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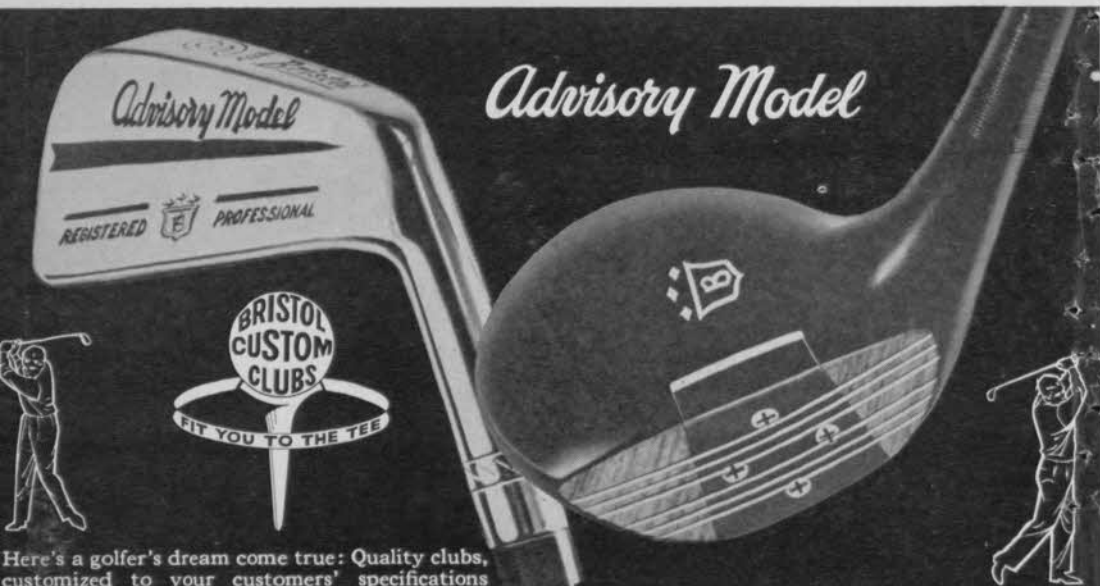
*Gay Brewer*



# Bristol PROFESSIONAL GOLF EQUIPMENT

There's a healthy profit potential in BRISTOL, the best name in fine golf equipment! Sold only through pro shops, Bristol equipment is made to each tough professional standards. This means better quality, better performance, assured cus-

tomers satisfaction. And the BRISTOL name is backed by a top Advisory Staff, including top men and women golfers. Try the BRISTOL combination in your shop . . . it's the right combination for big, consistent sales — steady, dependable profits!



Here's a golfer's dream come true: Quality clubs, customized to your customers' specifications and your measurements!

The touch of the pro shows in every careful detail of Advisory "Custom" clubs: in the all-new True Temper "Pro-Fluted" shaft (a fluted section six inches above the hosel that puts power in each club's vital hitting zone) . . . in the new square-toe "Spade-Blades" . . . in the beautiful yet durable Ebony Dur-O-Lon finish of the new impregnated solid select-persimmon heads.

Bristol crafts Advisory "Custom" clubs to the right length, lie, and loft for top golfing performance. Sell this unusual service to your customers!

## MEN'S RIGHT HAND ONLY

- AM 4W** Set of 4 Woods (1-2-3-4) **\$100.00**
- AM 3W** Set of 3 Woods (1-2-3 or 1-3-4) **\$ 75.00**
- AM 9I** Set of 9 Irons (2-9 & PW) **\$157.50**
- AM 8I** Set of 8 Irons (2-9) **\$140.00**

(Matching sand wedge, driving iron, and #5 wood also available)

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## Victoria PUTTERS

Satin black chrome-headed putters that eliminate annoying sun glare! Each putter features white informer grip, True Temper Pro-Fit shaft. All putters 35".



- 1. VICTURA TEN 16 1/4 oz. \$10.00
- 2. VICTURA TWENTY 17 1/4 oz. \$10.00
- 3. VICTURA THIRTY 16 1/2 oz. \$10.00
- 4. VICTURA FORTY 16 1/4 oz. \$10.00
- 5. VICTURA FIFTY 17 3/4 oz. \$10.00
- 6. VICTURA SIXTY 16 1/2 oz. \$10.00
- 7. VICTURA SEVENTY 17 oz. \$10.00

## Bristol GOLF BAGS

Feature padded slings, waterproof fabrics, molded rubber bottoms and handles with full steel stay construction.



### DELUXE SUNDAY MODELS

with all leather trim, umbrella holder.

- 1. PRO 350. Black Durahyde vinyl. **\$12.00**
- 2. PRO 300. Heavy Duck. **\$ 9.00**
- 3. PRO 360. Brown Durahyde vinyl. **\$12.00**

### DELUXE STEP DOWN KEYSTONE MODELS

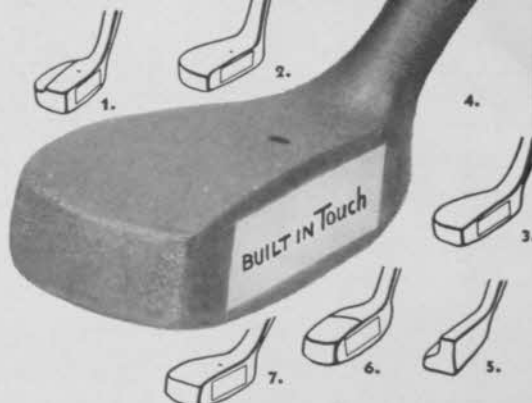
with all leather trim, sling harness, umbrella holder, detachable hood, double zipper ball pocket, full length locker pocket.

- 4. PRO 700. Brown Durahyde vinyl. **\$30.00**
- 5. PRO 705. Black Durahyde vinyl. **\$30.00**

# GEORGE LOW *Wizard* PUTTERS MASTER EVERY GREEN

Sensational putters, designed and autographed by George Low, a product of 20 years as a golf pro. The wizard Putter has a plastic face insert to provide a cushion on impact so that the ball does not fly off the face. All feature the specially designed Pro-Fluted shaft. There is a model to fit every stance and style of putting.

- 1. WIZARD \$200.** Offset mallet, square face line, rocker sole. Medium lie, Delrin face insert. 17½ oz., 35°. **\$15.50**
- 2. WIZARD \$250.** Straight neck mallet, medium flat lie. Delrin face insert. 17½ oz., 35°. **\$15.50**
- 3. WIZARD \$300.** Offset mallet, medium flat lie. Delrin face insert. 17½ oz., 35°. **\$15.50**
- 4. WIZARD \$500.** Offset mallet, medium upright lie, Delrin face insert. 17¼ oz., 35°. **\$15.50**



- 5. WIZARD \$600.** Offset blade, medium lie. No insert. Length 35", weight 17¼ oz. **\$15.50**
- 6. WIZARD \$800.** Offset mallet, medium lie. Delrin face insert. 17¼ oz., 35°. **\$15.50**
- 7. LADIES MODEL \$500.** Offset mallet, similar to Wizard \$500. Delrin face insert, pencil shaft. 16 oz., 33½". **\$15.50**

# *Bristol* **Victura** PRO LINE QUALITY

Top quality clubs at a sensible price! Each VICTURA pro line club is precision-designed, then matched, registered, and swing-weighted. Golfers like the special Victura features, including True Temper Pro-Fit shafts and white fine line grips. Woods are top-select, built of a new 40-ply lamination, impregnated to control moisture. Irons feature square toe design, rigidly controlled lie and loft.

- MEN'S VICTURA MODEL (Right Hand Only)**  
True Temper Pro-Fit shaft "R" Flex. White Fine Line Grip. Length #1 Wood 43", #2 Iron 38½", Swing Weight D-2, D-3, or D-4.
- LADIES BRISTOL VICTURA (Right Hand Only)**  
True Temper Pro-Fit Shaft "L" Flex. White Chevron Grip. Length #1 Wood 41½", #2 Iron 37½". Swing Weight C-3, C-4, C-5.

- |               |                |  |
|---------------|----------------|--|
| <b>MEN'S</b>  | <b>LADIES'</b> |  |
| <b>VM 9L:</b> | <b>VL 9L:</b>  | Set of 9 Irons (2-9 and pitching wedge) <b>\$75.00</b> |
| <b>VM 4W:</b> | <b>VL 4W:</b>  | Set of 4 Woods (1-2-3-4 or 1-3-4-5) <b>\$50.00</b>     |



- |                |                |  |
|----------------|----------------|--|
| <b>VM 8I:</b>  | <b>VL 8I:</b>  | Set of 8 Irons (2 through 9) <b>\$67.00</b>                |
| <b>VM 3W:</b>  | <b>VL 3W:</b>  | Set of 3 Woods (1-2-3 or 1-3-4) <b>\$37.50</b>             |
| <b>VM D-7:</b> | <b>VL D-7:</b> | Set of 5 Irons, 2 Woods (3-5-7-9, P, 1 & 3) <b>\$67.00</b> |
- Individual Irons and Pitching Wedge, Open Stock, Each **\$ 9.00**  
Individual Woods, Open Stock, Each **\$13.50**  
Matching Sand Wedge\*, Dual Wedge\*, Approach and Driving Iron\*, Each **\$10.00**

\* (Not Available in Ladies Model)

# Tommy Bolt Pro-maker Youth Set

Precision-designed to give young golfers the right start. Autographed by golf professional Tommy Bolt. True Temper "Starmaker" shafts; matched persimmon woods in dark walnut, faced with black fibre inserts; rubberized golf bag featuring molded bottom, steel-reinforced top. Right hand only. (38½" driver).



- 52B** 5 Irons, 2 Woods, Bag Set (3-4-7-9, P, 1 & 3 Woods) **\$41.00**  
**41B** 4 Irons, 1 Wood, Bag Set (3-5-7, P, 1 Wood) **\$30.00**

# *Bristol* Nylon JACKETS

Cut for comfort, designed for fashion. All nylon with full length zipper, knit cuffs, collar. Full-cut sizes, water-proof-windproof fabric assures golfing comfort.

**N 500** Men's (white, navy, red, gray, tan) (S-M-L Extra Large) **\$8.00**

**N 551** Ladies (white, yellow, lt. blue, tan) (S-M-L) **\$8.00**



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ALL PRICES



ADVISORY STAFF . . . Tommy Bolt, Bob Rosburg, George Low, Kathy Cornelius, Jo Ann Prentice.

**BRISTOL PRO-GOLF, INC.**

2020 INDIAN BOUNDARY DR., Melrose Park, Illinois

Affiliate of Sportsman's Golf Corp.

## PGA Sets June 2 As National Golf Day

The PGA has designated June 2 as National Golf Day. Persons who match their scores against the 'champion's' total will have between June 2 and 10 to get in their official round. The winner of the match between Jerry Barber, the PGA champion, and Gene Littler, the Open champion, which will be played at Aronimink GC in Philadelphia, June 5, will establish the score at which Golf Day contestants will shoot.

This is the 11th year for National Golf Day. Various golf charities and educational and research projects benefit from the funds collected. Contestants pay \$1 per round for each score they turn in in the Golf Day competition.

For the second year, winners' scores will be in relation to par rather than on a "stroke-for-stroke" basis. If either Barber or Littler shoots a two-under-par, a contestant, with his handicap, must be three under to beat him. Men amateurs play their normal handicaps. For those who don't have established handicaps, the Callaway system is used. Women participants use their regular handicaps in addition to a bonus of ten strokes. The Callaway system also applies to women participants who don't have established handicaps.

Since Golf Day was started in 1952, more than \$850,000 has been raised for the various undertakings it supports.

### Prize List Increased to \$30,000 for 1963 PGA Senior Tourney

The PGA Senior Championship, jointly sponsored by the professional organization and Wm. Teacher & Sons, Ltd., Glasgow, Scotland, will be a \$30,000 event in 1963. This is a \$5,000 increase over the 1962 purse. The tournament will be played Feb. 21-24.

In 1954, when the tournament was first played, the prize money totalled only \$5,000. It was increased gradually between 1956 and 1960, when it became a \$15,000 tourney. The 1962 event offered prizes amounting to \$25,000.

The winner, in addition to getting \$2,500 in 1963 and the Teacher trophy, will have his expenses paid to England to compete against the British Senior pro champion. Paul Runyan has won the PGA Sen-



Looking over the plans for the two PGA courses that are going in at the City of Palm Beach Gardens, Fla., are (l to r): Thomas W. Crane, executive dir. of the PGA; Lou Strong, PGA pres.; John D. MacArthur, Florida real estate man; and Jerome V. Kelly, MacArthur's real estate rep. Two courses and the clubhouse at the new site are scheduled to be ready for dedication in December.

ior for the last two years, both times with a 278 over the National course at Dunedin. A total of 392 pros played in the various divisions of the Senior Championship this year.

### Walter Hagen Wins GWA's Richardson Trophy

Walter Hagen, to whom the pros and for that matter, the game of golf, owes more than to perhaps any man who ever played it, has been selected as the 1961 winner of the William D. Richardson trophy, awarded annually by the Golf Writers Assn. The Haig received 68 of 318 votes cast, 17 more than were given the runnerup in the balloting, Herb Graffis, *Golfdom's* editor.

Others who received votes for the Richardson award: Glenna Collett Vare and Clifford Robert, 42 each; Gene Sarazen, 38; Jimmy Demaret, 33; Thomas W. Crane, and Totten P. Heffelminger, 20 each.

#### Won Several Big Ones

The flamboyant Hagan, who is 69 and lives near Traverse City, Mich., first gained prominence in 1913 when he finished third in the USGA Open. The following year he won the title at Chicago's Midlothian club and then came back to win it again in 1919 at Braeburn in Mass. The Haig also captured four British Open championships between 1922 and 1929, but perhaps his greatest triumphs were saved for the PGA Championships. He won five of these, the first in 1921, and then, between 1924 and 1927, took an unprecedented four in a row.



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with the elegant **PROETTE GLASSHAFT**



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Model 2964



Model 2965



Model 2831



Model 2830

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Check these great Grand Slam golf shirts with far-ahead styling, and Munsingwear's exclusive features. All Grand Slam golf shirts have the patented\* nylon reinforced underarm gusset for action-freedom plus 2½-inch longer shirt tails. All are machine washable, guaranteed not to stretch out of fit. Order today. Use the convenient order form on the reverse side.

**Model 2800 (S-S)** Lightweight 2 ply cotton lisle honeycomb mesh. Shown in cactus with white. Retail **\$5.00**

**Model 2807 (S-S)** Lightweight 2 ply cotton lisle mesh. Self check pattern. Shown in rust with white. Retail **\$5.00**

**Model 2964 (L-S)** Pullover golf sweater, 100% DuPont Orlon® Acrylic solid color links and links. Sewed on rib cuffs and sweater bottom. Shown in Oxford heather. Retail **\$10.00**

**Model 2965 (L-S)** Cardigan golf sweater, 100% DuPont Orlon® Acrylic solid color links and links. 6 Italian bone button closing. Shown in Norse blue. Retail **\$13.95**

**Model 2831 (S-S)** Cotton honeycomb mesh, buttoned jacket style. Shown in skipper blue with red. Retail **\$5.95**

**Model 2830 (S-S)** Cotton pique mesh, knit collar, ribbed cuffs. Shown in taupe with white. Retail **\$5.00**

**Model 2803 (S-S)** Cotton lisle honeycomb mesh. Shown in red with white penguin. Retail **\$5.00**

in fashion, in profit, in volume



Model 2815

Model 2815



Model 2828



Model 2815



Model 2880

shirts lead again in record-smashing sales for '62

**Model 2814** (S-S) 90% cotton, 10% nylon crepe stitch mesh. Shown in sand with brown. Retail **\$5.00**

**Model 2828** (S-S) 100% texturized Antron Nylon, Interlock knit. Pointed collar, button and buttonhole in center back. Shown in navy with white. Retail **\$6.95**

**Model 2815** (S-S) 66% combed cotton, 35% Dacron® polyester lightweight honeycomb mesh. Shown in sage with white. Retail **\$7.50**

**Model 2880** (Sleeveless) Women's style, lightweight 2 ply cotton mercerized Durene. Self check pattern. Shown in brass with navy. Retail **\$4.00**

**Model 2881** (S-S) Women's style, matching men's model 2807. Lightweight 2 ply cotton mercerized Durene. Self check pattern. Shown in Sierra with yellow. Retail **\$4.00**

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31119 Greenfield Rd., Birmingham, Michigan

Pederson Sales Co., Paul Pederson  
Wilton, Connecticut

E. J. Smith & Sons, Co., George Smith  
1041 Hawthorne Lane, Charlotte, N. C.

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Model 2881

and prices for every pro shop

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## THERE'S AN NCR SYSTEM FOR YOUR CLUB, LARGE OR SMALL



For your front office this NCR controls all cash and charges, classifies transactions by departments, merchandise or services, and keeps accounts receivable up-to-date with minimum bookkeeping.



For your bar or cocktail lounge the new NCR "51" Bar Machine assures complete control of merchandise, money and charges while providing a sales audit without hand figure work.



For your golf shop this low-priced NCR automatically classifies sales, records stock numbers for tight inventory control, simplifies bookkeeping.

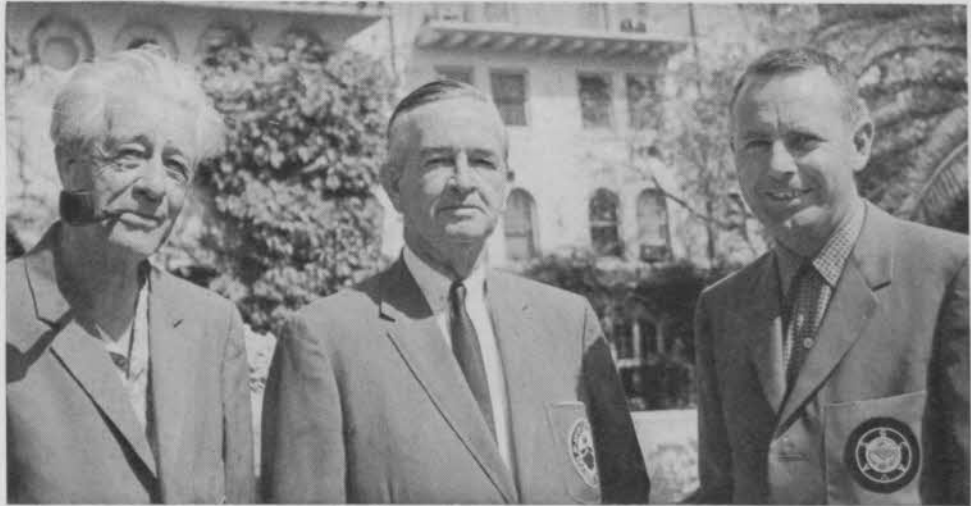
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Officers of the American Society of Golf Course Architects recently elected at the organization's annual meeting at the Boca Raton (Fla.) Hotel, are (l to r): William B. Langford, Chicago, vp; Ralph Plummer, Ft. Worth, pres.; and David W. Gordon, Doylestown, Pa., sec.-treas.

## 200 Attend Cornell Meeting in Spite of Poor Weather

More than 200 turfmen gathered at Statler Hall on the Cornell University campus in Ithaca, N.Y. for the 15th annual turf conference, Feb. 27-Mar. 1. The first day was devoted to instruction at the elementary level, much as in previous years. Despite repetition, this introductory course remains a popular feature. Turf fundamentals covering grasses, fertilizers and growth were discussed. During the remainder of the day, weed problems, fundamentals of disease control, and allied subjects were covered. John Cornman and Robert Mower alternated in presenting the various topics.

On the 28th, Robert Mower led off with a discussion of pre-emergence crabgrass control, analyzing in some detail the more usual materials and making generalized recommendations based upon work at Cornell and other experiment stations. Harry Eckhoff, Eastern director of the National Golf Foundation, told of the amazing growth of golf courses in the U.S. in recent years, the outlook for the future, and the voluntary services and publications that are available from the Foundation for those contemplating new course construction. Ben Fleming, graduate student at Penn State University, summarized the present status in regard to soil amendments and then described the very extensive field experimentation

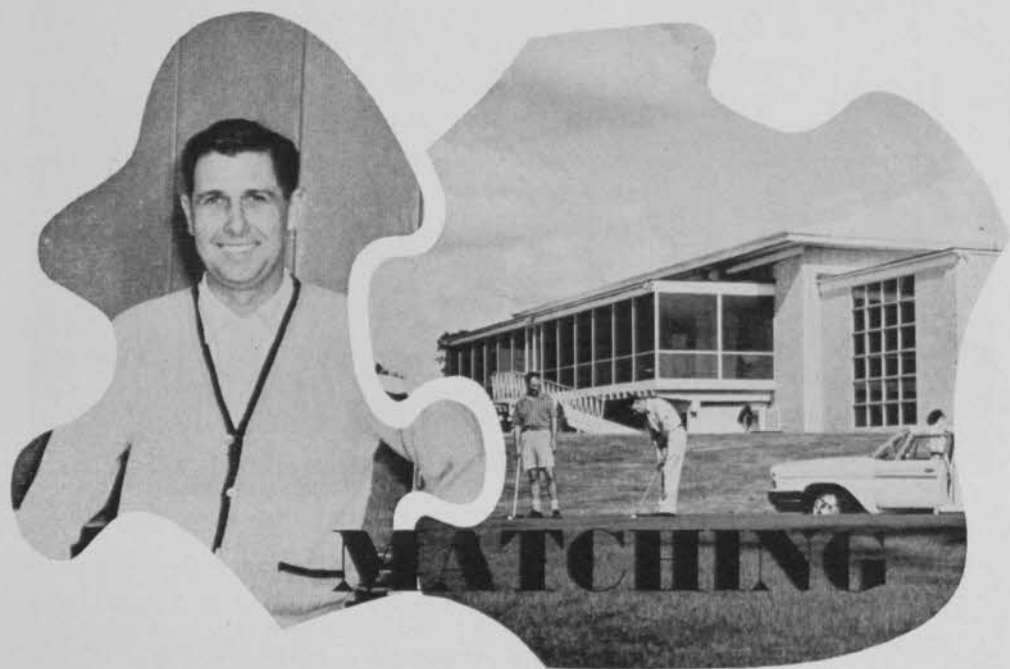
recently undertaken at Penn State. John Weidhaas of the Cornell Entomology dept. discussed turf insect problems, with particular emphasis upon grub control.

At the afternoon meeting, John Cornman outlined the activities of the nitrogen cycle in soils and pointed out practical applications of fundamentals in understanding fertilizer activities, thatch reduction, etc. Verne Fish of the Toro Manufacturing Co. emphasized the importance of record keeping, preventive maintenance, and realization of the enormous wear that maintenance machinery undergoes.

### Describes Difficulties, Triumphs

On the final day, Harry Eckhoff showed a sound film strip prepared by the NGF. Robert Mower gave those attending some concept of the difficulties and triumphs of detailed plant disease research, and an account of his own experiences in studying the development of several leafspot organisms on common and Merion and Kentucky bluegrasses. Martin B. Harrison of the Cornell Plant Pathology Department described the stepped-up program at Cornell in turf disease research. Harrison is in charge of the Cornell Nematode lab on L.I. and has recently undertaken an expanded program of turf disease research in that troubled area.

In spite of poor weather which caused numerous delays, the Cornell conference had the highest registration on record.



## *the Pro and the Club*

Many factors enter into it . . . If they were weighed more carefully there would be more satisfaction all around

By **HERB GRAFFIS**

Getting the right professional and the right club together is one of the important business problems in golf.

When the personality of the professional and the character of the club blend, there usually is a successful business operation whether the club is private, semi-private or public. If the pro and the club don't match, golfers aren't satisfied and as a business the club can't possibly be well run, regardless of whether the pro or the club is at fault.

The type of golfers is the biggest variable. Some clubs have members who, from necessity or disposition, buy little and that at cut price. One young professional got a job at a club where directors assured him he would net from \$15,000 to \$18,000 a year. The young man later learned that two of the directors spent less than \$20

a year in the pro shop. His net for the season was \$4,112.

### **Pro Makes the Job**

It isn't always the fault of the members when a pro job is no good. A pro who expects business to come his way without much effort on his part will ruin a job quickly. A pro job is just as hard work and as exacting as the job of any successful club member.

The hiring of a pro generally is handled by men who have had no previous experience of this sort. When the word gets around that a pro job at a first rate club is open there will be many persons applying for it. One pro job filled this year drew 124 applicants. The PGA has a puzzling problem in pro jobs. When it is advised of a vacancy the news is passed along via a bulletin to out-of-work pros. No discrimination can be exercised.

## New for '62



"Ordinary" sets are only half-matched. Diagram shows how identical shafts are used for more than one club head. Although head weights vary, shaft action does not. No more than half the clubs in "ordinary" sets are truly matched in balance and "feel."



# WILSON STAFF IRONS

First to match the flex of each shaft to the weight of its club head for the same sweet "feel" throughout the set!

See how the black ring steps down on each shaft as the weight of each club head increases. This black ring indicates that the flex-action of each shaft is scientifically engineered to compensate for the change in weight between club heads. Now, every set of

1962 Wilson Staff irons is perfectly matched in "feel"—matched in swing—matched in response. New Wilson Staff irons feature exclusive Dynapower design that distributes club head weight by flaring the weight out and up the face to increase the

effective hitting area. Sell new Wilson Staff irons—the first perfectly matched clubs in golf history!

Sold only through golf professional shops

PLAY TO WIN WITH

## Wilson

Wilson Sporting Goods Co., Chicago  
(A subsidiary of Wilson & Co., Inc.)

The employer rarely knows what qualifications pro applicants should meet. The job study by club officials should start with a specific listing of duties the club expects to be performed and the responsibilities the professional must assume.

Then, there should be a clear and accurate understanding of the present status of the job and a reasonable estimate of its potential. The club and the professional both ought to have a guide through which achievements and rewards can be checked.

After determining what kind of a job the opening actually offers, it is possible for club officials to get a clear idea of what kind of a professional is needed and will be attracted.

### **Five Categories of Pro Jobs**

Pat J. Markovich, gen. mgr., Richmond (Calif.) G&CC is a successful golf businessman who came up from a pro job. He long has been active in Northern California PGA and golf club operations. Markovich says that clubs are in five categories in their pro requirements. He lists them as follows:

- One class is that of the exclusive private club which must have a mature, well schooled and experienced man whose financial stability and temperament reflect the character of the club.

- In another group are private clubs that need careful but energetic development. The pro for this sort of a post must have the ability to promote tournaments and get publicity for the club. He must be a competent teacher and a player who will be in contention at least in local tournaments. This professional must be a better than average businessman. That, of course, means that his credit is good. He should have the kind of personality and use methods that will satisfy club officials that he will bring prestige to the club while making money for himself.

### **Versatility Necessary**

- In a third group are semi-private clubs with members who have graduated from playing public courses. These people may have a problem in meeting club expenses. The professional for this type of club must be a good enough businessman to be able to make a close guess of the member's ability to support the pro shop. This professional must know how to buy and to what extent he can carry credit. He should have practical knowl-

edge of course maintenance and clubhouse operations. Teaching is a large source of his income and his instruction must develop golf enthusiasm. If he is a good player he will carry more weight with his members. "I have noticed," says Markovich, "that some hard-working professionals in these jobs neglect their own games. That is a mistake. Members think very well of their professional if he plays creditably in tournaments."

- Clubs that are associated with real estate developments usually are of the new and struggling private club kind or are the semi-private class. In either case they need a professional with initiative, ingenuity, a congenial personality and sound knowledge of every phase of pro business. A fellow who is a good golf businessman and promoter may seem expensive on these golf club-real estate jobs, but actually he often proves to be the best bargain on the payroll. At the privately-owned clubs, owners usually want to lease the pro department or get a percentage of the gross. The pro for this type of job should have public course operating experience and be a first class businessman. Volume is the big thing in this business and unless the pro can get it and make money for himself the course owner is out of luck.

- At the public course the pro has to be a vigorous promoter. To get shop volume he has to merchandise alertly and aggressively. He has to know what his volume should be and he has to be able to keep his cost of operation down. Without some special training in this type of business, a pro can get many headaches but not realize much profit. When the job is handled by the right man he not only can do quite well for himself but render a public service of far-reaching value to the community.

### **What Does the Job Amount To?**

Markovich's views and those of Robert E. Hanna, Executive Sec., Northern California Golf Assn. agree closely. Hanna, in looking at pro employment from the club viewpoint, says that there should be figures showing definitely what the job has to offer and neither the club nor the prospective pro should figure on any other than a minimum basis. Then, the potential should be considered as a goal to be reached by a capable man at a club that is willing to see a man well paid for a job well done.

*(Continued on page 132)*



Introducing  
the all new



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**Specially designed to... INCREASE RENTAL PROFITS  
• CUT MAINTENANCE COSTS • SPEED UP PLAY!**

Engineered to provide all the desirable features of every golf cart, *at half the normal price!*

The “BOGEY BUGGY” requires no costly recharging, no replacement batteries, and no expensive electrical charging facilities. One tank of gas provides many hours of golfing enjoyment.

With the “BOGEY BUGGY” rental profits are increased, *and there is less maintenance.* Single seat design allows golfers to follow their own ball, play is speeded up, and usual crowded course conditions are eliminated. With less maintenance and faster play, “BOGEY BUGGY” is kept in constant operation, producing greater revenue.

Controlled by a simple steering handle. Accelerator and brake are located on a single, large pedal, while the airplane style tires protect the turf and provide easy handling and a comfortable, smooth ride. The one-piece molded fiberglass body is mounted on a tubular steel frame, and a sound-silencing muffler reduces motor noise to a whisper. Other features include spring loaded fork for a smoother ride. Non-skid drive.

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