



Preferred - - for Christmas giving

HERE is the new ultra attractive Worthington gift package especially designed for the Holiday Trade.

Either the Sweet Shot or the Worthy can be supplied in boxes of 1 doz. each, enclosed in this new Holiday package.

These two popular balls are sold exclusively through Pro Shops. You have no competition from any other type of outlet. Select the quantity you require in each price class, specify Christmas Packaging and date wanted. Delivery will be stepped up to meet your requirements.

| |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>SUPER-CHARGED SWEET SHOT</p> <p><i>Retail per doz. . . . \$11.40</i></p> <p>WORTHY</p> <p><i>Retail per doz. . . . \$8.40</i></p> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|

THE WORTHINGTON BALL COMPANY
43rd Year, Specializing in Golf Ball Manufacture
 Elyria, Ohio, U.S.A.

WORTHINGTON
 WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

Wilson "Top-Notch" Golf —a "natural" Christmas



A Christmas tree in your pro shop? Not necessarily, but you can add a bundle of yuletide cheer—both to yourself and your customers—by making your pro shop your members' shopping center.

Take up the matter with the ladies. And the youngsters, too. They'll be delighted for you to help them solve that annual headache of "what do you think Dad would like best?"

They'll spread the word when they discover your suggestion of Wilson Top-Notch golf balls—all decked out in sparkling holiday gift wrapping*. It would be worth a lot just to see the old boy's face light up on Christmas Day . . . for Wilson Top-Notch golf balls make the perfect Christmas gift under any golfer's tree.

*Christmas wrappings are included in orders for holiday business.



Wilson

SPORTING GOODS CO.

Chicago, New York and other leading cities
(A Wilson & Co., Inc. Subsidiary)

IT'S WILSON TODAY

Balls

Gift for Dad



Another Gift Suggestion

Galloping Golf

It's sweeping the country. A new and perfect gift game with all the thrills of golf. Set includes 5 dice, leather cup, scoring pad and playing rules.



IN SPORTS EQUIPMENT

| | | | | | | | | | | | | | | | |
|--------------------------------------|------|------------------------------------|--------------|----------------------------------|-----|------|------|------|-------|-------------|------|------|-------|----------|---------------|
| RACK NO 79 | | NAME JOHN W. DOE | | MEMBERSHIP GOLF | | | | | | | | | | | |
| 110 | | ADDRESS 441 ELM ST. CITY | | JOINED '45 HEB. 12 | | | | | | | | | | | |
| PHONE RES: 123-R BUS: 7410 | | BIRTH YEAR 1905 | | DATE SEPT. 2 | | | | | | | | | | | |
| YEAR | JAN. | FEB. | MAR. | APR. | MAY | JUNE | JULY | AUG. | SEPT. | OCT. | NOV. | DEC. | MONTH | SEASON | PAID |
| 1947 | | | IN | | | | | | | OUT | | | | ✓ | 5/4/47 |
| 1948 | | | 10/27 | | | | | | | 2/25 | | | | | |
| 1949 | | | | | | | | | | | | | | | |
| 1950 | | | | | | | | | | | | | | | |

REMARKS **6/12/47 Changing to #110 - Needs bigger rack - OK**
Saddle soap bag Apr & Oct - OK

| RECORD OF CLUBS AND ACCESSORIES | | | | |
|---------------------------------|---------|------------------|-------------|---------------------------------------------|
| MEMBER | CLUBS | MAKE | NOS. | COMMENTS AND RECOMMENDATIONS |
| 1. MR ✓ | 3 WOODS | Reg SPALD. | 1 2 3 | Needs #4 Wood - 4 1/2" - 13 1/2" |
| | 6 IRONS | WILSON Top Notch | 2 3 4 5 7 9 | Interested in new IRONS |
| 2. MRS ✓ | WOODS | | | Needs: 3 WOODS - 42" - 12 1/2" |
| | IRONS | | | 6 IRONS (SHORT) ^{Pratt & Berg} |
| 3. M | WOODS | | | |
| | IRONS | | | |
| 4. M | WOODS | | | |
| | IRONS | | | |
| | BAG | SHOES | ACCESSORIES | REMARKS |
| 1. | OK | OK | SPORTSWEAR! | (good dresser) |
| 2. | ✓ | ✓ | | |
| 3. | | | | |
| 4. | | | | |

No: 190

Statement
 JERRY E. ZOLAN
 Golf Professional

Sept. 30 1947

TO **Mr. John Doe**
441 Elm St,
City

Please detach this coupon and mail with your check

Amount Remitted \$ _____

JERRY E. ZOLAN, Golf Professional

| Date | Description | Supplies | Lessons | Storage-Cleaning | Repairs | Tournament | Total |
|-------------|--------------------------------|----------|---------|------------------|---------|------------|-------|
| | Balance Per Previous Statement | Aug. | | | | | 2 85 |
| 9/15 | # 2995 | 5.70 | | 1.00 | 1.50 | 1.00 | 3.50 |
| 9/10 | # 199 * CREDITS | 2.00 | | | | | 3.70 |
| BALANCE DUE | | | | | | | 10.05 |

All Accounts Payable by the 10th of the Month Following Purchase
 * CREDITS for tournaments applicable towards purchase of merchandise ONLY
 Your Charge Tickets Enclosed

Above: Business-like statement gives buyer confidence and assures accuracy in detailing charges and credits. At left: Front and back of the service card on which Zolan records services rendered and member's potential needs.

Don't Change Greenkeepers In the Middle of the Heat

By COLONEL W. J. BAIRD

Pres., Ft. Leavenworth Golf Club

Standing beneath a welcome shade tree, I could not help but close my eyes and dream of the lush blue grass and velvet like greens which but a short time ago grew so abundantly and covered so perfectly our rolling and picturesque golf course. When I opened my eyes it was easy to observe the effects caused by the hot Kansas sun, the warm drying winds of the Midwest and the added drought. Hard baked terrain covered with burnt grass could be seen everywhere and all resemblance of green lush grass was gone except for an occasional undesirable patch of crab grass which delights in taking advantage of any occasion for infestation purposes. As I stood there the problem which caused me concern was not the disappearance of the blue grass—this I knew would return come October and rain. Neither was I particularly worried about the attacks of big brown which I had experienced on several of our greens. The greenkeepers of Kansas and Western Missouri are quite familiar with Mr. Big Brown and his potential. They realize that bent greens are on the verge of life and death during a Midwest summer.

What then was my concern? I believe it was a feeling of great respect for golf course superintendents and one of deep sympathy for some club officials as well as a few influential players who delight in making hasty decisions and working off their prickly heat during hot uncontrollable summers. To some, midsummer usually means open season on Mr. Greenkeeper. I have always believed that the part played by the elements exerted more direct influence on the condition of a golf course than by the man in charge. And, as a matter of fact, I still believe so. Ninety-nine per cent of the time the green superintendent can handle most of the problems within his profession but that remaining one per cent which is handled by nature is beyond the reach of man. We may compete with nature and occasionally gain a slight advantage but in the long run it's almost impossible to win.

It was not too many years ago when I was heralded as somewhat of a turf hero. This, because I maintained the best greens for miles around during a most difficult July and August when no water came down

from the heavens and the temperature bubbled around the 100 mark with plenty of humidity as a side dish. During this same period my best friend, Joe, an expert green superintendent, lost his job even though for five years previously he was considered one of the best in the business.

A few club officials and a small group of players who thought they knew all the answers but never contributed one ounce of sound advice finished Joe. While nature was playing tricks and things were pretty bad the club officials and membership just couldn't take it. The club which previously thrived and built its reputation on the greenkeeper's knowledge now turned against him and forgot his many contributions. Now don't get me wrong. I have been a club official as well as a greenkeeper and realize there are many players and club officials who know the ropes. They along with others have confidence in their man Friday (the greenkeeper) and have backed him to the limit. This is as it should be as long as the greenkeeper has proven his worth. On the other hand I am broadminded enough to know that a greenkeeper can make mistakes as can anyone else in any other chosen profession. The answer here is whether or not the same mistake is repeated and if so then there is a justification for a lack of confidence.

To get back to my friend "Joe," he was discharged and the club lost a competent man. I personally know that they would have doubled his salary a year later to have him back and even tripled it the third year after he was gone. The new but inexperienced gentleman they employed together with the self admitted and friendly advice of the know-it-all group resulted in a completely run-down golf course. Only through the employment of another experienced greenkeeper at double the salary of my friend did they finally come out of their difficulties. The club lost considerable money as well as prestige during this fiasco.

If any reader of this article has entertained or toyed with the untimely idea of changing Mr. Greenkeeper during uncontrollable seasons, may I suggest that you close your eyes and picture the lush green fairway and velvet like greens which will soon return. A Midwest summer can be a tough proposition so leave the job to the man who knows.

Store Authorities Suggest Pro Shop Improvements

In looking over the addresses at the Store Modernization Show held at Grand Central Palace, New York City, one finds many points that pros can apply. Foremost authorities on store layout, equipping and operation spoke at the show.

Excerpts from various addresses follow in providing suggestions for pros.

Keep your merchandise brilliant. The way to do this is by contrast.

In the west and south there is a great deal more of bazaar selling—that is, no separation between street and store. The closer we can get to it in other parts of the country, the better.

A shop should be a place where all are obviously welcome.

All materials used in interior construction of a shop must create a contrasting background for the merchandise. It is always the merchandise which should first attract the eye.

Although what was said about air conditioning of stores in addresses made at the Store Modernization show wouldn't apply to pro shops it was a reminder that many pro shops are so hot and have so little ventilation that the pros might well think of electric fans in making their shops more comfortable during the summer.

Lighting of the store is probably the most important element in the store design.

New plastic washable materials make good wall finishes for stores.

The insides of all showcases should be finished with lacquer or a colored lining.

Men like color and many of them know a lot about it. The tomb-like quality of the stained wood hanging areas and the gloomy, dark show window backs are gone forever.

Modern store equipment must be flexible to the extent of simplifying orderly stock-keeping and permit changes in layout.

To what avail are some of the modern features of store design if the customer coming into the store cannot see the merchandise offered for sale? Psychologists

tell us 87% of all our impressions going to the brain come through the eyes.

The three attributes of modern store lighting are attraction, appraisal and atmosphere.

Cases of re-lighting stores according to modern standards were cited in which sales increased from 20% in case of a food store to 40% for a hardware store.

We add fluorescent lamps to our show cases so we can catch the customer's eyes for our merchandise.

Consult your local electric company and get expert advice on what is best lighting for your shop.

Don't have too many show cases and other store fixtures. Keep merchandise at proper height for examination and handling.

Visit the most successful retail establishments and make notes of modern ideas you might apply in display, lighting, signs, fixtures, floors, color schemes and decorative materials of wood, plastic and glass.

If you expect to do more business at a profit you have to get more store traffic, stop more store traffic, sell more store traffic.

Study where traffic can see most easily and quickly and what stops the moving eyes most quickly.

When merchandise is shown in use (shirts on shirt forms, ties on shirts, gloves on hands, etc.) more people stop and appraise the goods.

Surround merchandise with appropriate style atmosphere to not only increase sales appeal of each item but to emphasize the general style character of the store.

The sales appeal of the show window is generally averaged at about 25% responsible for the sale.

Color is the most inexpensive way to achieve an effect.

If merchandise is seen properly it re-

a fact:



Autlum Bugzle
The Best Young Man

WIBOTILN Soap 28 (2X)
Meylton aruder flinn Lun
ctmneyy nark
lynetz mayy uny
society lyron
rednan gawow
abmual ve adal
emual emony
anu nol an lly
loay naya ty
sooyi honyek
nur chawy mab
dalpoo poua
chual tyro otti
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RAIRHAYT VERION PISTOI



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1/2 Soludo

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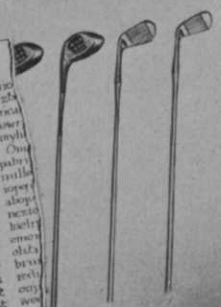
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LIRO SUPONICHO
ulyll wylton mado



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adoboo ruzoy wlyp ruzoy
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Among the world's great golfers...

names that today are top-of-the-page sports news in
the daily press... that are featured in national
advertising... the personalities you see in the newsreels...
a very large percentage became skilled at their game

by playing with MacGregor Equipment. And
they climbed to the top by playing these finest
golf clubs that precision machines and skill can produce.

MacGregor's are the "*Clubs the Pros Play.*"

MacGregor

THE GREATEST NAME IN GOLF

REG. U. S. PAT. OFF.

MACGREGOR GOLF, Inc., 4861 Spring Grove Ave., Cincinnati 32, Ohio



duces sales resistance to a minimum because it creates sales appeal.

Don't be afraid to employ some comedy touch so the customer gets a chuckle while shopping.

The first department stores' warehouse appearance had to be modified. It became necessary to set up barriers between the customer and the merchandise on sale. The great variety of wares called for sales fixtures appropriate in form and function to the goods they held. These fixtures were mainly sales counters or show cases plus some units for storage behind the clerks' aisle. They were always packed into the sales floors in a gridiron pattern of sales aisles and counters. This general arrangement can still be seen on the first floors of practically every department store today.

A scientific relationship of front counter sales space to storage, based on actual sales, did not enter the merchant's mind. His aim was to obtain the greatest possible density of fixtures on the sales floor, leaving a minimum amount of space for traffic aisles. He stopped just short of giving the sales floor the appearance of a warehouse.

People come to stores for the purpose of observing, comparing and buying merchandise. Any object or activity that distracts

attention from the merchandise is an annoyance. Annoyances can be of a type that cause customers to divert their attention from the merchandise to their own physical comfort and safety. Or it can be of a type where objects not on sale attract attention to themselves and away from the saleable products. In modernization it is important to consider whether fixtures or treatments diffuse or focus customer interest.

The first process in reasoning is apprehension. In entering into a new situation, people are alert to anything which might be unfavorable to their interests. People tend to avoid situations which might become complicated, uncertain, or embarrassing. In modernizing it is important to simplify the customer's approach to the selling situation.

In selling areas it is advisable to provide guides to customer conduct. Objects or activities that might create wrong first impressions should be removed or screened from view.

People can be favorably impressed by equipment or activities that are provided for their comfort and convenience even though the facilities are not directly connected with the presentation or sale of specific articles. Modernization should include supplying those facilities which pro-

(Continued on page 89)



the **NEW**
club covering!

NY-Mits
PAT. PENDING

The answer to the Christmas gift problem for golfers . . . Sensational new all-nylon golf head covers! Available in an attractive assortment of color combinations. Beautifully packaged in a display carton for easy gift wrapping and mailing.

Set of three 3.95
Set of four 5.00

For further information
contact your distributor



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THE PERFECT CHRISTMAS GIFT ITEM