

STOCK THE CLUBS THAT MEAN GREATER SALES

DICK MAYER and GLASSHAFT CLUBS, winners of the National Open and World's Title, are the *hottest* co-champions in the country. Here is proof positive of the winning qualities of the most modern golf equipment of today.

GLASSHAFT^{*} *patent pending WOODS and IRONS

Cash in on the demand for the newest club—Glasshaft—and the newest ball—the Golfcraft 250 Golf Ball.



**Sold only through pro shops and manufactured exclusively by*

*Golfcraft
Inc.*

1021 W. GRANT AVENUE, ESCONDIDO, CALIF.
Eastern Br.: 7059 W. ADDISON, CHICAGO, ILL.
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Caddiemaster Dan Cheatham dispenses a lot of valuable advice along with soft drinks.



Adolph Rupp, Kentucky U basketball coach, may do well to keep eye on caddie crop in Ashland. There's promising material here.

"we have the kind of a youth program going on that other clubs and communities would do well to copy. I take my hat off to our members for getting behind it." Dan concludes his observations on the program by saying it will be a complete first flight success the day a local caddie is chosen for an Evans scholarship.

Bellefonte members, though, don't take as much credit for setting up the program as Dan would like to give them. They remind you that they got behind the idea because, first and foremost, it relieved them of the burden of lugging equipment around the course. They're happy that plenty of boys are available to do that. But, at the same time, they're pleased and just a little proud of the fact that they have helped make it possible for 140 boys to make money and have a lot of fun while doing it.

Everything's Listed in
BUYERS' SERVICE
See Page 127

Expect 1500 to Attend GCSA Conference in Washington

Superintendents and other turfmen will gather in Washington, D. C., during the week of Feb. 2-7, 1958, for the 29th national Turfgrass Conference and Show of the GCSA. Attendance of over 1500 from U. S., Canada and Mexico is expected. All activities will be in The Shoreham Hotel.

An educational program covering all phases of course management will highlight the week's activities. Special emphasis will be placed on development of techniques for this specialized field. Henson Maples, Supt. at Pinehurst (N. C.) CC, is chmn. of the education committee.

The Equipment Show, always an outstanding feature of the annual meeting, will provide visitors an opportunity to inspect and discuss equipment with manufacturers' reps. Many firms use the GCSA show to introduce new and improved products.

Local hosts for the meeting will be Mid-Atlantic GCSA which has plans for extensive entertainment of the ladies and the many children who are expected to come to Washington.

Program details and information on available space at the show can be had from the GCSA, Agar M. Brown, secy. P.O. Box 106, St. Charles, Ill.

GCSA Places Two Scholarships at Penn State Winter School

GCSA has placed two \$100 scholarships with Pennsylvania State University for the Turfgrass Management winter school of the College of Agriculture. The course consists of two eight week terms in both 1957-58 and 1958-59 with employment in a specialized turfgrass field from April 14 through October 18, 1958. Recipients of the scholarships shall be chosen by Penn State University and meet requirements set up by the school's scholarship committee.

Besides the Penn State scholarship, the GCSA Scholarship and Research fund has set up a \$400 scholarship at Purdue University and a \$500 research grant at UCLA.

1958 Western Amateur

The 56th Western Amateur will be played Apr. 10-16 at the CC of Florida, Delray Beach, immediately following the 1958 Masters, according to Carleton Blunt, WGA pres. Dr. Ed Updegraff of Tuscon is defending champion.



New, low cost sod cutter performs 3 important operations

Now at half the cost of large commercial models . . . the brand new Ryan Jr. Sod Cutter will help keep the turf on your golf course in beautiful, well groomed condition.

This new full-time performer easily handles three turf maintenance problems:

First—it cuts 75 square feet of perfect sod per minute to just the thickness you want. Finest bents or toughest rooted grasses are no problem either; the specially designed blade with its reciprocating action slices cleanly through the roots without clogging or tearing.

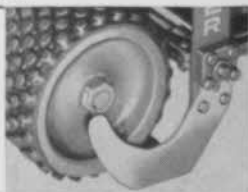
Second—A special tilling blade operating at 1000 strokes per minute loosens and pulverizes hard, compacted soil for easy grading when resodding or seeding.

Third—The Ryan Jr. Sod Cutter with a special edging blade eliminates up to 90% of the hand labor that sand trap edging requires.

And this versatility is matched by the famous, engineered dependability of all RYAN Sod Cutters, now used by over 90% of the turf growers and nurserymen in the United States and Canada. Sold and serviced by distributors in most principal cities. Write for full particulars and name of distributor nearest you.

NEW SUPER KUT BLADE

—of highest quality tempered spring steel operating directly under drive wheel always insures evenly cut sod of uniform thickness. Special "slicing action" design cuts cleanly through all kinds of turf without tearing edges.



Ryan

LANDSCAPING EQUIPMENT

Company

871 Edgerton Street, St. Paul 1, Minn.

Charles F. Robbins, Spalding Chief, Dies in New Haven

Charles F. Robbins, 70, chmn., board of directors of A. G. Spalding & Bros., Inc. and president of Spalding from 1933 until being elected board chairman in July, 1952, died Sept. 8 in the Grace-New Haven hospital.

He resided at Llewellyn Park, N. J. He



Charles F. Robbins

was on a vacation at Cape Cod when he was stricken, then taken to New Haven. He had been in failing health for several months and after undergoing a major surgical operation came back into limited action until shortly before his death.

Mr. Robbins was born in Indianapolis, July 6, 1886. He graduated from Yale in 1907. After mining and brokerage work he joined Spalding in 1915. He came up as credit manager, store manager, and asst. treasurer and vp before being elected to the presidency.

He also was a director of the Massachusetts Mutual Life Insurance Co. and the National Blank Book Co.

He was married to Elizabeth Brown in 1919. Surviving are the widow; three sons, Charles F., jr., William B. and Walter S. and six grandchildren.

He was a member of the Yale Club of

New York, the Rock Springs GC, the Orange Lawn Tennis Club and a vp and director of the YMCA of the Oranges and Maplewood to which gifts in his memory were sent by his family's request.

Moved Up in Depression

Charley Robbins came into Spalding's top management when the depression had sports goods business in general suffering and Spalding not immune to the woes. When he eased up in 1952 to travel with Mrs. Robbins and otherwise enjoy himself free from the daily schedule of business he could relax in the satisfaction of having brought his company from the low of a nation-wide slump to high, strong condition.

Charley Robbins was warmly regarded by men in the sports goods business as a successful, honorable businessman, a sincere friend and vigorous and keen promotion factor. Especially in the golf field did his contemporaries rate him as a man of valuable foresight and wholehearted co-operation.

He crystallized the golf club and ball manufacturers' discussions about the policy-making which led to the National Golf Foundation making its primary effort the promotion of new courses, a program which has been notably productive.

Sponsors Split With PGA in Hassle About Money

Sponsors of a number of the older "fixtures" on the PGA Tournament circuit and the PGA Tournament Bureau have parted company.

The 16-year-old Palm Beach Round Robin tournament which has cost its sponsors in excess of \$1,000,000, yielded about \$600,000 to New York suburban hospitals and paid approximately \$30,000 to the PGA welfare and educational and Tournament Bureau funds, has been cancelled by mutual consent of the Tournament Bureau and Palm Beach because the tournament group disapproved of the limitation of the Round Robin field.

Jay Hebert and Dow Finsterwald, representing the tournament players, announced that the Palm Beach event was off the 1958 calendar because its field was restricted almost at the same time J. Edwin Carter, Tournament Bureau mgr. for the PGA, issued a press release telling of an agreement with George S. May to limit the May World's Championship field.

Carter announced that May had decided to allow the PGA to retain entry fees to May's All-American in lieu of a service fee. The All American fees "last year" according to the PGA release "exceeded \$9000 for men professionals only."



The Season's Finest *Gift to Good Golfers*

You are looking at a holiday gift package that can't be matched for customer appeal and profit possibilities. The Tourney golf balls are 1958's . . . and the imported-from-Belgium metal container of a hundred uses is an outstanding example of old-world craftsmanship. The golf motif, including Scotland's traditional heather and thistle, is lithographed in nine magnificent colors.

Two sizes are available . . . *for the price of the golf balls alone.* One dozen Tourneys \$14.75—one-half dozen \$7.50. Each dozen or more will be personalized free with golfer's name if desired.

In addition, each container is packed in an

attractive corrugated box for gift sending.

National advertising—in full color—is pre-selling this handsome gift. Free mailing pieces also are available to you.

A compact counter display is included, at no additional cost, with every six dozen gift packaged Tourneys.

You are urged to stock up early . . . order from your MacGregor salesman, any branch or from Cincinnati.

MacGregor
THE GREATEST NAME IN GOLF

George S. May, in his 'Tam o' Shanter' bulletin said that due to cutting out complimentary tickets and making the gate strictly cash the 1957 gate for his All-American and World's championships were \$42,000 above 1956.

The PGA Tournament committee claims "with an average of 200 entries per tournament that means the players leave about \$40,000 in each community they visit."

\$2 Million Investment

The sponsors of the 24 major tournaments forming the International Golf Sponsors' Assn. state in their communique "the combined annual investment of major golf tournament sponsors in our events is now more than \$2 million (each year's prize money alone approximates \$900,000); the sponsors take all the financial risk in this regard so isn't it natural that the sponsors want a voice in running the tournament business?"

The sponsors have declared that the tournaments often are conducted at a considerable loss, even with a great deal of work contributed, and the loss is charged up to advertising. Just what the net figures are exactly on tournaments there is no telling. The PGA championship itself has lost money the past two years.

The invitation tournament policy, whether the Tournament bureau is against limiting fields by invitation as in the case of the Palm Beach tournament or for it as in the case of the May tournament, will be appraised in a most interesting manner if the Tournament Bureau tells the sponsors of the Masters' tournament how the Bureau wants the event conducted.

The controversies between the PGA Tourn-

National Golf Foundation Total Membership Hits 70

Seven companies joined National Golf Foundation during September, bringing total membership to 70, reports Henry Cowen, pres., The MacGregor Co., and membership committee chmn.

New members are Taylor Brothers, Johnson City, N. Y.; Fawick Flexi-Grip Co., Akron, O.; Hinson Manufacturing Co., Waterloo, Ia.; Hilts-Willard Glove Corp., Gloversville, N. Y.; Sports Apparel, Inc., Woonsocket, R. I.; Jim Noonan Co., Peoria Heights, Ill.; and Crescent Plastics, Inc., Evansville, Ind. Seventeen companies have joined the Foundation since the start of the membership campaign, June 1, and several others are considering enrolling in the promotional organization.

Complete information on Foundation membership can be obtained from Cowen or the National Golf Foundation, 407 S. Dearborn St., Chicago 5.

Play Long Beach Open During PGA Convention Week

In conjunction with the national PGA convention, to be held in Long Beach, Calif., Nov. 7-15, the first Long Beach Open will be played Nov. 8-10. The \$10,000 tournament will be played over 54 holes. Prize money will be divided among 20 places with \$2,000 going to the winner. Preceding the Long Beach Open, tournaments will be held in San Diego and Hesperia.

ament bureau and sponsors is somewhat confusing except in the plain fact of the Tournament Bureau having an understandable and primary urge to solve its budget problem.

DeMet Sees Golf Boom in Wake of TV Series

Judging by the great interest created in bowling through several TV series, Peter DeMet, producer of the All Star Golf show which goes on the air on the ABC-TV network every Saturday afternoon at 4 p.m., predicts that sale of golf equipment and sportswear will boom as a result of the series. DeMet estimates that more than 20 million people will watch the Saturday afternoon feature which will continue for 26 weeks. Sponsors are Miller Brewing Co. of Milwaukee and the Wildroot Co.

DeMet recently pointed out that his show, Championship Bowling, first shown in 1953, sparked a terrific interest in the sport that led to millions of persons taking up the game. He feels that TV golf may have an even greater impact.

Twenty of the country's leading pros, including Dick Mayer, the Open champion, are taking part in the first tournament played exclusively for TV audiences. The full 18 holes of each match will be shown stroke by stroke with the walking and waiting between shots eliminated. DeMet is offering \$80,000 in prizes while an additional bonus of \$10,000 will be given the player who shoots a hole-in-one.

Russell in PGA Post

Bob Russell, Chicago Daily News sports writer, has been named director of public relations and editor of the PGA magazine. Russell succeeds Bill Rach. Russell will assume his new position at the PGA national headquarters in Dunedin, Fla. Nov. 1.

H&B proudly presents the

1958

Master Matched POWER-BILTS



MODEL 304

Genuine persimmon, brass back-weighted head. Choice of deep- or medium-face driver and shallow-face fairway woods. Lustrous wine mahogany finish. New Pro-Fit shaft by True Temper in "A", "R" or "S" flexes. Black Chrome-tex leather teardrop-form grip, red trim; or red Victory Golf Pride Rib Lock grip\$25.00

No. 5 and
No. 6 woods
also available



HILLERICH & BRADSBY CO.
LOUISVILLE, KY.

MODEL 404

Deep-face driver and shallow-face fairway woods. Deep cherry finish; genuine persimmon, True Temper's new Pro-Fit shafts in "A", "R" or "S" flexes. Black Chrome-tex leather teardrop-form grip, red trim; or red Victory Golf Pride Rib Lock grip \$22.50



MODEL 4790

Compact bright-finish stainless steel head. Advanced Power-weighted back achieves scientific weight distribution. New Pro-Fit shaft by True Temper in "A", "R" or "S" flexes. Black Chrome-tex leather teardrop-form grip, red trim; or red Victory Golf Pride Rib lock grip....\$16.85

Golf bags are shown on overhead racks with clubs below in the Oakmont pro shop. Sportswear is displayed at right. Floor is carpeted. In foreground, note "open barrel" display of putters and wedges.



By CHUCK CURTIS

Puts Emphasis on Traffic Flow

LOCATION of doorways and the flow of traffic through the shop represent the most important factors in the success of a golf professional's merchandising program, according to the thinking of Jim Swagerty of the Oakmont CC, Glendale, Calif.

Then, when he gets people in his shop, the pro must have something to keep them there, Swagerty adds.

His shop is ideally located to get the flow of traffic, and he has made several changes since taking over as pro at



Jim Swagerty

Oakmont in Nov., 1955, to make the pro shop a center of golfing interest.

Members' handicap boards, previously located outside, have been moved into the shop.

Scoresheets of weekly tournaments are posted inside.

Announcements of weekly tournaments and sign-up sheets also are posted in the shop. The starting is all handled there. In addition, Swagerty provides members with a check cashing service and has plenty of change available so the players won't have to wait until they reach the bar before settling wagers.

The principal entrance to the shop from the clubhouse area was moved in a rebuilding program directed by Swagerty. Now, the pro, or whichever of his two fulltime shop assistants is on duty, gets a clear line of vision from any point behind the cash register showcase counters of any golfer leaving the clubhouse and heading for the course.

Everything Is Waiting

Thus, by the time the player has reached the shop, which is in a separate building, his clubs can be called out of the storage room and a caddy assigned.



Bulletin and scoreboard partition which divides sales room from storage area is a big lure for bringing golfers into the shop. Swagerty has an excellent shoe display and fitting section (left).

new!



exclusively for Pro Shops
...and just in time for
Christmas selling

Ben Hogan

GOLF SHOES

The perfect answer for your club members who want superb styling and exceptional comfort in a golf shoe—yet want to spend under \$25. Now, just in time for extra Gift business, you'll be able to show the greatest value ever offered at this popular price... Ben Hogan Golf Shoes... made exclusively for Pro Shops by Stone Tarlow, Co., Inc. ... styled and endorsed by the hottest name in golf today! ... to retail at

\$24.95

And look at this powerful backing:

NATIONAL
ADVERTISING

SELF-SELLING
DISPLAY UNITS

POWER-DRIVING
DISPLAY PIECES



H-203 Black Grain Saddle Bal (Tan
—H-202) \$24.95



H-204 Tan Grain Wing Tip Bal \$24.95



H-213 Black Smooth and White Buck
Overlay Blucher (H-212 Tan
and White) \$24.95

For full details, see your
Ernie Sabayrac sales representative,
or write to Brockton Footwear Sales,
Inc., Brockton, Mass.



(Left): Wall displays behind main counter are changed regularly to show off latest styles. (Below): Club storage area is not as large as Swagerty would like but it's compact, easy to move around in and doesn't become congested during rush hours.

Oakmont underwent a major change two years ago when members obtained a long-term lease on the property and took over full control of the club operation. Previously it had been run by W. W. Crenshaw, the owner, and upon his death, by his family. One of the changes was to give the pro full control of the golf shop and the concession for the sale of equipment.

The club paid for rebuilding the shop while Swagerty financed new storage racks for clubs and carts, an office for himself and some of the showcases.

"The showcases are mostly for display," Swagerty says. "We'll sell far more merchandise off the top of the case than from behind the glass." The cases are mostly for clothing while racks of socks are on a counter behind the cases.

A new partition was built to house a shoe storage area, the front of the new wall being used for posting tournament notices.

Swagerty is particularly proud of an open basket-type framework built around a central post in the shop. Special clubs, such as putters, wedges, chippers and a few wooden clubs, are held in this funnel-shaped arrangement with the club heads up.

Easier To Inspect

"When clubs are stacked against a wall, head down, a player has to pick up the club, turn it over to check the number or make and then sole it to test the feel," said Swagerty. But his idea, similar to the old barrel idea but a more attractive arrangement, gives an immediate look at the clubhead and also a view of the shaft.



The golf shop rebuilding included new fluorescent lighting and several overhead "spot" groups to illuminate certain areas. The main traffic area from clubhouse to first tee has rubber tile floor covering but the remainder of the pro shop, in the area featuring clubs and shoes, is carpeted.

Swagerty is an Oklahoman who had worked at two Southern Calif. public courses, Montebello and Pasadena, before going to the private Oakmont club. His most rigid rule for his assistants concerns service.

"Someone must always be available for a member in the pro shop," Jim says. "I don't want an assistant reading a magazine or spending his time in the back of the shop where he can't see a member come in. I'm convinced that the only difference between running a successful shop and one that doesn't pay for itself, comes down to the alertness of the pro or his assistants in being ready at all times to give good service."