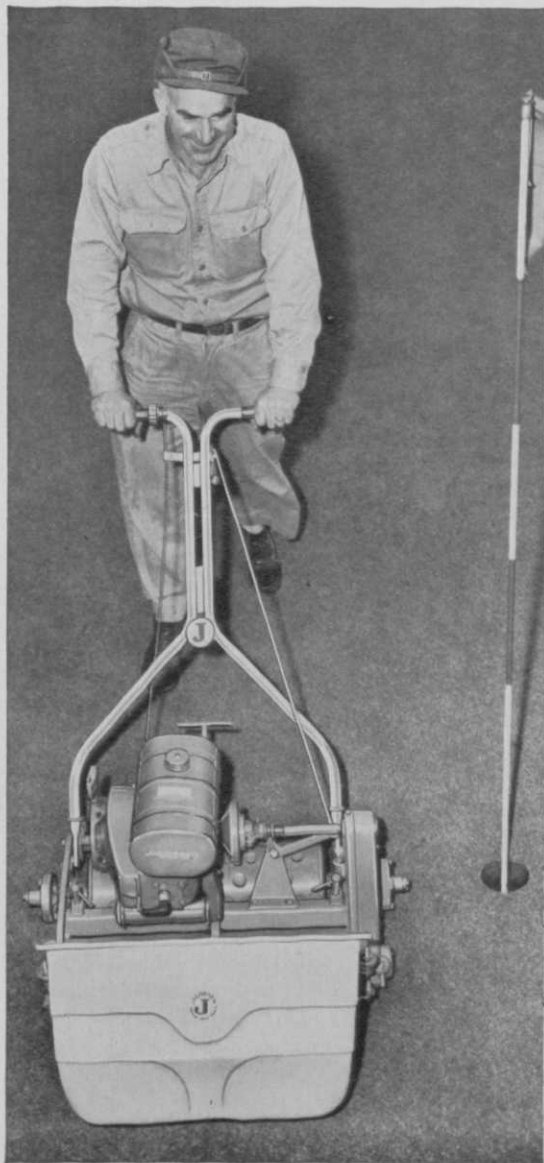


Why most greens are mowed by **JACOBSEN**



The most rigid and exacting standards of performance are set by the Jacobsen Greens Mower. That's why most championship courses also insist on Jacobsen.

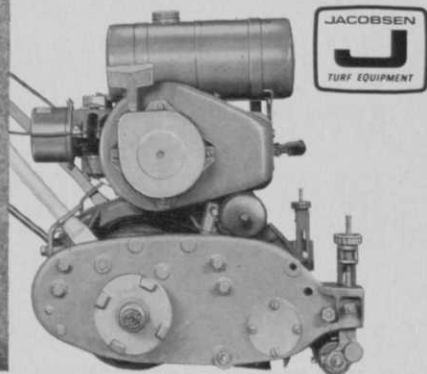
The Jacobsen Greens Mower shears every blade of grass cleanly, precisely, to the exact height desired, from $\frac{3}{16}$ -inch to $1\frac{1}{8}$ -inch. The weight of the unit is evenly distributed and balanced. This exacting weight arrangement assures smoother, more accurate cutting. And the resulting low center of gravity means easier handling in tight turns off the green.

The Jacobsen Greens Mower treats golf greens and course maintenance budgets with tender care. You get the smoothest putting surface possible to obtain, plus longer life, lower operating costs and trouble-free performance.

Want to know more? Write today and find out how the expert care of championship greens can actually cost less — with Jacobsen! You can depend on it! Jacobsen Manufacturing Company, Racine, Wisconsin.

"1st in Service"

JACOBSEN



For more information circle number 186 on card

**LABOR SPENT
SYRINGING
IS TIME AND MONEY
WASTED!**

**NOT ALL SUPERINTENDENTS
ON AN AQUA-GRO PROGRAM
ELIMINATE SYRINGING
BUT MOST DO!**

**DON'T BELIEVE US—
CHECK WITH THE
NEAREST AQUA-GRO
USER IN YOUR AREA WHO
APPLIES UPWARDS OF
50 OZ./1000 YEARLY.**

**AQUATROLS CORPORATION OF AMERICA
217 ATLANTIC AVE., CAMDEN, N.J. 08104**

For more information circle number 131 on card

PRO PROFITS

Continued from page 50

to sell a club that fits the member as neatly as a proper sized glove.

With the right service in clubs will come the increased sale in other supplies which should in their disposal carry the same assurance of personal service. To carry through this idea I have sometimes found it necessary to stretch a point in order to send the customer out of the shop satisfied. To illustrate this point:

A member came to me with a broken steel shafted driver and asked if I could fix the shaft. Knowing he had bought it at a downtown store I told him to take it to them and they would send it away for him and if they didn't to bring it back to me. Because he had bought it on sale, they refused to repair it and so he returned to me. I shipped it to the company, explained the situation, and they gladly repaired it without charge. That man has always been one of my best customers.

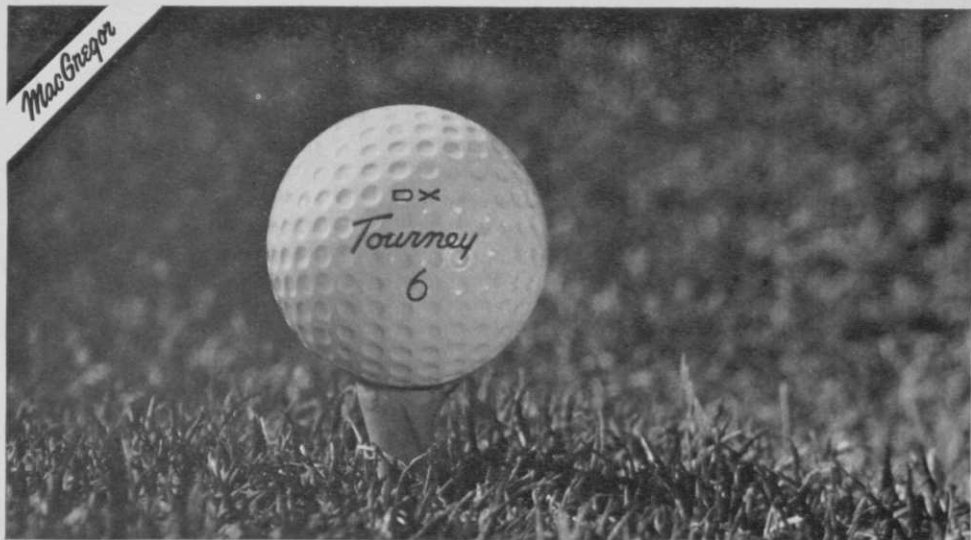
Careful Buying Important

In your complete stock of high grade golf supplies you set your standard and the professional who handles only the best in clubs, bags, hats, caps, knickers, shoes, etc., has a big jump on his competitor who doesn't, even if it is only in the matter of pride. His stock is classy and backed by good national and sectional advertising and consists of everything the golfer needs with especial appeal to the business man, who has no time to fool around a department store waiting for a clerk, when he knows he can purchase the desired article at the first tee in about one-tenth the time.

I have always found the golfing public gullible to a certain extent in the matter of purchasing golfing accessories, especially clubs. This is a fault of theirs that can act as a sort of boomerang to the professional if he does not sell with the idea of further sales in mind. Of course as the game gets older the buying public becomes better acquainted with the sport and the accessories needed to play it but then they are always willing to take a professional's word in preference to their own decision in the matter. Because of this fact the profes-

Continued on page 56

MacGregor



this is the ball that sells and sells and sells.

You'll make more money selling MacGregor's DX Tourney golf balls. They're on a hot streak. Sales have been going up every year for four years running, and this year looks just great.

No other golf ball gives the proved distance and durability and keeps that just-bought look

like DX Tourneys. They come in two compressions, so you can sell one that's perfectly matched to your customer's power.

Golfers know a good thing when they see it. So sell it. MacGregor's DX Tourney... the hottest item in years.

MacGregor® / **BRUNSWICK** 
CINCINNATI, OHIO DIVISION OF BRUNSWICK CORPORATION

For more information circle number 138 on card



WHY 3-YEAR CUSHMAN CONSISTENTLY HAVE A HIGHER RESALE VALUE THAN ANY OTHER

“What can I get for them when they’re three years old?” This is a very important question to ask when buying new golf cars. Your Cushman Distributor will give you a straight answer, and he’ll give you the reasons why Cushman Golf Cars consistently have the highest resale value.

THEY’RE BUILT BETTER, AND PEOPLE KNOW IT

We’ve been making golf cars on an assembly-line operation since 1942. We make far more than any other manufacturer. Everybody knows, likes and trusts Cushman vehicles. When you buy a Cushman you’re not buying an orphan or a one-of-a-kind.

SO WHAT?

For one thing, Cushman has a guarantee of 7-year parts availability on every model. This means we guarantee that parts will be available from the factory for at least seven years after you buy a Cushman. This means trouble and expense for us, but it means higher resale value for you. It also means there’s always a ready market for your used Cushman.

For more information circle number 104 on card



YEAR OLD GOLF CARS TENTLY RESALE VALUE OTHER MAKE:

"MR. GOLF CAR" IS NEAR YOU

"Mr. Golf Car" is the Cushman Distributor in your area. It's part of his business to deal in used golf cars. Many of our distributors rebuild them and sell them to industry. Another reason the resale value is high.

SEVEN DIFFERENT CUSHMAN MODELS

Cushman offers a model for every golf course need. Gasoline or electric power, three wheels or four, fiberglass or metal bodies. Call your Cushman Distributor. If you don't know "Mr. Golf Car" in your area, we'd be glad to send you his name. If you write, we'll send you a beautiful new golf travel folder in full color.



TRUST THE MAN
WHO WEARS
THIS BUTTON

CUSHMAN MOTORS

1059 N. 21st St., Lincoln, Nebraska

A DIVISION OF OUTBOARD MARINE CORP.

PRO PROFITS

Continued from page 52

sional can violate the confidence of his members by selling with no thought of future sales in mind and with a total disregard as to whether the goods are going to satisfy the purchaser.

For my part I would rather sacrifice a sale any time than make one that might in time have a tendency to reflect on my character through my methods of merchandising. I carry a guaranteed line and I manage to guarantee satisfaction in them by conscientious selling and a personal interest in their use after the sale. By doing this I encourage mouth to mouth advertising which sends a prospective buyer into my shop sold on my merchandise before he even enters the door. This gives my stock the prestige that permits me to charge standard and top prices on any articles therein. It behooves every professional to sell with his eye on the future, satisfying every customer if possible and not only that but making them in turn a booster by

the treatment accorded them in the transaction of the sale.

Study Your Displays

Proper display in merchandising golf stock is a big asset to the professional. Some might lack the space and others the taste to cash in on it, but it is a requisite in more ways than one. Balls and smaller accessories must be displayed with prices where they can be easily dispensed without needless questioning. Clubs and bags should be on racks and shelves where the prospective buyer can have close inspection without unnecessary delay.

Then you come to the part that window display plays in acquainting members with your stock and the part a frequently and well dressed window can play in your bank account. I have seen this worked time and again and will cite one instance wherein I had a part.

A number of years ago I was hired by a California club as a teaching pro during the winter months. The club pro-

Continued on page 58

NEW, Attractive Tee Markers CUSTOM MADE FOR YOUR COURSE



New, big 18" markers. Unusual and attractive. Die embossed steel with heavy baked enamel finish.

Set of 9.....\$ 51.75

Set of 18..... 103.50

5 1/2 ft. posts.....ea. 1.50



All-in-One. 14" x 7". White letters on green background. Die embossed steel with permanent finish.

Set of 9.....\$44.00

Set of 18..... 88.00

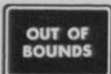
(Price incl. 26" stakes, bolts, nuts.)



Most economical tee markers you can buy! Sturdy 10" x 7" die embossed steel with baked enamel finish. Replacements always in stock.

Hole Numbers....\$1.60 ea.

Yardage Signs 1.50 ea.



10" x 7" Signs. Worth their weight in Gold. Only \$1.60 ea. 26" Stakes 60¢ ea.

GRIMCO
Signs

141 Hanley Industrial Ct.
St. Louis, Mo. 63144

For more information circle number 211 on card



Two ways to wipe out your weed handicap

1. Prevent weeds with Dacthal®.

DACTHAL, a pre-emergent herbicide, kills crabgrass and 27 other weeds in fairways, tees and aprons *before* the seeds germinate. Weeds never get the chance to compete with desirable grasses for needed light, moisture and nutrients. One application lasts an entire season. Safe, odorless, non-irritating to eyes or skin when used as directed. In 24-lb. packages as a wettable powder, the easy-to-apply form.

2. Kill Weeds with Dacamine®. If you've already got a crop of weeds cluttering up your fairways, kill 'em off with

DACAMINE post-emergent herbicide. **DACAMINE** packs the punch of an ester, yet it's safe as an amine. It kills weeds like pulling them by hand. **DACAMINE** is a concentrate that goes to the roots to kill. No special equipment is needed to spray. In one or five-gallon cans.

Greenskeepers, send for your free copy of *The Monster Meets Its Match*, an informative booklet that describes your weedy enemies and how to get rid of them. Write today. Diamond Chemicals, Diamond Alkali Company, 300 Union Commerce Building, Cleveland, Ohio 44115.



Diamond Chemicals

For more information circle number 155 on card



Write now for facts and figures on a sprinkler system for your course

Get the complete details that have meant big savings in time and money for courses all over the country. Just drop us a line. We'll then write you for a few facts about your course. From these, we'll prepare a sprinkler system layout — including suggested operating instructions and supplemental equipment. You'll also get a complete bill of materials. Obtain installation figures from a local contractor and you'll have the exact cost of your sprinkler system.

CRESline systems are fast and easy to install, low in initial cost and completely dependable. Guaranteed right in writing. For proof of superiority, contact any of the hundreds of CRESline system users (names on request).

CresLINE®

SPRINKLER SYSTEMS

CRESCENT PLASTICS, INC.
Dept. G-666, 955 Diamond Ave.
Evansville, Indiana 47717

MEMBER NATIONAL GOLF FOUNDATION

For more information circle number 105 on card

PRO PROFITS

Continued from page 56

professional was very busy and paid little or no attention to his store probably because he figured the returns too small to be bothered with, but he did have in his store a nice display window facing the first tee, which by the way is the ideal location. In this he had tossed all of his discarded golf ball boxes which never got a glance from a passing member but what he or she contemplated on what a lovely bonfire they would make.

At certain times when I was at leisure I would glance at this window and it became such an eyesore, I asked the professional if he would mind if I dressed it and rearranged his store. He gave me permission and I went to work and dressed his window with the snappiest golf togs and clubs he had. The effect was immediate. The bulk of the members were wealthy Easterners who came West with the idea of buying golfing supplies suitable to the climate and they started to buy at the club shop. The window did the talking for the summer and receipts took a 30 per cent jump and maintained it for the season.

A good display not only informs the members what you handle but it suggests some other article they might need and they are never adverse to stepping in the store and inquiring. And when they are sometimes in too much of a hurry to stop before play a momentary glance at the window makes an impression that will sometimes bring them in after they finish their game. All in all, at no cost, the professional is able to keep his members informed as to their needs through the medium of the window display.

Then into merchandising comes personality. Any professional can sell his game or his teaching ability to a club but they both count for but little in the merchandising end if his personality is not pleasing. Evidence of this will be easily shown in his personal service to members but further accentuated by personal appearance and the neatness of his shop.

That is why I stress neatness in person and carry through the same idea in shop and display of merchandise. •

WHAT'S NEW IN STYLIST GOLF SHOES?

DOUG SANDERS,
for one thing!

Nothing like having the "best-dressed" pro golfer on your team! Doug Sanders wears Stylist . . . endorses Stylist in eye-catching new ads in GOLF and GOLF DIGEST. He appears on colorful new pro-shop displays. So put America's best-dressed golfer "to work" selling for you!

As a pro, you probably know that Stylist golf shoes are superbly crafted throughout, with the zesty styling and colors that today's golfers want. Most important, Stylist is the originator of the famous split (two piece) steel sole plate . . . only Stylist has the fantastic flexibility this feature provides.

NOW! NEW!
STYLIST 1966 CATALOG . . .
WRITE TODAY FOR YOUR COPY!

Stylist
GOLF SHOE COMPANY
BROCKTON, MASS. 02403

NATIONAL SALES REPRESENTATIVES: GORDON RAMSEY COMPANY,
8778 N. FERRIS AVENUE, MORTON GROVE, ILLINOIS

For more information circle number 181 on card

HERB GRAFFIS

Continued from page 10

and owner of several courses, says the way some of the girl pros read golf courses in determining playing tactics is sure to have a great deal of educational influence on women's golf . . . He thinks that pros who are doing fine jobs of teaching girls and women how to play golf shots have plenty of room for teaching the ladies how to play better golf by learning to see and solve the architectural problems of courses . . . Most women playing at clubs and at public courses haven't the slightest idea of golf course design.

Looks like the Tennessee amateurs get in the habit of winning . . . *Curtis Person, Sr.*, now 55 and winner of 20 senior events in the past 12 months, has won more than 80 tournaments . . . *Lew Oehmig* has won the Tennessee Amateur championship six times; 1937-49-51-52-55-62 . . . Lew is president First Flight Co. . . . *William (Sonny) Ryan* says

range pros have tremendous teaching responsibility in these boom times and teaching golf manners and fast play is no small part of the job . . . Sonny's been teaching at *Dave Felder's* Golf Center in suburban Minneapolis since 1959 . . . He's lost count of the number of people he has started in golf.

New Hampshire GCSA is figuring on a questionnaire service between members to handle problems that come up between meetings . . . *Robert Flanagan*, Coheco CC, Dover, N. H., superintendent who is N. H. vp and publicity chairman, says the mail order experiment in pooling the members' genius ought to be worth a lot to the state's clubs . . . Getting tougher for superintendents in metropolitan areas to hire course workers now that landscape gardeners are paying much higher wages for labor.

Jimmy Crossan, at 73, still getting on the teaching tee at 7:30 a.m. and keeping on the job until dusk . . . Crossan has been in range instruction work in the Los Angeles area for years since leaving

Continued on page 62

FUTURUS GOLF CLUB TILE CARPET

GUARANTEED THREE YEARS AGAINST ALL TRAFFIC!

HANDSOME, LASTING FLOORCOVERING
ECONOMICAL TO INSTALL—MAINTAIN

Check **FUTURUS** with **ALL** others:

- Absolutely **SAFE** and **SKIDPROOF** — wet or dry.
- **HIGHLY RESISTANT** to heavy spike shoe traffic.
- Women's spiked heels **DO NOT** penetrate its surface.
- **NOT AFFECTED** by exposure to fresh or salt water.
- **EASILY INSTALLED** by anyone — Cleans readily.
- Indoors or Outdoors — completely **WEATHERPROOF**.
- Neutral color tones **BLEND** with any background.
- **STAIRWAYS** — Safest, Most Durable of All.

Made from selected nylon cord heavy duty tires — buffed to chenille-like finish. Strips $\frac{3}{8}$ " thick are bound to glass-cloth impervious to moisture . . . then cut to 12" x 12" tiles.

For further information, prices — and **USER-PROOF** of **FUTURUS** Carpet Tile service satisfaction — write:

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For more information circle number 199 on card