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About half of the youngsters who were enrolled in the Lawrence County CC Junior program are shown with Pro Dick Grout, Mrs. Harry Fee, Mrs. Richard Englum and A. J. Bowman, club president.

*Dick Grout's Summer  
Program Outlined*

## **3- Phase Program Gives Junior Golfers Polish**

By HERB GRAFFIS

Lawrenceville, Ill., is a golf-minded community that has in Lawrence County CC a club that is much livelier than is often found in a town where the population is somewhat greater than 6,000.

The club's 1965 Junior program, directed by Pro-Manager Dick Grout and an energetic Junior committee, was based on the idea of not only educating the youngsters to be good golfers but to be good club members. The success of the program has astonished members who didn't believe that with two series of lessons and an examination, boys and girls in the 9-14 age bracket possibly would show so much golf interest and progress.

Attendance was around 70 at every class. As is the case in most well run Junior programs, women members of the committee were credited by the professional as being 99 per cent responsible for the school's being popular and effective. Perhaps Dick Grout is letting his modesty peek through, but most pros will agree that a Junior instruction program is never any better than the women members' enthusiasm for it.

### Stardom Not The Object

Stardom isn't the objective Grout has for his golfing youngsters. He and his members are more concerned with getting the kids to enjoy the social as well as the physical compensations of golf.

A letter was sent by Grout to Lawrence County CC members on June 3 in which the Junior program was outlined. It read:

Dear Parent:

A course of instruction in three phases will be offered boys and girls between the ages of 9 and 14 at the clubhouse, beginning June 18. Phase I will cover lessons on the rules, courtesies and fundamentals of golf.

Prior to moving into Phase II, a written examination must be successfully completed with a passing score of 75 per cent. Participants must attend at least two of the three scheduled lessons. Failure to pass the written exam, in addition to barring entry into Phase II, will preclude the use of

the course in the absence of immediate parental supervision. Although this may seem overly stringent, to reduce the examination to "rubber stamp" approval will defeat the purpose of the program.

Phase II will be devoted to general instructions on July 9-16-23, commencing at 9. Golf equipment, i.e., clubs, etc., must be furnished by the participant. This phase is not intended to supplant individual lessons from the pro, but afford a transition period from Phase I to Phase III. During this period, observation of the individual's talents will enable the teachers to categorize the participants in preparation for Phase III.

Phase III will consist of 16 holes of play, to be scheduled as shown:

Aug. 6 & Aug. 13 — 4 holes each to establish individual handicaps;

Aug. 20 & Aug. 27 — Tourna-  
(Continued on page 74)

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*To stay in the Junior program at Lawrence County CC, youngsters have to shoot 75 per cent, although some exceptions are made for the nine- and ten-year olds who, it is evident, give the test a good try. How would you make out on it? Nine Juniors scored 100 per cent; eight hit 96 per cent; 17 scored 88 or higher; three passed with 80s and another had a 76.*

1. When you finish playing a hole, should you immediately leave the green? Yes— No—
2. Does the rub of the green mean when a ball in motion is deflected by any outside agency? Yes— No—
3. What is the penalty for a lost ball? Stroke— Stroke and Distance—
4. What is meant by Match Play? Total Strokes— Total Holes—
5. Should you talk while others are making a stroke? Yes— No—
6. Can you ground or sole your club in a hazard? Yes— No—
7. Should you help your friend in the group look for a lost ball? Yes— No—
8. What is meant by Stroke Play? Total Strokes— Total Holes—
9. Does the term, through the green, include the putting green? Yes— No—
10. The size of the hole on the putting green is? 4 inches— 4¼ inches—
11. A ball is deemed lost after searching? 5 minutes— 10 minutes—
12. The maximum number of clubs you can carry is? 14— 15—
13. The weight of a ball is? 1.62 ounces— 1.68 ounces—
14. The diameter of a ball is? 1.62 inches— 1.68 inches—
15. When one has the honor, does he? Play first— Play last—
16. What is the penalty for a ball out of bounds? Stroke— Stroke and Distance—
17. Should you play until the players in front of you are out of range? Yes— No—
18. Should one count every stroke, even if he misses the ball? Yes— No—
19. Should you tee your ball in the rough, or in a bunker or a hazard? Yes— No—
20. Should you smooth out foot tracks and divots from a bunker? Yes— No—
21. Is casual water a temporary accumulation of water? Yes— No—
22. Does "Fore" mean that you should play with caution? Yes— No—
23. Is a bunker a hazard? Yes— No—
24. Is a road or path a hazard? Yes— No—
25. Should you carry your golf bag to the green and lay it down? Yes— No—

## Duplicate Equipment Sales Never Got off the Ground

**A** followup of a survey made by *Golfdom* about 18 months ago shows that sales of duplicate equipment, including clubs, bags, shoes, etc., probably aren't as large as they were early in 1964.

More than three out of four pros say their sales of second sets, spare bags and extra shoes have either remained the same as they were in the spring of 1964 or have slipped to a slight degree. But those who state that these sales are up, say they have increased quite noticeably — by from 10 to 15 per cent. This undoubtedly is an indication that pros who work reasonably hard at selling duplicate equipment find it well worth the effort.

Most pros who answered the survey questions, pointed out that the "second set in every golfer's locker" idea has never taken hold because it hasn't been advertised and promoted on a national scale by the firms that manufacture and distribute golf equipment. One pro may have best summed it up when he said: "I read an article in *Golfdom* last year about the potential market for duplicate equipment. It sounded pretty good to me. But I never saw anything about it thereafter. Apparently nobody got behind it."

Another pro, who estimates that about five per cent of his members, slightly more than a year or so ago, own two sets of clubs, expressed this opinion: "My efforts to get my players interested in investing in second sets and a second bag have been half-hearted at best. A few have been willing to keep their old clubs rather than trade them in, but I have never been able to sell even one new set as a second set.

### Big Scale Campaign

"Members who own two cars, and most of mine do, have never been conditioned to thinking about owning an extra set of clubs," this pro continues. "To condition them to this would take a big scale

promotion campaign, the kind that only companies that advertise nationally could put on. It would take a little time to convince golfers that there is an advantage to owning two sets of clubs and an extra pair of golf shoes. Maybe the manufacturers have thought about this and have decided it would cost them more to put on a campaign than they'd get out of it."

A pro at a club in the Washington, D.C. area, where an estimated 25 per cent of the members own duplicate equipment, 10 per cent more than a year ago, says that he is fortunate in having several golfers who belong to more than one club and, in a few cases, three or four. Four or five years ago, most of these people were lugging their equipment from one place to another when they played at different clubs. He was able to sell two or three on the idea of owning a set for each club they belonged to and thereafter others began to see the advantage of it.

### Spend It in Cab Fare

"Still," he says, "we and other clubs around town have people who will call and have their clubs sent across the city by cab at the cost of \$4 or \$5. If this happens very often, a person soon has the price of a set of clubs in cab fare."

At a California club where one out of four members own two sets of clubs, an extra bag and shoes, twice as many as only a year or so ago, the pro opines that it is because people apparently have more money to spend. "They're ready to buy," he says, "if we have enough sense and push to sell extra equipment to them. Don't forget the status angle, too," he adds. "People don't talk about owning second or third cars any more. But they have to talk about something they've got that maybe the other fellow doesn't own. Why shouldn't it be golf clubs?"

Approximately nine out of ten pros say that if second sets are pushed, complete and not broken sets should be sold. Most



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# Expect Christmas Sales Will Top Record \$3,200,000

(See Ad on page 41)

With Goldom's 12th edition of *Christmas Shopping at Your Pro Shop* again providing the nucleus of a vigorous nationwide drive for Christmas gift business, hundreds of professionals are making plans for a holiday sales campaign that promises to run far ahead of the 1964 record volume of golf gift sales.

Already, the Christmas Shopping catalog has been ordered by more professionals than in any previous year. In 1964, the more than 650 pros who used Goldom's gift catalog, reported that the promotion piece produced a volume of \$3,200,000 in addition to normal December sales.

When Goldom started the nationwide pro shop sales campaign in 1954, it was with the idea that millions of dollars were looking for places to be spent, and golf gift merchandise would provide answers to innumerable shopping problems. The hunch proved to be solidly founded. Many pros found that the Christmas Shopping catalog brought in a large volume of business from non-golfers as well as those who were players. Women, in particular, have long appreciated the help they get from the catalog in buying for persons who play golf. Another pleasant surprise has been the amount of apparel

that has been sold by pro shops, notwithstanding strong competition from other retailers.

## December Second Best Month

The Christmas Shopping catalog has helped build pro merchandising programs that compare favorably with Christmas gift sales campaigns of many other small and medium size merchants. The result is that December now is generally recognized as the second best selling month for many pros, and in some cases, the best month of the year.

An important advantage of the holiday sales campaign is that it liquidates a large percentage of the pro's inventory and puts him in a strong cash and credit position for the year that follows. Gift certificates, held by persons who receive them at Christmastime and used the following season, help to balance the pro's overall sales effort. They have been particularly valuable in recent years in stimulating the sale of clubs.

Another exciting development in the gift sales picture has been the huge increase in the sale of personalized golf balls to club members for use as Christmas gifts from their companies. Numerous pros report that it isn't uncommon for them to sell upward of 50 or 100 dozen balls to individuals representing companies that are interested in giving them as gifts.

September is not too early for pros to start soliciting personalized golf ball business. The ordering and imprinting process takes several weeks and because of the rush of Christmas business, manufacturers are forced to set an early November date as their imprint deadline.

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point out that the golfers themselves would want it this way. If a player has become accustomed to 14 clubs, they say, he wouldn't want to settle for perhaps two woods, seven irons and a putter for his alternate set. What is more, he would want both sets as closely matched or duplicated as it is possible to make them so he wouldn't have the feeling that he was switching clubs when he substitutes one set for the other.

A West Coast pro, who has had what

he calls "medium success" in selling second sets, remarks that from an economic standpoint it would be unwise to suggest to a golfer that his basic or primary set should contain 14 clubs, but that a duplicate set could be cut back to ten. "The first thing you know," this man says, "people would begin questioning whether they actually need 14 clubs. It might start a movement toward ten club sets with the result that eventually this num-

(Continued on page 60)

He's buying  
new clubs—  
thoughtfully.  
You'll make  
sure they fit  
him well.



But he won't get his money's worth unless  
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# Country Club Operating Costs Up 33 Per Cent In Ten Years

*Member's dues increased by 40 per cent and purchases and services by 26 per cent in past decade, says Harris, Kerr, Forster firm*

**D**uring the past decade, the cost of operating a private country club has increased about 33 per cent. For city clubs, costs have gone up 19 per cent. While these increases have necessitated upward revisions in dues structures and selling prices of club goods and services, total membership in city clubs is some two per cent greater today than ten years ago. Country clubs show a gain of about seven per cent.

The city club member has found that his current annual dues are about 31 per cent higher than they were in 1955. He is spending some ten per cent more for his food, drink, occasional lodging and other incidentals at the club. The country club member's expenditures have increased by about 40 per cent for dues, and 26 per cent for various purchases and services.

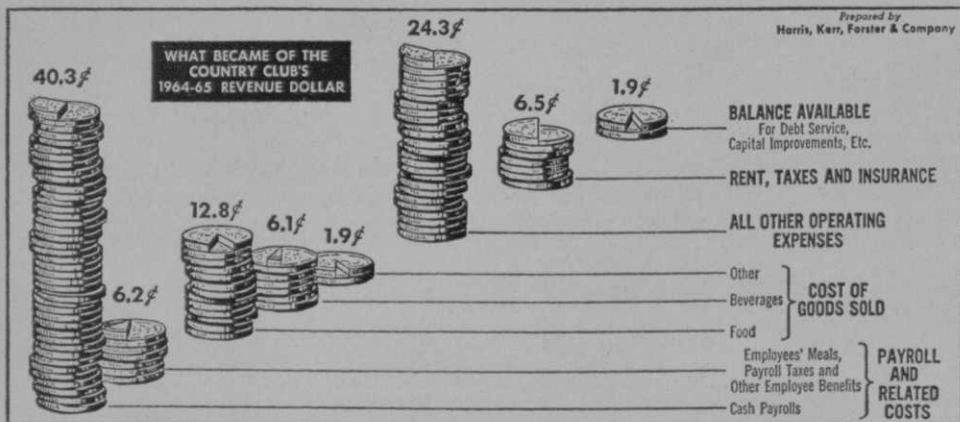
The greatest increase in expenses has been for payroll and related costs — up 26 per cent in city clubs and 41 per cent in country clubs. All other operating

costs have advanced by 13 per cent in city clubs and 27 per cent in country clubs.

## 100 Clubs Surveyed

These conclusions were developed by a recent national survey of the operating results of 100 selected clubs. These include 50 representative city clubs with an aggregate membership of 99,813, and 50 golf clubs whose memberships total 30,700. The survey, released under the title of "Clubs in Town and Country — 1964-65," was conducted by the national accounting firm of **Harris, Kerr, Forster & Co.**, and includes data from clubs with fiscal years ending through May 31, 1965.

Based on the sampling of the 50 city clubs, the accounting firm computed the average spending (excluding dues) per member at \$398 during the fiscal year of 1964-65. Of this, \$195 was for food, \$97 for beverages, \$44 for room rentals and \$62 for incidentals. Annual dues in city clubs averaged \$223 for regular





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members and \$84 for all other classes.

Revenue and dues income for the 50 city clubs totalled \$56.5 million during the year just ended, \$1.3 million greater than the previous year's total. Operating costs and expenses of \$54.2 million were \$1.1 million higher and the balance of \$2.3 million available for debt service, capital improvements and other financial charges, was up \$212,000, or 10.4 per cent. Of each dollar of total revenue, including dues, 96 cents was required to absorb the current year's operating costs and expenses.

The operating revenue per country club member averaged \$686 during 1964-65, with \$311 representing food purchases, \$164 beverages, \$72 sports activities and \$139 all other services. In addition, annual dues averaged \$424 per regular member and \$205 for all other membership classifications.

The current year's total gross revenue and dues income of 32 million dollars for the country club group exceeded last year's by \$977,000. But this gain was more than absorbed by an increase of \$1,055,000 in total operating costs and expenses. As a result, this year's balance of \$621,000 available for debt service, capital improvements and other financial charges, was \$78,000, or 11.1 per cent lower than the previous year. Payroll and other operating costs and expenses of country clubs absorbed 98.1 cents of each 1964-65 dollar of revenue including dues income.

One big item of expense encountered by country clubs, but not by city clubs, is the maintenance of golf courses. The 50 country clubs had a total of 1,017 holes of golf and their 1964-65 maintenance cost is placed at \$3,639 per hole, an increase of \$134, or 3.8 per cent over the preceding year. During the past ten years golf course maintenance costs have increased an average of \$1,060 per hole, or 41 per cent.

#### **World Amateur Matches**

A 16mm, sound-color film of the 1964 World Amateur Team championship, played in Rome, can be obtained from the USGA, 40 E. 38th st., New York, 10016.

## **USGH Encounters Problems in Northern California Area**

United States Golf Handicaps, founded about three years ago to establish handicaps for players who are not country club members and thus do not benefit from the services of the USGA and other golf associations, has filed a suit in the superior court of Santa Clara (Calif.) county against Sanford GC, Palo Alto, and the Northern California GA in an effort to have its handicap system recognized by these two organizations.

U.S. Golf Handicaps alleges that Stanford GC recently barred several players carrying its handicap cards from playing in a member-guest invitational, held at that club. USGH further charges that the Northern California GA has discriminated against it by invoking a rule that only rounds played on Northern California member courses are to be reported for handicapping purposes.

#### **Adopts USGA Compilation**

A year ago, USGH adopted the USGA system of computing handicaps. This is based on the lowest 10 of a player's last 25 scores. The USGA, according to USGH, takes into account rounds played on any course.

Bill Brown, pro at Riverside G & CC, Coyote, Calif., started and operates the USGH handicapping system which, in effect, covers semi-private and public course players. He is in a rather ticklish position since Riverside is a Northern California GA member club. However, both Brown and Riverside officials emphasize that the club has no stake in USGH affairs.

Brown says the suit has been filed to protect persons who have enrolled in USGH, and to spare them embarrassment such as they allegedly suffered in the Stanford GC tournament. USGH cards were accepted at this year's Lucky International Pro-Am and at the 1964 Almaden Pro-Am.

#### **Northern Michigan Field Day**

Northern Michigan turf field day, sponsored by Michigan State University, is scheduled for Sept. 14 at Traverse City CC. James Beard and Paul Rieke are co-chairmen.