

Pro Market Continues to Improve in Spite of Some Unfavorable Factors

Sales, Play Increases Satisfactory but Weather and Cut-Price Competition Cut Down on the Potential

By **HERB GRAFFIS**

You have to be careful with figures in golf, as men experienced in the business have learned. Figures on course construction and maintenance vary so much that they are misleading to those who aren't aware of the factors explaining all the variations.

Figures on amount of play and on pro shop business also have to be read in the light of varying conditions. The picture of the golf market for the year is obtained through the cooperation of hundreds of professionals at various types of clubs and in different parts of the country. Increased sales at pro shops generally were only moderate. Poor weather mainly accounted for some shop slumps from 1960 volume. However, a more than four per cent increase in number of courses and heavy play brought a substantial overall increase in pro shop sales.

This year there probably has been too little attention paid to Par 3 course business. We discovered this a little too late for digging deep into the figures on the market at the 431 Par 3 courses that were in operation as of Sept. 1. However, the querying we did do, disclosed that the short courses already are accounting for nearly 6 per cent of the rounds per year

that are played on the 6,185 standard size courses in the U. S.

According to professionals, golf business for 1961 will shape up about like this:

Rounds of play—up 11%;

Pro shop sales—up 12%;

Competing store business—up, generally;

Women's play—about 28% of total rounds;

Junior golfers' play—up 6%.

Spring in most districts was wet and cold and cut pro shop sales of balls and clubs quite drastically. At the majority of shops the slack hasn't been taken up on what pros think would be a normal year's growth. Yet the increase in ball business is estimated at about 11%. Pros figure that the increase in club sales over last year will be between 12% and 17%.

Trade-Ins Down Slightly

Club trade-ins averaged a little less in 1961 than in 1960. This year pros have been getting a bit tougher on trade-in allowances and have been increasing sales to women and other beginners. However, at a number of clubs, trade-ins figure in 90 per cent of sales. At a few clubs there are no trade-ins and at a small number of clubs only around 20 per cent of used

clubs are taken in payment on new sets.

The division of this year's pro shop sales revenue, according to the reports and estimates of the professionals, are:

Clubs	27%
Balls	38%
Apparel and shoes	35%

But "average" here constitutes a set of figures that has a relatively wide range. At some pro shops the revenue from club sales runs from 20 to 70 per cent, from ball sales the average is from 25 to 60 per cent and on apparel and shoes, from 15 to 55 per cent of total sales.

Car Operation Arrangement

For the first time in the yearly investigation of the market status, we asked the pro to try to get a closeup of golf car operation arrangements. The finding is based on golf cars in operation and shows the following figures:

Owned or leased by pros	42.5%
Owned or leased by clubs	46 %
Owned by individuals	11.5%

But, again, this is a compilation involving so many different conditions and such a wide range of types of clubs, pros and operating factors that it doesn't give a completely clear picture of the situation.

Factors That Helped Business

This year professionals were asked to list some of the factors that they feel were most favorable to their business. Here is a summary of comment:

TV golf shows get millions interested in the game;

Junior golf is getting stronger in school and public course programs;

More players, especially women, who now are beginning to believe that a woman's social status suffers if she doesn't play golf;

Improved calibre of young pros and assistants;

Good weather throughout summer months;

More space given local and major tournaments on sports pages;

More local sponsors (such as Schaefer beer in NY Met dist.) for tournaments;

Great improvement in pro shop layout and design;

"Housecleaning" in PGA tournament operation picture;

More courses;

Improved disposal of trade-ins;

Increased awareness of the value of properly fitted clubs;

Larger local tournament programs, running into November.



Lou Strong (l), PGA pres., and Frank Comisso (r), vp of the national group, recently joined with more than 200 people in giving Joe Garin a "day" in honor of his 25th year as head pro at Lake Shore Golf Center, Rochester, N. Y. There were special events throughout the day, capped by a banquet at which Joe got a sizeable check and other gifts.

Unfavorable Elements

Unfavorable elements in the year's business also were noted by the pro businessmen. These adverse points are:

Courses too crowded with "un-educated" golfers;

New golfers starting to play without instruction in playing and etiquette and without proper equipment;

Tournament players' names featured on cheap lines sold at outlets competing with pro shops;

The cold, wet spring;

Clubs that usually are poorly managed taking over some or all "concessions" in well managed pro departments;

"Close-outs" of clubs and bags in mid-season before pros got chance to sell at the full market prices;

False advertising of "discount" and other cut-price golf goods retailers that compete with pros;

Lack of variety in soft goods.

Slow play as seen in tournaments and on TV, reducing capacity of the courses and their enjoyment by golfers.

Kentucky Bluegrass Production

According to Seed World, production of Kentucky bluegrass in Kentucky and the North Central states will be lower this year. U.S.D.A. estimates production of 15,400,000 lbs. of cured seed or about 25 per cent of last year's crop. Recovery of clean seed will amount to less than 6,000,000 lbs., 20 per cent of what it was last year.

Golf Clubs Are for Golfers!

That's the philosophy at Merion where the members don't feel that change necessarily means improvement

By **JOSEPH W. DRAGONETTI**

The trend in recent years has been to more "country club living" and diversified sports facilities for the whole family in many golf and country clubs throughout the country. But one holdout is the famed Merion GC, Ardmore, Pa. It still takes its golf straight . . . and will for some time to come. This conclusion is drawn from an interview with Jerome B. Gray, pres. of Merion and a partner in a Philadelphia advertising and public relations agency.

As a top advertising man, Gray would not be expected to ignore any projects which help increase business and keep clubs solvent. Nor does he criticize other clubs. But, speaking as the pres. of Merion, he underscores the fact that Merion's sole reason for existence is golf and that the attitude of a majority of the club's 660 members is to keep things as they are.

Gray doesn't deny that pressure has been exerted to install a swimming pool and other facilities at his club. He concedes the possibility that such pressure may some day be successful. "The demand and need for recreational facilities of all sorts are growing and have to be satisfied," Gray says. But he adds: "On the other hand the popularity of golf is also growing, and a club's willingness to specialize in golf alone is sure to find more and more takers."

Retains Original Beauty

Week-end social events are varied and popular at Merion. But the clubhouse is in no sense fancy. An expansion and improvement program is under way here but on a pay-as-you-go basis. The club has no intention of tearing things apart and

rebuilding a million-dollar plant. It doesn't intend to impair the architectural beauty of the original clubhouse or its atmosphere. Recent improvements have resulted in essential expansion and refurbishing of the cocktail lounge and the men's grillroom.

Character Retained

Speaking of complementary sports facilities, Gray, who is serving his fourth term as the club's pres., says that the pressure for a swimming pool comes primarily from the younger generation of members. "After a thorough investigation of costs and returns and a possible site for a pool," Gray explains, "the club's governors decided that a pool would be impractical for several reasons. The board refused to bite off more than it can chew economically and it took a decidedly dim

Jerry Gray, Merion president, is seen with his daughter, Alice, Pennsylvania women's champion.



1962

*Gary Player,
Jimmy Demaret*
and
First Flight
CLUBS

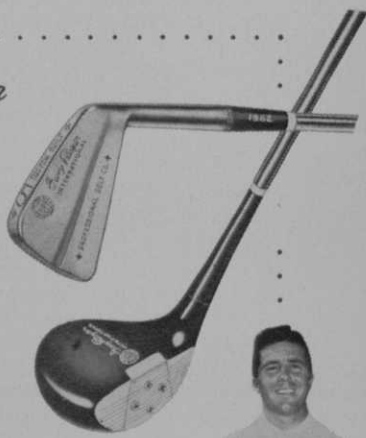
*Custom Built
to fit you*

AT NO EXTRA COST

Gary and Jimmy personally developed the 1962 lines of clubs. They incorporate the best ideas of two of the greatest golfers of all times and are custom built to any specifications prescribed by your golf professional at no extra cost.

Every club in a set feels and swings exactly alike. Think what a set of these superb custom built clubs can do to increase your pleasure in your game and to lower your score!

Gary Player
CLUBS*



*Irons, \$18.00 Each. Woods, \$26.00 Each.



**"GREATEST
SUCCESS
IN GOLF BALL
HISTORY"**

The First Flight ball has a perfectly round steel center positioned exactly in the center of the ball. This serves as a stabilizer, helps the ball spin smoothly through the air, resulting in greater distance, greater accuracy . . . and more holes-in-one.

61-45

Jimmy Demaret
CLUBS*



First Flight CLUBS*

SOLD ONLY IN PRO SHOPS

Fitted by your golf professional

First Flight COMPANY
Chattanooga 5, Tennessee

view of approving anything that might change Merion's basic character and tradition."

Concentration on Golf

Merion's concentration on golf has, of course, attracted a membership that includes men and women, young and old. Its waiting list is fairly impressive. This indicates that the market for those who primarily want to play golf has scarcely been tapped. Naturally, no one who insists upon diverse facilities would apply for membership in the first place. Applicants know that golf alone is available at Merion. They have their choice of two excellent 18-hole courses.

Gray emphasizes that he doesn't want Merion's rejection of complementary sports facilities to imply that the club is administered by a group of old fogies who resist change of any sort. Smiling, he says: "If I resisted change, I would be impeached as Merion's pres. and maybe drummed out of my business, a business of change. But any change must be a change for the better. I agree wholeheartedly with the club's governors that as long as Merion is a golf club the biggest share of its annual budget should be appropriated to maintain the best possible golfing conditions."

Close Adherence to Rules

Merion runs a "tight" course where it goes without saying that everyone is expected to closely observe the game's rules and etiquette. Fast, if not hurried, play is stressed. It is considered a grievous sin to overlook the replacing of divots or the smoothing out of footprints in sandtraps. Respect for the homes adjoining the course is considered an obligation of every member or player, regardless of how young or inexperienced a golfer he may be. There also are constant reminders to keep the course and club grounds free of debris.

Membership regulations are designed so that it is relatively inexpensive for sons and daughters of members to join the club as Junior Individual members when they reach their 21st birthdays. There is a Junior family membership for married men under 31 that entitles him, his wife and children to play golf and enjoy other club privileges. There also is a non-resident membership for men and women who live beyond a 50-mile radius of the club.

Guests may play both Merion courses a total of four times a year regardless of the number of members introducing them. A record of registrations kept in the pro

Club Managers' Conference in Miami Beach

The 35th conference of the Club Managers' Association of America will be held Feb. 28-Mar. 3, 1962, at the Deauville and Carillon Hotels in Miami Beach, Fla. According to Harry B. Manning, vice chairman of arrangements, the CMAA is scheduling all seminars and meetings so that persons attending the conference will be able to work in the education program with vacationing.

shop enables any member to ascertain the current playing privilege status of any guest.

Restrictions on Women

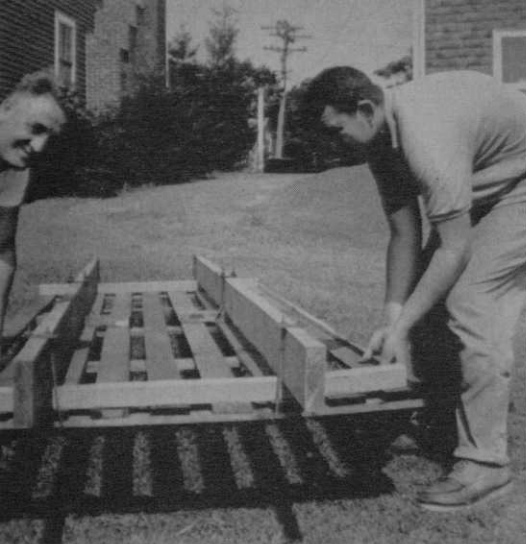
There are also some unwritten rules and regulations at the club. Although Merion has a growing number of women players, including the president's daughter, Alice Gray, the Pennsylvania State women's champion, it is generally understood that they do not play on Saturday mornings, which are reserved for men golfers whose business prevents them playing other than on weekends. Mixed foursomes, however, are customary on Saturday afternoons.

Perhaps there is fear that traditions and established rules may be jeopardized if complementary sports facilities are introduced at Merion. Gray doesn't say so in so many words, but the impression is there nevertheless. Yet, there must be appeal in the rather strict regulations, judging from the club's waiting list.

Gray hints strongly, however, that Merion is not interested in men who are merely out for exercise or "customer-type golf." He says bluntly: "They don't care about their score or other players. Few of them ever take a lesson from the pro, although they could improve their games by doing so. It isn't money that prevents this type of golfer from taking lessons from the pro. It is just a false sense of pride and not taking the game seriously."

Merion standards are also strict in the areas of service of food, drink and dress. Ladies are not permitted at the bar, nor are they served in the Men's Grill. However, they may be served alcoholic beverages in the dining room. Shorts are not permitted in the dining rooms or on the terraces at dinnertime. Ladies are

(Continued on page 135)



On Your Tees

How To Use Celotex To Save Turf

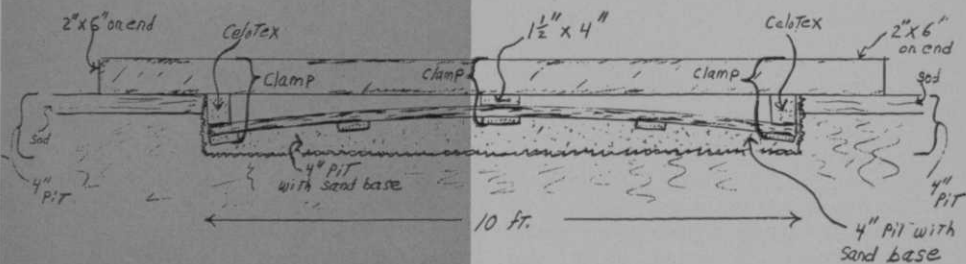
By **FRANKLIN HAMMOND**

Supt., Unicorn G & CC, Stoneham, Mass.

The combination of heavy play and disregard of rules for teeing up make it extremely difficult to maintain turf on the tee areas of many semi-private and public courses. At Unicorn, we have developed a mat of celotex for teeing up purposes and so far it has worked out very well. It has helped preserve our turf and after golfers have become accustomed to using it, they find that they like it as well or better than a grass tee.

Before describing how the celotex mats are constructed, let me say that we started out by using only one of them. But the turf behind it became so worn in a week's time that we decided this wasn't adequate. What was needed were at least four mats, aligned across the front of the tee, so that play could be easily rotated among them and the turf around them not seriously damaged. A close study of the middle photo shows how we have the mats aligned.

Another close study of the photo at the top of this page gives a good idea of how the framework for the celotex mat is constructed. It is 10 ft. long and 4 ft. wide with nine pieces of redwood, 1 x 4 ins. X 10 ft., nailed across five pieces of redwood, 1 x 4 ins. x 4 ft., in a kind of lattice-work pattern. The framework is



More
Distance!



Distortion-free Glasshaft sends the ball where you aim it . . . puts all your power to work! Result: a whale of a difference in your game!

Play **glasshaft**—the prestige club

SOLD WITH PRIDE THRU PRO SHOPS ONLY



olfcraft

ESCONDIDO, CALIF.



CHICAGO, ILL.



VANCOUVER, CANADA

set on the ground and is outlined with a turf edger. Then it is removed and a pit, 4 ins. deep and 4 ft. by 10 ft., is dug out.

Celotex strips, 2 ins. wide and 4 ft. long, that have been glued one on top of the other to get a thickness of $2\frac{1}{8}$ ins. are placed across the two ends of the framework. Another 4 in. wide celotex strip, $1\frac{1}{2}$ ins. thick by 4 ft. long, is laid across the center of the framework.

Produce Crown Effect

Then two 2 x 6's, each 14 ft. long, are laid across the length of the framework, each in about one foot from the edges (see top photo). The diagram shows how the 2 x 6's are clamped on the framework above the celotex strips. By exerting equal pressure on all three clamps, a crown effect (also shown in the diagram) is produced. The reason that we want this convexity is that without it there would be a slight sag in the surface of the finished celotex mat in which water could collect. We want to prevent this, if possible. For best results it is recommended that the celotex be kept damp but not soaked.

The framework, with the 2 x 6 ft. rails, is then suspended in the pit, as you note in the diagram. The rails, of course, rest on the sod. The framework is secured by tamping sand under it in the same way railroad ties are tamped in place. It is important that the sand be well tamped for a firm base for the framework.

Square-Up Celotex Strips

The 2 x 6 ft. rails and the narrow celotex strips are then removed because the framework now is shaped with its crown center. Next, a piece of redwood, $\frac{3}{4}$ in. x 10 ft. long, is nailed across one edge of the framework. Celotex strips, 10 ft. long, are laid against the square-edge redwood strip, enough of them being installed to cover the entire framework. It is only necessary to hand tighten the celotex strips when they are laid on. If you force them you can damage them or cause them to hump a little.

After the celotex strips are laid, remove the $\frac{3}{4}$ in. redwood strip and lay sod against the celotex mat. When it is watered the celotex will swell and tighten against the sod. If you forget to remove the redwood strip, the celotex will swell against it and cause humping.

As mentioned before, three or four celotex mats, used on a weekly rotating basis, will give you long service and certainly preserve the turf on your tees.

Jim Gaquin Named PGA Tournament Manager

James F. Gaquin, Jr., has been named tournament manager of the PGA circuit. Announcement of his selection for the position, vacated about three months before by Edward F. Carter, was made in Sept.

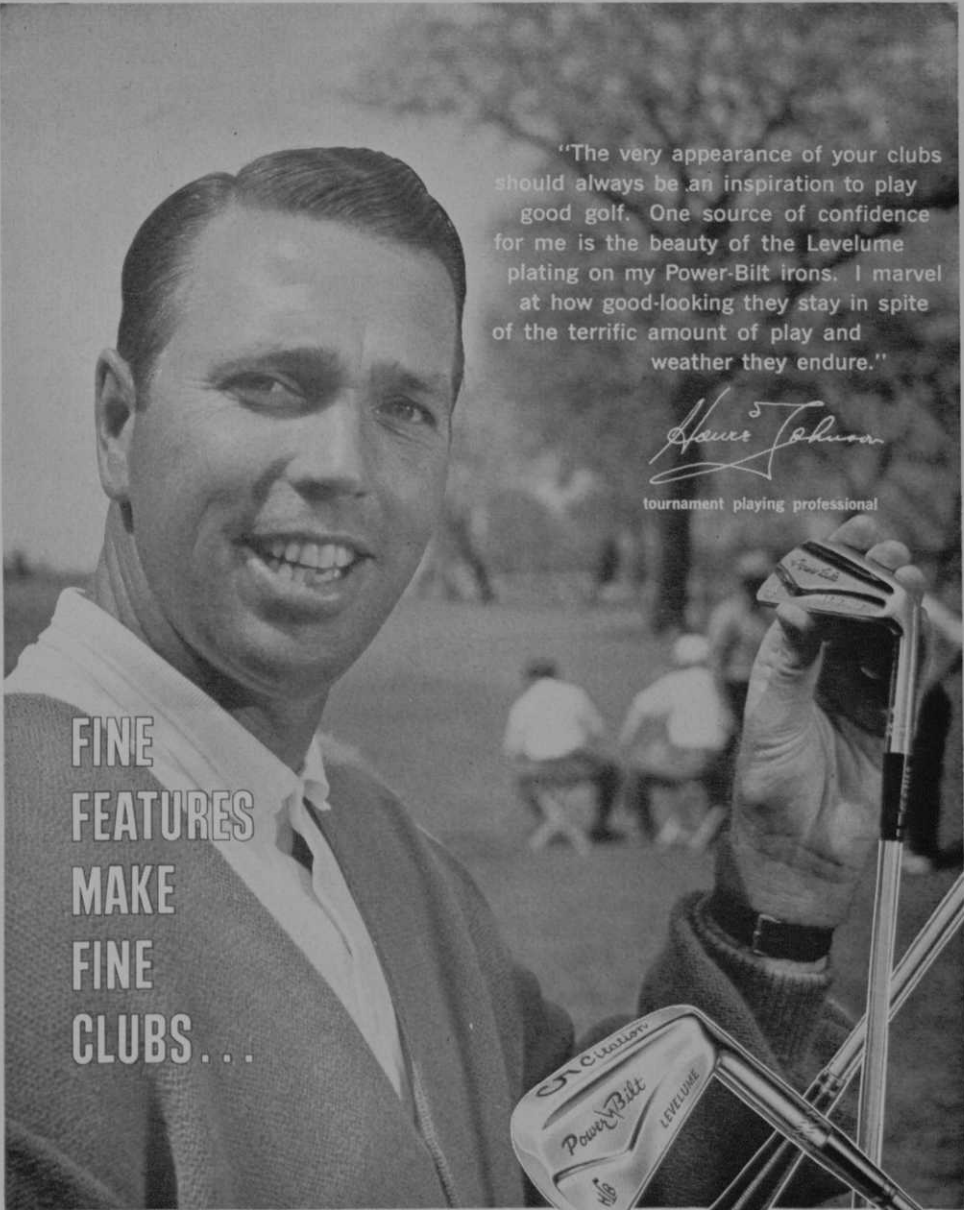
A member of the tournament bureau's field staff since 1957, Jim formerly served as field secretary handling press relations, publicity and statistics. In his new position he will supervise the circuit field staff, represent the PGA in negotiating tournaments with co-sponsors and assist in the promotion of tournaments on the \$1,700,000 tour. Gaquin will work under the direct supervision of the PGA tournament committee, headed by Don January, and make his headquarters in Dunedin, Fla.

A native of Newton, Mass., Gaquin was graduated from high school in that city. He attended Boston University and was a member of the school's debating and golf teams and associate editor of the University News. Following graduation from college, Jim worked as an advertising copywriter and newspaper sportswriter until he joined the PGA staff. He is regarded as the best informed man in the country on the facts and backgrounds of the touring professionals.

Jim's wife, the former Lois Hayhurst, also is well known to many people in the golf field. She formerly did public relations work for two golf equipment manufacturing firms and in recent years has understudied her husband in handling publicity on the tour.

Smith Also Made Shop History

Horton Smith introduced head covers for woods and the wedge to American golf. He brought the covers from England in 1929 but they were slow in catching on. The next spring he got the wedge from a cotton broker in Houston and Al Link quickly put it into production with the old Hagen company. It was a phenomenally quick seller. George Sayers, then pro at Merion GC, sold hundreds of them in his shop the week Bob Jones won the US National Amateur, last of the Grand Slam events. Jerry Glynn, then pro at Barrington Hills CC (Chicago dist.) sold 103 of the early wedges within a few days after he ordered the clubs.



"The very appearance of your clubs should always be an inspiration to play good golf. One source of confidence for me is the beauty of the Levelume plating on my Power-Bilt irons. I marvel at how good-looking they stay in spite of the terrific amount of play and weather they endure."

Haver Johnson

tournament playing professional

FINE
FEATURES
MAKE
FINE
CLUBS...

Levelume Plated Iron Heads...

Levelume plating is the finest plating for iron golf heads. It is another quality feature which contributes to the excellence of Power-Bilt iron clubs. Levelume is a heavy, bright nickel chrome and is more corrosive resistant than any other plating. The secret to the corrosion resistance supplied by the Levelume plating process is the thick nickel deposit between the iron and the chrome—more than ten times the thickness of ordinary chrome coating.

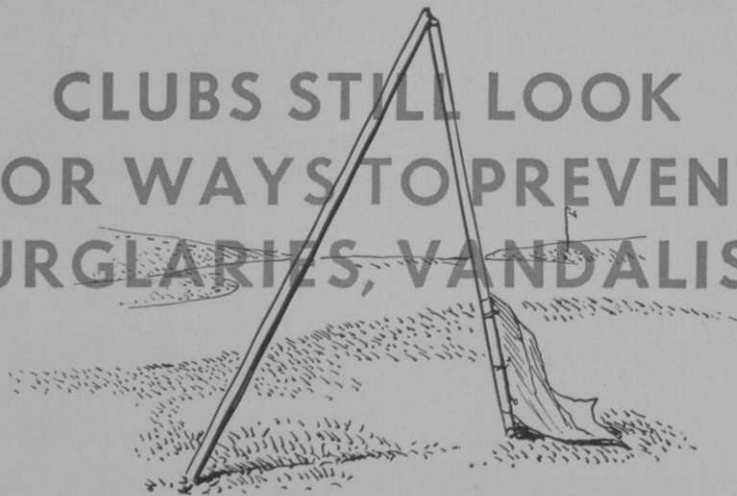


power-bilt
GOLF CLUBS

SOLO ONLY BY GOLF PROFESSIONALS

HILLERICH & BRADSBY CO., LOUISVILLE, KY.

CLUBS STILL LOOK FOR WAYS TO PREVENT BURGLARIES, VANDALISM



Attempts of clubs to cope with the vandalism and burglary menace have not been too successful, according to club managers and officials. Once it was thought that because of the general remoteness of their locations, country clubs were easy and what almost amounted to fair prey for those bent on destruction and looting of property, but the fact that cities and housing developments have moved practically up to their front doors in recent years, has probably only aggravated the situation. As one manager puts it, "Since the housing developments have pushed up to our doorstep, it seems that the hoods don't have to travel so far to reach us." Another points out that where damage or looting once was pretty much confined to greens, course property and pro shops, it now spills over to clubhouses, maintenance buildings, locker-rooms and even parking lots.

Nobody apparently has come up with a completely effective way of guarding against the invasion of club property. Possibly the best method of protection is use of a burglary alarm system, but, of course, only buildings are covered where such a device is hooked up. Police patrolling has been stepped up mainly because of the proximity of the many new housing developments to country clubs, but managers and other club officials generally agree that such protection is only of hit and run character. Night watchmen are only about 50 percent effective because of the large expanse of property they have

to patrol and, as so many managers point out, they are easily vulnerable to assault.

Lights, Baseball, Ads

One club has partly solved the burglary situation by installing more lights on its property. Another has gone in for better community relations by supporting boys' baseball and thereby winning over an element that might otherwise cause damage to the course. One manager tells how he advertised periodically in the sports pages of a local newspaper offering a reward for information leading to the arrest of persons who might be inclined to trespass on club property. This was a preventive measure since the ads were inserted early in the season and without the club previously having been burglarized or visited by vandals. At any rate, it worked out well since there were no nighttime visits. But whether these or other protection measures would be effective in all communities is debatable.

William M. Gibbons, manager of Timber Lake CC in Peoria, Ill., tells how after three costly burglaries that on each occasion depleted the club's liquor stock, a sonic alarm system was installed that has discouraged such thefts. It is an extremely sensitive device that is triggered by the wind blowing through an open window or even by movement in the clubhouse building. Timber Lake's alarm system, of course, is dependent on how quickly Peoria police answer its signal.

There are two alarm systems at