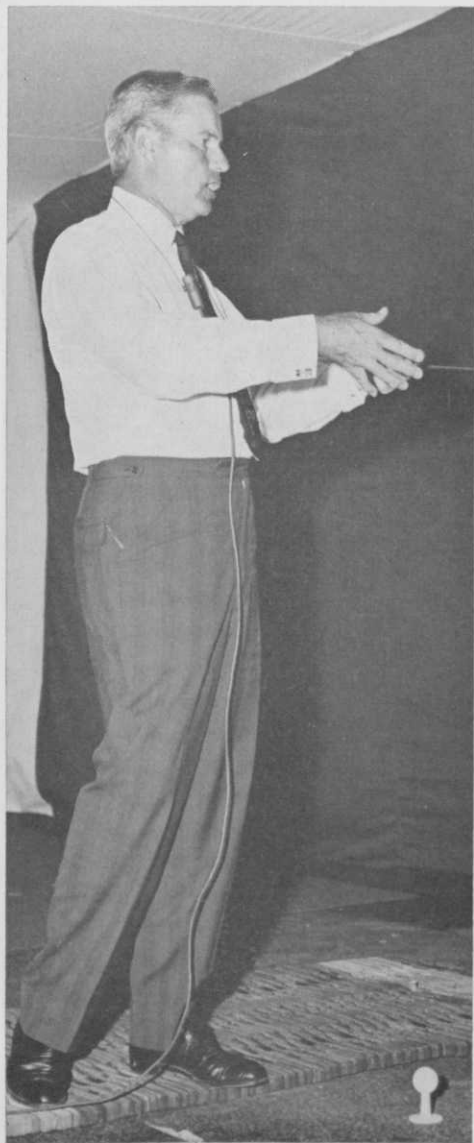




Swing analysis by Chick Harbert of Port St. Lucie, Fla., (left) was intently received by the gallery at Philadelphia PGA show.



3,000 at One-Day Exhibit

Harbert, Tabor Are Headliners At Philly Show

By JOSEPH W. DRAGONETTI

The seventh annual golf show sponsored by the Philadelphia Section of the PGA and held on Mar. 23 easily outdid anything staged in the past.

"This was the greatest golf show we ever had," said Al Keeping, veteran pro at Gulph Mills GC, King of Prussia, Pa. He was in charge of registrations and in a good position to observe public reaction.

More than 3000 men, women and children attended the event in the ballroom of the Sheraton Hotel. From nine to 12 in the morning the trade show was open to pros who came to view the latest in sportswear and equipment. The public was admitted from noon until 9 p.m. An unusually large number of young people attended because the date of the show coincided with the Easter school vacation.

40 Firms Exhibit

There was a total of 40 exhibitors in the show. About the same number had to be turned down because of a lack of space. There is some talk that the show may be taken in future years to a larger place, probably Convention Hall, to meet



Pro Marty Lyons of Llanarch CC (wearing official's badge) supervises "Catch-on" tournament, a chipping contest that earned prizes for winners.

the demand for exhibition booths.

The exhibitors included Acushnet, All Star Industries Corp., Bailey and Izett, Brunswick-MacGregor Sports, Burton Golf Bag, Calree, Ted Cassidy, Di Fini Originals Inc., Dunlop Sporting Goods Division, Etonic Shoes & Sportswear, General Development Corp., Golf Cars, Inc., Walter Hagen Co., Hannum's Harley-Davidson Sales, Jack Jolly & Son, Inc., Jack Kellmer Company.

Also Kramer & Herman Advertising Agency, Kunik Kasuals, James E. Laverty, Edward J. Manley Co., Mayflower Sportswear Co., Eddie Meyer, Arnold Palmer Co., Par-Mate Glove, Philadelphia Toro, Plymouth Golf Ball Co., David L. Pransky & Sons, Price Battery Corp., PGA Golf Equipment Co., Pro-Shu Co., Inc.

Also, Rhodes' Mobile Equipment Co.,

Inc., Rosenbluth Travel Agency, Saks Fifth Avenue, Sandrose Trophies, Sears, Roebuck Co., Spalding Sales Corp., United States Golf Association, United States Rubber Co., Wilson Sporting Goods Co., and E. T. Wright & Co., Inc.

Golf balls for the driving nets were supplied by Plymouth Golf Ball Sales Co.

(Continued on page 149)

Angelo Paul (1) PGA Philly section president, presents trophy to Jack Wilson, Bulletin sports editor, who filled in for Robert L. Taylor, the newspaper's publisher. Taylor got award for his contribution to golf.





Step inside the magic circle!

This circle has become the most important signature in the golf world. It appears on clubs, bags and balls so fine they have won the approval of the Emblem Specifications Committee of your own Professional Golfers' Association. No other line of equipment can use the PGA name. So bring your customers inside the magic circle. Display the PGA line. It will pay off handsomely. Sold only through golf professionals.



PGA GOLF EQUIPMENT CO.  Subsidiary of Victor Comptometer Corporation



At Longmeadow CC . . .

SURE SIGN OF QUALITY

Longmeadow (Mass. CC) has built a new pro department building in which Ole Clark presides in an expert and polished manner that is characteristic of this veteran shopmaster. Longmeadow and its professional are distinguished for doing things with a sure sign of quality. There is nothing fancy about the new pro department building (above) of old Longmeadow, but simply the neatness, the thoughtful organization, the well-groomed look and the all-around "class" that mark a prestige club.

The pictures on these pages tell the story of how "Class" sells and, along with it, marks every other operation at Longmeadow.

(a) . . . Ole Clark (back of the counter) has the soul and the looks of a professional who does well by his members, the club and himself by handling everything



The three best-selling \$1.25 balls and Stylist are regularly bought over the counter at random in pro shops and tested by Merchandise Research Laboratories, Philadelphia

TEST	STYLIST	BRAND A	BRAND B	BRAND C
COMPRESSION	1 maximum—98 minimum—90 variance—8	2 maximum—103 minimum—92 variance—11	3 maximum—108 minimum—94 variance—14	3 maximum—116 minimum—102 variance—14
COVER	1 Thinnest Vulcanized	1 Medium thickness Vulcanized	2 Medium thickness Vulcanized Contains anti-tack powder	1 Medium thickness Vulcanized
RESISTANCE OF COVER TO CUTTING <small>Guillotine Test</small>	1 Good Slight cutting Slight rollback	2 Satisfactory Some cutting Some rollback	3 Poor Severe cutting Some rollback	2 Satisfactory Some cutting Some rollback
UNIFORMITY OF CENTER	1 All 12 good	1 All 12 good	2 1 ball non-uniform	1 All good
ROUNDNESS	1 All good	1 All good	1 All good	1 All good
WINDING	1 Excellent adhesion Natural rubber thread construction	1 Excellent adhesion Natural rubber thread construction	1 Excellent adhesion Rubber tape and thread construction	2 Poor adhesion Rubber thread construction
SEAMS	1 Good	2 Satisfactory	1 Good	2 Satisfactory
RESISTANCE OF PAINT TO SCRATCHING	1 Excellent	1 Excellent	1 Excellent	1 Excellent

And keep this in mind: Stylist is the only ball built in four distinct compressions—70, 80, 90, 100. This means that you can custom-fit it to each individual player's power. Are we claiming that Stylist is in a class with the best sellers? No. Stylist is in a class by itself. Stock, display and recommend it. Stylist will sell well.

Stylist

LIQUID OR STEEL CENTER

Sold only through professionals in golf shops. Made by Plymouth Golf Ball Co., Plymouth Meeting, Pa.



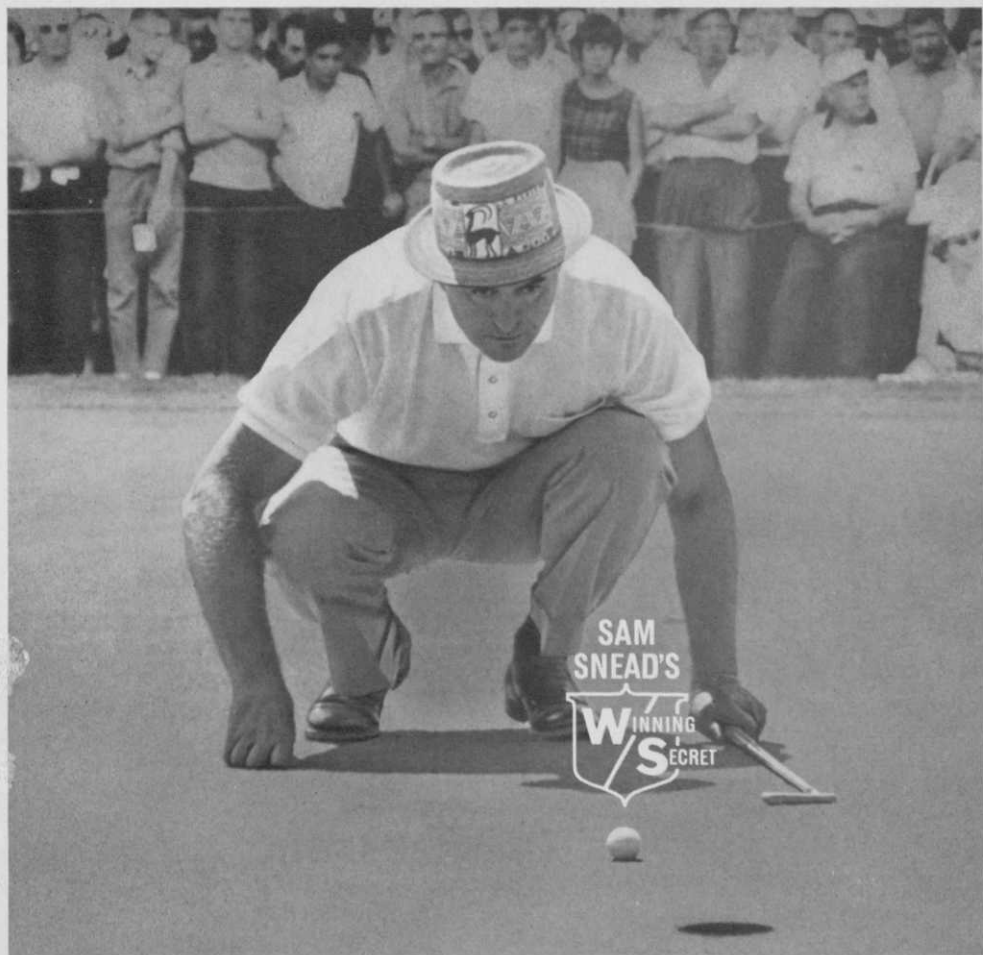
so everyone has the feeling that Ole has the gift and desire to run the club's golf program solely for the enjoyment of the member and his family. There's nothing unique about this arrangement. It fits perfectly into the Longmeadow scheme. Although everything seems to run smoothly in the pro department at Longmeadow, the backstage planning by Clark is the real reason for its orderly operation.

(b) . . . this part of Clark's shop (above)

at Longmeadow is an almost ideal example of stage setting for the successful "soft sell." The member comes to the club for fun, and part of that enjoyment is in buying what he needs in a shop like this. While he is waiting for playing partners to arrive, he can relax and look out the window and see the other guys turning 4's into 6's (or with better luck, the other way around.)

(c) . . . it all looks so orderly (below)



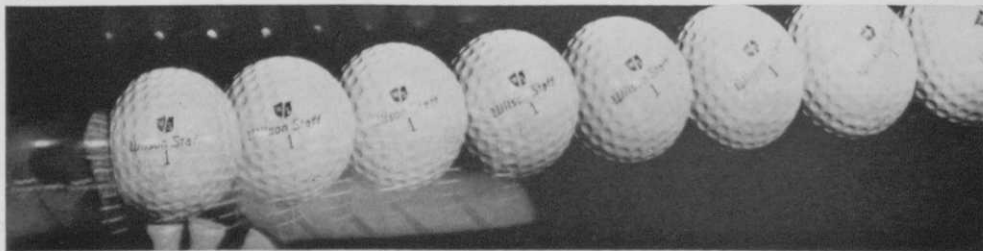


Sam Snead, winner of more than 100 major tournaments, plays the Wilson Staff ball.

DISTANCE is the winning secret of the Wilson Staff ball. Since it was introduced in 1954, this famous long ball has won more U.S. Open and Masters championships than any other ball. Discover Sam Snead's winning secret when you play the new Wilson Staff ball. Sold only through golf professional shops. Wilson Sporting Goods Co., Chicago. (A subsidiary of Wilson & Co., Inc.)

PLAY TO WIN WITH
Wilson
Staff Ball
 50 YEARS
 A PROGRESSIVE PAST
 A GOLDEN FUTURE

Distance secret. Wilson Staff ball "leaps" off the tee 40% faster than the speed of the club head. Photo made with each micro-flash at one-millionth (1/1,000,000) sec. by Edgerton, Germeshausen & Grier, Inc.





and shows such good housekeeping for selling, that you might think it was contrived just to look nice. But over the years Clark has learned that by displaying the clubs at the top and the bags at the bottom of a rack where this sort of space in a shop is available, people buy new clubs and bags and often, too. The arrangement shows club heads at eye-level and gives a big boost to bag sales.

(d) . . . an assistant who knows what the score is in front in the shop and back of the shop, in the caddie and car operations and outside the shop on the lesson tee and in member tournament operations. He is a lad who does a lot to make a professional successful. Ole knows that as well as any other good pro knows it. He's got that sort of an assistant working here. The kid ought to be good. He has been well-trained. It is Ole's son, James L. Clark. (You see him up close in the photo on page 74).

(e) . . . keeping cars maintained, assigned and operating under pro department management and supervision calls for providing car storage and maintenance facilities (above) convenient to the pro shop. Longmeadow has its golf car department in the pro building basement.

. . . if there was anything that wasn't completely thought out in the planning and construction of the Longmeadow shop, it was the rack room. But this can be charged to a limitation inherent in the design of the building. Ole Clark would like to have had room for vertical storage of golf bags, but he had to settle for the old way of storing them horizontally on shelves. One very useful feature of the room is the setup which enables the Longmeadow shop boy to file members' umbrellas alphabetically.

Herb Graffis



PROFIT WITH THE PRODUCTS GOLFERS WANT

Knitted Club Sox

for Nos. 1, 2, 3, 4, 5 Woods and Putter

Men say knit Club Sox are the handiest head covers! Women say they're the handsomest! You'll find they're both right . . . for Club Sox slip on and off clubs easily, tuck into pocket during play . . . and, they're dapper in design, with jaunty trimming. Why not order fast-selling Club Sox now for YOUR golfers . . . 12 favorite colors, all fully washable. Delivery any time you specify.

STYLE 5002 Club Sox features narrow stripes to indicate club number. (Sug. Retail, \$1.75 each.) STYLE 5004 is knit-lined; has actual numerals. (Sug. Retail, \$2 each.) Matching Putter Cover, \$1.35 Sug. Retail.



FOR
FATHER'S DAY
PROMOTION, CLUB
SOX WILL BE PACKED ON
YOUR REQUEST IN
FREE GOLD/BLUE
GIFT BOX.



POM-TAM

Knit

Sports Caps

Flatter every hairdo; compliment every ensemble. One size fits all. In wonderfully cool, BRAND NEW "STRAW KNIT." Also Creslan® Acrylic and finest wool. Individually packaged.



"STRAW KNIT"
STYLE 489



Gay 3-tone pattern.
Creslan® Acrylic STYLE 2018

STYLE 2009, Wool
STYLE 2003,
Creslan® Acrylic

New, rectangular SPORTS-MATE

Tote Bag
Style 4007

Ladies of all ages will choose this brand new, RECTANGULAR "hold-all." Compact 4" x 4" x 8" size. Back zipper closing. Leather-looking vinyl in 2-tone fashion colors. CAN BE IMPRINTED WITH YOUR CLUB NAME.



RELIABLE KNITTING WORKS
Milwaukee, Wisconsin 53205

WRITE FOR COLORFUL, PRICE-LISTED
LITERATURE ON CLUB SOX, POM-
TAMS and SPORTS-MATE TOTE BAGS.



*A "Bluebook" for
the Golf Business*

Trade-In Guide Should Reduce Confusion in Used Club Sales

By **HERB GRAFFIS**

Tom Murphy, professional at Riverside CC, Provo, Utah, has completed a three-year job of compiling "The Golf Professionals' Guide to Trade-Ins". The 135-page book contains identifications, wholesale and retail prices and numbers of clubs per set of the woods and irons of 25 pro-only lines and 10 store lines manufactured during the past seven years by 29 manufacturers.

The retail prices suggested for trade-ins have been set from a compilation of prices suggested in questionnaires received from nearly 2,000 professionals. A wide scope of policies, experiences and results in net cash profit and customer satisfaction were considered in setting up the trade-in schedules. The prices printed are for used clubs in good condition.

Murphy plans to publish the book annually. Its price is \$8.50 a year. It now is available from Pro-Guide Co., P.O. Box 1127, Provo, Utah.

Since about 70 per cent of the sales of pro-quality new clubs involve the acceptance of trade-ins, it seems likely that the Guide to Trade-ins quickly will pay its cost for most pros, assure customers that they are getting fair deals and reward Murphy for the many, many hours he has put in on a job that pros long have wanted done.

Manufacturers Will Benefit

Manufacturers also will benefit from the support the Guide to Trade-ins undoubtedly will give the pro-only price structure which has been steadily weakened in recent years by trade-in marketing problems and price cutting on store clubs.

Murphy has gone at the task of establishing trade-in prices realistically, giving prices for clubs in average-or-better condition and noting that deductions from the printed prices should be made for required reconditioning such as re-gripping, re-finishing, etc. With a basic allowance being recorded, there's at least a sound