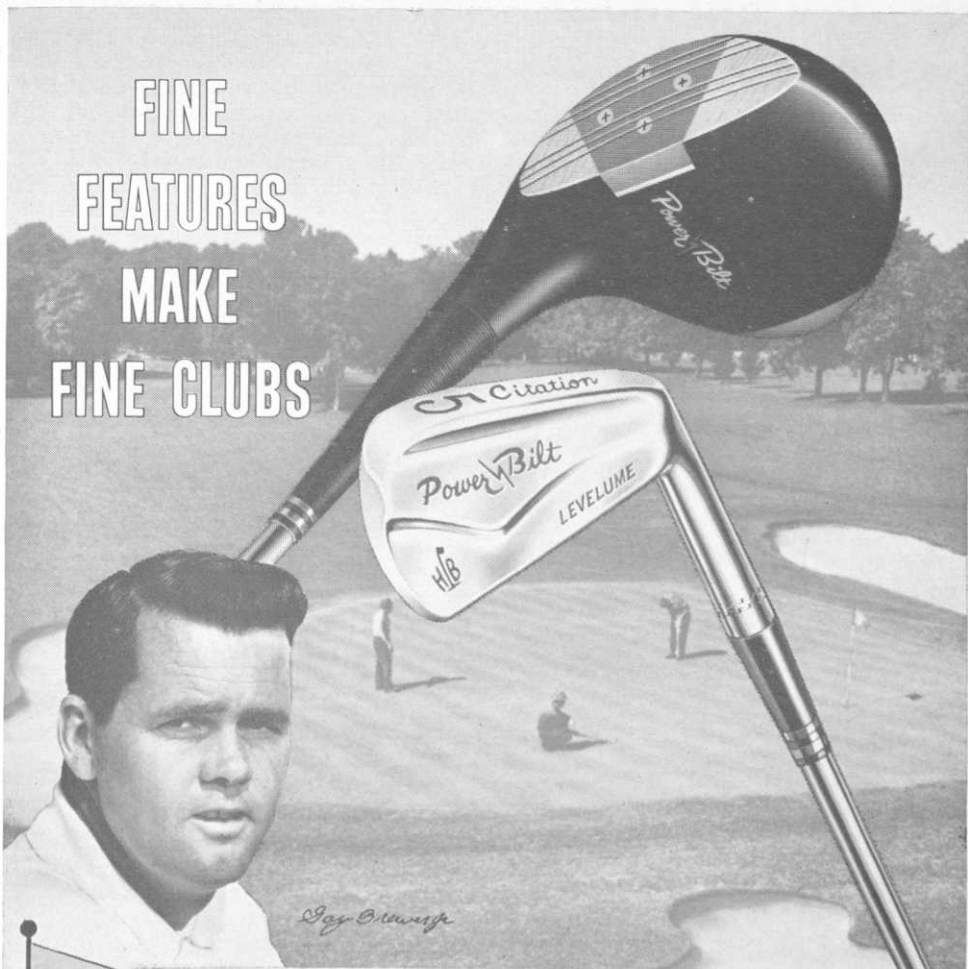


FINE  
FEATURES  
MAKE  
FINE CLUBS



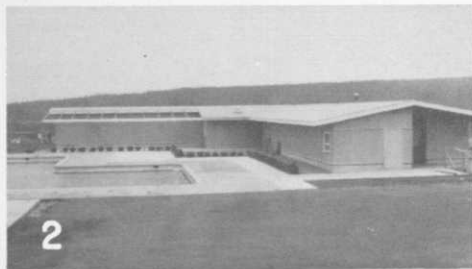
Power-Bilts  
hold great  
promise for those  
who will only  
look for  
themselves

- **PERSIMMON HEADS** In no other clubs are the attributes of genuine persimmon — the American Ebony — so skillfully enhanced as in Power-Bilts.
- **GRIP FEEL** Good grip feel is essential to all fine clubs, and Power-Bilts are standouts in this respect. They have the feel that imparts confidence thru the hands.
- **LEVELUME PLATED IRON HEADS** Levelume is a bright nickel chrome which is more corrosive resistant than any other plating — its thick nickel deposit is ten times the thickness of ordinary chrome coating.
- **UNIFORM SWING FEEL** The desirable sameness in the feel and balance of Power-Bilts is the result of our Master Matching process of club making.
- **THE FAMOUS BRASS BACK** The brass back found on all Citation woods represents the perfection of the dynamic power-behind-the-ball principle of back-weighting.

**HILLERICH & BRADSBY COMPANY, Louisville, Kentucky**

*Also makers of the Louisville Slugger Bat since 1884*

## On New England's Golf Landscape



000 depending mostly upon the type of land they are built on. But when all costs are added, including real estate, course, clubhouse, pool and equipment, the total outlay per club has run from several hundred thousand dollars upward into the millions. The two big variables have been clubhouse and real estate.

Many clubs have been financially able to construct all facilities before opening. Others have postponed building their club-



Heavy equipment has contributed immeasurably to New England's golf construction boom of last decade. Here it's reducing terrain near North Reading to workable condition.

houses, opening with 9 or 18 holes and perhaps a pool. Temporary clubhouses in the form of converted buildings, cabanas or prefabs have then been provided.

### Spending Savvy

The over-riding lesson of club development is that all clubs — even the wealthiest must exercise prudence in all phases of spending to avoid a gigantic outpouring of money and to obtain a dollar or more in value for every dollar spent.

Fee type courses, private and municipally owned and varying from the most elaborate 18's to modest 9's, have nearly all been financially successful. Apparently, a broad section of the population is attracted to fee-type golf.

Several Par 3 courses have been built in this decade. Blue Rock on Cape Cod is certainly the most elaborate of these. Many short 9- and 18-hole pitch and putt courses, floodlit for night play and with grass greens and fairways, also have been

*(Continued on page 146)*

1. Handsome clubhouse at Crestview in Springfield, Mass., has attracted much attention. 2. Cabana structure at Pautipaug, Norwich, Conn., is temporary clubhouse as is (3) prefab at Thomson Club, North Reading, Mass. 4. Runaway Brook in Bolton, Mass., has pioneered innovations including quarter-acre, irregularly shaped tees.

**PARGO**



**WE TEST  
'EM ROUGH!**

**SO THEY'LL TREAT YOU GENTLE!**



Knowing the demands put upon a golf car, the new Pargo 650 is "rough tested" for strength, durability and lasting power. In all of these areas, this car proved itself with outstanding performances. When you choose PARGO — you get today's most popular golf car.

● *New* — 2 Vertical Bag Racks—Safe Simple Securing Method

● *New* — More Practical Dash—Chrome Trim

WRITE FOR FREE INFORMATION AND BROCHURE

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**COLUMBIA CAR CORPORATION**  
220 DALTON AVE • P. O. BOX 336 • PHONE 704-333-8841  
CHARLOTTE, 1, NORTH CAROLINA

# Pro Is Potent Force in Golf Marketing . . .

*but he doesn't know how to advertise or  
merchandise, says former retail buyer*

By **GEORGE MANNING**

If the pro ever should lose his dominant position in the golf club market the loss would be a financial blow not only for pros but for all manufacturers of golf playing equipment!

Who says so? A retired buyer of a large department store chain who now is playing a lot of golf, looking into many pro shops at private and resort courses and talking with dozens of professionals each year. Recently he sat in the grill room at a Palm Springs course and told vacationing pro golfers how the pro business picture looks to a man who has sold a fortune in golf clubs, balls and bags through retail stores.

He says he has finished with buying and selling golf equipment. He simply wants to enjoy himself now.

He remarks that if it were not for the professionals establishing brand preferences for golf clubs and balls the U.S. golf market would be mainly a price-only operation with American manufacturers competing on narrow margins against each other and against Japanese golf goods makers with their low labor cost equipment taking a big part of the business. That has happened in the case of baseball gloves. The retired salesman believes that the chance of a similar dip occurring in the golf market is slim but only because of the pros' strong and unique position.

## **Brought Them Into Golf**

The high rating of the pros' defensive value to buyers and sellers of quality golf equipment comes from a man who admits that he probably took plenty of club, ball and bag business away from pros by undercutting their prices. Still he thinks he helped, rather than hurt, the pros. "Many pros can thank me for cutting prices and bringing thousands of people into golf by advertising clubs at prices that encouraged

beginners to get started" he says. "The pro helps many get started in golf with free lessons but too often doesn't follow up. He just doesn't seem to know how to take full advantage of his position.

"Where does the pro miss chances to sell the beginners he brings into golf?" the store man was asked.

"Mainly by his advertising," was the answer. "Advertising isn't entirely the big displays of bargain prices and leading manufacturers' names that the stores put into their newspaper ads. The stores have to use a shotgun type of advertising. It is spread so thin it costs more per sale than it would cost the pro with the cleancut rifle shooting he can do. His customers are clear targets.

## **Advertise Value Above Price**

"There are two things the pro should bear in mind in planning his advertising," the retired salesman continued. "The first is that he must get people to believe that nobody — yes, absolutely nobody — will give better value per club than the pro, regardless of what price is paid for it. The second thing is that his advertising must be closely tied into his own market and his own shop displays.

"It is difficult to explain price differences between golf clubs. Woods that retail for \$15 each look about the same to most people as those that retail for \$25. The pro knows what the difference is. But he has to show it to the man or woman buyer so that the price paid for the difference looks like a bargain.

"It's a good thing if a pro puts on an act when he sells clubs. He should use showmanship with his salesmanship. A set of woods or irons is a very personal thing. The clubs are as individual as one's own grip or swing. Really, if a customer

*(Continued on page 136)*



**It probably won't cure a slice**  
**It probably won't go farther than a \$1.25 ball**  
**It definitely will cost \$1.50**

**WHY?** If it could get rid of a defect in a swing, we wouldn't have to advertise this new ball. And, as you know, no competition-class golf ball can be hopped-up in violation of USGA regulations. Then what is your golfer paying for in the new Worthington Premier?

**Uniform Compression**

The most *uniform compression* in golf balls for one thing. If he is a low-handicap player who can benefit from a truly consistent ball—the Premier gives it to him in a way no other ball does. Each one falls within a compression range of plus or minus 2 from a rating of 90 (the rating preferred by most touring professionals). Other premium-priced balls vary as much as 13 because of inherent variables in golf ball making.

Worthington takes lots of pains to avoid these variables. The Premier is simply the world's most carefully made golf ball. All materials used in it are insured for quality by Lloyd's of London. They're the finest money can buy.

**Exclusive Winding Technique**

The winding of rubber thread in the Premier is unique. The machines that do it were designed by Worthington to wind with a consistently precise tension that can't be duplicated by other machines. No other maker has these Worthington machines.

The thread is wound two *different* ways. First the rubber-enclosed liquid center is frozen at  $-90^{\circ}$  to prevent distortion. Then 800 feet of rubber thread are wound in a tight circular pattern. After that another 100 feet are wound on in an equally tight basket weave to bind the first weave, and hold the cover on tighter.

**Individually Compression Tested**

After carefully controlled covering (that's a story in itself), three days of curing and finishing, and several inspections (including fluoroscopic samples to see that the centers are perfectly centered) each ball is tested for uniform compression. The machine that does

this makes no mistakes. Only one out of four of even our premium golf balls qualifies as a Premier.

**Guaranteed — Profitable**

Each Premier is individually packaged. Each dozen will be stamped with *your* identification number, the assigned number of the golf professional who sells them. Premiers are *guaranteed* to provide the ultimate in distance and durability consistent with USGA limitations on high compression golf balls—or you give your golfer his money back on the spot. And we'll replace the balls.

You'll make more money on each Premier than on any other golf ball you sell!

**Ordering Priority**

Premiers obviously cannot be mass produced. So orders will be accepted to match available supplies. *After May 1 priority will be given to re-orders from professionals holding assigned Premier registration numbers.*

Your better golfers are reading ads about the new Premier right now. They'll be asking you for them.

If you don't have Premiers on order yet, call your Worthington representative now. Or use the coupon below to mail in your Premier order today.

*The Premier is sold exclusively through golf professional shops at \$1.50. Made by Worthington Golf Inc., a subsidiary of Victor Comptometer Corporation.*

WORTHINGTON GOLF INC.  
ELYRIA, OHIO

Here is my order for \_\_\_\_\_ dozen new Premier golf balls. I understand I will be assigned a registration number which will assure me priority on re-orders.

Name \_\_\_\_\_

Club or Course \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# PGA Merchandise Show



A total of 136 exhibitors demonstrated their golf merchandise at the PGA show held at Port St. Lucie (Fla.) CC in mid-January. Hundreds of pros, many of them accompanied by their wives, were on hand for the apparel and equipment extravaganza that Tom Mahan, Sr., John Boda, Robert Peters and Chick Harbert arranged for them. The show was housed in one huge

tent that covered more than 30,000 square feet of floor space. It was held during the playing of the PGA Club Championship and prior to the Quarter Century tournament and PGA Seniors. Success though this year's exhibition was, it is planned to arrange the 1964 show so that it will get a bigger draw from professionals who came in to take part in the two latter tournaments.

## NEW Knitted Club Sox

for Nos. 1, 2, 3, 4, 5 Woods. Red, Black, Gold, Green, White, Pink, Gray, Beige, Brown, Navy Blue, Sapphire Blue, Sky Blue, all with 2-tone peppered Pom. Packed bulk in any assortment, or Gift Bagged in sets of 4. Sug. Retail, \$1.75 each Sox.

## Sports Sacks

the handiest, handsomest "hold-all" for tees, balls, cosmetics, etc. In leather-looking vinyl . . . gold, red, black, white, pink, blue, banana, lilac, champagne. Sug. Retail, \$3.



# Profit with the Products Golfers Want



**Pom-Tam  
Knit Sports Caps**

flatter every hairdo; fit every head. Orlon or wool. Attractively bagged. Bright and light colors. Sug. Retail, \$2.



**Foot-Lights  
by Reliable**

in fashion-right, leather-looking vinyl, for after-the-game relaxing in the club house. Bouncy foam rubber insoles, long-wearing sueded outsoles. Ladies' sizes Small, Medium, Large. Gold, red, black, white, pink, blue, banana, lilac, champagne. Sug. Retail, \$2.



**Stretch Bands**

Orlon knit circlets are the FASHION and the FASTEST WAY to make a sales hit. Keep hair neatly, nicely in place on the fairway or in the clubhouse. 1 size fits all. Gay or pastel colors, plain or decorated. Bagged individually.

WRITE FOR FULL-COLOR, PRICE-LISTED BROCHURES.

**RELIABLE Knitting Works • Milwaukee 5, Wisconsin**

from the nation's leading Golf Car Manufacturer . . .

**CUSHMAN**<sup>®</sup>

*sold and serviced nationally  
by the nation's largest network  
of golf car dealers*

**Golfsters**<sup>®</sup>



**NEW!**

## *DeLuxe Electric*

Without a doubt the finest golf car available anywhere! Worthy partner to the famous Cushman Electric, the new Cushman DeLuxe Electric is fashion-styled to be the standout on any course. DeLuxe fiberglass hood, posture backrest, bucket seats—the most comfortable seats on the course! Ultra-smooth ride. The finest golf car you can use!

Your choice of three tires—terra tires, 950 x 8, or standard 800 x 6 low profile. These tire options also available on Champion Electric and DeLuxe Gasoline Golfster models.





## *Deluxe Gasoline Golfster*

Powerful, quiet, far-ranging Cushman Gasoline Golfster® has become a big favorite with many golfers and courses. Sculptured modern styling makes this gasoline car an attractive, comfortable addition to your course; roomy, smooth and dependable, this gasoline Golfster has unlimited range with 4½ gallon fuel tank.

## *Champion Electric*

The golf car others have been copying for years—the most popular single car on the nation's courses. New contour seats, with sports car style upholstery — improved electric controls — many other advance-design features make this electric car more wanted than ever.



Shown with optional canopy top.

*new this year!*

## **CUSHMAN** *Scotsman*

**BOLD NEW ECONOMY GOLF CAR!**

**\$495\*** incl. electric starter.

Here at last is a bold new gasoline-powered golf car that's within the reach of many individual golfers as well as smaller courses. The Cushman Scotsman has many features found only in expensive gasoline cars—a real deluxe floating ride on big soft tires and foam seat. There's plenty of famous Cushman power and virtually no engine noise. Unlimited range, too, with this newest of all Cushman Golf Cars. Easy electric start makes this the handiest low-cost car on the market.

The Cushman Scotsman is designed by America's most experienced golf car manufacturer for more pleasure at the lowest possible cost!

\*FOB Factory, less battery.

**SEE THEM ALL AT YOUR CUSHMAN DEALER'S! Or write for complete information!**

**CUSHMAN** "the big name  
in little wheels" **MOTORS**

993 NORTH 21ST., LINCOLN, NEBRASKA • DIVISION OF OUTBOARD MARINE CORPORATION

*No Compromise in Sight,  
N.Y. Meeting Told*

## USGA - PGA Continue To Hassle Over Several Rules

At the annual meeting of the USGA, held in New York in late January, William Ward Foshay, chairman of the organization's rules committee, said that efforts to persuade the PGA not to deviate from the code adopted by the USGA and Royal and Ancient CC of St. Andrews (England) have been fruitless.

"The situation now seems more hopeless than ever," Foshay told delegates to the conference, which was held in the Biltmore Hotel. "The professionals feel that we should relent and explore more fully their reasons for not abiding by the full USGA code," Foshay said. "They are also especially interested in increasing the present 14-club limit."

Foshay said that Arnold Palmer would not have been disqualified in the Bing Crosby Pro-Am for playing a provisional ball if the tournament had been played under USGA rules. The latter state that it is permissible to play a provisional ball when a shot is out of bounds, lost, in a water hazard or unplayable. The PGA doesn't permit a provisional shot in the last two instances. Palmer's ball was unplayable.

Representatives of the USGA will meet with the Royal and Ancient in Turnberry, Scotland, May 18-19, for a review of the playing code. The talks will be held in conjunction with the playing of the Walker Cup matches.

### Increase Open Purse

At the annual meeting, the USGA raised the Open prize money by \$16,000 to a total of \$86,000, with \$16,000 going to the winner. The Open will be played at the CC of Brookline, June 20-22. The organization also increased the Women's Open ante from \$8,000 to \$9,000.

Other tournament decisions: The 1965 Open will be played at Bellerive CC in St. Louis, June 17-19. The Senior Amateur, to be held at Sea Island, Oct. 7-12, will be entirely at match play, with a field of 128 players. Formerly, the field was reduced to 32 for match play following an 18-hole qualifying round.



*Joe Gambatese photo*

O. J. Noer and Patty Berg display plaques received from the USGA in recognition of their great contributions to golf.

John M. Winters of Tulsa, Okla., was reelected president of the USGA at the meeting. Also reelected were Clarence Benedict, Mamaroneck, N. Y., and William W. Foshay, Greenwich, Conn., vps, Bernard H. Ridder, Jr., St. Paul, secretary, and Hord Hardin, Creve Coeur, Mo., treasurer.

### Noer, Berg Get Awards

The third green section award for "distinguished service to golf through work with turfgrass" was made to O. J. Noer, retired head agronomist and sales manager for the Sewerage Commission of Milwaukee. A graduate of the University of Wisconsin, O. J. became state soil chemist for Wisconsin in 1914. After serving in World War I as a captain, he gravitated to turf work and became associated with the Sewerage Commission in 1924. He is credited with having visited and consulted with more course supts. in his 38 years as an agronomist than any other person in the turf field. In addition, he has written hundreds of articles, many of which have appeared in *Golfdom*, and presented numerous papers at meetings throughout the U.S., Canada and Mexico. Noer, at present, is serving as a turf consultant for Architect Dick Wilson.

Previous winners of the USGA green section award were John Monteith, Jr., Colorado Springs (1961) and Lawrence S. Dickinson, Amherst, Mass. (1962).

The USGA's Bob Jones award went to Patty Berg for her "distinguished sports-