



Elegance
WITH PRECISION



Continental for 1965 alone in its classic look . . .

Unique in its luxury . . .

Built to the highest possible standards.

Custom made clubs . . .

Your choice of natural or ebony finish
on the woods.

ESCONDIDO, CALIFORNIA • CHICAGO, ILLINOIS
TRENTON, NEW JERSEY • VANCOUVER, CANADA



Golfcraft, inc.

FOR THE NEWEST

5 ways to get a new grip on golf glove sales

Here is how the new **Edmont Super-Grip** golf glove and merchandising support will help you build pro shop traffic and boost your sales and profits:

1 The Super-Grip Tee-to-Green Sweepstakes.

One of your customers could be the winner of an exciting, one week paid vacation for two at the Dorado Beach Hotel and Golf Club in Dorado Beach, Puerto Rico. In addition, there are 20 other prizes of complete golfing wardrobes (slacks, shirt and jacket).

You can win, too. If one of your customers wins, you get a complete Edmont Super-Grip counter merchandiser, free. Almost \$100 in merchandise. All you have to do is sign customers' entry blanks when they bring them into your shop.

Entry blanks will be in the full page consumer ads, and attached to a counter card display of the ads. Entry reminders will also be included in every Super-Grip ad.

All you have to do is sign your name in this pro shop traffic building promotion.

Get a new grip on your game



Get more positive club control for greater accuracy and longer shots... with the Edmont Super-Grip golf glove. Makes the club feel like it's part of your arm. A longer-lasting, too. The Super-Grip is tough. All glove areas are triple-stitched. And washable. When the glove gets soiled, throw it in the washer (try that with leather). Won't crack or soften. Never loses its shape. Always stays soft.

For easy on and off. With strap has a handy, non-slip ball marker... for more funching for holes.

The Super-Grip is cool and comfortable. Double hand

movements help circulate air through the mesh back and impregnated palm.

To see, buy one today! \$17.

At your pro shop in heavy and

women's sizes and assorted colors

for right and left hands. New

to professional institu-

tions. The Edmont Super-

Grip is the best way to get

a new grip on your game.

Look for this display, and

ask for the Super-Grip by name.

Win a Caribbean Golfing Vacation in the Edmont Tee-to-Green Sweepstakes!!! Nothing to buy.



Just fill in the entry blank and have it signed by your pro shop. Grand Prize is a week's vacation and golfing vacation for two at the Dorado Beach Hotel and Golf Club in Puerto Rico. You'll get to Hawaii, and then on to Dorado Beach. We will send you and seven fun-filled nights in the luxury Caribbean... plus \$100 and money for green fees and incidentals.

20 additional prizes, too. You can win a complete golfing wardrobe (slacks, shirt and jacket). Your odds: All entries must be postmarked by midnight, Aug. 31, 1982. Employees of Edmont, their associates and families are not eligible.

Send your "Club Professional Sign this entry blank" to the

Edmont Sweepstakes

Yes, enter my name in the Edmont Sweepstakes!!!

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PRO SHOP _____

DATE _____

Signature _____

This full page ad will tell the golfing public about the Tee-to-Green Sweepstakes. It will appear in the April 26 issue of SPORTS ILLUSTRATED, and the May issue of GOLF DIGEST.



2 A Counter Merchandiser

that stops traffic and helps make sales. Displays 2½ dozen Super-Grip gloves in self-selling packages.

3 The Best Profit Margin.

The Edmont Super-Grip retails for \$3.00. Gives you a better profit margin than any other glove. You also get one glove *free* with every merchandiser you buy.

4 National Advertising Support

with 4 ads in SPORTS ILLUSTRATED, and 3 ads appearing in GOLF DIGEST. And these ads pre-sell the Edmont golf glove *only*, not as part of a larger golf equipment line.

Sports Illustrated

GOLF DIGEST

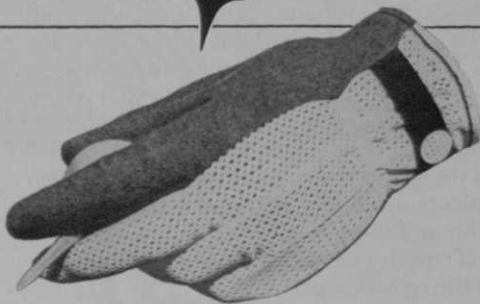
5 The Edmont Super-Grip Golf Glove.

The only new golf glove on the market today.

The patented fabric palm never loses its grip...wet or dry. Stays soft, always.

And, the Super-Grip glove is cool . . . long-wearing . . . washable.

In men's and women's sizes for



right or left hands. Choice of colors. Displayed in self-selling packages, and pre-priced at \$3.

Boost your sales and profits with the Super-Grip Tee-to-Green Sweepstakes. Contact your wholesaler for details. Or, write Edmont Inc.

What the Pro Can Do to Improve Sportswear Sales

Shops that do a big volume in slacks, shorts, blouses, etc. concentrate on four important factors . . . They are outlined for you in this article

By **JACK LUST**

Sales Manager, Di Fini Originals, Inc.

From time to time I hear from the conservative professionals, who I visit in my travels around the country, "I am running a golf shop, not a haberdashery." Yet, there is divided opinion among them regarding the potential of the sale of hard goods (equipment) as opposed to soft goods (sportswear). Many pro shops do a substantial volume in soft goods, and every season the volume keeps growing.

There are now many pro shops in every section of the country that do a sportswear volume of from \$30,000 to \$50,000. This figure is about equivalent to the volume of an average specialty shop independently operated by a single owner with a full-time sales clerk. In addition, golf sportswear has become big business in the resort shops.

How to Become An Expert

I fully appreciate the feeling among many pros that their extensive experience and knowledge of golf equipment permits them to give expert advice to customers on clubs, balls, etc., thus resulting in

profitable equipment sales for them. On the other hand, many pros feel that slacks, Bermuda shorts, sweaters and blouses are a lot more difficult to properly present, fit and coordinate before they make a sale.

Naturally, everyone likes to buy from an expert. So, how does a pro become expert or half expert in soft goods. There is no magic formula. The average haberdashery clerk doesn't have to be the smartest guy around, nor does it take unusual training to properly use a tape measure or to accurately use a catalog. For the pro and his assistants to become professionals in sportswear, they need to know: (a) what to buy, (b) how to buy and keep records, (c) how to display and sell, and (d) how to fit and measure.

What to buy. Considering the experience of successful pros, I advocate concentrating on selling shirts, slacks, sweaters, shoes, rain jackets, gloves, socks, Bermuda shorts and blouses. Use less colors, which will give more sizes per item (with the exception of high fashion and exclusive ladies items where one of each may be adequate). Do this rather than spread the items stocked too thin, that is, having 12 pieces each of a different color. This is particularly important for the pro who is just starting out with limited capital. He cannot afford costly mistakes.

Local factors will determine what price range to stock. It is comparatively simple to find out about how much members spend for various items. Do not be unduly concerned about the price range of local department stores. They cater to a much wider variety of customers. Buy to expose club members to sportswear fashions that will make them look like golfers.

Set Up A Buying Plan

The main street stores (especially in smaller towns), simply cannot afford to concentrate on golf sportswear. Buy for members who are pacesetters. Bring new styles to the attention of fashion conscious members. Be sure the pro wears sportswear fashions. He is the No. 1 pacesetter. If the pacesetters are sold, others will follow.

How to buy and keep records. There are still some pros who take the easy way



Bobby Nichols —PGA Champion
and World Golf Tournament Winner

*"You Can Tell Your
Members These
Power-Bilt
Irons Are Great!"*

Who should know better than PGA Champion Bobby Nichols, winner of a national award for outstanding iron play!

Power-Bilt irons are Master-Matched for uniform swing feel. Each iron in a set, from two iron to nine iron, swings exactly alike permitting pin point accuracy on every shot. Take Bobby's word for it, and pass the word yourself, that the 1965 Power-Bilt irons are great!

**Power-Bilt
Golf Clubs**

HILLERICH & BRADSBY CO., Louisville, Kentucky



*Sold only by
Golf Professionals*

What is the fashion trend for 1965?

Jack Lust has listed some items that well-dressed golfers will be wearing this year:

☆ Women's fashions will continue along the narrower line (which shows the shape or lack of shape on women). There is a greater acceptance of culottes, skorts combinations and shirts with shorts combinations for the ladies.

☆ Paris fashion previews show the hem on all garments is rising 2/3 inches. This is good news for the pro shop. Most stores are not going to stock Bermuda-length but the shorter Jamaica-length shorts. This means the pro should have increased sales of Bermuda shorts.

☆ Men will be shifting to one pleat slacks or plain front (no pleat models). Pastel colors for both men and women will be strong again, with blue predominating.

☆ Stretch fabrics, successfully tested in ladies' sportswear, are available in men's slacks. But, thank heavens, they are loosely tailored like conventional slacks. For added comfort, men's slacks are also tailored with a built-in girdle, a wide rubber waistband.

Incidentally, men as well as women will sport a new fall color, intoxicatingly called *whiskey* (classically known as *Vicuna*).

out by simply telling a salesman, "Fix me up an order. Don't send me too much stuff." This is not really so bad if a person deals with a thoroughly competent and honest salesman. Obviously, selling sportswear to pro shops is now a full-time job. Therefore, the pro shop is going to be better serviced.

For the pro to take best advantage of this better service as well as to buy intelligently, the first prerequisite is to buy with a pre-determined plan. Establish a total budget that is based on all sportswear items sold in several previous seasons. Adjust goals in the light of past experience. Do not be afraid to stock up on hot items.

Place orders in advance to enable the manufacturer to process the order within his own estimated schedule. Successful store operators buy their spring sportswear during the previous fall or winter

This material is condensed from a speech given by Jack Lust to the South Central PGA Section at a meeting in Oklahoma City in February.

and their fall merchandise during the summer. Naturally, orders placed first are delivered first. This gives the pro a head start in sales by exposing members to new styles at the same time as the fashion stores, which means increased sales for the pro shop. Be sure to request a copy of each order in order to have proper followup.

Be Ready to Follow Up

When sending in special orders, keep them numbered and be sure to follow them up. It is good business at the height of the manufacturers' shipping season (May through July) to send in re-orders with second and third color choices as quick deliveries are made only from the stock currently on hand.

Purchase information entered in an itemized purchase ledger can be used for inventory control as well as for re-ordering purposes. Enter purchases by item on one sheet and the sales of the same item on an opposite sheet. Carry forward the balance for each new season. Establish a flexible breakdown for each item you plan to buy.

(Continued on page 132)

You share the profit... we take the risk—

RENT-A-FLEET

It really isn't much of a risk. We know from experience that a fleet of Walker Executives will speed play and multiply the rounds played on your golf course.

But how do you know?

Here's a good way to find out about this money-player at very little cost and with no risk at all.

ADVANTAGES OF RENT-A-FLEET

The cash outlay is small. The rent is low. You can keep your funds available for other club improvements, so the slow months won't drain your bank account. There is no risk and less trouble.

We take care of any major servicing. Naturally, under this arrangement, we share the profit with you. If you don't like this idea, we'd be delighted to sell you a fleet.

Make sense?



THE 1965 WALKER EXECUTIVE Gasoline or Electric

Add all-steel, uni-body construction and sports car styling comfort to all the other things you expect from a golf cart... and you have the Walker Executive... a real money-player.

Please send me complete details of the WALKER EXECUTIVE RENT-A-FLEET PLAN and your full-color booklet on the '65 model Executive Golf Cars—gasoline and electric.

NAME _____ CLUB _____

ADDRESS _____ CITY _____ STATE _____

MAIL TO: *Gato* MANUFACTURING, INC., SALINA, KANSAS



An authentic Spanish Colonial motif is carried out at the two-year old Tucson National club. It prevails not only in the clubhouse but in outlying casitas and the pro shop. Shown here is the ladies' lounge with a colorful overhead planter.

Hire Decorator to Carry Out Overall Design Plan

A professional should be called in to supervise a club's decorating or renovating project . . . Money is saved when this is done and members are always happier with the results

By A. R. GREEN

How can a club get the most for its money when decorating or redecorating? "It's simple," says Roy Granberg, A.I.D. "Consult a decorator and set up a budgeted program." Granberg has the credentials to discuss all phases of club decoration. As director of design for the contract division of Marshall Field & Co. of Chicago, Granberg has personally planned and supervised the interior direction of many country clubs throughout the U. S.

One of the best known and perhaps most impressively decorated clubs that Granberg has done is the Tucson (Ariz.) National GC. When owner and operator, William Nanini, sought to create the Tucson club and courses along with home sites, he decided to key it to the Spanish Colonial atmosphere of the Old Southwest.

Granberg went to work to design a comfortable club with an authentic atmosphere. Nanini did not permit the planting of palm trees, not native to the Southwest, and insisted that all telephone lines be underground so as not to destroy the illusion of old Tucson. Granberg, in like manner, often used fine, or original ma-

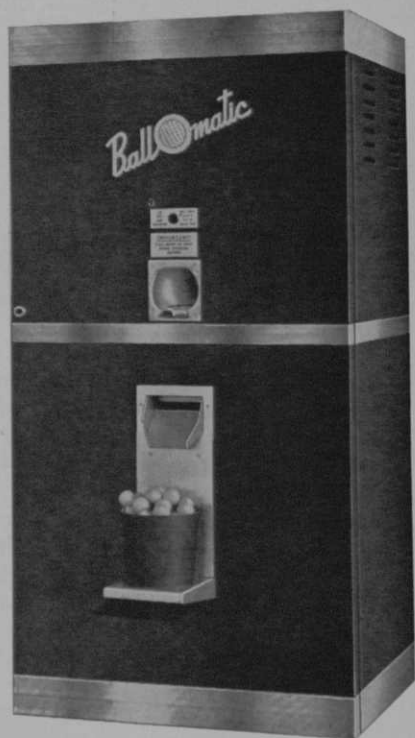
AUTOMATIC PROFIT-MAKER

- ★ CUT COSTS!
- ★ BUILD PROFITS!
- ★ CONTROL CASH!

with the
Ball-O-matic.
AUTOMATIC
GOLF BALL DISPENSER

*Club Pros and Range Operators
Hail Ball-O-Matic Dispensers!*

You save time, labor, space! You improve service by eliminating storing, washing, counting and dispensing thousands of golf balls each day! Add Salespower to your staff *without adding manpower to your payroll!* You get perfect, pilfer-proof *Cash Control*: every sale accounted for—every cent collected! And your customers will cheer Ball-O-Matic's fast, efficient service!



MODEL 2B

PURCHASE or lease PLANS available!

Two distinctive models to choose from—Model 2B; stores, washes, counts and dispenses balls quickly and accurately. The 3A; with 4,000 ball capacity, dispenses up to 360 balls a minute, *automatically!* Both models perfect for indoor or outdoor locations. Coin-drop or remote control, a model and price to fit your needs!

for full details, write, wire or phone

Ball-O-matic.
a subsidiary of Farmers Tool & Supply Corp.

5995 N. WASHINGTON ST • DENVER, COLO.
Area Code 303 - 292-1240

NATIONWIDE SALES AND SERVICE!



Drop shades are substituted for curtains in dining room so view of course isn't obscured.

materials such as leather instead of plastic. In addition, there were many specially made items such as the chandeliers in the dining room and lounges. All paintings came from Mexico.

In seeking to follow the architecture of the building, which is of a modified Spanish style, Granberg sought to make the club modern, attractive and liveable. The gold-brown patterned carpeting, for

example, in the lobby lounge and main dining room was designed to show the least sand and dust. Like all carpeting in the club, it was made to resist wear and to be cleat-resistant. There is no area of the club that is restricted to golf-shoe wearers during the day.

Modern Clubs Want Comfort

For most modern clubs, the comforts of home are what the members expect

Informal Fiesta Room at Tucson National runs heavily to red. Patterned naugahyde fabric is substituted for more expensive leather. Filigreed wrought iron chairs were chosen for their durable, Southwest look.

