

“Anything else you’d like to know about golf equipment? Or about golf?”

Here’s just one question PGA advertising will be asking your golfers, week after week. ■ The answer is always the same—“Ask your golf professional.” ■ PGA advertising will keep right on directing golfers to you, the golf professional, for answers to all their questions about golf and golf equipment. ■ PGA advertising is your advertising. Just like the PGA line—the only golf equipment built to the exacting specifications of the PGA itself. Sell it with pride—and profits!

PGA GOLF EQUIPMENT CO., SUBSIDIARY OF VICTOR COMPTOMETER CORPORATION

PGA 

The mark “PGA” appears only on golfing equipment which has been developed for maximum playing enjoyment and is endorsed by The Professional Golfers’ Association of America. This insignia is both the trademark and the “stamp of approval” of the PGA... each article so identified has been selected and fully tested under the auspices of the standing Emblem Specifications Committee of the Association.

Lou Strong

President
The Professional Golfers’
Association of America

NEW DOT (TWO PATENTS PENDING, ONE GRANTED)

THE ONLY BALL IN ALL GOLF THAT IS ELECTRONICALLY TESTED TO DELIVER MAXIMUM

The new DOT is tested on a Spalding-developed electronic machine (Pat. Pend.) to assure the utmost in sheer, raw distance. In simple truth, distance is the DOT's purpose in life. Every single part of it is dedicated to distance . . .

NEW ONE-PIECE COVER (Pat. Pend.)—the first and only one ever put on a high-compression ball. Hit it. Hear its clean, satisfying click. Sounds like distance. See its flat trajectory—aerodynamically pure. The exclusive new

Polyunidyne™ one-piece cover surrounds . . .

NEW VIBRANT WINDINGS—isoprene thread, stretched 9.52 times its original length. This builds a reservoir of energy. It is distance, waiting to be freed. To complete the DOT's vital interior . . .

A RESILIENT NEW CORE (Pat. No. 2,998,977) of cis-4 polybutadiene. This is the heart of the new DOT. It is one important reason for the DOT's lively feel. It is a reason no DOT ever feels "stony." In short, everything is new and . . .

DISTANCE



EVERYTHING IS TESTED. Beyond the test for maximum distance, Spalding subjects every DOT to further electronic tests for compression, concentricity, weight, size. No dud can ever reach your shop. Finally, no other ball is so stubbornly white; none can take more punishment. Sell the all new DOT: give your golfers the advantage of the only assurance of maximum distance in all golf. The new DOT is designed for—and sold only through—golf professional shops.

SPALDING
SETS THE PACE IN SPORTS

Graffis Brothers Get Writers' Richardson Trophy for 1962

Joe Graffis, Sr., publisher, and Herb Graffis, editor, of *Golfdom* and *Golfing*, have been named 1962 co-winners of the William D. Richardson trophy. Announcement of the award, made annually by the Golf Writers Association of America, came in late March. The Richardson trophy goes to persons who make outstanding contributions to golf.

The Graffis brothers each received 73 of 297 votes cast in the GWAA balloting. Clifford Roberts, tournament chairman of the Masters, was second with 46 votes while Gene Sarazen and Jimmy Demaret were third and fourth, respectively, with 41 and 37. This is the first time dual winners have been selected.

The GWAA trophy is awarded in honor of Bill Richardson, late great golf editor of the *New York Times*.

Served in Two Wars

Joe and Herb Graffis, natives of Logansport, Ind., are the sons of the late William H., a newspaper editor and later a magazine publisher. They came to Chicago at an early age and were educated in public schools there. In World War I Joe served as a Navy flier in Italy while Herb was a newspaper correspondent in the European Theater in World War II.

In 1922 the Graffis brothers and two Chicago sports writers, Irving Vaughan and the late Joe G. Davis, founded the *Chicago Golfer*. Four years later they sold the publication.

Started *Golfdom* in 1927

The following year, the Graffises launched *Golfdom*, the game's first business magazine, with Joe as publisher and business manager and Herb as editor. Six years later they started *Golfing*, a player's magazine. The latter publication, incidentally, came off the press for the first time during the Roosevelt Bank Holiday. Getting it mailed to subscribers during that week is still looked upon as one of the minor miracles in publishing history, considering that the nation's economy had come to a complete halt.



Herb and Joe Graffis

... a minor miracle in '33.

In 1936, the Graffises suggested and then played a leading role in organizing the National Golf Foundation, a nonprofit organization that promotes golf by supplying information and advice to prospective course builders and encouraging the development of new players. The Foundation is sponsored by contributions made by manufacturers of playing equipment and other golf goods.

Kept Foundation Going

In the early years, the Graffis brothers got the Foundation off the ground and kept it going largely with their own funds and by devoting much of their time to its operation. Both are directors of the foundation. Last year, Joe Graffis retired after serving as the Foundation's only president for 26 years. When the Foundation was started there were about 5,000 courses in the U.S. Today there are more than 7,200 standard and Par 3 layouts, 380 of which were put in play in 1962.

Other winners of the Richardson trophy have been: Robert A. Hudson, the late Maynard G. (Scotty) Fessenden, Bing Crosby, Richard S. Tufts, Charles (Chick) Evans, Jr., Bob Hope, the late Mildred (Babe) Zaharias, Dwight D. Eisenhower, the late George S. May, Francis D. Ouimet, Bob Jones, Patty Berg, Fred J. Corcoran, Joseph C. Dey, Jr. and Walter Hagen.

Cross Country Conference

The USGA has been staging a series of conferences across the country touching on two subjects related to golf. One covers traffic on courses and the second, for club and district officials, includes discussions of taxes, course rating and handicaps. Meetings were held in Seattle, Dallas and Atlanta in March while a fourth is scheduled for Tifton, Ga., this month.

On the Professional Side

By AL ROBBINS

A potentially large market is not being properly exploited by golf professionals. That's why Golfdom has permitted me for the second month to occupy this column and talk about golf shoes.

Last month we talked mainly about displays. Here I am going to suggest some things that I think will help the mechanics of your shoe operation.

First of all, I recommend keeping a card index on all persons to whom you sell shoes. The index should include the date of sale, shoe style number, last size, price and remarks, the latter referring perhaps to the style (such as a Blucher) that the player prefers.

Why Keep Index?

Why keep an index? There are a surprising number of people, men in particular, who never go near a shoe store to order shoes. They do it by telephone, leaving it up to the store manager to select the right size and style for them. So, why can't you start to get some telephone business? Then, too, surplus stock can be more easily disposed of at the end of the season if you've indexed your players. Telling them you have their sizes — at bargain prices — many times supplies the only incentive needed for them to buy.

It's time the professional built a reputation for being as expert in fitting shoes as he is in fitting clubs. If you aren't fully familiar with the Brannock shoe

Al Robbins, who calls on pro shops throughout the Midwest with an extensive line of sports apparel, is a reformed shoe man. He has fitted numerous celebrities in all walks of life (no pun intended). While in the shoe business, Robbins won ten national awards for both display and merchandising.



measuring device, I suggest that you get a shoe salesman to check you out on it. Thereafter, there are two important fitting tips that you should keep in mind: When men are sized, they should remain seated; when women are sized or fitted, they should stand. If you wonder why there is a difference, it's because of the high heels that women wear. Heels play tricks with women's feet that make them hard to fit in any type of shoe they buy. So, it's wise to make sure their golf shoes fit perfectly.

Not Supposed to Match

There are two other things that should be remembered in fitting shoes. One, is to have the customer try on both shoes at the time he or she is being fitted. Feet never match — they aren't supposed to. However, only the slightest adjustment of the left or right shoe usually is needed. If you aren't familiar with adjustments, I suggest that you ask the salesman who supplies your shoe stock to show you what they are.

Men usually are fitted wearing lightweight socks. This is as it should be. Occasionally, though, you have a player ask, "But what am I going to do if I want to wear heavy socks? Shouldn't you allow for that?" The answer is, No. Tell them after the shoes are worn a few times, they will be properly broken in. Then, heavy socks can be worn comfortably.

Market for Loafers

There should be a good market for you in loafers for men, women and Juniors. What do the players wear between their homes and the course? You and your assistants should make a survey of this, probably without even asking any questions. After this is done, you can decide whether or not it would be profitable to stock loafers. If you do put them in, remember they are sold on the strength of

(Continued on page 174)



MAINTENANCE

of the ENGINE-DRIVEN golf car

A service engineer explains the daily, 25- and 100-hour checks that should be made to keep gas-powered vehicles operating every day

By E. L. FISHER

Kohler Engine Service Manager,
Kohler Co., Kohler, Wis.

Successful golf car operators have no secret. But they do have one thing in common. All know and follow a simple two-word formula to ensure top profits from their fleets of engine-driven cars. The formula: Proper maintenance.

They know that regular maintenance is as essential for a golf car as it is for an automobile. A golf car given reasonable care will start easily, run smoothly, and last for years. A few minutes each day to service the engine and other mechanical parts means that no dollars are lost in downtime.

Time saved in servicing cars is important to golf people. Today's engines are designed to save the mechanic's time by having fuel tank, oil fill point and oil drain, air cleaner, and other external components readily accessible.

All the advantages of engine-driven cars hinge once again on the two-word formula of the successful operator — proper maintenance. For basic maintenance, the check lists in this article are a sound guide. Detailed instructions for specific engine models are available in manual form from engine manufacturers.

Dirt Spells Trouble

Keep in mind that dirt is Enemy No. 1 as far as engines are concerned. Any defect in the air intake system that permits dirt to enter spells trouble. Controlled tests have shown that dirt deliberately fed into an engine can ruin it in a matter of days or weeks.

Air cleaners are highly efficient. Dry-type cleaners on golf car engines are the same cleaners which, in larger sizes, are standard on automobiles. With routine attention, they do an excellent job of keeping dirt out of the engine.

When proper maintenance is lacking and dirt has entered the engine, the en-



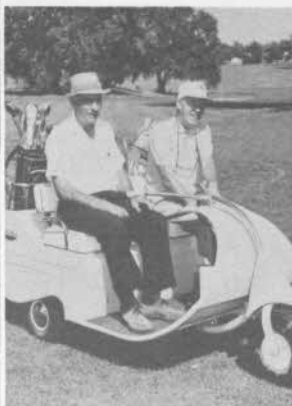
1927 1,300,000 golfers—and, compared with today, what miserable scores they carded. Then True Temper invented the Step-Down-Design Steel Golf Shaft.



1963 12,000,000 golfers—many with ferocious handicaps. And, over the years, True Temper has made some 50 improvements in step-down design. Have you tried new clubs lately?

TRUE TEMPER

STEP-DOWN-DESIGN STEEL GOLF SHAFTS • GENEVA, OHIO • FINEST QUALITY IN GARDEN, LAWN AND FARM TOOLS • SHEARS • SHOVELS • HAMMERS, HATCHETS AND AXES • FISHING RODS AND REELS • GOLF CLUB SHAFTS • RAILROAD PRODUCTS



Linkmobile, made in Eau Claire, Wis., Walker Executive, manufactured in Fowler, Kans., and Parrett Nassau, produced in Benton Harbor (top row) are powered by Kohler K161 engines. So are the Mardi-Car, assembled in St. Clair Shores, Mich., and the Tee Birdie, an Austin, Tex. product (bottom row).

gine shouldn't be written off as a loss. Kohler's experience with engines has been that, because of the excellent grade of cylinder iron in the engine, the piston rings may be completely worn out but the cylinder bore shows only slight wear. Replacing the rings and breaking the cylinder wall glaze with a commercial glaze-breaking tool to permit the new rings to seat properly, are the only measures needed in many cases.

Extend Engine Life

For cylinders which show greater wear (as much as .005 oversize or .004 out of round), service-type replacement rings that are available from major engine manufacturers extend engine life measurably.

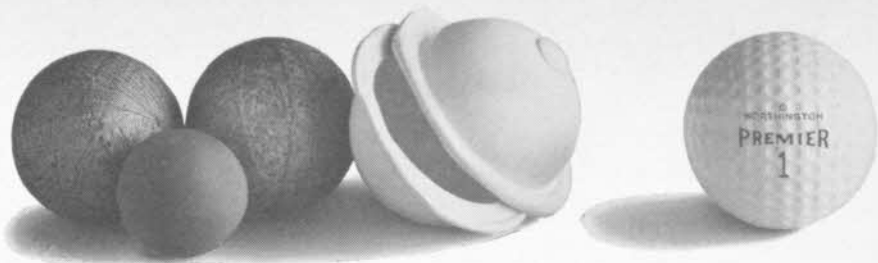
Given proper maintenance according to the check lists in this article, and given moderate reconditioning by a competent mechanic once a year, a good golf car engine will perform well season after season. Kohler Co. recommends the steps shown in the following check lists as the best means to keep a golf car engine in top condition:

Daily Maintenance

1. Check the oil level. Add oil as needed to bring the oil to the full mark — and no farther — on the dip stick.
2. Be sure the rotating screen is clean and undamaged. A bent screen will allow chaff and dirt to collect under the shroud and cause the engine to overheat.
3. Make a visual inspection of the starter-generator, air cleaner, and other mounted accessories.

Every 25 Operating Hours

1. Change oil in crankcase — preferably after the engine has been operating. Use a good brand of SAE #30 weight heavy duty, detergent type oil.
 2. Remove, service, and replace the air cleaner.
 - a. Dry type air cleaner: Remove cover and check filter element. Tap the element gently on a flat surface to dislodge dust. **Washing with gasoline or cleaning with an air hose is not recommended.** If the element is clogged with dirt which can't be dislodged
- (Continued on page 148)*



The most expensive materials available go into this new golf ball

But that's not why it costs \$1.50

The materials used in making the new Worthington Premier are insured for quality by Lloyd's of London. But many of them are natural substances and even the best of these vary enough to affect a ball's performance.

Professional Consistency

The Premier is the most consistent ball you can sell because of the pains Worthington takes to eliminate these variables. It is simply the most carefully made golf ball in the world. And that's expensive.

Is it worth it? Yes, if like professionals, your golfers demand a truly consistent ball. With the variables gone from the ball they can concentrate on perfecting each stroke and playing each lie.

Uniform Compression

Each Premier falls within the narrow compression range of plus or minus two from a rating of 90—the rating preferred by most touring professionals. Other premium-priced balls can vary as much as 13 points.

Worthington's special *precise tension* winding machines (no one else has them) wind the rubber thread on the Premier in two different patterns. One for compression, the other binds the first and holds the cover on tighter.

Constant Inspection

The balls are covered with fine imported balata, cured three days in slow heat, then finished with a scuff-resistant polyurethane coating. In between there are about a dozen inspections, including constant fluoroscopic inspection of sample balls to see that centers are perfectly round and centered.

Individually Compression Tested

The balls are then tested for uniform compression. The machine that does it is fussy. Passes only one out of four potential Premiers. Each one is individually packaged. Each dozen is

stamped with your registration number, the number of the golf professional who sells Premiers.

Guaranteed—Profitable

The Premier is guaranteed to give maximum distance and playability consistent with USGA limitations on high compression balls.

You'll make more money on each Premier than on any other golf ball you sell!

Ordering Priority

Premiers obviously cannot be mass produced. So orders will be accepted to match available supplies. *After May 1 priority will be given to re-orders from professionals holding assigned Premier registration numbers.*

Your better golfers are reading ads about the new Premier right now. They'll be asking you for them.

If you don't have Premiers on order yet, call your Worthington representative now. Or use the coupon below to mail in your Premier order today.

The Premier is sold exclusively through golf professional shops at \$1.50. Made by Worthington Golf Inc., a subsidiary of Victor Comptometer Corporation.

WORTHINGTON GOLF INC.

125 PINE STREET
ELYRIA, OHIO

Here is my order for _____ dozen new Premier golf balls. I understand I will be assigned a registration number which will assure me priority on re-orders.

Name _____

Club or Course _____

Address _____

City _____ Zone _____ State _____

More MacGregor Kangaroo Bags are pairing up than ever before

Time was when a golf bag was just a golf bag. But MacGregor's Sweep-Flare Kangaroo Bag has changed all that.

There's unmatched quality in every inch of the sumptuous, supple Kangaroo leather—a quality no other bag can approach. The unusual Sweep-Flare silhouette is new distinction in bag design. The full length clothing pocket and large divided ball pocket are rich and roomy; too necessary to be called extras and too smartly designed to be called anything but MacGregor. Even the detachable zippered hood is conveniently stored in a hidden pocket inside the clothing pocket.

Colors? Distinctive as the bag itself. Avocado Green, Golden Tan, Burgundy, Gunmetal and Classic Black.

Not every golfer can afford a MacGregor Kangaroo. Price based on quality sees to that. Yet the MacGregor Kangaroo is the bag which every golfer aspires to own. Pride of ownership is what sells the MacGregor Kangaroo.

That's why more professionals are stocking more of this kind of pride. It pays off . . . handsomely.

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



Sold by golf professionals only