

WEEK-END GOLFER... OR P.G.A. CHAMPION*



THESE CLUBS WILL SAVE YOU STROKES

Ask any golfer who owns a set

You'll find out fast! These easier-to-play clubs can make as big a difference in your game as they have for thousands of other golfers, including the P.G.A. titleholder.

Putting it another way, Synchro-Dyned clubs are basically so new and advanced in design that it is almost impossible *not* to benefit by them — whether you are shooting to break 100, or 90, or 80 or to win a title.

The reason is simple: *Every wood, every iron has identical contact feel!* With each club in the set responding *uniformly* to your swing, you naturally swing freer, with more confidence, improve your timing, control all your shots easier.

Ask any golfer who owns a set. Let him tell you what these new Spalding Clubs have done for his game. How they reduce the tendency to hook or slice, give greater distance with accuracy, lower scores. This can be your big season. Have your professional fit you soon!

SPALDING
Synchro-Dyned

REGISTERED WOODS AND IRONS



All New for '54

TOP-FLITE
WOODS AND IRONS

New woods, new irons, new TURTLE-TEMPER ROCKET SHAFTS. New All-Play or leather spiral wrap-around grips. Plus exclusive SPALDING SYNCHRO-DYNE construction. Sold thru golf professionals only.

*Walter Burkemo, Professional Golfers' Association titleholder is greeted by his wife after winning the big cup. Playing Spalding Synchro-Dyned clubs and the Spalding DOT ball he won over a field of champions in which more contestants used Synchro-Dyned irons than any other brand. Burkemo is a member of the Spalding advisory staff.



A high ceiling, good lighting and attractive paneling in the Johnson Park shop provide better conditions for good selling display than there are in many private club shops. Customers get to see what they want to buy for greater enjoyment of golf.

like the Milwaukee Country Club or Blue Mound!"

And you know what that spreading talk means to the reputation of Racine as a desirable and well-run place for enjoying life. It's civic advertising worth thousands of dollars.

That also puts it up to me to be constantly at work thinking and doing something for the improvement of service to Racine's golfers. They must get demonstrations of first-class city service from me and my staff — demonstrations that will give a good strong hunch about the city administration's eagerness to have every phase of its operations conducted in a modern, competent manner for complete and pleasant service to the taxpayers.

I am confident that the Johnson Park operation has proved to the citizens, the mayor and the aldermen that Carlson, Gabbey and I have made Johnson Park's golf course an extremely valuable asset to the city. The citizens' recognition of this effort, and the par we think we have established for municipal golf course operations, have

had a definite effect on those few who at times past have considered switching the operating policy of Racine's public courses away from the high standard of pro department service that compares very favorably with that received by members of exclusive country clubs.

George Lamphear Southern California Supts.' Chief

Southern California Golf Course Supts. Assn. elected George Lamphear, Riviera CC supt., president to succeed Wm. Stewart of Hillcrest, at their annual meeting. Jack Baker of Valley Club, Santa Barbara, was elected vp, and Don Foelger, Alondra Park GC, sec.-treas.

Directors elected were Wm. H. Johnson, E. B. Marzolf, Wm. Beresford, L. Foss, C. Hollingsworth and Allen McDonald. Committee chmn. also were appointed.

Following the annual election the Turf Advisory committee meeting was held with Charles Wilson, USGA Green section and Robt. M. Hagan, associate professor of irrigation at Davis college, as speakers.



—photo by Dallas Jones Productions

An indoor studio shot of Snead in a practice swing before the camera during production of the new instruction film co-sponsored by PGA Teaching Committee and Life Magazine.

Golf Teaching Film Classic Produced by PGA and Life

RUSHES of the PGA teaching film for which Life magazine is picking up the tab give assurance that the picture will be an easy winner of an Oscar as the best of the golf films to date.

Title of the film hasn't been definitely set although "Inside Your Golf" has been somewhat favored inasmuch as the picture not only gets inside the golf swings of the stars but of the ordinary golfers. Highly interesting use of the split screen technique is made. On one half of the picture is the swing of the star in slow motion and on the other half is the swing of the ordinary golfer of the same general physique as the star. Motion is stopped at some points to point out the differences between good and bad position and the ways in which the bad swing is best corrected.

Ben Hogan heads the roster of stars with the finest pictures ever made of the Hogan swing. Films of the stars are shot against a cross-lined background enabling changes in position to be clearly and accurately determined.

Snead's magnificent swing and the fine

artistry of Lloyd Mangrum, Doc Middlecoff, Walt Burkemo, Byron Nelson, Jerry Barber, Porky Oliver, Jimmy Demaret, Louise Suggs, Lawson Little, Lew Worsham and others are shown.

Freddie McLeod shows an amazingly fine



Going over the script of the PGA-Life magazine film in the East Lake CC clubhouse (L to R) Bob Jones, Bill Wotherspoon, Harold Sargent and Horton Smith. Bob, one of the very greatest guys, got the picture off to a booming start in a chat with Horton, although Jones was in very bad physical condition.

Preview of 54's Fastest Sellers
in the Nation's Pro Shops

PRO Grip

AMERICA'S FINEST

GOLF GLOVES AND CLUB



132



432



132-PT

No. 132 — A beautiful two-tone all leather glove. Genuine imported Capeskin. Special tannage for that tacky grip. Light weight—for touch and feel. Concealed elastic wrist snuffer.

No. 432 — 100% Nylon backs in assorted colors—red, green, blue, yellow. Concealed elastic wrist snuffer. Light weight genuine Capeskin palm in Eggshell color. Tacky grip.

No. 132-PT — A light weight all leather glove cut from Pigtexed Capeskin. Comes in 2 colors — Blond and light Tan. A very good inexpensive all leather glove.

No. 61-S — PRO-GRIP'S famous elastic Snug-tex grip—with twice as many elastic rubber bands. Designed and developed for PRO-GRIP golf gloves. The world's largest selling glove with a built-in grip. New Cape suede back—softer and stronger. Special Capeskin palm.

No. 832 — PRO GRIP'S new colorful light-weight, table cut glove. Made from finest imported specially tanned Capeskins. Combining superb workmanship and styling for a truly great glove.

Many other Pro Grip styles to

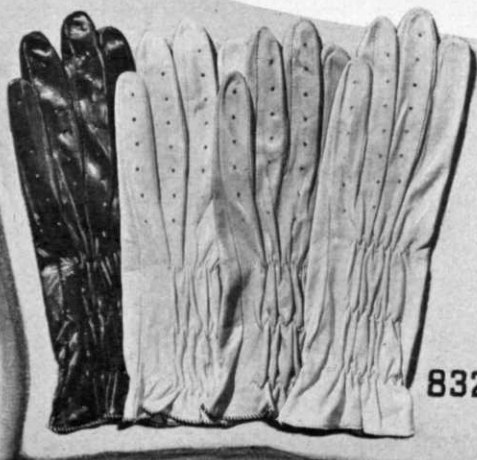
Ask your

15 YEARS

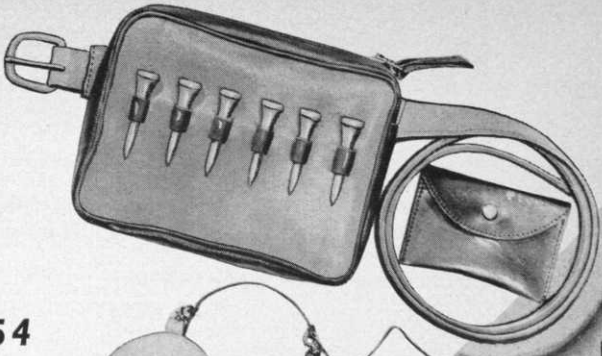
THE PROFESSIONAL



61-S



832



All improved for '54

HEAD COVERS

No. 18—Highest quality Calfskin Pouch, with coin purse to match. Plenty of room for cigarettes, lighter, score card, etc. With or without leather-lined Calfskin belt. Natural color, with Red, Green, or Brown trim.

No. 52-L—Newly designed — combination leather and Skinner's Tackle-Twill. For style, color, durability and sales appeal — this cover is unequalled.

No. 62—A new fine quality plaid fabric (water repellent), in three attractive patterns. Sure to be a big seller to the economy-minded golfer.

No. 88—An outstanding new cover, made from Sueded Cowhide and Skinner's Tackle Twill — combining beautiful styling, quality and workmanship. Available in red, green, chartreuse, blue.

No. 44—Made from imported Capeskin, cut from full skins. Fully lined with heavy flannel. Available in red, green, cream and blue. Specially tanned water-proof leather.

Choose from not shown here
distributor

**SERVING
 GOLFERS OF AMERICA**



18
 52-L



62



88

44

swing in the section devoted to showing the older men how they can play better. Oliver does the stuff in providing an excellent pattern for the golfer who has a lot of bust around his belt.

Bob Hope and Bing Crosby, who are strictly golfers of the people, appear to give hope and cheer to the hackers.

Bob Jones, in one of his very few movie appearances in recent years, gives the film a swell start with his remarks on golf teaching and learning and his exchange of comment with Horton Smith on how the average golfer can benefit most from the film and the personal teaching of pros.

Pat Abbott gives the film great service from his combination of golf, theater and movie professional experience.

Harold Sargent, chmn., PGA Teaching committee, who organized the whole deal

is made evident by requests that necessitate making more than 300 prints.

The film has a great tie-up for National Golf Day which is co-sponsored by the PGA and Life.

The film was shot by Dallas Jones Productions of Chicago at Palm Springs, Atlanta and in the Jones Chicago studio.

Golf After 40; Pond's Golf Guide, Are New

Hall Publishing Co., 200 E. Ontario st., Chicago 2, Ill. has reissued a best-seller, "Golf After Forty," by Dr. H. A. Hattstrom. The new Popular Mechanics edition of the book sells at 75 cents.

Hattstrom based his idea on the older golfer's inability to get body turn in the same way as the limber younger fellow and worked out a method of foot action that eases the strain on the back of the older guys. It isn't a dead-footed way and according to the observation of a number of pros gives excellent results in cases of many players who have stiffened in the spine.

Hall Publishing Co. also has published recently Harold M. Pond's Guide to 1,870 North American Golf Courses. The book sells for \$1. Pond gives concise reports on courses he has played. It's a very valuable aid to those who are planning golf vacations and will help pros plan these trips for their members.

Menke's Encyclopedia of Sports in New Edition

FRANK G. MENKE'S standard and vast reference book on histories and records of 70 sports, and on work of sports governing organizations, "The Encyclopedia of Sports", has been completely revised. The new edition of 1018 pages is published by A. S. Barnes & Co., 232 Madison Ave., New York 16, and sells for \$10.

It is a basic volume of a sports library. Menke's first edition was published in 1944. He was a top sports writer, diligent digger and accurate statistician. He did a grand job of establishing the pattern for a sound, invaluable reference work and this time had the assistance of Peter Brandwein, Stephen Tyno, Margery Miller and R. George McNickle, together with numerous authorities in different sports.

The book is cleverly illustrated by Willard Mullin.

Golf is well covered with a concise history and extensive records.



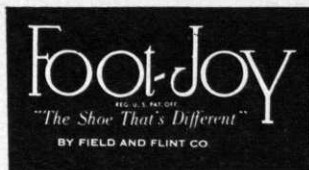
Movie set-up at Tamarisk, Palm Springs, catches Porky Oliver as the well-fed model of golfing style, in PGA-Life film.

and supervised production, has done a tremendously helpful job for pros and amateurs with the picture. Bob Gibson handled the complex problem of coordinating the pros' ideas in the interesting script.

Demand for showing of the film already is heavy. Don Neer, Jaycee sports and recreation director, circulated Junior Chamber of Commerce chapters with a response indicating the Jaycees are going nearly 100 per cent for film showings. PGA sections are to sponsor showings at golf and lunch gatherings and other meetings in all parts of the country.

Premier of the picture will be at the Masters' tournament. Demand for the film

standard equipment*
with the champions



BEN HOGAN
U.S. Open
and
British Open
champion

***This superiority means
profits for you!***

Your members are already sold on Foot-Joy shoes. They know the superb Foot-Joy styling, fine custom-craftsmanship and exclusive Straightline balance has made them first with pros everywhere. They know that golfing greats like Ben Hogan, Jimmy Demaret, Jackie Burke, Walter Burkemo, Cary Middlecoff, and most champions, have made Foot-Joy shoes their unanimous choice for golf and streetwear. That's why your members will buy Foot-Joy shoes on sight. Order a complete stock today and swing these steady profits your way!

*** in the 1953 National Open 239 out of
300 players wore Foot-Joy shoes!**

7047—Black seal and
white buck
\$29.95
Also tan and white
\$29.95

6025—Black calf
semi-brogue
\$24.95
6016—Tan
\$24.95

7099—Golf —
Black calf with
shawl tongue.
\$29.95

6027—Black grain
calf, wing tip \$27.50
6028—in tan \$27.50

for free booklet write, **FIELD AND FLINT CO. BROCKTON 68, MASS.**



WOMEN'S DEPT. FEATURE AT FT. WAYNE PRO SHOP

Sales to women at Ft. Wayne (Ind.) CC, where Orville Chapin is pro, are probably about as high in percentage to men's sales volume as at any other pro shop in the country. Furthermore, Chapin claims that there is no other country club where women members are more uniformly smartly dressed for golf than at his club.

The answer is in departmentalizing the women's business.

There's a pegboard on one wall on which Orville and Mrs. Chapin change attractive displays frequently. In addition to using this space for display of women's merchandise they frequently show merchandise women buy for their husbands — or urge that the husbands buy.

The dress display is extensive and new numbers are frequently added. Many of the women members buy sports outfits for their daughters at the pro shop. Mrs. Chapin, the smiling woman who is showing a dress to a member in one of the accompanying pictures, has demonstrated to many pros — certainly to her husband — that women's business can be made a very important and profitable feature of pro shop business.



LIGHT AS
A FEATHER!

RUGGED AS TOURNAMENT PLAY!



THE GOLF SHOES FOR MEN AND WOMEN



ORDER THESE GOLF SHOES FROM WM. JOYCE DIV., 330 SO. FAIR OAKS AVE., PASADENA 1, CAL.

© 1954 WM. JOYCE DIV.

How Merion Prepares for Big Championships*

By **JOSEPH VALENTINE**
Supt., Merion Golf Club, Ardmore, Pa.

I WAS WORKING at a bank for \$5 a week, and worked on Saturday until 8:00 p.m. Out of my earnings I had to pay \$3 per week for board, and that left \$2 to keep my shirts clean.

I went to Merion Cricket Club on May 16, 1907, on Thursday, and I was sent home at noontime on Saturday with \$5.25 for two and a half days work. Naturally, to me it was an inducement to a better living. And I have not been disappointed in my choice.

I was brought to the new golf club, known today as the championship East course of Merion GC. I went there on the 1st of March, 1912, to shape up the course, and we opened it on the 14th of September of the same year.

I have prepared the course for seven major National Golf Tournaments:

The Amateur in 1916 when Chick Evans coupled his Amateur title with his 1916 Open Championship. That year at Merion, Bobby Jones, then only 14 years old, made his first appearance in a national championship. In 1924 the National Amateur Championship again was played at Merion and Bobby Jones was the victor.

In 1926 we had the Women's National Amateur championship won by Mrs. Stetson of Philadelphia.

In 1930 the Amateur championship was held and the Grand Slam was completed by Bobby Jones. He then retired from competition.

In 1934 I took care of the course for the Open Championship won by Olin Dutra.

In 1949 we again had the Women's National Championship won by Dorothy Germain Porter.

We had the Open Championship in 1950 won by the great player of today, Ben Hogan. So you can see I have had some experience preparing the course for USGA Championships.

In all these tournaments the USGA tried to get a course that would be convenient for the spectators, and at the same time

provide a true championship test of playing skill.

The course must be interesting alike to players and spectators. This scope we have at Merion even though the course is not too long — only 6694 yards with a par of 70. The layout is made for the precision shot. A long hitter off line a bit will not have any advantage.

Always Championship Condition

It is our feeling that the course in itself should always be in championship condition. We cannot see why the test of golfing skill should differ from the test during an ordinary round between members and members' guests. All players are playing the same game even though their proficiency does differ.

There are certain requests made by the Tournament committee of the USGA. These concern principally the clear marking of boundaries and so forth. If there is a tree in the line of boundary, extra white stakes must be placed to define the line more clearly to avoid unnecessary discussion or calling in a referee to render a decision.

You may perhaps find some remote spots where it is hard to decide whether or not they are out of bounds. It is better to define these spots and put them out of bounds in order to avoid any doubt about it.

All water hazards must be definitely marked with small stakes painted white to avoid any question in the mind of the player as to whether he is inside the hazard or not.

Water hazards must be clearly defined not with white lines, as used to be the rule, but with white stakes from 25 to 30 feet apart or closer on the sharp bends.

A parallel water hazard must be clearly defined with four stakes painted red, plus a sign where it ends.

All bridges must be substantial and well-secured to avoid any mishaps that might incur liabilities for the club.

There should not be any "Ground Under Repair" signs any place on the golf course. At the 1950 National Open the USGA Committee ruled that the "Ground Under Re-

(*1954 GCSA conference address)