

Win this One Man Golf Cart!

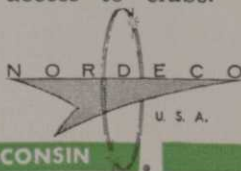


Simply suggest a name and jot it down on the coupon below and mail — you may be the proud owner of this snappy, stylish, new one man golf cart.

Northwest Development Corporation of Kohler, Wisconsin, is introducing a new, one man golf cart — everything is ready but the name. If you think up the winning name, you can have one of the new carts free of cost.

Here are some facts about the new

cart to start you thinking! It's powered by a Kohler 4 hp gas engine; has airplane type tires to cushion the bumps; has only one positive pedal control for forward and brake — even on hills. The body is made of smoothly contoured, one-piece molded fiberglass. The frame is constructed of heavy gauge tubular steel. Your bag is carried in front for quick, easy access to clubs. Spring loaded front wheel fork for smoother ride.



NORDECO • P.O. BOX B • KOHLER, WISCONSIN

Fill in the coupon — or reasonable facsimile thereof — with your suggested name. Entries require no purchase or consideration. Winner will be announced on December 1, 1961.

I would like to suggest the following name for the new, one man golf cart offered by NORDECO.....
(Suggested Name)

NAME.....

ADDRESS.....

TELEPHONE NO.....

CITY.....STATE.....

Jack Bernard Explains His Method of Overseeding

As it is done
at De Soto Lakes

Results in overseeding Bermuda greens for winter play have continued to show progress in recent years. At some of the Southern courses, winter visitors (pros and amateurs) have pronounced the overseeded greens to be the finest putting surfaces that possibly could be provided.

J. L. (Jack) Bernard, supt., De Soto Lakes G&CC, Sarasota, Fla., has produced overseeded greens that have been widely praised.

Below, Bernard explains his method of getting De Soto's greens, each averaging about 7,500 sq. ft., into condition for winter play:

- The greens are aerified two ways 3 to 4 weeks before planting. Just before seeding the greens are mowed. After mowing, about 1½ yds of good screened topdressing is spread on each green. Then the green is spiked two ways with a Walter power spiker and after that we are ready to plant.

Prefers Astoria to Seaside

I use four different seeds: Kentucky bluegrass, redtop, Astoria or Seaside bent and Highland bent. I prefer Astoria to Seaside and I have found that the Astoria will take the few cold nights that we have better than Seaside will.

I use three spreaders, two Lawn Beauties and a Cyclone. I start on our largest green, setting one Lawn Beauty for 30

lbs. of Kentucky blue and the other one for 28 lbs. of redtop. The Cyclone is set for 11 lbs. of bent. The same amount of bent ((11 lbs.) is seeded to a green.

Seed Isn't Mixed

Seeding is done in four separate operations: first, 30 lbs. of Kentucky blue; second, 28 lbs. of redtop; third, 11 lbs. of Astoria or Seaside, then 11 lbs. of Highland. I never mix the seed.

After the seed is spread I use two steel drag mats and drag them four ways. As soon as the greens are dragged I have a man hand water. He never goes heavy on the water but merely dampens the seed. To do this I prefer to use a Rose nozzle.

Mows on Third Day

Tifton 328, my base grass, is in the dormant stage when I overseed. I plant any time between Nov. 15 and Dec. 1. Mowing can be carried out the third day after seeding. If any seed is being picked up I mow without a grass catcher.

The greens are dampened twice daily until I begin to see results of the seeding. Then we go back to our regular watering program. I get best results from hand watering and do not use a sprinkler on a green at any time.

After planting is finished I spray the greens with a fungicide for disease prevention and with Aqua-Gro to work in a wetting agent. This gives fast germination,

Observations on Overseeding

E. Ray Jensen of Southern Turf Nurseries Discusses Maintenance

Poa trivialis and various strains of bent and red top have been used in recent years for overseeding Southern greens, but generally, rye still is accepted as the winter grass throughout the South.

As for maintenance of overseeded greens, they should be inspected closely each day for signs of disease inroads, particularly during periods of warm, humid weather. Immediate control of disease can't be overemphasized. Applications of Seme-

san, PMAS or Caloclor, mixed with Captain 50 W, should be used periodically during danger periods to prevent disease.

Overseeding of Bermuda presents problems. A supt. can't afford to destroy existing turf and to work the soil the same way a farmer does in seeding. The area must be prepared so that seed will come in contact with the soil to encourage rapid germination. This, ordinarily, can be ac-

(Continued on page 118)

coming
to you for
'62



TOURNEY WOODS AND IRONS
with the built-in
stroke of genius

Truly MacGregor makes it a year of innovation excellence... for never have so many features been built into a single set of clubs with such a stroke of genius. *Winged Back*, features sculptured elegance with frosted plating on top and bottom to emphasize perfect weight balance. New *LESSDRAG* sole design for minimum turf resistance and power loss. *Flame Ceramic Face*, means large impact area and lifetime "touch"... black ceramic pin points ball. *MT Tourney Grips* debut for '62, provide firmer all-weather feel with minimum torque; available in three distinctive color selections. *Key-Site Insert* on all woods, assures correct club address that adds to distance and accuracy. *And many more.*

Golfers will be pro shopping for these features in all models—MT Tourney, Tommy Armour and Louis Suggs. And MacGregor's got 'em...exclusively.

Sold through Golf Professionals only

MacGregor
THE GREATEST NAME IN GOLF
The MacGregor Co., Cincinnati 32, Ohio



DIVISION OF BRUNSWICK • WORLD LEADER IN RECREATION

©1961 BRUNSWICK SPORTS





Architect Arnold L. Larsen, Butterfield pres., Larry Faul, and Bert Rost, supt., check the plans for new Butterfield maintenance building which is 120 ft. long, 50 ft. wide.

How to Sell A Maintenance Building

Board Takes Look, Is Convinced and Appropriates Funds

Substantial purchases of new service equipment were putting extreme pressure on existing maintenance facilities at Butterfield CC in Hinsdale, Ill. and something had to be done. Supt. Bert Rost had his hands full running the 27-hole 208-acre golf course in the outskirts of Chicago.

Fortunately, an extensive rehabilitation was under way at Butterfield calling for remodeling of the clubhouse and pro shop, installation of a new watering system, revamping of the course itself, construction of new, though unspecified, service facilities.

With the cooperation of Pres. Larry Faul, the entire board of managers were

brought to the service area for an on-the-spot survey of existing buildings and equipment. The chairman of the green committee, Dr. Ray Grunt, and Rost presented their request for a new building, detailing the economies, conveniences and improved service that the new service center would bring to members and staff alike. This dramatic presentation made a big hit and won the immediate approval of the board.

Consult with Architect

At this point, Bob Hladik and Larry Dancre of the building committee called in professional help in the person of Arnold L. Larsen, an architect widely experienced in the problems of storage and service needs. Working from a checklist prepared by Dr. Grunt and Rost, the architect was able to design a building that met both present and anticipated service needs of the club.

Larsen broke the basic needs down into four inter-related requirements: low cost, permanence, fire-resistance, and maintenance free.

(Continued on page 102)

ALFRED H. TULL

Golf Course Architect • Larchmont, N.Y.

Jack Bender

Associate • Box 1932, Ponce, P.R.

Schedule — 1961

Under Construction

Rolling Hills Country Club, Wilton, Conn.
Sunken Meadow Golf Course, Northport, L. I.
(Long Island State Park Comm.)
Muttontown Country Club, E. Norwich, N. Y.
Poxabogue Country Club, Bridghampton, N. Y.

Reconstruction

Waccabuc Country Club, Waccabuc, N. Y.
Greenhill Golf Course, Wilmington, Del.
(Park Dept. — City of Wilmington)

Forward Planning

The Apawamis Club, Rye, N. Y.
Kentwood Country Club, Jericho, N. Y.
Hercules Country Club, Wilmington, Del.
Rockland Country Club, Sparkhill, N. Y.
City of New York, New York, N. Y.
County of Nassau, New York
The Neville Hotel, Ellenville, N. Y.
Fairview Country Club, Elmsford, N. Y.

Available Services

Golf Course Design
Consultant Services
Supervision of Construction
"Key-in-the-Door" Contracts
Guaranteed Estimates

Ed Oliver Looked for Laughs Along with Tournament Prizes

Ed (Porky) Oliver, who died at 45 in Sept., after a year and half's battle with cancer, was a fellow who never would concede. When he was told more than a year ago that he had only a few months to live, Ed replied characteristically: "Hell, miracles happen. I've known fellows who were given a year to live and 20 or 30 years later they still were around." Runner-up in more than 20 tournaments during his life, including the Masters, PGA, USGA Open and Western, Porky apparently figured that he was due to win one

of the big ones and his battle against cancer was it. Those close to him say he sincerely felt that he was going to regain his health and live to play more golf. He was forced to quit playing the circuit early in 1960 and between then and the time of his death he underwent two operations.

A native of Wilmington, Del., Ed is survived by his widow, Clara, and four children, Edward, Jr., Joanne, Bobby and Johnny. The Olivers were married in 1942 when Porky was an Army private and his wife an officer in the Nurses' Corps.

In spite of his success as both a playing and home club pro, Ed will be remembered as a jolly fat man who never allowed the grimness of competition to dull his sense of humor. Perhaps that was the real secret of his success as a tournament player.

Stories about Ed's appetite have become legendary. In the 1946 PGA Championship, Porky had Ben Hogan three down after the end of 18 holes. During the lunchtime break, Ed went in and helped himself to the buffet while Hogan hurried to the practice tee and polished his game while Porky was polishing his plate. There are those who say Oliver ate himself out of that title because Hogan came back and beat him, 6 and 4, but Ed never conceded that he would have played any better if he had passed up lunch that day.

This summer the PGA appointed Porky honorary captain of the Ryder Cup team that plays in England this month. Ed was a member of the winning U. S. teams of 1947, 1951 and 1953.



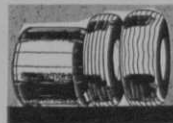
AMERICA'S FINEST ELECTRIC CAR

■ New Battery Means UP to 30% More Distance. 4 Yr. Guarantee



EZ-GO is first to feature powerful Exide Gopher Batteries. Boosts Distance up to 30%. Lease or purchase on 4-yr. basis with 4-yr. guarantee on lease.

■ Now, Three Standard Tire Sizes



Another EZ-GO first. Pro and club operators can choose the tire to fit the need—from Terra Tires, 600 x 6 or 800 x 6.

■ Free 2-5 Day Factory Training

The EZ-GO Factory Training Plan provides specialized knowledge of construction and maintenance obtainable in no other way. For a 2 to 5 day schedule, fleet owner furnishes transportation to and from Augusta, Georgia. EZ-GO pays trainee minimum hourly wage plus room and board. Arrangements should be made in advance.



Flexible Finance Plan

Available on one to three year basis with, if preferred, no payments during winter months. Payments may extend conveniently through 12, 24 or 36 month period.

All Parts, Workmanship Guaranteed 1 Year. 3-Yr. Guarantee on Electric Motor. Up to 4 Years Warranty on Large Batteries.

EZ-GO CAR DIVISION, TEXTRON INC.
P. O. Box 388, Augusta, Georgia

textron



Every advance in E-Z-GO design and detail is a product of careful research.

The slightest alteration is made only after consultation with users and fleet owners on courses coast to coast.

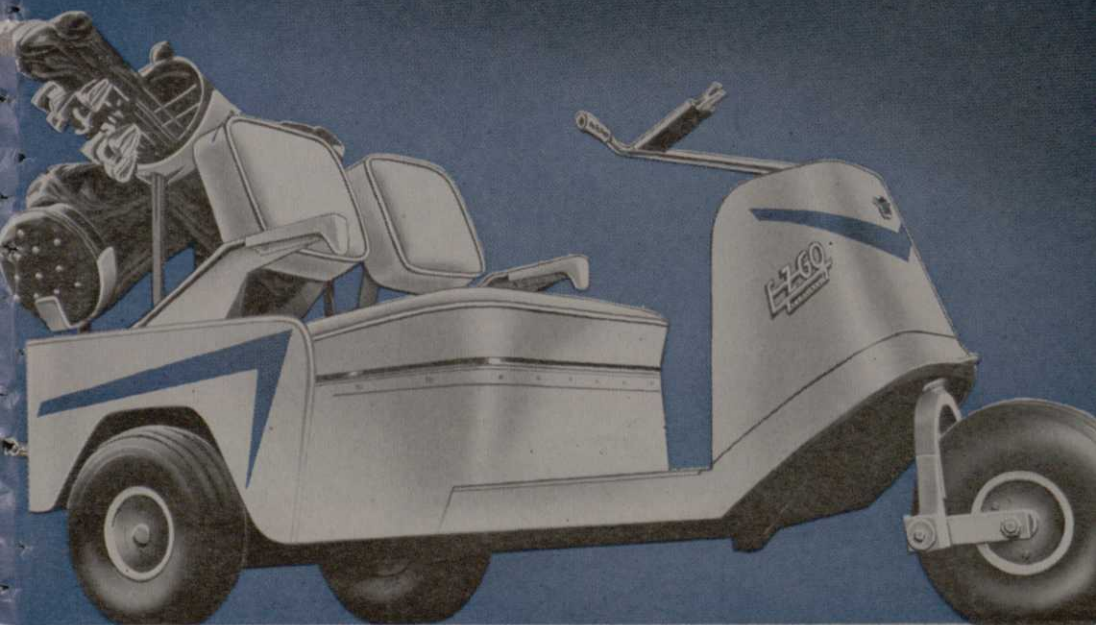
Each step-by-step improvement is thoroughly engineered and tested

under actual course conditions before public approval is sought.

New 1961 E-Z-GO advances are illustrated and explained in our current catalogue. A request on your letterhead will place a copy in your hands by return mail.

E-Z-GO CAR DIVISION, TEXTRON INC.
P. O. Box 388 ■ Augusta, Georgia

A M E R I C A ' S F I N E S T E L E C T R I C C A R



textron

Smart Pros Are Putting Accent on Top Grade Lines

By **ERNIE SABAYRAC**

Pres., Ernie Sabayrac, Inc., Hialeah, Fla.

It is quite plain that golf professionals who have enjoyed a profitable year in moving clubs in 1961 are those who have done their selling in a really "professional" way.

They went at the job like a pharmacist filling a doctor's prescription. What patient knows the drugs the doctor prescribed to be used in the remedy or who made the materials in the medicine? The patient trusts the doctor and the druggist; the golfer trusts the professional in his dual capacity of teacher and merchant and that confidence is the foundation of every successful pro's business.

Many retailers can beat the pro on price for there is a limitless amount of cheap apparel, clubs and golf balls on the market. None of it gives as much value per dollar as quality merchandise does. If the pro handles a cheap class of merchandise he loses his distinction and the biggest edge he has over competition—the prestige of being a merchant who provides his customers with the best. In a game where psychological factors are important as in golf, prestige counts for a great deal.

Discredits the Club

The pro shop today is closely associated with the prestige of a club. If the shop is unattractive and disorderly place and displays merchandise of the sort found in the "bargain basements" of second rate department stores, it is a discredit to a first class club or semi-private or public course operation. Golfers at such clubs are inclined to be dissatisfied with the pro, subconsciously associating him with the inferior grade of merchandise in his shop.

GOLFDOM's survey of pro shop business this year indicates that 35 per cent of sales were in wearing apparel, including golf shoes. This figure checks with our observations. In our own close look

in recent years at pro shop business the shops doing the largest volume, and handling quality lines, split about 50-50 in playing equipment and apparel (plus shoes sales revenue).

There is significant evidence of the sales value of quality in the pro's trade-in club business, a substantial factor in club sales at many pro shops. The top brands of clubs taken in on new club sales are readily re-sold at good prices. But the lesser known or cheaper lines, no matter how good they may look as used clubs, are hardly marketable at a price that will enable the pro to come out ahead on a transaction.

Profits From Wise Buying

Wise buying is most essential to pros' profitable selling. The pro can learn from watching women buy in his shop. Almost instinctively they know how to buy apparel and shoes. They are learning to judge values in clubs and they are building pro shop volume as they learn. Women don't come into pro shops looking for the sort of stuff advertised as "Famous Makers' Close-outs" in newspaper ads. They expect the pro to be a source for the type of merchandise found at the finest suburban or resort specialty shops. How well that policy pays the professional is something to which we can testify. Our sales of a quality line of women's golf wear through pro shops this year has been 62 per cent ahead of 1960.

Can't Fool Women

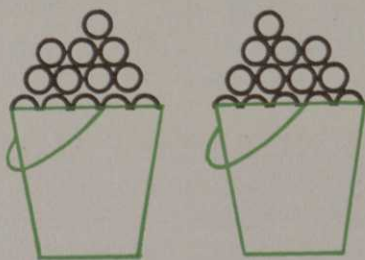
Any pro who thinks that a woman is going to go to a pro shop to buy cheap the same sort of stuff she can probably buy even cheaper in a low-price store has a lot to learn about merchandising. He should talk with his wife on this point and get straightened out.

Of course there is strong reason for a rather wide range of price lines on clubs, especially at the courses where people of limited incomes play, but I can tell you that no successful pro businessman I've come across ever has made a mistake in over-accenting his top grades. I have seen a few cases where pros put so much push on low priced club sales that they cut down on their high grade club business. These fellows drove the golfers to competing retailers to get clubs even cheaper than the pro shop could offer them.

PROS!

See Shopping Guide
Ad on page 87

TWO BUCKETS A DAY PAYS THE WAY for **BALL-O-MATIC**



NOW! THE FIRST AND ONLY practice-ball washing, counting, storing, and automatic coin-operated dispensing machine. Built and thoroughly field tested, to save you money 5 ways:

1. No ball or beater contact, lengthens the life of practice balls.
2. Reduces pilferage by accurate ball and cash count.
3. Relieves congestion and delay at tee and at dispensing area.
4. Frees valuable space for merchandising.
5. Reduces labor and administrative costs.

BALL-O-MATIC IS GUARANTEED IN WRITING! Baked enamel cabinet, (choice of colors). Shipped ready to operate, weight 300 lbs. Delivery November 1.

PLEASE... MORE INFORMATION HOLD BALL-O-MATICS FOR
..... DELIVERY, CHECK ENCLOSED
MONTH

NAME..... CLUB OR RANGE.....

ADDRESS.....

BALL-O-MATIC, INC.

3015 BLAKE • DENVER, COLORADO

Phone: MAin 3-1862

PO Box 5606

BOM 1-1



Manufacturer of the Largest Line of Electric Cars in the World

The *LaHer* Masterpiece

THE GREATEST GOLF CAR EVER BUILT

1. Every wearing part RUNS IN OIL, including LUB-O-MATIC DRIVE SWITCH.
2. ENCLOSED DRIVE—no mud or dirt—no exposed drive belts or chains.
3. 6" wider tread in the rear—no danger of tip-overs.
4. AIR-VAC springs for soft, easy riding and safety (the DREAM RIDE).
5. Plenty of room for six-footers—no kiddie-car, rocking-chair type.
6. Large 8", soft tires; easy riding and easy on turf.
7. Patented bag holder—clubs at your fingertips—no straps—no delay.
8. More powerful batteries, manufactured by LAHER exclusively for electric cars—190 AMP.—good for 36 to 54 holes.
9. Spicer Axle and internal closed brakes on each rear wheel.
10. Unitized body—no chance for rattles.
11. Alloy steel—pressed channel—electrically welded frame.
12. Powerful General Electric motor—more power than you'll ever need. **SPECIAL BUILT-IN CHARGER.**
13. Every cart equipped to tow every other—no more pushing, pulling, wrecking carts.
14. All parts and materials warranted for one year against defective materials or workmanship.

**BUY MODERN EQUIPMENT—
FOR COMFORT—FOR SAFETY—
FOR PROFITS**



When the gas cart "6-month honeymoon" is over, call
LAHER for the World's Finest, most dependable golf car.

LAHER SPRING & ELECTRIC CAR CORP.

P. O. BOX 731

2615 MAGNOLIA ST.