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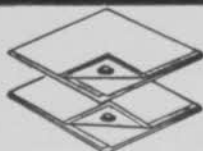
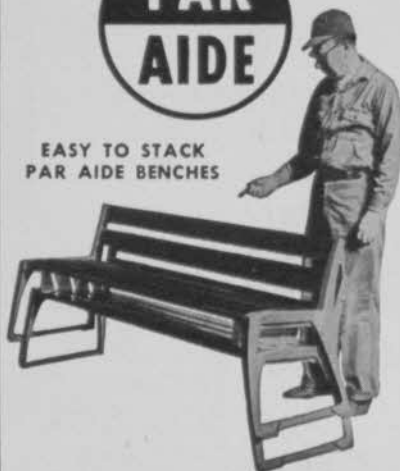
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44th PGA Meeting to be Held in Phoenix, Nov. 10-18

The 44th annual meeting of the PGA will be held Nov. 10-18 in Phoenix, Ariz. All business sessions are scheduled to be held in the Valley Ho Hotel in suburban Scottsdale.

General chmn. of the meeting will be John Reuter, Jr., veteran Phoenix pro and club designer, who is pres. of the Southwest PGA.

Preliminary meetings of the executive and other committees will be held Nov. 10-14. The tournament advisory committee is scheduled to meet on the 12th.

Educational and teaching programs are slated for the 15th and will be conducted by Don Fischesser, education chmn. and pro at Evansville (Ind.) CC. Appearing at the education session will be Barry Goldwater, U. S. Senator from Ariz., Glenn Sisler of Northern Steel and Nelson Rose of Betty-Nel Sports Ent. The teaching program will feature Harvey Penick, Austin (Tex.) CC pro and Shirley Spork of the Ladies PGA. The instruction panel will include Arnold Palmer and Warren Or-

lick, rules expert of Tam O'Shanter CC, Orchard Lake, Mich., in addition to Penick and Miss Spork.

Hebert to be Honored

One of the highlights of the meeting will be the annual president's dinner which is scheduled for the evening of the 14th. It will be held at the Paradise Valley CC with various awards to be made. Jay Hebert, winner of the PGA Championship, the 1960 playing and home pro-of the year and new members of the Hall of Fame will be honored. Thereafter the week will be occupied by various business meetings and formal sessions of the delegates.

Southern Calif. Turf Meeting

Southern Calif. Turfgrass Institute will hold a one-day conference on Oct. 24 at the L. A. State and County Aboretum in Arcadia. It is being sponsored by the U. of California Agricultural Ext. Service and Southern Calif. Turfgrass Council.

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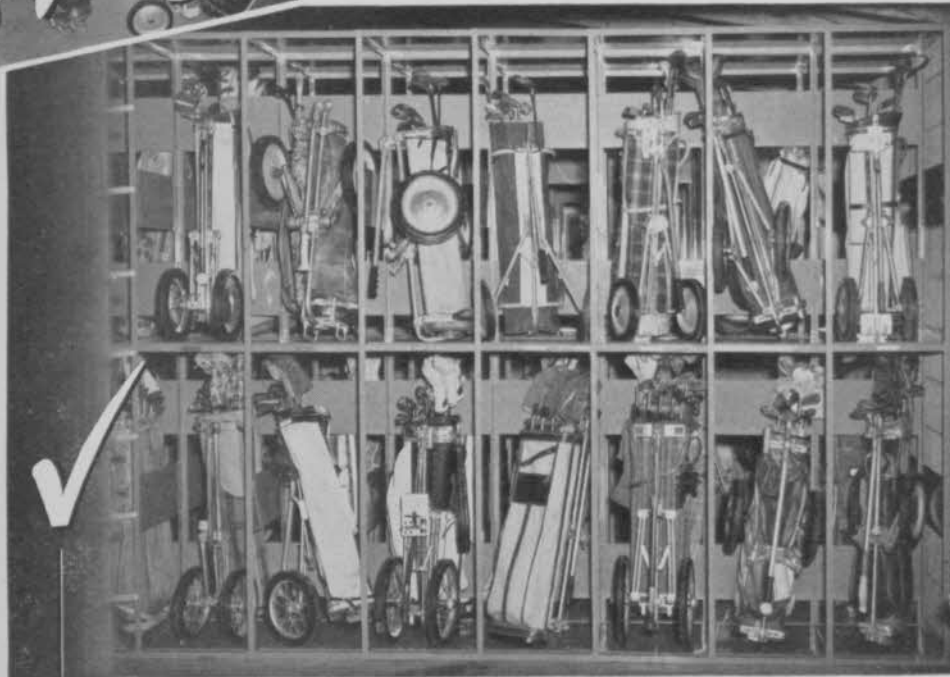
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Roy Kirsch, Vern Walker, Bunny Richards, Dr. Dick Marshall, Howard Linch and Ralph Tyler at testimonial for Richards.

Hillcrest Members Salute Richards with Shower of Gifts

By DEL BLACK

Golf writer, Lincoln (Neb.) States Journal

William J. (Bunny) Richards, pro at Hillcrest CC, Lincoln, Neb., was honored at a "Bunny Richards Day" in Sept. at what turned out to be the largest membership event ever held at the club.

Richards, at Hillcrest for 15 years and a past pres. of the Nebraska PGA, was showered with numerous gifts including a 1960 Rambler station wagon, wrist watch and 12-gauge automatic shotgun, the latter presented by women members. Mrs. Richards wasn't forgotten, either. She received a 24-in. Magnavox stereo theatre.

Letter from Ike

Richards also received a tribute from Pres. Eisenhower, a personal letter which cited him for "having won the respect and affection of so many golfers and done so much for the game."

Members of the committee who organized the Richards' "Day" were Roy Kirsch, Hillcrest, pres., Vern Walker, Ralph Tyler, Jr., Dr. and Mrs. Dick Marshall and Howard Linch. Among the guests was Bud Williamson, pro at the neighboring CC of Lincoln.

Palmer Wins Pro-of-Year Award by a Landslide

Arnold Palmer is the PGA professional golfer-of-the-year for 1960.

Arnold, a 31-year-old second-generation pro, turned the nation-wide poll of PGA members and representatives of press, radio and television, into the greatest landslide in golf history. He received, 1,088 votes out of the 1,217 cast by golf professionals and newsmen.

Jay Hebert, 1960 PGA Champion, was second with 52. Jerry Barber, 1960 Tournament of Champions winner and 1959 PGA runnerup, was third with 19.

Token votes for 31 other players accounted for the remaining 58 ballots. Each of these men received from one to five votes.

All voting records in the 13-year-old pro golfer-of-the-year award were broken. This is indicative of the tremendous impact that Palmer has had on golf and of the great interest in the game.

Palmer's total was more than double the previous record figure given Dick Mayer in 1958. Palmer is the third son of a professional to win the award. The others are Doug Ford (1955) and Jack Burke, Jr. (1956). Ben Hogan has won the award four times.



Here are strips of Northland bent, more than one-foot wide, in poa annua on green at Riverside course in Edmonton, Alberta.



Clarence Wolfram (1) has kept poa annua under control with frequent sodium arsenite treatments. Portion on left is untreated.

O. J. Noer's Turf Roundup

Nature Cooperates in 1960 and Superintendents Breathe Easier



Light colored spots on approach to this green were due to iron chlorosis. They were knocked out, as you will note, by spraying with ferrous sulfate — 1½ oz. per 1,000 on a Thursday and 2 oz. the following day.

By and large this has been one of the better grass years on golf courses. The winter was a good one except in parts of Ontario. Even the poa annua came thru well on most of the courses of the Canadian prairie provinces. The summer was a good one except for Oklahoma and the Cincinnati to Kansas City belt. In both places there was a bad spell of unusually wet, humid weather during the fore part of the season. Weather was hot in August so greens maintenance was not easy. Otherwise there were few complaints. Ray Gerber of Glen Oaks in Chicago mentioned that he had fungicided greens only four times, so weather there must have been good. There was enough fungicide sold in 1959 for a couple of normal years, so the industry shouldn't complain.

In western Canada, east of the Rockies, turf on greens is mostly poa. It makes a good putting surface and grows well during the summer. The main drawback is that poa winterkills frequently. Then greens are bad for play until well into June, or even early July. There is no grass until night and day time temperatures become favorable for seed germination and grass growth.

Creeping bent grass got a black eye in the prairies because original plantings were Virginia bent, a notoriously poor strain. Some of the bents under test on the plots supervised by Hugh Knowles



at the University of Alberta, Edmonton, have done well. This is only natural because true-strain Washington has been successful in Winnipeg for many years.

Northland bent, a selection made by J. R. Watson from a green at Northland CC in Duluth has been a notable one. It makes a good playing turf, holds color well and has been quite resistant to snow mold. Strip plantings of Northland in 18 inch rows on the ninth green at Riverside in Edmonton has spread 5 to 6 ins. into the poa within several years. Old Orchard has been another good one. Both of these grasses, along with Congressional (C-19), deserve trial testing in other parts of Canada, and in northern regions of the U.S. where snowmold menaces greens.

Winterkill Hits Poa

Winterkill in Ontario followed icing on greens. Poa was hit worst. The better strains of bent fared best. The worst greens were the ones of all poa and where poa was the only grass in big patches scattered over the green. It would seem wise to establish a turf nursery of good bent, kept exactly like a putting green for patching purposes in spring. Some clubs have gone a step further. They have started enough nursery for 3 to 4 greens and plan a re-sodding program. Soil in the nursery has been modified with sand and peat to conform with the final topsoil mixture in the green. The final surface has been prepared carefully to make it firm and absolutely level before seeding or planting stolons. Unless the surface is smooth it is hard to cut sod to a uniform thickness. The nursery will be fertilized and mowed the same as the greens. Then the program calls for re-sodding in late fall of the next year. After removing the sod on the green surface, runoff will be improved, if necessary, by recontouring. The soil will be reworked and additional sand and peat added if needed to create a soil of 60 to 70 per cent sand, 10 to 20 per cent loam, and 20 per cent of a good quality fibrous humus, such as sedge or reed peat. The proportions are by volume.

Solves Weed Problem

Soil sterilization before seeding or planting nursery stolons solves the weed problem. Methyl bromide (Dowfume) is preferred by some over Vapam because it is quick and there is no danger of after effects. The need for a tent-like cover of plastic to confine the gas is the chief objection.

Clarence Wolfram of Maple Lane in Detroit has an easier and cheaper way to

sterilize the nursery there. He plants Toronto stolons. The nursery is sprayed 12 times with sodium arsenite. The soil is worked to a depth of 4 ins. after each spraying. The rate for sodium arsenite is ½ lb. each time making the total 6 lbs. per 1000 sq. ft. Stolons are planted immediately afterwards. Besides killing all weed seeds poa annua control has been perfect, even though the surrounding area is heavily infested with it.

Good Reports on Bent

In Oklahoma greens of Cohansey, and the patches of it in other greens came through the bad weather vastly better than Seaside. Bud Elmer of Indian Hills in Kansas City reports success with it there. He warns that clubs should be sure to obtain true to type planting stock from a reliable nursery. The Arlington (C-1) and Congressional (C-19) mixture has done well in the transition belt. The big trouble has been to avoid separation in the green after planting. Some blame poor mixing before planting, and others say there should be an extra bushel of Arlington in the planting mixture. Old Orchard is said to be doing well on the test area at Athens, Ga. CC and in southern California. The tees of Nimissila and the two all Nimissila greens at Firestone CC were excellent for the PGA tournament.

Bent greens in Nashville and the new ones at East Lake in Atlanta have been popular with golfers. Disease was a problem during hot, wet weather, but no more so than in Cincinnati where bent greens have been in use for many years.

There have been complaints of puffiness on some Pennncross greens. It was especially noticeable at Derrick CC in Edmonton, yet the two greens of it at Hersey were extremely good and the turf was tight. Riley Heckert seems to know how to handle this grass. He removes the surplus grass in the spring and mows close from then on. Pennncross greens at Royal Montreal Club have resisted snow mold very well during the two winters of its existence there. New Pennncross greens in Cincinnati were hit badly by disease during the time when there was 10 in. of rain in a period of several weeks. In a nursery at a nearby course the same thing happened to Pennncross. The other bents were not affected. But here again the Pennncross was young. Pythium was blamed. Caloclor finally stopped the disease and subsequent recovery was good.

Pennncross is a step in the right direc-

(Continued on page 82)

Alert Supts. Are Aware of Constant Need for Change

NOTHING is completely static. Everything is in a constant state of change. In characterizing changes in the technical side of course management, we are drawing heavily on the experience of supts. in the U. S. and Canada in an effort to describe the direction of the changes taking place.

The proper starting place for this discussion is the starting place for a round of golf — the tee. Without question, tees are becoming larger, better proportioned and more immaculately groomed. The trend toward closer mowing is well established. Many superintendents mention cutting their tees at $\frac{1}{2}$, $\frac{3}{8}$ or $\frac{1}{4}$ ins. Tees are being managed nearly on a par with putting surfaces. Mowing is being done more on a regular schedule such as three or four times a week. Thatch removal, fertilization and watering closely resemble green programs. Heavier mowers with higher frequency of cut provide smooth, polished appearances. The light-weight tee mowers of yesterday would not be able to cut the more heavily-matted improved grasses. The result would be an excessive build-up of thatch which gives golfers a wobbly, insecure stance on turf so deep that peg tees cannot reach firm soil.

These Grasses Are Favored

These are the grasses that top the list in planting trends:

Merion bluegrass: Al Emery ranks this grass at the top for the Rocky Mountain region. Phil Glover, Ontario, Can., shares Emery's views and is replacing his ordinary tee turf with Merion sod which stands up exceedingly well with a poor water system.

Carl Anderson, Minn., sees $\frac{1}{2}$ -in. cut hurting Merion so that many Merion tees are being reseeded to bent.

Merion with red fescue is the trend in New England as Charles Baskin sees it.

Clarence Lindsay at Hagerstown, Md., is growing Merion sod to cover his re-vamped tees as soon as he is certain they won't be torn up again.

Bermuda: Cold-tolerant selections are

being extended northward until the zone of Merion and red fescue is reached. U-3 is the favorite where extreme resistance to cold is needed. Tifgreen is on the way up in Okla., says Ken Hubble; Art Snyder, veteran supt. in Arizona, says that the fine-bladed strains demand too much spraying for insects. Ruth's scale is particularly damaging. Here, then, the trend is to use more common seeded Bermuda which is more adaptable. Carl Bretzlaff gives U-3 the nod for Ind.

Earl Dowell also approves Bermuda but adds that the bad feature is having to cover it with straw and worry whether or not it will come back in the spring.

Chet Mendenhall sees most tees in the Midwest being planted to Bermuda or zoysia. Don Likes confirms this for the Greater Cincinnati region.

Zoysia Getting Bigger Play

Zoysia for tees definitely is on the increase, according to Mendenhall, Likes and Bretzlaff. It stands partial shade much better than Bermuda, grows equally well in full sun. "Slower growth" is one objection, especially where rapid healing is desirable.

The next areas of play in which definite trends are clearly observable are the fairways. There has been a rather consistent demand by players for better fairway lies. Obviously the first step in producing a tight dense turf on which the ball will sit up is closer mowing. The effect of close mowing is well known on those grasses which do not tolerate close, frequent cutting.

The trend in grasses for fairways largely is a repetition of those which we have recounted for tees. Many supts. have related sadly how they have pounded tons of bent and bluegrass into their fairways year after year, only to come up with the same clover, crabgrass and goosegrass. It is in the great transition zone, between the cool-and-warm season grasses, that we see the greatest trend in converting to Bermuda, zoysia and Merion. McSloy in Virginia sees more common Bermuda from seed by reason of low cost establishment. Snyder of Arizona favors common because of high maintenance costs of the fine-bladed types. U-3 in the Mid-Atlantic area is on the move as it is in heart of U. S. and Philadelphia and the eastern seaboard. Marshall Farnham is an ardent promoter of U-3. Frank Tull, Hercules CC, Wilmington, Del., is expanding his U-3 plantings. We see the same trend in the St. Louis and Louisville areas. Tifway is



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TORO 32-inch Whirlwind* steers with your fingers!

Look at the features of this new 32-inch Whirlwind by Toro. Look at that rugged circular housing stamped out of 9-gauge steel. No corners to catch clippings. More efficient cutting. Puts all the 9 horsepower to work. And this rotary gives you a side discharge chute for less clumping and clogging . . . an optional leaf mulching attachment . . . a reinforcing deflector cone that prevents ricocheting of material inside the housing, and an opposing cone-shaped housing deck to give super-strength, minimize vibration and fatigue failure of parts. Yet despite its heavy-duty construction, the new Whirlwind 32 can trim to within $\frac{1}{2}$ inch, turn around a 14-inch tree trunk.

You get handling ease like you've never had before in a big rotary. Front wheels are angle-mounted "dished" steel—an exclusive Toro development—to turn quickly in any direction.

Like a demonstration? Simply call or write your nearby Toro distributor. He'll be glad to prove the Whirlwind 32 on your own grounds!

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being planted in the southeast.

Requires Close Management

Chet Mendenhall comments that the first thing we have to learn is that Bermuda will not take over by itself as many had led us to think. Good Bermuda (U-3 in his case) fairways demand a good weed control program, heavy summer fertilizing and close clipping. Chet uses a 10-blade reel and cuts four or five times a week. Water is applied during long, dry spells and in early winter if soil is dry. He tries to put Bermuda to bed with moist soil.

Don Likes is a strong supporter of Meyer zoysia for fairways. He establishes it by plugging and has planned a four to five-year program. "More or less neglect of fertilizer and water" prevents excess thatching. Don likes says further: "As for winter color, it is the most beautiful stuff you ever laid your eyes on. It changes color with the seasons, doesn't stay the same monotonous green all the time."

Merion for fairways gets top billing in Utah and Ontario. Ky. blue, red fescue and Highland bent is the choice of Lindsay at Hagerstown.

Read what Bob Grant, at Runaway Brook CC, Bolton, Mass., says: "Merion Blue, in my opinion is the only turf for this area. Following the two basic rules of 1) heavy N feeding and 2) little or no water, it is outstanding. During the construction of our second nine, I could have seeded the fairways to Merion but chose not to. I have regreted it ever since."

Avoid Interference

The problem of interference with play continues as more players crowd courses from dawn to dark. Jim Thomas feels that more equipment is part of the answer, enabling the crew to accomplish necessary work in shorter time. Starting the crew earlier in the morning will help too. In some cases it may be justifiable to hold up play until the greens are mowed and watered, ball holes repaired, cups changed and sand traps raked. Three hours may be considered average for these chores, the time lessening with more equipment and labor.

Some supts. are mowing late in the day to be out of the way for early morning golf. Heavy dew makes morning mowing messy. With labor cooperating, Carl Anderson feels that late afternoon work will be popular since more work can be accomplished and the jobs will be done

better and cleaner. Greens are the exception — they must be cut early each morning to clean them up for the day's play.

Drainage A Sore Point

Nearly every letter from a supt. contains the same refrain: "Why can't the architects and builders give us better drainage? Why must we be forced to fight to hold grass on poorly-drained soil when good drainage is so inexpensive and so easy to accomplish?" The trend in construction must be in only one direction — more and better drainage to provide continuously good playing conditions in any weather. As Paul Weiss, Allentown, Pa. says, "Proper construction will save millions in maintenance costs."

Equipment Reduces Hand Labor

More and better equipment is reducing expensive hand labor to a minimum. Architects and builders are recognizing this trend and are contouring to avoid hand labor.

Paul Weiss wants a fast-operating vacuum type machine to remove leaves and grass clippings from fairways. Many share his wish.

Types of equipment that remove deep-seated thatch and aerate wet or dry soil in the same operation are becoming more popular. Thatch control always will be an extremely important aid to maintenance as the use of vigorous disease-resistant grasses increases. Expanded disease spray programs on tees and fairways can only work toward discouraging the natural thatch-destroying organisms. The result will be more thatch to be controlled mechanically.

James Smith of N. J. says we need to learn more about the way grasses grow. He is sure that most of us do not realize how serious and continuous the thatch problem is. In renewing crowded plant growth, he believes the sound approach is that of the trained horticulturist who tears out the old, infirm diseased "mother" plant, leaving the new fresh disease-resistant virgin growth.

(To be concluded in January)

Outgrows Clubs Every Four Years

George Aulbach, former PGA vp, says a golfer who is older than 50 probably outgrows his clubs each four years. The senior golfer may outgrow his swing each 5 or 6 years. His pro, says Aulbach, ought to give him a birthday gift of a check-up lesson.

I'm not the best player at my club. But then, I'm not the worst either.

Right now I'm playing to a 12 handicap, and I love to get down into the 70's occasionally.

Last year I played to an 18.

Then, this spring, my club pro suggested I try a set of the new Glasshaft clubs.

He showed me some brochures and ads.

You know, the ones that say . . .

**FOR THAT TOUCH OF CLASS . . .
PLAY GLASS**

My pro uses Glasshaft clubs, and I hit some balls with his clubs.

Right away I felt a firmness in my grip and swing I'd never enjoyed before.

"Glasshafts reduce the vibration you just normally have with steel," said my pro.

"Glass absorbs vibrations 10 times as much as steel."

Then I saw my shots were going a bit further, too.

"With Glasshafts, all the power of your swing produces distance," my pro told me. "Nothing is lost through vibration."

"And you'll see how straight your shots are, too. That's because Glasshafts keep the club head on line at impact."

Well, anything that can help me cut that handicap from 18 to 12 has got to be good. And that's what's happened since I bought my set of Glasshafts.

I guess that's why the Golfcraft folks have patented the whole idea (#2822175).

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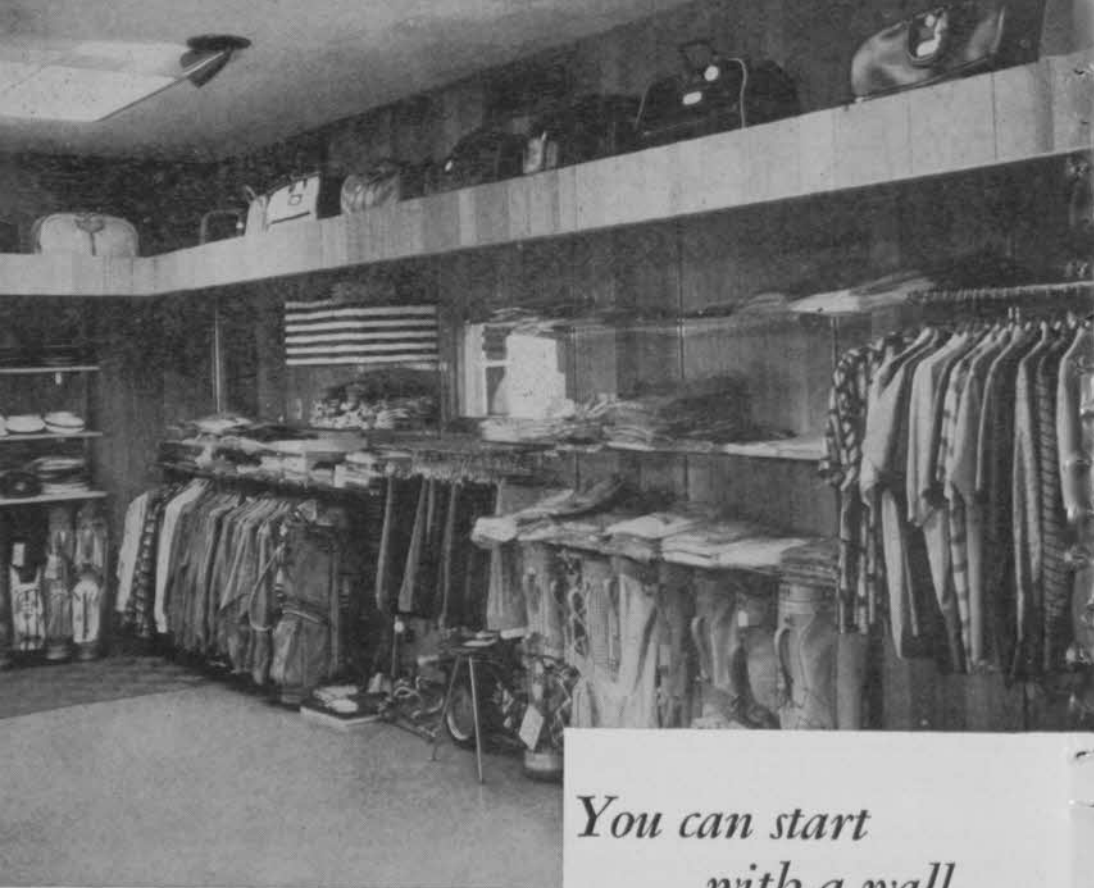
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Chuck Tantis' shop at Olympia Fields (Ill.) CC

*You can start
with a wall . . .*

Piecemeal Renovation

Visual Merchandising can have a humble beginning . . . the thing is to get started by building out from a corner or wall in your shop

By **HENRY LEOPOLD**

Display Creations, Detroit, Mich.

IN discussing Visual Merchandising in the last four issues of *Golfdom*, each of the shops described in conjunction with this new concept of retailing was either an example of complete renovations of old shops or construction of new ones. As a consequence, many pros or club officials

probably have gotten the impression that a country club has to go all out to adapt the idea to its shop operation.

This isn't necessarily true. It can be worked in a small wall section of an existing shop or it can be adapted to present fixtures. The important thing to keep in mind is that the Visual Merchandising concept can have a humble beginning by being started piecemeal. As more money for new construction or addition of fixtures becomes available, this method of presenting merchandise can be expanded. Clubs all over the country are building new, or rebuilding old, shops on an installment basis.

It is just as a Display Creations designer has suggested to pros who have made a start in adapting Visual Merchandising to their operation: "Look to the final result in the layout or design of your shop by building toward it. You can aim for this over a period of years by buying fixtures for walls or the center panel on a



*...or a section
and build toward
the complete shop*

piecemeal basis. In this way no building or remodeling budgets are strained."

If you haven't had a chance to read the previous *Visual Merchandising* articles, we will try to sum up for you just what we think this retailing method accomplishes:

1. You display all or more of your inventory than you have before;
2. Your inventory is out where it is clearly visible and easily accessible;
3. Good display invites members to help themselves;
4. Proper exposure leads to more "impulse buying," the easiest way in the book to increase business;
5. Better buying methods are developed where most of your inventory is displayed.

This latter point is something we haven't gone into very extensively before. But it is reasonable to say that you have a perpetual inventory right in front of your eyes and it isn't even necessary to check



(Above) Pro shop at Ruth Lake CC, Hinsdale, Ill., where John Harley is pro. (Below) This is Fred Darnan's shop at Olympia (Wash.)

the books to determine if you need to re-order certain items. With such a quick check on your best sellers and your poor sellers, you are in position to buy more intelligently. This also gives you a chance to determine why your slow selling items
(Continued on page 74)

These superintendents tell (better than we can) why it pays to protect greens



◀ *Mr. Arthur Benson*

"... easy to handle and apply"

"I have used 'Tersan' OM throughout the summer and found it to be excellent in controlling the major diseases of fine turf.

"'Tersan' OM is easy to handle and apply. I encountered no burning effects of any kind, and the greens maintained a uniform color all season."

Arthur Benson, Superintendent
St. Charles Country Club
St. Charles, Illinois

Mr. V. Lewis Payson ▶

"... never caused discoloration of the turf"

"I tested 'Tersan' OM in my normal fungicide practices and found it safe and effective, and I plan to use it next year.

"I normally make one application per week at the recommended rate throughout the season.

"During the heat of summer 'Tersan' OM was applied with minimum amount of water and never caused discoloration of the turf."

V. Lewis Payson, Superintendent
Rolling Green Golf Course
Springfield, Pa.



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turf fungicide

with Du Pont Turf Fungicides

Mr. Harry Wright ▶

"...helps us keep our greens healthy"

"We use 'Tersan' on a regular preventive spray schedule and, so far, have not had a turf disease problem. The regular use of 'Tersan' has helped us keep our greens healthy and in excellent condition."

Mr. Harry Wright, Superintendent
Peachtree Golf Club
Atlanta, Georgia



◀ Mr. Richard A. McLaughlin

"...easy to use"

"I like 'Tersan' OM because of the ease of use; no mixing is needed, and even at double dosage, it will not injure the turf. This past season when I switched to 'Tersan' OM, brown patch was no longer a problem. 'Tersan' OM controlled diseases, was easy to use and did not injure the turf."

Mr. Richard A. McLaughlin, Superintendent
Wayzata Country Club
Wayzata, Minnesota

Just as these superintendents did, you too will see how it pays to protect greens against fungus disease with Du Pont Turf Fungicides — "Tersan" OM, "Tersan" 75 and "Semesan" Turf Fungicides. "Tersan" OM combines the recognized effectiveness of Du Pont "Tersan" 75 and organic mercury

in a single fungicide for easy application with regular spray equipment. It is easy to use, requires no mixing and controls an extremely wide range of turf diseases.

This season, get the most protection from your fungicide dollars with a Du Pont Turf Fungicide. See your dealer for a supply.

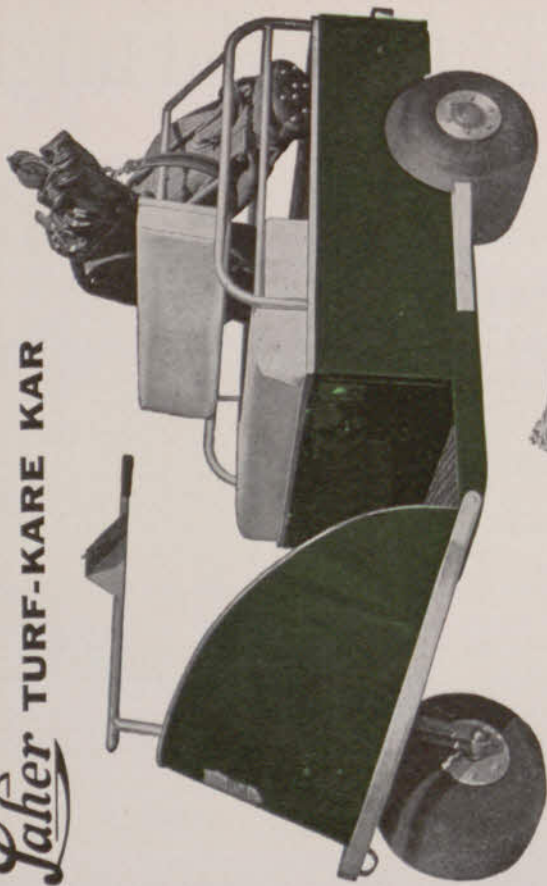
LAHER . . . YEARS AHEAD OF COMPETITION

NOW . . . Price Reduction ■ ■ ■ Now the Cadillac of the golf cars at amazing low prices!

LaHer TURF-KARE KAR

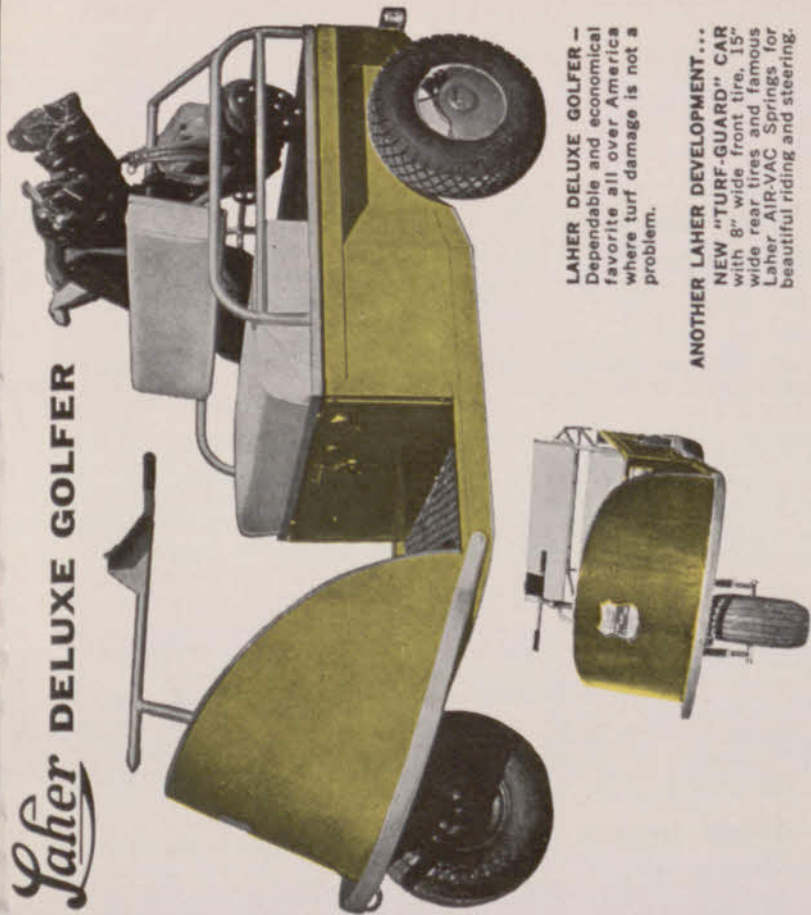
A CELEBRITY PAID TO SIT ON A GOLF CART IS NO SUBSTITUTE FOR COSTLY SPECIFICATIONS!

- 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! Equipped with 15" wide TERRA-TIRES®—positively will not harm TURF! Acclaimed by pros and club managers everywhere as **THE FINEST ALL-SEASON GOLF CAR EVER ENGINEERED!** Hundreds now in use. (List of golf club users sent on request.)

Laher DELUXE GOLFER



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

ANOTHER LAHER DEVELOPMENT... NEW "TURF-GUARD" CAR with 8" wide front tire, 15" wide rear tires and famous Laher AIR-VAC Springs for beautiful riding and steering.

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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.



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As Manufacturers See It

(Continued from page 52)

new Dunlop sports plant in Westminster, S. C. This most completely modern of all golf goods manufacturing establishments is evidence of our confidence in the bright prospects for pro golf business in 1961 and succeeding years.

Everybody Is Busy Making, Selling Good Equipment

By *Kenneth Smith*

Kenneth Smith Golf Clubs

The most significant thing about 1960 golf business is that everybody that is making very good clubs has been so busy. I understand that the sale of golf shafts has been away ahead of the record breaking number sold in 1959. Thus the industry as a whole is healthy and certainly, in view of the strong demand for quality clubs, the cut price demand hasn't bothered the good pro shops.

Barring wholly unexpected adverse market developments, 1961 will be better, decidedly, than this year in golf business. The theme of successful professional operations no seems to assure continued steady growth of superior quality golf merchandise despite the amount of cheap goods coming onto the market.

Quality Lines Show Largest Pro Sales Increase

By *Ernie Sabayrac*

Pres., Ernie Sabayrac, Inc.

Sales to golfers this year have again proved there is more money for the pro in top quality lines than in merchandise that is subject to severe cut-price competition.

Our 1960 sales thus far show an increase of 26 per cent in Foot-Joy and Ben Hogan shoes, Izod men's sportswear, Haymaker women's sportswear, Flip-It headware, Palm Beach slacks and sports coats and Coberknit rain jackets. The sales increase in Ben Hogan clubs, balls and accessories is 38 per cent ahead of 1959.

Investments made by professionals and clubs in the visual display equipment we handle for Henry Leopold have brought substantial and immediate dividends. Another significant aspect of the year's business has been the excellent credit rating of the professionals who identify themselves with the best merchandise. The cheap market is cut up in a hundred ways

and a pro is out of luck trying to undercut a store that can feature "loss leaders."

With a superior set of irons costing \$150 and a set of woods of the same grade costing \$100, the pro's captive market isn't going to go on buying sprees. However, a high quality golf shirt costing \$10 is bringing money freely out of pockets and giving the customer a value that makes the buy a bargain.

We expect the golf business to show another substantial increase in 1961 primarily because more pros are getting to be better businessmen.

Pros Resist Import Bargains and Increase Quality Sales

By *John W. Sproul*

Sales Mgr., Golf Ball Sales
U. S. Rubber Co.

Final statistics aren't yet available, but indications are that play in 1960 increased more than 10 per cent and overall sales of golf balls through pro shops for the first seven months of the year were up approximately 11 per cent over 1959. Actually, the increase for the very top-price ball was 108 per cent, almost identical with the overall increase. This indicates that the professional's sales of top quality equipment of all descriptions are keeping pace with the market in general.

It has been our observation that very few pro merchandisers have fallen for the "imported bargains" offered them. Quality and satisfied customers, and not price, continue to be of paramount interest to them.

The above facts augur well for 1961. With the pro accounting for 78 per cent of sales of top quality balls this year, and considering that he continues to be quality and customer-service conscious, the manufacturer can proceed with confidence in continuing to try to improve his products. With this assurance, U. S. Rubber will go on emphasizing quality in its advertising, promotion and selling in the coming year.

Sales Training Pays Profits to Pros in 1960

By *Bill Kaiser*

Hillerich & Bradsky Co.

This year has brought impressive proof that professionals have learned to capitalize on their expert status in the selection and fitting of playing equipment. The pro shop's inviting appearance reflects the

*Merry Christmas
and Happy Selling*

The Superb Gift!
A SET OF

TRACTION ACTION
Golf Pride
GRIPS

Sold only by Golf Pros
(Better yet—New clubs with Golf Pride grips)

ATTENTION ALL PROS

We have full pages in Golf magazines, suggesting that readers ask you to send "Gift Announcement" letters to golfing friends on their lists. Simply send letters to those designated, telling them to bring their clubs to you for installation of Golf Pride grips, stating name of happy donor.

Follow through on this. Sell lots of Golf Prides "Merry Christmas"

FAWICK FLEXI-GRIP CO.
Box 111-C, Akron 21, Ohio

FINE LINE

FOR
HIM

Golden
Pride

FOR
HER

**DRIVE FARTHER
HIT STRAIGHTER**

**PROFESSIONAL DESIGNED
PROFESSIONAL TESTED
PROFESSIONAL SOLD**

high standing of the man who operates the shop and induces and helps the customer to buy.

The majority of professionals are hiring assistants who have sound training, fine characters, pleasant personalities, initiative and willingness to work. The PGA business schools at Dunedin and in Los Angeles have been of immeasurable value in training the type of young men golf needs in its business. They have done a great deal toward helping the pros who employ them give clubs the standard and scope of service that the good professional wants to give.

Among other major reasons for 1960 being a very good year is the improved design of woods and irons and better playability. This improvement will accelerate sales next year.

The iron blades have adequate hitting surface for the average player as well as the expert. The shaft flexes make possible precise fitting for all types of men, women and Juniors. Without doubt the uniformity of grip construction, now evident in leading manufacturers' top equipment, has increased the usefulness and value of clubs. The woods are designed to get the ball up and give the average player help in solving that problem from the tee or fairway lies.

Skimping on Course Outdated

(Continued from page 28)

tight and club payments aren't setting any new speed records.

Budgets Are Tight

John Gibbs, Goldthwaites of Texas — Volume of equipment and supply sales has been healthy and stable but profit margins aren't keeping pace so free services are being discontinued. Budgets are tight with clubhouses and other facilities getting first cut at the club revenue. Green Chmn. and officers of clubs are urging supts. to patch up old equipment. Play has increased considerably at private and public courses. With heavier traffic, less maintenance and strong demands for perfect playing conditions, veteran supts. are doing their best and hoping for miracles. New automatic watering systems, lease or lease-purchase programs for new equipment and newer strains of grass may work some of the needed wonders. Course-homesite developments continue to increase and give golfers of moderate income opportunities to enjoy private club atmosphere. Quite a few of these projects are building poor courses due to bad

financial planning. These courses will require extensive rebuilding. Prospects for equipment, supply and material business for 1961 look very good. Money seems to be available from a number of sources for financing new courses.

Don Quick, Jack Dayton and Son, Louisville — This year we have worked harder to get our share of the business and it has increased satisfactorily. Volume of play in this area is up 15 to 20 per cent over 1959. Budgets always are too small but that gives us room for increasing sales as the constantly increasing number of golfers are constantly demanding improvement in playing conditions that in most cases are very good. The larger clubs have been paying promptly.

Tiffine 328 Improves Play

Reg Perry, Turlaid, Inc., Memphis — Eight new courses have opened for play in this area this year and three more are under construction. One club being built has two 18-hole courses. Volume of play has increased from about 25 to 30 per cent. Collections have been about as usual. The homesite operation, we believe, is due to become more popular, especially in larger cities. Introduction of Tiffine 328 Bermuda in Southern greens has meant new and different maintenance methods and improved playing conditions that will help account for greater play, better maintenance methods and more golf business in 1961.

George Cornell, G. L. Cornell Co., Bethesda, Md. — Weather conditions and turf have been good in this area. Maintenance budgets were about same as last year with adjustments for increased labor costs. Play increased greatly and continues to increase. This means that getting work done quickly is an important problem and directs attention of supt. and chmn. to the urgent necessity of equipment that will give results fast and economically. Course-homesite projects that are properly financed are bound to succeed in this district.

Byron Reed, E. Baltz & Son, Portland, Ore. — Golf course business here is much better than last year. Turf conditions are better. More fairway fertilizing than ever before. Supts. assns. in Oregon have been invaluable to golfers, their clubs and to the supts. themselves. There has been wider hiring of good architects for new courses. Budgets are increasing for new method machines, replacement of worn and obsolete equipment and fertilization. Payment of bills is very good. We are watching with interest two course-home-

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BALL RACK
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BUILDING A GOLF COURSE? WHY NOT PLAY A 4 PAR--THEN A 3 PAR WHILE YOU ARE PLAYING A 5 PAR???

THAT IS A SPEED-LINKS: A NEW ERA FOR GOLF

Several courses completed, under construction, or in planning stages

Build it on 1/2 the land area, at 1/2 the construction cost and 1/2 the operating cost of the same length and quality regular type course

Game can be played in 1/2 the time as same length regular course

Therefore, from a business standpoint this means:

• Twice the number of greens fees and twice the traffic through the Club House, or

• Double revenue on 1/2 the investment and operating cost

These are merits on which U. S. Patent was granted.

SPEED-LINKS is patented:

Luke Morris, Exclusive Designer of Speed-Links Courses

Cost of franchise is less than 5% of amount that is saved by using Speed-Links Design rather than building same length and quality standard course.

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site developments in Oregon. We have nine or 10 months of play.

F. J. D. Mackay, T. W. Wood & Sons, Richmond, Va. — Golf is very much on the upswing here. When I became secy. of the Virginia State Golf Assn. there were only six clubs in the organization and they represent almost all of the state's clubs. Now the VSGA membership is 80. Most of these clubs are becoming stronger financially and in membership each year. The Country Club of Virginia, which a group of us organized in 1958, now has a membership of some 4500 and a big waiting list, two 18-hole courses and a Par 3 course.

C. L. (Jim) Graham, Minnesota Milorganite Co., Long Lake, Minn. — Golf business is good. Courses and players are increasing. Maintenance standards are increasing and with this upgrading comes an increase in buying equipment and supplies. Quite a number of firms are competing for this business. Play in Twin Cities this year has been up to capacity at many courses. In smaller towns in Minnesota courses could handle more play. Turf conditions have been good.

J. E. B. Asbell, Producers Supply,

Palmetto, Fla. — Course construction and maintenance in Florida now is more carefully prepared than in previous years. There has been a tremendous increase in players and rounds played as a result of improved conditions. The number of courses constructed or being built in large subdivisions probably will provide room for a great number of new golfers.

M. D. Cline, C&C Distributors, Fort Wayne, Ind. — Business is good and play is up considerably. We feel that there is a big potential for 6-, 9- or 18-hole courses for employees of big plants.

R. B. Drake, Springfield, Ill. — Golf business is steady but not roaring. Inclement weather in this area cut down play. With excess rain there were more troubles that required more maintenance money and with less play the money wasn't there. But business in central Illinois generally is down from last year. Tremendous changes in agriculture and automation in industry are having effect.

Woodworth Bradley, Providence, R. I. — Business continues to be good. More dealers are competing for the increased volume. Turf conditions have been satisfactory. Credit situation is good.

THE FINEST TEACHING AID EVER OFFERED

GOLFAID



Golfaid provides the student with a firm left arm, but Golfaid does far more, too. It prevents over-swinging, leads the left side firmly into the ball, initiates the correct weight shift and carries the player strongly through to the correct finish. Now owned and used by more than one hundred top touring professionals, Golfaid is the most talked about innovation in golf equipment. GENE LITTLER proclaims it the finest teaching aid ever offered. BOB GOALBY practices with Golfaid every day. DAVE HILL says "Golfaid put me in the money." Made of soft, durable plastic (no staves or stiffening) Golfaid comes in four sizes and inflates to afford just the amount of firmness you desire... yet is flexible enough to break at the top of the swing and permit a full finish. Weighs only four ounces and is beautifully display packaged in plastic zipper bag. Golfaid will be the hottest selling item in your shop.

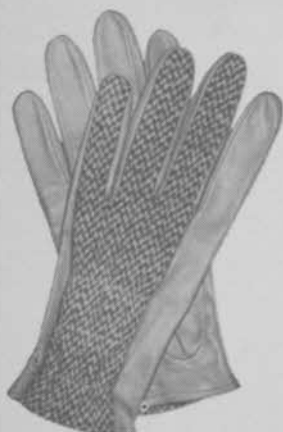
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Order one dozen assorted Golfaids today at the regular pro price of \$43.20 (\$3.60 each). Under separate cover you will receive one FREE Golfaid for your personal use. Test it on the practice tee. Try it on your most difficult student. If you are not convinced that Golfaid is exactly what we claim... THE FINEST TEACHING AID EVER OFFERED... RETURN THE UNOPENED DOZEN FOR FULL CREDIT. With your order please include the circumference of your elbow so we may be sure your personal Golfaid is the correct size.

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No. 5 81—LEATHER AND WOOL
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 Snug fit, firm grip. All leather. Dacron/Wool lined back. Elastic bands at wrist. **\$7.50 Pair**

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Write for Complete Winter Folder



PAR - MATE

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V.P.I. Is Host to Virginia Turfmen at Field Day

Virginia turfmen got a chance to see the research work that is going on at V.P.I. when a field day, sponsored by the state's agricultural extension service and the experiment station, was held in Blacksburg late in August. Part of the session was devoted to a tour of the V.P.I. course and adjacent research plots, and the remainder of it was held in the agricultural auditorium where agronomy and horticulture dept. professors discussed nutrition and disease control.

Observe Nitrogen Studies

The course and turf plot tour, conducted by John Shoulders, Roy Blaser and R. E. Schmidt, covered various nitrogen studies and observations of climatic adaptations of Bermuda strains and of various mixtures. Results of various fertilization programs carried out on tees and greens, which are planted to five different strains of bent, also were demonstrated.

At the indoor session, Albert S. Beecher, moderator, introduced G. W. Thomas, who discussed lime and its function in turf nutrition, and A. S. Williams, who spoke on disease control.

600,000 Rounds in Four Years

More than 600,000 rounds of golf were played at Dallas' four municipally operated courses between 1956 and 1959, according to Grover C. Keeton, supt. of



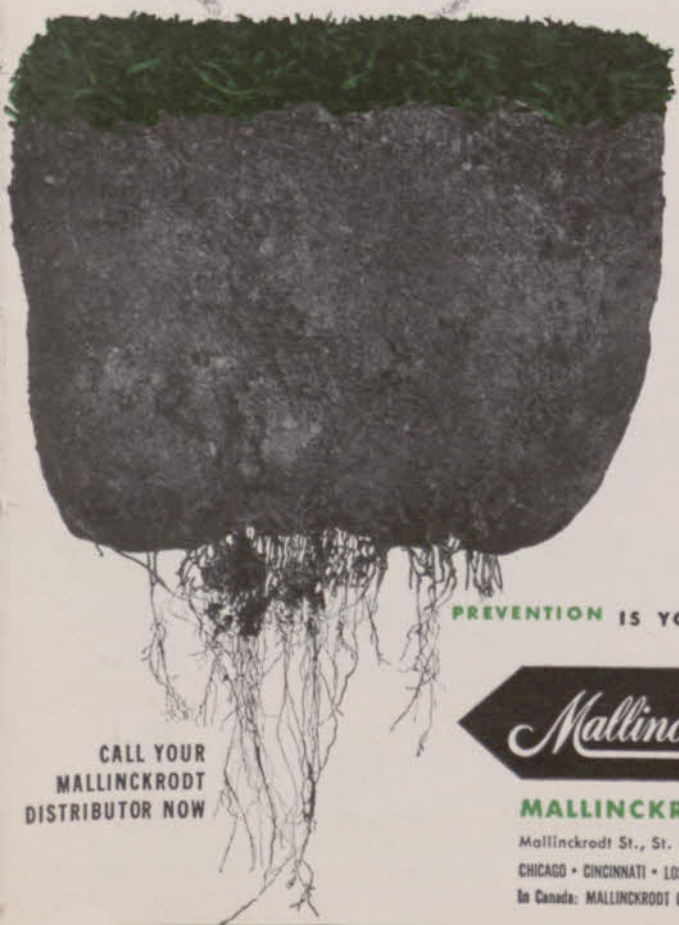
L. B. Houston, dir. of parks, Ann Tenison, great granddaughter of the park donor, E. O. Tenison, Grover Keeton, supt. of courses, and Floyd Gish, park board member, at dedication of revised 18 hole course at Tenison Park in Dallas this year.

courses for the city's park and recreation dept. In 1956, a total of 157,000 rounds was recorded. This number dropped off in 1957 to 147,000, increased to 153,000 a year later and hit the 160,000 mark in 1959. Play is at three parks, Tension, Cedar Crest and Stevens, all of which have 18-hole courses.



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all winter long

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Turf severely attacked by snow mold usually must be completely re-seeded or sodded. *Prevention is your only sure protection.*

One CALO-CLOR application before the first hard freeze can protect your greens against ruinous snow mold for the entire winter.

Apply 3 ounces of CALO-CLOR per 1,000 sq. ft. of green. Where conditions are severe, make a second application after a midwinter thaw.

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We're willing to invest some high-priced engineering talent on your course right now with *no cost or obligation to you* because we believe that ultimately you'll pick the No. 1 Plastic Pipe — Cresline!

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 2. Figure your costs on the pipe required.
 3. List supplemental equipment needed.
 4. Provide complete instructions for proper operation of the system.
- Each course layout is individually engineered and designed. This service is free and there are no obligations!

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 Send more data on Cresline Pipe.

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1. Plan of course drawn to scale including location and size of all the buildings.
2. Water supply. Location, source, volume of water.
3. Topographical map. Location of trees, greens and water supply. (If such a map is not available, show elevations on plan of course.)
4. Type of system required. Greens and tees only or complete system of greens, tees, and fairways.

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