

Gino Paoli is for golfers who still dress for golf.



Dressing in Gino Paoli is as mandatory for golf as whites are for tennis. Beautifully styled, Gino Paoli co-ordinates for men and women move with the ease and comfort of clothes designed exclusively for the occasion. At better pro shops at prices you won't mind paying, or write Gino Paoli, Active Sportswear Division, 1407 Broadway, New York, N.Y. 10018

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SIZING UP GOLFWEAR

continued from page 50

be prized by the golfer who has the daring to try the new.

Parker of Vienna also comes on strong for ladies too, with a three-piece outfit that includes a pink shell and a pullover striped at the v-neck in hot pink, white and burgundy—both are alpaca. And the really new touch is the hot-pink alpaca skirt—it's pleated.

Lemmer-Mayer also uses alpaca for a two-piece outfit including a short-sleeve pullover in pale green with jewel neckline and diamond motif in hunter green and white. The pullover tops a white alpaca skirt.

The luxury of cashmere is played up by the simplicity of design in the "Angus" cardigan by Pringle of Scotland. This classic cardigan is available in solid colors which have a softness that only cashmere can give to dyes. Pringle's knitwear is available to pro shops through Golfcraft, Inc., Escondido, California.

Damon has created a cardigan with real dash—an Italian double-knit with a blazer look. It's double-breasted and has four white pearl buttons for accent. This cardigan falls straight to the hips. The cuffs are hemmed rather than ribbed.

Israel shows its fine craftsmanship in a double-knit sweater by Duca that has a new feature—no vertical shoulder seam, one piece construction from chest to wrist. It is aptly called "Singleton," and comes in both cardigan and pullover styles. Duca's pro shop representative is Green Tee Associates, New York.

Colfax Industries presents Leonardo Strassi Italian-designed shirts with the new layered look, double-knit fronts, and jaquard patterns. One outstanding design features a low v-neck almost down to the hip band with a striped mock turtleneck insert. Another uses a fishnet front that creates the illusion of a v-neck sleeveless pullover with a solid short-sleeve shirt beneath it. Leonardo Strassi apparel is available to pro shops from Grant Robbins, Inc., Farmington, Mich. •



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the PGA show in Palm Beach Gardens**

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STAR OF THE PGA SHOW . . .



LOUISE SUGGS EXCLUSIVE PRO SHOP COLLECTION OF COORDINATED GOLF APPAREL

When you come to Florida for the PGA show, be sure to see the expertly designed collection of Louise Suggs golf apparel for women. It's ready for the spring/summer selling season on an exclusive basis to pro shops everywhere.

Begin a highly successful new year with this unique confined golf sportswear line of coordinated shirts, shorts, culottes and skirts. See the collection on display with . . .

Representatives:

PEDERSEN, Wilton, Connecticut
E. J. SMITH COMPANY, Charlotte, N. C.
GOLF MART, Birmingham, Michigan
GREAT LAKES GOLF BALL COMPANY
Oak Lawn, Illinois
WINTER DOBSON, Dallas, Texas

or write

LOUISE SUGGS PRO DIVISION
David H. Smith Company, Lynn, Massachusetts

For more information circle number 183 on card

Where custom clubs are king

From the 1890's to the present day, Spalding has been in the forefront of this highly skilled and exacting craft.

By ROGER GANEM

In the craft of custom clubmaking, few companies can boast the wealth of experience of A. G. Spalding Bros. Back in the 1890's, the Chicopee, Mass. company brought over Scottish craftsmen who produced the first clubs made in America.

Spalding brought over the great Harry Vardon in 1900 for an exhibition tour of the nation's courses to promote the game and the company's new golf ball, the Vardon Flyer. The ball never got off the ground in sales, because the new rubber-cored ball was about to be unveiled. However, the tour was immensely successful. Vardon played against the best players in the U. S., and lost only one time. He capped this by capturing the U. S. Open

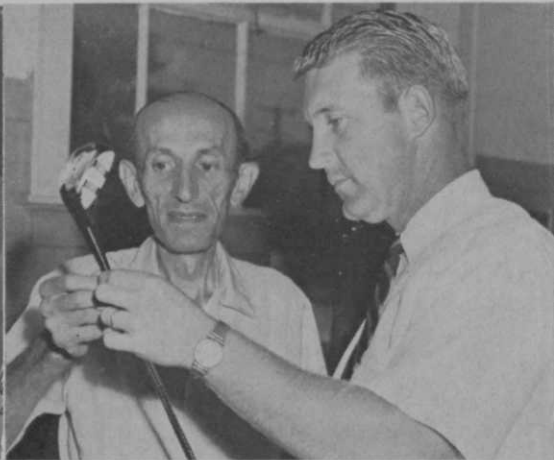
of that year with a score of 313.

Besides this pioneering promotion, Spalding is also credited with being the first company to introduce a matched set of clubs, and the first to put numbers on iron heads, banishing such terms as cleek, mashie, and niblick to the almost-forgotten dust of golf history.

Spalding's custom-built service incorporates all the contributions of a consultant staff that included Bobby Jones and J. Victor East during the formative years of the '20s.

Now managing this vital function is John St. Clair, known as 'Mr. Spalding' to everyone on the Pro Tour. John joined the company in November of 1926, three

Mike Albano, who has been shaping wood heads at Spalding for 33 years, shapes driver for Al Geiberger, below left. At right, he confers with Dave Ragan.





Tony Dembski, John St. Clair's valued assistant for the last 37 years at the Chicopee, Mass. company is shown above gripping a set of woods.

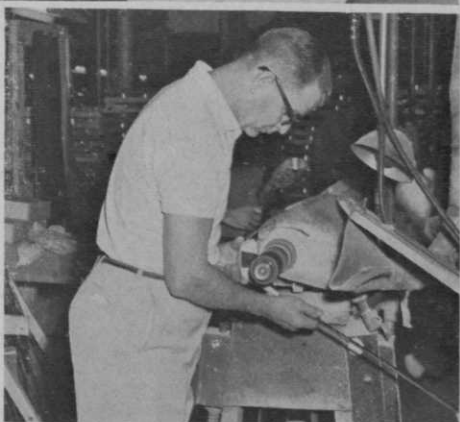
short months before GOLFDOM's birth in February of the following year.

At that time, steel shafts were beginning to appear on an experimental basis, but hickory shafts were still very much in use. Clubmaking consisted of fitting the hickory shafts to the heads produced from the professional's own dies.

The iron heads were forged by hand, and as meticulous as the old craftsmen were, no two heads from the same die matched exactly. On each iron blade, Spalding would stamp the individual pro's name, such as "made expressly for Al Watrous by J. Victor East." The old woods were also fashioned from the pro's own models, and the stamping of these blocks was a ticklish operation. So much stress was needed to make the necessary imprint on the head that often the finished product would crack!

Today's custom-built clubs at Spalding's are the result of close attention to details and closer teamwork on the part of St. Clair's staff whose combined experience totals some 150 years.

There is Mike Albano, who has been shaping the wood heads and making the



Clem Boutin, who puts the finishing touches to custom-made clubs, shown at work, above.

master models for 33 years. Incidentally, the driver he fashioned for PGA Champion Al Geiberger is considered a masterpiece. During the PGA presentation ceremonies on TV, Al publicly thanked all his Spalding friends. This department rightfully took a bow.

There is Tony Dembski, John's right arm and valued assistant for 37 years.; Bill Duncan, the expert who has forged the iron clubheads for a quarter century—Spalding, alone among club manufacturers, has its own forging plant; Clem Boutin, who puts the finishing touches to the clubs, and John's Gal Friday, Joyce Creitian, who handles all orders placed

continued on next page



Al Geiberger, current PGA champ, and Spalding's John St. Clair, left, discuss desired features of irons.

U.S. CLUBMAKER

continued from preceding page

by telephone. If any uncertainties remain at the time of the initial order, this capable team speedily makes them disappear.

Through their efforts Spalding's custom-made business has increased some 25 per cent each year and the 10,000 square feet devoted to this service is proving too limited. Soon, this company within a company will be expanded.

When it comes to ordering custom-built clubs, the professional needs to know: 1. Who among his members really needs these special-order clubs. 2. How much will these clubs cost. 3. How does one evaluate the golfer's needs and write up the order.

Not all your members, of course, need custom-built clubs. The majority can be fitted from the standard sets you carry. However, if your member is short or tall, exceptionally heavy or light, is short with long arms or tall with short arms, or in your opinion is just not playing up to his potential, then you have a good argument

for ordering custom-builts for him.

The cost of custom clubs is usually not any more than the price of a standard set, unless the order calls for special hand-forged iron heads or unique shapes to a wood or additional welding of metal to change the shape of the basic model of iron. The larger plants ordinarily fill special orders at regular pro-line prices, and are happy to do so.

Also, it won't take the better part of a year to get these clubs. You can figure on only three or four weeks in-process time, plus shipping time, before the clubs reach the hands of your customer.

When evaluating the golfer's needs, St. Clair points out, it's as well to remember "feel" should not be the absolute factor in the selection of woods and irons. A club may *feel* good but its components—such as grip, shaft and clubhead—may be in improper balance for the golfer's physical characteristics and for his personal requirements.

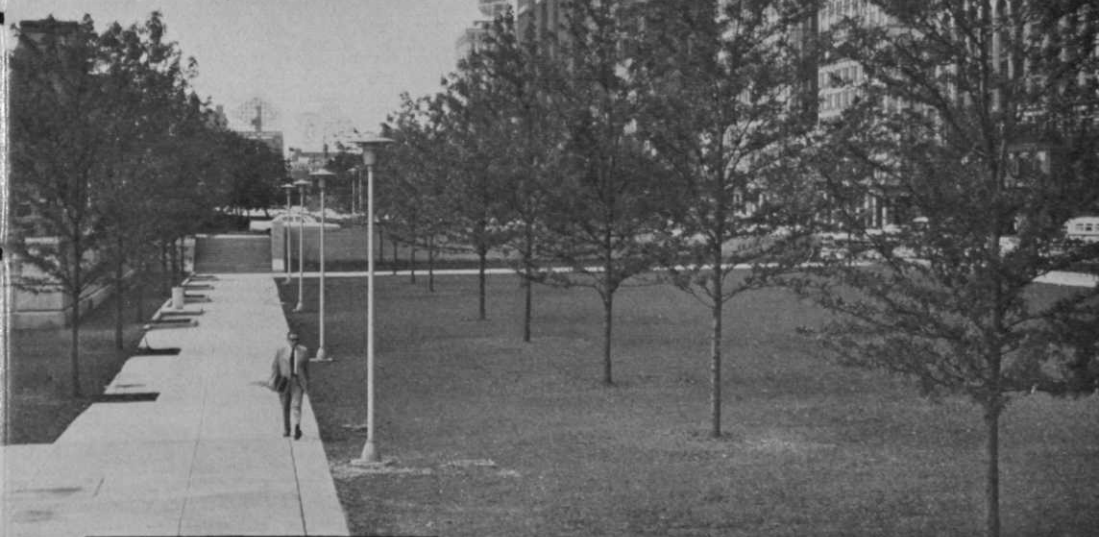
For example, a golfer might think that by adding weight to the back of the club through use of lead or lead tape he can get extra yardage. But he finds he has lost his accuracy. Why? He altered the location of the club's center of gravity.

The face bulge is shaped by the manufacturer so as to compensate for shots hit off center. At the moment the face of the club is in contact with the ball, it receives a backward impulse which is directly related to the center of gravity of the club. When the impulse is off the toe or heel, it sets up a rotating motion around the center of gravity. The compression is greater at the point of impact, so that it sets up a gearing action which throws the ball back into the intended line of flight.

If the weighting of the club is moved further from the impact area than the manufacturer planned, the ball does not get the automatic correction the face bulge

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SKYLINE develops a stately formal crown on a strong, sturdy trunk, and abundant foliage on uniformly-spaced branches (picture at left). It matures at 40 to 45 feet. (Plant Pat. 1619).



HONEYLOCUSTS

by Cole

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For more information circle number 126 on card

The proper approach to training assistants

Well-groomed, enthusiastic shop salesmen spell the difference between profit and loss.

By HARRY OBITZ and DICK FARLEY
GOLFDOM Merchandising Consultants

Well-trained assistants can often mean the difference between profits and losses in the pro shop. The head professional has the know-how, but is often on the lesson tee many hours each day. His assistant is in constant contact with the golfer—selling, answering questions about merchandise and providing services.

To help your assistant do a better job, make him aware of the cost of the entire pro shop operation. Show him all the expenses required to run the show—salaries, administrative costs, supplies, etc.—then explain how much in sales is needed just to break even.

For example, a golf operation with expenses of \$1,500 per month would require sales of \$3,750 (with an average markup of 40 per cent) to break even. This means sales of approximately \$125 per day, seven days a week, 30 days each month. Daily sales must be far higher if there is to be a worthwhile profit.

Knowing this basic information, it is easy to set daily sales quotas to meet expenses and provide a profit. It is a formula which can be tied to any size operation. Quotas can be fun. Besides being a definite guide to the success of the business, they provide a challenge and a form of competition that will make some long days shorter and more exciting for assistants.

The number quota also can be effective in a specialized situation, and can be applied to many items in the shop. For

example, if you take an inventory and find you have 600 shirts and only two months left in which to sell them, your number quota is 10 shirts a day. If you can sell 15 the first day and 15 the second day, you are one day or 10 shirts ahead of schedule. Give rewards for beating quotas, and your assistants will beat them.

Have the assistant check the equipment your members favor and the clothes they wear. The easiest sales can be made to customers who actually have a need for a product. It may be an item they have just put off buying, and a simple suggestion will do the trick.

Have the assistant look over the equipment in the club storage room and make a list of those who need new bags, clubs, head covers, etc. He should update this list monthly to keep it current. Have him study the type of clothes certain members wear and suggest items that will appeal to their tastes.

Urge him, when selling, to make combination or multiple sales. When selling a pair of slacks he can suggest a shirt or jacket to match. With ladies' Bermudas he can show a blouse and sweater, etc.

Learning something about golf club specifications — shaft weights, grips, lengths, etc.—would be helpful to the assistant in selection of equipment for prospective buyers. Basic club repair, especially whipping woods and installing grips, should be mandatory.

EIGHT POINTERS FOR FUTURE HEAD PROS

Here are some helpful suggestions for assistants:

1. **Know the products you sell.** Learn about the new miracle fibers and blends that are being used in clothing today. Get to know about the new materials which make golf bags lighter and stronger, shoes, clubs, etc. better.

Learn about golf ball construction and the different compressions. Study the tailoring of a garment—is it full-fashioned, etc. This general information can be used in selling, and will make you much more knowledgeable than the average salesman. Don't forget basic golf items when a customer is in the shop. Ask, "Is your golf ball supply adequate?" or, "Do you need a new glove?"

2. **Remember to "sell up."** For example, when a customer asks for a \$15 sweater, always show him the sweaters you have in this price range. However, it is a good idea to show him a \$25 sweater and point out why it is better. However, never show him the more expensive item without first showing the customer what he requested.

3. **Be enthusiastic.** A study of salesmanship reveals that enthusiasm is the primary force in selling. You may have sincerity and tact, but if you lack enthusiasm you'll never be an order-taker. Enthusiasts invariably leave the customer with a desire to return to the shop, whether they make a sale or not.

4. **Watch your inventory.** Advise the professional of slow-moving items and suggest special sales. When you have a "hot" item be quick to suggest that he order more.

5. **Practice good manners.** A good salesman is ready to meet customers when

they walk through the door of his shop. His appearance and the impression he makes during this brief moment are most important of all. Indifference and discourtesy can be costly. When a customer gets mad and stamps out, he won't return unless someone can find a way to make amends. Most customers who are offended just slip out without saying a word. Either way, this business is lost.

6. **Know the customers' names.** Get the club roster and study the names. If you don't know a name, don't be afraid to ask. If you didn't hear it clearly, simply say, "I'm sorry, I didn't get your name." Always address male members as Mr. and women as Miss or Mrs.—never call them Tom, Charlie or Helen.

7. **Watch your appearance.** Remember that you are "on stage" at all times. Neatness in dress from the inside-out is most important. It is hard to sell fine wearing apparel to anyone if you are sloppy. You need not have the most expensive clothes so long as they are kept neat and clean.

8. **Keep the right attitude.** A wrong attitude can be harmful and cost you your job. When a problem or complaint arises, try to solve it without going to the professional. Learn to be an assistant in the fullest meaning of the word.

Don't ask, When can I play golf? When can I practice? What's wrong with my swing? When can I have some time off? If you do your job, meet your quotas and help the pro make a profit, the time can always be found for these things.

Some day you may be a head professional and have a shop assistant of your own. Now is the time to start practicing for that eventuality. ●

Pros to see prime show

Exciting new apparel and golf equipment will be introduced under the "Big Top" at Palm Beach Gardens.

The 1967 PGA National Merchandise Show will get under way at Palm Beach Gardens on January 21st and run through the 24th. Last year almost 125 exhibitors with 190 booths displayed apparel and equipment to the visiting public and club professionals, and this year it's expected to be an even bigger and better show. Apparel manufacturers this year are preparing to show some unique and original active sportswear that is handsome while offering the golfer the maximum in comfort. Equipment manufacturers have come up with some new products that are certain to gain attention in pro shops throughout 1967. Here is a sampling of what will be introduced at the show:

PGA Golf Equipment features a new golf bag "one can sit on without crushing or damaging it." There are nine models in two price ranges. Kangaroo leather series is priced at \$125 and the expanded vinyl with leather trim at \$85. Both have rigid inner construction, full-length, two-zipper clothing pocket, roomy ball pocket with three zippers, other features. Available with matching carryall, shag bag and headcovers.

Hornung's Pro Golf Sales offers Caddy T-shirts and caps made up to match. Shirts are white with screening of club name and/or illustration in color to blend with color of cap selected by the club. Colored T-shirts are available at extra cost.

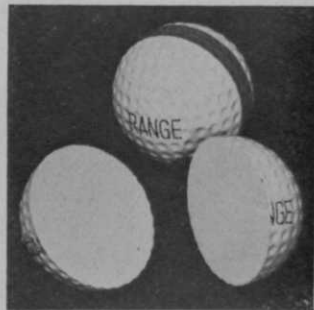
Sit 'N Rest announces a new pro line English Cart with an English style of balance at the center of gravity for easier pulling. It is light in weight but con-



PGA GOLF BAG



LEMMER-MAYER CARDIGAN



WITTEK GOLF BALL