

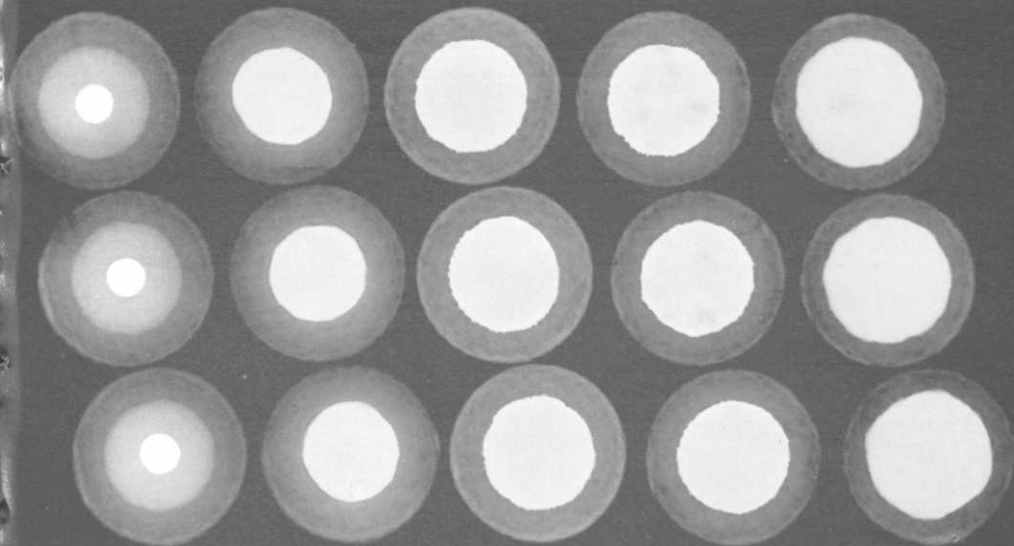


*...The interior geometry (roundness) of the FIRST FLIGHT golf ball is greatly superior to that of any other golf ball we have examined and the only one that has a perfectly true center.

Louis Look

* Quoted from technical report which will be sent you on request.

PRESIDENT, INDUSTRIAL LABORATORIES, INC.



First Flight®

BALL A

BALL B

BALL C

BALL D

Steel Power Center Golf Ball
U.S. PATENT NO. 2,914,328

Un-retouched X-ray of the five top selling golf balls taken at random from a professional golf shop. X-rayed in original unopened cartons and printed as received.

Brand names of balls illustrated available on request

THIS UN-RETOUCHED X-RAY

of the FIVE TOP SELLING \$1.25 GOLF BALLS shows why

First Flight®

STEEL POWER CENTER®

IS THE

"Greatest Success in Golf Ball History"

NOW IN THREE
COMPRESSIONS

80+, 90+, 95+
Pick the compression that
best suits your game!



TO ANYONE WITH
X-RAY EQUIPMENT:

See for yourself! X-ray
First Flight and any other
golf balls and tell your
friends what you find.

Play the BIG WINNER!
SOLD ONLY IN
GOLF PROFESSIONAL SHOPS

First Flight Company
CHATTANOOGA 5, TENNESSEE

Membership Analysis — Wellesley CC

No. Members	Type Membership	Certificate Requirement	Club Privileges	Initiation Fee	Miscellaneous
<hr/>					
Prior to Expansion					
A. 250	Voting Compulsory Certificate Holders	\$250	Golf Tennis, Pool Social	\$100	
<hr/>					
B. 200	Non-voting Social	—	Tennis Pool Social	\$100	
<hr/>					
C. 30	Non-voting Single Women's Limited	—	Golf, Pool Tennis, Social	\$100	
<hr/>					
Total	480				
<hr/>					
After Expansion					
A. 200 prior members	Voting Compulsory Certificate Holders	\$500 (\$250 over initial payment)	*Golf Tennis Pool, Social	—	* Golf members restricted to 300 total on a first come basis.
<hr/>					
B. 200 Prior Social Members	Ditto	\$500	Ditto	—	
<hr/>					
C. 100 New Members	Ditto	\$500	Ditto	\$400	
<hr/>					
Total	500				

Analysis of Expansion Program Funding

Type	Amount
A. 200 prior certificate holders @ \$250	\$ 50,000
B. 200 prior social members @ \$500	100,000
C. 100 new members @ \$900 (\$400 initiation fee & \$500 certificate)	90,000
D. 250 member bond purchasers @ \$1,000 (\$1,000 bonds — 6% — 20 years)	250,000
E. Voted assessment for prior & new members — 500 members @ \$100*	250,000
F. Capital fund reserve for watering of course	50,000
G. Income from sale of gravel on property	35,000
TOTAL	\$625,000

*The last and only previous assessment in the club's history occurred in 1943 and covered the refinishing of the old men's lockerroom. The present assessment was voluntary and allowed a complete — rather than limited — building addition.


THE NEW *LaHer* 1963... Masterpiece

Note: unretouched photo

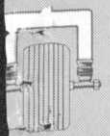


**NOW... LOW SLUNG AND SWANKY!
MORE SAFETY, MORE COMFORT, MORE BEAUTY, MORE
EXCLUSIVE FEATURES THAN ANY OTHER GOLF CAR MADE.**

SPECIFICATIONS ARE "THE HEART OF A GOLF CAR!"
BEFORE YOU BUY, COMPARE LAHER SPECIFICATIONS WITH ALL OTHERS



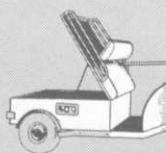
DUAL BRAKES: (optional) Hydraulic plus a mechanical emergency brake. Fully enclosed internal brakes on each wheel, not exposed to moisture and mud. Just as safe and efficient as your finest passenger car.



LAHER AIR-VAC SPRINGS: A spring and shock-absorber all in one, for soft easy riding and safety. (The DREAM RIDE - America's finest ride)



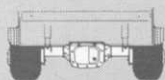
FAMOUS LUB-O-MATIC Drive Switch: Exclusive with LAHER; every wearing part runs in a bath of oil, eliminating wear and service.



HINGED TIP-UP BODY: For fast, easy service anytime, anywhere.



DUAL USE: Can be personnel carrier or shopper too! Golf bag holder lifts out easily (no bolts to remove) leaving clear deck with plenty of room for boxes, packages, etc.



FULLY ENCLOSED DRIVE UNIT: A LAHER EXCLUSIVE DESIGN in combination with a SPICER axle - runs in oil. As service free as the finest auto.

PLUS: Special BUILT-IN CHARGER; also equipped to charge with portable charger • 6" wider tread at rear, no danger of tip-overs • Plenty of room for six-footers, not a "kiddi-kar" • Large 8" or 9½" soft tires - easy riding and easy on turf, also available with 12" or 15" TERRA TIRES • MOST POWERFUL BATTERIES - made by LAHER exclusively for electric cars, 190 amps., good for 36 to 45 holes • Unitized body with alloy steel pressed channel frame - strongest construction of any golf car • Powerful GENERAL ELECTRIC MOTOR - more power than you'll ever need • LAHER cars are equipped to tow others if needed • plus many others.

WRITE TODAY FOR COMPLETE INFORMATION:

LAHER SPRING & ELECTRIC CAR CORP.

P. O. BOX 731

2615 MAGNOLIA ST.





Protect Against Losses on Charge, Approval Sales

Merchandise and money fly out the window when these items aren't recorded on the proper tickets

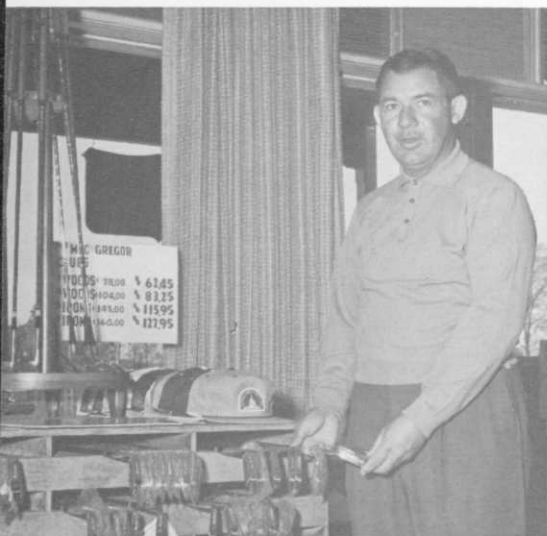
Because nearly 50 per cent of the golf played at Shady Grove CC (more popularly known as Washingtonian Motel & CC), Gaithersburg, Md., is by tourists or other persons who aren't members of the club, Clarence Doser, the pro there, concedes that when he took over the shop's operation he may have had to contend with a situation that isn't quite common at the average club. But it is something that every pro should be aware of because it involves the loss of merchandise through sales made on approval, or failure to record all charges.

Doser took over the running of the Shady Grove pro shop nearly two years ago when the club, operated in conjunction with the huge Washingtonian Motel, about 20 miles north of Washington, D. C., was opened in 1961. Familiar as he was with strictly private club pro operations after 25 or 30 years at various Eastern and Southeastern sites, Doser wasn't fully prepared at first to cope with the fast moving traffic, and the problems it brings, at a spot which is as much resort type as it is private.

Money Needlessly Lost

The result was that in the first month or two, Clarence needlessly lost money. Not enough, of course, to throw him into anything like insolvency but, nevertheless, a rather substantial sum. It was due, as he says, to a slipshod sales control system. Actually, it can happen to a pro at any club, but it is most likely to occur at a place where there is a good deal of transient play and golfers check in and out in a hurry.

Much of the loss was due to approval sales. A man might come in and take out a club on approval, or a woman might take two or three pairs of shorts to the dressing room to try them for size, and all these items might disappear. "It wasn't



Washingtonian pro, Clarence Doser, is seen at rack that was especially built for displaying iron clubs. Huge motel sign is more than two stories high and has become a landmark on Interstate 70, leading to the Capitol.



The Ultimate in Good Taste and Luxury!

For the golfer who wants the very best, Golfcraft is featuring for 1963 the new Continental woods and irons. Only a limited number of these can be produced each year. The wood heads are selected for grain and color so that they will show perfect in a natural finish. Only a few heads out of every thousand can be used for this particular club. The shafts are selected for weights and flexibility for each individual club. Each and every component part is chosen for its top perfection. The clubs are available either in the very top grade True Temper selected steel shaft or Golfcraft's Glasshaft. The painstaking care necessary in selecting material for the manufacturing of these clubs require a delivery of from 3 to 5 weeks. To have a set of Continentals means that you have the finest! P.S. The discriminating golfer will choose the luxurious Continental Golf Bag to protect his clubs.

SEND FOR NEW 1963 CATALOG.

Golfcraft
at your service

ESCONDIDO, CALIFORNIA • CHICAGO, ILLINOIS • TRENTON, NEW JERSEY • VANCOUVER, CANADA



Enthusiasm shown by Gil Reiner (Left), assistant pro, apparently has rubbed off on the customer, which is as it should be. (Above) Rack in which jackets are displayed is portable.

necessarily because the people who took these things were dishonest," says Doser. "They forgot they had taken them or they got careless, as often happened when women took shorts to the dressing room and just left them there.

"The real failure was in our record keeping system," Doser continues. "We should have had an 'approval' book on the counter next to the cash register and had people sign for the articles they took out. It was possibly a month or two before we became aware of this omission — only after an inventory check showed that merchandise was disappearing."

Don't Forget This!

This is just one example of a merchandise leak that causes a pro to lose money. Another is the result of charge sales. Take golf balls, for instance. "One of your customers," says Doser, "may pick up a pack of three and ask you to charge it to his account. Only, you forget to write out a charge ticket. Or the Alphonse and Gaston act may be performed between you and the assistant pro, or one of the shop employees. The upshot is that the charge is never made. Who's the loser in this case?"

That, of course, isn't hard to figure out. As the Washingtonian professional ruefully concludes, neglect in filling out charge tickets doesn't always apply to just golf balls. Gloves, caps, a dozen other small items may go out the window because of this kind of oversight. The sad

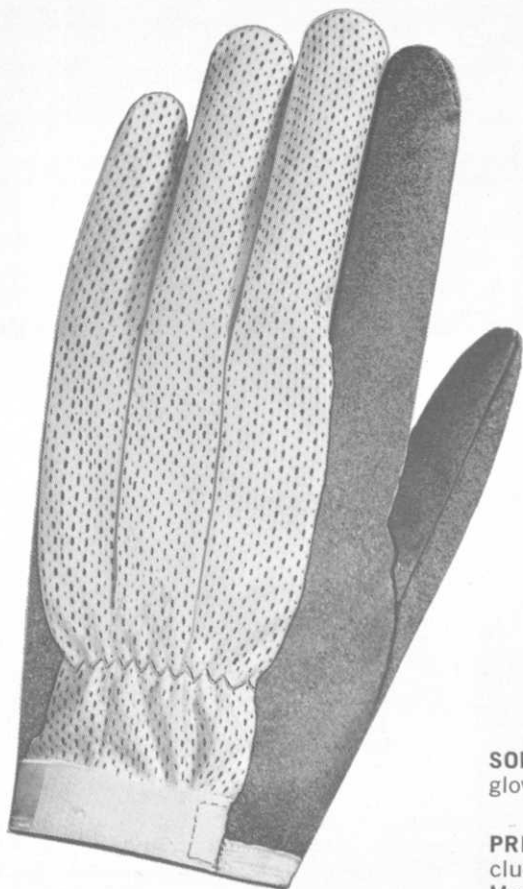
thing is there is no foolproof protection against it. The pro staff, including the pro himself, has to be constantly reminded to write out a ticket the minute a sale is made. There has to be insistence on this responsibility even when the shop is overrun with golfers demanding quick service such as often happens, for instance, at high noon on a Saturday at a resort course.

But maybe this advice shouldn't be confined to a resort course. It applies anywhere. If a pro were to lose \$25 a day in golf balls and other small items, plus a club or two and two or three pairs of shorts that went out on a tryout basis, how long could he put up with this luxury?

Regulars and Transients

Clarence Doser, fortunately, doesn't specialize in losing money at Shady Grove. Quite the contrary. There are 225 members at the Gaithersburg club who provide a fine starting base for pro sales. Transient players account for nearly as many rounds as the regulars, although sales to them except for golf balls and apparel, aren't yet particularly lucrative. The motel, with its numerous meeting rooms and a convention hall, is steadily bringing in more business conferences which are often climaxed with a golf tournament. And the motel course, which extends to 6,875 yards and has a reputation for being an exceptionally interesting one, attracts many golf conscious groups from in and around Washington for their outings.

When a golfer slips his hand in this glove, he can forget about . . .



slipping

Special vinyl coating gives lock-safe grip; much surer wet weather control than leather.

stiffening

No annoying perspiration dry-out as with leather; stays soft and comfortable.

and sweating

No more soggy grips. Thousands of tiny stretch-open "pores" keep the grip area cool.

EDMONT GOLF GLOVES are made with an interlock knit liner that stretches for easy on and off, yet gives a snug fit while playing.

The vinyl coating assures long wear. When soiled, glove can be washed. Won't shrink. Won't fade. Won't lose its grip.

SOLD RIGHT. Only through pro shops. Each glove unconditionally guaranteed.

PRICED RIGHT: Under \$3 (suggested), including a generous margin of profit for you. Men's and women's sizes in assorted colors. All have white, nylon mesh back with adjustable Velco® fastener.

WHO TO WRITE. Mail the coupon today to:



FREE, attractive display rack with order of 6 dozen.

Edmont

Edmont Inc., Coshocton, Ohio

Send me all the facts on Edmont Golf Gloves. No obligation, of course.

Name

Club Name

Address

City Zone State



Clubhouse is operated independently of the motel. Pro shop is located to the right of the stairway in the center of the photo. Golf car yard, at left, is to be enlarged to make room for 20 additional vehicles.



Pro shop fixtures are finished in rich looking natural walnut. Washingtonian apparel sales just about meet all the quotas but club sales need bolstering, according to Clarence Doser.



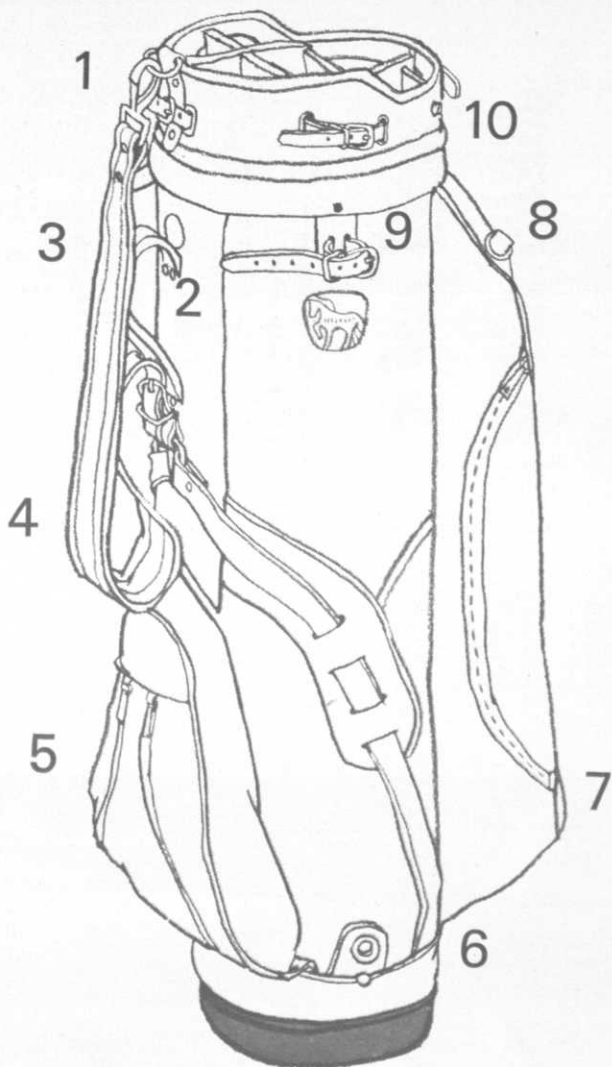
This is only a beginning. The club's membership goal is 400. Plans have been made to expand the present 100-unit motel by some 150 rooms. The future calls for the erection of a 1,500 unit high rise, garden apartment building in the center of the present course. The Washingtonian Motel company has recently bought 400 acres of adjoining land on which two additional 18-hole courses are to be built.

Expansion is in the air because the Atomic Energy Commission already has moved its offices and laboratories to within five miles of the club, and International Business Machine Co. and the U.S. Bureau of Standards are contemplating moving into the neighborhood. Land values in the vicinity of the motel average between \$4,000 and \$5,000 an acre and some of the property has sold for as much as \$10,000 an acre. Thus, future prospects for a man running a pro shop at Shady Grove are gilt edged.

Doubles As Golf Director

Clarence Doser is listed as pro of the Washingtonian layout, but his duties go somewhat beyond operating a golf shop. He is more of a director of golf and, in this capacity, does quite a bit of legwork in promoting business conventions, with golf as a filip, and in persuading government, industry and other groups that they should play their one-day tournaments at the Gaithersburg site. One reason that he is able to get out and hustle business, as he will tell you, is that he has a pair of

(Continued on page 140)



Take a guided tour of this Spalding bag

Let's start with the styling (1). This model receives admiring glances all over the tournament circuit. It's Spalding's famous consultant bag, of supple, *tough* Ponyskin. And . . . there is leather reinforcement (2) in the side shields, trim and panels . . . one reason why it will last so long.

Note the foam-padded strap (3) and the easy-to-carry suspension (4). The ball pocket (5) is extremely roomy, as is the full-length boot pocket (6). This opens wide, thanks to Spalding's new Crescent Zipper (7).

The utility pocket (8) and the umbrella holder (9) are two more deluxe features. Now you are back at the wide, steel-reinforced step-down top (10).

Why not conduct your own guided tour of Spalding bags to interested customers? Select from a wide assortment in Kangaroo and Ponyskin leathers and leather-grained Dura-Lite fabric. And this year Spalding offers many models for sale through golf professional shops. You will find these tours extremely profitable.

SPALDING
SETS THE PACE IN SPORTS

**"What all-new
Improved Power Thrust
means to your golf game"**

Ben Hogan and his research staff began several years ago to develop a completely new and different concept in iron design. His purpose was to create an iron which would give the golfer every possible advantage.

This purpose is accomplished in Ben Hogan's **Improved Power Thrust Irons for 1963.** Embodying the unique Hogan principle of **Total Playability**, new IPT Irons give the golfer the greatest distance and control his swing permits. This is true because new IPT Irons have engineered into them a **positive tendency to swing correctly despite human error.** New Hogan "Flash Reaction" Shafts with **True Flex Gradation** assure that every IPT Iron in a set flexes in exactly the same way. From grip to club head, every part in new IPT Irons is precisely balanced for proper swing weight.

