

to push shots. Chick was a very successful pro shop merchandiser prior to moving to Port St. Lucie, where he is now executive director. He sold a lot of grips and clubs, too, for that matter, by stressing the importance of the grip.

#### Special Treatment

Giving a customer some special attention always helps make a sale. With the variety of grips now available, you can give your prospect the feeling he is being custom fitted with grips you have selected especially for him. Too, this should be done because there are many variations in the hands of golfers. Is the player subject to extreme perspiration, or does he have dry hands? Does he have large or small hands? Does he need heavy or light traction action, a hard or resilient grip? Show him the grips that are best suited for him and he will buy.

I have personally installed grips for many of the professional stars. Mike Souchak uses an entirely different grip than Gary Player. Tommy Bolt wants a little more traction than Doug Ford.

I know some golf professionals who, when teaching, invite the student to "hit a few" with one of their own freshly gripped clubs. Some suggest they take the club along for a round. This usually goes over well. The benefits of a full set of new grips, of uniform size and shape, sell themselves.

#### Start A Campaign

You are doing your members a disfavor if you allow them to play, unknowingly, with outdated clubs. So, preach the importance of the grip in every lesson. Check the racks and keep records. There is no place in your club for frayed and frizzled, dirty and loose grips. Start a drive to get everyone properly equipped.

Installing grips is one of the fastest and easiest ways of making a profit. When I was playing the tournament tour, many professionals asked me to install new grips for them. Home club professionals in the area often would stop in to learn the procedure. I have installed as many as 300 of our grips in one evening.

Many pros use grip sales as a key to a profitable pro-shop operation. I know of some who more than pay their assistant's entire salary from grip profits, to say nothing of the profits on other sales which were instigated by talking grips. This is to some extent due to the fact so much has been done and is being done in the development of grips. We

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have been bringing out new grips every year — not just for the sake of having something new, but for reasons of improvement. We work two years ahead on new models and create approximately 40 Golf Pride designs for every design that is finally marketed. It has been this work to improve the grips which has been making golf equipment obsolete and opening a new avenue of revenue for you.

Aside from the income potential, great satisfaction is derived by the professional from selling or installing new grips. You are helping a golfer play better. When that happens, almost immediately you sense a new "customer interest" in your shop and merchandise. That is why you're in business!

*Wally Ulrich, Fawick Flexi-Grip Co. sales manager, played the tournament circuit for several years and is a co-holder of the lowest score ever recorded in a PGA co-sponsored event. It was a 60 that he shot at Virginia Beach. National intercollegiate champion in 1943, Ulrich has won the Canadian Centennial and Kansas City Opens and holds several course records throughout the country.*

## Lamkin on Grips

(Continued from page 39)

vancements also have been achieved with leather grips, so that today a variety of outstanding fadeproof colors and color combinations are available to harmonize with the color patterns of clubs. And, it seems very likely that additional improvements will be forthcoming in the future.

### Serve A Purpose

The perforation and embossing patterns on the grip serve an extremely useful purpose. They provide the golfer with additional hand traction so as to guard against the possibility of the club turning or slipping in his hands during a swing. These patterns, I might point out, are based on precise engineering formulas and equations that combat the slipping motion of the golfer's hands.

This same line of reasoning also applies to the edge-skiving and edge-folding processes used in grip designs. They are manufacturing steps designed to prevent hand-slippage, yet give a firm and secure grip.

Another advantage of leather grips, as I see it, is the fact that they can be applied upon the club with uniform tension, thus giving every club the same

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Western Golf Sales, Inc., 1831 Colorado Ave., Santa Monica, Calif.  
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"feel". This condition, by the way, is regulated by the club manufacturer, but it is one that is worthy of mention since it does mean a great deal to satisfactory club performance.

You'll recall I mentioned earlier the development of the special tanning processes used to give leather grips greater "tackiness". This also aids in prolonging grip life. It is also relatively simple to clean leather grips, for by merely washing the grips with a mild soap and water solution, the original tackiness can be restored.

What has been written here encompasses what I think every pro and his assistants should know about the characteristics of golf grips. This is if he is not only going to stay ahead of his members or customers, but provide them with a service to which they are entitled.

*Al Lamkin, president of the firm that bears his name, has long been in the leather goods business. Back around 1920 he started producing leather grips at the request of a club manufacturer and what was a sideline in those early days has turned into a full time business. Three sons are associated with him in the operation of his company.*

Bill Gahlberg, formerly a sales rep for a golf equipment manufacturing firm, heads a group of pros that has bought Tubac Valley CC in Tubac, Ariz. Four Chicago area and five Michigan section pros and Mike Souchak and Lionel Hebert are part owners of the club. Jack Bell is the winter pro.

A stylized illustration of a golf ball and a golf club. The golf ball is on the left, and the club head is on the right, both rendered in a high-contrast, graphic style. The background is filled with radiating lines, suggesting motion or impact.

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## Organize Association to Further Interests of Private Clubs

The National Club Association, an organization devoted exclusively to the interests of America's private clubs, has recently been established.

NCA presently has three main objectives: Reduction of the excise tax on dues from 20 percent to 10 percent; Improvement of club relations so far as legislators and the general public is concerned; and Collection of information and statistics on matters pertaining to clubs.

NCA recently opened a Washington, D.C., office. Walter Slowinski of Baker, McKenzie and Hightower, has been retained as NCA general counsel. Slowinski also is general counsel for the Club Managers Association of America and GCSA, and a tax counsel for the USGA.

### Works on Tax Bill

To date, the NCA's major work has been in conjunction with the current tax

bill, H.R. 10650. As originally drafted by the House Ways and Means Committee, the bill completely excluded club dues as a business expense. Largely as a result of NCA's effort, the bill recently passed by the Senate permits dues to be deducted on a pro-rata basis when a man's club is used primarily for business. Officers of NCA have appeared at Senate hearings in defense of the continued deductibility of business entertainment expenses.

Headquarters for the newly incorporated association are located at 1028 Connecticut Avenue, N.W., Washington 6, D. C. CMAA is located in the same building. Because the aims of both NCA and CMAA are similar, the CMAA staff is assisting the new organization in establishing its office and program.

Edward Lyon, executive secretary of CMAA, has been named to a similar post with NCA.

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### Standard Course Lights

(Continued from page 44)

immediate lighting of an entire nine and a resultant increase in dues. An alternate approach perhaps would be to light the final two holes of each nine. This would allow up to an extra hour of golf per day on each nine and give members the opportunity to appraise the many benefits of night golf.

Cost of lighting two holes on each nine, derived by dividing the entire nine-hole cost by 2/9ths, comes to around \$15,000 for one nine and \$30,000 for the final two holes on each nine.

After a year or two, club officials could propose lighting an entire nine or all 18 holes, giving the members 3½ extra hours of golf per day. This could be paid for by a temporary increase in yearly dues, by adding more members or by charging a night golf fee.

A total of 132 floodlights are suggested for the 3,300-yard "typical" course described in this article. Five holes on this hypothetical course, with a proportionate

share of the lights, are shown in the accompanying figure. This spacing would illuminate the fairways to twice the light level of most main business streets in America. Also, the greens would be lighted to a level two times that of the fairways. While mercury-vapor luminaires provide high illumination, their brightness is very low and controlled so players aren't hampered in any way when making a shot.

### Chamberlin Introduces Eagle III

Newly introduced by Chamberlin Metal Products Co., Frankfort, Mich., is the electric-powered Eagle III model Caddy Car. It features a missile-type control system that does away with starters, solenoids, resistors, and rheostats, increasing power utilization and use between recharges.

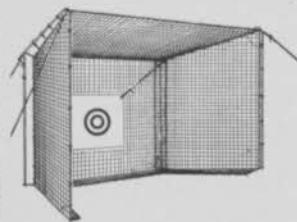
### MacDonald Gets Dunlap Promotion

Paul R. MacDonald has been named administrative assistant to Paul W. Gibbs, assistant vp of Dunlop Tire & Rubber Corp. Since joining Dunlop, MacDonald has been a territory representative and a regional manager. Prior to this, he was a sales and promotion rep for Golfcraft.

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### MacGregor Gift Material

Recommended as gift material by MacGregor are the 1963 Constantwood Tourney woods. Of simulated wood, the clubhead is of the same



density as persimmon and is said to be impervious to warping and cracking induced by weather. The Tourney irons with new back design have a "shot blast" face offer precise control and accuracy, according to the manufacturer.

Huntingdon Industries of Philadelphia has bought a 27-acre tract of land in Hatfield twp. as a site for a plant to process natural rubber used in the production of golf balls.

### Hinson Uses Military Effect in its Golf Bag Lines

Greater use of military styling in men's bags, and of the use of black patent leather in women's

bags marks the 1963 lines of the Hinson Manufacturing Co., Waterloo, Ia. The 18-bag line includes four men's models in military styling which is accented by solid brass hardware and jumbo size zippers. These bags have built in stowaway umbrella sleeves and "pro-ovaed" top and bottom cuffs that give a square rectangle effect. Black patent leather is used in three of the five women's bags. One of these, the Tiara, is given added sparkle through the use of nickel finished hardware and zippers. The other two have black patent leather trim. Hinson operates nationwide. Its West Coast distributor is Curley-Bates Co., Seattle, L. A. and San Francisco. It is looking for pro reps who are interested in adding bags to their present lines.



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## Lilly Tells of Toro's Expansion at Plant Dedication

Governor Anderson of Minnesota presided at the ribbon cutting ceremony (photo) of the new \$1,150,000 plant of Toro Manufacturing Co. at 8111 Lyndale ave., South, in Minneapolis on



Sept. 17. At the dedication, David M. Lilly, Toro president, pointed out that 1962 sales of nearly \$22 million were nearly 15 times as great as in 1946 when production was resumed after World War II. Toro products, he said, which include mowers, snow throwers, golf vehicles and more recently, sprinkling systems, are sold through 60 distributors, 8,000 dealers and 2,000 service dealers, with exports accounting for 11 per cent of total sales. More than 96 per cent of Toro sales are made outside the state of Minnesota. Toro employs more than 600 persons in the Minneapolis area.

## Layton Named Mallinckrodt's Distributor Products Manager

E. T. Layton has been named manager of distributor products for the industrial chemicals division of Mallinckrodt Chemical Works. He is in charge of all phases of Mallinckrodt's marketing program for industrial chemicals, including fungicides, sold through dealers. Layton joined Mallinckrodt in 1957 as a chemist. A year later he transferred to sales. His most recent assignment had been as a field sales rep with headquarters in Dallas.

## Combines Fertilizer, Insecticide In Single Nutro Package

"Plant Food Pellets with Dieldrin" is recommended by Smith-Douglass Co., Norfolk, Va., for the dual purpose of feeding turf while killing insects. The Nutro product is said to control grubs, ants, rootworms, Japanese beetles, etc. along with supplying necessary nutrients to give grass strong growth.

A folder describing the Ice-master, a skating rink made of durable white vinyl, can be obtained from G & S Packaging Co., 1982 W. Jefferson st., Detroit 16. Idle recreation areas can be quickly converted to rinks by using the vinyl blanket which comes in tennis court size.

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Sales and supervisory staff of DiFini Originals at New York meeting.

### *Preview of 1963 Seen at DiFini Sales Meeting*

At a sales meeting held in the Sheraton-Atlantic hotel in New York, the sales staff and key factory personnel (in photo) of DiFini Originals, 18 W. 20th st., New York 11, were briefed on what is to be seen in 1963 in slacks, Bermuda shorts, sweaters, shirts and blouses. Continued emphasis will be made on coordinated styling, according to Joe DiFini, vp, and Jack Lust, sales manager.

### *Harley-Davidson Manufactures Electric, Gas Car Models*

Harley-Davidson Motor Co., Milwaukee 1, Wis., has added electric and gas powered golf cars to its product line. Both models have welded tubular steel frames, molded fiberglass bodies, three-speed selector, tiller steering and 9.50 x 8 tubeless tires on their three wheels. The short stroke, two-cycle engine in the gas model was especially designed by Harley-Dav-

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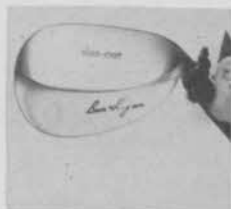
in the cylinders. Power for the electric model comes from six H-D batteries that have special vent caps that prevent electrolyte from spilling on hills. On both models the tailgate is removable so that the golf car can be converted to a utility vehicle.

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### Wood and Wedge Among Hogan Gift Suggestions

The 403 Speed Slot wood and the Sure-Out wedge are among the many items in the Ben Hogan pro line that are suggested as gifts. The



wood is of persimmon with golden oak finish and rugged Accur-Aim inserts and has a "flash reaction" Hogan shaft. The wedge is a new Hogan design and has a well rounded sole and is available in two grip choices.

### Davis Services SIS Accounts

C. D. (Don) Davis has been appointed to service dealers in the Detroit and Southeastern Michigan area by Sprinkler Irrigation Supply Co., 1316 N. Campbell rd., Royal Oak. Davis, who has been with the sprinkling firm for several years, has had extensive experience in the installation and design of sprinkler systems.

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### N. J. Firm Markets Oxygen Inhalator

Oxygen Aid, Inc., Spring Lake Heights, N. J., markets a miniature inhaler that supplies oxygen through mouth or nasal application that is said to give the user a lift when he feels weary. An off and on whiff, for example, gives the golfer a real pickup over the 18-hole route. The pocket size cartridge, in which approximately seven quarts of oxygen are stored, has cap control.

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### Dargie Golf Adds Putter

Bert Dargie Golf Co., 3030 Summer ave., Memphis, Tenn., has added the "Won Putt" putter to its line of custom made clubs and putters. The club has a polished brass face backed by persimmon and is available in several colors for matching wood clubs. Shafts are available in steel or hickory.

### Moist O'Matic Sales Manager



John R. Skidgel has been named sales manager of Moist O'Matic, Inc., Riverside, Calif., a newly acquired subsidiary of Toro Manufacturing Corp. A graduate of Oklahoma A&M, Skidgel has been active in the underground sprinkler field for the last 10 years.

### Distributes Snead's Book

Sam Snead's new book, "The Education of A Golfer," is a regular stock item in the Wilson Sporting Goods Co. line and can be obtained through Wilson salesmen or by writing to the company at 2233 West st., River Grove, Ill.



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