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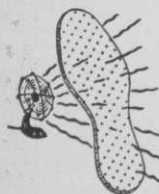
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order of the Canadian PGA plan . . . Not enough to live on but a help . . . Supts. and club pros haven't been happy about the tournament TV revenue argument . . . The unsung homebodies say they are the fellows who are putting a lot into golf and not taking much out . . . At the PGA Seniors' banquet, Arnold Palmer, referring to the argument with sponsors about television rights said tournament golfers realize that they are extended privileges of good clubs and courses because the pioneer pros earned that courtesy.

Palmer, talking to pros he hopes will sell his clubs, made his customary attractive, convincing presentation . . . Jay Hebert, Bob Goalby, Johnny Pott and Dave Marr of the PGA Tournament committee are the same high type of businessmen and professional athletes as Palmer, so they'll come up with the wise and happy ending to the controversy with sponsors . . . It will be one that will keep the PGA strong and happy together, instead of splitting it into club pro and tourney pro sections . . . The PGA is lucky to have a solid businessman, Warren Cantrell, as its president in a sticky situation such as that involving tournament players and the sponsors . . . Another bright sign is that the PGA Tournament committee worked out a uniform rules agreement with the USGA . . . That required the same type of good sense the sponsor negotiations need.

A major reason for the tournament committee-sponsor jam in the press was the customary reason for PGA public relations troubles . . . Poor "communications" due to failure to use the competent publicity men on the PGA payroll . . . Jim Gaquin and Don Giffin, press men as good in their specialized line as the tournament players are in theirs or Carmichael in television, were not used for the job they could have done well for the PGA, the players and the sponsors.

Graduates of the 1964 PGA Business Schools got small pocket knives from U.S. Royal and an attractive key ring engraved "PGA Business School—1964" from the PGA . . . Ten two-hour weekly classes in "Beginning Golf" are being taught in the Adult Evening School of the Libertyville (Ill.) Fremont high school by Gary Rehfeld, pro at Knollwood Club, Lake Forest, Ill.

(Continued on page 170)



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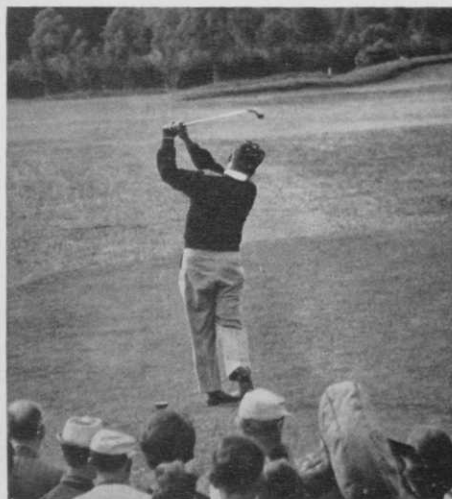
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Jerry Barber Dai Rees	Wentworth (London)*	Gene Littler Eric Brown	Gleneagles (Scotland)
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Gene Sarazen Henry Cotton	St. Andrews (Scotland)	Dave Ragan, Jr. Celestino Tugot	Wack-Wack (Philippines)
Bob Rosburg "Pete" Nakamura	Kasumigaseki (Tokyo)	Art Wall, Jr. Stan Leonard	Royal Quebec (Canada)
Gene Littler Byron Nelson	Pine Valley (U.S.A.)	Doug Sanders Arne Werckell	Halmstad (Sweden)
Ken Venturi Ugo Grappasonni	Olgiata (Rome)	Jack Nicklaus Sam Snead	Pebble Beach (California)
Gary Player Peter Thomson	Royal Melbourne (Australia)	Byron Nelson Gerry deWit	Hague (Holland)
Mike Souchak Roberto De Vicenzo	Jockey Club (Buenos Aires)	Phil Rodgers Frank Phillips	Royal Singapore (Singapore)
Jay Hebert Flory Van Donck	St. Cloud (Paris)	Bill Casper, Jr. Harry Bradshaw	Portmarnock (Ireland)
Ted Kröll Chen Ching-Po	Royal Hong Kong	Bob Goalby Bob Charles	Paraparaumu Beach (New Zealand)
Bill Casper, Jr. Mario Gonzales	Gaves (Rio de Janeiro)	Bob Rosburg Roberto De Vicenzo	Los Leones (Chile)

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## Pros Catch Fire on Juniorized Club Idea

By **HERB GRAFFIS**

**P**ro-Juniorizing" of golf clubs, the sales and service idea of cutting down used clubs and fitting them to youngsters, will mean perhaps a million dollars in new revenue to the golf business this year.

Bright forecasts of the effect of the Pro-Juniorized campaign, as presented in February GOLFDOM (p. 48), were made by several professionals during the PGA Seniors' gathering at the PGA National CC.

Something spectacular has to be done to get the old clubs out of the way. Trade-in allowances and the difficulty encountered in selling used clubs in competition with smart looking cheaper sets present serious problems for professionals as well as manufacturers, was the consensus of pro opinion at Palm Beach Gardens.

"My net profit on club sales last year was about 10 per cent less than in 1962", said a veteran New York professional. "I took a trimming on trade-ins. I'm still stuck with some of them." He continued:

"GOLFDOM's article on Pro-Juniorized clubs gave me the hunch I've been looking for. Now I'll be able to do something worthwhile for kids at the club. That will go over big with them and their parents. But, of course, the primary thing, is that Pro-Juniorizing is the way to get

a lot of old clubs off the market and make a place for new ones.

"Pro-Juniorized clubs are the best idea I've seen for maintaining the market price of top quality pro clubs," the New York professional continued. "With the price cutters constantly threatening our market, professionals need all the help they can get to sell the top quality clubs at a profit."

Discussing Pro-Juniorized clubs, the



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## Two kids benefit when clubs are cut down . . . Woods and irons can be divided into a pair of sets for them

---

pros generally agreed that cutting down used clubs to Junior sizes will mean that the person who buys a new set and consents to having his old clubs juniorized will be getting three sets of clubs for a little more than the price of one.

"The beauty of juniorizing," an Ohio pro suggested, "is that two kids can benefit. One can have the driver and the 3-wood and the other the 2- and 4-woods. The irons, too, can be divided with one kid taking the even-numbered clubs and the other the odd-numbered ones."

### Timely Publicity Value

Professionals who collaborated with GOLFDOM's staff in devising the Pro-Juniorized plan are credited by a Detroit advertising executive and golf club official with presenting an unusually well-timed publicity theme for pro golf.

"The television revenue argument between tournament pros and sponsors hasn't made friends for pro golf," said this man. "Neither has the trouble the home pros have had in trying to find out where they stand in the PGA golf course deal in Florida.

"But now the club professionals come up with an idea that accents how indispensable they are to the solid growth and the future of golf. This Pro-Juniorized plan puts the spotlight on the club professional. It has to be rated a stroke of genius as a publicity and merchandising operation in marketing development.

### Merchandising Dream

"If automobile makers and dealers could handle the used car problem by taking old cars off the market and using them to create a big juvenile market and educate tomorrow's customers," the Detroit executive continued, "that would be a merchandising dream beyond imagination.

"The golf business is lucky to have professionals who can conceive a Pro-Juniorized plan for making more and happy customers while curing their most serious marketing problem," the Detroit executive concluded.

Enthusiastic reception of the Pro-Juniorized idea and plans of professionals to push the campaign this spring, give assurance that an immense expansion of

the pro sales picture may be in the making.

An interesting sidelight of the Pro-Juniorized campaign is that it is expected to give a big boost to shop sales of new clubs for kids.

### Accents Family Character

The family character of golf, which could stand more publicity, is bound to get increased attention as a result of a Pro-Juniorized club program. Many of the children in the 10-to-16-year age group who are at the club pool almost every summer day do not enter golf classes or play golf because they do not have clubs. Professionals are aware of this equipment shortage but often do not know how to tactfully bring the matter to the parents of the kids.

It has been the experience of many professionals that Junior schedules at committees get into the picture. Class lesson committee get into the picture. Class lessons and one-hole, three-hole, and nine-hole competitions, as well as the practice green contests, make the kids eager to come to the club. With the Junior events coordinated by a women's committee, the professional and manager, a good deal of restaurant business is developed for the club, especially Thursday dinners.

### Tournaments Prove Potential

Every year since the USGA boys' Junior amateur championship was started in 1950, the entry list has grown. Last year it was 2,230. The USGA Junior Girls' championship, since its start in 1950 with 18 entries, hasn't shown the same steady growth, but last year at Wolfert's Roost CC, Albany, N.Y., there was a record number of 138 applicants. So, it is evident that there is great potential in junior golf. But the kids need to be encouraged.

Older male members of clubs who fear that the kids might clutter up the course if they are turned loose, should be reminded that in the 1963 USGA boys' championship, Gregg McHatton of Whittier Calif., and Richard Brand of Tulsa, needed only one hour and 47 minutes in playing the final at Florence (S.C.) CC when McHatton beat Brand 4-and-3. The older fellows should hope to play at that rate.



## It Takes More Than Clubs . . .

*'Pro Juniorizing' is only part of the solution . . .  
Where will the kids play? Syracuse, N. Y. has an answer*

Burnet Park's first green has narrow, rolling approach. Second green can be seen in the background.

**O**n June 5th of 1963, Syracuse, N.Y., took a giant step toward developing top golfers in the years ahead, when it opened the first golf course in the country, and perhaps the world, exclusively for children.

Realizing a longtime dream, Mayor William F. Walsh began administrative preparations leading to the development of the 9-hole, tree-lined course shortly after taking office in 1962.

An abandoned municipal course (Burnet Park), on the city's west side, was reactivated and remodeled into a 9-hole course exclusively tailored for youngsters at an overall cost of \$27,000. This renovation included modernization of the clubhouse adjacent to the 9th green, revision of the overall layout of the former course and the creation of 4 new golf holes and complete reconstruction of 5 former holes. At the end of nearly a year's preparation, a 1252 yard, well groomed 9-hole course with par set at 27 was opened for Syracuse youngsters.

### Memberships Available

Play for boys is limited to those between 8 and 15, while the girls may play through age 16. Green fees are \$.25 per

day, or \$4.00 a season for membership. Several hundred season memberships were sold during the first year of operation.

The course operates Mondays through Fridays from 9 a.m. to 6 p.m., and is open April through October, with some readjustment of course hours when school reopens in the fall. On Mondays and Thursdays, 9 a.m. to noon, the course is reserved for girls, due to the somewhat slower nature of their playing habits.

Two golf pros, Larry Murphy and Bill O'Leary of the PGA, are available each day to provide free instruction for youngsters during course hours. Children under 10 must be accompanied by adults. All children, regardless of age, must have at least one hour of instruction by the professionals, unless they have substantial prior experience in the game.

### Make The Rounds

Both Murphy and O'Leary stress etiquette as well as golf fundamentals, during the sessions. In addition to giving lessons and supervising the course, Murphy and O'Leary take turns touring the course, offering on-the-spot advice to young golfers and insisting on good golf manners. A city policeman is assigned to maintain



(Above) Pro Bill O'Leary helps youngster get lined up on a pitch shot. (Right) Mayor William P. Walsh pre-tests a preen as Larry Murphy, Burnet Park pro, and other Syracuse city officials check the roll.



discipline and provide an added measure of safety.

Children using the course are required to furnish their own equipment, including a minimum of three clubs, plus tees and golf balls.

Both O'Leary and Murphy say that play has been excellent, with the young golfers learning very rapidly. Two holes-in-one were registered last season.

Gross annual operating costs were estimated by the city at approximately \$11,500. Revenue figures for 1963 aren't available, but it was estimated last June that the city would take in about \$2,000 in green fees.

Course improvements in 1964 call for the addition of a practice putting green. A city-wide tournament for youngsters is scheduled to be held in mid-August.

Speaking of the course, Mayor Walsh

said recently: "Nothing has given me more satisfaction, since taking office, than the development and success of this course. Recreation of this kind has had a tremendous impact and we are proud and delighted with the public response to the program."

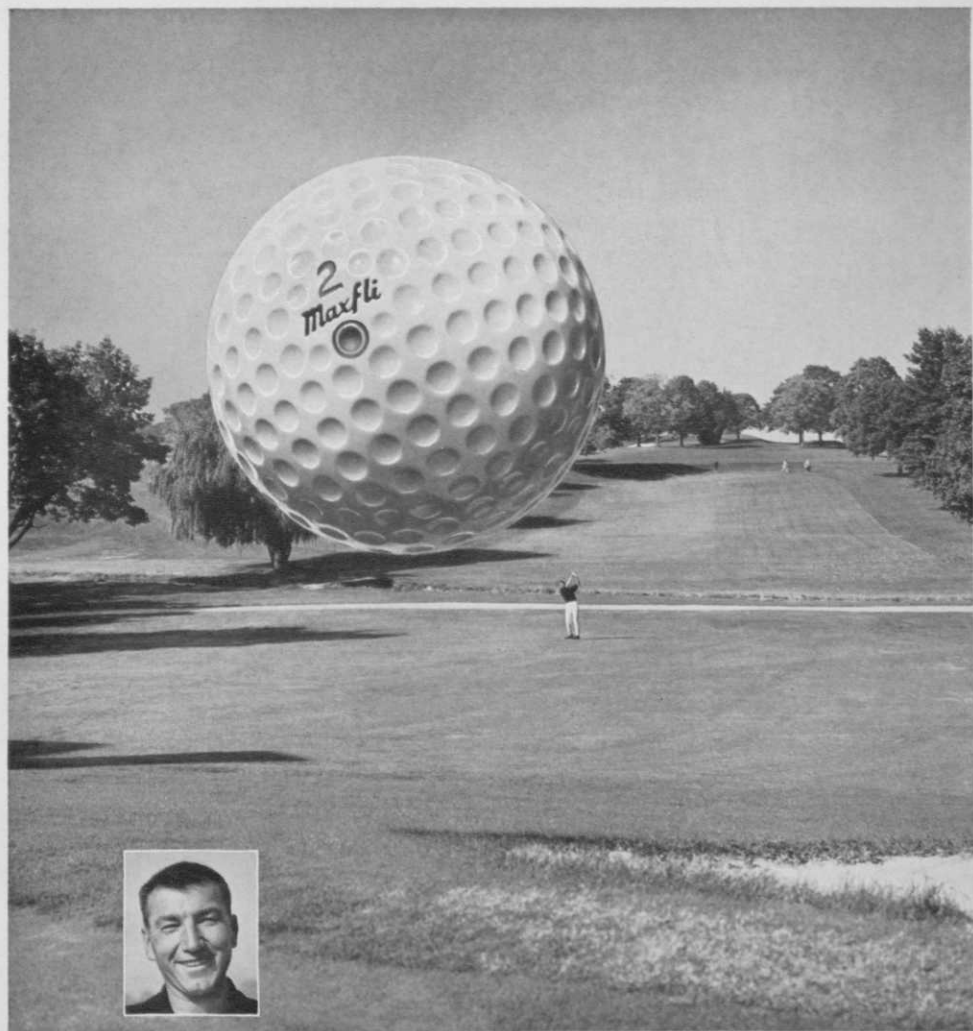
### Florida Turf Trade Show Scheduled for Late April

Florida's third annual Turf-Grass Trade Show is scheduled for April 30-May 2 at the Hotel Seville in Miami Beach and at the Plantation Field Laboratory of the Florida Experiment Station in Fort Lauderdale. Besides the exhibits and clinics dealing with turf problems, there will be a small business clinic covering such subjects as "Workmen's Compensation" and "Banking Services and Procedures." The trade exhibits and a special lawn care clinic will be open to the public.

### Burnet Park Scoreboard

Hole	Yards	Par	Hole	Yards	Par
No. 1	223	3	No. 6	100	3
No. 2	110	3	No. 7	123	3
No. 3	105	3	No. 8	128	3
No. 4	137	3	No. 9	144	3
No. 5	182	3		1252	27





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*\*Ed Furgol, Dunlop Golf Advisory Staff member.*

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from that of the amateur

# Vossler Returned to ABC's When He Began Teaching

BY JOE DOAN

(Second in a series of teaching articles.)

**A**lthough he had seven years on the circuit behind him (four of them among the top money winners) when he decided to give up the nomad life in 1961 for a home club job, Ernie Vossler embarked on the teaching phase of his new career in a manner that's recommended for novice professionals, but hardly for a veteran campaigner. He concentrated on two things: the art of communication, and the mechanics of the swing as he anticipated he would find them among the members of the club that gave him its head pro post, Quail Creek in Oklahoma City.

Contemplating the swing as it is executed by a handful of golfers who shoot in the 70s, a slightly larger number who manage to play in the 80s, and an overwhelming majority who have to confess to 90s or 100s or higher, is perhaps revolutionary. But, as Vossler explains it, it makes a great deal of sense: "You're like a football coach," he says. "You work with the material at hand. My job wasn't to teach a club made up of professionals. I had amateurs to work with and so I had to learn to understand the swing as the amateur understands it."

## Make Complete Analysis

Vossler's last year as a circuit regular was in 1961. He had assurance that the job at Quail Creek, which was to open the following year, was his. So, he began to attune his thinking to that of the club player. Me huddled frequently with Jay Hebert and Dave Marr, both of whom continue to follow the tournament trail, but definitely are teachers at heart. The



Ernie Vossler

... you can't cross the line

three of them completely analyzed the swing from the way it is perfectly exemplified by Gene Littler, or perhaps Hebert himself, to the way it is chopped up by the guy who shoots 120.

This diligent trio even went so far as to collect sequence photos, when and where they could, of the awkward and the damned and mentally superimpose them on the finished products that are to be found in the gallery of the professional tournament players. After studying hundreds of photos, Vossler and his fellow analysts reached the conclusion that poor or average players play no better than they do because they never grasp the idea of delaying the hands or, if they do, they aren't physically capable of getting in position to hold the hit.

## Most Obvious Symptom

This isn't the sum and substance of the reason for inept or, at best, mediocre swinging on the part of the plodding club player. It is only the most conspicuous symptom. "Casting, letting fly with the hands, crossing the line on the down-