Score a steady profit with New fast-selling knitted CLUB SOX, POM-TAMS and EAR-SWEATERS

washable, colorfast

Handsome! Handy! Popular-priced! Brand new CLUB SOX are just what your golfers want to protect their favorite woods, and to give as a gift to friends. Order your fast-selling stock now — in Flag Red, Jet Black, Sun Gold, Fairway Green, Sky Blue, Sapphire Blue, Berry Pink, Foam White — all with 2-tone Pom. Write for full-color literature.

PACKED BULK — or Gift-Bagged in Sets

Suggested Retail: $1.75 each CLUB SOX

IMMEDIATE SHIPMENT

Write for Full-Color Literature and Full Information on Profitable, Popular CLUB SOX, POM-TAMS, EAR-SWEATERS.

Please your golfers with jaunty visored POM-TAM Sports Caps

One size fits all. Bright and subdued colors — nicely knit in fine wool or high bulk orlon. Fully washable. Will not stretch or shrink out of shape. Individually packaged in transparent plastic bags.

Ring up Sales with new EAR-SWEATERS

In the club house or on the fairway, your fair lady golfers will love the comfort, convenience and smart good looks of new EAR SWEATERS, the brand new knit circlet that keeps hair neatly, nicely in place. Colors, gay and pastel. Will not stretch or shrink out of shape — one size fits all.

Suggested Retail: $2.00 each POM-TAM

Suggested Retail: $1.00

RELIABLE Knitting Works, Milwaukee 5, Wisconsin
on a push type unit will actually show which unit needs adjustment.

Crisp, erect turf mows uniformly. Mowing speed is slow — three to four miles per hour. This reduces chance of "washing" fairways. No speedup is necessary to get caught up.

Safety alone is worthy of the effort to think yourself into this program. Thinking is harder work than doing.

**Maintenance Cost Reduced**

The 18 narrow championship fairways at the Firestone can be mowed in six and one-half to seven hours, using only one push type seven gang unit.

Usually the program during the growing season is to mow nine fairways each night Monday through Friday and all 18 on Saturday night. This gives my operator four to five hours per night to do other jobs such as spraying, fertilizing, liming, aerifying, watering, or maintaining equipment. My operator, by the way, takes pride in doing every operation perfectly. He is an excellent mechanic and craftsman. Sometimes we do not see each other for several nights. We leave notes for each other in the office. He has never had to call me at night in two years because of an emergency.

**Other Night Jobs**

Verticutting greens and tees is a good job for from sundown to 11:00 p.m. Greens are floodlighted with one or two 1500 watt generators bolted to a truck. Aerifying can be done until the dew becomes too heavy.

When spraying greens and tees with fungicide or fertilizer, we mount one 1500 watt generator on the platform of our 300 gal., 21 gpm, PTO sprayer. There probably is less risk of fertilizer burn at night.

Inasmuch as we are able to get our greens mowed every morning at daybreak ahead of the early bird golfers (many of them women), we have given up mowing greens at night except when we are verticutting. If it were a choice of mowing at night or not at all, I would mow nights.

A golfer is to be treated kindly. He is struggling with 14 clubs on a course that is cluttered with all kinds of pitfalls. Everyone seems to delight in making the game challenging or discouraging for him.

As if all this is not enough, we come along with noisy mowers, trucks, tractors, sprayers and other units moving in all top dress greens to worry him still further. Then we aerify, verticut and ther when putting for those bets. Are we being brutal to our best friends, our customers and guests?

Reducing daytime maintenance will be welcomed by all who play golf. Today's paying customers will soon get wise to the course that is pleasure conditioned. Less interference by laborers will mean more daily rounds. This adds up to lower maintenance cost per round. Then too, don't forget that golfers always want the best and are willing to pay just a little more for a course that is maintained for their convenience.

Only men who are genuinely interested in their work can be trusted to work alone. Interested men can be persuaded to live with this program. Bossed men can't or won't do the job.

Anyone planning a night program is cordially invited to come to Firestone CC and study the type of lights, wiring, switches, positioning, etc. In just one day a person can get all the information that has taken our crew two years of trial and error to accomplish. The most recent improvement is the new type voltage regulator with its variable charge capacity.

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**Golf's "World Series" Scheduled for Firestone in September**

Officials of the Firestone Country Club in Akron, O., who became so enamored of tournament golf after the 1960 PGA Championship was played at their course that they introduced the American Classic the following year, are going to go in for even bigger and better things on Sept. 8-9.

On those dates they are going to play host to the winners of the Masters, U.S. Open, British Open and PGA Championship in what is to be known as the "World Series of Golf." The exclusive tournament will run to only 36 holes. The first prize winner will collect $50,000. The runnerup will receive $15,000 while the third and fourth place finishers will be guaranteed $5,000 apiece with the possibility that the No. 3 man may receive $10,000.

Arnold Palmer and Jack Nicklaus, of course, have already won their tickets to the big show. NBC will telecast the play on both the 8th and 9th.
Craftsmanship is the true measure of the worth of a golf club. The club must be made right to look right, feel right and play right. And nowhere is craftsmanship so evident as in Power-Bilts!

**Craftsmanship**

Craftsmanship is the true measure of the worth of a golf club. The club must be made right to look right, feel right and play right. And nowhere is craftsmanship so evident as in Power-Bilts!

Power-Bilts hold great promise for those who will only look for themselves...

*Frank B. Bryson*

tournament playing professional

**Power-Bilt Golf Clubs**

Sold only by Golf Professionals

HILLERICH & BRADSBY CO. LOUISVILLE, KENTUCKY

July, 1962
Bob (Scotty) Glasgow, man of all occupations and trades at Westview muny in Quincy, Ill., has seen play nearly triple in the postwar years.

Runs Fine Junior Programs

Quincy Muny Has 3-City Draw and Bob Glasgow Exploits It

A fellow like Bob (Scotty) Glasgow of the Westview Municipal course in Quincy, Ill., who has to try to be all things to all golfers, looks with some degree of envy on the professional or supt. or club manager who only has to put in a mere 12 or 14 hours a day during the rush season.

Bob is all these and then some. Besides scurrying around all day to oversee the general operation of the municipal course, checking the greens and fairways and supervising merchandising in the pro shop, Glasgow at the moment is directing construction of a 9-hole course that is being added to the present 18. A year ago this time, his extracurricular work consisted of designing the additional nine.

Well, He Wanted It!

Glasgow probably has nobody to blame except himself for the bustling days he puts in at Westview. Sixteen years ago when he started at the club, a fellow could kind of breeze through the ordinary working day. Then, an average of about 15,000 rounds were being played annually at the Quincy course. Last year, the figure exceeded the 40,000 mark. Much of this increase can be attributed to Bob Glasgow who, above everything else, has promotional blood in his veins.

The pro shop, located under the clubhouse roof with the lounge, is the center of the promotion effort. Since he is first and foremost a professional, Glasgow thinks in terms of orienting everything in the direction of his shop. Tournaments, clinics, golf days and various programs

On the opposite page are several views of the Westview pro shop, which is housed in the building shown at the top. More topgrade equipment and apparel is handled here than second grade or lower priced lines.
for the different classes of golfers start and end here. Sales of equipment and accessories aren't necessarily considered incidental to these activities. Glasgow runs the shop on a concession basis and he is enough of a realist and businessman to capitalize on the dividends that a busy golf schedule can bring. Nobody resents it, because he is the fellow who got things stirring at Westview in the first place.

Three-City Draw

Located in a tri-city area where muni golf facilities are limited, Glasgow advertises his merchandise and pro shop rather extensively. Play at Westview goes on increasing from year to year as a kind of offshoot of Bob's advertising. The upshot is that what is good for Bob Glasgow is good for Westview. The middle-age Scot alternates his ads in newspapers in Quincy, Keokuk, Ia. and Hannibal, Mo., during the playing season, reaching an audience of about 100,000 persons. Then, from mid-November until around the 20th of December, he uses these papers in promoting his Christmas gift business.

For the last four years, Glasgow has used "Christmas Shopping at Your Pro Shop" with a good deal of success. Besides featuring it in his newspaper ads, he sends it to a choice list of about 500 golfers whose names have been culled from sales and charge tickets during the playing season. In his ads, Bob includes the hours the shop is open for gift buying, and he also offers to deliver merchandise free of charge. To help the sale of clubs he offers a free lesson to the gift recipient to make sure that the fit is right. In fact, such sales are put on a conditional basis so that the person who receives the clubs is assured of the proper fit.

They'll Buy It

You may recall reading in February Golfdom (page 22) that Bill Hardigree, pro at the O. B. Keeler course in Kenesaw, Ga., insists that daily fee players are as interested in buying quality golf goods as persons at private clubs. Bob Glasgow endorses this thought 100 per cent. The merchandise that is sold at Westview has been constantly upgraded in the last decade or so because it has been found that the quality stock sells better than medium price lines when it is brought in. It is the Quincy pro's observation that stores in the area generally don't handle top-grade golfwear and, as a result, much of the demand for it is concentrated at the muni course.

The club situation is somewhat similar. Glasgow has been pushing pro-line clubs practically since the day he started at the Quincy course and well over 50 per cent of the players prefer them. Players who aren't ready for, or can't afford new clubs, also prefer the pro-line and buy trade-ins rather than invest in intermediate or low price clubs.

Another rather surprising thing, according to Glasgow, is that most parents prefer to buy top quality clubs for their kids even though the latter may be just starting to play golf. "Aparrently," Bob remarks, national advertising by the manufacturers and those TV golf shows have (Continued on page 72)
THE FOURSOME THAT WON THE PGA

Jerry Barber and his three partners—Spalding Top-Flite Woods, Top-Flite Irons and the famous Distance DOT.

1 The Man: Jerry Barber. On the last three holes, Jerry canned sensational 20-, 40- and 60-foot putts to tie Don January, his fellow member of Spalding's Advisory Staff. Next day, his brilliant 67, against Don's 68, captured the 1961 title.

2 The Woods: Spalding Registered Top-Flite®. Exclusive Pro-Simon face inserts deliver fantastic impact velocity, extra yardage. The Hydrosealed® heads are tough, durable and virtually moisture-proof.

3 The Irons: Registered Top-Flites, of course. Every iron swings alike, feels alike, thanks to Spalding's exclusive Synchro-Dyned® process. And shafts are reverse-threaded into heads so they can't work loose—ever.

4 The Ball: The celebrated Distance DOT®—accent on the distance. America's number-one ball for yardage off the tee, performance on the green. And Spalding's Polymiracle® cover holds its gloss.

Equipment can make the difference in any golfer's game. And Spalding makes America's finest golf equipment. Introduce your customers to Jerry Barber's three partners. Remember, Spalding Top-Flite Woods, Top-Flite Irons and the Distance DOT are sold through golf professional shops only.

July, 1962

Spalding
sets the pace in sports
Stymied by Trade-Ins, Golfers Who Hold on to Old Equipment?

Take a Sales Lesson From the Car Dealer

What would a successful automobile dealer do with the same sort of a setup that the golf professional has for reminding potential customers they've had old merchandise too long?

That is a subject the golf pro might think about in employing his imagination constructively. His situation on trade-in clubs is getting too close to the automobile dealers' position. The professional's problem is to control trade-in operations and use them in enlarging his market and increasing his profits.

GOLFDOM's latest survey shows that more than 65 per cent of new club sales at pro shops involve acceptance of used clubs as partial payment. The percentage of trade-ins ranges from zero to 100 at various clubs. Members of clubs where there are no trade-in deals seem to be just as active in buying as the members or players at courses where every new set of woods and irons sold means taking in used clubs and re-selling them.

These Things Help

The growth of the club trade-in deals has had two bright spots for professionals:

1. Golfers are learning that the pro-only lines of clubs are the only ones that have an appreciable trade-in value. On the other hand, the professional, in some cases, is almost compelled to allow more than the trade-ins are worth. Nobody, not even the greenest caddies, will pay enough for cheap line second-hand clubs to warrant handling them.

2. There is a growing trend toward cutting down the shafts of pro-quality trade-in clubs and making them suitable for youngsters. Emil Beck, Bill Hardy, Horton Smith, George Aulbach, John Budd, Herb Graffis and others have discussed this at PGA business schools.

The trade-in problem isn't the only one suggesting that we consider ideas for pro merchandising that might be developed from imagining how the automobile dealer would react in the professional's situation.

Replace the Old Stuff

For instance: If the automobile dealer had hundreds of automobiles in a garage back of his showroom, you could be certain that the dealer would be approaching the owners of any of those cars that were two or three years old with the idea of selling them a new one. There is no

(Continued on page 68)
Longest "DRIVER"
in your golf cars

Trojan Mileage Master Golf Car batteries are of special design for deep cycling and built for rugged service.

with Trojan you get:
1. More Months of service
2. More rounds of golf
3. Special "Quick Water" vent caps
4. Service time reduced 75%
5. Lowest maintenance and monthly cost

TROJAN BUILT THE FIRST GOLF CART BATTERIES

"MILEAGE MASTER" features "QUICK-WATER" quarter turn vent caps

TROJAN GOLF CAR BATTERIES

TROJAN BATTERY CO., 724 E. 61st, LOS ANGELES 1, CALIFORNIA

July, 1962
Clubs Should Take Hardheaded Look at Needless Services

By CARL JEHLEN
Club Manager, Baltusrol, Springfield, N. J.
(Second of Two Articles)

We keep a very close watch on expenditures for sand, seed, gasoline, paper towels and postage stamps, to name a few. We see that heat is reduced when not needed and lights turned off where not necessary. We get competitive quotes when purchasing supplies.

Everyone is keenly conscious of ever rising costs, not only in club operation, but in our private lives. If we are to get full use of the club dollars, we must be alert to all controls inherent in the purchasing and issuing of supplies. Still, we do not spend even half as much for these operating expenses as we do for payroll.

Controls Needed Here

The cost of goods sold is not of primary importance to us except that it plays some part in club dollar expense. All the requirements of purchasing and issuing that apply to departmental supplies, apply at least as strongly to salable goods, particularly since these goods are so critically susceptible to conversion to unauthorized use. Poor control or security in this area can lead to the loss of many vitally needed club dollars that go out "the back door".

We find that 6 cents of every club dollar goes for rent, taxes and insurance. Although this is an area where we are able to exert the least influence for control, it is desirable that we briefly consider these items to understand what influence they exert on overall club operation.

This is a good time to clarify a point concerning all of our figures in general. The percentages that we are examining are the average figures for a group of 50 clubs. Chances are you wouldn't find one particular club among the 50 whose actual percentages exactly duplicate those of the average. The reason for this is obvious. The exact cash need of each area of your club operation is dictated by the type of physical plant you operate, whether it is newly constructed or has been in existence for many years, whether it is large and sprawling in its area or is compact and built for minimum usage. Your distribution also depends on the facilities provided, whether for just food, beverage and golf, or expanded to include many other activities such as swimming, bowling, squash, tennis, riding, rooms, etc.

Depends on Policies

Your distribution depends upon the policies set by the board of governors and members as to whether you shall operate an economical low budget club directed toward low expenditures and simple service, or whether your policy is to provide everything for the member, i.e., elaborate service and top quality appointments.

Your cash requirements also are determined by your club capitalization, i.e., "RENT". If you own your land and buildings free and clear most certainly you will have more available cash for distribution than if you must pay interest and principal on a million dollar mortgage. If you own a great number of acres in an area where real estate is expensive and taxes are high, the demands on your club dollars will be greater than if you own only small acreage, or are out of the area of high real estate taxes.

Personal Research

To give greater emphasis to where the club dollar goes, I did a bit of research on club dollars expended, exclusive of restaurant and bar operation, over the past 30 years at Baltusrol. I found that for the past 10 years operating expenditures have averaged $357,000 a year. For the previous 10-year period (1942 to 1951) average expenditures came to $171,000 a year or just about half as much. From