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teaching in a positive way. You can take them right through your step-by-step program, keep them off the course until they have taken at least four lessons and then turn them loose with some assurance that they'll play reasonably sound golf.

Programs for Beginners

Here is how Will sets up his beginners' program:

1. Fundamentals of the full swing, with nothing but coordination emphasized;
2. Chipping, following a review of the fundamentals that were taught in the first lesson; then a brief workout with the woods;
3. Emphasis on hitting 9-iron shots; then practice with the irons from the 8 through the 3, and then the woods;
4. Putting
5. A playing lesson as quickly as it can be arranged.

Does Will guarantee success after those five sessions? No! He still sticks to his theory that it takes from two to three years to make reasonably finished golfers of 95 per cent of the people who take up the game. Improvement in the meantime is the most the players and the pro can hope for. That should satisfy most players.

Promotion Budget

(Continued from page 54)

ads because of these reasons:

a. Leaves you freer to take advantage of special media deals or unexpected club events.

b. With campaign advertising it is too easy to become complacent. Ad effectiveness falls off.

12. What, if any, outside assistance do you use with your advertising/promotion efforts?

Every manager uses at least one of the following outside people to help create or produce his advertising:

Media salesmen 70%
Copywriters 50%
Photographers 40%
Artists 20%
Signpainters 20%
Wilson Staff, MacGregor DX Tourney, U. S. Royal, and Dunlop Maxfli have us at a disadvantage. They are announcing new golf balls with varying compressions.

We can't.

We've been making Stylist that way for years.

Suddenly the compression story is big—so big that you can't keep all the balls straight without a scorecard.

Frankly, we find it gratifying. Ever since we started making Stylist it seemed logical to us that one compression (or two, or even three, for that matter) just couldn't fit every golfer's swing. Now it seems we've been right all along.

You may have wondered why these other fine balls haven't come out in varying compressions before this. All we can say is, sometimes it takes a while for a good idea to catch on.
Use CLARO Non-Slip for a BETTER GRIP ... BETTER GOLF!

CLARO Non-Slip assures a better grip in any weather. Gives you greater accuracy — more distance when you need it. One application lasts all day. Take a stroke or more off your score with CLARO Non-Slip. Fifty cents at your pro shop.

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It's hard to eliminate — but easy to cut its cost — compare and see how WITH TAT GOLF SIGNS
MOST DURABLE, ATTRACTIVE and ECONOMICAL OF ALL GOLF SIGNS
4" x 8" 50¢

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During Golf Writers Association meeting preceding the National Open, Ed Miles, former president of the Association, was presented with an Auf Wiedersehen gift by his press room cellmates. Miles is retiring from the Atlanta Journal. He is the young-looking guy at the right, orating into the mike. At the left is GWA president, Wallie Wallis, Daily Oklahoman, and, in the middle, Dudley (Lucky Waxie) Green, Nashville Banner.

Swinging Around Golf
(Continued from page 21)

Only kick we heard from customers about the Open was that the flags bore Bellerive club emblem instead of the numbers of the holes, so the customers would know where they were ... This is a frequent complaint at the Open.

Gary Player's announcement of his gift of $25,000 National Open first prize money was the most dramatic moment of the 65th Open ... It was an historic and unique expression of gratitude to a nation and its golfers by a gentleman sportsman ... It was tremendously valuable and timely publicity for pro golf ... Sports writers point out that the constant accent on the big money pro golf stars get and the rare publicity on what they give has not brightened the sports fans' image of the young men.

Player's generosity is the sort of publicity needed to offset talk about the PGA's innocent but embarrassing association with Las Vegas gambling casinos, which sponsor big pro tournament circuit events in the spring and fall, a Ladies PGA tournament and Seniors Open tournament.

What the USGA will do in using the Player $20,000 for Junior golf development is going to call for a review of the Junior golf situation and a lot of planning ... The USGA has great junior championship committees for its boys and girls programs ... The USGA was
You can't see the natural balata in golf balls, but it's there! You can feel it when you take a solid swing. You can hear it in the sweet-sounding "click" when ball and club meet. You can rely on its toughness and resistance to abrasion.

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slow in getting those affairs started . . . The Metropolitan (N. Y.) GA, the Western GA and the Women’s Western GA were many years ahead of the USGA in starting Junior championships . . . In Junior promotion, the PGA has been active since 1933 when George Jacobus became president. The PGA got its nationwide program going in high with a committee headed by George Lake of Long Beach, Calif . . . Vigorous effort was devoted by the National Golf Foundation early in its history to Junior golf promotion with pros at private and public courses conducting a coordinated national campaign . . . The PGA later took over that work . . . Club and public course golf professionals have been doing the nation’s biggest job of junior sports promotion.

Frank Emmett of Chevy Chase, Md., Ralph W. Miller of Los Angeles and, Grant Bennett of Florence, S.C., are among those on the USGA Junior championship committee who have considerable experience in Junior promotion with tournaments . . . There’s a tremendous amount of Junior golf development being done and to be done by state and district golf associations, etc.

Gene C. (Bunny) Mason, pro at Columbia-Edgewater CC, Portland, Ore., has a great selling line for his clubs . . . He terms them “Tee-Tested” . . . Fitting
Only Wilson puts in a plug for more distance

That little circle you see on the bottom of a Wilson Staff iron is actually a plug. It's there because Wilson has drilled out the dead weight from beneath it. Wilson puts this weight directly behind the hitting area, where it puts extra power behind the ball for controlled distance. Most other clubs don't do this for you. In fact, no other clubs in the game give you as many stroke-saving improvements as Wilson Staff® woods and irons. Next time you're in your professional shop, swing a set of Staffs, the only clubs that put in a plug for distance.
and testing on the tee is a feature of Mason’s sales plan that no store can copy . . . Mason is one of pro golf’s foremost salesmen . . . He says that sales are a by-product of the service a pro gives his members . . . Lou Strong, former PGA president and pro at PGA National course says that PGA’s tough east course is closed for the summer and getting a few alterations . . . Play on PGA west course fairly good this summer.

Best job we ever saw of picturing holes on an entire course was in Bellerive’s National Open program . . . Sports cartoonist, Amadee Wohlsclaege, of the St. Louis Post-Dispatch and photographer Jack Zehrt collaborated in the illustrations . . . Amadee and Post-Dispatch golf writer, Bill Beck, did a series on tough holes of St. Louis district courses last spring . . . They called their 18 “Heartbreak Country Club.”

Wonder when (or if) the USGA ever will have the National Open played on the same golf course that members play . . . Having tee markers so far back and rough so far in front of a tee that most club golfers couldn’t reach a fairway may look testing to somebody, but to the majority of spectators the arrangement is more laughable than impressive . . . It’s something like changing the rules of golf for the Open.

As usual, the par 3 holes at Bellerive determined the Open winner . . . The 195-yard sixth and the 218-yard 16th were decisive . . . Not being a golf architect and knowing only what the scoring shows, I can’t testify with authority about the alleged architectural domination of major championships . . . But I do think that the genius of Robert Trent Jones isn’t given justice when he is damned for those driver-long tees and other strenuous demands of design . . . And it’s not given due credit for artistry of green lo-
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cation, trapping, outline and contour . . .
The great old course designers planned
their classic layouts from the greens back-
toward to the tees . . . USGA studies show
most Open contestants drive the same
length — 250 yards . . . on the drives the
guy with the fairway mower separates
the winners from the also-rans.

Supt. Ernie Schneider had Bellereive
in practically perfect condition for the
Open . . . Chairman J. H. Ferring, Jr.,
quite a few club members and Schnei-
der’s fellow members of the Mississippi
Valley GCSA teamed with Ernie and
his crew in getting and keeping the course
nicely groomed . . . The few spots where
the rough had to be mowed to fairway
length were tinted for color television
. . . Any supt. who has a big tournament
in St. Louis, even when June is busting
out all over, is bound to be apprehen-
sive about turf disease or weather trou-
ble.

Bermuda rough growing so thick a
ball could hide in the short stuff fram-
ing the greens, again showed, as it did
at Southern Hills in 1958, that precision
is more of a factor than length in play-
ing a National Open course . . . Schnei-
der’s Meyer zoysia tees were commended
by Open contestants . . . Plugs of Meyer
zoysia were used successfully to repair the
“spring dead spot,” a Bermuda turf killer
which has mystified supts. and scientists
in recent years.

Although the USGA limit of 20,000 per
day on the Open galleries wasn’t a hit,
the gate was highly satisfactory . . . The
15 clubs which, with Bellerive, constitute
the St. Louis District GA sold 6,000
season tickets and shared in the marshal-
ing job . . . It was a pleasing exhibition
of club cooperation all along the line . . .
The Open was one of the features
of the 200th birthday of the city of St.
Louis . . . Press building and press hous-
ing and transportation were decidedly
good . . . There’s not much difficulty
with these things any more since the
Golf Writers Association’s veteran secre-
tary, Charley Bartlett, has been going
over the planning with club officials, lo-
cal golf writers, and the USGA team of Joe
Dey, Jr., P. C. Boatwright, Jr.; Frank
Hannigan, Don Weiss and Eddie Miller.