

Where does your Club Champion buy his balls? And why?

More than anything else, serious golfers look for *consistency* in their equipment. Price isn't even secondary. (Your club champion knows, for example, that one fat shot can cost him more than the two bits he'd save on a bargain ball.)

Serious golfers also know that consistently superior equipment is sold at the handiest place around — their golf course pro shop. And since the professional stands behind everything he sells, it makes particularly good sense to see him for all golfing needs.

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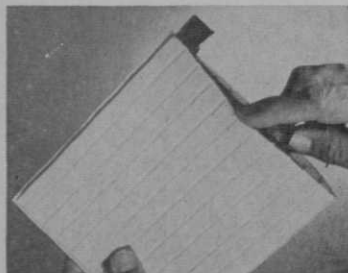
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The Golf Business OUTLOOK

Business climate continues healthy

The fear that business faced a fourth-quarter letdown happily had given way to a feeling of confidence as October's GOLFDOM neared press time. The past summer's unexpected show of strength and the tougher, result-getting military policy in Viet Nam are two of the reasons for optimism expressed by Washington sources as well as economists around the country. Labor also shared in the generally rosy outlook, although some of the anticipated gains may not materialize before 1966. Among the changes looked for from Congress were: Double-time, instead of time-and-a-half, for overtime; a minimum wage jump from \$1.25 to \$1.50 an hour; broader minimum wage coverage to benefit further millions; a shorter work week, reduced from the present 40 hours to 35, and higher jobless insurance pay under federal-state programs. Looking beyond 1965, of course, any of the latter changes may not leave business with cause to carry over its enthusiasm to the new year. A more immediate concern, however, is that manufacturers' labor costs are rising faster than the output of goods, reversing a four-year dip and leading to fear of inflation—or further inflation, if you prefer it that way.

Golf cars to go into orbit?

Gemini 5 and golf cars may have something in common. A recent General Electric Company press conference revealed the possible relationship. The fuel cells that provided power for the record-breaking eight-day space flight are also a distinct possibility for powered ground vehicles, according to a company spokesman. This, of course, is only one of the many possible applications. Late next year GE hopes to market small fuel cells for powering communications equipment and remote television cameras. Allis-Chalmers produced the world's first fuel-cell powered vehicle. It was unveiled in October, 1959, and is now in the Smithsonian Institute. This company offers seven models for research and development studies in industrial and educational laboratories.

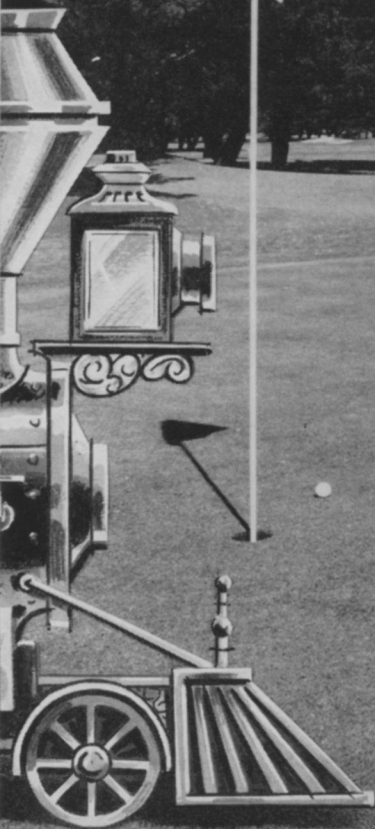
Durable press fabrics make impact

Clothing made with durable press fabrics is showing up all over—in department stores, pro shops, small retail stores—in outer wear and sportswear, as well as formal wear. Just what is this durable press? Exactly what the name implies. The garment not only retains its creases and pleats, but keeps its smooth appearance and shape after washing, with *no* wrinkles. Seams stay flat and don't pucker after laundering and drying. Durable press is being combined with last year's wonder process—stretch fabrics—for a wearable and attractive combination. Although prices on durable press merchandise are higher than average, the public has accepted the process as a work-saver, and does not hesitate to buy the items. The largest use of durable press will be in slacks, for both sexes, and men's shirts. But the process is also used for sportswear (including swim shorts), outerwear (such as windbreakers) and dresses, blouses and even rainwear.

Too many new products are losers

Are you stocking up your pro shop with too many products that don't move? Bjorksten Research Laboratories of Madison, Wis., studied 27,000 new products that were put on the market in 1964, one of the most prosperous years in history, and found that 80 per cent proved unprofitable. The percentage probably is not that high in golf products, but it serves as a reminder on careful buying.

Don't steal that train, JESSE...it takes too much storage space!



Jesse James held up trains, but never stole one ...he didn't have room to store it.

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NITROFORM[®]**

SN64-3

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Swinging around golf

By **HERB GRAFFIS**

News of the Golf World in brief



Clarance Yarn, owner and operator of the Woodside course at Des Moines, and maker of the widely used ball dent repair tool, is up and around after two months' hospitalization following an automobile crash . . . Miami Lakes (Fla.) CC opens its lighted par-54 "Executive" course south of the club's regulation course . . . Pro shops of **Vince Lombard** at Liverpool (N.Y.) G&CC and **Hugh Blair** at Craig Wood G&CC, Lake Placid, N. Y., cleaned out by parties who were professionals in robbery, observed **Bert Purvis**, veteran pro salesman on that beat . . . Any pro shop built without burglar protection isn't a modern one.

Danny Galasso of Toro Power House, Inc., White Plains, N. Y., and his wife are home after European tour . . . Danny says that the beauties of European landscape gardening don't include grass that is up to the U.S. golf course standard . . . **Cy Foster** Par-CC, 300 NW 25th Terrace, Fort Lauderdale, Fla., is chairman of committee organizing the Florida PGA Seniors and conducting the 36-hole tourney.

Bob Ostaff, superintendent at Mountain Ridge CC, West Caldwell, N. J., did one of those thoughtful little things that are greatly appreciated when he used potted plants as tee markers during the Garden State Women's Championship . . . The caddie is a long way from becoming extinct, according to reports from clubs about their annual caddie days . . . Hundreds of parties and a fortune in prizes . . . At Innis Arden CC, Old Greenwich, Conn., members donated \$1,000 in prizes for the club's fifth annual Member-Caddie tournament.

Bobby Cruickshank honored by his members, his associates and other golfers, amateur and pro, at Chartiers CC, Pittsburgh, where he has been summer pro for years . . . Wee Bobbie has developed many great golfers, came close to winning the Big Ones (and never alibied or bellyached when he lost), and with his wife, Nellie, who died recently, contributed immensely to the merriment of golf . . . Cruicky deserves all the tributes paid him and more . . . He is pro at Gulf Stream Club, Delray Beach, Fla., in the winter.

Southern California GCSA is serious about its members having the "executive look." . . . A member who attends a supts. meeting sans coat and tie is fined \$2 . . . The organization made its image bright in the eyes of officials, pros and managers of 50 of the area's clubs who attended its 1965 invitational tournament and field day.

Gordon K. Waldespuhl now pro at Shelby Oaks GC, Sidney, O., coming from assistant post at Wyoming GC, Cincinnati . . . **Steve Zappe** figuring on retiring next year after 45 years as pro at Springfield (O.) CC . . . Golf Society of Great Britain reports that one of its investigators, C. B. Daish of Royal Military College of Science at Shrivenham, has found that grooved markings on the face of iron clubs do little or nothing in applying backspin or stop to a ball . . . Daish says only effect is to damage the ball . . . USGA tests several years ago also disclosed that markings on faces of iron clubs are virtually futile in helping to do tricks with ball spin . . . Yet look at pages 63, 64, 65 and 66 of the 1965

Continued on next page

WINTER INJURY and SNOW MOLD

...have one thing in common

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USGA Rules of Golf book . . . Maybe that stuff is as amusingly useless as the R&A edicts on iron club marking issued after Jock Hutchison won the British Open at St. Andrews in 1921 and made his mashie do things that the holy fathers of the R & A feared must have been done by Auld Hornie, Satan, Nick, Clottie, or the De'il.

It's easy to remember birthdays in the family of **Massie (Maurie) Miller**, pro at Chemung Hills CC, Howell, Mich. . . . Massie was born on Christmas . . . So was his mother . . . His son, **Dave**, who is asst. to **Jack Ortman** at Sycamore Creek CC, Springboro, O., also was born on Christmas . . . Massie's daughter was born on the Fourth of July . . . The Millers' son Steve was born in January on a day that hasn't yet been declared a legal holiday . . . **Angelo Buzzuto**, pro at Deerfield Beach (Fla.) G&CC, has another busy fall program of women's and kids' class lessons in cooperation with Deerfield Recreation Commission and those of Boca City and Broward County . . . Fall golf classes are rather unusual but Angelo says the authorities in that part of the country make golf one of the top community assets . . . The Deerfield Beach pro says several women from 73 to 78 years old who take several lessons a week and play a par 64 course of 4,800 yards often, pull their bag carts and keep their places in briskly-moving traffic.

Harry Adams, MacGregor salesman, given plaque by Illinois PGA Seniors for his work in financing their championship . . . Errie Ball, Oak Park (Ill.) CC pro, won the Illinois PGA seniors this year . . . Sunderland Golf Center, nine-hole par-3 course at Seaburn, England, is the only night-lighted course in Europe . . . **Ralph W. Miller**, Los Angeles attorney and member of USGA Junior Championship committee, got very much "shook up" on one of his recent tours promoting junior golf . . . Miller went to Mexico City with a team of juniors from Southern California to play Mexican juniors . . . The U. S. kids won by the last putt of the last match . . . The

Continued on page 16

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