



When Meadowbrook CC, Northville, Mich., held a midwinter stag recently, Rocky Marciano, the ex-heavy-weight champion made the trip from his Brockton, Mass., home to tell members and guests what life is like on cauliflower row. In the picture are (l to r): John Brennan, Mich. pres. CMAA; Warren Orlick, pro, Tam O Shanter CC, Orchard Lake; Gene Rawlins, Meadowbrook mgr.; Marciano; Bill Uzelac, pro, Plum Hollow CC, Detroit; Tom Shannon, Orchard Lake asst. pro; and Red Lange, Plum Hollow mgr.

the wrists and give them an idea of the importance of using the hands.

The second lesson starts with a review of the first lesson (the grip), then goes into simple exercises showing the pivot with the left knee going in toward the right one, and showing the transfer of weight. Then some balls are hit.

The third lesson (and the third fundamental) is on the steady position of the head.

The three fundamentals are reviewed at the start of the first six lessons. Reference often is made to the importance of rhythm and coordination.

The 5-iron is used for the first three lessons. Then a wood for the 4th and 5th lesson. The 6th lesson is in chipping and putting. After that they'd had enough to get on a course.

The lessons are an hour long.

Explain that the swings are the same but the clubs make the difference.

Get the pupils to learn how to practice, then they are a long way toward doing their own thinking.

The National Golf Foundation's "Easy Way to Learn Golf Rules" are given with Bellitt's compliments to each of the class pupils.

## Experts View Pro's Position in Fashion Market

Paul Sprinz, Merchandising Coordinator, Esquire Magazine. Eleanor Phillips, West Coast Editor, Vogue Magazine

Introducing authorities on the pro shop merchandising panel, Herb Graffis, editor GOLFDOM and GOLFING magazines, referred to the extensive use of golf club scenery in advertising designed to show the high class market.

Golf club influence has been and is tremendous in promoting suburban living, sportswear, Scotch whisky, gin (which was a Dutch East Indies planters' and Mississippi dock workers' drink prior to endorsement of it by golfers during prohibition's emergency).

The pro is in a strategic position to observe, influence and profit from the country club power as a style factor.

Paul Sprinz, showing an Esquire film presentation prepared for advertising agents, told pros how the magazine had established itself as the top authority on men's styles by directing their market study, editorial and circulation effort on the "vital 10 per cent" of buying manpower.

The pro must study men's styles and see

that he and his assistants are examples of exemplary grooming.

What gives quick-starting and strong selling value to men's well-styled apparel is design that is new, different, smart and fashionable.

Men's sportswear styles start with the best-dressed golfers.

\* \* \*

Eleanor Phillips, noted West Coast Editor, Vogue magazine, cited examples of the tremendous selling power fashion has with women.

The professional's wife will look at a magazine like Vogue and tell the pro what is going to be smart as golf wear.

Nine out of ten women copy what the tenth woman wears.

The pro had better let his wife direct the buying of any apparel items he is going to stock for sale to women.

When a pro is stuck with women's golf headwear or apparel that won't sell, chances are his wife could have told him the stuff wouldn't move at his club.