

AUTOETTE

Golfmobiles



are CHANGING the GOLFING HABITS of a NATION!

From coast to coast, you see them whizzing up the steepest hills... AUTOETTE Golfmobiles... carrying their loads of happy players who have discovered a *new freedom* from golf fatigue!

Truly, AUTOETTE Golfmobiles are changing the golfing habits of a Nation. For golfers everywhere are finding that they can play *more* golf... *better* golf... in *less* time... in a Golfmobile.

And it all started less than a year ago... when the AUTOETTE Golfmobile made its first appearance on the golf course. Now, thousands of

golfers are riding from tee to tee... enjoying themselves as never before... in the popular little electric cars that really put the "GO" in GOLF!

You, too, can get all the fun of *golfing at its very best* in an AUTOETTE Golfmobile. For complete information and colorful Golfmobile brochure, sign and return the coupon—today.

Attention Golf Pros and Club Managers: You can earn BIG INCOME by renting AUTOETTE Golfmobiles to members of your club. If interested, sign and return coupon for complete information—NOW!



AUTOETTE, INC. (Dept. 910)
730 West Esther, Long Beach, Calif.
Send information about Golfmobiles.

Name _____
Club _____
Title _____
Address _____
City _____ State _____

AUTOETTE Golfmobiles sold by:

Autoette Sales & Service, Los Angeles, Calif.
Blood Enterprises, Inc., Long Beach, Calif.
Brayley & Graham, Portland, Oregon
Gill Ride Company, Spokane, Wash.
Guelich & Boebel, Inc., Buffalo, N.Y.
Rapid Sales Corporation, Maywood, Ill.
B. F. Shearer Company, Seattle, Wash.
Wm. J. Trombley, Dallas, Texas
Van Arsdale-Harris Lumber Co., San Francisco, Calif.
Western Autoette Sales, Salt Lake City, Utah

AUTOETTE, INC. • Dept. 910 • 730 W. Esther
Long Beach, Calif.

AUTOETTE
WORLD'S LOWEST COST
TRANSPORTATION

The
"ONLY
PRO ONLY"
GOLF BAG!



Double Eagle
GOLF PRODUCTS COMPANY
WEST TRENTON, NEW JERSEY

Purdue, joined Watson in conduct of clinic . . . GOLFDOM's editor, Herb Graffis and wife Dorothy, and Golf World's editor, Bob Harlow and wife Lillian, sailed Sept. 17 for England and a tour of European countries. Having read how their liner United States was clobbered by mountainous seas and knowing how these two editors love to eat (and do, during the heavy golf advertising months), all we can report on their trip at this early time is, quote—the fish never had it so good.

Tom Kelly, caddiemaster, Brae Burn CC (Boston dist.), has served his 8th year conducting 5-week caddie training course in Boston for youngsters who want to go to Bald Peak Colony Club Caddie Camp, Melvin Village, N. H., or Eastward Ho Chatham, Mass. . . . At the caddie camps Joe Chiapetta, pro at Bald Peak, and Jack Summers, pro at Eastward Ho, give the boys further instruction.

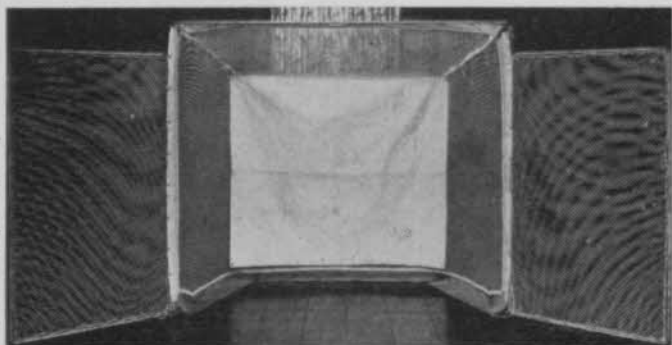
Construction started on \$400,000 clubhouse of Manor CC, Norbeck, Md. . . . Walsh brothers adding two 9-hole courses adjoining their Hickory Hills GC, Chicago dist. semi-public layout . . . Bob Cropper opens 9-hole Water Wood GC at Isle of Wight near Berlin, Md. . . . Glenwood

SHAG BOY



**PORTABLE
PRACTICE NET**
THE IDEAL NET
FOR INSTRUCTION
AND PRACTICE

INDOOR or OUTDOOR
•
AT THE GOLF CLUB
for
LESSONS and PRACTICE
•
For HOME PRACTICE
•
SCHOOLS, COLLEGES
•
INDOOR
GOLF SCHOOLS
•
RECREATION CENTERS
•
INDUSTRIAL PLANTS



SAFE • DURABLE • COMPACT • EASILY SET UP

Shag Boy Portable Golf Net, designed and made by a PGA pro, is always ready to set up in any space 16' wide, 9' high and 20' deep. Made of steel tubing, high grade netting and canvas it is easily postable and quickly set up. All exposed frame padded for safety. Both the back, and the target drop are made of extra heavy, durable canvas. Mildew proof canvas at bottom stops ball escape. Stakes furnished for outdoor installation. Front frame—8' wide x 7' high x 5' deep. Back frame—6' x 6'; wings 4' x 6' high. Frame and net shipped as one unit—weight approx. 77 lbs.

Write for detailed description and pro price.

SHAG BOY CO.

(formerly CENTRAL STATES TEESIT CO.)

612 Chaffee Rd.

Fort Des Moines, Iowa

New Sales Sensation!

Introducing the Amazing

"BREAK 90" Glove

CUTS UP TO 10 STROKES OFF GAME

Here's the glove every golfer has been waiting for . . . the sensational new "BREAK 90". Controls wrist, grooves swing to slash up to 10 strokes off every score. Dubs, duffers . . . everyone who plays will want one of these new great gloves, no matter how many gloves they already have.

HELPS LOWER THE SCORE BECAUSE:

- 1** The "BREAK 90" keeps left hand and wrist firm and straight in the all important follow through . . . straightens shots . . . adds distance.
- 2** Helps putting. The amazing "BREAK 90" glove keeps left hand in correct position for straight, true putts.
- 3** Scientifically designed to allow hands and wrists to swing into proper position at top of backswing.



The "BREAK 90" golf glove has been tested and proven by all types of golfers. It was developed by professionals at the largest and most outstanding golf school in New York City . . . TOWN HOUSE GOLF CENTRE INC. Your profits will zoom when you sell the great new "BREAK 90" golf glove. Your stock will be cleaned out quickly once you display this glove. Perfect for Christmas! The "BREAK 90" will soon become a necessity for every golfer. Available in both Men's and Women's sizes.

GET IN ON THE PROFITS EARLY . . . ORDER NOW FOR THE BIG SPRING DEMAND OR WRITE FOR MORE INFORMATION.

CHAMPION GLOVE MANUFACTURING COMPANY

"Manufacturers of CHAMPION Athletic Hand Wear"

309-11 COURT AVENUE

DES MOINES, IOWA

WATCH FOR



the new 1954

Tufhorse GOLF BAGS

Here is the line that is always out ahead with the features that sell . . . new, longer lasting, weight saving materials . . . eye catching color combinations . . . streamlined styling . . . more playing and traveling conveniences. Depend on TUFHORSE to keep bag sales in your shop . . . to build sales, profits and satisfaction.

CHRISTMAS BAG SALES

Don't pass up those money-making bag sales for Christmas. A TUFHORSE bag makes an ideal present. Line up your members. There is a TUFHORSE price tag for every pocket book . . . a model to please every golfer.

Distributed exclusively by

MacGregor
THE GREATEST NAME IN GOLF

4861 Spring Grove Ave., Cincinnati, Ohio

Made
By

**DES MOINES
GLOVE & MFG. CO.**

Des Moines
Iowa

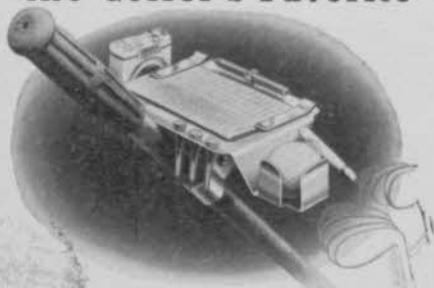
Springs (Colo.) CC 9-hole new all-grass course opened . . . It's operated by Hotel Colorado . . . Ted Hart is pro.

Chandler Harper to build 18-hole semi-public course at Portsmouth, Va. . . . When Glensheallah recently closed, Portsmouth was left with only 9-hole City Park muni course, and Elizabeth Manor private 18 . . . Ellis T. LaBorde, New Orleans (La.) Park supt., says construction of third course to relieve heavy overcrowding of present City Park courses may be started so new course will be in play next spring . . . New Orleans public golf 20 per cent ahead of 1952.

George Pasero in two-page article in Portland (Ore.) Sunday Journal Magazine asks "What's Our Golf Future?" in reviewing the Rose City's changing golf situation . . . Portland once had 21 courses, 17 of which were within 9 miles from heart of business district . . . When highway and real estate development close Lloyd's 9-hole course in 1954 Portland will have 16 courses . . . Walter Nagel, Portland muni golf director, looking for location for a new course . . . Portland muni golf operates in the black.

(Continued on page 132)

KADDY RAK the Golfer's Favorite



Attaches easily to your golf cart. Holds score card, pencil, package of cigarettes, extra golf ball, six tees . . . and there's a holder for your lighted cigarette, too!

Get yours now. Choose a KADDY RAK as an ideal gift for a golfer friend.

ONLY
\$2.95
RETAIL

JOBBER and DEALER INQUIRIES INVITED

At your nearest sporting store or send for Kaddy Rak directly to:

THE KADDY RAK COMPANY

2118 S. E. Tenth, Portland, Oregon

Rutledge CARTS and CLUBS

● FEATURE THEM AS GIFTS!

● BECKLEY RALSTON

STROKE SAVERS



"Easiest of all Clubs to Play". More than a million have been sold and there is a large and growing replacement market.

Famous for their square grips and short shafts, which give golfers the greatest possible directional accuracy for shots within 50 yards of the green where 2/3 of the game is played. Heads are triple plated chrome, grips perforated brown leather. Putter 31", Approach Cleek 32", Chipper 33". Right or

left hand **\$995**
each

● WALLOPER

The fastest selling special club ever developed. Takes the place of woods for players who have difficulty with woods. Has the lie of an iron with the bulk and power of a wood. Comes with standard round grip. 39" long. Right hand only **\$1250**

● TRAPSHOOTER - NIBLICK

A two-purpose club, scientifically designed to play difficult lies out of sand traps, heavy rough and long grass. Has deep head and practically no sole. Standard round grip. 35" long. Right hand only

● RUTLEDGE PUTTER

When a golfer sees it, he wants to try it — then you can't take it away from him. It gets the putts down and brings confidence to golfers who constantly change putters and putting styles. The Rutledge gives un-failing directional accuracy. Square grip. Right or left hand. **\$995**
34" long

Send for Literature and Discounts
on the entire Rutledge Line

THE RUTLEDGE COMPANY

3337 Belmont Ave., Chicago 18, Ill.

● RUTLEDGE "LITE-WEIGHT"

At last — here's a cart that floats like a feather, because the bag load is centrally balanced. Handle adjustable to owner's height. For regular or compartment bag. Baked enameled metal body. 10" ball bearing wheels, rubber tires. Occupies small space — comes knocked down in compact box, suitable to parcel post.

Only 3 parts —
Easy to
Assemble

\$1995



● RUTLEDGE CADDY SAVER

With 10"
wheels
\$2895
With 12"
wheels
\$3295



The best cart value today. Has a special new ratchet control that holds handle firmly in any position — it cannot slip. Accommodates any style bag. Lightweight but strong. Open or closed, it's easy to push or pull anywhere. Fits club locker, car trunk, rear seat space. Made of high strength tubing and aluminum bar stock. Ball bearing wheels with semi-pneumatic tires.

Developed by TRUE TEMPER
**A BASIC IMPROVEMENT
 IN GOLF SHAFTS**

AS ADVERTISED IN
HOLIDAY

The **NEW ROCKET** golf shaft
 enthusiastically adopted by club
 makers throughout the world



HERE'S a completely new golf shaft that promises faster action, longer distance on every shot—it's the True Temper Rocket, the greatest improvement since the introduction of the steel shaft.

A few practice shots and you'll feel the difference. You'll feel the new speed, extra "kick" and powerful club head action. A new tip construction adds the extra "kick" that snaps the ball off to a faster start, yet gives better control of direction than ever possible before. What's more, the use of a new steel alloy makes the Rocket a stronger, tougher shaft able to transmit tremendous power.

With all these features, it's no wonder golf club makers have adopted the True Temper Rocket Shaft for their finest 1954 clubs. To get all these advantages, make sure you see the True Temper Rocket brand in the band—it's your assurance of quality. True Temper Corporation, Cleveland 15, Ohio.

LOOK FOR THE BRAND
 IN THE BAND →

TRUE TEMPER ROCKET

BY MAKERS OF AMERICA'S FINEST GOLFING GOODS

TRY THE NEW ROCKET SHAFT at your Pro Shop or sporting goods store. Feel the Rocket's snap, firm action, the extra "kick" that gives you longer shots, better control of direction.

TRUE TEMPER USES **NATIONAL ADVERTISING**
 TO ANNOUNCE THE NEW **ROCKET GOLF SHAFT**
 FIRST ADVERTISEMENT APPEARS IN
OCTOBER ISSUE OF HOLIDAY

TRUE TEMPER GOLF SHAFTS OF CHAMPIONS

Best Pro Shop Selling Ideas of '53 Told by Salesmen

SALESMEN who work with pro golfers say that 1953 has seen more progress than any other year in pro merchandising methods. They comment that this advance in advertising, display and selling operations accounted for a general increase in sales volume although pros expected that the price increase of clubs and balls forced by higher manufacturing costs would reduce business.

The salesmen also have observed that club members and fee course players now are inclined to demand that the pro shop be conducted as the most complete, up-to-the-minute and attractive retailing establishment for expertly selected golf goods.

In particular the salesmen have noted a decided development in pro study of their customers' requirements and ordering according to what the customer needs and might buy rather than according to the pro's own preferences for his own game or own wear. Salesmen also have remarked about the improvement in shop assistants' education and performance and about more women's business in pro shops accounting for neater shops.

The best pro shop selling ideas of the year as observed by well known practical authorities on pro selling follow.

Display Improved — Vail

F. E. (Cy) Vail, MacGregor Golf, says:

"The best idea I have run across for pro shops is the installation of the new peg board which allows the wide awake pro to display his wares and change the display in short notice, such as the display windows in stores. Meridian Hills, Indianapolis; Orchard Ridge; Ft. Wayne, and country club at Ft. Wayne have made the in-

stallations which have worked to very great advantage."

More Mail Ads — Holland

Jim Holland, Dallas, Tex., who is pro sales representative in the southwest for several leading lines, notes:

"Merchandising by mail is one of the best ideas that I have seen used this year. I know of one pro in my territory who has letters printed to go along with advertising material that he obtains from the manufacturers, in which he points out the outstanding features of the product to his customers and invites them to the shop to look at the article.

"A lot of the pros are doing this at Christmas but few that I know of take the time during the rest of the year.

"Hillerich & Bradsby Co. has a beautiful full color catalog insert showing their Power-Bilt line of clubs, that is available to the pros, for mailing to their customers, free for the asking. I think many of the other companies have similar material that can be used by the pro, to his own advantage, and at little or no cost to him."

Tie Display to Ads — Gillette

Horace E. Gillette, manager of Wilson Sporting Goods Co. Los Angeles branch, remarks:

"One of the most important advances in pro shop merchandising I have seen in this area occurred recently when our company inserted some strong newspaper advertising. Our salesmen and the pros planned profitable point-of-purchase tie-ups with this advertising by cutting the ads out of the papers and posting them on bulletin boards in the pro shops and clubs and spot-



PARADE FLOAT PROMOTES JUNIOR GOLF

A float carrying junior golf stars who hit soft practice balls into the crowds was a big feature of the Fourth of July parade at Watsonville, Calif., where Pat Markovich and Joey Rey own and operate the local golf course. On the front of the float was a sign reading "California Leads the World in Junior Golf—Five National Champions—in 1952 and 1953." Another sign read "Your Watsonville Golf Course Kids—Kids Taught Free: Tues. and Sat." Also in the parade was a Santa Cruz Recreation Dept. float of little boxers. On the float was a sign: "Our Answer to Juvenile Delinquency—Keep 'Em Active in American Sports."

lighting the ads by painting or drawing heavy borders around the ads.

"In addition to this, they rearranged the merchandise in their shops. While the ad was alive they put into prominent display Wilson merchandise that was featured. Then, a week or so later, they changed displays again and continued this frequent change. The changing displays produced a cleaner, brighter, newly interesting shop.

"During this process the pros also found that they needed better lighting and more modern and useful selling fixtures.

"The campaign of good timing and concentrating all possible sales and display effort on merchandise that should be big sellers worked out exceptionally well."

Two Ideas from Novotny

Gus Novotny, MacGregor Golf, advises: "Two pro selling ideas that I have seen work out very well in the southeast are:

"First, prominent pricing of all merchandise, especially clubs and bags. At public or fee courses this is highly important because a customer will only look at what his pocketbook will stand. He shies away from even looking if he fears the price might be too much for him. Often pro shop prices are surprisingly low and make sales but not unless the goods are plainly priced.

"At one club the pro had price tags 2 in. high on his bags and he told me that this had doubled his bag business this season.

"Perhaps the pricing idea isn't as important at the wealthier clubs but I suspect that most of the members at these clubs are rich because they, or some of their ancestors, paid a lot of attention to the prices of what they bought.

"The other idea that has paid off this season in pro shops is that of a separate department for women's merchandise so the women can see immediately what the pro has for them to buy. This arouses the women's shopping instinct.

"Women's and girls' apparel has been big selling in a number of pro shops this season. Many pros have been neglecting making a special play for women's business and they wonder why sales to women haven't increased in proportion to the increase in women's golf play.

"A most significant sign of improvement in pro merchandising is the fact that fewer shops are the same year after year. The most successful pro businessmen in my territory keep their shops immaculately clean, rearrange their stock every few weeks to give their shops a new look, and between seasons make major changes in location and type of display facilities, painting, lighting, flooring and other essentials to profitable selling."

Extend Golf Bag Stock—Deal

Ted Deal of the Wilson Sporting Goods Co. Cleveland division, tells of one idea that has been profitable to pros in his territory.

Deal says:

"We have been successful in getting pros to buy a line of golf bags from a retail price of \$10 all the way up to a \$60 retail bag. The quantity of bags will run approximately 15 and they have a bag at each price range. By having those displayed in their shops, they never miss a sale on a golf bag regardless of what their customer wants to pay.

"Just as soon as they sell one of those bags out of the group they immediately re-order it — so that they keep this particular line complete in their shops at all times. We know for a fact that this has increased bag sales in the Cleveland area tremendously.

"In the past, pros were very apt to buy about three numbers of golf bags which perhaps they liked best and as a result lost many sales for they did not have a large enough variety. We have found this extended bag stock to be very successful and I am sure that it would be a help to a lot of pros in other areas."

Rack for Ball Sales — O'Brien

Tim O'Brien of the Walter Hagen div., Wilson Sporting Goods Co., tells that among the top ideas he's seen in pro shops this year is the ball dispensing rack designed and constructed by Joseph Lodermeier, asst. of Gig Bramstedt, pro at Glenview (Ill.) Naval Base course.

The construction details of the rack are shown in the accompanying diagram drawn by Lodermeier.

O'Brien says:

"Joe got this idea while he was assistant

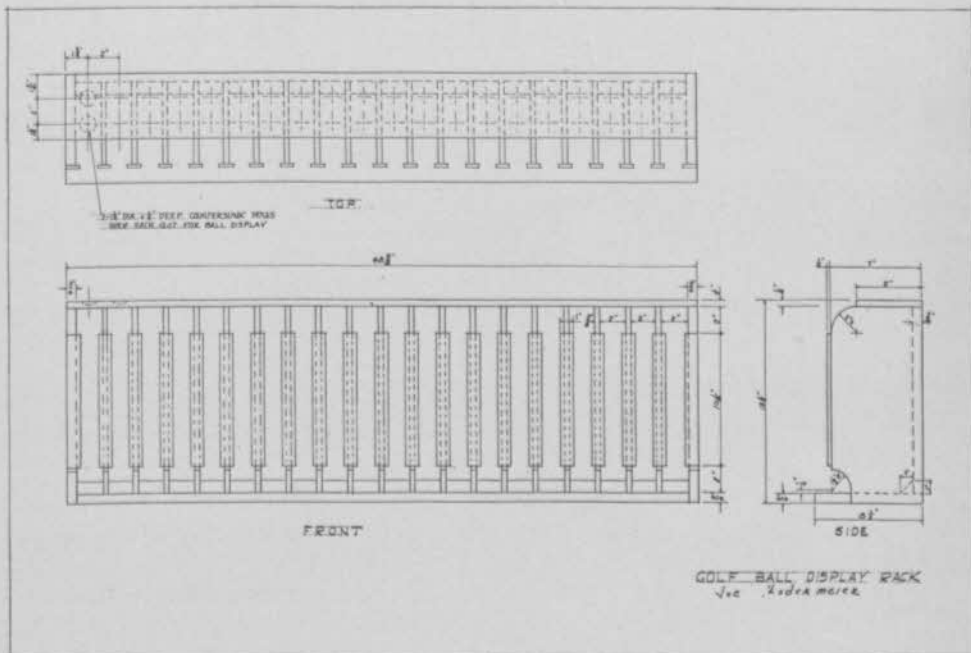


Lodermeier and his ball dispensing rack.

to Art DeMane at Barrington (Ill.) CC in 1948. He constructed a rack for Art which is still in use. When Joe became assistant to Gib Bramstedt in 1951 he made a rack for him.

"This rack is not only a great time saver in selling balls, but is a great help at the end of the day in checking daily sales at a glance, as the markers at end of the rack indicate one dozen, one dozen and a half level as well as two dozen level at top.

"Joe made a change in the name plate



Working drawing of ball dispensing rack designed for efficient handling and inventory control.



MAKE THIS A WHITE CHRISTMAS WITH

SPALDING LIFE-TIME WHITE GOLF BALLS

TRIPLE SALES APPEAL!

- 1. A dozen Dots or Top-Flites**
- 2. Imprint of player's name**
- 3. Beautiful Gift box**

Available in dozen or half dozen size boxes. Individually personalized balls in dozen boxes only—each imprint limited to 18 letters, including spaces.

