

Arnie's own: one year old, and blazing hot.

Arnold Palmer golf clubs are polishing off their first season at courses around the country. Rarely have new clubs started so much talk. Or shaved down so many score cards. Or bucked up so many golfers whose games were in a rut.

What makes Arnie's clubs so hot? Not gimmicks; these are *classic* clubs.

It's a matter of fanatical attention to detail. Every Palmer club is machined to a specification as precise as a set of surgeon's tools. If it's off by a hair, out it goes.

Every shaft is individually matched to its head. The heavier the head, the firmer the shaft. So every club has the same flex characteristics.

The iron heads have a unique back design that puts additional weight at the top, where most clubs are thin. Even if you hit fat, there's always plenty of mass behind the shot.

The matching of sets is uncanny. Every club in the set balances at the same point on the shaft. That's why every club swings alike, feels alike, and *hits* alike.

And where have you ever seen such sleek and shiny chrome work? Your wife could powder her nose in the back of the club head.

Pick up a set of Arnold Palmer clubs at your pro shop. See why one golfer called them "as close to black magic as clubs can ever be."

What if the season *is* drawing to a close? Put your new clubs in the living room and admire them all winter.

Come Spring, a lot of other golfers will admire you.

IN CANADA: MANUFACTURED AND DISTRIBUTED BY CAMPBELL. * T.M.L of Annold Palmer Co. the circuit court directing a verdict for the defendant. It said: "The court in its ruling on the motion for a directed verdict stated: "The proof here submitted merely demonstrates that plaintiff suffered the misfortune of an accident. The plaintiff has fallen far short of the burden which he must bear in proving some actionable element of the negligence charged.'

"The lower court had the advantage of not only observing and hearing the witnesses testify but, also, of inspecting the floors of the lobby and the cart room.

"There was evidence from which the trial judge could find for the defendant. The granting of defendant's motion for directed verdict was not contrary to the clear weight of evidence." (Pais v. City of Pontiac, 127 N.W. 2d 386.)

Kids Picket Philly Course But Renn Refuses to Retreat

Garrett Renn, supervisor of Philadelphia's six municipally owned golf courses, refuses to retreat a single inch in his contention that a course is not a children's playground, and that the city is going to do everything possible to prevent kids from trespassing on its golf layouts.

This summer a group of youngsters picketed Juniata GC, a city owned Philadelphia course because of Renn's stand. The kids were backed up by some of the residents who live in the vicinity of the Juniata course.

Renn points out that kids should be kept away from golf courses for two reasons: They might get hurt or killed; and too many of them come to a course intent on destruction.

Two Children Killed

Two years ago, says the Philadelphia supervisor, a boy was drowned in a creek bordering the Juniata course. In 1948, a teenage girl was struck and killed by a golf ball. Kids have even been known to be hurt by club throwing players.

On the side of vandalism, youngsters have thrown heavy concrete benches into water hazards on the Philadelphia courses, burned footbridges and on quite a few occasions, played tag with tractors and golf cars. Destroying turf on greens and bending flagpoles are among the depredations they have committed.

"Private clubs have their share of trespassing and vandalism," according to Renn. "But we probably have more," he adds. "Juniata, for example, is located in a heavily populated area and the kids would get rid of their excess energy by tearing up the course if something weren't done to prevent it."

Trespassing Cases Are Involved

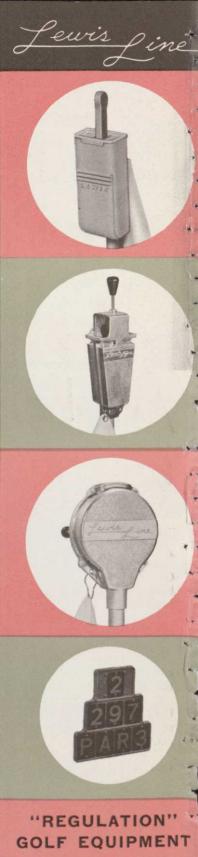
There is no doubt that Walter Slowinski, legal counsel for both the GCSA and CMAA, would stand squarely behind Renn. Speaking at the GCSA convention last February, Slowinski said that the courts generally have been sympathetic¹ with course owners and operators, but² trespassing cases often are so complicated that there is no way of accurately foretelling what the decisions of the courts may be concerning them.

In a trespassing case involving a child a it is an accepted legal fact that the course owner has little or no recourse if the child is injured. There are too many "attractive nuisances" to keep kids off of a course, and thus it becomes the obligation of the owner to protect them againstalmost any kind of a hazard.

The first consideration in any case where a child's trespassing is involved is the immaturity of the child. The courtwill usually assume that he doesn't know or isn't aware of danger and has to be protected from it. The courts, however, have made an exception of water hazards, assuming that children recognize these as being potentially dangerous. Otherwise, it would be the obligation of the course owner to fence in all water hazards.

Slowinski pointed out that equipment such as a tractor has to be garaged or fenced in in such fashion so as not to make it an "attractive nuisance" or the course owner is liable for any injuries a child may suffer while playing on or around it. He also stated that if a child, and even an adult for that matter, is permitted to frequently or regularly tresspass on a property, the owner is obligated to protect him against even ordinary hazards.



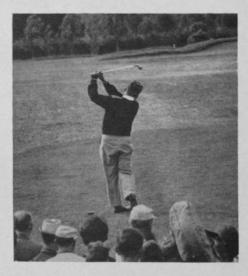


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PLAYERS	LOCATION	PLAYERS	LOCATION	PLAYERS	LOCATION
Jerry Barber Dai Rees	Wentworth (London)*	Gene Littler Eric Brown	Gleneagles (Scotland)	Flory Van Donck Dave Marr	Royal Belgique (Belgium)
Jack Burke, Jr. Stan Leonard	Banff (Canada)	Dow Finsterwald Peter Alliss	Tryall (Jamaica, B.W.I.)	Stan Leonard George Knudson	Capilano (Canada)
Gene Sarazen Henry Cotton	St. Andrews (Scotland)	Dave Ragan, Jr. Celestino Tugot	Wack-Wack (Philippines)	Miguel Sala Julius Boros	Bogota (Colombia)
Bob Rosburg "Pete" Nakamura	Kasumigaseki (Tokyo)	Art Wall, Jr. Stan Leonard	Royal Quebec (Canada)	Johnny Pott Kel Nagle	Delhi (India)
Gene Littler Byron Nelson	Pine Valley (U.S.A.)	Doug Sanders Arne Werkell	Halmstad (Sweden)	Tony Lema Chen Ching-Po	Kawana Fuji (Japan)
Ken Venturi Ugo Grappasoni	Olgiata (Rome)	Jack Nicklaus Sam Snead	Pebble Beach (California)	Brigitte Varangot Mickey Wright	Estoril (Portugal)
Gary Player Peter Thomson	Royal Melbourne (Australia)	Byron Nelson Gerry de Wit	Hague (Holland)	Juan Rodriguez Doug Sanders	Dorado Beach (Puerto Rico)
Mike Souchak Roberto De Vicenzo	Jockey Club (Buenos Aires)	Phil Rodgers Frank Phillips	Royal Singapore (Singapore)	Jacky Bonvin Bobby Nichols	Crans-Sur Sierre (Switzerland)
Jay Hebert Flory Van Donck	St. Cloud (Paris)	Bill Casper, Jr. Harry Bradshaw	Portmarnock (Ireland)	Dave Ragan Bob Charles	Royal Lahaina (Hawaii)
Ted Kroll Chen Ching-Po	Royal Hong Kong	Bob Goalby Bob Charles	Paraparaumu Beach (New Zealand)	*Available only in black and white	
Bill Casper, Jr. Mario Gonzales	Gavea (Rio de Janeiro)	Bob Rosburg Roberto De Vicenzo	Los Leones (Chile)		



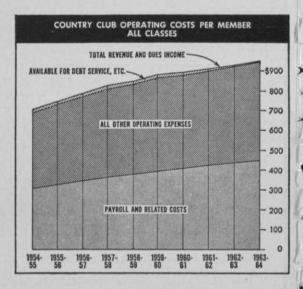
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October, 1964

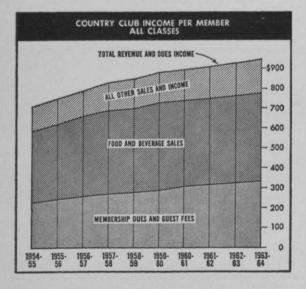
Shell Oil Company 50 West 50th Street Room 4154, New York, New York 10020
GENTLEMEN: Without obligation, please send me details on how to order 16mm sound films of Shell's "Wonderful World of Golf!"
Name
Street
City State & Zip

Rising Operating Costs Outrun Revenue Gains

Advances of 47 per cent for country clubs and 30 per cent for city clubs in payroll and related costs over the past ten years have been the major contributing factors in increasing the costs of operating country clubs by 37 per cent and city clubs by 22 per cent during the past decade. Naturally, the cost of membership in a club has also been on the rise, but the rate of increase has not been nearly as great as that for expenses. As a result, many clubs (particularly country clubs) are finding themselves in financial straits with insufficient funds to cover debt service, capital improvements and other financial charges.



The city club member has found that his total membership costs are about 16, per cent higher today than they were ten years ago. His dues are up by 32 per cent and his expenditures for food, drink, occasional lodging and incidentals are some 11,



per cent higher.

The country club member's costs have advanced somewhat more with increases of 46 per cent in dues and 29 per cent in house charges, resulting in an overall rise of 34 per cent in total expenditures.

These conclusions were developed by a recent national survey of the operating results of 50 representative city clubs and 50 golf clubs. The survey, entitled "Clubs in Town and Country — 1963-64," was conducted by the national accounting firm of Harris, Kerr, Forster & Company, and includes data from clubs with fiscal years ending last May.

Golfdom

The three best-selling \$1.25 balls and Stylist are regularly bought over the counter at random in pro shops and tested by Merchandise Research Laboratories, Philadelphia

TEST	STYLIST	BRAND A	BRAND B	BRAND C
COMPRESSION	1 maximum—98 minimum—90 variance—8	2 maximum—103 minimum—92 variance—11	3 maximum—108 minimum—94 variance—14	3 maximum—116 minimum—102 variance—14
COVER	1 Thinnest Vulcanized	1 Medium thickness Vulcanized	2 Medium thickness Vulcanized Contains anti-tack powder	1 Medium thickness Vulcanized
RESISTANCE OF COVER TO CUTTING Guillotine Test	1 Good Slight cutting Slight rollback	2 Satisfactory Some cutting Some rollback	3 Poor Severe cutting Some rollback	2 Satisfactory Some cutting Some rollback
UNIFORMITY OF CENTER	1 All 12 good	1 All 12 good	2 i ball non-uniform	1 All good
ROUNDNESS	1 All good	1 All good	1 All good	1 All good
WINDING	Excellent adhesion Natural rubber thread construction	1 Excellent adhesion Natural rubber thread construction	Excellent adhesion Rubber tape and thread construction	2 Poor adhesion Rubber thread construction
SEAMS	1 Good	2 Satisfactory	1 Good	2 Satisfactory
RESISTANCE OF PAINT TO SCRATCHING	1 Excellent	1 Excellent	1 Excellent	1 Excellent

And keep this in mind: Stylist is the only ball built in four distinct compressions—70, 80, 90, 100. This means that you can <u>custom-fit</u> it to each individual player's power. Are we claiming that Stylist is in a class with the best sellers? No. Stylist is in a class by itself. Stock, display and recommend it. Stylist will sell well.

Stylist

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Revenue and dues income for the 50 city clubs totalled 54.3 million dollars during the year 1963-64. Their operating costs and expenses totalled 52.3 million. The balance of \$2 millions available for debt service, capital improvements and other financial charges was \$162,000, or 7.5 per cent less than that recorded during the preceding year. Of each dollar of total revenue including dues income, 96.3 cents was required to absorb the current year's operating costs and expenses.

The operating revenue per country club member averaged \$611 during 1963-64 with \$275 representing food, \$166 beverages, \$64 sports activities, and \$106 all other charges. In addition, annual dues averaged \$405 per regular member and \$175 for all other membership classifications.

Gain Absorbed by Costs

The current year's total gross revenue and dues income of 28 million dollars for the 50 country clubs exceeded last year by \$753,000. This gain was more than absorbed by an increase of \$829,000 in operating costs and expenses. As a result, this year's balance of \$31,000 available for debt service, capital improvements and other financial charges, was \$76,000, or 70.9 percent lower than last year. All but one-tenth of one cent of each dollar of total revenue and dues had to be set aside during the current year to meet payroll and other operating costs and expenses of country clubs.

Each of the 50 country clubs included in the survey operates golf courses. The golf course maintenance costs per hole averaged \$3,505 during 1963-64, and \$3,371 during the prior year. Over the past ten years there has been an uninterrupted increase in these costs. The 1963-64 average of \$3,595 per hole exceeded by 45 percent the 1954-55 cost of \$2,410.

Palmer Shades Nicklaus

Through the first week in October, Arnold Palmer had earned \$110,743 to lead the money winners on the PGA circuit. Jack Nicklaus was second with \$107,717. Palmer was the only player with a stroke average under 70. He had a 69.92 mark for 88 rounds.

USGA Adds Venturi Open Film to Rental Library

"The Open: The Comeback of Ken Venturi" is the newest addition to the library of rental films available from the United States Golf Association, 40 East 38th St., New York, N.Y. 10016. In full color, the 16mm film runs 32 minutes and costs \$20.

Other USGA films available at a rental cost of \$20 per showing are: "The Open: Ouimet and Boros at Brookline" and "Oakmont and the Open". "The Rules of Golf: Hazards" is available for a \$15 rental fee. A number of USGA films can be rented for \$10. These are: "Golf's Longest Hour: the 1956 Open"; "The Rules of Golf: Etiquette"; "Play Them as They Lie"; "Great Moments in Golf"; "Walker Cup Highlights", "St. Andrews, Cradle of Golf"; "Famous Golf Courses: Scotland"; "Famous Golf Courses: Pinehurst #2"; "1st World Amateur Team Championship, Eisenhower Trophy-St. Andrews"; "2nd World Amateur Team Championship, Eisenhower Trophy-Merion"; and "3rd World Amateur Team Championship, Eisenhower Trophy-Kawana, Japan."

Requests for films should include the proposed showing date and an alternate. The USGA also will supply sale prices on all of the above films.

"Wonderful World" Films Available

Shell Oil Co., 50 W. 50th St., New York, N.Y. 10020 has made 31 films available on a free loan basis to golf clubs, service clubs and sports organizations. Originally shown on the firm's "Wonderful World of Golf" TV series, the films feature international golf stars playing world-famed courses. All but one of the films are in color. Each film runs one hour and includes aerial views of the course, tips by the featured professionals and a travelog of the area. Gene Sarazen narrates the matches with George Rogers.

1966 Open at Olympic

The 1966 USCA Open will be played at the Olympic Club's Lakeside course in San Francisco, returning to the site where the 1955 event was played.



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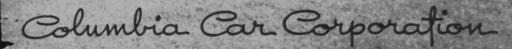


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RESERVE FOR EMERGENCIES

Most clubs have an ample machinery replacement fund, but what happens if the course is severely damaged?

By JOE DOAN

Approximately nine out of ten clubs make adequate budget provisions for regular or emergency replacement of machinery and equipment, but when it comes to setting up contingency funds for repairing large scale damage to the golf course, more than two out of three clubs neglect this altogether. This was brought out in a recent survey made among supts. from coast to coast.

Acts of God and, for that matter, man, apparently are taken into only small account by the people who prepare the budgets at country clubs. But that they are real and costly is evidenced by the many kinds of major and minor catastrophies that have caused damage to course property in the last four or five years. These include ice storms, tornadoes, hurricanes, erosion resulting from cloudbursts and ice storms among the more unusual ones, and winterkill, Dutch Elm disease, pump damage, fire loss, vandalism and assorted turf diseases among the usual ones.

Yes, Even Frit Flies

Elmer Border, supt. of El Caballero CC in Tarzana, Calif., had his budget thrown out of line two years ago by, of all things, a frit fly invasion that cost nearly \$1,000 to repel, and shortly thereafter had to spend about \$3,000 to rebuild three motors and pumps that went out on him. Two greenmasters report that their city water supplies have been shut off at several critical times in the last two or three vears, making it imperative that they build ponds to insure that they have water when they need it. One of these clubs, which doesn't have a fund for emergencies, has appropriated money to construct two ponds; the other, however, apparently expects the supt. to build the ponds out

of his regular maintenance appropriation.

Most supts. feel that an emergency reserve fund amounting to from three to five per cent of their total budgets should be set aside each year for the maintenance department. In many cases, this would amount to about \$2,000 or \$3,000, enough at least to reclaim two or three damaged greens, according to most estimates. More than 50 per cent of the turfmen who answered the Golfdom query said that they have had to make extensive repairs to at least one green in the last two years. The cost of doing so is generally reflected by the figures submitted by L.A. Shields of the Standard Club in Atlanta, Ga. for a single green: Turf - \$1,400 and Labor - \$250. Shields, incidentally, feels that it is cheaper for his club to buy replacement turf than to grow it in its own nursery. However, 70 per cent of the clubs have turf nurseries and about 20 per cent have tree nurseries.

Would Provide A Cushion

Most greenmasters are of the opinion that an emergency course fund should be built up over the years so that it approximates at least \$10,000. This would provide a solid reclamation cushion in case the course were badly damaged by such as a tornado or extreme winterkill. Too often, the supts. say, a reserve fund program is started but the money set aside in it is diverted to replacing maintenance equipment or, as happens in many cases, is assigned to another department.

Some supts. think that clubs would be wise to make regular annual contributions to an emergency reserve and after it reaches a given figure, such as \$10,000, use the excess for needed or wanted capital improvements of the course. They feel that in some cases this would do away with or reduce the assessments that