This is the finest golf car ever to circumnavigate a golf course. To place this car on the course is like placing a diamond on velvet. See for yourself the manner in which it outshines and outperforms all other competition. The LAHER 1964 MASTERPIECE is the peak culmination of a decade of engineering experience and background. There is just no comparison... from its distinguished good looks and superb ride to its exceptional operation, handling and safety.

JUST DRIVE IT... YOU’LL SAY, ”IT’S A Masterpiece”
Extra Profit
LIKE WALKING ON PILLOWS!

Dr. Scholl's
AIR-PILLO INSOLES
Made of soft Latex Foam. No adhesive. Convert any shoe into an air-cushioned shoe for only 60¢!

3 PAIRS FREE!
With a 3 dozen assortment of men's and women's sizes you get 3 pairs FREE if you order promptly. Packed in metal counter display dispenser. Each pair cellophane wrapped. Men's 7, 8, 9, 10, 11, 12 and Women's 5, 6, 7, 8, 9. Retail 60¢ a pair.

YOUR COST $14.40. YOUR PROFIT $9.00
Nationally advertised in THE SATURDAY EVENING POST, THIS WEEK, DELL MODERN GROUP and PARADE.
SELL ON SIGHT!
Mail your order today!
THE SCHOLL MFG. CO., INC.
213 W. SCHILLER ST., CHICAGO 10, ILL.
62 W. 14th ST., NEW YORK 11, N. Y.

order of the Canadian PGA plan . . . Not enough to live on but a help . . . Supts. and club pros haven’t been happy about the tournament TV revenue argument . . . The unsung homebodies say they are the fellows who are putting a lot into golf and not taking much out . . . At the PGA Seniors’ banquet, Arnold Palmer, referring to the argument with sponsors about television rights said tournament golfers realize that they are extended privileges of good clubs and courses because the pioneer pros earned that courtesy.

Palmer, talking to pros he hopes will sell his clubs, made his customary attractive, convincing presentation . . . Jay Hebert, Bob Goalby, Johnny Pott and Dave Marr of the PGA Tournament committee are the same high type of businessmen and professional athletes as Palmer, so they’ll come up with the wise and happy ending to the controversy with sponsors . . . It will be one that will keep the PGA strong and happy together, instead of splitting it into club pro and tourney pro sections . . . The PGA is lucky to have a solid businessman, Warren Cantrell, as its president in a sticky situation such as that involving tournament players and the sponsors . . . Another bright sign is that the PGA Tournament committee worked out a uniform rules agreement with the USGA . . . That required the same type of good sense the sponsor negotiations need.

A major reason for the tournament committee-sponsor jam in the press was the customary reason for PGA public relations troubles . . . Poor “communications” due to failure to use the competent publicity men on the PGA payroll . . . Jim Gaquin and Don Giffin, press men as good in their specialized line as the tournament players are in theirs or Carmichael in television, were not used for the job they could have done well for the PGA, the players and the sponsors.

Graduates of the 1964 PGA Business Schools got small pocket knives from U.S. Royal and an attractive key ring engraved “PGA Business School—1964” from the PGA . . . Ten two-hour weekly classes in “Beginning Golf” are being taught in the Adult Evening School of the Libertyville (Ill.) Fremont high school by Gary Rehfeld, pro at Knollwood Club, Lake Forest, Ill.

(Continued on page 170)
"One application of National Chemsearch TURF CIDE on our greens and tees completely solved our insect problem!" — Tom Dawson, Jr., Superintendent Country Club of Birmingham, Birmingham, Alabama.

Tom Dawson Jr. goes on to say, "I use National Chemsearch TURF MASTER fertilizer on my greens a few days before each tournament and the extra color it produces is amazing!"

Tom Dawson, Jr. uses and recommends the National Chemsearch complete line of chemicals including iron chelates, fertilizers, fungicides, and deep penetrating agents... all in compatible liquid form... can be mixed and quickly applied in one simple application to save time and labor cost. Tom suggests you call your National Chemsearch Representative for a safe, effective, economical solution for your lawn or turf problems.

NATIONAL CHEMSEARCH CORP.
P. O. Box 10087 • Dallas 7, Texas
Branches in Los Angeles, St. Louis, New York, Montreal
FREE for group showings—Exciting color films from “Shell’s Wonderful World of Golf”

Have your own International Golf Show

Off season, in season, any time... nothing thrills golfers like these exciting matches from TV in color. You and your group actually share the challenge as champions like Nicklaus, Snead, Player, Nelson battle classic courses in Australia, Japan, Brazil... all over the free world!

Just mail the coupon below for full details explaining how you may order... absolutely FREE, except for return postage... any of twenty-two 1-hour, 16mm sound films (21 in full color), featuring thrilling close-up coverage of key plays and colorful, instructive commentary by Gene Sarazen.

SHELL’S WONDERFUL WORLD OF GOLF

<table>
<thead>
<tr>
<th>PLAYERS</th>
<th>LOCATION</th>
<th>PLAYERS</th>
<th>LOCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jerry Barber</td>
<td>Wentworth (London)*</td>
<td>Gene Little</td>
<td>Gleneagles (Scotland)</td>
</tr>
<tr>
<td>Dai Reis</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jack Burke, Jr.</td>
<td>Banff (Canada)</td>
<td>Dow Finsterwald</td>
<td>Tryall (Jamaica, B.W.I.)</td>
</tr>
<tr>
<td>Stan Leonard</td>
<td></td>
<td>Peter Alliss</td>
<td></td>
</tr>
<tr>
<td>Gene Sarazen</td>
<td>St. Andrews (Scotland)</td>
<td>Dave Raggo, Jr., Celestino Togt</td>
<td>Wack-Wack (Philippines)</td>
</tr>
<tr>
<td>Henry Cotton</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bob Rosburg</td>
<td>Kasumigaseki (Tokyo)</td>
<td>Art Wall, Jr., Stan Leonard</td>
<td>Royal Quebec (Canada)</td>
</tr>
<tr>
<td>&quot;Pete&quot; Nakamura</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gene Littler</td>
<td>Pine Valley (U.S.A.)</td>
<td>Doug Sanders Arne Wierkeff</td>
<td>Halmstad (Sweden)</td>
</tr>
<tr>
<td>Byron Nelson</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ken Venturi</td>
<td>Olgiata (Rome)</td>
<td>Jack Nicklaus Sam Snead</td>
<td>Pebble Beach (California)</td>
</tr>
<tr>
<td>Ugo Grappasoni</td>
<td></td>
<td>Brynn Nelson Gerry de Wit</td>
<td>Hague (Holland)</td>
</tr>
<tr>
<td>Gary Player</td>
<td>Royal Melbourne (Australia)</td>
<td>Phil Rodgers Frank Phillips</td>
<td>Royal Singapore (Singapore)</td>
</tr>
<tr>
<td>Peter Thomson</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mike Souchak</td>
<td>Jockey Club (Buenoe Aires)</td>
<td>Bill Casper, Jr., Harry Bradshaw</td>
<td>Portmarnock (Ireland)</td>
</tr>
<tr>
<td>Roberto De Vicenzo</td>
<td></td>
<td>Bob Gooby Bob Charles</td>
<td>Paraparaumu Beach (New Zealand)</td>
</tr>
<tr>
<td>Jay Haborst</td>
<td>St. Cloud (Paris)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Florly Van Donck</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ted Kroll</td>
<td>Royal Hong Kong</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chen Ching-Po</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bill Casper, Jr.</td>
<td>Gaves (Rio de Janiero)</td>
<td>Bob Rosburg Roberto De Vicenzo</td>
<td>Los Leones (Chile)</td>
</tr>
<tr>
<td>Mario Gonzales</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Available only in black and white.

Shell Oil Company
50 West 50th Street
Room 4154, New York, New York 10020

GENTLEMEN: Without obligation, please send me details on how to order 16mm sound films of Shell’s "Wonderful World of Golf!"

Name __________________________
Street __________________________
City ____________________________ State & Zip _______________
Pros Catch Fire on Juniorized Club Idea

By HERB GRAFFIS

“Pro-Juniorizing” of golf clubs, the sales and service idea of cutting down used clubs and fitting them to youngsters, will mean perhaps a million dollars in new revenue to the golf business this year.

Bright forecasts of the effect of the Pro-Juniorized campaign, as presented in February GOLFDOM (p. 48), were made by several professionals during the PGA Seniors’ gathering at the PGA National GC.

Something spectacular has to be done to get the old clubs out of the way. Trade-in allowances and the difficulty encountered in selling used clubs in competition with smart looking cheaper sets present serious problems for professionals as well as manufacturers, was the consensus of pro opinion at Palm Beach Gardens.

“My net profit on club sales last year was about 10 per cent less than in 1962”, said a veteran New York professional. “I took a trimming on trade-ins. I’m still stuck with some of them.” He continued:

“GOLFDOM’s article on Pro-Juniorized clubs gave me the hunch I’ve been looking for. Now I’ll be able to do something worthwhile for kids at the club. That will go over big with them and their parents. But, of course, the primary thing, is that Pro-Juniorizing is the way to get a lot of old clubs off the market and make a place for new ones.

“Pro-Juniorized clubs are the best idea I’ve seen for maintaining the market price of top quality pro clubs,” the New York professional continued. “With the price cutters constantly threatening our market, professionals need all the help they can get to sell the top quality clubs at a profit.”

Discussing Pro-Juniorized clubs, the
Two kids benefit when clubs are cut down... Woods and irons can be divided into a pair of sets for them

Pros generally agreed that cutting down used clubs to Junior sizes will mean that the person who buys a new set and consents to having his old clubs juniorized will be getting three sets of clubs for a little more than the price of one.

“The beauty of juniorizing,” an Ohio pro suggested, “is that two kids can benefit. One can have the driver and the 3-wood and the other the 2- and 4-woods. The irons, too, can be divided with one kid taking the even-numbered clubs and the other the odd-numbered ones.”

Timely Publicity Value

Professionals who collaborated with GOLFDOM’s staff in devising the Pro-Juniorized plan are credited by a Detroit advertising executive and golf club official with presenting an unusually well-timed publicity theme for pro golf.

“The television revenue argument between tournament pros and sponsors hasn’t made friends for pro golf,” said this man. “Neither has the trouble the home pros have had in trying to find out where they stand in the PGA golf course deal in Florida.

“But now the club professionals come up with an idea that accentuates how indispensable they are to the solid growth and the future of golf. This Pro-Juniorized plan puts the spotlight on the club professional. It has to be rated a stroke of genius as a publicity and merchandising operation in marketing development.

Merchandising Dream

“If automobile makers and dealers could handle the used car problem by taking old cars off the market and using them to create a big juvenile market and educate tomorrow’s customers,” the Detroit executive continued, “that would be a merchandising dream beyond imagination.

“The golf business is lucky to have professionals who can conceive a Pro-Juniorized plan for making more and happy customers while curing their most serious marketing problem,” the Detroit executive concluded.

Enthusiastic reception of the Pro-Juniorized idea and plans of professionals to push the campaign this spring, give assurance that an immense expansion of the pro sales picture may be in the making.

An interesting sidelight of the Pro-Juniorized campaign is that it is expected to give a big boost to shop sales of new clubs for kids.

Accents Family Character

The family character of golf, which could stand more publicity, is bound to get increased attention as a result of a Pro-Juniorized club program. Many of the children in the 10-to-16-year age group who are at the club pool almost every summer day do not enter golf classes or play golf because they do not have clubs. Professionals are aware of this equipment shortage but often do not know how to tactfully bring the matter to the parents of the kids.

It has been the experience of many professionals that Junior schedules at committees get into the picture. Class les-committee get into the picture. Class lessons and one-hole, three-hole, and nine-hole competitions, as well as the practice green contests, make the kids eager to come to the club. With the Junior events coordinated by a women’s committee, the professional and manager, a good deal of restaurant business is developed for the club, especially Thursday dinners.

Tournaments Prove Potential

Every year since the USGA boys’ Junior amateur championship was started in 1950, the entry list has grown. Last year it was 2,230. The USGA Junior Girls’ championship, since its start in 1950 with 18 entries, hasn’t shown the same steady growth, but last year at Wolfert’s Roost CC, Albany, N.Y., there was a record number of 138 applicants. So, it is evident that there is great potential in junior golf. But the kids need to be encouraged.

Older male members of clubs who fear that the kids might clutter up the course if they are turned loose, should be reminded that in the 1963 USGA boys’ championship, Gregg McHatton of Whittier Calif., and Richard Brand of Tulsa, needed only one hour and 47 minutes in playing the final at Florence (S.C.) CC when McHatton beat Brand 4-and-3. The older fellows should hope to play at that rate.
On June 5th of 1963, Syracuse, N.Y., took a giant step toward developing top golfers in the years ahead, when it opened the first golf course in the country, and perhaps the world, exclusively for children.

Realizing a longtime dream, Mayor William F. Walsh began administrative preparations leading to the development of the 9-hole, tree-lined course shortly after taking office in 1962.

An abandoned municipal course (Burnet Park), on the city's west side, was reactivated and remodeled into a 9-hole course exclusively tailored for youngsters at an overall cost of $27,000. This renovation included modernization of the clubhouse adjacent to the 9th green, revision of the overall layout of the former course and the creation of 4 new golf holes and complete reconstruction of 5 former holes. At the end of nearly a year's preparation, a 1252 yard, well groomed 9-hole course with par set at 27 was opened for Syracuse youngsters.

Memberships Available

Play for boys is limited to those between 8 and 15, while the girls may play through age 16. Green fees are $.25 per day, or $4.00 a season for membership. Several hundred season memberships were sold during the first year of operation.

The course operates Mondays through Fridays from 9 a.m. to 6 p.m., and is open April through October, with some readjustment of course hours when school reopens in the fall. On Mondays and Thursdays, 9 a.m. to noon, the course is reserved for girls, due to the somewhat slower nature of their playing habits.

Two golf pros, Larry Murphy and Bill O'Leary of the PGA, are available each day to provide free instruction for youngsters during course hours. Children under 10 must be accompanied by adults. All children, regardless of age, must have at least one hour of instruction by the professionals, unless they have substantial prior experience in the game.

Make The Rounds

Both Murphy and O'Leary stress etiquette as well as golf fundamentals, during the sessions. In addition to giving lessons and supervising the course, Murphy and O'Leary take turns touring the course, offering on-the-spot advice to young golfers and insisting on good golf manners. A city policeman is assigned to maintain
discipline and provide an added measure of safety.

Children using the course are required to furnish their own equipment, including a minimum of three clubs, plus tees and golf balls.

Both O'Leary and Murphy say that play has been excellent, with the young golfers learning very rapidly. Two holes-in-one were registered last season.

Gross annual operating costs were estimated by the city at approximately $11,500. Revenue figures for 1963 aren't available, but it was estimated last June that the city would take in about $2,000 in green fees.

Course improvements in 1964 call for the addition of a practice putting green. A city-wide tournament for youngsters is scheduled to be held in mid-August.

Speaking of the course, Mayor Walsh said recently: "Nothing has given me more satisfaction, since taking office, than the development and success of this course. Recreation of this kind has had a tremendous impact and we are proud and delighted with the public response to the program."

### Burnet Park Scoreboard

<table>
<thead>
<tr>
<th>Hole</th>
<th>Yards</th>
<th>Par</th>
<th>Hole</th>
<th>Yards</th>
<th>Par</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. 1</td>
<td>223</td>
<td>3</td>
<td>No. 6</td>
<td>100</td>
<td>3</td>
</tr>
<tr>
<td>No. 2</td>
<td>110</td>
<td>3</td>
<td>No. 7</td>
<td>123</td>
<td>3</td>
</tr>
<tr>
<td>No. 3</td>
<td>105</td>
<td>3</td>
<td>No. 8</td>
<td>128</td>
<td>3</td>
</tr>
<tr>
<td>No. 4</td>
<td>137</td>
<td>3</td>
<td>No. 9</td>
<td>144</td>
<td>3</td>
</tr>
<tr>
<td>No. 5</td>
<td>182</td>
<td>3</td>
<td></td>
<td>1252</td>
<td>27</td>
</tr>
</tbody>
</table>

---

Florida Turf Trade Show Scheduled for Late April

Florida's third annual Turf-Grass Trade Show is scheduled for April 30-May 2 at the Hotel Seville in Miami Beach and at the Plantation Field Laboratory of the Florida Experiment Station in Fort Lauderdale. Besides the exhibits and clinics dealing with turf problems, there will be a small business clinic covering such subjects as "Workmen's Compensation" and "Banking Services and Procedures." The trade exhibits and a special lawn care clinic will be open to the public.
Big Ed hits it a Maxfli mile

Ed can swing an easy 4 iron or hit with a 5 instead... a Super Maxfli makes that much difference in midiron play. Chances are it will give your players their longest drives. This we promise... no other ball can out-drive a Super Maxfli. (Continuing tests prove it.) None other holds a better putting line. The finish stays bright round after round. Your best players will like it most. Super Maxfli.

*Ed Furgol, Dunlop Golf Advisory Staff member.

March, 1964
Proving the pro game differs from that of the amateur

Vossler Returned to ABC’s When He Began Teaching

BY JOE DOAN

(Second in a series of teaching articles.)

Although he had seven years on the circuit behind him (four of them among the top money winners) when he decided to give up the nomad life in 1961 for a home club job, Ernie Vossler embarked on the teaching phase of his new career in a manner that’s recommended for novice professionals, but hardly for a veteran campaigner. He concentrated on two things: the art of communication, and the mechanics of the swing as he anticipated he would find them among the members of the club that gave him its head pro post, Quail Creek in Oklahoma City.

Contemplating the swing as it is executed by a handful of golfers who shoot in the 70s, a slightly larger number who manage to play in the 80s, and an overwhelming majority who have to confess to 90s or 100s or higher, is perhaps revolutionary. But, as Vossler explains it, it makes a great deal of sense: “You’re like a football coach,” he says. “You work with the material at hand. My job wasn’t to teach a club made up of professionals. I had amateurs to work with and so I had to learn to understand the swing as the amateur understands it.”

Make Complete Analysis

Vossler’s last year as a circuit regular was in 1961. He had assurance that the job at Quail Creek, which was to open the following year, was his. So, he began to attune his thinking to that of the club player. He huddled frequently with Jay Hebert and Dave Marr, both of whom continue to follow the tournament trail, but definitely are teachers at heart. The three of them completely analyzed the swing from the way it is perfectly exemplified by Gene Littler, or perhaps Hebert himself, to the way it is chopped up by the guy who shoots 120.

This diligent trio even went so far as to collect sequence photos, when and where they could, of the awkward and the damned and mentally superimpose them on the finished products that are to be found in the gallery of the professional tournament players. After studying hundreds of photos, Vossler and his fellow analysts reached the conclusion that poor or average players play no better than they do because they never grasp the idea of delaying the hands or, if they do, they aren’t physically capable of getting in position to hold the hit.

Most Obvious Symptom

This isn’t the sum and substance of the reason for inept or, at best, mediocre swinging on the part of the plodding club player. It is only the most conspicuous symptom. “Casting, letting fly with the hands, crossing the line on the down-