Model 2834. Worn by Al Gieberger. Classic simplicity in a well tailored shirt of lightweight 2-ply lisle cotton honeycomb mesh, 3-button placket, fashion collar and cuffs, embroidered Penguin. Retail $5.00

Model 2838. Worn by Bob Goalby, 100% Textured Antron Nylon interlock knit. Welt trim on fashion collar and cuffs, Lycra and Antron action gusset, hemmed bottom. Inverted set-in pocket. Retail $7.95

SALES SOAR FOR

grand slam golf shirts

Model 2815. Worn by Dow Finsterwald. Light weight honeycomb mesh of 66% combed cotton. 34% Dacron® polyester in two-tone patterned stitch. Solid collar, cuffs, embroidered Penguin. Retail $7.95

Model 2860. Worn by Johnny Pott. Matching golf shirts for father and son. Light weight honeycomb cotton mesh with contrasting stripe trim. Boys' Model 4801 exactly like Men's shirt. Retail (Boys') $4.00 (Men's) $5.00

Pre-sold for you in Esquire • Sports Illustrated • Golf Digest • Golfing • Professional Golfer • Golfdom
The heads of golf

MT TOURNEY WOODS
- New 4-Way Roll in the face (pin-points power)
- New Keysite Insert
- Finest Persimmon protected by special sealing process
- Tourney Action Shafts

MT TOURNEY IRONS
- Winged Back Design
- Flame Ceramic Face
- Tourney Action Shaft

DX TOURNEY WOODS
- New and top of the line!
- New Antique Finish
- Solid Persimmon protected by special MacGregor sealing process
- Rocker Sole
- New Four-Way Roll
- New Keysite Insert

DX TOURNEY IRONS
- New Wider Hitting Area
- Special Back Design
- New Built-In Forward Press
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Whoever the player, whatever the price—MacGregor has the right clubs for both. No other club manufacturer offers so much in such complete lines. Look over the exciting new features we've created for your sales and profits for '64. Little wonder these new MacGregor lines are being hailed as "The Heads of Golf for '64!" Order these beauties early and have 'em ready to go...and go the way of the sales winners.

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Three Great Series—Silver Scot, Black Scot, Iron Master • New Rocker Sole • Choice of Finishes, Grips, Swingweights and Shafts

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Shot Blasted Face • Bright New Finish • Choice of Grips

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LOUISE SUGGS IRONS
Tourney, Empress, First Lady • Flame Ceramic Face • Custom Ladies Specifications • Choice of Grips

Sold by golf professionals only
The Touch of Greatness for More Enjoyable Golf
There is a hint of greatness about the new Power Thrust III Irons — another significant step toward Ben Hogan’s one goal of perfection. This contribution to more enjoyable golf is the exclusive Blade-on-Blade design concept.

Can the new Blade-on-Blade lower your score? No one can say. We can say that Ben Hogan Power Thrust III Irons are engineered to enable you to play an iron game up to your potential — the better game of which you are capable.

Consider this way: Ben Hogan places in your hands the acknowledged tools of greatness. The rest, of course, is up to you.

Also shown above, exclusive matching Ben Hogan accessories in handsome, long wearing Kangaroo Alligator. Matching sets available in Navy blue, brown, burgundy, and black. Items in ensemble are Kangaroo Alligator Golf Bag (#M150), Form Fit Head Covers (#21FKS), Putter Cover (#MPK4), Carry-All Bag (#C60), Shag Bag (#S18), and Umbrella with matching Kangaroo Alligator handle (#U9209).


March, 1964
Ohio's building an all-sport, all-season resort in the Mohican State Forest near Loudonville, some 80 miles south of Cleveland. Championship 18 is in the plans.

Hopkinsville (Ky.) G&CC is polling members to decide on type of greens they want. Statesville (N.C.) CC opened new $350,000 clubhouse in mid-January. Norwalk, Conn. is investigating possibilities for an 18-hole muny. Building $2-million resort in New Philadelphia, O., on Atwood Lake. It includes all the trimmings including an 18-hole course. Pittsburgh's Bigelow Apartments' $600,000 addition includes a health club with golf practice nets.

Licking Springs Trout and GC, near Newark, O., will have 18 completed by summer. Licking Springs is building course to supplement the magnetism of a sporting trout stream. Cherokee CC plans to spend $125,000 to improve facilities taken over from the old Jacksonville (Fla.) CC. Includes $75,000 for new clubhouse. Weeks Park GC in Wichita Falls, Tex., opened in late February, plans $65,000 clubhouse. Over 52 retirement community near Norbeck, Md. to be built around 18-hole course and $750,000 clubhouse and activity center.

Mickey Wright receives her ticket to Ladies PGA Hall of Fame from Lincoln Werden, N.Y. Times golf writer at premiere of Shell's "Wonderful World" series. Also in photo is Monroe Spraght, Shell president. Mickey was voted into the Ladies PGA's society of immortals early this year.

Fifth "Life Begins at 40" tourney, played recently in New Orleans, was curtailed by snow but Dick Parvino, Augie Leopold, Ronald Millet, Mike Persia, Jr., Bud Majors and Joe Barbato (l to r) seem happy in spite of it. Millet, Majors and Parvino got share of prizes along with Johnny Pott, who isn't in photo. Parvino, Leopold and Barbato are New Orleans area pros.

Poplar Meadows CC at Union City, Tenn. has just completed $30,000 remodeling and rebuilding program. Now considering $20,000 more for new kitchen, Monterey GC in Scottsdale, Ariz. has opened a dining room addition for 60. It is managed by Stan Symanski and his wife. Blooming Prairie (Minn.) CC investigating purchase of land and general improvements for its course. Glenwood, La. close to completion on fund raising for its muny course. Lake Elsinore, Calif. is site of new resort with a 9-hole 24-hour course, marina, hotel and shopping center.

Ridgewood CC in Waco, Tex. constructing clubhouse, and three swimming pools for $600,000. Livonia, Mich. city council okays $200,000 for 18-hole muny. New 9 to be built at Fosston, Minn. airport. Milton, Mass. considering purchase of 120 acres for town course. Clewiston (Fla.) GC has contracted to build $75,000 clubhouse and pro shop. New course at Dunit County Airport near Carrizo Springs, Tex. to be ready for play in June. Par-3 nine opened Apache Shores near Hernandez, Fla. Townsend (Tenn.) G&CC building 18. Alta Sierra development near Nevada City, Calif. to open clubhouse in March and 18 holes in early summer. Jimmy Summers is the pro. Santa Monica, Calif. investigating 9-hole muny.

There must be a better way for the PGA tournament committee to go for more money out of tournament TV than the way they've been trying. Con-
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PREP SOIL CONDITIONER

Let PREP help solve your green maintenance problems. PREP is a hard, granular, sorptive mineral that helps eliminate the greenkeeper's greatest problem—compaction—by maintaining a well-aerated soil. PREP conditions soil naturally and helps grass to breathe and fertilizers to act. PREP's high moisture-retention capacity promotes healthy root growth by preventing the loss of vital nutrients. Improve your greens this season by using PREP in your top dressing or in your seed bed mixtures. And remember, PREP works just as effectively on tees, fairways, aprons and lawns. Try PREP.

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March, 1964
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scientious and smart fellows such as Jay Hebert, Bob Goalby, Johnny Pott and Dave Marr shouldn’t have been trapped into one of those messes that had Larry Crosby comparing the PGA with the Capone mob. But that looks like the price real nice guys have to pay for working free while pro golf is having growing pains.

Martin Carmichael who sold himself out of a TV job into a better paying job as the PGA tournament committee’s TV guy is one of the nicest young men you ever saw. One you want to see make a bundle of money. He has jumped in 60 fathoms over his dandruff. He was hired at a salary reported to be about twice that of Jim Gaquin, PGA tournament mgr., and very much more than what the PGA pays Joe Black, tournament supervisor. Jim and Joe are the guys who book the tournaments, arrange the schedule, are “sitters” for the sponsors, players and PGA officials. So, they are made to feel they are welcome to a pension plan of ulcers. That’s not a good way of building and maintaining the one happy family the PGA needs.

A sportswriter recently said that after tournament golfers read about the fancy prices paid for baseball and football television and read what Liston and Clay get out of a fight, the golfers are bound to feel cheated. “A pro who makes about $20,000 a year in prize money and who reads that Kelso has won over $1½ million running, is liable to listen when somebody comes along and offers to sell him two more legs,” the writer added.

However, no oceans of tears were spilled after Carmichael’s remark, following a meeting with Bing Crosby’s brother, Larry, and other tournament sponsors, “If they call us Capones we can talk about how they treat golf pros like a bunch of fugitives from a caddy shack.” With tournament purses this year being well over $2 million, the unpaid labor of club members and their sacrifices of courses and convenience at an amount that can’t be estimated, and considering that the USGA, Western GA and PGA don’t have good clubs clamorously volunteering to accept their tournaments, this is no time to cry about caddy treatment.

Where Carmichael was absolutely right was in saying to Jay Workman, Arizona Republic sportswriter, after the threaten-
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March, 1961
ed players’ strike at the Phoenix Open and the meeting with tournament spon-

ers, “It hurts golf to bring this to trial into the newspapers.” . . . Naturally,

ewspapers have TV giving them a hard time for the advertisers’ money, so why

should the papers be reserved about tell-
ing what the score is when TV is on the

short end?

It was brought out that Nielsen ratings

indicated the National Open was seen in

fewer homes than an average American

League game . . . A Masters’ play-off ranked 16th among sports attractions . . .

The USGA got only $70,000 and Augusta

National $55,000 for TV rights of these

top attractions . . . Both ran at least two
days and maybe three, with a play-off . . .
of course, it has been established that

the Nielsen ratings aren’t 100 per cent

what they should be.

With only about $120,000 being paid

for the television rights of the two top
events in golf and not a whole lot added

for the PGA championship, why should

there be a lot of big mouth about the

jillions pros are to get out of tourna-

ments? . . . If the PGA-sponsor deal is

played with common sense and patience

maybe there will be some mutually sat-
sfactory approach to the 75 millions TV

will be paying pro and college football

in 1965 . . . Of course, fellows who over-

bid about $10 million on the newest pro

football TV contract will be out of jobs

by then and advertising agencies will be

viewed with suspicion when they try to

pass the extravagance on to clients . . .

But golf will keep on growing . . . That

should be kept in mind!

Good thing this explosion did come

out . . . It may produce sound business

thinking based on actual figures instead

of dream money . . . There is need of

pension plans for tournament and club

pros . . . Especially the club profession-

als who may stay on a job from 15 to 30

years and then are retired with small

incomes or canned with none at all . . .

Pros aren’t tournament specialists that

long — except the richest of them, Sam

Snead . . . Hagen, Sarazen, Snead and

Hogan, the foremost tournament veterans,

are in better condition financially than

most other pros.

Course supts., usually neglected in

club retirement programs, have started
to work up their own plan — a sort of

an insurance-saving combination on the

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• Tip-up front seats for easy battery access. Tip-up rear deck for maintenance ease.

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• Heavy-duty fiberglass cowl for extra strength and beauty.

• Luggage compartment or well-drained beverage storage.

• Converts to Shopper or Personnel car (just remove bag rack) in seconds and use for shopping or transportation.

• Sturdy naugahyde “surrey top” (optional) strong, solid, attractive.

• PLUS...hanger-type pedals, stand up bag converter, flush rear deck, rounded rear corners, new railing design, ball and personal effects container, lower center of gravity — 2” wider & 5” lower overall.

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