

How POLYSAR research made sure we'll never run out of golf balls!

Golf balls are easy to lose and lately they've been getting harder to replace. The reason is that the covers are made of natural balata—a tough kind of rubber found deep in inaccessible jungles. It's been getting harder to reach every year and it's always been difficult to process to consistent standards.

But now POLYSAR research has developed a synthetic balata called TRANS-PIP. So golf ball manufacturers are assured of a steady supply of top-quality synthetic balata at stable prices. All kinds of famous manufacturers are already using it. So no matter how many balls you lose this year—there'll always be more in the store!



one of the world's major sources of rubber

POLYSAR AND TRANS-PIP ARE REGISTERED TRADE MARKS OF POLYMER CORPORATION LIMITED, SARNIA, CANADA.

Special Tips section also is to be found.

All the sections are quite well illustrated. The type face used in the book is a little formidable since the pages are set in Typewriter type. But probably there are enough good tips and information inside the covers to offset the poor choice of type.

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Maurine Bowling's 84-page book on class teaching may not contribute anything that is new to the mechanics of the swing, but if a pro has organizational trouble in getting his clinics off the ground, this may be a good investment. If nothing else, it may give him the basis for a step-by-step procedure in teaching classes or running clinics.

Material covered includes Teaching by Rhythm, Applying the Basic Swing to All Clubs, Selecting the Proper Approach Shot and the Importance of Putting. There are also sections on the language of golf, etiquette, types of tournaments and handicapping. The Supplementary Instruction section of Miss Bowling's book catalogs such things as special shots and common errors. This is quite valuable because some of these items may be overlooked if classes are conducted on a completely informal basis.

The book is illustrated with pen and ink drawings and is completely indexed. Best known of the professional golfers who helped Miss Bowling prepare the teaching manual is Betty Hicks.

21 Exempt from USGA Qualifying Rounds

A total of 21 golfers, headed by the 1963 champion Julius Boros, are exempt from local and sectional qualifying rounds for this year's USGA Open championship. Forty-five players are exempt from local qualification but must compete in the sectional rounds for a place among the 150 who will compete at Congressional CC in Washington, D.C., June 18-20.

The list of totally exempt players includes Open champions of the past five years, the 1963 USGA Amateur champion, the 1963 British Open champion, the top ten finishers in the 1963 USGA

Open excluding champions of the past five years, and the top ten PGA money winners during the past year who are not otherwise qualified.

Local Exemptions

Those exempt from local qualification only include Open champions prior to 1959, former USGA amateur champions, former British Open champions and former PGA champions. Members of the last Walker Cup, Americas Cup, World Amateur and PGA Ryder Cup teams are also exempt from local qualification. In addition, the low 20 scores in the 1963 Open and the 1963 PGA championship and the top PGA money winners during the past year are qualified for the sectional matches.

A total of 2,380 entries were accepted for the 1964 championship as compared to a 1962 record of 2,474. Last year's entries totaled 2,392. Local qualifying rounds were held May 25-26 and sectional matches are scheduled for June 8-9.

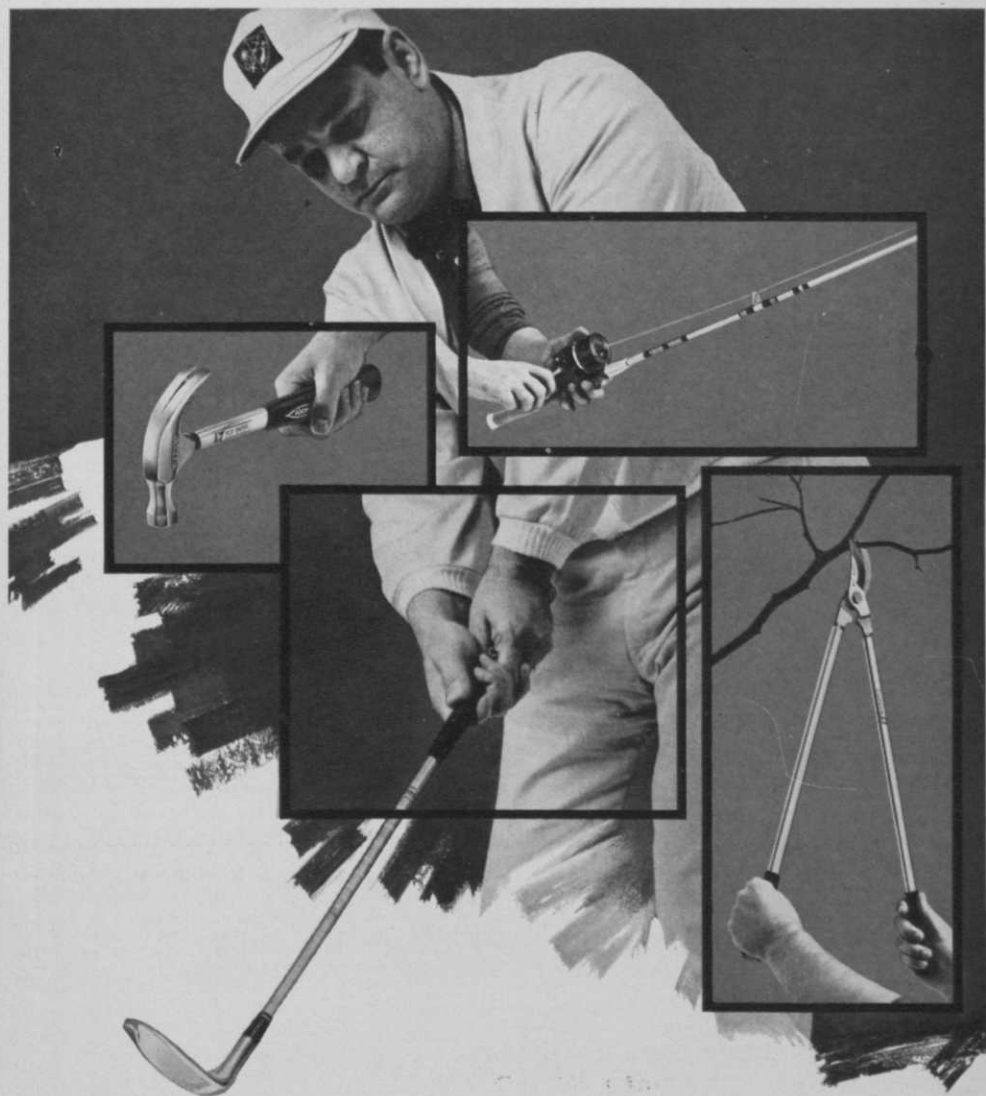
1,240 PGA Pros Vie For 84 Qualifying Positions

A total of 1,240 professionals will attempt to qualify for the 46th PGA Championship, which will be played at Columbus (O.) CC, July 16-19. The Championship field will be made up of 168 players. Minimum prize money is \$50,000.

All of the 34 local sections held their 36-hole qualifying rounds between June 1 and June 8. Qualifying for players on the tour was held at Westchester CC in Rye, N.Y. on June 2. Half of the spots in the Championship were on the line in the qualifying heats. The PGA exempts another 84 players or puts them on an approved tournament players' list for the Championship.

Met PGA Gets Six Spots

Metropolitan PGA is allotted the most qualifying spots — six. Northern California is given five and the Illinois, Michigan, Mid-Atlantic and Northern Ohio sections each get four. Because the tournament is being played in Columbus, the Southern Ohio section gets three regular qualifying places plus two complimentary ones.



TUBULAR STEEL IS THE DIFFERENCE YOU FEEL. We invented the step-down-design tubular-steel golf shaft in 1927. Since then we've not only made many improvements in this shaft (used by most golf-club makers today), but we've also pioneered the use of tubular steel in hand tools and fishing rods. Whether you swing a club, hammer a nail, cast a lure, or trim a limb—today you can get a top-performing blend of power, light weight, balance and resiliency with True Temper's special kind of tubular-steel construction. Try new clubs, new tools, new fishing rods—and feel the True Temper difference. **TRUE TEMPER.**



STEP-DOWN-DESIGN STEEL GOLF SHAFTS • GENEVA, OHIO • FINEST QUALITY IN GARDEN, LAWN AND FARM TOOLS • SHEARS • SHOVELS • HAMMERS, HATCHETS AND AXES • FISHING RODS AND REELS • GOLF CLUB SHAFTS • RAILROAD PRODUCTS

**Second Set of Clubs
for Every Golfer**

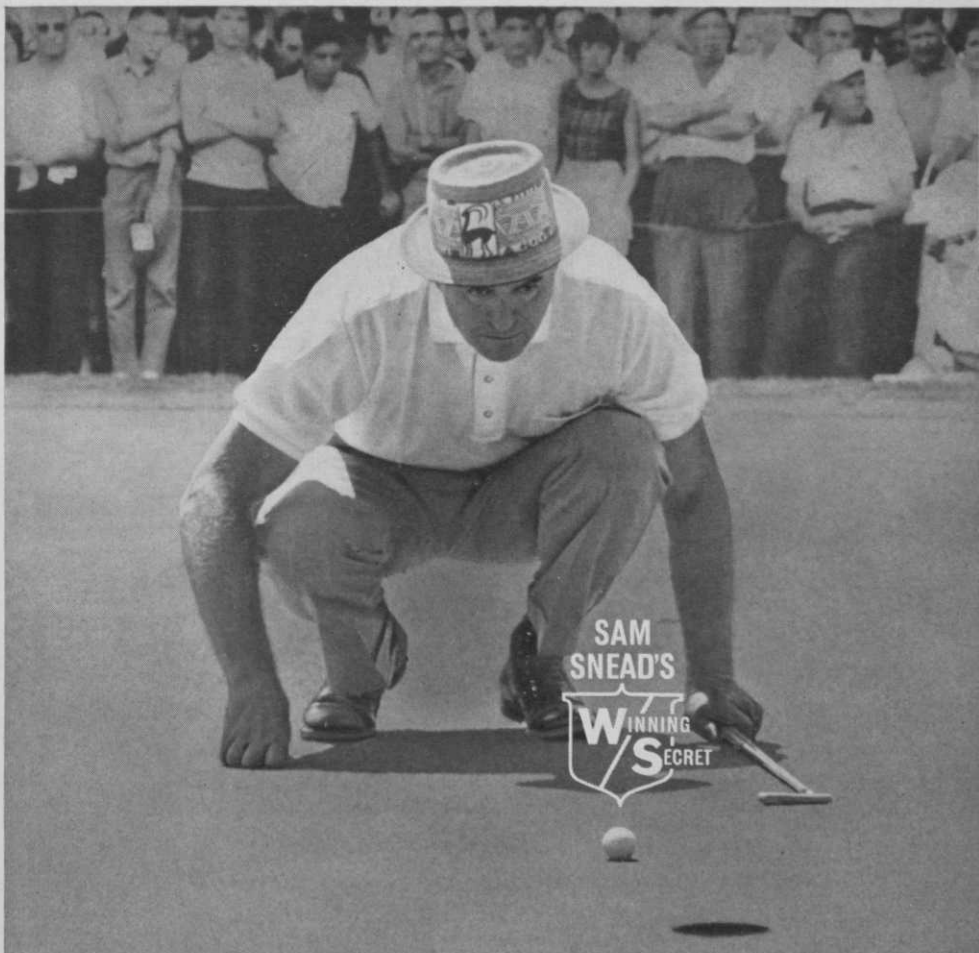
Some Pros See Big Market for Duplicate Equipment

Last month in an article on page 26 of this publication, it was suggested that a concerted campaign to sell second sets of clubs, in addition to duplicate bags and shoes, has amazing potential. It was pointed out that Milon Marusic, pro at Algonquin CC in St. Louis, has partly solved his trade-in problem by encouraging members to keep their old clubs as a convenience when they are going to travel or are going to play at courses other than their own. Dr. Thomas G. Andrews, University of Maryland psychologist, was quoted as saying that the status compulsion might move people to buy duplicate golf equipment if they were to become convinced

that there is prestige involved in doing so. Finally, it was suggested that it would take strong promotional efforts on the part of pros, backed by a national advertising campaign conducted by golf manufacturers, to persuade golfers there is a need for duplicate clubs, bags, shoes, etc., just as there is a need for second automobiles.

Some time ago, Golfdom queried pros throughout the country as to their reactions to the possibility of putting "a second set of clubs in every locker" plus bags and shoes. A total of 29 pros, or approximately 35 per cent of those surveyed, returned replies from which the following information is summarized:

1. What per cent of your players own duplicate clubs, bags, shoes, etc.? . . . 4.75
2. What per cent of your players do you think would buy duplicate equipment if a campaign to sell it to them was undertaken . . . 9.3
3. Have you made some effort to sell duplicate equipment to your players? —
Yes 14 No 13 No Reply 2
4. If a second set of clubs were sold, would it be better to push an open set of 10 clubs than to try to sell a standard set of 14? . . . Yes 7 No 22
Reasons for Yes answers in No. 4:
Weight factor in air shipments.
Expense involved in buying a second set.
Reasons for No answers in No. 4:
Trade-in complications
Players may start thinking 10 clubs are all they need
Both sets should be exactly matched as to swing weight, style and number of clubs
5. If a second set of 10 clubs became popular would there be any danger of the 14-club set losing its popularity? . . . Yes 8 No 17 Undecided 4
Reasons for Yes answers under No. 5:
A trend would be established
Why risk having players buy less than 14 clubs?
The average player would find he'd do as well with fewer clubs
Because of the price factor.
Many of my members carry 16 or 17 clubs . . . I want them to continue to do so
Reasons for No answers under No. 5
A golfer will buy anything that will improve his game



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



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.



***We could give a better deal if we sold two sets . . .
It's tough to get two sets that feel and swing alike***

Those who buy second sets won't be satisfied with less than 14 clubs
Take away one club and you hurt a player's chance for improving

6. What can be done by pros and manufacturers to put over the idea of owning duplicate equipment?

Optimistic Group (This constitutes pros who say that 6.5 per cent of their players have duplicate equipment and 22.5 per cent would buy it if some kind of a "second set" campaign were started)

We could give a better deal on two-set sales . . . encourage people to keep old clubs and not trade them in

People will keep old clubs if pushed a little to do so . . . I'd like to go for third sets for second cars

Many golfers belong to more than one club . . . they play Par 3, go to ranges . . . it's convenient for them to have extra clubs available

Duplicate sets should be played up in national advertising . . . get golfers thinking two sets and they'll buy duplicates

This should appeal to the spur-of-the-moment golfer

Many businessmen belong to two clubs . . . if they can afford two clubs, they can afford two of everything else.

Players don't like rental clubs . . . they're usually an assortment of odds and ends

Doubtful Group (This constitutes pros who say that 3.67 per cent of their players have duplicate equipment and only 2.5 per cent would buy it if some kind of a "second set" campaign were started)

Rentals take care of a traveler's needs

It's very difficult to get two sets of clubs that feel and swing alike . . . golfers would become dissatisfied as a result

We'd be better off to concentrate on a campaign to get golfers to replace their worn out equipment

Pressure would be involved . . . pros would be accused of becoming too greedy

Too many golfers are looking for closeout deals . . . you do well to sell them one pro-only set

People who can afford second sets will buy them without being pushed

Our club is easily accessible to members . . . but this idea might go over in heavily populated areas

I take care of duplicate equipment needs through sale of open stock

Louisquisset Is Second

Louisquisset GC, which recently was put in play in Providence, R. I., is the country's second standard length course to be lighted. The R. I. layout is 6,080 yards and plays to a par of 70. It is lighted with enough 1,000-watt mercury floodlights to gain about 10 footcandles on tees and greens and five on the fairways. Most downtown streets are lighted to about one footcandle. General Electric, which made the Louisquisset installation, also is working on lighting systems on standard courses in Boston and Montreal.

Michigan Turf Research

Through the efforts of the Michigan Turfgrass Foundation, an expanded program of turf research has been initiated at Michigan State University. The program covers four areas of research: Varieties and breeding; Soil composition and fertility; Management, physiology and ecology; and Pest control. Seventeen agronomists connected with Michigan State are directing the research work. Graduate and undergraduate students also are taking part in the program. The Foundation was founded eight years ago.

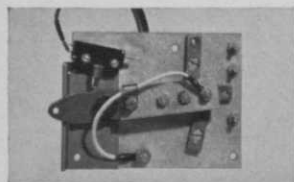
Ask an Electrical Engineer to compare Harley-Davidson

high quality electric car features against any others.

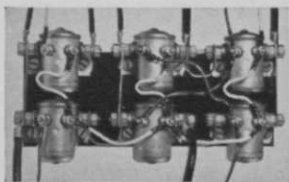
When you specify Harley-Davidson, gasoline or electric, you're buying the only brand in which every major component has been engineered and developed expressly for golf car use.

You're also buying an exclusive "brand" of fleet service . . . with over 60 years experience . . . provided to nearly 3,000 city police fleets . . . and performed daily by hundreds of Harley-Davidson dealers across the country.

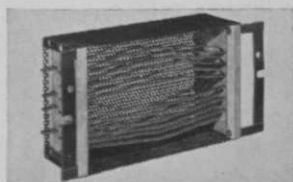
Maximize your profits with unusual quality products and this unique brand of service. Call for a no-obligation demonstration today.



Lifetime-lubricated speed switch features sintered copper graphite contact for trouble-free speed control. This unique feature offers unusual performance and durability, provides smoother car control, and delivers maintenance-free operation.



Special alloy solenoid contacts handle consistently high current loads without failure. High capacity design assures lasting performance without a minute of maintenance. Harley-Davidson **full-circuit engineering** sets today's quality standards.



Highest capacity resistor features heavy, band-type design for continuous high-wattage operation. Ordinary resistors burn out in only seconds of golf car "stall." Harley-Davidson electrical components are designed to outlast them all.

HARLEY-DAVIDSON

MOTOR CO., MILWAUKEE 1, WISCONSIN

Gasoline and Electric Golf Cars Engineered for Golfers

Fortune Not Assured for Those Who Get Into Golf

Pros, Real Estate Developers and even Manufacturers find success isn't guaranteed in spite of the boom

By **HERB GRAFFIS**

Golf is enjoying the biggest boom it's ever had. All anybody has to do to get rich is to get in some part of golf business. At least that's what a lot of people must think because many are getting into the act.

Of course, when you get down to actual figures, some aren't really getting rich. I don't see any of the established manufacturers in the business getting too fat. Some of the people who've come into golf as real estate developers and who have expected a course spotted in the boondocks to immediately attract thousands of good spenders and boost property values skyward, haven't got rich. In fact, some of them are going broke.

Pros Are Included

Among others who are not, as a class, getting rich in the present boom are the fellows who created it — the typical pros who do business at private clubs and fee courses.

Some pros have even lost financial ground because their employers, caught in inflationary phases of the boom, have taken from them the profit incentive.

Over the years I have carefully examined financial facts and figures of every phase of the golf business. In trying to get the human stories behind all these figures I have run into an outstanding fact that few pros seem to know and apparently even fewer club officials realize. It is: The better business is for the professional at a club, the better the club shows itself as an all-around sound business operation.

Experience Not Used

Maybe it's the other way around — the better the club is run, the better the job is for a pro. Either way, the good club and the good pro are a team. Show me a club that is operated unsatisfactor-

ily and going into the red without reason and I will show you a club where the value of an experienced professional's observation and judgment isn't being used.

There is far more to a pro job than being able to teach acceptably, run a pretty fair pro shop, conduct tournaments and supervise caddies and cars.

The pro, is a specialist in the golf business. He ought to be able to take the financial statement of a club and grasp fully the business picture and needs of the operation.

Communication between the professional and club officials too often is poor. That's one reason for the astonishingly bad business at country clubs that have highly successful businessmen as their officials and directors. They don't know where to look to learn the significant picture in the club operation.

Need? Direction Here

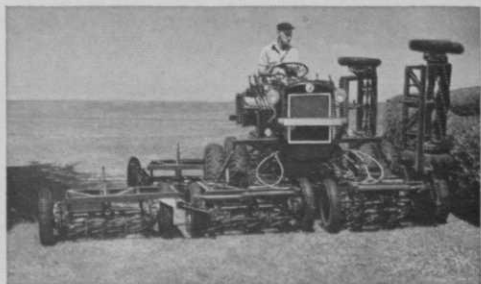
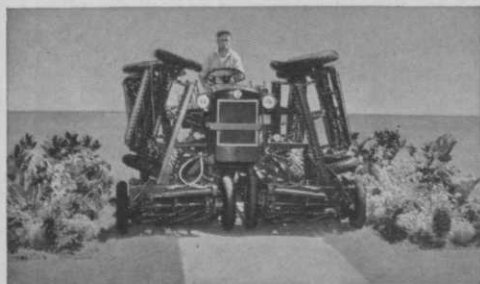
The other illogical thing about the situation is that there aren't too many pros who can look at a golf club financial statement and know what it means. Pros have been educated a great deal in reading and understanding financial reports by having to do — or have done for them — considerable tax accounting. However, there is a vast amount of education in reading and understanding club financial reports that is still needed by professionals for the good of their clubs.

Many times I bump into the problem of evaluating a pro job. Too often an appraisal is required because a club is losing money. Some of its officials, having heard that all you have to do to get rich is get into the golf business, think the club should take over the pro department.

Depends on Profits

I explain some facts of life in this business to them by saying that a lot of times a pro's salary and his club storage and

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faster out-front cutting... greater flexibility!

The Jacobsen-Worthington Model F Tractor with 7 out-front gang wing-lift mowers is setting new standards for large area mowing equipment! Its exclusive features cut turf maintenance costs wherever speed, smooth cutting, versatility and mobility are required.

The Model F's fully articulated mowers cut ahead of all tractor wheels. No streaking of grass... safer, full front-view operation... full view of overlap, too! You trim in close, avoid obstructions, swing through narrow

openings... as you mow with 3, 4, 5, 6 or 7 gangs... cut up to 15½ foot swaths. The finger-tip control hydraulic system quickly raises and lowers the gangs independently without stopping the tractor. Speeds mowing, trimming and travel time. See the Model F Tractor and the complete line of cost-cutting Jacobsen Turf Equipment now. Call your distributor for a demonstration or write today!



Jacobsen Manufacturing Co., Dept. G-6, Racine, Wisconsin

You can't jump into a munny pro operation and expect to quickly start making money . . . It takes two years to size up the thing

cleaning income are about what his payroll is, so, actually, the club doesn't give him a cent in net salary. Thus, that means that the pro's income depends entirely on what profit he can make at a club where the town's smartest businessmen are officials and are losing money. So tell me, what is the great "break" the pro gets with that sort of a job? He makes a good living only if he can do better than the club itself is doing.

In trying to determine what pro jobs really are worth I have made any number of compilations of pro department volume and net profit per member or player. I wouldn't dare guess an average. The range is wide.

Two-Year Trial

I have seen more pros come nearer to breaking even than to making a really good living in paying concession rentals at public courses. I wouldn't know what would be a reasonable rental considering their sales volume and other revenue that may accrue to them. Guy Bellitt, who has had considerable experience in appraising public course pro department operations, told me that the wise way of getting the answer is by trial and error over a couple of years. If the deal isn't good for both the pro and municipality, it isn't good for either of them. The public golfers are becoming so knowing and exacting that the munny pro arrangement had better be good to attract a good man. The old days when a smart, larcenous starter at a public golf course could make more than the mayor are gone.

An advantage a private club pro supposedly has is his "captive market." You hear he has a great thing because his shop is rent free. But there is no such a thing as a "captive market." The pro captures it by being smarter and harder working than his competition. He has almost unlimited competition coming right into the spot where he is supposed to enjoy the advantage of "free rent". "Free rent" actually means a pro shop, that if

it is especially attractive, is better financially for the club than it is for the pro.

Familiar With Captive Market

I happen to be in a good position to look at what's called the "captive market". Each year GOLFING magazine refuses a great deal of advertising because it is directed at taking the market away from professionals. We don't always want what we could capture. But we see much anti-pro advertising eagerly accepted by other magazines that then beg for pro approval, apparently in the contemptuous belief that the pro loves to be trimmed.

So, when it is a case of choosing up sides, we take the pros as we have done for about 40 years.

There is a large percentage of the nation's courses that do not have professionals. These, of course, are the smaller clubs. At almost one-fifth of the standard size courses the professional is a combination man, handling in addition to his teaching, merchandising, and other pro department duties, course and clubhouse management. It takes a genius of a sort to exercise this versatility. But in a number of locations the man of all trades can make a good income for himself and give his employers valuable service they could not get or afford with separate pros, superintendents and house managers.

To emphasize the professionals' importance to equipment manufacturers as well as to the players, market figures show that about 65 per cent of the entire annual dollar volume of club, ball and bag sales are in the quality of goods sold almost altogether through pro shops. The 35 per cent dollar volume of the cheaper goods is sold through sports goods stores, department stores, mail order houses, drug stores, discount houses, premium houses and other outlets that buy almost entirely with an eye on cheap merchandise.

This article is condensed from a speech made by Herb Graffis at the spring business meeting of the Metropolitan PGA section.