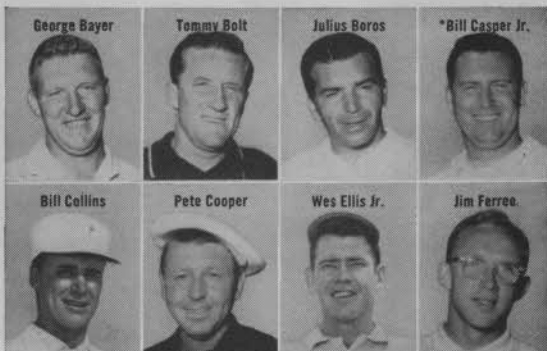


AT THE TOURNAMENT OF CHAMPIONS

21 out of 26 Champions wore...



At Las Vegas Tournament of Champions where only those Pros who have won a P.G.A. tournament during the previous year qualify, the Foot-Joy story was dramatically retold. The 26 champions used 9 different makes of irons, 12 different makes of woods and 8 different brands of balls. But of the 26 top champion pros, 21 wore Foot-Joy Shoes, choice of 9 out of 10 home and touring pros year after year.



MIKE SOUCHAR, CHAMPION OF CHAMPIONS at Las Vegas



*Winner of 1959 Open



5542 Rex Last



5540 Aintree Last



5545 Rex Last

FOOT-JOYS ARE ALSO AVAILABLE IN A WIDE RANGE OF BEAUTIFULLY DESIGNED LADIES' STYLES

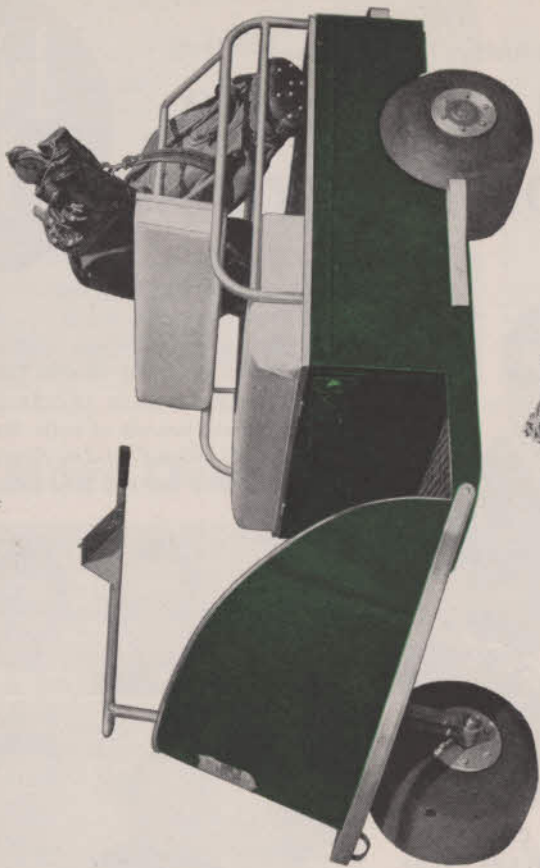
LAHER YEARS AHEAD OF COMPETITION

COMPARE!

before you buy . . .

**A CELEBRITY PAID TO SIT ON
A GOLF CART IS NO
SUBSTITUTE FOR COSTLY
SPECIFICATIONS!**

- 1. INSTANT SERVICE**—hinged tip-up body (an exclusive Laher development) — no handling or pulling up of cushions to service batteries—no unscrewing floorboards to get to motor, etc.
- 2. ENCLOSED SILENT DRIVE, RUNS IN OIL**—requires little service—no trouble—some belts, no chains to grease, etc.
- 3. COMPACT AUTOMATIC BAG HOLDER** (a LAHER exclusive—patent applied for)—takes only seconds to load bags—no straps, no buckles—no hooks. Golf clubs are at your fingertips. No walking to back of car—no stand-on-edge bags that clank and damage clubs.
- 4. AIR-VAC SPRING SUSPENSION** (on Laher regular Gopher)—the dream ride of the golf cars. On Laher Turf-Kare Kars 15-inch wide tires with low pressure air give outstanding riding quality and eliminate 100% damage to turf and golf course.
- 5. LAHER LUB-O-MATIC CONTROL SWITCH** is exclusive in the industry—enclosed and runs in oil—requires no service from year to year; Laher FORWARD and REVERSE SWITCH CAN'T BURN OR ARC—another exclusive development by Laher engineers.



LAHER TURF-KARE KAR—goes anywhere—in any weather! Acclaimed by pros and club managers everywhere as the finest all-season golf car ever engineered. (List of golf club users sent on request.)

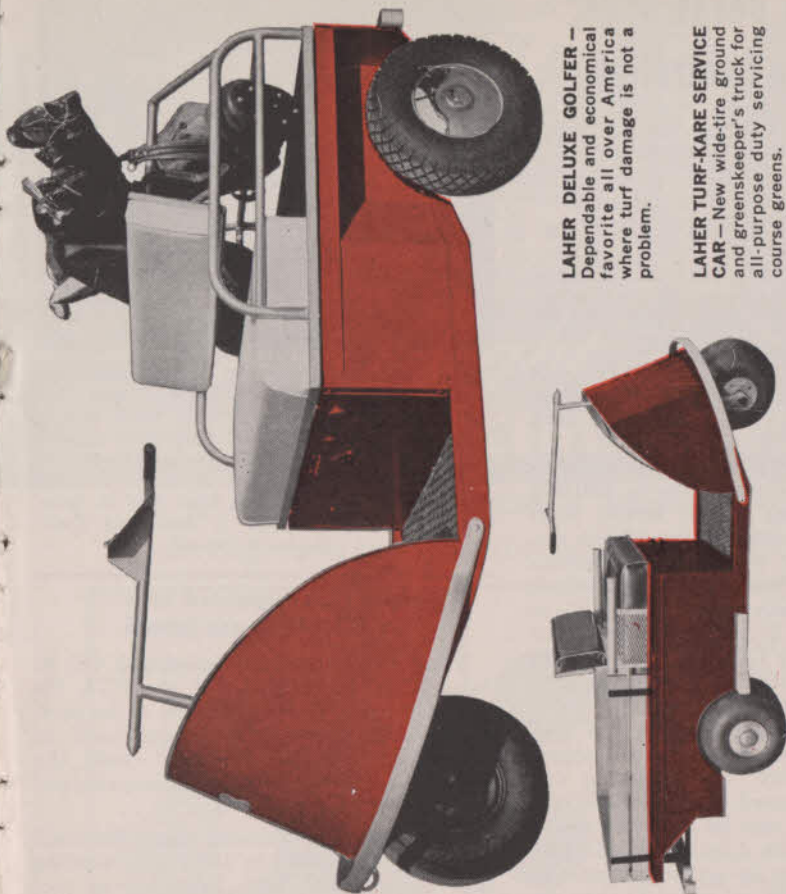
6. TEMPERED ALLOY SPRING STEEL BUMPERS front and rear that protect the cars and fragile batteries from blunt, hard damaging blows—not solid bumpers that do damage to equipment (especially batteries).

7. LAHER BATTERIES are custom made for electric car use by the Laher Battery Production Corp. which is staffed by battery engineer specialists that make only the finest quality.

8. ELECTRIC CHARGERS—both Selenium Plate and Diode type with time clocks and automatic cut-off are manufactured by the Laher Electric Car Division. They are second to none in quality performance.

9. FRAME made from 2½-inch alloy channel fabricated from Kaisaloy plate—same quality as auto frames. **MOTORS**—2 h.p. General Electric. **Cushions**—finest foam rubber and Naugahyde covers. **Bodies** made of 18 and 20-gauge cold-rolled sheet metal. Plastic bodies are also available. **Note:** For rental purposes we do not recommend plastic bodies due to heavy and rough usage.

10. 15" WIDE EXTRA-SOFT TIRES on **TURF-KARE KAR "float"** car over grass, sand or wet, soggy turf without harm. Drives everywhere—no trails needed.



LAHER DELUXE GOLFER—Dependable and economical favorite all over America where turf damage is not a problem.

LAHER TURF-KARE SERVICE CAR—New wide-tire ground and greenskeeper's truck for all-purpose duty servicing course greens.



LAHER SPRING & ELECTRIC CAR CORP.

2615 MAGNOLIA STREET, OAKLAND, CALIF. • 300 MADISON AVENUE, MEMPHIS, TENN.

For detailed information write today...

John Clock Heads USGA; Ball to Be Controlled

John G. Clock of Long Beach, Calif., new pres. of the USGA, is the first Pacific coast resident to head U. S. golf's ruling body. He was elected Jan. 30 in New York at the annual meeting of the group. Other officers elected were Emerson Carey, Jr., Denver, and John M. Winters, Jr., Tulsa, vps; Clarence W. Benedict, White Plains, N. Y., secy., and W. W. Foshay, Greenwich, Conn., treas.

The three new executive members are E. R. Foley, Orinda, Calif., Henry H. Russell, Coral Gables, Fla., and A. Vinton Stegeman, Jr., Ft. Thomas, Ky.

At the meeting, USGA officials voted to increase the total Open purse to \$50,000 with \$12,000 going to the lowest scoring professional. Last year the USGA distributed \$48,000 at Winged Foot. Besides selecting the 1960 Curtis Cup team, which will play the British at Lindrick GC in England, May 20-21, the golf governors selected Broadmoor GC, Colorado Springs as the site for the 1962 Curtis matches.

Use Testing Machines

Golfers were advised that the ball would not be permitted to become "longer" than it is now. New USGA testing machines are to be used in controlling the distance the ball can be hit. Discussing amateur status, John Clock warned "play for fun" golfers not to accept prizes with cash values of \$150 or more. If they do, they might be regarded as professionals.

The organization's financial report showed a net income for 1959 of \$64,039, about \$50,000 more than it was the preceding year. Membership was increased by 67 clubs in 1959, bringing the total to 2,363.

The Eagles Gather

Members of the Golf Writers' Assn. will gather at The Dunes GC, Myrtle Beach, S. C., for the seventh consecutive year to compete in the GWAA Championship. According to Charley Bartlett, secy. of the organization, this is the "tournament with the lowest prestige rating in existence," but the extracurricular activity more than makes up for the empty honors that go with winning anything from the first to the 16th flight. Practice rounds, which aren't necessary, will be played Apr. 3 and the Championship, (loosely termed) will be held on the 4th. Jim D'Angelo is host pro.



At the Naval Air Station in New Orleans, what was a 43-acre jungle tract less than two years ago, has been converted into a 9-hole course. Dick Metz, (pointing) pro at Timberlane CC, New Orleans, helped ramrod the layout through. He had the assistance of John D. Cottage (on tractor) PO in charge of construction, Capt. Paul N. Gray, CO at the station, John J. Blasi and Cmdr. Charles F. Darnell.

Says He Originated Idea for PGA Business School

Tony Patricelli, member of the GC of Avon (Conn.) is miffed with the PGA. He says that he originated the idea of the pro's Business School for Assistants back in 1955, but nobody connected with the PGA organization ever has acknowledged his contribution.

A Hartford advertising man, Patricelli proposed the school in 1955 at a meeting that he and Bob Kay, Wampanoag pro, attended in Atlantic City. Shortly before this, Patricelli says he flew to Toledo, O., to discuss his idea with Harry Moffitt, then PGA pres. The latter was so enthused about the plan that he asked the Hartford man to come to Atlantic City to present the program in detail to PGA officials at the pro organization's annual meeting.

The PGA, Patricelli continues, immediately appropriated \$5,000 to start a Business School in 1956. But to his amazement and that of members of the Connecticut PGA, who gave him solid support, the national group to date has not acknowledged either his or Bob Kay's contribution.

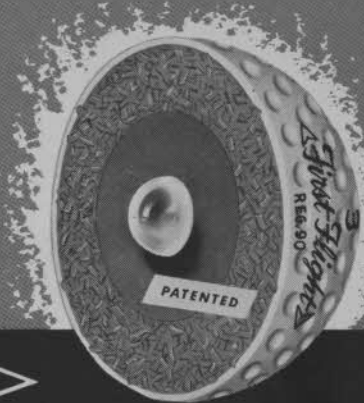
NCGCSA Helps Research

Northern Calif. GCSA has made a grant to the University of California, Davis, to help John Madison carry on research work on turfgrass, their reaction to fertilizers, water management and disease control.

So Great

IT'S

PATENTED!



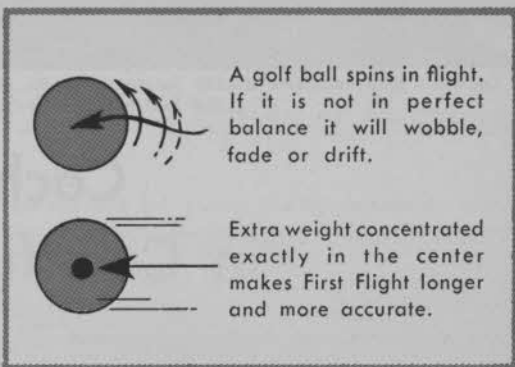
First Flight

STEEL POWER CENTER GOLF BALL

U. S. Patent No. 2,914,328 is assigned exclusively to First Flight and can be used only on balls sold in Pro Shops.



**Masters
Champion
3
Times**



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.

"Greatest Ball I ever played"
—Jimmy Demaret

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 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.

—First Flight Company,
Jimmy Demaret, Vice President

60-2

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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.



In Cochran's shop handsome display fixtures catch the shopper's eye. Door at rear is an entrance to hall that leads to men's locker-room.

Cochran Sells Color in Colorful Surroundings

By HERB GRAFFIS

COLUMBINE CC, in suburban Denver, is one of the very attractive country club exhibits in residential developments that constitute a considerable percent of the private golf clubs recently built or under construction in the U. S.

Johnny Cochran is Columbine's professional. He formerly was pro at Denver CC and at Greenwood (Miss.) CC. Cochran is a fine representative of the modern businessman professional, the kind who is valuable in the membership solicitation and service, and in promotion and operation of an excellent club of the Columbine type. He is a sound businessman, expert instructor and a good player.

Columbine has many of its members living.
(Please turn to page 78)

Display arrangements such as one in the foreground has much selling power. In background is Columbine pro, Johnny Cochran.





Effective use is made of wall and shelf space in shoe dept.

The Bright Display is Featured

Bright displays of merchandise that is easy to examine and buy provide inviting channels for traffic.



ing in the city as well as a substantial number who live near the club. Hence, it has a larger, more completely equipped clubhouse than is common at clubs with properties adjoining.

The location of Columbine in a new and rapidly developing suburban locality, with a smart atmosphere about it, gives the pro shop an important place in the publicity and service phases of the club operation.

Handy For Shopping

The shop has to be a convenient source of supply of golf staples and smart new apparel in order to save shopping mileage and time of members who live adjacent to the club. It has to identify itself with the best in golfwear and merchandise for those members and potential members who live farther away, but whose frequent and satisfied use of the club and pride in its prestige are highly desirable.

Harry Obitz at Shawnee and Jimmy Hines and Eddie Susalla at Thunderbird have shown how to operate the resort pro shop as a smart utility that has done valuable publicity and public relations jobs for their resorts.

Cochran and his staff are doing the same sort of work at Columbine.

The shop is large and light, located in a corner of the clubhouse which affords a vista of the first and 10th tees, the 9th and 18th greens. From almost any place in the shop the traffic at key spots can be watched by the pro staff, and the caddie and golf car situations observed.

Selling Strength in Color

Cochran is a strong believer in the selling strength of color. He says that since golf is played in the bright and colorful outdoors, golf merchandise of every sort should be displayed against a background that has the lively tones of sunlight. Johnny admits that his wife's counsel on colors is invaluable. Many other pros have reached that conclusion.

Most American women are instinctively authoritative in their color judgment; most men aren't. Numerous men golfers will buy shirts and slacks of bilious colors unless they have the guidance of women shoppers or salespeople. Cochran, by the way, has a co-ed from a university school of commerce on his shop sales staff during the summer months. She not only is helpful as something of a specialist in women's golf shopping, but is valuable as an aide to men shoppers.

Cochran makes effective use of open displays. Apparel and shoes are easy for the prospective customer to examine. Men's

Offers Award for Year's Best Golf Photo

Believing that the spirit, enjoyment and thrill of golf often can be more graphically recorded by camera, Harry Brill, Chicago golf enthusiast, has announced an annual "Golf Photo of the Year" contest open to amateur and professional photographers. The winner, selected by an award committee, will receive a plaque and a check for \$100. Details of the contest may be obtained by writing to Harry Brill, 1727 W. Altgeld st., Chicago 14, Ill.

and women's apparel and clubs are rather distinctively departmentalized.

In the inviting shoe dept. corner, both men's and women's shoes are displayed. Some of the more frequently purchased shoes of popular styles are in boxes under the display panels and shelves of shoes and hosiery. The Columbine shop has large storage space convenient to the displays so there is no delay in serving the buyer.

In the back of the shop, there are roomy facilities conveniently located for issuing, receiving, cleaning, repairing and storing clubs and for the safe storage of merchandise. Cochran's office is located nearby.

The Columbine pro dept. business has been built up to a volume that calls for close, simple control of inventory, re-ordering in time so extra charges won't have to be paid on shipments, and for accounting that prevents profit leaks. The operating costs of a pro department of the Columbine character and volume must be watched.

A simple accounting system that shows Cochran where he stands a few minutes after the close of the day's business helps the Columbine professional conduct a profitable operation.

Exclusive Lines

Cochran restricts his stock to the quality lines. Some of his apparel lines are exclusive in the Denver area. He carries the biggest stocks his marketing experience and records will justify. That is where his records enable him to carry a lot of merchandise that he knows will move fast.

It is his observation that any apparel of a grade that is subject to sharp price competition doesn't sell at a first class club's pro shop. The good taste and quality of the Columbine pro shop lines of golf apparel get Cochran a very high percent of the sportswear buying of the club's members.



Power-packed companions for the great new Distance Dot!

1960 SPALDING TOP-FLITES



It's the DOT for distance!

From Spalding, maker of the incredible new DISTANCE DOT®, come the finest woods and irons in golf . . . the 1960 Registered TOP-FLITES . . . in both men's and women's models.

New HYDROSEALED woods with Spalding's nylon face inserts and the new Spalding "Pro-Flite" shafts, pack more power . . . deliver more yardage and last longer than any woods in history!

The brilliant irons have a wider hitting area, with a rounded leading edge designed to dig out the ball crisply and cleanly. Of course, the shafts are reverse-threaded into the heads so there's no pin to work loose—ever!

Every set of SYNCHRO-DYNED TOP-FLITES is a perfectly matched family of clubs, scientifically coordinated to feel and swing alike. There are no "strangers" in the set!

Get behind these Spalding TOP-FLITES. Sold through Pro Shops only; unconditionally guaranteed, of course!

SPALDING
sets the pace in sports

ROSEMAN

MARK IV

SCOOP! . . . Now you can mow during early morning hours regardless of turf moisture condition!

The ultimate in gang mowing equipment—and perfection in early morning mowing is now yours in the new Roseman Hi-Speed-Reel MARK IV Hollow Roller Drive Mower. The finest on the market today.

The Hi-Speed-Reel of the Roseman MARK IV not only eliminates ribbed or washboard appearance but also cuts grass clippings into shorter lengths. The new Roseman roller-cleaner deflector design disperses these pulverized clippings uniformly and evenly without windrowing.

Early morning dew, sprinkled or irrigated fairways, heavy rainfalls and wet areas no longer are a problem. Bunching and dropping of clumps of wet grass and messy fairways are eliminated.

Whatever the turf moisture condition, “early morning mowing” is now made possible, and neatly done, with the new Roseman MARK IV Hollow Roller Drive Mower. Beautifully cut, neat appearing, fairways to be proud of are the result.

The New ROSEMAN Hi-Speed-Reel MARK IV

HOLLOW-ROLLER DRIVE GANG MOWER

