

# "PENNCROSS BENTGRASS gives us beautiful greens with 1/2 lb. per thousand feet seeding"

*Reports Frank Atencio, construction and maintenance superintendent of Fig Garden Golf Course, Fresno, Calif.*

"We especially like Penncross Bentgrass because it is economical to seed and maintain, and gives us the closest to perfection for a putting surface of any grass we have ever used or seen" says Mr. Atencio.

"We're convinced Penncross thrives on much less moisture," adds Nick D. Lombardo, pro-manager of the course. "Our Penncross greens were hardly affected when a pump failure left them without water for four days of over-100° temperatures."

*You can get results like these, too . . . ask your NK dealer to tell you more about Penncross Bentgrass.*

**NORTHROP KING**

MINNEAPOLIS 13, MINN.

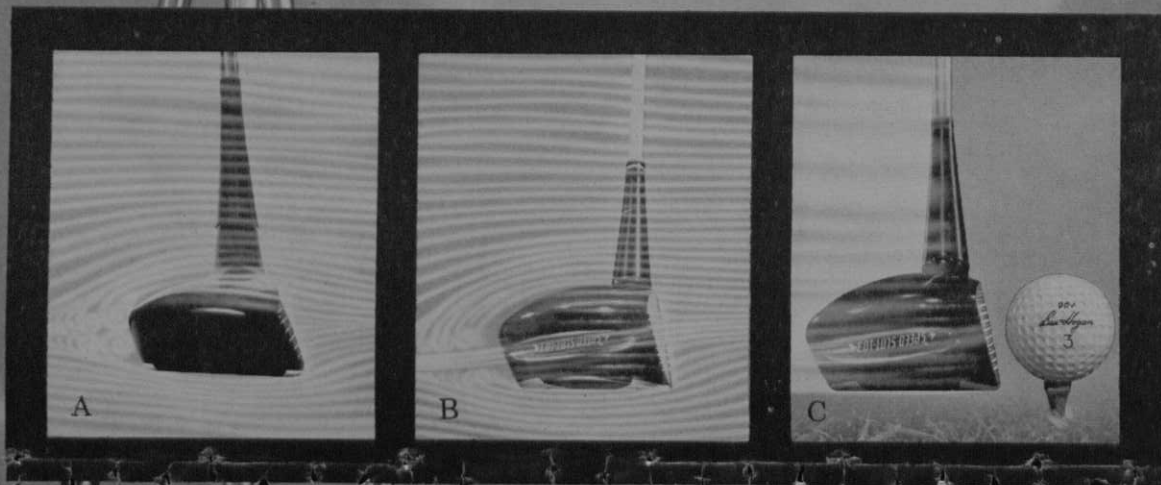


Add *Plus* Yards to Every Drive *with*...

# *SPEED SLOT*

Tests by a consulting physicist *prove* that the exclusive *SPEED SLOT* feature in Ben Hogan clubs *does* break up air drag, contributes to head speed, and *results in greater distance with no additional power from your swing!*

This principle of breaking the air drag barrier is illustrated in the following diagrams:





- A. Air flow building up drag behind conventional club.
- B. Air stream from *SPEED SLOT* feature breaking up air drag.
- C. Air drag minimized, club head delivers *plus* speed and impact!

The entire 1961 line of Ben Hogan woods establishes a new high in excellence of finish and superb workmanship. *But the most important part cannot be seen.* The *Guardian System* of weight controls operating at each major step of manufacture give a new concept of delicate balance and uniformity *within sets.*

Ben Hogan Golf Equipment is Available  
*Only* Through your Golf Professional Shop.



THE *Ben Hogan* COMPANY  
FORT WORTH, TEXAS



A SUBSIDIARY OF AMERICAN MACHINE AND FOUNDRY COMPANY



*My shop is located under a wing of the clubhouse, gives a view of 1st and 9th tees and practice green. Path at right leads to No. 10 tee. Double door at right leads to garage where 10 cars are stored. We're set*

*up so one man can run the shop except during rush hours. There's a loudspeaker on first tee and starter can operate from inside the shop. Sand Point has nearly 600 members, 200 of them women.*

## ***I Fix Up the Shop***

By **JOHN HOETMER** • Professional, Sand Point CC, Seattle

*This is the 1st tee as seen from shop. Area in foreground is blacktopped. I was given free rein to renovate shop so that it would be adequate for many years to come. It cost \$40,000 to do it, but was a good investment because \$12,000 had been spent a few years previously without noticeable*

*improvement. My display area is 22 x 27 ft. and 9 ft. ceiling gives customers plenty of room in which to swing clubs. Walls are finished in pegboard, are painted black, but as you can see, we have good natural lighting thanks to deep picture windows on three sides of the shop.*





## The Super Maxfli travels... and your sales climb

Every time one of your golfers swings into a Super Maxfli, this ball travels...straight, long and true. Every time the Super Maxfli travels, your sales climb...because your golfer is glad he plays it and nothing sells golf balls like satisfaction.

That's the heart of the Super Maxfli story—performance for your golfers and profit for you. The Super Maxfli consistently delivers extra yardage and playability. It is consistently accurate—off wood, iron, and putter—and it consistently stays whiter longer. It consistently sells.

From the Energy-Bank at the heart of the Super Maxfli to the resilient white armor on its cover, it's a ball that's made for great golf. And that's the way we advertise it—in 14 national publications that carry millions of separate selling messages all season long. Every golfer who is pre-sold by these Super Maxfli advertisements can buy the ball only from you.

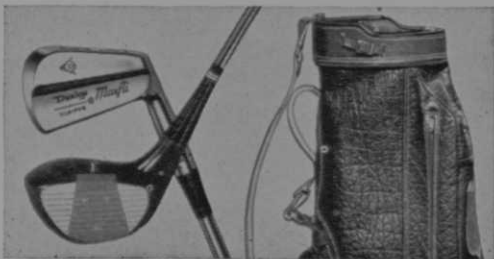


*Sports Division*

500 FIFTH AVENUE • NEW YORK 36, N.Y.

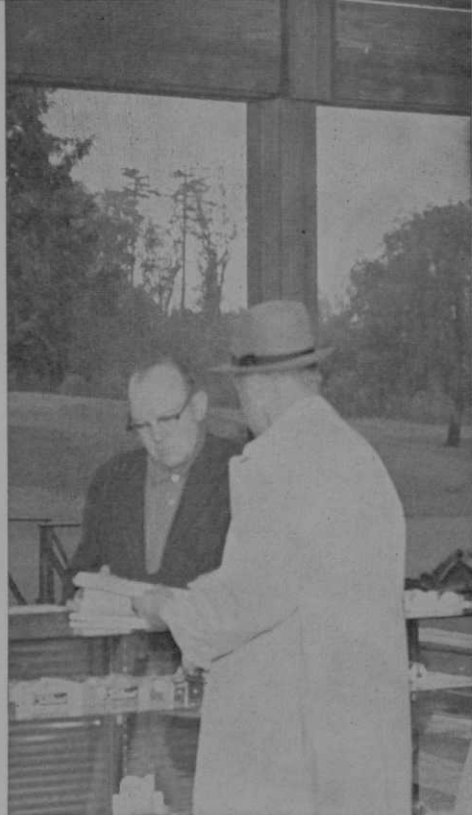
These all-new Maxfli woods and irons are fitting companions to the Super Maxfli. Each club is balanced as a unit and as a set. There's handsome profit, too, in Dunlop Tufhorse golf bags and matching accessories.

Sold only in pro shops. Unconditionally guaranteed under the Dunlop Bond of Master Craftsmanship.

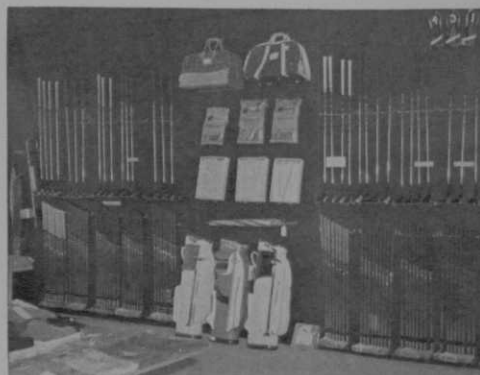




(Above) Shoe dept. in southwest corner of shop with putters and wedges displayed on racks. Door leads to storage room. (Below) This is a club, cart and merchandise storage area, 44 x 27 ft., and thus large enough for us to comfortably store at least 100 carts. I furnish all carts, renting them on a \$3 a year fee basis. Formerly, players owned their carts but I convinced the club that it would be more convenient to handle them on a rental basis. To make the change-over, I purchased 100 carts, all the same make, and arranged to sell more than 200 carts owned by members. The plan is working out fine for everyone, especially for me since it has solved a big storage problem.



Here I am back of the counter, checking a catalog with a sales rep.



This is the wall that works for me — my silent salesman. Being the only wall in the shop, and naturally lighted as it is because of all our window space, it has real sales impact. If you're wondering why we went in for a black wall, it's because we decided that a light colored one would be a little too glaring, considering all the sun and daylight that filters into the shop.



**NO  
SHOCK!**

You never get "shook up" with Glasshaft. Patented Fiberglas design positively prevents vibration and distortion . . . puts all the power into the ball . . . gets you the distance and accuracy your game deserves.

*Play Glasshaft—the prestige club*

MADE WITH PRIDE *by*

SOLD WITH PRIDE  
thru  
**Pro Shops  
only**



**Golfcraft**

ESCONDIDO, CALIF. • CHICAGO, ILL. • VANCOUVER, CANADA

## Markovich Advises Pros to Question Selves About Jobs

**P**AT J. Markovich, gen. mgr., Richland (Calif.) CC is a widely known and successful professional. After looking over the pro job situation in his part of the country, he wrote an article for the Northern Cal. PGA bulletin that professionals all over the country may read with interest and profit.

Here is what Markovich said:

You should ask yourself two questions — Am I performing to the satisfaction of the board? Is the board aware of my duties?

### Become Complacent

Most professionals become complacent. Knowing some of the prominent members sometimes produces false security. Seniority does produce security, but in many cases directors are more anxious to have younger men with modern ideas. Young men do not have a monopoly on ideas. Experience and knowledge along with ambition never were causes to fire a person. Produce and you will be compensated.

Ask yourself these questions:

1. What service am I rendering to the club?
2. Am I promoting golf to the satisfaction of the Board?
3. Are my Junior and women's programs comparable to those at other clubs?
4. Are my male golfers happy with their tournaments?
5. Am I handling the caddy situation so that it is an asset and not a problem?
6. Is my shop properly stocked?
7. Are my members proud of my shop?
8. Does my starter do his job diplomatically and efficiently?
9. Are my electric and hand carts presentable at all times?
10. Are my assistants neat and efficient?
11. Do I represent my club at tournaments and civic functions?
12. Would I be satisfied with the pro department if I were a director?



### Baseball and Golf

Roger Craig, Dodgers pitcher, who operates Green Acres Golf Center in Los Angeles, gave business a big boost about six months ago when he started holding joint baseball and golf clinics. The baseball sessions are staged for the kids who bring their parents along to swing golf clubs, and it isn't uncommon to have 300 persons milling around Green Acres when the two events are staged. Wally Moon, Norm Larker, Stan Williams and other Dodgers appear at the baseball clinics while Craig and his partner, Bill Koski, handle the golf instruction.

13. Are my sales consistent? Is each member receiving the same consideration?

There are times when one must take a few moments from his regular routine and take stock. Golf is growing rapidly and with the proper guidance we can elevate every position in the section. Professionals are finding themselves actually bidding for jobs. In most cases there is no basic method of estimating the potential of any shop; guessing and hoping is all that it amounts to. Pioneering a new job takes money and a vast amount of experience. In many cases, a professional tackling one of the new jobs finds himself going backward.

### Look for Income

Professionals who have been holding jobs for some time also should take stock. The cost of operating a club has reached the point where new sources of income have to be studied. Some of the clubs are turning to the pro shop. Electric cars are the first to go. It is surprising the pressure that is being put on some of the old time professionals.

The only way to combat such conditions is for the professional to prove his worth. This has to be done by deeds and not conversation.



# MACGREGOR GOLF BAGS

The most popular  
and complete line . . .

Profitable golf bag sales come easier with the new MacGregor line. These golf bags have everything! They're the style leaders of the industry. They are available in an exceptionally wide range of colors. The host of convenience features make them as practical as they are good looking. In this handsome new line there's a MacGregor Golf Bag for every golfer in your club. From the luxurious Kangaroo sets, shown here, to the 46 other models in all price ranges, the MacGregor line has the most sales appeal. Carry a complete selection in your shop for handsome profits.

*MacGregor*<sup>®</sup>  
THE GREATEST NAME IN GOLF

The MacGregor Co., Cincinnati 32, Ohio



DIVISION OF BRUNSWICK  
WORLD LEADER IN RECREATION





New pres. of the American Association of Golf Course Architects is C. E. Robinson of Toronto (c). He was elected at a recent meeting of the group at Camelback Inn, near Phoenix. Ralph Plummer of Dallas (l) is the Architects' vp, and William B. Langford, Chicago, (r) is sec. Between business sessions the architects tested their golf games at Paradise Valley CC.

### Suggests Weekly Swing Session for Indoor School Patrons

Warren Orlick, pro at Tam O'Shanter CC, Orchard Lake, Mich., who has been operating an indoor school for the last eight years so that he can keep himself and his assistants profitably employed in the off-season, periodically sends out reminders to potential patrons that it is practically impossible to keep a swing together unless they work on it when the courses are snowbound. The fact that Warren has survived for eight years is proof that his promotion material must light a fire under many a golfer who otherwise wouldn't get any closer to the game than his TV set during the wintertime.

Orlick recommends a swing session at least once a week. He cautions against practicing for more than 20 minutes at a time and to avoid trying to drive the ball through the backdrop. Most of all, he tells his patrons, discourage your amateur friends from offering their advice. Several other practice tips, touching on the mechanics of the swing, also are offered.

The soft sell is inserted into Orlick's literature with the reminder that for those going south, golf merchandise is available at the indoor school.

Orlick's range is located across from the U of D campus in Detroit.

### Successful Range Operator Seeks Promotion Ideas

Fred Gosnell, owner and operator of the Glendale Golf Center, RR 1, London, Ont., doesn't wait for business to come to him. Gosnell is a persistent advertiser and promoter. The result has been that his business has grown to the extent that he now has two locations with practice ranges, miniature golf, baseball batting and archery ranges. Pro golf instruction is available at the Gosnell ranges. The drive-in restaurants are leased out.

Gosnell advertises on the amusement page of the local newspaper and uses radio advertising. TV time is too high for him.

As a promotion he gives prizes for hitting an 18 in. diameter bell 150 yds. from the tee and free games as a hole-in-one prize on the miniature course.

He believes that the golf practice range as a kind of small amusement park is destined to become a very profitable neighborhood business and will be recognized more and more as a community asset.

The Ontario man would like to exchange promotion ideas with other top class range owners on: Methods of increasing daytime business; Golf clinics; Hole-in-one contests on the range or miniature course; and other publicity and promotion activities to further patronage.