

The Super Maxfli is good news twice



*Good news for your players
because it plays so well.
Good news for you
because it sells as well as it plays.*

That's the 1961 story of the Dunlop Super Maxfli, the ball that won its first major tournament when it was just eight days old and has been winning new friends and breaking sales records ever since.

The Super Maxfli sells so well because it plays so well. It consistently delivers extra yardage and playability. It is consistently accurate and it consistently stays whiter longer.

The Super Maxfli is consistently advertised! Fourteen national publications, carrying millions of selling messages, are your salesmen-in-print all season. These ads sell the Super Maxfli to people who must come to you to buy.

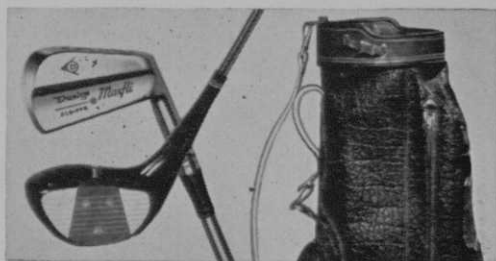


Sports Division

500 Fifth Avenue • New York 36, N. Y.

These all-new Maxfli woods and irons are fitting companions to the Super Maxfli. Each club is balanced as a unit and as a set. There's handsome profit in Dunlop Tufhorse golf bags and matching accessories.

Sold only in pro shops. Unconditionally guaranteed under the Dunlop Bond of Master Craftsmanship.



The pro sees the result when he looks into women's golf bags! Stores have sold clubs to women whose husbands are good friends and customers of the pro. Or, it could be that the stores, instead of doing an especially good job of selling, have simply notified women, by advertising, that they want their business and have made it easy for women to buy.

But in many pro shops a woman, unless she is an experienced golfer, has yet to be strongly impressed that the pro is eager to sell her clubs or a bag. It isn't difficult to pinpoint who is at fault in a situation such as this.

No Price Tags

Why should she be aware of this? She doesn't even know that some of the clubs displayed are manufactured especially for women. She could tell you within a half-dollar the price of any piece of apparel in the shop because she is educated in this respect. But if she happened to discover that some clubs in a shop were made particularly for her, she wouldn't have the vaguest notion of their cost because in too many shops there are no price tags on the merchandise.

If the woman does see a price tag on woods or irons she compares it with the price she has seen in a store ad, but she probably doesn't have the faintest suspicion that the higher priced clubs might very well be the best buy for her.

She hasn't had the training to be educated as a golf buyer. For that reason the pro often loses the selling advantage he gains at the lesson tee.

I get interesting opportunities to compare women's shopping for clubs and apparel in pro shops because our organization specializes in marketwide selling of golf apparel, shoes and clubs to professionals. Women come into a pro shop and see our nationally known shoes and apparel brands and discover that pro shop prices are no higher than prices in high class stores.

Shuns Pro's Guidance

But as for our clubs — also of the very finest quality — the woman buyer is without confidence in her judgment and, unfortunately, sometimes she isn't sold on the pro's guidance.

A man, almost by instinct, will go for top quality clubs and feel that they are worth the money. But when it comes to apparel, unless it is of brand names that he knows are of foremost quality, style and value, he trusts to luck more than to wisdom.

Club Sales Approach 5,000,000 Mark

Golf club sales for the fiscal year ended Oct. 31, 1960, totalled 4,983,606 units, an increase of 12.9 per cent over the comparable 1959 period. Making up the total were 3,425,015 iron clubs and 1,558,591 wood clubs.

In releasing this report, Carl J. Benkert, Pres. of the National Assn. of Golf Club Manufacturers said: "Manufacturers are highly pleased with the annual increase in the sale of clubs over the last several years."

"From all indications increased sales will continue because of growing interest in the game. Also, new facilities are being constantly added in all sections of the country."

Benkert noted "that there is an extremely large growth of interest in golf in small communities throughout the U. S."

You and I have heard professionals censure women golfers for being niggardly in buying even though they expect a lot of free service from the pro department. Yet, rarely do we ever hear a professional concede that failure of women to buy more equipment at the shop may be the fault of the pro.

What signs or departmentalized display, what association of women's clubs, bags, apparel and shoes are there in the pro shop arrangement? What is done in the shop to let women know they can get playing equipment "buys" that are as much genuine bargains as the apparel that is sold in the same shop?

Easy Market Survey

The equipment in a woman's golf bag, and the bag itself, give the pro an opportunity to make a market survey easier than any other merchant can make in studying how to improve his business. Every time you see a woman's golf bag that isn't bought at your shop, or in that bag clubs that have been bought elsewhere, try to figure why you didn't get the business.

Then you will come up with some answers and ideas that can mean a substantial increase in your shop income. If you don't come up with them, the outside stores probably will.



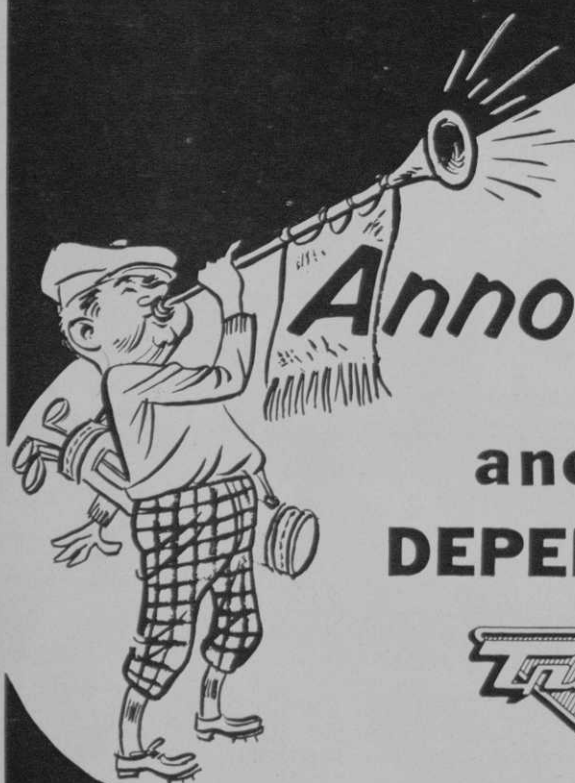
For a favored few - Top-Flite Executive Woods!

You are face to face with the most revolutionary golf clubs ever designed* . . . the brilliant new Top-Flite EXECUTIVE woods manufactured by Spalding in limited quantity.

The center of gravity has been substantially lowered by the dramatic new concave design. Result: the EXECUTIVES get the ball up and away far easier and faster. For the first time, no screws are necessary in assembling the face insert. Result: more distance and the most rewarding "click" you have ever heard! Here is a set of superb new woods for a favored few—your most distinguished clientele. Ask your Spalding salesman to show you these distinctly different clubs. Of course, Top-Flite EXECUTIVES are sold through golf professional shops only.

*Patent #2,859,972

SPALDING
sets the pace in sports



Announcing

**another
DEPENDABLE**



product...

Tee Bindie

Revisions Made in Exemptions for PGA Championship

Revisions have been made in exemptions for the PGA Championship, to be played at Olympia Fields (Ill.) July 27-30. Exemptions will be cut down by reducing the low scorers in last year's Championship from 32 to 24; by cutting down the top 25 TT players to 20; and reducing the leading money winners of 1960, and those who are leading money winners in 1961 following the Masters, from 25 to 20.

Also exempt from qualifying for the 1961 event are Jay Hebert, last year's champion; 25 other former PGA champions; the 1961 PGA Seniors champion; the ten member of the 1959 Ryder Cup team; current champions of the PGA's 34 local sections; Chuck Tanis, Olympia's head pro; and the 1960 Open winner, Arnold Palmer.

Reduction of exemptions has been made to trim the field to a workable size of highest quality. A minimum purse of \$30,000 has been established for the Championship, although in 1960 at Firestone CC in Akron, O., the total payoff amounted to \$63,000. The \$11,000 that Jay Hebert got for winning the Firestone event was a record.

May 17 Deadline

June 19 has been set as the date for qualifying in the pro organization's 34 local sections. With special permission, however, local qualifying dates may be scheduled between June 20 and 26. The deadline for entries is May 17. All applications for entry must reach PGA national headquarters on or before the deadline date. For the first time, sectional quotas will be based on the number of entrants in the sectional qualifying round. Previously the quotas were based on the number of members in a section.

The Pick-Congress Hotel in Chicago has been designated as downtown headquarters for the Championship.

National Golf Week Observes 10th Anniversary This Year

National Golf Day will mark its 10th anniversary by changing to National Golf Week. Persons who aspire to "beat the champion" can do so any time between May 29 and June 6. The score of the round they will shoot at will be estab-

lished on the latter date when Arnold Palmer, the Open winner, and Jay Hebert, the PGA Championship defender, meet at Olympia Fields (Ill.) CC.

Opened Up For Par 3 Players

A slightly different method of determining who has beaten the champion will be used this year. Participants will shoot against his score "in relation to par" rather than on a stroke-for-stroke basis. If, for example, either Palmer or Hebert win with a two-under-par 68 at Olympia, it will take a three-under-par score (including handicap) to beat the champion's figure. This will enable players at Par 58 and Par 3 courses to take part in National Golf Week.

Golf charities benefit from National Golf Week. In nine years they have realized a net of nearly \$750,000 from proceeds of the nationwide promotion.

First Flight Gambles Big Money in Dunedin Championships

First Flight Co., Chattanooga, Tenn., is co-sponsor of two tournaments being played at the PGA National course in Dunedin in February. It is putting up a total of \$15,000 for the PGA Quarter Century club tournament, Feb. 7-8, and the National Golf Club championship, which will be played from the 23rd through the 28th. However, the company is leaving itself open for an outlay of \$75,000 altogether if a new course record is set and if someone scores a hole-in-one. This inducement is being offered in both tournaments.

\$50,000 for An Ace

The National course record is 64. If a contestant shoots a 63 or better in the Quarter Century, he'll receive \$10,000. If, in turn, the new record is shattered in the National tournament, another \$10,000 will be doled out. In the case of the hole-in-one, however, First Flight will pay \$50,000 to the first man who scores an ace, but if the trick is duplicated the company won't pay an additional award. However, if two or more players score aces in the National, the \$50,000 bonus will be divided equally among them.

Prize money in the 36-hole Quarter Century is \$5,000. For the Club championship, which is played over 72 holes, \$10,000 is being offered. Charlie Sheppard is the defending Q. C. champion while the National title went to Toby Lyons in 1960.



The DX TOURNEY National Promotion

AMA NEWS • **GOLF LIFE**
GOLF WORLD • **GOLFing**
Newsweek • **THE NATIONAL GOLFER**
Sports Illustrated • **GOLF**
HOLIDAY • **THE NEW YORKER**
THE WALL STREET JOURNAL
GOLF DIGEST • **FORTUNE**
U. S. News & World Report

Means More Sales In Your Shop

The ball that made all others out of date is backed by the most aggressive advertising and promotion campaign in MacGregor's history. Attention-getting, sales-making ads will appear in the publications listed at the top of this page. Every ad will direct the golfer to you, the golf professional. Prepare now to cash in on this terrific promotional effort. Stock and display the MacGregor DX Tourney Golf Ball. It's bound to be this year's fastest selling golf ball.

MacGregor[®]

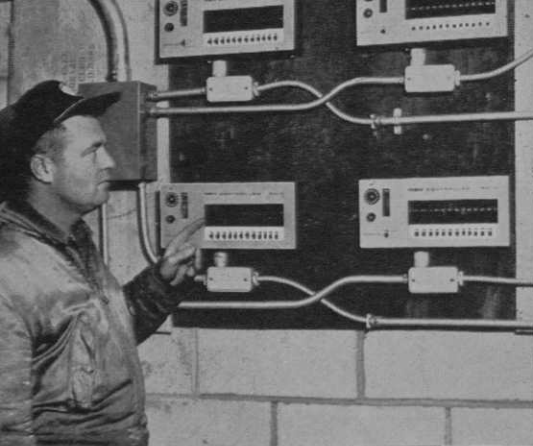
THE GREATEST NAME IN GOLF[®]

The MacGregor Co., Cincinnati 32, Ohio

DIVISION OF BRUNSWICK



WORLD LEADER IN RECREATION



Push Button — Presto! Water's Everywhere

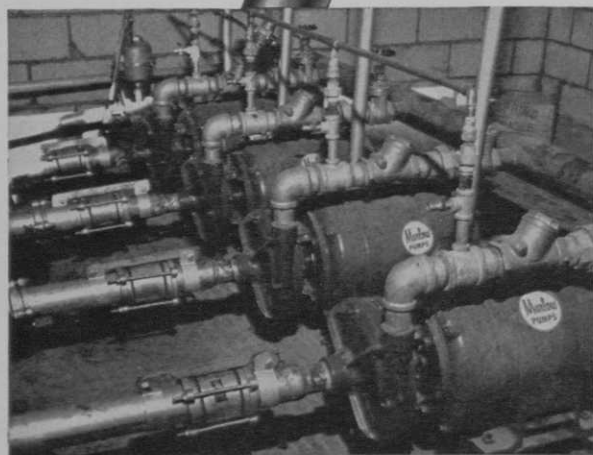
*Phil Mitchell Is Another Who's
Finding That Automatic Equipment
Eases the Greenmaster's Burden*

By **JAMES R. ANDERSON**

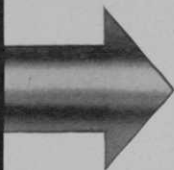
We were 200 yards from the pumping station at Colonial GC in Lynnfield, Mass., when from nowhere a sprinkler appeared and began throwing rainbows of water about 200 ft. across a fairway. "Hmm," I said, "that wasn't there a moment ago."

Phil Mitchell, the supt. laughed. In another instant the spray just seemed to evaporate and the sprinkler disappeared. We walked over and looked at the spot where the sprinkler had been. Again, as if by magic, the sprinkler popped out of the ground and water was arching through the air.

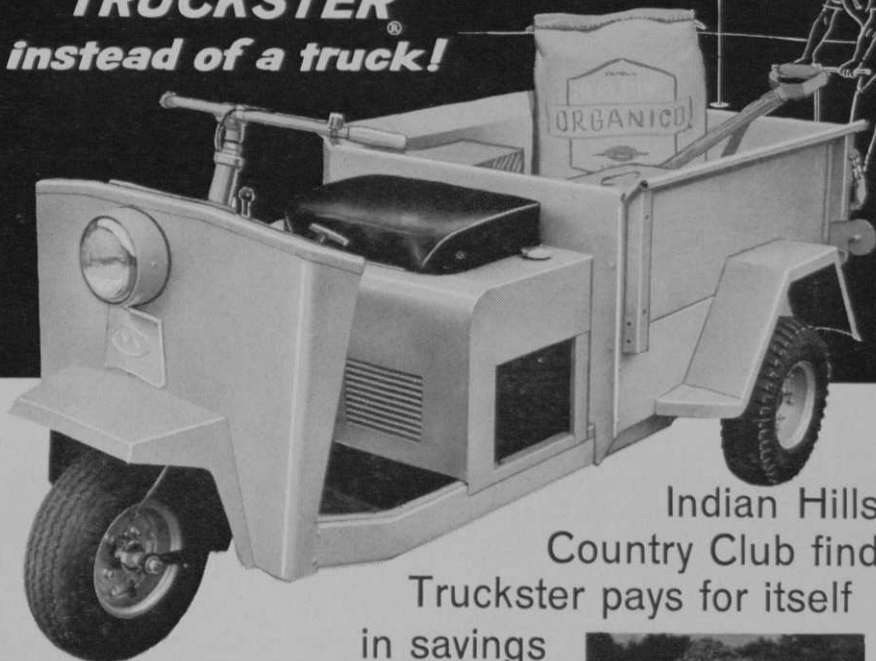
Then, suddenly, water, and then sprinkler, disappeared. It was incredulous — a little like visiting a ghost course and hav-



Phil Mitchell is shown at Sprinkler control panel of Colonial GC.



Send a
CUSHMAN
TRUCKSTER[®]
 instead of a truck!



Indian Hills
 Country Club finds
 Truckster pays for itself
 in savings

H. J. "Bud" Elmer, course superintendent for 23 years at Indian Hills Country Club, Kansas City, Mo., has used Cushman Trucksters for six years and finds them great time savers in moving personnel and equipment over his 140-acre layout.

Operating 8 to 10 hours daily, his Trucksters pay for themselves in over-all savings in less than a year, Mr. Elmer reports. Not only is the unit highly versatile, but it is easy on the turf and can be driven right up to the lip of a green, he says,

Powered by the dependable Cushman Husky 4-cycle engine, the 780 Truckster hauls an 800 pound payload for less than a penny per mile. Carries the biggest set of rugged muscles ever built into a light vehicle; requires minimum maintenance.



CUSHMAN MOTORS

963 No. 21st, Lincoln, Nebraska

NOW 1 Full Year
WARRANTY*
 on 1961

CUSHMAN[®]
 Electric **Golfsters**

*Except those adjustments or parts replacements recognized as normal maintenance items.

A subsidiary of Outboard Marine Corporation

Please send information on 780 Truckster.

NAME _____

(ATTACH TO YOUR LETTERHEAD)

ing things come to life for a moment and then seeing them quickly die.

This isn't science fiction. In a few minutes I learned that Mitchell had sent a man ahead to the pump house to press buttons and have a little fun at my expense.

The brain and muscle center of the irrigation system is, of course, in the pump house. I was surprised to find no ugly, bulky pressure tank which I have always been told is a necessary part of an irrigation pumping system. I was further amazed to find that not just one but five pumps provide the muscle power for the system.

Can Step Up Volume

"This pump operates automatically on a volume flow demand basis," said Phil. "The little pump there keeps pressure in the lines all the time. When I start using water, as I did a few moments ago, the first big pump kicks in and gives me up to 150 gals. a minute. If I need more water, the second pump kicks in with another 150. With all pumps running, I have 600 gals. a minute going through the sprinklers. And," added Phil, "If I ever want more water, I can add another pump to the line. If a pump goes out on me, I still have three big pumps to keep me going while the other is being repaired."

I noticed that each pump had an individual suction line going into a concrete lined "well," located inside the pump house. "Looks good to me" I said, "but can you get all the water you need out of this little well?" Phil informed me that the little well was another prize from Larchmont Engineering's "bag of tricks." An 18 in. culvert line had been brought from the pond on the other side of the fairway, about 150 ft. away, to the bottom of the well. The well consisted of a 48 in. concrete pipe placed vertically. The 18 in. line is 24 ins. below low water of the pond to maintain the water level in the well.

Automatic Sprinkler Controller

I wanted to know more about that sprinkler we had seen outside. Phil pointed to a control panel, a small compact box mounted on the wall inside the pump house. He pushed a button and the sprinkler came up again and began throwing water. He pushed the button again and the sprinkler turned off and disappeared.

Mitchell explained that the front nine would be watered automatically on Monday and Thursday nights, and that the

back nine would be watered on Tuesday and Friday nights. There are about 60 sprinklers on front nine, seven operating at one time. There are nine zones. Each zone waters for one hour to apply the equivalent of $\frac{1}{2}$ in. of rain.

This program prevails throughout the season. The Colonial supt. showed me how simply this program had been set up on the controller. He explained that it would require less than five minutes, with no tools necessary, to set up a completely different program.

"That's not all," said Phil. "When I'm out on the course I can turn on any sprinkler manually without using any tools. I don't have to come back here to push a button."

Mitchell and Mitchell

The irrigation company responsible for the design of this revolutionary system is Larchmont Engineering, Lexington, Mass. Architect William A. Mitchell of Sunapee, N. H., designed the new 18 hole course at Colonial and under Phil Mitchell's supervision construction is nearly completed. Their aim has been, from the very beginning, to build the outstanding championship course in New England. They are certainly on the right track with their water system.

At my club we have a quite serious fairway watering problem. There is so much play during the dry season that it is impossible for the maintenance dept. to get on the course before dark to do any watering. Our system is manually operated, meaning that we have to hire a night watering man. It is difficult to find an employee who will stay around long enough to learn how to do the job properly. As a result, we suffer from inadequate watering in some areas, and over-watering in others.

Only Practical Answer

The only practical answer for us is automation. Our club officials have investigated and, at least, reached the conclusions listed below, although they haven't yet taken steps to convert to an automatic system:

(1) As at Colonial, automatic equipment adds only 15 per cent to the total cost of an installation;

(2) The equipment can be installed almost as easy as stringing Christmas lights";

(3) Within a few years, labor savings will defray the cost of converting to automatic equipment.