

Wilson runs rings around its clubs

(and all others, too)



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SEE that black ring? It's there to point out the flex-point on the shaft of a Wilson Staff wood or iron. Look at a full set of Staffs and you'll see that the ring is in a different place on each shaft. That's because Wilson individually matches each shaft to the weight of its club head to give you the same sweet "feel" on every shot. Most other club makers don't do this. In fact, no other club maker gives you as many stroke-saving improvements as Wilson. That's why Wilson Staff® woods and irons run rings around all other clubs.

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By **EDWIN P. RANKIN**
Executive Assistant to the President,
PGA Golf Equipment Co.

Manufacturer Tells Why Clubs Are

When consideration is given to the various and numerous processes that go into the manufacture of a high grade golf club, it becomes apparent that clubs are very reasonably priced. In fact, everything in the way of playing equipment sold in pro shops today has increased less in price than most commodities such as butter, milk, bread and other staples.

We refer to the tools of golf as clubs. Contrary to the popular definition of a club as a thing cavemen used as a weapon, a golf club is a very delicate instrument.

The average wood club used by professionals playing the PGA tour weighs from 13¼ to 13¾ ozs. That is relatively light considering the terrific shock a club absorbs upon striking a ball at the terrific speed a clubhead travels. Occasionally the clubhead doesn't hit the ball first, but rather strikes the ground. Yet, there is very little breakage of golf clubs even though they are delicate instruments that do the work of a hammer.

Why Price Is What It Is

A great number of people do not understand why a set of top grade wood clubs sells for approximately \$100. These people think of a wood club as being made up of only three parts — a head, a shaft and a grip. What they don't realize

is that there are 43 separate parts, put together in 90 operations. What makes a golf club a *good* golf club?

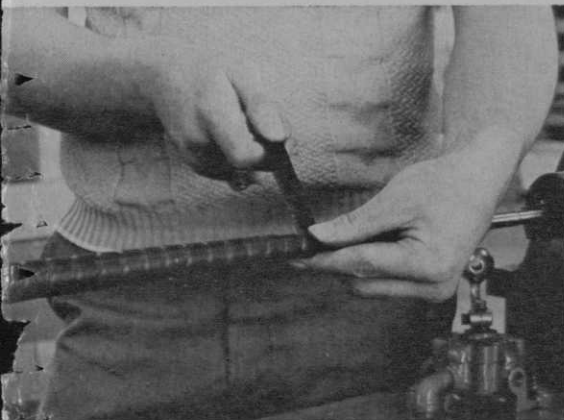
First of all, proper distribution of weight is basic. Each part must be exactly the right weight to make possible the predetermined overall weight of the club. To that end, a good manufacturer may weigh a club as many as 10 times during production. Constant inspection takes place from the time production of the club is started until it is placed in the shipping container and started on its way to the pro shop.

Little Tolerance

If every part of a club is not right all sorts of things can happen. If the shaft is cut only ¼-inch too short, the swing weight will be two points lower than it should be. If the head weight is 1/8-ounce too much, the swing weight will be one point higher than it should be, or vice versa. An additional 1/32-inch diameter in grip size decreases the swing weight of the club one point.

The head of a club must be bored exactly. If the bore is the least bit off, the club is not basically a good one. I feel that 56 degrees is the proper lie for a driver. The No. 2 wood should have a 57

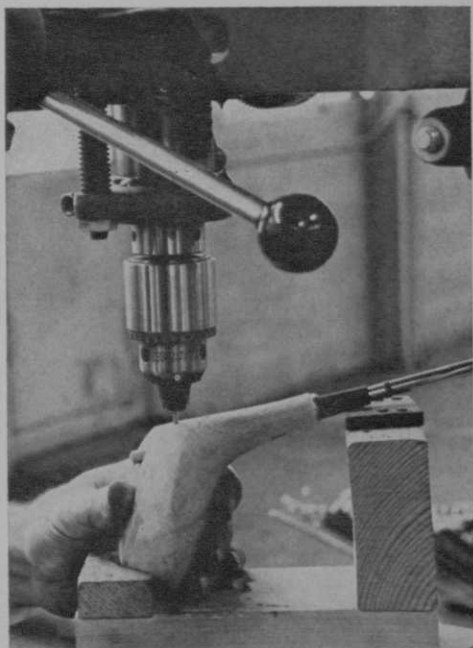
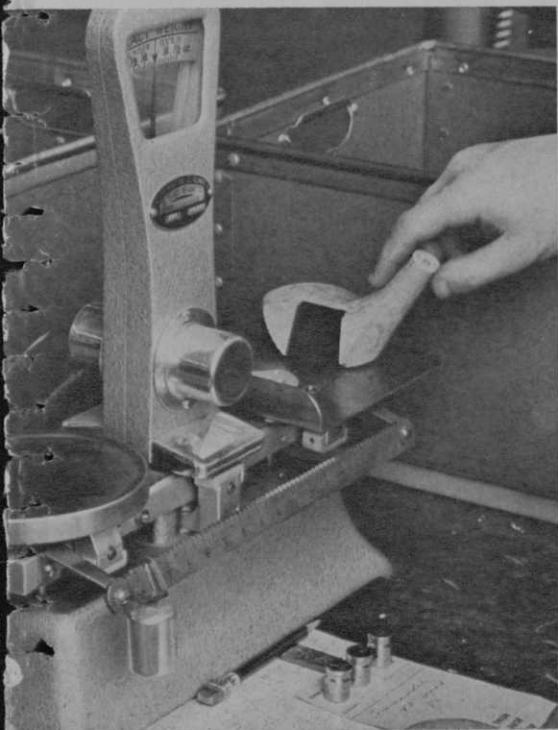
(Continued on page 102)



If there is the slightest variance in the grip size, a club will not feel nor play the same.

Properly Priced

Forty-three parts are assembled in 90 precision operations with quality always being emphasized



Boring of the head for proper face alignment can make or break a club. For the average player, the head should be bored to give a 1 to 1½ degree hook. This is because the high handicap golfer has a tendency to slice.

No chances are taken with the weight of a club. A manufacturer may put it on the scale 10 times during production.

Club Excise Burden Falls Heavily on Middle Income Group

Two memorandums prepared for the USGA by Dr. C. Lowell Harriss, professor of economics at Columbia University, and Lynford Lardner, Jr., USGA general counsel, strongly support the contention that the Federal excise tax on club dues discriminates against golf club members and greatly reduces the contribution that private golf clubs make to the country's welfare.

In his memorandum, Harriss reviews statistical evidence of Bureau of Labor statistics and the USGA that refutes the impression of club membership as a luxury and that the tax falls predominantly

If the federal excise tax on dues is reduced by Congress, the reduction probably won't apply to dues already paid, according to the USGA. Therefore, clubs may wish to suggest to their members that it is to their advantage to pay 1965 dues in installments.

on upper income groups. These figures indicate that more than half of club dues in 1960-61 were paid by people with incomes under \$10,000. In addition the excise tax falls unequally in relation to income not only from one income group to another, but even more so within each income class.

Dues Are Low

Harriss points out that from 840 replies to a USGA questionnaire, it was determined that nearly two-thirds of the clubs charged dues of under \$300 a year and only 10 per cent charged \$500 or more. The average spending subject to club dues tax was \$250 (including initiation fees, special assessments and locker rentals). The conclusion Harriss reaches is that "for some people club membership may be a luxury — but not by any means for all."

Lardner in his memorandum emphasizes (like Harriss) that a 20 per cent tax on clubs is largely a tax on sport and recreation, even health. Its discriminatory effect is causing financial difficulties at many clubs and has led some clubs to disband. The memorandum reports that in a USGA survey, more than half the clubs stated they were operating at a deficit.

Half Are Small Clubs

Lardner emphasizes that most private clubs (over half) have only nine-hole courses, which are principally located in small towns. He estimates that there are 3.4 million club members, which means the average dues tax paid per member is approximately \$20, indicating that the average dues are \$100. This is a further indication that the vast majority of golf clubs are within the means of the middle class.

The memorandum states private golf clubs are substantial employers of unskilled and youthful workers, "two categories currently presenting serious unemployment problems throughout the country."

Deters Building New Courses

The USGA counsel says the effect of the dues tax constricts existing clubs and also deters the establishment of new clubs. Calling for a neutral tax policy toward clubs, Lardner concludes, "The USGA does not ask for special treatment for club dues . . . but . . . large club dues tax is an excessive burden to the vast majority of clubs, which are modest operations and continually find themselves in financial difficulties."

Clubs for "Golf House" Museum

Clubs used in Ken Venturi's win in the 1964 USGA Open and Jack Nicklaus's two National Amateur triumphs have been presented to the golf museum at "Golf House" in New York City. Venturi donated the driver he used from the start of his pro career and put away after the PGA Championship last summer. Nicklaus gave the USGA a 9-iron he used in the 1959 Amateur and the driver he used in winning the 1961 title.



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SINGLE KEY CONTROL

An Alameda Muniy cashier doesn't have to worry about registering the wrong amount . . . He hits one button and a pre-set key takes care of the complete fee transaction

One of the busiest courses in the country has simplified the control of green fees payments for its 600 daily golfers who play two courses.

Now, when a golfer purchases a green fees ticket — whether it is a daily, a Sunday or an after 3 p.m. ticket — the clubhouse clerk at the City of Alameda Municipal GC merely hits a single key on a cash register. The total and the ticket are automatically and correctly priced.

As a result, players not only receive their tickets in half the time it used to take, but the course maintains effective daily management controls which add up to a foolproof monthly audit.

"This has been achieved," explains the Alameda GC manager, Max McMurry, "through adaption of a relatively new cash register feature. Each multi-digit



Eight types of green and reservation fees, monthly passes and locker rentals are pre-set on Alameda's NCR machine. When key is depressed correct amount is automatically registered for any of these charges. Accumulated totals of different items are shown below cashier's hand.

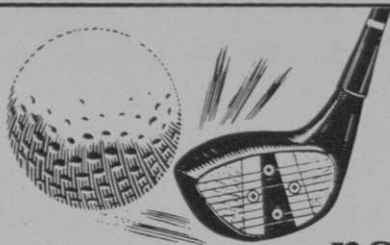
amount, representing one of our regular fees or charges, is pre-set into separate motorized keys. This way we make only a single-key entry for each individual transaction."

Don't Look Up Charges

"With our new system," McMurry continues, "our cashiers no longer have to pause to look up fee charges. They no longer run the risk of inserting the wrong amounts in keyboards. They just find out what the customer wants and depress one key which sets up the whole transaction automatically."



A busy course like Alameda Muniy has to have an efficient system for registering fees. It accommodates an average of 600 golfers daily on its two courses. According to Max McMurry, manager, as many as 800 players have used the layouts in a single day.



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Auditing is easy here. Mrs. Frances Bonstin of the city auditor's office records accumulated totals for the eight charge categories, multiplies them by pre-set prices and the audit is complete.

The machines are NCR pre-set amount registers. The newer units replace conventional machines previously used.

Handles Fees, Passes, Rentals

The Alameda Municipal course takes in approximately \$25,000 a month. This includes three types of green fees, three different types of monthly passes, and the locker rentals and reservation fees.

In the past, these eight different items had to be balanced each day. The number of customers playing on monthly passes (three different types: \$9 for weekdays only, \$11 for anytime and \$6 for Juniors) had to be separated along with locker rental totals and reservation totals.

"If the clerk accidentally indexed the wrong green fee or pass, we'd have to spend hours locating the error on the paper tape," says McMurry. "Then too, we'd have to clarify the errors when the monthly audit was made. Now we're avoiding all that detail work."

With the new pre-set register, the amounts for these eight different items are pre-set into the machine. Thus, when a daily green fee ticket (\$1.75) is purchased, the clerk hits that button. The sale is simultaneously added to the cumulative daily green fee total.

Quick Daily Control

"We not only eliminated the possibility of indexing the wrong amount," explains McMurry, "but, at the end of the day, we merely subtract the eight item totals for yesterday from the new day's accumulated totals and we have our daily revenue control."

At the end of the month an accountant from the city auditor's office records the accumulated totals for the eight categories, multiplies them by the pre-set price and the audit is complete. The accountant then sets back the item totals to zero and foolproof accounting is under way for the next 30 days.



The pre-set register also allows for "free" key indexing of amounts, if necessary. For example: Since locker rental and reservations are 25 cents each, a customer might ask for four reservations. Since the total is one dollar, the clerk does not index the pre-set one dollar amount because it will total as a green fee purchased after 3 p.m. Instead, he will index reservations four times, and then index the amount of one dollar.

"By using pre-set amounts, we are able to maintain effective management control while simplifying the job for our clerks," says McMurry. "At the same time, since we are taking city money, we have as near foolproof a system as is possible."

Musser Talk in Type

A talk prepared by H. B. Musser for the recent Mid-Atlantic turf conference has been set in type and is available at a cost of 75 cents from the National Golf Foundation and Pennsylvania State U., State College, Pa. It covers course specification work done by Musser for the American Society of Golf Architects.

VE IN BANKING—

Why so many fleet-owners make such a tidy profit . . .

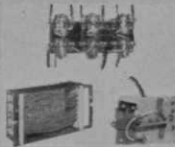


with Harley-Davidson golf car fleets

Sure, you won't see many golf cars at your local drive-in bank. But, you will see more fleet-owners of Harley-Davidson cars at the deposit window than of any other make. Harley-Davidson electric and gas powered golf cars stay on the course earning profits — stay out of the repair shop. Nearly 700 local Harley-Davidson servicing dealers are added assurance against costly down-time, and loss of rental-profits. Your profits are at stake if you fail to investigate Harley-Davidson before you buy one more golf car, or one more fleet. Phone your local Harley-Davidson dealer for a demonstration on your course, or write Sales Manager, Golf Car Division, Milwaukee, Wisconsin 53201.



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Love: Pro's Best Friend May be a Word-Finder

More precise expressions are needed to remove the communications barrier between teacher and pupil, says Charlotte professional

By JOE DOAN

- A teaching professional should stay on the lesson tee for only as many hours a day as his enthusiasm holds out;

- No attempt should be made to teach the pupil in the image of the instructor — the pupil should be studied in the light of his physique, temperament and athletic agility, and his swing fitted accordingly;

- One phase of the swing should not be overemphasized if it can be avoided — best results come in trying to get the pupil to think of the swing in terms of a whole and unified motion;

- The language of golf teaching needs to be improved — there is too much groping for the right explanations on the part of the pro, and too much groping by the pupil for what is specifically meant by the phrases the pro uses;

- Every lesson should be undertaken with the idea that the pupil not only is there to learn, but is capable of teaching the pro something new.

The above five points sum up to a large extent the teaching views of Davis Love, Jr., the intense young professional at Char-



Dave Love

You have to have enthusiasm.

lotte (N.C.) CC who, even though he is only a few years removed from the apprentice stage, already has solidly established himself as one of the most capable instructors in the Carolinas section.

Love has been a professional for no more than eight years. The first three of these he spent on the circuit. Then, he moved in as an assistant to Wes Ellis, now head pro at Mountain Ridge CC in West Caldwell, N.J. and for two years concentrated almost exclusively on teaching. He came to Charlotte in 1962 and although that meant assuming the responsibilities of a head pro position, Love hasn't allowed it to interfere with what he feels is the traditional and primary obligation of a man in his profession — teaching golf.

Complete Pro

"I try to be a complete pro," he says. "But I've pointedly avoided the temptation to become an inside man, a dry goods merchant, as sometimes happens to fellows in our business. I've been lucky to