

golf ball farther?

study gives you some hints!

DISTANCE RANKING

(based upon consistency of weight, diameter, compression and depth of dimple)

1st	DOT
2nd	Brand B
3rd	Brand C
4th	Brand A

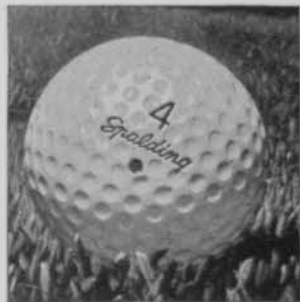
Additional tests in the United States Testing Co. Report* also ranked the DOT *first* in terms of *both trueness and durability* characteristics.

Four detailed reports based on this golf ball study should be in your hands now. You'll want *your* players to see these facts.

*U. S. Testing Co., Report No. 27149, 4/2/57

Sell the DOT. There are other balls in its price field—but none in its class!

SPALDING
sets the pace in sports





Builds Short 9 in Gravel Pit

EVERYONE, including his wife, laughed when Steve Barath of Sunnyvale, Calif., said he was going to build a golf course in the bottom of a gravel pit. But Barath, a one time maintenance equipment salesman and owner of a driving range and pitch-and-putt course, knew that nothing is impossible in the golf business and went ahead with his planning.

Today he's laughing right back — because just south of Sunnyvale is one of the finest Par 3s you'd ever want to see. And it's located where Steve said it would be — in a gravel pit, which, at one time, supplied material for the nearby Bayshore highway and the construction of Moffett Air Field. The course was completed only a few months ago.

Barath's "Folly," as the course was referred to when the Sunnyvale citizen had it in the talking and dreaming stage, is 1,608 yards long and calls for 29 strokes if par is to be matched. One hole, the 6th, is 305 yards long, another stretches 285 yards while the shortest measures slightly more than 100 yards. In between are six holes that range between 135 and 175 yards. There was not too much tampering with the quarry contours during construction because Barath sensed that they were just rolling enough to make the bob-

tailed nine extremely interesting in its natural state.

Designed by Baldock

Bob Baldock, one of the better known West Coast golf architects, handled the design of the Sunnyvale course. He shaved a few hills here and there and filled in some of the deeper ravines, but generally adhered to the landscape with which he was initially confronted. Baldock installed a fair quota of traps around several greens and also managed a water hole. Players who have tested their skills at Barath's nine have been impressed by the striking individuality of the different holes. There is plenty of uphill and downhill terrain at Sunnyvale and where the greens aren't hidden their contouring exacts the most accurate kind of putting. As yet, trees haven't been planted but they are planned for the future as boundary markers between fairways.

Other facilities available in the "pit," as the yet unnamed course is referred to, will be a driving range, 5000 sq. ft. practice green and a combination clubhouse and pro shop that will have a large picture window overlooking the layout. Green fees at Sunnyvale are \$1 for the first nine and 50 cents for the second time around on weekdays, and \$1 a round on weekends.

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TO MAKE MORE MONEY FOR YOU



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NEW YORK 36, NEW YORK

Golf in Family

Barath's wife has become Steve's biggest booster and is a real asset around the course, according to her husband. "She not only has a real flair for promotion," says Steve, "but has developed into a very competent golfer." Barath's daughters, who are 8 and 9, already have won peewee and junior championships in and around Sunnysvale and are playing the new Par 3 in near regulation figures. Strangely enough, Steve isn't a golfer, but it's only because a back injury suffered during a 16-year baseball career with the San Francisco Seals, Louisville Colonels and Memphis Chicks hampers his swing. But Barath has been kept so busy getting his course ready and keeping it going that he probably wouldn't find much time to play anyway.

Early Buildup Brings Steady Business to Par-3 Layout

To get business rolling at his Par-3 course and driving range in Lima, O., this spring, Floyd March, pro-owner, undertook an ambitious program that has led to steady patronage throughout the summer months. Starting with a mailing campaign and following up by making a lot of personal contacts, March circularized manufacturing plants, churches, schools, business firms, lodges and civic organizations with a program for setting up golf leagues within their groups.

The letters sent out by March outlined the plan for organizing leagues and many of them found their way to bulletin boards where thousands of persons read them and became familiar with the Par-3 course. Recreation directors from nine industrial firms cooperated in getting as many intraplant leagues started, several merchant leagues were formed, and as an offshoot of the March publicity campaign, 38 women banded together and formed their own association. League players pay \$1.00 to compete with 25 cents of this amount going into their prize kitty.

Probably as important as the formation of the various leagues was the wide range of publicity March's campaign got. In many cases, people who didn't join, or couldn't get into leagues, decided that playing short course golf would be fun and came out on their own to test their skills on the night-lighted layout. This has resulted in continuous and thriving traffic at the Lima Par-3. In addition, many groups have been organized for instruction sessions. March gets from \$1.00 to \$1.50

Pro Job Described in Wall Street Journal

Art Bell, professional-supt., California GC, Burlingame, Calif., is the subject of a great job of interviewing and job description done by Ronald J. Ostrow, staff reporter of The Wall Street Journal. The piece on the golf pro's job, as it is in Bell's case, appears in the July issue of The Journal and is one of a series on "Economics — mostly a matter of people at work."

For his 10 hours a day, six days a week, in a dual job at one of the top country clubs, and from all phases of his work, Bell "makes something approaching \$20,000 yearly, which he says is about 20 per cent over his earnings 11 years ago when he first came to the greens of his present employer," says the Journal piece.

The article adds that Bell certainly earns what he gets.

per pupil for group lessons.

March started his promotion campaign in March, spent most of April doing the legwork and by May 1 was all set to start reaping the benefits of the work he had done in making local golfers Par-3 conscious.

Pendleton Golf Program Helps Develop Players

Citing some of the advantages of military golf programs, Len Kennett, pro at the Marine Memorial GC, Camp Pendleton, Calif., points out that quite a few talented young players either started to play golf or developed their games while in training at Pendleton. They include Tony Lema, rising young circuit star, and Jim Cassia, both of whom have finished in the money in several West Coast tournaments; Doug McDonald, Seattle city champion; and Chuck Van Lingle, California collegiate champ.

Bob Bissett, Barstow CC pro, and Clyde Mullins, who runs the golf shop at Circle R ranch in California, also are Pendleton graduates. Some of these fellows, says Kennett, were quite accomplished golfers before coming to Pendleton, but the fact that the Memorial course was available to them made it possible for them to go right on improving their games. The Pendleton pro encourages all golfing newcomers by offering them a series of free lessons.

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Over The PRO SHOP Counter

If you run across the word, "motivation," in connection with salesmanship, don't let it alarm you. It's an old idea under a new heading that is being flipped around by psychologists and scientific salesmen and it has to do with what makes people buy. Practically all "motivation research" men agree that it still takes quality, superior service and the salesman's ability to size up his customer's needs and fill them to build up volume. That is a reassuring thought. It shows that people don't change — only terms used in describing their habits do.

"I ran a pro shop for a couple of years before a local merchandiser tipped me off that people won't buy if your shelves and display tables have a bare look," says a pro at a semi-private club in Pennsylvania. "When this fellow came in he immediately detected two or three open spots in my displays and the first thing he said was: 'Going out of business, young man?' I asked him why he said that and he explained that stock that gives an appearance of being skimpy has a way of repelling buyers. 'It's a funny thing,' he added, 'but a fellow may come in here with a definite purchase in mind, find that you have the item he wants, but because he is denied the pleasure of looking over a fairly wide variety of merchandise, he won't buy what he originally intended to. Your stock, whether you realize it or not, drops very quickly in his estimation be-

cause he feels you're operating on a shoestring. You've got to give the impression of being prosperous and progressive in your business.' I immediately saw how reasonable these remarks were. I've kept the bare spots covered up ever since and I'm sure it has helped business."

In a recent mailing to his members, Steve Blatnak, pro at Chicago's Ridge-moor CC, enclosed a return postcard with the request that the members jot down any suggestions they had for the improvement of pro shop service. Not only was the response very good but Steve got some sparkling suggestions telling how he could improve his operations. He can't put all of them into effect, of course, but he has had his eyes opened to several ideas that will improve service as well as help him boost business.

It might be interesting for pros to make a study of how much time golfers spend in the different sections of their shops. Department stores do this on a continuing basis. If they find, for example, that a shopper spends an average of 60 seconds in a department where four different items are sold, it's assumed that each item gets 15 seconds exposure. In the next department, exposure may amount to 30 seconds per item. With these facts in mind, displays in the first department may be made to jump off the counters to attract passersby. A pro may find that in his shop golfers are spending twice as much time looking over his shoe display as his sports shirts. He certainly won't do anything to detract from the shoe display, but if he's a good merchandiser, he'll liven up his display of sport shirts to get more exposure for these items.

Among the club selling tips passed on to assistants who attended the PGA Training School at Dunedin this winter were these by George Aulbach, who spent many years as pro at Golfcrest CC in Houston:

There is a "punch point" in everything we sell. For example, don't sell clubs — sell what they will do!

- Don't sell looks — sell the ultra modern design for more hitting power and
- Don't sell feel — sell the lie, weight and special shaft to fit the wrist action and physical make-up of the player.

Then say: Try these clubs and prove these facts for yourself.

Kaddie Kart

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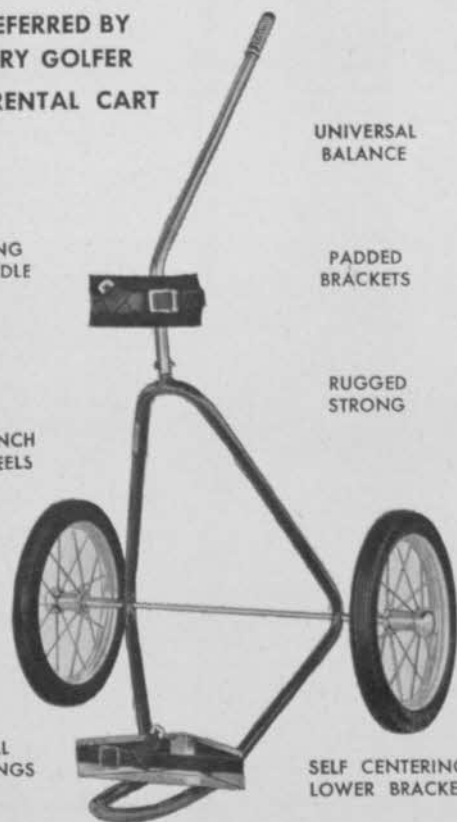
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It is time to discard the inefficient rental cart. Old, obsolete baby carriage type handles and reconstructed folded carts and other makeshifts leach away your profits.

Kaddie Kart is the professional cart for rugged hard use. It takes any beating, and abuse. Is so well made it can stand out in open weather year after year.

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Kaddie Kart has had long years of proven success on America's foremost golf clubs — both public and private.

Don't gamble. Kaddie Kart has never known failure, has never been surpassed in service, has never had to make an excuse.

When once used it stays. Many carts sold sixteen years ago are still doing daily duty. (Price in 1941 was \$22.60. Today price is \$16.70 less cash discounts.

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Bolt's Shop at Knollwood

Tommy Bolt's new shop at the new club, Knollwood, is not a radical departure from most pro spots but it is a well designed place where every piece of merchandise comes in for a share of the shopper's attention.

Bolt has his soft goods concentrated in what amounts to a large island display in the center of the shop while playing equipment, for the most part, is shown in racks that line three walls. Tom also goes in for



Here is how Knollwood shop looks from the starter's desk. Large glass area at roof line and along both sides supplies plenty of natural light. First tee is located on one side of building and 10th tee on the other side. Golfers coming from clubhouse to course will enter pro shop at left rear.

overhead displays of clubs and bags that have a very arresting affect.

Like many new shops, Bolt's emporium is well lighted. A bank of overhead, recessed lights that run down the center of the shop give the merchandise plenty of dramatic affect and chase the gloom away on dark days. When the sun is shining, as it usually is around Knollwood, Bolt catches most of it through the glass front of his shop as well as through a large glass area that extends back about five feet from the roof line. This bright solution of the lighting problem, plus the uncongested traffic pattern that prevails even when the shop is crowded, enables Bolt and staff to keep customers in a buying mood.

Photos by Chuck Curtis

Assistant Pro Joe Balch looks over golf socks display at Bolt's emporium. Overhead displays of clubs and bags are used extensively.



Interior of Tommy Bolt's shop at new Knollwood CC, San Fernando Valley, Calif. Case at left front faces golfer heading for first tee. Clothing merchandise is concentrated in center of the shop. Nine holes at Knollwood are in play and second nine will be ready in 1958. Robert (Bones) Hamilton, former Stanford football star, is club pres. and Bob Hope is vp.



Bolt and his sales assistant, Jackie Blush, look over clubs at the newly constructed shop. The course is one of many new golf facilities being opened in Southern California.



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- NO SCUFF
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Inexpensive installation, no upkeep costs. Circulating air permits drying of moisture, dew or rain, without damage to bag fabrics and leathers. Keeps golf bags looking new, eliminates scuffing and sliding of conventional racks, keeps clubs in proper bag at all times. Complete bag visibility allows attendant to immediately find misplaced bag.

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Future expansion is no problem—simply bolt additional units into place.

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And, of course, your own players who order from you pay exactly the same price to you that they would pay for a dozen Titleists without the gift box and without personalizing. In other words, *no extra charge for the extremely handsome box; no extra charge for personalizing. (Sorry, no personalizing on half-dozens.)*

Don't fail to take advantage of this golden opportunity to make extra sales during the slow season. Each year more and more pros are doing this. Each year more and more gift boxed, personalized Titleists are sold. *And, remember, all sales are pro shop sales. There's no downtown store competition on Titleists.*

Samples are on their way to you now or will be shortly. Ask your Acushnet salesman about the whole deal — and get your order in quickly to assure an adequate supply for a Merry Christmas for you and your club members. Acushnet Process Sales Co., New Bedford, Mass.

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GOLF BALLS

