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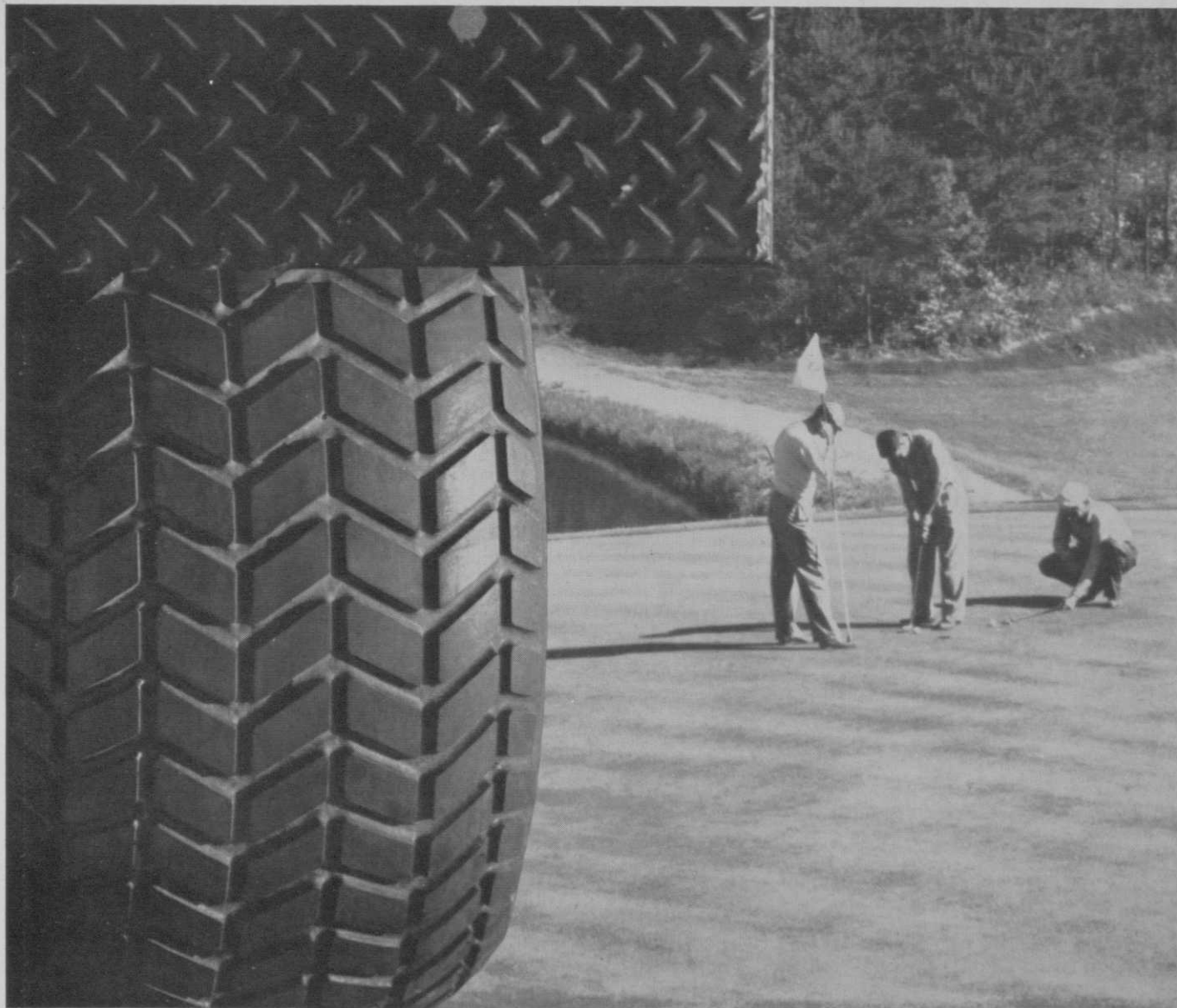
Remember—when they buy their golf balls downtown, they buy their golf accessories downtown, too.

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Can you think of a better reason to get
all your customers playing Titleist?



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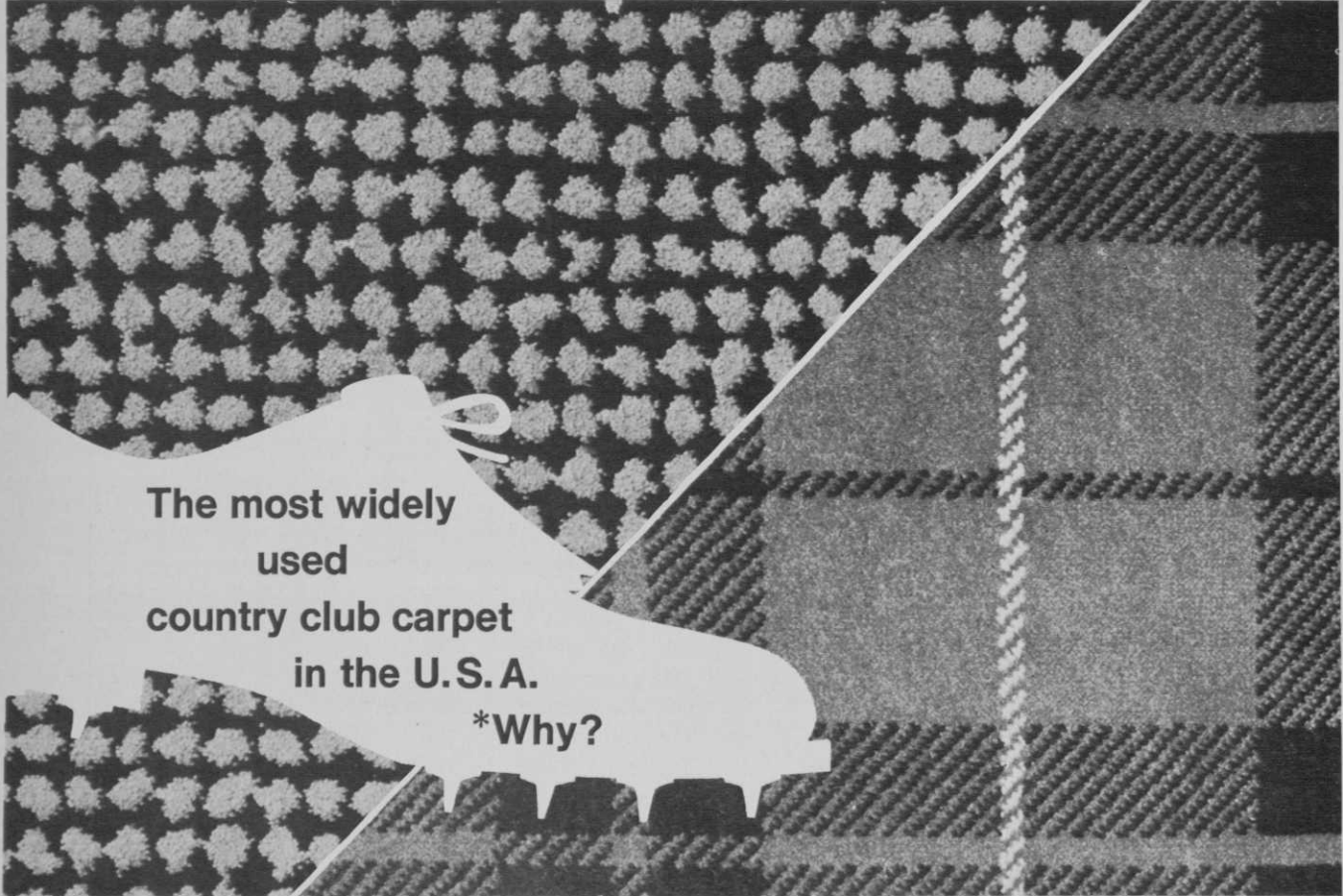
Terra-Tire is available in traction (shown here) and rib treads.

For all the facts, please write: Manufacturers Sales Dept., The Goodyear Tire & Rubber Company, Akron, Ohio 44316.

GOODYEAR

Terra-Tire—T.M. The Goodyear Tire & Rubber Company, Akron, Ohio

For more information circle number 144 on card



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GOLFDOM

INCORPORATING GOLF BUSINESS

VOL. 42 NO. 6

JUNE, 1968

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Cover: Photographed by Leonard Kamsler at
Hound Ears, North Carolina

GOLFDOM, Incorporating GOLF BUSINESS, June, 1968. Published monthly January through October by Universal Publishing And Distributing Corp. at New York, N.Y. Executive Offices; 235 East Forty-fifth Street, New York, N.Y. 10017. Volume 42, No. 6, Arnold E. Abramson, President; Robert J. Abramson, Executive Vice President; Franc Roggeri, Senior Vice President; Morton Waters, Vice President; David Rowan, Senior Vice President; A. H. Morse II, Vice President; Peter J. Abramson, Vice President; George Bauer, Vice President; John Fry, Vice President; Dorothy M. Sheehan, Secretary; Edwin J. Harragan, Assistant Secretary; Shirley Collins, Assistant Treasurer. Copyright © 1968 Universal Publishing and Distributing Corporation. Published simultaneously in Canada. Copyright under International, Universal and Pan-American Copyright Conventions. All rights reserved, including right to reproduction, in whole or in part, in any form. Printed in the U.S.A. For advertising rates, apply to Advertising Manager. Controlled Circulation postage paid at Canton, Ohio. Please send change of address notice to GOLFDOM Magazine, Service Department, P.O. Box 513, Des Moines, Iowa, 50302. The Company also publishes: Golf, The Family Handyman, Ski, Ski Business, Ski Area Management, Vocational Guidance Manuals, Universal Home Plan Books, Nova Books and Award Books. Members of Business Publication Audits, Magazines Publishers Association and National Golf Foundation. Subscription rates Domestic \$3.00, foreign, \$4.00 per year.



"How I prepared the course for the Western Open"

BY TED WOHRLE,

Superintendent, Beverly CC, Chicago, Illinois,
site of the 1967 Western Open,
tells about the special preparations
needed for the big tournament.





July, 1966

I knew full well that the Western Open was coming to Beverly in one short year. Working with the grounds committee, we felt a drastic renovation of the fairways on the front nine was needed. At this time we decided to get rid of the *Poa annua* that had given us problems for thirty years. We engaged a Purdue professor, Dr. Bill Daniel, to consult with us regarding a vegetation killer.

Creeping bentgrass

We discovered that once most of the *Poa annua* had been destroyed, the bentgrass grew in dramatically, filling in from what had been a 5% portion up to nearly 85% of the total grass. A carefully planned program of watering assisted greatly in this job. Our cast iron pipe irrigation system performed with complete satisfaction.

Spring, 1967

By this time, everything looked healthy. The weather was cooperating, the grass was growing in beautifully. We were proceeding nicely on schedule. And then...

Disaster!

A tornado smashed through the south side of Chicago, destroying property throughout Oak Lawn, Evergreen Park and Beverly CC. Thirty-one huge oak trees were torn out by the roots. The entire pro shop, cart house, caddie house and other structures were flattened. A half-mile of fence was also damaged.

The long haul back

All our efforts were put into removing debris, repairing damage to greens, tees and trees. Seven large trees were used to replace those lost. With maintenance

procedures and fertilizer schedules interrupted, we were now a full 3 weeks behind our *normal* schedule! Bringing in extra crews, new construction was begun on the destroyed buildings, the fence was repaired, and things began to get back into shape.

Summer—the homestretch

With the weather at last cooperating, we began to put the finishing touches on the grounds; edging and power raking the sand traps, daily mowing of greens to the suggested height, keeping the rough trimmed until a week before the tournament began, and more.

The equipment

In the middle of July, the WGA van arrived with the equipment. Some five miles of rope, 2000 stakes, leader board signs, telephone equipment, direction signs, snow fence. Much of this had to be cleaned and painted by our staff.

One week to go

The stakes were down, the rope was strung; TV, telephone and electrical cable has been placed in the ground and in trenches. We handled this ourselves. Over 5000 feet of TV cable was placed in the ground to accommodate the 11 cameras required for the color coverage. Stands had to be erected, plus portable toilets; trunk routes had to be mapped.

Water system

Our decision to install cast iron pipe for our water system has paid off. With the traffic conditions our course undergoes during a tournament like the Western Open, pipe that can handle excessive external load is a must. Also, during any kind of reworking, the ease with which the system can be tapped and altered makes it a real saving.

The big day—August 3

Two major breakdowns kept us up all night the last night—the clutch on our only dump truck, and the 100 hp irrigation motor. I'm proud to say that despite our problems, we've been able to keep the course open to members right up to the Day. We'll have our hands full this week, keeping the grounds in repair. And once the tournament is over, we'll have to correct the damage done by the trucks, the crowds; the trenches will have to be filled, the practice tee will need reseeding. But within a week to ten days, we should be almost back to normal. Almost.

This series is sponsored by the

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For more information circle number 204 on card

Swinging around golf

by Herb Graffis



Pro shop sales this spring generally have been far, far ahead of previous records . . . Even at public courses where there are pros complaining about cheap club, bag and ball competition of stores, sales are much better than expected . . . Aluminum shafts, of course, gave top grade club sales the biggest boost they've had in any one year . . . Slow deliveries have been the big headache and the pro is taking the cussing from the man who wants to spend the money . . . Women's club business at private clubs this spring boomed at a rate indicating all the pros' patient, hopeful education to quality golf merchandise has begun to pay off tremendously . . . Reports from PGA business schools and PGA spring sectional meetings, from pro and pro salesmen, is that no manufacturer has an edge in the women's first class club market . . . There's no trade-in problem for pros on women's clubs . . . Pros simply tell the ladies to give their cheap clubs away now that they're getting quality equipment. There's absolutely no market for the used cheap stuff.

Pros are finding it easier to switch brands of clubs . . . They have been doing it more often in demonstrating that the pros' knowledge of the customers' game, the pro's intimacy and responsibility outweighs by many millions of dollars any other factor in influencing the golf consumer . . . Several times at the spring business studies of pros it was brought out that despite "pro only" lines in consumer advertising, manufacturers have a large amount of educational advertising to do to get pro merchants working with them.

The aluminum shafts had better work out well, if not miraculously, for enthusiastic buyers and the pros who sold the clubs . . . The clubs

were bought on the pros' say-so. . . . Hubby Hubjan, pro at the famed old Onwentsia Club in Lake Forest, Ill., a very successful maker of custom clubs for his own members and members of pro friends' clubs, says the aluminum reduction of about 15 per cent in shaft weight and transfer of this weight to the clubhead is the biggest sales and performance point pros have been able to offer club buyers in years . . . His sales confirm his opinion.

Hubjan, an excellent player and teacher as well as clubmaker, also is an adept publicist whose advertising policies all pros might well study . . . He was PGA 1965 Pro of the Year . . . Hubjan gets \$32 for aluminum-shafted woods and \$22 for aluminum shafted irons . . . He makes many clubs for women . . . He collaborates with pros at the women's clubs . . . He maintains that it's even more important for women than for men members to have the help of expertly fitted custom-made clubs.

Madison (Wis.) Park commission's new 36-hole southeast courses have been christened Yahara Hills . . . "Yahara" is an Indian name . . . Park Commission members and others don't know what it means . . . Non-residents of Madison have to pay \$1 more than residents for a round . . . Demos Jones switches as pro to Robbers Roost GC, Beaufort, S.C., from Fripp Island GC where he's been two years . . . Ray Robison now pro at Countryside course, Youngstown, O.

Green Hill, Worcester, Mass., muni course to be rebuilt to plans of Wm. F. Mitchell . . . Contractors were asked to submit two bids; one for entire 18 holes with course closed during the work and

the other for nine-holes being kept in play.

Dudley (Waxo) Green of the Nashville Banner was re-elected president of the Golf Writers Association, at the writers' annual meeting at the Masters . . . Roger Barry, Quincy, Mass., Patriot-Ledger was re-elected Waxo's backstop as first vice president . . . Bill Shirley, Los Angeles Times was elected second vice president . . . John Bibb, Nashville Tennessean, who's across the hall from Green in the Nashville Temple of Public Intelligence, was re-elected treasurer . . . No secretary was elected to succeed the late Charles (Father) Bartlett . . . A portrait of Charley, painted from a masterly photograph Eldo Thompson shot for Golf World, was unveiled by Bartlett's son Mike, at the working press inner sanctum . . . The artist's job was great . . . Bob Jones wrote the dedication that's beneath the picture . . . Cliff Roberts and Bob had the sweet thought of naming the room the Bartlett Press Lounge . . . In the Bartlett Press Lounge at the Masters there are a lot more interesting expert interviews of tournament contestants than the TV stuff you hear although the richly paid TV guys certainly are no dummies . . . What the golf writers need is somebody like Cliff Roberts to discover them for telling in ears what the camera tells to eyes . . . The writers' stories built up the Masters so it became a prize television property . . . Now only Henry Longhurst, a British golf journalist, gives a touch of Grade A ear reporting, in a Cantabridgian accent . . . Articulate and vivid American golf writers are shut out . . . That's one reason why so many U.S. TV presentations are becoming dull.

The de Vincenzo scorecard error

Continued on page 10

LET'S TALK ABOUT THE DIFFERENCE IN ALUMINUM SHAFTS

Most professionals know that aluminum shafts are lighter and produce greater club head speed and longer shots...and that greater torsional stiffness will produce less club head flutter and straighter shots but there is much more to the story. Frankly, not all aluminum alloys are the same, not all shaft designs are the same and not all manufacturing processes are the same. As a result, there is a great difference in the quality of aluminum shafts now available.

■ Easton, with over 20 years of experience producing the world's finest aluminum sportshafts – uniform high strength arrow shafts and tough light weight ski pole shafts – now offers the strongest, best designed, most uniform golf shaft manufactured today. These shafts have been engineered for maximum performance and tested the equivalent of 30 years daily use.

■ If you would like more information concerning the difference in golf shafts, write us today or look

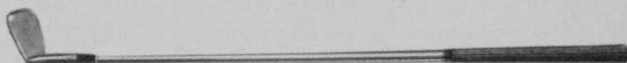
for our future ads. We have a great deal to say about –

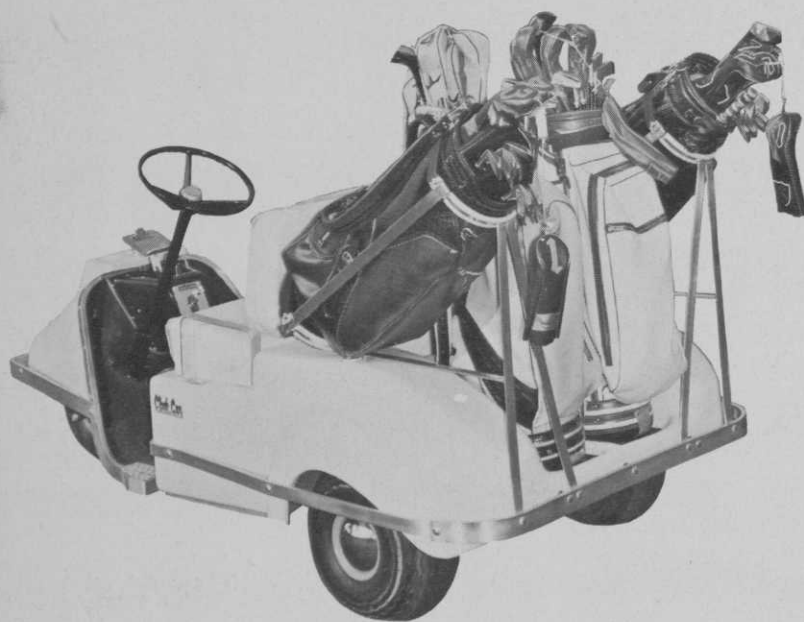
- *Straight taper vs. step taper*
- *Dynamic properties of the shaft*
- *Torsional strength and response*
- *Easton X7 alloy*
- *Flex characteristics*
- *Shaft consistency*
- *Durability*
- *Proper swing weight*
- *Shock absorption*
- *Shaft balance*

■ There is a difference in aluminum golf shafts and the greatest difference is Easton Aluminum.

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It's as simple as this: if you've been renting a 2-bag car for \$7, you can almost double your rental income by getting \$12 for our new 4-bagger. And each golfer pays less!

Double your fleet capacity?

Yes. And with less cars. You go through those peaks of demand — for tournaments, corporate outings and other special occasions. You probably have to beg, borrow or rent additional cars. Our new 4-bagger will accommodate twice as many golfers, double your fleet capacity. No more begging.

Most golfers want exercise, too!

For the first time, a foursome or threesome can rent one car. Most golfers want exercise, without

fatigue. With our 4-bagger, each member of a foursome can walk 9, ride 9. Each golfer in a threesome is able to ride 12 holes.

Advantages of the 4-bagger

- Doubles your income potential with less initial investment
- Doubles fleet capacity for those periods of peak usage
- Eliminates caddy problem
- Reduces cost-per-rider on rentals
- Expands market to threesomes and foursomes
- Satisfies golfer's need to exercise, without fatigue

Pay yourself with a demonstration.

The name of the game is profit and our new 4-bagger doubles your potential. Call or write us today for a demonstration. That's free.

Club Car

CLUB CAR DIVISION—Stevens Appliance Truck Co. Box 897, Augusta, Georgia
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☐ We'd like a CLUB CAR demonstration

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made the 1968 Masters one to be long remembered . . . Roberto's admission "I am a stupid" put him into a lot of distinguished amateur golfing company because of a long outgrown silly rule that makes the pencil mightier than the clubs.

Fred Corcoran and Golf magazine editor Ross Goodner covered the need for modernizing golf rules in February issue of Golf so well, the Masters case made them look psychic . . . Corcoran is tournament chairman of the International Golf Association which since the beginning of its Canada Cup international pro team competition in 1953 never has had a scorecard error although it's had players from 39 different countries . . . The first Canada Cup victory was won by the Argentine team of Roberto de Vincenzo and Antonio Cerda . . . Tournament officials of the host countries check the card and there is care, no haste, in the checking with the players, most of whom are separated by language out-of-bounds-from officials.

Stroke play is a comparatively recent innovation in golf . . . It is first mentioned in golf history (vide "A History of Golf" by Robert Browning) as scoring at St. Andrews in 1759 . . . By that time golf with its scoring method of match play had been a popular sport in Scotland for 300 years . . . So don't be in a hurry, in another 300 years the USGA and R&A will catch up with the change in conditions that knocked Roberto out.

As Joe Dey said on TV, the

Continued on page 15

Won't you help us?

Although GOLFDOM tries to reach everyone responsible for golf club operation—manager, president, pro, superintendent, etc.—we can't help but overlook a few persons who should be seeing the magazine. You can help us by passing along your copy to those associates or staff members who might be directly interested. Such an increased readership should be beneficial to both of us. Thanks.