it on clubhead until it has the desired feel and action.

Bea Gottleib, Box 3262, Palm Beach, Fla.,

at the Dunedin exhibit, did a lot of business in her Lucky Penny ball marker and other golf novelties she manufactures . . . Bea is one of the first American girl amateurs to turn pro.

Geiberger with Spalding

Allen Geiberger, University of Southern California graduate and captain of a college golf team which won a record 51 straight matches, has been signed to the Spalding golf advisory staff. The 22-year old Geiberger looms as one of the best young prospects in years as his fourth place in the San Diego Open recently indicates. Last year, as an amateur, he placed fifth in the Los Angeles Open. He was national Junior C of C champion in 1954, victor in the International Jr. title play that year and a member of the first U. S. Junior Walker Cup team, also in 1954.

For Grooving the Swing

What is said to be a new way to groove a golfer's swing is offered by Groove-Master, a training device made by the company of the same name, 1328 Wright ave., Sunnysvale, Calif. The device is actually a floor chart that supposedly teaches correct grip, proper clubhead path and essential basic motions. It is designed for home practice, inside or out.

TIFTON BERMUDAS

Tifton 328 (Tifgreen) — Tifton 57 (Tiflawn) — Ormond
Planting stock you can rely on

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The South's Producer of Tifton Bermudas
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BUY DIRECT FROM MANUFACTURER... CUT MOWER BLADE COSTS 50%



(MADE OF TOP QUALITY KNIFE STEEL SPECIALLY HARDENED FOR LONGER WEAR)

Jones Heavy Duty Stationary Blades Are Guaranteed For Long Life And Exceptional Service—And You Can Save 50% And More! Recommended By America's Leading Golf Courses For High Quality—Low Cost. Blades In Stock For Immediate Delivery.



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Swan Super 20 Water Hose

Swan Rubber Co., Bucyrus, Ohio, developed this heavy duty water hose to withstand the most severe conditions of prolonged watering and service. The hose is reinforced with two braids of high tenacity rayon yarn to withstand working pressures in excess of 150 lbs. per sq. in. without any detrimental effects. This working pressure far exceeds water pressure found in city mains and ordinary deep well systems.

The tube is high grade synthetic rubber especially compounded to withstand the effects of hardness due to dissolved chemicals or minerals often found in watering systems used on golf courses. The tube will neither peel, flake nor swell regardless of the severity of service. The outstanding feature of this hose is the protection afforded by the cover. The green, high tensile cover stock is compounded with Hypalon, duPont's newest chemical rubber. Prolonged testing under adverse conditions have proven that the Hypalon cover is unsurpassed in regard to abrasion, weather resistance and color retention. After years of continuous exposure under actual golf course condition and use, there is no sign of fading, cracking, or other visible defects.

This product is available immediately. Ask your local source of supply.

"Turflex" Spike-Resistant Flooring

Rubber Products, Inc., 4521 W. Crest Ave., Tampa, Fla., report many golf club inquiries for its "TUFLEX" live rubber spike resistant floor covering. Its toughness and resistance works

well in the "19th Hole," grills and other areas subjected to golf spike traffic.

Specific styles have been developed to serve specific purposes, although "TUFLEX" is a widely versatile floor covering. For clubhouse installations the 3/8" thickness "TUFLEX" in Textured Grain or Chiptone Patterns are recommended. A selection of "TUFLEX" colors enables club planners to accentuate the decor of their particular club areas. This 3/8" gauge absorbs golf spikes without giving a penetration point for tearing action, and springs back into place when foot pressure is released.

Cushioned "TUFLEX" yields readily for greater comfort, yet rebounds fully to its original surface . . . even after subjected to heavy weights over extended periods. "TUFLEX" also has accoustical qualities which bring quiet to locker-rooms and other excessively noisy club areas. It's non-slip surfaces assure safe traffic and its cushioning action reduces loss due to breakage.

"TUFLEX" TA-10 adhesive assures permanent floor installation. For details and color brochure write Rubber Products, Inc.

Master Verti-Cut Said to be Versatile Machine

The Master Verti-Cut, made by West Point (Pa.) Products Corp., is said to be a versatile, rugged machine for large scale control of thatch, leaf removal and weed control. The complete machine has 3-gang Verti-Cut mowers, Triplex hydraulic transport and vacuum bagger. It can be purchased without the bagger, as a Triplex unit and in single units.

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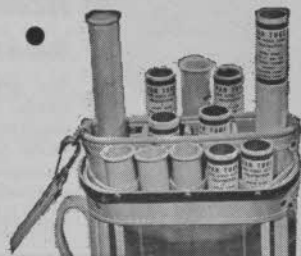
- Moisture-proof fibre (regular)Ret. 30¢ ea.
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WITH SPIKE-RESISTANT PNEU-MAT RUNNERS

Protect your floors from spike holes with rugged Pneu-Mat Runners. Absolutely spike-resistant, they provide a comfortable walking surface—improve the appearance of your club house.

Woven of rubber-impregnated fabric, Pneu-Mat Runners are tougher than rubber runners. Reversible for double wear.

Money Back Trial Offer: Order a trial section. Test it on an area which gets especially hard wear. Money back if not satisfied.

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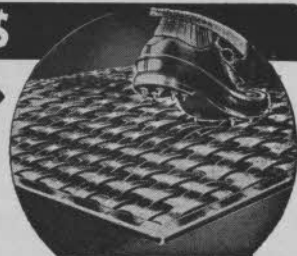
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36" - 42" - 48"

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24" x 60"

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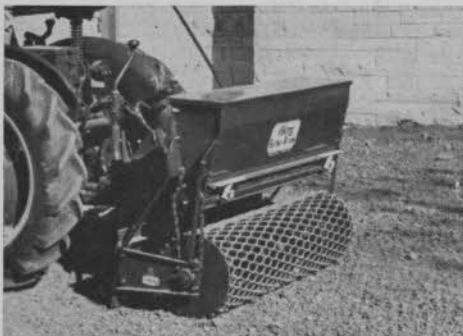
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Levels, Scarifiers, Rolls, Seeds

A new 4-foot Viking "Roller Blade" has been approved by International Harvester for mounting on the IH Cub and Lo-Boy Tractor. It levels any rough-graded area simply by driving over



it, and can also scarify, roll, seed and compact it.

The manufacturer claims it will turn 600 sq. yards of rough-graded land into a level, clodless, fine graded seed bed in 15 to 25 minutes. No additional hand raking required. Then, using this same machine with mounted seed dispenser, the operator can seed, fertilize, cover and compact this same area in about 10 minutes.

Accuracy is built into the machine and does not depend upon the skill of the operator. He just sets the blade at the desired level, and drives around.

The heavy blade floats between the rear wheels of the tractor and the grid roller. It thus maintains its straight line level regardless of how the front wheels go up and down.

For additional details, contact Viking Mfg. Co., at Manhattan, Kansas.

Holds Irrigation Clinic

The Clapper Co., 1121 Washington st., West Newton, Mass., held an irrigation clinic recently for supts. and others interested in installing a system or in improving their knowledge of the subject. The clinic was not intended to make engineers out of those who attended, but to give them details as to the mechanic of automatic installations and operation, costs, etc.

How Insects Winterize

"Scan," published by Shell Chemical Co., 50 W. 50th st., recently pointed out that insects winterize by isolating themselves with glycerine, which they of course produce. Tests have shown that their glycerine content goes up by about 10 per cent when they are subjected to chilling weather but this is reduced to near zero when body heat is increased.



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Exclusive Features Focus Pro Interest on New Golf Shirt

A new item that promises lively sales potential in 1960's increased pro softgoods volume is the modest priced Wilton Action-Knit line of golf shirts. Jack Lust, sales manager of Di-



Gene Sarazen likes new Wilton Action-Knit golf shirt he's wearing on visit to Wilton booth at merchandise display at recent PGA Seniors' championship event.

Finl Originals, Inc., has taken over national distribution to the pros with several DiFinl reps soon to be showing the shirt line. The easy swinging freedom of Acton-Knit golf shirts is attained by a combination of special action-knitted fabrics and flexible action construction in the back across the action area of the shoulders. Fore and aft placement of arm seams eliminates underarm chafing.

Short sleeve, fully washable with minimum shrinkage, the shirts come in cotton and Dacron and in Arnell and cotton, with six fast colors in each model, retailing at \$4.95. Attractive wrought iron fixture for 12 shirt display, is a sight-seller merchandise help furnished free with minimum order of 3 dozen. According to Charles Maxwell, Wilton's pres., the new Action-Knit golf shirts promise to be one of the most successful lines in the company's shirt making history that dates back to 1891 and now figures in the millions annually. For free catalog write direct to: Wilton Mfg. Co., Ware, Mass., attention, Jack Lust.

Fahey, Shaughnessy Get Dunlop Appointments

Paul Gibbs, Dunlop sales mgr., has announced appointment of Howard S. Fahey as Northeastern regional mgr. and Richard W. Shaughnessy as New York area sales rep for the sporting goods div. Fahey has been with Dunlop since 1952, starting as a sales rep. He takes over the position formerly held by Gibbs, directing sales in 12 northeastern states. Shaughnessy, Fahey's successor in New York, recently joined Dunlop following overseas service with the Air Force.

Buyers' Service • p. 175

ESTABLISHED - 1910

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(Little or No Ironing)

LADIES STRICTLY TAILORED BERMUDAS \$6.95

LADIES BLOUSES —
FEATURING THE RIVERIA COLLAR
Dacron & Pima Cotton 6.25
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Beautiful, extra strong laminated fiber glass body—8 colors available. Body tilts for easy servicing of electrical system. Heavy duty 2 HP motor, 36 volt electrical system. Built-in charger. Turf-saving "no spin" drive mechanism. Low center of gravity, high flotation tires. Seats foam rubber over springs. Differential 2-wheel drive. Many other quality features. Write today for details, Dept. GD6.



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Mens Tailored Bermudas \$8.95

MENS SLACKS

Commisso—Rayon & Dacron \$14.95

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Hand Tailored—100% Virgin

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Madris Plaids Polyester 37.95

50% Dacron — 50% Cotton

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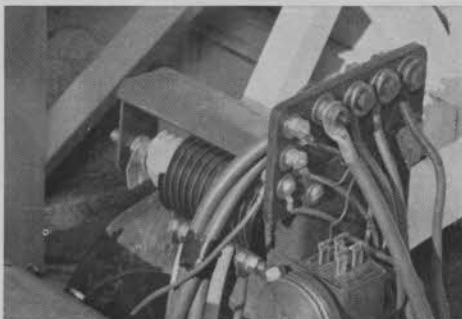
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41 South New York Ave., Atlantic City, N. J.

PRICE MAY BE OVERLOOKED—QUALITY NEVER

New Features for 1960 Pargo Cars

One of the exclusive features of the Pargo "Sizzling Sixty Series," manufactured by Columbia Car Corp., Grovetown, Ga., is the Electronic Change-A-Panel. This comes as standard



equipment and eliminates field repairs. In case of operational failure while the car is in use, the entire panel is easily removed and replaced with a spare panel putting the Pargo back in immediate use. Panel repairs may then be made in the shop. Pargo points to the Change-A-Panel as a means of increasing rental revenues and saving maintenance costs for their fleet owners.

Another new 1960 Pargo feature is the "Four Turf-Saving Tire Widths," which makes it possible for the superintendent to select the tire appropriate for his turf and drainage conditions. These four tire widths include the widely used Standard 6 inch tire; the Deluxe seven inch tire which has the Standard tire features with added width for more turf protection; the Pargo Turf-Tire which offers a combination of low-pressure and Pargo coil spring suspension for smooth riding on any terrain — and the Goodyear Terra-Tire which makes Pargo's use practical under most all conditions that permit play.

Tie-in Brings Style Coordination for Women's Shorts and Blouses

By arrangement with Lady Bucknell of New York, manufacturer of high fashion blouses, Di Fini Originals, now coordinates several styles of "Lady Golfer" bermuda short with single needle Drip/Dry blouses tailored by "Lady Bucknell."

According to Jack Lust, sales mgr. of Di Fini Originals, this cooperative effort has created considerable added interest in the line. Spring bookings are considerably ahead of last year and judging from the wide acceptance of Coordinated Styles, the ladies department of most pro shops is in for a real "boost."

Blouses are available in Drip/Dry sleeveless model (styled for great comfort) or roll-up sleeve; also in full-fashioned Banlon especially dyed to match with Di Fini man-tailored Arnell bermuda shorts.

"Coordinated Catalog" showing multiple choice match-up ideas was released Mar. 1st.

For complete blouse selection, write to "Lady Bucknell" 1407 Broadway, New York City, or ask your Di Fini salesman.