

Get set for profits! Order your
DX Tourney Gift Sets
for MacGregor's Exciting
DX TOURNEY

(The ball Nicklaus used to win the 1962 U.S. Open)

Christmas Promotion

Beautiful full color advertising will be announcing it. Your customers will be asking for it. Exciting and colorful gift boxes of the world's most wanted golf ball: the DX Tourney! Make sure you have enough on hand to meet the demand. Put up a display in your golf shop. Let your customers know you are headquarters for this DX Tourney Christmas promotion.

DX Tourneys come in gift boxes for every purse, every person. A box of 12 is \$14.75; box of 8, \$10; box of 4, \$5. Colorful boxes that belong under every golfer's tree. Filled with DX Tourneys that belong on every golfer's tee. Order your DX Tourney gift sets now. Make sure you have enough on hand!

Continuing a ten-year tradition of oil paintings of the site of the upcoming U.S. Open, this gift pack features a reproduction of this year's painting of The Country Club, Brookline, Massachusetts.

Sold by Golf Professionals only

MacGregor
THE GREATEST NAME IN GOLF
BRUNSWICK SPORTS
CINCINNATI 32, OHIO





Dutch Harrison, 1961 National Senior winner, accepts A. K. Bourne Memorial trophy from Joe Mozel as some of the youngsters look on. Mozel is chairman of this year's tournament.

A Bit of Nostalgia

Plenty of Golf

That will be the story when the old eagles gather in November in Palm Springs for the sixth U.S. National Senior Open

By **BILL SHERMAN**

The first attraction to move center stage in Palm Springs, Calif., Haven of Winter spectacles, is the U. S. National Senior Open golf championship. Celebrating its sixth anniversary this autumn, the U. S. National Seniors will present a field of golfers whose names spell gallery magic.

There is the 1961 defending champion, E. J. "Dutch" Harrison of San Francisco's Olympic Club. There are other defending titleholders: Chuck Congdon, Tacoma C. C.; French Lick's Willie Goggin; and Vancouver's Fred Wood, winner of a playoff with Gene Sarazen in 1957. There are the Senior rookies in the persons of Jim Demaret, Byron Nelson, Ben Hogan and Sam Snead. Other notables are the world's Senior PGA champion of 1961 and '62, Paul Runyan, the Dutra brothers, Mortie and Olin, Dick Metz, Al Watrous,

Ralph Hutchinson and Gene Sarazen.

The U. S. Seniors Open is a unique affair. It runs two basic competitions concurrently: a 54 hole medal pro-am tournament with low gross and low net winners in six separate age flights, plus a 72-hole medal open championship.

Activities begin on Nov. 5, with practice rounds on the competitive courses which are three of Palm Springs' finest — Indian Wells, Bermuda Dunes and La Quinta. The next day the chase begins with play scheduled in all flights whose age classifications are 50-55; 56-60; 61-65; 66-70; 71 and over.

An added prize payoff for the first day rewards best ball teams in the foursomes comprised of pro and amateur, plus another made up of amateurs alone. Pairings are determined on a handicap basis with

(Continued on page 68)

PGA PEAK POWER DESIGN '63

PGA Design '63 gives you new models . . . new features to keep pace with the world's greatest sport. You can sell or play PGA Equipment with complete assurance that it is made to rigid professional standards.

THIS IS YOUR PGA GOLF EQUIPMENT!

PGA Equipment has been developed in cooperation with the PGA Emblem Specifications Committee. Available in every instance from the Golf Professional exclusively. PGA Equipment cannot be confused with "bargain" brands. Display the full line of PGA Equipment. It will protect the reputation for integrity that your profession owns and enjoys.



PGA
RYDER CUP
WOOD



PGA RYDER CUP
GOLF BALL



PGA RYDER CUP
PUNCHIRON

BUILT BY

Burke
First in Golf

*Sold only through
Golf Professional Shops*

THE ONLY GOLF EQUIPMENT
TESTED AND APPROVED BY THE PROFESSIONAL GOLFERS' ASS'N. OF AMERICA



NATIONAL PGA DISTRIBUTORS

160 Essex St., Newark, Ohio



Tony Henschel, pro at Westborough in Webster Groves, Mo., has enjoyed sharp increase in business since starting year-around wrapping service.

Gift Wrapping Made Easy

A St. Louis district pro has made a great thing of the service . . . Here's a description of the props he uses

Henschel (r) hands gaily wrapped package to woman golfer. In background are his assistants, Roger Froesel (left) and Phil Hewitt.



Many pro shops experience a fairly large increase in sales during the yuletide season, but a slight reorientation in thinking can cause gift sales to take a substantial upturn at Christmas and continue the profitable spiral throughout the year. The basic concept is simple — offer customers a gift wrapping service that will stimulate their “gift” thinking.

Tony Henschel, pro at Westborough CC in Webster Groves, Mo., has been capitalizing on this idea for some time. The idea of starting a gift wrapping service was given to Henschel by Del Mann one of his members. As regional sales manager of Chicago Printed String Co., world's largest maker of decorative gift wrappings and ribbons, Mann in 1959 gave Tony a few papers and ribbon to try on a limited scale at Christmastime.

Now, Tony and his assistants, Roger Froesel and Phil Hewitt, wrap some 35 to 40 presents in the average month and decorate upwards of 200 packages during the Christmas season.

In November, when the golf season slacks off, and snow hits the St. Louis area, Tony has done his yuletide groundwork and looks forward to increased sales as Christmas gift orders start to come in.

Doubles His Business

Henschel estimates that his simple, inexpensive gift wrap service, which is offered gratis along with free delivery, has more than doubled his Christmas gift business in three years' time. Also, by promoting the service during the remainder of the year, he estimates over 20 percent of his increased business is due to gift wrapping.

The popularity of golf equipment as a gift item is pointed up in a series of general consumer surveys recently conducted by Chicago Printed String Co., 2300 Logan Blvd., Chicago 47, to study the gift-giving habits of both men and women. The research firm that conducted the interviews found that the overall generous gift habits of the American public amount to some \$18.5 billion annually.

When the male respondents were asked what items they had received as gifts during the past year, in a survey called “Gifts-Manship”, more than 30 percent indicated one of the gifts was some item of golf equipment.

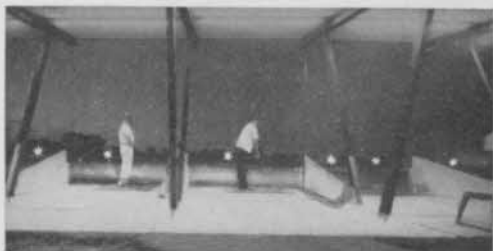
Although items such as golf bags and clubs seem rather awkward for gift wrapping, Tony Henschel has developed a number of special techniques which help to



PAR 3

"PAR GOLF" QUARTZ LIGHTS have proved best for LOW COST • LESS MAINTENANCE • GOOD COLOR

The most popular night golf centers are equipped with PAR GOLF MFG. CO. quartz lights. Best for color, for low cost, for minimum upkeep. PAR GOLF quartz lights offer exclusive features for superior lighting of golfing installations. Yes, compare cost and color of quartz light over mercury vapor and regular incandescent lighting.



DRIVING RANGE

PAR GOLF MFG. CO. has the experience and engineering know-how in not only lighting — but in the construction of golfing installations.



MINIATURE

Send the coupon below for information about the PAR GOLF quartz light and our helpful planning service; also for details on all the types of equipment we make for golfing installations.

PAR GOLF MFG. CO., Milan, Illinois.

Please send details on:

- QUARTZ LIGHTS LIGHTING PLAN SERVICE CONSTRUCTION SERVICE
 OPERATIONAL EQUIPMENT

Name..... Club.....

Address..... City..... State.....

Pack a plentiful profit in **NEW**

• **SPORTS SACKS**

• **POM-TAM CAPS**

• **CLUB SOX**

SPORTS SACK — the handiest, hand-somest "hold all" for tees, balls, cosmetics, etc. In leather-looking vinyl... red, black, white, pink, blue, banana, lilac, champagne. Sug. Retail, \$3.

Popular **POM-TAM** knit Cap — 1 size fits all. Orlon or wool. Attractively bagged. Bright and light colors. Sug. Retail, \$2.

Write for literature and details

RELIABLE Knitting Works
Milwaukee 5, Wisconsin



• Knit orlon **CLUB SOX** for No. 1, 2, 3, 4, 5 Woods. Red, Black, Gold, Green, White, Pink, Sky Blue, Sapphire with 2-tone Pom. Packed bulk any assortment, or Gift Bagged in sets of 4. Sug. Retail, \$1.75 each Sox.

make an easy task even simpler. He, of course, saves all the cartons that equipment comes in so he will have the right sized box for any item. For the many stock items that are wrapped in the shop, Tony has standardized the wrapping procedure by keeping on hand a good supply of ribbons that are pre-cut to appropriate sizes in a variety of colors. He also finds that sheet gift-wrap papers in a variety of designs are easy to store and handle. He uses roll paper on a special cutter in general patterns for everyday use. These items combined with the fact that pre-made bows can be purchased in quantity and in a variety of colors from CPS, simplifies the gifts wrap service and cuts time and labor costs to a minimum.

A supply of gift papers in sheet form will take care of practically any occasion. Dark hues, sports equipment patterns and gold and white everyday patterns are especially suitable for Father's Day and men's birthday gifts. Light blues, pinks and other lighter shades are fine for feminine gifts. Henschel has a selection of about eight colors of Tie-Tie Satintone gift ribbon to match or coordinate with the papers. Carrying a variety of widths of ribbon is not necessary since the par-

allel yarn design of Satintone strips to any width desired.

Advice from the gift wrapping experts at CPS, who have helped numerous retailers to set up gift wrapping centers, is, first set up your gift wrapping center near a high-traffic, well-lighted area. For counter space the minimum requirement is three feet by five feet. This provides both work space and an area on which to keep necessary supplies. A small table with a decorative cloth cover also serves very well.

A gift need not be elaborately wrapped to please the customer or the recipient. A paper appropriate for the occasion, a colorful ribbon and a pre-made bow in contrasting or matching color receive excellent acceptance. The necessary materials, which include enough paper, ribbon and pre-made bows to wrap about 250 average sized packages, plus a ribbon holder and paper cutter, cost less than \$50. The other items to have on hand are a good pair of heavy-duty scissors, cellophane tape, tissue paper and gift cards.

CPS suggests at least one "counter roll" of gift paper. It costs about \$12. This gives one-half ream of appropriate paper, or
(Continued on page 70)

THE BEST DRESSED GOLF COURSES ARE WEARING THE "NEW LOOK"

By

FORE-PAR



**TOP QUALITY
ELEGANCE**

**DURABILITY
LOW COST**

Foremost in Golf Course "Tee to Green" Equipment.

Dear Mr. Superintendent:

Fore-Par Manufacturing Company is proud to introduce "Reonite," a new material with unusual qualities which make it extremely suitable in the development of superior golf course products. It is completely weatherproof and solid; colors are "through and through;" thus eliminating forever the need for repainting and maintenance. Ask your supplier to show you the complete Fore-Par range and you will then observe the distinctive quality and finish of the products.

**Pictured here are a few of the
exclusive Fore-Par items . . .**

Custom Tee Plaque; 4½ inch and 3 inch Tee Markers; Rule Sign, Direction Sign; Yardage Marker; Flag Pole (8 ft.) with Fore-Par's new tubular swivel, "reonite" ferrule and golf ball finial atop; Elegantly designed Practice Green Marker with "molded in" numerals and aluminum rod and the Fore-Par "Champion" Ball Washer which cleans as many as 7 balls at one time, each being EJECTED into the user's hand.

Green's Flags available in Cotton, Vinyl coated nylon, Rayon, and Nylon. In Red, White, Yellow AND ALL FLUORESCENT COLORS. New cotton and vinyl fluorescents specially recommended.



Available only through recognized distributors of golf course equipment. Write for brochure & supplier's name.



MANUFACTURING COMPANY

HYatt 4-5282

Laguna Beach • California

Thousands Know the EASIER WAY to Golf . . .

The Original

CART-BAG
Trademark

COMBINATION • CART • BAG

- SEAT • SHOULDER STRAP
- Full Club Protection

—in ONE smart, colorful,
lightweight, easy-pulling unit!

Show your members
all the CART-BAG advantages
and exclusive features

GOLFING'S BIGGEST VALUE

4 MODELS \$32.50 to \$39.50

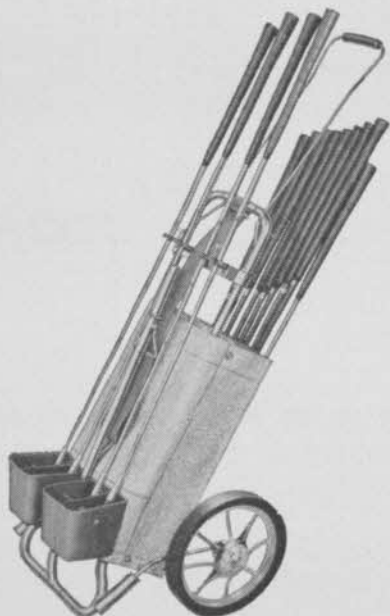
SOLD at PRO SHOPS ONLY

Write for the facts . . .

SIT-N-REST GOLF BAG CORP.

637 E. Center St.

Milwaukee 12, Wis.



Employee Liable for Act of Negligence

Public Course Has No Proprietary Function, Court Says

By WILLIAM JABINE

A professional golfer who was playing in a tournament on a public course owned by Salt Lake County, Utah, tripped over a concrete abutment in a dimly lighted hallway and was injured. Ordinarily the hallway was well lighted, but while the tournament was in progress a large scoreboard had been put up on a glass wall, shutting off the light. The injured golfer brought suit against Salt Lake County, the Salt Lake Junior Chamber of Commerce, Meadow Brook GC, and the manager of the course and clubhouse.

The Junior C of C and the Meadow Brook club, an association of golfers using

the course, were sponsors of the tournament. The trial judge directed a verdict in favor of the various defendants and the plaintiff appealed to the Utah supreme court. The court upheld the trial court's verdict insofar as the county and the two sponsoring associations were concerned, but ruled that the manager might be guilty of negligence in having the scoreboard set up in such a position that it shut out the light in the hallway, thus making it difficult to see the projection at the foot of the wall over which the visiting golfer tripped.

Touches on Golf Economics

In the portion of the opinion which absolved the county, the Court indulged in an interesting discussion of the economics of golf in order to show that the county was not exercising a proprietary function in providing a golf course for public use. In this connection the Court said:

"The Meadow Brook GC is a recreational facility furnished by the county for the good of the public. Golf is now a sport which may be enjoyed by the general public and is rising in popularity.

Because
You
Get...

100 HOLES AND OVER
ON A
SINGLE CHARGE



STEVENS

Club Car

ALUMINUM
FRAME

DIRECT
DRIVE

FOR DETAILS,
CONTACT

...Is The Top Performer
In The Field Today!

Here is America's finest and lightest golf car. Constructed of aluminum with a tough fiberglass body, it is 200 to 400 lbs. lighter than most cars. The direct drive unit delivers 96% of the power developed to the wheels. So efficient, Club Car gives you 100 holes and over on a single charge! Many styles and colors available.

CLUB CAR DIVISION

Stevens Appliance Truck Co.

AREA CODE 404 • TELEPHONE 722-3597
P. O. BOX 897
AUGUSTA, GEORGIA

EXCLUSIVE DISTRIBUTORSHIPS AVAILABLE SOME AREAS
WRITE, CALL OR WIRE • ADDRESS SHOWN ABOVE

ST-R-E-T-C-H-E-S

THE PLAYING SEASON!



Keep 'em playing on frosty days — later in the fall . . . earlier in the spring. PRO-GRIP Winter Gloves are light enough to give feel to the grip, yet warm enough to keep hands comfortable. Top quality Cabaretta palm — choice of tan or cream. Soft light wool back laced with elastic to hold glove firmly. Fine also for driving, hunting, other winter sports. **PAIRS ONLY** — suggested retail price, \$5.50 per pair. Sizes for both men and women.



ASK YOUR DISTRIBUTOR



As yet, the county derives no pecuniary benefit from the operation of the course: as a matter of fact it has, since its construction, always operated at a loss. Even if the county profitably operated a golf course, this alone would not make it a proprietary function unless it also was in competition with private enterprise or could be operated as successfully by private enterprise.

"The operation of golf facilities does not seem to be adapted to successful private enterprise. Golf, originally a rich man's game, was only available to such people through expensive membership in private clubs. One searches in vain to find private golf courses in this area that are successfully operated by private enterprise. The county and municipal government in this area has seen fit to make golf facilities available to the general public and, in so doing, does not compete with private enterprise in any way."

Manager's Responsible

In reversing that portion of the trial court's verdict which absolved the club manager from possible liability and directing a new trial on that issue, the Supreme Court said: "With respect to the possible liability of Riley, we must disagree with the trial court. He was

the manager of the course and, as such, responsible to maintain it and its facilities in a safe condition. He had the scoreboard made and directed its placement along the east wall of the hallway. He knew or should have known whether or not the scoreboard so placed, created a hazard. In this jurisdiction, a governmental employee may be held personally liable for his negligent act done in the performance of his duties, even though his employer is immune.

"There was competent evidence that the erection of the scoreboard had the effect of darkening the hallway. Plaintiff testified that he had used the hallway on previous occasions but was unaware of the existence of the abutment until he tripped over it. He avers that at the time of the accident he was watching where he was going. Another golfer testified that the hallway was dimly lighted and that, although he was watching where he was going, he too tripped over the abutment. (Jopes v. Salt Lake County. 343 P. 2 728. September 10th, 1959.)

Lionel Hebert has been elected chairman of the PGA tournament committee, succeeding Don January, whose term has expired.