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*New "Golf Club" Herald shows what it is doing
for clubs everywhere!*



GRIFFITH PARK GOLF CLUB
LOS ANGELES, CAL.

NASSAU COUNTRY CLUB
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Here's a hot-off-the-press story of new beauty... decorative appeal... luxurious appearance... and how you get these *in abundance* with Beautiful Holmes Golf Club Carpet. This folder also illustrates how this fa-

mous Quality 282 wool wilton is specifically woven to withstand the wear and tear of spiked golf shoes, and give you the lowered maintenance cost that will help keep your club operating expenses down.

SEND
COUPON

and learn what clubs throughout the country have found out! *On every page* of this new folder you will see how clubs are benefitting by putting *proved* Quality 282 in pro shops, locker rooms, lounges... throughout! *Send for your copy now and see!*

Archibald Holmes & Son

ERIE AVENUE AND K STREET, PHILA. 24, PA.

Please rush new "Golf Club" Herald showing installations and listing of 50 well-known clubs that have installed Beautiful Holmes Quality 282.

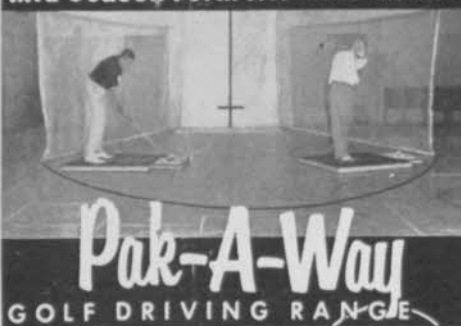
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GOLF DRIVING RANGE

- Entire unit can be set up for use or folded against wall in less than 2 minutes by 1 person.
- Two persons can use it at one time.

Easy to install... safe to use—the ball cannot be driven out of it and cannot rebound or ricochet back against the player. Use regulation golf balls and golf clubs except putter. Durable and substantially made, the only complete package golf driving range for indoor use, includes net, backstop, and driving platforms with built-in rubber tees and brush mat... player opening 20 ft. wide; overall height 11 ft.; shipping weight 260 lbs.

... a
complete
set up

Write today for complete details and prices.

SINCE
1909

BERLIN CHAPMAN CO.
BERLIN • WISCONSIN

designed by Robert Trent Jones for Laurence S. Rockefeller, will open in January... Dudley resigned after 23 years at Augusta National GC to move to the Puerto Rico job... Ed went onto the Augusta National job as pro when that club started... He will continue to be pro at Broadmoor CC, Colorado Springs, where he's been pro since 1940... Gene Stout, Ed's asst. at Augusta National, is pro pro tem... Bob Jones says the club does not want a pro who won't stay at the club until it closes in May and doesn't want a circuit player.

George Kinsman who died recently at the age of 81 was on the teaching tee up to a few weeks before his death... George came to the U. S. from St. Andrews in 1901 to be assistant to Willie Anderson at Apawamis CC, Rye, N. Y... He finished his professional career in Wisconsin... His son, George Jr., is pro at Point Judith (R. I.) CC.

JoAnne Gunderson, Women's Amateur champion, writes lefthanded, throws a ball lefthanded... Bobby Cruickshank's granddaughter Diana, 15, defeated her mother, Mrs. E. C. Hole, 3 and 2, for women's championship of Chartiers CC, Pittsburgh, Pa., where Bobby is pro... Jock Hutchison, sr. recovering in Evanston (Ill.) hospital after having a kidney removed... While Jock, sr., was in hospital, Jock, jr., won Illinois PGA championship.

The one that lasts longest where wear is heaviest

MELFLEX HEAVY DUTY MATTING

31 years of golf management preference — for Player Safety, Floor Protection, Enduring Service and Minimum Maintenance!

Heavy Duty MEL-ISLE and MEL-FLOR AISLE RUNNERS

Heavy Duty
ENTRANCE MATS

MOLDED SAFETY
STEP TREADS

SHOWER AND
STANDING MATS

Melflex "Factory-Direct" quotations mean economy, too.

Write for literature and prices

End those frequent replacement costs with MELFLEX — the most enduring of all clubhouse floor protective covering. The toughest of tough materials make Melflex an easy winner for withstanding the heaviest spike shoe traffic — in lockerroom aisles, pro shops and approaches, grills and service areas, etc. Its non-slip, non-sag heavy duty compounded rubber construction wins it first in safety, too. Minimum upkeep keeps it tidy.

Range owners say Melflex Extra-Duty Driving Mats play best, last longest of all tee mats. Melflex Tubular Rubber Tees are tops in durability — \$14.00 per 100. Be your own judge — with a trial order.

This time, make it for a long time — with MELFLEX



only **VICTOR** has

the **VICTOR-BUILT**

DYNA-POWER motor

... and



Only VICTOR has this special **PAY-AS-YOU-PLAY FLEET PLAN**

You can have a fleet of all new Victor Electri-Cars **NOW** and pay later on Victor's individualized extended payment plan.

Find out how you make golf car profits as you make golf car payments with the Victor plan.

For the best deal on the world's best golf car depend on Victor.

Owners, presidents, committee chairmen, professionals, write department G-10 today on your club letterhead for detailed information. Specify number of cars you need and approximate delivery dates for Victor's "Pay as you play fleet plan."

VICTOR ADDING MACHINE CO.

**Electri-Car Division
Chicago 18, Illinois**

NEW SPECIALTY SALES STIMULATOR

V-V

PRACTICE GRIPS

Insure the success of your instructions at a profit.

Sell V-V grips, the "good habit" forming grips.

V-V Practice grips have correct handform molded in. The shaping makes it difficult to hold them anyway but the right way.



Two V's position thumbs and fore-fingers according to Vardon method of gripping.



Ridges in grips position other fingers, completing position of hands for best swing.

STOCK V-V GRIPS

Displays win attention. Sales bring profits and player satisfaction.

FAWICK FLEXI-GRIP CO.

Box 8072

Akron 20, Ohio



Edward John Bush teed up on this planet at Good Samaritan hospital, Palm Beach, Fla., on Sept. 5th . . . His mother is Betty Bush, popular and pretty contestant in women's pro events . . . Pappy, Eddie, is former pro, who now is field representative for Triangle Conduit and Cable Co. . . . Jack McAuliffe, Triangle top man, is Edward John's godfather.

Record of talks by Jack Jolly's old pals at St. Andrews, including Laurie Ayton, Andrew Brown, John Anderson, Jim Auchterlonie, Jock Henderson and the captain of the St. Andrews GC, and music by the Boys Brigade Pipe Band now are being passed along to those who couldn't get to the big party recently given for Jack.

John Morgan Vander Voort, goes from sports dept., Berkshire Eagle, Pittsfield, Mass., to become associate editor of Golf World, succeeding Jimmy Mann . . . Vander Voort is a 3-handicap golfer.

Plum Brook CC, Sandusky, O., gives big party to its pro for 34 years, "Sandusky Bill" Gordon . . . He came from St. Andrews in 1921 and for two years was asst. to his brother at Oakwood CC, Cleveland, O., and Augusta (Ga.) CC in winters.

Again we will say that the "Constructive Suggestion Report" on construction and maintenance of golf courses inspected by Mid-Atlantic Assn. of Golf Course Supts. and presented in their monthly News Letter is

TOP QUALITY REBUILT AND REWOUND GOLF BALLS FOR PROS ONLY

ALEX CAMPBELL, high compression, liquid center

ALEX DUNCAN, medium compression, liquid center

EDINBURGH, low compression

The best medium priced pro line available, marked with our trade name or private brand.

Balls guaranteed.

Used cut or uncut ball taken in trade or purchased.

Custom repainting of your golf balls.

Write for prices.

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Crown Point, Indiana



UNEVEN GROUND? Hinged "wing" reels of the 76-inch Toro Professional hug ground contours.

TORO builds the right power mower for your needs!

Reel or rotary... push-type, self-propelled or riding... small, medium or large—Toro builds the *right* power mower for every golf course need because Toro builds the world's most complete line.

Every Toro machine is tested at the only research and development center of its kind in the power mower industry. Here, Toro mowers are put through their paces on over 50 different grasses and weeds collected from all over the United States and Canada. Here, too, Toro mowers age 10 years in 10 minutes on Toro-designed "torture" machines that reveal weak spots in a hurry.

Still Toro isn't satisfied. That's why Toro backs up the power mowers built to require the least service with the industry's finest service system: 88 distributors coast to coast with a complete stock of parts and complete service facilities. See your Toro distributor soon. He'll be glad to give you complete facts and figures on the Toro that's right for *you!*

FREE BOOKLET! For your copy of "The Toro Story," write Toro Manufacturing Corp., 3029 Snelling Ave., Minneapolis 6, Minn.



TORO

MINNEAPOLIS 6, MINNESOTA



AERATING? Put the Toro Power Handle to work on the Aerator unit. Power Handle works year-round.



ROUGH AREAS? Spin through grass or tangled growth with the 31-inch Toro Whirlwind. Sulky optional.



GREENS? 21-inch Toro Power Greensmower cuts closer, throws more clippings into the grass box.



FAIRWAYS? Five-unit Toro Roughmaster (shown with Toro Bullet Tractor) mows a swath 13 ft. wide.

SAVE CLUB HOUSE FLOORS

WITH SPIKE-RESISTANT PNEU-MAT RUNNERS

Protect your floors from spike holes with rugged Pneu-Mat Runners. Absolutely spike-resistant, they provide a comfortable walking surface — improve the appearance of your club house.

Woven of rubber-impregnated fabric, Pneu-Mat Runners are tougher than rubber runners. Reversible for double wear.

Money Back Trial Offer: Order a trial section. Test it on an area which gets especially hard wear. Money back if not satisfied.

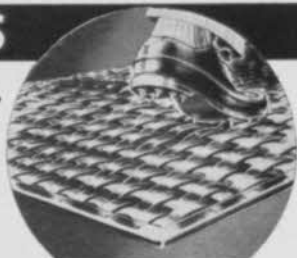
STANDARD WIDTHS

20" - 24" - 30"
36" - 42" - 48"

Trial Section

24" x 60"
\$12.50 postpaid

Write today for illustrated folder



SUPERIOR RUBBER MFG. CO., INC. • 145 Woodland Ave., Westwood, N. J.

worth many times what a club pays for its supt's dues and expenses to all association meetings . . . During the week of Sept. 21-29 British golf pros all conducted at their clubs some special event to help finance the British Golf Foundation which stresses golf instruction of youngsters.

Chick Evans, going to third round of National Amateur at 67, set a new record for competitive performance for age . . . When 56th Western Golf Assn. Amateur championship is played at Country Club of Florida, April 10-16, 1958, it will be played on newest course to receive a major championship . . . CC of Florida course was opened officially in December, 1956, and was in perfect con-

dition then . . . City of Tarpon Springs, Fla., extends time for starting \$500,000 muny golf course lease and improvement project and motel deal proposed by John Gerecter.

David Thomas, young British pro who has been playing US circuit events laments in print that no young Britishers are financed in tournament golf as are some American newcomers to pro competition . . . Bill (Irish) Vogt, pro of Lake Shore GC, Erie, Pa., and his wife, Leona, the club's mgr., are subjects of feature piece in Erie Times-News . . . Gig Harbor, Wash., Artondale G&CC opens new clubhouse and expects to start building its 9-hole course soon.

(Continued on page 106)

SELL PAR TUBES NOW! — WHY WAIT?

Par Tube Protects Your Grips The Full Bag Length



Oval or Round Type Bags

The demand is terrific and the profits are quick. PAR TUBES superior construction proves them tops in the field. A *Must* for any golfer who wants to protect his grips the full bag length and obtain a friction-proof bag with an individual compartment for each club. PAR TUBES are dropped into oval or round type bags allowing a numerical arrangement of clubs. PAR TUBES fit into and strengthen individual compartment bags, allowing full free use of EVERY compartment.

PAR TUBES are Strong — Moistureproof — They are endorsed by Pros and Amateurs alike as a great idea for keeping grips in fine condition and protecting clubs against marring by careless handling.

Packed in cartons of 42 and 144

PAR TUBE Plastic



PAR TUBES As Used in Individual Compartment or Slot Type Bags

ROLLED PROTECTIVE EDGE



An attractive, durable protective tube for those who prefer plastic. Packed in cartons of 42 only.

Contact Your Local Distributor or

PAR TUBE

5710 W. DAKIN ST.,
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Big Five Assortment for Christmas Buying from **TUFHORSE AND DUNLOP**

Here are five brand new golf bags that will more than satisfy the most discriminate Christmas gift buyer . . . and they are all the latest 1958 models.

Order one or more of each to be sure of a full selection of the newest, most exciting gift bags from Tufhorse and Dunlop.



MODEL
S9L-85

Top left

This is an extra-length 9-inch, all-leather, pear-shaped bag. Body is black leather with red leather trim throughout. Can be ordered in any color combinations. It's truly the finest, with many extra features, including new, patented spring-type club dividers*, and full-length harness running to bottom of bag* (big improvements over last year's models). A real bargain at \$85.00 retail.

Center

One of the most popular bags ever offered, Model 36-55 is now vastly improved for '58. Newest features include full-length harness* and extra zippered vanity pocket*. It's a 9-inch Keystone of attractive durable Naugahyde in color combinations and leather listed below. A quick seller at \$55.00 retail.

Bottom left

Another 9-inch Pear-shaped bag redesigned for modern golfers is Model 56-3750. Features include spring-type club dividers*, a double ball pocket and an extra vanity pocket* on top of clothing pocket. Available in Naugahyde and leather in combinations of colors listed below. Priced to sell at \$37.50 retail.

Bottom right

This Bag, Model 22-35, sells on sight. Attractively made of tough Naugahyde with leather trim, it's offered in combinations of colors listed below. Latest improvements are spring-type dividers, a vanity pocket and double ball pocket. Suspension is same as shown on 56-3750, not as illustrated. A full 9-inch bag for only \$35.00 retail.



MODEL
36-55



MODEL
56-3750

Model 34-20 (not illustrated) is 8-inch Keystone similar in appearance to 22-35 but constructed of sturdy duck. Color combinations are same as others mentioned.

Model 34H-225 — with hood — \$22.50 retail
Model 34-20 — without hood — 20.00 retail

COLORS: Here are the latest colors for the bags described: Red - Tusk-white - Black - Blue - Yellow - Green - Golden Copper

* These features are not shown on illustration. 22-35 shows new club divider top, but erroneously shows full-length suspension that is included on Models S9L-85 and 36-55 only.

MODEL
22-35



310 Court Avenue
Des Moines, Iowa

DUNLOP TIRE and RUBBER CORP.
Sporting Goods Division
500 Fifth Ave., New York 36

"THIS ONE'S
BEST AS GOOD"



It pays you to
**SELL ONLY
THE BEST**

The old-time medicine men are at it again. Imitations of the one and only genuine Acushnet Bull's Eye putter are being offered for sale to pro shops and other retail outlets — often at cut prices.

These putters, you are told, are "just as good" as the original. But you know that the real Acushnet Bull's Eye is hand-forged, hand-crafted, individually assembled and individually inspected. You know that it, and it alone, has those qualities which have made it the most popular and fastest selling putter on the market.

It's the genuine Acushnet Bull's Eye that your players want. See that they get it. Keep them happy — it means more sales for you. Acushnet Process Sales Co., New Bedford, Massachusetts.

ACUSHNET

GOLF EQUIPMENT



Sold the World Over Through Golf Course Pro Shops Only

OCTOBER • 1957

70 Million Rounds**Total Sales Up 11 Per cent****Ball Sales Up 7 Per cent****Club Sales Up 3 Per cent****Apparel, Shoe Sales — Satisfactory****Cost of Doing Business — Ouch!**

1957 Golf Business GOOD; But Pros Still Have Problems

By **HERB GRAFFIS**

REPORTING from all sections of the U. S., competent pro observers estimate that the number of rounds of golf played this year will be about 6.5 per cent greater than the 65,700,000 rounds of 1956.

New courses accounted for a great deal of the increase. A net gain of approximately 170 courses will be registered this year and bring the total of U. S. courses to about 5,560.

Continued substantial increase of play by women and juniors also hiked the total forecast for the year and offset the damage to golf business done by adverse weather, mainly by heavy rains in much of the country until almost mid-June.

Ball Sales Up

Ball sales at pro shops this year will be up about 7 per cent over last year, including expected Christmas gift business, according to the pros' estimates made for GOLFDOM. This is a good recovery from the ball sales slump in the early part of the season when rain restricted play in so many sections.

Total sales of pro shops this year will be 11 per cent ahead of 1956, the pro observers reckon. Apparel and shoe volume was up satisfactorily in most sections.

Unless the Christmas gift business in clubs is bigger than in previous years, 1957 dollar volume of club sales will be only

about 3 per cent ahead of last year. Again, bad weather was the reason why sales were retarded.

In some districts club sales were 20 to 25 per cent ahead of last year, with good spring business and late summer sales in close-outs sweeping up the market.

Costs Continue to Rise

The pros were squeezed by increasing cost of shop operation again this year. Rise over 1956 was from 5 to 20 per cent with 10 per cent increase in cost of doing business most commonly cited.

Generally, the private club pro shops seemed to increase their percentage of their members' total buying of golf playing equipment and apparel. Semi-private and public courses held their own, in a few cases jumping due to vigorous sales promotion. In a couple of districts slight declines were noted.

The percentage of balls sold at pro shops to players in various district courses ranged from 25 to 80, with the private club part of the top-grade ball business being estimated at 75 per cent.

Pros figure that pro shop share of bag business this year should be about 60 per cent. Estimates vary widely on pro shop share of apparel and golf shoe volume. A number of pros said that at their clubs they did at least 90 per cent of the men's and women's golf shoe business and shared in 40 per cent of apparel spending.

This will be one of the big years for

increase in women's and junior's play, so the pros forecast. The percentage of increase in women's play all over the country averages 15 and junior play increased, as near as the pros can figure, about 20 per cent.

Women Moving In

At the majority of private clubs women's play this year accounted for from 20 to 35 per cent of the total rounds played. In three districts, pro observers said that women's play at private clubs was at least a third of the total. Women's play at public and semi-private courses all over the U. S. averages between 10 and 15 per cent with many more women eager to play as soon as the gentlemen will give them room.

Incidentally, pros frequently comment that women can no longer be rapped for slowing play. The women haven't been speeding up much; men are just getting slower.

But along with a big increase in women's volume and percentage of play comes a problem for the pros. Women's business in the pro shops isn't increasing in proportion to the increase in women's play.

This doesn't necessarily mean that women are buying their golf goods elsewhere than at the pro shop. As close as a lot of pros can figure out, many women have not been sold on the idea of using good golf equipment.

New Emphasis Needed

The next big move in pro shop merchandising is going to have to come in increasing women's club, ball and bag buying. Only four of 92 pros reporting from golf districts coast to coast and from Canada to the border, said that women's buying in pro shops in their areas was increasing in ratio to the increase in women's play.

Pros' wives put them into big merchandising business when the wives took over during the war in many places where the pros were in military or war production service. Maybe the pros' wives can come up with the right answer to the problem of increasing women's buying of golf goods in pro shops.

Interesting thing about women's business is the fact that in many pro shops the biggest buying of apparel for men golfers' wear is done by women. Comment by observant pros gives interesting



They put the greens to bed at Kasumigaseki CC in Tokyo where the International Golf championship and Canada Cup matches will be played Oct. 24-27. This Japanese custom is presided over by Fred Corcoran, tournament director, who was in Japan this summer completing arrangements for the 30-nation event. Sam Snead and Jimmy Demaret represent America, which has won the last two Canada Cup affairs. International trophy winners have been Antonio Cerda, Argentine, 1953; Stan Leonard, Canada, 1954; Ed Furgol, U.S., 1955; and Ben Hogan, U.S., 1956. Hogan declined to compete this year because he hasn't played much competitive golf.

highlights of the prevailing situation and prospects:

"Women's buying at pro shops around here is about in proportion to women's play and is increasing." *George Heaney, Brookside, Pasadena, Calif.*

Three-Pronged Problem

"The pro business problem has three prongs; one, competing with cut-price retailers; the second, the difficulty of getting capable assistants; and third, the danger of the price of good golf equipment getting out of line with the increasing popularity of golf and the newer golfers' capacity to pay." *Walt Silkworth, Rydal (Pa.) CC*

"So much of the professionals' time is devoted to unpaid service for the good of golf that more attention must be given

(Continued on page 111)