



Bag Rack installation in the new pro shop of Ridge CC, Chicago.

Here are some of the clubs now using the most advanced method of VERTICAL BAG STORAGE. Fully adjustable for any bag size — now or thirty years from now. Steel racks that will never wear out — never rot — never warp. Steel racks that will never be outdated. Send sketch of your storage area. Do it today!



Standard Double Entry Racks  
C.C. of Charleston, S. C.

# Are you **STYMIED** by storage problems?

Vertical storage racks are designed to end bag storage troubles. Bags are racked the way Pros sell them—upright!

**No torn pockets**  
**No mildew**  
**No losses or mixups!**  
**Bags stay cleaner — retain shape**  
**Bags stand the way they are built to stand—upright!**

Special Racks (No extra cost)  
Midlothian C.C., Midlothian,  
Illinois



## NEW PRACTICE TEE BAG RACK

Orders accepted for April delivery



Featured in our golf equipment line for 1961 is this new type of individual bag rack for practice tees. Units are built of preformed half inch round steel rod, all polished weld construction, shaped to hold golf bags of any style and sturdy enough to hold the weight of a full-grown man without apparent deflection. Easily moved for divot repair.



"RACK YOUR BAGS — NOT YOUR BRAIN"

# BAG RACK PRODUCTS

**NORMAN G. COPLAND & Associates**  
Div. Steel Sash Service, Inc.

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# "GALLOPING GOLF"

The fastest moving golf game off the golf course

Every roll is a hole of golf. Fast and fun plus all the side action of golf. Great before or after game in locker room or grill. Played at every opportunity both at home and at the course. Attractively packaged with professional type dice cup and five easy to read dice in different colors, along with pad of 25 score sheets and rules of play.

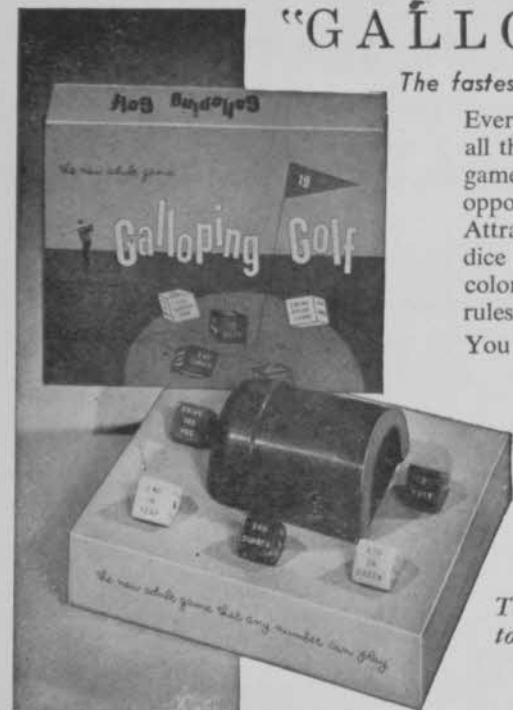
You don't have to take lessons to play "Gallop-ing Golf" . . . you simply roll the five dice at one time and read your shots from tee to pin according to sequence of colors . . . red, white, blue, yellow and green. You'll get 300 yard drives . . . sand traps . . . birdies . . . one putts . . . dub shots . . . and all the others.

**Only \$4.50 with usual Pro discount.**

*The Christmas gift any golfer will be happy to receive, and a real game for family play.*

**GALLOPING GAMES, INC.**

540 N. Lake Shore Dr., Chicago 11, Ill.



they're easing themselves out of a job. When the blowup finally comes, you can bet that no club official in his right mind is going to take 'I was afraid to ask for it,' as an excuse. That's the silliest attitude a supt. can have."

I've been trying to follow that advice since I've been at River Forest.

## Nature Cooperates in 1960

*(Continued from page 66A)*

tion. A good performing creeping bent which can be produced from seed is badly needed. It would be cheap even at \$10.00 a lb. based on the 1 lb. seeding rate recommended for Penncross, as compared to 4 to 5 dollars per bu. for stolons with a planting rate of 7 to 10 bu. per 1000 sq. ft. Seeding is quicker and easier than stolon planting.

Iron chlorosis is on the increase. It has been especially bad on poa. This has been true on fairways as well as greens. Supts. in the Chicago area sprayed poa infested fairways periodically and believe its use has been extremely helpful.

Poa annua was doing badly on some greens on one course in Montreal in Aug. Roots were almost non-existent. Iron chlorosis seemed like the cause but symptoms were not clear cut. It might have

been lead arsenate toxicity. There was leaf spot but disease seemed to be secondary — the result of weakened grass. Two small spots of Velvet bent showed the characteristic chrome yellow color associated with iron chlorosis. Ferrous sulfate was used at 1½ oz. per 1000 sq. ft. with 20 gals. of water per green on a Thursday afternoon. On Friday results were not striking but signs indicated slight improvement. Ferrous sulfate was used again that afternoon at 2 ounces per 1000 sq. ft. By Monday recovery was startling. Even the worst spots where it looked like the grass was gone showed new signs of life. Improvement was remarkable.

Complaints are being made by golfers about failure of new greens to hold the ball. Higher percentages of necessary fibrous organic matter may be needed during the first several years to offset the higher sand content of the surface soil. As the humus undergoes decay, grass will develop the sole of turf needed to provide the necessary slight cushion.

The kind of sand used in topdressing mixtures seems important. Uniformly fine sand is not the answer. A good, sharp sand is better. There are several instances where the switch has been beneficial.

## Don't Make Your Shop Too Commercial

(Continued from page 31)

supermarkets and push people out the door after we have sold them. That is why I want to restore or retain a little warmth in our shops, make them, if necessary, the last refuge for the golfer. In doing this, I think all of us will profit and prosper in spite of what some so-called merchandising experts recommend.

As I have said, I have built my business through the lesson tee in contrast to some pros who have concentrated on the selling side. One system is no better than the other because both have worked equally well in our field. I have gravitated to teaching because, I guess, I am more interested in my players' games than in their appearances. One of my assistants, Dave Truffelli, seems to have the same inclination, while the other, Duane Lietzke is more of an all-around man. He teaches, helps out in the shop and supervises caddies.

### Wife Is "Inside" Brain

One reason why I never developed into a better than average retailer is that my wife, Marie, is the "inside" brain at our place. She keeps the books, handles about 95 per cent of women's sales and at least 50 per cent of sales to our men players. She has freed me, as I tell her, for greater things — but neither of us takes this remark too seriously.

The fact that we have 300 male and 200 women persons, many of them avid students of the game, playing golf at Rolling Hills accounts for the fact that I have devoted most of my time in the last decade to instruction. It isn't hardly necessary for us to promote lesson business any more because both Dave Truffelli and myself are kept sufficiently busy on the teaching tee. Many of our players come to us for regular checkups just as they go to their doctors. About the only form of lesson advertising we use are two or three signs listing rates that are posted in the shop.

My greatest accomplishment in teaching has been to get nearly all of the 200 women, who play at our course, started in golf. For the last 12 seasons I have conducted free spring classes for them and during the same time I have run free clinics throughout the season for Junior players. Other than this, all lessons at Rolling Hills are paid for. That doesn't mean, though, that both my assistants and



Twenty-year old Pat Nightingale of Detroit was queen of the 3rd International Miniature tournament played on the boardwalk at Asbury Park, N. J., Sept. 10-11. She is seen walking under an arch of putters formed by 36 finalists. Cecil Newman, air conditioning engineer of West Palm Beach, Fla., defeated Tom Tripp, 16-year old Lansing, Mich., schoolboy, 80-81, in the 36-hole final.

myself won't take a few minutes to correct a flaw in a player's grip or stance or swing whenever we spot it.

### Goodwill Is Indirect Saleswork

I haven't made a point of trying to do too much selling on the lesson tee. I rather feel that people resent this, particularly if you appear overanxious to make a sale. There is no doubt that you can drop hints or suggestions, but normally it shouldn't go beyond this. Lesson time is a time for creating goodwill, just as that lounge space in the pro shop should be intended for the same purpose. Creating goodwill is selling by indirection. Perhaps more pros should concentrate on it.

All the fixtures and displays in our shop are the most modern type and all lend themselves to self-service selling. I try to put as many items as possible on hangers because I feel that to sell shirts, blouses, sweaters, shorts, slacks, etc., that is what you have to do. Volume sales of these items has increased 80 or 90 per cent since I started displaying them this way. We operate throughout the year and manage to turn over our stock about twice during the 12-month period. Due to the year-around operation, and because we constantly transfer slow moving merchandise to locations where shop traffic is heaviest, it isn't necessary for us to un-

# Keep Leather Grips Soft And Tacky



A new formula and applicator to keep leather grips soft, tacky and playable in any and all conditions. Will not film-up on surface and become hard but will be absorbed and keep the grip wonderfully playable.

MAY BE USED FOR:

GOLF • SQUASH • TENNIS  
BASEBALL • BADMINTON • BOWLING  
ARCHERY • FOOTBALL

USUAL PRO DISCOUNT



CONTACT is the new way of giving you an old and proven formula, tested and backed by the world's largest manufacturer of leather golf and tennis grips. CONTACT is absorbed into the leather pores and renews the tacky feel without coating the grip. It may also be used on your golf glove. Smartly packaged in self selling display piece.

**ABERDEEN PRODUCTS-A division of Lamkin Leather Co., 406 No. Aberdeen, Chicago 22, Ill.**

load a very large percentage of merchandise at sale prices.

## Weekly Newsletter

Like most pros at private clubs, I haven't found it necessary to do much advertising. However, since 1950, I have sent a weekly newsletter to my more than 500 players describing any new merchandise received as well as reminding them of the old.

As I have mentioned, my wife handles the shop bookkeeping. She makes up a weekly, monthly and annual profit and loss statement and we consult all of these frequently to see where we stand in relation to past periods and years. In addition, we keep a running inventory on fast moving items such as balls, gloves, etc., and a monthly inventory on all other articles. We also handle our billing, something I would like to relinquish to the club because I feel that accounts are paid more quickly that way.

## Shop Air Conditioned

We have, in the estimation of many people in the golf business, one of the finest shops in the central states area. The floor is carpeted to match the shade of

the beamed ceiling, a kind of brownish green. Walls are panelled in hemlock and the fine effect of the panelling is not lost with the display fixtures attached, as you can tell by looking at the photos. The shop is completely air conditioned and in the wintertime we get heat from a central system, using the same ducts that bring in the cool air in the summer. As I pointed out before, the whole theme of our operation is to create a comfortable atmosphere for the golfer and we try to be on the alert to enhance it wherever we can. It is this intangible factor that has enabled us to steadily pile up more sales and more profits year after year since we started at Rolling Hills in 1948.

One of the country's best known home pros, Gene O'Brien, has been in the golf business for nearly 30 years. He started out caddying in Hutchinson, Kans., and became a locker room attendant and later assistant pro at the old Carey Lake CC there. Then he was named pro at Carey Park GC, also in Hutchinson, serving at that course during 1941-42. In 1946 he came to Westlink, a Wichita public course, which was sold shortly thereafter and became, as he has noted, Rolling Hills.



*ONLY*  
*Genuine*  
**LEATHER**

*has the sensitive feel  
so essential to fine golf*

When the skin of the hands and fingers is joined in a sensitive, controlling bond with the genuine leather of a fine golf club grip — only then — does the golfer have the instinctive feeling that his grip is right. For only with leather is true torque eliminated.

New processes have developed new playing qualities in Lamkin Grips for 1961. New values of sensitivity, pliancy and lasting tackiness have been brought about by modern chemistry in developing a new non-oxidized leather.

Lamkin Leather Grips never will dry out for they are true all weather grips.

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**GENUINE LEATHER GRIPS**

LAMKIN LEATHER CO.  
406 N. Aberdeen St., Chicago 22, Ill.





# PROS: HERE'S THE EASIEST ROLLING CART ON THE MARKET!

Sell your players the

**STOWAWAY**

THE  
BEST  
CADDY  
CART  
SELLS  
FOR  
LESS



PLACE HANDLE IN BAG, REMOVE BAG & FOLD



## IT FOLLOWS LIKE A FEATHER

Your players deserve the best available cart at the lowest price—and you can be sure they'll buy! The STOWAWAY is English-made, and costs less than any cart with comparable features. Remarkable easy-rolling lightweight design makes the STOWAWAY a favorite of women players. Tubular steel construction, ball bearing wheels, wide semi-pneumatic tires, expandable axle, easy-grip handle, and unique design make it easiest of all to use. 3-year guarantee. Compare features, compare prices—select the STOWAWAY.

WRITE TODAY FOR FULL INFORMATION

**SPORTS INTERNATIONAL**

P. O. BOX 356 • OAKLAND 4, CALIFORNIA



Max Elbin (center), pro at Burning Tree Club, presents Frank Pace trophy to Jamie Gough III (r) and Gen. Floyd L. Parks trophy to Tom Hahn as their awards in leading Army Navy CC team to victory in Washington D. C. Interclub Junior golf league. Army Navy defeated Columbia CC, 5 to 4, in playoff at Burning Tree. More than 275 boys between 14 and 17 and a few girls were on the rosters of the 18 teams that took part in the Junior competition. The long established Washington Interclub league is anxious to help other cities get similar competition started. A letter to Joe Gambatese, 7119 Exfair rd., Bethesda, Md., league dir., will bring all necessary information.

## Swinging Around Golf

(Continued from page 24)

... The opportunity is a big one for Negro self-improvement and demonstration of equal capacities.

National Federation of State High School Athletic Assns. reports that 4,232 schools have 36,847 students participating in golf . . . That's an average of fewer than 9 kids per school . . . Football is reported as having largest number of participants (570,951) at 11,564 schools . . . This averages over 41 boys per school playing football . . . Dutch elm disease is killing many trees on golf courses in central states . . . foresighted superintendents and green chmn. are putting in tree nurseries.

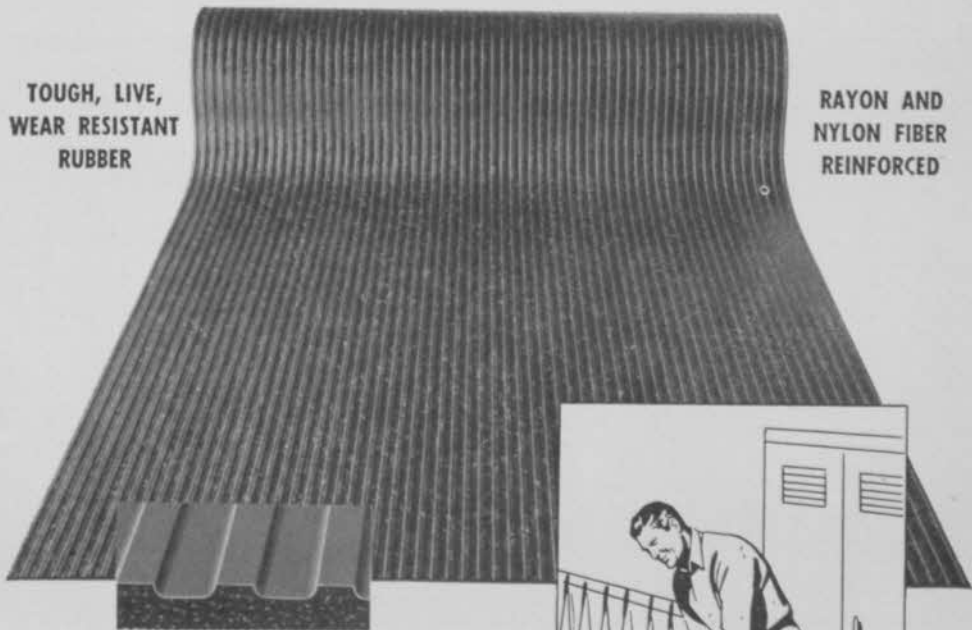
Louise Suggs, who had won \$14,962 as of Sept. 15, was barely ahead of Mickey Wright and Betsy Rawls as the top money winner in Ladies PGA competition . . . Mickey's earnings were \$14,315 and Betsy's, \$14,244 . . . Joyce Ziske, who had her most profitable summer since joining the women's tour five years ago, was right behind the three perennial leaders with \$12,279 . . . Newark Evening News recently stated that Chuck Fatum, a 1957 Rutgers grad and supt. at Braidburn CC, Florham Park, N. J., may be the youngest greenmaster in the business . . . He's only 24 . . . Fatum played in the National Intercollegiate tournament in his Senior year . . . In spite of his tender age, Chuck

# ACE

## kleen sweep ALL PURPOSE matting

TOUGH, LIVE,  
WEAR RESISTANT  
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RAYON AND  
NYLON FIBER  
REINFORCED



### "THE MATTING FOR GOLF CLUBS"

This tough, heavy, rugged matting has been successfully pre-tested by complete installations in very busy golf clubs. Made of a special wear resistant rubber compound, Ace All Purpose Matting is reinforced with chopped Rayon and Nylon fibers, the same as used in first line auto tires. It resists the wear of spikes and heavy traffic.

Protect the floors of your club, improve safety and reduce noise with this easy to clean, lower maintenance cost matting.

*At Better Jobbers Everywhere*



Excellent matting for locker room floors, entrances, pro shops — many golf club uses.

**ACE RUBBER PRODUCTS, INC.** 100 Beech St. Akron 8, Ohio

# “...nitrogen from ‘URAMITE’ turf with better roots and



**Mr. Ed Tracy**

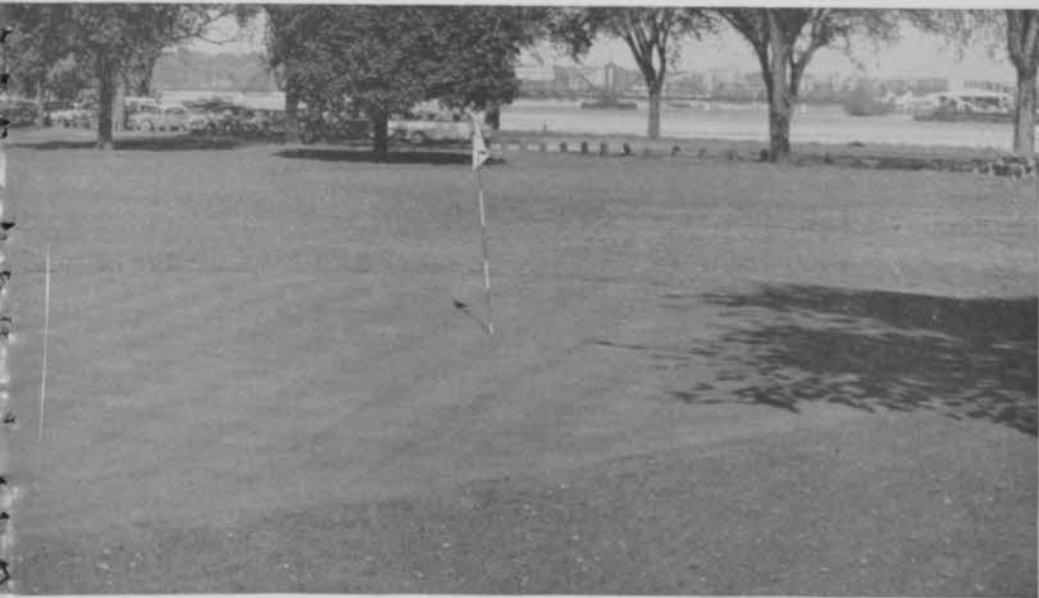
Mr. Tracy continues: “. . . this is the fifth consecutive year ‘Uramite’ has been used as the basis of nitrogen on all greens, surrounding collars and tees. I have noted definite benefits from the steady nitrogen feeding provided. Desirable grasses have increased in population, root structure is much better, and the turf is tougher . . . it takes heavy play in stride.

“Credit Island greens are mowed every day, thoroughly aerated every fall and spring, and are verticut in the spring. ‘Uramite’ is applied immediately following each aeration at the rate of 10 lbs. per 1,000 sq. ft. A similar program is followed for the tees and collars.”



# feeds steadily for healthier outstanding recovery power!"

reports **MR. ED TRACY**, Superintendent,  
Credit Island Golf Course, Davenport, Iowa



Turf management programs with Du Pont "Uramite" are producing outstanding results on courses all over the country. "Uramite" is 38% nitrogen, clean, odorless and free-flowing. "Uramite" resists leaching, keeps soil nitrogen always at a proper level . . . feeds nitrogen gradually as turf needs it. See your dealer for a supply.



BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY

## **URAMITE<sup>®</sup>**

FERTILIZER COMPOUND

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**“Tough traffic—  
top-notch turf,  
thanks to  
AGRICO and  
AGRINITE”**

—says Ronald W. Heinbuck, Superintendent,  
East Potomac Golf Course, Washington, D. C.



“Here at East Potomac—where weekly traffic on the course is about 7,000 golfers—we have maintained top-notch greens thanks to AGRICO and AGRINITE fertilizers. I have followed an AGRICO program of turf feeding for the past five years with superior results. I fed my greens most heavily in the fall, because I’ve found the healthier they go into the winter, the better they come back in the spring.

“The combination of AGRICO for TURF 10-6-4 and AGRINITE has produced deep-rooted, dense, dark green turf. There’s an abundance of clippings, and weeds are no problem.”

See your regular supplier or write  
**The American Agricultural Chemical Co.**  
100 Church St., New York 7, N. Y.

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**AGRICO®**

*America's Premier Golf Course Fertilizers*

**AGRINITE®**

*the better Natural Organic Fertilizer*



Bannockburn CC, part of the Bannockburn CC Estates, north of Chicago, is now under construction with ground breaking ceremonies having taken place in mid-Sept. Looking over the plans of the 36-hole layout are (l to r) Harry Pezzullo, pres. of the Illinois PGA section; William E. Casselman, member of the Chicago Board of Trade and pres. of the club; and Dick Knopf, well known Chicago area pro who will be Bannockburn's athletic dir.

must know a few secrets about managing greens that some of his elders haven't learned . . . When Arnold Palmer and Bill Casper played an exhibition at Braidburn both said they were thrown off their putting by the excellence of the bent.

Quite a few young fellows who are breaking into golf as pros look to New Jersey as a starting point because the N. J. PGA section holds so many lucrative tournaments . . . These include weekly competitions for assistants during the summer with cash prize offerings . . . Northern Ohio GCSA leads the field in signing up national members in 1960 . . . So far it has had 14 men accepted . . . Mid-Atlantic GCSA is second with 11 . . . Virginia Polytechnic Institute recently added a full time turf management staff position to its agronomy dept., according to Roy E. Blaser, head of the section . . . Richard E. Schmidt has been appointed to the post . . . Supts., seed dealers and hardware men have been fighting for the addition for a long time.

A two-day conference for Virginia turfmen will be held Feb. 14-15, 1961, at the Hotel Jefferson in Richmond . . . Northern California Open, scheduled for Sept. 21-23, was postponed because of a conflict in dates . . . It probably will be played in Oct. or Nov. in Salinas . . . It's a \$4,000 event . . . First \$10,000 National Left-handers Open will be played Dec. 5-10 at De-Soto Lakes G & CC, Sarasota . . . Entries for the event close on Dec. 1 . . . There is a 265 player limit . . . As of Sept. 5th, Jerry Barber was 12th on the PGA's official list but he was the leading “unofficial” winner with \$11,357 . . . Jack Fleck was second in this respect with \$7,454 . . . Charley Hadwick, supt. at Jefferson City (Mo.) CC, has been retired by the club . . . Ralph Sehr, supt. at Westwood CC, St. Louis, recently completed strip sodding fairways at his club, placing 2-in. strips on 16-in. centers . . . He estimates that eight miles of sod were required to do the job.