



**WORLD'S LARGEST GOLF CAR SUPERMARKET**

## **600 RECONDITIONED GOLF CARS**

### **\$350 – \$550**

- New or like new bodies • new upholstery • NEW 195 A. H. Batteries
- new cables • new plugs • Refinished original 2-tone • Rebuilt mechanically • Chargers included • NEW CAR WARRANTY •

## **Pros & Clubs: *This is the Answer!***

**Adequate Cars at a Sensible Investment to Accommodate the Busy-Day, Weekend or Seasonal Increase in Play at Your Club.**

*Buy one or a fleet. Payment plan available*

*Delivery anywhere on our transports.*

# **H. COSTER ELECTRIC CAR SALES & SERVICE CO.**

INDIANAPOLIS, IND

• 24 S. HARDING ST. •

632-3356

ALSO BRANCHES IN CINCINNATI, OHIO – LOUISVILLE, KY.

For more information circle number 223 on card

## 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 105 on card

## OVER 40 YEARS

Continued from page 50

that grand old gentleman Charley Thom from Shinnecock Hills to winter work at Coral Gables, Fla. The next step for Murphy was as assistant to Willie Macfarlane at Oak Ridge. He was with Willie in 1925 when Macfarlane won the National Open after a play-off with Bob Jones and after two years as Macfarlane's assistant got the call to go to Glen Oaks and succeed Leo Diegel.

### Learns Value of Assistants

Murphy says one of the first things he learned about pro business was that a pro was expected to be everywhere and take care of everybody at the same time, and the only way that he could come near to achieving that impossibility was to have competent, eager and resourceful assistants who were good stand-ins for him. Murphy, so old bosses have told this writer, was the perfect assistant. He made money for them and kept the members happy. He's had some able assistants himself—Ed Murphy, Jack Cuttle, Frank McGuiness, Tom Nieporte,

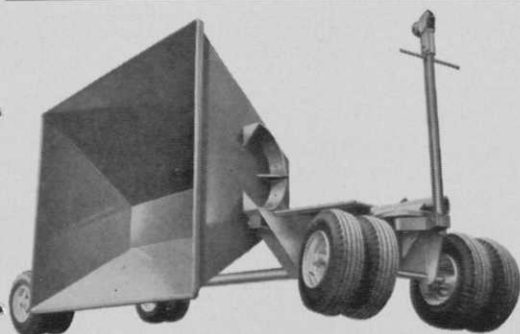
Pete Burke, Bill Collins, Jay Hebert, Lloyd Wadkins and Ray Hayden, among others.

When Murphy was an assistant, Spalding, St. Mungo and Colonel balls and a couple of others were the pro shop ball stock range. Spalding, MacGregor and Burke clubs as the factory lines were about the list with Bristol and Kroydon coming in for a little when the steel shaft looked like it was going to be here to stay.

Murphy and the other assistants then were careful and rather expert club fitters. They'd learned by making the clubs to order. Murphy early got accustomed to having members take out new clubs for trial. He learned not to consider clubs sold unless he saw they were fitted to the buyers' games. The policy was easier, in some ways, to maintain when the pro and his assistants could alter shafts or heads of individual clubs and sales of irons or woods by sets weren't the usual thing.

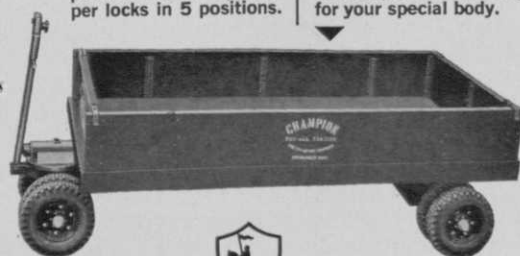
The clubmaking and fitting work gave assistants useful information to apply as they developed as teachers, Murphy

Continued on next page



5,000 lbs. 1 cu. yd., or 4,000 lbs. 3/4 cu. yd. capacities. Roll-dump hopper locks in 5 positions.

5,000 lbs. capacity. Pictured with side and end boards... also available; flat bed, or chassis only for your special body.



established 1878

Jobber Inquiries Invited

## PROFESSIONAL GROUNDSKEEPERS haul all WITH CHAMPION doo-all

DOO-ALL can DO it ALL... haul any load over turf or over the road. It's the professional's utility trailer... massively built for hard usage, yet extremely mobile. 4.80 x 8 wide-tread pneumatic tires ride gently over fine turf... and DOO-ALL can safely cruise, fully loaded, over the road. Proven in 16 years of use by professional grounds maintenance men. Send Now for complete specifications of all DOO-ALL models.

Yes, please send me complete specifications for your DOO-ALL Trailers, all models. (Please print)  
THE CHAMPION COMPANY, Springfield, Ohio 45501

my name \_\_\_\_\_ position \_\_\_\_\_  
organization \_\_\_\_\_  
street \_\_\_\_\_  
city \_\_\_\_\_ state \_\_\_\_\_ ZIP \_\_\_\_\_

For more information circle number 112 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**

**OVER 40 YEARS**

*Continued from previous page*

noted. Training assistants in teaching is an exacting task that Murphy believes never can be stressed too much. He thinks some lads have an aptitude for teaching and can observe keenly, visualize, analyze and express themselves in establishing empathy between instructor and student. Others just simply haven't the qualities that get pupils learning.

It often took a lot of time, practice and skill to alter clubs so they were satisfactory to the conscientious artist who sold them and to the user. However, Spencer reflects that time didn't mean too much to a fellow who started to work caddying when it meant a 5½ mile walk to and from his home to Hartsdale GC at Scarsdale, N. Y. Alex Finley, who died recently, was pro there. The caddies got 30 cents a round and a dime tip, and an extra nickle for cleaning clubs with a bit of emery cloth.

There was no club storage at clubs then. This feature which is a basic source of revenue in most pro employment arrangements was introduced by C. M. Fox about 1914 when he was pro at Oak Ridge. The service worked so well that after World War I it became general at the better clubs in the New York metropolitan district and by 1922 it was customary throughout the country. Murphy recalls that when he was with Willie Macfarlane at Oak Ridge the club cleaning and storage charge was 75 cents per bag of clubs a month.

**Pro Shop Merchandising Starts**

Murphy's golf career was interrupted by 31 months in the Navy during World War I; most of the time at sea or overseas. If there were any golf courses at naval installations then, Spencer didn't hear of them.

When he got back into golf Murphy saw a golf boom dawning and newcomers needing buying and use guidance not only in clubs, balls and bags but in shoes and apparel. The pro shop grew out of being a club-making and repair shop and a ball sales source into a golfers' service station, advisory center, store, clubhouse branch, starting point, scoring and handicap information—and everything else that could con-

# Leading Sales Winners...

knits by Reliable of Milwaukee



Sell them any of this handsome collection—all designed with the particular golfer in mind. They're all of 100% Creslan® acrylic...a top performer among fibers. No wonder there's a carefree air about these wash-and-wear, easy-care caps and Club Sox for golf woods. For a complete line also see Reliable's Miss Tournament Sweaters, men's and women's athletic socks and tote bags. All promotable, all profitable! Creslan acrylic fiber is a product of American Cyanamid Company, New York, New York.

**CYANAMID**

**Creslan®**  
LUXURY ACRYLIC FIBER

For new Pro Shop catalog of knit golf accessories by Reliable, write Reliable Knitting Works, Milwaukee, Wis.

For more information circle number 128 on card

## OVER 40 YEARS

Continued from page 54

tribute to the members' enjoyment and golf convenience and education.

Murphy introduced two free services that have been widely copied. One was the golf ball rack for members. Each member's golf balls were personalised with the Fulname marker stamping. Members bought a dozen balls at a time. When stock in the ball rack was low Spencer or an assistant called the shortening stock to the member's attention. Another dozen was ordered, name-stamped and stocked.

With the rough of those days more balls were lost and the game called for greater skill and precision in keeping the ball in play than now is required in tournament play, Murphy points out.

Murphy at Glen Oaks was the first one to supply the original wooden tee, the Reddy, free to members. This was very smart, profitable advertising for Murphy. His members talked about it and with Hagen and Kirkwood, who had promotion arrangements with Dr. Lowell,

inventor of the Reddy tee, the Glen Oaks members became very valuable volunteer missionaries for the revolutionary invention.

### Learn from Salesmen

Murphy relates that as an assistant and as a young pro he learned a lot from the pioneer salesmen, particularly Matt Kiernan of Spalding and Jack Jolly of St. Mungo.

"The professional has a serious problem in organizing his buying in the way that a store buyer can do the job but he's got to handle his salesmen relations, his buying and inventory control as very important phases of his service to his members and in his own profit-making. I've seen too many otherwise good men in pro golf business miss substantial success because they never learned how to organize their buying."

Murphy can speak with authority on pro buying and selling as he made a very good business deal of North British Imports which he bought from Graham Johnston in 1951. The company at one

Continued on page 58

No  
Tangle of  
Clubs and Bags

# RAC-ME\*

## GOLF BAG STORAGE RACKS

Proven  
For Best  
Layout



- No extras to buy
- Heavy duty construction
- Closed base panel for neat aisle cleaning
- Removable—expandable
- Neat, compact, space-saving
- Saves time—earns rental
- • • •
- Mail or phone. Give us your room dimensions for prompt layout, suggestions and quotations.

Designed and Manufactured  
By

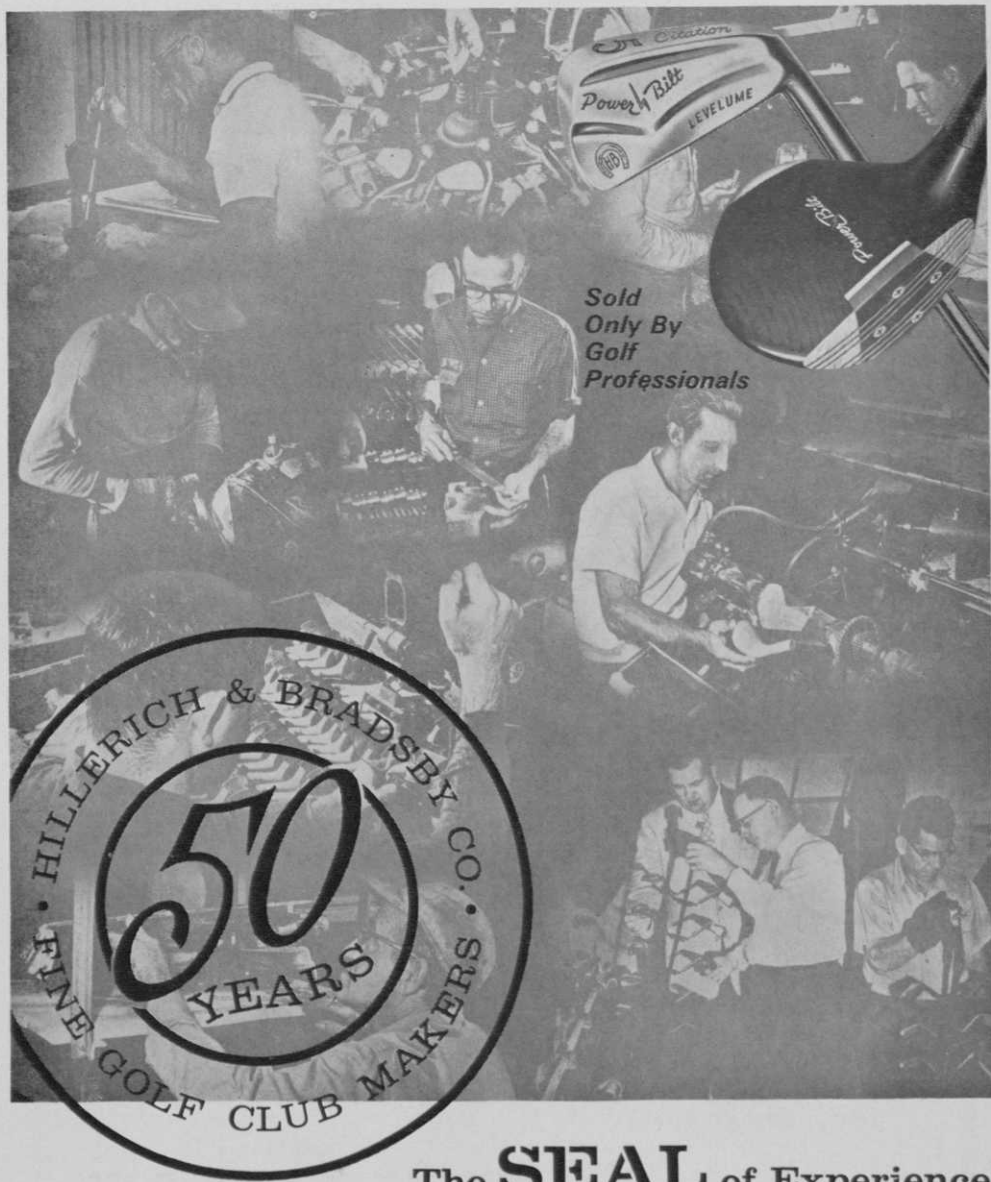
**ACME**  
**Iron Works, Inc.**

1240 Mount Olivet Road, N.E.  
Washington, D. C. 20002  
Since 1933

(202)-526-1240

\*Trade Mark

For more information circle number 199 on card



Sold  
Only By  
Golf  
Professionals

## The **SEAL** of Experience

Since 1916 Hillerich & Bradsby has been making fine golf clubs. Right from the start the emphasis, as in the case of the famous Louisville Slugger Bat, was put on the use of the best materials in the hands of skilled craftsmen.

Today, 50 years later, the same manufacturing philosophy is followed.

From this close attention to detail and excellence has evolved Power-Bilt's exclusive Master-Matching principle of manufacture—your assurance that all clubs in a Power-Bilt set are scientifically related and swing exactly alike from 9-iron to driver!

Master-Matched  
**Power-Bilt**  
Golf Clubs

HILLERICH & BRADSBY CO.  
Louisville, Ky.

## OVER 40 YEARS

Continued from page 56

time had 28 salesmen. It handled North British golf balls, rubber golf shoes, jackets and George Nicoll woods and irons which Murphy had shafted in the United States. He operated that company while giving his pro job thoroughly satisfactory care. He credits Glen Oaks members with helpfulness out of their own experience and observations that aided in making a success of North British Imports.

Murphy attributes much of golf's current boom to women's increased interest in the game. "Golf club membership became a status symbol instead of only a matter of sport and when the physical and mental values of golf, in addition to its social values, were discovered by millions of women, then the big growth started.

What the professional's business future will be depends considerably on the propaganda and education work the pros do with women golfers, Murphy forecasts. •

## Sun Mastr Corp. purchases Ideal Power Lawn Mower

Negotiations have recently been completed between Robert Crump, vice president, Sun-Mastr Corporation, Olathe, Kansas, and the Mast-Foos Mfg. Company of Springfield, Ohio, for the purchase of the Ideal Power Lawn Mower Company, including all records, drawings, patterns, jigs and inventory.

Ideal Mowers have been manufactured for more than 50 years. The primary product is a heavy duty gang lawn mower for use on golf and country clubs, parks, airports and highway rights of way.

The equipment is being moved to the Sun-Mastr plant at Olathe, Kansas and the Sun-Mastr Ideal division will operate from the Sun-Mastr plant at 501 South Kansas in Olathe.

According to Crump, this addition to the Sun-Mastr line will be distributed nationally through dealer channels and will make it possible for the users of this type of equipment to obtain mowers and repair parts service quickly.

# TURF TROUBLES?



try our line of tested, trusted treatments  
for finest turf!

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



write for our FREE Catalog

**ALFCO ROKEBY CO., INC.**

Phone 373-1394

P. O. Box 267 • Marietta, Ohio

For more information circle number 126 on card





## **swing to the leader**

For greener, fresher, more economically cared for turf, follow the leader. Turn to a Buckner automatic irrigation system. Buckner systems are engineered to deliver the most effective water coverage. The controller, valves and sprinklers do the watering work, efficiently and inexpensively. No wonder Buckner systems are the choice of 9 out of 10 of the nation's finest golf courses. For all the facts, write for free catalog and name of nearest dealer.

**Buckner.** INDUSTRIES, INC.

P.O. BOX 232, FRESNO, CALIFORNIA 93708

## HERB GRAFFIS

Continued from page 12

thing when it costs him money and convenience and involves much danger.

**Dick Osborne** now pro at Ponderosa CC, Schenectady, N. Y. . . . For four years Osborne was pro at Pinehaven CC in Schenectady area . . . New Ponderosa club opened May 1 . . . **Charles A. Martineau** now superintendent, Northampton (Mass.) CC . . . Martineau is finishing his years at U. of Mass. School of Agriculture . . . Last summer he majored in sweat and skull under **Bob Grant**, superintendent, Brae Burn CC, West Newton, Mass. . . . Owatonna, Minn. voters authorized Council to issue up to \$200,000 in general revenue bonds to buy course it now operates on a rental basis . . . City council expects to get up to \$100,000 in federal money for its course program.

Fletcher Hills GC, near San Diego, Calif., bought by **Roy E. Canedy** and wife of Gig Harbor, Wash., who have operated courses in Washington . . . **Pete** and **Willie Wansa**, former owners

of Fletcher Hills will remain as operators . . . **Glenn Young** from Rogue's Roost CC, Bridgeport, N. Y., to pro job at Pinehaven CC, Schenectady, N. Y., succeeding Dick Osborne.

Columbus, O., Recreation Commission selling Raymond Memorial golf course memberships for this year at \$125 . . . This is \$50 higher than last year when the members were playing so often their fee per round averaged 83 cents . . . Older professionals are saying talk about a minor league in tournament golf neglects mention of the sectional schedules that present testing competitions two or three times a month during the summer . . . When a youth shows well in these sectional events he identifies himself as being qualified as a student at the PGA Players' School and entitled to get further testing in circuit tournaments . . . If he can't make a promising showing in the sectional events he is a wishful thinker but not ready.

Los Altos (Calif.) CC was host to a junior boys' (12-17 years) tournament which the club plans to hold each year

Continued on page 62

# He's a pro . . . and so are we.

We are Golf Course Irrigation Professionals!

Our business is the engineering and installation of Golf Course Irrigation Systems.  
It is our **only** business.

Send for FREE LITERATURE



KIRCHDORFER IRRIGATION, INC.,  
P. O. Box 4124, Louisville, Ky. 40204

Your Club .....

Name..... Title.....

Address .....

City..... State.....

# Kirchdorfer Irrigation, Inc

For more information circle number 228 on card