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**INERTOL CO., INC.**

Swimming Pool Division

479 Frelinghuysen Ave., Newark 12, N. J.  
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design . . . Owners Sam Eig and his son, Lawrence, and John E. McKeever, plan three 10-story apartment buildings with 1,400 apartments, to be built on an island in the middle of the course . . . Expect to open course in spring, 1961.

Bloomfield, Conn., town council approves appropriation for planning 18-hole course on proposed Blue Hills flood control reservoir . . . Jimmy Hines, speaking at lunch meeting of Riverside County (Calif.) Chambers of Commerce, said golf in the Coachella Valley (Palm Springs) area now is \$40 million investment which in five years will grow to \$100 million.

Royce Shelton now pro at new Cedar Crest CC, Centerville, Va. . . Cedar Crest opened its first 9 last August and will open its second 9 in May . . . San Francisco Recreation and Park Dept. reports that from last June through December the city's four public courses made a profit of \$23,647 although one of the four, Lincoln Park operated at a loss of \$13,331 . . . San Francisco to have a new 9 at Harding Park and at McLaren Park a 9-hole course is to be completed in April, 1961.

Big party at Detroit GC honoring Bob Thompson who is retiring after 15 years as the club's manager . . . Of the club's 42 living directors 36 were present to hail Bob, giving him a gold life membership card and an electric golf car for use at Tquesta GC, Jupiter, Fla., where he and his wife, Verona, make their winter home . . . Charles E. Haynes, formerly mgr., Whitmarsh Valley CC, Philadelphia, succeeds Thompson at Detroit GC.

Potomac Electric Power Co. to build course in Loudon County, Va., for its employees . . . Golf architect Eddie Ault is an engineer for the Potomac company . . . Bob Wolf, formerly asst. to Clark Black, pro, Elyria (O.) CC is pro at Avon Oaks CC, Plas brothers' 18-hole private membership course at Avon, O., a Cleveland suburb . . . Course will open July 1.

Meadow Lakes CC, 10 miles north of Jefferson City, Mo., building 18 to plans of Ault and Jamison . . . Expect to have course, clubhouse, fishing lake, etc., finished in spring, 1961 . . . C. R. Pappenfort is pres. . . Don Falls is pro-supt. . . Expect to open first 9 of Gainesville, Ga., municipal course soon . . . Robert Trent Jones was architect . . . Lucius Jackson is supt. . . Key West, Fla., getting 18-hole course which should give tip of Florida city big boom as winter resort . . . South Hills GC on Winebrenner estate, Hanover, Pa., to open its 18 in July . . .

Bill and Dave Gordon are architects.

Almost every new residential community development has a golf course as a recreation feature that is selling lots and adding to desirability and price of home sites . . . Some of this design and construction is mighty cheap now but will be extravagantly expensive and disappointing to the home owners in 10 years or less . . . Kansas City, Mo. talking about building another municipal course . . . City now has two courses in Swope Park . . . Course One lost \$8000 in 1959 and Course Two made \$16,000.

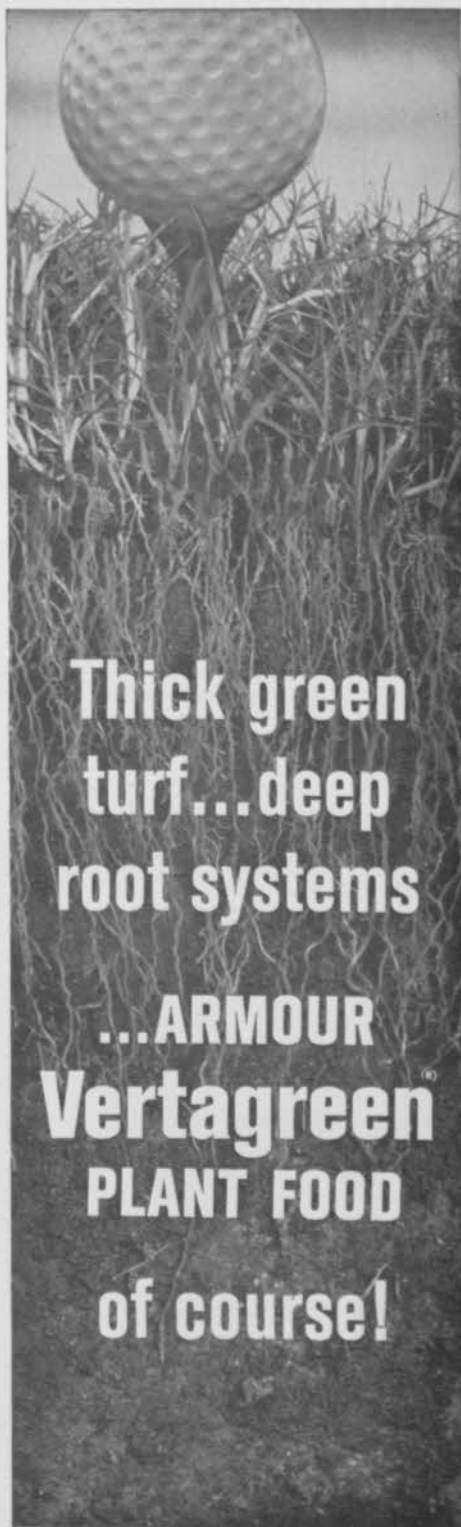
Huge two-faced tee is a feature of Ault and Jamison design of River Road CC near Poolesville, Md., for owner Bernard Siegel . . . The first and tenth tees are back to back as Siegel wants one starter to control the course . . . To build 9-hole private club at Mt. Sterling, Ky. . . . Robert Bruce Harris designs new municipal course for Minot, N. Dak.

Club Managers' Assn. of America's 1961 convention will be held Jan. 25-29 at Hotel Hilton, Denver . . . CMAA's 1962 convention will be in Miami in January . . . Wm. MacPherson, Seattle realtor, in group developing Point Brown resort area, including 18 hole course, near Gray's Harbor, Wash. . . . Rio Grande CC, organized to build 27 holes of golf surrounded by 250 acre subdivision.

Ed Bucklin now pro at Moses Lake (Wash.) CC . . . Bob Bisciotti from Marietta (O.) CC to pro job at Pickaway CC, Circleville, O. . . . Al Jameson from pro job at Goose Creek GC (Washington dist.) to Forest Lake CC (Washington dist.) that is now being planned . . . Bill Bennett who was asst. to Al Kozell, pro at Twin Hills CC, Oklahoma City, now is pro at Sapulpa (Okla.), a new muni course . . . Johnny Plumbley from Mesa Verde CC to pro job at Vandenberg AFB course near Santa Maria, Calif. . . . Arthur Beardsworth, mgr., Fairchild-Wheeler course of Bridgeport, Conn., Recreation dept. resigns after 36 years with the organization.

Hillendale GC 9-hole course at Ithaca, N. Y., sold to Edgar D. and Alberta W. Sebring of Trumansburg, N. Y. . . . Frank Aliment, pro-mgr. of Maplewood GC, Renton, Wash., elected mayor of Renton . . . His son, Bob, now becomes Maplewood's pro-mgr . . . Schedule early start of building on Caldwell (Ida.) CC.

Kitsap G&CC, Bremerton, Wash., completes \$80,000 course and clubhouse remodeling program . . . George F. Smith of Springfield, O., has leased Mt. Gilead



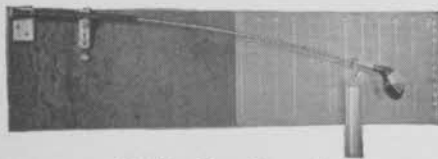
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Write for handy SHOP SUPPLY LIST

**Kenneth Smith** GOLF CLUBS

*Hand made to fit You*

Box 41-GM KANSAS CITY 41, MO.

*World's Largest Custom Club Maker*

National Golf Day  
June 11th

(O.) GC . . . His son, George, jr., will be supt., and Hulsizer will be pro . . . Re-building CC of Fairfield, Conn., clubhouse destroyed by \$250,000 fire . . . Westward Ho 18-hole course to be built at Indio, Calif.

A flock of managers are having their first years on new jobs . . . Among them are J. Guy Harris at Meadow Greens CC, Spray, N. C. . . . Austin Steeves from Ruth Lake CC, Hinsdale, Ill. to manage Glen Oak CC, Glen Ellyn, Ill. . . . Albert E. Patterson to East Ridge CC, Shreveport, La. . . . John W. Atwood from Amarillo (Tex.) CC to manage Twin Hills G&CC, Oklahoma City, Okla. . . . John B. Schwend from Wichita Falls (Tex.) CC to gen. mgr. post at Lakeside, Houston.

Pro-celebrity event will precede Triangle Round Robin, to be played at Knollwood CC, Elmsford, N. Y., June 9-12, according to Jack McAuliffe . . . 16 women will compete in the unique tournament which was won in 1959 by Betsy Rawls . . . In 11 years of running the world's largest hole-in-one tournament in Palo Alto, Calif., the committee there has found that the chances of getting an ace are one in 20,519.

*(Continued on page 76)*

*Hit 1 or hit 100 . . .*

**SWEET SHOT GIVES YOU THE LONG BALL, CONSISTENTLY!**

Some golfers get greatest distance with a high compression ball—others with a lower compression golf ball. That's why Worthington makes **Sweet Shots** in different compressions—so you can recommend the one that best matches each golfer's swing. "Big hitters" need a harder ball, like the **Sweet Shot 100**; smooth swingers do best with a lower compression ball, like the **90**.

And once you have helped a golfer select *the Sweet Shot* for him, you can be sure that he'll get his longest drives *consistently*. Precision dyna-tension winding, plus individual compression-testing, assures you that every **Sweet Shot** you sell is the same compression as the last.

Recommend the *long* ball for 1960—the **Sweet Shot**. Use it yourself, and hit for distance, consistently!  
**SOLD ONLY IN PRO SHOPS.**

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**PRO SHOPS Only!**

CART-BAG'S nationwide popularity among today's golfers — men and women, beginners and experts — has been largely achieved through the years by its enthusiastic acceptance and approval of Golf Pros everywhere. They have been quick to appreciate CART-BAG'S contribution to more relaxing pleasure in golf and have readily demonstrated them to club members and players.

Recognizing this, and the important part our Golf Pro friends have played in CART-BAG success, we are happy to announce Golf Professionals and Pro Shops as the exclusive sales agents for CART-BAGS and Accessories — effective May 1 1960.



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**\$29.95 to \$37.95**

## CART-BAG

Easiest-pulling, lightest, smartest cart-plus-bag combination in golf. Floats along with easy one-finger pull . . . Has comfortable hammock type seat that also serves as handy carry strap.

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### "HANDI-HOLD"

Convenient extra pocket for score card, pencils, smokes, gloves, keys, cosmetics, balls. Only \$2.50

### RAIN COVER

Water-Repellant weather protector. Zippers provide access to woods, irons. Folds to slim package for carrying in storage pocket. Only \$3.50

### REPLACEMENT BAGS

Available for color variety or to replace damaged or worn bags.

Write or phone for complete details on CART-BAG — brochures, promotion materials, prices.

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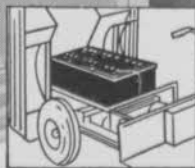
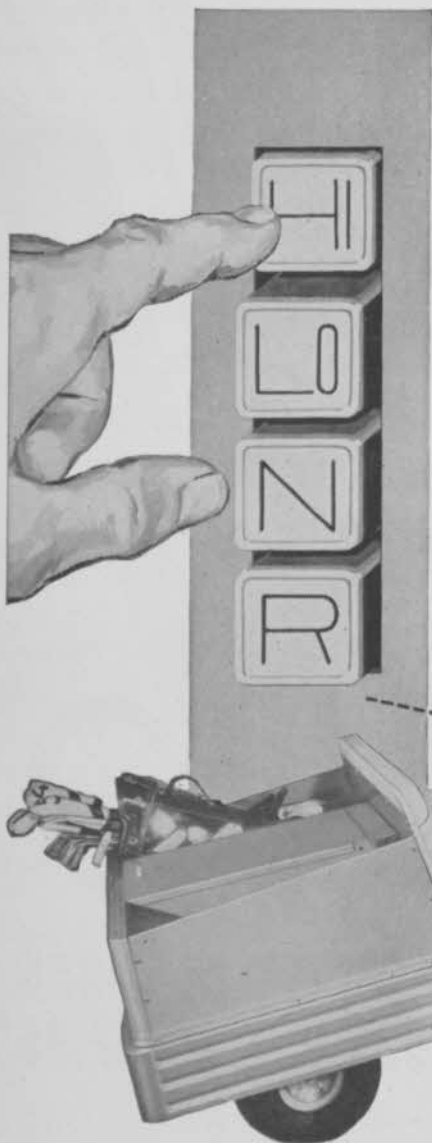
Get 20%-30% more profit,  
More revenue per car with

## America's first PUSH-BUTTON golf car!

More profit because of less fairway maintenance. New push-button Victors accelerate automatically, can't scuff tender turf.

More profit because of less service problems... often 50% less than other makes! Rugged reasons why: Precision engineered direct-in-line drive. No belt to adjust or replace. Victor-built motor works longer without brush replacements. Greater distance between chargings, too!

More revenue per car because less service problems mean less waste-time in repair shop, more money-making time on the fairway.



**Exclusive Hinged Body** makes Victor the easiest car in the world to service. Serviced from the top-side—no crawling underneath.



**Exclusive Lift-up Deck** makes filling and charging of Victor's heavy-duty batteries easier than on any other make.

Don't buy any car until you try the

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## Recap of Athletic & Sporting Goods Sales

	1959	1958	1950
Golf Equipment	\$ 79,131,183	68,357,116	41,789,127
Baseball & Softball Equipment	34,218,054	33,981,772	29,220,703
Inflated goods	17,606,161	15,774,699	11,299,996
Boxing Gloves	495,773	527,764	555,691
Tennis, Badminton, etc. Equipment	9,524,758	8,944,499	5,702,461
Helmets & Pads	6,817,019	5,929,208	3,409,863
Athletic Shoes	28,623,356	23,375,828	12,478,224
Athletic Clothing	7,639,576	8,004,740	6,183,170
Miscellaneous Items	8,547,703	9,609,269	6,412,650
	<u>192,603,583</u>	<u>174,504,895</u>	<u>117,051,885</u>

The above figures are reported on the basis of manufacturers' selling prices, including federal excise tax. It is estimated that about 95 per cent of all suppliers sent information to Ernst & Ernst, who compiled the census.

## Golf Census Shows Big Preference for Top Quality Lines

THE annual census report recently compiled for the Athletic Goods Manufacturers' Assn. By Ernst & Ernst, public accountants, shows the increase in the sales of golf equipment in the last decade in an extremely favorable light in comparison with other types of athletic goods (see table above). Sales of clubs, balls, bags and miscellaneous equipment have increased dollarwise by 93 per cent during this period and are outstripped only by football helmets and pads, which are up about 100 per cent, and athletic shoes, which show a 133 per cent increase since the 1950 census was compiled. Golf shoe sales are not

included in the latter category.

Approximately 95 per cent of the companies that manufacture the various kinds of equipment listed above cooperated in the audit.

Actually more impressive than the 10-year increase in the sales of golf equipment is the gain recorded between 1958 and 1959. For the longer period, the increase has been at the annual rate of between 9 and 10 per cent, but this was improved considerably last year when sales jumped 16 per cent. The latter figure undoubtedly reflects the wide expansion of golf facilities in the last few years. The 1958-59 increase in the sales of golf equipment once again is matched only by those of helmets and pads and athletic shoes.

### Expensive Equipment Attractive

A breakdown of golf sales by Ernst and Ernst shows that with the exception of bags, the more expensive playing equipment generally has a greater attraction for



Persons who attend the PGA Championship at Firestone CC, Akron, O., in July will see what is said to be one of the finest clubhouses in the Midwest. It was completed late in 1959 and replaces the building destroyed by fire a year before. Of contemporary architecture, the L-shape building is constructed of Texas brick, Ohio Briar Hill stone and is trimmed in redwood. The first floor is framed by a huge expanse of glass that gives a panoramic view in all directions and the dining room, 40 x 120 ft., extends the entire length of the east side of the building.

the golfer than that in the lower price category.

Figures for sales of iron clubs, for example, show that those in the highest price bracket command nearly 33 per cent of the market from a unit standpoint and well over 50 per cent of the dollar volume. The balance in both units and dollars is divided among clubs in four other price brackets. Runnerup to the highest price clubs are those at the bottom of the ladder. Sales of these low price, so-called "beginners' clubs" make up nearly 25 per cent of the market, undoubtedly indicating that there is a huge influx of new players. Dollarwise, however, these sales only account for about 12 per cent of the manufacturers' volume.

Approximately the same situation prevails where wood clubs are involved. Higher price woods account for 35 per cent of the unit sales and about 55 per cent of the dollar income. The cheapest woods make up less than 20 per cent of unit sales while those in the next highest category account for about 30 per cent. This indicates that the beginning golfer is content to go along with the cheapest possible irons he can buy but is more selective in choosing woods.

#### Want Balls With Distance

Golf ball sales in the Athletic Goods Manufacturers' report are listed in three price categories. Golfers are quite overwhelmingly in favor of the most expensive line as nearly 60 per cent of them purchase

the highest price balls. As a result, the dollar volume here is close to 75 per cent. Balls in the medium price range account for only 16 per cent of unit sales and the cheapest ones, about 25 per cent.

There is a very decided about-face made by golfers in the purchase of the top quality line golf bags. Only about 6 per cent of them buy the highest price bags in comparison with the 54 per cent who purchase the cheapest ones. Slightly more than 30 per cent of the players select bags in the second lowest price range.

#### New Record in Course Building Says Golf Foundation Head

Pres. Joe Graffis of National Golf Foundation reported at the Foundation's annual meeting at the Yale Club, New York City, April 22nd, that the past six months had established a new half-year record in course building. In the period construction had started on 97 standard courses and 20 enlargements of existing courses. There now are 301 courses and 84 additions in some stage of construction.

Interest continues to grow in Par 3 courses, with construction starting on 22 more since last fall.

The Foundation president's report pointed out that in the past 10 years there had been an increase of 19.2 per cent in U. S. population, 21.6 per cent increase in number of courses and 32.5 per cent increase in the number of golfers.





## Miami Shores' Hard Selling Assistant

*Young Joe Benner Has Shrewdness, Imagination and Some Supermarket Ideas As Partners in Producing A Big Volume at Florida Club*

By **HERB GRAFFIS**

**J**OSEPH A. BENNER, jr., assistant to the well known veteran Jim MacLaughlin, pro at Florida's Miami Shores CC, probably is the most successful assistant professional in golf business.

Joe owns the pro shop at the Miami Shores club and another golf shop in the Balmoral Hotel in Miami Beach.

Benner is a protege of MacLaughlin's. Jim has been in pro golf for 35 years, 14 of them as professional at Miami Shores. He gave Joe a job when the lad got out of high school. He encouraged Benner to get a sound education in business before deciding whether to make a career in golf.

Jim started in pro golf at the  
(Continued on page 114)



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Photos of Benner's Shop  
appear on pages 30-31

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Jim MacLaughlin (left) is head pro at Miami Shores CC. Jim McMartin, a retired contractor, designed Benner's shop, one of the finest in the South.



Sweaters and socks in this section are marked for easy selection.

This is the MacLaughlin-Benner branch shop in the Balmoral Hotel in Miami Beach. All other photos on these pages are of the shop located in Miami Shores. Pro line equipment is displayed but not sold at Balmoral because it is thought that it is best handled at a course shop site. However, all other professional equipment and services are available here. Balmoral shop is operated by Dave MacLaughlin, Jim's brother.

## *Inside the Shop at Miami Shores*



Located near starter's station are golf bags and head covers. Starter uses P.A. system to call players' turns and his station overlooks first and tenth tees.



Used club department is located in back room where there is mass display of trade-in clubs. Rental sets (bottom of photo) are composed of four woods, nine irons and putter. All are pro-line clubs and aren't more than two years old.