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Benkert

Succeeds Joe Graffis

Benkert New President of National Golf Foundation

Carl J. Benkert, vice president of Hille-rich & Bradsby Co., Louisville, Ky., was elected president of the National Golf Foundation by the board of directors at their annual meeting in New York on Apr. 18, 1962. The directors also announced the appointment of Ted Woolley, president of Golfcraft, Inc., Escondido, Calif., to the board.

Benkert succeeds Joseph M. Graffis, publisher of GOLFDOM and GOLFING magazines, who resigned. Graffis became president of the Foundation when it was formed in 1937 by leading golf club and golf ball manufacturers. He served in that capacity since that time. Both Joe and Herb Graffis (editor of GOLFDOM and GOLFING), who were among the original founders of the Foundation, will continue to serve on the board of directors.

Started As Stock Boy

A native of Louisville, Benkert started his career in the sporting goods industry as a stock boy for Belknap Hardware Co. At 19 he went on the road as salesman for the firm.

His success with Belknap attracted the attention of Frank W. Bradsby and John T. Rodgers of the Hillerich and Bradsby Co. He joined H. & B. in 1928 and in 1931 was assigned the company's entire Midwest sales territory. Later he introduced the company's Power-Bilt golf club line to the golf professional market.

After John Rodgers died in 1945, Benkert was named to succeed him as sales manager and vice-president in charge of all distributor sales for H. & B. He is past president of the Golf Club Manufacturers' Association and usually is a representative of his company at the meetings of the Athletic Institute and the Athletic Goods Manufacturers' Association.

A golfer of championship calibre, Benkert was twice medalist and twice runner-up in the Kentucky State Championship. He has won the Western Senior and the Tri-State Championships and twice placed second in the Kentucky State Seniors' Championship. His other hobbies include fishing and horseracing.

Other Foundation Directors

Other directors of the Foundation are: William Bommer, Acushnet Process Sales; Paul Gibbs, Dunlop Tire & Rubber Corp.; John A. Hillerich, Hillerich & Bradsby Co.; William P. Holmes, Wilson Sporting Goods Co.; Paul Pedersen, Pedersen Mfg. Co.; Robert D. Rickey, The MacGregor Co.; W. D. Schaffner, Burke Golf Equipment Co.; John W. Sproul, U.S. Rubber Co.; George J. Herrmann, Athletic Institute; and Rex M. McMorris of the National Golf Foundation. McMorris is the Foundation's executive vp.

The Foundation, in its 26th year, was founded when it was seen that golf was booming in spite of the Depression. Manufacturers were being besieged with requests for information and advice on the building of new courses, and so it was decided to set up a kind of clearing house for handling these requests.

Joe and Herb Graffis working on a part time basis, ran the Foundation during its early years. The first executive director of the golf organization was Glenn Morris, who got it organized so that it could expand its services to both the equipment industry and persons seeking to invest money in courses and other facilities. He was succeeded in 1947 by Rex McMorris, who has been connected with the Foundation in an administrative capacity since that time.

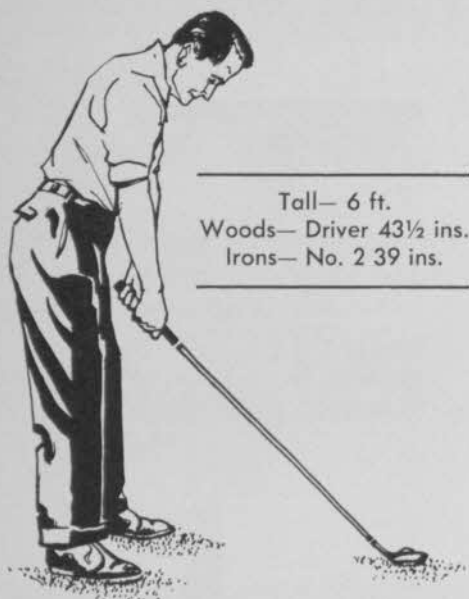


Chuck Tanis'

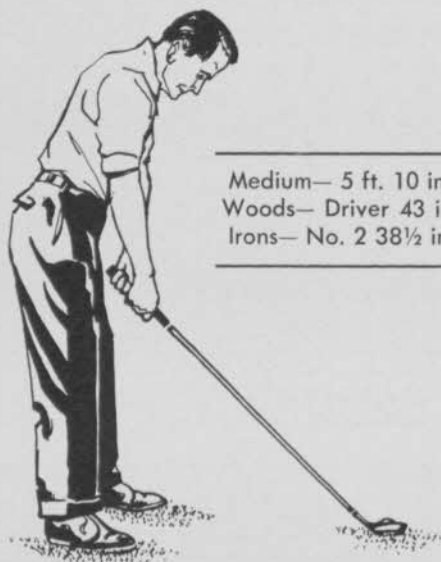
(Professional, Olympia Fields (Ill.) CC)

Guide to Club Fitting

(Please turn the page)



Tall— 6 ft.
Woods— Driver 43½ ins.
Irons— No. 2 39 ins.



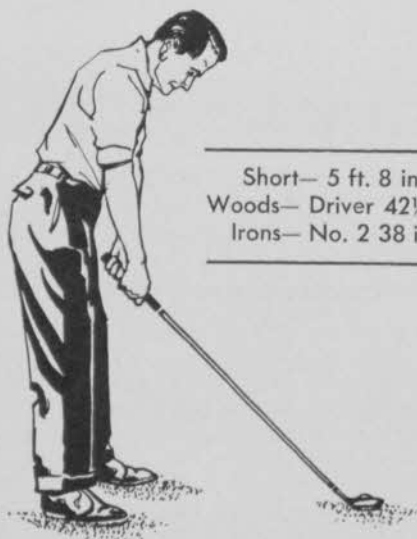
Medium— 5 ft. 10 ins.
Woods— Driver 43 ins.
Irons— No. 2 38½ ins.

By CHUCK TANIS

If a professional tends to become lax or even indifferent in fitting clubs, it should snap him back when he stops to consider that the purchaser is investing a very substantial amount of money in a set or, for that matter, even in a single club. Proper fitting is a term often heard in our business, but I think it should be altered slightly to "perfect fitting". The latter, certainly, should be what we strive for.

Most manufacturers are doing a fine job in providing us with a wide selection of models in the top grade lines to fit every shape, build and posture and, for that matter, even the peculiarities of the different types of golfers. That, in itself, doesn't guarantee success in fitting, however. Much of this depends on how thoroughly we familiarize ourselves with the wide range of clubs that are available, and how closely we study our players and their needs.

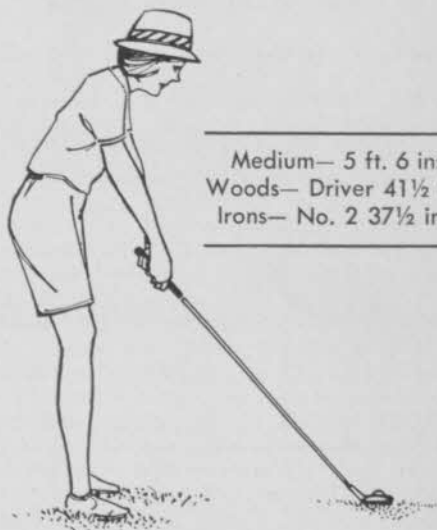
I have been in the golf business for a good number of years. I've heard quite a few theories on the art of club fitting, some very practical and, I suppose, just as many that I never saw fit to adopt. I think, too, that I have been a pretty close observer, if not a student, of club fitting. Some years ago, after much listening and observing, I reached the conclusion that a professional won't go wrong if he con-



Short— 5 ft. 8 ins.
Woods— Driver 42½ ins.
Irons— No. 2 38 ins.



Tall— 5 ft. 8 ins.
Woods— Driver 42 ins.
Irons— No. 2 38 ins.



Medium— 5 ft. 6 ins.
Woods— Driver 41½ ins.
Irons— No. 2 37½ ins

concentrates on just two things in fitting clubs — the length of the club and the shaft texture.

The sketches on these pages provide a reliable guide in prescribing the correct length for the player. In trying the clubs, the golfer should assume a comfortable stand-up position which can be maintained with a firm back, and his knees should be slightly flexed. Arm length is very important. A tall person with long arms, for example, may require a standard set of clubs, whereas another tall person with short arms probably would require a set an inch or so longer. The same thing, of course, applies to players of medium or short build. This may sound a little routine, but it is the very essence of fitting so far as club length is concerned.

Consider Several Factors

Determining the type of shaft a player can handle is the most difficult thing about club fitting and undoubtedly causes the pro more trouble than anything else. The strength of the player, his physical ability and to a lesser degree his age and occupation, determine his ability to cope with different flexes. It's too bad we don't have some kind of a muscle meter to help us in this phase of fitting. Nevertheless, we should make every effort to determine how strong the player is so that the right flex can be prescribed for him.

Here, I think, is a reliable guide for de-



Short— 5 ft. 4 ins.
Woods— Driver 41 ins.
Irons— No. 2 37 ins.

termining the firmness of the shaft: In longer clubs, stiff, medium stiff and regular models are preferable; In standard or medium length clubs, medium stiff or regular are most likely to please; Short clubs are more satisfactory when regular or flexible type shafts are prescribed.

Similar variations in shaft types are available for women players.

Golf Equipment Again Leads In Sales of Athletic Goods

Golf equipment sales again led all other sports goods in 1961, according to the Athletic Goods Manufacturing Assn. Total golf volume amounted to \$99,474,644, based on manufacturers' selling price, including federal excise taxes.

Total volume of athletic goods sold by reporting manufacturers was about \$220,000,000. Thus, golf equipment's share of total sales was around 45 per cent.

More companies reported in 1961 than in 1960 when golf sales were pegged at \$86,775,170. Thus, the 1961 sales didn't actually represent an approximate \$13,-000,000 increase as comparative figures between the two years might indicate.

The hard fact may be that due to the increasing life of golf equipment, the overall growth of the market isn't as great as it should be considering the steady increase in both courses and players.

Baseball and softball equipment was again runnerup to golf in sales volume, amounting to \$35,338,000, a decrease of about \$400,000 from the previous year. Imported gloves and balls are said to have made quite serious inroads into domestically produced baseball equipment.

Ball Sale Increase

Golf ball sales in 1961 were up to 4,559,796 dozen. A drop in selling price from 1960 reflected a percentage increase in sales of cheaper balls. Top quality balls, sold mainly in pro shops, continued to account for about 56 per cent of reported volume.

Golf clubs also dropped slightly in average value although quantity sales increased to 8,231,765. Of these, irons accounted for 5,757,149, and woods totalled 2,474,616. In 1960, 6,684,254 clubs reportedly were sold.

In 1961 about one per cent fewer high quality woods were sold than in the previous year. They accounted for about 35 per cent of wood club market. In both years, top quality irons accounted for about one-third of iron club sales.

One set of figures in the 1961 report will fascinate and perhaps puzzle marketing authorities since the average factory selling prices of golf clubs and balls

were lower in this year than in 1960. It is a sure thing that manufacturing and selling costs were higher in 1961 than in 1960.

Obviously, the demand for golf goods in grades cheaper than pro quality is strong and growing among beginners. Pro merchandising will have to consider, with sound foresight, this condition.

Golf bag sales of 716,071 in 1961 were about 1,000 fewer than in the previous year. Cart sales at clubs totalled 200,414 and were up nearly 20,000 over the previous year.

To be fully accurate, any study of figures on sales of golf playing equipment has to take into account the resale of clubs accepted by pros on trade-ins, and reconditioned ball sales. However, most used balls are sold for range use. Golfdom's surveys over the past few years show that used clubs are taken in partial payment in about 60 per cent of pro shop sales of top quality clubs.

Fall Tour Prize Money Increased by \$72,000

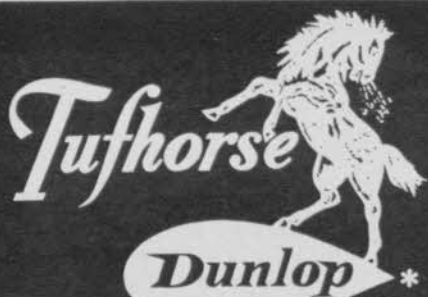
Prize money on the PGA's fall tour, which starts with the Denver Open, Sept. 6-9, and concludes with the Haig & Haig Scotch Mixed Foursome in Sebring, Fla., Dec. 13-16, will total more than \$400,000. This will bring the purses for the entire season to nearly \$2,100,000, a record.

Fifteen tournaments are scheduled for the fall circuit. Sponsors of nine of them are increasing purses by from \$2,500 to \$15,000. The other six, including the \$35,000 Carling Open which has been changed from a summer to a fall event, remain the same as in 1961. The fall prizes will amount to \$72,000 more this year than in 1961.

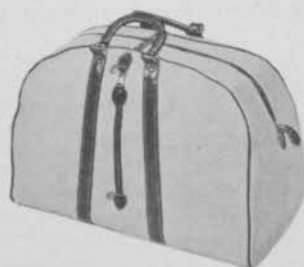
Sponsors of five events, the Denver, Seattle, Portland and Bakersfield (Calif.) Opens and the Sahara Invitational, are offering an additional total of \$19,000 in bonuses. Prizes amounting to \$30,000 or more are being offered in six tournaments.

USGA Record Book

The "Record Book of USGA Championships and International Events — 1895 through 1961," is scheduled for publication in late May. It runs to about 250 pages, has a hard cover and costs \$5. Page size is 8½ x 11 inches. It can be ordered from the USGA, 40 E. 38th st., New York 16, N. Y.



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Personable Marilyn Smith talks golf with admirers (l to r) Larry Spence, Joe Schwendeman, Evening Bulletin writer, Bob Ferrera and Andy Studwell. Spence, Ferrera and Studwell are with Spalding.

Golf Fever Hits Philadelphia

Miserable Weather Doesn't Discourage Hungry Public . . . Planning Details Described

By JOSEPH W. DRAGONETTI

April 11 was a miserable, rainy day in Philadelphia but despite the poor weather golf fever was in the air. The fever was brought on by the fifth annual golf show sponsored by the Philadelphia Section of the PGA. It was held at the Sheraton Hotel.

More than 5000 persons attended the show, far exceeding last year's record crowd. Golf addicts were pulled in by some fine attractions including some of the country's best golfers, the latest in equipment displayed by exhibitors, free lessons, panel discussions and clinics, and award presentations.

The show was open to the public from noon until 10 P.M. This was preceded by a trade show from 9 until noon at which area professionals had an opportunity to preview the exhibits and get tips on how to improve their business.

Impressed by Pros

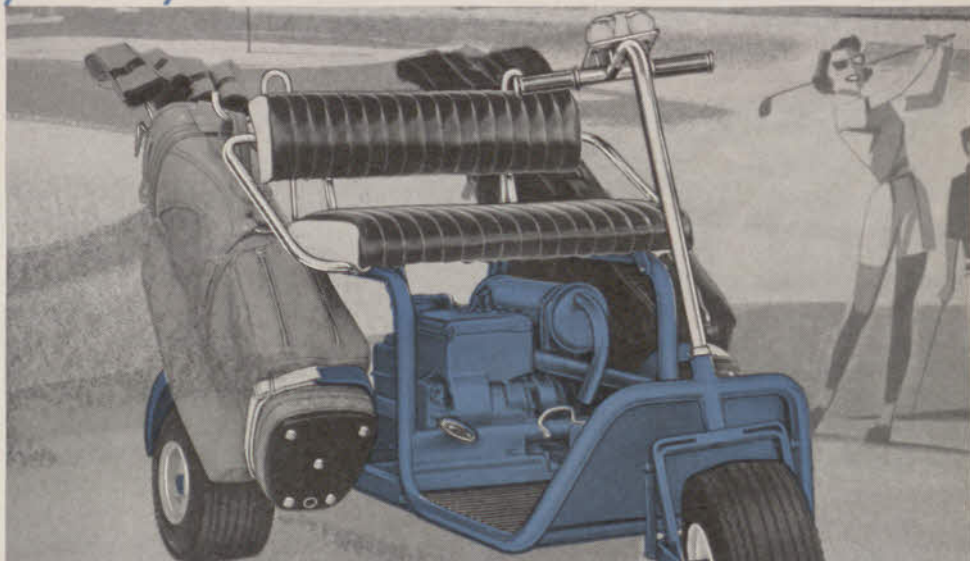
An opportunity to get advice on their games was one of the big attractions for the average players. Typical was a comment made by Vince Cardillo, a young Philadelphia insurance broker. "I am impressed," he said, "by the way these pros are willing to share their knowledge. This is the first time I have attended a golf show and I not only wanted to meet some of the pros, but I also was interested in seeing all the type of equipment exhibited by the manufacturers."

Cardillo's reaction to the pros sharing their knowledge was in line with the part that the pros play in a show of this kind. Leo Fraser, of the Atlantic City CC, president of the Philadelphia Section said that pros' cooperation this year



Leo Fraser, pres. of the Philly PGA section, presents "home-pro-of-the year" award to Joe Hunsberger of the Juniata munny club. Several other players and officials were honored at golf show.

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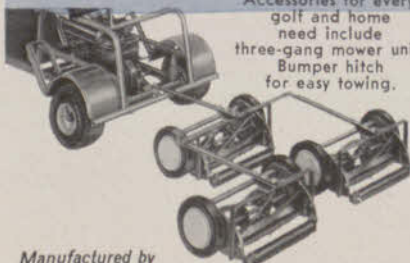
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Howard Everitt, Al Besselink, George Stratton, Skee Riegel and Henry Williams, all well known in Philadelphia golf circles, served on panel during the PGA section show.

was undoubtedly the best it ever had been.

The show, as in other years, was put on under Fraser's guidance. He was assisted by Joseph Aneda of the Newark (Delaware) CC, who was general chairman. Anne Scott, of A. G. Spalding & Bros., executive secretary of the Philly Section, handled many of the administrative details. Al Keeping, pro at Gulf Mills GC, who has a vast knowledge of "who's who" in golf in his area, was in charge of the registration desk. Charles A. White, Jr., vice president of the Buckley Organization, Inc., handled promotion. Horace Horton, of Dunlop Sporting Goods Div., was the exhibitors' representative on the planning committee.

The show was held in the main ballroom of the Sheraton. It was evident that if only a few more exhibitors come in next year, additional room or new quarters will be needed.

One booth that got a big play was that of the Aronimink GC, which will be the site of the 1962 PGA Championship, July 19-22. Quite a few tickets for the tournament were sold and there were hundreds of inquiries as to tournament particulars. On hand to greet the visitors on behalf of Aronimink was Joe Capello, who has been the pro there for 33 years, and John LaCerde, who is handling public relations for the coming Championship.

Suggest Planning Guides

If other PGA sections plan a golf show similar to the one staged by Philadelphia, Aneda, Fraser and White provide some guidelines.

Charlie White says a show of this kind has to be widely promoted. The Philadelphia Section authorized him to spend about \$700 for 20-line announcement ads in Philadelphia newspapers. They were released over a period of a week before the show and announced the date, time and admission price and

described some of the attractions. About 1,000 posters were displayed in golf and country clubs throughout the area. Tent cards were also effectively used on dining tables at the Sheraton Hotel.

Create a Mood

White, a member of the Philadelphia Cricket Club, says that creating a mood is important to a golf show, and that the promoters have to include something for everyone from the low handicapper to the fellow who shoots in the 120s. From a business standpoint, exhibitors get a chance to sell the pros and to indirectly sell the public.

"Look at what a depressing day this is," White observed. "But people are flocking in here because they have that go-go urge. There's nothing quite like a show to give them that final push to get out and play golf."

Joe Aneda says that the first thing that has to be done in planning a show is to arouse enthusiasm among the local pros for it. This was done through a series of letters sent out by the Philly section, starting several weeks before the exhibition was scheduled.

Never a Lull

"We concentrate on setting a fast pace during the entire program," Aneda explains. "There never is a lull during the entire day. The mc's are reminded to constantly keep talking so as to stir up interest among the onlookers. Visitors are invited to attend the clinics or take their turns at the practice nets and, of course, to get around and view all the exhibits."

Leo Fraser says that interest in the Philadelphia shows keeps growing each year. "We got a fine break in scheduling it right after the Masters," Fraser adds. "Everyone had just seen Palmer and Player and the other great golf play-

(Continued on page 132)