

Match a *STYLIST* to their game



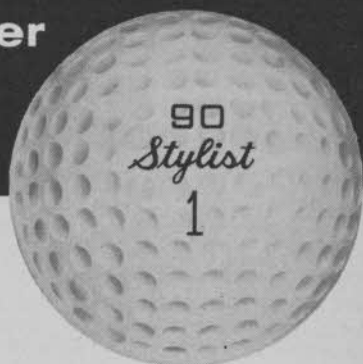
Help them play better **...ALL WAYS!**

7 GREAT BALLS to choose from

Scratch golfer; high handicapper; or in between—there's a Stylist golf ball which will help each type play better—ALL WAYS.

With Stylist you can offer golfers a choice of a thin wall liquid or precision ground steel center—a choice not offered by any other golf ball.

With Stylist there is a choice of 3 different compressions—80, 90 and 100—in both steel and liquid centers. PLUS the Lady Stylist with thin



wall liquid center—70 compression.

With Stylist you get an extra thin, cut-resisting cover; new super resilient thread; a new chemical coating that stays *whiter — longer*; every ball X-rayed for trueness — hand compressed for accuracy.

With Stylist you have the *right* ball to match *any* golfer's game—help each one play better—ALL WAYS. Try 'em yourself and we bet *you'll* be playing Stylist—*regularly*.

SOLD ONLY THRU PRO SHOPS



PLYMOUTH GOLF BALL COMPANY

WORLD'S LARGEST EXCLUSIVE GOLF BALL MANUFACTURERS

PLYMOUTH MEETING, PENNSYLVANIA

and his club officials share the responsibility of schooling golfers in what is expected of private club members and in how members can get full value from pro and other club services.

Mickey Takes Most Lessons

Mickey Wright, top woman pro for 1961, in Dallas between LPGA tournaments for study and practice with Earl Stewart, told the Texas pros how she plays and gave her opinions on pro instruction of women. She said she thought she'd had more lessons than any other man or woman pro. These started from the time she was 11 years old when Johnny Bellante began teaching her at La Jolla so she could play with her father. Harry Pressler, Harvey Penick and Earl Stewart, especially, have given her a lot of time and help.

This pretty and pleasant young woman has her game well organized. She says she has worked on eliminating excess motions. She moves away in one piece, initiating her swing with her left foot rolling and pushing at the instep to transfer weight to her right foot.

She makes quite a point of standing to the ball with her knees gripped in to prevent sway, and with her elbows as close together as possible. She has devised an elastic harness to keep her elbows from spreading and often practices with it. The gimmick works so well she now has Wilson making it and selling it.

Mickey says she feels the stopping point of her left hip, shoulders and hands in the backswing, then makes the next check-point that of working the right elbow in front of the hip coming down so the hands will get in best position for action.

Help From Betsy

Mickey related that she has built her swing mechanically and once was seriously disturbed when everything wasn't working perfectly. She was put back on the right track by Betsy Rawls who advised her to change her attitude: to quit being a frustrated perfectionist and work on her short game so she could scramble if necessary.

Too many women are inclined to forget that scoring is the purpose of the game, Mickey remarked. Women take to golf for companionship, social status and to get a change from household duties. They come into the game without the athletic attitude and aptitude of the male, Miss Wright told the Texas pros. She said she'd watched Ernest Jones for hours



Fred Haas, Jr. (2nd from left), who won the first Crescent City "Life Begins at 40" tournament recently, was awarded with a 1962 Chevrolet Impala. With him, from left are Archie Gonzales, who won amateur honors in the event; Louis Palermo, tournament committeeman, and Jim Guthrie, pres. of the New Orleans GA.

teaching women to get the feeling of swinging the club, a prime necessity for the woman who needs physical "kindergarten" in golf.

Pros Command Prestige Market

Greg Draddy of Izod, Ltd., in talking about merchandising sportswear in the pro shop, said the pro has the best captive market in merchandising. It's the richest, most influential, quickest spending group in the country in the case of the majority of private club members. At clubs of lesser prestige and at the pay-play courses there are many people who aspire to be rich leaders.

Draddy was refreshingly blunt in giving his idea of the score on pro shop quality merchandising and stirred up some policy arguments among the shop merchants. Draddy's cases won most of the decisions.

He said that the initial impression the potential customer gets when he walks into a shop settles what the future of the pros' business relations and profits are going to be. Greg urged that the first thing pros do when merchandise is received is to ticket it with a price tag. He said he and his brother, Vincent, have gone into many shops wanting to buy merchandise that had been recently received and not yet priced. After pawing around for the bills, the pro or assistant often gave up and guessed at a retail price. It may, or may not, have been correct.

Draddy also stressed that the pro dress well. If he wears anything cheap he gives his customers a license to wear

(Continued on Page 58)

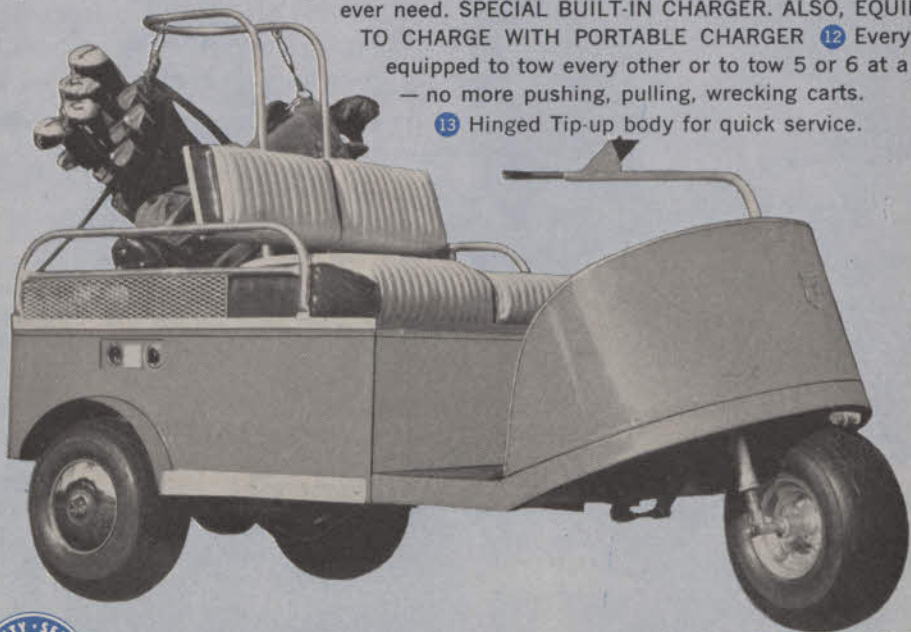
THE *LaHer* Masterpiece

**THE GREATEST GOLF CAR EVER BUILT
AND THE MOST BEAUTIFUL AND COMFORTABLE RIDING**

Write for information on the revolutionary
NEW PLAN for CART RENTAL or SALE
with a cart rebuilding agreement at factory every
12 to 18 months — new batteries, new paint, etc.

**BEFORE YOU BUY ASK FOR SPECIFICATIONS AND
COMPARE WITH LAHER as follows:**

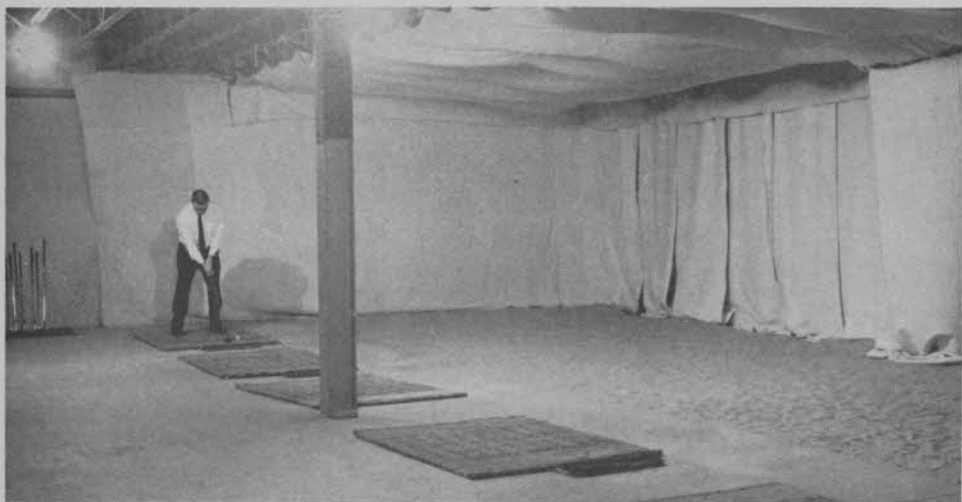
- ① AIR-VAC springs for soft, easy riding and safety (the DREAM RIDE—America's Finest Ride)
- ② Every wearing part RUNS IN OIL, including LUB-O-MATIC DRIVE SWITCH
- ③ ENCLOSED DRIVE — no exposed drive belts or chains
- ④ 6" wider tread in the rear — no danger of tip-overs
- ⑤ PLENTY OF ROOM for six-footers — no kiddy cart
- ⑥ Large 8" or 9½" soft tires for easy riding and easy on turf. Also available 12" and 15" TERRA TIRES
- ⑦ More powerful batteries, manufactured by LAHER EXCLUSIVELY FOR ELECTRIC CARS — 190 AMP. — good for 36 - 45 holes
- ⑧ SPICER AXLE and INTERNAL CLOSED BRAKES on each rear wheel
- ⑨ Unitized body — no chance for rattles
- ⑩ Alloy steel — pressed channel FRAME
- ⑪ Powerful General Electric motor — more power than you'll ever need. SPECIAL BUILT-IN CHARGER. ALSO, EQUIPPED TO CHARGE WITH PORTABLE CHARGER
- ⑫ Every cart equipped to tow every other or to tow 5 or 6 at a time — no more pushing, pulling, wrecking carts.
- ⑬ Hinged Tip-up body for quick service.



ROYAL GOLF RENTAL & SALES CORP.
SUBSIDIARY OF **LAHER SPRING & ELECTRIC CAR CORP.**

P. O. BOX 731

2615 MAGNOLIA ST.



Canvas, sand and mats constitute the equipment on the Held brothers' six-tee range.



Eddie Held (r), who has been a player and teacher for more than 30 years, instructs one of the many golfers who take lessons at Indoor Golf Tee.

Helds Winterize Their Range— Take It Inside

*All that's required is a room,
canvas, sand, mats and enough
advertising to bring golfers in*

By JO ANN ROGERS

What do you do with the golf driving range business in the winter when weather doesn't permit outside play? Bring it indoors, say Eddie and Charlie Held. This is exactly what the Held brothers have done in suburban St. Louis.

They operate an outdoor driving range at Manchester and Dietrich Rds. during the good weather months. But when most other operators are putting their pails into mothballs for the winter, the Helds merely pick up and move inside. The Indoor Golf Tee has a basement location in the Warson Village Shopping Center at 9921 Manchester Rd., along a major artery of St. Louis suburbs.

"Not only is the weather undependable for winter golf in this area," says Eddie Held, "but the courses aren't in playing shape when a balmy day does come

The ball that
makes them
flip their

caps

... the Super
Maxfli

Maybe *your* golfers just grin when they lift a long wood shot off the fairway onto the green. No matter. Hat-flippers or grinners — both types are showing satisfaction *plus*. And satisfaction plus is what sells Super Maxfli golf balls.

The satisfaction that a golfer gets from a Maxfli comes straight from this ball's four key features:

DISTANCE. No ball gives a golfer greater distance than the Super Maxfli. Regularly conducted tests prove that there is no longer ball.

ACCURACY. No ball plays more accurately off every club because no golf ball is built to more exacting standards of manufacturing precision.

CONSISTENCY. No ball delivers more consistent performance than the Super Maxfli. Every Super Maxfli is constructed and tested within exceedingly narrow limits of internal compression. Every Super Maxfli plays outstandingly the same!

WHITENESS. No ball has a tougher or longer-lasting white finish! Chemically bonded to the ball itself, the Super Maxfli's resilient white armor stays pro-shop white hole after hole.

These are the main points of this year's Super Maxfli advertising — and there will be more Super Maxfli ads in 1962 than ever before! The ads sell...and the ball delivers. Keep well-stocked!



Sports Division

500 FIFTH AVENUE NEW YORK 36, N.Y.





The Canadian Rockies are the backdrop at Banff Springs as Jack Burke, Jr. putts in a match with Stan Leonard, part of which was played in a driving snow storm. This is one of the episodes in the 11-series "Wonderful World of Golf", sponsored by Shell Oil Co. It is seen every Sunday on CBS TV.

along." Indoor golf not only makes operating a range a year-round business, but it is a boon to the golfer. It gives him an opportunity to stay sharp by practising and taking lessons.

Keeps His Edge

Eddie Held, who has won two national titles, says: "I think the best thing about indoor golf is that it allows the player to retain good muscular reaction. This is the most important part of the game. Most sports are based on reflex action. The eyes sum up the situation and then the muscles go into action. Very often quick reflexes make the champion. But golf is different. The golfer's mind dictates to his muscles. Reflexes enter into the game to some extent, but only practice builds up desirable reaction between mind and muscles."

In 1922 Eddie won the first National Public Links tournament ever held. In 1929 he won the Canadian Amateur. He also has won a few local, state and trans-Mississippi events.

Concentrates on Swing

However, Charlie Held is considered the teacher in the brother team. He has been giving lessons for some 30 years. He feels the indoor tee is "a terrific medium for teaching." It has the advantage of getting the player to concentrate on perfecting a good swing and balance. He doesn't worry too much about where the ball goes. Putting is perhaps the weakness of the indoor range although there is a putting mat in the Held emporium.

How is the St. Louis range set up? Basic items are canvas and sand. Thick canvas drapes cushion the walls. A bed of sand prevents the balls from rebounding wildly.

The Held range has six driving mats

placed 25 feet from the canvas wall. "We've tried various distances and found this to be the most successful," Eddie says. "The ball hits the canvas with a resounding thump just as it begins to rise. If the mats were more than 25 feet back the ball would hit the ceiling as it rises."

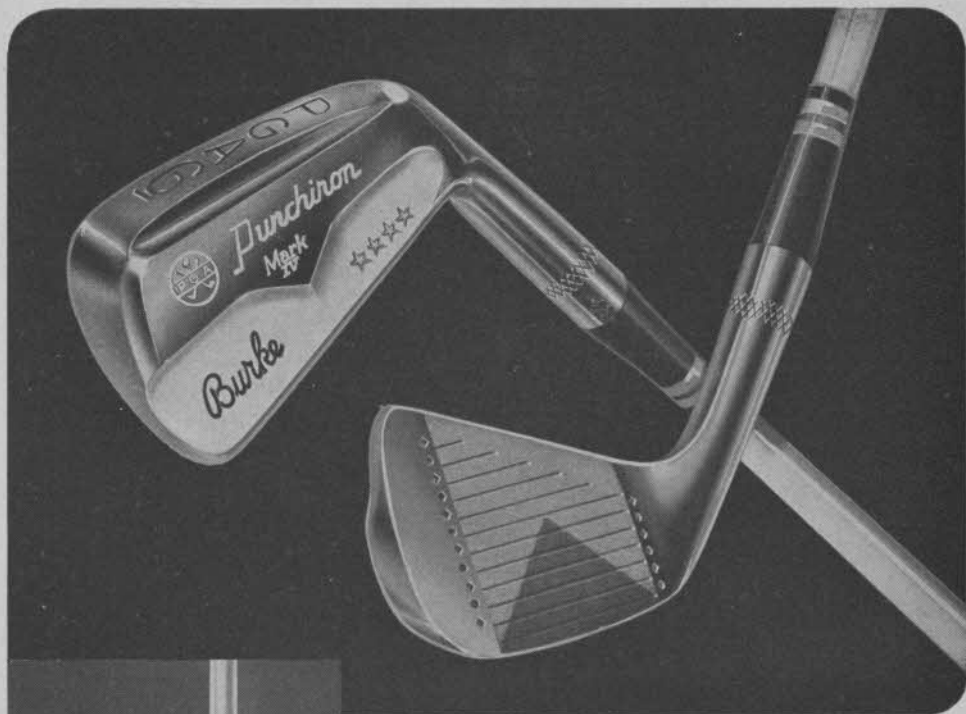
The Indoor Golf Tee offers practice pails for 75 cents. The Helds sell some golf equipment, most of it clubs on special order after the player has been observed swinging and carefully measured.

The Helds are in their fourth season with the Indoor Golf Tee and are enthusiastic about its future. "Things like this don't start off like a ball of fire," Eddie says, "but catch on slowly." The range has been well promoted in newspaper and direct mail advertising and every year business has been a little better, which is all the Held brothers ask.

Giffin Named PGA Circuit Press Representative

Donald W. Giffin of Pittsburgh has been named field sec. for the PGA. He takes over duties formerly performed by Jim Gaquin, the new tournament bureau manager.

The 33-year old U. of Pittsburgh graduate took over his duties, which amount to press rep and publicity director for the tournament circuit, early in Jan. Giffin worked for the United Press in Pittsburgh for about two years after graduating from college and, following Army service, went to work for the Pittsburgh Press in 1955. In recent years he had covered intercollegiate sports and golf for that paper. With the addition of Giffin, the PGA field staff totals six men.



Developed in cooperation with
Emblem Specifications Committee of
The Professional Golfers' Association

A totally new kind of club

PGA *Mark IV* Series

WITH FIBERGLAS SHAFTS

Here are woods and irons with really new features — Features that will create sales. The new Burke Fiberglas Shaft is vibration-free. It has unusual “feel” — definitely aids control and distance. New “Peak Power” design of these PGA Clubs offers 20% more hitting area. Molded insert with 2-way roll provides the finest and most accurate hitting area on any clubs today.

Available only through Golf Professionals

NATIONAL PGA DISTRIBUTORS

160 Essex Street • Newark, Ohio



"I am Jimmy Demaret . . . and this is Gary Player and Doug Sanders, two of the top three leading money winners on the 1961 golf tour."

"We all play First Flight steel power center golf balls and First Flight registered swing weight clubs built to our personal specifications."

"You, too, can have a set of First Flight, Gary Player or Jimmy Demaret clubs built for you to the specifications of your club professional at no extra cost. Or buy exact duplicates of the clubs used by Doug Sanders on his 1961 tour—they are open stock and popular priced!"



SOLD ONLY
IN
PRO SHOPS

62-3

Gary Player CLUBS

Jimmy Demaret CLUBS



◀ *First Flight* ▶ CLUBS

Doug Sanders CLUBS

First Flight Equipment
Won These 1961 PGA
Co-Sponsored Tournaments:

**MASTERS
COLONIAL
HOT SPRINGS
NEW ORLEANS
INTERNATIONAL
SUNSHINE
EASTERN
BEAUMONT
CAJUN CLASSIC**

TUNE IN ALL-STAR GOLF ON MOST NBC STATIONS, SATURDAYS AT 5:00 P. M.

With Jimmy Demaret as Master of Ceremonies

FIRST FLIGHT COMPANY, Chattanooga 5, Tennessee

Being Ready for Tomorrow Calls for Keeping Equipment in Shape

By FLOYD L. VOSLER, SUPERINTENDENT
Miracle Hill and Cedar Hills Golf Courses
Omaha, Nebraska

Being ready for tomorrow is very important in our operation. My courses are 18-hole and 9-hole privately owned daily fee layouts. Early morning play constitutes a big part of our business on both weekdays and weekends. So we must get our work on greens and tees done early and fast. We must always be ready for tomorrow.

All mowers and equipment at the end of the day's work are cleaned, filled with gasoline and oil and checked for possible repairs or adjustments. I take care of the adjustments myself. It is important to know that all mowers are cutting properly and at the prescribed height.

We follow this routine daily so that when the course employees arrive for work in the morning they can start their assigned jobs without waste of time. This eliminates confusion around the shop and doesn't interfere with my plans or routine if one man is late for work. Tardiness, incidentally, isn't permitted very often and isn't overlooked without an excuse.

We have a place in our shop for everything and everything must be kept in its place. There is a concrete floor in the shop. So that no reel or roller-type machine sits on the concrete I have had a wooden floor built over the concrete. This eliminates the chance of rust. We think machines are like humans; they must be cared for properly if they are to give the service desired.

We use a nationally advertised brand of lubricant. When we purchase a new piece of equipment we give the model number, etc. to the lubrication engineers and take their recommendations on the grease and oil to be used. This has eliminated the spending of many dollars for repairs and labor losses because of breakdowns.

We don't think our operation is exceptional in any way but we follow an established equipment maintenance routine, improving it as we go along. This, I believe, will add years of service to equipment.

An afterthought: In case of an emergency I am around to fill in. I think it's a good idea to retain the "feel" of the machines your men operate. It also would be good for the waistlines of many supts.

**Don't let your players spoil
expensive golf shoes. Sell them—**

TINGLEY GOLF RUBBERS... for a firm stance on soggy turf.

Molded one piece in natural rubber. No plastic or other substitute is used. Worn over ordinary street shoes, they are perfectly molded rights and lefts and because they stretch, 4 sizes provide a comfortable fit over any type of shoes 6½ to 13. Can be instantly washed inside and out... dry quickly. Will not cut or mark upper leather of shoes or roll over sole edge as plastic often does.



*Suggested retail,
from \$4.25*

TINGLEY
RUBBER CORPORATION

SO. PLAINFIELD 26, N.J. EST. 1896

Distributed by A. G. Spalding & Bros., Inc.

Publish Revised Edition of Musser's Turf Management

The USGA has announced publication of the revised edition of "Turf Management", a 368-page book by Prof. H. Burton Musser. It is published by McGraw Hill. Sponsored by the USGA, this handbook on course maintenance is designed to aid green committee chairmen and supts.

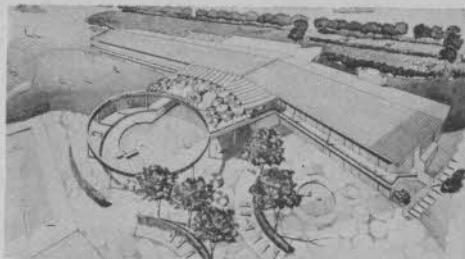
Originally published in 1950, Turf Management was enthusiastically received as the authoritative and practical guide to greenkeeping. The revised edition incorporates the vast technical advances made during the past decade.

The latest developments in turf management, including seed qualities and mixtures, proper methods of reseeding, and chemical weed control, are examined in detail. A new section on disease prevention and control and use of modern insecticides offers practical information regardless of the size of the area to be treated. The volume also contains new information and illustrations on modern sod devices and agricultural tools.

Turf Management embodies the results of many years of research, experimentation and practices by experts of the USGA green section and other scientific agencies. Copies of the publication are available at \$10.95 each and can be ordered directly through the USGA, 40 E. 38th Street, New York 16, N.Y.

Middlecoff Still Leads PGA Money Pack for 1947-61

Although he has been running hungry for the last two years in tournament competition, Cary Middlecoff, the Memphis dentist, continues as the leading postwar money winner on the PGA circuit. He has compiled around \$283,000 in official events for the 1947-61 period, about \$5,000 more than Doug Ford has earned. In third place is Sam Snead with \$268,000 and right behind him is Arnold Palmer with \$263,000. Palmer has been a regular performer for seven years as compared to 15 for Snead and Middlecoff and 12 for Ford. A back ailment, however, has curtailed Middlecoff's tournament activity in recent years and Snead hasn't been a fulltime circuit workman



This is the architect's sketch of the Riverwoods CC clubhouse which will be constructed in the Riverwoods area of Lake County, Ill. Built into a man-made hill, it will service two 18-hole courses which will be put in play in April. Riverwoods is said to be one of only two country clubs built in the Chicago area since around 1940.

since sometime around 1954 or 1955.

Other leading money winners: Ted Kroll, \$234,000; Julius Boros, \$231,000; Dow Finsterwald, \$205,000; Jack Burke, Jr., \$201,000; Lloyd Mangrum, \$200,000; Art Wall, Jr., \$196,000; Bill Casper, Jr., \$187,000; Tommy Bolt, \$186,000; Gene Littler, \$182,000; Mike Souchak, \$173,000; Jay Hebert, \$167,000; Jerry Barber, \$155,000; Jimmy Demaret, \$154,000; Fred Hawkins, \$153,000; Bob Rosburg, \$152,000; Ben Hogan, \$150,000; Ken Venturi, \$148,000; Dick Mayer, \$145,000; Marty Furgol, \$144,000; Ed Oliver, \$138,000; and Jim Ferrier, \$137,000.

CMAA Conference Speakers

Among the persons who will speak at the annual CMAA conference in Miami Beach, Feb. 28-Mar. 3 are: Mary Ann Warner, "Menus Worthy of Your Pride"; James C. Taylor, U. of Houston, "How to Pick Brains"; Homer Smith, National Office Equipment Assn., "Office Efficiency"; Walter Slowinski, CMAA general counsel, "Legal Aspects of Club Management"; Gerald Lattin, Cornell University, "Organizing Your Kitchen"; Lendall Kotschevar, "Kitchen Labor Savers"; Donald Greenway, National Restaurant Assn., "Employee Fringe Benefits"; Bill Gove, Florida public relations specialist, Keynote speech for the convention; and James Diamond, Ridgewood (N.J.) CC, "Entertainment Programs."

Morning Deposits of All Mail
Means Better Service