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Many golfers ask for help in interpreting what they read

Will: Instruction Materials Help the Pros' Teaching Business

A professional who stands up and casts his vote in favor of golf instruction books and newspaper and magazine articles runs the risk of alienating a large percentage of the members of his fraternity, but this doesn't dismay Harlan Will of Overbrook GC, Bryn Mawr, Pa.

"Ouimet, Jones, Hagen, Hogan, Snead and Palmer," says Will, "have glamorized the game. Steel shafts and improvements in club design and construction have enabled people to play golf better. But those instruction articles that you see in the papers and magazines plus all the instruction books that have come off the press, have caused more people to become immersed in the technicalities of playing the game than any other factors. It is lucky for pros that so much has been written about hitting a golf ball."

The Overbrook professional, a veteran of 30 years in the golf business in which he has given an average of 350 lessons annually, clarifies the above statement by pointing out that as much as 50 per cent of his lesson business stems from articles that players have read in a newspaper or from the tips and explanations they have picked out of an instruction book.

Some Want It Explained

"Golf lessons that appear in newspapers or books," says Will, "can't help but have limitations. At best, they are a guide. If the person who reads them can't fully

interpret their meaning or take the idea that is suggested and incorporate it in his game, the pro has or should have a cus-



Harlan Will, Overbrook pro, and John Fickinger, associate pro, get set up for a swing demonstration.

tomor. It annoys me when I hear some pros say that the publishers are trying to take some of our business away from us. What they're doing is throwing it in our direction."

Will keeps numerous instruction books on hand in his shop at Overbrook. Sports pages, in which instruction articles appear, are kept on file for several weeks



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because golfers have long memories. It isn't uncommon for one of Will's members to come in a month or so after he has seen a piece by Arnold Palmer that has discussed the weakening of the right hand and ask that it be fully explained. Half of the time a verbal explanation doesn't satisfy the person. So, it's out to the lesson tee to have it demonstrated. This means lesson revenue for Will, who is quick to point out that, in the final analysis, teaching golf is the salvation of the professional.

Hogan's Book Helped

"We're in a curious business," Will says. "Maybe some of us are shortsighted. A few years ago, when Ben Hogan's book, *The Modern Fundamentals of Golf* was published, many pros were alarmed. They were afraid that because the book went so thoroughly into the swing, they were going to lose most of their lesson business. Nothing supposedly had been left unsaid. But what happened? Different parts of Hogan's book, clear as they were, had to be interpreted for at least four out of five golfers. I don't know how it was with other pros, but the book gave my lesson business a big shot in the arm. I'd like to see Ben write another one."

Going into his thoughts on teaching, Will feels that instruction books and articles have one great failing. They make golfers too position conscious, undoubtedly because the illustrations that accompany books and articles can't be other than static. It is impossible for an illustrator to show how a clubhead is swung. Unless flip-type illustrations are used, the reader can't see the swing in its entirety. "The swing," says Will, "is a procession of motions. It's not going from one position to the next. Only a pro can teach or explain the coordination that gets a person moving smoothly through the many positions of the swing. That is, unless the person is endowed with this coordination. Few are."

Success Can Come Too Fast

The Overbrook professional is completely candid with his pupils. To a woman player he says: "I don't guarantee to make you much of a golfer in less than three years." For men, the incubation

Original Concave-Face Wedge Given to USGA Museum

The original concave-face sand wedge, invented by the late Edwin Kerr MacClain and popularized by Horton Smith in 1930, has been given to the USGA museum in New York City. Along with the club were photocopies of papers granting the patent to MacClain on Dec. 18, 1928. The USGA ruled the club illegal in 1931, but the general principle of this wedge formed the basis for modern wedges.

A biography of Horton Smith, *The Velvet Touch*, by Mrs. Robert A. Benton was recently published by Ann Arbor Press, Ann Arbor, Mich. Smith's successful use of the club is related in the book.

period is more like two years. Will doesn't particularly like to see a player pare his score too quickly, even if he has been the player's sole teacher. A couple years ago, one of his women members, a beginner dropped from a 61 to 45 within a few weeks. It was the worst thing that could have happened to her because the next time out she was back in the 60s. Her game hasn't improved much since then because she can't become reconciled to the fact that she shouldn't be playing in the 40s all the time.

"A player who is too successful at the beginning and then fades," says Will, "usually never recovers from that one exceptional score or the few good rounds he shot. I've noticed that he becomes much more quickly discouraged than the person who struggles and slowly improves his game."

If the Overbrook pro had his way, persons who are playing their first year of golf wouldn't be permitted to carry scorecards. He discourages those that he can from doing so. He constantly tells his members that they should forget the poor holes they have had during a round and only remember the good ones.

Puts Patches on Players' Games

Thirty years of teaching have convinced Will that a professional is more of a doc-

(Continued on page 78)

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Pierre Cossette (l) is introduced to his new set of woods by Mac Hunter, Riviera pro.

Pierre Gets Lost in Woods-But They Improve His Game

Mac Hunter, professional at Riviera CC, Pacific Palisades, Calif., bills his outlet as the "Golf Shop Exceptional."

In view of a sale that Hunter made last fall, he or the shop should have some kind of an exceptional rating.

Pierre Cossette, Riviera member and a theatrical agent who has Ann Margaret, Dick Shawn and John Raitt, among others, in his stable, had long bemoaned his inability to hit decent fairway irons. Even Hunter's teaching wizardry didn't help him very much. Cossette worked hard, but was incapable of lifting the ball much beyond the reach of the nematodes when he hit iron shots.

Then Mac got the lucid idea of outfitting Cossette with woods from the driver through the putter — 15 clubs in all, in spite of the USGA. Pierre agreed and Ken Smith, the Kansas City custom-club maker, was asked to turn out the unusual set of weapons. For the record, it includes a driver, 2-3-4-5-6-7-8-9-10-11-12-13-14 woods and a putter. The No. 6 through the No. 13 Pierres are lofted about the same as the 2- through the 9-iron. The No. 14 wood is equivalent to a wedge. The set cost \$600.

Improved His Score

The first time Cossette used the clubs he shot an 89, which was quite an improvement over his usual scores. Playing from the sand, he laid nine out of ten shots close to the pin during this round.

Since he has started using the clubs, Cossette has been charged on numerous

occasions with slow play. Curious golfers stop him, often when he is wound up in his backswing, and ask to look over every club in his bag. Pierre is so happy with the results he has been getting with his all-wood collection, he doesn't allow these interruptions to nettle him.

Waring Uses Ten

Fred Waring, the proprietor of the Shawnee-on-Delaware resort club, near Stroudsburg, Pa., has long owned a set of nearly all-wood clubs. His stop, however, with the equivalent of a 7-iron, numbering ten in all. Waring uses 8- and 9-irons, a wedge and putter, made in the conventional way, for his short game.

Waring gives these reasons for emphasis on the wood tools: "I enjoy hitting the ball off the fairway and out of the rough with woods. I am too busy to practice out the shanks with iron clubs."





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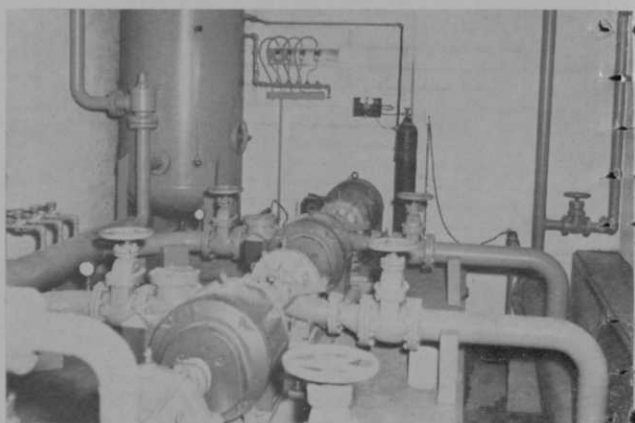
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65-27



(Above) Time and sequencing controls for 99 valves in a typical course installation. Control panel is usually set to regulate watering during night hours. (Right) Up to 1,500 gpm can be pumped to many points over course area from a 16-acre water storage pond.



Cost and Design Factors in The Irrigation Installation

Engineer stresses need for careful advance study of consumption, capacity, etc. in determining what should go into the system.

By P. H. GOODELL

Hale and Kullgren, Inc.
Akron, Ohio

A high level of interest in irrigation systems for the complete watering of fairways, greens and tees was evidenced at the 1965, GCSA international convention. Some of the reasons given for this interest were increased course traffic, better playing conditions, overall savings in operating expense, reduced turf problems and better systems requiring less manual attention.

An 18-hole course, averaging 400 yards per hole and having a representative 3½ acres of playing area per hole, requires irrigation for approximately 60 acres. Accurate determination of this area, preferably by a plot plan or survey showing the size and shape of each fairway, is essential to the design of an efficient irrigation system.

Assuming absence of natural precipitation, the minimum water requirement for sustaining turf growth on a silt-loam soil will vary from 0.7 to 1.0 gallons per square foot per week, depending on temperature and evaporation conditions. This should preferably be applied in a minimum of three applications representing 10,600 gallons per acre each, or a total of 2 million gallons per week for the entire course. Expressed in terms of reservoir capacity, this represents a peak consumption of 5.5 acre-feet of water per week.

Small, Frequent Doses

Watering is best accomplished by applications which will total one inch of precipitation per week. By allocating 16 hours for a total irrigation cycle, an 18-hole course can be watered with a supply and distribution system adequate to cover about 4 acres at one time. The schedule should be arranged for completion within a two-day period, preferably avoiding interference with normal course use. The indicated water consumption rate is 700 gallons per minute, although a somewhat larger capacity would be recommended to allow for transfer time and extra coverage for difficult growing areas.

To apply this volume of water effec-

tively, a typical irrigation system uses from 6 to 9 sprinkler heads per acre, or a total of 380 to 560 heads for the standard course. This is based on use of water pressures and sprinkler heads designed to cover a circular pattern approximately 140 feet in diameter and with a delivery capacity of up to 30 gallons per minute each. In addition, such a system may use from 80 to 250 control valves, 6 to 8 miles of water distribution line, 5 to 6 miles of feeder line and a variety of accessory items to complete the hydraulic and control systems.

Soil Studies Important

Water evaporation rate, soil conditions, mean daily temperature, drainage, type of turf, traffic volume and natural precipitation are all factors requiring consideration in planning course irrigation. Soil and hydrological studies thus become as important as physical design of the irrigation system. Where an adjacent water shed may permit impoundment of a substantial water supply, the feasibility of a water storage pond should be carefully weighed in relation to other available sources of supply.

Design of the distribution system is largely a matter of providing proper water coverage and control for independent irrigation of greens, tees, approaches and fairways. This, in turn, calls for system design and piping to provide required water pressures to serve the highest point of elevation from the water source. Simultaneously, consideration should be given to fire protection needs for service buildings and the clubhouse.

A modern system may include auxiliary provisions for automatic fertilization of turf and the application of various control chemicals. Manual or fully automatic electrical controls may be used, with corresponding flexibility in time required for supervisory attention and the advantage offered by watering during night or non-playing hours. Refinements may be provided for as "later additions" but, in any case, the extensive choice of system materials and components suggests need for careful advance study as underground construction will be accom-

(Continued on page 72)

*Park Commissioner, Pro, Supt.,
Manager, Head Tractor
Driver, etc., etc.*

Name the Job- Taylor Handles It at Black Mountain

By JOE DOAN

Ross Taylor is a man for all seasons — which is not only an asset but a necessity in Black Mountain, N.C., where golf is played around the calendar. And, since Black Mountain isn't Winged Foot or Saucon Valley, Taylor has to be man of all occupations — club manager, pro, supt. head tractor driver and even on occasions, fry cook.

If Taylor had to answer to as many bosses as he has jobs, it would be enough to drive a man of even his equable temperament to distraction. But Ross has shown unusual foresight in picking his bosses. All happen to be himself, as he is not only the park commissioner of Black Mountain, but THE park commission. When the commissioner reprimands the supt. in a case like this, it stays in the family.

When Taylor isn't overseeing the different operations at his club, it isn't unusual for him to be summoned for consultation purposes to other clubs and locations in the Asheville area where fine turf is cultivated. He has designed courses and built them and supervised the renovation of others. Some years ago, when for some unexplained reason Ross wasn't working a 16-hour day from January through December, he managed to work in a moonlighting job as a turf supply salesman.

Cement Worker, Too

A combination of environment and necessity have made Taylor a complete golf course man. When he came to Black Mountain GC in 1941 from Asheville CC,



Ross Taylor and his wife, Martha, who runs the clubhouse at Black Mountain GC, are seen with an oil painting of the club's 13th hole. Mrs. J. C. Glenn of Delray Beach, Fla., painted the picture.

he was a turf specialist. Then, World War II reduced the club's staff to the extent that Ross had to fill in first as manager and later as pro. If there was carpentry, plumbing, cement work or a machinery overhaul job to be done, he did it. When the original 9-hole course, built in 1931 with WPA labor, was renovated several years ago, Taylor supervised it. When a second nine was added in 1962-63, he designed and constructed it.

Victim of Environment

"Don't overemphasize my alleged versatility," the Black Mountain pro-manager-supt., etc., says, smiling. "I'm a creature of my environment — or a victim of it. When the different vacancies occurred, I guess it was natural that I should fill them. There was nobody else around. Actually, my wife, Martha, has always run the clubhouse. She lets me think that I tell her what to do.

"Together, we are doing what many husband and wife teams around the country are doing — running a golf club," Taylor explains.

The Black Mountain factotum concedes that his duties as a pro have been rather spotty. He has tapered off from teaching in recent years, but in the mid-'50s gave