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The New Standard in GOLF CARS

Only Caddy Car has all those wanted features that add up to profit on any course—lower initial cost, minimum maintenance, more reliable performance and super-silent performance for greater golfer popularity. Developed through Powered Products Engineering Research, Caddy Car is designed, engineered, manufactured and priced to meet today's requirements for an efficient, profitable golf car operation.

Investigate today—take advantage of the financing and leasing plans offered by your Caddy Car distributor . . . and remember—Caddy Car popularity makes it your best buy for rental or private use.



BIRDIE I

This gas-powered, ruggedly constructed, lightweight beauty offers comfort and dependability unequalled in its field. Featuring a 7 HP Kohler heavy-duty engine with Delco Remy starter-generator, the extra quiet Birdie I takes the roughest hills effortlessly and eliminates need for battery recharges and replacement. Beautiful Fiberglass body is available in three colors.

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POWERED PRODUCTS COMPANY, INC.

4711 East 5th Street, Austin, Texas

World's largest manufacturers of Gas-Powered Golf Cars

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*TM REG.

Wood Shelters Give Best Protection Against Lightning

Deaths this summer of three Chicago area golfers who took refuge inside a shelter during an electrical storm prompted the Chicago District Golf Assn. to make an investigation to determine the safest possible shelter during such storms.

After consulting the Northwestern University School of Engineering, University of Illinois, National Safety Council, GCSA, USGA, Ray N. Didier, a course construction engineer, and other sources, the CDGA came to this conclusion:

A shelter, to offer the best protection against the lightning hazard, should be constructed entirely of wood with a wood floor mounted on wood posts or piers. It should be located in a low spot on the course, removed from land elevation or hills and away from trees. A lightning rod should project from the highest point of the shelter and be properly grounded deep in moist earth so that a path is provided for the electrical discharge to reach the moist earth without passing through non-conducting parts of the structure.

Ground Connection Is Key

This path must be made continuous from the highest part of the shelter to moisture in the earth. The ground connection is the key to the efficiency of the whole protection system.

The cost of attaching lightning rods to existing shelters, the CDGA finds, ranges from about \$55 to \$75. It is recommended that materials be approved by Underwriters' Laboratories, Inc., and should be so labeled. Periodic checks of the protection system should be made for bent, loose or missing air terminals, broken conductor cables and loose conducting clamps.

When trees are struck by lightning, the discharge is transmitted to nearby areas. Trees that require special lightning rod protection are ones that are higher than nearby buildings. Trees should be protected by installing one or more rods at the highest secure part of the tree and grounding through conductors. If shelters on a course are located within clumps of trees it is recommended that terminals be attached to one or more of the tallest trees in the group.

New Foundation Office

The National Golf Foundation expects to be in its new office, 804 Merchandise Mart, Chicago, by Oct. 1st.

SCGA Distributes Campaign Kit in California Tax Fight

In its fight to have golf courses throughout the state assessed on the basis of their use as courses, and not at their highest and most profitable use, the Southern California Golf Assn. has distributed an impressive campaign kit to aid golf clubs and associations in winning support for tax relief. Voting on Proposition 6, a recreation conservation measure, on Nov. 8 will determine whether golf courses will continue to be assessed as if they were subdivisions, factory sites or commercial areas. An article describing the need for re-assessment appeared in *Golfdom* in July (page 25).

The campaign kit contains an analysis of Proposition 6; two pamphlets, "Keep California Green and Clean," and "Keep the Wide Open Spaces in Our State," which explains the facts behind the measure and the need for a "Yes" vote in the November election; material for editorials and speeches; sample copies of two resolutions favoring tax relief; and similar material to aid in producing a favorable vote.

Club members are being asked to play the leading role in getting voters to support the recreation measure. They are being urged to organize campaign committees which will enlist the aid of newspapers and industrial, civic and other groups in the tax fight.

Proposition 6, it is pointed out in the campaign literature, doesn't provide tax exemption. It does establish a public mandate for assessors to tax property for what it actually is and not what it might be. Present assessment and taxation, it is said, has in some instances helped speed the elimination of farms, orchards, orange groves, some golf courses and even homes.

Edward K. Zuckerman, pres. of the Southern California GA, is serving as coordinator of the tax fight campaign.

USGA Green Section Meets

Green section of the USGA will meet at the St. Louis CC, Clayton, Mo., on Sept. 14th, according to William C. Chapin. The meeting has been arranged for the week during which the National Amateur is being played in Clayton.

Air Force Championship

The U. S. Air Force Worldwide golf championship will be played at Randolph AFB, San Antonio, Tex., Sept. 24-29. The base course is 7200 yards and has water hazards on 16 of 18 holes.



GENTLEMEN, WE'RE IN TROUBLE!

It's our golf ball. We're being out-claimed! Here's a competitive ball that claims to soar like a bird! And here's another that claims to roll straight into the hole every time! There's even one that claims to stay white forever!!

And what do we claim for the Golfcraft Staff ball?

We claim it only soars like a bird if you hit it hard enough and high enough. We claim it only rolls straight into the hole every time if you stroke it that way. We claim it only stays white as long as the finest enamel and cover in golf can keep it that way.

Gentlemen, we're being out-claimed!!

Sure, we know the Golfcraft Staff ball is as fine a ball as has ever been made. Even better than most. We know its uniformity and high compression are guaranteed by electronic tension control during the winding process. We know that improved manufacturing techniques allow us to use an even thinner cover and achieve even greater durability. But we don't claim enough for our ball.

Now, my idea is to advertise our Golfcraft Staff as the only ball with a hexachlorophene center----making it the sweetest smelling ball in golf.

Everyone agree?

Fine. Now, about our clubs.....

Sold thru
Pro Shops
only



Golfcraft

ESCONDIDO, CALIFORNIA

CHICAGO, ILLINOIS

VANCOUVER, CANADA



Dick Naughtin, pro-supt. at Lake of the Woods GC, grew up with the forest preserve course which is located near Champaign, Ill.

It Works Two Ways



Tom Force, salesman for Jackman Sportswear, Oak Park, Ill., calls on Dick, gives him preview of a new sport shirt line.

Champaign county in Illinois finds it advantageous to have a dedicated professional run its public course in exchange for the shop concession. Here's how it works out . . .

LAKE OF THE WOODS GC, located near Mahomet, Ill., in the Champaign county forest preserve, is typical of the many publicly owned courses throughout the country that are being expertly and profitably operated mainly because of the practical business sense, versatility and ingenuity of a single professional manager. In this case it is Dick Naughtin, who oversees the maintenance of an 18-hole regulation course and 9-hole Par 3, with the help of his wife, Alvaretta, runs the pro shop, and each year is expected to produce a profit on the golf operation for the county.

Naughtin, who broke into the game some 20 years ago as a pro assistant to Charlie Jones at the Champaign CC, grew up with the Lake of the Woods course. Under the direction of Architect Robert Bruce Harris, he supervised the construc-

Deck the halls with Spalding Golf Balls!



Here's a present to gladden the heart of any golfer on Christmas morning—a handsome gift box of Spalding's renowned DISTANCE DOTS, personalized (if desired) to add that distinctive touch. Personal imprinting available only on dozen size orders.

This Christmas, DISTANCE DOT® Gift packages are available in dozens and half dozens. Be sure to stock up early . . . and display them early. Remember that DOTS to be personalized must be ordered in advance of the Christmas mail rush.

tion of its first 9 in 1951 and the second 9 in 1953. Four years later he designed and built the Par 3 there. So there probably isn't a blade of grass in the entire 200 acres with which he isn't familiar. And the same may be said of the hundreds or even thousands of golfers who, between March and Christmas Day of each year, play something like 32,000 rounds at the Lake.

Runs Shop on His Own

Naughtin is a combination of employee and enterpriser. About half of the many hours he puts in in a day in overseeing the course maintenance and keeping the playing traffic moving is in the interests of the county; the other half is concentrated in trying to turn a profit in the pro shop which he operates as his own enterprise. Dick also runs a snack bar concession in conjunction with the pro shop. Besides his wife who is a combination apparel buyer, saleslady and head bookkeeper, Naughtin has nearly a dozen other employees working under his direction. These include four summertime employees who work in and around the shop as starters, salesmen and snack bar attendant and a maintenance foreman and his crew.

Lake of the Woods gets its biggest play from persons in and around the twin cities of Champaign and Urbana. Since the preserve has facilities for fishing, boating and hunting in addition to golf, and because the nine-year old course has become so well known in the east-central Illinois area, there hardly ever is any lack of golf patronage, even in the late weeks of fall. The course is fairly long and is considered quite tough by public play standards. The greens, which average about 6,000 sq. ft. in area, are planted to Washington bent on the big course and to C-15 on the Par 3. Lake players, in the estimation of Naughtin, possibly take more pride in this course than most other public layouts he has seen, if comparative appearances are a criteria. Much of this is due, Dick thinks, to the fact that Champaign county authorities have conducted a continuous education program for golfers in the proper way to treat a course.

Naughtin has 1,600 sq. ft. of floor space in which to display and sell his merchandise. This gives him plenty of room in which to keep the different types of merchandise nicely departmentalized and also provides space for a lounge area which is usually a well populated spot because Lake of the Woods' clubhouse still is in the planning stage.

Most golf salesmen who travel the Illinois territory will tell you that Dick

Naughtin moves a surprisingly large volume of playing equipment and sportswear in a year's time. His shop is as extensively stocked as perhaps almost any in the Midwest. He handles both clubs and wearing apparel in three or more price ranges because his players represent at least that many income groups.

Naughtin advertises quite extensively in Champaign and Urbana newspapers. Usually he uses a two-column, 5-in. deep ad every day for three weeks in March, tapering off in the summer and advertising heavily again in September when he runs a closeout, and in December when he pushes Christmas gift sales. Since he has been in business for nearly nine years at Lake of the Woods, he realizes a large volume of repeat business. During this time he has taken great pains to properly fit beginning golfers, including those who buy cheaper clubs, because he has found that when they return for new clubs they almost invariably buy better grade equipment. Much of his pro line sales, incidentally, come through the lesson tee. Naughtin devotes as much time as possible to working in the shop on Saturdays and Sundays since these are the best selling days.

Buying Habits Improved

In comparing sales in the public course pro shop with those at a private club, Naughtin says that there isn't nearly as much impulse buying at the former and the pro generally has to work harder to sell his merchandise. Beginners and casual or occasional players are far more inclined to buy cheaper playing equipment than regular golfers because their approach to the game is rather tentative. But if they become pretty well immersed in it they soon start thinking about buying at least medium price clubs. "When they switch from cheap to medium price balls to the top quality ones," Naughtin observes, "that's a tipoff that they're beginning to take a real interest in the game and it shouldn't be long before they'll be buying better clubs, bags and shoes." In the nine years that he has been at Lake of the Woods, Naughtin has observed that public fee golfers in general have steadily upgraded their buying habits.

This, Dick adds, would come as quite a shock to one sportswriter who tried to discourage him from taking over the Lake of the Woods pro shop on a risk basis nine years ago. "Those public fee players won't buy enough to keep you in business three months," said the sportswriter. "You're going to lose your shirt."

But it hasn't worked out that way at all.

STRONG -- STURDY DIE-EMBOSSED STEEL

GRIMCO

WILL LAST FOR YEARS

Signs



4TH HOLE

420 YDS

Your eyes will see these sharp, clean cut signs readily . . . but their soft, grass green colors blend so beautifully into your landscaping, you will never be conscious of their presence.

Set of 9\$29.00
Set of 18\$58.00

includes hole numbers, yardage markers (please specify) 26" steel stakes, cadmium plated bolts and nuts.

HOLE NUMBERS

10 x 7" sign only —

with 2 holes for mounting

Set of 9\$13.75
Set of 18\$27.00

All Grimco Signs are heavy gauge steel . . . die embossed for strength, beauty and sharp legibility. Finish is baked enamel specially formulated for 5 to 7 years of exposure to any weather, including salt air.

These standard signs are 10 x 7" or 10 x 3". Other sizes, other colors and special wordings can be made on request. A complete line of parking, traffic and street signs is carried in stock, just ask for catalog.

18TH HOLE

CARTS

Specify direction of arrows

NEXT HOLE

Specify direction of arrows

GROUND UNDER REPAIR

Use to block off greens, new grass, wet spots, etc.

PLEASE REPLACE DIVOTS

Helps keep fairways in tournament condition

200 YARDS

Shows yards from tee. Also "150 YARD" sign to show yards to green

OUT OF BOUNDS

Helps keep players on the fairways. Speeds and improves game

All 10" x 7" Signs \$1.60 each
26" Steel Stakes60c each
20" Steel Stakes50c each
White baked enamel channel stakes are punched and include cadmium plated bolts and nuts.

PRIVATE

MEMBERS ONLY

PAR 4

PLEASE

Also PAR 3 & 5 All 10" x 3" Signs 80c each

YARDAGE MARKERS

Set of 9\$13.50
Set of 18\$27.00

420 YDS.

Specify yardage for each hole

GRIMCO
Signs

GRIMM STAMP & BADGE CO.

8105 Rosalie Ave., St. Louis 17, Mo.

Improvements In The Tee Area

The guard rail alongside the first tee at Merion in Ardmore, Pa., has an additional function. It is a golf bag rack, especially useful when play is heavy. The bag stands on a platform and rests in a slot made by inserting pieces of capped one-half in. pipe into the larger upper guard rail.

On the practice tee at Merion Joe Valentine has stretched a rope for the player's guidance and placed a sign to show the type of teeing area. Note that the sign calls for wood clubs only when this picture was taken.

Rosedale in Toronto has a movable



Joe Valentine's guard rail becomes a bag rack.

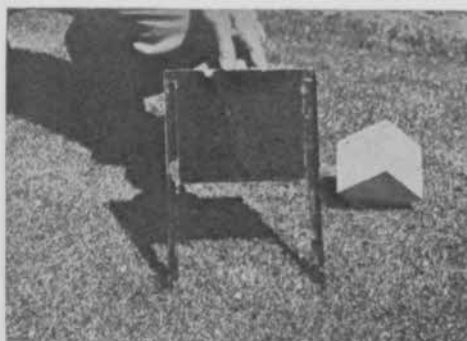
TURF TIPS

from O. J. Noer



Rope and sign on practice tee at Merion.

Yardage, par information on looped steel rod at Rosedale in Toronto.



A low iron standard is used behind the women's tee marker at Rosedale.

looped steel rod directly in line with the tee marker on each hole. Dave Moote welded the plate giving the number of the hole, its par and yardage onto the rod. At a glance visiting golfers acquaint themselves with par and yardage. A ground level sign, placed alongside the women's tee marker, provides the ladies with the same information. This, too, is movable.

Midwest Honors Noer

Midwest GCSA will honor O. J. Noer at a dinner to be held at Olympia Fields (Ill.) CC, Sept. 27. Noer retired three months ago from the Milwaukee Sewerage Commission after 35 years of service as an agronomist.

All New **PGA** GOLF BALLS **FLY FASTER**

THAN ANYTHING WITH WINGS

The only Golf Equipment recommended by
The Professional Golfers' Association of America.

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PGA
GOLF EQUIPMENT

Whether you buy for personal playing pleasure or for resale to those who do — PGA Golfing Equipment is a fine investment. Each article bearing the PGA Seal of Approval has been tested by the Association's Specification Committee and is recommended for exceptional design and sales value. Each is made by a reputable manufacturer whose production is subject to constant quality control.

PGA Equipment is fully guaranteed to give complete user satisfaction and is widely advertised — available only through Golf Professionals.



Burke craftsmen have ingeniously designed this "set right" sole which automatically adjusts lie to suit each player regardless of stature or stance.



Now available — a complete line of PGA Equipment including Woods, Irons, Golf Balls, Bags, Gloves, Head Covers, Umbrellas, Electric Cars, as well as Sportswear — including Caps, Hosiery, Shirts, Sweaters, Slacks, Rain Jackets, Windbreakers and Golf Shoes.

Write for catalogue.

NATIONAL PGA DISTRIBUTORS

160 Essex St., Newark, Ohio

Watch the PGA Professionals Play on All Star Golf, Saturdays ABC-TV

Your Merchandise —
Your Best Salesman

Putting the Shop Layout to Work for You

By Henry Leopold
Display Creations, Detroit, Mich.



Ernie Garlem's shop at the Westbriar CC in Washington, D. C. is a fine example of how Visual Merchandising methods and techniques can be used successfully in your pro shop. A glance at these pictures shows that everything is out in the open, which is the essence of Visual Merchandising. Members see and touch the merchandise. That makes it easy for you because merchandise is the best salesman you have in your shop.

The wall in photo No. 2 is primarily designed for the display of clubs and for the stocking of accessories such as bags, individual clubs, sportswear, etc. Golf clubs are shown in matched sets, utilizing eye level display fixtures which invite your members to come up and take clubs off the rack. The individual clubs such as putters and wedges are stocked below. Golf bags are shown on adjustable shelving. Additional bags may be displayed here by utilizing additional shelf and working with tier arrangements. Above the bags is a small soft goods display on glass shelving. This area may also be used for accessories such as head covers, etc.

The entire wall is lighted by fluorescent strip lighting which is concealed. The walls are paneled in a rich plywood and the general appearance of this section lends a very relaxed atmosphere to the entire shop.

Photo No. 1 shows the hangrail section where shirts, jackets and coats are displayed on hangers. Notice here that no merchandise is boxed. By using plastic shoulder covers you eliminate any dust problem and all of your merchandise is shown on hangers.

Merchandise the Wall

The colors of the merchandise are very vivid. This will add additional color to your shop. The lighting on this low ceiling wall comes from 75 watt spotlights. These spots may be trained on different areas to give you versatile and interesting effects. Notice the shelving on this wall. It is completely adjustable and interchangeable with the hangrail. In other words, you are completely free to merchandise this wall, depending on your inventory and on season.

To augment soft goods sales, notice the round rack, immediately in front of the
(Continued on page 58)

Ernie Garlem, pro at Westbriar in Washington, D. C. is seen in the center panel on page 31.