



That's not 007...That's your Mr. Jones

Yeah! Nice Mr. Jones.

Your member, Mr. Jones.

That's nice Mr. Jones who plays your course every Wednesday and every Sunday. Remember, just last week you gave him a lesson. BUT, what's he doing buying his golf balls here?

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take your advice on what equipment to use?

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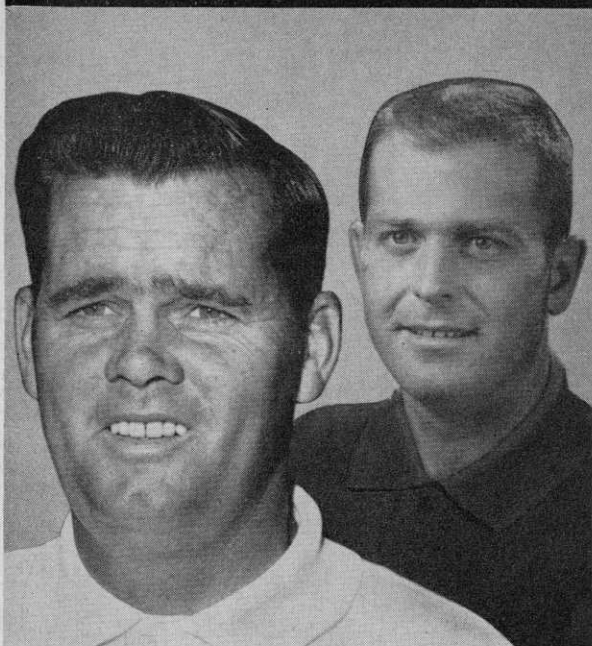
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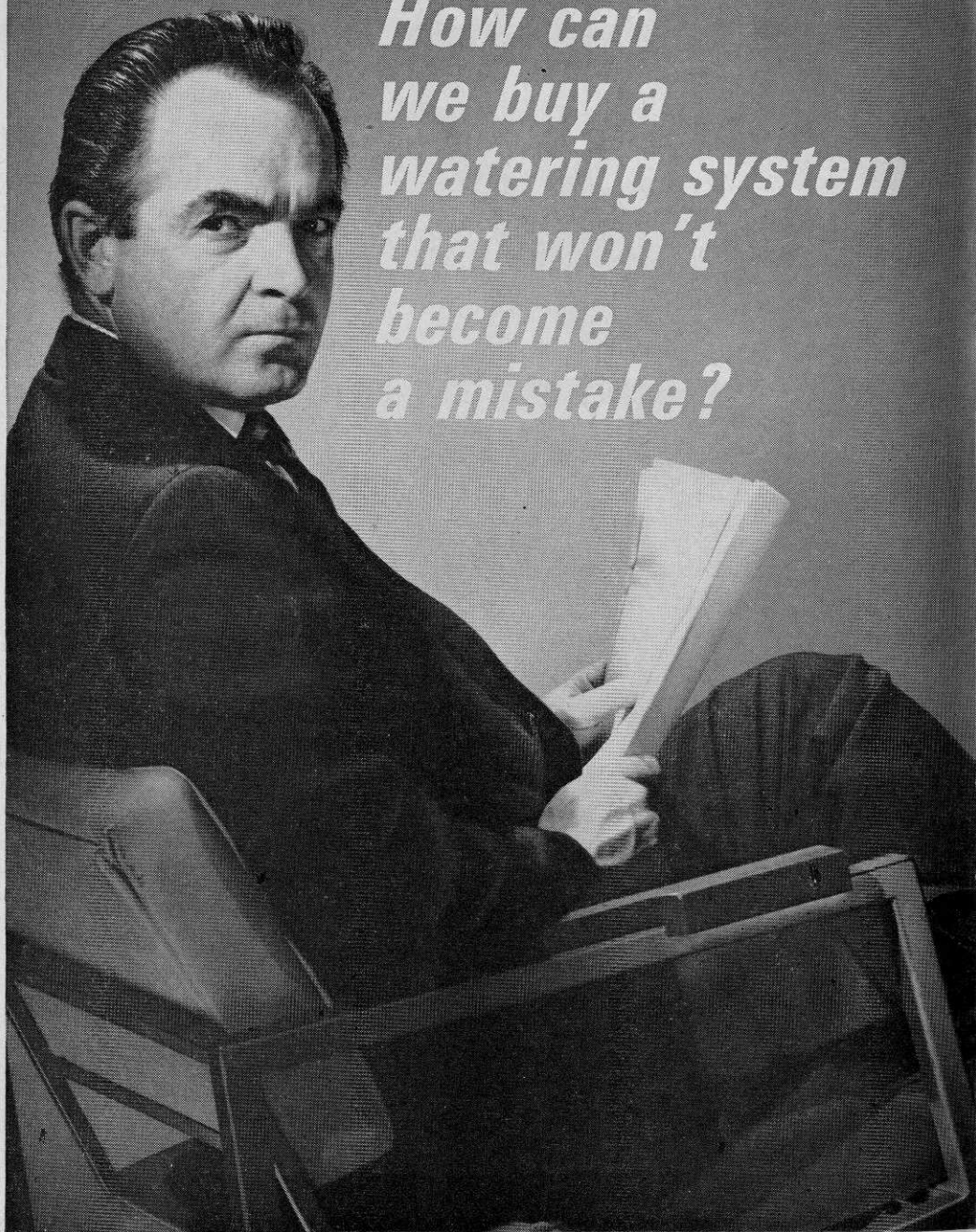
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For more information circle number 113 on card

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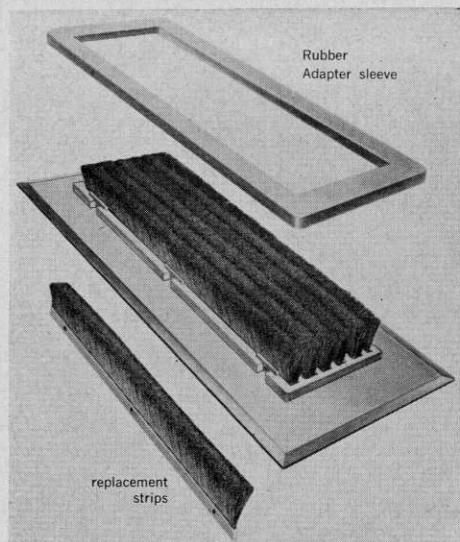
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GOLFDOM

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INCORPORATING GOLF BUSINESS

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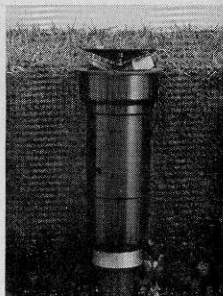
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Swinging around golf

By **HERB GRAFFIS**

News of the Golf World in brief



Many thousands were introduced to golf by pro lessons this past spring at night adult high school recreation classes, YMCA's, YWCA's, classes of factory and official employees recreational associations . . . From newspaper stories advertising pros who taught those spring classes, we estimate the enrollment was at least 15 per cent higher than last year . . . These night school classes were started at factories and suburban high schools in the Chicago District years ago, not only as a golf promotion operation, but to give pros who had no other winter income this instruction revenue . . . It worked so well back in the days when **Alex Cunningham** was Illinois PGA president that **GOLFDOM** paid for a nationwide campaign among pros and large industries and school boards to push the golf promotion idea. . . And we were having trouble paying the printer and paper supplier . . . But that campaign paid off so well it very definitely promoted the formation of the National Golf Foundation, another golf development operation that cost **GOLFDOM** money when we were worrying about prior bills and before the club and ball manufacturers with **Icely** of Wilson, **Robbins** of Spalding, **Conlin** of U.S. Royal and maybe a couple of others, now also on greener fairways, kicked in and bailed us out.

Many keenly competitive men in the golf business are happy about **Hillerich** and **Bradsby** running one, two with **Brewer** and **Nichols** at the Masters and **Beard** winning the Tournament of Champions and **Houston** Champions In-

ternational because the three are protégés of **Bill Kaiser**, H&B sales manager, and Bill is the grand sort of a guy you like to have win when you don't do it yourself . . . Kaiser took these young men when they didn't have anybody clamoring for their signatures and were in uncertain physical and temperamental condition and he expertly brought their talent and competitive hearts up . . . Bill had solid support in the front office for his lads when the boys didn't look like they'd be cashing many checks except H & B's.

Los Angeles County golf course supervisors talking about putting in several lighted courses . . . **San Diego** councilmen discussing revisions of South course at **Torrey Pines** to qualify it as a candidate for a National Open Championship . . . **Robert Trent Jones** is to do the remodeling . . . The **Torrey Pines** many courses along the Pacific are in marvelous scenic locations and with **Jones** tightening could determine who really is National Open champion and who shouldn't be . . . The South course was expressly designed as a National Open layout . . . I remember going over it with the professional and the two of us (probably the only two golfers who don't regard themselves as golf course architects) agreeing that location of clubhouse and gallery and parking facilities didn't recommend a layout for the Open.

Ed Twohig, pro at the **Amherst (Mass.) GC** and one of golf's nicest guys, was guest of honor at the annual Tee Party at **Springfield, Mass.**, which

continued on page 12

GOLFDOM



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Now you can sell a new group of ladies' golf pants and coordinated tops from the confined pro shop collection by Louise Suggs. They're styled in lightweight wool and blends . . . alive with vibrant colors . . . priced right for fast turnover. And each one is designed with our famous "action-free" features that take golfers 'round the course in easy comfort.

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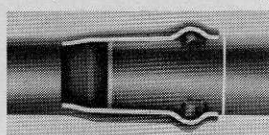
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