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Transactions in A Tent

Pros, suppliers get together at big pre-spring buying festival at PGA's new club in Florida



Exterior (top) and interior photos of the PGA's marketplace are shown here. New clubhouse in Palm Beach Gardens is at left. Shown above clubhouse are Jack Lust, Bill Kaiser and Bob Cumming, officers of the newly organized manufacturers' organization.

Luxury



New for 1964 . . . ultimate in design . . . the popular Mangrum Glasshaft woods and irons . . . Pringle cashmere men's sweaters . . . the new real glass center Continental golf balls . . . and the luxurious belgian linen El Camino golf bag. See them at your pro shop.

Send for the beautifully illustrated 1964 catalog.

 **Golfcraft**
for the finest

Escondido, California • Chicago, Illinois • Trenton, New Jersey • Vancouver, Canada

New Shop, Intensified Effort
Made up for Loss in Customers

Membership Slipped But Houghton Increased Sales, Profits in 1963

Driving to the financial green in 1963 had more than the usual hazards for Al Houghton, pro at Prince Georges CC in Landover, Md. In 1962, Prince Georges switched from a partial to a complete member-owned basis. Extensive club and course improvements saddled the members with heavy financial responsibilities. As a result, membership dropped from 580 to a low of 375 in 1963. Yet, Houghton and his staff pushed sales up 25 per cent for the year. Profits increased to a lesser degree. Now that membership at Prince Georges is climbing back toward the 600 mark, the



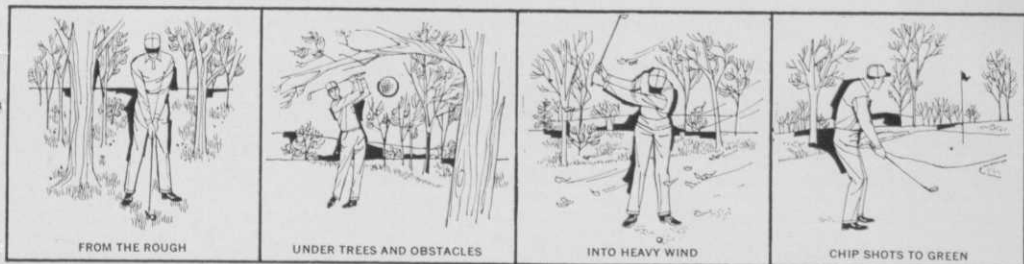
Assistant Chuck Collett and head pro, Al Houghton, relax in anticipation of continuing to increase sales at Prince Georges club in future.

things Al learned during touch times should pay off — with extras!

The key to Houghton's feast rather than famine year was a new pro shop built within the Prince Georges clubhouse. Formerly, Al's sales operations were located in a shop 100 yards from the main clubhouse. While sales to golfers were satisfactory, non-playing members and guests seldom visited the out-of-the-way shop. Since late 1962, as part of the new clubhouse facilities, Al's pro shop has been in the center of club activities.

"Our members are especially proud of their well-stocked pro shop," Houghton says. "They often bring members from other clubs to see us. Even non-golfing club members have now become frequent customers because of our handy location."

The new sales and display area gives Houghton and his staff the chance



SCRAMBLER!

Tested and approved by the Professional Golfers' Association.


Fly like a quail...run like a rabbit

Now and then, everyone must shoot their way out of trouble: from the rough, under low trees, against a blustering wind; or make a running chip shot to the green. The new Scrambler was designed to be your "Ace-In-The-Hole". Scrambler has the loft of a 4-iron so your shots fly like a quail flies . . . fast and low. And look at that heavy, wide flange. It gives extra impact power, so your ball runs like a rabbit.

Try the Scrambler yourself. Then you'll heartily recommend that your members have one in the bag for those bad lies. (For details on Scrambler, and the full 1964 line, write: 8350 North Lehigh Avenue, Morton Grove, Illinois.)



PGA GOLF EQUIPMENT COMPANY

 SOLD ONLY THROUGH GOLF PROFESSIONALS' SHOPS
 SUBSIDIARY OF VICTOR COMPTOMETER CORPORATION



Al Houghton's retreat is shown in the foreground. Glassed-in office gives him unobstructed view of the sales operation. On wall racks (shown below) one of the largest club and bag displays in the Middle-Atlantic area is to be found.

to effectively merchandise playing equipment, sportswear and tournament prizes. Service to the customer has been made easier, more pleasant and more efficient.

Attractively decorated in Bali-beige, the shop has four large windows and plenty of fluorescent lighting. The floors are heavy-duty cork and rubber tile covered with wall-to-wall wool carpeting. Air conditioning adds comfort to the scene and soft background music encourages leisurely shopping.

The first thing customers see as they enter the Prince Georges CC pro shop is a smart display wall. The merchandise and theme in this display are changed quite often to suit the season. Holiday gift ideas plus specials such as "Get Set for Spring", "Cool and Fresh as a Daisy" and "Vacation Bound" are given special play. Running from the entrance to the exit door is a pegboard-covered wall. Matched woods and irons are attractively displayed here along with utility clubs and golf bags.

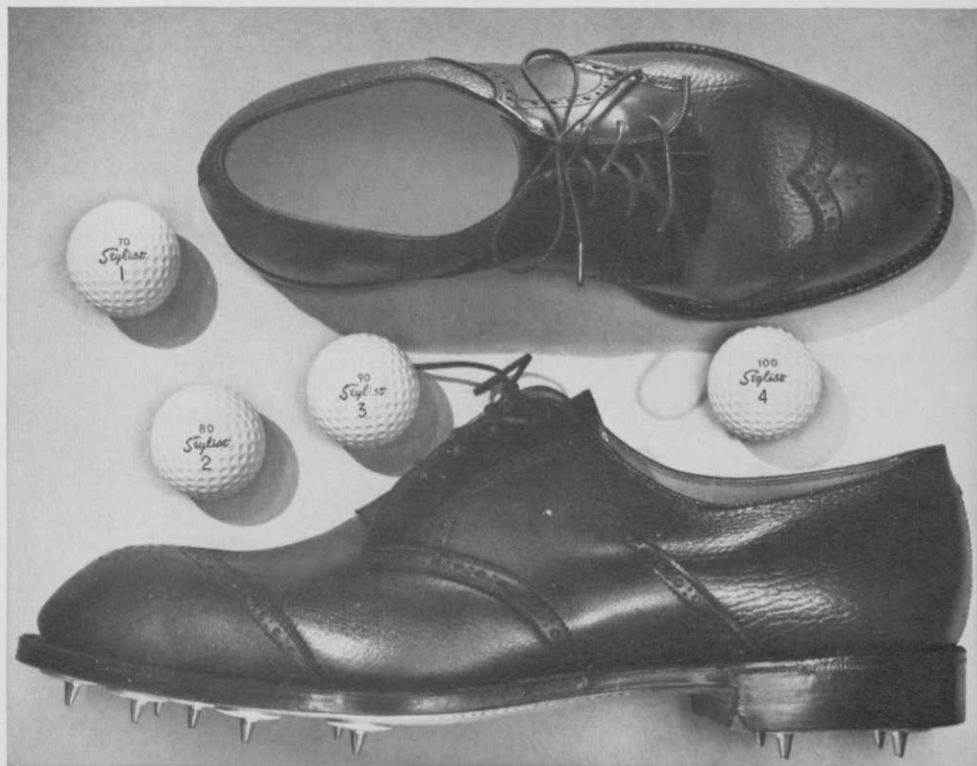
Roll 'Em Out

"Many pro shops have rolling carts," Houghton remarks. "This year we plan to use our cart on the first and tenth tees during special events and on weekends. It will be stocked with last minute things a player might need during a round and will be another way of bringing merchan-

dise closer to members and guests."

Effective displays, and pro shops that are stocked year around with summer sportswear can keep winter travel dollars from being spent in other than a member's home pro shop. "Summer sportswear now is in demand all year at Prince Georges," Houghton says. "We've concentrated on building up this phase of our business. A few years ago all we could sell in the winter months were 'Warm-up' items and maybe a few gifts for the following season. Now, with so many members traveling south to resort golfing areas, they can do a lot of their vacation buying right here at home."





You wouldn't sell a man shoes three sizes too big—or too small (Then why let him play a ball that doesn't fit?)

Stylist is made in four distinct compressions—70, 80, 90, 100. You can recommend the one that is exactly right for each individual player.

You've seen it happen time and again: a golfer will buy a ball that has too high or too low a compression for his particular swing. So he ends up losing the one thing he wants most—distance.

But he didn't have much choice. He had to settle for what was available.

Not any longer. Stylist—and *only* Stylist lets you custom fit the compression to the player's power. You're the doctor... the one person qualified to prescribe. And your customers will welcome this guidance.

Stock, display, and suggest Stylist. It will sell well... and build good will for you.

Stylist

LIQUID OR STEEL CENTER

Sold only through professionals in golf shops

Made by Plymouth Golf Ball Co., Plymouth Meeting, Pa.



There is plenty of open space in the Prince Georges shop, plus a small lounge — both designed for the customer's shopping convenience.

Al gives a three-minute special — a tip or two to help a troubled player with his game. This technique has done a lot for Al's relations with his members. "Remember, nobody makes a better pro shop customer and a more responsive student than an encouraged golfer," Al observes.

"Of course, a pro at a busy D.C. area club can't be too generous with these free tips," Al warns, "but it surely creates good will. And I have no problem booking lessons. In fact, at times the demand is greater than my assistants and I can handle."

Houghton's first assistant, Boe Estridge helps out by teaching, acting as starter and in generally being "handy." Chuck Collett is his second assistant. Charlie Tabb handles cleaning and storage duties. Everyone's on hand in the shop when things get busy. During the summer months, additional assistance is added wherever needed.

Wife Helps Out

"Mrs. Houghton helps out, too," Al adds. "There was considerable gain in ladies' sportswear last year and I credit Naomi with the success in this department. Also, she's a CPA and very capable when it comes to handling our books."

During the last year, Mrs. Houghton has streamlined the shop's filing and or-

dering system. "We keep careful records of our orders," Mrs. Houghton states. "That way it's simple to check each shipment to make sure un-ordered merchandise isn't accepted. Also, complete records are a great help when we re-order. We can tell at a glance whether we've ordered too much or too little and tie our future orders to past sales. We know that stock shortages are embarrassing and lose the shop sales. Overstocked items can be expensive, too. The profit for our shop lies in knowing where we stand at all times. Accurate records help us pinpoint the money-making middle-ground."

Besides teaching fees and pro shop sales, Al rents electric cars at \$7.00 for 18 or \$4.00 for nine. During the summer an extra man is added to maintain and handle the golf cars. Club storage rates at Prince Georges run \$18.00 a year.

About 75 per cent of the Prince Georges CC membership makes purchases at the shop, according to Houghton's estimate. The inventory averages \$12,500 with five or six turnovers a year. In addition to playing equipment, Al carries specialty items such as ceramics and quality handbags that are in demand as tournament prizes and gifts. Sportswear adds 35 to 40 per cent to the sales picture.

(Continued on page 150)

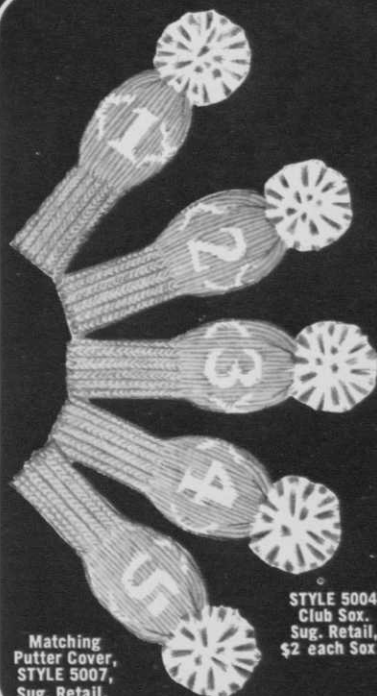
PROFIT WITH THE PRODUCTS GOLFERS WANT

Knitted Club Sox

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

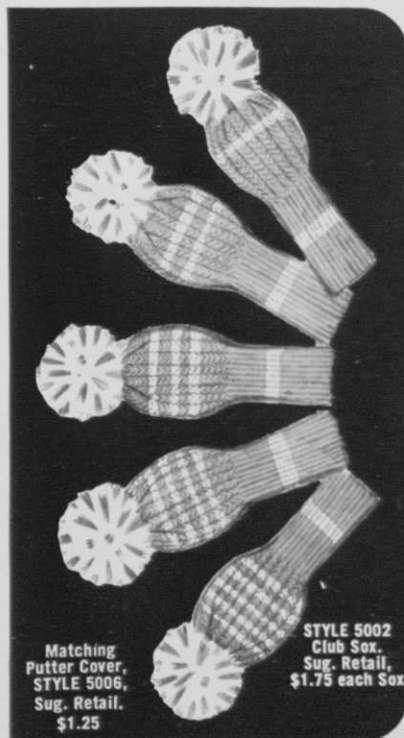
Drive in a handsome profit with these great new head covers that slip on and off club heads quickly, tuck into pocket during play. STYLE 5004 features a knit orlon lining and has the actual numerals worked right in. STYLE 5002 has narrow stripes to indicate club number. All are washable, high bulk orlon acrylic — won't stretch, shrink or fade.

Order your Club Sox now . . . in Red, Black, Gold, Gray, White, Green, Beige, Brown, Sapphire Blue, Sky Blue, Red/Black, Black/Red — with peppered pom. DELIVERY ANY TIME YOU SPECIFY . . . packed bulk any assortment, or GIFT BAGGED IN SETS.



STYLE 5004
Club Sox.
Sug. Retail,
\$2 each Sox

Matching
Putter Cover,
STYLE 5007,
Sug. Retail,
\$1.25



Matching
Putter Cover,
STYLE 5006,
Sug. Retail,
\$1.25

STYLE 5002
Club Sox.
Sug. Retail,
\$1.75 each Sox

Sports-Mate Tote Bags

Ladies love this smart, compact "hold-all" that's just 4" W. x 7½" H. Zipper closing. Leather-looking vinyl in fashion colors. About \$2.



Pom Tam Knit Sports Caps

Flatter every hair-do, fit every head. Orlon acrylic or wool. Individually bagged. Bright or light colors. Sug. Ret. \$2 ea.



Stretch Bands

Knit circlets are the fashion, and the fastest way to make a sales hit. 1 size fits all. Gay or pastel colors. Individually bagged.



Foot-Lights

For after the game relaxing. Leather-looking vinyl, durable sueded outsoles. Ladies' sizes S., M., L. Fashion colors. Sug. Retail, \$2 pair.

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WRITE FOR COLORFUL, DETAILED LITERATURE

Today's Clubs Reflect Ideas of Early Masters

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

We have honored our champion golfers and rightfully so, by naming them to the Hall of Fame and giving them other awards.

We have overlooked however, the master clubmakers and designers of some 70 or 80 years ago.

Golf clubs have been modernized and brought up-to-date to meet the demands of present day golf. However, modern golf clubs embody many features created by the bench artists of nearly three quarters of a century ago.

Horace G. Hutchinson's* book on golf, printed in London in 1891, brings to light some of the construction features developed by the early club makers that are still in evidence in modern clubs. Here is what he said:

"When the first edition of this book was published there was only one man in the kingdom who played with a club whose face was not intended to be a plane. This was the late Henry Lamb. He played with a 'bulger'. He went on playing with this new queer thing in the face of much derision but with such success that at least half (and the upper half) of the golfing world now plays with bulgers.

"Their merit is that they are easier to drive straight with. A ball hit on the heel of a bulger will not go swerving off to the right. A ball hit on the toe won't go to the left, or at least, to the same degree as with a plane-faced club.

Effect of Rotation

"Speaking in a general way, we may say that we slice off the heel and that we pull off the toe. It is all an effect of rotation. The face of the bulger is convex. The apex of convexity makes contact with the ball. When we strike a ball on the heel of the bulger we strike it on a face

which looks toward the right of that line. The inclination of the face tends to counteract the rotatory motion which is imparted to the ball owing to the hit of the face. Thus, it is far easier to drive straight with a bulger than a plane-faced club."

Have Bulger Faces

All present day wood clubs have bulger faces consisting of a roll from heel to toe of about 9 degrees.

Hutchinson also had this to say:

"A while back the great trouble was to get a cleek head thick enough in the blade. They were apt to bend in one place from hard hitting. But now we have cleeks and irons that have more weight at the back of the blade. The 'Carruthers' cleeks and irons have the principal of massing the weight a little farther behind the point of impact. This is because their shafts run down through the hosel. This dispenses with some two inches of the length of the hosel and the weight thus saved is added to the blade. Simpson of Carnoustie achieves a like result by making the shaft screw into the hosel."

In recent years the hosel on all iron clubs has been gradually reduced in length and the metal added to the sole and back of the blade. (Spalding iron heads have been screwed onto the shafts for many years.) (Wilson and Hagen drill the shaft hole through the entire length of the hosel on their iron heads.)

Here is another quote from Hutchinson:

"A patent for 'square-nose' wooden clubs was ventured in 1893. It was believed a square nose, effected by cutting the club head short and straight at the toe, gives a valuable guide to the eye for the direction in which the head should be travelling when it meets the ball. It also makes it virtually impossible for the player to lay down the club otherwise than square to the ball."

(This feature has been advertised in golf magazine by Golcraft for the past year.)

We quote Hutchinson once more:

"A very good invention was submitted which consisted in nothing more than a narrow strip of leather laid longitudinally along the shaft beneath the leather grip. This strip told the golfer, by the sense of touch, where his club was, so to speak. He could tell, blindfolded, whether or not he was bringing the club down with its