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# 1958 Business Outlook for the Professional

By HENRY P. COWEN

Pres., The MacGregor Co., Golf Div.

As the golf industry prepares for another active season, it is reasonably safe to forecast that prospects appear bright for next year. Top economists are predicting a modest but steadily rising level of general business activity in 1958 and the golf market happily should reflect similar conservative but equally optimistic gains.

Although the current year's collective sales report of the club and ball manufacturers are not yet available, it is fairly apparent that no dazzling new all-time records have been established, yet it is expected that unit volume will be very nearly on a par with 1956. In the light of generally poor weather conditions in many sections of the country, even far more extended and far-reaching than last year, the obviously significant and encouraging factor is the continuing upturn in the number of golf participants.

When the score is added, the National Golf Foundation, through its expanded services and impressive record of accomplishment, must be credited in large measure for this healthy gain in course facilities and overall golf activity.

There seems to be no end to the upward hike in material, labor and operational costs but prices for golf equipment at both the wholesale and retail levels are increasing only nominally and should not be a deterrent to either new or replacement sales.

Factory production, construction, employment, consumer income and spending are pictured generally in a favorable light for 1958, and the outlook is promising for a continuance of brisk business. This should mean another good year for golf.

By FRED J. BOWMAN

Pres., Wilson Sporting Goods Co.

Golf professionals next year should certainly realize a much improved year in total sales volumes, and consequently, in net profit.

The primary basis for this forecast is the fact that next year will present a greater number of golfers than ever before due to the continuing growth in the number of courses; the increasing number of employee recreation golf programs sponsored by industrial firms; the greater number of schools offering golf instruction as part of their physical education program; the increasing number of women who are taking up the game of golf; and last, but certainly not least, the increasing adoption of lesser working hours by industry, thus permitting employees a greater amount of leisure time for sports participation.

Another reason for this anticipated increase in golf professional sales volume figures is the belief that we will not encounter the bad weather that most sections experienced in 1957. Blessed with a reasonable amount of good golfing weather, more rounds of golf will be permitted, thus affording greater sales opportunity for the pros.

Improvements in design and style of 1958 golf equipment, demanded by golfers, afford the pro another avenue for the promotion of sales. With a variety and assortment of clubs on hand in various lengths, weights and shaft flex, the professional can offer his members the clubs suited to their game—clubs that will give them the tools with which to achieve their best competitive effort.

Pride of ownership also offers the pro another sales outlet, since a person, who wishes to be equipped with the newest clubs, can afford new equipment because of the wide selection available in various price ranges.

To capitalize on these factors, however, the professional must do a top promotion job. Since the pro shop is generally the hub or center of activity of every club or course, and since practically every member is a regular shop visitor, the professional should capitalize on sales opportunities by energetic and appealing merchandise displays.

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## MAXFLI GOLF BALLS

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Here I might point out that sales-minded professionals should concern themselves with not only equipment sales, but should feature and highlight apparel and accessory items. In striking colors and changing styles to keep pace with the trend of the day, these apparel and accessories are popular sale items as they appeal to both men and women. Women in particular should not be overlooked as prospects for sales. They represent a great part of the purchasing power of the golf equipment market.

Manufacturers of golf equipment will continue, through engineering, research and development and field testing, to spend time and money in the constant improvement of equipment. All lines in 1958 reflect these advancements, including the new shaft, the greatest shaft construction improvement in the last 20 years.

### **By GURDON LESLIE**

Manager, True Temper Corp.

Each of the four flexes of the new True Temper Pro-Fit line of shafts developed for 1958 top clubs of leading manufacturers has been carefully designed to meet requirements of each manufacturer.

The shafts are produced from a new CMB Timken steel and incorporate carefully controlled elements of chrome, manganese and boron.

These shafts should be decided influences in increasing golf club sales of 1958 top lines because of the unmistakable advance in construction and performance which they represent.

They encompass the successful experience of the True Temper Corp. in making more than 60 million shafts during the past 30 years.

The elements of the new Pro-Fit shafts are perfectly balanced.

The shaft weight is of great importance due to its effect on the overall weight and balance of a finished club. The shaft deflection, which is largely controlled by diameter and wall thickness is of equal importance as the proper degree of shaft flexibility must be built into a golf club if best results are acquired. The physical properties resulting in shaft strength must be maintained to a high degree of uniformity so that shafts will not bend or break. Shaft torsion and proper control of such torsion has for years been a controversial subject, but is a very important stabilizing factor in the control of the club head during the swing and at the time of impact.

### **By J. C. BRYDON**

V. P., The Worthington Ball Co.

After a slow start on account of rain, Worthington golf ball sales picked up to the extent that 1957 will be one of our very good years.

Our salesmen report that prospects of good Christmas gift ball business, orders for winter resort courses and for spring delivery present a bright picture.

Our sales of golf range balls this year was well ahead of last year's highly satisfactory volume.

The increase in the number of courses open in 1958 and the certainty of many more new golfers next year show cheerful prospects for golf business.

### **By WALTER B. GEROULD**

Pres. A. G. Spalding Bros. Inc.

We, at Spalding, feel that the most important development in 1957 has been the generally increased golfing interest. Statistics prove that more golfers are playing more rounds of golf and are buying better quality equipment. As a result, 1957 has been an excellent golfing business year for us.

There are many factors which we feel favorably affect golf in 1958. The first factor is one that we must assume will be favorable and that is weather conditions permitting early and regular play; and second, that the general economic pattern throughout the country is favorable to appreciably increased golf play. Other factors of major importance are the increased leisure time and the growing youth population.

It behooves every one interested in golf to work with the junior golfers of today, who will be the grown-up golfers of tomorrow, to interest them in golf as a lasting sport. Availability of golf courses is an additional factor and one to which great attention should be paid.

The work the National Golf Foundation is doing in the development of more and more courses all the time is essential to have golf assimilate the ever increasing number who want to participate in the game.



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**INTERNATIONAL LADIES GARMENT  
 WORKERS UNION**  
 PRESENTS  
**"TEE-OFF"**  
 A MUSICAL COMEDY

Directed By — Glen Lyons & Bill Gable  
 Choreography — Bernice Slocum  
 General Chairman — Mackin Space  
**WEDNESDAY, JUNE 26, 1957**  
 8:00 P. M.  
 Exeter High School Auditorium

Three comely Exeter girls lend their charms to ballyhooing fund-raising musical.

# Emanon

By **BILL SHERMAN**

Few clubs ever built a golf course without land, without equipment, and especially without money. A club that has none of these now looks as though it might do the job. It's the Emanon Club of Exeter, Pa.

An improbable club with an unlikely



John Hetro, second Duffer's champ, gets crown from George Horvath, who won title in 1955. Tournament receipts went into Emanon building fund.

A bunch of the boys talked it over in Dupock's Tavern and decided to build a course, They lacked money—but that didn't stop them. Here's the reason:

name, Emanon was conceived in March of 1954. The club's inception actually began at Mike Dupock's Tavern in downtown Exeter. The contributing factors were a chill, drizzly Saturday morning; a desire among the patrons to get in a little golf; an unending chain of red traffic lights and a crowded, unkempt 9 hole golf course about 20 miles away.

"Let's build a golf course!" That idea had been discussed often before, but it still hadn't crystalized after many years of frustration. The idea was to simmer a long time before the boiling point was reached.

The afternoon ended at Mike's with a 'sign of faith' from eight golfers consisting of a dollar apiece. The fund was to be used to investigate the possibilities of getting a golf course.

Club Pres. Tony Mattiuzo reflects: "That \$8.00 was a drop in the bucket you had to look twice to find. The prices we got





Trees — rocks — more trees don't discourage 80 husky Emanons who are clearing as many acres in order to get their course built. Felix Serafin, pro at nearby Fox Hill, is helping with design.

a hold of sure shook us up." As the club soon learned land costs were exorbitant and construction fees beyond reach. Even the cost of equipment with which to build the course was painful to contemplate.

None of the original \$8.00 was spent right off, so the next month another dollar was tossed into the kitty. The idea now was to have a few laughs and enjoy the company the club had engendered.

"Everyone asked us what we called ourselves," Mattiuzo recalls, "and we answered them, 'we don't have a name.' So, that's what they called us around town — the No Name Club."

Deciding a golf club should have something fancier than 'No Name' the members reversed the field and their name. They called the club Emanon. However, far from being a backward club, the little group has launched almost every kind of golf activity.

#### Duffers' Annual

The most popular of these and one which has caused much comment wherever it has been discussed, is the Duffers' Annual. A match play handicap event, the prize is a toilet seat, donated by a charter member, Dave Ball. The winner is crowned in an elaborate cocktail ceremony that follows the tourney.

With such things going, the club became known and grew. Regular guys joined up: masons, beer salesmen, foremen, plumbers, utility workers, truckers, draftsmen, office workers and a scattering of florists.

Frenchy Musto, who was chairman of the big Championship banquet held at nearby Fox Hill CC, remarks: "It was probably the only golf club in existence without a course to play on."

Then one day idle conversation developed a lead. A landowner wished to dispose of a narrow strip of 78 acres that starts near the Susquehanna river, 10 miles outside Exeter, and runs right into the nearby hills. Not only was the land being sold cheap, but the seller, it was said, would probably pick up the first mortgage.

Golfers from Pittston and West Pittston, which adjoin Exeter, caught the bug. The original contribution was increased to \$50.00. The land was tied up and the Emanon members were in the golf course business.

Vince Wagner, the club historian, has the figures to show the growth. The original eight were now 80; the modest \$8.00 kitty was now a full grown cat of \$3500.00.

Today, some of the land is cleared and some earth has been moved, but problems are everywhere. The widest point of the strip is no more than 250 yards. Felix Serafin, the longtime friendly pro from Fox Hill is lending what assistance he can to the group, advising them on design, helping to solve layout problems and filling in with general course savvy.

The labor is done after work hours two or three nights a week and on weekends. The property includes a 6 room frame house with shower and kitchen facilities.

Pat Hudock is a newly-elected board member. He, along with Tim Barri, have had the distinction of firing a hole-in-one in actual tourney competition. When asked about member participation, he answered:

"I suppose about 40 to 50 of the members actually do the work. Some just don't have the time or opportunity and others probably don't have enough enthusiasm. Still, that's a pretty good percentage."

The work continues. So do the promotions. A real good one that netted \$700.00 for the club coffers was 'Tee-Off', a 90 minute, full-scale musical revue that was produced with the cooperation and help of the International Ladies Garment Workers.

All of the tourneys now have donated prizes, the most cherished of which is the Duffers Seat and the 27-in. regular championship trophy given by Mike Dupock.

Tony Mattiuzo agrees the club needs help badly. "What we need now is a rockpicker. I don't know where we'll get one, but we gotta have one, so we'll get one." That's the story of Emanon.

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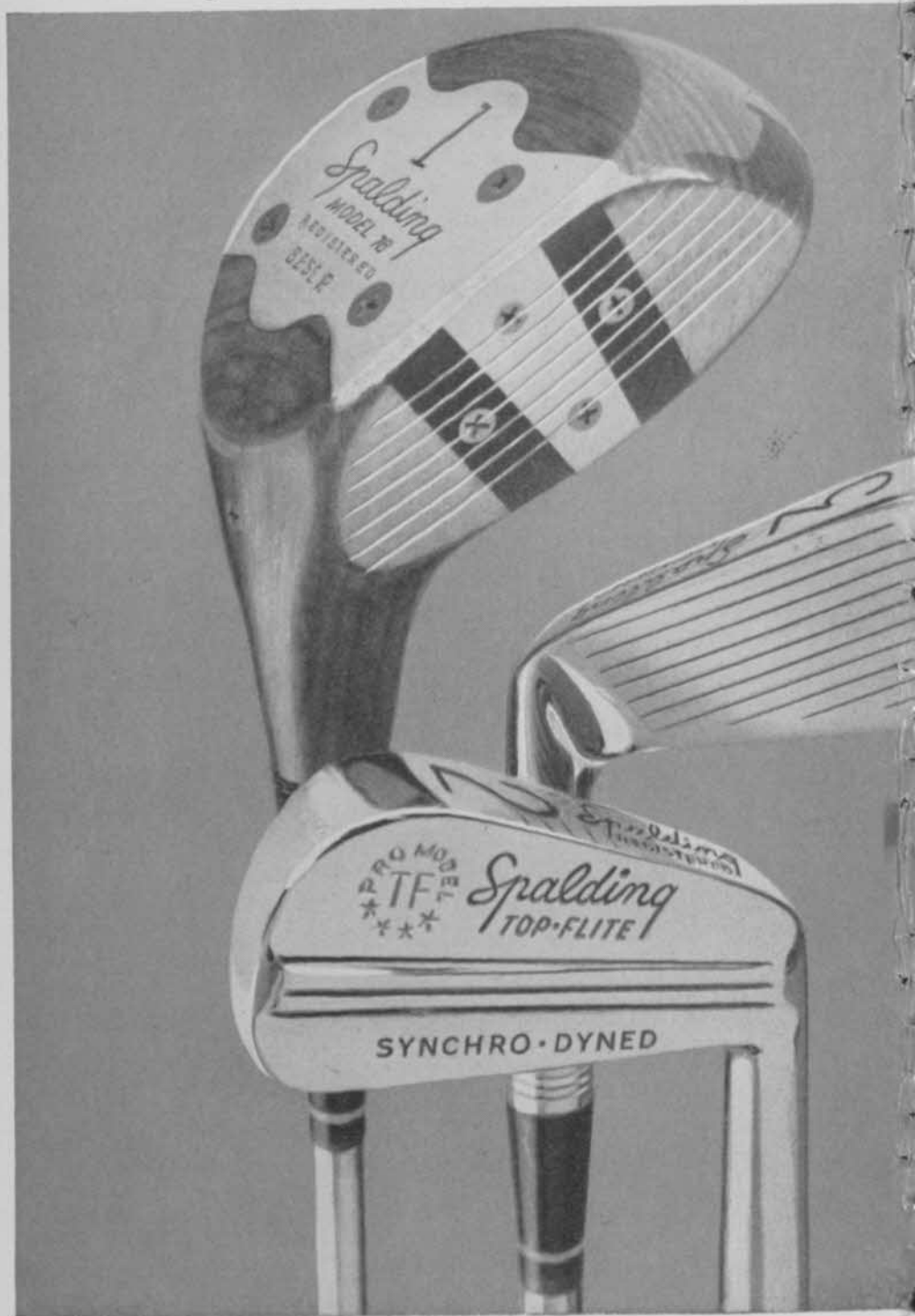


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1. They're SYNCHRO-DYNED clubs—engineered as a set rather than as individual units . . . perfectly coordinated for more consistent play.
2. The new True Temper "Pro-Fit" shafts are reverse-threaded into the heads of the irons—no pins to work loose as in ordinary irons.

#### **New HYDROSEAL Woods!**

3. The TOP-FLITE Registered wood heads are HYDROSEAL PROCESSED, impregnated and coated with bone-hard plastic, virtually impervious to moisture damage.
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There's no monotonous waiting at Bellefonte CC with plenty of sports to keep kids occupied.

### Fringe Benefit

## Bellefonte Has Recreation Program for Caddies

**M**ORE than a decade of undreamed of prosperity in the U. S. has resulted in almost critical scarcity of kids who are willing and able to come out and breathe pure unadulterated countryside air and carry golf clubs for their elders. Probably too many club officials have taken a ho-hum "We'll have to get along without 'em" attitude over the caddie shortage, but not those at Bellefonte CC in Ashland, Ky.

There, they have gone out and recruited kids to carry clubs by promising not only good pay but fringe benefits in the form of fun for all. This latter means plenty of recreational facilities.

To start with, Bellefonte's caddie room is air conditioned and it is equipped with shower stalls where the boys, after sweating through 18 holes in the muggy weather that sometimes settles on Ashland, quickly refresh themselves by basking under the taps.

But more important in the estimation of Ernie Hoggarth, the club pro, and the boys themselves, are the many diversions the kids can find in the fenced-in caddie yard. There are to be found basketball and volley ball courts and horseshoe pits while only a short distance removed is an area where the boys play baseball or softball or can pass or kick a football around. There's activity going on in these two locations practically from sunup to sundown with the result that waiting "to

get out" is no longer a monotonous and wearisome ordeal.

### Recruited Through Schools

When Hoggarth and Bellefonte club officials set up their caddie program in 1954, they went about it in thorough fashion. First they decided upon a desirable list of qualities they wanted in their caddies and then approached nearby high school authorities and asked their help in recruiting the kind of boys they sought. In the meantime, the caddie clubhouse and play yard were being put in shape. When a sufficient number of boys signed up to carry clubs at Bellefonte, the officials lined up Dan Cheatham, a retired local power company employee, to take charge of the program.

Dan, an affable, sprightly fellow who has no inclination whatever to bow to age, quickly became a favorite with the 140 kids who work at Bellefonte and his word although usually soft spoken, is law. To give an idea of just what kind of influence Cheatham exerts on his young charges, there hasn't been a stick of caddie room furniture broken in the three years he has been there. Dan ordinarily runs things from behind the snack bar (where all items are sold practically at cost) but occasionally he moves outside to referee some of the various contests that are going on.

"Here," says the Bellefonte caddiemaster,