

This Man Spends Money on Golf!
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This man is just one of the more than four million golfers who take the game seriously—the very man you want in your pro shop. Now we know quite a lot about this man—what he reads, what he likes, how he buys. That's why Wilson is telling him your story in the very magazines we know he reads: *Time*, *Sports Illustrated*, *The Saturday Evening Post*, *U. S. News & World Report* and others. We reach him through his favorite newspaper, too, and the golf magazines of the serious golfer: *Golfing*, *Golf Digest*, *Golf World*, *The National Golfer* and others.

Be sure you are stocked and ready for this man's business! Feature and sell the merchandise we are telling him about—Strata-Bloc® Woods, Dyna-Powered Irons, Golf Bags and the new '58 Staff Golf Ball!

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of a few members. To get the project underway it is often necessary to start work on the ground long before the membership roll is complete. While this is undoubtedly a gamble it is a most effective means of increasing membership.

Groups now struggling with organization and fund raising can take heart by realizing that successful completion of the project is always worth the time, effort and money involved. In all probability the country club will be used by future generations and will be a monument to those who have promoted it. The construction budgets of the 10 clubs may provide the very new group with only somewhat superficial information needed for preliminary discussion. Before a major step toward organization can be taken, however, considerably more specific estimates are required.

Tournament Schedules Men's Events

April

- 3-6 Masters, National G.C., Augusta, Ga.
- 10-13 Greater Greensboro Open, Sedgefield G.C. Greensboro, N. C.
- 17-20 Kentucky Derby Open, Seneca GC, Louisville.
- 24-27 Tournament of Champions, Desert Inn CC, Las Vegas, Nev.
- 24-27 Lafayette Open, Oak Bourne CC, Lafayette, La.
- 30-May 4 Colonial CC Open, Fort Worth

May

- 8-11 Arlington Hotel Open, Hot Springs CC, Ark.
- 15-18 The Greenbrier, White Sulphur Springs, W. Va.
- 22-25 Kansas City Open (club to be announced)
- 29-June 1 Western Open, Red Run G.C. Detroit

June

- 19-22 Buick Open, Warwick Hills C&CC, Grand Blanc, Mich.
- 26-29 Pepsi-Cola Open, Pine Hollow CC, East Norwich, N. Y.
- 6-8 Tournament of Champions, Sunnehanna CC, Johnstown, Pa. (Amateur)
- 12-14 USGA Open, Southern Hills CC, Tulsa, Okla.
- 16-22 Trans-Mississippi amateur, Prairie Dunes CC, Hutchinson, Kan.

July

- 3-4 Rubber City Open, Firestone CC, Arkon, Ohio.
- 7-12 Public Links, Silver Lake G.C., Orland Park, Ill. (Amateur)
- 10-13 Insurance City Open, Wethersfield CC, Conn.
- 14-20 National PGA championship, Llanerch CC, Havertown, Pa.
- 30-Aug. 2 Junior Amateur, University of Minnesota GC, St. Paul.

Club	Real Estate	9 Holes	18 Holes	Green & Tee Water System	Fairway Water System	Clubhouse and Furnishings	Swimming Pool	Parking Lot	Entrance Road	Maintenance Equipment Building	Initial Maintenance Equipment	Total
A	\$16,000	\$42,000		\$6,000		\$8,000		\$1,000	\$1,000	\$3,000	\$5,000	\$82,000
B	25,000		\$150,000		\$60,000	200,000	\$40,000	5,000	2,000	15,000	15,000	512,000
C	175,000		95,000		45,000	450,000	50,000	5,000	16,000		10,000	846,000
D	50,000	36,000		4,000		50,000		1,000		3,000	5,000	149,000
E	75,000	59,000		6,000		65,000	30,000	5,000			7,000	247,000
F	40,000		83,000		160,000		40,000	5,000	3,000		5,000	348,000
G	35,000		80,000		80,000			4,000	8,000		7,000	226,000
H	85,000	90,000			20,000			5,000	9,000		5,000	247,000
I	18,000	38,000		6,000	33,000		35,000	1,800	1,200		6,000	105,000
J	65,000		112,000		50,000	210,000	35,000	10,000	10,000	15,000	15,000	522,000

* Temporary clubhouse later to be used as proshop.

Construction Budgets of 10 New Golf Clubs (Rounded Figures)

Laher

**NEW '58 MODEL
ELECTRIC GOLFER
WITH EXCLUSIVE...**

DREAM RIDE

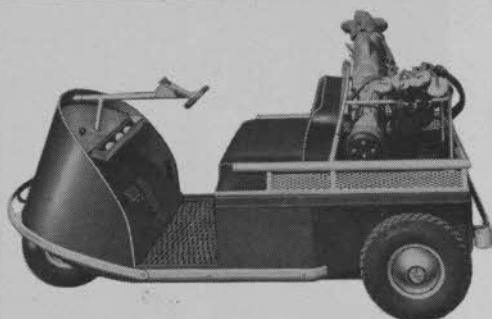
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May Decision Is \$210,000 Blow to Tournament Pros

Decision of George S. May to abandon the All American and World's tournaments, annual events at Tam O'Shanter CC, Niles, Ill., was unexpected but did not come as a complete surprise to those who have had even casual interest in the hassle between tournament sponsors and the PGA.

The break came into the open late last summer over the matter of who should collect tournament entry fees. At that time the PGA decreed that all 1958 entry fees would have to be turned over to it in lieu of the \$2,000 previously charged for the association's expenses in setting up tournaments. In addition, the PGA also informed the sponsors that the association would dictate allocation of prize money, saying in effect, "You put up the dollars and we'll run the shows."

When this ultimatum was delivered, the sponsors, who until this time had been rather loosely banded together, tightened up their organization and took steps to counter the PGA demands. Paul O. Ridings, public relations counsel for the National Invitation Golf tournament, which

is held in Ft. Worth, was appointed the sponsors' executive secretary and given the job of trying to effect a fair and amicable settlement with the PGA. After Harold Sargent was elected pres. of the PGA last November, Ridings upon holding a conference with him, came away feeling that all differences between the two groups eventually could be cleared up.

At a meeting, scheduled for this May 10, many of the problems that have arisen relative to tournament sponsorship were expected to be thrashed out.

Demands Resisted

May's letter to J. Edwin Carter, PGA tournament bureau mgr., which was released to the press on Mar. 31, pointed out that the association demands to which he objected were that the PGA was to collect all entry fees, wanted May to provide \$15,000 for a PGA sponsored Pro-Am at Tam O'Shanter and that he adhere to the association's T.T.T. plan, under which the 10 top tournament players of the previous year are guaranteed appearance money.

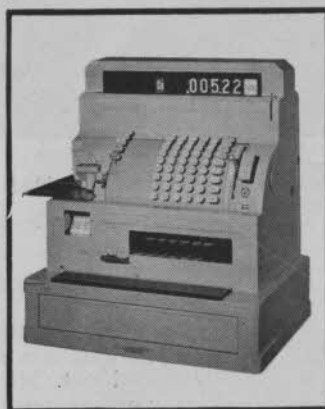
In commenting on the entry fee situation, May stated that the PGA hasn't or isn't collecting any fees this year from the

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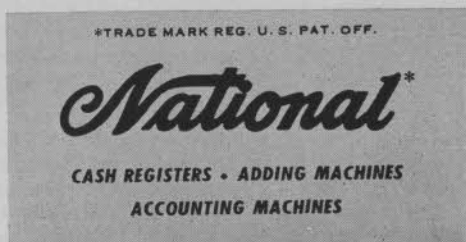
For your bar or cocktail lounge the new National "51" Bar Machine assures complete control of merchandise, money and charges while providing a sales audit without hand figure work.

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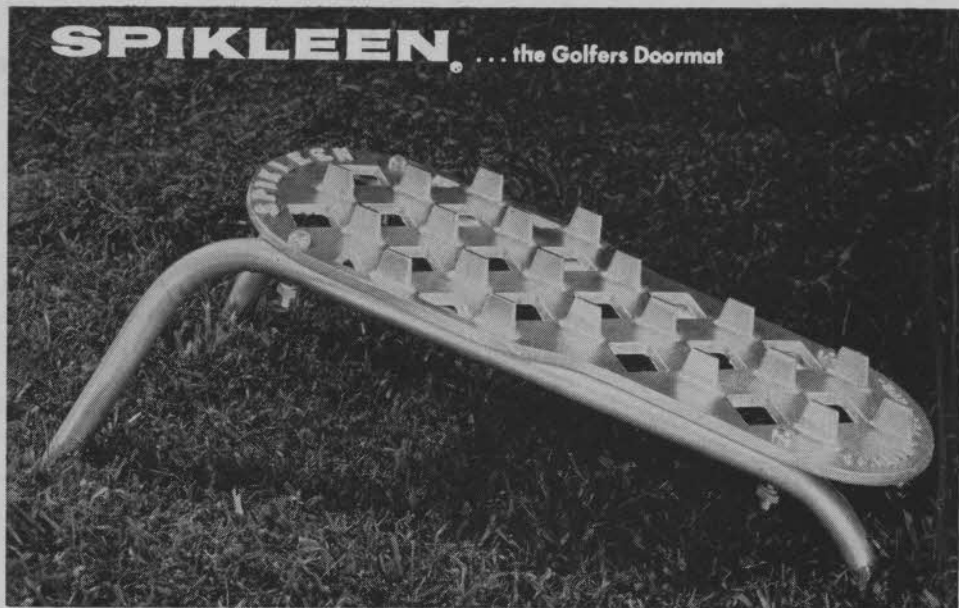
THE money and overhead expense that a National System can save you will pay for its original cost in an astonishingly short time, then continue building extra net profits in your shop,

bar, restaurant or front office. So phone your nearest National branch office today. A qualified representative will show you the right National System for each department of your club.

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L. A. Open, National Open, Masters, Houston Open, Dallas Open and several others. He added that none of these tournaments pay more than \$50,000 in prizes.

"According to the contract which the PGA offered," May said, "it would cost me about \$40,000 more in 1958 to conduct my tournaments than it did last year. The entry fee total would amount to about \$25,000; there would be an increase in prizes and another \$4,000 for the T.T.T. plan which I repeatedly have not agreed to and never will."

In the 17 years the All American and World's tournaments have been held, May has distributed nearly \$2 million in prize and exhibition money. If the two events are not held this year it will cost professional golfers about \$210,000.

May's letter was concluded with the remark that "I am not going out of the tournament business. I am leaving shortly on a foreign trip and am seriously considering inaugurating tournaments in other countries."

May Resume in 1959

Later, May said that even if the PGA were to accede to his wishes on the entry fees and T.T.T. payments, it is now too late to arrange the 1958 Tam tournaments. But he left the door open to resuming the

dual events in 1959 if the PGA will agree to let him write his own tickets.

Tournament players naturally were disappointed that golf's richest lode has at least been temporarily mined out. Most agree that demands on May probably were too severe and that sooner or later resistance was bound to be met.

However, practically all the circuit regulars denounced the idea of paying a fee to enter a tournament. "What it

Jock McKinnon has been the pro at the Capilano GC in Vancouver B.C. for 20 years. For most of that time he hasn't been at his physical best. Recently he received the results of medical tests.

He is allergic to grass.

amounts to," said Jack Burke, Jr., "is that the actors pay to make an appearance." One pro said golf is the only major sport in which a player has to put up an entry fee for a chance to win money. However, this condition still prevails in all the big bowling tournaments. But bowling doesn't have golf's spectator appeal, or for that matter, facilities for accommodating the crowds, making it necessary that players ante up the prize money.



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

British Pro Studies Swing, Then Makes Sale

Two looks taught an American observer of pro business that some of the British pros are excellent merchandisers of golf goods.

One was at Jack McLean's shop at Glen-eagles, with Jack and his assistants giving the type of service that is ideal for golf resorts and which can't be excelled even by the high standard of resort pro shop operation at Shawnee, Pinehurst, White Sulphur, Pebble Beach, Point Clear and other of our top golf playgrounds.

The other was the 4 3/4 in. diameter of the practice putting cup in "Putter Alley" in the British PGA salesroom. That extra half-inch in diameter accounts for golfers holing so many putts it gave added confidence in the putters and added sales.

Now American attention is held by a remark Bill Cox, veteran and successful British pro, made in one of his instruction articles in *Golf Illustrated* of London.

Watches Player Swing

Cox wrote (in part) in reply to a question asking him for advice on buying clubs: "I have a rule at Fulwell (Bill's club) never to sell a set of clubs until I have

seen the player hitting a number of shots."

Note that Cox doesn't say that he allows the prospective buyer to use clubs for a trial round or on the practice tee. The experienced pro can tell pretty well by seeing a man or woman hit a couple of dozen balls with their old set of clubs what they really need.

At the 1957 PGA Event several well known golf salesmen discussing successful methods of their pro customers agreed that without exception the pros who sell the most clubs tie club selling closely to instruction.

One salesman asked: "How can a pro make the best use of his greatest selling point on clubs, expert fitting, if he doesn't let his members know that he has to see the swing of the buyer before he is able to correctly tell what woods and irons are suited to him?"

Pro at Fault

The consensus was that unless a pro does pretty much as Bill Cox says he does at his club in England, the fellow shouldn't be surprised when a member buys clubs elsewhere than at the club. If the member gets the idea that saving a few dollars on a purchase that will be used from six to 12 years is more important than getting

fitted for better scoring that is the pro's fault rather than the member's, the salesman said.

Comment was made about the fine job of club selling done by Claude Harmon and Johnny Revolta, two outstanding teachers.

Don't Force Sales

One of the group said, "I never have seen or heard of Claude or Johnny forcing the sale of clubs. Yet, nobody beats them in very wisely showing the value of the perfectly fitted club in making good shots with pretty good consistency."

This salesman added:

"One thing that the golfing public and people in pro golf business don't generally recognize about the great work Harmon has done in developing assistants into fine players and teachers is the way in which he acquaints these youngsters with the correct selection of clubs for themselves and their pupils."

Improper Tree Planting Runs Up Maintenance Costs

Taking the view that more emphasis may be put on course maintenance cost cutting in 1958 than in any year since the end of World War II, Taylor Boyd, supt. at the Camargo Club, Cincinnati, O., writing in *The Green Breeze*, published by the Cincinnati GCSA, points out that a great saving in man hours can be made if trees and shrubs are properly planted.

Golf maintenance, Boyd says, involves a great deal of high speed mowing with wide sets of mowers. If trees are planted in such a way that large areas have to be mowed by hand rather than by tractor and gang mowers, then it is conceivable that a supt. may have to spend ten or more times as much as should be necessary to get these areas mowed.

Speaking of his own club, Boyd says there is one area on the course that at one time could be cut in six or seven minutes with a gang mower setup. It was improperly planted with shrubs and now it takes two hours to hand mow the same area. Since the area is cut on an average of 32 times a year, Boyd continues, he has figured out that it now costs the club \$84 more a year to cut this area than formerly. The shrubs, it is conceded, are necessary but they could have been planted in such a manner so as not to interfere with gang mowing.

Boyd also cites how the planting of trees close to greens is not conducive to

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