

With SUPER REEL



Faster *between* the Greens

No need to load your G-L or Junior G-L on truck or trailer to go from green to green. Power-on-the-wheels drives the Aerifier at a brisk, time-saving pace.

SO MANY MORE ADVANTAGES FOR YOU

LESS TIME SPENT ON MAINTENANCE because of the simple, rugged construction and a minimum of moving parts. West Point turfgrass tools are known throughout the world for their ability to take the hardest kind of use in stride. Result: you need have no fear that you'll lose valuable man-hours keeping your Aerifier on the go.

MORE VERSATILITY with Super Reel because any size Aerifier Spoon can be used according to the turf, its condition and time of year.

LESS STRAIN ON YOUR BUDGET with an Aerifier equipped with SUPER REEL because — in addition to low maintenance costs — so many jobs can be done with this one turfgrass tool.

MINIMUM STORAGE PROBLEM because the Aerifier's power-on-the-wheels enables you to move it quickly and easily as your needs demand.

For further information about the West Point SUPER REEL write to West Point Products Corp., Box 100, West Point, Penna.

The Company That Keeps YOU In Mind

POWER and PRECISION!

MODEL 305 POWER-BILT CITATION

Attractive brass back-weighted medium size head finished in dark wine. Genuine air-dried persimmon is used exclusively. Driver available in either deep or medium-shallow face. Fairway woods have medium - shallow faces. Offered in True Temper's Pro-Fit shaft in either the "A", "R", or "S" flex. Choice of Cushionform leather or cork and rubber rib-grip grips.

MODEL 490 POWER-BILT CITATION

The blade of this club is an up-to-date version of the always popular Scotch-type blade — shallow at the heel, deep at the toe. Made of stainless steel — it won't rust or corrode even in the worst weather. Power-weighted back with a two-tone bright and sand-blast face. True-Temper's Pro - Fit shaft in either the "A", "R", or "S" pattern. Choice of Chrome-tex leather Cushionform grip or the white Victory Golf Pride Rib Lock grip.

MODEL 405 POWER-BILT IMPERIAL

Medium size head finished in cherry red to allow the fine persimmon graining to show through. Each club in the set is "Master-Matched" to all the others, guaranteeing uniformity of "swing-feel." Chrome-tex leather Cushionform grips. Shafted with True Temper's Pro-Fit "R" or "S" shafts.

NEW 1959 POWER-BILTS

Designing and craftsmanship combined their virtues in producing for 1959 the finest Power-Bilts in our history. Shown here are just three numbers out of the complete Power-Bilt line which includes ladies models, special clubs for left-hand players and juniors. Send for your 1959 full-color catalog.

Master-Matched

POWER-BILTS

FOR PERFECT FEEL and BALANCE

HILLERICH & BRADSBY COMPANY Louisville, Kentucky Also manufacturers of famous Louisville Slugger bats

RECESSION! Golf Prospered In Spite of It 1959? Prospects Are Excellent

GOLF'S increased popularity in spite of the recession, the pros' reliance in, and stepped up profits from the wider handling of quality merchandise, and continued progress in turf research and management are cited by manufacturers as the most important developments in the game for 1958. As for 1959, the outlook is as rosy as it ever has been in any postwar year with the recession apparently having receded. The big problem, as the supplier executives see it, is to provide enough facilities for persons who want to play golf. Here are their comments:

Pro Quality Market Growing

This year the pros have made progress in establishing the reputation of the pro shop as the place to buy golf merchandise of top quality.

We have been more than pleased with the wide acceptance of the "pro-quality" association by the golfing public. We predict that 1959 will yield bigger profits to pros who emphasize the quality theme.

Orders for Christmas gifts and spring delivery of Maxfli balls, clubs, Tufhorse bags and Dunlop-Wright shoes give early confirmation to our forecast of a decided expansion of the pro quality market.

*Vincent Richards, vp
Dunlop Tire & Rubber Co.*

Pro Credit Is Good

The most certain indication of substantial progress in pro golf business is the improvement in pro credit. Pro character, the foundation of good credit, is first class. That is an essential for employment at good jobs. The merchandising elements of good credit depend on determining and supplying what the public wants. The pros should know better than anybody else what the public wants and needs in first class equipment.

I've noticed that pros who accent quality in their stocks and merchandise in a "quality" manner have had a very good year in 1958. I know that we have had one of our best years.

The junior programs conducted by the majority of professionals have raised and

strengthened the pros' status. Fathers and mothers are realizing what they owe golf pros for their great service to the youngsters and this appreciation has accounted for a good deal of buying.

*Bill Kaiser, Pro Sales Mgr.
Hillerich & Bradsby Co.*

Self-Reliance Paying

We and our pro customers have had one of the biggest years in MacGregor golf's history.

In analyzing the 1958 pro golf sales situation and studying it for trends, we notice that the professionals who have confidence in their ability to correctly survey their market and to serve it well have made substantial gains in sales volume. Despite increased costs in pro department operation, these men have operated profitably, according to our records and conversations.

There are no tricks or easy ways in selling the better part of the golf market. The self-reliant pro, who is a competent businessman, can take care of himself and his customers regardless of competition. He has an inside on the quality part of the golf market. It is getting more profitable each year for the man who knows how to take advantage of his position and that's something nobody else can do for him. Growth of the golf market and increasing awareness of the value of first grade equipment should make 1959 a great year for the self-reliant pro.

*Henry P. Cowen, pres.
MacGregor Golf, Inc.*

Courses Show Supts' Advance

Construction of new courses, reconstruction and modernizing of existing courses and high general standards of course condition this year show the benefits of the supt's study at the national and local conferences.

The educational sessions have paid off to some extent in the recognition of supts' abilities and in some increases in salaries but mainly in better courses, more efficiently operated.

Our sales have been higher, month by month, than they were last year. There is an increasing trend to view the expenditure of funds for course operation on a long-range basis and to buy to reduce yearly costs even if initial price seems high. In many cases, clubs need to make a realistic appraisal of their course maintenance requirements in size of staff and in machinery as they've been trying to operate on an outmoded basis.

Tom Mascaro, pres.
West Point Products Corp.

Stronger Trend To Pro-Only

This year there has been a conspicuous trend to pro-only golf merchandise which we have been able to observe and enjoy because of the response to the introduction of our pro-only steel center ball.

When the pro takes advantage of his unique merchandising position by energetic marketing of highest quality, exclusively pro golf goods he is certain to increase his percentage of the total golf market.

The pros' marketing position and the growth of the entire golf market are, to an appreciable degree, governed by the pros' foresighted work in the promotion of junior golf.

Jack Harkins, sales mgr.
Professional Golf Co. of America

Pro Is In Envidable Position

Golf is at an all-time popularity peak. If the weather had been right in all sections of U.S., and there had been adequate facilities throughout the country in 1958, the number of rounds played might have been doubled. This puts the pro in a most enviable position. If he is alive to players' and members' needs, he certainly is capitalizing on this great demand. Most pros are eminently capable. Members expect more from them than the average employer expects from his employees — and they get it! U.S. Rubber, through local



This cozy mantel and Gift Tee corner at Chuck Tannis' Olympia Fields CC (Flossmoor, Ill.) pro shop is a favorite spot for golfers who are doing their Xmas shopping early.

reps, has tried to help the pros in getting newspaper, radio and TV publicity and has made important prize contributions to circuit and "home" tournament competitions. It plans even greater inducements through tournaments and other channels in 1959 to get the pro to play and promote the U.S. Royal.

John W. Sproul, sales mgr., golf ball div.

Cost Control is Golf Problem

As makers of equipment for keeping golf course mowers in efficient operating condition, our view of the golf market primarily is that of the playing facilities. It seems to us that the increased demand for high standards at courses means a constantly increasing pressure to boost course maintenance costs and all the ingenuity, vigilance and mechanized operation a supt. can use to keep costs under control.

Plastic pipe has been a big factor in extending watering to courses that previously weren't able to afford anything more than skeleton watering systems.

The heavy traffic of golfers, bag carts and golf cars presents problems that will increase along with budget worries.

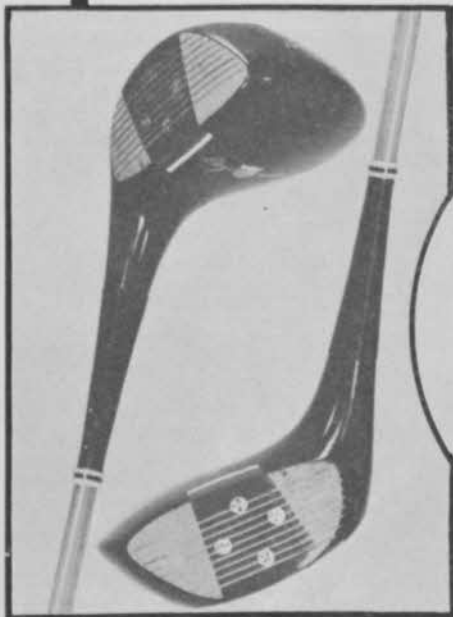
Paul H. Root, vp
Fate-Root-Heath Co.

(Continued on page 100)

1959 GLASSHAFT*

GOLF CLUBS

*Patent No. 2,822,175



You can't hit a drive so far or an iron so straight except with Glasshaft Golf Clubs. In the rough or on the fairway—on tee or green—you will hit the perfect shot with Glasshaft clubs. They have the "Torsion-Control" feature that keeps the club head traveling straight and true—even under conditions impossible for ordinary clubs.

Ask your pro to show you the new 1959 Lloyd Mangrum Glasshaft Woods and Irons.

Manufactured exclusively by

*Golfercraft
Inc.*

1021 W. Grant, Escondido, California

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In Canada: Pro-Made Golf Co., Vancouver

GOLFDOM's

Opinion Survey

In August, Congress passed and Pres. Eisenhower signed the Excise Tax Technical Changes Act which will result in removal, after Jan. 1, of the 20 per cent club dues tax assessment for construction or reconstruction of any social or sporting facility. The Act also removes the tax assessment for construction or reconstruction of any capital addition to or improvement of such facility. This applies to club houses, maintenance and other buildings, swimming pools, tennis courts and golf courses.

Purchase of land for building courses, however, will not be exempt from the 20 per cent tax, nor will uses of funds for purchase of existing facilities.

To get a broad and expert view of the effect the Technical Changes Act will have on the construction of new courses and improvements in or expansion of older ones, GOLFDOM has queried several course architects as to their thoughts on the matter. Their observations appear below.

Alfred H. Tull, Larchmont, N. Y. — It should now be possible to form a club with the membership equity fee attractive enough to more readily produce funds for organization expense and required equity in the property. First class metropolitan clubs spend from \$700,000 to \$1,000,000 for their facilities and the new tax savings of as high as perhaps \$200,000 certainly should be an inducement for them to build, especially if they have been contemplating doing so.

Also, I think there will be less hesitancy

Repeal of Excise Tax Will Lead to More Building But Windfall Won't Go Into Courses: Architects

among older clubs in moving to new locations if there has been any movement or agitation in this direction. The tax assessment on the purchase of land, of course, is still in effect but what amounts to a 20 per cent reduction in construction costs of course and clubhouse should give quite a few of them the green light.

I am not sure whether the tax saving will result in better quality construction. Clubs usually stretch their budgets pretty thinly over as much work as they possibly can. Some, not all, have made it rather uncomfortable for the architect because he didn't do as outstanding a job as they expected with the inadequate budget he had to work with. Maybe the new tax windfall will lead to a more liberal attitude in allotment of funds. I hope so.

Any group that is ready to start building between now and the first of the year certainly shouldn't hesitate because payment of design or building costs can be deferred until after Jan. 1.

Alex G. McKay, Morristown, Tenn. — I think we'll see construction of more courses in the small towns as a result of the tax being lifted. I know of several groups in small Virginia and Tennessee towns that haven't gone through with plans for courses because the extra 20 per cent was breaking their backs. I seriously doubt if very many groups will put any, and certainly not all of the tax money saved, into the design and construction budget for what they consider are extras. More liberal spending when the course is being built might save these people money in the long run, but they don't see it that way.



Bob Baldock, Fresno, Calif. — The revised tax law is bound to encourage course construction. A saving of 20 per cent is a very large saving indeed and I think it is going to mean the 'go ahead' for a lot of people who have been hanging

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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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back. I know of one group in California that had raised \$210,000 for the building of a course, \$35,000 of which would have gone to the government. Now, these people are going to wait until after the first of the year and put the entire \$210,000 into their course and clubhouse. Surely, this isn't or won't be an isolated case. I think the tax repeal is a good thing for golf architects and builders and I feel we'll see a boom in the spring.

Robert F. Lawrence, Tucson, Ariz. —

The lawmakers have made a step in the right direction in repealing the tax on recreation facilities. If private enterprise takes it upon itself to underwrite such things as golf courses it should be encouraged. However, I don't think Congress went far enough. The tax on the purchase of land still exists and since this is a considerable factor in getting golf projects started, it is going to act as a brake on expansion of the game. But at least the breakthrough has been made. Perhaps the repeal of the tax on land purchases will come later.



Hal Purdy, Kingston, N. Y. — Repeal of the 20 per cent tax certainly should be another spur to the already booming golf business. So far as I know, the fact that the tax law doesn't become effective until Jan. 1, hasn't delayed any construction planning. I think the repeal should result in better courses, but some committees may want to put the money saved into their bars or dining rooms. That's where the course architects and construction men will have to do some fast talking to get them to put it into the golfing facilities.

William F. Mitchell, North Sutton, N. H. — I know of many groups that are in the thinking stage where new construction or course improvement is involved. The government's action in knocking out the tax should get them moving, if anything does. One of the better features of the tax repeal is that construction items no longer will be charged to maintenance. This, in my opinion, will ease the burden on the supt. because he no longer will be forced to dip into his annual maintenance budget to

undertake projects that, in reality, are capital improvements.

Robert Bruce Harris, Chicago — The abolition of the club dues tax assessment has resulted in postponement until next spring of at least two projects I am interested in. But I'm not grousing about these deferrals because I think the tax relief measure probably will result in more courses being built.



Whether or not the tax reduction will result in better constructed courses is a matter of conjecture. I doubt if it will because I feel quite strongly that design, construction, etc. are more closely tied to ideals and skill than to finances.

William H. Diddel, Carmel, Ind. and Ormond Beach, Fla. — I am quite optimistic about the possibilities of more courses opening up as the result of the change in the Excise Tax law. I don't think, though, that the clubs will spend more than a small part of the tax windfall on either new or improvement projects. Yet, there is always the chance that committees and club officials will keep that 20 per cent saving in the back of their minds as a kind of psychological cushion that they can fall back on in case they want to make their courses just a little more elaborate than they originally intended. I think the new law will result in more outside contractual work. It will be to the advantage of clubs from a tax and capitalization standpoint to hire outside contractors to do certain jobs rather than divert their maintenance staffs to handling them.

Geoffrey S. Cornish, South Amherst, Mass. — Organization and financing headaches of new clubs should be reduced by repeal of the excise tax. Still, in recent years it has been my observation that the 20 per cent tax didn't stop any groups from going ahead and building new clubs once the individuals concerned were serious about proceeding with their plans. This was particularly true where these people were able to find likely course sites at reasonable prices.

(Continued on Page 108)

Finest of all for '59...



The all-new
**REGISTERED
TOP-FLITES**
by Spalding

It took Spalding to top the '58 TOP-FLITES, but the '59 models are even better.

The handsome new "Hydrosealed Woods" feature a great new toughness, pack more power than ever before. They have high-impact nylon face inserts that add yardage and lasting beauty; a Super Sole Plate that adds extra years of playability.

The new blade of the gleaming "perma-finish" irons has a wider hitting area, better weight distribution for extra power and accuracy.

Because they are Synchro-Dyned, an exclusive Spalding manufacturing process, every set of '59 TOP-FLITES is a perfectly matched family of clubs, scientifically coordinated as to weight, shaft flexibility, etc., to feel and swing alike.

Stock and sell the '59 TOP-FLITES now. Available only through pro shops.

Don't forget, it's the personalized DOT for Christmas!

SPALDING
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TARGET:

*More Sales
to Women*

Not Keeping Pace

Push Yet to Come In Equipment Sales to Feminine Golfers

EVEN though just about everyone agrees that the pickup in women's play is the most important golf development of the last four or five years, there is divided opinion among professionals as to whether the feminine swingers are even beginning to pull their weight as pro shop customers.

A survey recently made by GOLFDOM shows that views of the merchandisers generally come under two well defined categories in this increasingly important matter. The majority of pros say that outside of sportswear and related items, they are getting little patronage from women players. At the same time, the majority of these shop proprietors concede that where playing equipment, in particular, is concerned they have been deficient in promoting women's sales. They leave the impression that the push is yet to come.

On the other hand, a small but probably growing list of pros, looking to the long-term possibilities, are promoting the sale of women's clubs by refraining from trying to sell the feminine swingers complete sets but instead urge them to buy essential clubs such as No. 3, 5, 7 and 9 irons, a putter and, in most cases, two woods. The pros are handling these sales in two ways: Some sell the more expensive clubs on an open set basis with the suggestion that the complete set can be filled in later; others sell less expensive lines with the understanding that these

clubs will be accepted as trade-ins when the woman golfer decides she has graduated to better clubs.

Plenty of Competition

Pros who have lagged behind in club sales to women generally attribute their failure to get this activity off the ground to the omnipresent competition of the discount houses and downtown department and sporting goods stores. In many cases, this is all too realistic; in others, it is partly imaginary. One pro ventures the opinion that even though the woman holds the purse string, the golf playing husband preempts the right to buy more expensive clubs, either giving his wife his discards or persuading her to settle for less expensive editions. Another pro suggests that even though many women have been playing golf for a relatively long time they haven't yet reached the point where they are convinced that quality clubs will improve their games. This same pro adds that it is his observation that women generally regard golf in more of a sporting vein than do their husbands and it will be some time yet before they start buying clubs with an eye to their prestige value.

Harry Robb, Jr., the master of Milburn G & CC, Overland Park, Kans., feels that maybe the pros are too ambitious in trying to sell women more and higher priced clubs than the latter can afford. "If you