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At last... a golf sweater that combines quality and price: The Touring Pro 75% mohair and 25% wool for gals. They're priced right, retailing at around \$13.95. And they're fashioned-right in the wanted cardigan or V-Neck pullover styles. Colors? You name it from whites to blacks, oranges to olives, reds to blues, maize to brown. What's more, each sweater is packaged in our exclusive new snap open vinyl display sweater bag. If you're a manager of a golf pro shop, send for full details, including our complete catalog. Write now. The Sweater Guys are waiting to hear from you.

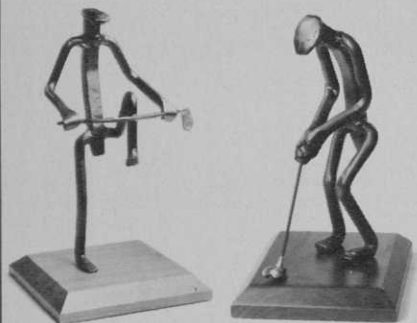


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A real conversation piece—Thought provoking art piece—Serves no purpose except to amuse—A dramatic gift for most discriminating persons. Body is shaped like authentic railroad spike, formed of metal and painted black on walnut base. 12" height—Individually boxed—Available with engraving plate 50¢ additional—Engraving 5¢ per letter.

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WRITE FOR FREE CATALOG

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TOUR GUIDES

continued from page 59

in keeping himself occupied with travel over those long winter months might follow Whalley's independent example. Or he might prefer to align himself with a travel agency.

Among the biggest is Golf Tours International at 49 West 57th St., New York City, a division of General Tours, Inc.

Manager of the golf division is Mrs. Shirley K. Tydor.

"Essentially," Mrs. Tydor says, "we are wholesalers of golf tours to other travel agents, to other groups and to interested golf professionals. Because we are exclusively devoted to this field, we can make things easy for the pro in his arrangements."

In addition to smooth travel and first-class accommodations, Mrs. Tydor concentrates on the availability of course facilities at the specific time a touring group is visiting.

She emphasized this in an article in last November's issue of GOLF Magazine. "Suppose you finally got to St. Andrews," she was quoted, "and found it was tied up for four days with a Scottish Butchers tournament?"

Whether or not his group has St. Andrews on its itinerary, the prospective pro-guide should emphasize items like these:

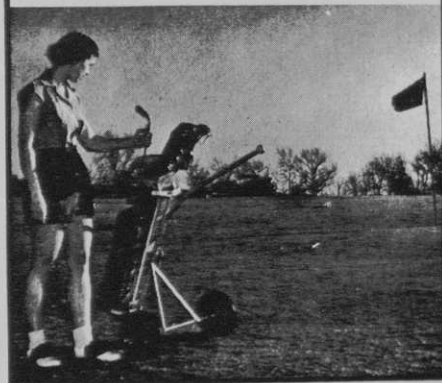
- price quotations for air fare and "land tour rate" which are packaged into the total;
- exceptions at some courses where green fees are not a part of the tour rate;
- baggage limits, usually including two medium-size suitcases totaling 44 pounds; plus additional charge for golf clubs, varying according to destination.
- definition of the term "all-inclusive," which usually covers hotel with two meals, but not lunch.
- availability and cost of self-drive automobiles. □

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RENTAL CART SERVICE**

We furnish you all you need on rental share basis. No investment for you! We deliver and service carts regularly and keep them in good repair—FREE. Carts rebuilt yearly. Clubs not held responsible for damages, theft or breakage.

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Three Rivers, Michigan



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DIVOT-FIXERS

Golfers insist on good greens! Furnish them with a **DIVOT FIXER** and they will do their part helping you maintain these beautiful greens.

DIVOT FIXERS are now available in both aluminum and highly polished nickel steel, with standard imprinting "FIX BALL MARKS ON GREENS THANKS—YOUR GREENS COMMITTEE." Samples furnished upon request.

Prices effective Jan. 1, 1968 (plus shipping charges):

Nickel steel (FOB Des Moines)	Aluminum (FOB Des Moines)
100 — \$20.00	100 — \$12.50
250 — 35.00	250 — 25.00
500 — 52.50	500 — 40.00
1000 — 95.00	1000 — 75.00

SORRY — NO IMPRINTS

**Woodside Golf & Park
Supply Co.**

Des Moines, Iowa 50313

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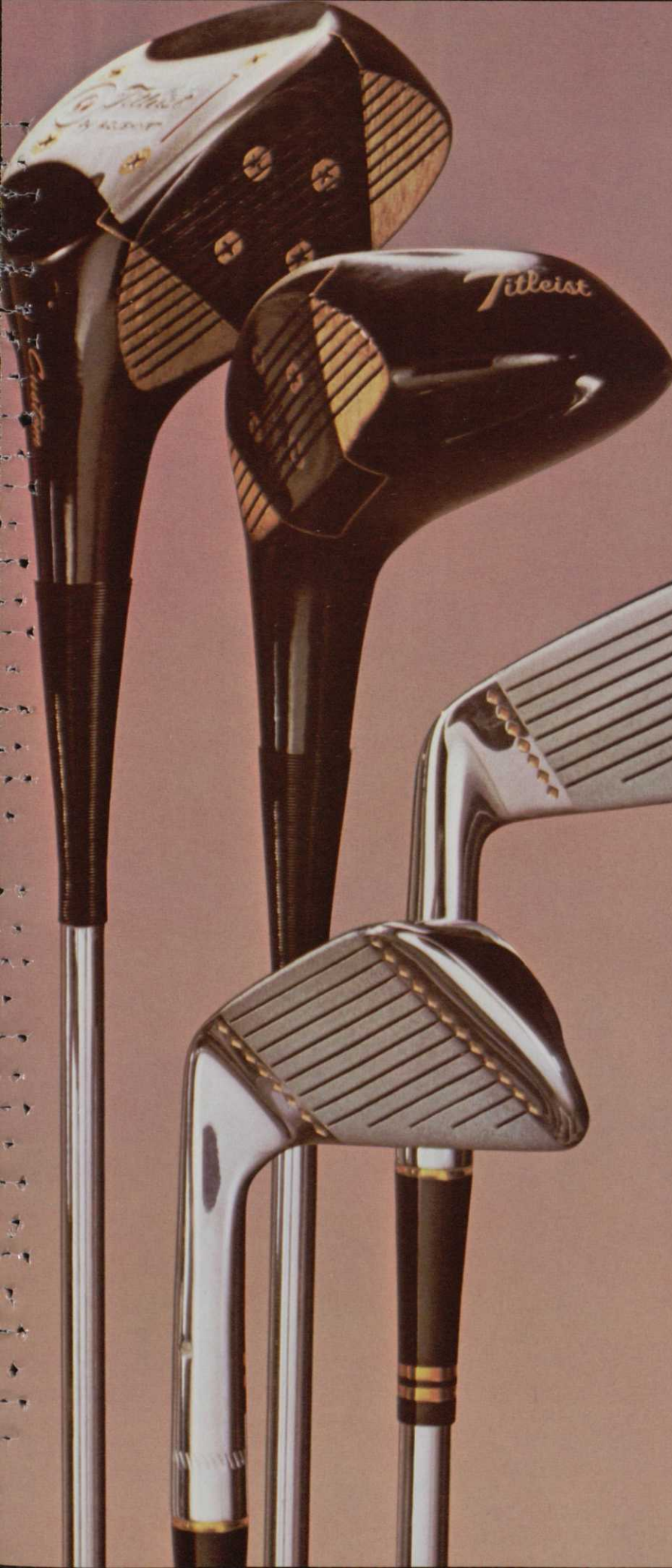
For more information circle number 133 on card

a private club...



for golf pros only





You've been hearing about them, now here they are: the big beautiful line of Acushnet clubs. Designed with the same precision, same accuracy that has made Titleist the most famous golf ball in the world.

And like all Acushnet products, these new clubs are exclusively yours to sell through your pro shop. No "ifs," "ands" or "buts" about it.

These clubs will be sold through golf course pro shops . . . and golf course pro shops *only*. Amen.

We haven't forgotten service.

Not on your life.

Because that's one of the most important reasons our "pro only policy" has been so rewarding to all concerned. When

Acushnet promises, Acushnet delivers.

Quickly and correctly. You can count on service to be the backbone of this great new line of clubs.

So now it's official; the biggest news to hit golf in years. And your pro shop will receive all the benefit of our colorful consumer introduction.

After all, that's what our "pro only policy" is all about.

private clubhouse

Along with our new Acushnet golf club line, we're introducing dozens of handsome Acushnet golf bags, in seven price ranges. Our beautiful line-up features smart combinations designed to appeal to all of your customers . . . from the most extravagant to the most practical. And, like all Acushnet products, our strict "pro only policy" will guarantee you *exclusive* sales. Take a look.

3. French edged cuff prevents damage, wear to bag top.

8. Hidden valuable pocket.

4. Heavy molded handle can't tear, rip off.

10. Sheathe built umbrella well.

6. Fully lined interior.

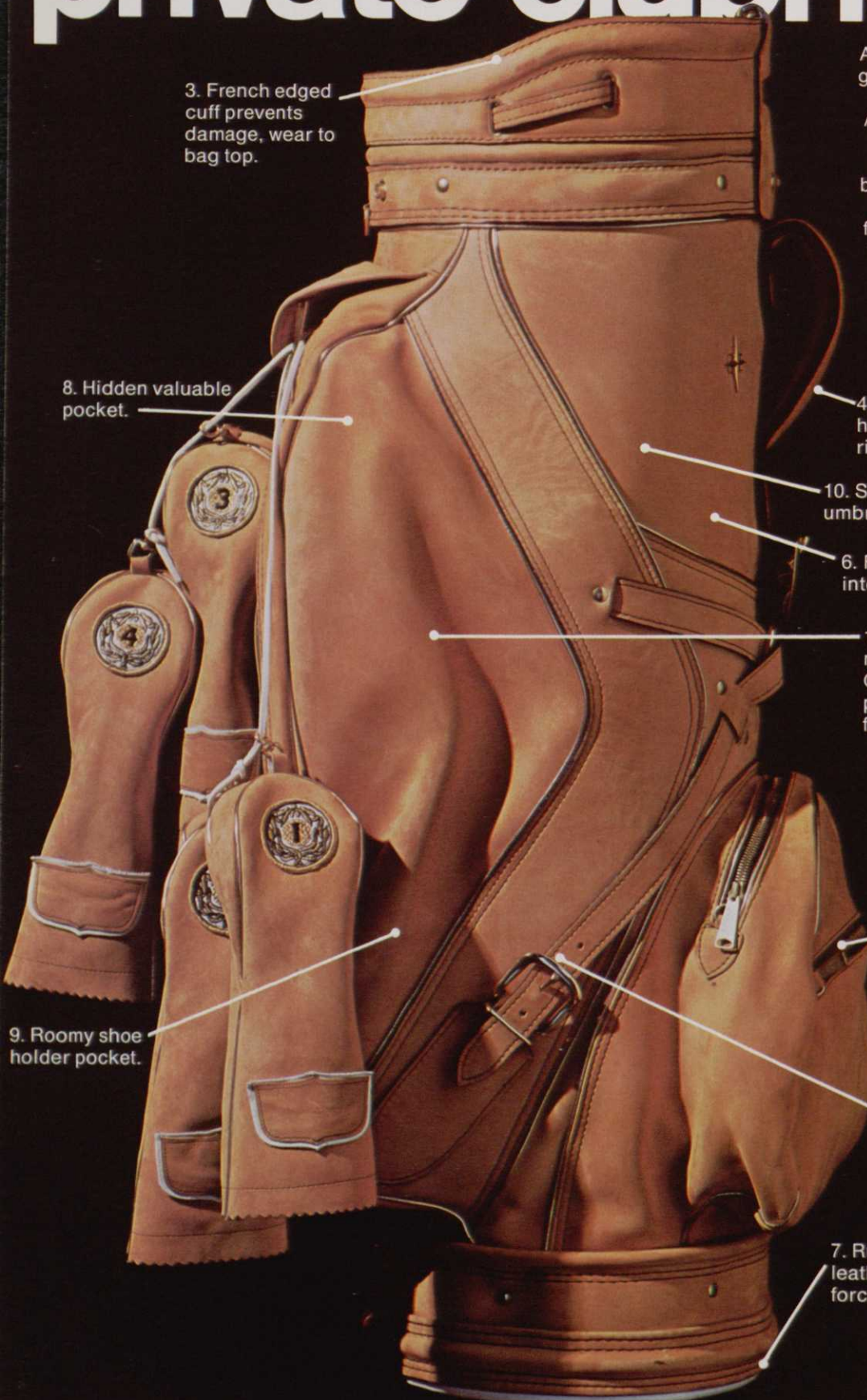
1. Leather impregnated with Scotch Guard to water proof, protect the finish.

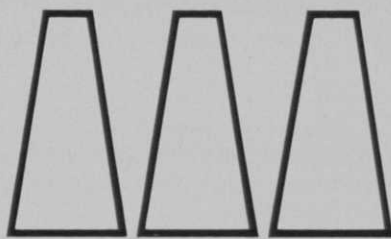
5. Contoured two zippered ball pocket provides extra room for accessories.

2. Brass finished hardware: featuring 3 ring *extra-strength* construction.

7. Rugged sole leather reinforced bottom.

9. Roomy shoe holder pocket.





NEWS OF THE INDUSTRY

Computer handicapping

A system for obtaining golfers' handicaps has been developed by Jerry Norsman and Bill Young of **Sports Computer Systems, Inc.** The computer, named Max, can figure out at once more than 300 individual handicaps. The company plans to concentrate on the "individual, week-end golfer who wants to improve his game

and his competitive spirit on the course."

According to Norsman, within the next year every golfer who intends to enter any tournament will have to submit to an official United States Golf Assn. handicap. Young says, "Our system corresponds completely with USGA standards and procedures and that makes it official."

Special IBM cards with space for up to eight average scores, course ratings, name, address and signature are given to an individual using the service. He fills in the information, mails it to SCS and within 48 hours Max produces the handicap. An official USGA-approved card showing the current handicap is sent by return mail. At present, it costs \$6.95 for one year's service.

The company's address is Sports Computer Systems, Inc., P.O. Box 5407, Madison, Wis. 53705.

Pine Tree to host senior golf tournament

Pine Tree GC's first Annual Senior Golf Tournament will be held December 3d to 5th, 1969. Players who have reached their 55th year by December 1st are eligible for an invitation. For further details, write: Tournament Chairman, Jackson B. Hancock, Pine Tree GC, R.R. 1, Pine Tree Box 200, Delray Beach, Fla. 33444.

Metcalf elected president of AGCMA

David A. Metcalf, president of Viking Corp., a golf car manufacturer, was elected president of the American Golf Car Manufacturers' Assn. It was announced at the association's annual meeting.

Released at the meeting were the association's annual production figures for the fiscal year ending June 30, 1969. A total of 42,260 golf cars were manufactured in 1969, which is an increase of 15 per cent over 36,760 cars produced in 1968 and represents a dollar value increase of 18 per cent.

Bryson James, Hercules awarded by SNA

At the Keynote Luncheon of the Annual Convention and Trade Show of the Southern Nurserymen's Assn., held recently in Atlanta, Ga., Dr. **Bryson L. James** of Hercules, Inc., was presented an Award of Merit for "outstanding research efforts in the

continued on page 68



John Consiglio, head pro, Glenmere CC, Chester, N.Y., and executive pro at Phil Galvano Golf Academy in New York City, is one of 80 pros representing as many country clubs in the Metropolitan area who have volunteered to help raise extra money for the Caddie Scholarship Fund. This worthwhile project is being sponsored by the Fleischmann Distilling Corp. The giant Black & White bottle-banks are displayed in the pro shops. Proceeds go to the Metropolitan PGA.

New!



Golf Bag strap can be used for Carry-All

Pilfer-proof

S. I. JACOBSON'S Patented GOLF BAG CARRY-ALL

Large enough to hold:

- Professional Golf Bag,
- Full complement of clubs,
- Extra pair of shoes,
- Additional clothing.

Available in the following colors: Metallic Blue, Nut Red, Lustrous Black

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Only **\$17⁹⁵** ea.*

(Club emblem imprinted at no extra charge)

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INDUSTRY NEWS

continued from page 67

interest of ornamental horticulture and the nursery industry."

The board of directors of SNA also presented Hercules with an Award of Merit for Dr. James' contributions. Both presentations were made by Arthur J. Lancaster Jr., SNA president. George E. Osburn, sales manager, turf and horticultural products, accepted the award for Hercules.

Golf course construction company formed

Several experts in the field of golf have joined together to form the **National Golf Course Construction Company**, a move which was prompted by the expanding popularity of golf and the recent trend toward the building of golf communities.

The company, headed by **John R. Doran** as president, **Frank Batto** as vice president and **Santo Madrazo** as secretary-treasurer, will specialize in complete golf course design construction including land development, irrigation, grassing, sewerage and water, roads and seawalls. Says Batto, "...we can take a parcel of raw land, design and transform it in every phase of development into a complete lush green manicured golf course..."

On the drawing boards for the new company are plans for courses in Leisuretown, on the Broward-Dade borderline, Meadowbrook Homes in West Palm Beach, Leisureville in Boynton Beach and one in Homestead, Fla., which is not yet finalized.

Offices are located at 5500 North Powerline Rd., Pompano Beach, Fla.

About the golfer . . .

GOLF Magazine's latest reader study reveals that the typical golfer is a man (96.8 per cent), who plays an average 47.5 rounds a year taking 88.9 strokes per round, is a golf or country club member (56.5 per cent) and has purchased 33.3 new golf balls in

the last month. More than 38 per cent of **GOLF Magazine's** readers earn over \$20,000 a year and 57 per cent are supervisory executives or professionals. Over 42 per cent of the readers took at least one lesson from a golf pro during the last year.

Golf Course notes . . .

Hired as club manager of The Yacht & CC of Stuart was **R.G. (Bob) Peters**, who since 1967 has been club manager of the Seminole Lake CC, St. Petersburg, Fla. . . **George Jackson**, assistant golf pro, River Plantation Golf and CC, Houston, Tex., is taking **Jackson Bradley's** video golf unit on a two month tour of golf courses in western Texas, New Mexico and Oklahoma . . .

Kenneth Morrison and **John Philp** join Great Harbour Cay, Berry Islands, Bahamas, as resident professionals. Morrison formerly worked under Max Elbin at Burning Tree, Bethesda, Md., and Philp was an assistant at St. Andrews, Fife, Scotland . . . After 22 years at Houston CC, pro **Dick Forrester** has moved to Bear Creek, a 36-hole municipal facility . . . **Gus Moreland** has resigned at Houston Westwood and applied at Houston CC . . . Former touring pro **Doug Higgins**, after two years in the investment business, has returned to Diamond Oaks, Fort Worth, Tex., as pro-manager. He follows Bob Pritchett, who resigned . . .

Sam Speer, a fixture at McAllen (Tex.) CC for years, has replaced **Tommy Thompson** at Mission CC. Thompson is now part owner of a course at Mercedes . . . Former PGA tournament supervisor Joe Black, now pro at Dallas' Brookhaven CC, has added **Linda Bains** to his shop staff . . . **Jake Clark** drew a promotion from assistant at Houston Lakeside to the head job at Forest Cove in Humble, a Houston suburb . . . **William Devereaux** has been named resident manager of El Conquistador Hotel and Club, Las Croabas, Puerto Rico . . . **Joe E. Bowen** named manager Bermuda Dunes CC, Bermuda Dunes, Calif.

Reports on Pro Shop Business

THE RAINS CAME

Sales in the Eastern, Central and Western sections of the country were a washout—down as much as 25 per cent in one area.

On top of this, many golfers are holding off on golf club purchases until the 1970 lines come out

EAST

By William Day

NEW YORK—"Rain, rain, go away" . . . and don't come back for the rest of the season might well have been the common refrain of Eastern pro shop managers this summer. It has been one of the wettest July's on record and the pro shop has felt its effect.

Most shops were reporting a 5 to 20 per cent sales loss compared to this time last year. Rain wiped out two July weekends that normally would have had heavy sales.

The season started with a bang in the East. Spring sales were running ahead of last year. But the months of June and July slowed the boom down.

"I don't know if it's the weather or the stock market, but something sure took the wind out of our sails," laments the manager of a large metropolitan shop. Managers of some affluent club shops believe the slump is primarily due to the stock market. "You know, when a man has just dropped \$5,000 in the market, it's pretty hard for him to buy a pack of gum much less a set of clubs," another manager says wryly.

The aluminum club has had a mixed reception this summer. Some managers said they have had good sales with the club while others said they couldn't give it away. The general trend here however has been downward over the last several months.

continued

CENTRAL

By Joe Doan

CHICAGO—The worst spring and early summer weather in about a decade, according to many seasoned pros, did wonders for grass but not the cash box. Overall sales were down probably by 20 or 25 per cent for the area bounded by Waukegan on the north, St. Charles on the west and Joliet to the south. Golf ball sales alone dropped off at least 40 per cent; softwear volume was down an estimated 15 per cent; club sales lagged 15 or 20 per cent behind 1968 figures. Another significant casualty was lesson business.

Rainwear through May and June was selling like it had never sold before, but not enough of it was available to counteract the lost sales of other items. Normally, club sales don't suffer too much, regardless of the weather. Players want new sets and usually go ahead and buy them even if they won't get a chance to use them before mid-June. But this year, with talk of stainless steel shaft clubs slated to come on the market in the fall, many golfers are waiting to see what they are going to be like before committing themselves.

May in the Chicago area was wetter and colder than usual. That had a lot to do with sales getting off to a poor start. But June, especially the early part, which is supposed to redeem poor

continued

WEST

By Don Curlee

SAN FRANCISCO—Abnormally heavy and frequent rains in January and February caused some sales volume setbacks at most professional shops in the San Francisco and northern California area, and for most may result in a volume 8 to 10 per cent less than 1968.

However, many professionals agree that 1968 was a record year and they are not unduly disappointed about not exceeding it.

Spring and summer sales have been brisk for most shops in all departments, even ahead of 1968 in some cases, and there is no indication of a slowdown in sales because of a softening economy. Only one professional at a private club reported occasional hesitance among members to buy clubs in anticipation of new stainless steel shafts.

One professional, who operates professional shops at three public play courses, says volume is up at all three courses. For him clubs and equipment are holding steady and apparel sales are up.

A private club professional said his 1969 gross probably will be down 10 to 12 per cent from 1968, primarily because of reduced play during the rainy months. "Part of what we lost in car rentals and ball sales, and there's no way to recapture that volume, was due to the February washout."

Hard goods and apparel are

continued

EAST

continued

And although it has been talked about a great deal in pro shops most managers feel that golfers are not aware of the new stainless steel shafted clubs yet. How it will be received is still up in the air, especially since sales in general are off.

Ball sales were reported to be slightly lower than last year too—due primarily to the rain. Some noted that many golfers were opting for lower-priced balls because of the problem of water-logging on wet courses.

A brighter spot is the booming clothing sales. This increase could be directly traced to the wider variety of styles and colors in both men's and women's fashions. One manager happily notes, "Five years ago a man would not think of having more than one pair of golf shoes but today, with the different colors, it is not uncommon to have a pair of shoes to match every pair of pants." Sales in some shops are running over 20 per cent above last year—which is even more amazing when considering the slump in other areas of the business.

Some managers were so enthusiastic over the prospect of future clothes sales that they are giving much more floor space to clothes—especially the colored ones.

Novelty items and jewelry are also doing quite well now in many shops. As one manager puts it: "The only problem with novelties is we don't have enough of them. I could sell a lot more gimmicks if someone would invent them." Some shops reported that several indoor practice items were selling better than usual, especially on rainy days. Books have also had a brisk sale.

As the season goes on, many managers are looking for a dry fall to recoup some of the wet summer losses. Others, less optimistic, are stocking psychedelic fall clothes, especially raincoats.

□

CENTRAL

continued

pro shop starts, was waterlogged and that hurt.

July started out to play the same theme as June—rain. About July 10th, however, the situation began to improve.

Northside Chicago clubs seem to have fared better during the trying days of May and June than those on the West or South sides. Ken Henry of Glen Flora in Waukegan says that his business in 1969 has been nearly as good as it was in 1968. The course is blessed with an excellent drainage system, for one thing. For another, the membership, which is composed of an equal number of young as well as old golfers, doesn't back off until it is literally blown or washed off the course.

Sam Bernardi of Indian Hill in Winnetka, who has suffered mainly from canceled lessons, states that at clubs where a high percentage of members live within a mile or two of the No. 1 tee, as they do at his club, the number of rounds doesn't drop off to any great extent, in spite of poor weather.

Many daily fee clubs in the Chicago area reportedly have been hard hit. Quite a few of these courses are heavily mortgaged and, according to rumor, have had trouble making loan payments in recent months. In most cases, however, banks have agreed to let the payments slide in anticipation of strong late summer and fall business.

Generally, three out of four pros feel that they'll salvage quite a few dollars through the sale of fall and Christmas merchandise, and possibly close the year with a gross that will be 85 per cent of what it was last year. One big thing that is going to help them is that the aluminum versus steel shaft club controversy, if it can be called that, is going to be resolved, and that will give the sale of clubs a big boost.

□

WEST

continued

both up about 20 per cent for one municipal shop operator, who says he hasn't detected the slightest reluctance to buy on the part of his customers. Lessons, which he doesn't promote actively, are about the same as 1968, and his increased practice range business added to the overall increase.

Another municipal course operator admitted to a 15 per cent decrease in sales volume from 1968, but says, "Our business is always good." Several courses have opened in his area in the past two or three years, and the number of rounds played at his two 18-hole courses has decreased.

In his area a local aerospace firm has reduced its labor force from 22,000 to 7,000. "With this many people leaving the community it means money out of our pocket." Another neighboring course granted the professional shop concession to an aggressive and alert professional who has taken it from a \$40,000 annual operation to \$90,000. His members are staying home, buying at their own shop.

"But we're not a disaster area," he says. "When our volume drops we start working harder. We don't pressure our customers, but we don't let them get away, either. To the golfer his game is the most important thing in the world, so we talk to him about his game and we can usually find the way to his pocketbook."

One of the professionals cautioned about a possible backlash from the aluminum shafted club experience. Players are always looking for the cure-all for their own shortcomings, and some thought aluminum shafts were it. Others can be expected to develop the same outlook regarding stainless steel, and professionals can expect some disappointment on their part when the reality becomes clear—clubs do not a player make.

□