St. Claire Country Club* chooses fabulous

Beautiful Holmes

GOLF CLUB CARPET
for its handsome remodeled clubhouse

Learn how your club, too, can save money ... in replacement ... in upkeep ... in daily care

Our “Golf Club Herald” brochure shows what this carpet is doing for clubs all over the country!

A bright, success-type story of BEAUTIFUL HOLMES GOLF CLUB CARPET QUALITY 282 ... and the story of how it can bring luxurious new beauty, with a decorator touch, to your club! Learn the specifics of famous “Quality 282”, a wilton carpet woven for the express purpose of standing up to golf cleats, tracked-in turf and lots of generally rugged wear ... to mean lower maintenance and replacement expenses, lower club operating expenses all-together!

... see what 50 famous clubs have already found out for themselves. Every page a case study of how these clubs have benefitted by putting proven “Quality 282” in pro shops, locker rooms, lounges ... throughout! Send for your copy, and benefit yourself!

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NAME

CLUB

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October, 1959
IMPROVED MODEL
LOW COST

Pak-A-Way
Golf Driving Range

Completely remodeled, strengthened, and reinforced the new PAK-A-WAY Golf Driving Range is easy to install, safe to use... entire unit can be set up for use or folded against a wall in less than 2 minutes... uses regulation golf balls and golf clubs except putter. The ideal driving range for indoor use to maintain mid-season form all year 'round... player opening 20 ft. wide—overall height 10 ft. Write today for complete details and new low price.

Since 1908
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All New! Shrinking Resistant
OZITE®

For Long-Lasting Miniature Golf Course Fairways

In use by miniature golf courses for over 20 years, nationally famous Ozite is easy to install and maintain. Specify Ozite to your miniature golf course builder, or order direct.

- lasts longer than any other material used for this purpose.
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- the only material that gives natural turf ball action... real "feel of the greens."

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New York • CHICAGO • Los Angeles

Game, particularly a final round 74 that gave him a 286 compared to a 287 for runnerup Shelley Mayfield... Mrs. Stanley A. Woleben will be elected pres. for a second term when Women's Western GA holds 57th annual meeting this month... 1960 Western Women's Open will be played at Beverly CC, Chicago, and the Amateur will be held at Mission Hills CC, Kansas City.

$40,000 DeSoto Open, to be played Mar. 24-27 at DeSoto Lakes CC, Bradenton, Fla., will be one of richest tournaments on 1960 PGA Winter tour... This is first playing of the event which is being sponsored by Plymouth-DeSoto-Valiant div. of Chrysler Motors... First 9 of Larkhaven CC, Charlotte, N. C., recently put into play with second 9 to be added this winter... Coldstream CC, Cincinnati, being seeded this fall and will be ready by July 1, 1960... Clubhouse will be a converted three story barn which is being moved to course site... Then another huge barn will be cut in two to form wings on the main building... $550,000 is going into Coldstream project.

Start construction on 9-hole Green Hills CC in Ravenswood, W. Va. Course was designed by Lorn Parris... Grants-
Are you STYMIED by storage problems?

Vertical storage racks are designed to end bag storage troubles. Bags are racked the way Pros sell them—upright!

No torn pockets  
No mildew  
No losses or mixups!  
Bags stay cleaner — retain shape  
Bags stand the way they are built to stand—upright!

Here are some of the clubs now using the most advanced method of VERTICAL BAG STORAGE. Fully adjustable for any bag size — now or thirty years from now. Steel racks that will never wear out — never rot — never warp. Steel racks that will never be outdated. Send sketch of your storage area — our engineers will send you a drawing based on your sketch for best use of your storage area. Do it today!

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Tournament Posting Boards  
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Tee Bag Racks  
Vertical Bag Storage Racks

"RACK YOUR BAGS — NOT YOUR BRAIN"

BAG RACK PRODUCTS

NORMAN G. COPLAND & ASSOCIATES  
7720 Gross Point Rd., Skokie, Ill.  
Phone: JUniper 3-1600
ville, W. Va. group planning to build 9-hole course to be known as Riverside CC . . . New course being constructed at Hilton Head Island, S. C. to design of George W. Cobb . . . Lowell Smith, former pres. of Detroit CMAA, retiring after 44 years at Detroit Club . . . Robert H. Thompson, for 15 years mgr. of Detroit Golf Club, will retire soon to Florida home overlooking No. 2 fairway at Tequesta . . . Charles R. Bangs, who has been at Bloomfield Hills, Detroit, for last seven years as mgr., is leaving to open a restaurant in Miami Beach . . . Charley is from a family of club managers.

If you think the par 3 course boom is an expression of a rather new idea, look at the map of “18 Hole Course of One-Shot Holes” and the text on this sort of a course, in “Golf Architecture in America,” an out-of-print classic, written by the late George C. Thomas, jr., architect of numerous fine courses . . . The book was published in 1927 . . . Great bunkering in this par 3 course design which has holes of from 40 to 200 yds.

Willie Kidd is architect of Island View CC, Waconia, Minn., which will open early next summer with 9 hole regular and 9 of a par 3 course . . . Also opening
GOLF BAG TAGS
PLASTIC OR FIBRE

FIVE FARMS COUNTRY CLUB
MEMBER
1960

TAMPA, FLORIDA

Heat Embossed or Printed

Zim Zemarel
GOLF PROFESSIONAL

MEADOWBROOK C. C.
CLEARWATER, FLA.

Round or Rectangular

FOR A BEAUTIFUL SHOP! PEGBOARD FIXTURES

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MILLER GOLF
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GOLF COURSE SIGNS
$2.50 each

Golf Ball PUNCH BOARDS
$21.00 doz.

CLUB CADDIE

New Improved Model

List $5.95

Add $1.00 list for pouch if desired

WIN YOUR GOLF BALLS

10¢ each

DUNEDIN, FLORIDA

October, 1959
NO GRIP IS SO KIND TO THE HAND THROUGHOUT THE HIT AS A
NEUMANN LEATHER GOLF GRIP

Securely Tacky—Friendly Feel
Eye-Appeal!

NEUMANN SETS THE STYLE IN GRIPS

R. NEUMANN & CO.
Manufacturers of Fine Leather Grips
HOBOKEN, NEW JERSEY

in 1960 is Albany (Minn.) CC new 9 to Kidd's design . . . Tom McMahon, former pres., Chicago District GA former pres. and now Southern California GA official was at the PGA with his former business partner and Chicago District pres., Harry Radix, the world's No. 1 golf tournament fan . . . McMahon, a handicap system and rules expert says that the rule which allows leaving the pin in the hole could produce hot arguments because if you can't prove your ball hit the pin below the level of the hole you are subject to a two stroke penalty.

On Virginia side of Potomac the following courses are being built . . . Cedar Crest CC, near Centreville, Springfield CC and Chantilly National G&CC, also near Centreville . . . Chantilly, part of a real estate venture, is 18 holes and was planned by Ault and Jamison . . . Alex McKay is supervising construction . . . Cedar Crest will have 18 of its 36 ready by October . . . Springfield, 18 holes, is part of real estate development.

When Washington's municipal Ft. Du-pont opened its second 9, the number of holes operated by the city was brought to 90.

(Continued on page 78)

KEN Shop Supplies
Help You Give Better Service

ALUMINUM SANDING CONE
A real time saver in any Pro shop; enables you to turn out real professional quality work. Very useful in removing old finish from wood heads and sanding new wood heads before finishing. Made entirely of metal; lasts a lifetime.

Other Useful KEN Shop Supplies
All Ellingham Tools; Grip Conditioner; Stains, Lacquers, Adhesives; Golf Club Scales—Official, Lorythmic and Prorythmic; Grips, Listing, Whipping; Shafts, Collars, Plugs, Sheathing; Buffing and Cleaning supplies; All other shop needs.

Write for handy SHOP SUPPLY LIST

Kenneth Smith Golf Clubs
Hand made to fit you

Box 41-GM KANSAS CITY 41, MO.
World's Largest Custom Club Maker
ease tension, erase fatigue...  
best seating in the clubhouse—
the lazy D® ROCKER

Functional!
- adjusts to correct body angle—erases fatigue, tension
- effortless rocking action is gentle, soothing

Beautiful!
- acclaimed by leading golf clubs
- recommended by leading A. I. D. decorators for use with all furniture styles
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Built for rugged use!
- cantilevered seat and arms—bear weight of a standing man!
- tempered carbon spring steel extends from arm-back to floor
- wall-saver floor runners take minimum space
- laminated hardwood parts, doweled seat, resilient no-sag springs
- wipe-clean 32-oz. elastic-back U.S. Naugahyde® upholstery over felt and sisal padding

Write for brochure with upholstery swatches colors, prices

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October, 1959
Lowest initial investment and dependable, economical operation combined to make the Caddy-Car the most profitable buy for any course. Eliminate battery charging and replacement problems with a gasoline powered Caddy-Car featuring:

- 7 HP Kohler Heavy Duty Gasoline Engine
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- Engine governed to any preset RPM
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4711 E. Fifth Street - Tele: GR 7-3256
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81,430,000 Round Total for Year

Continued Surge of Women’s Interest in Golf Increases Sales, Play in 1959

By HERB GRAFFIS

GOLF PLAY for 1959 will be about 11 per cent ahead of 1958 and shop sales will almost be seven per cent ahead of last year, according to observations and estimates of professionals in all sections of the country.

Each year professionals cooperate with GOLFDOM in taking a good, clear look at the golf business. These men have proved such able forecasters that their data has made GOLFDOM’s annual report remarkably accurate advance information on what the score will be in the golf business for the year.

There are 3,454 9-hole and 2,535 18-hole courses in operation in the U.S. Soundly-based, conservative estimates place the number of 9-hole rounds for this year at 33,736,000 and the number of 18-hole rounds at 47,694,000. The total of 81,430,000 rounds was registered despite a slow start in some areas due to wet and cold weather and a slowdown because of hot and humid weather in July and August in many districts. The bad weather in late summer seriously damaged many courses and again demonstrated that course condition and volume of play are parallel lines on the golf business chart.

Comfortable Clothing Helps

Increased comfort, with style, in women’s and men’s golf apparel has encouraged many to play more golf than they formerly did in intensely hot weather.

Growth of women’s golf play continues to dominate the game’s development. About 15 per cent more rounds will be played by women in 1959 than last year. Pros estimate that the increase in teenage girl instruction at schools and on golf courses will show 1959 averaging about 12 per cent ahead of 1958.

Junior play at public courses is steadily increasing but no general estimate of this year’s increase can be made. Not enough figures are available.

Kids playing the public courses usually are graduates of pro classes, have good golf manners and play without delay. There hasn’t been much increase in junior play at private clubs. Lack of encouragement by officials, and not necessarily slow play, by members and the boom in women’s play, explain why private courses lag behind public courses in use by young-

Pro Report at A Glance

- Play up 11 per cent over 1958
- Pro Shop Sales 7 per cent ahead of 1958
- Women’s Play 15 per cent ahead of 1958
- Junior Play — trend is upward but accurate figures aren’t available
- Women’s Club Purchases up 20 per cent over 1958
- Women’s Lessons up 15 per cent over last year
- Trade-Ins figure in 57 per cent of new club sales

October, 1959
Michigan PGA pros, who took part in the sixth tournament conducted by the Veterans' Administration Hospital in Battle Creek, line up to get their awards from William J. Moore (r) of the VA's special service. From left are Ron LaParl, Glenn Stuart, Ben Lula, Gene Bone, Joe Belfore, Larry Tomasino and Tom Talkington. Tomasino and Bone tied with 64s over the Par 34 VA layout and Tomasino defeated the defending champion in a playoff. Talkington, Lula and Stuart had 65s with Lula claiming third place following a playoff. Warren Orlick and John Monitz had aces. Orlick's came on the 110-yard 6th hole on which his playing partners followed with a 2, a 3 and a 4. Hospital patients caddied for the pros who have donated much of the equipment used by 200 Hospital golfers. Golf building also was built by pros.

**Boom in Women's Buying**

Women's buying of apparel for themselves and others of their family shows another good increase this year. Their purchases of clubs are up about 20 per cent, the increase being equal to that of women golfers. Sets of five irons and two woods are the big sellers to women at pro shops this year. Some pros have been very successful selling moderate-priced clubs and bags to women at private and pay-play courses.

Golf ball buying by women still is far short of the men's rate. Pros report they haven't yet solved the problem of getting women, who need every possible help in getting distance, to keep from handicappping themselves with balls that are too old to have much elasticity and which have been played so much they've been batted out of condition.

**Last Too Long**

From the sellers' viewpoint, golf balls last too long. Estimates of play and of golf ball sales this year indicate that the ball averages two rounds. Not so very long ago when the top grade ball was selling at 75 cents the ball figures on production and the rounds played were approximately equal.

Up to about 10 years ago, golf balls accounted for about 50 per cent of most pro shops' sales revenue. This year the majority of shops will show about 30 per cent of their sales income due to balls. The increase in clothing and shoe sales at pro shops has cut down the ball (and club and bag) percentage of entire volume even though the pros, especially those at private clubs, are getting a larger percentage of members' golf playing equipment business than they got a decade ago.

As any one who knows golf business has learned, averages can be misleading. None of GOLFDOM's staff ever has seen an 'average' golf club.

**Sales by Percentages**

As a general guidance, information GOLFDOM has received from representative pros at private, semi-private and public courses, shows that their own and other pro shop businesses in their territories has the following percentages of sales income as the "average" and as high and low figures:

- **Balls**
  - 30 per cent; High . . . 55; Low . . . 25
- **Clubs**
  - 30 per cent; High . . . 60; Low . . . 10
- **Bags**
  - 10 per cent; High . . . 25; Low . . . 5
- **Apparel**
  - 22 per cent; High . . . 50; Low . . . 5
- **Shoes**
  - 8 per cent; High . . . 25; Low . . . 5

Conditions accounting for the variations are interesting and practically limitless. Some of the low percentages are bal-

(Continued on page 104)