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TURN INTO A TIGER?**

You will the next time you watch a friend swing one of the new Glasshaft clubs by Golfcraft.

First, note the gleam in his eye—he can't wait to wrap his hands around the grips.

Next, you'll see his chest swell and his left arm straighten—it always happens when a golfer steps up to a ball with a Glasshaft club.

Finally, you'll hear him roar—with pleasure after he's sent the ball far down the fairway.

Why not turn into a tiger yourself?

You'll soon discover that *all* the power in your swing with a Glasshaft club produces distance. Nothing is lost through vibration.

There's greater accuracy with Glasshafts, too. Your club head stays on line at impact, thanks to the amazing Glasshaft which absorbs shock and vibration.

That's what turns a man into a tiger when he swings a Glasshaft club.

That's why Golfcraft has patented Glasshaft clubs (#2822175).

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Treat 'Em Like Adults

That's the theory behind the methods used by George Diffenbaugh who has a reputation for being one of the country's top Junior teachers

BY JOE GAMBATESE



Pro George Diffenbaugh checks grip of Dick Gambatese, a member of Kenwood G & CC's championship Junior interclub team and the Bethesda-Chevy Chase high school team that won the Washington, D.C. and Maryland state titles.

The qualifier for the USGA Junior Championship in the Washington, D. C., area had 108 entrants this year. It was the largest field in the country. Five youngsters shot 73 or better over the challenging Chevy Chase Club course.

One of the reasons the nation's capital is such a hotbed of Junior golf is smallish, amiable George Diffenbaugh, a PGA member for 35 years.

The Kenwood Golf & Country Club pro sometimes has to look up at the tall kids he teaches. But those who know golf in the East look up to Diffenbaugh as the outstanding teacher of small fry just starting out to face a lifetime of golf.

The record speaks for itself!

One of George's proteges, Bobby Brownell, won the Washington district amateur title 11 straight times before losing to another Diffenbaugh product, Perky Cullinane. Cullinane later won the Austrian Amateur while in the service.

Big John Eisinger utilized what the Kenwood pro taught him to lead Washington qualifiers for this year's U. S. Open. Johnny Dunn has been outstanding in national Junior and area tournaments.

Kenwood's Juniors have won the area Junior interclub championship twice in the past three years. One of the Kenwood boys, Dave Turner, then only 14, made two holes-in-one just a few months apart in 1958. This amazing feat was duly recorded in Ripley's "Believe It or Not."

Last year, at 15,, young Turner won Kenwood's club championship, as well as the Junior title, before his family moved back to Fort Worth.

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Girl players at Kenwood learn about chipping as Diffenbaugh patrols the line at a clinic.

Marty Garber, Jr., at 15, was runner-up for the District's schoolboy championship. Bethesda-Chevy Chase High School's city and Maryland state championship team was dominated by Garber and other Kenwood juniors.

Program at Peak

Brownell, Cullinane, Eisinger, Dunn, Turner, Garber and other prominent graduates of the Diffenbaugh School for Kids are all part of an area Junior golf program which reached its peak last year. That's when Deane Beman of Bethesda Country Club, just down the road from Kenwood, played and won his match on the Walker Cup team and became the youngest American ever to win the British Amateur.

How does Diffenbaugh do it?

Says Bobby Brownell, his first star pupil: "The thing about George is he treats you like an adult—not a kid." Besides reaching the top among Washington golfers, Brownell teamed up with his insurance business partner, Ralph Bogart, many-time Maryland state champion and another one-time Junior star, to win Winged Foot's famed John G. Anderson best-ball tournament for the fourth time this year. The best amateurs in the country compete in this scratch-play tournament.

Diffenbaugh confirms the adult approach.

Inquires About Interests

"I don't talk down to a boy—or a girl," George says. "The first thing I do is talk to him about what interests he has.

"While talking, I put a club in his hands and fix the grip so that it comes natural to him. Most kids will grip the club almost

correctly, with thumbs on the shaft.

"I explain why the left hand is where it is, why the club is in the palm of the left hand but in the fingers of the right . . . better control, better feel. I explain that a good grip is most essential because the hands are the only part of the body that touch the club.

"Then I explain the stance . . . you must stand natural to the ball — don't spread your feet; you must have balance but you don't get it with your feet too close together or too wide apart."

Diffenbaugh next starts the youngster swinging.

"I start with short strokes," he says, "because the short stroke is much simpler to explain. I stress mostly hands and balance. Other components of a good swing will follow naturally if the hands and balance are correct.

Starts with Five-Iron

"I usually start with the five-iron. We cut down discarded clubs for the smaller kids."

George encourages every youngster to watch and imitate good golfers he sees around the course.

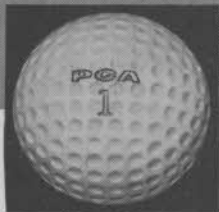
"I tell them to watch the good golfers' footwork and balance, how they use good hand action and get over on their left side when they hit."

Diffenbaugh doesn't try to teach too much at first because he believes it only confuses young minds. He also tries to take just what ability a youngster has and try to improve on it.

"Some kids never will be able to swing a club right," he points out. "You shouldn't

(Continued on page 72)

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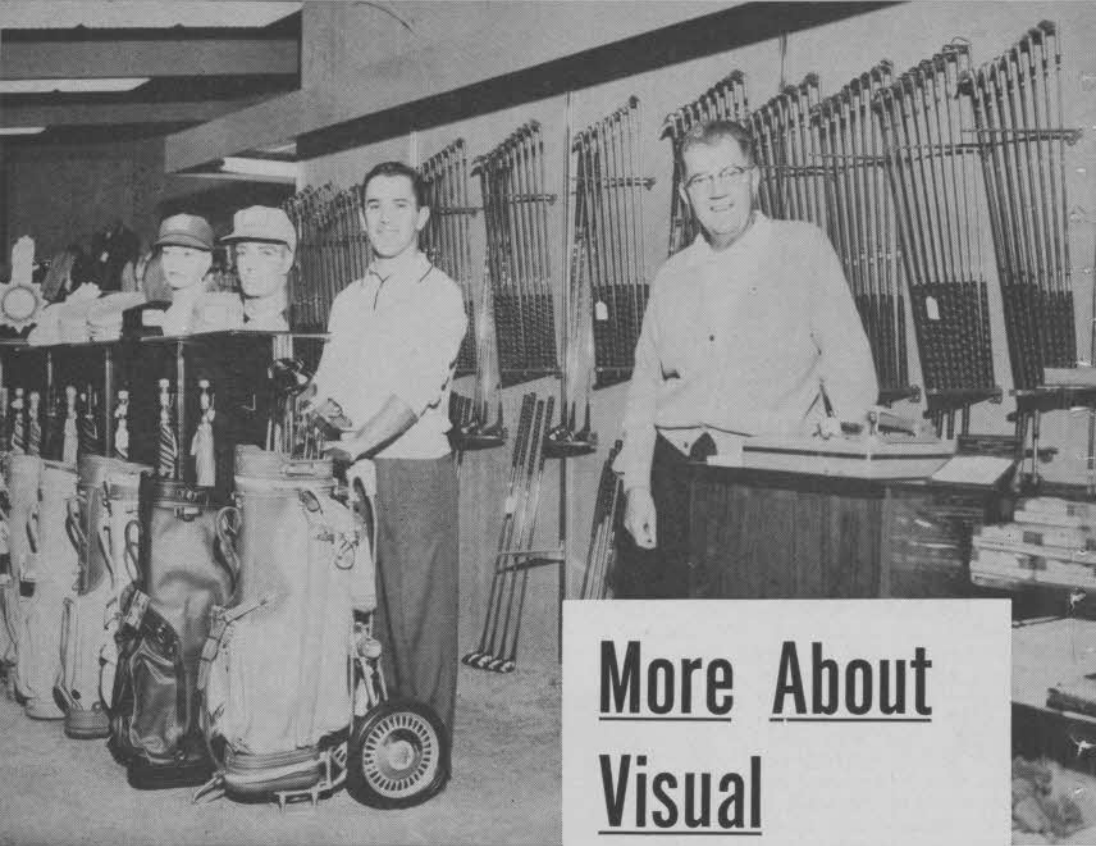
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Pro Tom Ely (r) is shown in the playing equipment dept. of his Edgewater CC with an assistant.

More About Visual Merchandising

By **HENRY LEOPOLD**

Display Creations, Detroit, Mich.

Like so many others in the West and South, at least, Tom Ely's golf shop at Columbia Edgewater CC in Portland, Ore., is conventional.

Many of you who have seen shops in these areas will agree that often the buildings are largely glass walls which leave something to be desired when it comes to wall space so badly needed by the pro to merchandise efficiently. In our travels we find that this happens usually because the pro shop has to conform to another building or to the clubhouse and in most cases it is practically impossible to achieve function and efficiency.

The bulk of Ely's business in the past was in golf equipment with an upsurge in soft goods business in the past few seasons. After going through his records with our designers, his shop was planned according to past dollar volume in the various lines. Wall space that was to be available was developed for his golf

equipment and his shoe inventory.

Center Merchandising Unit

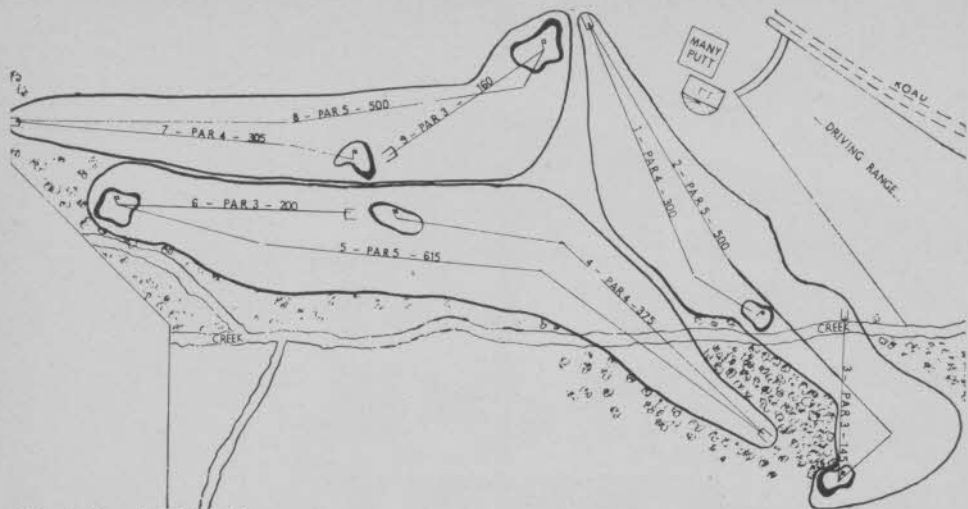
At the same time, Tom expressed a desire for something "different" for his soft goods display and inventory. We finally agreed on a center merchandising unit which will be discussed in this article.

In designing the Columbia Edgewater shop, we were aided by the advice of Mr. Jack Owens, who is the sales representative for Ernie Sabayrac, Inc., for the Pacific Northwest. Owens has serviced Tom Ely for some years and as all of his lines were featured in this shop, he was able to help in the planning and allotting of floor and wall space.

In the photo in which Ely and his assistant
(Continued on page 69)

A careful study of the photos on page 25 shows many of the things the writer emphasizes about Visual Merchandising.





Patents Granted & Pending

Here is a drawing of the Luke Morris designed "Speed Links" at the Augusta, (Ga.) Golferama. Par is 36; yardage, 3100.

Put Final Touches on Miami's Revolutionary "Speed Links"

Under construction at Miami Springs public course, owned and operated by the City of Miami, Fla., is a unique "Speed Links" designed to reduce the frustration that walking and waiting impose on golfers. The new links are expected to open this fall.

Time tests indicate the average 80-shooter takes about four hours and 20 minutes to play an 18-hole match — but only 20 minutes of it are involved in actually addressing and swinging at the ball.

Luke Morris' Idea

A patented idea to improve on this situation, the Speed Links is the brainchild of Luke Morris of Decatur, Ga., a veteran golf pro.

As designed by Architect Dick Wilson of Delray Beach, Fla., the Miami Springs Speed Links will provide 9 holes with a total par of 36 and a distance of 3,070 yards — but only three tees and three wide fairways.

Built on the site of portions of four former fairways on the regular back nine, the new links will have plenty of character with dog-legs, trees, water and sand hazards. Grading, landscaping and seeding on all nine greens and the fairways already is completed.

From each of three tees on the course,

players will drive three balls — one to a short par 3, another to a medium length par 4 and a third to a lengthy par 5. Playing the closest ball first, whether it is a second shot at one of the long holes or putting on a shorter one, the 80-shooter, theoretically, will be able to complete one nine in an hour and four minutes.

Just in case the new design doesn't catch on the addition of a few tees can easily convert the course into an excellent Par 3 layout.

Several Changes Made

To make room for the experimental course, revamping of several regular fairways was necessary. The 13th and 14th were built on virgin land northwest of the course. The 15th, a stiff par 5 dog-leg, was straightened out slightly and lengthened by 10 yds. New number 12 slants across the old 14th fairway. The new 11th hole occupies much of the former 13th and 12 is now 10.

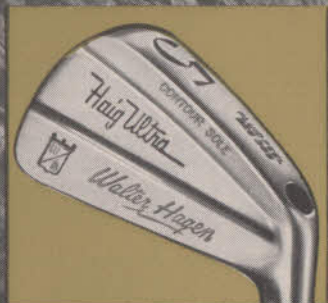
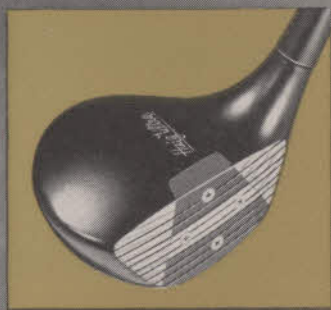
Par on the back nine remains at 35 but 55-yards have been added, lengthening its distance to 3,220 yds. and a total of 6,320 for the 18.

Total cost for the Springs' projects will be \$125,000.

Midwest Field Days

Fall field days of the Midwest Turf Foundation will be held at Purdue University, Sept. 15-16. The first day's program, to be held on Thursday, will be repeated on Friday.

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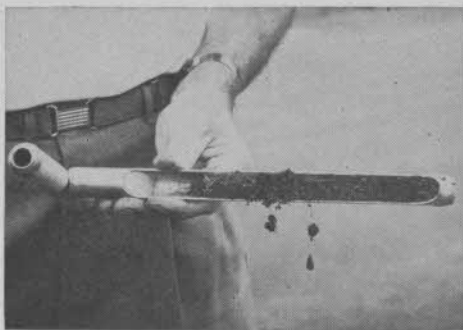
Time and great skill made the beauty of Mount Rushmore. Equally masterful construction details go into each Haig Ultra Wood and Iron. One swing reveals the precision, balance and power built into these superb woods and irons. Try the Haig Ultra clubs—for quality unequalled.

Haig  Ultra

WALTER HAGEN GOLF GRAND RAPIDS, MICHIGAN



Operating aerifier on West Shore green. Plugs are pushed aside, placed in bushel baskets and deposited in dump truck.



Deep roots in greens profile sample are white and healthy looking, extending to a 12-in. depth.

How Ed Tabor Got . . .

Deep Rooted Turf at West Shore



Delmonte raking of greens before mowing.

New Pennlawn fescue in disc slits. Seeded into fairway fall of 1959.



Until recently turf on the greens at West Shore CC in Harrisburg, Pa., was shallow rooted. Soil tests showed a satisfactory reaction and ample quantities of phosphorus, potassium, calcium and magnesium. Compaction at the surface from player traffic and power equipment seemed like the probable cause.

Supt. Ed Tabor decided upon a program of aerification and light top-dressing.

A TURF TIP from O. J. Noer

He uses a Greensaire. The top-dressing is a soil, sand and humus mixture. In late May roots extended below a 12-inch depth. They were white and healthy looking.

Greens are cut regularly and a Delmonte rake is used as needed to raise stemmy grass so the greens mowers can cut clean.

Maintenance Simplified

This program has simplified maintenance and created satisfied playing members.

In late fall of 1959 the unwatered fairways were seeded with Pennlawn fescue. The stand obtained was excellent. Cross-discing to a depth of half an inch with straight discs preceded seeding. A heavy stand of seedlings was secured in every slit.