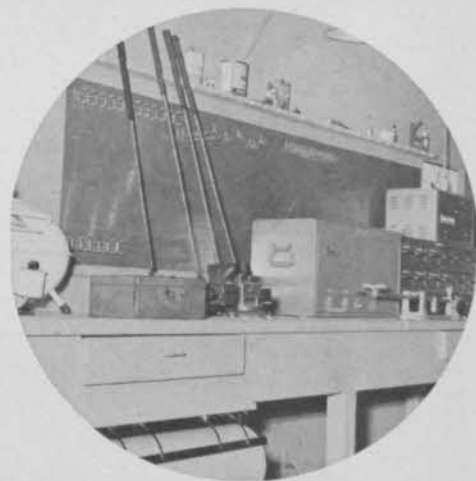
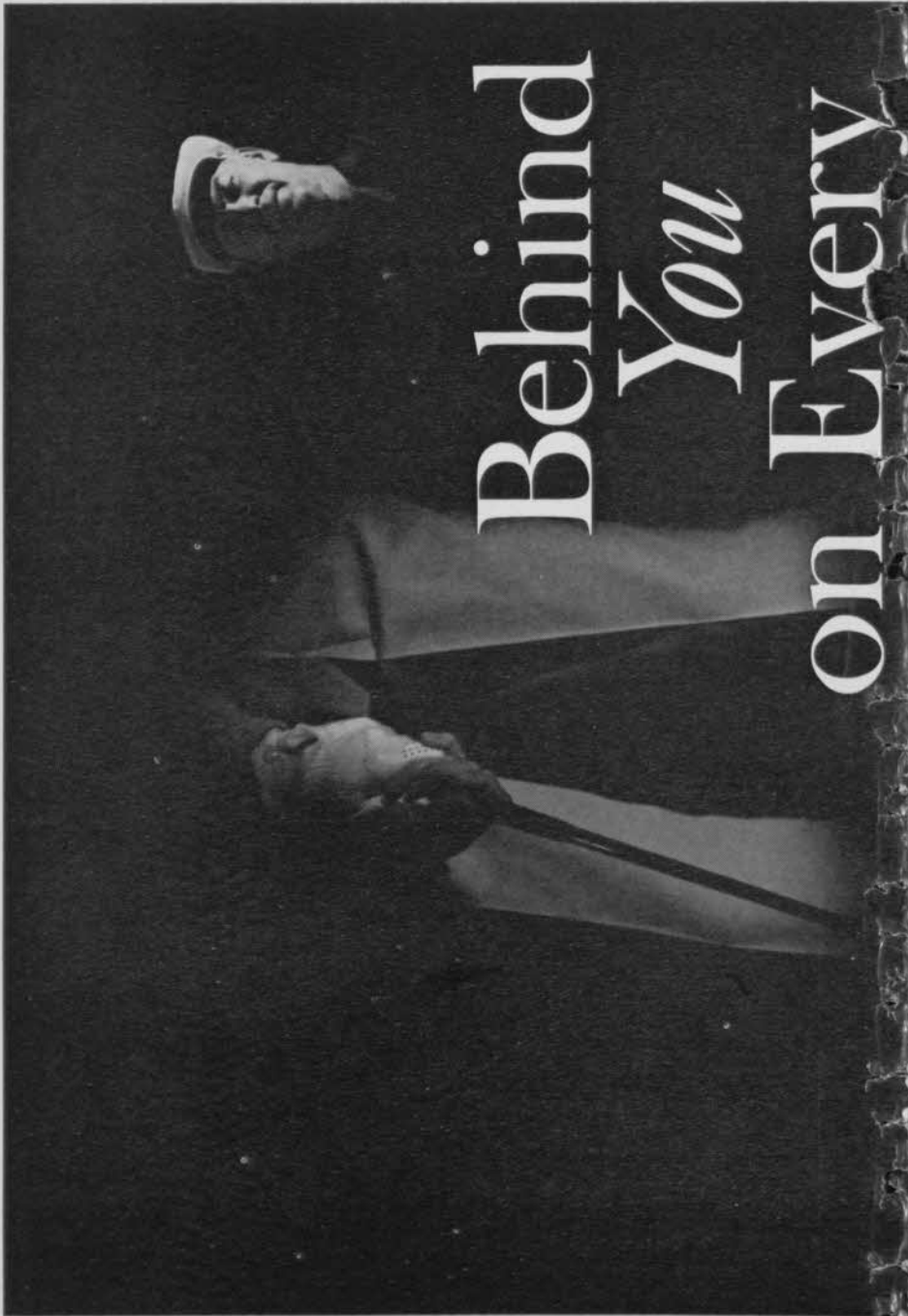




Here are some more views of the Glen Echo pro shop. It was completely renovated about three years ago and has light oak fixtures, sandstone walls and green carpeting.





Behind
You
on Every

Shot...



Jewel-like in their beauty and quality, continually impressive in their ease of play, the new Ben Hogan POWER THRUST Irons for 1962 will bring to your golf game a refreshing sense of mastery. Their revolutionary POWER THRUST design means greater distance, greater accuracy, more precise ball control. And, behind every shot, **you** will benefit from Ben Hogan's years of history-making championship golf, and his untiring dedication to producing equipment which constantly approaches one goal: **PERFECTION.**

BEN HOGAN EQUIPMENT IS SOLD ONLY THROUGH GOLF PROFESSIONAL SHOPS

AMF

Ben Hogan

SALES COMPANY
FORT WORTH, TEXAS

Subsidiary of American
Machine & Foundry Company

traditional for the Clarksons to get into pro golf, neither had given much thought to making their livings in the game. So, they decided to resolve the issue by flipping a coin which, as it turned out, had Don's name written on it.

Fred Clarkson, now 77 and a native of Scotland, has nearly 60 years behind him in the game, 32 of them at Glen Echo as a full-time pro. Actually, he retired more than 10 years ago, but still in the best of health, he plays two or three times a week and has a following of the faithful at the Normandy club who insist that he continue to give them lessons. Once or twice a year he manages to shoot his age. Three of Fred's brothers, Arthur, Charles and Dick, made their livings as professionals in the western Illinois and northern Missouri area. So, it's as natural for the clan Clarkson to get into golf as it is for the Kennedys to work at being politicians.

Five Years of Training

Don Clarkson's apprenticeship lasted five years. When the elder Clarkson formally retired in 1951 his son, of course, succeeded to the throne. And, judging by the way the young man runs the Glen Echo shop, he learned every phase of the operation thoroughly when he was second in command.

There probably is nothing that you can immediately put your finger on that accounts for Don Clarkson's success in running a golf shop. It may be as one manufacturer's rep puts it: "Don has a real solid background," he says. "He has a fine sense of display, knows what is coming in or going out right down to the last pair of socks, and in general runs his place like a good businessman should."

As for young Clarkson himself, he says that he runs his operation pretty much in keeping with the book. "You just keep plugging away," he explains, "looking for opportunities to increase sales by doing as much advertising as your budget will permit, being alert to the possibilities for making sales and, of course, trying to overwhelm your members with good service."

Had to Woo the Women

As for plugging away, Don cites as an example his experience in selling to women players. They make up approximately one-third of the 225 members who

play at Glen Echo. Sales to them now account for about 30 per cent of the total volume, but it has been only in the last three years or so that Clarkson has been able to dent this part of his potential market.

"Our failing here was largely of our own making," Don candidly admits. "For many years we stocked a pretty fair assortment of women's wear and playing equipment, but we couldn't get the ladies to come into the shop to buy merchandise the way we thought they should. We used to conduct quite a few clinics for them, and every spring I'd give them a guided tour of the swing, using films, charts, etc., but still they weren't buying.

Wanted More Events

"Finally," Clarkson continues, "one of the lady players gave me the clue. We were still thinking of the women as being only morning and Tuesday afternoon players, as laboring in the shadows of their husbands, and that sort of thing. What they wanted was more activity in the way of tournaments, not only among themselves but in company with the men players.

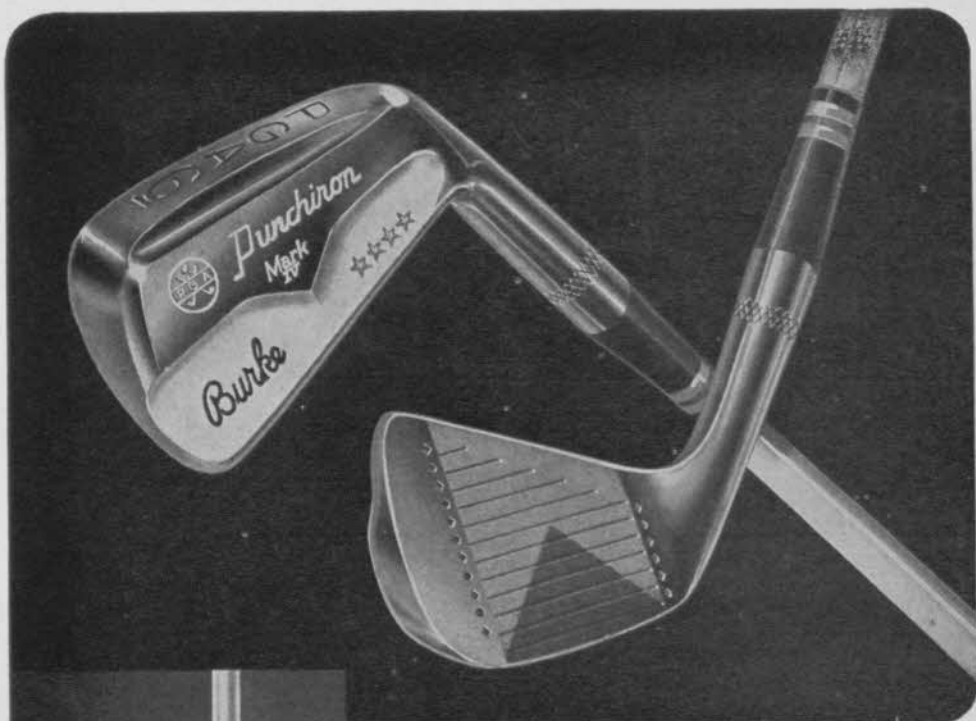
"When we started paying more attention to them," the Glen Echo pro goes on, "our women's business picked up very appreciably. Now we have some kind of a ladies' tournament going every two weeks or so and our sales to the women have come pretty close to doubling themselves every year since 1958 or 1959. We expect them to continue to increase to the point where someday the ladies will be buying 50 or 60 per cent of the merchandise sold in the shop."

Clarkson tries to have a tournament running almost every week at the Normandy club. Each member is charged a \$15 annual fee to play in as many events as he chooses, with all the money that is collected being put into a fund for providing prizes.

Heavy on The Records

The Glen Echo pro is an inveterate record keeper, in fact to the extent that he has a reputation among Eastern Missouri PGA section pros of being a kind of frustrated accountant. Clarkson, of course, is amused by their estimate of him in this respect, but he defends his

(Continued on page 118)



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

Two Courts Agree: Even Experts Can't Control Ball's Flight

By WILLIAM JABINE

When a court declares that something is common knowledge and need not be formally proved, it is a fairly safe bet that most people have been possessed of that knowledge for some time. It is interesting



to note that within a month of each other, the highest courts of two widely separated states have made such rulings in regard to matters of which most golfers have been well aware for many years.

The court of appeals of Georgia solemnly stated that "it is common knowledge that so-called expert golfers make occasional hook and slice drives;" and the Supreme Court of Minnesota with equal solemnity asserted: "it is common knowledge, even to nonplayers, that the force of a driven golf ball is intense, and it can be classified with dangerous instruments."

The plaintiff in the Georgia case was a golfer who was hit by a ball driven from the tee of an adjacent hole. He contended the defendant was an inept golfer who knew his own golfing faults, and that he either should have waited when he saw players within range on the adjoining fairway, or should have given warning of his intention to drive. The plaintiff was victorious in the lower court, but the court of appeals ruled that negligence on the part of the defendant had not been proved and the plaintiff had assumed the risk of being hit.

Even Experts Fail

In discussing the plaintiff's allegation that the defendant was so inept that he should have waited or warned the men on the adjoining fairway, the Court said: "The plaintiff's allegation that the defendant was an 'inept golfer to the extent that he was . . . not able to control the direction his golf ball travels after being driven' is of no assistance to him here. Literally interpreted, this allegation means

that the defendant is so inept that he cannot control the course of his ball *after it is in flight*. We are constrained to say that, as much as they may desire it, even expert golfers are unable to control the ball once it is in flight.

Too Great an Imposition

"Even using the allegation as the plaintiff apparently intended it (i.e. to allege that the defendant was unable to control by his intent and desire before and at the time of driving, the direction the ball took from the point where he struck it), it is common knowledge that so-called expert golfers make occasional hooked or sliced drives. It has been said that: 'To hold that a golf player was negligent merely because the ball did not travel in a straight line, as intended by him, would be imposing upon him a greater duty of care than the Creator endowed him with the faculties to carry out.' (Citations.) This reasoning also applies to the allegations of negligence contained in Paragraphs 11 (3) and 11 (4). For this court to hold that it was negligent for one to play golf who was not able to control the direction of his shot would not only be unreasonable, but would remove all congestion on golf courses." (Shaw v. Thomas, 123 S. E. 2d 327)

Minnesota Case

The plaintiff in the Minnesota case was a caddie who was hit while shagging balls driven from a practice tee. Incidentally the complaint named as defendants both the player who drove the ill-fated ball and the club professional who was instructing the offending player at the time. The trial court dismissed the complaint against both defendants. The caddie appealed to the supreme court. The case against the professional was dropped and the appeal was concerned only with the alleged negligence of the player who had driven the ball.

The testimony in the case developed some interesting sidelights. It was disclosed that at the time of the accident there were three players on the practice tee: a woman golfer whose playing was described "as kind of wild hitting in different directions" and "hitting all over the place"; the player-defendant who had a handicap of 36 and should have had an even higher handicap, and was described by the professional as "just a general poor player through all clubs;" and a third man whose ability was not disclosed.

The supreme court reversed the ruling of the trial court in dismissing the com-



Jay Hebert, Spalding Advisory Staff Member

--another bird, with the new DISTANCE DOT

Distance, distance, distance—and besides delivering the yardage your customers want, DOTS are tops for trueness. They're true on the fly—true on the green, and they stay whiter and scuff-free far longer.

Spalding's new DISTANCE DOT delivers maximum distance, performance and amazing durability ball after ball, game after game. Sell the DISTANCE DOT. Sold through golf professional shops only.

SPALDING
sets the pace in sports

plaint, saying that the plaintiff had presented questions which should have been submitted to a jury. In so doing it discussed the peril to which a caddie is exposed while shagging balls driven from a practice tee and made an interesting suggestion that might well be followed. It said: "On the practice fairway, players do not shout 'fore' before driving. It seems that a caddie is in greater danger while shagging balls on a practice fairway where a battery of from two to seven players may be hitting balls than on a regular fairway. He is ahead of the players all the time. Some precaution must be taken to replace the shouting of 'fore', especially when the caddy is in a place of danger and unaware of a drive to be made." (Holmlinbeck v. Downey, 113 N. W. 2d 9.)

Present Club's Case for Fair Tax Treatment

Testimony of Frank G. Hathaway presented to Senate Finance Committee on April 10, 1962, on H. R. 10650 has been reprinted and may be secured from Hathaway, Los Angeles Athletic Club, 431 W. 7th st., Los Angeles 14.

Hathaway is sec-treas., National Club Assn., a new association formed by business, social and athletic clubs in California. He also is pres. and gen. mgr. of the Los Angeles AC, Riviera CC and Pacific Coast Club.

Hathaway puts forth a logical and aggressive case for tax justice for clubs. His facts and logic are especially interesting in their treatment of a club's use as a legitimate business expense in a non-communistic country.

Receipt for Deduction

Gifts, representing valuation of used clubs turned in as payments on new clubs, are made in cash by a pro to a local charity. The golfer, who turns in the clubs, gets a receipt from the pro showing the clubs to be a tax deductible charity gift. The pro says he got the idea from receipts given for gifts to a rummage shop conducted by a charity organization in which his wife is active. The used clubs are given to caddies.

Clarifies Tax Deduction

Discussing taxes at a recent convention in Washington, D. C., Mortimer B. Caplin, commissioner of internal revenue, clarified some of the confusion over tax-deductible expenses. "We have intensified



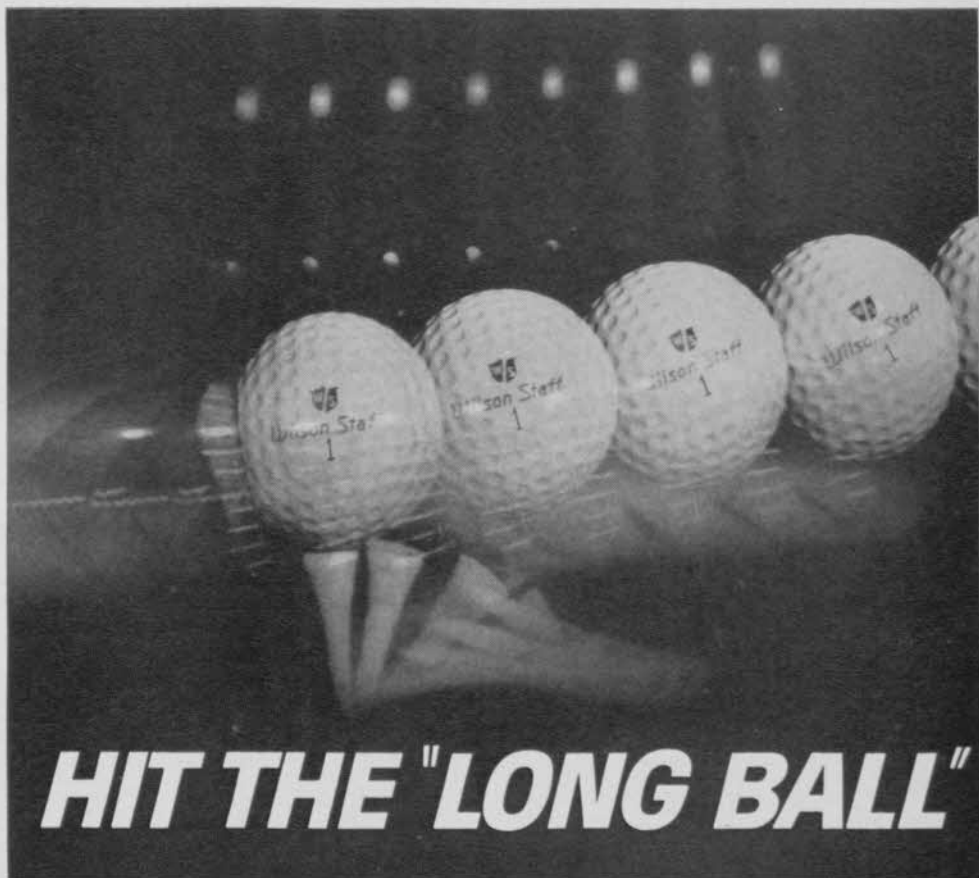
This oversize check isn't negotiable, but it's backed up by good, hard cash. Marilynn Smith took it home with her after winning the Sunshine Open at Miami Springs CC in April.

Miami Metro News Bureau photo



You may want to call this the fractured twist or something like that, but it's the honest-to-goodness putting stance of Ruth Jessen of the Ladies PGA. Photo was taken at the Sunshine Open.

our audit in the travel and entertainment area," Caplin said, "but there has been no change in the concept of what constitutes deductible expenses. When these are clearly shown to be for business purposes they will continue to be allowable." Caplin added that confusion has arisen in recent months because some people have looked upon tentative tax proposals as already having been enacted into law.



HIT THE "LONG BALL"

Photo made with each micro-flash at one-millionth (1/1,000,000) sec. by Edgerton, Germeshausen & Grier, Inc., Boston.

Wilson Staff ball "leaps" off the club face for extra yardage

New polyurethane finish stays white for life

Wilson concentrates inside the famous Staff ball all the energy needed to leap off the club face 40% faster than the speed of the club head at impact. This tremendous initial velocity gives golfers the extra distance they demand for today's modern power game.

The Wilson Staff ball features a balata cover that is thin for distance, tough for lasting durability. And a remarkably white, new polyurethane finish bonds perfectly with the cover. Can't chip, can't turn yellow.

Play the "long ball." The new Wilson Staff. Sold only through golf professional shops.



PLAY TO WIN WITH

Wilson

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

Handling Convention Golfers Calls for Careful Planning

By **CARL WATKINS**
Professional, Whiteface (N.Y.) Inn

When convention golfers come to a resort hotel they expect to receive personalized service such as they get at their own private clubs. As many as 125 golfers may arrive at Whiteface in one morning and all of them are eager to play golf. The pro department must be perfectly organized to handle each player as though he were arriving at his own club.

Such organization calls for training and smooth procedure. I have been told by guests at Whiteface that our work offers ideas useful to private clubs.

Conventions at Whiteface may bring in from 250 to 450 people of whom from one-third to one-half are golfers. These players must be fitted into the Whiteface golf program so they will enjoy themselves and not crowd other groups or individuals.

I have had great training by Harry Orbitz and Dick Farley who are masters at devising and handling resort golfing groups. My experience as a buyer for a department store chain on the West Coast also gave me an understanding of the attitude and requirements of many of the various types of men and women who come to golf resorts for conventions.

Prepare Program Early

Preparation to receive the resort golfer begins long before the guests arrive. The selection of pro department personnel is the first important problem to be solved. Every assistant must be competent, resourceful and genuinely eager to contribute to every guest's enjoyment of a vacation. If not, his indifference may be very costly. Last year an executive went into the pro shop of a famous golf resort which spends a sizeable amount of money each year advertising for convention business. An assistant was quite indifferent—almost surly—toward the visitor. In less than a minute, at least \$5,000 worth of prospective convention business was lost for the hotel and its golf course. The bad mood of the assistant caused a bad reaction.

Before the season starts I send out a letter of welcome to the golf chairman of each convention coming to Whiteface Inn. In this letter I tell about my staff and what it does for the convention golfers. Enclosed with this letter is a sheet asking



Diving for golf balls now is a fad at Canyon CC in Palm Springs. In a recent contest, Sheri Good, 17, retrieved 116 from the watery deep of the club's three-million gallon lake to claim the unofficial world's title. Even if Sheri came up with nothing more than a handful of aquatic weeds, it would be reasonable to award her some kind of a title
— official or unofficial.

for the following information:

Name of group _____

How many golfers in group? _____

What days do you plan to play golf?
A.M.? or P.M.?

Do you have tournaments planned?
Yes _____ No _____

If yes, what days? _____
(We can discuss details when you arrive at Whiteface.)

Please have your golf representative check in at the golf shop upon arrival to set up possible tournaments and starting times. It is important that you reserve the exact times that you will want to play, thereby eliminating the risk of being delayed at the first tee.

I take the information sent me and go over it with my staff. We outline the job each person is to do in handling the requirements of the visitors. Each assistant is assigned a particular phase that will keep him busy from 8 a.m. until the day's work is finished at 11 p.m.

Then, I can meet with the chairman of each group, tell him that he will have

(Continued on page 134)