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Resort Pro Cites Profit Potential in Refresher Lessons

By ART JONES

Teaching Professional, Dorado Beach (Puerto Rico)
GC

A golfer's vacation is not completely successful unless he is playing reasonably good golf. Even if a person plays a hole well now and then he is fairly well satisfied and hope is kept alive. The good holes he considers typical of his normal game and the bad holes, of course, only occur when he is off his game. Golf is an optimist's game.

A golfer on vacation has considerable time to devote to his game. He can take lessons, study and practice. When he is at his home course he does not have or takes time for the lessons he knows he should be taking, or for practice.

The woman member also doesn't have the lesson and practice time that she would like to have although she has much more time available for golf than her husband has. The factor of available time, possibly as much as the desire to improve, however, accounts for the number of women's lessons at most clubs being far higher than lessons given to men. At a resort noted for its fine golf course, men take the most lessons. In one six-week period at Dorado Beach I gave 320 lessons. That is about all the lessons a conscientious professional can give without getting so tired that he can't do justice to all of his pupils.

Of these lessons about 50 per cent were given to men. Bear in mind that almost as many women as men now are playing at the leading golf resorts.

Few Easy to Teach

From my own private club teaching experience, and in discussing instruction problems with professionals I called on in several years of work as a pro golf salesman, I think I got a clear idea of what the pro is up against in teaching. He is trying to establish good golf habits in less time than is required to establish such habits. Furthermore, his pupils rarely are physically adept. Those who are muscularly gifted often get basic training somehow and then go ahead and learn by themselves as they are playing.

That is why the professional seldom has any pupil who is easy to teach. The amazing thing is that the pro and the pupil



Art Jones (r), who wrote this article, is shown with his pro co-worker at the Dorado Beach Hotel Club, Rusty Gilbert.

do as well as they do together.

Professionals are pleasantly surprised by the very good shots their pupils often make. However, as Tommy Armour has remarked, the explanation for a golfer's poor game is not that he failed to make good shots, but that he made far too many bad shots.

Carelessness and forgetfulness, more than inability, are the cause of a majority of the poor shots of the average country club golfer. Therefore his instruction program, after he has had fairly sound basic training, should be in "refresher" lessons once a month or so.

Can Be Short

Refresher lessons need be only 15 minutes long in most cases. They are not for re-making anyone's game. They are simply to enable the golfer to make the best use of the good that he may have in his game.

At Dorado Beach the teaching professionals wouldn't think of trying to drastically revise the game of a golfer who is going to be a guest for only a week or two. But we can watch him hit a few balls and then repair the flaws so that he will play better.

Defects in the grip are the most common of the average golfer's faults, as the experienced professional knows. Perhaps the resort golfer's grip has to undergo emergency correction by means of over-compensating with a fault of an opposite character. At least that type of a cure, while theoretically not satisfactory, serves for practical purposes and is a reminder

(Continued on page 66)

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NATIONAL PGA DISTRIBUTORS

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Southern California GCSA members were guests of course dealers and suppliers in the area recently for their annual trek to the Hollywood race track for a day of frolic along with possible financial ruin. The event was originated some years ago by Gene Marzoff, then a supt., but now an equipment and supplies salesman. He has been handling arrangements for the affair ever since. The sixth race was dedicated to the supts. by Hollywood officials. More than 100 greenmasters and dealer officials and representatives enjoyed the day at the races.

Hill of Fame Tree Planted in Honor of Horton Smith

The twelfth tree, commemorating the deeds of some of the country's greatest golfers, was planted on the Hill of Fame at Oak Hill CC in Rochester, N. Y. on July 23. It was dedicated to Horton Smith, the two-time Masters winner who knew his greatest fame about 25 years ago. Dr. John R. Williams of the Hill of Fame committee was in charge of the ceremony at which a pin oak was planted.

Smith, who is head pro at the Detroit Golf Club, a post he has held since 1946, won his first major tournament, the French Open, on his 21st birthday in 1929. Altogether, he won 33 major tourneys. He was a member of six Ryder Cup teams and his Masters triumphs came in 1934 and 1936. He is the only man who has played in every one of the Augusta classics. In 1946, after returning from service, in which he was an Air Force captain, Horton became active in the national affairs of the PGA. He was secretary of the association in 1950-51 and pres. of the organization from 1952 through 1954. In recent years he has served on several national PGA committees and has been one of the more active members of the Michigan section.

Those who have been enshrined on the Hill of Fame include Walter Hagen, Robert T. Jones, Jr., Ben Hogan, the late (Babe) Zaharias, Cary Middlecoff, Chick Evans, Francis Ouimet, Gene Sarazen and others not too well known as golfers, but who made some contribution to the game, such as Dwight D. Eisenhower.

Washington Interclub League Sets Fine Pattern for Juniors

The Interclub Junior Golf League of Washington, D.C., probably the best operated and most enthusiastically supported kids' circuit in the country, has grown from four teams in 1956 to 18 through 1960. During this time the number of individual participants has increased from 38 to 146. A handful of girls has been members of the various teams since the league was started.

Each team is composed of six players, two in each of three age groups — 16-17, 14-15 and under 14. A player may compete in a higher age group but not in a lower one. The player's age as of June 1 determines his eligibility classification.

Play is by foursomes with players in the same age group competing against one another individually and in best-ball matches. One point is scored for an individual match victory and one point for best-ball. In case of ties, points are split. There are also round-robin matches in which each player plays three matches, one against each of the other three in the foursome. There is no best-ball in a round-robin.

Division championships go to teams that score the most points during the season. In the final playoff for the Interclub League championship, tied matches are decided on a sudden-death basis.

Quite a few inquiries have been received by Interclub League officials as to complete operation of the circuit. Full details can be obtained from Joe Gamba-tes, 7119 Exfair rd., Bethesda, Md.

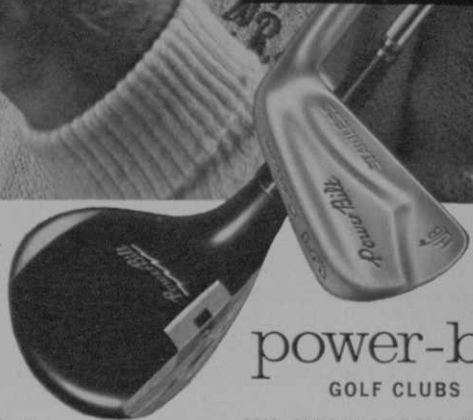


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Pro's Compensations Go Beyond Profits from Sales, Lessons

By Gene O'Brien

Pro, Rolling Hills CC, Wichita, Kans.

Some years ago one of my members, a physician, told me that he thought I was in a good position to help people with mental and physical problems.

He was greatly overworked himself. He didn't have much time to play. He came out to take a lesson and practice now and then to get refreshed and conditioned.

Golf worked so well on him that he told me some of his patients would be better off coming to me than to him. This gave an important new aspect to my job. It is a responsibility that goes beyond curing slices or duck hooks, selling a club or demonstrating my own capacity to play better golf than my members can.

I saw myself and my club in a new light.

I saw all of professional golf in a tremendously important and exacting job that requires study and educational and temperamental qualifications that few of us realize in this stage of our profession's development.

When the professional does clearly and completely see the possibilities of his work in physical and mental therapy, his job is going to be more satisfying to him and his members are going to hold him in higher esteem and reward him accordingly.

Awareness of Mental Health Problem

The educated and thoughtful golf professional, like educated and thoughtful men in other professions and businesses, certainly must be impressed by all the magazine, newspaper and television references to mental health as a problem of growing seriousness. The golf pro knows that membership in a first class private club, by its identification with social and financial success, brings together people who constantly may be under excessively high pressure and need the sort of relief that golf should and can give.

When a professional looks at his job as one that can help people enjoy life and

good mental and physical health then the job becomes to him one of the most important in the community. His own spirit reflects this awareness of what he has to do to make his club worth far more than it costs the member.

I have made sales of golf equipment and apparel for which each buyer has cheerfully signed checks running into several hundreds of dollars. I have taught pupils so handicaps have been reduced a dozen strokes in a year. And so have other professionals. We make a living this way.

Far Better Than Pills

But what other thrill in golf business is there like having a woman come laughing past you as she walks from the 18th green, telling you that she hasn't had to take a pill in two months? Especially when that woman was a nervous wreck and a pill addict only a few months ago when her latest doctor sent her to you to get her interested in golf.

What can make you prouder or happier in your job than having a 69-year-old man, who has had numerous major operations in recent years, come to you for a lesson so that he can retain the 8-handicap which you have helped him to attain?

Each year I get some pupils who are sent to me by their physicians. So in a way I am a medical specialist. And so is our golf course supt. for the feel and the look of grass and the shrubs and trees are part of the cure for reducing the pressure of modern living.

Greater Than Cash

A fellow who is about ready to crack and too tired to fight is a fellow who needs golf desperately. When a professional can collaborate with the man's doctor in getting the weary citizen out on the course, then that professional has done a job worth far more than he ever will get paid. A grand part about the whole deal is that the pro doesn't expect to get adequately paid in cash for that work. The pro is paid in something greater than cash. Maybe that is why the other fellow has \$3,000,000 and desperately needs the help of a fellow who grew up from the caddie ranks.

When there is some youngster who has been worrying his parents because he can't seem to get stabilized, and I can straighten him out so he is fascinated by golf and has a swell time playing it, what is my bill for professional services? There isn't that much money made. I am paid off in more than money.



Gene O'Brien



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Mass swing session at All-Golf clinic is held on Carmel High Athletic Field in Monterey, Calif.



Pat Mahoney starts Dorothy Middaugh out right by showing her how to grip a club.

California Project

Physical Ed Teachers Do Graduate Work at Third All-Golf Clinic

Golf professionals and teachers met in Monterey, Calif., in July for the third All-Golf clinic, making it their biggest summer gathering to date. About 175 recreation leaders and physical educators took part in a 3½ day workshop aimed at making teachers better students of golf instruction.

Five PGA professionals and five collegiate teachers formed the staff that presented a course covering topics ranging from "Procedures in Beginning Group Instruction" to "Advanced Golf Rules." The scope was broad, yet complete enough to provide a unit of credit in Physical Education through the extension services of San Jose State College.

Guy Bellitt, an old pro at group instruction and teachers' clinics, represented the So. Calif. PGA Section as did Ben King, young head professional of Los Coyotes CC, Buena Park.

No. Calif. PGA representatives included Pat Mahoney, the well known instructor from Palo Alto, Dave Mancour, head professional at Silverado GC, Napa, and Shirley Spork, Tanforan CC, San Bruno.



Harvie Ward



Dave Mancour

Miss Spork was the first LPGA member to serve on the All-Golf clinic; Shirley felt right at home with the educators, as she majored in Physical Education at Eastern Michigan University while winning the Women's Intercollegiate championship. The collegiate staff also contained the familiar name of Cecil Hollingsworth. He not only is instructor of physical education at UCLA but is an operator, with Gomer Sims, of such well-known Southern California courses as Alondra Park, Meadowbrook and Singing Hills.

Other instructors included Norm Duncan, also from the P. E. Dept. of UCLA; Golf Coach Ken Griffin, Los Angeles City



Guy Bellitt, Shirley Spork and Cecil Hollingsworth.

College; Hal Buffa coach of Diablo Valley College and Ray Balsley, whose San Mateo Jr. College golf teams have won three consecutive state J. C. Championships. Bob Hanna, executive secy. of the No. Calif. Golf Assn. and Harvie Ward, former U. S. Amateur champion, rounded out the instructing staff.

Weight Shift Studied

One session of much interest to the students was a film study that measured weight shift in the golf swing. Conducted by the Research Staff of UCLA, the film showed the swings of professionals who
(Continued on page 56)

IMPORTANT TO PROFESSIONALS —

Here are some of the national golf manufacturers showcasing their products in *Golfdom's Eighth Annual (1961) Edition of*

Christmas Shopping at Your Pro Shop

- Acushnet Process Sales Co.
- Axaline Golf Co.
- Borm Manufacturing Co.
- Brandell Products
- Brockton Footwear Sales, Inc.
- Burgess Battery Co.
- DiFini Originals, Inc.
- Dunlop Tire & Rubber Co.
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- Sports Illustrated
- Sportsman's Golf Corp.
- Swingrite, Inc.
- United States Rubber Co.
- Wilson Sporting Goods Co.
- The Walter Hagen Division
- Wittek Golf Range Supply Co.
- Worthington Golf, Inc.

NOTE: A complete information brochure on the 1961 edition of "Christmas Shopping at your Pro Shop" has been sent to every professional in the United States. If you haven't received YOUR copy, let us know — TODAY!

O. J. Noer's Turf Tips



Growing Grass in Summer

The use of fertilizer, at light rates, during the summer season on watered fairways is becoming popular in Canada. It has been common in the United States in the past several years.

In order to make monthly applications, fast spreading is desirable.

There are several good, fast spreaders in the United States. By using almost any one of them all 18 fairways can be fertilized in a day, or less. Now Canadians have a machine of this type which is produced by a Canadian manufacturer.

The supts. believe one way to live with the power-driven golf cars is to grow grass, and to keep it strong all summer. To do this they use a little fertilizer each month, and water as needed. They counteract compaction by aerifying once or twice a year.

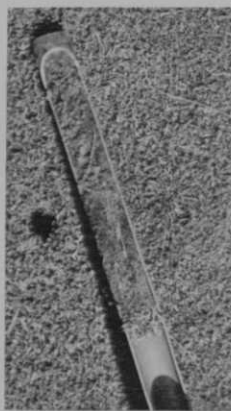
Compaction at the surface, irrespective of soil composition, seems to cause shallow rooting of bent greens in the North, and of fine textured Bermuda grass greens in the South.

How to Get Deep Roots

Two years ago root systems on greens at Rosedale in Toronto were shallow rooted, almost to the point of non-existence. Constant showering was necessary to prevent loss of grass. Now the turf is deep rooted, 10 to 12 ins. or more, in length. Turf survives without constant showering, seven days a week. A similar situation prevailed at Sea Island, Georgia. Now the turf there has healthy, white, deep roots.

Four or Five Times

Aerification four or five times a year, along with topdressing each time after



(L) plug from bent green showing root development in aerified hole; (R) 10 to 12 in. roots, numerous enough to hold plug intact against pull of gravity. Roots extended beyond the plug.

plug removal, promoted deep root development. At both places, roots were far deeper than the depth of the aerifier holes. Once roots formed in the surface soil, where growth had been prevented by soil compaction, they extended downward into the non-compacted soil below.

Top Dressing Mixture

Topdressing consisted of 2 to 3 parts, by volume, of good sharp sand, 1 part loam soil and 1 to 1½ parts humus of a fibrous character. The switch to a coarser, sharp sand, rather than a fine sand, was very helpful.

Spiking regularly with a three-gang, or a single-unit power spiker is a good way to relieve compaction when it is confined to the top in. of soil. ↑