

Next time somebody  
says he's not getting  
enough distance on  
his drives...  
suggest a few lessons and

a new Penfold Patented ball,  
the American-sized ball,  
made better by the British



(Found in leading Pro Shops the world over)

**Gripping thought:** No better gloves anywhere than the Penfold. Made from fine Abyssinian skins for perfect feel

For information Contact Tom Semans or your local Penfold distributor—34 S 17th Street, Philadelphia Pa 19103

# WHY THE PRO LAGS IN GOLF CLUB SALES

*Clubs are still the bread and butter items . . . But they aren't carrying their weight because pros aren't selling their quality*

By **GEORGE DAWSON**

A. G. Spalding & Bros., Inc.

There has been a steady and substantial increase in the number of golfers, golf courses and rounds played for the past 10 years.

But the increase in the number of clubs sold has not kept pace with the market's progress. When the professional studies the situation and notes the rise in sales of golf clothing, he begins to wonder if the soft goods and footwear increase has not been due to accent in display and sales attention, or is simply a normal development that results from apparel wearing out much faster than the clubs and bags.

Then, he is bound to realize that the better he does in club sales, the better he does in every other item of pro shop merchandise. Club sales are still the basic item. *The more interest there is in playing golf, the more of everything that will be sold.* And, certainly more golf is played with newer clubs. It's better golf, too. Any professional who is not familiar with the how and why of improvements in club design and construction should arouse himself. He can improve his earnings considerably by knowing what he has to sell.

## Begin Chain Selling

When a professional looks at the clubs stored in his racks and compares their "tired" look with the fresh look of the golf clothing worn by the owners of the badly worn clubs, it must be obvious to him that there has to be more of a balance in his selling efforts. These two classes of merchandise for golfers should supplement each other and not compete with each other for the golfer's dollar.

The golfer who buys a fine shirt, sweat-

er or slacks in his pro shop surely intends to play golf. Since his golf clubs comprise the most important part of his equipment their sales should not lag.

Too many golfers who wouldn't go on the course unless dressed in the latest styles give very little thought to the fact that their clubs do not reflect the latest refinements and improved playing qualities. Modern research and study of shafts, balance, proper weight distribution and feel has made possible the production of golf clubs which result in more effective and more enjoyable golf for all golfers.

New modern clubs, alone, will not lift a golfer from the duffer to the expert class. However, new modern clubs, properly fitted by a golf professional, plus lessons, will improve the scores and enjoyment of most golfers.

## Not Properly Sold

Many golfers are using obsolete clubs, not because they can't afford new ones or because they don't care about their scores. *Too many of these players just haven't been properly sold.* No one has taken the time and effort to point out to them that there is a big difference in clubs — that the new improved models can unquestionably make the game easier, more interesting for them.

No amount of advertising alone will convince a man he needs new clubs as thoroughly as a professional can by a short, personal discussion of his game and a brief demonstration. The professional has the golfer in his shop. The practice tee is within easy access. If new, properly fitted clubs are put into the player's hands, with a few well chosen words telling the advantages they offer, the seed has been sown, the sale at least has been started.

## At last! A fully automatic GOLF CAR BATTERY CHARGER

Now you can keep all your golf cars "ready at the tee" with American Monarch's fully automatic battery charger.

No need for a skilled operator—just plug it in and turn it on . . . it's that easy to operate.

A self-regulating transformer has replaced all moving parts—automatically solving such problems as line voltage variables, overcharging, overheating and vibration.

And, proper use of this charger actually lengthens golf car battery life. This 36-volt battery charger is the same type designed for use in military jet aircraft, communications systems, and the computer industry.

Until now, no comparable device has been available to provide fully automatic, uniform battery charging for golf cars.

### FEATURES

**SIMPLE**—The magnetic circuit in the design of this battery-charging unit eliminates all moving parts, requires no manual adjustments, and ensures maintenance-free operation.

**SURE**—Current-limiting power transformer provides self-corrections for constant system accuracy.

**SAFE**—Circuit breaker protects DC charging circuit from overloading.

**STRONG**—Ruggedly built for long, outdoor life, the charger's silicone power rectifiers are hermetically sealed to resist temperature and humidity extremes.

**AND MOBILE**—Charger units can be wall-mounted where golf cars are parked, or set on legs for portable use on the course.



Available in 20 and 25 AMP  
models from stock.

**American Monarch Corporation**

2801-37th Avenue Northeast, Minneapolis 21, Minnesota Phone: 612-781-3391, TWX: MP197-U

Since the golfer can most easily be sold a new set of top grade clubs when he has been made aware of all of the latest refinements and improved playing qualities embodied in a particular set, the complete selling job can be accomplished only when the professional himself knows all the answers.

When a professional invests his money in an inventory of fine golf clubs, he



George Dawson

*. . . golfers aren't being sold.*

should take the trouble to learn all he can about the quality of the various sets he displays. The manufacturers' salesmen who call on him know these answers and will gladly share their knowledge with their pro customer.

An important element in golf club selling, which has retarded progress in the pro shops, seems to be the lack of proper stocking and displaying of the latest club models.

#### Has to Have Variety

If a golf professional attempted to sell sport shirts and stocked only one style, color and size he could hardly expect to make many sales. So, too, it is difficult to sell a man a set of clubs when only one or two sets are in stock. Even if that set may have been "built" for the customer,

he will want to compare and choose from other sets. It is conceded that it is difficult to carry a very large line of top grade clubs because of the large investment involved, but with proper knowledge of his members and his sales potential, the professional can stock a proper variety of clubs to enable him to make sales to any of his members.

In many golf shops today, clubs are displayed on racks that are completely hidden by sweaters, shirts, hats, etc. A man is often discouraged from looking over the clubs because he is forced to fight his way through hundreds of other items to see them. If he were constantly tempted, by sight of the newest playing equipment on the market, the club selling job would certainly be easier for the professionals.

#### Women Vie for More Money on Ladies PGA Circuit

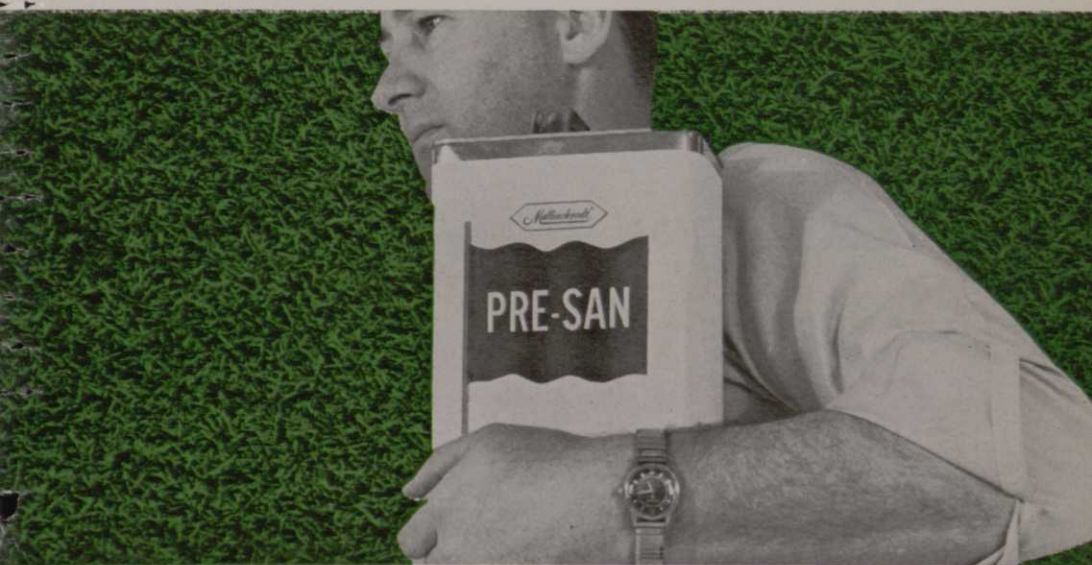
The Ladies PGA, according to Leonard F. Wirtz, tournament manager, may exceed its 1965 goal of \$360,000 in prize purses by approximately \$15,000. Through August, the women's circuit will post a total of \$233,000 in prize money, an increase of about \$43,000 over a comparable time in 1964.

The July-August Ladies PGA schedule includes seven official and one unofficial events, with \$87,500 riding in these two months. New tournaments in this period are the \$10,000 Buckeye Savings Invitation, to be played at Cloverbrook in Cincinnati; the \$5,000 Hospital Charity Pro-Am, to be played at Oak Park (Ill.) CC on Aug. 9; and the \$10,000 Lady Carling Midwest Open, which replaces the Lady Carling Eastern Open. It will be played at Walnut Hills in Columbus, O.

The Yankee Women's Open, to be played July 16-18 at Atlas Valley GC, Grand Blanc, Mich. has increased its purse from \$10,000 to \$15,000. The purse for the Omaha Jaycee Open (Aug. 20-22) is being increased by \$1,000 to \$10,000.

Golf club membership, says the USGA, is not limited to wealthy persons. About 90 per cent of private clubs have annual dues of less than \$500 per family membership.

# CRA B GOOSE ANNUA GRASS GRASS



## MALLINCKRODT PRE-SAN

### New stopper for ALL THREE major "pest plants"

New from Mallinckrodt: a pre-emergence control that is labeled safe, even for your finest bents, hybrid bermudas and dichondra.

Get new Pre-San for crabgrass, goosegrass and poa annua. Read our promise on the label. It tells you that Pre-San, in recommended amounts, is completely safe for your finest turf.

But that's not all. Pre-San™ has proved up to 100% effective WITH JUST A SINGLE

APPLICATION in experiment station tests all over the country. Full-season protection with one application! That means real savings. Pre-San controls those "pest plants" at a very low cost per 1,000 square feet, per year.

See your Mallinckrodt distributor for the Pre-San data sheet. It tells you how to use Pre-San to meet your local conditions. Plan your 1965 Pre-San program now.

# Four Courses, Range Produce Big Profits at Tanglewood Park

By **HARRY C. ECKHOFF**  
Executive Director  
National Golf Foundation

Tanglewood, a privately endowed public park located 10 miles west of Winston-Salem, N. C., has one of the finest and most complete golf facilities in Eastern U. S. Included in its golf center are: an 18-hole lighted miniature course; an 18-hole lighted pitch and putt course (holes average 80 yards in length; greens average about 5000 square feet) along with a 50-tee lighted driving range; an 18-hole regulation length golf course and an additional 9-hole regulation length layout on which construction has been completed and will open for play this year.

When recently commenting on Tanglewood's golf operation, Roger Warren, assistant manager, made the following observations:

- Sixty per cent of the play on the Par-3 course is at night. From a revenue standpoint, the Par-3 course is a very profitable operation. 18,000 rounds were played in 1964 for a gross income of \$26,000.

- In order to reduce operating costs on the 50-tee lighted driving range, Tanglewood has a flexible lighting system. All, or half the lights may be used, according to need at a given time.

## 10,000 Square Foot Greens

- In its regulation length courses, Tanglewood has spared no expense in obtaining quality in design, construction and maintenance. Greens on the existing 18-hole course average 10,000 square feet; on the new additional nine, 8,000 square feet. These large greens enable Tanglewood to use many pin positions on any given green, difficult positions for tournament play and relatively easy pin positions for regular play.

Tanglewood's gross per car has been \$1,000 per year for the last three years. Its operating costs for the same three-

year period has been \$400 a year. This includes depreciation, electrical service, car repair, labor to operate cars, and insurance. One additional expense involved in the car operation has been the construction of asphalt car paths. But profits from the cars quickly paid for these costs.

## A 12-Month Operation

Tanglewood's golf courses are open 12 months a year on a daily green fee basis. Green fees for the regulation length course: 18 holes — \$2.00 weekdays; \$3.00 weekends and holidays. For the pitch and putt: \$1.00 weekdays; \$1.50 weekends and holidays.

Included in the 1100-acre Tanglewood Park, in addition to golf facilities, are picnic areas, day camps, a summer stock theater, a swimming pool, riding trails and stables, vacation cottages, a modern motel and a lodge with a restaurant. Golf courses account for 20 per cent of the total park revenue.

## BUDGET FOR NEW NINE

Tanglewood's estimated cost for the 9-hole addition scheduled to open in the spring of 1965:

Clearing, grading—45 acres	\$ 4,500
Architect's fees	8,500
Tees	7,200
Bunkers	7,500
Landscaping	3,500
Irrigation (complete)	40,000
Fairway development	10,000
Rain shelters (2)	1,500
Fresh water development	1,500
Greens	36,000
Course maintenance until play begins	10,000
Lake (if developed)	4,500
Additional equipment	3,500
	<hr/>
	\$138,200

Related expenses for the additional 9 holes include:

Parking lot expansion (140 cars)	6,500
Golf car paths	13,365
20 additional golf cars	18,000
Shed for golf cars	6,000
	<hr/>
	\$43,865

end  
weed-killer  
confusion

use

*Mecopex*  
for Greens

*Mecopar*  
for Fairways

Confused by the great variety of weed-killers being offered? No need to be—just spray with:

**MECOPEX** the weed-killer proven safe for your bent greens (and bent fairways). Especially effective on clover, chickweed, knotweed and plantain.

**MECOPAR** the new broad-spectrum weed-killer for fairway use (even on blue grasses and bents). Controls common fairway weeds including dandelion, clover, chickweed, knotweed, plantain and many others.

End "weed-killer confusion"—simply apply **MECOPEX** and **MECOPAR** with any standard spraying equipment.



PEACE OF MIND PRODUCTS FROM  
**MORTON CHEMICAL COMPANY**

DIVISION OF MORTON SALT COMPANY

110 NORTH WACKER DRIVE • CHICAGO, ILLINOIS 60606

## **Court Denies Park Director's Right to Issue Range Permit**

By **WILLIAM JABINE**

An arrangement by which the park commissioner of the City of New York planned to turn over a 30-acre tract in a public park to a private corporation for use as a golf driving range with accessory buildings and parking space for a term of 20 years has been ruled illegal by the Court of Appeals of New York, the state's highest judicial tribunal. The matter the Court decided was whether the proposed transaction was the issuance of a revocable permit, which was allowed under the city's charter, or whether it constituted the making of a lease, which the charter did not permit the park commissioner to make.

Three taxpayers sought an injunction to halt construction of the driving range. The trial court granted the injunction, and on an appeal to the Appellate Division of the Supreme Court, second department, the three plaintiffs were again successful. The city then appealed to the Court of Appeals.

**Not A Revocable License**

The high court, as stated above, affirmed the decisions of the lower courts barring the driving range from the park, which was situated in the Borough of Queens. The vote, however, was close, 4 to 3. One of the judges filed a dissenting opinion.

The majority stated its position as follows: "We agree with the Special Term and the Appellate Division in their affirm-

*Bill Jabine, who writes the Legal Side of Golf, is a retired newspaperman now serving as an executive counselor for the state of Maine.*

ative answer to the only question presented: Was this a lease? We hold that as a matter of law and on its face it was a lease and not a mere revocable license or grant of a privilege or concession to do particular acts appropriate in a public park and subject to appropriate power in the commissioner to control the operation and revoke the grant at will.

Although the contract speaks of a 'license' and avoids use of the word 'lease' it contains many provisions typical of a lease and confers rights well beyond those of a licensee or holder of a temporary privilege. (Citation)

Some of these elements are: Exclusive use of a specifically bounded 30-acre area; a 20-year term; rental fixed at a percentage of gross receipts; and construction and repair by grantee at its own cost of extensive buildings, a large parking lot, fences, flood-lighting, etc. Since the property was a park impressed with a trust for the public it could not, without legislative sanction, be alienated or subjected to anything beyond a revocable permit. (Citations)

### **Difficult to Apply**

"The difference between a license and a lease is plain enough although in borderline cases sometimes difficult to apply. But even if there were a doubt about it in a case like this, it would be our duty to deny the existence of the power. (Citation)

"But we entertain no such doubts about this arrangement. A document calling itself a 'license' is still a lease if it grants not merely a revocable right to be exercised over the grantor's land without possessing any interest therein, but the exclusive right to use and exercise that land. (Citation) The only possible support for the city's assertion that this is a license only is found in the provisions as to control by the commissioner and his right to revoke.

"The controls are as to prices, time of operation and choice of employees, etc., rather strict and detailed, but no more than would reasonably be demanded by a careful owner as against a lessee for such a business use and for so long a term.

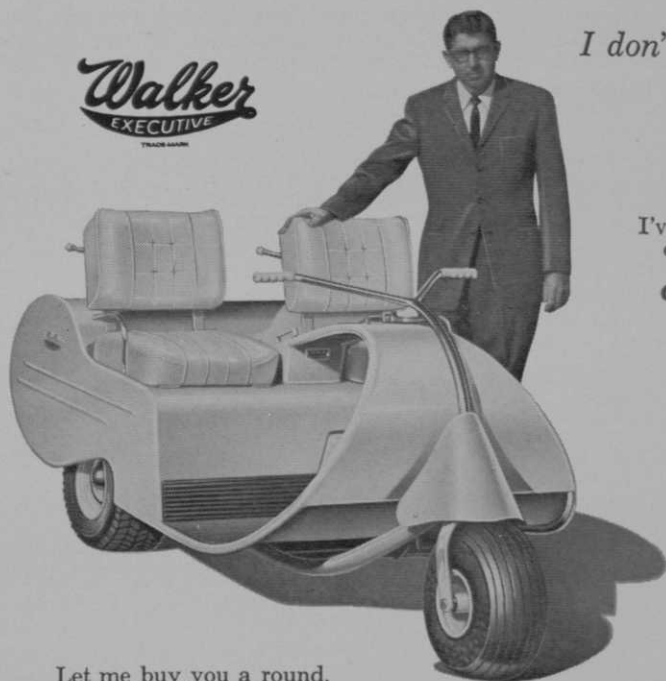
"As to termination, the agreement (besides provision for revocability for viola-

*(Continued on page 98)*



# THE NEXT ROUND'S ON ME

**Walker**  
EXECUTIVE



*I don't play golf anymore,  
myself.*

I've been so busy driving other people around in our Walker Executive Golf Cars that my game went to pot. But my Executives have been multiplying rounds for golf courses all over the country. This year, we've got a new electric model that goes up hills without a moment's hesitation.

Let me buy you a round.

See for yourself what sports car styling and contour seat comfort can do for your morale on that long back nine. Feel the smooth safe balance of the all-steel unitized body, suspended on an electrically-welded, tube-steel frame. Control this top Executive easily with one pedal and a tiller. Stretch your legs—there's plenty of room. Look behind you and see how easy the Executive has been on your precious turf. Get off, stand back and take a good look at the streamlined good looks.

I warn you...

After your free ride, you may not be satisfied until you have a fleet of Executives working for you on your golf course. It's happened that way many times before. That's why I'm so anxious to take you for a ride.

If I sell enough of these beauties, I can take up golf again.

## THE NEXT ROUND'S ON YOU, RALPH—

Ralph Kuhn, *Gato* Manufacturing Inc., Salina, Kansas

I'd like a free ride on the Walker Executive Golf Car on \_\_\_\_\_ at my club.

(APPROXIMATE DATE)

Please send me your free, full color brochure.

NAME \_\_\_\_\_ CLUB \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_

## **Extensive Restrictions Imposed on Developers of Los Angeles Course**

Owners of a tract of land located in a steep hillside canyon area south of Mulholland Dr. (Los Angeles) and north of the Beverly Hills city limits have been granted a restrictive permit for construction of an 18-hole course and clubhouse along with homesites. The rather extensive restrictions imposed on the proposed Beverly Drive CC were announced earlier this year by the Los Angeles board of zoning adjustments.

The land will require extensive grading to provide street access to the homesites surrounding the course on the north, south, and east. The course itself will be located on 78 acres of land-filled elevations.

The first of 15 conditions laid down are that Beverly Dr. will be improved by the developers as a through street to Mulholland Dr. Another street is to be improved to provide access to the site.

### **Only One Sign**

The only identification to be allowed is one sign in the vicinity of the parking area and clubhouse. The sign must not exceed 20 feet in size and be free of animated lighting effects.

Parking facilities must be provided for 500 cars and be set back a minimum of 20 feet from Beverly Dr. The roadway leading to the parking lot must be enclosed along the eastern side with an ornamental wall or evergreen-type hedge, 42 inches high.

Cars are to be delivered to members and guests by telephone or blinker system, as loudspeakers are strictly prohibited if the sound can be heard from adjacent residential properties.

Living quarters at the clubhouse are to be provided for no more than two employees. After construction is completed no temporary structures or tents may be erected, except within 500 feet of the clubhouse. A swimming pool is prohibited due

to the conditions that limit the lighting of the property and building. These provisions say all lighting must be directed away from adjacent residential property and no lights shall be provided for the tennis courts or practice putting greens after 9:30 p.m. No floodlighting is allowed on the driving range or course.

### **No Live Entertainment**

Club activities in general are limited between the hours of 7 p.m. and 2 a.m. except on Saturdays, Sundays and holidays. No live entertainment is permitted Mondays through Thursdays, except on the 15 social evenings permitted by law. Boisterous conduct is strictly prohibited and all operations are to be conducted in a conservative manner. The clubhouse and course are further to be strictly private. In no sense is the club to be operated as a commercial facility for the general public or as a nightclub, public restaurant or cafe.

There shall never be more than 600 dues-paying members and not more than 100 special memberships. In no event may there be more than 600 members on the premises in any one evening except on nine occasions when the club may hold socials with attendance up to 900. Philanthropic or local community service groups may only use the building and facilities six times a year for evening events when sponsored by a regular member. This limitation, generally, does not apply to daytime meetings.

Merchandise sold in the pro shop is limited to accessories for the sport. In addition, portions of the overall site may not be developed without approval of the zoning administrator. Owners are also to submit deed restrictions covering the homesites from other than single-family residential use for 25 years.

---

### **Golf Instructor's Guide**

National Golf Foundation, 804 Merchandise Mart, Chicago 54, introduced a *Golf Instructor's Guide* at the recent Dallas convention of the American Health, Physical Education and Recreation Association. The Guide was prepared by Ellen Griffin of the Foundation staff. Copies can be obtained by writing to the Foundation.