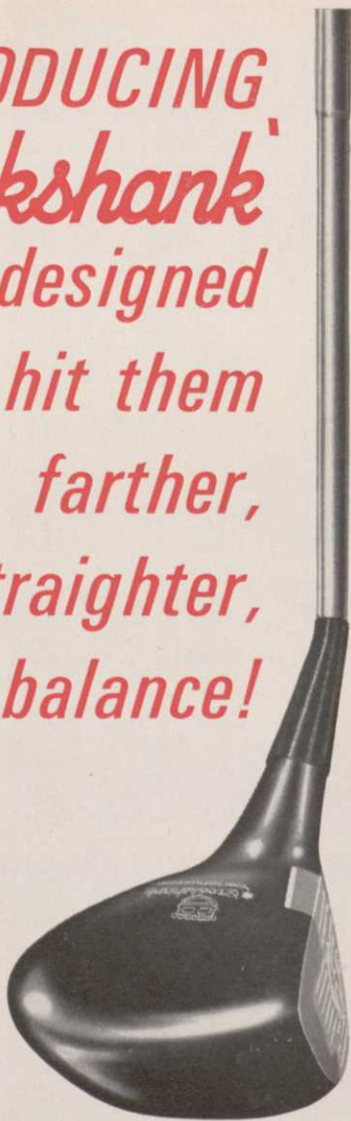


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'Crookshank'
... designed
to hit them
farther,
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in better balance!*



- *micro-balanced for the greatest feel in golf*
- *patented design, approved by Royal & Ancient Golf Club of St. Andrews and by U.S.G.A.*
- *made in England, stocked in U.S.A., 30-day delivery on specials.*
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Bill Hardy demonstrates some of the steps in Juniorizing golf clubs. (Left) He measures for length. (Center) Grip is applied. (Right), Shaft is cut off.

How Hardy 'Juniorizes' Clubs

Mechanics of the Cut-down

By **BILL HARDY**
Associate Professional,
Chevy Chase (Md.) Club

Golf clubs that have become worn and outdated and that are turned in on new sets have little or no resale value to the pro.

Since golf is a family game, the old set can be adjusted for Junior members of the family. A golf professional can do this job at a cost that is far less than the price of a new set of Junior clubs. In nearly all cases the clubs must be made shorter.

Most of the old sets have grips that extend down the shaft 14 to 16 inches. We can cut 4, 5 or 6 inches off the end of these and still have enough grip remaining for the youngster's hands since he only needs about an 8-inch grip. Since the grip is tapered and the thicker portion is removed, the remainder is just right for the Junior player.

Cutting Down Procedure

To shorten clubs, secure the shaft in a vise and mark the section to be removed. Cut through the leather and underlining and remove them from the shaft. Saw

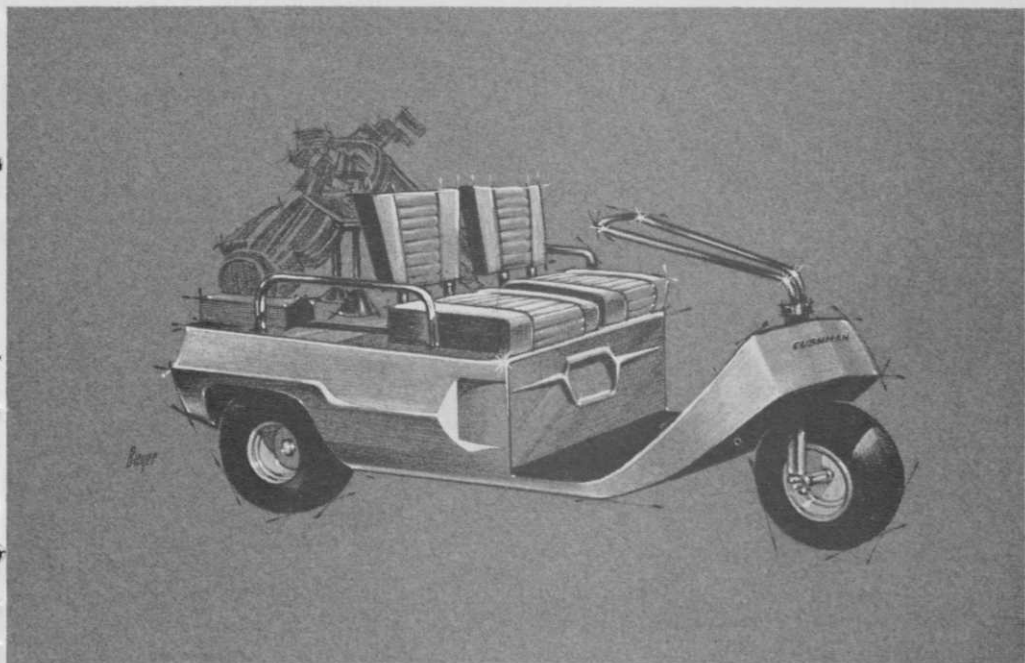
through the shaft with a hacksaw. This will expose the open shaft and top of the grip. Plastic caps are available to be glued over the grip and cover the open shaft. The caps are bell-shaped and resemble the rubber tips on the end of walking sticks or canes.

If the old grips are badly worn they, of course, should be replaced. A fast and excellent job can be done with the Golf Pride Junior rib lock grips. Here, remove the old leather and listing down to the shaft. Cover the shaft the length of the new grip with Miracle Tape. Place a shaft-clamp on the shaft and secure in vise with the shaft toward you. Coat the tape with gasoline, also putting some inside the grip. Then work the grip over the shaft end and into place.

What It Costs

In most cases, the cost of shortening and re-gripping two woods and five irons should not exceed \$15.00. To shorten seven clubs costs about \$7.00.

If a full set of woods and irons are available, the Junior can use the adjusted No. 2 and No. 4 woods and 3-5-7-9 irons and putter. The balance of the set can



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Get up from the driver's seat of this new 1964 Cushman Champion Electric Golfster, and the golf car quickly slows to a stop. A mechanical parking brake goes into action automatically. The golf car cannot roll even on steep hills. Then when you sit down again, the parking brake automatically releases. The car moves the moment you put your foot on the accelerator. Such wonderful conveniences as this exclusive new third brake are standard equipment on the new Cushman electrics!

Entirely redesigned for 1964, the Cushman Champion once again sets the trend in styling and engineering.

With a new fiberglass body that tilts up for easy inspection and maintenance, and with entirely new direct drive, this Golfster is the most dependable car on the course. It is the widest, lightest and longest-ranging electric golf car Cushman has ever made. New criss-cross bag racks make clubs more easily accessible than ever. New rider comfort with swivel back bucket seats, new leg room, new conveniences of all kinds distinguish this new car.

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be adjusted when the youngster becomes taller.

If there are two Juniors in the family, the taller should use the adjusted No. 1 and No. 3 woods and 2-4-6-8 irons and wedge. The shorter one can use the No. 2 and No. 4 woods and 3-5-7-9 irons.

Here are suggested lengths for youngsters from 7 to 14:

Woods - Medium	Putter - 31½ in.
1 - 39 in.	Woods - Short
2 - 38½ "	1 - 36 in.
3 - 38 "	2 - 35½ "
4 - 37½ "	3 - 35 "
	4 - 34½ "

Irons - Medium	Irons - Short
2 - 36 in.	3 - 33½ in.
3 - 35½ "	5 - 32½ "
4 - 35 "	7 - 31½ "
5 - 34½ "	9 - 30½ "
6 - 34 "	Putter --- 29½ in.
7 - 33½ "	
8 - 33 "	
9 - 32½ "	

Some Additional Tips

Leather grips can be softened by removing dirt and grease with a cloth saturated with alcohol or acetone. Follow up with an application of Lexol, Neats-foot oil or a similar substance.

Very little can be done to restore worn iron heads. However, a good cleaning and a filing out of the dents will improve their appearance.

The looks of wood heads can be improved by rubbing them down with steel wool and then applying a coat of varnish or lacquer. In severe cases, a coat of black lacquer will cover a multitude of sins.

In the process of shortening standard length clubs for Juniors, the swing weight is greatly reduced and the heads will not be too heavy for him to swing. Also, as the heads are larger than on regular junior clubs, the youngster has a much larger hitting surface.

Mickey in Hall of Fame

Mickey Wright recently was elected to the Ladies PGA Hall of Fame, joining other active players, Patty Berg, Louise Suggs, Betty Jameson and Betsy Rawls, who have been so honored in recent years. Election to the Hall of Fame topped off a great 1963 season for Mickey. She won 13 women's tournaments and more than \$31,000 in prize money. In an Associated Press poll she was named 1963 female athlete of the year.

Ladies PGA Tour Begins in March

To develop continuity of play, the 1964 Ladies PGA tour will begin in March rather than January, and last through Thanksgiving, according to Leonard F. Wirtz, tournament director.

"Even though the tour is starting later," Wirtz adds, "I believe that in 1964, our total prize money will surpass the all-time record of \$327,000 set last year.

The Women's Western Open at Scenic Hills CC, Pensacola, Fla. will start off the tour on Mar. 19-22 with \$7,500 in prizes. Two new tournaments, the \$7,500 Baton Rouge Ladies' Open and the \$12,500 Squirt Ladies' Open at St. Louis, Mo., have been added to the schedule.

- Mar. 19-22—Women's Western Open, Scenic Hills CC, Pensacola, Fla. \$7,500
- 26-29—Open
- Apr. 2-5—St. Petersburg (Fla.) Women's Open, Sunset CC, \$10,000
- 10-12—Baton Rouge (La.) Ladies' Open, Sherwood Forest CC, \$7,500
- 17-19—Peach Blossom Open, Spartanburg (S. C.) CC, \$7,500
- 23-26—Titleholders Championship, Augusta CC, Augusta, Ga. \$7,500 (minimum)
- May 1-3—Civitan Open, Alexandria G&CC, Alexandria, La. \$8,000
- 8-10—Squirt Ladies' Open, Glen Echo CC, St. Louis, Mo. \$12,500
- 15-17—Civitan Open, Muskogee (Okla.) CC, \$8,000
- 21-24—Civitan Open, Glen Lakes CC, Dallas, Tex. \$12,500
- 29-31—Babe Zaharias Open, Beaumont (Tex.) CC, \$8,500
- June 5-7—To be announced
- 12-14—Sponsor to be announced, Turf Valley CC, Ellicott City, Md. \$10,000
- 19-21—Lady Carling Eastern Open, Pleasant Valley CC, Worcester, Mass. \$10,000 (minimum)
- 26-28—To be announced

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Tough fiberglass bodies in four different colors. Quiet engine power or advanced design electric power. These unusually safe stable Golf Cars are protected by the Allis-Chalmers reputation for efficient performance, excellent maintenance and service facilities.

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U.S. Golf Handicaps Provides Ratings for Casual Players

While golf is admittedly a game that anyone can play, including the handicapped, according to Bill Brown, executive director of the United States Golf Handicaps, Inc., "golf is a game that everyone can play, especially the handicapped."

USGH is pointing its business finger directly at that legion of golfers who play only occasionally. It is quite possible that few, if any, of these players know what a handicap is or how handicaps are figured. USGH hopes to take on the task of educating and informing this group of golfers about handicapping, ultimately selling them the service which includes the necessary tallying and dispensing of ratings.

How It Works

It is quite an ambitious program, but at the price of \$5.00 for membership, USGH prices compare favorably with fees charged by local golf organizations. Here is the way USGH works:

Upon receipt of a membership fee, the golfer receives a handicap card which has vertical spaces for 24 separate scores. The horizontal matching columns have spaces for the date of the game, course played, 18-hole score and rating of the course. (When no course rating is available, USGH computes a rating based on yardage calculation comparable to other course ratings at similar distances.)

Six Computations

Individual handicaps are computed six times a year. A due mailing date for bi-monthly submission of the card to USGH headquarters in Pebble Beach is recorded at the bottom of the handicap card. The specially punched card is fed into an IBM mechanism — a few whirs, hums, and clanks later — and out pops a new rating, consistent with every fact and score fed into the maw of the computer. The handicap is consistent in that it is limited to the honesty and integrity of its submitter. A large scale digital computer, supplied by IBM, makes the art

of handicapping a by-product of the electronics industry.

Sees No Conflict

It is interesting to note that many of the affiliated clubs of the United States Golf Association are becoming involved in electronic computing of handicaps. Questioned about the effect his handicapping service may have on USGA members, Brown replies, "We are not soliciting or trying to influence any present or prospective members of the USGA or their allied associations. The services provided by these groups are both necessary and beneficial."

"The fact remains," Brown continues, "that the largest number of golfers comprising the overall market, for reasons of their own, are not included within the USGA. Moreover, we are convinced that many of these people do want a handicap to compete with their fellow golfers."

Brown is undoubtedly correct in his assumption that the USGA membership comprises a minority of the golfing public. GOLFDOM estimates that there are more than 5,000,000 persons who play 15 times a year or more. It is likely that there are another million or so who play less frequently.

For Golf Outings

A large part of the group which plays less frequently may be found within the special groups of business firms, fraternal orders, convention associations, and others whose golf activity is limited to one or two planned outings per season. For these players, U. S. Golf Handicaps offers a uniform service that removes the headaches of temporary handicapping from committee chairmen and others who are presently charged with such responsibilities.

Other services provided and planned by USGH include free tournament score sheets plus a special series of local state and regional tournaments. Eventually, Brown foresees a national tournament — but this appears to be some time away.

Aims at Professionals

In its first six months of operation, USGH has already signed more than 6500 members. Indications are that the group will surpass 10,000 before its first fiscal year ends. Brown and company plan a hard-hitting merchandising plan aimed at golf professionals and golf shops for the recruitment of additional members.

(Continued on Page 100)

Miscellaneous Merchandise



Only one pro in five makes much of an effort to sell non-golf items . . . But Willie Hunter, a veteran professional, says they can bring substantial returns

A survey recently completed by Golfdom indicates that pros aren't breaking any records selling what comes under the heading of Miscellaneous Items. These include such things as ties, bracelets, wallets, ash trays, figurines, golf books and shaving kits.

Yet, the offbeat articles shouldn't be written off as having hardly anything more than nuisance value. About twenty per cent of the pros queried say that these items constitute from five to 20 per cent of their total sales volume. Another 25 per cent say that non-golf goods accounts for from one to five per cent of sales. The balance, however, shrug off the miscellaneous merchandise as having practically no impact on the cash register.

Willie Hunter, who with his son, Mac, operates the Riviera CC shop in Pacific

Palisades, Calif., is one pro who says that a good portion of the profit margin would fall out of his business if he were to stop dealing in what some shopmasters loftily refer to as bric-a-brac or knickknacks when they discuss non-golf merchandise.

Members Want It

The Hunters sell everything from vitamins through golf instruction records, drinking glasses and women's purses. "We stock more than 50 different gift items," says the elder Hunter, "We've been doing it for years. Our members have come to depend on us to be able to supply gifts for every occasion you can think of."

Hunter goes on to point out that there are four or five days a year besides Christmas when his members are in the market for gift items. If he isn't able to interest them in buying playing equipment or apparel to give to their hus-

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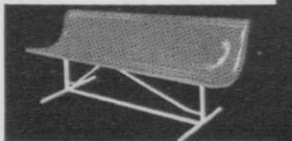


Miracle GOLF TEE SHELTER—Maintenance-free, perma-color fiber glass shelter rotates 360° for maximum protection against wind, rain, sun . . . or stray balls. Choice of colors.



Miracle LOCKER BENCH—sanitary fiber glass bench really saves space in narrow corridors. Portable or permanent installation. Choice of colors.

Miracle RELAX-A-BENCH—all-weather fiber glass bench contoured for maximum comfort. Attractive seating for pool side or golf tee.



Perfect for Pool Side—New Miracle Sun Deck!

Don't invest in any golf cart until you investigate the new Miracle TURF-RIDER . . . a low-priced, gas-powered beauty that runs so quietly, you can let it purr even when you putt! Perma-color fiber glass body, coil suspension, oversize balloon tires, one pedal operation. Ideal for rental or personal use. Mail coupon today for advance information on the new Miracle TURF-RIDER!

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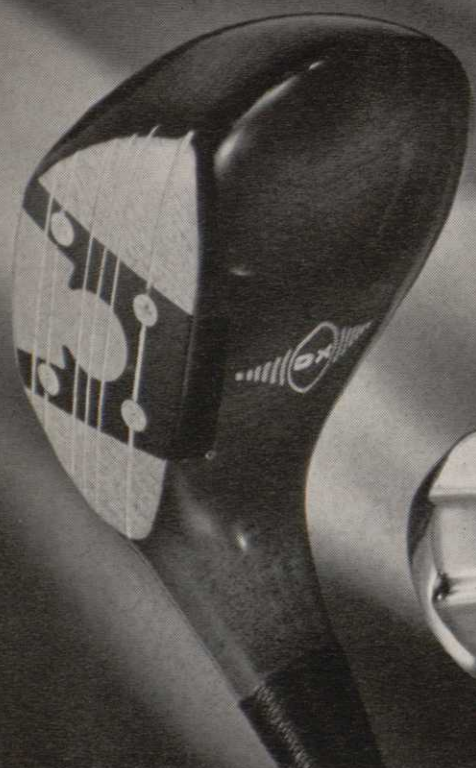
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Please send current literature on your golf course and swimming pool equipment, including advance information on the new Miracle TURF-RIDER.

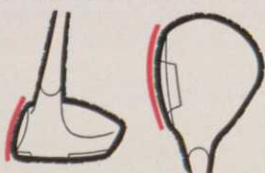
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NEW ROCKER SOLE gets fairway wood shots off cleaner than ever before. The unique sweep of the sole minimizes turf drag and power loss. Now golfers can confidently hit 'em clean as if they used an iron!



NEW FOUR-WAY ROLL is a slight curve from toe to heel and top to sole on the face of the club. Show your customer how he can concentrate his power. Result—more distance, greater accuracy, a better golf game.



NEW ANTIQUE FINISHES give you two of the most exquisite choices in golfdom: Antique Burnished Amber or Antique Rosewood. And working beneath is "Penetrating Impregnation," to protect woods against moisture.

Makers of better golf equipment since 1897

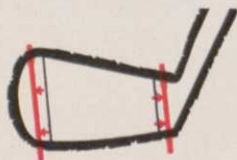
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WOODS AND IRONS

NEVER BEFORE IN THE HISTORY OF GOLF
HAVE SO MANY NEW SALES FEATURES BEEN
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We've pulled out all stops to put your sales on the go in '64! Look at these features! Go ahead, play these features yourself! You won't find them on any other set of golf clubs—anywhere! We left *nothing* out. Sell maximum distance and accuracy on every shot. Sell golfdom's finest—New DX Tourney Woods and Irons!



NEW BONUS HITTING SURFACE on DX Tourney Irons means fewer bad shots. The wider scored area is the largest ever put on a complete set of irons. The look of compactness in DX Tourney Irons is handsomely retained.



SPECIAL BACK DESIGN places the "Sweet spot" at the exact spot for maximum effectiveness on each iron. In addition to greater distance, this precise placement of weight also accounts for perfect balance, better control.



NEW BUILT-IN FORWARD PRESS automatically puts golfer's hands in the pro position, hands slightly ahead of the ball. This is an exclusive MacGregor feature that's easy to demonstrate and one that really sells DX Tourney Irons!

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Sold by golf professionals only

bands or wives, he falls back on some miscellaneous piece.

In Golfdom's survey, 23 articles were listed in the Miscellaneous category as being potential sales items. The Hunters ticked off 22 of these as being carried in their stock. They disdained only "Insect Repellent," explaining that the need for it isn't recognized in Pacific Palisades.

Games and Drinking Glasses

Three other pros who returned survey questionnaires, Ed Livingston of Minnehaha in Sioux Falls, S.D., Ed Hogan of Riverside in Portland, Ore., and Morgan M. Fottrell of the Royal Lahaina Club on Maui in Hawaii, estimate that their sales of offbeat articles amount to between 10 and 15 per cent of their gross. Hogan calls attention to the fact that in the last two years he has done a surprisingly good business in golf games. Fottrell suggests that drinking glasses, if embossed with the club crest, eventually make their way into the homes of most members.

Bud Williamson of the CC of Lincoln, Neb., estimates that his miscellaneous sales run to about five per cent of his volume, with neckties accounting for the greater part of the windfall. Severn White, Jr., James River CC, Newport News, Va., another in the five per cent group, points out that customer preference brings a change in the strong selling miscellaneous items from year to year. In 1962, for instance, he sold quite a few golf games; last year the demand was for "Puttnik", an electric putting cup.

Don't Work at It

Most of the shop operators in the sub-five per cent class say that their sales of miscellaneous items lag because they don't push them. Lack of display space, customer indifference, and not wanting to litter the shop with merchandise that may detract from playing equipment and apparel, are cited as reasons why pros don't make more of an effort to market non-golf goods.

One shopmaster tells how he set up a fairly elaborate display of sun tan lotion, deodorants, hair lotion and shaving cream on a counter above a golf ball display and, after two months, found that the sale of balls fell off. He moved the toiletries to another part of the shop and thereafter both these and the golf balls sold better. Another pro mentions that he has never stocked lotions or shaving creams because he doesn't want to cut



Gene Sarazen, who is the commentator for Shell's "Wonderful World of Golf", takes time out during the Tony Lema — Chen Ching-Po match at Kawana Fuji course in Japan to show a Japanese woman how to hold a broomstick in case she decides to use it as a golf club. Lema-Chen match will be seen Feb. 23 on NBC-TV

into the lockerroom attendant's territory.

Read But Don't Buy

When golf instruction books were flooding the market three or four years ago, one pro put in what he describes as a bookseller's quota of them. "The trouble was," this fellow recalls, "I sold about three copies altogether. Everybody came in and picked up the books and read them, but nobody bought them. In time, I made sure that they slowly disappeared from the shelf."

Another pro, in remarks appended to the Golfdom questionnaire, tells how he thought he had a bonanza in golf ball retrievers a few years ago. "I got rid of a large number of them in a short time," he says. "Then, it occurred to me that they were knocking the bottom out of my golf ball sales. So, I quietly stored them away in the back room."

Going back to Willie Hunter, he has this to add about the handling of non-golf merchandise: "I have heard all the arguments against stocking miscellaneous articles. Sure, many of them are nothing more than convenience or nuisance items, depending on how you regard them. But all carry a markup and people will buy

(Continued on page 114)