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More revenue from week-day green fees!
More revenue from your pro shop!
More revenue from food and beverages!

Wishful thinking? Not at all! That one third increase in total revenue is based on *proven* results, not guesswork. And you can get results like these with the remarkable PAR PONY PROFIT PLAN. It's much more than just another golf car rental program. The PAR PONY PROFIT PLAN is designed to increase your traffic when

you really need it—on weekdays, Monday through Friday. But the plan does even more than increase revenue from green fees. It will increase revenue from your pro shop and food and beverages as well. A Chicago golf course using this plan estimated increased total annual revenue of \$100,000 the first year!

**To see how your profits can grow,
fill in the space below! It takes just 30 seconds!**

1964

1. Your average green fee price
2. Total number of green fees last year
3. Number (1) times (2) equals
TOTAL \$

1965

1. Your average green fee price
2. Total number of green fees last year plus (1/3) increase*
YOUR TOTAL REVENUE FOR 1965

Compare 1965 to 1964 and you'll see the increase at a glance . . . Then add 1/3 increase in pro shop revenue and in food and bar and you're really making money!

*Based on actual results of Par Pony Profit Plan.

**GET ALL THE FACTS
—MAIL COUPON NOW!**



AMF WESTERN TOOL, INC.
Subsidiary of American Machine & Foundry Co.
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P.O. Box 357, Des Moines, Iowa 50302**

Yes — I want more revenue in 1965! Send me complete information on the Par Pony Profit Plan and Par Pony Golf Car.

Name _____

Golf Course _____

Address _____

City _____ State _____

I Learned from Rebuilding My Game: Venturi

By HERB GRAFFIS

Ken Venturi starred again with his exposition of the golf swing in the teaching part of the PGA annual meeting education program. Venturi, 1964 National Open champion and in the PGA vote, Player-of-the-Year, related how he learned the hard way. The personable Ken is a protege of Byron Nelson. Venturi as an amateur fell apart to an 80 the last nine of the 1956 Masters to finish second to Jack Burke, and lost the 1960 Masters by a stroke to a birdie-birdie finish by Palmer. He then looked like he was going to be one of the greatest. Then, in 1963, he finished 95th with only \$1,820 won. In 1964 he got well, winning the Open and \$62,465 in 28 PGA co-sponsored tournaments to finish sixth in the cash rating.

He learned from having to rebuild a game; discovering his mistakes and substituting the correct method for the errors. He said that in his first stage he was an upright swinger but drew every shot and always missed to the left. Then he became a flat swinger — short and fast — and got worse. Then he broke down his entire game, writing down every detail of his method and discussing his observations with Nelson. First, Venturi reconditioned his grip and became more careful about finger position and pressure points. He got a swing halfway between upright and flat and devoted a lot of practice to timing.

He found out that if his feet were dead he'd throw out the club at the top. He told of discovering that the heel of his left hand and his left foot moved simultaneously to get him into correct hitting position. He said that he also discovered that his eyes had been fooling him and he had been aiming wrong. He went back into the Nelson high-hands position and paid a lot of attention to his body position as he moved into hit-



Venturi



Casper



Nichols



Jacobs



Marr

drive A MAXFLI MILE



When the flag looks a mile away, hit more greens with your woods, get closer to more pins with your irons...no ball out-carries Maxfli. Sink more putts too...Maxfli holds your line from anywhere on the green. Stays white as the day you buy it. Sold only by Golf Professionals.

ting. He found out that he could control a fade, and he hadn't been able to do that with a hook.

Venturi said he never hooked a tee shot or missed a green to the left in the 1964 Open. He teed the ball on a peg only eight times during the Open. He said that helped him stay down longer. Ken's tribute to Nelson as being a great teacher because Nelson could explain the points so well were echoed in favorable comment on Venturi as a teacher in his talk.

Casper Tells It Simply

Billy Casper, third money-winner of the year (\$99,541), rated by tourney pros as the greatest of the current crop of great putters, counseled his colleagues to "just keep clubface square to the line, eyes over the ball at address, hands over or slightly in front of the ball and keep your head steady." He said that his short putts look like an abrupt tap but actually the clubface moves two or three inches with the ball. Casper emphasized "never let the clubhead lead the hands."

Casper pointed out that he is a trifle more upright swinger than most of the tournament players and is inclined to a slightly open stance so he plays the ball a bit farther ahead than is conventional. Bill stated that on all his shots he keeps the back of his hand moving toward the target.

Bobby Nichols, 1964 PGA champion, Dave Marr, Chmn. of the PGA tournament committee, and Tommy Jacobs, co-chairman of the tournament committee, also contributed. Stage fright had younger men confused in some instances as to open, closed and square face positions of hands and clubface at the top of the swing but, of course, not nearly as confused as most pupils are when pros talk about these positions. There also was some confusion about shafts and swing weights among the younger playing stars. It served to illustrate the danger of getting tangled in technicalities that are supposed to identify feel as well as material specifications. Dave Marr made an apt comment during one of the amusing periods of the misunderstanding: "Sometimes I like to be dumb. Then I can simply swing. But when I know a lot

about what is happening, golf gets hard."

Nichols also referred to the value of simplicity, saying, "When I'm playing in a high wind the only change I make is to bend my knees and squat a little more.

Jacobs told how he had read that Francis Ouimet had a rather "sloppy" feeling in the left hand at the top of the backswing and that Ben Hogan has said his own left hand was as firm as a board at the top of the backswing. Neither idea worked for Tommy. He found that a firm grip with the last three fingers of his left hand and a lighter grip with his right hand gave him the connection he wanted. He said he thought the pressure points on the fingers were matters of individual requirements.

Schloss Shows Swing Films

Irv Schloss of the PGA education committee showed loops of motion pictures of the swings of Snead, Nicklaus, Palmer and Player. These films were screened repeatedly so the pro viewers could make their own observations. Schloss made these pictures as part of the PGA instruction program and the players were fully cooperative, but the loops are not available for the PGA teaching program as an association deal due to the stars having made other arrangements for selling their instruction films.

Schloss referred to the current activity in golf swing research in the United States and Great Britain, citing especially the research on club performance that True Temper is financing.

The films that Schloss made can be stopped at various stages so details can be studied. Schloss emphasized that his comments were as he saw the action and each professional might see something different and particularly something that applied to the case of some pupil.

Schloss suggested that pros give close attention to how long the left arm is kept straight and how the right elbow straightens out in the hitting zone.

He called attention to pictures showing that the left hand is not as much on top of the shaft as some circuit players believe it is. He told of comparing these loops with the PGA films of Jones, Var-

(Continued on page 102)



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POWER-BILT GOLF CLUBS

Bobby Nichols played Power-Bilts
to win the **PGA**
and World Golf Tournament

As a golf professional you want the best for your members, too. That's why we suggest Power-Bilts . . . for when you have Power-Bilts to show and compare, *they sell!*

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Warehouse Capacity Doubled

New Car Storage Methods Reduce Need for Space

A new method of storing golf cars that can more than double warehouse or storage capacity has been introduced by Cushman Motors. The system was developed by Al Richardson, truckloading foreman at the Cushman Lincoln, Neb., plant.

Essentially, this method consists of standing the golf cars on end, resulting in five units requiring only as much floor space as two conventionally stored vehicles. To accomplish this, a specially designed metal stand is used.

According to Oscar Wisbey, Cushman service manager, the development is of special significance to course managers who operate fleets of golf cars on a seasonal basis. "We are sure," Wisbey says, "that any manager who must carefully conserve valuable floor space will be interested in this."

The stands themselves are easily fabricated from angle iron and strap iron. Each requires 11 feet of $1\frac{1}{2}$ in. x $1\frac{1}{2}$ in. x $\frac{3}{16}$ in. angle iron and 4 feet of $1\frac{3}{4}$ in. x $\frac{1}{4}$ in. strap iron.

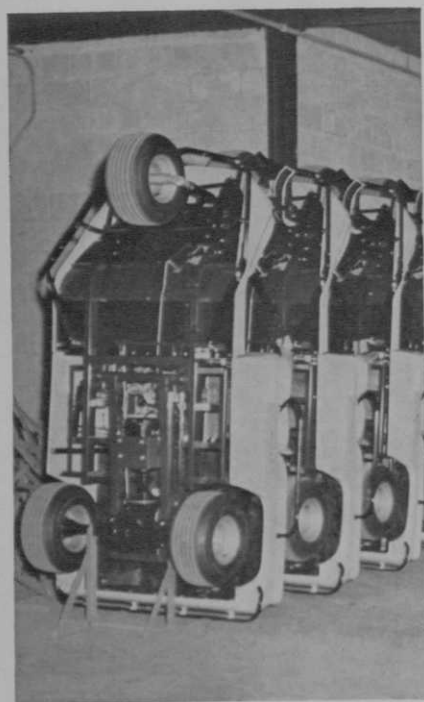
Additional information about the storage method can be obtained from the Parts & Service Dept., Cushman Motors, Lincoln, Neb.

(Right) Here are the dimensions of the golf car stand. The $18\frac{3}{4}$ in. inside dimension at the top of the stand is critical if it is to be used for a gas model Golfster. A cutout must be made in the angle iron upright (inset) for rear axle housing clearance.

To start a row, hook a strap around the center angle iron of one stand (see above caption). The strap is removable for convenient storage of the stands. After the vehicle is upended, it is propped by 2 x 4 that is exactly 81 inches long. The same procedure is followed with the next vehicle, except that it leans against the first. Six-inch long 2 x 4 blocks are placed between each rear tire and the backrest of the preceding car.

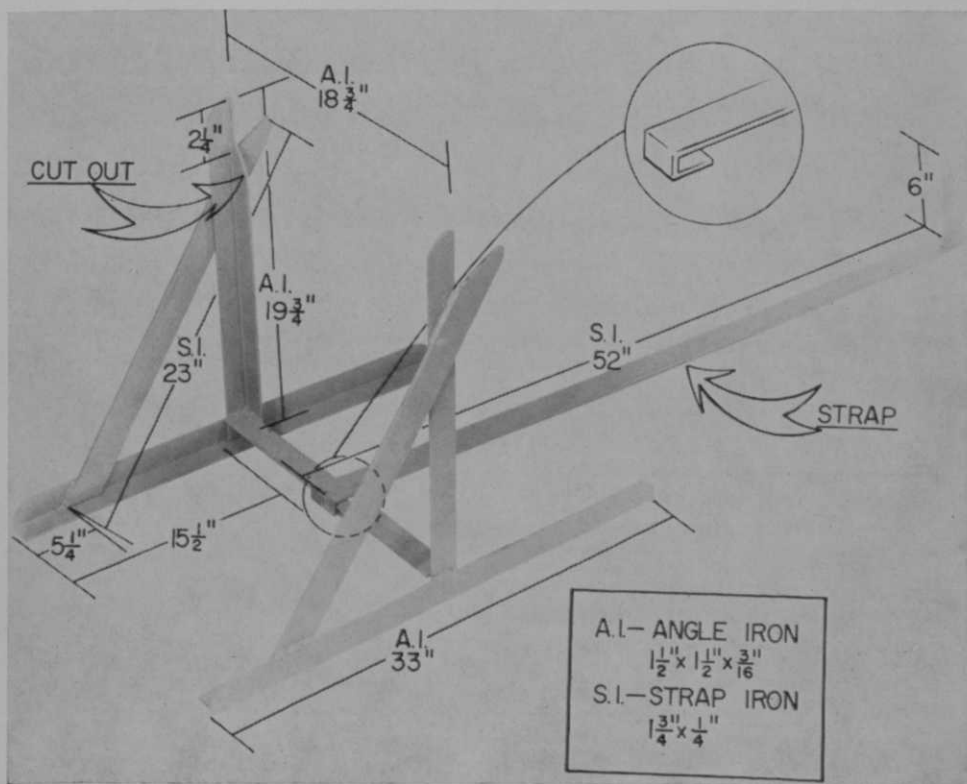


(Above) Car placed in stand is temporarily propped by a 2 x 4. (Below) Portion of a line of upended cars.





A single row of upended cars can be continued indefinitely and with complete stability.



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A championship green cannot be established with seed. This fact has been recognized by leading golf course superintendents for over 50 years.

The variability in seed results eventually in "patchwork quilt" greens of different textures and different colors. Recent experimental plantings of Penncross seed resulted in over 100 different types of Bent from 1 ounce of seed. This extreme variability can be seen at our research center in Palos Park, Illinois.

A leading turf expert stated recently, "Now that the quality of turf developed from Penncross seed seems to be deteriorating (production fields appear to be left down too long) turf men are looking to the old standard stolons"

IF WHAT YOU SEEK IS PUTTING GREEN PERFECTION WITH LESS FUTURE TROUBLE, PLANT STOLONS. MAKE CERTAIN THAT THE STOLONS YOU PLANT WERE GROWN ON STERILIZED SOIL AND ARE FREE OF WILD BENT AND POA ANNUA.

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FREE LITERATURE

- "Construction and Planting of Putting Greens with Creeping Bent Sod or Stolons."
- "Genetic Variability in Creeping Bent" A study of seed versus stolons for planting putting greens.

Club Name _____

Address _____

City _____ Zone _____ State _____

Superintendent _____

PLANT
Warren
STOLONS



Warren Cantrell, the former Texas pro and course designer, who took over as president of the PGA in 1964 and guided the association through one of its stormiest years, was re-elected to head the organization for another term at the annual meeting in Las Vegas.

They resist temptation, stick to work

PGA Delegates Stay Up Late in Las Vegas, But It's to Handle Association Business

The PGA, notorious for keeping officers, delegates and advisers busy from dawn until well past the dinner hour day after day at its annual meetings, didn't depart from script when its 48th assembly was held in Las Vegas, Nev., Dec. 3-11.

Here are some of the things that were accomplished during the nine-day session in which the clocks were covered and delegates instructed to hammer out decisions on a hopper-full of pressing matters:

Officers for 1965 were elected;

Mar. 15 was set as the target date for moving the PGA's main office from Dune-din to Palm Beach Gardens, Fla.;

Dates for the winter tournament schedule and merchandise show, to be held in Jan. and Feb. in Palm Beach Gardens, were set;

Dates for the three business schools, to be held in Clearwater, San Francisco and Dallas, were certified;

The PGA Championship, to be played at Laurel Valley, Ligonier, Pa., was discussed in a preliminary way;

Recommendations made by a nationally known management consultant firm to streamline certain PGA procedures were reviewed;

Strengthening of membership requirements were discussed;

Reports of the organization's merchandising program, for which royalties are received to be applied to charitable and education undertakings were studied;

Details covering the TV package of 13 nationally televised tournaments, beginning in 1965, were thoroughly explained to the 150 persons who attended the meeting in some kind of an official role;

Arrangements for televising National Golf Day for the first time in 1965 were aired;

The PGA tournament committee worked out plans for a new system of processing approved player applications;

The entire group of delegates voted to approve a resolution that provides that building assessments that have been in effect since Sept. 1, 1960, should be paid for a full five years by all professionals who have become members of the PGA

since that time, and by all new members who are taken into the organization after the five-year expiration date.

The hardworking delegates were confined to the smoke-filled rooms for such prolonged periods that only two formal social functions were held during their nine days in one of the world's most glittering and temptation-strewn cities. One of these was the past national officers' dinner and the other the traditional president's dinner, which was attended by 300 persons.

As in the past, delegates to the meeting were given the responsibility of assembling and digesting all the written and verbal reports of the PGA's four major departments and 38 national committees and transmitting them to the members back home. The PGA mercifully omitted saying how many pages this year's compendium ran to, but in the past it annually consumed hundreds of pages.

Peace, It's Wonderful

Delegates were particularly anxious to find out how the PGA's differences with John D. MacArthur, builder of the two 18-hole courses and clubhouse at Palm Beach Gardens, had been ironed out. The PGA had terminated its occupancy of the Florida golf complex last August, and had entered a countersuit to one involving a breach of contract that MacArthur had instituted earlier in 1964. Late in October, Warren Cantrell, who was re-elected president of the pro organization for 1965, got together with MacArthur and reached an agreement.

The peace pact calls for the PGA's adopting Palm Beach Gardens as its home course, and moving its national headquarters into the huge clubhouse there. MacArthur continues to have full financial responsibility for the courses and clubhouse. The two parties also agreed to drop all litigation.

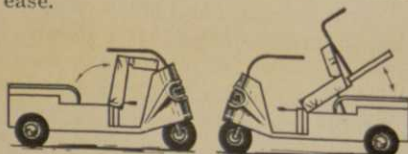
Cantrell was re-elected by acclamation. Elected as vice-presidents were Denny Champagne, Dubsread G & CC, Orlando, Fla., Harry Pezzullo, Mission Hills GC, Northbrook, Ill., and Don Clarkson, Old Warson CC, St. Louis. Max Elbin, Burning Tree CC, Bethesda, Md. is secretary and Leo Fraser, Northfield, N.J., treasurer.

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- Contoured "bucket seats" for form fitting 6" foam rubber.
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- AIR-VAC springs front and rear for comfort and safety... "THE DREAM RIDE."
- 3WAY BRAKES—hill holder, toe-lock foot brakes, heavy duty auto-type hydraulic with mechanical hand brake.
- LOADED WITH POWER—goes 45-54 holes or more. Powerful 2 HP 36 volt G. E. motor and 6 (190-230 A. H.) LAHER SPECIAL Golf car batteries.
- Steering wheel or tiller bar steering.
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- Direct drive (no chains, belts) gives more miles and trouble-free performance.
- Heavy-duty fiberglass cowl for extra strength and beauty.
- Luggage compartment or well-drained beverage storage.
- Converts to Shopper or Personnel car (just remove bag rack) in seconds and use for shopping or transportation.
- Sturdy naugahyde "surrey top" (optional) strong, solid, attractive.
- 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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