Easiest car to get in and out of — so low — so comfortable.

ENGINEERED FOR DEPENDABILITY

STARTLING new styling with the Golfer’s comfort and convenience built in a beautiful fiberglass body.

ENGINEERED and field proved for the maximum of course running hours on the very minimum of maintenance.

EXCLUSIVE sealed direct-to-axle drive . . . silky smooth starting . . . sure power braking — on both ACE III and PARTNER III models.

YOU’LL LOVE CADDY CARS ’62! THEY’VE REALLY GOT IT!
Denny: That costs many of them a stroke before they ever swing a club. Along with this and other errors of strategy that people who play in the 80s and 90s make, a good six strokes a round are lost.

**Should Play Bogie Golf**

Bob: To use one of your favorite remarks, 'They shoot bogie golf but they don't play it.'

Denny: You're stealing my lines, Bob, but it's all right. Maybe I should explain that. To play bogie golf, you're not afraid to baby up when the occasion calls for it. On the tough holes, the average player really doesn't go for the green if he's 160 or 180 yards out. He's going for the traps, but he isn't smart enough to admit it. If he'd go down a club or two and play up to the opening, he'd probably save himself at least one stroke. From safe ground he can play to run the short approach up close and then go for one putt. His chances of ending up with a par are much better if he plays it this way than if he goes for the green with that long approach shot.

Bob: Our own 18th hole proves what you say. That narrow opening is hard to hit unless you're in precisely the right position to go for it. You only have to stand over there for a short time and you can see how much trouble people get into — needlessly.

Denny: Well, at least most of the women are smart enough to steer around those traps.

**Try to Copy the Stars**

Bob: Yes, you're right. I think the trouble with most men is that they see the tournament players hit the greens from a couple hundred yards out and they think they can do it. If a fellow would only stop to think of it, he only has to go for bogies on maybe six or seven of 18 holes on the average course. And, as you say, the fact that a golfer goes for a bogie doesn't mean that he can't get a par with a little luck.

Denny: It's hard to sell people on that idea.

Bob: When it comes to teaching people how to swing, Denny, what do you feel is the biggest problem?

Denny: You run into a lot of grip faults. The grip is the first thing I check. After that, I concentrate on trying to get my students to improve their balance. Poor balance ruins more would-be golfers than anything else.
First to match the flex of each shaft to the weight of its club head for the same sweet "feel" throughout the set!

See how the black ring steps down on each shaft as the weight of each club head increases. This black ring indicates that the flex-action of each shaft is scientifically engineered to compensate for the change in weight between club heads. Now, every set of 1962 Wilson Staff irons is perfectly matched in "feel"—matched in swing—matched in response. New Wilson Staff irons feature exclusive Dynapower design that distributes club head weight by flaring the weight out and up the face to increase the effective hitting area.

Sell new Wilson Staff irons—the first perfectly matched clubs in golf history!

Sold only through golf professional shops

PLAY TO WIN WITH

Wilson

WilsonSporting Goods Co., Chicago
(A subsidiary of Wilson & Co., Inc.)

February, 1962
Westbrook Passes the

Most of Westbrook's activity revolves around the huge kitchen in which as many as 1,000 meals have been prepared in a single day.

The $700,000 clubhouse, located in Mansfield, O., is a fine example of how things operate smoothly when the kitchen is located in the right place.

Like so many clubs in the northern part of Ohio, Westbrook in Mansfield has had a clubhouse burned out from under it. In the case of this 50-year old combination city and country club, the catastrophe occurred more than 20 years ago and the new replacement was constructed in 1942.

In the estimation of Edwin Fladoos, Westbrook's manager since 1954, there couldn't have been any more foresight shown in the planning of any structure than went into the design of the 20-year old clubhouse. "This building," says Fladoos, "has passed the test of time. Ordinarily, when you have worked a while in what some people would consider to be an older type of building, you find a few flaws in the way it was planned. But the longer I am around here, the more admiration I have for the people who con-
Coffee shop (above) and main dining room (right) are the most popular eating spots at the Mansfield, O. club, although there are several other lounges and small dining rooms scattered through the clubhouse. It takes from 20 to 24 waitresses to handle the catering on a typically busy day.

**Time Test**

Swimming pool (above) was built about five years ago. At right is a view of one corner of the large lounge. Westbrook’s clubhouse is re-decorated and refurnished about every five years.

Ed Fladoos, manager, has been at Westbrook for seven years.

February, 1962
ceived and constructed our building."

The whole secret to the excellent design of what at today's costs would amount to a $700,000 structure is, as Fladoos sees it, the location of the kitchen. You might say it is in a perfect strategic location, readily accessible to five dining rooms, three bars and poolside. It is in the center and front side (facing the course) of the long, rectangular building that, with its two additions, has an overall length of 250 feet. Three doors leading from the kitchen are connected to either the main dining room, a coffee shop or a corridor, with a distribution kitchen, that gives easy access to other rooms in which food is served as well as the pool area. A subsurface or basement room, directly below the kitchen, houses walk-in and smaller refrigerators and other food storage facilities.

**It's Go! Go! Go!**

Food service has to be quick and efficient at Westbrook because basically it is a family club with activity during the summertime peak going on in several directions at the same time. It isn't uncommon for the club's catering staff to serve upwards of 350 people in a matter of say two hours. The number of people required to do this includes 12 persons working in the kitchen, from 20 to 24 waitresses and eight bartenders. Counting office personnel, maintenance and cleanup help along with the food service dept. Fladoos has a total of 56 persons working under his direction.

The coffee shop, with accommodations for about 100 persons, is the most popular eating spot at Westbrook. It isn't uncommon for the club's catering staff to serve upwards of 350 people in a matter of say two hours. The number of people required to do this includes 12 persons working in the kitchen, from 20 to 24 waitresses and eight bartenders. Counting office personnel, maintenance and cleanup help along with the food service dept. Fladoos has a total of 56 persons working under his direction.

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Getting back to the kitchen, which makes or breaks any clubhouse, and for that matter, any club manager, as Ed Fladoos wryly observes, it should never be forgotten that this is the hub around which all club activity revolves. If it is pushed down to one of the far ends of the building a service traffic problem immediately is created that becomes almost impossible to correct short of tearing down the clubhouse, and rebuilding.

"When the kitchen isn't conveniently located," Fladoos says, "an employment problem immediately arises, no matter how new and sparkling a building may be. Within a few months a club will have a complete turnover of waitresses. It will be repeated periodically, simply because it is impossible to hire and keep women who have to walk half a city block every time they deliver a tray or a dish."

The designer and builder certainly must have had this uppermost in their minds some 20 years ago when they conceived and built Westbrook's fine clubhouse.

**Eastern Green Section Office**

The USGA's Eastern green section office is now located at 818 Raritan ave., Highland Park, N. J. The phone number is CHarter 9-0225.
Why carry both?

**DISTANCE** is the reason. Every customer wants it. And there's not a golf ball made that will travel farther than Spalding's Distance Dot and new Dot Plus.

But why carry both? For the same reason you carry clubs in different lengths, different flexes: all golfers aren't alike.

Some can play from dawn to dusk without marking their golf balls. Others, of course, can cut a ball in no time. Spalding lets you satisfy every customer.

**THE DOT** is perfect for golfers who aren't prone to cut a ball. It's unbeatable for long yardage and all-around playability. And the locked-in finish takes rough and traps in stride without losing its gloss.

**THE DOT PLUS**, for a dime more, gives your customers the same tournament-quality performance of the Dot, plus a cover that's virtually cut-proof! Yet they don't lose a single yard of distance.

Nothing could be simpler (or more profitable). So put both the celebrated Distance Dot and the new Dot Plus out where customers can see them and buy them. Remember, these famous golf balls are sold through golf professional shops only.

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DRAMATIC 1962 TOURNEY CLUBS—WITH TESTED FEATURES—CAN ACTUALLY SELL THEMSELVES

New features plus a new idea of elegance make “must-buy” items of MacGregor Tourney Clubs for 1962. Just display a bagful of these MacGregor beauties alongside any competitor’s—and you’ll sell more MacGregor irons and woods. Take our word for it.

The Tourney winged-back shape—exciting, daring—puts the hitting power in an iron precisely where the hitting power belongs. See how MacGregor has carefully frosted new luxury in the back of the iron. This startling design instantly makes all other irons outdated.

Check the beautiful, beautiful Tourney woods. The 1962 Key-Site Insert—clean, classical—helps golfers drive maximum distances. How? The two-color facing—one piece—sets up the exact center of the hitting area. Result: better sighting, better distance—and better sales!

Sell MacGregor Tourney Irons and Woods—with the built-in stroke of genius.

CHECK THESE MACGREGOR EXCLUSIVE SELLING FEATURES

Key-Site Insert...for maximum distance
Tourney Back...winged-weight balance with frosted elegance
Lessdrag Sole...assures better playing on hardpan and lush fairways
Flame Ceramic Face...a larger hitting area with a “lifetime” touch
Beaded Leather Grip...luxury-bonded leather for a firmer grip
MT Tourney Grip...created by MacGregor; an all weather feel
Pro-Pel Action Shaft...less torque, more accuracy

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Sold by Golf Professionals only
Texas professionals made it plain at the Texas PGA Education-Teaching program in the Statler-Hilton hotel in Dallas, Jan. 7-9, that they are determined to attain the same high standing as club pros they long have enjoyed as playing pros.

Nearly 200 pros and salesmen came to Dallas for the merchandise display and classroom sessions. A paralyzing blizzard held down attendance the final day and also delayed departures.

The section’s pres., Ross Collins, its vp Doug Higgins, and its education committee chmn., Bill Weber, stressed the organization’s objective of providing professionals of whom clubs could be proud.

**Learning What Customer Wants**

“What the Customer Wants” is the most difficult and important question for the pro to answer, Herb Graffis, GOLFDOM editor, told the Texas pros. Job performances that do not please the members or pay-play customers are the result of not knowing what the players want, Graffis remarked in summarizing years of study of the pro business. The pro should know every club is different, yet sometimes neglects to identify the differences and adjust his personal relations and business operations to several variations.

The successful pro knows his market by experience, observation, instinct and deliberate, organized study in just about the same manner the successful playing pro learns a course in practice rounds, the GOLFDOM editor declared. He added: “Club pros ought to study what's in their bag racks and what their members wear and play as thoroughly as Jerry Barber studied Olympia Fields before playing and winning the PGA championship.”

Graffis said that pros who spend in advertising and sales promotion about the same percentage of the sales dollar as competing stores seldom complain about cut-price competition beating them out of much business. He referred to the merchandise exhibits at the meeting as a possible means of reducing costs of selling to pros. This is a matter of greater and more urgent importance than is generally realized.

Member education is a pressing need for the good of golf as a game and as a business, Graffis emphasized. The pro