

GOLFCRAFT'S 1949 PRO ONLY CLUBS



**... will fit your selling better
by fitting your players better**

In distinctive goose-neck head design, in shaft action and length, in swinging weight .. the scope of GOLFCRAFT'S 1949 Pro Only Line gives you what you need to fit your customers so precisely they'll be getting practically custom-made clubs. . . .

and don't ever forget that correct fitting is the one thing the golf professional has that must be headlined to maintain command of the quality club market.

Experienced men make these GOLFCRAFT Pro Only Clubs, in a new plant thoroughly equipped with the most modern machinery. You'll find these new clubs are uniformly of the highest type of craftsmanship you've ever seen. With them you present your players with clubs that are distinctly "pro only".

Golfcraft Inc.
MAKERS OF FINE GOLF CLUBS
1700 W. HUBBARD ST.
CHICAGO 22, ILL.

GOLFCRAFT Pro Only Woods and Irons are precision-made in the world's Largest, Most Modern Plant devoted exclusively to Golf Club Manufacture.

Makers Say Pros Prepared to Beat 1949 Competition

Manufacturers of golf playing equipment, looking at the golf business in general and the pro situation in particular, see manufacturing and selling operations settling down to a sounder basis than ever before.

One of the leading manufacturers finds that interest in playing is higher than at any previous period and because the play is extended wider among the population the current boom is more substantial than the golf surge in the 20s.

The professionals' position is stronger than ever before, he says. That's because the natural process of selection has raised the standard of pro business operations and put good men in good jobs, this manufacturer opines. He adds, "What will develop will depend entirely upon the character of the men who constitute the professional ranks and how they conduct themselves and their businesses. They have an extraordinarily good opportunity and I am confident they will measure up to the requirements for further growth. The pros have had an important role in developing the game and business. They form the backbone of golf retailing. They have every reason to believe that conditions favor them to the extent that each pro whose business ability and energy measures up will enjoy retailing advantages seldom present in other fields of competitive merchandising to large markets."

"Bigger Field for Pros"

L. B. Icely, Wilson pres., believes that pros generally have qualified themselves to competently meet whatever conditions arise.

He says that pros have discovered that in business operations, just as in the golf swing, fundamentals govern. With the market development that in no small measure is due to smart pros' class instruction and promotion efforts, the pros have a bigger field than ever before and are better prepared to serve the market and maintain their merchandising domination.

Icely remarks: "From our own observations and the close-up views of pro business operations as the professionals report them in GOLFDOM, it is clear that the average of business management capacity and initiative among representative pros is exceptionally high among those who conduct small specialized retail and serv-

ice establishments. The progress has been astonishing and is a credit to the veterans who laid the foundation.

"Even during these few years since the war the pros have exhibited a go-getting live attitude which is rather rare in a period of sellers' markets. What the leading pros have learned about a merchant's own most serious competition being himself, is something many other retailers need to learn.

"Participation in golf will undoubtedly continue to make the same kind of strong gains in 1949 that we have experienced during the past year. As to what's ahead for the golf professional, I can see no economic factors on the horizon that will interfere with present upward trends.

"Increases in women's and junior play are adding greatly to the pro's opportunities. Developments in both of these fields are evident on every side. The new outlook in physical education, brought about by schools and colleges generally recognizing the need for teaching students skills in sports in which they can participate in post-school life, insures a healthy, steady growth for golf.

"Faced with statistics showing that more than 80% of the students taking physical education do not go out for athletic teams or big muscle building activities, thousands of schools have either added golf to their programs or are trying to find ways to include golf instruction. A great many have found that with the help of local golf professionals and the very valuable teaching and promotional aids made available to them by the National Golf Foundation, it is a simple matter to develop interest in golf classes and events.

"Some idea of the market potentials to result from the work of the Golf Foundation in the junior field may be gained from the fact that this year more than 900 schools and colleges participated in that organization's intramural program and conducted both girls' and boys' tournaments.

"From a merchandising viewpoint there will undoubtedly be a need during the coming year, due to manufacturers' increased production and competitive conditions, for more intensified selling effort in pro shops. This, of course, will mean greater attention to giving the kind of service to members

that will create stronger bonds of friendship—the keystone of all pro business. It will mean, also, a need for more featuring of strongly advertised, pre-sold merchandise.

"All in all, I believe that the alert pro has every prospect for an unusually fine year ahead."

"Manufacturing Status Good"—Cowen

Henry P. Cowen, MacGregor pres., believes that pro business in 1949 will favorably reflect satisfactory completion of leading manufacturers' postwar adjustment.

"In our own case," says the MacGregor head, "increased stability in the raw material markets and fulfillment of the long range program in our new plant, put us in position to supply a wider range of equipment to the professional trade.

"The Tommy Armour Tourney line, while retaining distinctive and characteristic features, has been restyled. The Byron Nelson Tourney line is completely new with an original, precision-ground head. Production is being increased on the Double Service niblic and No. 11 iron to care for the great demand that the clubs have received since their introduction this year.

"We are confident that our new Louise Suggs line, to be sold exclusively through pros, will enable professionals to make an unusually effective campaign for girls' and women's business. The line will be presented in three popular price ranges.

"During the past six months we have made rapid strides in our ball production and in addition to our new Tourney are supplementing our pro-only line with the Mac to retail for 65 cents and the MacGregor 259 to sell at 50 cents.

"The bag and accessories lines have been revised, not only in style but in broadening of price range. Emphasis again will be on the original and exclusive Pax bags with individual club compartments. The Craig Wood sportswear line which has become an important part of pro shop merchandising, has been enlarged with new, attractively styled items.

"MacGregor production in 1948 reached the peak of our company's history. This, of course, means that pro sales volume of MacGregor was at record height."

"Pros on Inside Track"—Kaiser

Bill Kaiser, Hillerich & Bradsby, says 1949 will be another fine year for pros who can outsmart and outwork the competition that will be present now that the wartime shortage of golf clubs has been supplied and business will be getting on a normal basis in a much larger market than in pre-war days.

Kaiser says the alert pro will be on the inside track, due to intimate contact with the market through clinics, classes and other promotion activities, as well as the pro's personal contact with players and convenient merchandising location at the courses.

"Professional businessmen no longer expect to have sales put in their hands. They have made themselves business-getters by their own brains, what they have learned from successful pro merchant articles in GOLFDOM and from their exchange of experiences at their PGA meetings. They are better qualified, in most cases, to meet inevitable competition in a growing market than they ever were before."

"1949 A Challenge"—McCarthy

George T. McCarthy, mgr., golf ball sales, United States Rubber Co., forecasts that 1949 may increase the pro percentage of the entire golf market for the reason that the competitive situation undoubtedly will bring forth the pros' ablest and broadest effort in attracting and serving golfers.

McCarthy further remarks:

"1949 looms up as a challenge to the golf professionals' sales ingenuity. Now that production of golf equipment has caught up with the demand, plus the fact that more rounds of golf are being played than ever before in the history of the game, the pro will find competition in 1949 keener than it has been the past several years.

"Such competition is an open challenge to the pro for greater ingenuity in displaying and selling merchandise so that he may get his full share of the potential business.

"The United States Rubber Co. plans for the 1949 golf season call for the continuation of selling through the pro shops only, the U. S. Royal "Special" ball—an extra high compression ball for the accurate, long hitter; the U. S. Royal (Blue) for the pro and the expert amateur who likes a distance ball in a slightly softer compression and the U. S. Royal (Red) ball specially built for the golfer who prefers extra durability—plus good distance. These balls are generally retailed for 95c each. The U. S. pro-only policy on the entire fast-selling U. S. Royal line of balls completely eliminates competition for the pro shops.

"To help stimulate sales of the popular U. S. Fairway balls we have lowered the price so they can now be retailed for 65c each. It is a certainty that the U. S. Nobby made to retail for 50c each, will be definitely established in the line for 1949.

"Research and development is continuing at the United States Rubber Company's plant in Providence, R. I., so that at all times we are in a position to offer advanced products in the respective price classes.

NEW!

True Temper Dynamic Golf Shafts for 1949

WILL enable the Pro to fit each player with clubs that have exactly the right shaft action for that player's power and speed of swing.

True Temper (A) Dynamic—For the Swinger who wants more shaft action.

True Temper (T) Dynamic—For the Top Notch Amateur.

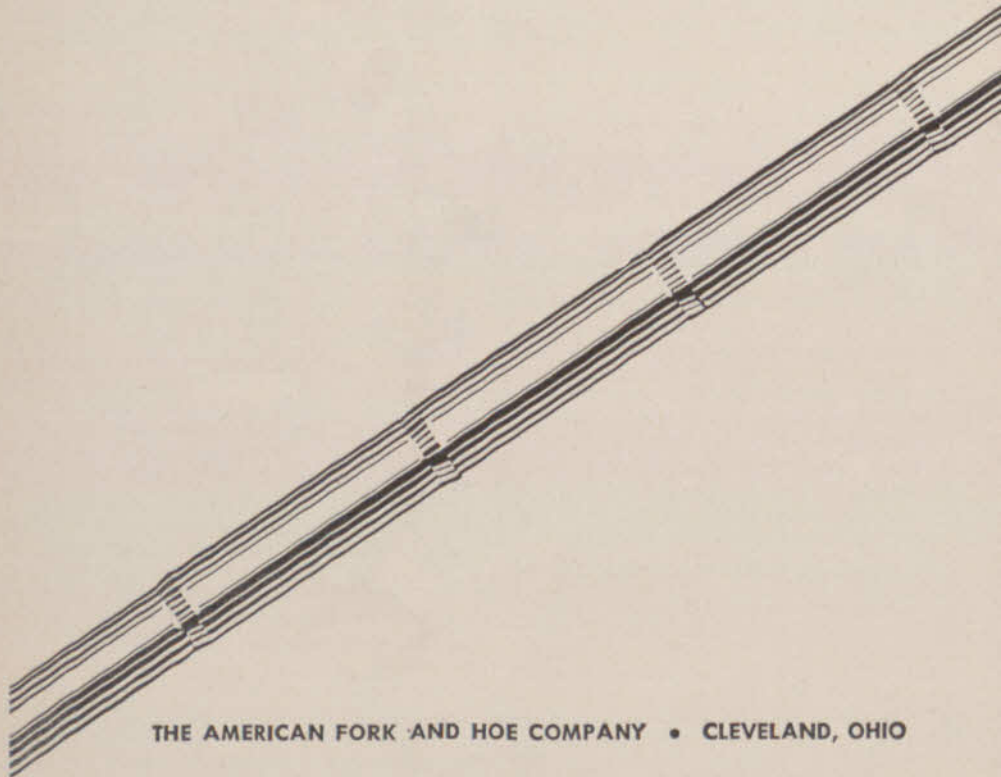
True Temper (S) Dynamic—For the

Powerful Swinging Professional.

These letters designating shaft action appear in the band with the trade mark on each genuine True Temper Dynamic Shaft.

Have your players hit balls with clubs fitted with an "A"—"T"—"S"—True Temper Dynamic Shaft, and thus select the shaft action that will improve their game by giving better control of both distance and direction.

Write for illustrated folder



THE AMERICAN FORK AND HOE COMPANY • CLEVELAND, OHIO



*Look for the brand
in the band*



"U. S. Royal golf gloves in improved construction and design will be offered to the pros in quantities to meet demands.

"Plans are being formulated for an elaborate advertising and sales promotion campaign — the greatest portion of which will be put behind the selling of U. S. Royal balls through pro shops.

"To aid the pro to close 1948 with 'plus' sales, the United States Rubber Co. is offering U. S. Royal and U. S. Fairway balls put up in handsome eye-catching six and 12-ball gift packages for the holiday season."

"Preview Is Bright"—Bommer

Fred W. Bommer, pres., Acushnet Process Sales Co., reports:

"Ample evidence that pro merchandising is fully capable of increasing pro volume and maintaining pro sales leadership in 1949, already is present in sales figures on Acushnet's Christmas package proposition. This deal involves putting the players' names on balls in dozen-ball Christmas boxes.

"The sales have been exceptionally large, indicating plainly that professionals' sales operations are taking advantage of the logical opportunities.

"It certainly is reasonable to assume that with pros pushing strong and selling a surprising volume in an off-season period they'll do very well for themselves in their sales efforts when and where weather permits play.

"We are continuing to make our pro-only plans for 1949 on the basis that the pros' foresighted and energetic promotion work has put them in position to command a major percentage of what should be a very satisfactory year in golf ball sales."

"Planning Is Required"—Smith

Kenneth Smith, maker of custom clubs, expects that next year will be another good one for pro merchants, notwithstanding the probability of keener competition. Smith says this competition situation will require careful advance planning by the pros. He believes that this advance work is being done extensively as in his own plant he has a large backlog of orders for woods and irons. He urges his pro customers to speak up at least 60 days in advance for their requirements.

Smith says the pro sales advantage in being able to fit clubs correctly to customers is being strengthened by Smith's new balance scale which makes possible a simplified matching system for woods, irons and even the putter, in a matched set, so all clubs have the same constant swinging balance. He says this banishes the mystery and confusion in swinging weight.

James C. Brydon, Worthington Ball Co. vp in charge of sales, says his own company's 1948 sales point to the pros having had their biggest year in shop volume and amount of golf played. "There's every reason to believe that 1949 with an increase in courses, more youngsters coming into the game and lengthened seasons at clubs, will mean a further increase in business to the hustling business men in pro golf," adds Brydon.

Of Worthington's sales operation Brydon says: "Sweet Shot Christmas package sales with the pro's customer's name imprinted in dozen lots, is remarkably good. There couldn't be any surer sign that pros are overlooking no chance, at any time of the year, to get close to their present and potential customers and make sales profits.

"We've been having highly gratifying reports on the new Wonderball we're bringing out to be a sales feature along with our high compression Sweet Shot. The Wonderball is moderate compression to respond better to the hits of the great multitude of golfers. The resilience of the Wonderball is due to a dynamic new liquid center which extensive tests by pros and their average-scoring members prove to give most effective results from the typical golfer's blow.

"This Wonderball is for pro-only sale. We are fully aware of the psychological factor that has many golfers playing a ball that's too high-compression for them but we are confident that this new development will produce a fine volume of business for pros in 1949 by fitting the ball to the player as the pro fits clubs to his customers."

True Temper Accents Pro-Fit

The fitting factor in the pros' merchandising always has been the foundation of the professional golf business. No other golf goods retailing outlet can come close to the pro in matching the clubs to the player's build, strength and type of swing.

This selling point will be emphasized at pro shops in 1949 by a new development in the True Temper shaft line. The American Fork and Hoe Co., True Temper shaft makers, are presenting three types of shafts. The shafts are True Temper (A) Dynamic for the golfer who wants more shaft action, the (T) for the low scoring amateur and the (S) for the powerful swinging professional. Each shaft will be marked with the identifying letter appearing on the Dynamic band around the shaft.

The wide variance in styles and power of golfers' swings makes this True Temper scope of shafts something that fits into the pro's basic plan of providing his customer with playing equipment designed and made for his style of a game.

Florida Course Building As "Show" Job of New Methods

By FERMAN WILSON

One of the most interesting jobs of golf course construction now in progress is that of the Plantation Homes course, 4 miles west of Ft. Lauderdale, Fla. There Robert F. (Red) Lawrence has begun to demonstrate that ingenious and effective use of latest earth-moving machinery and full employment of construction ideas for quick development and thrifty maintenance of finest turf will produce a great course in record time despite the labor situation, and at a cost that even at today's prices of materials will compare favorably with outstanding construction jobs of previous years.

The operation is being watched by golf architects, greenkeepers and club officials as an example of course construction in which every possible up-to-the-minute method and considerable modern machinery are being used by one of the masters of golf course building.

Lawrence, a member of the American Society of Golf Architects, recently resigned after 17 years as gen. supt. of Boca Raton (Fla.) club, to devote himself to golf architecture and building. His first job in course building was a remodeling job in 1927 on the now abandoned Albert D. Lasker course, north of Chicago, one of the finest golfing layouts in the coun-

try. He's been on about 50 course building jobs since then, among them the Country club of Cleveland and Pepper Pike CC (Cleveland dist.) and in Florida: Boca Raton, Indian Creek, Miami Shores and alteration of La Gorce.

Design Features of Job

Of the Plantation Homes course job Lawrence says:

"The site is in one of Florida's most fertile soil areas and because of a water control system the ground water table throughout can be kept at required elevation. Water can be pumped on or off, as desired.

"Golf holes on this course are so arranged that any part of a hole is within a few hundred feet of a canal or lake, but there are only three actual water hazards, each of a different variety.

"The ninth hole (392 yards) water hazard is on the second shot. The 14th hole (358 yards) is the diagonal carry type on tee shots. The long player can bite off all he wants across a lake. A canal crosses the fairway, but fairway areas are so designed that they take care of any length tee shots accurately placed.

"The 17th hole (170 yards) has water on a direct line and to the right thereof



Chauncey R. Clark (center) and Stewart E. Clark (R) who head up Plantation Homes, Inc., listen as Robt. F. "Red" Lawrence points to outline of fairway under construction on new golf course. Latest earth-moving machinery shown in the background will help make it possible to complete construction in record time.

from tee to green. This is plenty of fairway area to the left of the lake for short players.

"There are four starting tees at the clubhouse, 1, 6, 10 and 15. Players can start at either tee and during rush periods the course could be filled with players in very short time. This feature alone is such that many more golfers can play the course during a rush time than on any other golf course.



A pleasant interlude takes Robert F. "Red" Lawrence, architect of the new Plantation Homes 18-hole golf course five miles west of Ft. Lauderdale, Fla., away from his supervisory job for a moment as he helps Miss Eula Packer aboard for better view of preliminary clearing and earth moving work.

"There is an Indian mound of tropical trees located on the course. It is used as a background for 7 and 11 greens. Tees 8 and 2 are at this natural beauty spot.

"There are not any two holes the same. The holes are so designed that each are different, even though the distances on some vary only slightly.

"The land of this course is considered flat. However, it will be made slightly undulating. All trees, greens and bunkers will be built up to various heights from materials excavated from lakes and waterways.

"The winding fairways will be an added attraction calling for the placement of shots, regardless of the length of shots.

"The practice field is more than 300 yards long. This field has a very wide tee. There are two other fields for practice, each containing a green for iron shots practice. The length varies from pitch shots to full iron shots.

"The tees on the course will be large, creating considerable variation in length. From the front of the tees the course will be about 6,000 yards, and from the back of the tees it will be about 6,900 yards.

"Another added feature is that the holes are widely separated."

Willie Macfarlane is to be pro at the new club which will be opened early in 1949.

The clubhouse, a rambling structure of unique design, is at one end of the village's landscaped business street with the village hall at the opposite end. Adjoining the clubhouse there is a swimming pool in a tropical setting. There are tennis courts east of the clubhouse. Along the northern boundary of the course has been reserved for homes.

There are practice areas near the clubhouse on both sides of the entrance drive, and a large practice field between the fifth and sixth holes and nearby is the superintendent's house, service building and pro shop and caddy house, and practice green.

Pals Give a Hand to Scotty Chisholm

D. Scott (Scotty) Chisholm, veteran golf writer, photographer and tournament announcer, who's been making his headquarters at Ojai, Calif., for the past several years, is to have an operation for cataracts on both eyes. As Scotty's devoted his 71 years to making friends instead of money, the friends are seeing to it that the colorful and kindly gentleman doesn't learn this late that his accent on helpfulness and kindness has been a hell of a mistake.

Amateur and pro golfers, golf writers and broadcasters are joining together in establishing a fund that will bring Scotty successfully through his operation with the best of cares and no worries about the tab. Maurie Luxford started the fund and the California golfers and publicists gave Maurie the job of being treasurer. Make your check out to "The Scotty Chisholm fund," and mail it right away to Maurie Luxford, 10136 Riverside drive, North Hollywood, Calif. All contributions will be acknowledged and there'll be no deductions for any expenses involved in raising or acknowledging the fund.

The many, many thousands in golf who know Scotty send him their cheers, happy recollections and good wishes along with cash to see that the merry Scot gets the best breaks in his tough spot.

NEED SUPPLIES?
Use **GOLFDOM'S**
BUYERS' SERVICE

See page 105



New Power for Holiday Sales

HERE'S our new Sales Maker for the Holiday Season. A beautifully designed gift box packed with one dozen *Sweet Shot Golf Balls*—plus

Powerful Sales and Profit Building Offer: Individual names will be stamped on these balls at your request. This offer applies only to full dozens of the Sweet Shot,

packed in Holiday gift box shown above. Make this the biggest golf ball season yet—we suggest you circularize all your golf ball customers now to get the profit-making benefit of this special offer.

THE WORTHINGTON BALL COMPANY, Elyria, Ohio., U. S. A.
44th Year, Specializing in Golf Ball Manufacture.

WORTHINGTON

WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

Pros Tell How Jobs Are Ably Handled

By: WARREN ORLICK • W. C. "BILL" GORDON • CHARLES HARMON
and HERB GRAFFIS

Editor's Note: Club officials and members don't realize the many problems, the amount of work and the wide range of detail necessary for the efficient handling of the professional's job. These three top professionals give an insight into the job that is **MUST** reading for all; Orlick for his presentation of the multitudinous details involved in pro shop operation; Gordon for his outline of the financial problems and Harmon for his review of the training an alert young pro can pick up.

Warren Orlick, pro at Monroe (Mich.) G&CC, presents an operating schedule of pro duties that will amaze many club officials and members. Warren is typical of the first class pro businessman. He was badly battered as a combat soldier in World War II, but you'd not know it seeing how briskly and ably he handles his pro job.

"To begin," he says, "let me describe our club. We have an 18-hole course, a fairly large clubhouse, tool barns, a greenkeeper's house, and extra property for future course improvement. The club property is entirely paid for, as is the course equipment. We have no debts.

"My golf shop is located in the clubhouse and every member and guest must pass through it to reach the first tee.

"We have 300 members and a waiting list. The dues are \$90.00 per year, taxes included. Dues are payable in two installments of \$45.00 on March 1st and July 1st. The delinquent list is posted on March 16th and July 16th. No member may play while his dues are delinquent.

"The club employs me as their professional and also to supervise the men's locker room attendant's duties.

"Locker rentals are \$5.00 for the large and \$4.00 for the small. The ladies' locker room is entirely too small and is on the second floor. It presented quite a problem until I built a shoe rack for all our ladies, plus a 3-drawer file case for their purses, etc. This brings the girls to the golf shop before each round. In fact they come in after their game — and it has paid off.

"My duties are as follows:

"1. Promote golf.

"2. Arrange and run all golf activities.

"3. Play in all district and state events.

"4. Train and supervise caddy training.

"5. Inform members and guests of club rules, register all players, collect dues, green fees, and locker rentals.

"6. Supervise locker-man's duties, plus locker inspection.

"7. Serve in advisory capacity to Green chairman and Committee.

"8. Give golf instruction by appointment, so I may carry on with my other duties.

"9. Carry merchandise to suit all budgets.

"10. Keep Tournament and Green chairman posted on all tournament and course activities.

"11. Season Club Cleaning — \$7.00; Junior Rate—\$5.00; monthly—\$2.00; Lesson— $\frac{1}{2}$ hr., \$2.00; Course of 6 lessons, \$10; Junior lessons in groups of five, 10 half hour lessons \$5.00 or 50c each lesson. This keeps the junior's attention and brings the students on time.

"The upstairs of the club including the dining room, kitchen, bar and ladies' locker room, is supervised by Mose L. Cooley. He has the food concession, plus salary for supervising the bar.

"Clyde Brow is the Greenkeeper.

"Tournaments I hold:

"LEAGUE PLAY—We match up all playing members of the club each Thursday night. RED and BLUE teams. One point per match. I try to keep the team standings even by individual pairing and handicapping. Dinner follows golf game.

"Quite a few request matches from members wishing to play with another whom he wouldn't play otherwise.

"FATHER & SON event with handicap.

"MIXED 2 & 4 BALL FOURSOMES—HUSBAND AND WIFE event.