

MEMO

FROM: GREENS COMMITTEE
TO: GREENS KEEPER

"WE AGREE—THE CUSHMAN 780 TRUCKSTER IS A WONDERFUL INVESTMENT"



The 780 Truckster (with famous Cushman Husky 4-cycle engine and automotive type transmission) saves time, work, money.

Does jobs ordinarily done with pick-up truck at much less cost. Also saves steps on jobs ordinarily done on foot.

Payload capacity 500 pounds. Total operating cost only $\frac{3}{4}$ cents per mile. Cushman construction insures years of service.

NOTE TO THE PRO:

"CUSHMAN ELECTRIC GOLFER IS YOUR BEST BUY"



Top performance at an economy price. All steel construction; fully differential drive; carries two and equipment; travels 36 holes and more without recharging.

Ask your nearest dealer
for **FREE** demonstration

CUSHMAN MOTOR WORKS, INC.
979 No. 21st, Lincoln, Nebraska

sore hands

never help anyone's golf nor a pro's shop business.

Keep your players hand-happy by selling clubs with **LEATHER** Grips.

LEATHER by far excels as a golf grip. It has a friendly feel. Men and women are accustomed to leather on and in their hands.

Golfers get more comfortable, easier swings and hits with leather-gripped clubs. **LEATHER** does not irritate the skin. Nothing else is so "right" in texture, so natural in the hand.

Handsome, permanently-tacky leather grips, sold to manufacturers, come from the famous tannery of

R. NEUMANN & CO.

Makers of Fine Leathers
since 1863

HOBOKEN, NEW JERSEY

Ray Lamert says par-3 course developed enough golfers to warrant building Mt. Manor GC, Marshall's Creek, Pa. . . . Short course supplied players with two irons and a putter . . . Now the graduates are buying their own equipment and a lot of it . . . Lambert started at the Shawnee CC, Shawnee-on-Delaware 35 years ago.

George S. May says he signed \$550,000 in checks covering expenses of the Tam tournaments . . . George tells that Ben Toski drew \$107,000 in 12 months following his 1954 World Championship victory and still has 30 requests for exhibitions . . . Golf's Gorgeous George also is giving his checkbook another workout in enlarging employees' dining room and dressing quarters and office space additions . . . May particularly proud of food storage facilities in Tam O' Shanter clubhouse . . . Has \$25,000 inventory of food normally stored, including \$10,000 in meat.

Rockwood CC, Independence, Mo., will have new 9 designed by Chuck Dupree in play next spring . . . Bill Wotherspoon, pro at Southern Hills CC, Tulsa, Okla., says great promotion job is that done by

New NATIONAL GOLF BAG!

MODEL NO. 1340

Expertly made of a new exclusive DOUBLE LIFE fabric. Rubber backed. Water - repellent. Non-fading. Available in Moss Green, Saddle Tan, Geranium, Rust, Brass or Plaid.

6" x 9" leather top. Luggage tan trim. 14 club size. Ball pocket. Ball and card holder. Tee holder. Shoe and jacket pocket. Detachable sling. Cart wear protection.

For men or ladies.

Only \$22⁵⁰
RETAIL

(Formerly Can-Pro. Same business—same people—just new name.)

NATIONAL
SPORTS COMPANY
FOND DU LAC
WISCONSIN



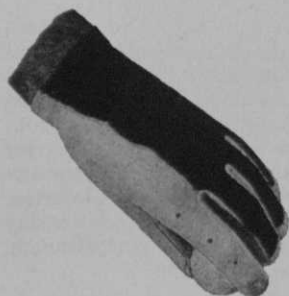
There's a
Big Demand!

for GOLF GLOVES

by

Champion

Golf gloves by CHAMPION have the qualities that golfers want . . . smooth, skin-tight feel . . . rugged, durable construction . . . and snappy, classy appearance. When you display golf gloves by CHAMPION . . . be prepared for plenty of "sales action".



MODEL 94

Cool nylon mesh back. Thin leather. Smooth fitting. Colors include red, yellow, beige and green.



MODEL 91

The STA-TITE. Wonderful new patented lastik back keeps palm tight without binding. Colors include: Golden Tan, Tropic Blue, Chartreuse Green, and Buttercup yellow.



MODEL 96

Full finger, all leather. Available in popular pastel shades of chartreuse, pink, tropic sky, buttercup and natural.



MODEL 50

The "SURE-GRIP". Patented elastic finger inserts, genuine snugtex palm, patented elastic wrist strap.



MODEL 52

Imported capeskin . . . patented elastic wrist strap with adjustable slide buckle . . . vacuum grip palm and finger.

ALL CHAMPION GLOVES ARE NYLON STITCHED!

ORDER NOW for spring delivery. Write for new illustrated catalogue and price list today.

CHAMPION GLOVE MFG. CO.

309-11 Court Avenue

Des Moines 9, Iowa

Golf Pride

TRACTION ACTION GOLF CLUB GRIPS

Do a favor for your customers and make money for yourself.

Sell clubs of leading makers, featuring grips the champions prefer.

CHICK HARBERT

1954 P. G. A. Champion



"Golf Prides preserve the elasticity of my hands, important for distance, as well as for short game finesse."

TOMMY BOLT

One of golf's "Big Ten"

"Golf Pride grips put extra power in my drives and give me keener control."



Molded to shaft
Easy on hands
Reduced Tension
Light weight grips
Uniform size
Increase the swing weight
Won't slip or turn
RIB-LOCK control
Cap and grip one piece, can't come apart.

DRIVE FARTHER
HIT STRAIGHTER

Not genuine unless "Golf Pride" is on the cap end.



PATENTED

FAWICK FLEXI GRIP CO.
BOX 8072
AKRON 20, OHIO

Oklahoma women in building girls' golf in the state, starting with the sub-teen cuties . . . It was slow getting started but the resolute drive of one woman got the other grown-up girls enthusiastically working . . . Oklahoma's pee-wee girls' championship this year had 16 entries and several of the kids played amazingly well for their ages, Wotherspoon declares.

Somehow it seems to us that a better short name than pee-wee could be applied to the tiny golfers.

If you're planning on flying to Palm Springs for the Ryder Cup matches Nov. 5-6, better get in touch with Jimmy Hines, pro at Thunderbird Ranch & CC, Palm Springs . . . Jimmy is working on special plane schedules from Los Angeles and Phoenix.

Managers, pros and supts. of Western N. Y. held their annual golf party at Brookfield CC, Clarence, N. Y., Aug. 8 . . . South Shore CC team of dept. heads won the beautiful trophy donated by Brookfield's pro, Alex Greer . . . Charley Ludecker, speaking for the 75 participants, praises his pal Dick O'Brien, Brookfield mgr., for working on his day off and putting on a great party—lunch,

(Cont. on page 90)



NEW!

for fall
selling . .

WINTER GOLF GLOVE

Ideal for fall and winter, cold weather play. Finest quality South African Capeskin with 100% wool back in attractive pattern. Snug fit and full leather forefinger assures firm grip on club. Immediate delivery in a full range of men's and women's sizes. For Extra sales . . . suggest these gloves for automobile driving.

Retail—\$5 per pair

PAR-MATE®
10 WEST 33rd ST.
NEW YORK 1

BUYING OR SELLING ?



YOU'RE AMONG THE FORTUNATE if you are buying the all-new '55 Westcoaster. And if profit is your motive, select dealer franchises are still available.

Remember---this is America's finest Golf Car. Incomparably more rugged for tough rental duty. Vastly more powerful for longer operation on the hilly courses. Smoother 'glide-quiet' operation that costs but pennies a day.

So whether you're buying or selling your best interests will tell you to check the 1955 Westcoaster . . . first! Write or wire for complete details.

Westcoaster
ELECTRIC GOLF CAR

the '55

WESTCOAST MACHINERY, INC.,
1808 E. Charter Way, Stockton, Calif

DEALERS

These features protect your investment.

All-point coil spring suspension. Goodyear "Airfoam" seats. Built-in chargers. Safety gear shift. Safety-lock brakes. Non-tip torsion bar framing. Insulated stainless steel beverage box. Optional equipment: Radio, lighter, extra chrome.



How Benny Muldoon sells more golf clubs



As you probably know by now, Benny Muldoon is the golf professional at Happy Knoll, the fictional country club made famous by J. P. Marquand's stories in *Sports Illustrated* magazine.

We checked into the situation and it turns out that Benny is a first-class merchandiser as well as a sweet player and inspiring teacher. Benny sells a lot of equipment and he said that True Temper has been helping him sell it. Most of the Happy Knoll members read *Sports Illustrated* and *Golfdom* avidly and those True Temper ads on famous golf holes sure stop them. Because the next best thing to playing a famous golf hole is to read about it.

Each ad points out that famous holes play better with new 1955 clubs. Benny says these ads give his members ideas. Then when a member



Happy Knoll members see True Temper ads in *Sports Illustrated* and *Golfdom*.

walks into the pro shop he sees the True Temper Famous Golf Hole Display that Benny put up on the counter. That colorful display sparks his thinking all over again: "Hmm, those old clubs are probably what's wrong with my game. Benny—maybe I need new clubs after all."

Preconditioning, Benny calls it. That's how national advertising works.

Benny feels confident when he sells clubs with True Temper shafts. His own clubs have True Temper shafts and so do 98 percent of the fine clubs made in America. We use a special boron alloy steel that gives the shaft extra strength with no increase in weight. We keep the wall thickness and weight distribution exactly uniform and this makes possible great power and direction control.

Every year True Temper shafts get even better because we maintain continuous research programs. When improvements are made in fine golf shafts, you can expect that True Temper will make them. *True Temper Corporation, Golf Shaft Division, Geneva, Ohio.*



When a member sees the Famous Golf Hole Display in Benny's golf shop he gets ideas.

It's easier
to sell the brand
with True Temper
on the band.



TRUE TEMPER GOLF SHAFTS

PROS' MARKET SURVEY

New Courses, Kids, Brighten Outlook

Opening of more than 100 courses this year offset the adverse effect of bad weather on golf play. Number of rounds played in 1955 is expected to exceed the 1954 total by at least 5 per cent.

Pro shop sales this year should be about 4 per cent ahead of the 1954 volume. There is a good possibility of pro shop Christmas golf gift sales boosting the 4 per cent forecast. There is a 35 per cent increase over 1954 in the number of pros participating in the "Christmas Shopping At Your Pro Shop" campaign.

The estimates of this year's golf business have been made by experienced professionals in all parts of the country.

The professionals collaborating with GOLFDOM in this magazine's annual survey of pro business report that play and shop sales generally showed satisfactory growth in southern and west coast states, was fair in the central states and was spotty at courses in central Atlantic and northeastern areas.

Prolonged hot spells with accompanying unattractive course conditions, slow play and shortage of courses which combined to discourage many golfers, and floods which put some courses completely out of use for days, curtailed golf activity.

In districts where they're accustomed to hot weather the unusually torrid stretch didn't seem to diminish golf.

Pros at semi-private courses in localities where race tracks operate said that the tracks took play away from golf this past summer.

Women's Play Up 10 Per Cent

From what the reporting pros have observed the increase in number of rounds played by women this year over the previous year's total can be conservatively estimated at 10 per cent.

In the Carolinas women's play has been

approximately 25 per cent greater than last year, Dugan Aycock estimates after comparing notes with other professionals in the territory.

Only in two of the PGA sections did the pro observers believe that there's been no increase in women's play.

More women playing, rather than the same number of women playing more rounds, accounted for the over-all increase. Several pros reported that women's play at a number of private clubs in their districts had been heavy enough to arouse complaints from men members.

The percentage of women's sales to the pro shop total volume varied from 5 to 25. Only two sections reported that sales to women golfers were increasing in line with the increased amount of golf played by women.

Women's Sales Opportunities

Obviously there is need for a lot of pro thought and effort in developing women's buying of golf equipment at pro shops. One pro, in commenting on big variations in women's business at pro shops in his district, says "Pros talk about women needing education in pro shop buying but what's needed is pro education in selling to women. At more than half the shops I've seen around here a woman would almost have to go exploring to discover women's clubs in stock."

Junior Progress Great

The brightest spot in the year's picture of pro business is junior promotion.

Without exception pros reported 1955 has been the biggest year of interest and participation in junior golf at private and public courses. Classes are larger than ever before. Tie-ups between public courses and school system physical edu-



SANTA CLAUS SHOWS UP AT MIAMI SHORES

One of the busiest, neatest, biggest-stocked small pro shops is that of Jim MacLaughlin at Miami Shores (Fla.) CC. Jim is at the left in this picture. His asst. Joe Benner is with him.

Note the neat signs on the showcases. The Christmas gift idea of golf balls is pushed strong. The ladies are reminded that the pro shop has just what they want.

The Christmas motif on the club and umbrella display panel and holiday decorations elsewhere on the walls of the shop suggest to shop visitors that here's a place to do Christmas shopping.

cation and competitive sports programs now are general practice.

Private clubs are not only giving more attention to junior boy and girl classes and competitive play but often are making courses available for high school team play.

A highly satisfactory reflection of pros' training of the kids shines in their conduct on the courses, their observance of the rules of golf and their safety precautions.

Sales of junior clubs have been picking up decidedly.

Several sections reported that parents now are very much interested in getting their youngsters started in golf.

Store Competitive Situation

Store competition hasn't been felt as severely by pros this year as in previous years, according to most pro observers.

In some sections cut price ball competition from stores is biting into pro volume but there has been no evidence of heavy competition in price cutting on clubs in the same districts.

Several pros advise that store price-cutting on golf goods seems to have had the effect of getting stores into a costly battle between themselves for the cheap business with their net profit dwindling.

In at least two sections stores are complaining about public and semi-public course pros being brutal competition. Pros who have caused the store complaints bought close-out items and advertised them vigorously the following spring and summer.

There has been strenuous store competition in a few sections this year but generally the pros have learned how to buck store competition by educating players to quality, expert club fitting and other personal service. On the cheaper stuff store competition always will be energetic, pros concede.

Price Increase Studied

Some pros are concerned about the increased prices of clubs and balls. The pros wonder how far — if at all — the increase may curtail top quality club buying which

is the part of the market dominated by the pros.

Others figure the price increase with longer margin to help pros meet increased costs of doing business is just as inevitable in golf as in the automobile business or other industries and probably won't be noticed by 90 per cent of the prospective buyers. The other 10% may require smarter selling.

Pros and golf goods manufacturers, like businessmen in other fields, are caught in an inflationary movement. Material and labor costs are mounting.

The ball price increase was certain to come. Rubber prices have almost doubled, and balata (cover stock) prices have increased decidedly since the present ball prices were set.

Pros looking at the price situation in the same way their members in business have to handle price increases, tell GOLFDOM that 1956 problems will include cautious control of trade-in deals, and closer study and development of sales possibilities among club members or players at pay-play courses.

Comment from professionals in districts where women's play increased decidedly this year was to the effect that to move into the women's golf market strong and get the women playing with new clubs more of a feature should be made of pro-only lines of irons at \$8 and woods at \$10.

Pro Expenses Increase

Pro department operating costs have increased, at some clubs as much as 40 per cent in the past three years, with 20 per cent being the usual figure of the three year increase. Two pros estimated that shop operating costs either had not increased this year over last or had dropped slightly, due to reducing the size of pro shop staffs.

Increased shipping costs were often mentioned as factors in mounting pro shop operating costs.

Income from golf car rental was said to have been a "lifesaver" for pros at numerous clubs this year. The cars promoted play in very hot weather and accounted for revenue offsetting a hot weather slump in shop sales.

Apparel and shoe business has been better in pro shops this year than last, according to pros' reports to GOLFDOM. Great popularity of Bermuda shorts cut into the summer sale of slacks somewhat but spring and late summer slacks sales plus general practice of buying two or three pairs of shorts accounted for an

overall increase in shop revenue from pants.

Women's Bermuda shorts sold very well in pro shops this past summer. Some pros were slow in stocking the women's shorts, due to unfortunate experience with women's golf dress business, but when the pros did get smart shorts on display they sold.

Members Need Information

Among the major problems that pros will face in 1956 is that of getting club officials to inform members of the logical position of the pro department in the private club plan.

It is becoming apparent that many members of private clubs do not realize that pro salaries are nominal and that the service of the pro department is mainly financed by the pro out of his earnings, otherwise the club would have to pay a substantial amount for this essential of good club operation.

Consequently these inexperienced and uninformed members do not understand that patronage of the pro shop is, basically, an obligation of private club membership as well as a convenient and economical service.

GOLFDOM now is consulting with club presidents on this subject and plans to announce, early in 1956, a powerful and attractive educational campaign to remind club members of their cooperative role in pro department operations.

Ryder Cup Team In Challenge Warm-Up

The 1955 Ryder Cup team has been scheduled to compete against a Challenge team in a match at the Midland (Tex.) CC, October 22-23.

The Ryder Cup team consists of Tommy Bolt, Jerry Barber, Jack Burke, Jr., Doug Ford, Marty Furgol, Chick Harbert, Chandler Harper, Ted Kroll, Dr. Cary Middlecoff and Sam Snead. Harbert is playing captain and Lloyd Mangrum has been designated Honorary Captain by the PGA Executive committee.

Jimmy Demaret will captain the Challenge Team.

The Challenge squad, selected by the sponsoring Midland Club and its Tournament Chairman, Fred Hogan, will be composed of Demaret; Billy Maxwell, Bo Winger, Don Cherry, Vic Ghezzi, Mike Souchak, Al Besselink, Fred Hawkins, Byron Nelson, the Texas PGA Champion, and Bob Rosburg as alternate.

HERE ARE

