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## Golf Books

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**LEFT-HANDED GOLF . . .** By Bob Charles . . . Published by Prentice-Hall, Inc., Englewood Cliffs, N.J. . . . Price \$4.95.

The slim New Zealander, who announced in 1960 by winning the U.S. Left-handers' championship by 14 strokes that he was the world's best left-handed golfer, has compiled a sound book with the help of Roger P. Ganem. Charles was due to go into labor pain of literary composition when he became the first portsider to win a major championship. That happened in 1963 at Royal Lytham and St. Annes when Charles putted holes right through Phil Rodgers and won the British Open in a play-off.

Charles and his literary helper do a first class "how-to" job. Charles admits that his grip is "a bit unusual." He is strong for a long right thumb and for holding the club more in the palm of his right hand and the fingers of his left, saying that with connection his grip stays firm all the way through.

When Charles was a teen-ager in New Zealand we were told that he was a phenomenal putter. He still is. He says, "I belong to the arm and shoulders group of putters because I have found it completely reliable under the pressures and tensions of tournament golf . . . I use no wrist action at all in the putting stroke."

But Charles adds: "What is all right for me may be completely wrong for you."

**The Great Discount Delusion . . .** By Walter Henry Nelson . . . David McKay Co., Inc., 750 Third ave., New York 10017

Many pros, who have been hard hit by the discounters, will be interested in looking into this book, to be published this month. It is said to be the first expose of discounting. Nelson, an advertising and public relations man, has spent several years trying to find out how discounters are able to do what other retailers can't — sell merchandise at great

bargain prices and still stay in business. The general conclusion is that for every item sold below list, many more carry big markups — maybe more than 200 per cent. For every bargain there are a dozen items on which the buyer gets stung.

The alarming thing is that some discounters boast that in 15 years they will have taken over most of America's retailing.

When does a tournament pro become over-golfed? Or, when does he have to attend to so many business matters other than that of hitting a golf ball that he is compelled to scatter his mental power?

Those questions are being asked more often by ordinary golfers who apparently have the idea that the big prize money and side-bar revenue can be collected without commensurate responsibility.

Marian Benton's biography of the late **Horton Smith** points out that Horton's heavy schedule may explain why major titles weren't won by the admirable young Joplin Ghost.

In "**The Velvet Touch**," Mrs. Benton notes that during 1930 Horton Smith played in 50 tournaments and on 250 courses in 200 cities. During the years when he was one of the biggest names in pro golf, Horton gave lectures and demonstrations annually at 30 to 40 high schools and colleges. Almost always these educational missionary jobs were done without charge to the school officials or kids. Horton did well as a businessman in golf. Yet, he put into the game much more than he took out of it.

As told by Mrs. Benton, the chronicle of Horton Smith is one that causes veterans in the golf business to recall the many, many times when Horton did exactly the right thing as a sportsman and gentleman. This was when the game was becoming big business and didn't have commercial precedents to give ambitious youth.

Smith's roundup of instruction from his viewpoints as a successful player and effective instructor, are a valuable part of the book. **The price of the book is \$5.95. It is published by the Benton's, 15810 Reedmere, Birmingham, Mich.**