

1. REAR WHEEL DRIVE

Roseman Rear Wheel Drive permits overhanging of traps and bunkers and trimming close to trees, no side wheel marks. Laminated puncture-proof tires overcome objectionable bouncing of pneumatic tires. The caterpillar-action of laminated tires give non skid traction, making it possible to mow heaviest turf growths. Rear Wheel Drive available in Rough or Fairway mower.



2 REASONS ROSEMAN IS FIRST IN MOWING PERFECTION

2. HOLLOW ROLLER DRIVE

Roseman Hollow-Roller mowers place less weight p.s.i. on turf than any other type. Less compaction results. Hollow drum design permits mowing on soft or sandy soils and on wet fairways with no wheel marks. Improved turf, better playing surfaces and finer finished cut result. All putting greens are cut with rear roller drive mowers. Why not give your fairways putting green treatment?



ROSEMAN Mower Corp. • 2300 W. Lake Ave., Glenview, Ill.
Please send me literature, prices and specifications on Roseman Gang Mowers. I am especially interested in the following model:

- | | |
|---|--|
| <input type="checkbox"/> Mark IV Fairway Mower | <input type="checkbox"/> Hollow Roller Drive Fairway Mower |
| <input type="checkbox"/> Rear Wheel Drive Fairway Mower | <input type="checkbox"/> Hi-Cut Rough Mower |

Name _____

Position _____ Club _____

Address _____

City _____ State _____



ROSEMAN MOWER CORPORATION
2300 WEST LAKE AVENUE
GLENVIEW, ILLINOIS
Nation-Wide Sales and Service

To Catch a Better Golfer You Need a Better **SAND TRAP**



WE BUILD THEM!

... and the rest of the Golf Course too.

WRITE OR CALL W. W. ULLMAN, CONSULTANT
COLONIAL GARDENS, INC.
708 GREENE STREET • MARIETTA, OHIO
Phone 373-2188 • Area Code 614

bent grass **STOLONS**

Cohansey C-7
Toronto C-15
Arlington C-1
Evansville
Washington C-50
Congressional C-19

(New Strains Available for Trial)

A Reliable Source of Supply Since 1920

HIRAM F. GODWIN & SON
22366 Grand River - Detroit, Mich. 48219
Phone: Area 313 - 531-0361

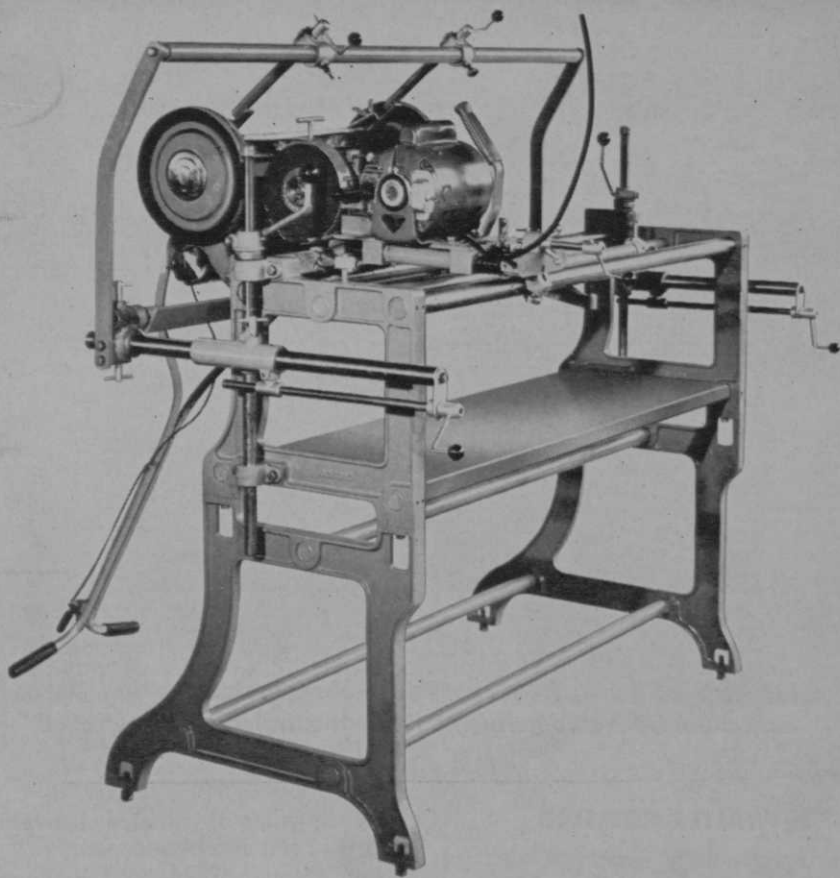
the PGA championship . . . Sarazen's work on "Shell's Wonderful World of Golf" brought the Squire back into the public eye and contributed to making the show the best TV job in and for golf.

Alfred Wright in Sports Illustrated did the 1965 story about the controversy between the club pros and the tournament pros in the PGA . . . That's been a subject of magazine pieces at least once a year, except war years, since the late 1930s . . . Wright is a better writer than most of his predecessors on the old topic . . . He skidded on a few facts . . . When "professional golf first started to become a gate attraction," Hagen and Sarazen were not club pros . . . Exhibitions made more and more certain money for the stars than the early circuit tournaments promised as prize money . . . TV is the only change and that's steadily knocking down the rating of tournaments and golf stars with advertisers and their agencies . . . The old barn-storming "world championship" matches between whoever happened to be the U.S. and British national open champions were genuine and exciting competitions . . . The TV "all star" exhibitions that are sold to advertisers as "championships" run poor seconds in genuine competitive intensity to the thousands of one-dollar-Nassaus played by high handicap amateurs at their clubs and on fee courses . . . The alleged "championship" golf on television is bound to kill itself just as the quiz programs with the big money knocked themselves off the air.

The basic controversy in tournament golf is between the guys who now are on top and those who are working up . . . It is tough, if not impossible, to legislate to control sports competition . . . Naturally, the guys who have got it made in golf, want to cut down the competition and stay on top . . . Some hungry young unknown may win a few tournaments and the sports writers will make him glamorous . . . TV doesn't do that.

The more imaginative golf writers made Arnie's Army and Champagne Tony, then TV moved in but TV didn't make the reputations . . . When the club pros see

(Continued on page 80)



new PEERLESS 1300 sharpens reel-type mowers in record time!

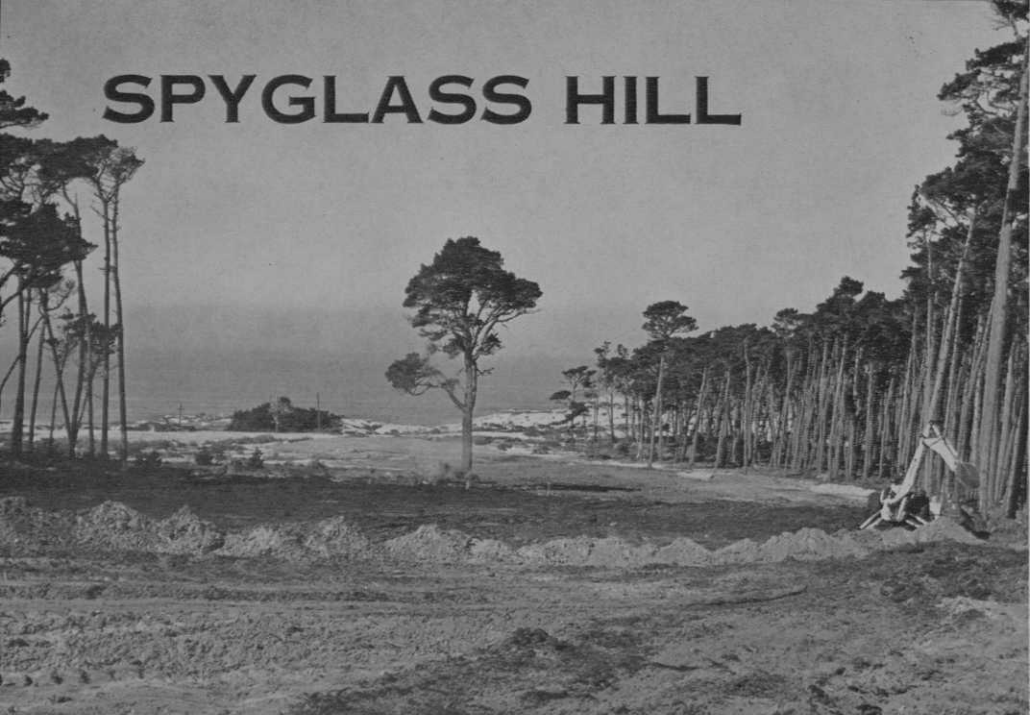
Here's machine tool precision for sharpening any reel-type mower faster, easier, more accurately! Just set the machine tool adjustments—the Peerless 1300 grinds each blade to an exact match, with no hand filing or lapping-in needed. Use it for hook grinding, straight line grinding, and bed knife grinding.

There's never been a lawn mower sharpener like this! The Peerless 1300 is built to machine tool standards, with all the features proved best in 62 years of making mower servicing equipment. Write for information, or send order for early delivery.

THE FATE-ROOT-HEATH COMPANY

Special Products Division • Dept. G-9 • Plymouth, Ohio

SPYGLASS HILL



Julian P. Graham Studio Photos

It has inspired Robert Trent Jones and Robert Louis Stevenson, but it may cause frustrated golfers to throw themselves onto the rocks

By WALTER ROESSING

On a spectacularly scenic stretch of Northern California's world-famed Monterey Peninsula, a championship golf course with the picturesque name of Spyglass Hill has been carved out of snow-white sand dunes and virgin pine forest.

Designer Robert Trent Jones has modestly labeled this astonishingly beautiful setting as his "dream course." A famous artist once described this area as "the finest meeting of land and water in existence." Non-golfer Robert Louis Stevenson found Spyglass Hill the inspiration point for his *Treasure Island* novel.

When ready for play early in 1966, Spyglass Hill will further enhance the Del Monte Estates claim of "golf capital of the world." Del Monte, a vast private park in the heartland of the Monterey Peninsula, already is the site of five great courses. These include Pebble Beach, Cypress Point, Del Monte, and the Monterey Peninsula Country Club's Dunes and Shore

links. Spyglass is situated between the Cypress Point and Dunes.

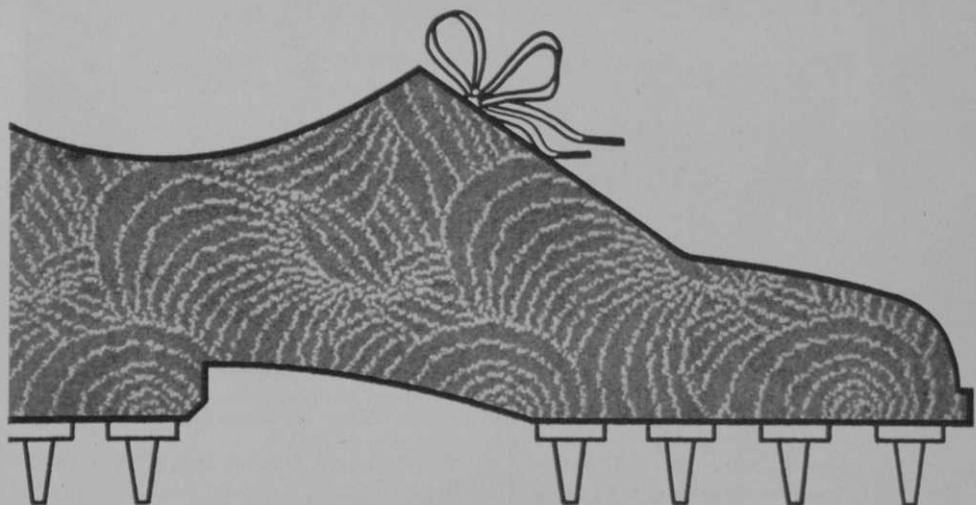
Bob Hanna, affable and hard-working executive director of the Northern California Golf Association, says, "There are thousands of typical golf courses across the land in such localities as Rochester, Sacramento, Phoenix, and especially Palm Springs. In Palm Springs you find one Indian reservation after another covered with fairways and bunkers.

"If the Monterey Peninsula isn't the golf capital of the world then it certainly is the 'golf showplace of the world'. And Spyglass Hill is destined to become one of the greatest 18 holes of golf in the game."

In addition to its incomparable grandeur, the new course has seven noteworthy features.

First, Spyglass Hill will be the home course of the Northern California Golf Association. This is a first in U. S. golfing history. No other regional golf asso-

**Spikeproof carpets
painstakingly engineered
for one purpose: to
wear for years wherever
spikes are used**



Isn't it terrific that these carpets are also beautiful, comfortable, inviting and appealing (custom woven in your colors)—and so easy to maintain? Select from one of the industry's most extensive libraries of designs.

Why carpet locker rooms? For greater warmth, luxury, sound-absorbency, protection against slips and falls, and (we can prove it) long-range economy.



Philadelphia
**COUNTRY CLUB
CARPETS**

 *Philadelphia*
CARPET COMPANY
Quality since 1846
(Commercial Division)
Allegheny Ave. and C St.
Philadelphia, Pa. 19134

**Mail
coupon**

for free carpet sample

Philadelphia Carpet Co. (Commercial Division)
Allegheny Ave. and C St., Philadelphia, Pa. 19134

Please send me a free sample of your spike-resistant carpet.
No obligation, of course.

Name

Club

Address

City, State



Spyglass pro, Frank Thacker, and Robert E. Hanna, secretary of the Northern California Golf Association, look on as construction men prepare to seed the latest starter among the Monterey Peninsula courses.

ciation can claim its very own golf course.

The NCGA plans to conduct all of its championship tournaments, including collegiate, Junior, Senior, match and medal events, at Spyglass. It's also conceivable that the course eventually will be the site of a National Open.

Ideal for Galleries

Second, from a gallery standpoint, it will be one of the most outstanding viewing courses in the nation — ideal for spectators because mounds or high areas border a majority of the greens. From one sweeping vantage point in mid-course, a spectator will be able to see the second and third shots on both 11 and 14, the entire 12th hole and, by moving a few steps, the entire 15th.

Third, it is the first links on the Monterey Peninsula to have lakes as water hazards. These have been designed around the greens on 7, 11, 12, 14, and 15. All lakes are 12 to 14 feet deep; the body of water on the 12th hole covers an area of 12,000 square feet; and the 15th is the reverse of the 16th at Augusta with a

crescent-shaped lake at the right instead of the left.

Sand in Place of Rough

Fourth, there is no rough. However, adjacent to the fairways on the second through the fifth holes are devilish, great, white sand dunes. All other holes are bordered by towering Monterey pine and oak trees.

Fifth, the breathtaking course follows the natural contour of the coastline and forest. No soil or fill material was imported and, in fact, there was a minimum of earthmoving during construction. Two deep gullies bisect the layout, adding to the hazard of trees, bunkers, lakes, and sand dunes.

Sixth, Spyglass follows the current emphasis on long holes and oversize greens. The championship course will play 7,190 yards, with the 600-yard first a formidable outward bound hole. The greens all average more than 8,000 square feet.

Seventh, a beauty of design is No. 14. This par five, 580 yard hole features an ingeniously devised double dogleg. To

(Continued on page 76)

PGA Lowers the "Green" fee for Christmas (less green for more gift!)



FOR HIM:

a great gift for any golfer! FREE . . . A pair of top-grade PGA Golf Hose, a full \$2.50 value, packaged in a handsome simulated black alligator jewelry case for the price of one dozen PGA Ryder Cup Golf Balls! Gift card included.




FOR HER:

a wonderful gift package for the ladies! FREE . . . two pair of popular PGA Golf Peds, a \$2.50 value, packaged in a simulated black alligator jewelry case for the price of one dozen Lady PGA Golf Balls! Gift card included.

*Three gifts in one . . . a wonderful present for the price of the PGA Golf Balls alone!
Available only from your Pro Shop Santa!*



PGA GOLF EQUIPMENT a division of  **VICTOR GOLF CO.**

8350 N. Lehigh Ave., Morton Grove, Ill. 60053 • Tel. 966-6300 (Area Code 312) products of Victor Comptometer Corporation



Seventy-five year old Plainfield (N.J.) CC invested \$85,000 in two-story pro shop building two years ago.



Merchandising Hypnotism

Dazzling displays that make subtle suggestions to the wallet prompt golfers to buy heavy at Plainfield CC pro shop

A visiting pro upon sinking his spikes into what feels like knee-deep nap of the Creslen carpet in the golf shop at Plainfield (N. J.) CC, noting the comfortable bay which looks out onto a long first tee that seemingly doesn't have a blemish in its bent, seeing a colorful panorama of sports apparel in the Display Creations centerpiece, and kind of breathing in the warmth of the walnut stained birch panelling, couldn't help but start talking to himself. "How could a fellow go wrong in a place like this?" would have to be the first thing he muttered.

The shop at Plainfield, housed in a large, separate frame building and not yet two years old, may be as fine as anything found in the East. It gives the pro a running start on being a good merchandiser. But the opportunity can be muffed, as it has been at so many other clubs where pros have had everything to work with, if the fellow who runs it takes things for granted.

This isn't likely to happen with 32-year old Bob Benning around. He proceeds on the theory that if a fellow falls heir to class, he should do what he can to add to it. There are two distinct ways in which this is manifested at Plainfield — in the pro shop personnel itself, and in the atmosphere of the shop which is never allowed to become diminished.

Could Do With Less

Benning, who waited until the advanced age of 27 to turn professional, is convinced that pro merchandise has to be sold almost exclusively by suggestion. "We can't buttonhole anyone and force him to buy a single item," he observes. "The golfer could do with half of the stuff he purchases in a season if he had to. So, the only thing left for us to do is try to make him drool over the things he sees in the shop and want to buy them."

That is where the personnel and the



Beautiful furnishings in Plainfield shop are complemented by displays that are just as exciting. Shop is lighted by 11 square sand-blasted ceiling lamps and seven spots. Basement of shop contains large room with a driving net and a caddie room complete with toilets and showers. Ten golf cars, operated by the shop, are garaged in the basement.



shop's atmosphere come in in Benning's scheme of running things. He and his assistants are more than just affable and helpful. Benning himself tries to reflect what has come to be accepted as the image of the pro. He expects his aides to do likewise. That means that good grooming is a must.

"We are walking displays," he says. "We should wear colorful, well tailored clothes that make people constantly take notice of our apparel. If a member compliments me or one of my assistants on a gold shirt one of us is wearing, or says he likes the style of a pair of slacks one

of us may have on, I count on selling several of these items. It is simply because the word gets around."

Having the word get around at Plainfield can be quite profitable since there are 250 male members, many of them Wall Street brokers and executives of large concerns such as American Cyanamid and Johnson & Johnson.

How About Women?

Assuming that Benning does well enough selling to men via his back, where does that leave him with the 100 or so women members, since he doesn't



Bob Benning, Plainfield's capable young pro, is shown at upper left. Above is Charles Genter, who is in charge of displays. At lower left is Lou DomAruma, who has been caddiemaster at the club for four decades and has worked for only four pros during that time.



have a girl assistant? "If you do a good volume with the male players and don't sell even more to the ladies, you have no charm," says Bob in a bantering way. "Seriously, the wine, gold, maize whiskey, warm blue, etc. colors found in men's apparel have a great influence on women who, as everyone knows, are more color conscious than males. Anyway, you can't argue with that old pro sales maxim that if men buy, women will buy even more."

Benning, incidentally, doesn't let the women players stray too far from the influence of the pro shop since he has a display of clubs and apparel, complete with mannequin, set up in the ladies' lockerroom.

As for atmosphere, Plainfield's shop is redolent with it. Built in late 1963

at a cost of \$85,000, it is one of those places in which a golfer has no objection to whiling away an hour or two. A huge bay window gives him a fine view of three or four holes. The paneled walls and thick carpeting still retain an aroma of newness. There is a small lounge in which a member can sit and relax, and there is plenty of floor space in the ample shop for him to get off in a corner and practice putting.

Subtle Suggestions

All the time he is being exposed to the Display Creations island in the center of the shop which, artistically decked out in a rainbow of merchandise, is making subtle suggestions to his wallet, whether he realizes it or not. The idea is, of course, that if the fellow keeps putting or lounging long enough, he'll see something that he wants. Charles Genter, assistant pro, handles the merchandising hypnotism here, since he is in charge of setting up displays at Plainfield.

"Most of Chuck's displays are what you'd call dazzling," says Bob Benning. "He has as much imagination in setting them up as anyone I've seen and you'd be surprised at how many members comment about them. As he explains it, the

(Continued on page 75)