

GOLFDOM

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EDUCATION at Clearwater

*Pros Hear Rosburg, Wall, Are
Stirred by A World Traveler*

EIGHT speakers appeared on the PGA Education and Teaching program which was held on Dec. 8th in conjunction with the professional group's annual meeting in Clearwater. Art Wall, Jr. and Bob Rosburg, who had such successful seasons on the tournament circuit, generally were accepted as the speakers the audience came to hear, and they acquitted themselves well, but the person who stole the prize money was a man who has nothing to do with golf other than to admit to hacking away at it when he gets the opportunity to play.

His name is Dr. John H. Furbay. He represents the Trans World Airlines, and is known as the "airborne orator," and his job is to travel around the world and sell the U. S. to people who may be wavering between capitalism and communism. He was worked into the program to give the pros a breather from the steady diet of golf business discussions and when the meeting was adjourned two days later, his remarks still were ringing in the ears of many persons who had the opportunity of hearing him.

Other speakers who were introduced during the day by Henry Poe, Reading (Pa.) CC pro, the program moderator, were Bill Freund of the Electric-Car div. of Victor Adding Machine Co., who spoke on golf cars; Joseph K. Dennis, pres. of the Chicago company bearing his name, who explained the PGA insurance programs; Dr. M. Lyle Spencer, retired University professor, who discussed the pro's publi-



Mildred Thomas (l) of Clearwater Chamber of Commerce and Mrs. Clyde Usina, Jr. ... they directed traffic.



Bob Rosburg



Art Wall, Jr.

two young pros tell circuit secrets...



Bert Way and Alex Cunningham ... as two old ones listen in.



Runyan Hutchison Cooper

... their names are enshrined
(See page 68)



Henry Poe



Johnny Farrell

... they educated the delegates.

city activities; Johnny Farrell, the 1928 Open winner and now pro at Baltusrol, who made his contribution to the knowledge of putting; and Grant Bennett, Florence (S.C.) CC pro, who described how he operates his Junior program.

Would Give Pro Concession

Bill Freund, the day's first speaker, advanced several reasons why the pro should have the golf car concession, listing them as follows: (1) He's the man who greets the players; (2) He gives them instructions as to where and how the cars are to be operated; (3) The player usually checks into the pro shop after he has completed his round; and (4) Any difficulties encountered with the car invariably are reported to the pro.

Where the concession is held by the pro, Freund suggested that he handle this phase of his business from an offensive and defensive standpoint. The offensive meth-

od is by having the right model car at the course and a sufficient number of them to take care of demand in peak playing periods. On the defensive side, the Victor sales mgr. recommended that the pro learn as much as possible about his cars so that he can either maintain them or oversee their maintenance. "If it is necessary to call an outside mechanic in every time something goes wrong," Freund

Sargent Re-Elected by PGA

Harold Sargent was re-elected to a third one-year term as pres. of the PGA at the 43rd meeting in Clearwater, Fla. Also returned to office were Lou Strong, secy. and Warren Cantrell, treas. New vps for three years are Tom Mahan, Sr., Beverly, Mass.; Jack Mitchell, West Orange, N. J.; and Don E. Fischesser, Evansville, Ind. Harry Moffitt continues as honorary pres.

pointed out, "you're going to find your profits evaporating because of 'travel time' alone."

The Electric-Car representative, discussing gas vs. battery operated cars, said that his firm is not convinced that the electric vehicle is the ultimate and will change the power plant when it sees that conditions warrant it. A "power-cell" motor which enables a car to generate power from chemicals may be the answer to car operation, Freund added. He said that the government, aircraft and tractor manufacturers are doing a great deal of experimental work with the power-cell and that this may be the golf car motor of the future.

Insurance Program

In reviewing the PGA insurance program, Joseph K. Dennis went into some detail in describing coverages already in effect through the group program and additional ones that members may wish to obtain. Provisions of the Health & Accident and Accidental Death policies, which have been in effect for some time, were outlined. So was the new Group Life Insurance policy that went into effect in October. This calls for decreasing benefits depending on the age of the insured at the time the policy is taken out. Payment of the same annual premium is made by all PGA members who enroll in the plan. It can be obtained up until the time the member reaches his 69th birthday.

Now in the discussion stage between Dennis' firm and the PGA is a retirement-

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Education at Clearwater

(Continued from page 26)

annuity plan which, it was explained, offers 10 per cent higher benefits than can be obtained through any individual annuity policies.

Dennis suggested that a pro is not out of order in asking his club to participate in premium payments of any group policy carried through the PGA. "This," he declared, "is nothing more than asking for fringe benefits which are accorded other employees."

He concluded his remarks by explaining coverages given through workmen's compensation insurance and various liability policies that protect the pro against loss due to fire, theft or other causes.

Publicity vs. Public Relations

Dr. M. Lyle Spencer, who founded the Syracuse University school of journalism, hinted that many pros may confuse personal publicity with good public relations. He added, however, that that is a common failing in most fields and can be avoided if more thought is given to what, and not who, should be getting publicity. As for good club public relations, he recommended this maxim: "Don't repeat a single uncomplimentary remark that you hear about a member. It's the best public relations lesson you'll ever learn. It's defensive, it takes almost unbelievable restraint on your part, but it's effective. When you're tempted to pass such a remark along, always keep in mind that it will be a miracle if it doesn't get back to the person about whom the remark is made."

In view of the TV and payola scandals that have rocked the nation in recent months, Spencer suggested that the PGA as a group, should take a second look at its standards of professional ethics, and that the individual pro shouldn't wait for the association to take action on this. If even the slightest shadow, Spencer said, is cast on the professional group's or the individual's integrity, it will be many years before it is erased.

Discusses Global Affairs

The day's oratorical fireworks were supplied just before the luncheon break by the aforementioned Dr. Furbay. Not only did the audience concede that the TWA world traveler is a dynamic speaker but apparently it was greatly impressed with his message. Furbay, who circles the globe from two to four times a year, said that the showdown between our way of

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life and that of the Soviet Union is going to come within the next 10 or 15 years. One-third of the world, he pointed out, remains uncommitted as to which it will choose. Foreign aid, he declared, although much maligned, has increased our prestige and won us many friends in practically every country on the globe. He repeated at this point that he is not employed by the government, has no axe of any kind to grind, and bases his opinions on what he has observed in his travels.

What we are not yet aware of, Furbay told the pros, is that rapid and revolutionary changes are being made throughout the world, particularly in Asia and Africa. If we do not grasp their significance and aren't willing to help have-not nations achieve self government and better living standards, the Russians are going to beat us to the punch even if their proffered aid is somewhat phony. If this happens, we'll find ourselves hemmed in by a hostile world and our way of life may seriously decline.

Putting: Tap and Swing

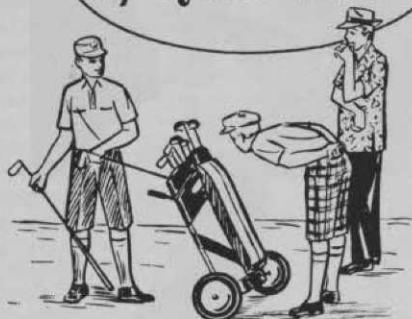
Johnny Farrell, who claimed the 1928 Open title after finishing as runnerup to Willie Mac Farlane three years before, got the afternoon Teaching program underway by discussing what he considers the best method of teaching players how to putt. After citing a half dozen of history's great putters and explaining their strong points and peculiarities, Johnny said he has resolved the whole subject to two systems: tapping the short ones and swinging the long ones. In both cases, the wrists play an important part in moving the club and the elbows are kept tucked in close in the body. Great stress, too,



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should be placed on hitting the ball squarely. When the club golfer practices he should concentrate on this more than anything else, the former Open champ said.

Farrell advised the pros that even their advanced players shouldn't have their minds cluttered with too many discourses on how to figure out the grain of a green. "When they start to attack the putt scientifically," Johnny said, "they usually begin losing their touch. After that you never can get grain out of their heads and it is rare when they fully recover."

Discusses Junior Programs

In discussing Junior golf programs, Grant Bennett of Florence, S. C., one of the game's more dedicated exponents, said that if a pro undertakes them in a casual way or only because he feels he is fulfilling an obligation to the members, he would be better off to omit them altogether. Apparently, Bennett added, many pros must feel this way because not nearly enough youngsters are being encouraged to start playing golf.

Bennett gave his listeners numerous tips on the attitudes of Junior players. They don't like to concentrate too long, he said, but you have to be ready to dig in and work hard when they are so inclined. You have to get used to having them all fired up one moment and then cooling off in a hurry. The older a youngster is, the more self-conscious he is about his swing. Bennett's advice to counteract this: Start the kids, if you can, between the ages of 6 and 11; when they become teenagers they are more difficult to teach.

Other Bennett recommendations include: For demonstration purposes, start with better players and work down to those who aren't so skilled; Devise as many tournaments or competitions as possible so everybody eventually wins some kind of a prize; keep the cost within the reach of the kids and their parents; get all the publicity you can for the youngsters—they love to see their names in print.

One of the most impressive things about the Florence professional's description of competitions he holds for Junior players was his allusion to putting, chipping and accuracy contests. Seemingly he stages more of these than formal tournaments or competitions in which woods and long irons are used. The idea is that if the kids learn the short game

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at the outset they'll develop into much finer players than if they are taught to slug from the day they first pick up a club.

Rosburg, Wall Speak

Bob Rosburg and Art Wall, Jr., who came to Clearwater to receive accolades for their fine 1959 tournament seasons, proved to be just about as slick on the rostrum as they are when it comes to winning those \$5,000 and \$10,000 checks.

Rosburg was slated to describe secrets of his short game, but he confided that it was improvement in his driving in 1959 that enabled him to win the PGA Championship and an eventual total of \$31,676. This came about because he had his club-maker add 15 degs. loft to his No. 1 wood and the result was that he got the ball up in the air better than he ever had before. Higher trajectory shots off the tees seemed to improve his control and gave him what he needed when handling the No. 1 wood — confidence.

As for playing out of traps, at which he is a master, Bob said a study of the styles of Ford, Snead and Toski and the ferretting of a few of their secrets, helped him immeasurably. One is to make a thorough test of the sand by wiggling the toes (a legal maneuver) so that its degree of firmness or compactness can be determined. Knowing this, it becomes an easier matter to decide how much club should be put to the shot. Another is to keep the shoulders level or on the same plane regardless if the lie is uphill, downhill or level. If a golfer concentrates on only this in playing out of a trap, Rosburg said, he'll eventually overcome his fear of the sand.

Approached More Boldly

The PGA champion revealed that until last season his game from 75 or 100 yards out was only mediocre because he didn't play boldly enough. When he started to try to land on the green and not on the apron or just below it, his approaching improved. When a trap confronts him at this distance and the maneuver is to clear it and land dead, he borrows a trick he learned from Jerry Barber. That is to throw the left hand as far under the club as possible so as to put emphasis almost entirely on right hand power. This is an extremely awkward grip, but it keeps the face open and results in enough reverse spin being imparted to usually accomplish the desired result.

Rosburg, who is rather notorious for his shunning of the practice tee, denied that he stays away from this area because of

any lack of energy. "It's simply because if I go over there and cuff three or four in a row," Bob explained, "I start to try to figure out what's wrong. That leads to making a few alterations and it isn't long before I'm really in trouble. Practice like that is no good, so there's no point in exposing yourself to it."

Once Tried Vardon Grip

For probably the 100,000th time in recent years, Art Wall, Jr., explained how he came to adopt the four-finger (it used to be "baseball") grip. It simply comes down to the fact that he grew up with it. About nine years ago, Art said, he experimented with the Vardon grip but gave it up after three days because it felt too awkward.

As for his sensational putting success last season, Wall attributed it to a change from a blade to a mallet type putter. "The mallet," Art said, "is better for rough greens and we run into plenty of them. In addition, there is more of it to sight over." Then he added slyly: "The real reason for my success in 1959 was that in one stretch of three months I just couldn't miss a putt. There's no explanation for streaks like that."

How Masters Was Won

Wall concludes his remarks by giving an interesting rundown on those final nine holes in which he literally tore the Augusta National course to pieces last year to come from behind and win the Masters. He had an opportunity to do practically the same thing the year before, he said, but muffed it because he didn't play the second nine correctly. But 1959 was different. He profited from his mistakes of the previous year. This consisted of playing the fairway and approach contours on a number of holes more intelligently; of taking his caddie's advice on the 15th and playing a second shot 2-iron rather than a 4-wood and hitting the green; and of playing for a break on the 17th hole and dropping a 15 ft. putt, where in a practice round a few days previously he had missed from an identical spot because he hadn't correctly read the green's contour.

The 1959 player-of-the-year left on the note that winning on the circuit depends a great deal more on what the pros call "course management" than on mere mechanical execution of shots.

Midwest Conference

Spring conference of the Midwest Regional Turf group will be held at Purdue University, Mar. 7-9. The theme will be "Controlling Weeds in Growing Turf."

50,000 Votes from Aussies

(Continued from page 33)

Due to a dry spell the course played short. There is no watering system at Royal Melbourne. Late Nov., being spring in southern Australia, meant that the course was green. The rough was interesting and rugged — too rough for the U. S. pro circuit or American club players.

Event Aably Handled

Organization and operation of the International tournament presented a multitude of tough problems. Fred Corcoran, IGA tournament dir., aably handled the complex task of planning and directing an event that involved far greater player travel distances than that of any previous tournament along with the usual housing problems and tournament operation. Officials of Ampol Petroleum, Inc., co-sponsors with International Golf Assn. of the tournament, operated expertly and energetically in making sure that the tournament was impressively publicized. Players and other guests got a full treatment of the Aussies' warm and superb hospitality.

The late John J. Hopkins, founder and first pres. of the IGA hoped that the international pro team tournament would result in getting assembled many government officials and big businessmen in a pleasant atmosphere of international sport. Frank Pace, jr., Hopkins' successor as IGA chief, has made Hopkins' hope a reality.

Capable Successor

The canny and personable Pace knows his way around in international government and business environs. At Melbourne one congenial item of the IGA tournament program was a reception given by Gen. Sir Dallas Brooks, governor of Victoria, at which diplomatic representatives of the 30 nations represented by professional golfers, the pros themselves and top level international businessmen mingled.

The International event again was fortunate in being played at a grand golf club where members are international champions as hosts and all-around great guys.

Chicago CMAA Officers

Greater Chicago CMAA has elected the following officers for 1960: Tony Wayne, Riverside GC, pres.; Ben Waskow, Brookwood, vp; and Paul Frederick, Knollwood, secy-treas. Directors are Al Ackerman, Al LaMonte, Gerry Marlatt, Austin Steeves, Agnes Toner, Alex Zagone and Ernest Flaim.