

Continental

A set of Continentals means the finest . . . the finest craftsmanship, materials and finish. Available in either very top grade True Temper selected steel shaft or Golfcraft's Glassshaft. You will be proud of ownership!

*The ultimate
in good taste
and luxury!*



Golfcraft
for the finest

Escondido, California • Chicago, Illinois • Trenton, New Jersey • Vancouver, Canada



"I'll get a set of perfect clubs even if I have to make them myself," said Arnold Palmer. And that's just what he did.

These are Arnie's own.

Your pro can now show you the new Arnold Palmer Tru-matic* golf clubs. Swing them. Fondle them. See why one golfer called them "as close to black magic as clubs can ever be."

Arnold Palmer has had a lifelong interest in the design of golf clubs. In his home workshop, he files, saws and alters hundreds of club designs.

Recently, Arnie put together his best ideas of what golf clubs should be. And he formed his own company to make them — *under his personal supervision.*

What makes Arnie Palmer's golf clubs so good? It's a matter of fantastic attention to detail. Consider this:

1. The set is so perfectly matched that all clubs balance at exactly the same point on the shaft. This assures *identical* feel for every club.

2. Each shaft is individually matched to its head. The heavier the head, the firmer the shaft. As a result, every club has the same flex characteristics.

3. The iron heads have a unique back design that permits additional weight at the top of the blade, where most clubs are thin. So even if you hit "fat," there's always plenty of *mass* behind the shot.

4. Irons are polished to a gleaming finish, then given an extra-heavy coating of pure chromium. (Your wife could powder her nose in the back of the club head.)

5. Scientists say that if you could swing exactly the same way each time, the design of the club would give you a perfect shot. Being human, no golfer will ever achieve such machine-like perfection. But Arnold Palmer's clubs, with their uniformity of feel, can bring you closer to the ideal of grooving your swing. And they will give

you more confidence in your game.

6. Palmer woods are made of laminated maple, bonded under pressure with waterproof glues, then moisture-sealed with a special penetrant. They are stable in size and hardness, and resistant to warping. (These classic woods are also available in persimmon.)

7. A brass weight of the type used by jewelers for precise weighing is imbedded in the back of each wood. Arnie believes there should always be some weight *behind* the point of impact.

8. Inspection standards are fanatically thorough. No club leaves the factory until it has been rigidly inspected for weight, balance and finish.

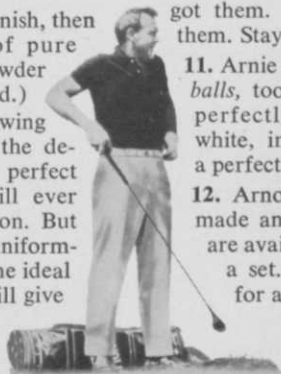
9. Don't expect Arnold Palmer clubs to cut, 10 strokes off your game overnight. *Do* expect them to relieve you of the handicap of poorly matched equipment — so you can concentrate on your game.

10. When your adversaries see your Arnold Palmer clubs, they'll want to know, where you got them. If you're smart, you won't tell them. Stay ahead while you can.

11. Arnie has strong convictions about golf balls, too. His new ball is steel-centered, perfectly dimpled, dazzlingly white, incomparable in feel — a perfect companion to the clubs.

12. Arnold Palmer Tru-matic* clubs are made and priced for serious golfers, and are available through pro shops only. Buy a set. And while you're at it, sign up for a few lessons. It can't hurt.

*TRA of Arnold Palmer Co.



Arnold Palmer Company, Chattanooga, Tennessee

and reasonable start for a deal. There also is, in the book, data from which an assistant can give safe preliminary figures. Murphy has been an assistant in his native Ireland and the United States during five of his ten years in professional golf.

Uniformity Needed

Replies to Murphy's questionnaire constitute the first used-club market survey. Although it only touched some of the high and low spots, it gives a picture of how the used club situation long has needed some kind of uniformity. The way used club marketing is now, pros are somewhat confused by the situation and virtually competing against each other.

In the questionnaire, Murphy asked what per cent of original retail value should be allowed for both pro and store line used clubs when traded in during the year of purchase, and for each year up to seven after that. There was a wide range in the answers. He also asked for suggested mark-ups on used equipment, and for further suggestions in stabilizing the trade-in market.

Store Prices Bewildering

There is much confusion in store line prices on which pros are expected to make trade-in allowances, Murphy says. The "wholesale" price on one set of irons is \$30, the "list" is \$60 and the suggested retail is \$90. Murphy tells of a member who brought in a manufacturer's catalog to show that the price of his clubs, on which he wanted a big trade-in allowance, was \$320. The "wholesale" price of the clubs that the manufacturer gave to a dealer was \$98. It is difficult to reconcile a spread this great.

The pro mark-up is always 40 per cent, Murphy notes. In compiling his book, he has adjusted store prices to the 40 per cent by marking up "wholesale" prices on the store lines by this percentage.

Very few pros will allow anything on store clubs over two years old. There's simply no market for them. They are in the junk category.

Fair Price for Customer

The object of the Trade-in Guide is to give a consistently fair price to the customer, Murphy says. Very few pro shop

customers want anything more, but when they haven't any printed reference even approximating a fair price for used clubs, they are going to look around until they find a pro who doesn't know what the trade-ins are worth and hence gives too big an allowance. The result is that two pros lose money.

Another costly situation the Murphy Trade-in Guide will correct, according to the publisher, is in those cases where a pro tells his member that he will allow what the clubs can be sold for. That leaves the pro making two sales instead of one and actually realizing a profit on only one sale.

Differences of Opinion

There are differences of opinion on the condition of clubs. Hence this factor of evaluating the trade-ins is variable. Superior trade-in value is placed on clubs that consumers prefer because the club brand names have been firmly established.

In their comments on the questionnaire, pros frequently expressed the opinion that while the automobile industry's compilations of price bases on used cars haven't proved to be the whole answer to the trade-in puzzle, they at least have given automobile dealers a start on reasonable bargaining. The present pro situation is so lacking in a policy that almost any sensible start toward the objective of stabilizing, and making allowances uniform, is well worth a trial.

Murphy's first annual edition of his guide to Club Trade-ins shows enough promise to warrant the endorsement it has received from thousands of pros and several PGA groups.

This is a book that should be around pro shops where members can see it. It should prove to be a great selling aid.

Dogs Guard Open Site

Patrol teams of man and dog are now in operation guarding the 1964 site of the USGA Open from vandalism. The USGA has given its full blessing to the unusual plan to protect the Congressional CC course in Washington, D.C. The teams will be used around the clock in eight-hour shifts and it is expected that more teams will be added prior to the tourney.

New Haig Ultra golf ball

costs no more than
the next best ball

Today's most discriminating golfers play the new Haig Ultra® golf ball, the tournament-winning distance ball with the gleaming white cover.

Haig Ultra is a lively, liquid center ball produced under exclusive "Temperature Controlled Winding and Processing" that makes it stay livelier longer, helps deliver maximum distance and accuracy.

The Haig Ultra golf ball is sold only through golf professional shops. And it costs no more than the next best ball. Play Haig Ultra in your next match.

Walter Hagen Golf • Grand Rapids, Michigan

"You don't have to be a millionaire to play like one."

Walter Hagen

U.S. Open Champion 1914, 1919
PGA Champion 1921, 1924, 1925, 1926, 1927
British Open Champion 1922, 1924, 1928, 1929



Clubs Put New Accent on Junior Golf Program

There will be more attention paid to Junior golf development at first class clubs this year than ever before, according to indications from men and women officials and pros. Calling attention to the clubs' awareness of the importance of the Junior programs has accounted for considerable favorable publicity along the line of the story about the Marshfield (Mass.) CC plans that Ed Lyons recently wrote in the Brockton Enterprise and Times.

After interviewing Marshfield's president, Robert Semple, Jr., Lyons reported: "The junior golf program will be No. 1 insofar as President Semple is concerned. 'We believe' he says, 'that there should be more stress on our kids' play. We have an outstanding youngster in Brian McQuinn and may have a few other future greats. The kids should be encouraged.'"

Mobile Children's Course

Dennis Smitherman, sports editor of the Mobile Press, lauds the Mobile CC children's course as representing one of the club's very wise and foresighted moves. Here is what he says of the Junior course at Mobile CC:

- The Mobile club ever conscious of the part that youngsters play in a family's enjoyment of country club facilities, has made a move that could — or should — set a pattern for all other such organizations to follow. If, of course, if they have the acreage needed and a large membership which makes it a necessity.

The MCC, owning a fair-sized plot of ground in front of its handsome clubhouse structure, has, when possible, turned its course maintenance crew loose in this acreage and the latter has created a nine-hole golf

course for use by the children of the members.

Right now, the nine holes are strictly an in-the-rough proposition. But, as time, materials and labor allow in the future, additional efforts will be made to sharpen and improve this short but still reasonably lengthy, 9-hole links for the club's small-fry.

Ideal in Spring and Fall

The nine holes have been laid out, and greens have been formed by the adroit use of rye (winter grass) seed. The cups and pins have been placed and the tees marked off. It's an ideal setup for the youngsters, particularly in the spring and early fall months when the MCC's big and always well-groomed 18-hole course gets such terrific play from its Senior and older Junior members on the weekends.

During those periods, when the real small-fry youngsters have only Saturday and Sunday off from school, there just isn't enough room for them to use the regulation course. And, the same is true on many days during the summer particularly again, the weekends, when traffic is so heavy.

As mentioned, time and additional labor will help improve the children's course at the MCC, which could eventually, under pro-supt., Joe Burch, Jr.'s direction, become a model for other clubs to go by.

May Attract Others

And, of course, since it does have a sufficient length (without being too long), it won't be a bit surprising nor unexpected to see a lot of lady golfers (especially beginners) and elderly linksmen, avail themselves of this smaller-size and less-demanding course.

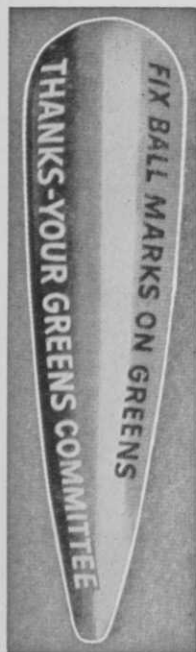
How many of your customers are Birdwatchers?

The bird is back. Spalding's Black Dot is designed in the proud, powerful tradition of the famous Distance Dot. It delivers the same sharp, clean satisfying click. It even sounds like distance. And it should. With its high energy center and its

lively white cover, the Black Dot unleashes maximum distance shot after shot, round after round. So watch for the bird on the display box. Watch your sales take off. Sold through **SPALDING** golf professional shops only.



STOP BALL MARKS ON GREENS!



ACTUAL SIZE

Deep or shallow ball marks can now be a putting hazard of the past.

If only 20% of the approach shots hit the greens, it would total thousands of ugly ball marks per green, each year.

The golfers who wait for the Superintendent and his men to do this expensive repair job will continue to putt over the shallow and deep ball marks.

Remember these holes must be repaired a few minutes after they have been made. Your Superintendent does not have enough money or men to repair ball marks as soon as made.

This and other years, be kind to those beautiful greens, your fellow golfers and that proud and hardworking Golf Course Supt.

PRICES: For plain or imprinted as shown — F.O.B. Des Moines, Iowa
1,000 — \$65 500 — \$35
250 — \$20

Superintendent's Labor Savers!



CUP-LESS

... practice putting target ring inside diameters are same as regulation putting cups — 4 1/4

inches; easily moved with putter blade, spreading traffic wear and tear over entire green instead of localizing it.

Packaged in dozen lots — Shipment prepaid
1 doz. — \$10; 2 doz. — \$18

WOODSIDE GOLF & Park Supply Co.,

Des Moines 13, Iowa

It won't surprise us a bit if a good many of tomorrow's local links stand-outs get their first taste of golf on the children's course now in use at the Mobile CC. Pres. Marshall DeMouy and his golf committee are definitely making wise use of this available acreage at their club, which is adjacent to the practice range, but far enough away so as not to present a danger to the youngsters •

Women Direct Kids 'Golf

There is a growing practice of appointing women members to top positions on Junior golf committees. The first time this policy was brought to the attention of Golfdom was when Bill Wotherspoon was professional at Southern Hills CC in Tulsa. Wotherspoon and other Oklahoma pros tried everything and, with their assistants, worked hard in their efforts to get boys' and girls' programs going at their clubs. But they weren't at all happy about results until the women's state golf organization began directing and pushing the Junior golf operations. It wasn't long after the Oklahoma Junior program was accented that Labron Harris, Jr. of Oakwood, Okla., won the National Amateur championship.

Since learning about women's successful work in boys' and girls' club programs in Oklahoma it has been noticed that that type of planning and supervising is growing and is adding considerably to club use. It is also proving to be good insurance and market development for the professional.

Juniorize Club Campaign Helps

The campaign to "Juniorize" used clubs and take them off the trade-in market is certain to give an additional boost to Junior golf programs at clubs.

Wise scheduling wipes out objections that older members of active clubs have voiced against Junior programs. The kids who are trained in etiquette and safety during pro classes, as well as educated in hitting and putting the ball, move right along on the course. The Juniors also are schooled in consideration for the course, being often reminded that others also play it.

40% MORE USABLE POWER*

* Delivering 36 extra holes of golf every day even over difficult terrain. That is why course after course is converting to the all new Trojan 217 "Mileage Master" . . . setting the pace for a new standard in the golf car industry.



PROFIT MAKING Features:

- Service time reduced 75%.
- Many months added to battery life.
- Fits most golf cars.

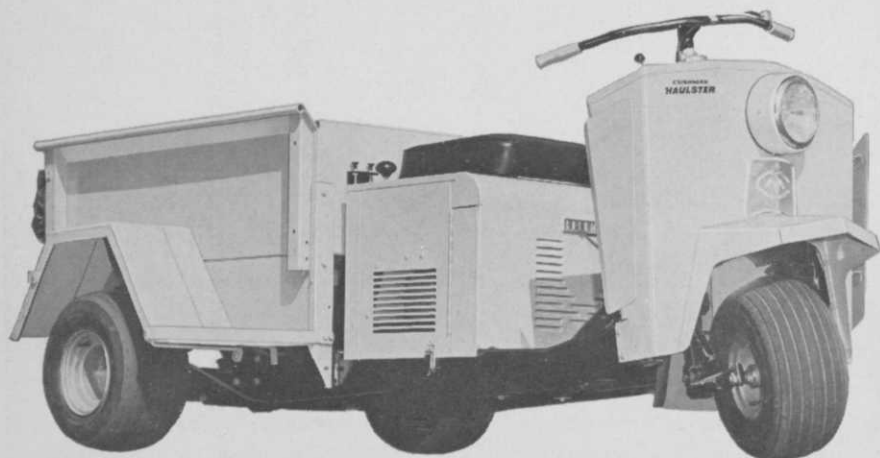
Quality since 1925

Write for complete details:

**TROJAN BATTERY COMPANY**

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LOS ANGELES 1, CALIFORNIA

**the most
useful
18 horses
you can
own!**



***NEW!* CUSHMAN TURF-TRUCKSTER®**

**the multi-purpose grounds maintenance
vehicle for golf courses...developed and made by
Cushman, world leader in golf course transportation!**

This new Turf-Truckster has 18 hp OMC air-cooled engine with 6-speed dual-range drive which gives you the proper speed and power for every job on the turf. Equipped with a variable-speed fast-acting governor this Turf-Truckster responds instantly to any load change. Big 9.50 x 8 Terra Tires on the rear provide great lugging capacity and prevent damage to the turf. Optional power take-off can be used as auxiliary power source for operating accessory equipment such as compressors, generators, sprayers. Stellite valves and rotators insure long engine life.