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for Masterson by one of his members, Mrs. Gladys Henderson.

Masterson carries a \$20,000 inventory at the start of the season and then lets it dwindle to about \$10,000 by October. Since he stays open through December, and does quite a thriving holiday business, his stock carryover into the new season is comparatively small. Practically all of his advertising is handled through the club's monthly bulletin, although he supplements it with a spring letter announcing the opening of the shop. One of the best sales standbys he has is an apparel catalog, published by Ernie Sabayrac, Inc., through which he sells on an order basis. In the last two years, Masterson has supplemented his clothing line with sports coats, ties and shirts plus women's handbags, but sales of these items have only been fair.

Owens Golf Cars

All revenue from the golf car concession goes to the Sunnehanna pro shop because Masterson is the outright owner of the club's 10 cars. The number of vehicles is restricted since the course, located 2,200 feet above sea level and high above the city of Johnstown, is repleted with dips and rolls. The car rental fee is \$7.50 for 18 holes and \$4 for 9. The liability policy that Masterson carries on the cars also covers his merchandise and the clubs that are stored with him.

Some manufacturers' representatives point out that Dick Masterson does a somewhat better job of selling clubs for them than most pros in the area. Once again, Dick disavows any particular talent in this endeavor, saying that he does no more than most in keeping an eye out for a possible sale. His best selling clubs are the wedge and putter. The wedge, for example, serves as a talking point that can lead up to sales not only of this club but of others. "Most players," Masterson observes, "still don't own wedges. Those who do, may have old copies that don't compare with later models. You demonstrate why the newer wedges, with wider flanges and front edges that don't dig too far into the sand, will help them improve their trap play. You let them play around with the club for a while and many times it sells itself. When this sale is made, you suggest that new woods or irons may produce the same good feeling that the wedge has. It's all a matter of suggestion."

As for putters, Masterson and his assistants constantly offer to let their players take out new models on an 18-hole trial

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SAYS: **Jack Baker**, PAST PRESIDENT, GOLF COURSE SUPERINTENDENTS ASS'N OF S-California



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basis, figuring that they are trading on a weakness that is the lot of most golfers — they are naturally fine or even great putters, but the trouble is they never have found exactly the right club. Here's a chance to give them the putter they have been looking for. Trial runs with wood and iron sets probably are more prevalent at Sunnehanna than they are at most clubs because Masterson is convinced that at least 50 per cent of his sales are made only after his customers give the equipment the 18-hole test. The soles of the woods are taped when they are put out on trial. Nothing, of course, has to be done with the irons because their brand new look can be quickly restored with cleaning and polishing.

Equipment Needs Overlooked

(Continued from page 28)

and keep a course operating in satisfactory condition, according to numerous dealers.

C. E. Griener says: "We have made up equipment lists and maintenance budgets for people intending to build courses and, in almost every instance, they were sur-

prised to find the costs more than they had expected. In some cases the prospective builders were able to find enough money to do the job. Others gave up."

Bill Robison observes: "In the past five years, many clubs and builders have been sadly disappointed by the net cost of construction plus the cost of getting the course into playable condition.

"There was not a practical estimate of the amount of equipment necessary. The repairs and maintenance required in keeping the equipment operating was overlooked and so was the cost of equipment replacement."

J. D. Baker, sales mgr. of H. V. Carter Co., Inc. points out that new people in course building often are misled by hopes of buying machinery at low prices. They don't realize that there simply isn't any way of cutting under what an experienced equipment and supply dealer recommends as minimum equipment needs.

Sound Start For A Course

Baker says that he recommends these things in getting off to a sound start with a golf course:

(1) Secure the services of an experi-

enced and thoroughly qualified course architect, particularly one who is familiar with the area and with the kind of people the course is to serve.

(2) Be sure there is an adequate water supply, and know approximately what water costs will be.

(3) Consult a course specialist who can spend enough time working with the construction and equipment committee in recommending what is necessary for a job.

(4) Attend course supts' association meetings to discuss conditions and problems and to get help in deciding what supplies and services are available.

(5) Make sure that suppliers have adequate stocks of replacement parts readily available in case of equipment breakdowns. New course maintenance can be very rough.

(6) Budget equipment needs to provide a "cushion" on greenmowers, sprinklers, hose, flags, poles, markers, etc. Always have enough so that in case a greenmower breaks down there is a spare. There should be a power mower for every three greens.

(7) Most important of all: There should

be a thoroughly experienced supt. with an adequate crew. Too many new courses have problems of too few men and underpaid supts. You get what you pay for. This is true of men as well as of equipment.

Ask Men Who Know

Orville Clapper, head of Clapper Co., West Newton, Mass., probably has been in on as many new course planning sessions as anybody in the golf equipment business. He sums up the situation as one in which the equipment men should be consulted when the course building enterprises are being organized because they can and will give needed guidance at a time when fund-raising is being planned.

Clapper and other dealers tell of new course operators being told, when they are about ready to open their courses and are nearly out of money, to borrow fairway and greenmowers and to ask for six months to a year before paying for other needed equipment and supplies, even fertilizers, fungicides and insecticides. This is not realistic advice, Clapper observes. Sometimes it is impossible to borrow equipment and credit is not always there for the asking.



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Intersectional Match

(Continued from page 32)

during the tournament, we made arrangements to serve Falstaff beer, soft drinks and hot sandwiches through the back room of the pro shop.

Our car man was also on hand to bring the cars up in the morning, service them if necessary during the day, and to take them back in the evening and get them ready for the following day. We made cars available to members of the press, radio and television at no charge. The person's name and his newspaper or station name were attached to the front of his golf car.

One Small Detail

One very small detail, which could have easily been overlooked and might have caused serious complications, was the posting of a responsible boy on the bridge which crosses a grass gully between the No. 17 tee and No. 17 green.

He carried a sign which read: "No One May Use This Bridge Except Players and Caddies". This was essential to provide protection to the club in the case of an accident on the bridge.

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and gallery, we placed a large scoreboard behind the first tee. The name of each player was printed in large block letters on the scoresheets and a summary sheet for team points was placed in the center. A running account of the scores and points won recorded. The scoreboard — a thing of beauty — was designed by Nan Ryan, the wife of my assistant, Chuck Ryan.

On the day of the tournament, my "crew" arrived at the course at 7:30 a.m. in order to get everything in readiness. The large scoreboard was set up and the scoresheets and summary were tacked to it. A table, covered by a white tablecloth, was placed on the first tee. All of the 29 golf cars were brought up from the car building which is some 200 yards from the clubhouse.

At 10:00, the first group teed off and the tournament was underway. Several hundred fans watched the event — a fairly good turnout for a Monday event in St. Louis. Each of the gallery and players was given a mimeographed sheet which carried pairings, money breakdown and yardage and par for the Sunset course.

It's A Draw!

The lead bounced back and forth between the sections throughout the day. Then, in an almost unbelievable finish, the two sections tied at 19½ points each. As a result, each team will keep the Falstaff Traveling Trophy — a gold beer case engraved with the names of each member of both teams — for six months.

Bob Stone of Junction City, Kan., finished with a 69 for low professional honors and Bob Cochran of St. Louis came in with an identical three-under-par score to lead the amateurs.

At the cocktail party and dinner which followed the match, each of the 52 men who had competed were presented with a gold beer mug. The dinner speeches, held to a minimum, gave an indication of the success of the event:

"This is the finest golf event I have ever attended," said Warren Matthews of Falstaff. "We stayed below our budget and all the publicity we received more than paid for our participation."

According to Bob Burnes, sports editor of the St. Louis Globe-Democrat: "This is a wonderful public relations job for professional and amateur golfers."

So successful was the initial intersectional team match that a similar tournament is being planned for 1964 in the Kansas City area.



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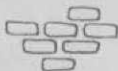
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Swinging Around Golf

(Continued from page 24)

er to the American Golf Classic on the great Firestone course is confusing.

Another headache for PGA tournament officials popped when the Nevada Gaming Board moved to revoke Frank Sinatra's gambling license on charges that as co-owner of the Cal-Neva Lodge, Sinatra had been host to Momo Salvatore (Mooney) Giancana, Chicago mobster, described by the FBI as one of 12 men heading a national crime organization and on the Nevada board's list of undesirables whose presence may result in loss of license to operate a gambling joint . . . The Frank Sinatra Open-Invitational for \$50,000 at Canyon CC, Palm Springs, is on the PGA calendar for Nov. 7-10 followed by a program on Nov. 11 for \$10,000 . . . To risk sharing Sinatra's affection with a party the FBI and the Nevada Gaming Control Board regard as unsavory, is not considered by many golfers to be in the best interests of the game.

Golf course equipment and supply manufacturers and dealers and golf playing equipment manufacturers are complaining that there are too many "shows." . . . Course suppliers say they have not only the primary expense of the GCSA annual exhibition with cross-country jumps, but costs in money and time of exhibits and demonstrations at turf conferences, local association and experiment station affairs now are out of line . . . Course equipment men add that study and discussion of test plots which are unique and valuable purposes of the "field days" cannot receive desirable concentration while demonstrations of equipment are being conducted.

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U.S. and British Ryder Cup teams will play in the Sahara Invitation tourney at Paradise Valley CC and the Municipal course, Las Vegas, Oct. 17 for a purse that looks like a craps shooter's dream — \$77,777.77 . . . Bob Hudson, Portland, Ore., food magnate and long a benefactor of pro golfers, will fly British Cuppers to Las Vegas . . . Expect to have Cypress Creek CC 18, west of Boynton Beach, Fla., open in Dec. . . . Bob Hagge is architect . . . John and George Hawn to build Corpus Christi (Tex.) CC a new course and clubhouse in return for the club's present property . . . Hawns to build subdivision development adjoining the new course . . . Open new 18 of Rehoboth Beach (Del.) CC replacing the nine that has been played at the resort since 1927

Another big year in Northeastern course construction . . . Geoffrey Cornish, Amherst, Mass., architect, who has done a lot of fine designing and building since leaving Stockbridge turf management school, University of Massachusetts, has 14 of his courses being built from N.Y. northeast into Canada . . . Many more in the planning stages . . . Cornish notes a decided trend toward higher quality fee course operations . . . Says that fee courses com-

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parable with first class private courses are getting good play from golfers willing to pay higher prices . . . The premium fee courses aren't packed but show a much higher net profit than the average type of pay-play course . . . Cornish also observes that banks are financing fee course construction and that was very rarely the case a few years ago.

David Gill, St. Charles, Ill., has his schedule working profitably with five courses of his design opening this year and eight being built for 1964 opening . . . Sioux City (Ia.) Green Valley municipal 18 and other park play areas were planned by Gill . . . So were Cress Creek CC, Naperville, Ill., Parc Wood CC 18 at Milwaukee, "compact" courses at Kenloch, Lombard, Ill., Arlington Park (Ill.) Jockey Club, and a 9-hole addition to the Rochelle (Ill.) CC . . . He also revised 18 for Harbor Point CC, Harbor Springs, Mich. and Mt. Morris (Ill.) CC . . . He's building new ones at Cherokee Park, Madison, Wis., Spencer (Ia.) G&CC, completing second 9 for Lochland CC, Hastings, Neb., and building a Par 3 as an addition to the conventional 18 of Cherry Hills CC (Chicago dist.) . . . Art Mueller now supt., Tam o' Shanter CC,

Niles, Ill. site of the 1964 Western Open.

Normanside CC clubhouse in Elmsere, suburban Albany, N.Y., recently destroyed in \$150,000 blaze . . . Clubhouse at Salt Lake City Bonneville municipal course burned . . . Robert and Harry Meyerhoff to build Dulaney Springs GC and Essex-shire CC in Baltimore dist. . . Jimmy Demaret interested in building 36 in Addicks Reservoir area of Houston . . . Miss Jule Hanlon to retire as manager of Western Hills CC, Cincinnati, at end of this season . . . Miss Hanlon has been there for 35 years . . . Ralph Lang opens his Wildwood CC 18 at Raleigh, N.C. . . . Bill Mogge now pro at Boswell muni course, Birmingham, Ala. . . . Pooley Trammell appointed pro at Birmingham's Roebuck municipal course . . . Mogge has coached the blind golf star, Charley Boswell . . . He came into pro golf as an assistant to Bruce Herd, pro at Flossmoor (Ill.) CC.

Norfolk (Neb.) CC to add six holes to 12 now in play . . . Floyd Farley is the architect . . . Holmes Park 18, built by Harold W. Glissmann in Lincoln, Neb., completed in Sept. . . . Glissmann also has planned an "Executive" course of nine-