

COLE'S IMPERIAL (Plant Pat. 1605) This graceful, spreading Honeylocust transplants easily, grows straight *without staking*, needs little care, causes no ground litter. Highly resistant to storm damage and city conditions. Ultimate height 35 ft.



TALLHEDGE Plant Pat. 1388 (Luedy) Gives you perfect hedges and screens at low cost. Tallhedge above grew to 10 feet in 5 years from 2½ foot plants 30 inches apart. It was trimmed once, at top only, never side-trimmed. Lustrous heavy dark green foliage stays neat from the ground up. Attractive berries change color all season.

*Special-Purpose
Low-Maintenance*

Trees and Hedges for Golf Club Landscapes

Now you can get the right type, size, shape and ultimate height you want in trees for your special purposes. You can choose from a wide selection of patented modern varieties and the most popular old standards, developed and improved at the 1200-acre Cole nurseries. For many years Cole has specialized in high quality trees and landscaping material—hardy, strong-rooted plants that will thrive and flourish for you—trees and shrubs that need minimum maintenance. Write for catalog (wholesale only) or ask for a special quotation.



COLE'S SUNBURST (Plant Pat. 1313) This spectacular two-color tree is one of four modern Honeylocusts with distinctly different characteristics of size, shape and color developed by Cole. Bright yellow and rich green foliage give it a striking effect in any landscape.



WASHINGTON THORN (Cole's Tree Type) An ideal "under the wires" street tree. Height 20 feet. White flower clusters in spring. Medium green foliage turns scarlet in autumn. Orange berries from early fall to late winter. Thoroughly hardy.

THE COLE NURSERY CO.

Phone ELmwood 2-3121

HEADQUARTERS: 2000 W. Jackson St., Painesville, Ohio
CIRCLEVILLE DIVISION: Old Route 63, Circleville, Ohio

quiet as
the purr of
a kitten

Deluxe Gasoline Golfster®

by

CUSHMAN®

Range is unlimited with this Deluxe Cushman Gasoline Golfster. The powerful OMC gasoline engine takes you on round after round with full power at a constant governed speed. The big engine is surrounded by thick polyurethane foam and a special baffling system traps engine noise.

Full year warranty, with parts availability guaranteed for seven years. Made by the world's largest maker of golf cars—write for complete information and name of nearest distributor.



CUSHMAN (the big name in the golf world) **MOTORS**

999 North 21st, Lincoln, Nebraska • A Division of Outboard Marine Corp.

Christmas Sales Formula

(Continued from page 42)

husband or wife phones or stops in to buy a gift, I use this information to help them pick the right item in the correct size. This creates many sales for me. Also, the size and preference record is a big help in ordering inventory throughout the year.

I know some pros only promote their best customers during Xmas. I send out the Golfdom pro catalog to playing and social members and to a list of non-member customers my advertising brings in.

In my experience, nine out of every ten people who come into the pro shop during the last two months of the year make a purchase—even if it's only a \$5 golf shirt.

Rehearses with Assistant

My assistants and I wear jackets at all times. I believe in taking every opportunity to showcase the merchandise I sell. Also, whenever there is a lull in traffic through the shop, I corner one of my assistants and we go through the 'customer game'. I ask him every possible question about the merchandise he is selling — the same questions customers would ask. I

require an answer for every question.

My assistants work on a percentage basis and they like it. They do very well. This leaves me more freedom to circulate through every part of the club to let members see I'm around and, therefore, in business. My shop is located 150 yards from the clubhouse, around a corner, and I have to play the part of a Pied Piper to bring them in. That's why the cocktail hour is a must for me.

Where merchandise is concerned I don't believe in 'saving' it for surprises. The minute a Christmas ball pack or any other new item comes in, even if it's in August, I put it in the front window immediately.

I do a lot of 'pre-selling'. When a woman player looks over my sweater display in September and can't quite make up her mind, I remind her that new colors and styles will be coming in Nov. 1, and offer to reserve one for her.

If she agrees, I get the item in within a few days and put it in the back of the shop until November and then I call her. The same with personalized balls. I take them early then deliver them at a future date. This spreads the billing for my customers over several months and makes it less burdensome for them to buy.

My staff is trained to start any sale with the very top price merchandise. With sweaters, we show the \$40 models first, then the \$30 items, then down to where the customer will buy. I believe that going the other way kills the sale.

Important: I keep the shop open until the 10th of January to enable golfers to exchange their gifts for the correct sizes, etc. They stay to buy other items while in the shop. Last year my post-Xmas business ran to \$600.

I use my Christmas cards to members — and other customers — as an important and timely 'kick' for the last, and most profitable, two weeks before Christmas. I send them out two weeks before Christmas so they're not lost in the mass of cards received immediately before the holiday.

Start in September

I look forward to my Christmas selling season because by the end of Sept. regular club duties and responsibilities are tailing off and I can give full time and attention to a real selling job. I've found that most players don't really see the merchandise in the shop during the playing season — unless they're in need of some particular equipment or accessory. At Christmas they come into the shop relaxed, prepared to visit and often are amazed at the variety and size of my stock which is about the same they've been exposed to all through the year. They look closely and almost always buy. To me, Christmas merchandising is an opportunity to try out all kinds of promotional ideas thoroughly — and at a profit. And, many of these ideas will work at other times of the year.

Very Simple Schedule

Basically, I follow a very simple schedule on my Christmas promotion and improvise around it. First, I send out the "Christmas Shopping" catalogs on Nov. 15 as the official kickoff. Then I put notices in the club magazine on Dec. 1 and start my advertising in the local papers. I follow up the catalog mailing with letters listing special 'buys' in equipment and apparel as 'leaders'. Where possible, I pencil a personal note on as many letters as possible before they're sent out. My Christmas cards go out on Dec. 15. At the same time, I send out notices and invitations on my two-week 'cocktail hour' for pro shop guests. After that I keep a sharp eye out for every opportunity to bring people into the shop by circulating constantly through the club.

IMPORTANT TO PROFESSIONALS—

Here are the national golf manufacturers who are showcasing their products for Christmas selling in GOLFDOM's 10th Annual (1963) Edition of

CHRISTMAS SHOPPING AT YOUR PRO SHOP

Acushnet Process Sales Co.
Bowen, Inc.
Brandell Products
Bristol Pro-Golf, Inc.
K. L. Burgett Co.
Champion Glove Co.
DiFini Originals, Inc.
Dunlop Tire & Rubber Co.
First Flight Co.
Gallopig Games, Inc.
Gilson
Golfcraft, Inc.
Golf Designs, Inc.
Walter Hagen Golf
C. M. Hill Co.
Hillerich & Bradsby, Inc.
Ben Hogan Co.
Izod
Haymaker
Jarman-Williamson Co.
Kline Products Co.
MacGregor Golf, Inc.
Munsingwear, Inc.
Northwestern Golf Co.
P G A Golf Equipment Co.
Parks Products
Plymouth Golf Ball Co.
Shakespeare Co.
Sit-N-Rest Golf Bag Co.
A. G. Spalding & Bros. Co.
United States Rubber Co.
Wagemaker, Inc.
Wilson Sporting Goods Co.
Worthington Golf, Inc.

NOTE: A complete information brochure on the 1963 edition of "Christmas Shopping" pro catalog has been sent to every professional in the United States. If you haven't received your copy, let us know — TODAY!



THERE IS A BEST *in Everything*

For preventing accidents resulting
from slipping it's—

DO-ALL SPIKE-RESISTANT RUNNER MATTING

for locker rooms, washrooms, back of counters,
at drinking fountains, and for carpet protection.

Unequaled resistance to scoring, denting and
puncturing.

Deep ribs afford good scrapeage for dirt re-
moval at entrances.

Easy to clean.

Mottled colors of brick red, green, mosaic on
black, or solid black.

24", 36" or 48" wide, up to 40 feet long.
Thickness 1/4".

Send for literature and prices.

AMERICAN MAT CORP.

1802 ADAMS STREET
TOLEDO 2, OHIO

"America's Largest Specialists' Floor Matting"

Secrets of Overseeding

(Continued from page 40)

herdspurse and related rosette type weeds, besides chickweed. The shepherdspurse is objectionable; the chickweed can be controlled. Both types of weeds can be removed by re-cleaning the seed. Poa trivialis can be used alone or as the basis of mixtures with other grasses.

Get Slow Start

The bluegrasses start slowly and are not good until late winter or early spring. Their only place is in mixtures. Merion is a coarser grass and seed is much higher priced. Common Kentucky blue is the best one to use.

On some courses, poa trivialis has been used alone and has been satisfactory when seeded at 6 to 8, or up to 10 lbs. per 1,000 sq. ft. Others have preferred 5 to 6 lbs. of Poa trivialis and 2 to 3 lbs. of Seaside bent per 1,000 sq. ft. The bent-grass is really good toward spring.

Most other mixtures have been good. Plots overseeded with 1½ lbs. Seaside, 3 lbs. poa trivialis, 3½ lbs. Kentucky blue and 12½ lbs. Pennlawn fescue have been very good. Where twice as much seed of each kind was used cover was quicker and turf was heavy by late winter.

Here Is The Choice

The choice is between poa trivialis alone, a mixture of it with Seaside, or a combination of Seaside, poa trivialis, bluegrass and fescue. There is no point in paying a premium for Pennlawn over creeping red or Ihallee fescue. Unless Seaside prices are substantially lower, it might pay to use half Highland and half Seaside.

Seedbed preparation is extremely important and after that it is a matter of water management. Various methods of seeding are to be tested this year. Until then, the following procedure is suggested, based on experience:

- Any deep aeration should take place 3 to 4 weeks before seeding. Otherwise, grass in the aerifier holes will grow at a faster rate and make the surfaces uneven.

- A week before seeding, surplus grass should be removed by cross verticutting with a Verticut or Mat-O-Way and trash picked up with a power sweeper. The next operation should be close mowing twice, crosswise the second time. Cross spiking followed by an application of 0-20-20, or similar mixture, at 15 lbs. per

Rain-O-Mat Sprinklers are the *Quality* Sprinklers backed by a
5 YEAR Guarantee against WEAR. Write for our selector chart

rain o mat sprinklers 11701 E. Washington Blvd. Whittier California

1,000 sq. ft. and generous topdressing. Then seed about a week later and topdress very lightly in order not to bury the seed. Some nitrogen should be used because the smaller seed of these grasses does not contain enough stored food for anything but germination. Some supts. prefer to use a steel mat after seeding.

• Another variation is to apply 0-20-20 a week before seeding. Then do everything else on the same day. Topdressing used after seeding should be at a light rate. Thus there is less interference with play.

• The surface soil must remain moist, but not wet, until new grass is well established. In hot spells or on windy days this may require light watering by hand, or with automatic sprinklers, several times a day for 5 to 10 minutes and no more. This means Saturday and Sunday as well as the other five days. Unless this is done, the sprouting seed may wither and die.

MH-30 was tried at several locations to test its ability to check Bermuda growth. In several places the MH-30 did damage to both Bermuda and the new grass. Weather was on the warm side. At Charlotte there was no damage and the MH-30 pots were free of poa.

Lewis Line

"BAK-9"
Ball Washer

CDC brings back, by popular demand, the old, familiar paddle washer...

- Same quick cleaning action
- Same economical, trouble-free, long-lasting service
- Same Nylon or Bristle Brushes
- Painted White with Red Paddle
- New Tee Data Plate mounts to pole below washer
- Complete stock of parts for older models too!

*With Bristle Brushes — Nylon slightly higher

\$1152*
 F.O.B.
 WATERTOWN,
 WIS.

ORDER DIRECT or from your dealer
SAVE MONEY — on flagpoles and other washers. Send for catalog.

CONTAINER DEVELOPMENT CORP.
 MONROE STREET • WATERTOWN, WISCONSIN

ONE source for ALL your needs



more \$\$\$ for you in WATERED FAIRWAYS

DESIGN

We furnish complete plans and specifications.

by
Miller

INSTALLATION

Complete guaranteed installation or coop-installation whereby we furnish materials and supervision, you provide labor.

EXPERIENCE

Miller designed systems were installed in over 35 miles of fairways in a single season.



If Your Course Is Anywhere
In The Midwest... Call — Write
— Wire Miller For Free Survey!

A. J. MILLER, INC.

"Midwest's Largest Underground Irrigation Contractor"

1320 N. CAMPBELL RD. ROYAL OAK, MICHIGAN

Lewis Line

"REGULATION" WASHER

- Operates on proven paddle action
- Weather and wear resistant, inside and out
- Quick, thorough cleaning action
- Virtually maintenance-free
- Economically priced

A quality-built washer with molded aluminum alloy casing, plus Nylon brushes and paddle. Mounts on any 1 1/4" pipe. Cleans balls completely in a matter of seconds.



"PIGGY BACK" Mounting

Double your washing capacity at tees by mounting 2 washers back to back on single pipe.

Consult with your dealer or send for complete catalog today.



CONTAINER DEVELOPMENT CORP.
MONROE STREET • WATERTOWN, WISCONSIN

Grau's Questions and Answers

(Continued from page 46)

healthy and thick. There are no thin spots, yet the algae comes year in, year out. I suspect that the drainage problem and the thatch make conditions ideal for algae. It always forms just where the water collects before running off the green.

We use a fertilizer recommended by an agronomist. Some say this is why we have algae so bad but I've seen algae in the fairways where there is too much water and no fertilizer. It is even in dry places where the water has laid for a day or two and then dried up.

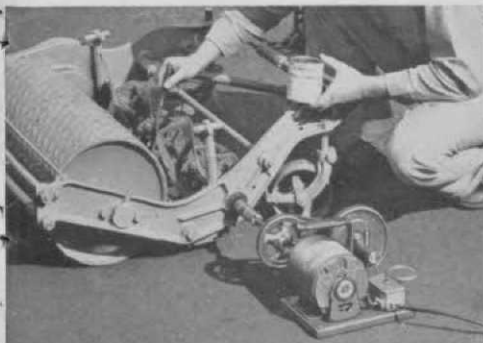
(Washington)

A. Poor drainage and thatch certainly will help aggravate the algae problem. Correcting the drainage is a major problem which should be undertaken after consultation with a specialist who can study the situation.

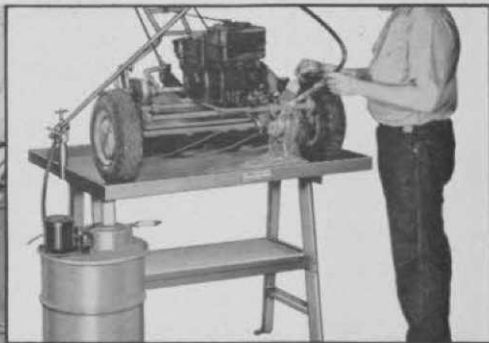
Thatch can be reduced mechanically with any of the several excellent machines on the market. But reduce it gradually and adequately fertilize to maintain vigorous turf and good playing conditions. Soil cultivation is essential to provide better aeration so that bacteria can be encouraged to reduce the thatch.

You do not mention the pH value of the soil but it is well known that periodic applications of ground limestone greatly encourages decomposition of thatch. Two applications a year at 25 lbs. to 1,000 sq. ft. each time can be a

Here's all you need for mower care!



SIMPLEX 150 PORTABLE LAPPING MACHINE reconditions any hand, power or gang reel-type mower with lapping compound. Keeps mowers in top condition between sharpening. Couples to either side of mower (gang mowers need not be unhitched). 30 lbs. GE 1/2 hp. motor with reversing action for quiet, dependable operation.



IDEAL CLEANING STAND is perfect for cleaning mowers, motors, power tools — almost anything. Recirculates cleaning solvent until it becomes unusable. Extra-large sink concentrates all cleaning, keeps shop tidy and minimizes fire hazard. Special aerating nozzle pours steady stream of solvent without splattering. Meets all insurance requirements.

Write for Free Catalog Today!

THE FATE-ROOT-HEATH COMPANY

Dept. G-9 , Plymouth, Ohio

great help. The soil itself quite possibly could be neutral but the thatch creates acid conditions which must be corrected.

When algae appears, it is a good plan to dust hydrated lime on the greens. Two pounds to 1,000 sq. ft. will do a good job of checking algae, especially if it can be applied and allowed to lie overnight as a dust without being wetted by rain or irrigation.

Fall Renovation to Improve Fairways

Q. Enclosed please find soil report of our fairways. The course is two years old and is laid out on dairy and crop farmland. The fairways are in poor condition and we want to start improving them. I have talked to several supts. and fertilizer people, but no one can explain "facultative anaerobes" mentioned in the report. Neither does the report mention lime even though the pH ranges from 5.1 to 6.1. If you recommend lime, tell me how much, what kind and the best time to apply. (New York)

A. The soil test report is difficult to interpret. My analysis is that you need lime and nitrogen, no P or K until later soil tests show the need. In early fall cultivate the fairways thoroughly, then apply one ton per acre of dolomitic ground limestone. At the same time apply 150 pounds of actual nitrogen to the acre (4 lbs./M²). By cultivating well, the nitrogen material will go into the soil where, if it is a soluble, it will minimize burning. If it is an insoluble, it comes in contact with soil bacteria which will start releasing the N.

None of my soils books mention "facultative



ALUMINUM DATA PLATES

Legible chrome numerals fasten to an aluminum alloy data plate.

THE "Foresom"

Multiple BALL WASHER

... has improved oil-less bearings. Features a swift, thorough cleaning action for up to 8 balls at a time. Balls rotate while traveling a clover-shaped path for complete cleaning. Weather resistant case mounts on any 1 1/4" dia. pipe.

Consult with your local dealer or send for complete catalog today.

CONTAINER DEVELOPMENT CORP.
MONROE STREET • WATERTOWN, WISCONSIN

Xmas Shopping Ad • P. 73

SOLVE all your TURF PROBLEMS!

—with products of proven effectiveness
in modern turf management.

WE SHIP DIRECT

a specialized line of

- LIQUID FERTILIZERS
- FUNGICIDES
- HERBICIDES
- INSECTICIDES
- WETTING AGENTS

PROVEN SATISFACTION since 1939

write for FREE 1963 catalogue!

American Liquid Fertilizer Co., Inc., and Rokeby Chemical Co.
Marietta, Ohio • P. O. Box 267 • Phone: FR 3-1394

Lewis Line

"REGULATION" FIBERGLASS FLAGPOLES

- Flexible
- Low maintenance
- Lightweight
- Last for years
- Non-corroding
- Economical

Available in 5, 6, 7, and 8' lengths.
Up to 12' on request.

Molded fiberglass in permanent white and striped with red or black. Long-lasting metal base and aluminum top assembly secured by galvanized all-tite swivel.

aluminum TEE MARKERS



Made from aluminum alloy for durability and weather resistance. Numbers available, 1 thru 18.



See your local
dealer or write for
complete catalog.

CONTAINER DEVELOPMENT CORP.
MONROE STREET • WATERTOWN, WISCONSIN

anaerobes". Essentially they are bacteria that can work with or without oxygen. Don't worry about them — they will adjust.

Since there is ample P and K in your soil, I disagree with the recommendation that you should use a 5-10-10 fertilizer to correct acidity.

Under no circumstances should you follow the recommendation to spray twice daily with a 10 to 20 per cent copper sulfate solution. It can render bacteria harmless and poison the soil so that grass can not grow.

Golf Car Manufacturers Granted Charter

Following the July 14 executive board meeting of the American Golf Car Manufacturers' Assn., James H. Carrier, president, has announced the approval and adoption of association by-laws and receipt of a charter by the State of Illinois to operate as a non-profit organization. Carrier reports that valuable progress has been made in discussions of the manpower, materials and operating procedure for attaining the association's objectives. All golf car manufacturers are invited to join the AGCMA. The association is seeking an executive secretary. Those interested in the position are invited to send a complete resume and recent photograph to American Golf Car Manufacturers' Assn., P.O. Box 8373, Chicago, Ill.

Change in Teaching

(Continued from page 38)

emphasized the importance of the correct clubs for the pupil. For instance: the nervous man should use light clubs to fit his almost invariably fast swing, while the stolid player without any fast or jerky action in his makeup is, as a rule, far better off with heavy clubs. The tall, thin, man should use a wide stance to counteract the centrifugal force set up by the swinging clubhead. Without a correct stance, one cannot maintain proper balance, and without balance, one has no control over the head of the club. MacFarlane believed that fitted clubs and good balance provided the only correct approach to golf for people of different physical makeups and temperaments. He taught golfers to play within themselves.

Both Maiden and MacFarlane's success lay in their ability to see the fault of the individual and to correct it in a way that gave immediate results.

Courses Influenced Instruction

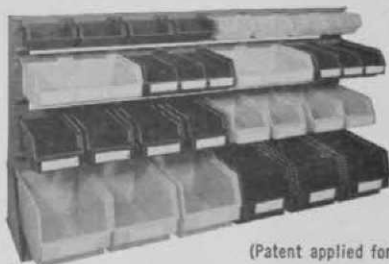
Golf courses of 30 years ago had very narrow fairways. The rough was very long — anywhere from 12 to 16 inches. The greens were small, and since they were usually never watered, were very hard, making it difficult to hold a shot.

Most of the holes were designed to play from left to right, with the openings to the greens from left to right. The golf professional consequently had to teach to develop shots to take advantage of these conditions. The golfer was taught to play his shots with an open stance to produce a cut shot to keep the ball in play.

The golfer in this period didn't have 14 clubs. He had to learn to play many types of shots with fewer clubs. Therefore, hand and wrist action were stressed. Under pressure, the loose hold of the club on contact produced a hook. The backswing started with the hips leading, the hands following. This action was reversed in the downswing.

Today, with our lush fairways, short roughs of about four inches or so and large watered greens, the ball can be played either left to right or right to left and there is no trouble in holding the greens. The Augusta National, however, course is designed to benefit the right to left player. Jack Nicklaus realizing this, changed his game from hitting the ball from left to right to play the Masters course right to left — a la Palmer. Pal-

Lewis Line **HANDY-BIN** CONTAINERS



(Patent applied for)

for storage in pro shops and maintenance departments

9 versatile sizes • 2 molded-in colors: green and yellow • Smooth, one-piece, easily cleaned • Impervious to oil and water • Transparent dust covers to keep contents clean • A variety of mounting units available to meet every need

For further details contact:

CONTAINER DEVELOPMENT CORP.
WATERTOWN, WISCONSIN

Rainmaster Cuts Costs

Most.

Specialized Automatic

Sprinkling for Golf.



MOODY SPRINKLER COMPANY, INC.
P.O. Box 240, Arcadia, California

Lewis Line FIBERGLASS
CHAIRS
and TABLES



for clubhouse and patio

- Chairs in four molded-in colors
- Tables with White or Walnut mar-resistant, high-pressure laminated plastic tops, 36" or 42" diameter
- Low Cost, Low Maintenance
- Comfortable, Strong, Attractive

For further details contact:

CONTAINER DEVELOPMENT CORP.
WATERTOWN, WISCONSIN

**YOU WOULDN'T
USE A PUTTER
IN A
SAND
TRAP.**



Don't be a rank amateur in snow removal and pick the wrong snow plow for your application. The Golf "Pro" knows that the choice of the right club is necessary for successful shots. The Snow Removal "Pro" like the Golf "Pro" knows that the choice of the right equipment is important in an emergency.

The Model 60 Snow Plow is the choice of the Snow removal "Pro" when plowing parking lots, driveways, sidewalks, wharves, loading docks, etc. In a matter of minutes the Model 60 Plow will convert your vehicle into a dependable top notch snow fighter that is designed to suit your needs.



M-60 PLOW

Good Roads

Also: Spreaders, Vacuum Leaf and Litter
Equipment and Industrial Power Sweeper
GOOD ROADS MACHINERY CORPORATION
MINERVA, OHIO



An architect's drawing shows a two-story Georgian style addition to the clubhouse at Concord CC, Concordville, Pa. It will increase the present area by 18,000 square feet. Cost of expanding the Delaware Valley clubhouse is estimated at \$360,000.

mer had always done well at Augusta because of hitting the ball right to left. The change in tactics paid off for Nicklaus.

Today's Instruction Plan

Today's golfer is taught to start the backswing with the clubhead, arms and shoulder turn as a unit and to keep control of the arc by extending the left arm up to the top of backswing. The grip remains firm. The right elbow is kept close to the body and is pointing downward.

The golf pupil now is given a mental picture of the spine being a turning axis to which the club and arms are connected by the shoulders. The axis cannot bend, but can turn. It is essential to keep the head steady throughout the swing.

Today's instruction directs that the primary movement of the downswing is the unwinding of the hips. Then the shoulder muscles come into play, pulling the arms and clubhead down into the ball. The pupil is told to keep the left arm straight to control the arc of the swing and to maintain the straight left arm well through the hit. Correct action of feet and legs is explained as necessary in maintaining stability; balance is continuously emphasized because with steady balance, the golfer can consistently perform the same swing with the same rhythm.

Camera Helps

Cameras have become excellent teaching aids. Especially useful is the new sequence camera with 10-second film to show the pupil where his faults lie and how they can be corrected. An "after" picture can show the improvement. Many golfers can apply themselves to greater advantage after viewing themselves.

The PGA Assistants' schools, set up in various sections of the country, are invaluable in promoting proper teaching methods.