MORE PROFESSIONALS AND TOP AMATEURS ARE PLAYING THE NEW 1960 TITLST THAN ANY OTHER GOLF BALL

This is a statement of fact, proven by actual official ball counts made at all of this year’s major tournaments. The touring Professionals are playing for money — for their livelihood, so the ball they play has got to be the longest, the truest and the most consistent.

Untold thousands of average golfers are proving the new Titleist this year, too. Proving it by buying more of these balls than ever before.

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The National Amateur championship needs a serious overhauling by the USGA . . . It was a tired, ailing affair at St. Louis . . . The 6 and 4 victory of Deane Beman over Bob Gardner in the final of the 60th Amateur probably didn't draw half as many people as the 25th Amateur, Sept. 17-24, 1921 at the same club, the St. Louis CC . . . Jesse Guilford beat the late Bob Gardner of Chicago, 7 and 6, in the final for that title . . . The first day the field and caddies in the 1960 Amateur outnumbered the contestants.

This year's Amateur field possibly was the scoring superior of the 1921 National Amateur field which included besides Guilford and Gardner, Bob Jones, Tommy Armour, Willie Hunter, Chick Evans, Francis Ouimet, Jimmy Johnston and George Von Ehm (who lost in the first round, 5 and 4, to Guilford) . . . Deane Beman, 22, 5 ft. 6 in., 137 lbs., is one of the great little players . . . He figured to win the 1959 British Amateur and he did by beating Bill Hyndman . . . Beman defeated Hyndman again, in 19 holes in the quarter finals at St. Louis . . . Beman's morning round Saturday was 36-32—68. . . . This was three under par for the 6,616 yd. St. Louis CC course . . . The greens were somewhat round around the hole positions but that was due more to the traffic than to any maintenance procedure . . . The fact is, considering the blistering days and muggy nights St. Louis had for 10 days or so before the Amateur started, the greens on the old course were in good condition.

In 1947, at the St. Louis CC for the National Open, the yardage was 6,532 and par was 71 . . . The winner, Lew Worsham, scored 70-70-70-71 — 282 — 69 and Snead added up: 72-70-70-70 — 282 — 70 . . . (Worsham won the playoff) . . . So Beman in playing the first 18 of the final match of the Amateur did better than Worsham and Snead who played on a shorter course and under weather conditions that were better for the greens . . . In 1921, Ouimet, with 144, was medalist at St. Louis . . . Guilford qualified at 151, Armour at 155, Gardner at 152, Willie Hunter at 154, Jones at 151 . . . Five qualified at 162 and one, Russell Smith, at 163, got in . . .

That sort of scoring wouldn't have got anybody very far in this year's National Amateur . . . So, obviously, the trouble with the Amateur isn't that the quality of the field is unattractive . . . The field is good and would be much better if the date of the National Amateur were advanced a few weeks to get collegians before they have to go back to school . . . Coeds drawn to the gallery by varsity contestants also would give the Amateur something it needs . . . Amateur's usual date now bumps into tough competition from football and finishing days of the baseball races.

The Amateur's blind draw required the defending champion, Jack Nicklaus, to open his defense in an 18-hole round
against a seasoned competitor, Jack Donahue, who was closed out on the last hole. That doesn't make much sense when there were 56 byes in the first round field of 200. The catch-as-catch-can practice round starting on Sunday accounted for arguments and complaints that a starting time sheet would have avoided.

Practice on the St. Louis CC polo field with the Amateur contestants hitting balls out of their own practice bags and from 6 to 17 caddies looking into the sun to shag the balls, luckily didn't result in the blinding or death of a kid. One boy, though, was hit on the head by a ball and hospitalized. While an attendant from the Red Cross tent and others examined the fallen boy then hauled him off the field on a stretcher, one idiot continued to hit balls from the temporary practice tee. If the dimwit shot scores as low as the IQ he exhibited in this case, he would win every golf title but certainly no award for having all his marbles.

It is only a question of time until some caddie is killed in golf tournament practice. At the 1959 Amateur at Broadmoor the contestants were required to use the club's range balls. At Southern Hills CC, Tulsa, in practicing for the 1958

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**TURF CAN BE THANKFUL FOR THE BRINKWORTHS**

Brinkworth, Senior, started in golf at Edmonton Country Club. From there he went to fabulous Jasper when Horace Purdy returned to Toronto Golf Club. On retirement he built the Derrick Golf Club at Edmonton, where he now works with son Gordon. Gordon started with the late renowned architect, Stanley Thompson, and since has been in charge of turf management at Minikahda in Minneapolis, Brookwood and Olympia Fields in Chicago. He is now General Manager of the Derrick Golf Club.

Both father and son are enthusiastic Milorganite users finding it works equally well in the United States and Canada.

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**GOLF CLUBS USE MORE MILORGANITE THAN ANY OTHER FERTILIZER**

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Golfdom
The only pipe manufacturers who can claim that their pipe will last for at least 100 years are the manufacturers of cast iron pipe. What does this mean to a golf course? It means a constant, reliable supply of water because cast iron pipe is cement-lined to deliver an uninterrupted flow of water—always.

It means the elimination of tearing up fairways and greens in order to replace faulty piping—because once cast iron pipe is installed, it rarely requires attention.

It means an irrigation system that will perform efficiently and inconspicuously for generations. And that's par on any course!
National Open, the contestants used balls the club got from leading ball makers for the practice range... Some contestants don't want to use club range balls for practice... Too bad — but not nearly as bad as injuring a caddie.

Possibly some of the Amateur's health and interest may be restored by putting on the 1961 championship at Pebble Beach, and at another superb golfing resort, Pinehurst, in 1962, and at a good, live moderate-sized city's club, Wakonda, Des Moines, in 1963.

Bill Sherman of National Golf Foundation recently did some research showing men's PGA Tournament circuit events increased 30 per cent in past 10 years and prize money increased 163 per cent... Prize money in 1960: $1,102,474... Ladies' PGA percentage of increase was even greater... In 1960 women played 145 per cent more events (27) than in 1950 and for 185 per cent more prize money... Women pros' arrangements with manufacturers have them on exhibition and demonstration tours among clubs during a number of weekends of the summer, ruling out tournaments on these dates... The promotion must be work-
The Switch to Electric Is On!!!

The Lectro Greens Mower’s 1960 Success Means You Can

PLAN TO GO ALL-ELECTRIC IN 1961

On golf courses from coast-to-coast West Point’s battery-powered Lectro has proven to be “the new concept in greens mowing.” Its day-to-day performance throughout the 1960 mowing season gives you every reason to plan with confidence to go Lectro in ’61.

At Olympia Fields, where the 1961 PGA Championship will be held, July 27-30, Warren Bidwell has gone electric. When asked about the performance of his six Lectro Greens Mowers, he had this to say: “I am very pleased with my Lectros. They mow at least six greens on one charge of their batteries, then after overnight charging are ready to go again the next morning.”

Like all users of the Lectros, Superintendent Bidwell approves of their push-button starting . . . their constant even power . . . their lack of smoke and fumes . . . and the low cost of their operation and their maintenance. Important point: the Lectro weighs only 185 lbs. and has no oscillating parts so is less of a source of compaction than any other power-driven greens mower available to turfgrass managers.

Vibrationless

Push-Button Starting

Quiet

Low Maintenance Costs

Dependable

For a list of courses where you can see the Lectro in action, write to Tom Mascaro at

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October, 1960
is prepared especially for the leather grips of Golf Clubs. It gives a firm, tacky grip with light hand pressure, permitting an easy relaxing rhythmic swing. Your Accuracy will improve, you'll feel relaxed — and those "Extra Strokes" will vanish.

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ing O.K. as percentage of increase of women's golf in the past five years has exceeded percentage of growth of men's golf, according to careful guessers. At numerous private clubs this year women will play as many rounds as men.

Martha (Mrs. Larry) O'Toole, former pres., Women's Western Golf Assn., honored by women of her club, Edgewater GC, Chicago, at luncheon and invitation tournament and by having women's tournament named for her. She has been head of the women's rules committee at Edgewater for 18 years. She is a leader in Junior girls' golf program development in the central states. Kemper Insurance group of Chicago sponsoring Sunday golf shows that will continue through March, 1961. It is Celebrity Golf (5 p.m., EDT) in which Sam Snead meets the best players of the entertainment world. Third annual Dorado Beach Invitational tournament to be played Oct. 20-29 in Puerto Rico. Southern Seniors will play their Championship at Dorado, Dec. 2-6.

Guido Cribari, Westchester golf writer, says he'd like to see a match between U. S. Ryder Cup and Walker Cup teams, co-sponsored by USGA and PGA with pro-
Load a pair of golfers and their gear aboard a golf cart equipped with Terra-Tires — and there's actually less effect on turf than a man walking!

Reason is: Terra-Tires team a wide, flat tread with low, low inflation pressure and near-zero rolling resistance to produce a cushion-soft ride that "floats" carts over the tenderest grass without harm.

Now you can protect expensive turf by specifying golf carts equipped with Terra-Tires by Goodyear. You'll be in good company — club after club has made the switch. Players like the "go-anywhere" mobility of Terra-Tires on wet or dry turf; greenskeepers approve their gentle way with grass.

Matter of fact, it's smart to specify Terra-Tires on all wheeled vehicles — tractors, trailers, utility cars. For details write on club letterhead to The Goodyear Tire & Rubber Company, Aviation Products Division, Dept. V-173, Akron 16, Ohio.

Lots of good things come from Goodyear

Attention, cart-builders — Terra-Tires for carts come with smooth or shallow-lug tread. Write for details on modifying your cart to take full advantage of Terra-Tire mobility, add sales appeal too.

October, 1960
Stamina on a budget! ... Year-in and year-out dependability combines with rock-bottom operating cost in the 40-hp* International 240—ample power to pull a 7-gang mower.

When you need extra "oomph," look at the 47-hp* International 340, available with 10-speed Torque Amplifier Drive. Handles up to nine gangs... up to 1,600 lb with loader.