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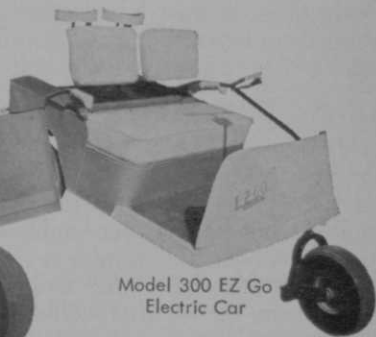
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teaching in a positive way. You can take them right through your step-by-step program, keep them off the course until they have taken at least four lessons and then turn them loose with some assurance that they'll play reasonably sound golf."

Programs for Beginners

Here is how Will sets up his beginners' program:

1. Fundamentals of the full swing, with nothing but coordination emphasized;
2. Chipping, following a review of the fundamentals that were taught in the first lesson; then a brief workout with the woods;
3. Emphasis on hitting 9-iron shots; then practice with the irons from the 8 through the 3, and then the woods;
4. Putting
5. A playing lesson as quickly as it can be arranged.

Does Will guarantee success after those five sessions? No! He still sticks to his theory that it takes from two to three years to make reasonably finished golfers of 95 per cent of the people who take

up the game. Improvement in the meantime is the most the players and the pro can hope for. That should satisfy most players.

Promotion Budget

(Continued from page 54)

ads because of these reasons:

- a. Leaves you freer to take advantage of special media deals or unexpected club events.
 - b. With campaign advertising it is too easy to become complacent. Ad effectiveness falls off.
12. What, if any, outside assistance do you use with your advertising/promotion efforts?

Every manager uses at least one of the following outside people to help create or produce his advertising:

Media salesmen	70%
Copywriters	50%
Photographers	40%
Artists	20%
Signpainters	20%

Wilson Staff, MacGregor DX Tourney, U. S. Royal, and Dunlop Maxfli have us at a disadvantage. They are announcing new golf balls with varying compressions.

We can't.

We've been making Stylist that way for years.



Suddenly the compression story is big—so big that you can't keep all the balls straight without a scorecard.

Frankly, we find it gratifying. Ever since we started making Stylist it seemed logical to us that one compression (or two, or even three, for that matter) just couldn't fit

every golfer's swing. Now it seems we've been right all along.

You may have wondered why these other fine balls haven't come out in varying compressions before this. All we can say is, sometimes it takes a while for a good idea to catch on.

Stylist

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Sold only through professionals in golf shops • Made by Plymouth Golf Ball Co., Plymouth Meeting, Pa.

World's largest exclusive manufacturer of golf balls—established 1916

Use CLARO Non-Slip
for a **BETTER GRIP**
...BETTER GOLF!



CLARO Non-Slip —
assures a better grip
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Take a stroke or more off your score with
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During Golf Writers Association meeting preceding the National Open, Ed Miles, former president of the Association, was presented with an Auf Wiedersehen gift by his press room cellmates. Miles is retiring from the Atlanta Journal. He is the young-looking guy at the right, orating into the mike. At the left is GWA president, Wallie Wallis, Daily Oklahoman, and, in the middle, Dudley (Lucky Waxie) Green, Nashville Banner,

Swinging Around Golf

(Continued from page 21)

Only kick we heard from customers about the Open was that the flags bore Bellerive club emblem instead of the numbers of the holes, so the customers would know where they were . . . This is a frequent complaint at the Open.

Gary Player's announcement of his gift of \$25,000 National Open first prize money was the most dramatic moment of the 65th Open . . . It was an historic and unique expression of gratitude to a nation and its golfers by a gentleman sportsman . . . It was tremendously valuable and timely publicity for pro golf . . . Sports writers point out that the constant accent on the big money pro golf stars get and the rare publicity on what they give has not brightened the sports fans' image of the young men.

Player's generosity is the sort of publicity needed to offset talk about the PGA's innocent but embarrassing association with Las Vegas gambling casinos, which sponsor big pro tournament circuit events in the spring and fall, a Ladies PGA tournament and Seniors Open tournament.

What the USGA will do in using the Player \$20,000 for Junior golf development is going to call for a review of the Junior golf situation and a lot of planning . . . The USGA has great junior championship committees for its boys and girls programs . . . The USGA was



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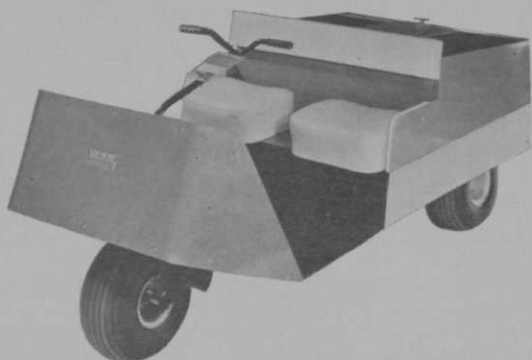
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slow in getting those affairs started . . . The Metropolitan (N. Y.) GA, the Western GA and the Women's Western GA were many years ahead of the USGA in starting Junior championships . . . In Junior promotion, the PGA has been active since 1933 when **George Jacobus** became president. The PGA got its nationwide program going in high with a committee headed by **George Lake** of Long Beach, Calif . . . Vigorous effort was devoted by the National Golf Foundation early in its history to Junior golf promotion with pros at private and public courses conducting a coordinated national campaign. . . The PGA later took over that work . . . Club and public course golf professionals have been doing the nation's biggest job of junior sports promotion.

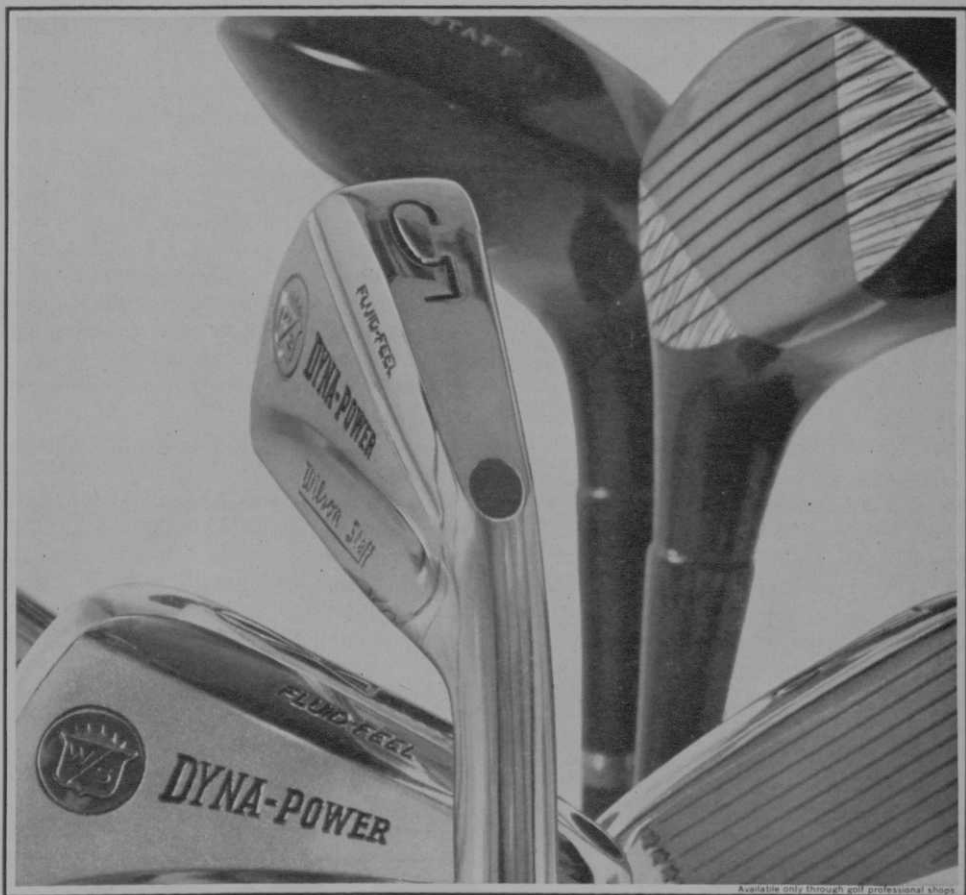
Frank Emmett of Chevy Chase, Md., **Ralph W. Miller** of Los Angeles and **Grant Bennett** of Florence, S.C., are among those on the USGA Junior championship committee who have considerable experience in Junior promotion with tournaments . . . There's a tremendous amount of Junior golf development being done and to be done by state and district golf associations, etc.

Gene C. (Bunny) Mason, pro at Columbia-Edgewater CC, Portland, Ore., has a great selling line for his clubs . . . He terms them "Tee-Tested" . . . Fitting

Classified Ads • P 117

Buyers' Service • P 119

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Available only through golf professional shops

THAT little circle you see on the bottom of a Wilson Staff iron is actually a plug. It's there because Wilson has drilled out the dead weight from beneath it. Wilson puts this weight directly behind the hitting area, where it puts extra power behind the ball for controlled distance. Most other clubs don't do this for you. In fact, no other clubs in the game give you as many stroke-saving improvements as Wilson Staff® woods and irons. Next time you're in your professional shop, swing a set of Staffs, the only clubs that put in a plug for distance.

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and testing on the tee is a feature of Mason's sales plan that no store can copy . . . Mason is one of pro golf's foremost salesmen . . . He says that sales are a by-product of the service a pro gives his members . . . **Lou Strong**, former PGA president and pro at PGA National course says that PGA's tough east course is closed for the summer and getting a few alterations . . . Play on PGA west course fairly good this summer.

Best job we ever saw of picturing holes on an entire course was in Bellerive's National Open program . . . Sports cartoonist, **Amadee Wohlschlaeger**, of the St. Louis Post-Dispatch and photographer **Jack Zehrt** collaborated in the illustrations . . . Amadee and Post-Dispatch golf writer, **Bill Beck**, did a series on tough holes of St. Louis district courses last spring . . . They called their 18 "Heart-break Country Club."

Wonder when (or if) the USGA ever

will have the National Open played on the same golf course that members play . . . Having tee markers so far back and rough so far in front of a tee that most club golfers couldn't reach a fairway may look testing to somebody, but to the majority of spectators the arrangement is more laughable than impressive . . . It's something like changing the rules of golf for the Open.

As usual, the par 3 holes at Bellerive determined the Open winner . . . The 195-yard sixth and the 218-yard 16th were decisive . . . Not being a golf architect and knowing only what the scoring shows, I can't testify with authority about the alleged architectural domination of major championships . . . But I do think that the genius of **Robert Trent Jones** isn't given justice when he is damned for those driver-long tees and other strenuous demands of design . . . And it's not given due credit for artistry of green lo-



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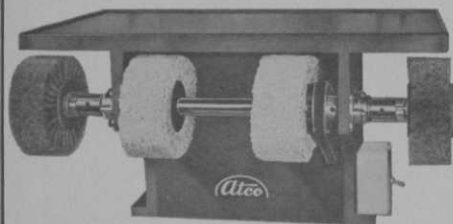
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cation, trapping, outline and contour . . . The great old course designers planned their classic layouts from the greens backward to the tees . . . USGA studies show most Open contestants drive the same length — 250 yards . . . on the drives the guy with the fairway mower separates the winners from the also-rans.

Supt. **Ernie Schneider** had Bellerive in practically perfect condition for the Open . . . Chairman **J. H. Ferring, Jr.**, quite a few club members and Schneider's fellow members of the Mississippi Valley GCSA teamed with Ernie and his crew in getting and keeping the course nicely groomed . . . The few spots where the rough had to be mowed to fairway length were tinted for color television . . . Any supt. who has a big tournament in St. Louis, even when June is busting out all over, is bound to be apprehensive about turf disease or weather trouble.

Bermuda rough growing so thick a ball could hide in the short stuff framing the greens, again showed, as it did at Southern Hills in 1958, that precision is more of a factor than length in playing a National Open course . . . Schneider's Meyer zoysia tees were commended by Open contestants . . . Plugs of Meyer zoysia were used successfully to repair the "spring dead spot," a Bermuda turf killer which has mystified supts. and scientists in recent years.

Although the USGA limit of 20,000 per day on the Open galleries wasn't a hit, the gate was highly satisfactory . . . The 15 clubs which, with Bellerive, constitute the St. Louis District GA sold 6,000 season tickets and shared in the marshaling job . . . It was a pleasing exhibition of club cooperation all along the line . . . The Open was one of the features of the 200th birthday of the city of St. Louis . . . Press building and press housing and transportation were decidedly good . . . There's not much difficulty with these things any more since the Golf Writers Association's veteran secretary, Charley Bartlett, has been going over the planning with club officials, local golf writers, and the USGA team of Joe Dey, Jr., P. C. Boatwright, Jr.; Frank Hannigan, Don Weiss and Eddie Miller.