



Floor to ceiling natural light adds luster to Ridge's displays.



Fan of clubs and bag on wall back of register is only one of many eye-catchers in the shop.



Pegboard and corner shelves give latitude for wide variety of displays.

(Right) Mrs. John E. Kenny gets ideas from Bill Fitzsimmons in selecting gift for husband.





Upright racks save wear and tear on bags, make it easy to get at them. Boards on end of racks hold location index.



Ridge pros now know luxury of plenty of back-room space. Mike White is shown cleaning clubs.

tell you that there isn't any transfusion quite like a brand new pro shop. Whether the odor of fresh paint, the gleam of new fixtures or the cozy feel of new carpeting gives an added luster to the merchandise and makes it more salable, Elmer can't say. But the combination, the Ridge pro observes, is good for business.

"For as long as I have been here," Schacht says, "Ridge has been a pro's club. Over the years we've been able to make enough people conscious of the shop to bring our patronage from the playing members up to around 100 per cent. But as good as business generally has been in the past, I don't think it ever has quite come up to what we've had so far this season. And, as everybody knows, we haven't had much of a break in the weather."

"So," Schacht continues, "it must be the new shop."

#### Kept Stock in Drawers

"As I see it," Elmer explains, "we now have plenty of room in which to display our playing equipment and sportswear. A year ago that wasn't true. Most of our stock was put away in drawers, or kept on shelves or stored in the back room because we didn't have enough space to put it out. I'm sure that many of our customers hesitated to ask to see numerous items, particularly sportswear, because they either didn't want to bother us to bring it out or they didn't want to feel obligated to buy it when we did. It was a rather uncomfortable situation all around."

"But now they can come in and look around and see our full line from sports

coats to carryalls and not feel pressured to buy a single thing. I suppose," Elmer concludes, "that the relaxed shopper feels more inclined to spend his money than the one who thinks he is under obligation to buy."

In keeping with Ridge's relaxed atmosphere, neither Schacht nor his three assistants ever push a single item. No point of sale material is displayed in the shop. About the only advertising aids that are used are the occasional flyers that are sent out calling attention to new or special merchandise or to the sales that are held not more often than once a month. Golfdom's "Christmas Shopping at Your Pro Shop" has been a standby for several years. The Ridge pro staff depends upon its excellent displays, reputation for handling quality lines and tactful salesmanship to keep its merchandise moving.

#### Closing the Sale

Tactful salesmanship, incidentally, includes a few stratagems to close a sale. If Bill Fitzsimmons, who has been with Elmer for six years, is selling a straw hat, it isn't out of bounds for Mike White, another assistant, to make the observation that the hat does wonders for the customer — in fact, makes him look like Sam Snead. This kind of sales logrolling, while

*(Continued on page 79)*

# The Modern Pool Coating



*Unconditionally  
Guaranteed*

**IN WRITING**

*for 3 Years!*

Exclusively yours with

**MAGNA-BOND®**

**Guaranteed against . . . loss of gloss,  
loss of color, loss of adhesion above or below  
the water line! No chipping, cracking or peeling!**

## Here are the MAGNA-BOND facts

- ★ Easily applied by roller, brush, or spray—complete system provides 4 to 5 mil thickness!
- ★ One-man, one 8-hour day application for average 20' x 40' pool
- ★ "Polarized" vinyl formulations with 32 to 33% solids in solution—  
indefinite pot life

No other pool coating gives you such positive proof of *low, low* maintenance costs! A written, direct-to-buyer guarantee that closes more new pool orders—and clinches profitable, *year 'round* maintenance of present installations. That's because miracle MAGNA-BOND can be applied at outdoor temperatures as low as 35°—giving you a longer, more stable selling season—actually 10½ months in all!

Now, before you risk the high service costs of usual pool paints, take the first step to making more money, with MAGNA-BOND! Write for full information, using the coupon below. Do it today!

For Complete PROFIT DETAILS and LITERATURE — MAIL THIS COUPON.



**MAGNA-  
BOND, INC.**

1718 South 6th St. Camden 4, N. J.

**MAGNA-BOND, Inc.**  
1718 S. Sixth St., Camden 4, N. J.

Rush me all the profit facts on Magna-Bond.

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Builder       Maintenance       Supply Dealer

PO-611-2



## Consider All Costs in Operating Your Golf Car Fleet

- Don't Overlook** • Insurance  
• Interest Charges • Storage and  
Maintenance • Parts Expense  
• Reconditioning Costs

Golf cars have accounted for drastic changes in the club operating picture but so far nobody seems to be sure of the extent and nature of the changes and the adjustments required by the golf car era.

The cars have meant new revenue, new expenses, new problems. They have meant the continuing activity of older golfers whose physical condition might keep them away from the game were they not able to make use of golf cars.

They have supplied a substitute for caddie service on days when boys are in school and because of this have drawn clubhouse and pro shop patronage and green fees where it otherwise wouldn't be realized. Some golfers believe the cars will diminish caddie employment to a marked extent.

The cars have necessitated construction of new bridges and some easing of grades. At some clubs there has been required construction of car paths, either in greens and tees areas only, or in these locations and at sides of fairways, and con-

struction of car garages. The cars have required wide revision of course maintenance practices.

### Regulation and Education

They have called for regulations governing their use: regulations involving member education and control and decisions on suitability of turf for car traffic.

The cars have meant faster play in some cases but delays when a slicing golfer and a hooking companion are using the same vehicle.

They have prompted discussion regarding the advisability of limiting their travel to the sides of fairways, either through the rough or on blacktop or other surfaced roads, or permitting their use anywhere on the basis that normal distribution of the traffic pattern will prevent undue wear and will avoid use of roads that give the course an artificial look and disrupt normal playing conditions.

Cars are owned by individual golfers, by clubs, by pro, by organization leasing them to pros and/or clubs.



Car maintenance is handled by somebody on the club or pro staff, the supt's staff or by the leasing organization.

#### **Rent and Service Charges**

There is no figure that can be regarded as a standard price for two-passenger golf car rental. Rental varies from \$6 to \$10. There also is no standard of monthly service charge but it is estimated that about one third of the clubs providing golf car service charge \$20 a month. The \$20 figure seems to be based on what "other clubs" charge rather than on cost experience and study.

The cars are growing in popularity and for several years have been in golf on a "here to stay" basis, yet definite figures on car operation are rare. There have been tales about car revenue being large enough to equal slot machine income of the old days when the one-armed bandits rather than good business management kept some clubs going. But rumors of huge profits from car operations haven't been confirmed. The cars have been good net producers, not "sensational" earners.

#### **Revenue A Life-Saver**

Car revenue, either on ownership or leased basis, has been a life-saver for pros in producing revenue that helps to meet steep rise in the shop dept. cost of doing business and meeting greater demands of clubs and members for unpaid services.

The mechanical features of the cars — power, tires, balance and safety, design for convenience, etc. — also are one of the subjects of study and discussion in golf business.

In the growing pains of the fast expanding golf car market, club officials, professionals, superintendents, and car makers and lessors are having the problem of learning what the score is on this phase of the golf business.

This year there'll be by conservative estimate) between 34,000 and 36,000 cars operating at U. S. golf courses, most of them at the private golf clubs and semi-private courses. The 14 manufacturers who will make most of this year's output of golf cars will produce 11,000 or more cars in 1960 and sell them for nearly \$9,000,000.

The differences of opinion and figures between, say a professional and a golf car salesman, sometimes are wide but they always are educational.

#### **Pro, Salesman Debate**

Here is a case in which statements of an experienced professional and a successful golf car salesman are given.

**Pro** — I've heard that a professional who has a fleet of golf cars is making more money than he knows what to do with. I agree that money is being made. Let's look at the figures beginning with the cost of a good car. Often a car with six batteries and electric charger for each car) will cost \$1100.

**Car Salesman** — Just a moment! Rarely does a professional spend this much money for a car.

I want the pro to make money for important service and the way for him to make it is to have his costs fully and accurately itemized. I know one pro who thought he was keeping his expenses of car operation correctly but forgot to figure interest charges on money he borrowed to buy the cars. The cars aren't going to be tremendously big and easy money for the pro. If they were going to be in that earning class the clubs would, of course want to share in the profit.

#### **Insurance Protection**

**Pro** — Any professional operating golf cars is making a mistake if he doesn't insure each car for \$100,000 and \$200,000 liability, plus property damage, plus \$50 deductible for damage.

**Car Salesman** — The pro certainly must carry insurance for his protection and that of the customer and club. The insurance charge should be part of the operating cost. There is a PGA deal on such insurance that is cheap: \$18 or \$20 a car. The car user ought to know that the pro has arranged for insurance coverage. Make reference to it in the form that the user signs when he takes out the car. Let me remind you that in many cases the pro — and the club — ought to get good legal advice on their position in the car business. The charge for this advice would go into the operating cost.

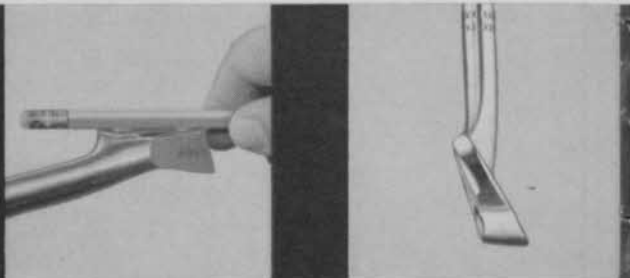
**Pro** — With a fleet of cars a pro needs at least one good man to keep the cars in satisfactory operating condition. He has to be kept hired all year although cars are used only seven months a year in our district. That means a minimum salary of \$3,600. During the peak period the man may need a helper. Then someone must be available to handle car reservations, put clubs on cars, take them off, attend to the delivery of the car to the first tee and its return to the storage building after use. He must advise guests regarding routes, make out charges, attend to sending another car out for players' use and bringing back the out-of-order car in case of breakdown, etc.

*(Continued on page 76)*

# Look at all that's new in MacGregor

A host of new features, plus the outstanding Flame Ceramic face of these MacGregor FC4000 Irons make them the most wanted irons in your shop. Their beauty alone is enough to weaken any golfer's sales resistance. When you show him how the many exclusive features of these irons will improve his game . . . chances are, you'll close the sale. 1960 FC4000 Irons are available in MacGregor Tourney, Tommy Armour and Louise Suggs "Empress" models.

BEAUTY PLUS OUTSTANDING PLAYABILITY GIVE THESE

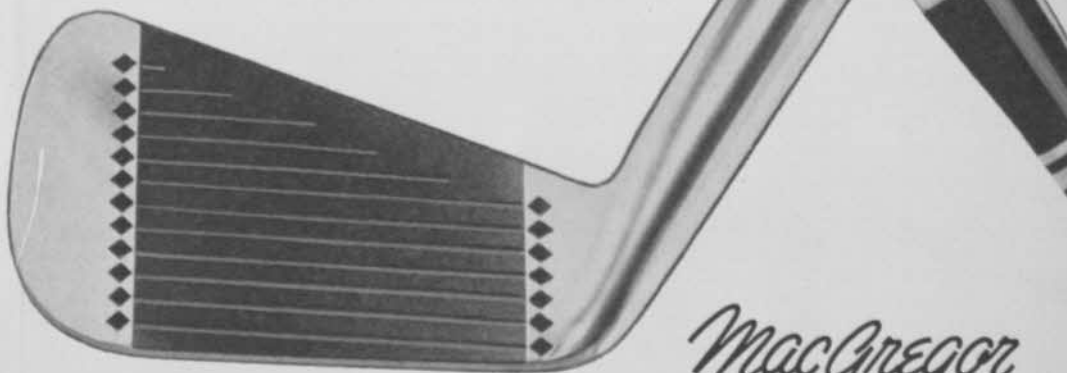


"Recessed Weight," a MacGregor exclusive, blends weight into original rough casting. This concentrates weight over larger area, putting more power directly behind the ball.

A perfect forward press is built into MacGregor FC4000 Irons. Golfers will instantly recognize this means better playability and improved scoring.




# FC4000 Irons

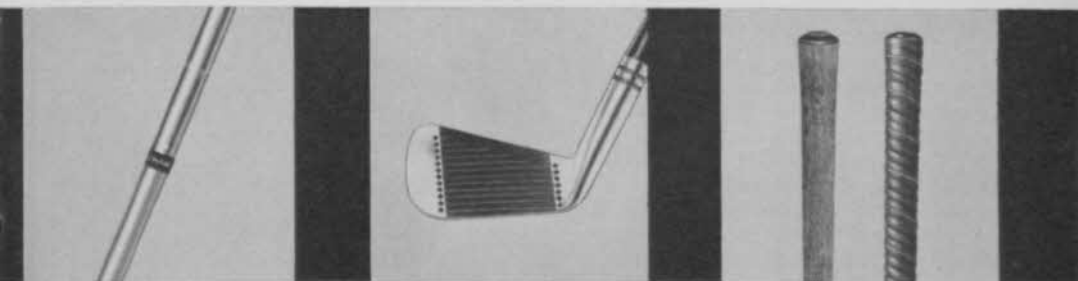


*MacGregor*  
 THE GREATEST NAME IN GOLF

The MacGregor Co., Cincinnati 32, Ohio, U.S.A.

MACGREGOR IRONS ADDED SALES APPEAL

 A Brunswick  
 Subsidiary



MacGregor's new Pro-Pel Action Shaft puts flex area closer to the club head. This reduces torque and increases accuracy. Shaft is available in four flexes.

The Flame Ceramic Face is fused to the metal at 4000° F. The ceramic face and metal become a single unit, making this the most durable face in golf.

FC4000 Irons can be equipped with either molded-on rubber grips or new leather Firma-Grip. The new tacky leather grip, with triple skiving, holds like a firm handshake.

# What A Difference 30 Days Make

*When the weatherman started to cooperate, people began playing golf and business got a real shot in the arm*

It doesn't come as news that the weather has an important influence on the state of the country's golf business — but its impact isn't fully appreciated until comparative figures covering an interval of only 30 spring days are considered.

GOLFDOM recently completed two surveys — one covering business as of May 15th, and the second, taking in the state of business as of June 15th. Professionals at selected clubs in every PGA section in the country were asked to determine in each instance if business was up over comparable 1959 periods and whether there were increases or decreases in the sales of such items as playing equipment, balls, accessories and sportswear.

In the southern section of the country, conditions were relatively stable when compared between both 1959 and 1960 and May 15th and June 15th.

In the North, however, it was an entirely different story. As of mid-May, quite a number of professionals reported that business at that time, compared with that of a year earlier, was from 15 to 40 per cent off. But only 30 days later, and even though there was actually only about two weeks of good golfing weather behind them, the shop operators declared that business either was back to or approaching normal.

## **Pent-Up Playing Urge**

As one professional put it: "The snapback in June undoubtedly was due to the fact that the late, late spring built up more pent-up itching to get out and play golf than any year I can remember."

About the only section of the northern half of the country that didn't report a sharp recovery was Cleveland where business in mid-June was reported to be about 15 per cent behind a comparable time in 1959. One Cleveland pro, though, said there was quite a noticeable increase this year in the sale of rainwear and that club sales were more than holding their own because poor weather was keeping people indoors long enough for them to give the club stocks a thorough examination. "Maybe," he added, "they are buying them out of boredom. Meanwhile, they aren't beating up or losing enough golf balls."

Here is a section by section report of the golf market situation as of both May 15th and June 15th:

**Southeast and Mid-South** — With the exception of the Atlanta area, business in May in this section was about the same as it was last year. Play in Atlanta was down about 10 per cent due to weather and sales were off about 15 to 20 per cent. The latter was partly counteracted by the Dallas-Ft. Worth area where sales were said to be 10 per cent higher than they had been a year before. Business continued good in Texas in June, particularly in the northern part of the state, but the weather caught up with the Miami, Fla., area between May and June and resulted in a fairly sharp dropoff in both play and sales there.

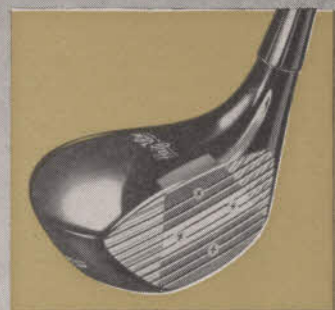
**Arizona and California** — May volume in Arizona was about normal and increased slightly in the next 30 days. Business was booming in California. Courses were in excellent condition, getting plenty of play and sales volume was estimated to be up 20 per cent.

**Northeast** — Play in the coastal areas and about 200 miles inland was down around 15 per cent in May and considerably more farther west. This pattern continued during the next month, getting back to normal in the eastern half but still lagging farther west. Cleveland pros reported that business was still off in early June but in Pittsburgh and Cincinnati it had picked up and was from 5 to 10 per cent over last year.

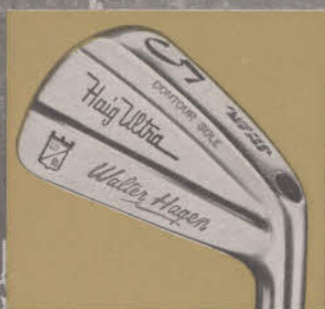
*(Continued on page 82)*



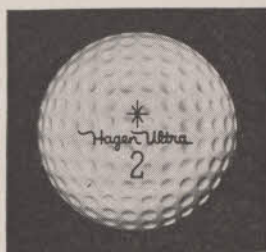
Alone  
in their



greatness



## The New 1960 Haig Ultra Woods and Irons



Sold through Pro  
Shops only

© 1960 Walter Hagen Golf

For those who know and appreciate perfection, Haig Ultra woods and irons are made to traditionally high standards by the world's most skilled club craftsmen. One swing reveals the precision, balance and power built into these superb woods and irons. One look tells you the new Haig Ultra clubs—like the Empire State Building are truly "alone in their greatness."

Haig  Ultra

WALTER HAGEN GOLF GRAND RAPIDS, MICHIGAN

*The Finest Way to Play Golf.*

*Electric*  *Motorized*

**moto-caddy**

