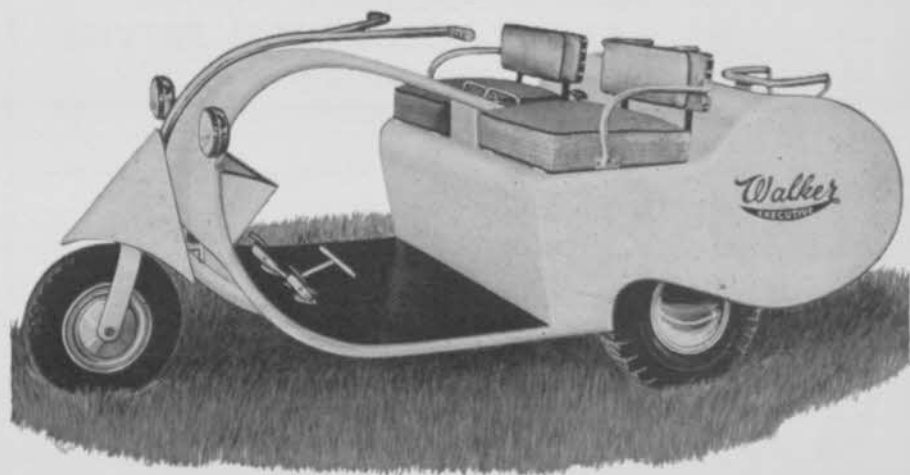


# LOOK!

at the *Advantages*  
in the *Walker* EXECUTIVE FOR '60



EXCLUSIVE DESIGN—Patent No. 184547  
SIMPLE QUIET OPERATION—No instruction needed  
ALL STEEL CONSTRUCTION—Automotive industry choice  
HEAVY DUTY DRIVE TRAIN—Tested, proven

**POWERED WITH THE PRACTICAL  
AIR COOLED, ELECTRIC STARTING, GAS MOTOR**

EASY ON AND OFF—lots of room  
EASY STARTING—electric push button  
EASY STEERING—good balance  
EASY MAINTENANCE—completely accessible in seconds

***Unexcelled Hill Climbing Performance***  
***Adequate Flotation — users say "NO TURF DAMAGE"***

Ready to Go ANY Day—ALL Day for the Most in Play and Rental Time—  
With the Least in Operation and Maintenance Cost.

**OUR 4th YEAR MANUFACTURING GOLF CARS**

Designed and built by— **WALKER MFG. CO.** Fowler, Kansas  
Write for Brochure and Prices Some State distributorships available



## 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.

### CADDY-ROLL RENTAL SERVICE

Three Rivers, Michigan

## THE CORKER®

"Gives you more  
holding power"

says: MIKE SOUCHAR

This cork-and-rubber  
grip won't slip under  
any weather conditions.

You can order CORKERS on  
new MacGregor Tourney  
Clubs at no extra charge.

NON-SLIP!  
Cork particles  
are molded  
into the grip

Easy  
to apply  
to any  
club



Sold thru  
Professionals

**CSI** GOODWIN-SOUCHAR  
GOLF GRIP DIVISION

535 Terminal Tower, Cleveland 13, Ohio

## Fairway Maintenance

(Continued from page 40)

A few years back, while treating for crabgrass with phenyl mercury, we noted that turf was not seriously affected and poa annua loss was not great when this chemical was applied. This was really nothing new. But it forcibly showed how important fairway disease control can be. We worked out a practical dosage for economy and effect. I have continued this practice for several years and my fairways have been much improved.

Last year we applied phenyl mercury six times, applying it upon the first indication of a disease attack in the last week of July, again in early August, and making four applications in the last 10 days of August when we encountered our worst disease weather. Dosage was at 1 qt. per acre of 10 per cent material. This yields  $\frac{3}{4}$  ozs. of material per 1,000 sq. ft., or less than the recommended rate of 1 to 1 $\frac{1}{2}$  ozs. Water in conjunction averaged about 75 gals. per acre. We added 3 lbs. per acre of iron sulfate to the above mixture to give added color, plant strength and to combat iron chlorosis, usually prevalent in hot, wet weather.

Two spray rigs were used in the fungicide treatment and our 40 acres of fairways were handled in about three hours. About 10 gals. of chemicals were diluted in 3,000 gals. of water. Material cost was around \$100, cheap in comparison with re-seeding costs when disease damaged areas have to be repaired.

## Fertilization Procedure

We go on the theory that fairways have to be fed lightly and frequently. The slightest overfeeding yields excess clippings that can't be practically removed. They remain to smother healthy turf. Then, too, overfeeding softens the grass

Only 100% Turnout Counts  
National Golf Day  
June 11th

plant and invites disease, wilt and physical damage.

We treated six times in 1959 between April and Sept. In April we used 370 lbs. per acre of a 10-10-10. In July we applied 225 lbs. per acre of Milorganite. In August and Sept. two additional treatments of Milorganite were applied at a 200 lb. rate. Also, in Sept. one treatment of urea (45 per cent N) was applied at a 50-lb. rate alone with a single treatment of potash at a 50 lb. rate. The pelletized or granular materials were laid on with a broadcast type spreader covering 40 ft. to a swath. It took four hours to cover our 40 acres. /

#### Insect Situation

Our program calls for an application of 8 lbs. (actual toxicant) of Chlordane per acre to combat angleworm and grubworm. It is timed to head off cutworm infestation that comes in June or July. We find this treatment more to our liking than the arsenates which aren't needed in our case because we don't have much of a crabgrass problem.

Our total expenditure for materials for the 1959 fairway program amounted to \$2,560, broken down as shown:

Fertilizer	\$36 per acre—	\$1,440
Insecticide	10	400
Fungicide	18	720
		<hr/>
		\$2,560

### Green Section Letter Outlines Course Services

The April issue of the Mid-Continent Turfletter of the USGA green section listed the advantages that member clubs receive in subscribing to the visiting service of the section. They include:

Direct conferences with a green section agronomist;

Assistance by correspondence and telephone;

Two subscriptions to the regional Turfletter which is published six times yearly;

A subscription to the USGA Journal and Turf Management, published seven times a year.

Annual fees which cover all services and expenses are: For less than 18 holes — \$100; 18 to 27 holes—\$125; More than 27 holes (36 holes) \$150; (Per regulation course in addition to 36 holes) — \$40.

The green section was established by the USGA in 1920.

BUYERS' SERVICE • P. 135

**PAR GOLFER**  
by *Di Fini*



Expert styling and faultless tailoring are two of the reasons why golfers everywhere ask for Slacks by Di Fini. 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 up.

Write for 1960 Swatch Catalogs

**DI FINI ORIGINALS, INC.**  
18 West 20th St., New York 10, N. Y.

P  
R  
O  
-  
G  
R  
I  
P



"Greatest  
of  
Them All"

is prepared especially for the leather grips of Golf Clubs. It gives a firm, tacky grip with light hand pressure, permitting an easy relaxing rhythmic swing. Your Accuracy will improve, you'll feel relaxed — and those "Extra Strokes" will vanish.

**Manufacturers' Specialty Co. Inc.**

2736 Sidney Street • St. Louis 4, Missouri

HERE'S YOUR  
**LOCKER DOOR VALET**

Now at last something has been designed as an answer to messy inconvenient lockers! The locker door valet has pockets to keep socks, underwear, shoes, golf balls, toilet articles in safe, neat, perfect condition. Get these for your members today! (Samples sent on request.)

- Fits snugly on inside of locker door. (Heavy nylon cord ties.)
- Made of heavy fabric.
- Roomy (reinforced) pockets.
- Sent postpaid to you.

- Retail for \$3.95 each—2 for \$7.50.
- Dealers cost \$24.00 dozen.



Order these for your Pro-Shop today—your members will thank you. (If not rated send check with order.) Money back if not delighted.

**WESTERN BINDING & PAD COMPANY**

908 Broadway Kansas City, Mo.

**Hard Selling Assistant**

(Continued from page 29)

Doylestown (Pa.) CC, then served as pro at Lehigh CC, Allentown, Pa., and as promgr. at Mayfair CC, Akron, O. before coming to Miami Shores. He conducted the first golf TV program in the south and has been especially helpful to young pros and amateurs' in the Miami area.

**Business Management Grad**

Benner went to the University of Miami. He graduated as a business management student. Then he went into the Army. After that duty he was with DuMont Television, selling in Florida, then became the company's district sales mgr. for a year. MacLaughlin proposed that Benner come back to golf and take over the shop operations so that MacLaughlin could concentrate on teaching, practice range operation and his junior program, which with the help of his teaching assistant Bob Patrick, jr., has become one of the busiest in the South.

Jim likes the outside work. He enjoys teaching and supervising the practice of his pupils.

The MacLaughlin hunch proved sound. Since he has been able to specialize on the instruction and practice phases of the pro job his income is greater than it was when he was dividing his attention between shop and practice tee. Benner, in the two shops, has built up probably the largest pro sales volume in the Southeast.

Benner's used club sales alone, so golf salesmen remark, are larger than the total volume of most pro shops in the Southeast.

**Year Around Play**

Miami Shores CC has 648 regular members who are property owners in the village of Miami Shores and 240 "pool" members, most of whom play golf occasionally. The club is active the year around although there's a bit of a lull in the summer.

Benner's pro shop at Balmoral Hotel was opened Nov. 1st. Jim MacLaughlin's brother, Dave, has a teaching net on the beach above the hotel's cabanas. Dorothy MacLaughlin, Dave's wife, runs the shop.

There are no "pro only" lines sold at the Balmoral shop. Benner thinks those lines should be sold only through shops where there is a pro who knows the buyer well and will continue to serve him. A sign in the Balmoral shop recommends that these clubs be bought from the buyer's own professional.

At the Balmoral shop there are golf

playing equipment buys that Joe declares will match or beat any that a shopper for really good clubs and bags can get anywhere. The golf apparel in the Miami Shores and Balmoral shops show what Joe and his mother have scouted as items that show good promise of style leadership.

#### Mother Runs Register

Mrs. Martha Benner, Joe's mother, is in charge of the register and does the bookkeeping for him. She is his buying adviser on women's golf apparel. She must be good. Women's business has developed immensely at both shops. Miami Shores gets a great deal of play by women and there has been frequent comment by visitors on the smart golf grooming of the club's women.

Women's buying accounts for the large part of the Benner sales volume. He gets an astonishing volume of business in playing equipment (new and used) and apparel, from beginners — men, women and children.

Joe also has as assistants in the shop a couple of fine young golfers and businessmen, Tom O'Neill and Don MacLaughlin. Don is Jim MacLaughlin's nephew. He is a University of Miami freshman majoring in business management and is working at Miami Shores when he's not in school.

Benner says that most beginners never see the inside of a pro shop until after they have bought their equipment at stores and have been playing for a while. Joe protects himself against being overlooked at the start by continuous and vigorous promotion to bring new golfers into the game.

#### Continuous Promotion

He constantly campaigns to bring the new ones in. He reminds them that a fine golf course is one of the great assets in their community that they should use. In Jim MacLaughlin they have available the best in golf instruction. Between Jim's lessons and the practice range the newcomer can become well schooled enough to get onto a course and play without embarrassment.

Furthermore, — and here, of course, is Joe's merchandising sense at work — the new golfer can get a good set of irons, woods, a bag, balls and a lesson for \$79.95. If the buyer wants to trade clubs and bags in, within one year, on a top line of clubs an allowance of \$79.95 will be given him.

Benner has a big, quick market for the used beginner's sets. He gets his money back on these plus a profit on additional

## Your Club Deserves the Best!

# LYON<sup>®</sup> Golf Lockers

cost  
no more—  
why settle  
for less?



Write for literature giving complete description of GOLF LOCKERS, GOLF BAG RACKS, FOLDING CHAIRS, STORAGE CABINETS, COAT RACKS, TABLES, DESKS, FILING CABINETS.

**LYON METAL PRODUCTS, INC.**

General Offices: 537 Monroe Ave., Aurora, Ill.  
Factories: Aurora, Ill.—York, Pa.—Los Angeles  
Dealers and Branches in All Principal Cities

## Westcoaster ELECTRIC CARS



### ELECTRIC GOLF CAR

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.

Dealer inquiries invited.



**Borg-Warner Corporation**  
INGERSOLL KALAMAZOO DIVISION  
700 East Vine Street, Kalamazoo, Michigan, Telephone BR 2-0136



A Proven Golf Ball Washer for . . .

The  
**HENRY GOLF BALL WASHER**

Used On Leading Golf Courses Throughout The World

You get more ball washer for the money with The Henry. It costs less initially. Course Supts. will find it requires minimum upkeep. Golfers throughout the world have found that The Henry, with its rubber squeegee and gasket, cleans their balls faster and more efficiently.

DEALERS IN ALL PRINCIPAL CITIES

only  
**\$14.75**

Prices F.O.B.  
Waukesha, Wis.

**A. C. Schendel,**  
Distributor  
Rt. 5 Box 92,  
Waukesha, Wis.



**NEW—GENUINE MINK  
GOLF COVERS**

Superb set of 4 only \$35.00 Retail

Strikingly handsome set of four matched golf mitts is faced with select ranch Mink. Fur is lustrous, deep, silky textured . . . backed with supple glove leather. All-weather covers are as durable as they are distinctive. Choice of beige, dark brown, or grey Mink. Full pro discount.

MINK-KNACKS 4607 Bruce Minneapolis 24, Minn.

**Complete**

**TURF PLANTING SERVICE  
ALL CONTRACTS BONDED  
CERTIFIED U-3 & TIFGREEN  
BERMUDAS**

*Ready For Immediate Shipment*

**LYNDE & ROWSEY**

402 Commercial Natl.  
MUSKOGEE, OKLAHOMA  
Phone MU 2-5277

merchandise the purchaser invariably buys.

**Self-Service**

The Miami Shores shop is on the order of a self-service golf department store. It usually carries an inventory of about \$23,000. Joe is proud of the depth of his club stock. He says he can provide any weight, swing weight, shaft length and flexibility in men's or women's clubs. The Balmoral inventory runs approximately \$11,000.

Joe works seven days and six nights a week during the busier months. He orders thoughtfully and turns over his inventory faster than most pro shops. He studies his customers' buying needs and keeps records that give him the score on his business at any hour. He buys from information instead of by hunch and guess.

He and Jim and members of the staff often go into the office at the Miami Shores shop, talk over business problems, think and plan. Joe says the trouble with some pros who ought to be doing better at their business is that they are so busy they don't get (or take) time to think and plan.

**Help from Senior Champion**

The new shop at Miami Shores shows what the community thinks of Jim and Joe. Joe got the help of Jim McMartin, a retired contractor and the club's Senior champion, in planning a new air-conditioned building that is a decided improvement in facilities for serving the community's golfers. McMartin also collaborated with Joe in designing a number of display counters and fixtures.

The new shop building required a rearrangement of the first and tenth tees and ninth and 18th greens. The plans were taken to the Miami Shores village manager, C. Lawton McCall and he and the village council approved the changes.

Henry Leopold of the Visual Merchan-

SELLS ON SIGHT

# The ORIGINAL Golfers "Foul Weather Friend" Shower Gard

by BRYANT



ONLY SHOWER-GARD CARRIES AN UNCON-  
DITIONAL REPLACEMENT GUARANTEE

*You Can't Lose! Your Customer Can't Lose!*

Your Cost — \$24.00 Per Doz.  
Your Return — \$48.00  
Your Profit — \$24.00

- Goodyear Porolated Vinylfilm (it Breathes)
- Strongly Sewn Seams
- Convenient Carrying Case
- Soft and Pliable
- Quality Zipper
- "Freedom" Styling
- Adjustable Cuff

The only guaranteed waterproof Rain Jacket that actually breathes through thousands of air holes . . . yet is completely waterproof.

WRITE WIRE PHONE

We will ship open account.

**BRYANT Industries**

Kingsford Heights,  
Indiana

dising System also worked out display features in the new shop. The clubs are displayed on fixtures made like some Joe devised in 1950. He went ahead and built them but didn't get them patented. Now they are used extensively.

In a back room of the Miami Shores building merchandise is stored to be placed on display when replacement is needed. Used club sales racks and the rental sets also are kept here. The rental sets are in attractive bags. The sets are of nine irons, four woods and a putter. The clubs are not more than two years old.

Benner is a constant advertiser. He keeps writing and informing his members of what's new. He makes effective use of a few, neat and informative shop signs.

### Big Christmas Drive

His biggest sales drive is for Christmas golf gift business. He uses Golfdom's "Christmas Shopping At Your Pro Shop" book as the heavy gun of this campaign and supplements it with a sales letter. December was the biggest month of his sales year in 1959.

Joe started with small capital. He told salesmen and manufacturers' credit men how he intended to operate. They took a chance with him. He wrote the credit

BEST FITTING  
GOLF GLOVE  
MADE!



**PRO Grip**  
AMERICA'S FINEST  
**HELANCA BACK**

The back of this outstanding glove is made of Helanca, the stretchable Nylon. Expands and contracts gently, molding to the shape of the hand. No wrinkle . . . no ride-down — a perfect-fitting glove! Colors: red, green, blue and gold. Palm and fingers of finest lightweight Cabaretta leather. Available in No. 500 regular and 500-B button-back models.

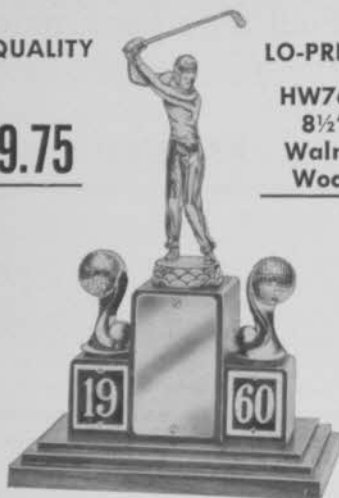
ASK YOUR DISTRIBUTOR

Hill's  
**PRO Grip**

## TROPHIES & AWARDS

HI-QUALITY

**\$9.75**



LO-PRICES

HW76M  
8½"  
Walnut  
Wood

WRITE FOR FREE 1960 CATALOG  
DISCOUNT TO PROS

**THE TROPHY AND MEDAL SHOP**

Dept. G-4  
Chicago 3, Ill.

10 S. Wabash Avenue  
Central 6-5018

## Golf Ball Paint Marks CAN Be Removed!



**A**  
**B**  
**C**

*Golf Club*  
**CLEANER \* POLISH**  
*Pint cans*  
**for Pro Shops**

**NOW!** White marks (golf ball paint) removed from club heads in **SECONDS**, leaving club heads polished. Fast and economical.

*In pint cans only for pro shops.  
Write for trial offer.*

Distributed by

**ABC Golf Sales,**

260 Denver Club Building,  
Denver 2, Colorado.

managers often, giving them progress reports and paying on his notes. He always paid something on each note before payment was due.

Sales and credit managers of golf companies were kept informed of the condition of Benner's business. They cooperated with him. He always had stock enough to keep selling at high speed.

In 10 months of pro shop operations, Benner put his business on a discount basis, worked up an impressive volume of sales for pro shops noted for big stocks of attractive golf merchandise. He earned an enviable rating on the Dun & Bradstreet and Sporting Goods Clearing House Credit records.

Jim MacLaughlin is proud of Joe Benner and so are the Miami Shores CC members and the community's officials. The young man does them high credit with a business performance that indicates the growth there will be in pro shop business when business management schooling is applied by college graduates who get into golf.

## "Take Charge" Guy

*(Continued from page 36)*

Pelcher feels that the most glaring faults of golfers, both men and women, revolve around the pivot. In most cases, the player doesn't swing away from the ball correctly and, as a consequence, his follow through is poor. If there is a panacea for this, he thinks it is good footwork. At any rate, he strongly recommends practicing to improve footwork to about 70 or 75 per cent of his players. Along with this, Pelcher preaches, "Think more of the swing than the hit." But he doubts if more than one out of maybe eight persons ever grasps this concept to the extent that he really does just this. If this were to happen on a large scale, the Davenport pro maintains, the number of good golfers in this country would be greatly increased.

If Pelcher has a teaching preference, it is instructing junior golfers. Like most adults, he stands amazed at how rapidly kids learn to do something when they apply themselves to it. The most amenable age group, in his estimation, embraces the 12 and 13-year olds. "Kids of this age," he points out, "are almost as capable of imitation and of absorbing teaching as younger children. But what makes them really interesting is that they are just beginning to flex muscles that give them the power to give the ball a good ride."



### Learns from the Kids

A favorite trick of Pelcher's is to have his youngsters study the swings of other Juniors and have them pick out the flaws in them. It's uncanny, he says, how quickly they can detect what is wrong with another kid's swing. "The pro," he adds, "can learn a great deal by selecting a half dozen youngsters to conduct lessons among the Juniors and follow them around and note just what corrections they recommend.

"And while we're on the subject of learning from others," Pelcher continues, "a pro who takes the attitude that he can't learn a great deal from watching the good players at his club is starting on the road down. That, after all, is the way a home pro should further his education since he really doesn't get much opportunity of seeing the great players in action."

### Plenty of Club Competition

Thanks to the promotion work Pete Pelcher has done in his 14 years at Davenport CC, it is a very competition-conscious institution. Every year four big match play tournaments are staged for the 200 male members and the same number of events are held for the 100 women players. Davenport CC also belongs to a five club league made up of 16-man teams. The entire roster is changed for each match in league play so that practically the entire membership gets a chance to play in this competition.

Besides these so-called major events, there are numerous lesser competitions at Davenport CC. One of the most popular over the years has been a weekly mixed two-ball affair which starts around three o'clock and is climaxed by a buffet dinner. This is one that most members don't want to miss. So popular has it become, in fact, that it is being converted to a four-ball this year so that more persons will be encouraged to get into the act.

The club tournament season is climaxed by a Pro Trophy dinner at the end of the season at which Pelcher is host to the members, a large percentage of whom have qualified for some kind of an award in the silverware dept.

### Evans Birthday Dinner

Western Golf Assn. will pay tribute to Charles (Chick) Evans, Jr., at a testimonial dinner in the Grand Ballroom of the Conrad Hilton Hotel, Chicago, July 18th. It is in observation of Chick's 70th birthday. Proceeds of the affair will be used to establish a special reserve fund for the Evans Scholarship Foundation.

Go for par  
with  
**PAR-MATE**  
finest in  
GOLF  
GLOVES



### Tommy Armour Golf Gloves

Exclusive Club Hugger Inset across palm guarantees a firm grip throughout swing — no matter how club is held.

Handcrafted of fine imported capeskin for men and women in regular sizes. Also cadet sizes for men.

AT PRO SHOPS

Free Illustrated Catalog On Request

or write to

**PAR-MATE**

10 WEST 33rd STREET  
NEW YORK 1, N. Y.

ESTABLISHED - 1910

## AMERICA'S FINEST SPORTSWEAR

### LADIES SEMI-TAILORED

BERMUDAS from \$6.95

(Little or No Ironing)

### LADIES STRICTLY TAILORED

BERMUDAS \$11.95

### LADIES BLOUSES —

FEATURING THE RIVERIA COLLAR

Dacron & Pima Cotton 6.25

100% Combed Cotton 5.00

### LADIES CO-ORDINATES

12.95

May be ordered separately

**E. JAMES KUNIK**

Sold Thru Pro Shops Only

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

PRICE MAY BE OVERLOOKED—QUALITY NEVER



# Tuflex

Live Rubber Flooring

— *the Best Answer*

*Where Rugged*

*Flooring Is Needed*

"TUFLEX", the world's most resilient floor covering, is unexcelled for foot-ease, quiet and long wear. In the  $\frac{3}{8}$ " thickness in Textured or Chiptone patterns, this superior flooring is recommended for locker rooms, Pro shops, the "19th Hole" and any other floor areas that are subjected to golf spike traffic. When applied with "TUFLEX" TA-10 adhesive, exceptional service will result. A wide choice of colors fits in to any decor.

See Your Tuflex Dealer Or Write Dept. GA-60

**RUBBER PRODUCTS, INC.**

4521 WEST CREST AVENUE • TAMPA 3, FLORIDA

## Members Won't Pay

(Continued from page 62)

But how is anyone going to know things are going to work out as they should or adversely? The supt. certainly isn't in position to take chances, to experiment, if there is a possibility that the variables exist.

### Use A Small Plot

• What experimenting I do is carried out on a small plot. It really catches hell. I just about finished it one year with a crabgrass killer which was first applied at half the recommended dosage and, on a graduated scale, finally at three times the recommended dosage. The last shot took all the crab, weeds and turf. It was a month before the bent started coming back.

• Researchers and turf experts, to the contrary, it is wise to go easy on any product or method with which you are not familiar. Either may work well for the fellow across town, but it won't always work for you. Why? Nobody, and that includes some salesmen and turf specialists for whom I have the greatest respect, can tell me.

There is a well known fungicide that

has many boosters in our part of the country. Most supts. have had good results with it and only a handful, one salesman tells me, have been hurt by it. I'm one of the handful. I did a great deal of checking before I put the blame on this particular fungicide for damage done to some of my greens. I finally came to the conclusion that, due to some kind of chemical reaction, the product liberated stored nitrogen that caused a lush, tender growth that wilted almost as fast as it grew. It wasn't possible to convince the salesman or his company of this. They maintained that it had to be something else, and let it go at that. Since there was a shadow of doubt, I think they should have investigated. There can be preventive as well as productive research.

• From what I have said thus far, it appears that I am the "All-American Out" so far as new products and their applications are concerned. I don't want to leave with that impression. In the past few years I have tried a new type fertilizer with excellent results; I have combined two kinds of fungicides, at the suggestion of a turf specialist, and found that the combination worked out perfectly. I was one of the first to use wetting agents