

slat material. In the first rack it was made of wood and the ball manufacturer's name printed on same; now he is using a white formica with black lettering, which is easily washable and more practical. This last idea I suggested and Joe is making up some slats accordingly, as the rack he is now using is a one-piece formica front which runs across the whole front of the rack; therefore, it is not so practical for the inventory at-a-glance idea.

The ball are grouped by price ranges . . . while the one pictured has 17 chutes, the number is optional. Joe Lodermeier, asst. pro at Glenview Naval Training Station, who designed the dispenser, may go into production on the device as the pros who have seen it think it's a great idea. Two recesses are bored on top of frame which provide for the extra balls of a three-ball pack if the customer only asks for one ball. Pros interested in obtaining one of the ball dispensers can write to Lodermeier at 223 W. Wilson St., Palatine, Ill.

"When a single or two ball sale is made the loose balls can be set on top of rack in two countersunk holes over each slot. This rack is placed on a ball wall, with a showcase in front where golf balls may be displayed in dozen packages only."

Tim adds that among other very profitable ideas he's observed in pro shops this season is the member season-long ball sweepstakes operated by Curley Williamson, pro at Forest Hills CC, Rockford, Ill., details of which will appear in an early 1954 issue of GOLFDOM.

Something else that O'Brien notes has worked out very well is cutting down women's clubs for kids' use. The flexibility of the shafts make the clubs fitting for the youngsters. The job gets the women's used clubs out of the way and prepares the way for selling a new set to Mother.

Device That Fits Clubs — Marabon

Maurice Marabon, New York sales representative of Golfcraft clubs and other products to the pro trade, says that the biggest selling new idea he's seen this year is a gadget which determines the natural hitting position of the hands, for use when a customer is buying new clubs. The device is not complicated and gives instant reading of the proper lies for each individual.

Marabon relates: "Jerry Dwyer, pro at the Albany (N. Y.) Municipal course, invented this device which has been instrumental in selling a large number of clubs against severe competition from stores.

The device plainly shows that many players need clubs with decidedly different lies.

"Out of 500 tests Dwyer found that only about half the players were fitted with clubs having correct lies for their users."

Fitting Ball to Player — Henry

Pete Henry, Acushnet ball salesman in the Philadelphia trade territory, says he thinks the way pros took to the idea of fitting the ball to the individual's type of game has been a top sales-scoring idea of the year.

Henry explains:

"In just a few months through magazine advertising and point-of-sale display cards at pro shops, Acushnet managed to correct a situation that has been confusing to the golfing public.

"All of us in the golf business know how important it is to get the player playing a ball of the type of construction that suits his or her game. But until this year no particular progress had been made in getting the public to make use of this expert advice of the pros.

"This summer the professionals and their assistants took a great deal of interest in passing along to their customers sound advice on the type of ball best suited to



ROUND TRIP TICKET

John Schuebel, veteran Oak Terrace (Ambler, Pa.) pro, earned a free trip to Dunedin, Fla., next January to play in the PGA Senior championship by copping the Teacher's sectional championship for Philadelphia, Sept. 10, at York CC. Here he accepts the Teacher's sectional trophy from Bill McGill, Teacher's sales executive. Tournament was one of 31 sectional senior events being played under the new national senior golf program sponsored by Wm. Teacher & Sons Ltd.