

TURF *that Speaks for Itself!*

There Will Always Be **MILORGANITE**

In a recent issue of The Milwaukee Journal a completely non-factual article appeared under the heading "Milorganite Moves From Profit to Loss". This has led some to believe that Milorganite may be removed from

the market. In fact, unscrupulous fertilizer firms have been making the statement that we "Will be out of business by mid-year, 1961". Nothing could be further from the truth.

THE MILWAUKEE SEWERAGE COMMISSION UNEQUIVOCALLY STATES IT HAS NO INTENTION OF REMOVING MILORGANITE FROM THE FERTILIZER MARKET NOW OR IN THE FUTURE. WE WILL CONTINUE TO MANUFACTURE MILORGANITE AS LONG AS THERE IS A CITY OF MILWAUKEE.

Millions of Dollars Invested In Plant Equipment

In the past four years we have spent \$5,000,000 on new dryers, filters, etc. for the express purpose of improving Milorganite. This year we will spend approximately \$1,000,000 for new bagging machines and a new shipping plant for the express purpose of shipping Milorganite promptly. Obviously, this should indicate to everyone that we have no

intention of going out of business. This is not the first attempt to discredit Milorganite. It has been going on for better than thirty years. Interestingly, these attempts to discredit us never relate to the grass-growing ability of Milorganite. Nationwide tests continue to prove Milorganite will out-perform any other nitrogen source in producing turf quality.

If you have a turf problem, consult

TURF SERVICE BUREAU

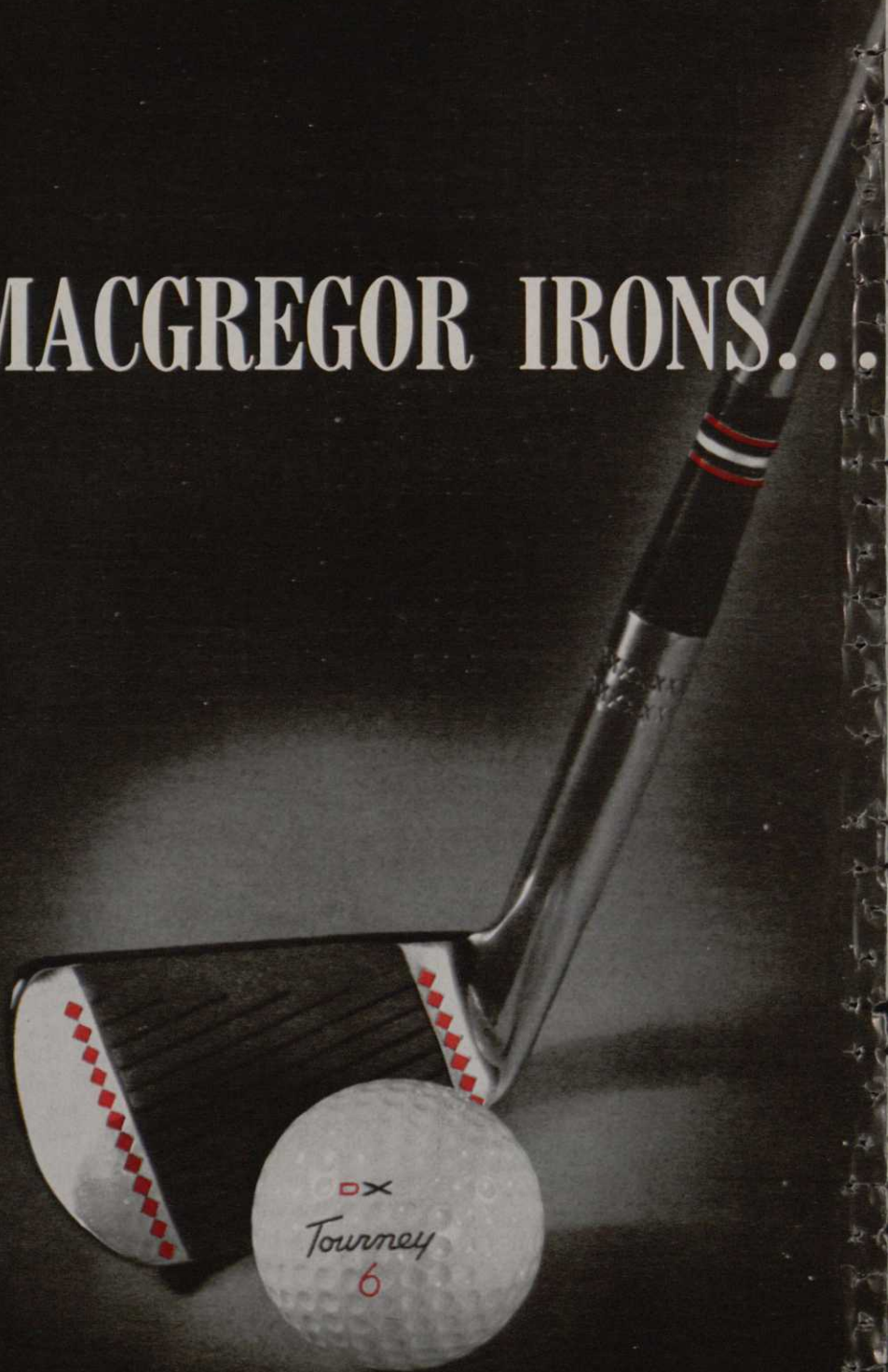
THE SEWERAGE COMMISSION, Milwaukee 1, Wis.

GOLF CLUBS
USE MORE

MILORGANITE

THAN ANY
OTHER FERTILIZER

MACGREGOR IRONS...



Play Best and Sell Best

Tourney, Tommy Armour and Louise Suggs Models

Good-looking and good-playing MacGregor Irons are setting sales records in pro shops all across the country. Better golfers everywhere are learning just how much more MacGregor Irons can do for their game.

Features like the Flame Ceramic face, the most durable in golf, help put MacGregor Irons ahead of all others. Patented "Recessed Weight" that concentrates weight and power over the entire hitting area is a feature that means better golf to most any golfer. MacGregor's Pro-Pel Action Shafts with their four exclusive flexes let you practically tailor a set of MacGregor Irons to every golfer in your club. An entirely new LDMP blade design gives these irons Less Drag and Modern Playability that's perfect for modern courses and today's style of play.

In fact, everything about MacGregor Irons means better, more enjoyable golf. That's why MacGregor Irons are so easy to sell. With just a little help from you, MacGregor Irons will be the most profitable clubs in your shop.

MacGregor
THE GREATEST NAME IN GOLF®

The MacGregor Co., Cincinnati 32, Ohio

DIVISION OF BRUNSWICK



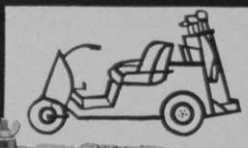
WORLD LEADER IN RECREATION

REPLACE WITH **BOWERS**

BIG RAM

BATTERIES

... and end your **GOLF CAR**
BATTERY Troubles



Forty years' experience building quality batteries for battery-driven equipment— industrial material handling trucks, mine locomotives, mine shuttle cars—is built into every Bowers Golf Car Battery. You can be certain your current battery problems will end when you change to Bowers Big Ram Batteries. Their Extra Quality means Greater Power, Longer Trouble-Free Life . . . and at a lower initial cost.

BOWERS

BATTERY & SPARK PLUG CO., READING, PA.

PLANTS AT: Reading, Pa., Greer, S.C.; New Philadelphia, Ohio

BRANCHES: Macon, Charlotte, Baltimore, Philadelphia,

New Haven, Buffalo, Pittsburgh

them entirely for this because many of the older pros have dangled the glamorous end of the business, and not the work behind it, in front of their eyes. Everyone connected with golf will be better off when the glamor of it is de-emphasized and it is remembered that a pro has to fit shoes, work in the back of the shop, dust the fixtures and even sweep the floor at some time during his life.

On The Credit Side

Just to prove that I am not an out and out critic of the pro scene, I think one of the best things that has happened in recent years is that the shop operator has become conscious of brand name merchandise. He now retails what once could only be bought in downtown stores. This is smart merchandising because it gives the pro the advantage of almost unlimited national advertising. It also adds to his prestige because it shows his golfers that they no longer have to go over to Fifth avenue to pick up the kind of stylish merchandise they are interested in buying.

Stuck with Cheap Merchandise

Most pro shops now carry brand name goods. A few still stock for bargain basement clientele, but year by year they are

diminishing. I feel this is largely due to the fact that they get stuck with merchandise at the end of the season that can't be unloaded even at sale prices.

I have been around the golf scene long enough now to be convinced that the successful pro is the one who sticks with a few lines in depth, color and size and who operates in not more than two or three price ranges.

**Jack Owens of Salem, Ore., represents Ernie Sabayrac, Inc. in the Northwest. In the last year or two he has concentrated on making pros in his territory more conscious of the women sale potential by holding spring style shows wherever clubs have provided him a model or two and a few square feet of show space.*

Two PGA Meetings

PGA will hold its two principal 1961 meetings in Hollywood-by-the-Sea, Fla. The executive committee is scheduled to convene May 15-17 in the Diplomat Hotel for its mid-year meeting. The 45th annual conference of the organization will be held Nov. 2-10 in the Diplomat East.



The International 340 pulls a seven or nine-gang mower at speeds which mean fastest mowing for minimum interference with fairway play.

Always the speed you want at the pull you need!

Ten forward speeds with optional Torque Amplifier drive give the 47 hp* International® 340 tractor unsurpassed mowing speed control. On level ground, your operator selects the gear range that gives clean mowing at highest speed. When he reaches a slope, he merely pulls back on the handy TA lever. Instantly, without shifting or de-clutching, he gets a smooth 45% boost in pull-power, on-the-go . . . *without wheel spin.*

At any speed, balanced power-weight ratio protects turf—prevents tire scuffing on grades or under heavy pull. Proven IH stamina means maximum availability, reduces maintenance expense.

April, 1961

See your IH dealer soon! With the industry's most complete line of tractors and equipment, he can help you get more from your equipment budget.



INTERNATIONAL HARVESTER

NEW AutoMAC CHARGER prolongs golf car battery life..



GOLF
CAR
BATTERY
CHARGER

Keep golf cars running more profitably with the new improved AutoMAC. It's the two-rate charger that prolongs battery life because it is built to conform to the battery manufacturers' own requirements for proper charging.

AutoMAC's new *transistorized* charging control switches the charging current from high rate to the correct finishing rate when required by the battery. When the charge is completed the timer automatically shuts the unit off. This fully-automatic operation saves you time and protects batteries from over-charging.

In addition, the AutoMAC's non-aging *silicon rectifier* insures longer charger life and provides higher efficiency.

For complete information on how to increase battery life through more efficient charging, write for Model 400 and 500 literature today. Bul. BC-31.



Motor Appliance Corporation

5737 West Park Ave. • St. Louis 10, Mo. • MI 7-1138

Bright Displays vs. Good Sell

(Continued from page 43)

him the chance to bring it back into the shop and say, "I guess I'll let it go for a while. My old driver still feels pretty good."

After it's apparent a person is favorably impressed with a thing, that is the time to start talking price. Discreet prodding usually brings out how much money a golfer is prepared to spend. When you tell him the price, don't say, "That club will cost you so many dollars." Rather, say, "I'll let you have that club for so many dollars." The latter way of putting it gives the impression that you may be making some kind of a concession and people, being what they are, usually are on the lookout for concessions.

After you have made a sale, don't forget to ask the person, within a week or two, how the new clubs or the new shoes feel. If you've sold a sweater, mention that you think it looks good on the person who bought it. It pays to have a retentive memory for such things and not to be above passing out compliments.

After you have made a sale, don't forget the word get around that "Jack McGill bought a set of clubs from you." If they've

brought about an improvement in his game, make sure that that gets around, too. When that happens, Jack will feel so good that he will be advising everyone around the club to buy a set of "Pluperfect Irons" when they ask him how he likes the new clubs. Fellows like McGill can be the best advertising outlets you have.

Speaking of advertising, there are many different ways you can do it at a club. The leaflets that are enclosed with the monthly bills, space in the club newspaper or magazine, etc., of course, are familiar to all pros. But go beyond these things. Look for new ways and methods of advertising and promoting the pro shop. Play up your merchandise and specials in conjunction with National Golf Week and your big club tournaments. What's wrong with moving your merchandise into a tent near the first tee when important club events are being staged? Something like this has a special look even if it is the same merchandise you have been displaying in the shop. What's more it gives you exposure to people who ordinarily don't come into the shop very often.

I have been quite successful in what might be termed cross-advertising. When

Choose the

ROSEMAN MOWER

that You Prefer

A ROSEMAN GANG MOWER FOR EVERY NEED

Whatever your mowing problem . . . from smooth championship fairway turf to high-cut roughs or mowing dew-covered wet turf in the early morning or at night . . . there is a Roseman Gang Mower designed to mow your turf areas efficiently and beautifully and at least possible cost. Models are available in Hollow Roller and Wheel types and in 3, 5, 7 and 9 gang sizes.

Elimination of hand trimming, improved turf, non-breakable construction and lowest annual upkeep costs are added Roseman bonus features.

Write, phone or mail the attached coupon for descriptive literature, prices and availabilities — AND MAKE YOUR NEXT GANG ROSEMAN!



Roseman Mark IV
Hi-Speed-Reel
Hollow Roller Drive
Fairway Mower



Roseman
Rear Wheel Drive
Fairway Mower



Roseman
Hollow Roller Drive
Fairway Mower



Roseman
Hi-Cut
Rough Mower



ROSEMAN

MOWER
CORPORATION

EVANSTON, ILLINOIS, U.S.A.
Nation-Wide Sales and Service

ROSEMAN Mower Corp.

Evanston, Illinois, U.S.A.

Please send me literature, prices and availabilities on Roseman Gang Mowers. I am especially interested in the following models:

- | | |
|--|---|
| <input type="checkbox"/> Mark IV
Fairway Mower | <input type="checkbox"/> Hollow Roller Drive
Fairway Mower |
| <input type="checkbox"/> Rear Wheel Drive
Fairway Mower | <input type="checkbox"/> Hi-Cut Rough
Mower |

Name _____

Position _____ Club _____

Address _____

City _____ State _____

MAIL THIS COUPON TODAY!

Easier maintenance from tee to green!

SOD-MASTER *Bantam*

The Sod-Master "Bantam" and "Pow-R-Edger" are built with the same care and precision that have made the Sod-Master "Professional" sod cutter the standard of quality.



The new, compact size sod cutter that will make turf maintenance easier and more economical. The "Bantam" contains many proven features of the Sod-Master "Professional" cutter. Economically priced and quality built.

Another "first"

SOD-MASTER Pow-R-Edger

The first new concept (Patent Pending) in a power edger. The Sod-Master "Pow-R-Edger" is safe (no rotating blade), fast and does a *clean* job. It removes the sod edge in a strip that is easily gathered up. For sand traps, walks, driveways, flower beds, trees, etc.

Write for complete details

SOD-MASTER CO.

3456 NO. WASHINGTON, MINNEAPOLIS, MINN.

I run a men's special, I make sure that notice of what is being offered is posted where the women can see it. With women's specials, I do the same thing so that the men will see the advertising. Women, of course, are more responsive to this because if they don't buy merchandise that is on sale, they at least tell their husbands about it. And, quite a few men, surprisingly enough, will make purchases for their wives if an ad reminds them to do so.

Glaring Oversight

The biggest oversight that pros are guilty of is not preparing that ad that should appear in the club newspaper or on the bulletin boards at the end of the season thanking members for their patronage. It's one of those things that if it isn't seen, won't be missed. But when it is seen, you can bet the last ball in the display case that it is appreciated. A gesture such as this helps business.

As I mentioned earlier, nothing gives a fellow a lift like a newly built or decorated pro shop. But too much reliance shouldn't be placed in that intriguing indirect lighting. A fellow in our business should depend a great deal more on the direct sell.

Job Analysis Can Cut Waste

(Continued from page 56)

week) was our only worry, we'd hire 18 men, give them each a mower and be through with the job in 45 minutes. Then we would face the problem of keeping these men productively occupied for the rest of the day without interfering with the players. This gets us around to the realistic point of how many men we require and the timing and assignment of their duties. For a better insight into the problem, let me tell you what our basic work unit of men is at Bob O'Link. We strive for top quality turf, we have no women to contend with and we have adequate equipment. Most of our play is in the afternoon. In our normal daily operation four men mow greens in the morning. These same men often rake traps in the afternoon. One man continuously mows rough. One man mows tees, one changes cups, tee towels and markers, one man mows green banks and tee banks, two men mow fairways or repair equipment or spray chemicals, and one or two men work nights on irrigation. About 6 of 12 men are engaged all day in basic work and the remainder are available for half the day for the other 1001 jobs need-



GOLF COURSE ARCHITECT AND BUILDER CLARK GLASSON SAYS:

"It's 'K & M' asbestos-cement underground irrigation pipe for me!"

"With the new 'K&M' FLUID-TITE Couplings, my men laid 8,000' of 4" 'K&M' Asbestos-Cement Pipe in two average work days at the new Palo Alto Hills Golf and Country Club, Palo Alto, Calif.

"I'm sold on 'K&M' Pipe. It's easy to install, follows the natural contours of the ground, and allows a 5° deflection. Connection for valves and fittings are a snap.

"I specified 'K&M' Pipe for its immunity to electrolysis and corrosion, too—will keep its smooth bore forever. The light weight of 'K&M' Pipe makes it easy for my men to handle—no machinery is needed for installing and handling.

"I'm placing an order now with 'K&M' to furnish pipe for another 18-hole championship golf course in Santa Clara, California. And plan on using 'K&M' for three more golf courses this summer."

Write today for complete information on 'K&M' Asbestos-Cement Underground Irrigation Pipe. Discover why top-notch courses everywhere install this thrifty, durable pipe. Write to: Keasbey & Mattison Company, Ambler, Pennsylvania, Dept. P-2041



KEASBEY & MATTISON at Ambler

More profit on golf cars



**New Exide Golfer 48 Battery boosts
your profits, cuts your operating costs**

More income per day. Get at least 36 holes per charge year after year on courses of average terrain. Boost your rental income and make more money. Reduce risk of cars being stranded on the fairway.

Longer battery life. Guaranteed 48-month service life.* Outlasts four ordinary batteries in golf car service. Means less manpower needed for procuring and installing new batteries.

Less upkeep. Exide-developed hold-charge negative plate reduces need for charging during non-use. Will go safely through a winter with one charge.

The bigger your fleet, the more extra profit you can make when you install Exide Golfer 48 Batteries. Send for detailed bulletin. Exide Industrial Marketing Division, The Electric Storage Battery Company, Philadelphia 20, Pa.

*48-month pro-rata guarantee, dependent on proper use of the battery and use of approved charging equipment. One-year warranty against defects in materials and workmanship.

Exide[®]

INDUSTRIAL MARKETING DIVISION
The Electric Storage Battery Company

