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Illuminated printed panels suggest equipment or sportswear that golfer may need. Wide use of pegboard helps in Markham scheme of keeping as much stock as possible out in the open.

equal amount of guesswork in deciding whether racks and counters can be conveniently moved to new locations. This is usually followed by a lot of heavy duty lifting and shoving in moving the display equipment around the shop. Much time also is consumed in the process.

But at Markham's shop, it's a simple matter to change the complete display arrangement. Merchandise can be moved right along with equipment since the latter is built in what is known as unit components. Counter shelving, for example, is in two, three and four-ft. lengths and may range from 6 to 16-ins. in width. It can be freely moved and placed at practically any height on vertical brackets which are free standing and not an integral part of the building. Display cases or counters also are built in small units that are easy to disassemble and move from one location to another.

If Markham decides to interchange his sportswear display, now on the north side of his shop, with his large stock of golf clubs at the opposite side of the room, one man can handle the job practically in a matter of minutes. All that is necessary is to move the clubs aside temporarily, carry the shelving units (without disturbing the merchandise) to the opposite side of the room and set them into slots at any desired height in the vertical brackets. All

that remains is to rearrange the club display.

Why all this emphasis on being able to move the merchandise around with a minimum of effort?

Bill Markham has an explanation for it. "Many pros will agree that if you keep sportswear, for example, in the same old location month in and month out, or even year in and year out, it gets a tired look. Move it around occasionally, though, and you'll find that the golfers take a new interest in it. If they're accustomed to seeing shirts or caps displayed in the same corner all the time they look upon them as being part of the fixtures. But move them to the opposite side of the room and you'll notice they're surprised and probably a little pleased to run across them. The result is they're more apt to examine them more closely than they did before and, in many cases, they'll buy them.

"You can do this with practically every piece of merchandise or equipment you handle," Markham continues, "except golf balls. These I don't move around, preferring to keep them in the same spot at all times."

The top of the island display is given over to caps and similar easy-to-reach small items that move fast. Bargain offers occasionally are displayed here. An interest-

*(Continued on page 47)*

# Pros Swing Into Xmas Gift Sales Campaign

By JOE GRAFFIS

GOLF professionals, on a broader front than ever, have swung into action that points to a new record for this year's pro shop Christmas gift selling.

A noticeable increase in sales of pro shop merchandise as Christmas gifts started about five years ago. Prior to that, pro attention to the Christmas gift business was limited and geographically spotty. Now the golf Christmas gift business has a major place in pro shop operations and is on a nationwide scale, giving the pros' sales campaign the added strength of concerted effort.

Pro shop Christmas gift selling programs got the impetus that now has established them as an important service of pros to players and a major source of profit when GOLFDOM introduced "Christmas Shopping At Your Pro Shop" three years ago.

This booklet, bearing each participating professional's name, club, address and telephone number on the cover, is credited by professionals with:

(a) Producing considerably more than \$1,000,000 in additional pro shop sales volume;

(b) Halting the inroad store Christmas golf gift competition was making on pro shop business;

(c) Accenting the extent and exclusiveness of pro shop stocks, quality, expert shopping counsel and pro shop convenience as a combination that draws business previously going to competing retailers; and

(d) Serving club members, including nongolfing wives and public course players, with authoritative and helpful advice and superior values.

## Expert Sellout

This year's edition of 140,000 copies of "Christmas Shopping At Your Pro Shop" undoubtedly will be a complete sellout as were the previous two issues. Although

some copies are held back to accommodate a few late-ordering professionals, they have been quickly exhausted in past years.

"Christmas Shopping At Your Pro Shop" now is being shipped to professionals. The professionals address the envelopes to their lists of prospective buyers and mail the book so Christmas shopping can be done early at the pro shop.

Numerous professionals have their Christmas golf gift campaigns completed in October or November, then go onto winter jobs. Some professionals in the northern states conduct the selling from their homes in November and December and open their pro shops for shoppers on Saturdays and Sundays. In several instances, northern pros, who have winter jobs in the south or west, have their assistants take care of the Christmas business at the northern clubs.

Shop decorations and displays accent the Christmas gift theme early. Women, especially, like to get shopping for golf gifts out of the way before the 11th hour.

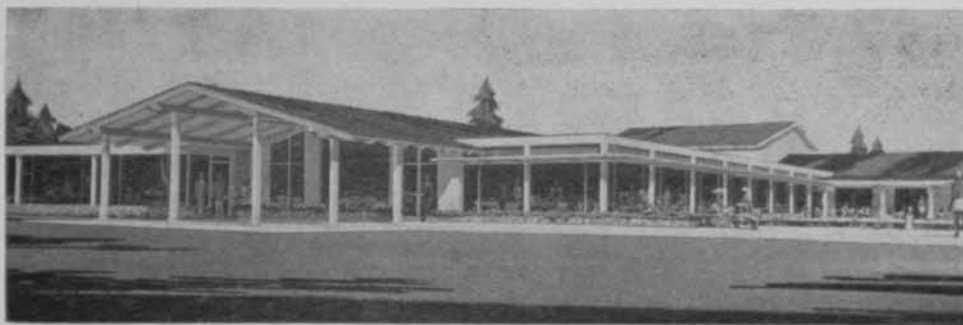
Professionals frequently are reminded by club members that buying Christmas gifts at a pro shop is done at a time when club charges are much lower than during the heavy playing season; hence, the gift charges aren't painful.

## Apparel Business Increased

Many professionals have advised GOLFDOM that "Christmas Shopping At Your Pro Shop" has brought women into pro shops for the first time and has produced a considerable amount of apparel business, much of it in items for sons and daughters.

A common experience with professionals is to sell as Christmas gifts, merchandise the pro thought he was going to have to keep until next season.

Pros have found that getting into the Christmas selling program early not only is a valuable service to their customers but greatly increases the amount of sales with a quick turnover on capital in stock.



### **\$250,000 Being Spent on Los Altos Improvement**

Work was started in August on a \$250,000 improvement of Los Altos G & CC, Palo Alto, Calif. New facilities will include a garden court lounge, dining room, men's grill, kitchen, parking area, practice green, swimming pool and tennis courts. Above is artist's version of how the clubhouse will look when completed; below, the men's grill



Professionals have advised GOLFDOM that mailing the Christmas Shopping guide as early as September, before the stores have smothered customers with sales promotion, has accounted for selling hundreds of dollars worth of items displayed in the book but not then in stock at their shops. Thus, there is still plenty of time for getting shipments in to handle the extra business.

One field for Christmas sales that is growing rapidly in response to professionals' smart work is that of golf gifts bought by businessmen for presentation to their customers.

Personalized golf ball sales are very big and getting bigger because a dozen pro-only balls bearing a customer's name and presented in an attractive Christmas package continues to advertise pleasantly, diplomatically and effectively for months.

Pros who have gone after company orders in the highly popular personalized ball line have reaped dividends from their efforts especially where bad weather slowed ball sales as it did during the past spring and early summer. Corporation gift ball volume has put ball sales of the pros, who went after this business, well ahead of the previous 12 months. The pros also note that a fellow who gets a dozen gift balls isn't reluctant to get rid of them when they become battered.

Professionals have received a suggested

copy of a letter that can be tied in with the Christmas shopping book in the campaign directed at business officials buying gifts for customers.

Telephone calls by pros and their assistants to members and their wives advising them of the Christmas shopping service have proved very profitable for the pro department.

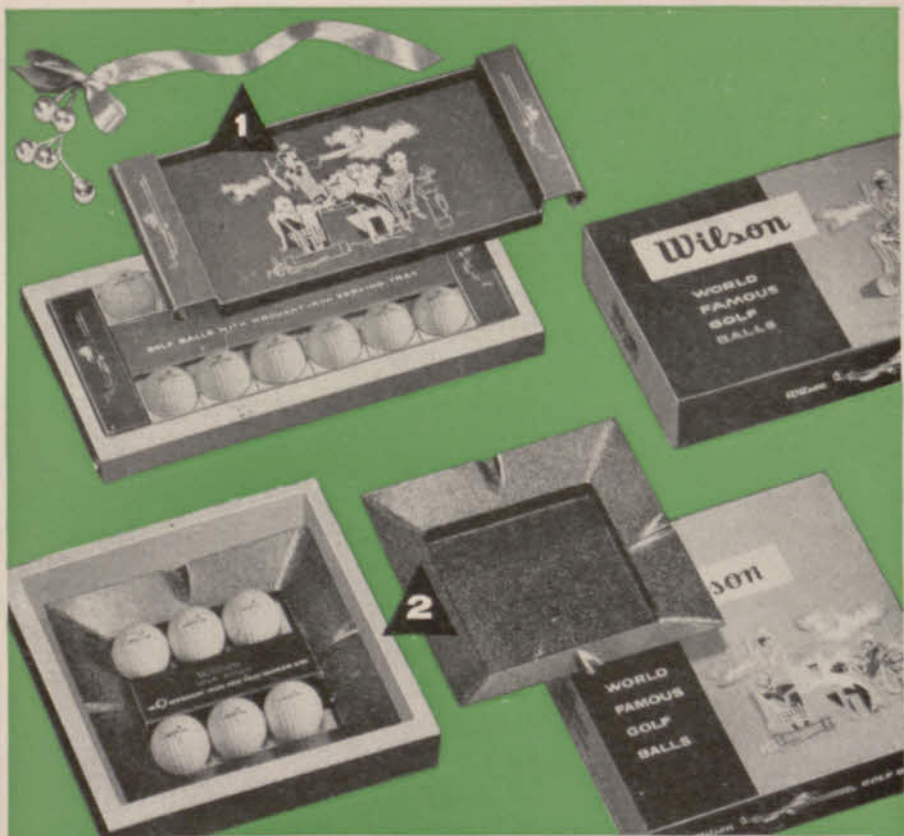
Professionals who have done the most in Christmas golf business are those who have checked the contents of bags in storage and compiled written lists of what is needed by the various players. Such a list helped sell 42 wedges for one pro last year.

The pro, and in many cases, his wife, can make out a shopping list name by name for the club members and from their own knowledge of the member and his family can compile a specific record that will be of invaluable service to pro shop patrons.

Such a list as the basis for planning a Christmas golf gift campaign has the extra value of showing the professional plainly just what his over-all market should be.

Quick and substantial returns from the Christmas golf gift sales campaign are what the pro should be working for to wind up his year in very satisfactory credit, inventory and cash positions. Many professionals have found that Christmas gift selling has rewarded them with added sales, that stack right up with big volume spring months.





## PACKED WITH PROFIT

New 1956 Wilson 2 • 1 Gifts

**1** One dozen Wilson Staff or Jet golf balls and this handsome wrought-iron TV Serving Tray. Holds six beverage glasses or light snack in front of TV set. This baked enamel tray won't mar or stain.

**2** With a half dozen Wilson Staff or Jet golf balls, this combination wrought-iron ash tray or shadow box. Gold-sprinkled baked enamel. Can be used decoratively for small portraits or illustrations.

Two perfect Christmas gifts for the regular price you pay for the popular Wilson Staff and Jet golf balls. 3-color, handsomely designed packages with a double-duty story. Your Wilson salesman will be calling soon.

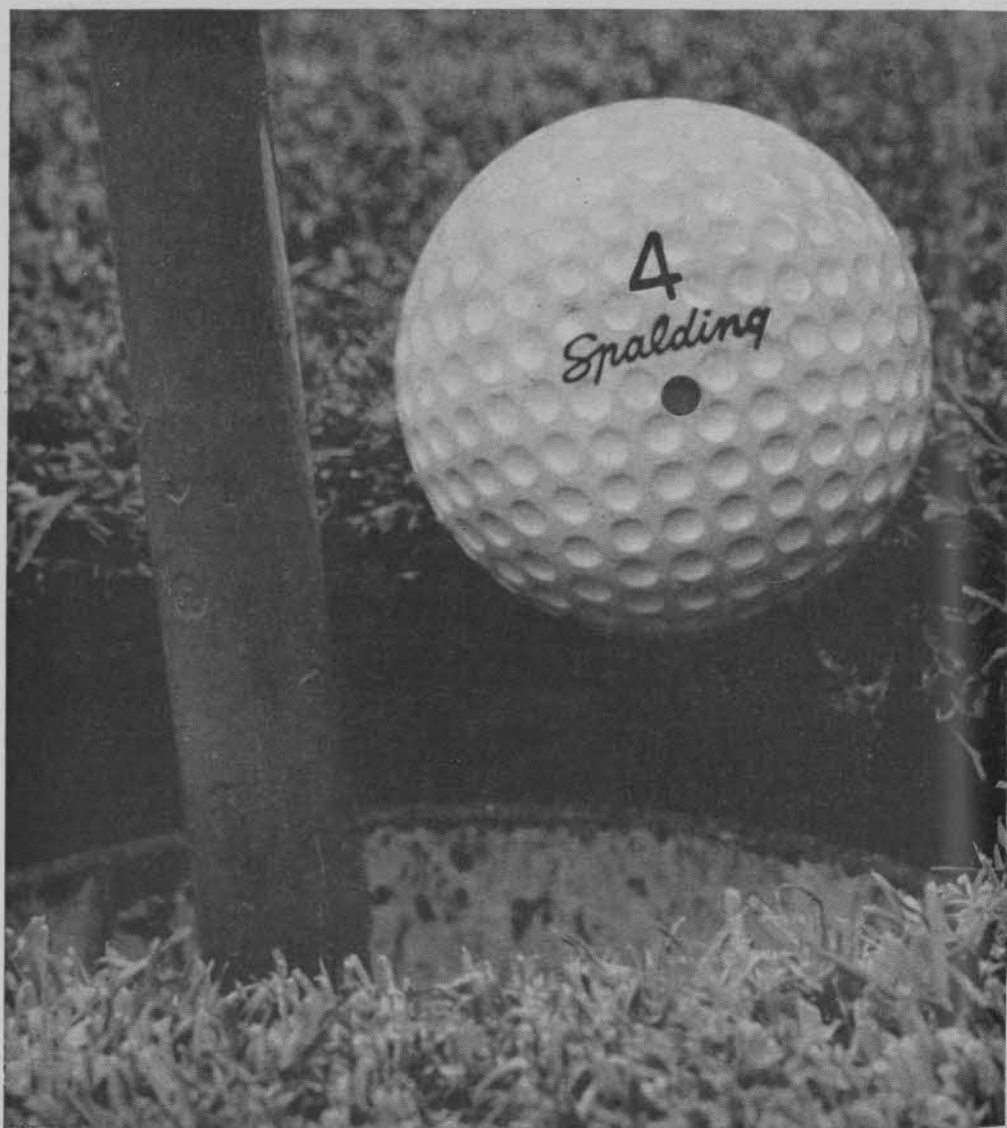
# Wilson

*The Wilson name is part of the game*

Wilson Sporting Goods Co., Chicago •  
Fastest nationwide service from 32 branch  
offices • [A subsidiary of Wilson & Co., Inc.]



**NEW**  
**1957 SPALDING**  
**... tougher, whiter,**



# DOT

## easier to identify!

### THE 1957 SPALDING DOT WILL OUTPLAY AND OUTLAST ANY OTHER BALL ON THE MARKET

Now the longest-playing ball on the course is longest on looks, too—the '57 DOT sports a brand-new face and finish.

The new DOT carries the toughest, whitest-looking cover ever put on a long distance golf ball—plus bolder new markings that make it easier to identify.

Golfers will go for the way this new DOT keeps its factory-fresh looks and life hole after hole, washing after washing. And you'll go for the way it sells.

Your Spalding salesman will soon be showing you this new, dazzling white DOT. Look it over closely—play it yourself—and see if you don't agree that the '57 DOT is the best DOT ever! Sold only through golf professionals.



# SPALDING

SETS THE PACE IN SPORTS



Smiling Japanese girl-caddies (left) were among those who tried to figure out what kind of clubs Paul Hahn carried in his bag when the famed American trick shot artist recently played a series of exhibitions in the Far East. Note the small bags slung from the girls' shoulders and seen in the lap of the caddie (right.) They contain a mixture of dirt, seed and fertilizer which is used to fill in divots dug by the golfers. Letters, CCC on the bags, stand for Chiba Country Club, one of Japan's newest and most exclusive and located near Tokyo.



## Hahn Takes Tricks to Far East

A large gallery followed Hahn at the Fanling course of the Royal Hong Kong GC. It is only three miles from the Communist border. Coolie (right) is a Fanling employee who is transporting shrubs that are being transplanted.

## Horwath Figures on 34 Clubs Show Financial Ground Lost

Horwath and Horwath, club and hotel accountants, have released results of their seventh annual study of country club operations, a copy of which may be obtained from the firm's offices in 19 U.S. cities.

The study covers operating data for 1955, compared with 1954, for

(a) 18 small country clubs, each with membership dues income of under \$150,000 (including regular assessments in 3 clubs);

(b) 14 large country clubs, each with membership dues between \$150,000 and \$250,000 (including regular assessments in two clubs);

(c) 2 very large clubs, each with membership dues of over \$250,000 (including regular assessment in one of the clubs.)

The study, although limited to 34 clubs near 24 principal cities, should be carefully examined by club officials, supts, and professionals as well as house managers

whose operating results are compiled on the "Uniform System of Accounts for Clubs." The same uniformity does not govern in considering "course and grounds" figures. Consequently, the Horwath and Horwath report showing that the dues dollar of the smaller clubs had 36.8 cents spent in 1955 compared with 34.4 cents in 1954 for golf and grounds actually doesn't disclose what was spent for golf course maintenance as distinguished from the amount spent on clubhouse grounds, roads and other areas not properly chargeable to course maintenance.

Clubhouse operations in 1955 took 30.7 cents of the dues dollar of the smaller clubs as compared with 28.8 cents in 1954.

The large clubs' showing: Clubhouse operations took 42.5 cents of the dues dollar in 1955 compared with 42.4 cents in 1954.

Golf and grounds took 31 cents in 1955 compared with 29.2 in 1954.



*Here are some interesting  
Questions and Answers  
about the World's Most  
Talked About Golf Clubs*

# GLASSHAFT\*

by *Golfcraft*



**Q.** Can Fiberglas shafts be supplied in various degrees of stiffness?

**A.** Yes—There are four different shafts: Ladies—Medium—Stiff and Extra Stiff.

**Q.** Is the Glasshaft Club lighter in over-all weight?

**A.** Yes—and the swing weight is higher—gives you the feel of more weight in the head.

**Q.** Why do Glasshaft Clubs give greater distance?

**A.** Because they eliminate shaft vibration and distortion—and the club face remains true to the line of flight—from point of impact throughout the hitting area.

**Q.** Have Glasshaft Clubs been proven in tournament play?

**A.** Yes—Glasshaft Clubs have won many tournaments, topped by Lloyd Mangrum's record-breaking win of the Los Angeles Open.

**Q.** How long was Glasshaft in the development stage?

**A.** Almost ten years.

**Q.** How long has Glasshaft been on the market?

**A.** Over two years. It is an exclusive Golfcraft product with patent pending.

**Q.** Where can Glasshaft Clubs be purchased?

**A.** In Pro Shops only, throughout the world.

### **Glasshaft Folder Tells the Story**

You'll make no mistake by playing and selling GLASSHAFT Clubs. Lloyd Mangrum has called them "the greatest thing that ever happened to golf." One round will show you why. Why not give GLASSHAFT a good display in your shop? Watch the real interest you'll generate. A supply of folders for distribution to your members is yours for the asking.



Play GOLF CRAFT'S NEW 250 Golf Ball  
Lloyd Mangrum says, "Finest ball I've ever played"

**GOLF CRAFT, INC.** • ESCONDIDO, CALIFORNIA

MADE IN CANADA BY PRO-MADE GOLF CO., VANCOUVER, CANADA

\*Patent Pending

The report states "Costs per hole for the upkeep of the golf course and grounds averaged \$2,022 for the small clubs and \$2,601 for the large clubs, rises of 8 and 7 per cent, respectively, over the preceding year."

As it is not uncommon for outside plant maintenance costs of 18-hole private metropolitan district country clubs to be about \$36,000 for the course and \$15,000 for the grounds, lumping course and grounds maintenance on a "cost per hole" basis doesn't have much practical significance.

However, as the supt. rarely sits in at directors' meetings and the Green Chairman often hasn't been on the job long enough to realize what's happening, an accurate picture of course maintenance costs isn't presented to many country club boards.

Horwath and Horwath, certified public accountants of highest competence and integrity, are the last word in hotel and restaurant accounting and in most phases of club accounting. Their contacts and work in the club field have been almost entirely with managers; hence the firm's "Summary of Operations" does not show course maintenance data in a practical manner. The firm probably would like to correct this shortcoming for the benefit of its club clients as much as supts. would like to have their operating figures and data accurately presented.

### **Excess of Fund Campaigns Brings Problems to Pros**

A well known club professional who, for obvious reasons, prefers to remain anonymous in this case, writes GOLF-DOM:

"It is getting so my members are being hustled at the first tee almost more than they are at their homes and offices by charitable and welfare organizations.

"I was—and still am—quick to endorse the idea behind all of the solicitations but the number of them has begun to embarrass me and there are so many of them none of them is stirring much enthusiasm. Within a few weeks we had solicitations for National Golf Day, the Babe Didrickson Birthday Fund and the United Voluntary Services Swing Club Fund as national affairs, plus local affairs.

#### **Caught in the Middle**

"I made the mistake some time ago of being highly cooperative with a local charity group that had two pretty ladies at the first tee selling tickets on a bag

which I donated. The charity netted \$200. Since then I've had a flood of requests from other fund-raising organizations they want to repeat. They put the deal right up to me—do I think the original charity is any more important than theirs? I am caught right in the middle.

#### **Shies Away from Finances**

"Women members can make this a very difficult situation for a professional. Men members are more understanding but there's a danger for the pro in the possibility of the men holding the pro responsible for the correct operation of the charity which is soliciting. In view of what the papers have printed about some charity funds I don't want to have any responsibility for the finances of charities.

"I hoped that National Golf Day would continue to be the one general fund-raising campaign at golf clubs, well managed and vigilantly supervised, and supplement the Western Golf Assn. Evans campaign fund-raising campaign. Now I'm swamped with requests to help raise money from my members who come out to the club for relaxation and escape—perhaps—from fund-raising campaigns to which they cheerfully and generously contribute at their homes and businesses.

"I want to be a golf professional, not an agent for a lot of charities and I hope that our directors will take me off the hook by adopting a strict policy of limiting charity appeals at the club."

### **Hinsdale Tournaments Based on Point Quota System**

Pro Phil Greenwald, Hinsdale (Ill.) GC is running a new type of handicap tournament which is winning increasing favor among his members. It is known as a "Quota of Points" system and is based on the player's handicap. A scratch player, for example, is given a quota of 38 points for an 18-hole round; a 14-15 handicap calls for a quota of 19 points and a 27-28 handicap, 5 points, etc. One point is awarded for a bogey; two for a par; four for a birdie; and eight for an eagle. The player with the highest plus or the smallest minus total is declared the tournament winner.

The system can be used for either match or medal play, according to Greenwald, or in tournaments where twosomes or four-somes compete.