

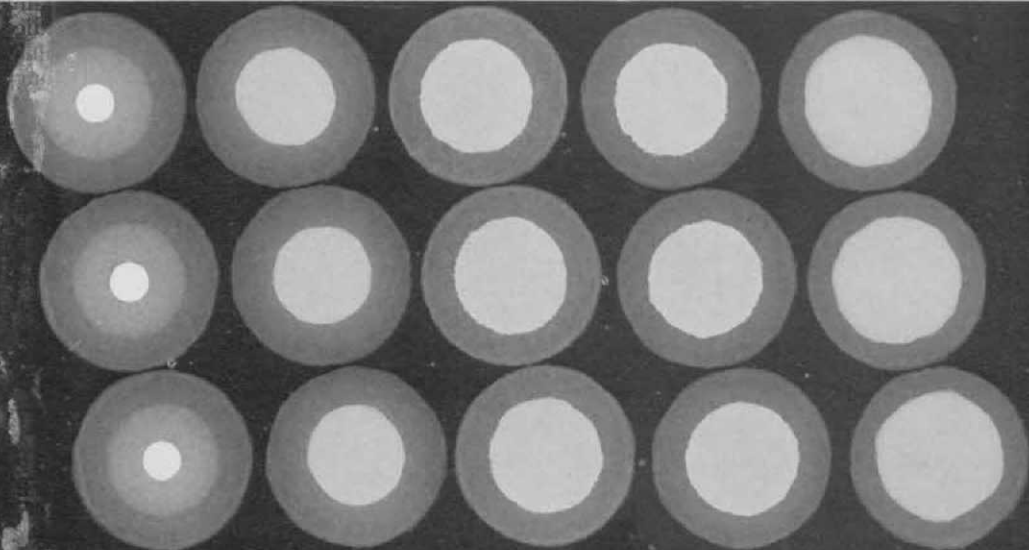


\*... The interior geometry (roundness) of the FIRST FLIGHT golf ball is greatly superior to that of any other golf ball we have examined and the only one that has a perfectly true center.

*Louis Look*

PRESIDENT, INDUSTRIAL LABORATORIES, INC.

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



*First Flight*®

BALL A

BALL B

BALL C

BALL D

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

This un-retouched X-ray of the five top selling \$1.25 golf balls shows why the FIRST FLIGHT Steel Power Center® is the "greatest success in golf ball history."

*First Flight*®

It's not how many

PLAY it... But how many  
**WIN WITH IT!**

In 1962, and to date in 1963, the patented steel power center golf ball has won more money on the tour than any other golf ball.



AVAILABLE IN  
THREE COMPRESSIONS

80+, 90+, 95+

**MONEY BACK  
GUARANTEE**

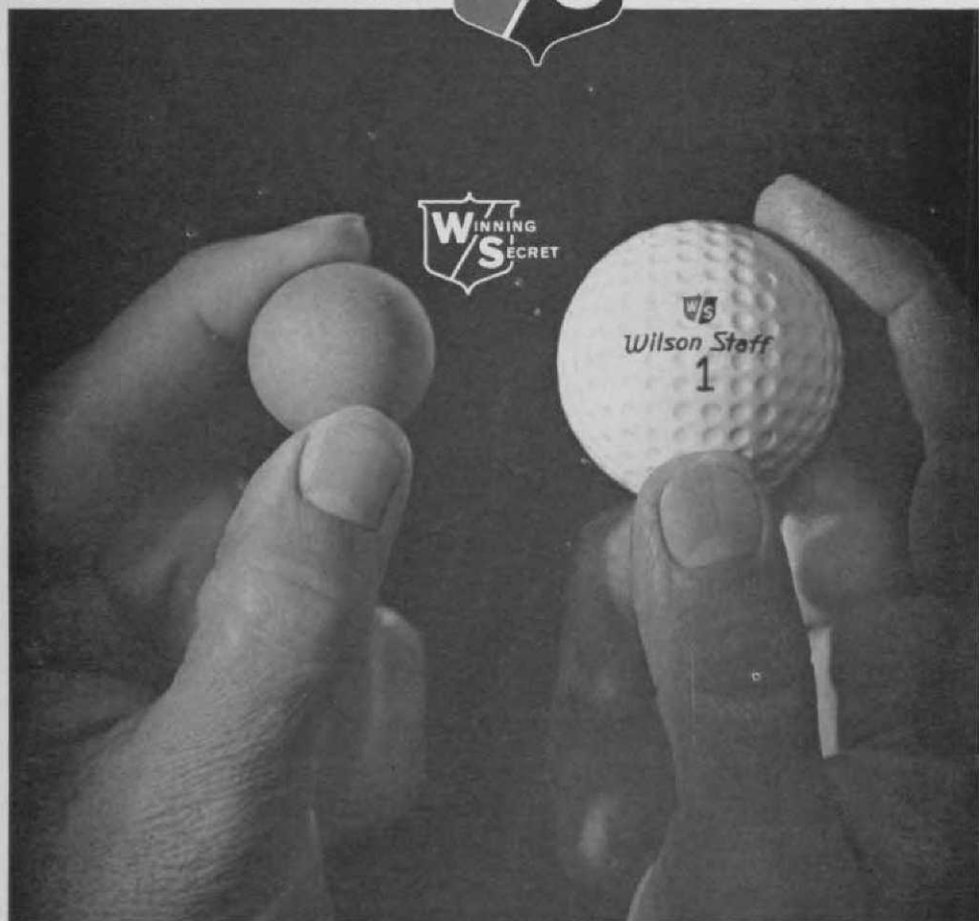
Buy three First Flight balls from your golf professional. After playing them, if you do not agree with Jimmy Demaret, Gary Player, Gene Littler, Doug Sanders, Bo Wininger, Joe Campbell and other top professionals that First Flight is the greatest ball you ever played, you may return them to us for full refund.

63-30

SOLD ONLY IN GOLF PROFESSIONAL SHOPS

*First Flight* Company CHATTANOOGA 5, TENNESSEE

# Wilson Staff



**No dead weight! The liquid center of the Wilson Staff ball is 100% "live" for distance!**

There's no paste or pellet in the center of the Wilson Staff golf ball! Wilson's exclusive center is a lively liquid, encased in a thin rubber sphere and compressed under a ton of pressure by electronically wound pure rubber thread.

No other substance can deliver quite the same powerful reaction as the liquid center that reacts on impact to transmit instant power through the electroni-

cally wound thread.

This liquid center is the inner secret of the Wilson Staff—the "winning secret" that has helped the Wilson Staff win more U.S. Open and Masters championships than any other ball since it was first introduced in 1954.

Play the Wilson Staff, the famous "long ball" that "leaps" off the tee for the extra distance that helps lower your score. The Wilson

Staff ball is available only through golf professional shops.

**PLAY TO WIN WITH**

## Wilson Staff Ball

Wilson Sporting Goods Co., Chicago  
(A subsidiary of Wilson & Co., Inc.)



Models for style show at Sunset were (front row, l to r): Mrs. John L. Spafford, Mrs. Earle Kennedy, Jr., Mrs. William Edwards, Mrs. Charles Morgan, Mrs. Donald Hamel, Mrs. Richard Hoffman. (Second row) Mrs. Max Risch, Jr., Mrs. Curtis Lohr, Mrs. Rolla Gittens, Mrs. Eugene Andres, Mrs. Charles Mathes, Mrs. Joseph Hahn and Mrs. Shelby Ross.

## Ladies' Week at Sunset

*Not just a day, but eight of them were set aside for the gals when this St. Louis club launched its 1963 season . . . It was time, it was decided, to recognize that women are important spenders in the pro shop picture*

**By Jim Fogertey**

Professional, Sunset CC, St. Louis

**H**ave you ever stopped to think of the importance of your lady members to the success of your golf shop?

I did, and came up with an answer that amazed me. I figured that approximately 40 per cent of our sales in a year are to the ladies. That makes them Very Important People in our shop!

With the thought in mind of how to improve business with the "greatest spenders in the world", we developed the idea of a ladies' style show on the opening Ladies' Day at Sunset CC. Then we took one "giant" step further.

Every year time is set aside nationally for Mother's Day, Father's Day, Radio Week, National Library Week and so on. So, why not a Ladies' Week at Sunset?



Jim Fogertey

The kickoff to our 1963 Ladies' Week was the ladies' style show and luncheon on April 2. From that day through the following Tuesday — a total of eight days — only ladies' apparel and golf equipment was on display in the Sunset shop.

This was our second style show in the last two years. But it was the first time we had devoted the shop entirely to the ladies — and for eight days.

The style show was organized by two of my women members, Mrs. Ed Patterson and Mrs. John Caspersen. They selected 13 other lady club members as models.

Each model displayed one outfit of coordinated bermudas or slacks, blouse and sweater, hat, glove, shoes, socks and handbag. Some wore culottes or skirts — others carried umbrellas, sports sacks or seats — others wore blazers. All the apparel worn came from the Sunset shop.

It was the job of Mrs. Patterson and Mrs. Caspersen to select the merchandise from our wide range of stock, to see that it complimented the models and was well coordinated. Then the ladies made "trial runs" in modeling their individual outfits.



South wall of Sunset shop normally displays men's carry-alls, umbrellas, shoes and bags, with a few women's items in racks in left foreground.



Before changeover, men's hats were displayed on pegboard wall behind trouser rack. Carry-alls and umbrellas also got a prominent play.



## Before . . . Sunset's shop

The style show itself took place in the Gold Room of our clubhouse during the opening day luncheon and was attended by more than 125 women. After all had been served, the show began with a flourish, no less, to the accompaniment of piano music by Mrs. Edward Eyerman.

Mrs. Patterson narrated the show, describing each outfit as to material and color and stating the price of each garment.

### Equal Time Demanded

After all of the models had displayed their outfits by walking the length of the large room and returning slowly on the second of two platforms, Mrs. Patterson announced that the men had demanded equal time.

That was the cue for one of my assistants, Chuck Ryan, to appear — wearing 13 hats and carrying 13 different knit shirts, sweaters and shoes!

And the golf shop? It was turned into strictly a Ladies' Shop by my two assistants, Ryan, and Gene Rolfe, who spent most of the Sunday and half of the Monday preceding the show moving out all the men's goods and bringing in the ladies' equipment and apparel. The men's equipment and golfwear was put in the back room, where it was accessible, if needed.

### Sales Tickets Pre-Dated

Both before and after the show, my two assistants and I remained in the golf shop

Men's playing equipment dominated north wall prior to Ladies' Week. Men's shoes, shirts, trousers and miscellaneous items also are to be seen.

## ... and After was changed



When shop was converted for women, large purses, umbrellas, matching shorts and blouse sets dominated south wall. Novelty items were in showcase.

to take care of the members. Chuck worked the front of the shop, Gene took care of the back and I handled the center. Our sales tickets were pre-dated to speed up the sales.

In the shop we displayed Mindota Bermudas and PGA peds from Jackman Sportswear, Harburt Bermudas and culottes, Louise Suggs Bermudas, skirts, culottes and blouses, Haymaker Bermudas, skirts, blouses, culottes and cotton windbreakers, Hadley matching slacks and sweaters, Pegie by the Sea matching sweaters, hats, Bermudas, head bands and handbags, and scuffies.

Then, too, there were Fred Haas umbrellas, Park Lane pocketbooks, Flip-It hats, Reliable ladies' tams and tote bags, Kountry Klub shoes, golf pouches, belts and alpaca sweaters, Bucknell blouses, Tiger Bermudas, Foot-Joy shoes, Scoggins golf pouches, CoberKnit windbreakers, club loungers from Jack Levine, ball klips and golfer's pals.

### The Feminine Touch

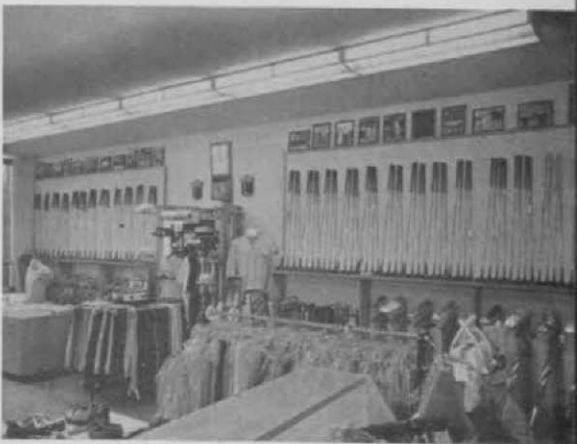
Ladies' clubs from Wilson, Spalding, MacGregor, Ben Hogan, PGA and Hillerich & Bradsby were on display, as were MacGregor, Wilson and Spalding golf bags, head covers from Kountry Klub, Wilson and Ben Hogan, and gloves from Wilson, Spalding, Ben Hogan, Kountry Klub, Jerry Barber and Paul Hahn.

To help dress up the golf shop and give it a feminine touch, we covered all the



When women moved in, hats (at left) came with them. Note purses, umbrellas at upper left. Blouses, Bermudas are on checkerboard table.

Three-way mirror was ringed with hats when women's stock was brought up. Ladies' clubs, sweaters and shoes also get featured display.





display tables with pink and white, green and white, red and white and yellow table cloths.

Colorful ladies' umbrellas — one in each corner — were hung from the ceiling. On one wall above a row of large purses, we placed strips of green corrugated paper on which were mounted photographs of some of the top lady touring professionals.

An assortment of the ladies' hats were placed on spikes attached to a three-way mirror.

The display case in the center of the shop was filled with novelty items such as ash trays, lighters, cigaret boxes and perfume.

Many of the shorts and slacks were hung on display racks and were placed in the corners according to the sizes of the articles.

#### Sizes by Departments

To help solve the problem of locating the merchandise, we came up with the idea of "departmentalizing" the apparel. All sizes 8, 10 and 12 bermudas, skirts, culottes, blouses — short sleeve, roll-up sleeve and sleeveless — were displayed in one corner of the shop. In another corner, all sizes 14, 16, 18 and 20 in the same types of merchandise were displayed.

On one wall, all the small items, such as socks, peds, tote bags, gloves, lounging shoes and so on, were shown. On a table were sweaters of all types and on another table, ladies' hats. In a glass-front counter were pocketbooks with hats to match, and large purses.

With this method of displaying goods, a lady could browse around and easily locate anything she wanted. The ladies were fascinated with the shop! They could see all of our merchandise at one time without bothering to ask where it was.

The shop, as I've mentioned before, remained this way for eight days.

#### No Resentment, Either

Did the men complain about the women taking over? No. In fact, they loved it! They were reminded that Easter and Mother's Day were fast approaching. Many took advantage of the opportunity to see just what was available for their wives.

Of course, we took quite a bit of good-natured kidding from the male members, especially over the sign on the front which read "Ladies Golf Shop". However, the general reaction was that it was a great merchandising idea.

Most people were greatly surprised that



Two views of Sunset style show while it was in progress. Assistant Chuck Ryan is shown getting "equal time" in lower photo. Mrs. Max Risch, Jr. is attired in Louise Suggs skirt, Tiger blouse (above).

a golf shop carries such a variety of ladies' equipment and golfwear — I roughly figure we had \$5,000 in ladies' merchandise on display. They were more surprised to find out that none of the merchandise was on consignment from the various companies and manufacturers — an idea that seems to be popular among members of country clubs.

In short, they were amazed to learn that all merchandise is owned by me and that if I can't sell it, I'm "stuck" with it, so to speak.

It has been very gratifying to my two assistants and me to hear the fine comments from the visitors — especially the men — who said it was a wonderful merchandising method. The most common remark was: "Why has it taken so long for a golf professional to realize that the ladies spend a terrific amount of money in the golf shop?"

This very unusual shop stirred up a tremendous amount of conversation among men and women club members alike. It was the first time any of them had ever seen an entire golf shop devoted strictly to the ladies. Possibly this is a "first" in the golf business.

# Meet the CHAMP!

## Con-Voy

### RENTAL CARTS

**Built to outlast  
and outperform any  
rental cart made!**



Take a tip from successful rental fleet operators who use and recommend Con-Voy rental carts.

Golf Professionals like George Lake, Marion Pfluger and Art Severson use CON-VOY exclusively because they're GUARANTEED TROUBLE-FREE . . . specially designed to turn in a profit every day of the year! They're fast to hook up and they make a hit with your customers.

Mail the coupon today for information about the Con-Voy rental plan tailor-made for you.

### CON-VOY GOLF CARTS

4707 S. E. 17th Ave., Portland 2, Oregon



Says  
**GEORGE LAKE**

Professional, Recreation  
Park Golf Course  
Long Beach, Calif.

**"MY MAINTENANCE PROBLEMS  
HAVE COME TO AN END  
—THANKS TO CON-VOY."**

## Con-Voy

4707 S. E. 17th AVE. Dept.  
PORTLAND 2, OREGON

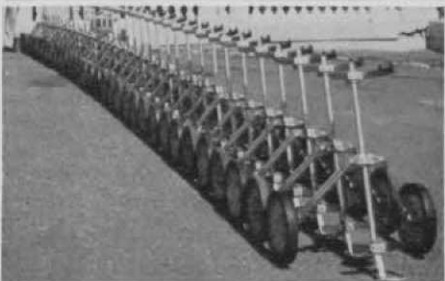
Send facts and figures on your Con-Voy rental carts, rental plan and your installment-purchase program.

NAME \_\_\_\_\_

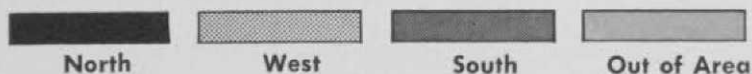
NAME OF CLUB \_\_\_\_\_

ADDRESS \_\_\_\_\_

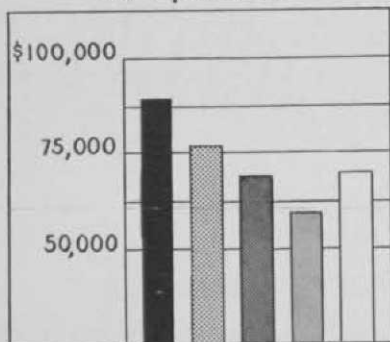
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



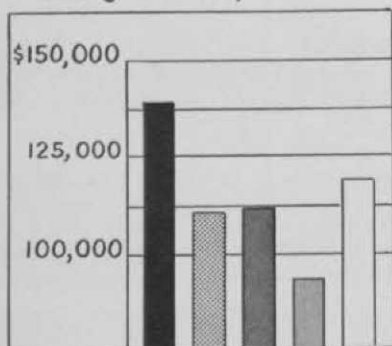
# Facts and Figures from The Chicago District Directory



**Bar Operations**

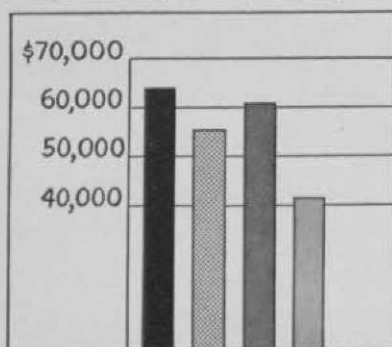


**Dining Room Operations**



(White bars — average in 1958)

**Maintenance Costs  
(grounds-greens-18 holes)**



The graphs and information which appear on this page and on page 30 are taken from facts and figures that appear in the 14th edition of the Chicago District GA's "Directory of Information," which was released in April. A total of 51 clubs, or slightly more than 40 per cent of those that are members of the CDGA, supplied full data for the Directory. This publication, along with that of the Metropolitan Golf Association, is generally accepted as the "operating Bible" of the golf business. Many clubs throughout the country use it as a model in setting up their operating procedures or as a basis of comparison for their receipts and cost outlays.

Gross profit from dining room operations averaged approximately 53 per cent in 1962. Since 1957, it has consistently been close to this figure. In a footnote, CDGA points out that dining rooms should spend less than 48 per cent of sales for food to avoid an operating deficit. Average charge for lunch is about \$1.80 and for dinner, about \$4.25. About 65 per cent of the clubs assess service charges ranging from 10 to 20 per cent.

Average hourly labor rate at North and West clubs is \$1.90. At South clubs it is \$1.70 and for Out of Area, \$1.60. Clubs in the city employ 11 or 12 men in season and three all year; Out of Area clubs have 7 in-season employees and two the year around. These are in addition to the supt. About one of three clubs employs outside green counsel. Slightly less than half of reporting clubs permit outside tournaments.

Generally, there are two caddie classifications: Honor, AA and A, and Class B. 18-hole fees average about \$3.25 for Honor and about \$2.60 for Class B. There is a wide range in caddiemaster salaries.





**EXCLUSIVE  
HARLEY-DAVIDSON**

*Dynastart*

**BREAKS GAS CAR  
SOUND-BARRIER**

**10 Years  
Testing**

**Proves Outstanding**

**Battery Life And Fuel Economy**

*Dynastart* combines starter and generator in an integral unit. There's *no* starter noise. Press accelerator down and engine starts instantly. Release pedal and engine stops.

Continuous testing — equivalent to over 10-years' use — proved *Dynastart's* durability. Cars were punished with 120,000 stops and starts, amounting to 1500 18-hole rounds each. Batteries remained at *full charge*. And, Harley-Davidson's specially-designed 2-cycle golf car engine averaged 180 holes (over a week of normal use) on one five-gallon fill. *Dynastart* is only one example of Harley-Davidson's greater golf car value. Your dealer has complete details on both gas and electric models...offers purchase, rental, and lease plans to match your needs.

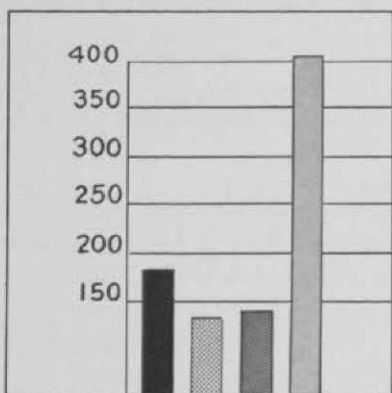
Electric car features 185 ampere hour system. Special battery vents prevent electrolyte spillage on hills, protects power.

Fiberglass body tilts up and back on both gas and electric cars for easy service accessibility.

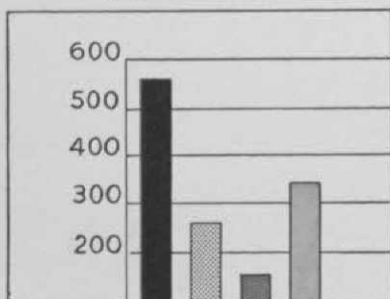


**HARLEY-DAVIDSON**  
MOTOR CO., MILWAUKEE 1, WISCONSIN

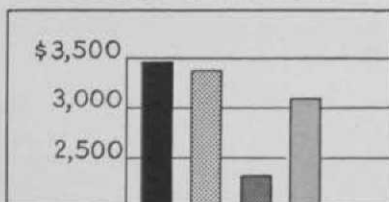
**Cars—Member Owned**



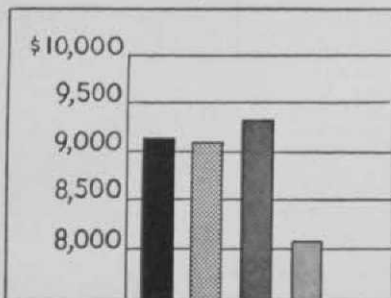
**Cars—Owned or Leased by Pros or Clubs**



**Average Pro Salaries**



**Average Supt. Salaries**



North and West clubs average from \$385 to \$400 a month; South clubs, \$315; and Out of Area, \$185. Ten of 53 clubs in all locations employ caddiemasters all year, and 10 of 59 provide lodgings for them.

A total of 43 clubs made assessments in 1962 as compared to 40 which didn't.

About 80 per cent of reporting clubs permit golf cars to be driven on fairways. The 10-yard from greens limit prevails at two-thirds of the clubs. The remainder require drivers to stay 20 to 30 yards from the putting surfaces. About one of three clubs have car paths and a like number require that caddies accompany cars. Twenty-one of 34 clubs report that their monthly car service charges are \$20 or less. \$7 to \$8 per 18 holes is the most prevalent rental charge.

Pro lesson charges average from \$3.90 to \$4.50 (per half hour) at metropolitan clubs and \$3.60 at Out of Area. Club cleaning and storage charges are about \$18.50 in the city and slightly less than \$15 at Out of Area clubs.

Twenty of 43 reporting clubs provide lodging for their managers. About 38 per cent provide meals for the manager and his family, and 60 clubs report they provide meals for the manager only. About 37 per cent of the clubs give the manager a bonus in addition to salary. At about half of the clubs, the manager gets a two-week vacation and at one of six clubs this is extended to one month.

**Average Manager Salaries**

