

**Model 2834.** Worn by Al Gieberger. Classic simplicity in a well tailored shirt of light weight 2-ply lisle cotton honeycomb mesh, 3-button placket, fashion collar and cuffs, embroidered Penguin. Retail \$5.00



**Model 2838.** Worn by Bob Goalby. 100% Textured Antron Nylon interlock knit. Welt trim on fashion collar and cuffs, Lycra and Antron action gusset, hemmed bottom. Inverted set-in pocket. Retail \$7.95

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## MT TOURNEY IRONS

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#### TOMMY ARMOUR IRONS

Shot Blasted Face • Bright New Finish • Choice of Grips



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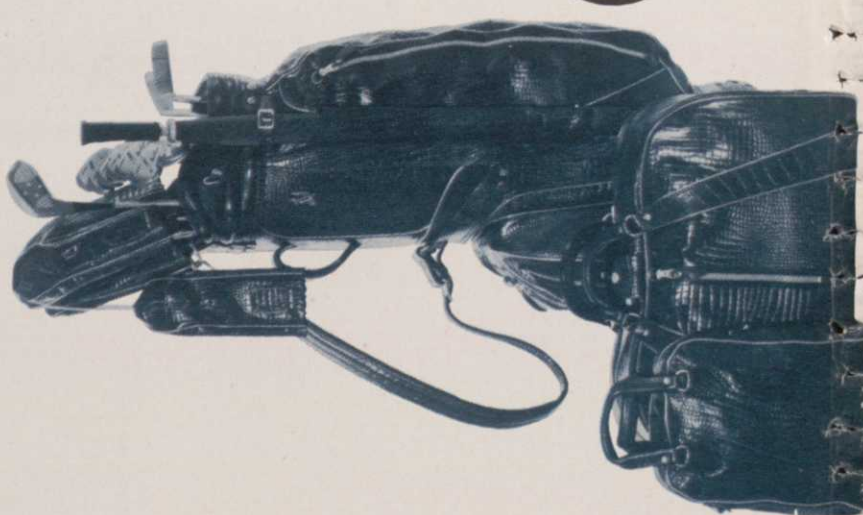
Three Sales Series—Tourney, Empress and First Lady • Selected Persimmon • Rocker Sole

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Enjoyable Golf

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There is a hint of greatness about the new **Power Thrust III Irons** — another significant step toward Ben Hogan's one goal of perfection. This contribution to more enjoyable golf is the exclusive **Blade-on-Blade** design concept.

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Consider it this way: **Ben Hogan** places in your hands the acknowledged tools of greatness. The rest, of course, is up to you.

Also shown above, exclusive matching Ben Hogan accessories in handsome, long wearing Kangaroo Alligator. Matching sets available in Navy blue, brown, burgundy, and black. Items in ensemble are Kangaroo Alligator Golf Bag, (#M150), Form Fit Head Covers (#21FKS), Putter Cover (#MFK4), Carry-All Bag (#C60), Shag Bag (#S18), and Umbrella with matching Kangaroo Alligator handle (#U9209).



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Ohio's building an all-sport, all-season resort in the Mohican State Forest near Loudonville, some 80 miles south of Cleveland . . . Championship 18 is in the plans.

Hopkinsville (Ky.) G&CC is polling members to decide on type of greens they want . . . Statesville (N.C.) CC opened new \$350,000 clubhouse in mid-January . . . Norwalk, Conn. is investigating possibilities for an 18-hole muni . . . Building \$2-million resort in New Philadelphia, O. on Atwood Lake . . . It includes all the trimmings including an 18-hole course . . . Newest thing in luxury apartment living seems to be facilities for golf . . . Lake Shore Drive apartment now under construction in Chicago plans a 9-hole putting course on the ninth floor . . . Pittsburgh's Bigelow Apartments' \$600,000 addition includes a health club with golf practice nets.

Licking Springs Trout and GC, near Newark, O., will have 18 completed by summer . . . Licking Springs is building course to supplement the magnetism of a sporting trout stream . . . Cherokee CC plans to spend \$125,000 to improve facilities taken over from the old Jacksonville (Fla.) CC . . . Includes \$75,000 for new clubhouse . . . Weeks Park GC in Wichita Falls, Tex., opened in late February, plans \$65,000 clubhouse . . . Over 52 retirement community near Norbeck, Md. to be built around 18-hole course and \$750,000 clubhouse and activity center.



Fifth "Life Begins at 40" tourney, played recently in New Orleans, was curtailed by snow but Dick Parvino, Augie Leopold, Honald Millet, Mike Persia, Jr., Bud Majors and Joe Barbato (l to r) seem happy in spite of it. Millet, Majors and Parvino got share of prizes along with Johnny Pott, who isn't in photo. Parvino, Leopold and Barbato are New Orleans area pros.

Poplar Meadows CC at Union City, Tenn. has just completed \$30,000 remodeling and rebuilding program . . . Now considering \$20,000 more for new kitchen, Monterey GC in Scottsdale, Ariz. has opened a dining room addition for 60 . . . It is managed by Stan Symanski and his wife . . . Blooming Prairie (Minn.) CC investigating purchase of land and general improvements for its course . . . Glenwood, Ia. close to completion on fund raising for its muni course . . . Lake Elsinore, Calif. is site of new resort with a 9-hole 24-hour course, marina, hotel and shopping center.

Ridgewood CC in Waco, Tex. constructing clubhouse, and three swimming pools for \$600,000 . . . Livonia, Mich. city council okays \$200,000 for 18-hole muni . . . New 9 to be built at Fosston, Minn. airport . . . Milton, Mass. considering purchase of 120 acres for town course . . . Clewiston (Fla.) GC has contracted to build \$75,000 clubhouse and pro shop . . . New course at Dimmit County Airport near Carrizo Springs, Tex. to be ready for play in June . . . Par-3 nine opened Apache Shores near Hernando, Fla. . . Townsend (Tenn.) G&CC building 18 . . . Alta Sierra development near Nevada City, Calif. to open clubhouse in March and 18 holes in early summer . . . Jimmy Summers is the pro . . . Santa Monica, Calif. investigating 9-hole muni.

There must be a better way for the PGA tournament committee to go for more money out of tournament TV than the way they've been trying . . . Con-



Mickey Wright receives her ticket to Ladies PGA Hall of Fame from Lincoln Werden, N.Y. Times golf writer at premiere of Shell's "Wonderful World" series. Also in photo is Monroe Spraght, Shell president. Mickey was voted into the Ladies PGA's society of immortals early this year.



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### NO COMPLEX ADJUSTMENTS

Just raise the entire mower to the proper height. Bring the reel and bedknife into grinding position with a single hand lever . . . and sharpen.

### PRECISION RESULTS

The MODERN lawn mower sharpener precision grinds to tolerances of .001 or better, so there's no need for "finish filing".

### A MODEL FOR ANY MOWER

MODERN lawn mower sharpeners are available in two sizes. One handles mowers up to 36 inches; the other is capable of sharpening blades up to 53 inches wide. With the optional Rotary Blade Holder, either model will sharpen and balance rotary blades, too.

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scientific and smart fellows such as Jay Hebert, Bob Goalby, Johnny Pott and Dave Marr shouldn't have been trapped into one of those messes that had Larry Crosby comparing the PGA with the Capone mob . . . But that looks like the price real nice guys have to pay for working free while pro golf is having growing pains.

Martin Carmichael who sold himself out of a TV job into a better paying job as the PGA tournament committee's TV guy is one of the nicest young men you ever saw . . . One you want to see make a bundle of money . . . He has jumped in 60 fathoms over his dandruff . . . He was hired at a salary reported to be about twice that of Jim Gaquin, PGA tournament mgr., and very much more than what the PGA pays Joe Black, tournament supervisor . . . Jim and Joe are the guys who book the tournaments, arrange the schedule, are "sitters" for the sponsors, players and PGA officials . . . So, they are made to feel they are welcome to a pension plan of ulcers . . . That's not a good way of building and maintaining the one happy family the PGA needs.

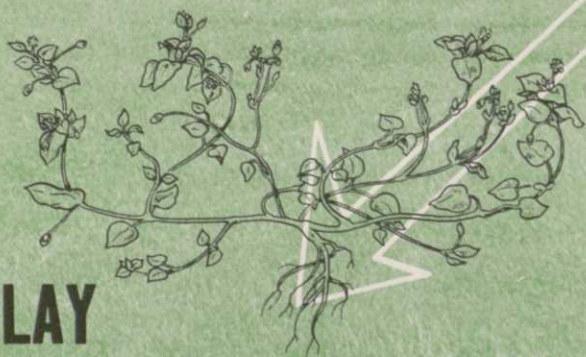
A sportswriter recently said that after tournament golfers read about the fancy prices paid for baseball and football television and read what Liston and Clay get out of a fight, the golfers are bound to feel cheated . . . "A pro who makes about \$20,000 a year in prize money and who reads that Kelso has won over \$1½ million running, is liable to listen when somebody comes along and offers to sell him two more legs," the writer added.

However, no oceans of tears were spilled after Carmichael's remark, following a meeting with Bing Crosby's brother, Larry, and other tournament sponsors, "If they call us Capones we can talk about how they treat golf pros like a bunch of fugitives from a caddy shack." . . . With tournament purses this year being well over \$2 million, the unpaid labor of club members and their sacrifices of courses and convenience at an amount that can't be estimated, and considering that the USGA, Western GA and PGA don't have good clubs clamorously volunteering to accept their tournaments, this is no time to cry about caddy treatment.

Where Carmichael was absolutely right was in saying to Jay Workman, Arizona Republic sportswriter, after the threaten-



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ed players' strike at the Phoenix Open and the meeting with tournament sponsors, "It hurts golf to bring this to trial into the newspapers." . . . Naturally, newspapers have TV giving them a hard time for the advertisers' money, so why should the papers be reserved about telling what the score is when TV is on the short end?

It was brought out that Nielsen ratings indicated the National Open was seen in fewer homes than an average American League game . . . A Masters' play-off ranked 16th among sports attractions . . . The USGA got only \$70,000 and Augusta National \$55,000 for TV rights of these top attractions . . . Both ran at least two days and maybe three, with a play-off . . . of course, it has been established that the Nielsen ratings aren't 100 per cent what they should be.

With only about \$120,000 being paid for the television rights of the two top events in golf and not a whole lot added for the PGA championship, why should there be a lot of big mouth about the jillions pros are to get out of tournaments? . . . If the PGA-sponsor deal is played with common sense and patience maybe there will be some mutually satisfactory approach to the 75 millions TV will be paying pro and college football in 1965 . . . Of course, fellows who overbid about \$10 million on the newest pro football TV contract will be out of jobs by then and advertising agencies will be viewed with suspicion when they try to pass the extravagance on to clients . . . But golf will keep on growing . . . That should be kept in mind!

Good thing this explosion did come out . . . It may produce sound business thinking based on actual figures instead of dream money . . . There is need of pension plans for tournament and club pros . . . Especially the club professionals who may stay on a job from 15 to 30 years and then are retired with small incomes or canned with none at all . . . Pros aren't tournament specialists that long — except the richest of them, Sam Snead . . . Hagen, Sarazen, Snead and Hogan, the foremost tournament veterans, are in better condition financially than most other pros.

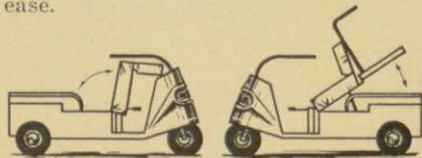
Course supts., usually neglected in club retirement programs, have started to work up their own plan — a sort of an insurance-saving combination on the

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- PLUS... hanger-type pedals, stand up bag converter, flush rear deck, rounded rear corners, new railing design, ball and personal effects container, lower center of gravity — 2" wider & 5" lower overall.



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