



Metropolitan, Chicago Associations Report on Golf Car Surveys

Two extensive reports on golf car usage were recently made by the Metropolitan and Chicago Dist. Golf Associations. They are to be found on the following pages.

A comparison of the reports shows that the cars haven't caught the fancy of Eastern golfers such as they have in the Midwest. Since both associations presented only facts and figures and did little editorializing, no reason is given why there is such a large difference in car popularity between the two sections of the country.

It should be noted that the cars zoomed into favor in the Midwest only in the last year. A gain of nine cars per club be-

tween 1959 and the present time is reported in the Chicago Dist. survey.

Topography and Alterations

Perhaps part of the East's lagging in the wide adoption of cars is due to topography. Another may be that many of the Eastern clubs have not yet seen fit to make alterations in their courses to permit the flow of golf car traffic.

The reports reveal that there is quite a wide variance in ownership of cars between the Eastern clubs and those in the Midwest. More than 50 per cent of the members in the East own their vehicles as compared to about 40 per cent in the Chicago Dist.

Metropolitan Has 7.7 Cars Per Club; Chicago Average is 21.5

Metropolitan Report

Recently released by the Metropolitan Golf Assn. is a survey of golf car usage and control by clubs enrolled in the association. Eighty private clubs, representing 54 per cent of the total number in the Metropolitan group, answered the questionnaire. Fifty-two said that cars are permitted at their courses and nearly half of these have physical handicap or age restrictions. Three years ago when a similar survey was taken, golf cars were in use at 37 clubs.

The Metropolitan report covers association clubs in northern New Jersey, Long Island, Westchester county (N.Y.) and Fairfield county (Conn.). It is published under the title "Golf Car Usage and Control in the Metropolitan New York Area." Copies may be obtained from the Association at 40 E. 38th st., New York 16, at \$1 per copy.

A total of 617 cars in use were reported by the 52 clubs. Individual members own about 54 per cent of the cars and at 34 clubs cars can be rented. At most clubs, car users are required to employ caddies. The number of cars in relation to membership varies widely. One 300-member club has only one car while another with 190 members has 28 cars. Clubs, rental agencies and professionals own the remaining 46 per cent of the cars listed in the census. Rental rates run from \$6 to \$8 per 18-hole round. At clubs where cars are owned, the monthly storage, maintenance and service fees range from \$5 to \$25.

Information in the report was gleaned from club presidents and mgrs. and through a supplemental questionnaire filled out by supts. The Association, in a preface to the report, alludes to the deep interest taken in golf car operation by club officials.

Of the 28 clubs that do not permit use of golf cars on their courses, seven said that the matter is in various stages of "discussion" or, at least "under consideration for elderly or ailing members." One club reported that several cars have been tested and found wanting because of topography.

Chicago Report

THE golf car survey recently completed by the Chicago Dist. Golf Association reveals that 66 reporting clubs have a total of 1,421 vehicles for an average of 21.5 per club. This is in contrast to 10.1 in 1958 and 12.6 a year ago.

Chicago Dist. clubs, however, reported they are not going to follow the lead of George S. May of Tam O'Shanter CC, Niles, Ill., and ban caddies (Golfdom, Feb., p. 25) in spite of the great increase in the popularity of the cars. After announcing his decision to do away with club carriers at Tam, May modified his stand somewhat early in March and agreed to permit caddies to be used if members personally arranged for their services. Players, however, still are required to rent cars.

Nine Chicago Dist. clubs report that they have more than 40 cars and 18 others have between 20 and 40. Where more than half of the Metropolitan clubs require riding players to hire a caddie only 25 of the 66 Chicagoland clubs retain this requirement. About 40 per cent of the Chicago players own their golf cars as compared to more than 50 per cent in the Metropolitan area.

Routing Restrictions

A breakdown of the Chicago survey shows that 30 per cent of the 66 clubs require that car operation be limited to the rough. Most of the clubs insist that the vehicles not be driven closer than 30 ft. from the green, although 12 clubs have a 10 ft. limit and six have a 20 ft. limit.

Monthly service charges range from \$10 to \$40 with one-third of them being pegged at \$20. Only one club that reported on this section of the questionnaire listed its service charge at \$40 while two (or seven per cent) showed it as being as high as \$30.

The rental range for 18 holes is shown as being between \$6 and \$9 with 80 per cent of the clubs charging between \$7 and \$8 for the use of their cars.

One Northside club reports that it has 100 cars, the most in the Chicago district, and all are leased by the club. Another

Metropolitan Report

Under "Current Census of Golf Cars," 32 clubs reported having 1 to 10 cars; 11 were in the 11 to 20 category; six clubs have from 21 to 30 and three clubs from 31 to 40. The average per club is thus 11.8. In the ratio of cars to members, the 10 highest clubs report from 7.6 to 14.7 per cent.

As to limitations because of storage and servicing facilities, 19 clubs that permit cars said that they are limited because of lack of available storage space, battery charging facilities or consideration for the course. Among clubs limiting car usage, four have waiting lists of members who would buy cars and 16 clubs have rental requests in excess of supply. At the 52 clubs where cars are permitted, the average length of time they have been in use is between three and four years.

Physical, Age Restrictions

In the "Club Policies and Rules" section of the MGA survey, it is pointed out that 22 of the 52 clubs permitting cars have age and physical condition requirements. At 80 per cent of these clubs, caddies are required but are permitted to handle the bags of two players using one car. Caddies are forbidden to ride in cars at about 60 per cent of the clubs.

There are various regulations as to weight of cars and tires and use of horns and radios. Eighteen clubs require insurance certificates from players to cover bodily injury and property damage, and five clubs demand that cost of litigation arising from use of his car by a member be paid by the member. About half of the clubs permit guests to use cars and about 40 per cent permit spectators to do so. More clubs than not allow players to use golf cars in club tournaments.

Usage and Service

Control of car usage and service is pretty much controlled by boards of governors and green committees. Green committees and/or supts. usually have authority to suspend car operations because of weather, although in 13 cases the pro can make the decision. About 60 per cent of the clubs have attendants who handle garaging and battery charging service. Rules violations complaints and penalties are handled in most cases by green or golf committees although one club has a Golf Car Assn. that has

(Continued on page 119)

Chicago Report

Northside club has 60 cars, titles to which are owned by members. None of the Westside clubs has more than 50 cars. At the Southside clubs, two have 50 or more cars. At one location, the pro has rental rights on 40 of 55 vehicles with the balance being owned by members. At a second club, the 50 cars are owned outright by players. No Out-of-Area clubs report as many as 50 cars.

Rental Situation

Rentals at North and Westside clubs are predominantly controlled by the clubs, but at Southside and Out-of-Area locations the professional, for the most part, is in charge of the rental business. Of the total cars in operation, 98 per cent are electric powered and the balance, of course, are operated by gasoline.

Here is the breakdown of cars in the Chicago Dist. for the last three years:

	Clubs Reporting	Allow Cars	Total	Ave.
1958	44	38	446	10.1
1959	53	49	666	12.6
1960	66	66	1421	21.5

Ownership is divided in the following manner:

	Owned by Member	Rented by Club/Pro
Northside	182	347
Westside	80	171
Southside*	127	124
Out-of-Area	187	183

*At one Southside club 20 cars are leased by members.

International Miniature

Franchises for the International Miniature Golf Tournament, to be played at Asbury Park, N. J., Sept. 10-11, are pouring in from course owners throughout U.S. and Canada, according to George Zuckerman, tournament dir. His office is located at Convention Hall in Asbury Park.

It Pays in L. A.

Persons who oppose the building of municipal golf courses should study the Los Angeles situation before voicing their opposition. In 1958-59, L. A.'s 11 municipally operated courses grossed \$1,406,911 and returned a general fund net of \$292,285.



The author, who teaches club repair courses at the PGA Business School, is shown changing the lie on an iron club.

IT is necessary to have some knowledge of golf club construction and the ability to make alterations to properly fit clubs to customers. With this knowledge and ability the golf professional has a great advantage over his competition.

Fitting and alterations are related the same in golf as in the clothing business. Ready made suits are manufactured for the average person and so are golf clubs. Suits come in regulars, shorts and longs. In clubs this compares to shaft flexes, swing weight and sole lies.

When buying a suit of clothes, after you have made your selection of color and style, the salesman selects from his stock a size that he thinks will fit you best. In most cases certain alterations must be made to fit you properly; length of trousers, fit of collar, length of sleeve and etc.

In selling golf clubs a pro should aim to determine what the customer's requirements are and to select from stock a set that needs very little alteration.

Facts About Clubs

The average driver is 43 in. long and the No. 2 iron 38½ in. long. These lengths usually fit men from 5 ft. 7 in. to 6 ft. In spite of the five in. difference in height,

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By **BILL HARDY**

Professional, Chevy Chase (Md.) CC

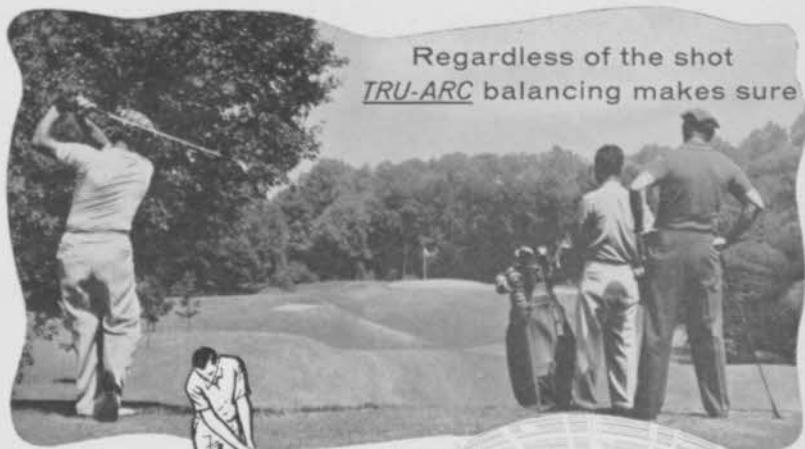
tance from the open hand to the floor in this group. So, we fit people in this group with average length clubs.

The sole lies of these clubs are also made for the average player. In this group we have three types to fit with the average clubs. For the man of medium build and strength the medium shaft with a swing weight from C9 and D4. For the elderly man, or for one of slight build and not very strong, a softer shaft and a swing weight from C6 to D1 are recommended. For the man of heavy build who is strong, a stiff shaft and a swing weight from D1 to D6 is best.

For men under 5 ft. 7 in. we should sell clubs from ½ in. to one-in. shorter. For fellows over 6 ft. they should be from ½ in. to one in. longer. For players in this group the sole lie generally needs to be adjusted. It should be flatter for the shorter man, more upright for the taller. Tools are available to the golf professional to alter the lie of golf clubs. Properly used, they will do an exact job and won't mar any clubs.

A member may pick up a new iron club and say it is too long or too short. If he is of average height it is an indication that the sole lie is too upright or too flat. For

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example, say he selects a No. 5 iron from a set with a lie that is on the upright side. He gets a clear view of the sole line as he places it on the floor. He takes his normal stance and feels that his hands are higher than usual. Therefore, the remark that the club is too long.

The lie of a club has some influence on its length. For instance, take the average lie of a 43 in. driver, alter the sole so it is one deg. more upright. It will bring the grip end of the shaft $\frac{1}{4}$ in. higher. A one-deg. flatter lie will lower the end of the shaft $\frac{1}{4}$ in. A 37 in. No. 5 iron shaft will move $\frac{1}{2}$ in. up or down if the sole lie is made 1 deg. more upright or flatter.

If your member is interested in new irons, show him a set with a slightly flatter lie. Let him hit some shots on the practice fairway or play the course with them. In dealing with you he has the advantage of trying out the clubs in addition to your help when alterations are necessary. After a member buys a new set and has played a few rounds, ask him how he is getting along. He may say that he is hitting well but is fading the No. 6 iron. Check the lie of this club and make it a little more upright as it may be too flat compared with the No. 5 in the set. A lie that is too flat will tend to fade the ball. If too upright, a hook will result.

Watch Him Hit

There are occasions, when fitting a player, when the sole lie looks perfect to you when he takes his stance. However he comes back to you after several rounds and says his shots are going off to the right. Go out on the tee and watch him use the clubs. An extreme case, I noted in this respect, was a player whose hands came into the ball much higher on the downswing than at address — in addition he was up on both toes! This of course resulted in the toe of the club going into the turf and opening up the face. We made his entire set a little more upright.

The entire sole of woods and irons should not lie flat on the turf. All clubs should rest toward the heel. High speed photos reveal that all golfers' hands come into the ball a little higher on the down swing than they were at the address. In addition, there is a slight downward bend in the shaft. These factors tend to lower the toe of the club.

Fit Clubs to Individual

We should consider a person's likes and natural tendencies. There are cases when a player successfully uses a set with which you would not normally fit him

Too Much Slice

Due to a typographical error, *Golfdom* took a much larger slice out of Bob Rosburg's driver than his clubmaker did. In the January issue (page 78) it was said that a 15 deg. loft was added to Rosburg's No. 1 wood and accounted for part of his success in 1959. This should have read 5 degs. Quite a few pros, including Rosburg, called this error to our attention.

judging from appearance. Have him indicate the club or clubs he likes best in his old set. Check the entire set for length, weight, swing-weight, lie, loft and face alignment on the woods. These measurements will definitely indicate to you why he likes certain clubs in the set. This information will give you a better idea of what to select from your stock for his inspection.

Certain golf club manufacturers have available printed data on the specifications for all the clubs they make. The companies vary a little on length, weight, swing weight, loft and lies. From these charts you may be able to suggest a brand or model that meets your member's requirements and thus avoid making a major alteration or placing a special order with a manufacturer.

More Swing Weight

For most beginners I recommend a little more swing weight. It gives a player club-head feel to develop a swing rather than hit at the ball with his hands.

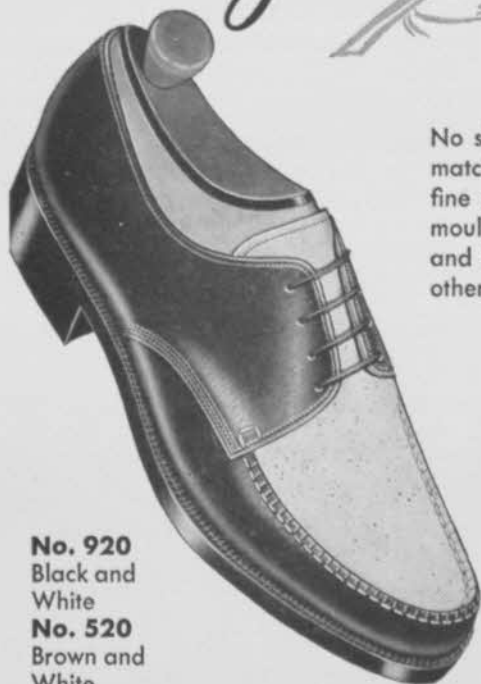
As for the ladies, do not fit them too short on club lengths. They are inclined to stand more erect than men.

Know your stock. Check every set for swing weight, lie, loft, as well as face alignment of woods. With this information you are in a better position to select from your stock the needs of your customer. There is a variance between two or more sets, and sometimes within a set because of mass production of clubs.

Ease Caddie Age Minimum

The New York legislature recently lowered the minimum age for caddies from 14 to 12 years. Under the new bill, sent to Governor Rockefeller for his signature, 12- and 13-year olds would be limited to a single bag and 36 holes a day. Written consent for kids of this age to caddie would be required from parents.

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LETTER *from* WARREN

The pro at Tam O'Shanter CC, Orchard Lake, Mich., uses this lure to get his 'sponsors' into the pro shop

Dear Member:

This is a closed-circuit, person to person broadcast emanating from the Pro Shop at T-A-M. Early Spring is the announcer and Mr. Golf is the narrator. The show's producer is Good Service and its director is Warren Orlick. You are the Sponsor, With out you there would be no rating.

Good Service has given you such productions as: Free Jr. Instructions (equipment furnished); Minor and Ofttimes Major Club Surgery; Tees for the Taking; Replacement or Repair of Defectives (i.e. within the discretion of the manufacturer); Care of Sponsor's Equipment; Knowledge to Impart; Scheduling Assistance to Sponsor, Tournament Committee, Green Committee and the Pro-Caddie Committee; Golf Clinics; Complimentary Subscription to "Golting" Magazine; Adherence to Rules & Regulations for the Sponsor's Benefit; Striving Always for the Sponsor's Golf Enjoyment; Alertness to All of the Sponsor's Needs.

The Director, Warren Orlick, ever-vigilant for the best and yet with a watchful eye toward the financial outlay of the sponsor, asks you, the sponsor, to view the 1960 show at the T-A-M Pro Shop. There, he intends to dazzle you with exciting woods and fine matched irons. Only in the Pro Shop can the sponsor be fitted with clubs to his own physical characteristics. Knowing this, he will swing more easily, control his shots better, get consistently lower scores and thereby achieve his golf potential.

There is a fresh new zing in golf balls for '60. Golf shoes play an important part in play-ability so, for more fun and less fatigue, wear a pair from the wide selection in the Golf Shop. (Rubber, all-weather shoes are also available). The golf bags in the 1960 orbit are of the kaleidoscope. Don't miss this array of colors and patterns plus the ultimate in durability. This ultimate in wearability also applies to slacks, shirts and sundries, which all add to new golfing pleasure. The Pro Shop stock is performance-proved and the choice of champions. The Pro Shop has been completely renovated, affording a larger display of high-fashion sportswear for the golferettes.

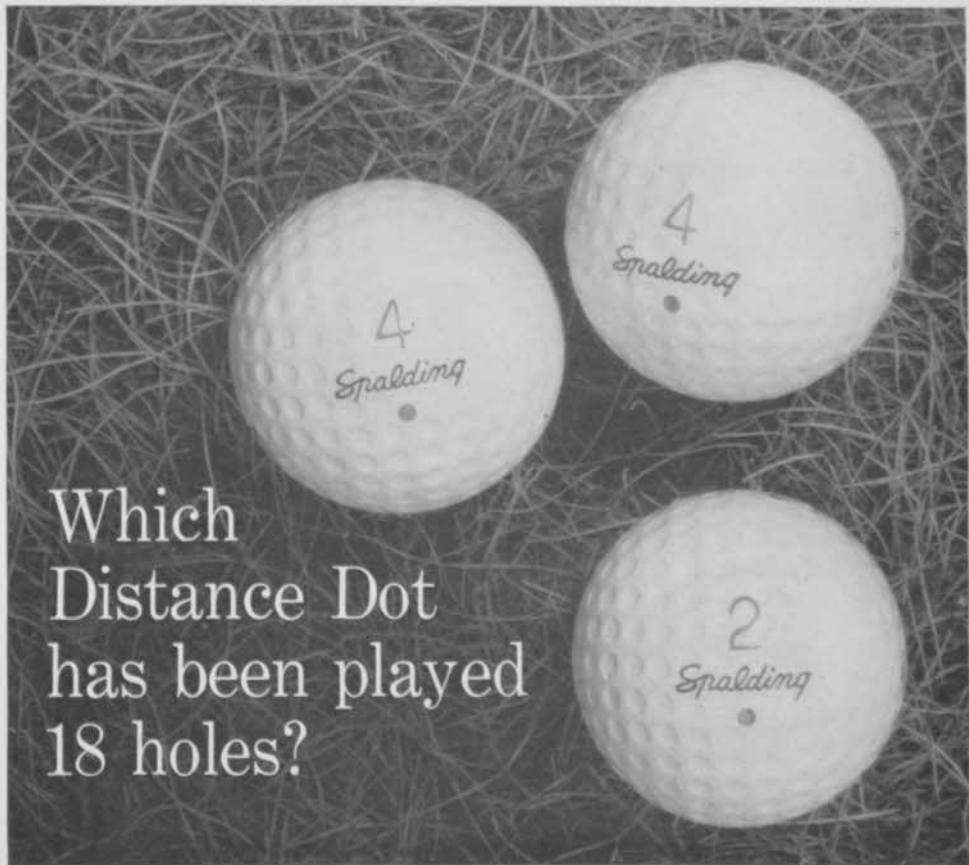
Lessons are by appointments only. This rule must be adhered to due to the varied duties, services and responsibilities of the professional staff. Schedule of the professionals' availability will be posted in the Pro Shop and lockerroom. You will be posted periodically on pertinent developments and information.

The T-A-M professional staff includes "Mac" MacElmurry, John Monitz and Tom Deaton. George Pasnick is your Caddiemaster.

It is the hope of the professional staff that we here at T-A-M will be the key to your better golf.

Golfingly yours,

Warren Orlick



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Cozy Decor Lures Golfers to Join Indoor Club

Up in Augusta, Me., where the winters are long and bitter, a golfer has plenty of time to lose the touch between fall's first snow and the spring thaw.

An enterprising pro can fill in this void, which extends to some five months, by operating an indoor golf club — and that is just what Al Biondi, the headmaster at Augusta CC, has been doing.

When you think of indoor golf clubs or schools, you normally envision a rather dismal, high ceiled room with a couple nets, floor mats, a rack of clubs and a somewhat battered desk littered with oddments of paper and ashtrays. But Al's place, which is operating until the middle of this month, doesn't have that beatnik



Al Biondi (above), who runs August (Me.) Indoor Golf Club, manages to get in a little trap practice himself. At right, he gives a lesson. (Below) The 9-hole miniature putting green has been a popular spot all winter.

