

Swing in comfort and style . . . in the

## Dow Finsterwald

GOLF  
JACKET



Winner P.G.A.  
and many  
top titles



"Record-Breaker" . . .  
new style by Grais  
with the action-design that  
permits fullest swing without the  
jacket hiking up! Airy-comfort  
open yoke, front and back . . . nylon  
mesh across back yoke. Elastic  
cotton knit insert around armholes for  
added freedom. Lightweight tackle  
twill . . . water and spot-resistant  
Syl-Mer finish . . . completely washable.  
Sizes 34 to 46, in 5 favored  
fairway colors: Oyster, Spring Green,  
White, Taupe, Powder Blue.  
(3 other styles available)

### Mickey Wright GOLF JACKETS

. . . newest blouse  
jacket by Grais  
with "pin-action"  
shoulder and sleeve.  
Neat collar looks  
smart rolled, flat or  
zipped around  
neck. Wash-and-  
wear Dacron-Cotton.  
Sizes 10 to 20.  
Navy, Red, Oyster.



Also makers of Dow Finsterwald  
and Mickey Wright GOLDEN TROPHY Golf Jackets  
distributed by KOUNTRY KLUB SPORTSWEAR.

For nearest dealer, write

**RUBIN GRAIS & SONS**

325 S. Wacker Drive • Chicago 6, Illinois

## New Frontier Market

(Continued from page 82)

and would be higher but heavy adult play at many private and public courses is pushing the kid golf program into a corner. Many older golfers regard the kids as nuisances and many women would sooner park their kids at the pool while playing themselves.

Kid programs aren't easy going for the pros. Some kids take to golf eagerly and aptly; others are as tough to teach as adults. But it is the kids who highlight pro teaching reputations. For example, Glenna Collett was a star pupil of Alex Smith, Jones was a protege of Douglas Edgar, Lawson Little of Tommy Armour and Virginia Van Wie of Ernest Jones. Today's roster of rising young players would greatly swell this list.

Junior championships have grown steadily of late and have grown well beyond the size imagined by the Western Golf Assn. and the Women's Western Golf Assn., which established the first of the kid championships.

### Still Much to Be Done

Although the growth of Junior golf has presented a brighter picture of a sports market future than Junior baseball promotions, the increase of kid golfers in numbers and play is a long way from being satisfactory to pros who are looking toward future business.

One of the veterans at a PGA gathering during the Phoenix meeting remarked: "Pros would have saved and made millions for themselves if they had stuck to the idea of taking in parents' old clubs, cutting down the shafts, reducing the head weights and regripping these clubs for kids. Then there would have been millions of clubs given to the kids, encouraging their play and the parents wouldn't have expected big allowances for old junk. We let that idea get away from us and now we've got the trade-in headache and fewer clubs for kids. I am going to push it again and see if I can't get golf clubs into the hands of every school kid in our town."

### Make Own Repairs

If you had to wait four or five weeks for repairs to your car you wouldn't drive a car of your own — you'd take a cab. The pro can't expect a member to wait that long for a club to be factory-repaired but should be able to make the repairs himself. — Bill Hardy.