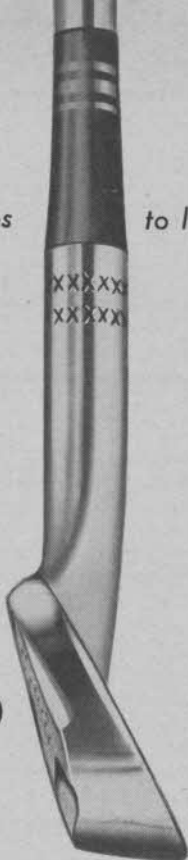


MacGregor continues

to lead in NEW ideas

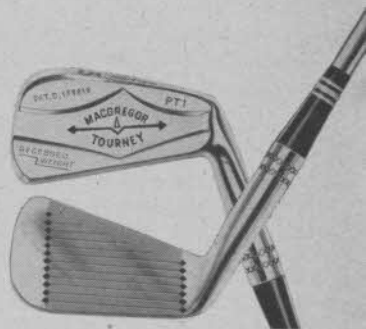
## RECESSED WEIGHT



Presenting for 1958... a remarkable new *Recessed Weight* design (Patents No. 179,818 and 179,819). The weight behind the ball is blended into the original forging and does not protrude or give the appearance of being "stuck-on." The focal point of power is higher, extending full hitting power over the entire face of the club.

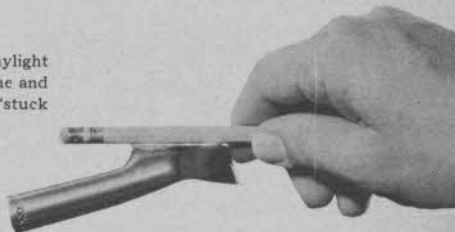
Built in "Forward Press" also gives these irons more playability. The new blade, with the hosel built ahead of the sole line, automatically keeps the hands ahead of the ball. This assures pinpoint accuracy, crisper shots and truer approaches to the green.

Scientific distribution makes weight an integral part of the club. If face of iron hits ball high, low, on the toe or on the heel there's plenty of power for both distance and accuracy.



Recessed Weight irons are available in MacGregor Tourney, Tommy Armour and Louise Suggs models. Pro sold only.

Look at the daylight between sole line and top line. No "stuck on" look here.



**MacGregor**  
THE GREATEST NAME IN GOLF  
REG. U. S. PAT. OFF.

The MacGregor Co., Cincinnati 32, Ohio  
GOLF • TENNIS • BASEBALL • FOOTBALL • BASKETBALL



# Strictly PROfessional

## Al Robbins on Pegboard

Al Robbins, the strolling pro merchandise expert, gives these tips on pegboard if you are planning to use it in your shop. Board with 1/2-in. centers is preferable to the 1-in. type because it is far more versatile, or, in other words, you can put up or change displays with far greater ease on the 1/2-in. center board. Another thing to keep in mind about pegboard is to keep it at least 1 1/4 to 1 1/2 inches out from the wall. This is because most pro shops use tees for pegs and they extend more than one inch beyond the back of the pegboard. When ordering pegboard, it is well to know that it can be obtained in a wood veneer (walnut, mahogany, etc.) as well as painted or unpainted finish. The veneer type may harmonize better with your furnishings.

## No Re-Order Signals

Sam Dien, who sells a lot of golf goods in his store in New York, says sports stores and pros lose considerable profit because they don't have a simple system that signals them to re-order when they are out of stock on such items as left-hand wedges, rain pants, golf ball retrievers, ladies' golf rubbers, shag bags, children's golf sets and golf seat canes.

## Need Wedge for Wedges

Several golf club salesmen at Dunedin last winter said that checkups of bags in storage at pro shops would show that a very poor job is done by most pros in selling wedges. Probably a better way to say it is that many pros don't do anything to sell wedges to golfers. The pros simply put some wedges in a display with putters and hope that they sell themselves. A five-minute free lesson with every wedge bought would double sales of this club at most shops.

## Golf Balls and Soap

Supermarts put soap and other big-selling staples in the back of the store so traffic going through to buy the cleaning material will be exposed to tempting or reminding displays of other merchandise.

The idea is worth a test with the ball counters at golf clubs. In almost all instances, balls, the biggest selling item of the pro shop stock, are on sale close to the door of the shop so the buyer can dash in, get a few balls and rush out without becoming aware that there is other merchandise in the shop that he needs.

You might try experimenting with the location of the ball counter in your own shop. You possibly will find that a change of ball counter location, in addition to increasing sales, will enable you to keep a better watch over the shop.

## Clarify Service Charges

Despite the increase in pay of club-cleaning boys and assistants who can make minor repairs to clubs, the club-cleaning and storage charges at many clubs are about the same as 10 years ago.

Several pros who have commented on this lag in price adjustment say that it often is the pro's own fault because he doesn't show what the charges provide.

Before, or as the first charge for club cleaning and storage is made on the member's bill, a letter should go to each member giving details of the club cleaning, minor repair and storage service and, when necessary, information on golf cart storage service and charges.

In many cases, members think that clubs and bags are insured against fire and theft as part of the club service charge made by the pro. If this is the case the member should be informed specifically and the charge noted in detail. If such insurance is not provided, the member also should be advised.



## Here are the answers

when golfers ask if shaft design is

## important for youngsters

**Q. Why aren't my old clubs OK for my youngsters?**

**A.** If your youngsters are as big and powerful as you are, hand-me-down clubs might do. Otherwise, they need clubs with shafts fitted carefully to *their size and strength*.

**Q. WHY is this so important?**

**A.** Right now, while your youngsters are *learning*, they are setting up lifetime habits of stance and swing. If the shafts are too long, they'll develop a bad stance and improper address. And a shaft that's too stiff won't allow their swing to develop as it should.

**Q. Do club makers offer shafts designed for youngsters?**

**A.** Most club makers offer clubs built with True Temper STARMAKER shafts. They have the right length and flex for young golfers.

**Q. Are these expensive?**

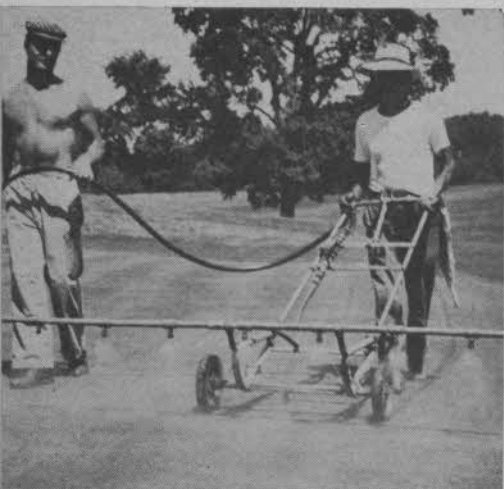
**A.** They cost *less* than full-size clubs. That's because their manufacture requires less material and not quite the degree of precision.

**Ask for STARMAKER shafts and your youngsters will grow into better golfers.**

**TRUE TEMPER®** CLEVELAND 15, OHIO

Makers of Pro Fit, Rocket, Meteor, Century, and Starmaker golf shafts

## Flynn Gives Greens Quick Spray



Two men can cover green quickly with 10-ft. spray boom.

JOE FLYNN, supt. at Metropolis CC in White Plains, N. Y., sprays greens quickly and effectively with a 10-ft. boom mounted on a homemade carriage.

There are 10 nozzles on the boom spaced one foot apart. The carriage is made from  $\frac{3}{4}$ -in. pipe and two mower transport wheels. The long length of hose is attached to the power sprayer.

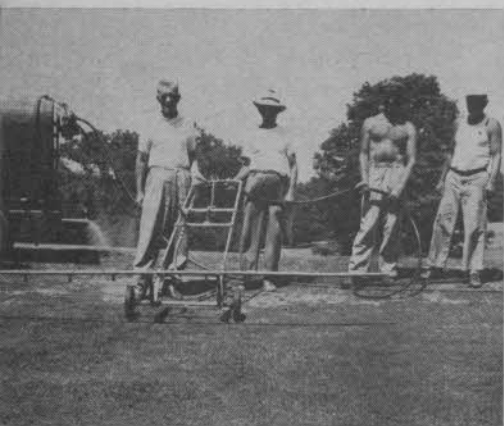
The equipment is stopped alongside the green to the power sprayer. Spraying starts on the far side of the green. The two operators move forward and then return backwards across the green. This pattern is continued until the surface is covered.

Spraying of a green is a fast operation using the Flynn method. It is done in a matter of minutes. With this method, uniform application is assured.



O. J. Noer

### O.J.Noer's Turf Tips



Joe Flynn (left), White Plains, N. Y. supt. and three of his employees. Nozzles on boom are spaced one foot apart.

### "On the Green" Latest of USGA Education Films

The latest addition to the USGA's "Golf House" film library is "On the Green," which covers the rules of golf. Complete booking information can be obtained from National Educational Films, Inc., 165 W. 46th st., New York 36. Prints are in great demand and requests for the film should be made at least a month in advance. Other films available are "Golf's Longest Hour," 18 minutes, and "Inside Golf House," 28 minutes.

"On the Green" lasts 18 minutes and is in full color. It was photographed at Mid-Ocean Club in Bermuda and thoroughly covers putting rules.

Rutgers University (New Brunswick, N. J.) turfgrass field day is scheduled for Aug. 26. Observation of research plots will be held at 10:30 a.m. and 2:30 p.m.

There is no finer  
game than golf...

And no finer  
equipment  
in the game



The finest equipment  
in golf bears my  
name and is sold only  
through the grandest  
gentlemen in the  
game, the golf  
professionals.

*Walter Hagen*

Haig



Ultra

Walter Hagen Golf Division  
Grand Rapids, Michigan





Frequent changes of display of apparel and other stock, but always attractive neatness in presentation, are part of the forceful, silent advertising done by Done Perne in the St. Clair River (Mich.) CC shop. Don observes that with male assistants displays sometimes are fresh and in order . . . and sometimes they're not . . . but with a young college woman working as a shop assistant during her vacation, good house-keeping always is evident.

## A Pro Shop Must Be Advertised

By **DON PERNE**

Professional, St. Clair River (Mich.) CC

**I**N talking with fellow professionals, I have heard many ways of increasing pro shop business. As a matter of fact, two hours of our Michigan section spring PGA meeting was spent on this subject.

Keep the shop neat and clean . . . use attractive displays . . . buy wisely . . . keep a well stocked shop, etc. Without these important fundamentals any business in our field wouldn't last long. In this we all agree. In addition to these fundamentals, I have tried to incorporate some ideas which, as I look back at my sales figures, have been quite effective. Nothing new, mind you, but things which I found other businesses using every day.

### Have Exclusive Clientele

First of all, we private club professionals are in an enviable position in that we have given to us an exclusive clientele with which to work. We don't need, nor

can we use advertising in newspapers to get our members into our shops. Our problem lies in using other means of persuading them to patronize us. Without the use of high-pressure salesmanship, discount, bargains and the use of the advertising columns of excellent daily papers we must create the desire to buy exclusively from us. In today's business world, this is no easy chore. With the necessity of good advertising in mind, I have tried to use a word-of-mouth advertising plan to help my shop sell itself.

To begin with, I never charge for anything selling for less than 25 cents. In this category fall tees, spikes, adhesive bandages and mosquito repellent (which I added this year.) Quantities of tees are packaged, ready for sale, but are kept under the counter. When I am asked for a few tees I gladly give them out and the cheerful handling of the request reminds the members the tees are free. Putting the tees in a bowl accomplishes nothing in the way of advertising.

Sincerity and low-pressure salesmanship are keynotes in my shop. A sincere effort is made to sell what the customer wants or what is best for him, not to unload the



SPRAY  
WITH

**Cadminate®**

every green  
will be  
dollar-  
spotless

APPLY ONLY ONE DOSE OF EXTRA-POTENT CADMINATE PER MONTH. Then inspect every inch of your turf—any time. You won't find a trace of dollar spot, copper spot or red thread.

CADMINATE's protective action lasts far longer than the less effective fungicides... and smaller doses are required. You use only  $\frac{1}{2}$  oz. per 1,000 sq. ft. per month.

Experience has proved that CADMINATE keeps your turf free of disease at the lowest possible cost... with the least work.

**Mallinckrodt Chemical Works**

Mallinckrodt St., St. Louis 7, Mo. • 72 Gold St., New York 8, N. Y.

CHICAGO • CINCINNATI • CLEVELAND • DETROIT • LOS ANGELES • PHILADELPHIA • SAN FRANCISCO

In Canada: MALLINCKRODT CHEMICAL WORKS LIMITED—MONTREAL • TORONTO

ORDER FROM YOUR  
MALLINCKRODT DISTRIBUTOR

*Mallinckrodt®*



entire shop on his club account in one sale. This "buy it yourself" atmosphere is my best selling tool.

#### Pro Advertising Cost Low

Sales promotion is done by free group lessons to juniors and ladies of the club. Monogrammed headcovers are given with each set of woods purchased. GOLFING magazine subscriptions are given to my members with my compliments. All of these gifts are charged off to advertising. The cost is about one per cent of my gross business per year. That is not much when you consider many companies spend as much as five per cent.

My hope in constantly keeping my services going to my members is to create the idea in their minds that they should buy from me. Call it obligation if you like. They consider it turn-about and fair play.

#### Women's Influence Increases Sales

I made great progress in my sales promotion and selling after I found myself overlooking perhaps the one biggest selling force at my disposal . . . women. Not only do women buy more than 50 per cent of the merchandise at my and many other pro shops but they often are responsible for planting the idea to buy the remaining portion.

I hired a pleasant college girl to work in the shop and she helped increase sales and goodwill right from the start. Not only does she sell more than most men could



(Above) Don Perne sees that his young lady shop assistant has the great advertising value of selling with smiles — smiles of the pro shop staff, and of the buying member.

(Left) One thing that the pro can do that is of tremendous advertising value and a big advantage to the buyer is expert club fitting, and Perne makes a big thing of this in his shop. If he hasn't got a stock of clubs that he knows are exactly what fits the buyer, the buyer is told frankly that he (or she) will have to wait until Don can get the right equipment from another pro's shop in the district.

but she also does all my book work.

Women customers feel more at ease buying from a woman. She helps them with size problems, in selecting materials, etc. I don't have to mention what a pleasant girl behind the counter did to increase buying by the male members. All in all, I have found a woman's personality and selling sense in a pro shop is a service valuable to my members and to me.

From the beginning of my definite, organized planning of pro shop merchandising I felt I could do a better job of persuading my members to buy what I had at the price I must have. I knew I had to deserve their business by meeting competition by using different techniques. Price cutting, "bargains" and high-pressure tactics were out. Only by word-of-mouth advertising was I successful in accomplishing what I set out to do.

#### Philadelphia Meeting

Walter Schmidt, pres., Golf Association of Philadelphia, announces that the Association's annual Superintendents'-Chairmen's dinner will be held Aug. 25 at the Cedarbrook CC.





MODEL 4790



**Make Your Golfers happier . . .**

*with Master-Matched*

## **POWER-BILTS**

**A**S A PRO, no one knows better than you that there's *profit in golfing pleasure*. The enthusiastic golfer is your best customer. One good way to build this enthusiasm is to see that your members play the right clubs. This season *sell satisfaction*—sell Master-Matched Power-Bilts—the clubs that look right, feel right, and play right!

**HILLERICH & BRADSBY CO., LOUISVILLE, KY.**

*Sold only by Golf Professionals*

## **POWER-BILT**

**GOLF CLUBS**

*Master-Matched for Perfect  
Feel and Balance*



MODEL 304

## Illinois Court Rules Course Creek Is Not Attractive Nuisance

By WILLIAM JABINE

A nine-year old boy was drowned while swimming in a creek where it crossed the course of a club near Chicago. The boy's parents brought suit against the club claiming that the creek was what is known in legal parlance as an "attractive nuisance" and, as children were known to have played about the creek on the club's property before the drowning, the club was negligent because of its failure to keep children off the property. The complaint also alleged that the club had dredged and widened the creek to form a pond, and that it was in full view of a highway and the adjacent forest preserve, thus adding to its allure for curious-minded children.

At the trial a jury awarded a verdict of \$5,000 to the plaintiffs. The club appealed to the Illinois appellate court. That court, after a thorough review of the evidence which showed that the boy who was drowned, and a companion, began their swimming venture in the forest preserve and only later crossed over to the club's property, reversed the lower court. It ruled that the case should not have been allowed to go to the jury but that a directed verdict in favor of the club should have been rendered.

Pointing out that under Illinois decisions, a body of water or watercourse is not deemed an attractive nuisance unless there are some extraordinary features especially attractive to children, the court held that such features did not exist on the club's portion of the stream despite the plaintiffs' contention that two culverts constituted additional attractions. The court also pointed out that there was no evidence to show that the club had dredged or widened the creek, as alleged, or that the creek where it flowed through the golf course was in full view from the highway and the forest preserve. In its opinion the court said, in part:

"The stream in which the boy was drowned was an ordinary natural watercourse. There was nothing unusual, exceptional or peculiar about it. The water on defendant's property was the same as that which flowed through the forest preserve, when the boy and his companion first went swimming in the creek. It was just as attractive and dangerous as any other stream, but not more so. Removal of brush



Dick Baxter, pro at Taconic GC, Williamstown, Mass., who is coaching the Williams College golf team for the 35th year, was recently honored at a dinner and given a plaque in recognition of his outstanding work. Among those he has tutored are Dick Chapman, Joe Gagliardi, Bill Blaney, Ed Haley, Ira Couch and Wilson Barnes. Williams College is playing host June 22-28, to the National Intercollegiate for the third straight year.

and landscaping the area along the banks of the creek through the course made the water no more dangerous, and probably made the creek less attractive to swimmers in the nude than it was before the brush was removed, or as it ran through the preserve. Course and depth of the stream were created by nature, not by the defendant, and depended upon the volume of subterranean and surface waters which accumulated on Salt Creek upstream from the course. Defendant had no control over the elements which produced the quantity of water flowing over its northern boundary, had no right as against upper and lower riparian owners to interfere with the natural flow of the stream, and had done nothing to change the natural course or depth of the creek.

"To require riparian owners along all rivers and creeks flowing in and adjacent to Illinois to construct boy-proof fences or to employ guards to protect children and to restrain them from coming upon their lands adjacent to such streams would impose upon such owners no slight expense but a most oppressive and unbearable burden."