

# Look at all that's new in MacGregor Eye-O-Matic '60 WOODS

Never have you had more to sell in woods. MacGregor Eye-O-Matic '60 Woods are completely new in performance and eye-appeal. Every feature is designed to make them better playing, easier selling. Show your golfers all the MacGregor exclusive features . . . show them how they mean greater distance and improved accuracy. It's an easy way to boost your replacement sales. Eye-O-Matic '60 Woods are available in MacGregor Tourney, Tommy Armour and Louise Suggs "Empress" models. See your MacGregor catalog for large illustrations and complete specifications.



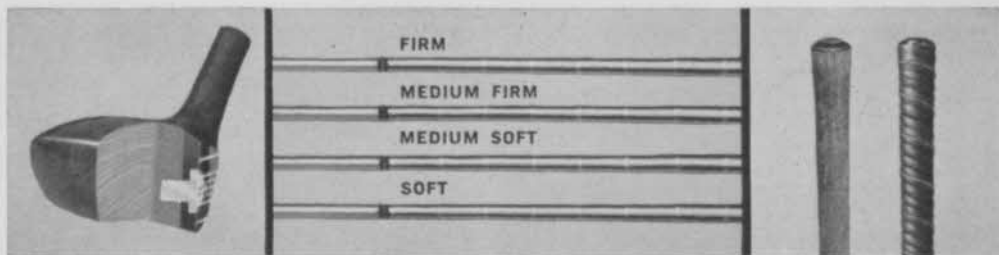
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GOLF DAY JUNE 11

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MACGREGOR EYE-O-MATIC '60 WOODS HAVE NEW PLAYABILITY AND SALEABILITY



"Eye" is fitted into heart of wood to give better "feel." Eye acts like firing pin, sends the ball flying down the fairway for extra yardage.

New Pro-Pel Action Shaft puts flex area closer to the club head, reducing torque—increasing accuracy. Available in four flexes; Firm, Medium Firm, Medium Soft and Soft. A flex that's right for any golfer. Each is identified by color band at beginning of flex area.

Available with either molded-on rubber grips or new tacky leather Firma-Grip. This new tacky leather grip is the strongest, firmest grip in golf.



# Get Visibility Into Golf Shirt Displays

By AL ROBBINS

Opportunity for a bigger volume of golf shirt sales probably is passing you by if you are stacking your wares on shelves rather than using a mannikin-panel effect, as shown in the top photo, to display them.

I feel that a brief study of the above photos will quickly convince you of this.

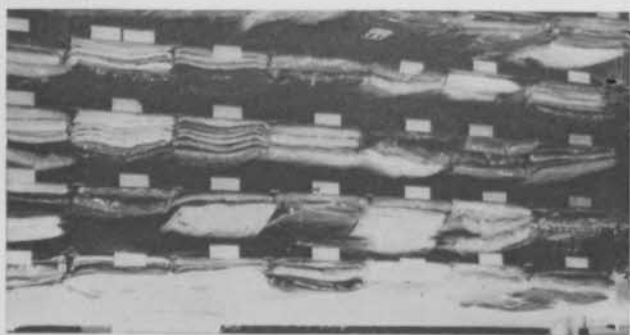
There is nothing quite as dead as shirts that are arranged in stacks. Except for the ones on top, they offer absolutely no visibility. That word, "visibility," is important to your sales.

Let's see just what it means where golf shirt displays are concerned.

## Color Sells Shirts

Primarily, it brings out color — and whether you have given it much thought or not, color sells golf attire. Consider how it affects you. If a supplier delivers an order of shirts to your shop and you spot a beautiful red number — who is your first customer? Why, yourself. So, why shouldn't you exploit color by putting it out where everyone can revel in it.

Visibility brings out the style of the shirt — its overall cut, the way the collar is shaped, the style of the sleeves and even the buttons and pockets. Things like these



work on people. If the color of the shirt doesn't persuade them to buy, perhaps another of its features will.

Another selling point about good visibility is that it makes a terrific impact on the impulse buyer. At least one out of four of your golfers occasionally buys shirts simply because he gets the urge to do so. If you don't have any shirts in your shop, or if you have them buried on a shelf somewhere, the golfer isn't going to have any reason whatever to get that urge. But put them out where he can be tempted and you're going to get some business.

## It's A Reminder, Too

Visibility, too, can work as a reminder. A fairly large percentage of your shop patrons are a little on the conservative side and don't buy until they feel it is absolutely necessary. But that good display constantly reminds them that their shirts are becoming older and, of course, frayed or faded. It may move them to oc-



I enjoy playing golf.

I'm no par-shooter, but I am very serious about my game.

I take lessons from my pro to learn the proper techniques, and I read most of the golf magazines to see what's new in golf fashions and trends.

That's where I noticed that Golfcraft ad that said . . .

**FOR THAT TOUCH OF CLASS...**

**PLAY *glass***

I asked my pro about the Glasshaft clubs. He let me hit some balls with a ladies' set. Said that's the best way to understand the difference between Glasshafts and ordinary steel shafted clubs.

First thing I noticed was the different **feel** when I hit a ball.

"That's because Glasshafts **absorb** the vibration that steel just normally **transmits**," said my pro. "Glass absorbs vibrations 10 times as much as steel."

Next, I saw my shots were going a bit further and straighter.

"With Glasshafts, **all** the power of your swing produces distance," my pro told me. "Nothing is lost through vibration. And you're straighter, too, because Glasshafts keep the club head on line at impact." No opening the the club head."

Well, I bought a new set of Glasshafts from my pro. And, you know, I've even beaten my husband for the first time. Now **he's** getting a set of Glasshafts, too.

It's no wonder the Golfcraft people have patented the Glasshaft (#2822175).

**Sold thru  
Pro Shops  
only**



**Golfcraft**  
*glasshaft*

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casionally examine the shirts they are wearing and decide that it is time to replace them.

There are eight shirts in as many colors in the top photo. A harmonious color variety is a drama in itself. Only one style

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### About Al Robbins

In the golf and streetwear shoe business for more than 20 years, Al Robbins recently branched into other pro lines. He was with Florsheim for 10 years in an executive capacity and later operated a Foot-Joy shop in Chicago's loop. While with Florsheim, Al won 10 consecutive national shoe display contests, forcing abandonment of the competition because other contestants began pleading, "Break up Robbins."

About five years ago, Al formed Al Robbins Enterprises to promote the sales of the Par-Tool, a golf shaft shoe horn, spike cuff links, overshoes to fit spike shoes and other items that he invented. In the last two years he has been representing the Saks Fifth Avenue shirt line in Chicago, Detroit and St. Louis.

Several years ago, Robbins, who is quite a talented golfer, received national publicity for having played a Bloomington, Ind. course in a four-under par 32 without getting a four during the round. Included in those 32 blows was an ace on a 130-yard hole.

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is featured here, but there probably is no good reason why two styles can't be shown. But I wouldn't go beyond that. And, I wouldn't try to get more than eight or ten shirts into a panel. At top center is a handsomely wrapped gift box, which, of course, is primarily directed at women. It's not a too terribly subtle reminder that golf shirts make fine gifts for husbands.

Everything considered, a well contrived shirt display works as a silent salesman for you, speeds up sales and frees you or your employees for other work around the shop. So, why not put one to work for you?

Shirts can be attached to pegboard panels with the F8 Pegboard Shirt Hook made by the Display Creations, Market & Broadway, Detroit. The photo of the display at top was taken in Bill Ogden's shop at North Shore CC in Glenview, Ill.

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**National Golf Day**  
**June 11th**

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## BOOK REVIEW

**How I Play Inside Golf.** By Doug Ford. Prentice-Hall, Inc. 70 Fifth ave., New York 11, N. Y.

Here is a book that may be a bigger help to golfers than most that have been written. Art Wall, Jr., Bob Goalby, Dow Finsterwald and others acknowledge Ford as being the smartest player on the circuit and in this volume many of Doug's wisdom gems are passed along.

Ford doesn't offer golfers any ready-made system that eliminates practice or ability and he doesn't try to change anyone's way of swinging a club. His theme is that by playing smart golf, double and triple bogies can be avoided and the 100 shooter can drop into the 80s.

Doug describes the contrasting methods of Lloyd Mangrum and Sam Snead in playing out of the rough, as one example of solving a dilemma. He, incidentally, recommends Mangrum's approach as a better guide for the average golfer.

### All Aspects Covered

Every aspect of the game is examined in Ford's book. There are many tips on the use of clubs. Doug tells how he has played out of tight situations in several different tournaments. There are sections devoted to proper diet before a round, the kind of clothing that the golfer should wear, how he should go about selecting and buying clubs and what he should do to warm up properly.

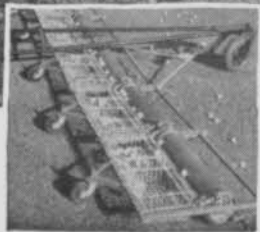
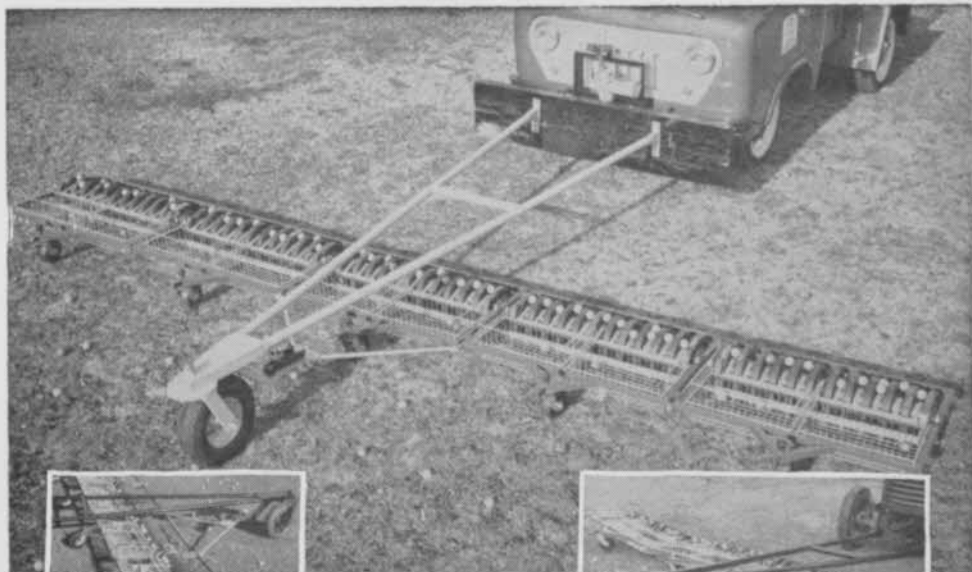
One thought that pervades the book and may do a great deal to help the average player if he takes it to heart is that a person shouldn't attempt to play beyond his ability. "The essence of good golf thinking," Ford declares, "is to play within yourself and your capacity." The book came off the press in April.

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### Whittlesey of Washington Star Heads Golf Writers

Merrell Whittlesey of the Washington Star was elected pres., Golf Writers Assn. of America, at the organization's annual meeting at Augusta National CC, Apr. 7. He succeeds Bob Drum, Pittsburgh Press. Lawrence Robinson of the New York World-Telegram and Sun was elected first vp and Ed Miles, Atlanta Journal, second vp. Charles Bartlett, Chicago Tribune, was re-elected sec.-treas.

# BAILEY GOLF BALL PICKERS



**ROLLER MODEL**

Specially designed for use on level to gently rolling terrain with good grass surface.



**WHEEL MODEL**

Extra heavy duty machine. Ideal for uneven rugged land with very poor grass covering.

**EASY ON TURF  
LARGE SWEEP  
FAST PICKUP**

BAILEY GOLF BALL PICKERS are the newest and most improved of all ball pickers. These amazing machines can be used in any group of two or more units, depending on the volume of balls to be collected and the size of the area to be covered. The entire 44" width of each unit is the picking surface . . . Regulation size of three units covers 11 feet. More units can be added as needed . . . Quick to attach . . . Completely interchangeable . . . No replacement problems. Both models are available in Standard and Junior sizes.

Get all the details — Write for additional information. Please specify model.

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# Chicago District Compiles Eleventh Annual Report

Eleventh annual Directory of Information of the Chicago District Golf Assn., which is used by clubs throughout the country for guidance in operation of their courses, came off the press early in April.

In addition to a report on Bar Operations, Dining Room Operations, Grounds and Greens, Golf Cars (see April *Golfdom*, page 31), Professional Operations, Caddies, Swimming Pools and Assessments, CDGA included information on Senior memberships, Ladies activities and clubhouse wage and salary rates.

Figures from the various clubs are shown under four divisions: for Northside, Westside, Southside and Out-of-Area clubs. Nearly 100 per cent cooperation was reported in obtaining general information from all clubs in the Chicago district.

## Bar Gross Up

Bar operations for 43 clubs in the district showed a gross profit of 63 per cent, up slightly over what it was in 1958 but about two per cent lower than it was in 1957. Total sales at the 43 clubs averaged \$73,000, about \$6,000 higher than in 1958 and about \$3,000 higher than 1957 figures. Gross profit from dining rooms was about the same as in 1958 and 1957. Average food sales reported by 51 clubs were \$113,000, about the same as they were two years ago and \$4,000 higher than in 1958. Overall dining room operations for the last three years, however, show a small deficit.

Cost of maintaining grounds and greens averaged a little less than \$50,000 per club for all clubs in the district. This ranged from \$54,000 for Northside clubs to \$43,000 for Out-of-Area clubs. About 65 per cent of all course budgets were absorbed in salaries paid to supts. and wages paid for course labor.

## Pro Salaries

Salaries paid to pros at 41 clubs in the district averaged about \$3,250. Forty clubs reported that the head pro paid his assistant out of shop profits. The cost of taking a lesson at clubs in the district averaged \$4.70 per ½ hour with the range being from \$4.30 to \$5.00. Overall average for club cleaning and storage was \$16.00 per month.

Fees for Honor, Class AA or A caddies averaged very close to \$2.75 per 18 holes. For Class B caddies, the fee was \$2.30. Average salary paid to caddiemasters was \$340 a month for all clubs in the district.

One Westside club reported that it paid its caddie boss \$700 a month while another at an Out-of-Area club was paid \$520. Nearly 50 per cent of the reporting clubs in the district have a caddie welfare fund.

Slightly more than 50 per cent of the Chicago district clubs found it necessary to levy assessments in 1959 but only 22 per cent of the clubs foresee the possibility of this being repeated in 1960.

Average club manager salaries for the four divisions were around \$8,800 annually with 17 of 27 clubs reporting that lodging is provided for the manager. About 50 per cent of the clubs pay their manager a bonus in addition to salary.

## Palmer, Snead To Represent U.S. in IGA Competitions

Arnold Palmer, the Masters champion, and Sam Snead, who recently won his 105th tournament victory, will represent the U. S. in the eighth annual International Golf Championship and Canada Cup matches, to be played at Portmarnock GC, Dublin, June 23-26. The host country informed Frank Pace, IGA pres., that it preferred to have Palmer and Snead on the U. S. team and the request was granted in keeping with an international golf custom.

The U. S. hasn't won the Canada Cup since 1956 when Snead and Ben Hogan prevailed at Wentworth, Eng. Last year in Melbourne, the Australian duo of Peter Thomson and Kel Nagle won the Cup. Thomson lost to Stan Leonard of Canada in a playoff for the International trophy.

According to Fred Corcoran, IGA tournament dir., 21 countries had named their teams as of April 18th.

## CMAA Again Sponsors 3-Day Workshop Courses

Club Managers Assn. of America will again sponsor three-day workshop courses for members this year with sessions being scheduled for seven different locations during August and Sept. Here is the schedule:

Aug. 29-31 Cornell University, Ithaca, N. Y.

Sept. 12-14 Michigan State U., East Lansing

14-16 Univ. of Florida, Gainesville

19-21 Univ. of Minnesota, Minneapolis

21-23 Univ. of Houston

26-28 Reed College, Portland

28-30 Los Angeles Athletic Club

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**Sta-tite**  
**GOLF GLOVE**

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*Champion*

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popular  
red and  
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combinations,  
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For a long time, the **Sta-tite** has been a favorite with golfers from coast to coast. The big advantage is the patented nylon lastik back which keeps the palm tight, smooth and wrinkle free. Also, the natural weave of extruded rubber strands, nylon covered for softness, give a porous back for cool playing.

**ORDER NOW!** The Sta-tite in the new colors,

plus many other fine Champion golf gloves  
are available for immediate delivery.

All Champion Gloves

Are Nylon "Stitched"

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**GLOVE MANUFACTURING CO.**

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## Establish Solid Foundation for Sales to Women Golfers

By JACK CARNAHAN

Ernie Sabayrac, Inc., Hialeah, Fla.

**I**F golf professionals kept score as accurately and as studiously on their sales as they do on the rounds they play many of them would get profitable surprises.

Precise statistics on pro shop sales are unavailable. But figures that Golfdom has compiled in its years of market research certainly must be accepted as the most reliable collected. The errors, if any, are on the conservative side.

These reports show that gross revenue from the sale of golf clubs, balls, bags and other strictly playing equipment at pro shops varies between 42 and 46 per cent of total annual sales. The remainder of the sales revenue is from golf apparel and accessories.

### Should Analyze Apparel Sales

This higher percentage of the clothing, shoe, headwear and accessory revenue doesn't necessarily mean that it is business to be accented at the expense of the playing items in the pro merchandising picture any more than the professional could be careless about his driving just because he putts more than he drives. But it does mean that he should analyze his apparel business and learn the lessons that it probably would reveal upon examination.

In the first place, every professional who has had a substantial increase in apparel business will find, upon study, that the increase is primarily due to women's influence.

### Women's Influence

The volume of women's golf apparel business in itself is growing rapidly. Beyond that is the revenue from men golfers' apparel purchase that has been influenced by women. On the other hand, women, who are shrewd shoppers, may be critical when their husbands bring home off-brand items from the pro shop that aren't worth what their husbands thought were bargains.

But, whenever professionals sold quality



Shirley Englehorn, youngest player on the Ladies PGA circuit, probably won't stray far from a golf course after this. Following a recent tournament she sought to relax with some horseback riding. But the horse didn't cooperate and Shirley was thrown. The result: a broken nose and back injuries. Shirley is wearing a brace at present but hopes to be back playing golf within a few weeks.

apparel that couldn't be bought at lower prices, or at any of the cheap stores in town, the purchases got the endorsement of women and established a quality reputation for the pro shop.

Women aren't experienced judges of club and ball quality but they are, instinctively, good judges of apparel values.

The pro's wife, in a great majority of cases, is a better judge of apparel value — material, style, workmanship and that indefinable and priceless element called "class" — than the pro is. The pro's wife and the wives of his members are quick to sense that the pro shop won't rate high as a source of supply if the shop carries the same sort of low-priced stuff that can be had, perhaps at an even lower price, at any second-rate store downtown.

### False Start

Quite a few professionals got poor starts in selling women's golf attire because they started on a competitive price basis rather than on a basis of distinctive, high quality merchandise that was attractive in value and worth. You can't blame those pros for that unlucky start. The Wright brothers didn't get off the ground on the first try.



# So Great

IT'S

## PATENTED!



# First Flight

## STEEL POWER CENTER GOLF BALL

U. S. Patent No. 2,914,328 is assigned exclusively to First Flight and can be used only on balls sold in Pro Shops.

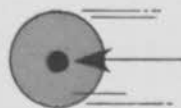
Masters  
Champion  
3  
Times



"Greatest Ball I ever played"  
—Jimmy Demaret



A golf ball spins in flight. If it is not in perfect balance it will wobble, fade or drift.



Extra weight concentrated exactly in the center makes First Flight longer and more accurate.

### MONEY BACK GUARANTEE

This First Flight Steel Power Center Golf Ball is so superior in distance and accuracy that we want you to satisfy yourself on these advantages. We invite you to get three First Flight balls from your pro, play three rounds, and if you

have not averaged straighter and longer drives, more accurate chips and putts, and a lower score, you may return the three balls to us for full refund.

—First Flight Company,  
Jimmy Demaret, Vice President

60-2

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Originators of First Flight Patented Steel Power Center Golf Balls and of First Flight and Jimmy Demaret custom made registered swinging weight golf clubs. These clubs are built to fit you to any specifications prescribed by your club Professional at no extra cost. Ask him for details.



Among the 700 Junior and high school players who receive free instruction every year from Mort Dutra, Bonita (Calif.) CC pro, is this group of Chula Vista high school girls. The community is growing very rapidly and it is very golf minded, according to Dutra, who adds in true Chamber of Commerce fashion that Bonita has the best golfing weather in the country.

At a number of pro shops, women already account for a greater part of apparel purchases than do men because they buy for their husbands and children as well as for themselves.

Considering the rapid and solid growth of women's golf, the increase in number of women playing and in their total rounds played) the number of lessons given to women (more than to men, at many clubs), and the great number of Junior girl golfers, the foresighted pro sees that he must establish a solid foundation in women's business now.

It may not be long before women's buying is by quite a margin the largest part of the pro's revenue. You can be sure that the pro, to get and retain women's business, must feature high quality as he always has done in selling golf clubs and other equipment.

#### Want This Market

The market for the smart women members of the finer country clubs is a market of fashion influence that experienced and successful makers and distributors of women's sportswear want to dominate. They know that professionals at the quality clubs represent a group of retailers in strategic positions.

We have found that quality line manufacturers of women's sports apparel such as David Crystal and Haymaker have been keenly aware of the professional's prob-

lems and his opportunities. They have been smart enough to be most cooperative in helping the first class professional get his share of women's specialty shop business in quality apparel.

#### Cooperate in Merchandising

One example of this cooperation in fitting the merchandise to the pro market is Haymaker's new line of Bermuda shorts, skirts and blouses which can be matched and mix-matched. On display at the pro shop they help create an atmosphere of class that makes a quick, confident and highly pleased buyer of the woman golfer.

The pro shop that tries to make a good profit and please and attract customers with cheap products is doomed to failure. Regardless of how "cheap" a pro may think many of his members are, he never should let them know this suspicion by showing them cheap merchandise. The members won't like the stuff and they won't buy. The pro loses not only the sale but his chance to establish a reputation as a first class merchant.

#### How Times Change

Paul Runyan was the leading money winner on the PGA Tour in 1934 with \$6,767.00. By contrast, Ted Kroll set the all-time record for cash collecting in 1956 when he earned \$72,825. 83.