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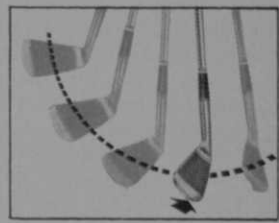
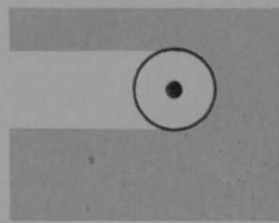
Jimmy Demaret, Gary Player, Doug Sanders, and all of the First Flight touring stars are confident that, if any golfer plays the new 1961 First Flight Patented Steel Power Center Golf Ball for one or two rounds, he will never be satisfied with the old type ball. This great event is sponsored to get you to try the longest, most accurate ball ever produced!

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When you hit a golf ball it spins in flight. First Flight has a perfectly round steel center exactly in the center of the ball. Extra weight concentrated exactly in the center stabilizes ball for greatest accuracy.

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FIRST FLIGHT COMPANY, CHATTANOOGA 5, TENN.

Originators of First Flight Patented Steel Power Center Golf Balls and Registered Swing Weight Golf Clubs.



(Above) Scoreboard and press section at Junior Divot Derby were strictly big league. (Left) Girls not only demonstrated golfing prowess but were refreshing to behold. Junior golf programs at military courses are helping to keep valuable technicians in service.



(2) Something else that has changed the attitude of women is motorized equipment. The golf car has met the caddie demand in private clubs and at pay-play courses during school hours when caddies are not available. The cars have accounted for considerable revenue for clubs and courses from players who wouldn't be out if they had to carry their own bags. The meal and bar revenue, pro shop sales and revenue from golf car rentals bring the money in. The caddie fee goes out. It was, and still is, a great thing to have money as an incentive for a kid to be evangelized for golf, and that is why the majority of private clubs where caddies are available insist on having a caddie assigned to each golf car in use.

Saw Accent Switching

The foresighted professional saw the accent switching from caddying to Junior programs for girls and boys. In collabora-

tion with the National Golf Foundation, he worked on pioneer programs in getting golf into the school and college picture.

One of the primary objectives of the National Golf Foundation was the promotion of Junior golf. The late Glenn Morris, first managing dir. of the Foundation, outlined the plan that, in general, is the procedure effectively followed by the Foundation today. Rex McMorris is Morris' successor.

Here is the latest and most reliable data on Junior golf:

Boys and girls under 18 in parks recreation or school golf programs at public courses or at schools	86,000
Students playing on 143 courses at universities, colleges and prep schools	
Juniors attending classes conducted as market promotion by pros at semi-private courses and ranges	92,000
Juniors in golf classes and playing at private courses	142,000

That is a pretty good showing for junior golf in a field of _____ 18-hole (or larger) clubs and _____ 9-hole courses.

The percentage of youngsters among the 4,500,000 active golfers in U. S. should be

(Continued on page 146)

New
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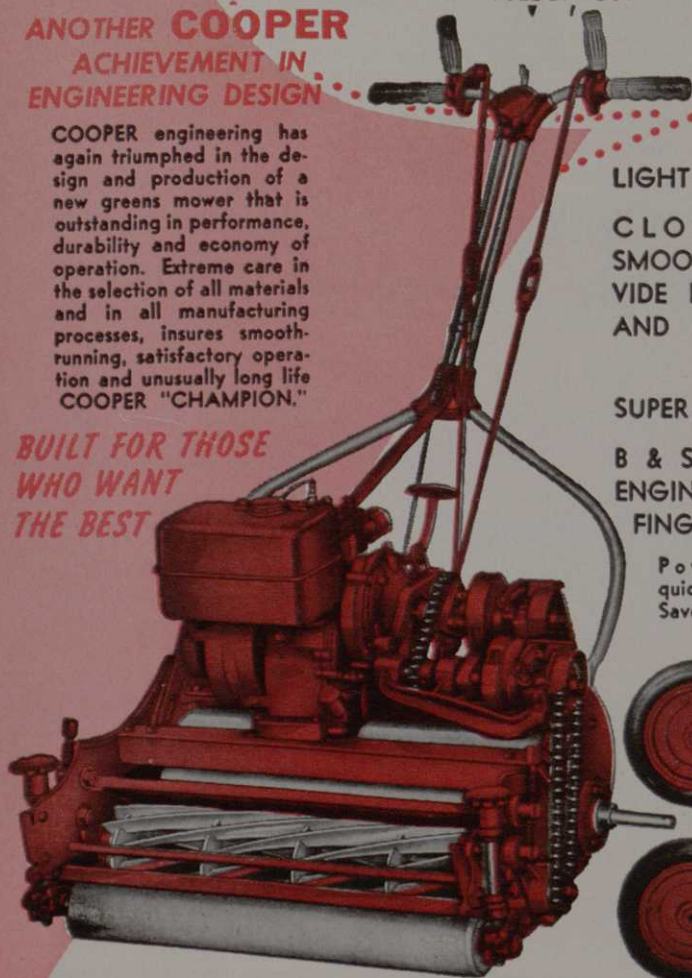
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Beautiful shop at Grantmoor provides everything the golfer needs. Pro Lou Galby is in the foreground.

Galby Shows How to Develop Good Buying Habits At Par 3s

Much has been said about Par 3 courses being valuable nurseries for golfers, but less frequently commented on is what good pro shops at these courses do in establishing the habit of buying from a pro among new golfers.

Lou Galby and his staff in the shop at the Grantmoor Golf Center, Newington, Conn., are proving what a well-run shop can do in developing golfers and in bringing traffic to a golf establishment.

Galby, widely known veteran of Connecticut golf, brings business to Grantmoor through good showmanship and merchandising in displaying attractive stocks of everything golfers need, and in providing the expert friendly service that more and more of them insist on.

Grantmoor's course is a 9-hole layout that extends to 1,020 yards. It was designed by Geoffrey Cornish. Greens range from 3,500 to 6000 sq. ft.

Two Sets of Tees

Fees are \$1 in daytime and \$1.50 after the lights go on. About a third of the play is under the lights. The course got heavy play after it was opened in mid-May last year. Galby says all classes of golfers, from the experts to beginners, are enthusiastic about the layout. He says that the Grantmoor operation suggests

that the ideal setup for a Par 3 course is to have two sets of tees. The course should be longer for day play and should have total yardage of not more than 1,000 for night play.

There is an 18-hole lighted miniature course and a big range at Grantmoor. Miniature fees are 50 cents per day round and 75 cents at night.

The center adjoins a 100-unit motel. The investment, exclusive of land, at Grantmoor is about \$1,800,000. An 18-hole standard course to be built here this year.

Metropolitan Officers

C. W. (Gus) Benedict, a Winged Foot member, has been re-elected pres. of Metropolitan GA for 1961. Also re-elected was Vincent Ross of Westchester, treas. Dick Fowler is secy. and Bernard Kohlmann, vp.

PGA Liaison Man for Open

Warren Orlick, Tam O'Shanter CC, Orchard Lake, Mich., has been named PGA liaison committee chmn. to work with the USGA on the National Open to be played June 15-17, at Oakland Hills, Birmingham, Mich. Also on the committee are Al Watrous, Joe Belfore, Tommy Shannon, Noble Chalfant, Jack Shields and Harry



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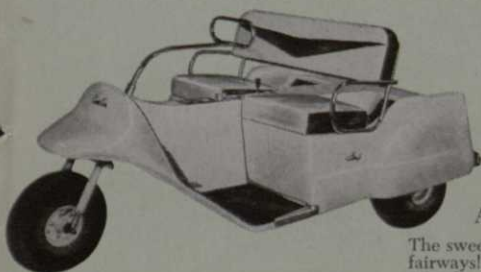
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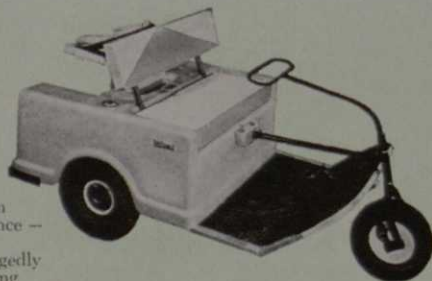


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Top Attendance at Florida PGA Business School

By HERB GRAFFIS

PGA business school classes in Florida and California this year drew their highest attendance since the projects were started. There were 271 registered at the PGA's first school, held again at Hotel Fort Harrison, Clearwater, Jan. 23-28, and 132 were enrolled at the PGA school at the Ambassador hotel, Los Angeles, Feb. 14-17.

Most of those attending classes were assistants selected by master professionals. A number were Class A professionals getting refresher courses. They found the organized study, review and discussion stimulating and valuable. Several attending were assistants or professionals recommended by club presidents.

Beck Is School Director

Emil Beck, pro at Black River CC, Port Huron, Mich., dir. of the original school, continued in that capacity for the school's fourth annual session. With him on the staff were Horton Smith lecturing on the pro's obligations to his employers and members, duties at the club and instruction policy and methods; Bill Hardy on club repairs and club fitting; George Aulbach on pro shop merchandising; and John Budd on public relations and financial management.

The instruction sessions had Smith telling "How to Give a Lesson," Bill Hook on "Golf Fundamentals," John Watson on "How to Be A Good Teacher," and Don Fischesser, chmn., PGA vp, on "How the Assistant Can Develop His Own Game." Beck lectured on club and pro dept. economics and purchasing, and told of operations of the National Golf Foundation and National Golf Week. Charles Johnson, Indianapolis club pres. and prominent business executive, talked on "What A Club Expects from a Professional and His Assistants."

Herb Graffis, Golfdom editor, substituting for George Dawson of Spalding,

who was ill, talked on "What to Expect from Members and How to Make Them Happy."

Diplomas Awarded

The Clearwater school concluded, as usual, with diplomas being awarded at a banquet at which Bill Junker of Golf Pride Grip was host.

Tommy Armour and Al Watrous were scheduled to teach at Clearwater but both were kept away by the illness of their wives.

About two-thirds of those enrolled at the Clearwater school are employed at private clubs; the others are at daily fee or public courses. Fourteen of the students are sons of professionals. Four students came from Canada.

Strong Increase in Play

Querying the students on their estimates of women's play at their courses, Beck was informed that the number of women golfers increased about 7 per cent in 1960 and that there was about a 12 per cent increase in rounds played by women last year. At some private clubs, women accounted for about 40 per cent of the rounds played in 1960.

At a few courses women's play was reported to have dropped last year. These courses with two exceptions, were public courses and the assistants thought that men players virtually ran the women off the courses. Women are going to protest against this treatment in a way that will force revision of operating practice at public courses, so the young men at Clearwater forecast.

Watch for This!

Every golf club in the U.S. is being mailed a form card on which space is provided for names of operating personnel entitled to receive GOLFDOM. Unless this card is filled out and returned, we cannot continue mailing GOLFDOM to these people.

If your club failed to receive this card or misplaced it — use the form on page 176.

Our circulation auditing association requires that the list of persons to whom GOLFDOM is mailed be kept up to date. Without this information we are instructed to stop mailing the magazine to old names on our list.

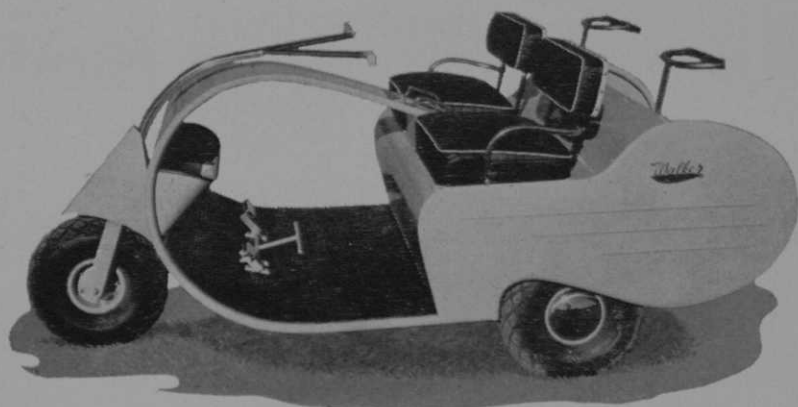
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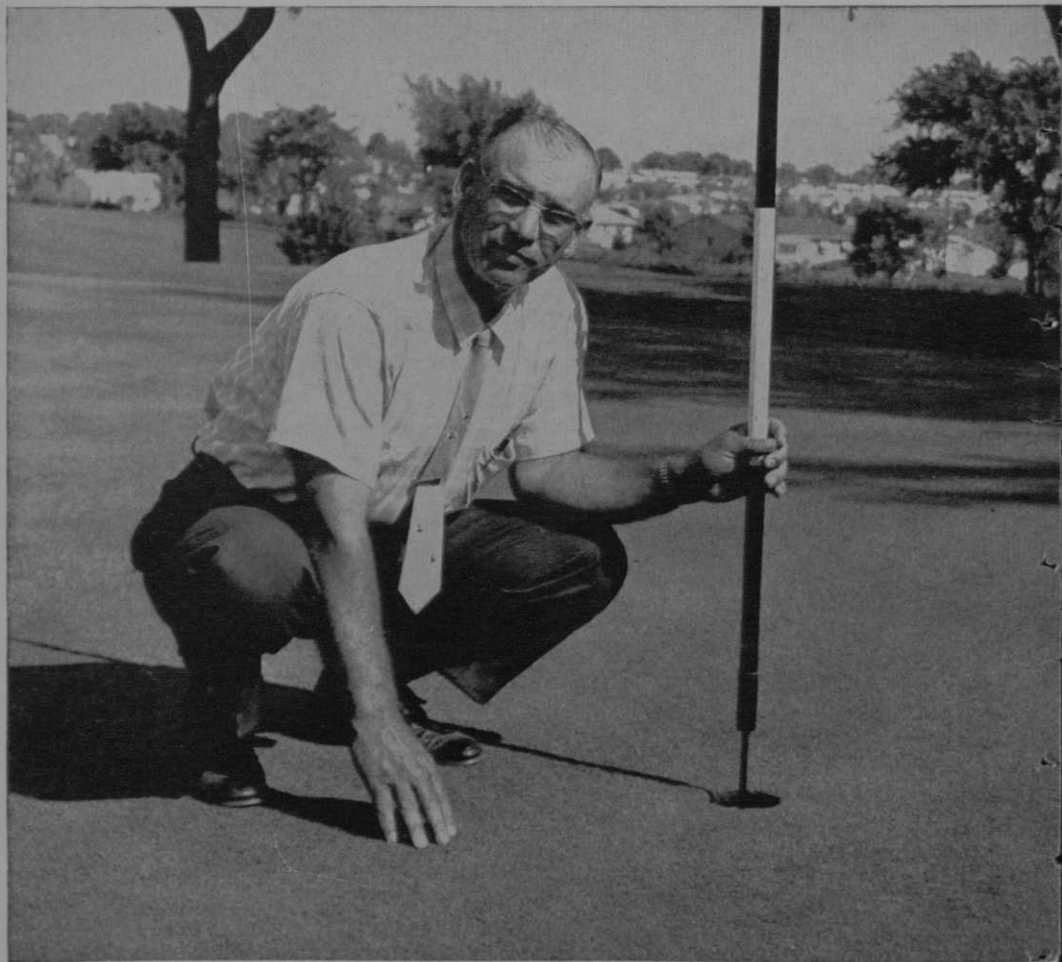
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