

Once Compared . . .
... PREFERRED!

Once your customers compare Power-Bilts with any other club, regardless of price, Power-Bilts will be preferred. For Power-Bilts are made right to play right. They look right and feel right too.

This year in our national advertising we remind your customers that there's good reason for this Power-Bilt preference, because

Power-Bilts are made by the makers of famous Louisville Slugger bats, and are backed by over 68 years of manufacturing excellence.

The ad shown here is just one in a series of Spring ads running in The Saturday Evening Post, The New Yorker, Golfing, Fortune, Sport and Golf World whose aim is to create preference for, and confidence in, Power-Bilts, thus making your selling job easier.

SOLD ONLY BY GOLF PROFESSIONALS



Get Fairway Accuracy with Power-Bilt Performance



One sure way to keep in the fairway with winning consistency is to use clubs that inspire confidence. The new Power-Bilts for '52 were designed to give you that all important self-assurance . . . for they look right, feel right — and play right!

Remember, too, that Power-Bilts are backed by over 36 years of golf club making "know how!" Ask to see them at your Pro Shop.

Remember too, that Power-Bilts are made by the makers of famous Louisville Slugger Bats.

Send for your free copy of the new Power-Bilt full color catalog, address Dept. F-6



Hillierich & Bradsby Co
 Louisville 7, Kentucky

Power-Bilt
 GOLF CLUBS

HILLIERICH & BRADSBY CO.
 Louisville, Kentucky

Hackers vs. Hogan, May 31; National Golf Day

A most unusual golf event comes up to the tee on Saturday, May 31, when an estimated 300,000 golfers throughout America will each play an 18-hole round against the U. S. Open Champion, Ben Hogan.

During this unique one-day tournament, to be known nationwide as "National Golf Day," Hogan will match shots with challengers who are permitted present handicap ratings. Hogan will shoot an 18-hole round at the Northwood Club, Dallas, Texas, scene of the forthcoming 1952 National Open.

Simultaneously, on the fairways of the nation's 4,970 public and private courses, America's weekend golfers and their pros will try to beat Ben's round.

The contestants that do will be awarded a specially-cast bronze medal inscribed "I Beat Ben Hogan, National Golf Day, May 31, 1952."

National Golf Day is co-sponsored by Life Magazine and the PGA, in conjunction with the Western Golf Assn. The required \$1.00 entry fee for each contestant will be donated by the sponsors in its entirety, in equal shares, to the U.S.O. and the "National Golf Fund."

This fund will be administered by PGA officials, representatives of various national golf associations and golf publications, as well as outstanding amateur golfers.

No part of the proceeds will be retained by Life or the PGA, nor used in any way in helping to defray expenses of the tournament.

Golf professionals, club Golf Committees, and public course officials are currently receiving entry blanks, National Golf Day stickers to be attached to club score cards the day of the contest, sets of official rules prevailing on National Golf Day, and rules guiding the "Calloway Handicap System" which helps compute and establish a fair handicap on the basis of a single round for golfers who do not have an established club handicap.

In order to make sure that all contestants receive proper recognition of their scores and that the scores are properly attested, they will be turned over to the club pro, golf committee, or public course official at the end of each round. An additional fee of \$1.00 will be charged contestants for each additional round played.

Women contestants will be permitted to play from women's tees, and will be allowed five strokes in addition to their bona fide club handicap.

Radio and TV cameras will follow Hogan around the Northwood course and his

TOURNAMENT CHAMP **LLOYD MANGRUM**



LLOYD MANGRUM

says:

**These are the shoes
with the features the
golfers themselves
want . . .**



STYLE 7579
Midnight Blue Calf
with Genuine
White Buck.

EXCLUSIVE PATENTED ALL WEATHER FEATURE . . . This

special patented Etonic All Weather process guards against moisture seepage through leather soles and sole seams.

SOLES STAY FLAT . . . SPIKES STAY FIRM . . .

No need to worry about those uncomfortable lumps pounding up through your inner sole when you wear Etonics. The flexible steel midsole firmly anchors your spikes.



NO MORE ROUGH BREAKING IN . . .

Since wearing Etonics I don't even think about a "Breaking-In" period for my shoes. This

flexible
counter is a
"life-saver"

if you dread putting on a new pair of shoes.



Attention!
Golf Pros—Send
for FREE full-
color Catalog!

ETONIC All-Weather SHOES

From the Bootshop of Charles A. Eaton, Brockton, Mass.

score broadcast to every locker room and clubhouse in the land.

Following the announcement of Hogan's score, all cards indicating that they beat the "champ" will be countersigned by the club pro, golf committee, or public course official, and sent by him to National Golf Day headquarters so that medal winners can receive their awards at the earliest possible date.

Western Open To Be Fessenden Memorial

Western Golf Assn. 49th Open championship, will be played at Westwood CC (St. Louis dist.) May 29-June 1 as a memorial to Maynard G. (Scotty) Fessenden.

Western Pres. Gordon E. Kummer announced dedication of the championship to the memory of the Western's president in 1948-49. Fessenden, who died Jan .1, 1952, also had headed the Chicago District GA and the PGA Advisory committee, and was elected by the Golf Writers' Assn. "Golf's Man of the Year" for 1947.

"Scotty" and the late L. B. Icely kept the tournament circuit going when it was threatened with cancellation shortly after the start of World War II. It was Fessenden's enthusiasm and cash that had much to do with increasing tournament prize money.

It is expected that the field for the \$15,000 Western Open this year will include star starters who are more interested in expressing their tribute to the memory of the beloved and helpful Scotty than they are in prize money.

Chick Evans Named "Man Who Did Most"

Chick Evans has been designated "The Man Who Did Most for Golf in 1951" by mail vote of the Golf Writers' Assn. of America. Chick thus becomes the fifth to be awarded the Wm. D. Richardson memorial trophy.

Previous winners were Robert A. Hudson, the late Maynard G. Fessenden, Bing Crosby and Richard S. Tufts.

The award to Evans, as to previous recipients, was made on the basis of service to the game through the years.

Chick in 1916 became the first golfer to win the USGA Open and Amateur the same year and his other national, sectional and local championships added to his playing glory. In 1930 he established the Evans Caddy Scholarships which have become, under the management of the Western Golf Assn., by far the most extensive truly amateur scholarship activity in sports. It was the historic and growing success of the Evans Caddy Scholarship idea that apparently carried most weight with the golf writers.

May, 1952

WORLD'S FINEST GOLF GRIP

Golf Pride

MOLDED ON

By leading club makers

SLIP ON

by leading pros

PROFITS FOR PROS

Pros make money on Golf Pride grips. New clubs, with Golf Prides molded to shafts, are easy to sell. Players using clubs with wrong grips want Golf Pride "Slip-Ons" installed. New interest in better grips, and better game, creates more player action. Push Golf Prides— increase profits.



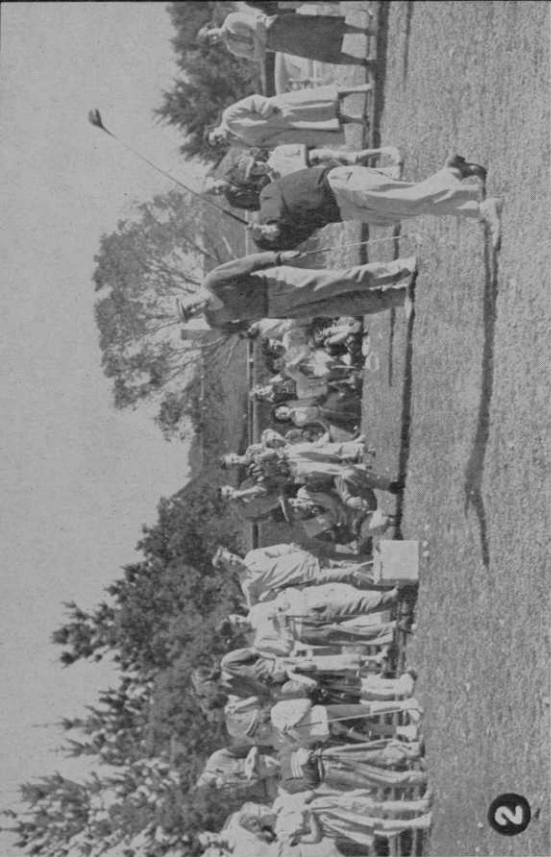
Cap-grip, one piece. Won't slip, any weather. Molded rubber and cork. Easy on hands. Help steady game.

Hoot Man! a better grip.

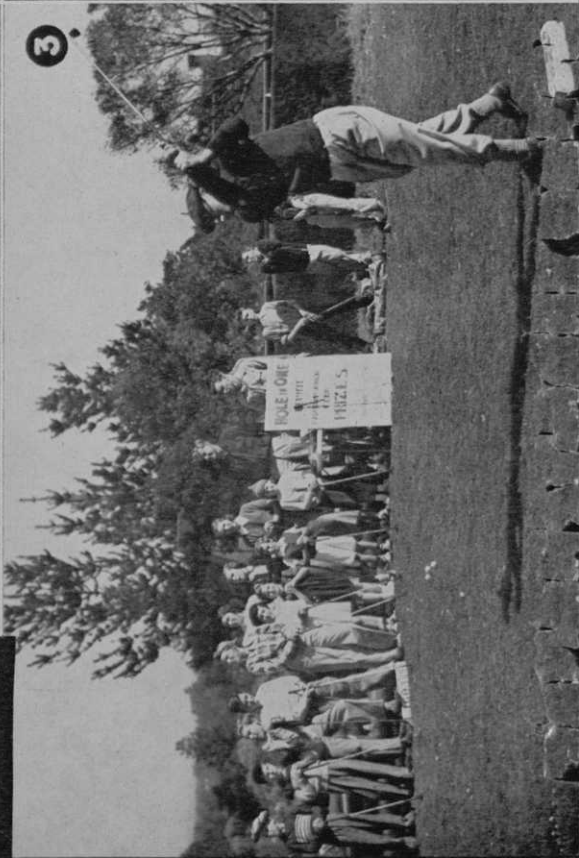




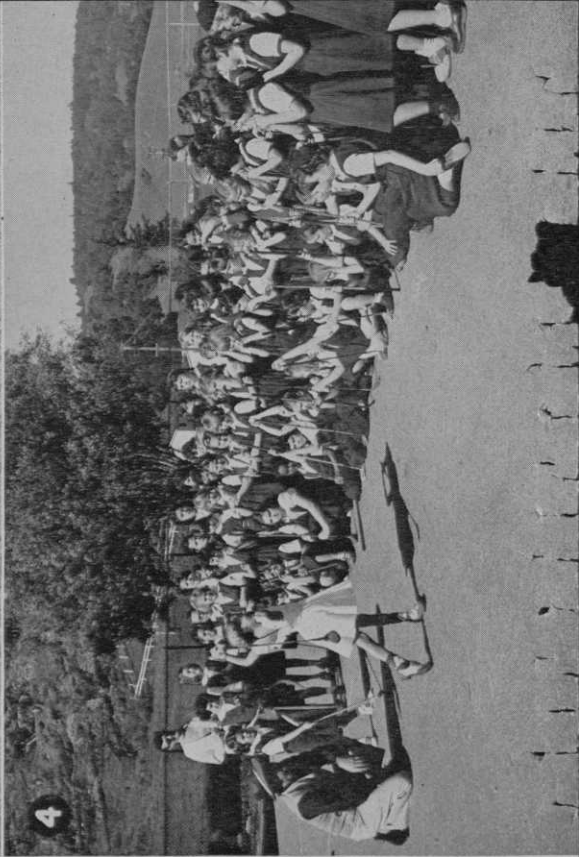
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Junior Program Teaches Kids to Help Themselves

By JOEY REY

Professional, Pasatiempo Golf Course, Santa Cruz, Calif.

At Griffith Park, Los Angeles, I started playing golf. By the time I was 16 I had blazing enthusiasm for the game but there were only a couple of events in which I could play. There was a lot of baseball and football competition, and when a lad is 16 competition is what he wants. Golf was slighted. We had to use our imaginations for tough competitive rounds. Many's the time other boys and I pretended we were playing in the National Open but our imaginations didn't give us the seasoning we needed to develop our games. And then we were at an age when we could have made great use of competitive experience.

At Griffith Park then—and now—there was a sign "No children under 14 years of age allowed on the golf course." That's the condition at most courses—public and private.

The Griffith Park rule was broken during Easter vacation last year when we took a foursome of 6, 7, 8 and 9 year-old youngsters to Los Angeles to compete against older boys and girls at Griffith. These youngsters of ours were selected for the "team" because of their general behavior as golfers, their observance of golf etiquette and their ability to play golf.

This foursome consisted of Mimi Wollenberger, 6; Freddie Pfyffer, 7; Bobby Secundo, 8 and Mitch Secundo, 9. They were chosen from among 100 youngsters under 11 years of age that we have been working with at Pasatiempo. You may have seen some of our youngsters in a Pathe News Short and you'll possibly see our 7, 8 and 9 year-old girls in another movie short soon to be made.

The exhibition match at Griffith Park

(1.) This was Joey Rey's first class of youngsters; four years ago. All of them now are helping with the junior program. They're called Captains, perform up to the responsibility. (2.) Fred Haas, Sr., watches one of Rey's proteges take a good cut at the ball. From the pleased look on Rey (kneeling) the kid must have got A for the shot. (3.) Smart promotion in getting the adults interested in a Hole-in-One contest the junior club conducts to finance trips to junior tournaments. (4.) Joey has his star pupil, Mimi Wollenberger (6 years old) show her swing to maidens in the class he and his wife, Ginger, run weekly at Holy Cross school.

was a significant event in the progress of junior golf to me because of Griffith Park having been the cradle of the game for me, but to the four youngsters it probably was much greater history. They appeared on a TV show, attended their first radio show, and appeared in clinics at two courses. Mrs. Ray and I were proud but not surprised at the perfect manner in which these children conducted themselves on that schedule, and the way these Pasatiempo youngsters behave at all times in their golf activities.

Behavior Is Highest

Those four who went to Los Angeles were chosen more because of their behavior than because of their excellent golf, considering their ages. Behavior means more to us than a good golf swing. I think that in junior teaching the factor of recognizing and rewarding conduct that shows the game at its finest, is something that is going to win a whole lot more adult support for junior golf programs.

The junior programs are the most important activity in golf today with the bag cart greatly diminishing caddy replacements on whom golf formerly depended for its continued growth. Cost of the game at private clubs rules out most younger people. Considerably more than half of all rounds of golf a year now are played on public and semi-public courses. The average age of members at typical metropolitan district private clubs is at the point where the future of these clubs now demands serious consideration and more foresight than the situation probably will get from older members who don't want kids "cluttering up the courses."

Juniors Vital to Pro Golf

Consequently the professionals either have to give a great deal of thought and time to junior golf or risk a gloomy future.

There has been a very successful pattern for junior golf developed in California. The Junior associations formed by the PGA sections of Southern California and Northern California have progressed rapidly. The Southern California PGA junior association, originated and brought along by George Lake, Joe Robinson, Bud Oakley and their colleagues, has its coun-

terpart in the Northern California PGA junior association to which Eddie Duino, Pat Mahoney, Pat Markovich, Tom Fry, Pat Patten, Dewey Longworth and others of our group have given much attention. Here in our own community, the Monterey Bay area, which we enjoy hearing called "the golf capital of the world," we have a very active junior association which has the vigorous and highly valuable guidance of such as Peter Hay, Cam Puget, Eddie Duino, Francis Brown, Mrs. Lawson Little and Mrs. Louis Lengfield. This association invites anyone interested in junior golf to have a voice on the Board.

Entries in our junior tournaments doubled in 1951 over 1950. An entry list of 260 boys is not unusual for our tournaments. Our girls' tourneys are smaller but we hope to have 75 California junior girl golfers in the USGA national girls' championship to be played at the Monterey Peninsula G&CC.

The pros and amateurs who have originated and conducted the junior association work have seen such responsibility and good judgment among the youngsters that it is the hope to be able to turn over most of the duties of the association to the juniors.

Junior Work Year Around

In my own case, junior golf has been developed with possibly more study, time and effort than could be devoted under normal conditions of professional employment. Pasatiempo comes in the resort course category. Four months of the year we are very crowded from 8 a.m. until 1 p.m. The other eight months our play is heavy for only two or three hours. This spread of play gives me an opportunity to work on junior programs 12 months a year.

Of course, when rain sets in (as we admit it does in our part of California — and a very superior type of rain, too) the kids are not as enthusiastic about golf as they are in the sunny weather.

So, as I am on the job the year around, I find myself with not much to do a couple of months when the rain makes outdoor schedules uncertain. Therefore I've started some programs in the schools.

We take the first, second, third and fourth grade children once a week for swing classes. Out of some of these groups we pick the better qualified children — those who are well behaved and have a fair amount of coordination — and we take those youngsters to the golf course where we can further their golf education.

I have found it necessary to get high school golfers to help with these classes of the younger kids. The small child is about in the same fix on a golf course as he or she would be in crossing a boule-

vard, and needs education and protection.

The safety factor is paramount in every detail of planning and conducting the classes. Each thing that we do in teaching the youngsters anything about golf is based on the safest way. The primary principle is to teach the youngsters to be careful so they won't get injured or injure others. When you see how the older kids observe this No. 1 Rule when they're helping to teach or supervising the younger ones you are impressed by the way the safety lesson and the responsibility for 100 per cent safety has registered.

As a fair amount of this junior work has to be delegated to the youngsters who have shown aptitude and the right temperament for encouraging their playmates, it is essential that safety be thoroughly and persistently drilled into all the kids until golf safety becomes a habit.

Many professionals, especially those in our part of the country whose opinions I especially prize, and golf salesmen have expressed very high regard for the Pasatiempo junior program and these judgments are a great part of the reward that Mrs. Rey and I enjoy from the work. But what may not be negetrally recognized is the grand help we've received from some of the parents. Without the cooperation of fathers and mothers, such as we've had, any junior program, no matter how wisely organized and faithfully and competently conducted, would be a very tough deal for the pro.

And the sports writers and photographers also have done tremendously valuable work in boosting the junior program. They've made it something the kids and their parents are eager to read about. The newspapers, like the pros, are looking to give the kids the habit of being customers in years to come.

Kids Helping Teach

Four years ago I organized my first class of juniors. Now all of these boys and girls are helping to teach younger ones. You can imagine how proud I am of these assistants. Maybe none of them will be a national champion but every one of them will be a golfer of whom the game and the whole country can be as proud as I always will be.

It's work — and a lot of it — these junior programs. Getting the clubs, cutting them down, and making them so the kids of every age have clubs available, in itself is a job to keep a pro shop from having any too much spare time.

But when you see those kids, when they get to be around 14 or 15, go out on a course, the way they handle themselves as gentleman and lady golfers gives you a heart-warming thrill. Then the pro knows that he's done something for the lasting happiness and good characters of kids who were entrusted to his care.

1

We tell 'em!
YOU sell 'em!
Sweet Shot

RIGHT NOW—in newspapers coast to coast—sales-proven Sweet Shot advertisements like the one at left, are telling and selling 90% of all golfers the exclusive features and superior performance of the Sweet Shot.

The Sweet Shot is especially designed for hard-hitting Pros and crack amateurs. It has an ultra-high compression, super-charged center. This is wound with F-239 vita-life pure rubber thread by Worthington's new, exclusive *dyna-tension* winding process. It's the kind of construction that pays off big in distance and accuracy when the competition gets tough!

* Sweet Shot profits are *exclusively* yours, because Sweet Shot is sold *only* through golf professionals. Stock, feature and recommend the Sweet Shot! The Worthington Ball Company, Elyria, Ohio.

When the Chips are Down

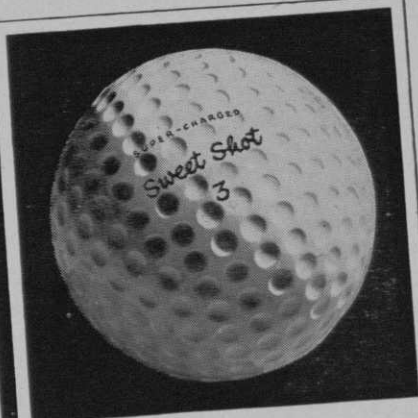
In match play or medal play there is always the "money hole" you have to win to finish on top. Here's where the Pros tee up the ball that gets out where they can reach the green with a controlled second shot. And that's why many Pros and crack amateurs pick the Sweet Shot.

The Sweet Shot is built with an ultra-high compression, super-charged power center. It has Worthington's exclusive dyna-tension windings of F-239 vita-life pure rubber thread for extreme accuracy and liveliness for many more rounds. **SOLD ONLY IN PRO SHOPS.** The Worthington Ball Company, Elyria, Ohio. Since 1904, the world's largest exclusive golf ball maker.

48th year, Specializing in Golf Ball Manufacture

Worthington

WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER



How to Keep Gas Engines in Good Condition

By CHARLES G. GARDNER

Briggs & Stratton Corp.
(GCSA Paper)

Engine Maintenance has been described as the preservation of or restoration to, engines in the field, the basic factors of internal combustion transfer of chemical energy to mechanical energy. These factors are built into the gasoline engine, by your manufacturers, but must be preserved or restored by you.

Aside from clean air, clean gasoline and clean lubricating oil, i. e., the chemicals, these basic factors required to produce mechanical energy, are:

1. Carburetion
2. Compression
3. Ignition

Cleanliness Primary

The clean chemicals plus the three basic factors are equally essential and common to 4 or 2 cycle operation, altho applied in different ways.

Clean air is an abundant commodity on the golf course (it's probably why they are built) but not necessarily at the level of the lawn mower, the sprayer, the aerator or the garden tractor. What your engine needs is a good oil bath air cleaner religiously cleaned and refilled periodically with clean oil to the proper level.

Clean gasoline is a problem. We would prefer a straight run (i.e. non-cracked), lead free fuel of average Baum Test and octane rating supplied by a reliable dealer at frequent intervals. So would your engine, but try and buy it. Most fuels today are cracked, have 3 cc tetra ethyl Lead per gal., are high in gum content and often stored long enough to develop varnish. Your only alternative is a reliable source of non-premium fuel delivered frequently and stored in full clean containers the shortest time practicable. What your engine needs is this fuel filtered through a good sediment bowl type filter religiously cleaned periodically. Storage without draining completely should be for short periods only. Fuel tanks on stand-by equipment should be completely filled at all times. This minimizes oxidation and formation of varnish.

Clean Lubricating Oil of manufacturer's specified viscosity is not such a problem as is fuels. Buy it from a reliable dealer in quart cans. Cover unused portions for minimum periods to prevent contamina-

tion with dust or dirt and oxidation which produces sludge.

For 4 cycle operation, check and fill as necessary to specified levels twice per day of operation and drain and refill every 25 hours.

For 2 cycle operation mix fuel and oil 16 to 1 or $\frac{1}{2}$ pt. oil to 1 gal. fuel in small quantities that will be quickly used. Mix in separate clean container and stir thoroughly before each filling of the fuel tank. Completely drain fuel system before indefinite storage. Fuel and oil mixtures for standby equipment should be stored in completely filled air tight containers and poured into the dry fuel tanks as needed.

Failure to observe the foregoing simple maintenance of a supply of clean oil will give your engine the belly ache quicker than most poisons would affect a human one.

Carburetor Maintenance

A mixture of 13 to 15 lbs. of air to one lb. of gasoline is required for satisfactory operation of your engine. The carburetor is the device used to provide this mixture in the form that can be, by means of the Venturi and main jet, easily burned. In addition the carburetor meters the quantity of air necessary to operate the engine at various loads and speeds by means of its throttle plate. It is so designed to provide the small quantities of air and fuel necessary to idle the engine, the idle jet, and it further provides for a rich mixture required to start the engine when cold, the choke.

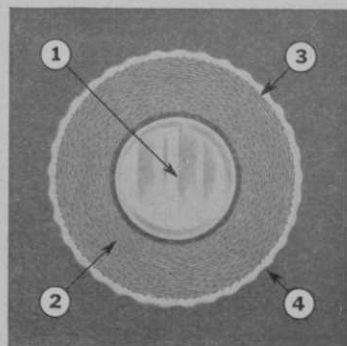
Maintenance of the carburetor involves restoration of factory-prescribed float levels which due to wear of parts becomes high, elimination of air leaks due to wear of throttle shafts, and cleaning; due to corrosion of die cast parts, lead deposits from the fuel and accumulation of dust and dirt. Periodically inspect carburetors. Study manufacturer's instruction manuals before attempting disassembly, and inspection and cleaning. If the throttle shaft has .010 in. side play replace bushings or throttle shaft as required. Clean by soaking parts in acetone or acetate lacquer thinners or commercial cleaning fluids prescribed by automotive supply houses.



*I'll bet that drive
is good for
a Birdie*

my golfer swears by the

Dunlop Maxfli



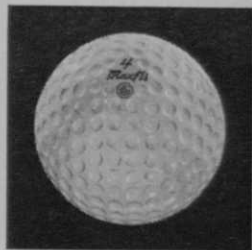
1. **QUICK ACTING COLLOIDAL CENTER**
fastest getaway of any ball
2. **ACTIVATED RUBBER THREAD**
liveliest winding in any ball
3. **PACKTITE WINDING**
packs more rubber thread on the ball
4. **PURE NATURAL BALATA COVER**

• When you play from the tee and hit the ball squarely, you expect it to travel straight and true towards the pin. That is exactly what it will do if you are playing the Dunlop Maxfli.

And when you're on the green, your putting will be just as true.

For distance and accuracy you cannot beat the Maxfli and for click and feel off the club there is no better ball. That is why so many leading pros play it exclusively.

We are doing our best to keep you supplied with these great balls and have again increased our manufacturing facilities but the demand keeps steadily growing.





CONNECTICUT SUPTS. STAR AT FLOWER SHOW

Connecticut Assn. of Golf Course Superintendents built this attractive exhibit at the Hartford Flower Show. This was done as a public service, in cooperation with the Hartford Times, sponsors of the show. During the seven days of the show 22 members of the CGCSA took turns at the exhibit counseling hundreds of the 30,000 show visitors on lawn problems. Scale of the exhibit at the Hartford Armory was 1-20. The green was one solid piece of velvet bent 3 ft. by 3½ ft. and was 45 years old. The other turf was Toronto bent. Small trees — birch, oak, cherry and shadbush were forced into foliage and evergreens, such as pitch pine, white pine and hemlock were dug a few days before the show. The Connecticut superintendent's pictorial and educational exhibit was one of the top features of the show. Public demand brought invitation to the superintendents to repeat their exhibit next year.

Adjust float levels as instructed by manufacturer's recommendations. Always use new gaskets in reassembling. Most manufacturers provide repair kits supplying the replacement parts usually required plus gaskets.

Preserving Compression

The Compression factor in both 4 and 2 cycle internal combustion engines is primarily one of accurate bore of the cylinder plus proper fit of the piston and rings. In the 2 cycle engine it also involves main bearing fit and proper seating of reed valves to assure crank case compression.

In the 4 cycle engine it also involves proper fit of the valve stems in their guides and proper seating of the intake and exhaust valves on their seats, proper tappet clearance, as well as tight cylinder head gaskets and spark plug gaskets in both cycles.

Preservation of these features, all prop-

erly fit by your manufacturer, is primarily accomplished by use of clean chemicals — clean air — clean gasoline — clean oil. Restoration to factory tolerances is major repair and not our topic today.

Assuring Proper Ignition

Ignition in the type of engines we are discussing is usually a high tension magneto, often of the flywheel type. Essential parts are the magnet, the coil consisting of a primary or low tension winding and the secondary or high tension winding, the contact or breaker points and a condenser. Though not a part of the magneto, an essential and vulnerable part of ignition is the spark plug.

Operation involves the buildup and breakdown of a magnetic field in the core of the primary winding by rotation of either the winding or the magnet. Voltage is induced in this winding by this buildup or breakdown of the magnetic field. Tim-