

to increase your total by at least 33 $\frac{1}{3}$ % from your present Golf Car Operation

More revenue from week-day green fees!
More revenue from your pro shop!
More revenue from food and beverages!

Wishful thinking? Not at all! That one third increase in total revenue is based on *proven* results, not guesswork. And you can get results like these with the remarkable PAR PONY PROFIT PLAN. It's much more than just another golf car rental program. The PAR PONY PROFIT PLAN is designed to increase your traffic when you really need it—on weekdays,

Monday through Friday. But the plan does even more than increase revenue from green fees. It will increase revenue from your pro shop, food and beverages, too. A metropolitan area golf course using the Par Pony program proved it successful by enjoying a substantial increase in total annual revenue.

**To see how your profits can grow,
fill in the space below! It takes just 30 seconds!**

1964

1. Your average green fee price _____
 2. Total number of green fees last year _____
 3. Number (1) times (2) equals _____
- TOTAL \$ _____

1965

1. Your average green fee price _____
 2. Total number of green fees last
year _____ plus ($\frac{1}{3}$) increase* _____
- YOUR TOTAL REVENUE FOR 1965 _____

Compare 1965 to 1964 and you'll see the increase at a glance . . . Then add $\frac{1}{3}$ increase in pro shop revenue and in food and bar and you're really making money!

*Based on actual results of Par Pony Profit Plan.

**GET ALL THE FACTS
—MAIL COUPON NOW!**



AMF WESTERN TOOL, INC.
Subsidiary of American Machine & Foundry Co.
3811 McDonald Ave., Des Moines, Iowa 50302

AMF WESTERN TOOL, INC., Golf Car Division GO-3
P.O. Box 357, Des Moines, Iowa 50302

Yes—I want more revenue in 1965! Send me complete information on the Par Pony Profit Plan and Par Pony Golf Car.

Name _____

Golf Course _____

Address _____

City _____ State _____

Holes on the pitch-and-putt range from 25 to 60 yards. Greens are 1000 to 1500 square feet. Rubber mats and rubber tees are furnished. There is however plenty of good turf on the tees for those who want to hit chip shots from the ground.

All holes are par three, although the experienced golfer is aiming for the pin, not just the green, on his tee shot.

Imperial Golf Courses is the brainchild of H. Robert Gimbel, home builder who describes himself as "local duffer." He saw a similar operation at American Golf Club near Coral Ridge, Fla. and decided something like it was needed in the North. As far as he knows the Mansfield course is only the second of its kind. A third is under construction at Galion, Ohio, 14 miles west of Mansfield by a group that has adopted Imperial's idea.

Tee in the Sand

One of the features of the Galion course is the use of several alternate tees in sand traps where the "tee" shot will be a blast with a sand iron.

Both the Imperial pitch-and-putt and its accompanying big brother have been open three years. Construction started in July, 1961 and the course opened the following June. Carl Kushin, a close friend of Gimbel's and one of the original planners, gave up his standing as a top local amateur and became professional.

Construction of the pitch-and-putt course ran about \$7500, with another \$4500 for lighting. All work was contracted out. Lighting is around the perimeter only but is arranged to provide a total absence of shadows. There are eight poles, with 38 fixtures of 1500-watts each. The electric bill runs around \$200 monthly during the summer when the course is open until midnight. In the spring and fall, hours are adjusted according to the weather.

Covers Two Acres

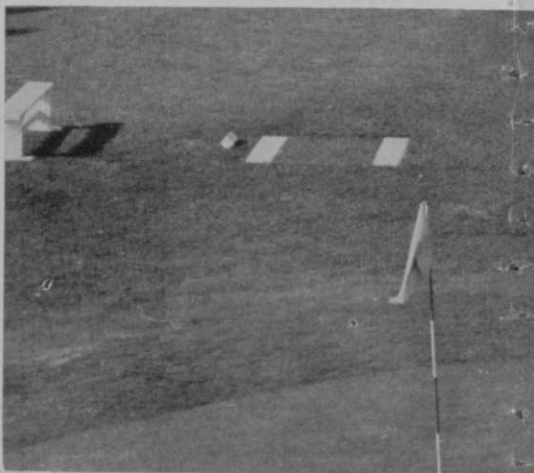
The course was built on two acres that were originally flat. No dirt was removed. Greens were built up from top soil skinned from a neighboring housing development, and in the same manner as if they were being built for a regulation course. The only exception was the omission of

tiling and layers of gravel or other "padding" at the base. All greens were seeded with Penncross bent.

The large size of the greens permits varying pin placement. Gimbel says the greens have not shown wear even in the hottest weather or during the heaviest play.

50-Cent Fee

Fees for the pitch-and-putt is 50 cents July, 1961 and the course opened the following nine holes with a special midweek daytime rate of 25 cents for each additional nine. A \$1.50 fee is charged for all day play seven days a week. Season memberships to the two Imperial courses are \$70 for men, \$60 for women, \$120 for man



Tees at Imperial are only a few steps from the green. They are made of rubber, but player can tee off from turf if he cares to.

and wife and \$25 for each child in the family. Junior single membership is \$40.

Business for the pitch-and-putt comes from all classes, says Kushin. "We get couples on dates, parents with youngsters, and serious golfers who want either practice or a fast skin game." One iron, a putter and one ball are furnished with each green fee. A nine iron is given unless the player requests some other club. Serious golfers, of course, bring their own equipment and usually play with either a wedge or a chipping iron.

Kushin says many regulars who finish

(Continued on page 134D)

PROFIT WITH THE PRODUCTS GOLFERS WANT

Knitted Club Sox

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

Men say knit Club Sox are the handiest head covers! Women say they're the handsomest! You'll find they're both right . . . for Club Sox slip on and off clubs easily, tuck into pocket during play . . . and, they're dapper in design, with jaunty trimming. Why not order fast-selling Club Sox now for YOUR golfers . . . 17 favorite colors, all fully washable. In 100% Creslan® acrylic. Delivery any time you specify — packed bulk any assortment, bagged in sets . . . or gift-boxed.

STYLE 5002 Club Sox features narrow stripes to indicate club number. (Sug. Retail, \$1.75 each.) STYLE 5004 is knit-lined; has actual numerals. (Sug. Retail, \$2 each.)

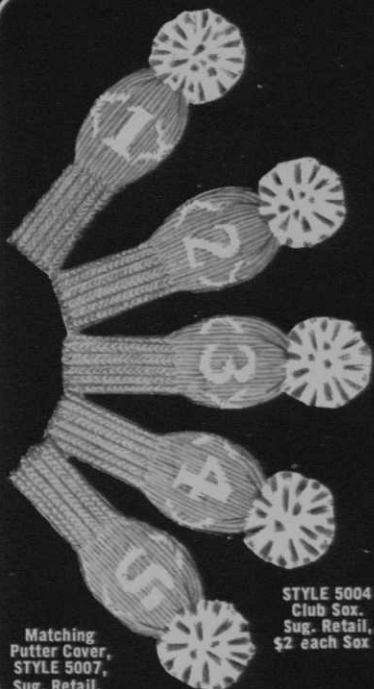


Matching Putter Cover, STYLE 5006, Sug. Retail, \$1.25

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



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



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

RELIABLE

Knitting Works, Milwaukee, Wis. 53205

WRITE FOR BRAND NEW, 12-PAGE, FULL COLOR CATALOG ON RELIABLE'S PROFIT-MAKING GOLF ACCESSORIES.



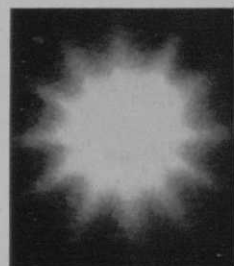
Aisles Crowded at PGA Merchandise Show

More than 900 pros and their guests kept the aisles crowded during the PGA National golf merchandise show, Jan. 27-29, at Palm Beach Gardens, Fla. A total of 162 booths were occupied by 102 companies in a show that was considered the best yet by people who came to buy as well as those who exhibited merchandise. All agreed the PGA show chairman, Johnny Vasco, and his committee worked wonders considering the limited time they had to stage the event.



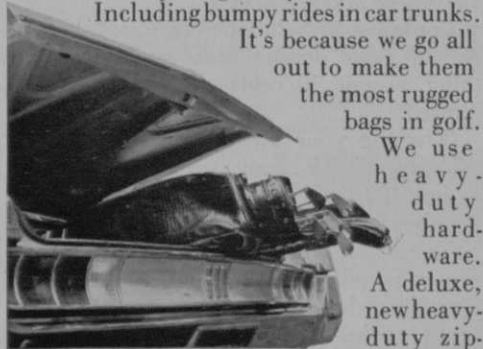
It was go, go, go for three days for both buyers and exhibitors at the PGA's Palm Beach Garden show. Here are three scenes that give you an idea of how bustling things were under the big tent.





Spalding's new golf bags can take a lot of _____.

Rain... sand... heat... cold... dirt. Even snow. And anything else you can think of. Including bumpy rides in car trunks.



It's because we go all out to make them the most rugged bags in golf. We use heavy-duty hardware. A deluxe, new heavy-duty zip-

per. Heavy-duty bumper rings at top and bottom cuffs. And most important, we lock-stitch heavy-gauge nylon thread at all critical wear points—including tops, bottoms and zippers.

We also go all out to make our bags practical. That's why the full-length umbrella wells. The exclusive, new Pivot-Point harness suspension. And the wide range of colors and styles.

Tell your customers how rugged and practical Spalding's new golf bags are. But don't tell them they're fashionable. They can see that for themselves.

SPALDING[®]

A. G. Spalding & Bros. Inc., Chicopee, Massachusetts



Pat Mahoney

... build up a complete inventory.

Put 20 Per Cent Back in Your Business

Half of Pat Mahoney's profits go right back into his inventory . . . This enables him to buy more and bigger and continue to snowball his take at Palo Alto Municipal

BY DON CURLEE

An old Scotch business philosophy is proving to be as solid as the foundations of St. Andrews for Palo Alto, Calif., golf professional, Pat Mahoney, who's a wee bit o' Scotch himself and doesn't mind admitting it.

Neither does he mind adding substance to the tight-fisted image of the Scotch as long as he can make it pay off in sales and profits for his pro shop at the Palo Alto Municipal GC.

The Scotch shrewdness that Mahoney has followed for more than 30 years — the past nine at Palo Alto — is simply this: Instead of taking 40 cents of every sales dollar for yourself, keep only 20 and put 20 back in the business. That 20 cents has multiplied over the years so that Mahoney now keeps an average inventory of about \$50,000.

Consequently, he merchandises like a person who doesn't owe anybody anything, except 20 cents of every dollar to himself.

"Owning your own inventory is a big advantage," Mahoney says. "You've got to buy it to sell it, and you've got to sell it to buy it."

Translated from modern Scotch that means you have to buy wisely to sell at a profit; when you do you can start the profit cycle over again with more merchandise.

SUDDENLY!

all eyes are on the

**1965 HOT-Z FIRST FLIGHT
GOLF BAGS**



Completely
restyled with
the same solid

QUALITY

First Flight[®]

FIRST FLIGHT COMPANY, CHATTANOOGA, TENN.
SOLD ONLY IN GOLF PROFESSIONAL SHOPS



100 Years of
Superior Craftsmanship
has earned their
National Reputation as
"Best in America"



65-11



Mahoney is the Mr. Inside and Mr. Outside of the Palo Alto muni shop. Catching customers coming and going is part of his success secret.



Mahoney believes every pro shop operator should observe the merchandising techniques of the department stores regarding display, price marking and customer service and follow them closely. "They've studied merchandising thoroughly and understand it," he says. "We can learn a lot from them."

But even Mahoney's Scotch aggressiveness is under some restraint. "I don't believe in gimmicks such as transistor radios and other give-aways," he says. "When people are in the shop I want them to think about their golf needs and their games without distraction from unrelated merchandise and premiums. Besides, you can buy wrong on novelty items and get stuck with them."

But Pat, as nearly everybody calls him, is a teacher, too. He knows from years of experience that the relationship developed between a teaching pro and his pupils should be a deep and lasting one. If it is, the pupil is likely to keep returning to his pro for his golf needs for a long time.

That relationship, Mahoney believes, is based on the pupil's confidence in his pro, and that usually hinges on a good fitting

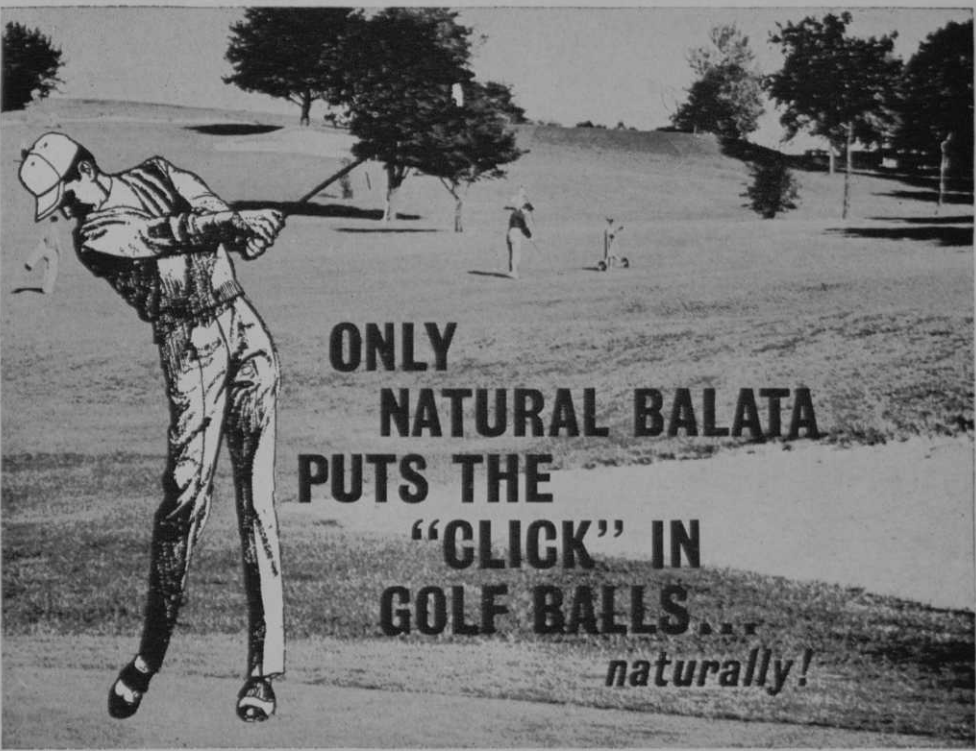
with reliable clubs. He spends a lot of time making sure that his pupils and other customers are fitted properly. He insists that his assistants take as much care in this process as he himself does.

He refers to a statement credited to Tommy Armour to the effect that clubs are the only part of improved golf that can be sold to the golfer, and he reasons that they should be expertly fitted to bring the greatest satisfaction.

Competition Down the Street

"Specialized fitting by the professional is the only thing we have to offset the department stores and the discount houses," Mahoney says. Two large discount houses have been operating within easy shopping distance of his pro shop. But his business has been increasing comfortably every year.

Public relations, Mahoney believes, is a solid source of income and he practices it religiously. To him it is synonymous with public exposure. His service and civic club memberships fill the bill as public relations, but he admits that participation is also for enjoyment and relaxation. "People get to know you in these organizations and they turn to you



**ONLY
NATURAL BALATA
PUTS THE
"CLICK" IN
GOLF BALLS...
*naturally!***

natural balata . . . the original golf ball covering

Listen for the identifying "click" when your club meets the ball! This sound tells you your ball is covered with Natural Balata, a refined and processed kind of rubber, known for its toughness and high abrasion resistance. No synthetic material developed by modern scientific methods has duplicated the "click" of Natural Balata.

For over forty years Hermann Weber has been supplying golf ball manufacturers with Natural Balata in vast quantities . . . enough to cover some hundred million golf balls. And there's plenty more where that came from! We operate two processing plants and maintain a revolving inventory of finished refined Natural Balata.

Next time you buy golf balls,
be sure they're covered with Natural Balata.



HERMANN WEBER & CO., INC.
76 BEAVER STREET · NEW YORK, N. Y. 10005
Telephone: Whitehall 4-5937

Students at the seventh West Coast PGA business school, held in the Jack Tar Hotel, San Francisco, Feb. 8-12, listen to panelists discuss club fitting. (Inset) Ken Venturi talks golf with Lyle Wehrman (l), school director, and Gene Mason, while waiting to speak at opening day session.



for their golf needs eventually," he says.

Those he can't reach personally he tries to influence through advertising, in which he has substantial confidence. He feels that newspapers reach the ever changing, always expanding population within the shopping range of Palo Alto Muni. Circulation of the Pal Alto daily newspaper is about 150,000. He advertises special purchases, leader lines and club model changes. A series of small reminder ads are run just before Christmas each year, but the ads at other times are larger, perhaps a fourth of a page. He sets aside a specified amount at the beginning of each operating year for advertising.

Inventory Control System

Inventory control gets careful attention. "As new clubs are received they are entered immediately into our inventory con-

trol book," he explains. "When they are sold, part of the sales receipt is kept as a reference and then transferred to the inventory control book. This lets us see at a glance what merchandise is moving and what may be standing still."

Coded tags on every piece of merchandise serve the inventory control system, since the code number entered in the book reveals price and thereby, volume, for a given period — all at a glance. Theft is discouraged — or detected quickly, at least — through use of the tags. If an item doesn't show up in the "sold" column and isn't in the shop, theft is the only answer. Steps are taken at once to prevent a recurrence.

The tags give Mahoney and his assistants a constant reminder of the cost
(Continued on page 134B)