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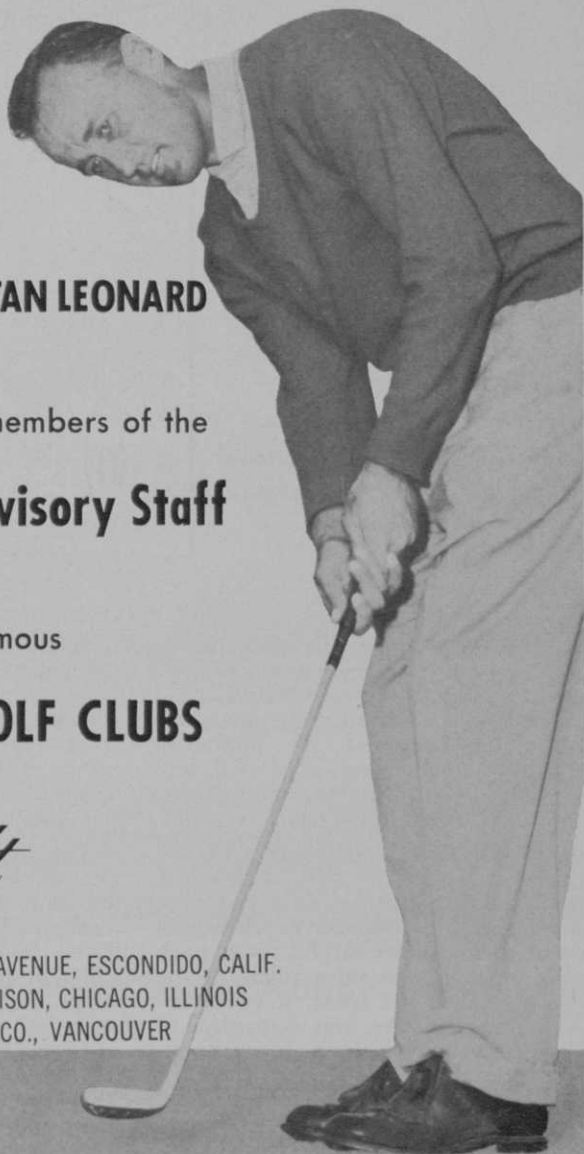
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**ART WALL, JR. WITH HIS WIN-
NING GLASSHAFT TROON PUTTER**

Sales Ideas

Service is still the pro's best friend, but he's starting to copy some of the tricks used by downtown department stores



PROS, reporting on the ideas they used in 1958 to increase sales, reaffirmed the old belief that so far as the golf shop is concerned, there is no gimmick that quite matches service. Yet, as you will note in the comments below, there was something of an awakening to the realization that the pro shop operator, if he is to maintain volume and profits, has to start meeting the downtown merchant on the latter's home ground. This is by holding occasional sales, introducing certain types of merchandise with special prices and promotion and, in general, copying some of the rather radical merchandising methods the department store people have found so successful in the past few years.

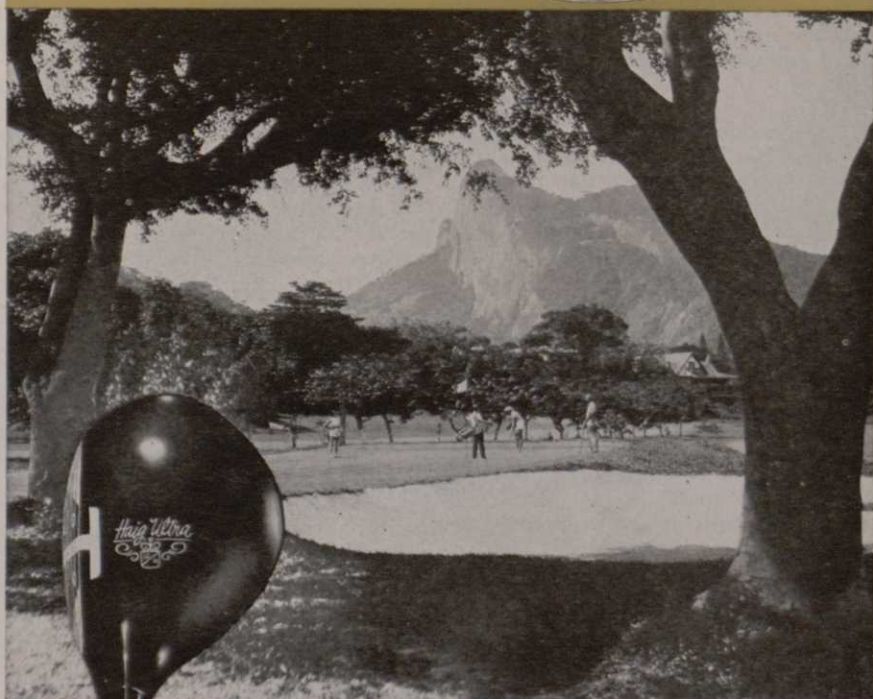
Here is what eight pros had to say about their sales efforts for 1958:

Joe Brown, Des Moines (Ia.) CC — There are at least two dozen things that a pro handles that give him a strong sales talking point. I concentrate on them one at a time, being rather careful not to push several items in one sales pitch to the golfer. If you do the latter, it either bewilders him or makes him distrustful of your methods. Let's look at alpaca sweaters, for example. Why not push them for one week. It's amazing what can happen. One player buys one and tells a friend. Before long you have sold a half dozen. The following week you may want to concentrate on golf shoes. There's usually one good, new selling feature about shoes. Play it up — do nothing but talk about it. It's surprising how many people will become interested and buy.

Gene Conway, Elks CC, Elkhart, Ind. — Many pros may not believe it, but re-

straint can be an excellent selling tool. This is particularly true where something like clubs or shoes have to be fitted. You want to give the person a perfect fit, but if you don't have his size in stock there is still that impulse to make a sale. That's where restraint comes in. Insist that he wait until the proper size can be ordered and received. If you do that often enough it instills confidence in your members. They keep coming back and buying because they are sure that you are not going to pawn off just anything on them. In my time, I have refused many times to sell clubs out of stock even though golfers insisted they had to have them that day. Occasionally, someone will become downright irked with you when you refuse to sell him ill-fitting clubs or shoes, but sooner or later he comes back to thank you for holding off until you can get the right merchandise.

Alone in their greatness



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NEW Haig Ultra Woods

The finest expression of the club maker's art—the Haig Ultra. One look reveals the fine finish—one swing reflects the precision, balance and power built-in by our master club makers. Haig Ultra woods embody the miracle of Strata-Bloc construction which permanently resists swelling or splitting. Truly they are "alone in their greatness"—and naturally, sold only through Pro Shops.



Look for the quality ball of golf—the new Haig Ultra

National
Golf Day
June 6th

Haig  Ultra

WALTER HAGEN GOLF • GRAND RAPIDS, MICHIGAN

Charlie Grant, Barrington (Ill.) CC — Perhaps many pros don't yet recognize it, but the profit margin in pro golf is coming from sales to women. I'm fortunate in having a wife who knows as much about my business as I do. We arrange for her to play golf with every woman in the club some time during the season. She, of course, doesn't try to sell any merchandise on the strength of playing with women members, but it does us a lot of good. It creates all kinds of goodwill, more than if my wife just worked in the shop and had nothing more than a speaking acquaintanceship with our women players. Playing together creates real friendliness. My wife's playing partners buy from her not from a sense of obligation, but because of this friendliness.

Charlie Petrino, Brooklawn CC, Bridgeport, Conn. — I feel that pros make a mistake if they don't let the members know that their livelihood depends upon the members' patronage. This is nothing to be ashamed of. Henry Ford II does this in advertising his automobiles.

But with this bid for patronage the pro assumes obligations to provide the very best in merchandise and service. If you want the former and are not willing to give the latter, then you should get into some other field.

A short time ago, I had quite a discussion with one of my members about the club situation. I told him that if he had purchased his clubs at a downtown store I wouldn't feel as inclined to give him the benefit of my services than if he had bought them from me. At first he didn't agree. But finally he saw it my way when he realized that, as an insurance agent, he would be more willing to give help and advice to one of his policyholders than to someone who had bought his insurance through another agency.

We can't ram the patronage obligation theme down the throats of our members, but we can let them know in a tactful and diplomatic way that we expect some if not all of their business. Selling them this idea is as important as standing behind a counter and selling them golf balls and putters.

Jack Wayne, Credit Island GC, Davenport, Iowa — With downtown department stores coming along with sales about every two weeks, the buying public has been educated to expect bargains. It must be the solution because department store sales have been increasing steadily for the past few years. In our business, I think

we have no choice but to do the same thing. All through 1958 I ran weekend specials. They went over big. Golfers who never came into the shop before came in for the specials. Occasionally, I sold them something that wasn't on sale. That's where the real profit was.

But there can be a pitfall to special sales. If you overstock in anticipation of holding them, you can get stuck. You have to realize that your markup is considerably reduced when you offer goods at sale prices. Ordinarily, if you don't move at least 75 or 80 per cent of the overstocked merchandise, you'll find that you are working for nothing. My advice is not to go overboard on this kind of merchandising.

Jim McDonald, Randolph GC, Tucson, Ariz. — There is no substitute for service at a golf club. In fact, if you are going to operate at a profit, you have to service them to death. But it can work wonders. A few years ago, I was at a club which never had a pro before. A local sporting goods store sold the members all their equipment. I had to break the members of a long, ingrained habit of going downtown and buying all their golfing articles. The first year was tough, but I made up my mind that I was going to give the players service, even if it killed me. Toward the end of the season things started to pick up. In my second year there, I really broke the ice. Even though the club was small, my club and ball sales were unusually large. I used no gimmick whatever, but I really gave the members what they wanted.

Monte F. Norcross, Metuchen (N. J.) G & CC — After being around this game for a few years, I have come to the conclusion that we have to run a pro shop similar to the way they run a department store. We occasionally have to move out slow-selling merchandise by holding sales. I haven't tried the loss-leader idea, but special introductory offers have brought fine returns for me. I recommend them for the more perishable items such as socks, gloves, etc., but not for such things as clubs, bags, etc. By copying the department store methods, I have increased my volume by about 30 per cent in the last two years.

Tony G. Jaronik, Bonnie Brooks CC, Waukegan, Ill. — I really have no new ideas to offer. I'd rather depend on an old one, that while it may sound shopworn,
(Continued on page 110)

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JUNE 6

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What makes MacGregor woods the most wanted in all golf? These facts give you the answer: MacGregor has made woods since 1896 . . . made them to the game's highest standards. Distinctive, can't-be-copied design, hand-selected persimmon, individually-rubbed stains and glazes, Pro-Pel Action shafts and top quality grips give golfers an important advantage.

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Popular Pensacola Junior Program in Second Year

One of the most successful Junior golf programs in the Eastern Seaboard states is the Pensacola, Fla. plan started in 1958. The Pensacola Sports Assn. assisted by the Pensacola Recreation Dept., the Escambia County Dept. of Public Instruction, Pensacola PGA and Fiesta of Five Flags Assn., sponsors it. The program, for youths, 12 through 17, consists of three phases: presentation, instruction and a tournament, the Divot Derby.

Presentation of the program was accomplished by the mayor's proclamation establishing the first day of the Fiesta of Five Flags (May 13) as Junior Golf Day. The youngsters registered at their respective schools and were given time off to attend the golf demonstration staged by the local PGA. About 1700 children attended the first annual event. Transportation was provided by school buses. The local Ladies' Golf Assn. provided refreshments for the group.

The second phase, instruction, was accomplished by local pros who gave free group lessons. Balls and clubs were furnished. Each group received twelve lessons. After each lesson, the kids were permitted to play free on the city's newly renovated Osceola course. About 150 juniors took advantage of the instruction program in 1958.

Climax of the program was a medal play tournament held at the Osceola course in which 121 juniors participated. Local businessmen provided prizes which ranged from one-year scholarships at Pensacola Junior College to golf equipment, trophies, music scholarships, clothing and gift certificates. Following the tourney, a banquet sponsored by St. Regis Paper Company was held at the Pensacola CC.

Due to the outstanding success in the first year, Pensacola will make this an annual affair. May 13 has again been proclaimed as Junior Golf Day.

All Golf Coaching School

The first all golf coaching conference for golf coaches and men and women physical education teachers in high schools and colleges will be held at Fresno (Calif.) State College, July 9-12.

The instruction staff is headed by Bud Finger, Stanford University golf coach, and Les Bolstad, golf director, University of Minnesota, with pros from the Southern and Northern California PGA sections assisting in the teaching sessions.



Demonstrating a short-iron stance is PFC Dan Whalen (right), of Chicago, as he compares golfing grips with fellow professional, PFC Arthur R. McDonald, Kansas City, Kans. The two pros met at Grafenwoehr, Germany, while competing in the Seventh Army automatic rifle championships. McDonald, former assistant pro at the Kansas City CC, is an automatic rifleman with the 12th Cavalry, and Whalen, formerly at Chicago's Edgewater and the River Oaks of Houston, Tex., is a machine gunner with the 46th Infantry. Both hope to play in German Open in September.

1959-60 All Star Series Being Filmed in May

Filming of the 1959-60 TV All Star Golf series is getting underway in May at Eldorado CC, Palm Springs, Calif., with Sam Snead, winner of \$28,000 in last year's matches, meeting Gary Player. Winner of this match will meet Bill Casper. Others in the early competition are Ed Oliver and Al Balding. After the first four matches at Eldorado, the scene will shift to Desert Inn CC, Las Vegas.

In all, 26 contests will be filmed for the new series. Peter DeMet and Sidney Goltz and a 50-man crew will handle production. Ray O'Brien is tournament director and Jimmy Demaret will be the narrator. Whether Demaret will narrate any match in which he plays hasn't been announced.

Miller Brewing Co. and Reynolds Metals will again sponsor the series. An estimated 15,000,000 persons saw the matches each week during 1958-59.

1959 Open Qualifying

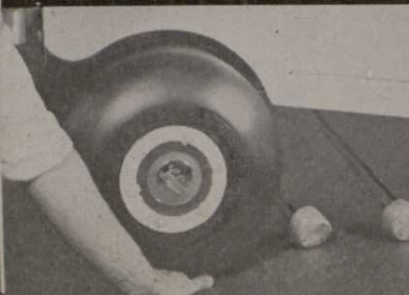
The double qualifying series for this year's Open calls for 60 local qualifying rounds and 13 sectional tests. The local meets will be held May 18 (19th in Chicago) and the sectional competitions on June 1.

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● **CLIMBS HILLS** like a caterpillar — with power to spare.

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● **LAHER-ENGINEERED** — with many exclusive features — you know it's America's newest, finest.

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THE ALL-SEASON CAR

A Little Help Brings Big Returns

By EMMETT MAUM

THOSE "extras" in service may seem small and insignificant, but they loom large and profitable when golf shop books are analyzed, says G. L. Leonard, golf professional at the Fox Meadows CC in Memphis, Tenn.

For instance, all of the top players are anxious to play the course with the professional, says Leonard, and he enjoys playing with them. He also likes to play with persons who shoot in the 90s and 100s, and often helps better their games by offering suggestions.

"Naturally, many occasions arise to help golfers who shoot in high figures," says Leonard. "I notice little things about their games that may be corrected, and frequently we stop right there and show them. Of course, I wouldn't think of charging a club member for such a service.

"Here is an example of how a little help on the course paid off," Leonard recalls. "A day or so after we played together, a member I helped came to the golf shop and started looking at clubs. Pretty soon he said, 'Do you think this club is heavy enough for me?' and the next thing, we were closing a deal for a set of clubs."

A pro cannot keep merchandise in a box and sell it — he must display it, Leonard observes. At Fox Meadows, golf clubs are displayed in a handsome two-tier rack. About 300 clubs are shown. In the rack there are also about 15 bags available for inspection. Clubs and bags are readily seen the moment a member enters the golf shop from either the outside or from the adjacent dining room. Besides these clubs, hundreds of others are kept in the storeroom, ready to be brought out quickly.

Records Ball Preferences

Since every sale of clubs lends itself to subsequent sales of golf balls, the Fox Meadows shop has a wide variety displayed under a glass-covered counter. The golf professional needs to know what type ball each man and woman hits and have balls to meet all of these requirements. Leonard

A telephone can be the best friend a pro has if properly used to promote business, says G. L. Leonard.





Drive 10 to 15 yards further on the fly!

**Announcing the longest flying golf ball ever made in America
...the astonishing DISTANCE DOT...new from core to cover!**

The new DISTANCE DOT leaves the club head like a rifle shot, gives the sweetest, most satisfying "click" in golf. *Most* important, you'll find your drives flying 10 to 15 yards further—10 to 15 yards *nearer the green!*

Core, winding, cover, finish—everything's *new and better!* Never before have

such exacting standards of golf ball manufacturing been so rigidly maintained. The result: the longest, truest, whitest golf ball in history!

Look for the package with the words "NEW DISTANCE DOT" on the wrapper. At pro shops only. *Unconditionally* guaranteed, of course!

SPALDING *sets the pace in sports*

Remember National Golf Day June 6th



When selling a club or a set of clubs, Leonard says, I emphasize two things — the quality of pro line merchandise and how properly fitted clubs can improve a golfer's game.

does exactly this through records he keeps. This results in heavy sales of golf balls.

This glass-covered counter has three tiers. Displayed there besides balls are head covers, caps, hats, shirts, and miscellaneous items. Nearby are displays of shoes, ladies' jackets, umbrellas, gloves, sweaters, socks, and slacks.

Fox Meadows, of course, has only quality merchandise. Leonard and club officials believe in a liberal policy on returns.

"Any time a club member says merchandise is faulty, we take it back," Leonard says. "This occurs very infrequently because we stick strictly to pro-only brands."

A great deal of merchandise can be sold by using a few of the ideas adopted by Leonard. One of them requires only a little time, yet it can pay off big and make friendship ties closer with members. This is his policy of keeping a record of birthdays and wedding anniversaries of wives and husbands who belong to the club.

"Everybody appreciates being remembered in this way," says Leonard. "All it requires is to get the list of dates and spend a few minutes on the telephone as these dates draw near."

Well Rounded Stock

Another thing that pays off is to send letters with small folders showing pictures of gift items for golfers. This is especially good during the pre-Christmas selling season, but is applicable to birthdays, Mother's Day, Father's Day, etc.

While developing a desire in members to buy, it is well to make sure that the shop has everything, the Fox Meadows

Country Club pro says. "Members have the right to expect anything and everything in the golf line to be obtainable at the shop," Leonard maintains. "At most clubs, members should be educated to the fact that if golf merchandise can be bought anywhere, it can be bought from the pro."

Another thing about successful selling in the golf shop pointed out by Leonard is fundamental, yet often forgotten by the club pro. It is very simple: A golf professional should not go out and play golf every day.

"While there's a time to play golf, there's a time also to stay in the shop," he says. "Many times people come in to buy something and, although someone else is taking care of the shop, they will pass up the purchase and say, 'I'll see him later', referring to the pro. They may go elsewhere to buy the merchandise if the professional isn't around."

Another reason for being on hand at the Fox Meadows shop is that it has three tables, each with four chairs, where members can eat, lounge, and carry on conversations. Leonard can talk to a lot of people and find opportunities to make friendships a little more binding, thus getting business as a direct result.

The golf shop has storage space for all members in the storeroom. Small repair work is handled in the Fox Meadows shop. Fortunately for Fox Meadows, Bert Dargie, one of the best golf club men in the business, is located in Memphis. He handles major repair work and makes special type clubs needed.

Golf Writers' Officers

Bob Drum of the Pittsburgh Press is the new pres. of the Golf Writers' Association. He succeeds John Walter of the Detroit News.

In their annual meeting at Augusta, the writers elected Merrell Whittlesey, Washington Star, 1st vp, and Larry Robinson, New York World Telegram and Sun, 2nd vp. Charles Bartlett of the Chicago Tribune was reelected secy-treas. Lincoln Werden, New York Times, is chmn of the board which is composed of Irwin Smallwood, Greensboro (N. C.) News, Howard Gill, Golf Digest and Ken Murphy, St. Paul Pioneer-Press.

Pocono Meetings

Pocono (Pa.) Turfgrass Assn. has scheduled seven meetings for the balance of 1959, according to George Smith, program chmn.