

Kentucky PGA Holds Third Spring Business Confab

Making golfers happier while making money for the pros was the theme of the Kentucky PGA section's third annual spring business meeting at Big Spring CC, Louisville, April 2. About 100 pros from Kentucky and adjacent states attended the conference.

Kentucky section pres., Gordon Leishman, opened the business school session by introducing Dick Tarlow of Brockton Footwear. Tarlow said the fundamental thing in successful golf shoe selling is the fit and that with 27 sizes, 80 per cent of men golfers can be exactly fitted. The biggest seller is the 9½D. He advised against spreading too thin on sizes.

Joe Aubuchon of Ernie Sabayrac, Inc., said the four points essential to successful merchandising at pro shops are: (1) buy right lines; (2) display attractively; (3) train shop personnel and (4) make use of storekeeping records.

John Barr, III, First National Lincoln Bank, urged professionals to discuss their

business with their bankers and make use of bankers' services.

Inside the Clubhouse

E. E. Johnson, Belle Meade CC, Nashville, Tenn., gave his colleagues an excellent short course in shop design and merchandising methods. He advocates a shop that is located within the club building so business can be carried on in bad weather. He stressed the value of changing shop displays often, and of making use of gift wrapping.

Bobby Nichols, personable young tourney star, told the Louisville delegation of his playing methods and experiences. Don Ackerman explained the handicap computing system of United Sports Averages, Inc.

Tom Sams, pres., Kentuckiana GCSA, outlined a program for mutual benefit of player, supt. and pro. Wade Stith of Lynn Rowley Co., Muskogee, Okla., spoke and showed films of the use of Bermuda-grasses in Kentucky. Bud Beirne demonstrated the Adjust-O-Measure and Adjust-O-Matic machines in fitting clubs and altering lofts and lies as needed. Don Fischesser described PGA activities, par-

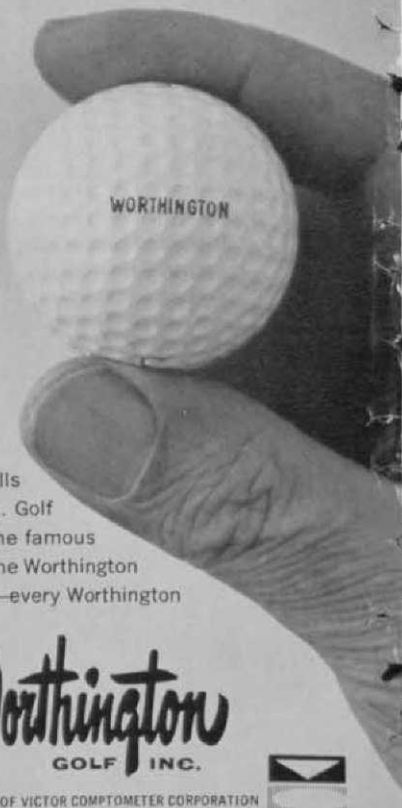
THE IMPORTANT NAME TO LOOK FOR WHEN YOU BUY A GOLF BALL

Self-confidence—confidence in the equipment—both vital to good golf! And **you** can point with confidence to the name "Worthington" on any golf ball you sell. Worthington knows golf balls—and how to make them **from core to cover**. We've specialized in golf balls since 1904—pioneered most of the major developments since that time. Golf balls aren't just another sideline with us. So whether the ball carries the famous Sweet Shot label, or some lesser known name on a lower priced ball, the Worthington name assures your golfer that he **can** hit it with confidence. As always—every Worthington ball is **guaranteed** to meet the most exacting performance specifications, to give the very maximum in distance and durability that can be built into a golf ball today.

PREMIER NAME IN GOLF BALL DEVELOPMENTS SINCE 1904

Worthington
GOLF INC.

SUBSIDIARY OF VICTOR COMPTOMETER CORPORATION



truly **SUPERIOR!**

that's why golf gloves
by **CHAMPION** sell better

Just plain and simply, golf gloves by CHAMPION are "made better." The finest leathers and other materials are carefully selected. Then, long experienced craftsmen take great care to sew each glove to exacting standards. Of course, many, many exclusive features in design, most of them patented, also offer the golfer "superiority." Like the famous STA-TITE by Champion (illustrated) with it's exclusive patented lastik back. This keeps the palm always smooth and snug without binding.

There is a variety of outstanding golf gloves in the CHAMPION line . . . in a complete range of sizes for both men and women. And, to make golf more exciting, a wide range of fashionable colors are available.

Stock the gloves that are easier to sell!
Write for FREE 1962 catalog.



Champion

GLOVE MFG. CO.
309-11 COURT AVE., DES MOINES, IOWA

ticularly the teaching program, National Golf Day and the new courses and buildings at West Palm Beach Gardens. He had a most interesting story although handicapped by lack of budget figures that PGA members would like to see on the big building project.

Play Open Local Rounds in May; Sectional in June

Practically all of the 36-hole local qualifying rounds for the USGA Open will be played on Monday, May 21. However, the northern California trial round will be played in Oakland on the 18th and those in West Orange, N. J. and for Long Island and Westchester county in New York will be held on the 22nd.

Sectional qualifying rounds, also to be played at 36 holes, will be held on either June 4 or 5. They will be played at Denver, Kansas City, Cincinnati, Memphis, Dallas and Tacoma on the former date; and at San Francisco, Washington, D. C., Atlanta, Chicago, Detroit, Montclair, N. J., and Pittsburgh the latter date.

A total of 150 players, including those who are exempt, will be eligible for the Open itself, which is being played at Oak-

mont CC, Pittsburgh, June 14-16. The 50 low scorers (and ties) following the first 36 holes will be eligible to play the final 36 holes on the 16th. In case of a playoff, the contestants will play 18 holes. If a tie results at the end of 18, the championship will be decided on a sudden death basis.

Approximately \$70,000 in prize money is guaranteed by the USGA. First prize will amount to \$15,000 and the runnerup will collect \$8,000. There will be as many as 50 cash prizes of \$300 or more for pros who turn in scores for 72 holes.

Golf Writer Awards

The Golf Writers' Association of America annual writing awards competition again will be sponsored by Brunswick-MacGregor. The 1961 competition, which drew a record number of entries, saw the top news division prize go to Charles Bartlett of the Chicago Tribune, sec. of the writers' association, with Ray Haywood of the Oakland (Calif.) Tribune winning the feature story first place award.