

*"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.

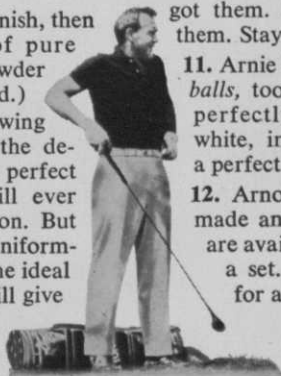
9. Don't expect Arnold Palmer clubs to cut 10 strokes off your game overnight. *Do* expect them to relieve you of the handicap of poorly matched equipment — so you can concentrate on your game.

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.



Arnold Palmer Company, Chattanooga, Tennessee



Makers of better golf equipment since 1897

**Watch  
your mail!**

## **Details for the 1964 Golf Professional's contest are on the way**

Join the fun. See how easy it is to profit from the remarkable reputation of the fabulous DX Tourney golf ball. More golfers ... professional and amateurs ... played the great MacGregor DX Tourney ball last year than ever before. They liked its distance. (Jack Nicklaus set a new PGA Driving Contest record with 341 yards plus blast.) They liked its durability. (One happy golfer sent us one that had gone 126 holes and was ready for more.) They liked its winning ways. (The Masters and PGA Championship just to mention two of the biggest wins for the DX Tourney last year.) Golfers of all types played the DX Tourney and they liked it. That means they'll be back for more this year. So will their friends. The DX Tourney is the hot ball in golf.

**MacGregor**<sup>®</sup>

THE GREATEST NAME IN GOLF

BRUNSWICK SPORTS

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**Sold by golf professionals only**

ourney, May 30.

**Pro-Manager Mickey Powell** of the Otter Creek GC in Columbus, Ind., held season-starter sessions covering the club, its facilities, fees and rules in a just-completed clubhouse . . . Charles Petrino, former pro at the Brooklawn CC, takes over head pro job at the Hellandale CC in Trumbull, Conn. . . . The Spa Golf course at Saratoga Springs, N.Y., opened in mid-April with pro Tom Creavy in charge of both the 18-hole layout and the new 9-hole course . . . Phil Wogan, course architect from Beverly, Mass., is overseeing construction at Val Halla CC in Cumberland, Me. . . . The Farmers Home administration has approved a \$40,000 loan for course in Murray, Ga. . . . Muhlenberg County, Ky., is seeking \$22,500 to build a 9-hole course.

**Final plans for the Minneapolis, Minn.,** improvement of the Columbia GC have been approved to the tune of \$500,000 . . . Brownson CC in Shelton, Conn., has begun construction of new clubhouse facilities and expects to have the job done by June 10 . . . Expansion of clubhouse at Conestoga CC in York, Pa., to be completed in early May . . . New clubhouse is going up at the Harlettsville (Tex.) CC . . . Oakhurst CC and Worthington Hills CC, both in the Columbus, O., area, are set to open their first and second seasons respectively . . . John Buchanan is the pro at Oakhurst and Paul Schurtz is at Worthington . . . Birmingham, Mich., may name its new muni after the community's original name, Piety Hill.

**Complex resort facilities including** course, motel and restaurants are under construction in Tracy, Calif. . . . The old Grand Forks (Minn.) CC has been purchased and re-named the River Bend CC . . . The Minn. course is set to re-open June 1 . . . An 18-hole course is planned for the Los Angeles, Calif., Antelope Valley section . . . New clubhouse at the Caroline County (Md.) CC planned for late-April or early-May opening . . . Alex Ternyei, former Bergen County, N.J., pro turned course architect, expects to open new Pines CC in Emerson, N.J., June 15.

**Construction of second nine at Clio** (Mich.) GC has passed the tree removal



National Pee Wee tournament, played in Orlando, Fla., every year, is slated to be held again on June 23-24. Last year's 5-year old champion, Andrew McConnell, Bournemouth, England, is seen with the tourney director, W. F. (Bill) Cairns.

stage . . . Lawrence Welk, famed for his Champagne music and celebrity golfer, joined in ground-breaking ceremonies for the second nine at the Salton City (Tex.) golf course . . . Nickolas Berklich, Jr., a pro now selling golf equipment, and Harold Whittinton, pro at Grosse Ile (Mich.) G&CC, are thinking of developing a course at Ypsilanti, Mich. . . . Planned investment at Ypsilanti is \$200,000 with 25-year, \$1-a-year lease deal . . . The Michigan community would also receive 40 per cent of the greens fees after maintenance and equipment costs are deducted . . . Alfred Tull, course architect, has been hired to draw preliminary plans for new course at Norwalk, Conn. . . . The U.S. Corps of Engineers has gone over plans for new course at North Concho Lake near San Angelo, Tex.

**The Brigantin CC near Atlantic City,** N.J., will see its clubhouse and 11 of the 18 holes sold to satisfy a first mortgage foreclosure decree of \$87,900 . . . A group of area residents hope to buy the Brigantin property and operate the course . . . Indian Bluff course near Moline, Ill., has added 20 acres to its land . . . Janesville, Wis., will add clubhouse to its muni nine . . . City officials outlawed outdoor recreational facilities under artificial illumination after sunset over objections of the Florham Park (N.J.) CC . . . It will be

*(Continued on page 120)*





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The simple sculptured lines of this new 1964 Cushman are a daring new approach to golf car styling. Only Cushman — the world's largest maker of golf cars — could combine such attractive ultra-modern styling with the engineering advances built into this vehicle.

For the rider this golf car offers many new features never before available. Automatic hillholder is standard; parking brake is automatically set when driver gets up from his seat. Sports-car type bucket seats with vinyl upholstery offer greatest riding comfort. Automotive steering with fingertip ease. Greater width for greater stability; lighter weight for longer range.

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No other golf car compares with the Cushman Deluxe Electric Golfster. Ask your Cushman Distributor for a free demonstration on your course! For complete information and free literature, mail the coupon today!

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*Concentrated Ad, Sales Campaign  
Could Condition Player's Thinking*

## A Second Set of Clubs for Every Golfer

**T**om Murphy's "Used Club Trade-In Guide" (Golfdom, April, p 80), and Golfdom's campaign to get more youngsters playing golf through the "Pro-Juniorizing" club program (Feb., p 48, Mar., p 35 and Apr., p 86) have been cited by numerous pros as the most progressive steps that have been taken in many years to find a solution to the pesky club trade-in situation.

Alluding to Murphy's contribution of compiling a "Bluebook" of trade-in values, several pros have said that it is "something that should have been thought of years ago." For the first time, it gives the shopmasters a set of firm figures to go by in establishing trade-in values. At the same time, it saves the pros the embarrassment of quoting certain allowances one week and changing them the next because the original quotations have been forgotten.

The "Pro-Juniorizing" idea is a valuable one, pros agree, not only because it puts clubs in young players' hands at a reasonable price, but because it helps to at least take part of the curse off the trade-

in dilemma. With the cutdown clubs going to members' children, much of the legwork that is usually necessary in peddling used clubs is done away with. This saves the pros time as well as money.

### The Real Sleeper

The real sleeper in the whole trade-in picture, according to one pro, appeared in an article in the February issue of Golfdom that described the operation of Milon Marusic's pro shop at Algonquin CC in St. Louis (pp 62 and 63). "Back on page 102, where this article was continued," says this pro, "reference was made to the fact that Marusic encourages people who buy new clubs to keep their old ones as a convenience when they are going to travel, or are going to play a course other than their home club. The idea is that if a second set of clubs is easily accessible for the golfer, it is going to save him a lot of time in going back and forth to his club to pick up and drop off his clubs when he plays elsewhere. As Milon says: 'Why not keep a second set in the trunk of your car?'"

"The second set of clubs idea is one that

people in the golf business should be selling," the pro continues. "It may have amazing potential. Many people nowadays own two of everything — automobiles, homes, TV sets, radios, stoves, refrigerators, fly rods, etc., etc., etc. In fact, many own three. So, why not golf clubs?"

The second set idea doesn't necessarily have to involve only trade-ins. Why shouldn't everyone who plays golf be encouraged to own two sets of clubs, two bags and two pair of golf shoes, just for a starter? At first glance the two of everything in every man's locker may seem fanciful, an idea that never possibly could take hold, or one that only the well-to-do could afford.

#### Auto Industry Did It

The automobile industry went through the same kind of speculation many years ago when it questioned whether individual Americans couldn't have two cars in each of their garages. The goal of putting them there hasn't been fully realized, of course, but multiple sales of automobiles to individuals or to families certainly must account for between 10 and 20 per cent of the industry's annual production. What is to prevent professionals and the golf industry from increasing their equipment sales by perhaps 20 per cent annually by encouraging golfers to own duplicate sets of clubs?

Where and how would a plan of this kind be started? Primarily by telling golfers that owning a second set of clubs is no more than a matter of convenience, and pointing out to them why this is so. Then, that clinching argument, the status gimmick, could be invoked. If you can't sell an American the need for owning something, you can persuade him that there is at least distinction in owning it.

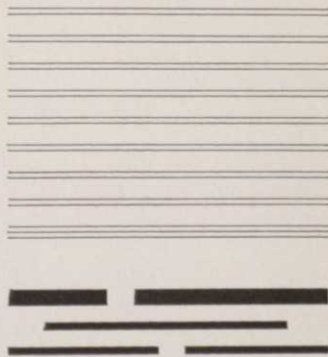
There is as much distinction in owning a second set of pro-only clubs as there is in having a spare TV set, a summer home or a second car. People only need to be reminded of this.

#### What A Psychologist Says

If you don't think that distinction, status, position, rank, etc. are attached to the game of golf, and the equipment that is used in playing it, stop and consider what Thomas G. Andrews<sup>o</sup>, a University



#### Golfers of Distinction Own TWO Sets of Clubs



of Maryland psychologist, told a Mid-Atlantic PGA group last fall:

"Golf is a compelling activity — as indicated by the time and money spent on it, the length some people will go to play it, and the trappings and gear they will acquire in order to be identified with it . . .

"Golfers are motivated by social prestige. Many people are particularly susceptible to this need. It is surrounded by symbolism, pageantry, special clothing and equipment, and even a special vocabulary that sets them apart . . ."

In these two paragraphs, you have the status ingredients — social prestige, trappings and gear, special clothing and equipment and, what should appeal most of all to professionals and manufacturers, the inclination of people to spend money to satisfy their desire to be identified with the game.

Dr. Andrews, incidentally, points out

that most people don't realize they are motivated by all the forces described above. Undoubtedly, it is because they never have been told what is going on in the recesses of their minds. Not more than three or four golfers out of a hundred own duplicate equipment such as clubs, bags and shoes because it never has been suggested to them that it is not only convenient but a symbol of distinction to do so. Those that own duplicates of any clubs often restrict themselves to no more than putters. The sale of a second, third, fourth, etc. putter is fine as far as it goes, but it shouldn't be forgotten that putters only constitute 1/14 of a standard set. Why shouldn't the golf business make more of an effort to sell duplicates of the other 13 clubs?

Encouraging or persuading their players to keep old clubs that normally would be turned in on a new set gives professionals the opportunity to get people thinking that a second set in every locker or the trunk of a car is a necessity. From this relatively humble start the second set idea could be enlarged to involve more than just trade-ins. It would require a good deal of promotion and sales work on the part of the pros to put the thing over, but perhaps the combination of the convenience of owning two sets of clubs and the status involved would have great appeal to the golfer.

#### Need National Campaign

There isn't much doubt that his thinking would have to be influenced or conditioned by a national advertising campaign conducted by club manufacturers. If the golfer were to be bombarded by a concentrated barrage of high powered promotion material showing him why he should own a second set of clubs, there isn't much doubt that he eventually would succumb. The automobile industry proved it could be done.

*\* This is the same Dr. Andrews whose thoughts on teaching golf were described in the January, 1964, issue of Golfdom (page 24).*

*Several pros feel that a campaign to sell golfers on buying a second set of clubs would be successful. Results of a survey made by Golfdom on this question will appear in the June issue.*



Arnold Palmer gets another chance to go after that elusive \$50,000 first prize in the World Series at Firestone in Akron, Sept. 12-13. He is shown here signing for the event with Ed Carter, Series director, after winning the Masters. Winners of the British and U. S. Opens and PGA Championships will also be qualified for the Firestone foursome. Jack Nicklaus has won the only two World Series that have been played.

#### Trans-Mississippi GA Meets in Dallas

The Trans-Mississippi GA held its spring meeting at Brook Hollow GC in Dallas, Tex. Among the topics discussed were the 1964 T-MGA championship scheduled for the Broadmoor GC in Colorado Springs, Colo., July 6-12, and the 1965 tournament set for the Kansas City CC.

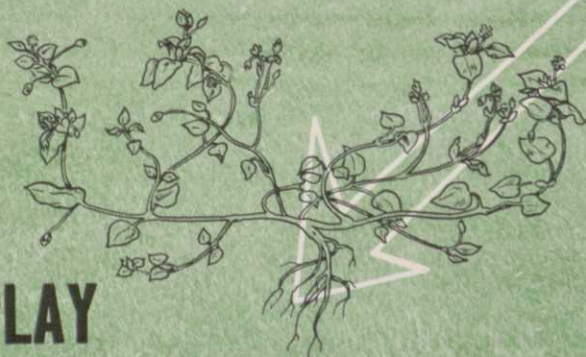
Among the presentations at the spring meeting was an attractive brochure describing the association's Turf Scholarship Foundation. Working through the University of Arizona, Colorado State, Oklahoma State, the University of Nevada, Texas A and M, and Texas Tech., the Turf Scholarship Foundation assists young men in getting an education in turf management.

#### Turnesa Heads Clinic

The eight-day Junior golf clinic to be held at Windham Sports Camp from June 21-29 will have Jim Turnesa, former PGA champion, as head pro. Last year, the Windham clinic attracted 50 Juniors from 13 to 20 from 14 states. Information about this year's session is available from Marvin B. Edelman, Windham Sports Camp, 2110 Barnes Ave., New York 62, N.Y.



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*(Story starts on page 32)*

