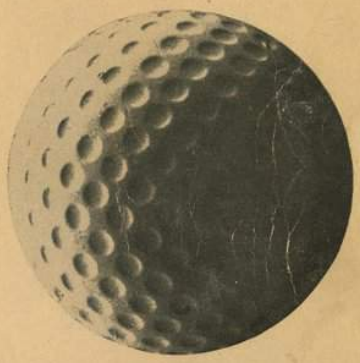
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JULY 19-22, 1962

PGA

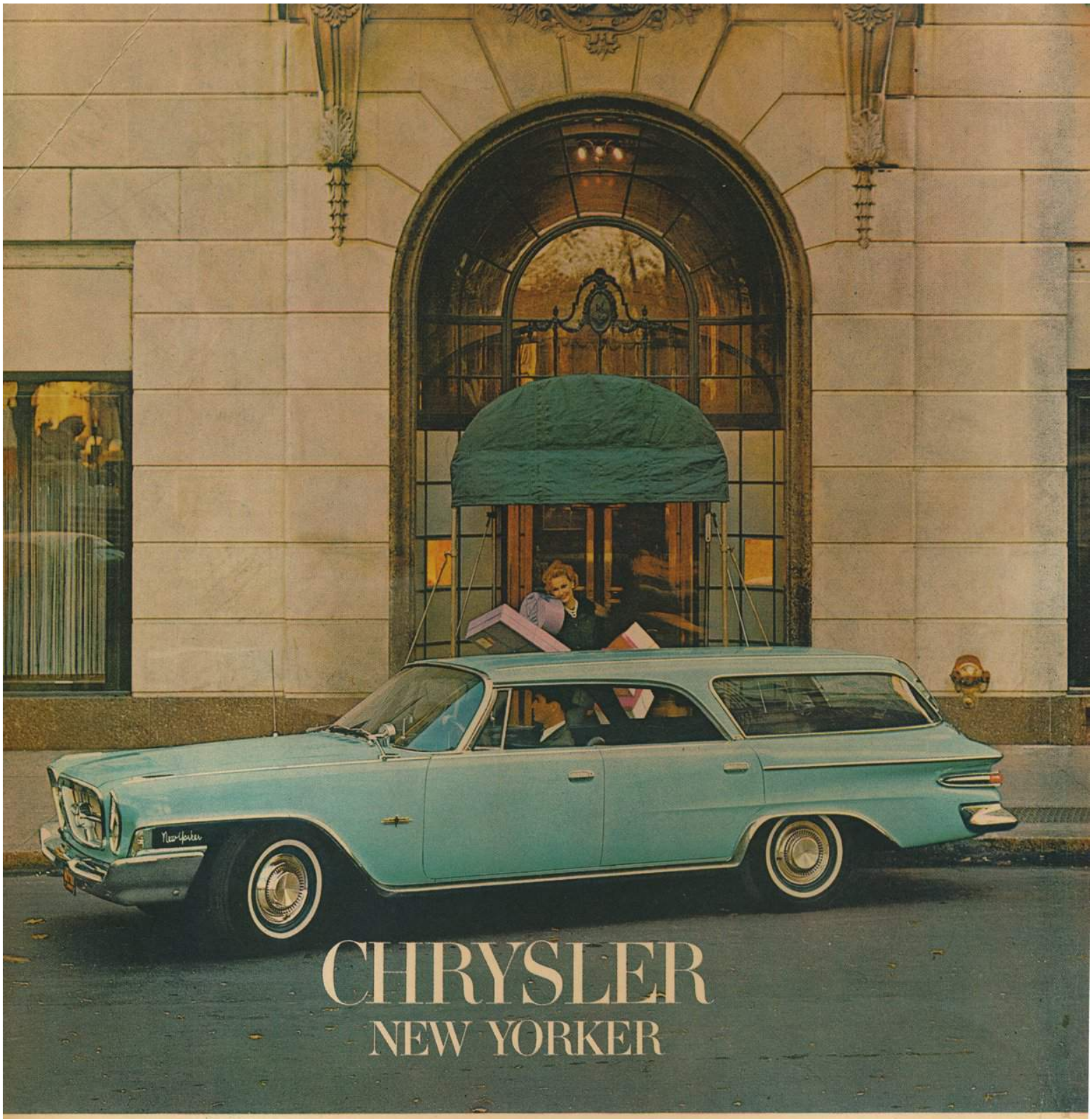


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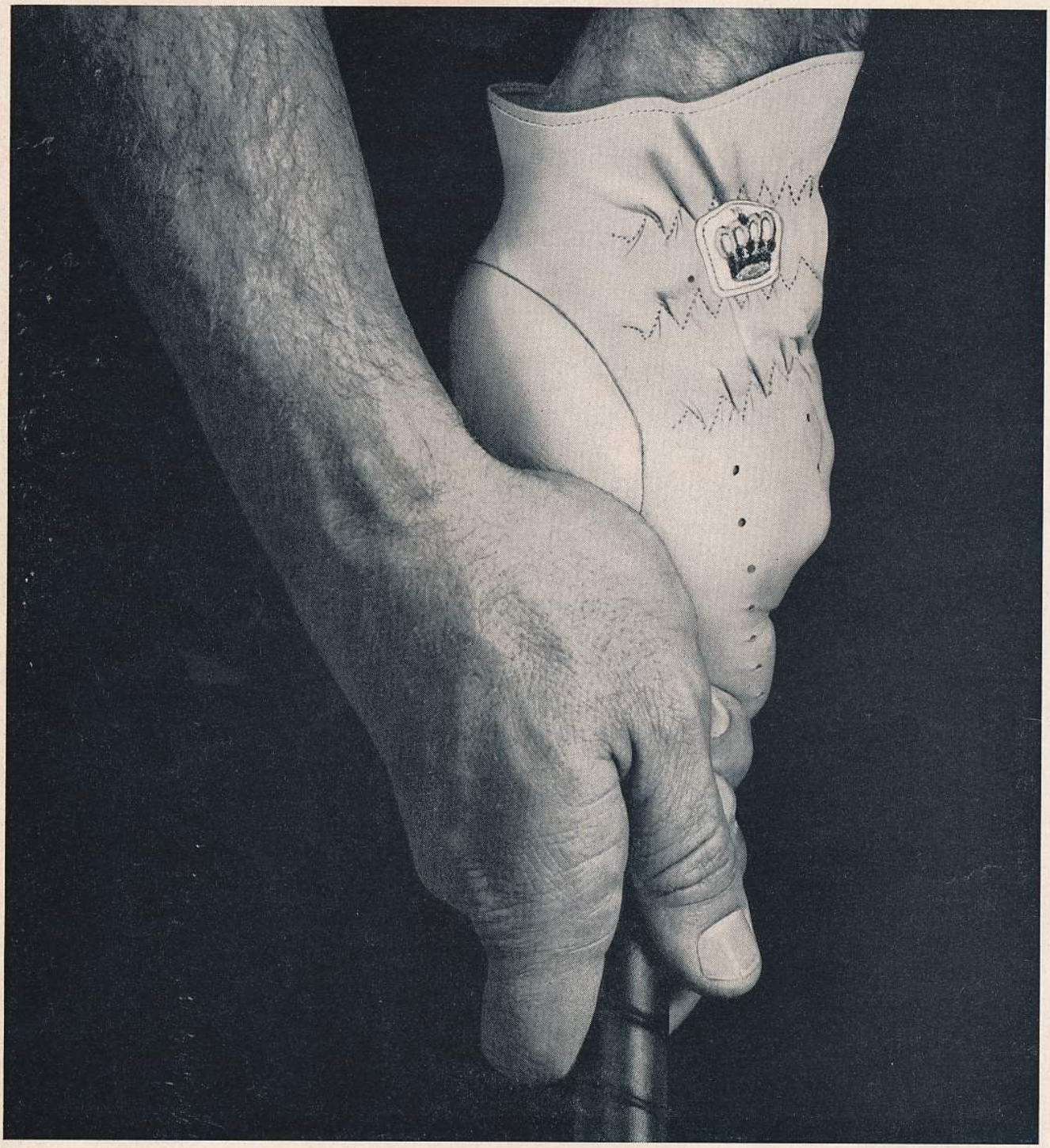
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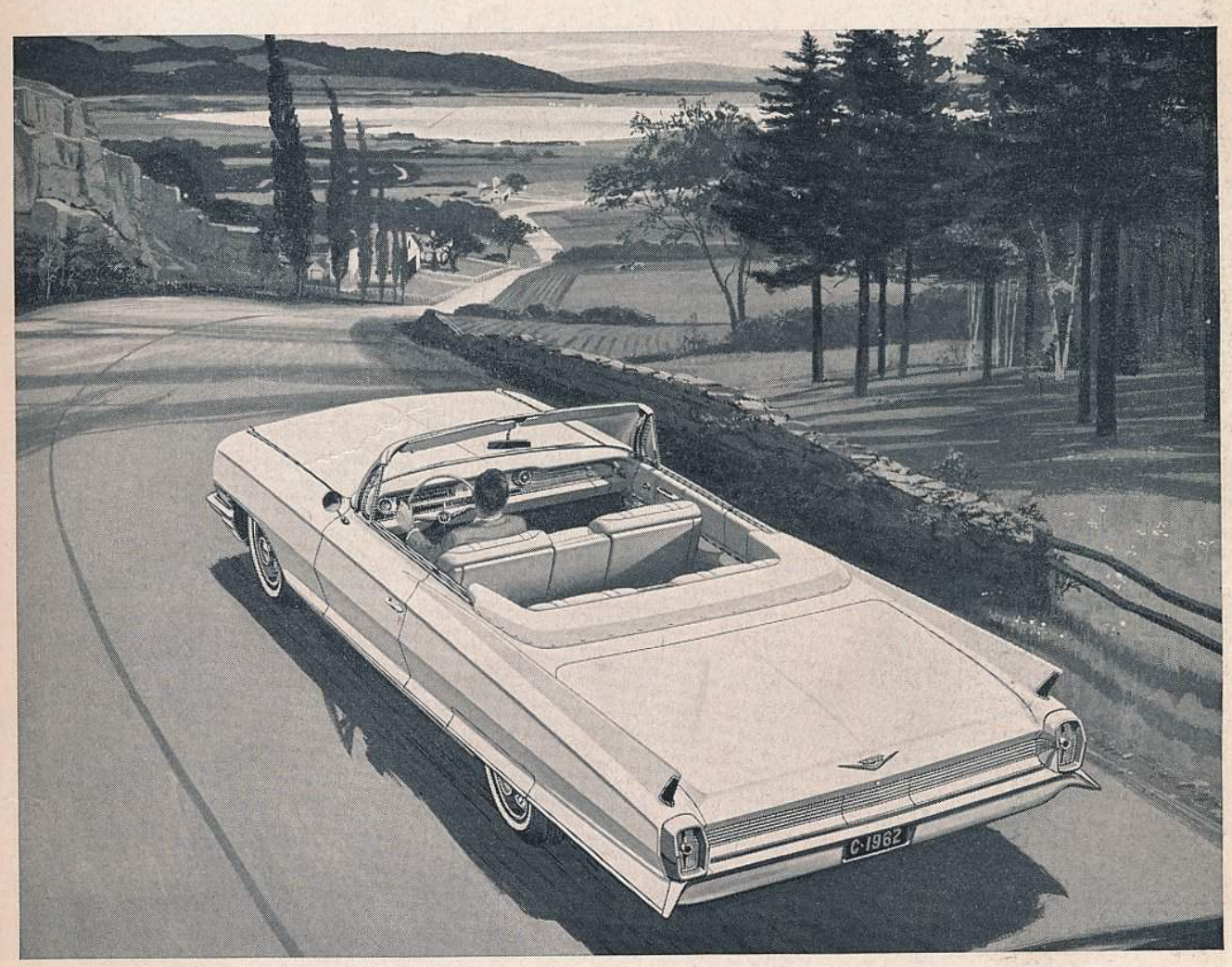


This glove finished
1, 2, 3 at the Master's

Your golf grip is in good hands when you slip into the new All-Star Industries golf glove. This is the glove designed to fit skin-tite, for that snug, comfortable grip your game needs. Made in England of soft, smooth imported leather. Choice of handsome colors. Each glove emblazoned with distinctive crest. Endorsed by professional golfers—available at all pro shops.

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10 West 33rd Street, New York City

Cadillac magnificence



Once a man has driven a new Cadillac,
it is difficult for him to find contentment
at the wheel of any other motor car.

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Go modern with... *Custom-Blending*

New, personalized, plastic credit card!



Sunoco's unique Custom-Blending pump is the smartest, most modern way to buy gasoline. At the same time it blends the one gasoline that is right for your car, it makes sure you never overpay!

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Stop at Sunoco...go with confidence!

You'll be glad you said 'Johnnie Walker Red'

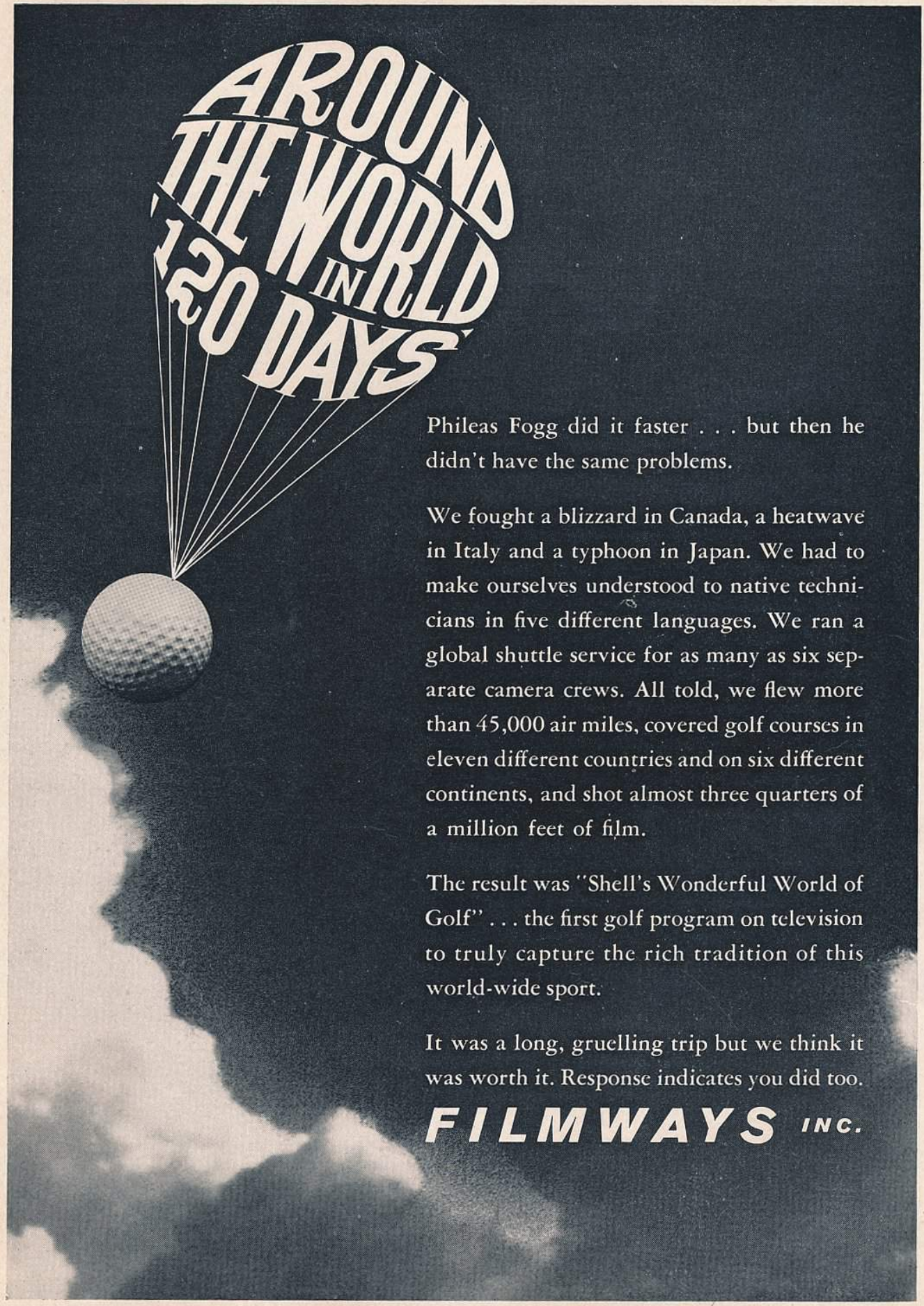
...that incredibly smooth Scotch whisky

Reflect for a moment. Think of the satisfaction you receive from a truly great Scotch. Think of the way it echoes your own good taste. Then reach for incomparably smooth, mellow, pleasant tasting 'Johnnie Walker Red' Label. Drink it. Your taste tells you—there's no other Scotch quite like it. You'll be glad you said 'Johnnie Walker Red', the incredibly smooth Scotch whisky.



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Phileas Fogg did it faster . . . but then he didn't have the same problems.

We fought a blizzard in Canada, a heatwave in Italy and a typhoon in Japan. We had to make ourselves understood to native technicians in five different languages. We ran a global shuttle service for as many as six separate camera crews. All told, we flew more than 45,000 air miles, covered golf courses in eleven different countries and on six different continents, and shot almost three quarters of a million feet of film.

The result was "Shell's Wonderful World of Golf" . . . the first golf program on television to truly capture the rich tradition of this world-wide sport.

It was a long, gruelling trip but we think it was worth it. Response indicates you did too.

FILMWAYS INC.

Who really made

SHELL'S WONDERFUL WORLD OF GOLF

1962's most noteworthy golf show on TV?



Certainly the challenge of famous courses all over the world was a key factor. The way in which a roster of the world's greatest players *met* that challenge was important. And so, too, was Gene Sarazen's canny commentary on the *thinking* side of every game.

But a show without an audience is no show at all. And so perhaps no factor in the success of "Shell's Wonderful World of Golf" was more important than the enthusiasm with which you and millions of other golf fans viewed the program. Shell Oil Company wishes to thank you for your interest.

So that the superb golf demonstrated in this unusual series may be preserved in the annals of the sport, Shell has commissioned the printing of full-color 16mm. sound films of each of the matches listed. Inquiries regarding this film library of great golf may be addressed to Shell Oil Company, Room 4150, 50 West 50th Street, New York 20, New York.

SHELL

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St. Andrews (Scotland)	Gene Sarazen	Henry Cotton
Kasumigaseki (Tokyo)	Bob Rosburg	"Pete" Nakamura
Pine Valley (U.S.A.)	Gene Littler	Byron Nelson
Olgiata (Rome)	Ken Venturi	Ugo Grappasoni
Royal Melbourne (Australia)	Gary Player	Peter Thomson
Jockey Club (Buenos Aires)	Mike Souchak	Roberto De Vicenzo
St. Cloud (Paris)	Jay Hebert	Flory Van Donck
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We are indebted to Dixon, Swanson & Cullen, Philadelphia design firm, for our handsome cover. Although "Conquering Bear" shown on the cover was not truly an Aronimink, he is truly an Indian. Rumor has it that he was a Sioux, handicapped at two. Photo courtesy of The Bettman Archives, lettering by Letting, Inc., of Philadelphia.

PGA Championship Annual—1962 Edition
Official magazine for the 44th National Championship of The Professional Golfers' Association of America at Aronimink Golf Club, Newtown Square, Pennsylvania, July 19-22, 1962.
Chairman, Annual Committee: **George S. Berry**
Chairman, Advertising: **James B. Bonner**
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Printed in the United States

Good Shooting

TO THE PROS

and

Happy Motoring

TO ALL GOLFERS

from

ARONIMINK CHEVROLET DEALERS

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EVANS CHEVROLET COMPANY
Drexel Hill, Pa.

DUNCAN CHEVROLET
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America's favorite top-down way to travel

And for such beautiful reasons! Fresh-as-a-breeze styling. Richly appointed Body by Fisher. Jet-smooth ride. Your choice of V8 vigor or 6 savings. A whole batch of goodies that make our Impala about all the convertible you could want, regardless of price.

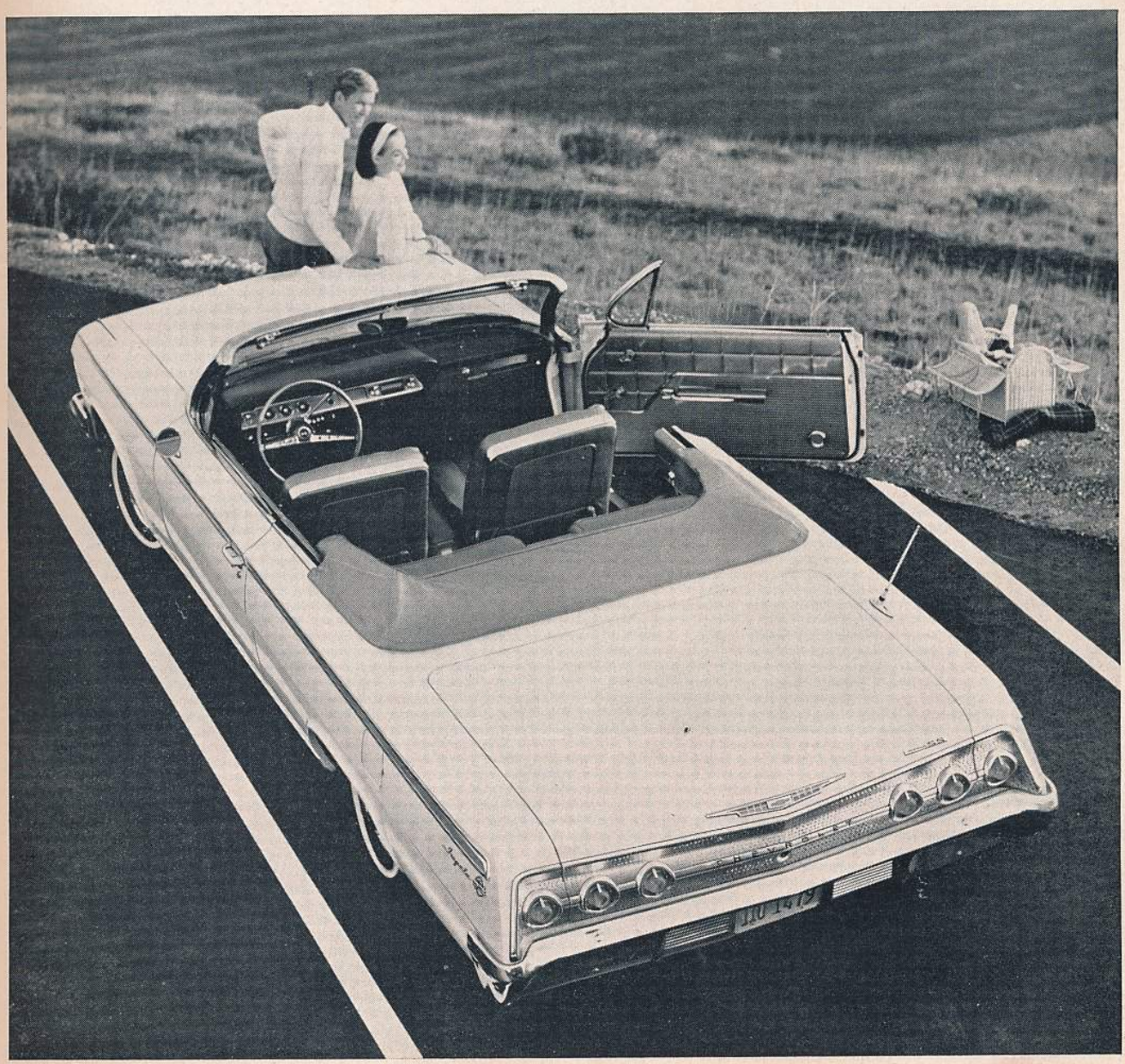
This is the car that's answering a lot of people's hankering for that one convertible in their lives. More people are buying it, in fact, than any other convertible. And it's pretty easy to see why. Combine this one's clean good looks with Jet-smooth ride and you've got about as sweet a top-downer as anyone could want. And look at the ways you can tailor this one to your kind of traveling. A fiery flock of optional V8's*. Super Sport equipment* like the front bucket seats, center console, wheel covers and special trim you see on the model below. Also, of course, a full line of custom feature accessories* (like push-button or manual radio and outside rearview mirror) to choose from. So take a cue from the open-sky enthusiasts. It's open season on fun at your Chevrolet dealer's. ...Chevrolet Division of General Motors, Detroit 2, Michigan.

*Optional at extra cost.

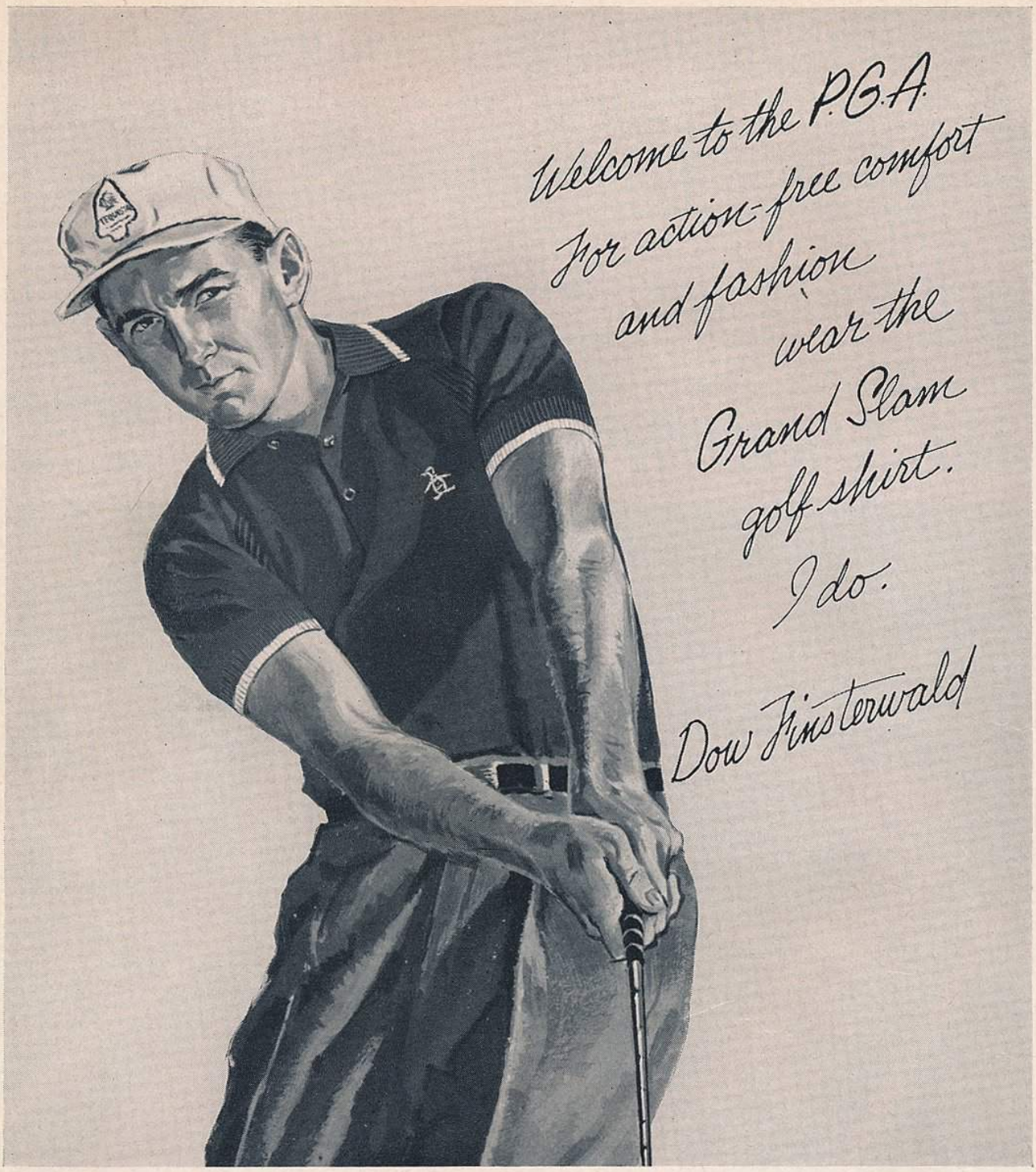
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Impala Convertible



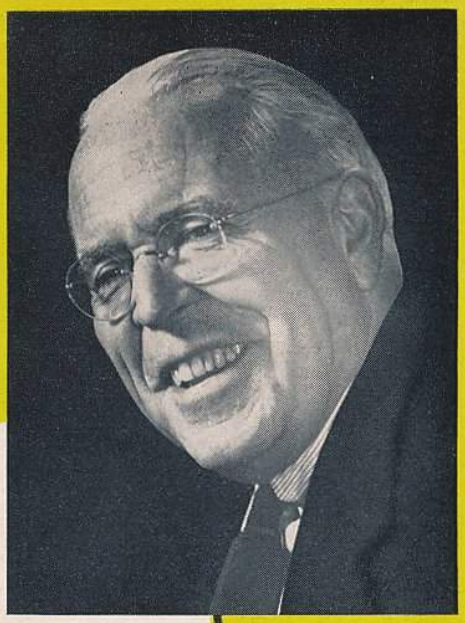
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invitation from Governor
DAVID L. LAWRENCE



COMMONWEALTH OF PENNSYLVANIA
GOVERNOR'S OFFICE
HARRISBURG

THE GOVERNOR

July 2, 1962

Dear Mr. Mac Innes:

Pennsylvania is pleased to be host to the 44th PGA Championship.

As you know, this State has a number of the world's outstanding courses and many of them are of tournament caliber.

Aronimink Golf Club in Newtown Square is among our most beautiful courses and without doubt, the contestants will find it a challenge worthy of their talents.

Please accept my personal and official best wishes for a most successful Championship for 1962.

Very truly yours,

David L. Lawrence

Mr. Jack A. Mac Innes
General Chairman, 44th PGA Championship
Aronimink Golf Club
Newtown Square, Pennsylvania



How many hats does a Golf Pro wear?

Like the old-time vaudeville comedian who kept switching from one character to another by simply changing the type of hat he was wearing, a club golf pro has to keep "changing hats," to keep pace with the wide range of his duties. For, in one way or another, he has a hand in every facet of golf, both as a game and as a business. ☐ What other specialist must, at one and the same time, be a teacher, a player, a merchant, a promoter, a diplomat and a public relations man? The home club professional must wear all of these hats and *more* to be successful in his work. ☐ From early morning until after dark, he practically *lives* golf. Besides running the pro shop, giving lessons, working with the club superintendent and training caddies, your club pro organizes tournaments, attends meetings, makes speeches and does a score of other odd jobs. ☐ In return, he gets the satisfaction that comes from performing a service that will help his club and the game of golf. ☐ Don't you think he rates your encouragement, understanding and support?



THIS MESSAGE IS DEDICATED TO THE HOME CLUB PROFESSIONALS BY THE MAKERS OF FootJoy® GOLF SHOES, CHOICE OF CHAMPIONS

12-YEAR-OLD BLENDED SCOTCH WHISKY • 86 PROOF • GENERAL WINE AND SPIRITS CO., NEW YORK, N. Y.



Behold Chivas Regal, Scotland's Prince of Whiskies, 12 years old.



BIGGER AND BETTER THAN EVER

This year's annual P.G.A. Tournament the fifth to be held in this area—promises to be the biggest and best yet. Girard is happy to join in welcoming the P.G.A. to Aronimink—and in wishing that every shot be down the middle and every lie a good one. Greater Philadelphia's role as host to this notable sports event is a natural one . . . for few parts of the country display so keen an interest in golf or possess so much in the way of excellent facilities for enjoying it. Truly, golf is at home in Greater Philadelphia, as the partial list of area clubs on this page shows. Girard salutes the P.G.A.—and the golfers and clubs of Greater Philadelphia . . . one more reason we are proud of the community we serve.

Aronimink Golf Club
Ashbourne Country Club
Bala Golf Club
Bentwood Golf Club
Brandywine Country Club
Brookside Country Club
Burlington County Country Club
Burn Brae Country Club
Cedarbrook Country Club
Chester Valley Golf Club
Coatesville Country Club
Cobbs Creek Golf Course
Concord Country Club
Cornwells Golf Club
Doylestown Country Club
DuPont Country Club
DuPont-Pennsgrove Country Club
Eagle Lodge
Fairless Hills Golf Course
Flourtown Country Club
Franklin D. Roosevelt Golf Course
General Washington Country Club
Green Hill Golf Course
Green Valley Golf Club
Gulph Mills Golf Club
Hercules Country Club
Holmesburg Country Club
Horsham Valley Golf Club
Huntingdon Valley Country Club
Indian Spring Golf Club
Indian Valley Country Club
Iron Rock Golf Club
Jeffersonville Golf Club
Juniata Golf Course
Karakung Golf Course
Kennett Square Golf & Country Club
Kimberton Golf Club
Langhorne Country Club
Llanerch Country Club
Lulu Temple Country Club
Main Line Golf Course
Malvern Golf Club
Manufacturers Golf & Country Club
Meadowbrook Golf Club
Meadowlands Country Club
Medford Lakes Country Club
Melrose Country Club
Merchantville Country Club
Merion Golf Club
Moorestown Field Club
Montgomeryville Golf Club
Newark Country Club
North Hills Country Club
Oak Terrace Country Club
Old York Road Country Club
Overbrook Golf Club
Parkview Golf Course
Philadelphia Country Club
Philadelphia Cricket Club
Philadelphia Electric Country Club
Philmont Country Club
Phoenixville Country Club
Pinetown Country Club
Pine Valley Golf Club
Pitman Country Club
Plymouth Country Club
Presidential Golf Club
Radnor Valley Country Club
Ramblewood Country Club
Riverton Country Club
Rock Manor Golf Course
Rolling Green Golf Club
Rydal Country Club
St. Davids Golf Club
Sandy Run Country Club
Springfield Country Club
Spring-Ford Country Club
The Springhaven Club
Spring Hill Country Club
Sunnybrook Golf Club
Tall Pines Golf Club
Tavistock Country Club
Thunderbird Golf Club
Torresdale-Frankford Country Club
Valley Forge General Hospital Golf Course
Valley Forge Golf Club
Walnut Lane Golf Course
Warrington Country Club
West Chester Golf & Country Club
Westwood Country Club
White Manor Country Club
Whitemarsh Valley Country Club
Whitford Country Club
Wilmington Country Club
Woodbury Country Club
Woodcrest Country Club
Yardley Golf Club
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BEARING WITH A RED HOT FUTURE

First the sound barrier. Then the thermal barrier. New obstacles continually arise as men probe into the problems of soaring faster and deeper into space.

To surmount these obstacles, special ball and roller bearings will be needed; bearings, for example, that can perform under conditions where steels become red hot and lose their strength, and conventional lubricants burn or boil away.

Bearings that operate dependably at temperatures of 1000 F. and above are already being tested in SKF laboratories. And even greater developments lie just ahead—as SKF accelerates its research into the problems of motion engineering for the Space Age. SKF INDUSTRIES, INC., Philadelphia 32, Pa. 6210

SKF MOTION ENGINEERING

Advanced ball and roller bearing technology



Aronimink Golf Club

welcomes . . .

THE 44th PGA CHAMPIONSHIP

Some 12 fast months have passed since Aronimink Golf Club was tapped as host club to this exciting 44th PGA Championship.

During this period it has been my distinct privilege to work with an outstanding group of Aronimink associates; to have met, planned and gained counsel from some of the finest golfing personalities and enthusiasts of our time; to have had the co-operation and guidance of countless people from myriad walks of life.

Aronimink people have been busy.

This effort, interest and enthusiasm is culminated in this warm welcome to you—The Professional Golfers' Association of America, your friends, our contestants and their families, member clubs, the gentlemen of the press, radio and television, whose contribution to this event is outstanding.

This combination of the finest golf talent in the world, a superb facility here at Aronimink, and the work and planning of countless people, establishes the climate for this most successful, enjoyable and thrilling tournament.

We are genuinely pleased you are here.

JACK A. MacINNES
General Chairman



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long for a Pontiac no longer!

Go Wide-Tracking in a budget-wise Catalina. *So many things no other car can touch—right within your reach. Precision control and roadworthiness from Pontiac's famous Wide-Track design. Trophy V-8 power supply (215 to 348 hp). Longer, 120" road-leveling wheelbase. A turning circle three feet shorter for easier parking. New fineness of appointments. All contained in the Catalina for '62. (See the new Ventura Custom interior if you want added luxury.) Why be just a Pontiac-watcher when Catalina makes it so easy to own one! See your Pontiac dealer.*



Wide-Track Pontiac CATALINA • STAR CHIEF • BONNEVILLE • GRAND PRIX

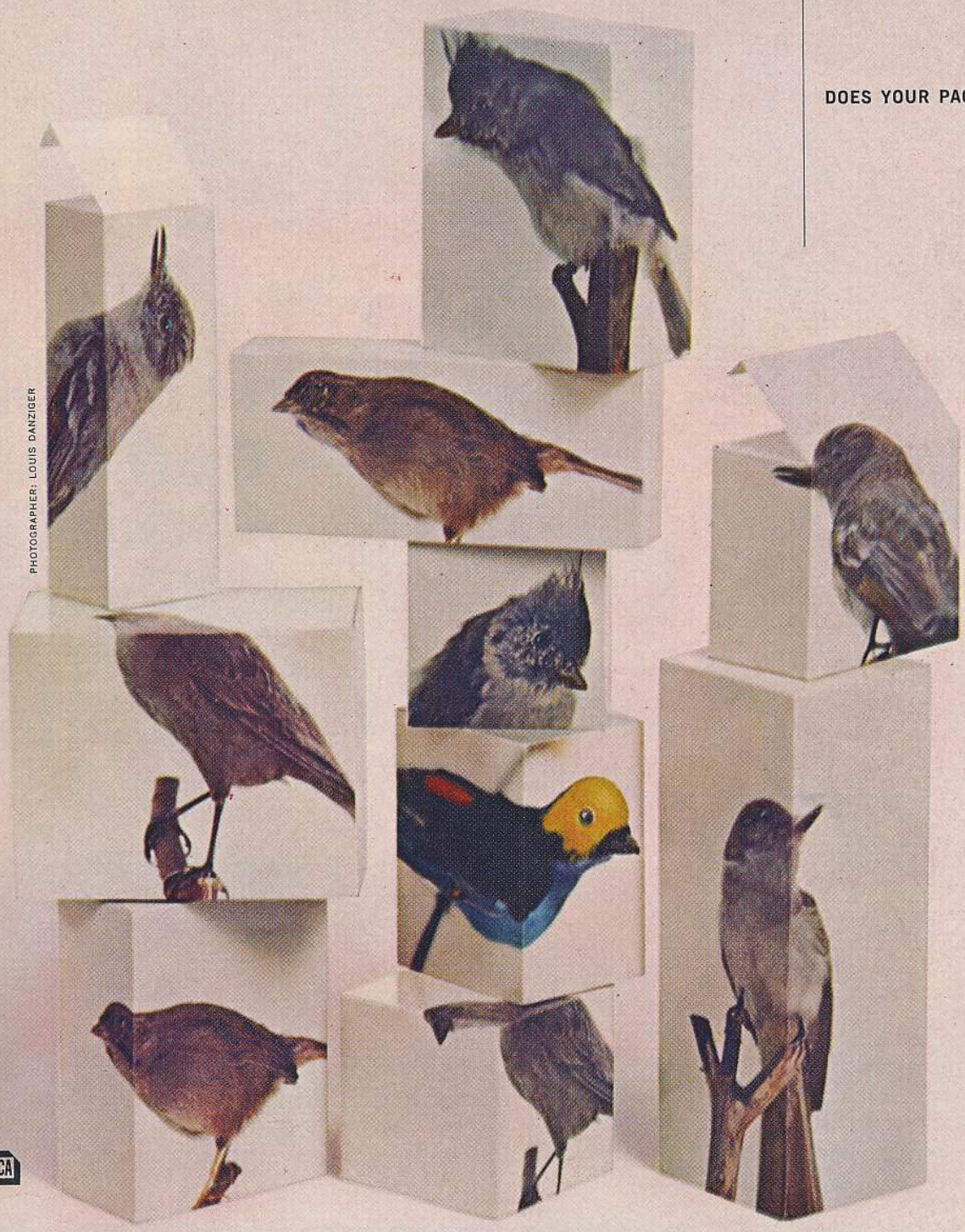


Cleared for takeoff! *That feeling of instant exhilaration when tower tells pilot "Okay for takeoff" also comes in a four-wheeled version—Galaxie. For Galaxie's top three V-8's are flight-minded. These extra-cost options come in three strengths, 300, 385 and 405 horsepower, and they put a lift into driving that just wasn't there before. They shrink miles down to kilometer size and make the Rockies feel like the Great Plains. But until you've sampled one of these V-8's, you can't begin to guess at how potent they are. Don't guess! Your Ford Dealer has the real thing poised at the curb, and it's cleared for takeoff.*

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FORD V-8



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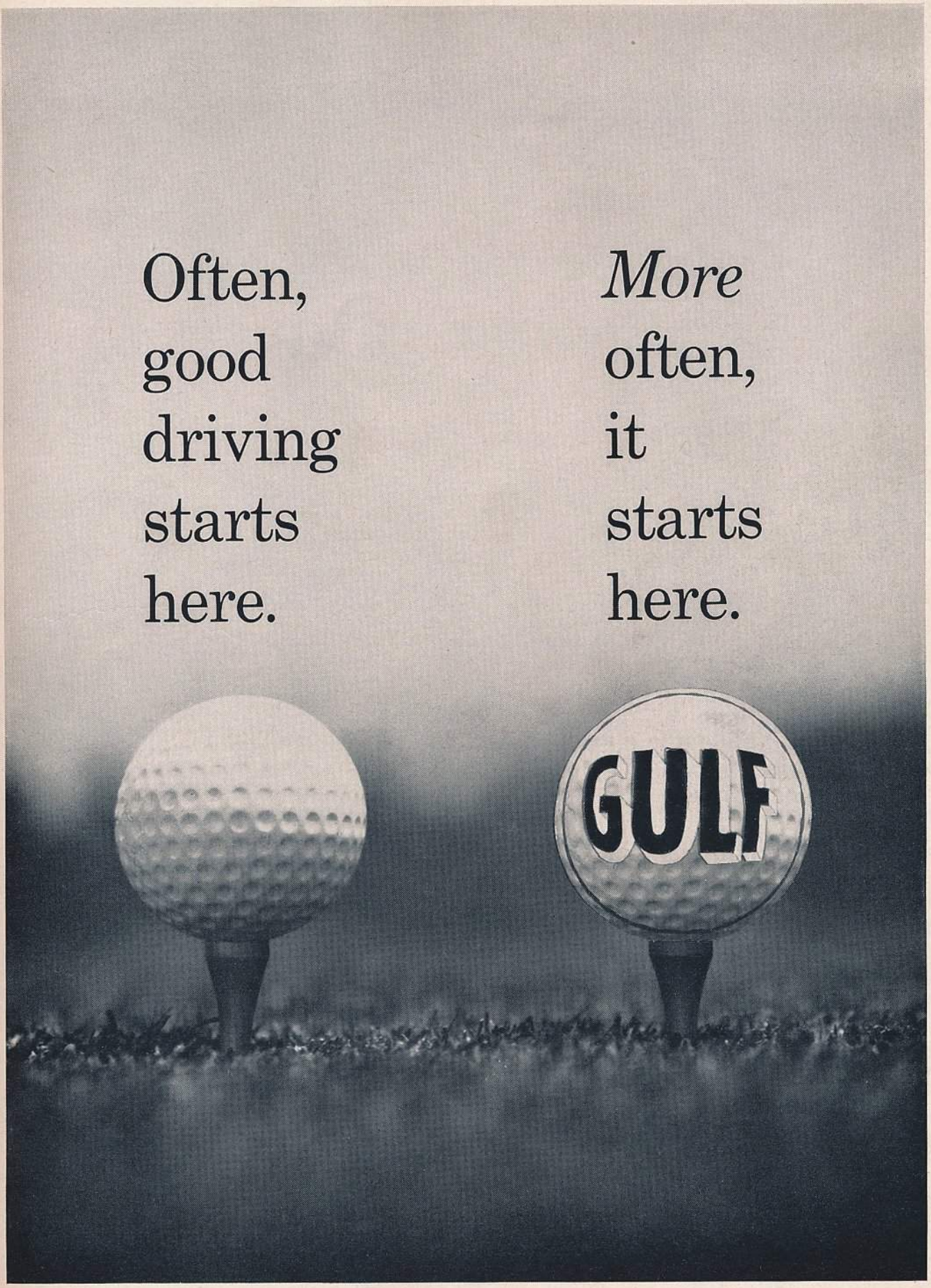


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welcome to

ARONIMINK GOLF CLUB

As President of the Aronimink Golf Club, I welcome all of the visitors who will attend the 44th Professional Golf Association Championship. This is the first national tournament to be held at Aronimink, a Golf Club founded in the late 1890's by a split-off of members of a Cricket Club, the original course being located in central West Philadelphia. Golf has taken a long step from the time these few hardy founders began until today when thousands of spectators will be on our grounds.

A sincere and warm welcome is extended to the men and women of the press, television, radio and communications who will provide an instantaneous world-wide report of the progress of the contestants.

Countless hours of preparation have been made by our members and friends to offer a course and facilities consistent with the high standards required to play this championship. To these people, I say a very sincere thank you.

Now with the stage set for play to begin, I wish each contestant the best of luck, and whether you win or lose, I trust your stay at Aronimink will be one that will have brought you enjoyment and pleasure.

CHARLES S. BRANGAN
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JAY HEBERT
1960 P.G.A. Champion and winner of the 1961 American Golf Classic.

. . . And we join with thousands of enthusiastic fans in extending to you a warm and hearty welcome to the Second Annual American Golf Classic, August 6-12 at the Firestone Country Club in Akron, Ohio.

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SCORES FROM THE 1961 PGA

Here's a summary of players in the 43rd PGA Championship, their scores, and money won.

MONEY WINNERS

*Jerry Barber, Los Angeles, Calif.	69-67-71-70—277	$11,000.00
Don January, Dallas, Texas	72-66-67-72—277	5,500.00
Doug Sanders, Ojai, Calif.	70-68-74-68—280	3,600.00
Ted Kroll, Fort Lauderdale, Fla.	72-68-70-71—281	3,100.00
Arnold Palmer, Miami, Fla.	73-72-69-68—282	2,208.34
Wes Ellis, Jr., West Caldwell, N. J.	71-71-68-72—282	2,208.34
Johnny Pott, Shreveport, La.	71-73-67-71—282	2,208.33
Doug Ford, Yonkers, N. Y.	69-73-74-66—282	2,208.33
Gene Littler, Singing Hills, Calif.	71-70-72-69—282	2,208.33
Art Wall, Jr., Pocono Manor, Pa.	67-72-73-70—282	2,208.33
Paul Harney, Worcester, Mass.	70-73-69-71—283	1,650.00
Cary Middlecoff, Memphis, Tenn.	74-69-71-69—283	1,650.00
Jay Hebert, Miami, Fla.	68-72-72-72—284	1,500.00
Walter Burkemo, Franklin, Mich.	71-71-73-70—285	1,400.00
Don Whitt, Borrego Springs, Calif.	76-72-70-68—286	1,225.00
Bill Casper, Jr., Apple Valley, Calif.	74-72-69-71—286	1,225.00
Bob Goalby, Crystal River, Fla.	73-72-68-73—286	1,225.00
Ernie Vossler, Oklahoma City, Okla.	68-72-71-75—286	1,225.00
Jack Fleck, Los Angeles, Calif.	70-74-73-70—287	1,016.67
Gardner Dickinson, Jr., Tequesta, Fla.	71-71-71-74—287	1,016.67
Bob Rosburg, Portland, Ore.	70-71-73-73—287	1,016.66
Fred Hawkins, El Paso, Texas	75-73-71-69—288	780.00
Dave Marr, Sun City, Ariz.	72-74-73-69—288	780.00
George Bayer, South Pasadena, Calif.	73-71-72-72—288	780.00
Shelley Mayfield, Jericho, N. Y.	70-74-72-72—288	780.00
Don Fairfield, Casey, Ill.	70-71-74-73—288	780.00
Billy Maxwell, Dallas, Texas	71-72-73-73—289	575.00
Sam Snead, White Sulphur Springs, W. Va.	72-71-71-75—289	575.00
Al Mengert, St. Louis, Mo.	72-74-72-72—290	425.00
Charles Bassler, Silver Springs, Md.	73-73-72-72—290	425.00
Gary Player, Langhorne, Pa.	72-74-71-73—290	425.00
Bob Keller, Eglin AFB, Fla.	72-73-72-73—290	425.00
Jon Gustin, Gladwyne, Pa.	75-72-75-69—291	262.50
Bill Farrell, Springfield, N. J.	75-72-72-72—291	262.50
Dave Ragan, Jr., Orlando, Fla.	73-72-73-73—291	262.50
Mac Hunter, Pacific Palisades, Calif.	74-71-73-73—291	262.50
Lew Worsham, Oakmont, Pa.	75-73-73-71—292	250.00
Clarence Doser, Gaithersburg, Md.	71-75-73-73—292	250.00
Ken Venturi, South San Francisco, Calif.	72-72-77-71—292	250.00
Mason Rudolph, Clarksville, Tenn.	71-71-73-77—292	250.00
Dow Finsterwald, Tequesta, Fla.	74-74-71-74—293	225.00
Manuel de la Torre, Milwaukee, Wis.	72-72-76-73—293	225.00
Jack McGowan, Sylvania, Ohio	76-70-77-71—294	225.00
Bud Holscher, North Hollywood, Calif.	77-68-75-74—294	225.00
Buster Cupit, Fort Smith, Ark.	70-78-72-75—295	225.00
Milon Marusic, Webster Groves, Mo.	75-73-74-73—295	225.00
Jim Ferrier, Burbank, Calif.	73-73-77-72—295	225.00
Marty Furgol, Lemont, Ill.	71-74-72-78—295	225.00
Mike Souchak, Grossinger, N. Y.	72-72-74-77—295	225.00
Fred Haas, New Orleans, La.	72-76-75-73—296	225.00
Charles Malchaski, Addison, Ill.	72-73-77-74—296	225.00
Chick Harbert, Port St. Lucie, Fla.	73-75-73-76—297	225.00
Tom Nieporte, Bronxville, N. Y.	75-72-75-75—297	225.00
Jack Burke, Jr., Kiamesha Lake, N. Y.	76-71-72-78—297	225.00
Pete Cooper, Dorado Beach, P. R.	74-74-75-75—298	225.00
Sam Bernardi, Winnetka, Ill.	75-72-75-76—298	225.00
Johnny Bulla, Phoenix, Ariz.	74-73-77-76—300	225.00
Mike Krak, Morgantown, W. Va.	71-76-77-76—300	225.00
Sam Penecale, Philadelphia, Pa.	72-73-79-76—300	225.00
Bill Heinlein, Carmel, Ind.	69-77-79-76—301	225.00
Marshall Springer, Pueblo, Colo.	74-71-77-80—302	225.00
J. L. McReynolds, Winchester, Mass.	73-74-79-78—304	225.00
Al Besselink, Huntingdon Valley, Pa.	74-73-83-75—305	225.00
Leon Butler, Clarksville, Tenn.	75-72-77-84—308	225.00
Tommy Bolt, Crystal River, Fla.	72-71—WD	

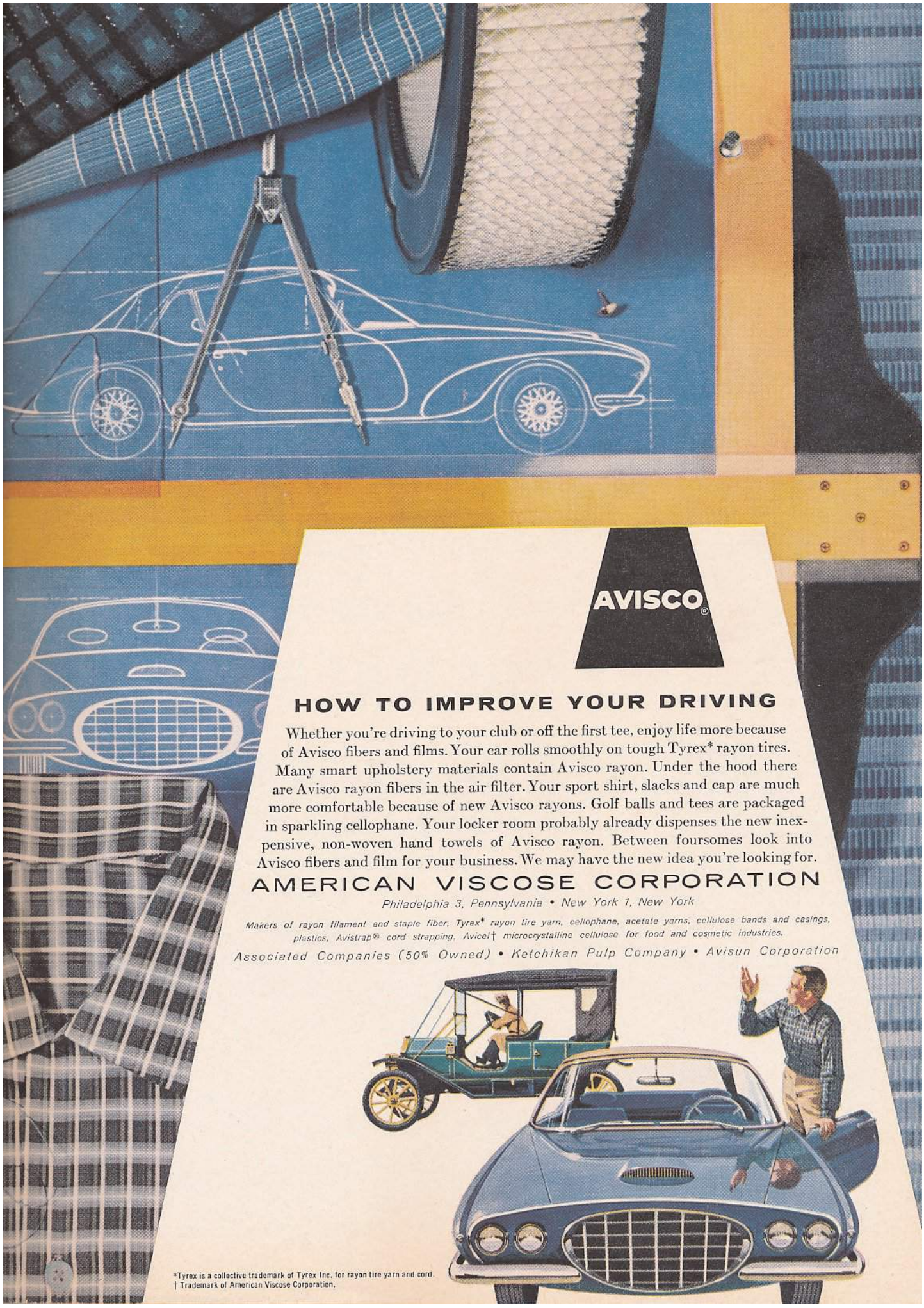
FAILED TO MAKE 36-HOLE CUT

Frank Harned, Cleveland, Ohio	77-72—149
Walter Romans, Baltimore, Md.	73-76—149
Gene Coghill, Penfield, N. Y.	75-74—149
Joe Brown, Des Moines, Iowa	74-75—149
Bob Kay, West Hartford, Conn.	75-74—149
Julius Boros, Mid Pines, N. C.	74-75—149
Lionel Hebert, Lafayette, La.	75-74—149
Joe Moore, San Antonio, Texas	75-74—149
Claude Harmon, Mamaroneck, N. Y.	72-78—150
Art Doering, Pittsburgh, Pa.	76-74—150
Bob Toski, Miami, Fla.	76-74—150
George Schneiter, Sr., Billings, Mont.	77-73—150
Ansel Snow, Charlottesville, Va.	74-76—150
Mike Austin, Los Angeles, Calif.	77-73—150
Bob Mix, Albany, N. Y.	74-76—150
Alphonso Atkins, Ashland, Ky.	75-75—150
Dick Hart, Hinsdale, Ill.	73-77—150
Avery Beck, Southern Pines, N. C.	77-73—150
Don Sechrest, Stillwater, Okla.	75-76—151
Jackson Bradley, Houston, Texas	76-75—151
Frank Stranahan, Toledo, Ohio	75-76—151
Al Feminelli, New City, N. Y.	73-78—151
Eldon Briggs, Detroit, Mich.	77-74—151
Gerard Schultheis, Ossining, N. Y.	73-78—151
Jerry Pisano, Coopersburg, Pa.	78-73—151
Lester Ward, Glen Ridge, N. J.	73-78—151
Don Palmer, Dubuque, Iowa	74-77—151
Gene Bone, Grand Blanc, Mich.	76-75—151
Ralph Williamson, Lincoln, Neb.	76-76—152
Bill Bisdorf, Denver, Colo.	76-76—152
Fred Wampler, St. Louis, Mo.	76-76—152
Don Waryan, Wayzata, Minn.	77-75—152
Paul Donahue, Watertown, Mass.	75-77—152
Paul Thomas, Cincinnati, Ohio	74-78—152
Sam Reynolds, Springfield, Mo.	77-75—152
Bill Collins, Crystal River, Fla.	72-80—152
Jimmy Burke, Houston, Texas	78-75—153
Sam Urzetta, Rochester, N. Y.	78-75—153
Denny Shute, Akron, Ohio	76-77—153
Dave Tinsley, Charlotte, N. C.	72-81—153
Al Watrous, Birmingham, Mich.	78-75—153
Vic Ghezzi, Rumson, N. J.	78-75—153
Bob Duden, Portland, Ore.	79-74—153
T. R. Sleichter, Gettysburg, Pa.	77-76—153
Frank Beley, Canton, Ohio	76-78—154
Al Nelson, Whitford, Pa.	76-78—154
Tony Holguin, Midlothian, Ill.	79-75—154
Bob Moore, Salinas, Calif.	80-74—154
Bill Johnston, Phoenix, Ariz.	77-77—154
Charles Harter, Indianapolis, Ind.	78-76—154
Bill Ogden, Glenview, Ill.	79-75—154
John Alexander, Rocky Mountain, N. C.	78-76—154
Jim Turnesa, Rye, N. Y.	79-75—154
Mac McElmurry, Birmingham, Mich.	75-79—154
Labron Harris, Stillwater, Okla.	75-79—154
George Buck, Westport, Conn.	74-80—154
Alex Leiper, Williamsville, N. Y.	75-79—154
Tom Cherok, Titusville, Pa.	77-78—155
Herman Scharlau, Kansas City, Mo.	79-76—155
John Zontek, Mather AFB, Calif.	77-78—155
Billy Booe, Easton, Pa.	77-78—155
Mike Dietz, Deland, Fla.	76-79—155
Bob Harris, Winnetka, Ill.	79-76—155
John Revolta, Skokie, Ill.	77-78—155
Felice Torza, Aurora, Ill.	78-77—155
John Rouse, Miami Beach, Fla.	75-81—156
George Keyes, Chicago, Ill.	81-75—156
Van Oran Love, Mesa, Ariz.	79-78—157
Fred Baker, Maplewood, N. J.	79-78—157
Herman Barron, White Plains, N. Y.	74-83—157
Jerome Krueger, Brainerd, Minn.	74-83—157
Hardy Loudermilk, Jal, N. M.	80-78—158
Paul Kern, Windsor, N. Y.	77-81—158
Dick Beckmann, Valdosta, Ga.	80-78—158
Bob Crow, Hopkins, Minn.	81-77—158
Pete Marich, Reno, Nev.	79-79—158
Ken Campbell, Hingham, Mass.	82-76—158
Andy Borkovich, Tarentum, Pa.	80-79—159
Don Street, Muncie, Ind.	82-77—159
John McGoldrick, Bridgeport, Conn.	83-76—159
Gene Counter, Seattle, Wash.	79-80—159
Reggie Myles, East Lansing, Mich.	75-84—159
Henry Gerardi, Norbeck, Md.	81-79—160
Don Shock, Columbus, Ohio	84-77—161
Ralph Bond, Cleveland, Ohio	80-81—161
Vic Calandriello, Troutman, N. C.	81-80—161
Leo Biagetti, Ashland, Ohio	82-79—161
Joe Zelazny, Deerfield, Ill.	81-80—161
Bud Demling, Louisville, Ky.	85-77—162
Jack Ortman, Springboro, Ohio	82-81—163
Bob Hendricks, Telford, Pa.	81-82—163
Ron Fox, Madison Heights, Mich.	84-81—165
Andy Pataky, Purchase, N. Y.	84-82—166
Alex Gerlak, Kingston, N. Y.	81-86—167
Ed Kuna, Newington, Conn.	87-80—167
Regis Sauger, Wayland, Mass.	83-85—168
Stephen Bull, Racine, Wis.	78—DNS
Mike Parco, Port Erie, Ont.	79—DNS
George Vitense, Madison, Wis.	80—WD
Bob Popp, Omaha, Neb.	82—DNS
Ivan Gantz, Indianapolis, Ind.	82—WD
Walker Inman, Eglin AFB, Fla.	WD

*Jerry Barber defeated Don January, 67 to 68, in 18-hole playoff.

The 43rd PGA National Championship Was Played at

OLYMPIA FIELDS COUNTRY CLUB • OLYMPIA FIELDS, ILLINOIS • JULY 27 TO JULY 30, 1961



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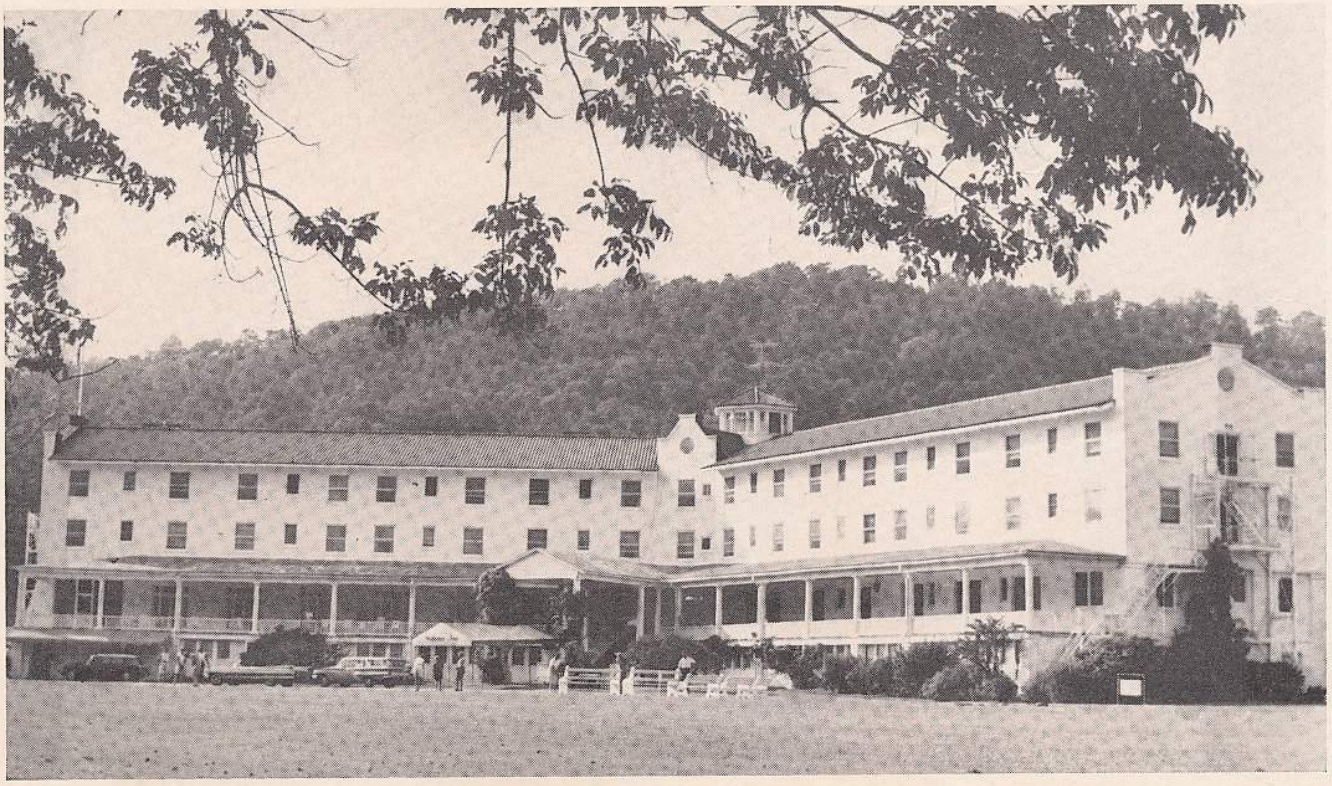
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44th PGA CHAMPIONSHIP

Facts and Format

THE EXECUTIVE COMMITTEE of the PGA has made various changes in the format of the 1962 PGA Championship "to strengthen the field and make this a true Championship," according to PGA President, Lou Strong.

"In order to maintain its position as golf's greatest tournament, the PGA Championship will have the finest field in history, the finest field that it is possible to assemble," he affirms.

The most notable change is the exemption from qualifying of the winners of all major tournaments co-sponsored or approved by the PGA during the 12 months preceding the PGA Championship, provided they are PGA members or PGA Approved Tournament Players in good standing.

Thus, those whose entries are automatically accepted, if PGA members in good standing, are:

1. The defending Champion, Jerry Barber.
2. All former PGA Champions.
3. The 1962 PGA Seniors' Champion.
4. All members of the PGA's 1961 Ryder Cup Team.
5. The head professional at Aronimink Golf Club, Joe Capello.
6. Current champions of the PGA's 34 local sections.
7. The 1962 USGA Open Champion.
8. Winners of all major tournaments co-sponsored or approved by the PGA in the 12 months preceding the 1962 PGA Championship.
9. The 24 low scorers and those tied for 24th place in the 1961 PGA Championship.
10. The 20 leading official money winners of 1961 and those tied for 20th place.
11. The 10 leading official money winners of 1962, through the 1962 Masters Tournament, and those tied for 10th place.

In addition, the members of the PGA Executive Committee were authorized to invite players from categories seven, eight, nine, ten and eleven, if Approved Tournament Players in good standing.

With such a representative contingent of exempt players covering all the name players of past and present generations, it is impossible for any of the "greats" to be omitted, except of their own choosing.

Sectional qualifying, over 36 holes, took place on Monday, June 18, the number of qualifiers in each section being proportionate to the total number of entries, after allowing for exempt players. In previous years the sectional quotas were based on the total number of members in the section.

Many of the sectional qualifiers who seldom compete outside of their own State, finish in the money in the PGA Championship. Fine golfers all, they are men who prefer the security of a club job and comforts of home to the nomadic life of the tour, yet, when they tune their game to concert pitch, can hold their own with the best.

Touring pros who finished in the first 15, or tied for 15th place in the Eastern Open at Pine Ridge Golf Club, Lutherville, Md., June 21-24, and who were not otherwise exempt, also qualified for a place at Aronimink.

The total prize money for the 44th PGA Championship, which is contingent upon a number of factors, will be announced during the event. A minimum purse of $30,000 has been set as in the previous four years. However, in 1958 at Llanerch Country Club, near Philadelphia, Pa., the actual purse was $39,400; in 1959 at Minneapolis Golf Club, Minneapolis, Minn., $51,175; in 1960 at Firestone Country Club, Akron, Ohio, $63,130, and in 1961 at Olympia Fields Country Club, Olympia Fields, Ill., $64,800, topping the Spring and Summer Tour for the third time. Only the Masters with a purse of $99,500 offered more prize money in 1961. Everything augurs for the 1962 event beating all existing records.

In 1960 and 1961 the respective winners, Jay Hebert and Jerry Barber, each received $11,000.

1962

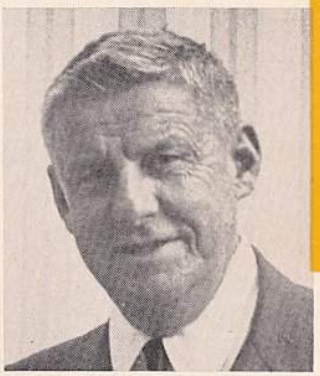
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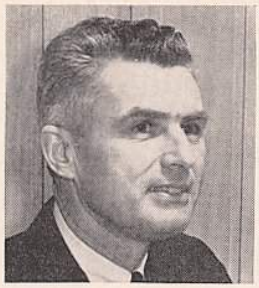
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***JOHN C. TUTHILL**
Tournament Co-Ordinator



***KEN EVERETT**
Official Scorekeeper



***DONALD GIFFIN**
Field Press Secretary

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***DON JANUARY**
Chairman



LOU STRONG
President, PGA of America



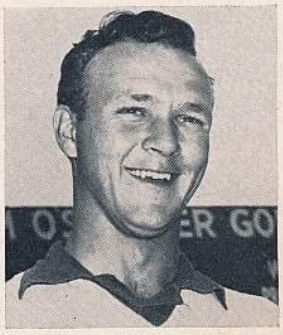
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Treasurer, PGA of America



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First Co-Chairman



***ARNOLD PALMER**
Second Co-Chairman



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Third Co-Chairman



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Tournament Manager

*On Tour



PGA 1916 championship 1962 through the years

By JOHN A. HUBBARD, *Publicity Manager*
The PGA of America

Q. When and where was the PGA Championship inaugurated?

A. The first PGA Championship was played in 1916 at Siwanoy Country Club, Bronxville, N. Y. Rodman Wanamaker donated $2,580 for prize money.

Q. Has it been played continuously since that date?

A. The tournament has been played continuously except for 1917 and 1918 during World War I, and 1943 during World War II.

Q. Is there a perpetual trophy for the PGA Champion?

A. Yes! The Rodman Wanamaker Trophy is presented to the winner. He keeps it until a new champion has won it the following year.

Q. How many winners have there been?

A. 29 different men have won the PGA Championship since its inauguration. Walter Hagen, Jim Barnes, Jock Hutchison, Gene Sarazen, Leo Diegel, Tommy Armour, Tom Creavy, Olin Dutra, Paul Runyan, Johnny Revolta, Denny Shute, Henry Picard, Byron Nelson, Vic Ghezzi, Sam Snead, Bob Hamilton, Jim Ferrier, Ben Hogan, Chandler Harper, Jim Turnesa, Walter Burkemo, Chick Harbert, Doug Ford, Jack Burke, Jr., Lionel Hebert, Dow Finsterwald, Bob Rosburg, Jay Hebert and Jerry Barber.

Q. Who has won the title most often?

A. The incomparable Walter Hagen won it five times. In 1921 "The Haig" beat Jim Barnes 3 and 2. In 1924 it was 2-up, again over Barnes. In 1925 he whipped "Wild Bill" Mehlhorn by a 6 and 5 count. The year 1926 saw Leo Diegel go down 5 and 3 and in 1927 Barnes edged Joe Turnesa 1-up.

Q. Who has won consecutive titles?

A. Jim Barnes won the first Championship in 1916. After a two-year lapse due to World War I, Jim came back and won again in 1919. Gene Sarazen turned the trick in 1922 and 1923. Hagen won four times in a row starting in 1924, and Leo Diegel won consecutively in 1928 and 1929. It wasn't until 1936 and 1937 that the Championship was again won by the same person. These were the years that Denny Shute reigned as PGA Champion.

Q. Has anyone won the PGA and USGA Open titles in the same year?

A. In 1922 Gene Sarazen won both titles and in 1948 Ben Hogan did the same.

Q. Has anyone won the PGA and the Masters tournament in the same year?

A. In 1949 Sam Snead won both these major championships and Jack Burke, Jr., did it in 1956.

Q. Has anyone won the PGA, the Masters, and the USGA Open in the same year?

A. No one has ever accom- (*Continued on page* 106)



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The Golden Mellow flavor you enjoy in today's Ballantine Beer begins in the Golden West . . . for here grow the golden grains and mellowed hops of Ballantine's own *Golden Harvest*.

The barley grains that go into today's Ballantine are steeped with flavor. They're especially grown, especially harvested.

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Golden Mellow from the Golden Harvest

P. BALLANTINE & SONS, NEWARK, N. J.

Jay Hebert, a PGA champion, tells how to get more mileage off the tee



"It is no secret that the faster the clubhead is moving when it hits the ball the further the ball is going to fly. The best way to achieve more clubhead speed is to take a fuller pivot, thereby increasing the arc of your swing. All things being equal, a longer arc will produce a longer shot.

* * *

First of all, make sure your grip is firm, but not so tight that you're tense. Second, keep your head absolutely still at all times during the swing. Third, bring your shoulders and hips further around on the backswing, but make sure you don't sway in any direction. Finally, concentrate on making a full, complete follow-through.

* * *

It's tremendously exciting to hit a really long golf shot, and once you've started taking a fuller pivot and have grooved your swing, your mileage off the tee will be greatly increased.

* * *

Speaking of mileage, I find that if you want to get long mileage out of your automobile tires, you'll have to look far and wide before you find anything that begins to compare with the Lee Ultra M 200. I'm driving on a set right now and I can tell from the tread I'm going to get mileage such as I never got before."

...and for more mileage on the highway

LEE ULTRA M 200

We honestly believe this is the finest tire in Lee of Conshohocken's 79-year history. Many things contribute to make it so. One is Lee's mileage pellet rubber which is blended at a new high pressure and speed that results in tougher tread for top mileage. Another is Lee's Twin Circles of Protection—the outer circle a tremendously improved anti-skid design, the inner a guard against blowouts made possible by steel-strong Super-Tensile nylon cord, specially developed by Lee. Thousands of Lee Dealers, coast to coast, now have the Ultra M 200. See the one nearest you. Lee Tires—"The Safest Thing on Wheels."

GUARANTEE The Lee Ultra M 200 is guaranteed against all road hazard damage for the life of the tread. Adjustment, if necessary, based on original tread depth remaining, pro-rated on current Lee suggested resale price.

FAMOUS FOR FINE PRODUCTS SINCE 1883



AT ANY LEE TIRE DEALER OR FACTORY BRANCH



A permanent staff of 22, in addition to four executive officers, handles the day to day business of the PGA's various departments, at headquarters in Fla.

THE PGA STORY



The official organ, the *Professional Golfer* is staffed by Nan Berry (Managing Editor), John A. Hubbard (Business Manager), Pat Jaeger (Art Director), and Gail Palmer (Advertising Assistant), under the watchful eye of Robert L. Russell, Director of Public Relations.

The work of the parent body has snowballed as membership has risen fourfold since the war

By* LOU STRONG, *President
The PGA of America

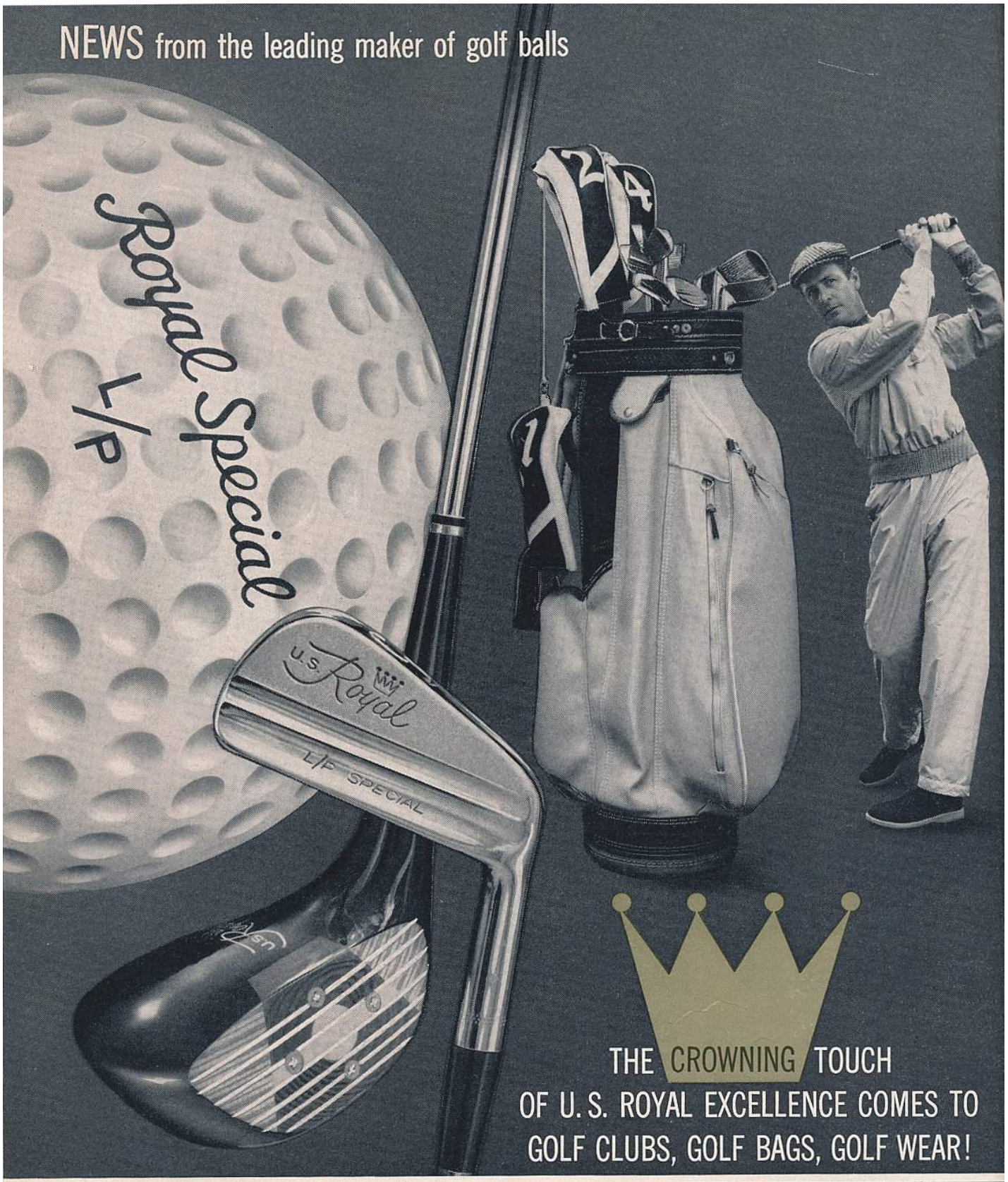
THERE IS MORE to golf than hitting the ball. In fact, behind golf, *the game,* but very much a part of it, is golf, *the business.*

Because a few golfing pioneers realized this in 1916, The Professional Golfers' Association of America was organized.

What is The Professional Golfers' Association of America and why was it founded?

In the simplest terms, the PGA is a not-for-profit association, organized and operated to enhance the standing and to promote the welfare of its member golf professionals.

Although originally unincorporated, the PGA became a not-for-profit membership corporation, under the laws of the State of Florida, in 1958, and began operations on that new basis as of September 1 of that year. The guiding principles of the organization are set forth in the Dedication to the Association's Constitution and By-Laws, which states: (*Continued on page* 108)



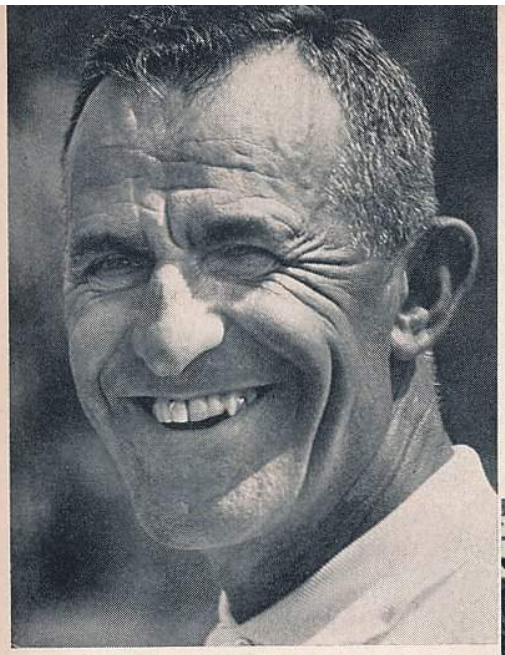
IT'S HERE: the world's newest, finest golf equipment—yours from the makers of the Royal Special L/P golf ball chosen by top pros like Ken Venturi! New Long/Playing U.S. Royal woods and irons. New golf bags of U.S. Rubber's Premier Naugahyde.® New golf gloves, shoes, rain jackets, trousers. All with The Crowning Touch of extra excellence synonymous with the name "U.S. Royal." Sold *only* through *golf* pro shops!

U.S. Royal GOLF EQUIPMENT

United States Rubber

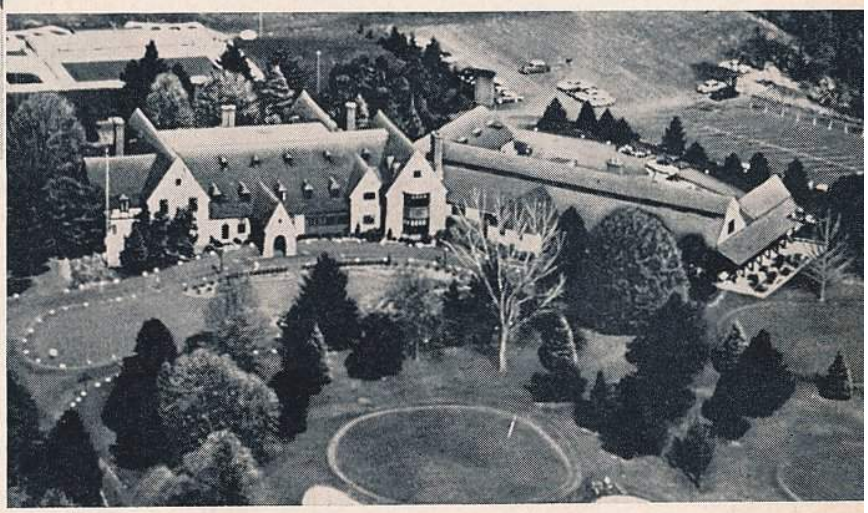
Rockefeller Center, New York 20, N.Y.

For information on any of U.S. Rubber's 33,000 products... Tires • Chemicals • Industrial Rubber Goods • Plastics • Textiles • Footwear... call Circle 7-5000 or write Product Information Center.



Gifted with a warm and unassuming personality, Joe Capello is friend and counselor to one and all.

CAPELLO AND ARONIMINK ARE SYNONYMOUS



The Aronimink course, set in glorious, undulating, wooded countryside was recently modernized by the well-known golf course architect, William Gordon.

Joe Capello, the epitome of a valued Club professional, has served Aronimink since the course's inception

By **FRED BYROD,** *Sports Editor*
The Philadelphia Inquirer

AT THE AGE OF 16 Joseph Anthony Capello walked out of high school and into a career that was to find him—within a year—running the pro shop at what was then the biggest golf resort operation in the country.

The host professional at the 1962 Championship of the Professional Golfers' Association never has won a major tournament, never has heard the roar of the gallery saluting his play in a big championship, but Joe Capello has no regrets over that choice of a job in 1918. Neither have the clubs at which he has served. For Joe is one of the real builders of golf—a capable, conscientious, and contented club pro. He found satisfaction in teaching the game, helping his club members get more pleasure from their golf, in lending a hand in club affairs when it was needed (without the reverse, involvement in club politics).

Golf has given Joe a good living. He has given as much, often more, in return.

When he came to Aronimink in 1928, Joe was assigned locker No. 1 in the brand-new clubhouse. He still occupies the same locker, and the same respect and regard from his club members, the old and the new.

Now in his 34th year at the same club—a record only a few pros in the United States have shared—Joe's enthusiasm for the game and his concern for all phases of his job are as keen as ever.

Born in a house just off the fairways of the Essex County Golf Club at Manchester-by-the-Sea, Mass., Capello got his introduction to golf as a caddie at the age of nine. The caddies did most of their playing in a cow pasture bordering the course; only on rare occasions were they welcome inside. In the dusk of an evening, after the members had finished, they would leap the fence to play a hole or two before being chased, or darkness closed down.

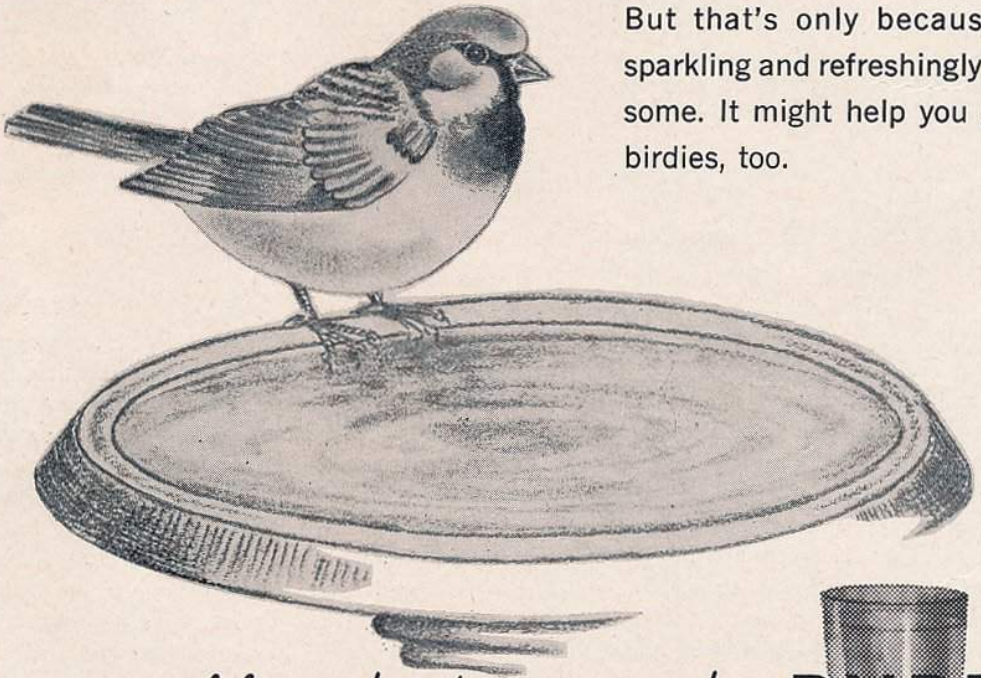
Most of them had only one club. Joe's was a mid-iron—the equivalent of today's No. 2 iron—an old club given him by the pro in exchange for 12 "almost new" balls found on the course.

At the age of 12, Joe (*Continued on page* 114)

Those Elusive Birdies



Right off, we might as well admit that the quality of Pure Springfield Water is above par. But that's only because it's so sparkling and refreshingly good. Try some. It might help you get a few birdies, too.



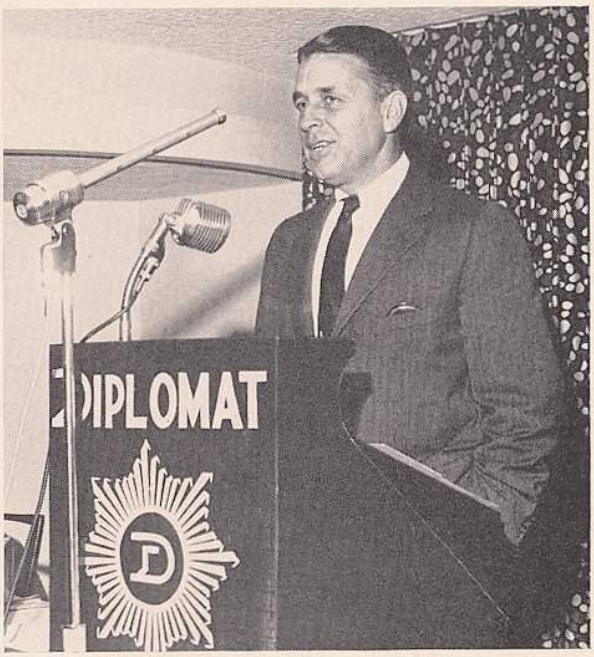
Manufacturers of **PURE SPRINGFIELD WATER**



Your **PHILADELPHIA SUBURBAN WATER COMPANY**

AMATEUR AND PROFESSIONAL

The distinction between the ranks is sharp, but the inter-relationship between both golfers and ruling bodies is unprecedented in sport



Joe Dey addresses delegates to the 45th Annual Meeting of the Professional Golfers' Association.

By **JOSEPH C. DEY, JR.,** ***Executive Director***
United States Golf Association

THEY HAD JUST holed out at Augusta National after the second round of the Masters tournament in April. The young amateur, a college student, had played well but had failed to make the 36-hole cut-off, and he was crestfallen.

One of his fellow-competitors, a seasoned touring professional, attested the amateur's card, handed it over to him, and said, "You certainly played a lot of fine shots. Now keep working at your game, and you'll get there pretty soon. I enjoyed the round with you—thanks a lot."

The young amateur brightened. He began to see things from a little broader perspective. Now he need not cut his throat; after all, lots of fellows must have failed to survive the Masters 36-hole dividing line on their first try.

That little episode expresses the wholesome relationship between amateur and professional which is typical in golf.

It is a relationship rare in sport—rare not so much for its friendly nature but because the amateur can always compete seriously with the professional, either at scratch or with the help of a handicap. And yet the nature of their competition (what pro wants to lose to an amateur?) never seems to affect their friendliness.

On the other hand, the imagination rebels in trying to picture the New York Yankees playing a serious game with a college baseball team, or Pancho Gonzalez being extended to his limit by a member of our Davis Cup team.

Furthermore, in some sports the relationship between amateur and professional is affected by a legalism—the amateur's purity of status is "contaminated" if he plays against professionals.

But golf from the beginning has had its open competitions—open to amateurs as well as pros. In the USGA's first National Open in 1895, A. W. Smith, an amateur from Toronto, tied for third place, three strokes away from the winner. Just last year Charles Coe finished a stroke shy of tying the Masters winner. Jack Nicklaus, when an amateur, finished second in the National Open in 1960 and tied for fourth last year.

The relationship is even more conspicuous in golf club life. The pro plays more or less regularly with the members and, golf being an essentially sociable game, fun and friendship are usually the keynote. Employer-employee relations in other fields are not ever thus. But golf has a way of minimizing differences between people.

Given such a spirit at the grass roots of the game, it was only natural that there should develop a good relation between the Professional Golfers' Association of America and the United States Golf Association—between the organization of the individual professionals and the agency of the clubs where most of the professionals work. (*Continued on page* 116)

gallery of PGA CHAMPIONS

FROM 1916 TO 1962



JIM BARNES
1916, 1919



JOCK HUTCHISON
1920



WALTER HAGEN
1921, 1924-27

Year	Winner	Score	Runnerup	Played At
1916	James M. Barnes	1 up	Jock Hutchison	Siwanoy C. C., Bronxville, N. Y.
1917-1918	No Championships Played—World War I			
1919	James M. Barnes	5 & 4	Fred McLeod	Engineers C. C., Rosyln, L. I., N. Y.
1920	Jock Hutchison	1 up	J. Douglas Edgar	Flossmoor C. C., Flossmoor, Ill.
1921	Walter Hagen	3 & 2	James M. Barnes	Inwood C. C., Far Rockaway, N. Y.
1922	Gene Sarazen	4 & 3	Emmett French	Oakmont C. C., Oakmont, Pa.
1923	Gene Sarazen	1 up (38)	Walter Hagen	Pelham C. C., Pelham, N. Y.
1924	Walter Hagen	2 up	James M. Barnes	French Lick C. C., French Lick, Ind.
1925	Walter Hagen	6 & 5	William Mehlhorn	Olympia Fields C. C., Olympia Fields, Ill.
1926	Walter Hagen	5 & 3	Leo Diegel	Salisbury G. C., Westbury, L. I., N. Y.
1927	Walter Hagen	1 up	Joe Turnesa	Cedar Crest C. C., Dallas, Texas
1928	Leo Diegel	6 & 5	Al Espinosa	Five Farms C. C., Baltimore, Md.
1929	Leo Diegel	6 & 4	Johnny Farrell	Hillcrest C. C., Los Angeles, Calif.
1930	Tommy Armour	1 up	Gene Sarazen	Fresh Meadows C. C., Flushing, N. Y.
1931	Tom Creavy	2 & 1	Denny Shute	Wannamoisett C. C., Rumford, R. I.
1932	Olin Dutra	4 & 3	Frank Walsh	Keller G. C., St. Paul, Minn.
1933	Gene Sarazen	5 & 4	Willie Goggin	Blue Mound C. C., Milwaukee, Wis.
1934	Paul Runyan	1 up (38)	Craig Wood	Park C. C., Williamsville, N. Y.
1935	Johnny Revolta	5 & 4	Tommy Armour	Twin Hills C. C., Oklahoma City
1936	Denny Shute	3 & 2	Jimmy Thomson	Pinehurst C. C., Pinehurst, N. C.
1937	Denny Shute	1 up (37)	Harold McSpaden	Pittsburgh F. C., Aspinwall, Pa.
1938	Paul Runyan	8 & 7	Sam Snead	Shawnee C. C., Shawnee-on-Delaware
1939	Henry Picard	1 up (37)	Byron Nelson	Pomonok C. C., Flushing, L. I., N. Y.
1940	Byron Nelson	1 up	Sam Snead	Hershey C. C., Hershey, Pa.
1941	Vic Ghezzi	1 up (38)	Byron Nelson	Cherry Hills C. C., Denver, Colo.
1942	Sam Snead	2 & 1	Jim Turnesa	Seaview C. C., Atlantic City, N. J.
1943	No Championship Played—World War II			
1944	Bob Hamilton	1 up	Byron Nelson	Manito G. & C. C., Spokane, Wash.
1945	Byron Nelson	4 & 3	Sam Byrd	Morraine C. C., Dayton, Ohio
1946	Ben Hogan	6 & 4	Ed Oliver	Portland G. C., Portland, Ore.
1947	Jim Ferrier	2 & 1	Chick Harbert	Plum Hollow C. C., Detroit, Mich.
1948	Ben Hogan	7 & 6	Mike Turnesa	Norwood Hills C. C., St. Louis, Mo.
1949	Sam Snead	3 & 2	Johnny Palmer	Hermitage C. C., Richmond, Va.
1950	Chandler Harper	4 & 3	Henry Williams, Jr.	Scioto C. C., Columbus, Ohio
1951	Sam Snead	7 & 6	Walter Burkemo	Oakmont C. C., Oakmont, Pa.
1952	Jim Turnesa	1 up	Chick Harbert	Big Spring C. C., Louisville, Ky.
1953	Walter Burkemo	2 & 1	Felice Torza	Birmingham C. C., Birmingham, Mich.
1954	Chick Harbert	4 & 3	Walter Burkemo	Keller G. C., St. Paul, Minn.
1955	Doug Ford	4 & 3	Cary Middlecoff	Meadowbrook C. C., Detroit, Mich.
1956	Jack Burke, Jr.	3 & 2	Ted Kroll	Blue Hill C. C., Boston, Mass.
1957	Lionel Hebert	2 & 1	Dow Finsterwald	Miami Valley G. C., Dayton, Ohio
1958	Dow Finsterwald	276	Bill Casper, Jr.	Llanerch C. C., Havertown, Pa.
1959	Bob Rosburg	277	Jerry Barber Doug Sanders	Minneapolis G. C., St. Louis Park, Minn.
1960	Jay Hebert	281	Jim Ferrier	Firestone C. C., Akron, Ohio
1961	Jerry Barber	*277	Don January	Olympia Fields C. C., Olympia Fields, Ill.

*After a tie



PAUL RUNYAN
1934, 1938



JOHNNY REVOLTA
1935



BOB HAMILTON
1944



BEN HOGAN
1946, 1948



DOUG FORD
1955



JACK BURKE, JR.
1956



GENE SARAZEN
1922-23, 1933



LEO DIEGEL
1928-29



TOMMY ARMOUR
1930



TOM CREAVY
1931



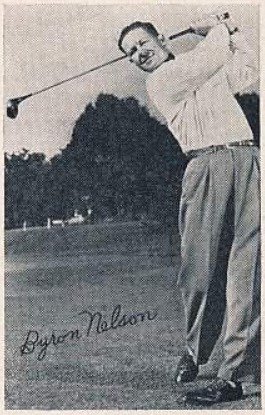
OLIN DUTRA
1932



DENNY SHUTE
1936-37



HENRY PICARD
1939



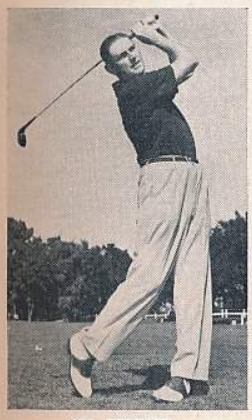
BYRON NELSON
1940, 1945



VIC GHEZZI
1941



SAM SNEAD
1942, 1949, 1951



JIM FERRIER
1947



CHANDLER HARPER
1950



JIM TURNESA
1952



WALTER BURKEMO
1953



CHICK HARBERT
1954



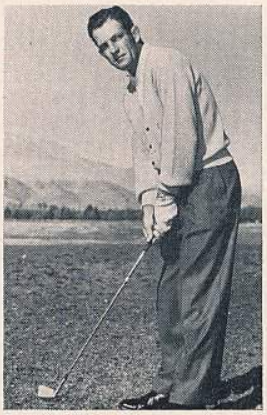
LIONEL HEBERT
1957



DOW FINSTERWALD
1958



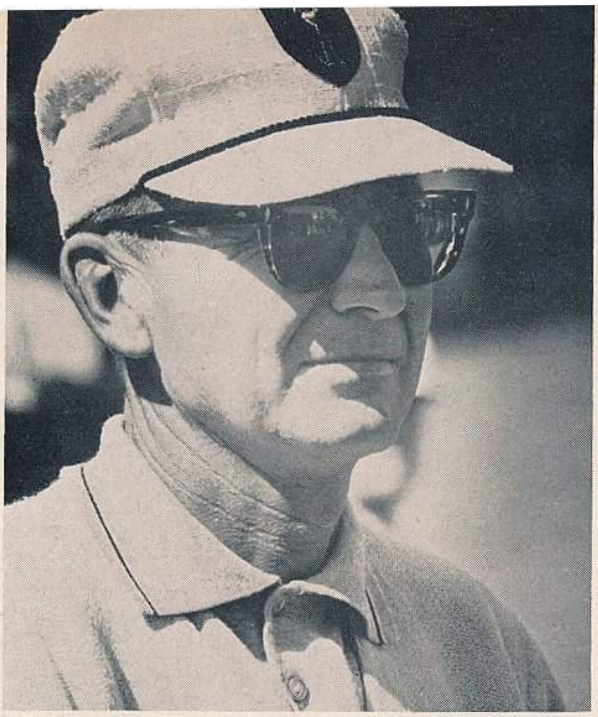
BOB ROSBURG
1959



JAY HEBERT
1960



JERRY BARBER
1961



Barber is a man of grim determination when the situation demands, but he also stores an infectious grin behind this stern exterior.

PLAYER OF THE YEAR

PGA Champion, Jerry Barber, returns as a middle-aged David to defend his title against a field of Goliaths

By **STAN WOOD**
Golf Editor, Los Angeles Mirror

"JERRY," an admirer said to PGA Champion Jerry Barber last December, "now that you've just about won every honor in golf in 1961, I don't imagine you'll be wanting to get out there on the tour butting heads with all those kids again."

The glib Barber, 45-year-old professional at exclusive Wilshire Country Club in Los Angeles, flashed his big smile and replied: "Well, I wouldn't want to play more than one tournament a week."

Barber, indeed, had had a fabulous year. Honors piled up for him like divots on a practice tee. And both resulted from considerable toil.

Through the first six months of 1961, Barber's efforts were about as rewarding as a pink slip from the boss. Then, after his throbbing play-off triumph over slim Don January for the coveted PGA Championship at Olympia Fields, Barber's fortunes mushroomed like the fireball of a hydrogen bomb.

In rapid order, he was elected captain of the U. S. Ryder Cup team by his mates and subsequently led his team to victory over the 10-man British squad.

Then Barber was adjudged the PGA Player-of-the-Year, far outpolling his nearest rivals, Arnold Palmer and Gary Player.

The Los Angeles Junior Chamber of Commerce, sponsor of the venerable Los Angeles Open, waived a hoary rule which requires a candidate to be 35 years old or younger and gave Barber a special golf award.

The Helms Athletic Foundation voted Barber the Southern California Athlete-of-the-Year, only the third golfer so honored in the 61-year history of the Foundation. Only the late George Von Elm, when he beat Bob Jones for the 1926 National Amateur, and Olin Dutra, when he won the 1934 National Open, received the prized award before Barber.

And finally Barber received the *Los Angeles Times* award for Pro Golfer-of-the-Year.

"I don't think anyone has been as lucky as I have," enthused Barber, who must be afflicted with a short memory or endowed with an all-forgiving nature.

"I've had so many honors given me, it's hard for me to believe all this, particularly after I've had the door shut in my face so many times," he said.

Pressed to name his biggest golf thrill, Barber quickly cited his PGA triumph.

"I think winning the PGA at my age has got to be the top thrill for me. I never got a bigger boost out of winning anything, like I did when I was fortunate enough to take the PGA.

"You know," confessed Barber, "I never really felt I deserved the PGA Player-of-the-Year award. Now don't get me wrong. I certainly was very happy and highly honored to receive it. But with the wonderful records that Arnold Palmer and Gary Player had, I felt my winning was the result of a popularity contest. Maybe the boys felt sorry for poor little me.

"I certainly hope no one misunderstands this feeling," Barber added hastily, "but I guess I was just so surprised to win this wonderful honor when so many of my fellow professionals and members of the press voted for me. I'm certainly obligated to them and I thank everyone of them very much.

"Being elected captain of the Ryder Cup team was a wonderful honor, too," (*Continued on page* 120)



THE FOURSOME THAT WON THE PGA

Jerry Barber and His Three Partners — Spalding Top-Flite Woods, Top-Flite Irons and The Famous Distance DOT.

1 The Man: Jerry Barber. On the last three holes Jerry canned sensational 20-, 40- and 60-foot putts to tie Don January, his fellow member of Spalding's Advisory Staff. Next day, his brilliant 67, against Don's 68, captured the 1961 title.

2 The Woods: Spalding Registered Top-Flite®. Exclusive Pro-Simmon face inserts deliver fantastic impact velocity, extra yardage. The Hydrosealed® heads are tough, durable and virtually moisture-proof.

3 The Irons: Registered Top-Flites, of course. Every iron swings alike, feels alike, thanks to Spalding's exclusive Synchro-Dyned® process. And shafts are reverse-threaded into heads so they can't work loose—ever.

4 The Ball: The celebrated Distance DOT®—accent on the distance. America's number-one ball for yardage off the tee, performance on the green—with Polymiracle® cover that holds its gloss.

Equipment can make the big difference in any round of golf. And Spalding makes America's finest golf equipment. Why don't you team up with Jerry Barber's three partners? Spalding Top-Flite Woods, Top-Flite Irons and the Distance DOT are sold through golf professional shops only.

SPALDING
sets the pace in sports

UNCHALLENGED TOURNAMENT LEADER FOR THE

13th straight year



Titleist has been played by more professionals and amateurs in big-time competition than any other ball. Look at the record.



TRADEMARK

ACUSHNET GOLF BALLS

SOLD THRU GOLF COURSE PRO SHOPS ONLY

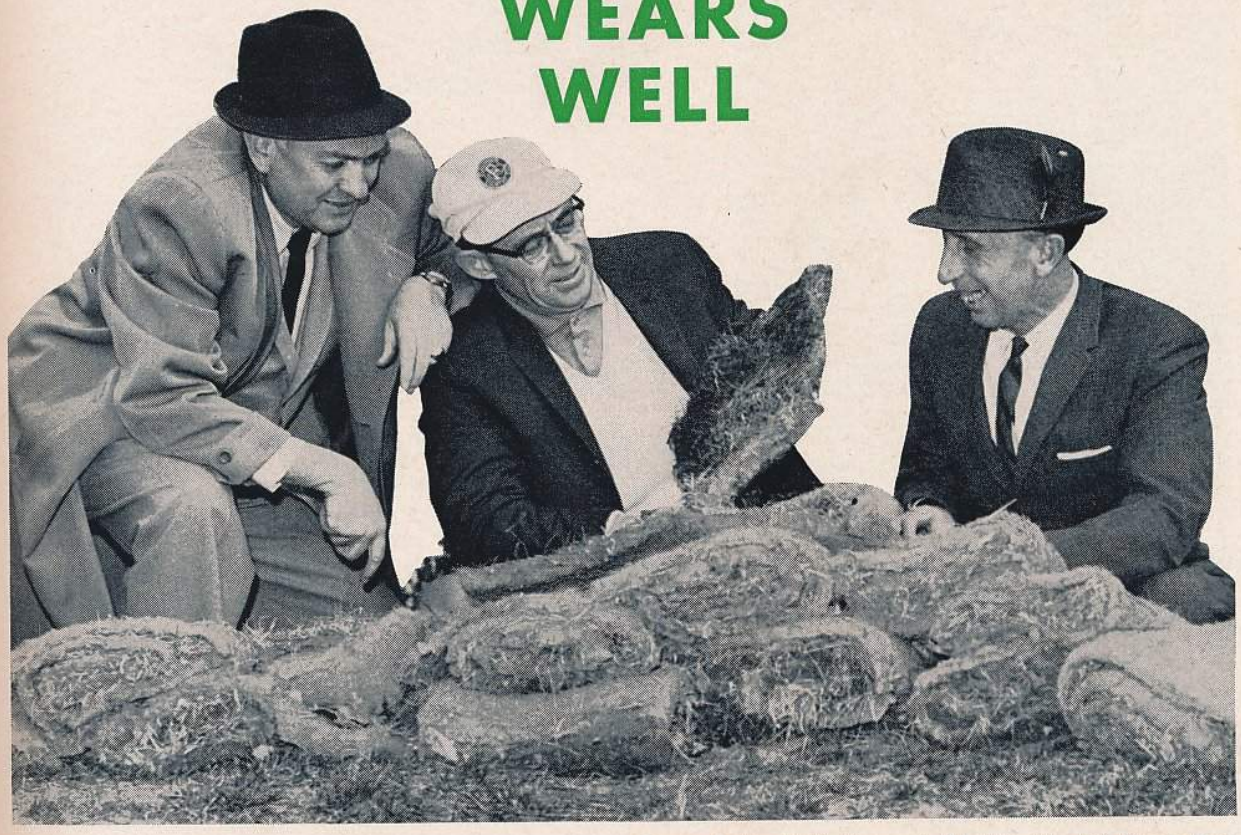
REMEMBER: NO ONE IS PAID TO PLAY TITLEIST

1961 TOURNAMENTS

TOURNAMENT	TITLEIST	NEAREST COMPETITIVE BALL
Los Angeles Open	36	31
San Diego Open	38	27
Bing Crosby Pro-Am	84	61
Lucky Open	33	31
Palm Springs Open	171	137
PGA Seniors	226	31
Phoenix Open	50	27
Tucson Open	68	25
Baton Rouge Open	69	23
New Orleans Open	58	22
Pensacola Open	62	21
St. Petersburg Open	63	24
Gulf Coast Invitational	112	19
Sunshine Open	57	24
Azalea Invitational	39	12
Greater Greensboro Open	56	14
Masters	17	16
Houston Classic	25	23
Texas Open	68	20
Waco Turner Open	61	17
Colonial National Invitational	14	13
Hot Springs Open	61	13
"500" Festival Open	58	22
Memphis Open	39	15
13th Annual Odessa Pro-Am	176	6
USGA Open Championship	54	22
64th Annual NCAA Championship	117	51
Western Open	57	19
Buick Open	63	20
St. Paul Open	60	20
Canadian Open	68	22
Milwaukee Open	72	17
36th Amateur Public Links Championship of USGA	96	28
PGA Championship	66	26
Eastern Open	60	17
Insurance City Open	72	17
Carling Open	63	21
Dallas Open	61	20
Denver Open	63	12
British Columbia Open	60	34
National Amateur Tournament	152	14
Greater Seattle Open	47	20
MacNaughton-Brooks Bursary	73	18
Portland Open	58	21
Bakersfield Open	80	21
Ontario Open	92	20
Orange County Open	92	17

TOTAL: 3,367 TITLEISTS
1,151 NEAREST COMPETITIVE BALLS

SHE WEARS WELL



George Baskin (right) discusses turf technicalities with Greens Committeemen James F. Elliott (left) and "Buckie" Craig, Jr. (center).

The Aronimink course, in the prime of life, has been expertly tended by Superintendent George Baskin

By* JOE SCHWENDEMAN, *Golf Writer, Philadelphia Evening & Sunday Bulletin

GEORGE BASKIN is Aronimink Golf Club's man in the middle. As superintendent of 300 acres of rolling countryside, this slender, 64-year-old native of Ireland is caught between the unfathomable, and often unbeatable, ways of nature, and the unfathomable, though occasionally beatable, ways of golfers.

Baskin, as head of the nine-man ground crew which pampers the club's fairways, greens and flower beds, wages a 365-day-a-year battle against nature to keep the course playable, and the flowers blooming. More often than not, Baskin is the winner.

"Over the years, I've been very lucky," Baskin said recently, his soft voice still bearing the lilt of County Antrim in Northern Ireland. "When other courses have had big problems, I've gotten away with but little ones. I try not to wait for disease to hit the grass. I work with this idea in mind—to do everything to prevent trouble."

The extent of Baskin's success was realized anew last fall when preparations for this 44th annual PGA tournament moved into high gear, and the club decided to re-seed the fairways. Many members learned then that since Aronimink's present course was opened in 1928, it had never been completely re-seeded.

"There were some years," Baskin recalled, "when I bought only 200 pounds of seed—just enough for some spots on the greens and in the approach areas.

"Then last fall," he continued, "Mr. Jumbo Elliott and the other fellows on the Greens Committee decided that the fairways should be lush for the PGA. So I ordered, and planted, a 50 percent mixture of Highland and Seaside, two old strains that are hearty and also provide good lies. I bought one ton of seed."

Baskin stopped as though the size of the purchase had whisked his breath away, "Two thousand pounds in one lot" he added with (*Continued on page* 124)



By **J. EDWIN CARTER,** *Tournament Manager*
1962 PGA Championship

THE CHAMPIONSHIP HORIZON

With the ever-increasing attendance at major golf events, a demand is being created for greater spectator consideration. The answer must come from new courses built specifically for tournament play.

WHERE WILL THE BIG tournaments be played in the next quarter century?

With few exceptions they will have to be played on golf courses just being built or not yet even planned.

The obvious reason is that practically all the present-day courses—although they may be of championship caliber—were built for the players, not the spectators.

Year after year attendance figures at the Open, the PGA and the Masters—and most of the circuit tournaments, too—top the previous record, and this, despite inadequate parking, spectating and clubhouse facilities in many instances.

The outstanding exception, of course, is the Augusta National Golf Club, Augusta, Ga., home of the Masters, which has studied the needs of the gallery to such an extent over the past three decades, that it spends each closed season (May to December) incorporating improvements for the following year's event.

They now have parking areas for over 10,000 automobiles, the use of which is included in the admission ticket; permanent toilet facilities around the course; extra bridges to alleviate bottlenecks; permanent concession stands which serve excellent food at reasonable prices to the thousands of spectators.

But more especially, they have realized that thousands of people around a green or lining a fairway cannot possibly watch the play unless the ground is banked to accommodate them, so over the years many greens have been built up to provide natural grandstands, and even the rough around the 240-260 yards mark on some holes has been raised to provide an adequate view of the second shot.

For the hundreds of press, radio and TV personnel who cover the event coast to coast, a special building incorporating the tournament office, has been provided, and underground wiring ensures the uninterrupted hole-by-hole communication so necessary to meet press deadlines.

But Augusta is a law unto itself. There are very few courses which have either the money, the time, or the additional space to devote to such improvements, and so I believe the time is ripe for, say, a dozen super recreational centers to be constructed around the country which would not only be fully equipped to house the major events, but would also provide both permanent and temporary living quarters, swimming pools, tennis and squash courts, skeet shooting, skating, bowling, table tennis—and golf within the means of those who neither want, nor can afford, the increasing cost of Club life.

As I envisage it, these facilities would be laid out near populous areas and alongside super highways as, for example, on the Ohio Turnpike, near Toledo, where it could also receive tremendous support from Detroit and Cleveland.

Golf, which could consist of two or more 18-hole courses, a par-3 layout (fully lighted for night play), a driving range and practice area, would be run as public links, but would also incorporate private clubs with their own clubhouses as you (*Continued on page* 132)



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Treat the course as you would your own.

Remain still and silent throughout each stroke.

Keep your clothes from flapping.

Give the player plenty of room.

Walk. Never run.

Applaud only when it is merited. Do not applaud when another shot is about to be played.

Be fair to those without galleries.

Stay behind ropes and white lines.

Obey the marshals.

Have your ticket or badge conspicuously displayed.

Kneel in front if gallery is large.

PLEASE DO NOT . . . Call "Down in Front."

Walk through bunkers.

Walk across greens.

Throw trash on the course. Use the litter baskets.

Be a knowall and state the obvious. Silence is golden.

Attempt to speak to the players on the course. Their concentration is vital.

Gush at the leaders off the course. You may see them wince.

FOR COMFORT . . . Ladies, please wear sport shoes.

PHOTOGRAPHY . . . By news agencies—prohibited until after a player has completely finished his stroke. Photographers must remain behind gallery lines.

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Amateur Champion Littler on the threshold of his career.

The tour is my career, but give me the peace and quiet of home life to all the publicity and ballyhoo of success.

***By* GENE LITTLER**
U. S. Amateur Champion, 1953
U. S. Open Champion, 1961

BY THE TIME a golfer reaches the top as an amateur—and in the past decade that has usually been in his early twenties—he is already imbued with the competitive spirit to such an extent that it is in his blood, and he craves for more.

To continue to play competitive golf as an amateur to any great extent, demands not only a great deal of money, but also the kind of job where one can take time off at any time without obligation. There are few, indeed, who are in this enviable position and can devote both the time and the money to regular competition.

The obvious answer for the leading amateurs who feel they have not only the talent (that has been proven) but the determination to make the grade in open competition, therefore, is to turn pro.

Many of us on the circuit now have come from the amateur ranks. Jack Nicklaus, the 1959 and 1961 Amateur Champion, is the latest recruit, although he withstood the temptation for a couple of years while in College. Arnold Palmer followed me as Amateur Champion in 1954; Billy Maxwell won the title in 1951. Three members of the 1957 Walker Cup team all joined the pro ranks—Joe Campbell, Rex Baxter and Hillman Robbins. Robbins, too, held the Amateur title that year. And as long as we continue to produce great amateurs—and our superiority in this field is undoubted—a good percentage will continue to be lured to professional status, first by the attraction of the competition, and second by the prospect of making a good living in the medium of their choice.

How hard is it to make the transition? There is no hard and fast rule. Usually it takes a pro several seasons to establish himself as a "name" player, though that doesn't mean that he hasn't been making an adequate living in the meantime.

Arnold Palmer joined the tour in 1955, but didn't really "break through" until 1958. Jack Nicklaus, who had done so well in open competition as an amateur and was expected to start off the 1962 season with a bang, found the weekly grind a different kettle of fish from the occasional big event for which he could work up his powerful game to top gear.

For myself, although I had two good seasons to begin with, I slumped in 1956-57 when errors began creeping surreptiously into my swing. Once veteran pro, Paul Runyan, had salvaged me from the morass of advice which had been showered on me, both solicited and unsolicited, I emerged a wiser and more accurate golfer. I finished second leading money winner in 1959 with $38,296.43; I won $32,568.22 (*Continued on page* 130)

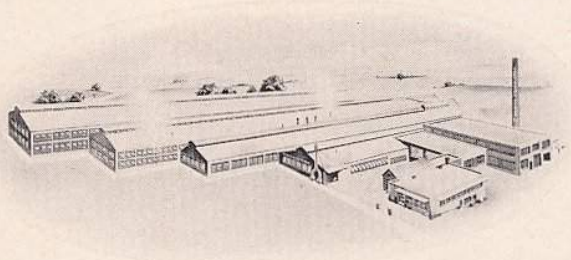


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► Golf in the wilderness. Members at Yellowknife Golf Club in Canada's Northwest Territories face a test of endurance on every round.

W. A. (Bill) Frazer, former president of Green Hills Country Club, Calif., tees off at Björkliden, Sweden, 200 miles inside the Arctic Circle. The month is June (despite the patches of snow), the time, 11:20 p.m. ▼



GOLF IS WHERE YOU WANT IT

From the Arctic Circle to tropical jungle—where there's a will, there's a course

By **NANCY JUPP**, *Managing Editor*
1962 PGA Championship Annual

ARE YOU A SPOILT GOLFER? Do you take your Country Club for granted with its perfectly groomed course, a caddie for every round, a shower and elaborate 19th hole to round off the match, and perhaps a five course dinner to follow?

Is that what golf means to you, or do you love the sport to such an extent that if you were suddenly whisked off to the actual, or proverbial, Timbuktu, you'd be willing to take up the threads whatever the conditions?

Test the strength of your love for the game as I take you, in imagination, to some of the world's golfing outposts.

Let us start with the United States—at the Fairbanks Golf and Country Club, Fairbanks, Alaska, a mere 100 miles south of the Arctic Circle. No, it is not, as the members claim, the most northerly course in the world. That distinction goes to Björkliden, in Sweden, which we shall come to presently, but it runs it a close second.

Here, the hardy members make up for their short season—May to September—by cashing in on the unlimited summer daylight by playing through the "wee small hours" if they so desire.

Golf at Fairbanks is constantly subjected to the "rub of the green." Turf is almost non-existent on the fairways, so the ball is liable to careen off in any direction. The only predictable shot is the aerial approach to the sand and oil greens which is killed on contact.

A "greens" committee, if such there be, has more to worry about than the mowing of the intermittent tufts of grass or the next shipment of sand. Its biggest headache is filling in crevices in the ground caused by melting ice or permafrost below the surface. These gaping holes can appear overnight, and may be anything from two feet wide to a veritable canyon such as opened up some years ago measuring 20 feet across by some 30 feet in depth, complete with subterranean caves.

Moving southeast to the vast expanses of Canada's Northwest Territories, we come to the gold mining town of Yellowknife, on the northern shores of the Great Slave Lake, where a (*Continued on page* 180)

Congratulations

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Len Firestone instructs daughter Lendy at Bel Air.



GOLF is my relaxation

It can also be a means of repaying the debt of gratitude which all true lovers of the game owe to golf itself



Big names in business, golf and show business gather together in the L.A. Open Pro-Am. L. to R.: Jack Walsh, Leonard K. Firestone, Ryder Cup player Mike Souchak and entertainer Ray Bolger.

By LEONARD K. FIRESTONE, *President*
The Firestone Tire & Rubber Co. of Calif.

Leonard K. Firestone, industrialist and president of the Firestone Tire & Rubber Company of California, is perhaps best known for his contributions to community welfare and civic betterment. Among these activities he presently serves as chairman of the board of trustees of USC and is a vice president and part-owner of the Los Angeles Angels. However, golf is his participation sport and his enthusiasm for the game has led to his being named president of the Palm Springs Golf Classic for two consecutive years. Herein, he details what he looks for in the game and offers a constructive thought aimed at having the sport contribute more heavily toward community needs. Editor.

FIRST, let me say that I am most fortunate in loving the game of golf and in living in an area where I can indulge in the sport the year-round. Los Angeles and vicinity has some of the finest courses in the country—private and public—and of course, ideal weather. For the past ten years I've done my utmost to play them all and I can say that in so doing I've had any number of bad rounds, but I've yet to have a bad game of golf.

Actually, my sentiments about the game are best summed up in a casual remark made by my good friend Freeman Gosden (Amos of "Amos n' Andy") a low handicap player and frequent golfing partner of former President Eisenhower. When our foursome had reached the second tee on a certain day, Freeman stopped in mid-swing to comment: "I can't wait until tomorrow when we can play again."

The game started for me when my doctor advised that I give up tennis because of a hip that bothered me. He further recommended golf as being "more suitable to my age." Prior to the time of my injury, I had made several half-hearted attempts to become interested in the game, mainly due to the (*Continued on page* 194)

WHAT IS A PGA MEMBER?



Your club pro must constantly adapt himself to the role of teacher, salesman, diplomat or psychologist

By* WALLY MUND, *Secretary
The PGA of America

NEXT TIME you're around your PGA golf professional, take a good look. How many men do you see?

Physically, of course, there is just one man. In reality, however, your club professional is many men wrapped up in one.

Throughout his working day—which often lasts from the crack of dawn until dusk—the club professional constantly changes characters to keep pace with the wide range of his duties.

One instant he may be acting as the skilled instructor with an inexperienced player, the next minute acting as salesman showing a member a piece of desired merchandise, and later talking with a member of the press concerning some up and coming event at his club.

This constant change-about is one reason it takes so long to become a golf professional—this is one job which simply can't be learned in a few minutes' time or even a few months. It takes several years for one man to develop all the different faces of the club professional.

Many people don't stop to think about all the different phases of the club professional's life. They realize he is there whenever they need him, able to help solve their golf problems, listen to their tales of joy and sorrow, sell them a new golf club and help them to enjoy their time spent at the club.

What they don't see, what they don't think about, what they don't even have an inkling of, are the many various duties of the club professional with which they seldom come in contact, and which keep the club running smoothly.

The most obvious duty of the club professional is that of instructing. This, naturally, is the primary reason for having club profes- (*Continued on page* 200)

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By **CARL J. JEHLEN,** ***General Manager***
Baltusrol Golf Club

CAN WE AFFORD OUR COUNTRY CLUBS?

The cost of operating a Country Club has risen 300% in the last 30 years. If the current rate of acceleration over the past decade continues, it will rise a further 400% by the nineteen-seventies.

IT WOULD BE totally inconceivable that one of these days we may find it necessary to give up our Country Clubs because the cost of membership had become prohibitive. Yet, as so many club members have discovered to their consternation, there is a continuing acceleration of operating cost which is beginning to extend out into space beyond the financial reaches of many of our pocketbooks. This, coupled with the unfavorable stand of the Internal Revenue Service as manifested in recent rulings, may soon curtail the ability of many club members, not only to continue their memberships, but actively to support the club's many facilities by patronizing the dining rooms, the bar and the golf courses.

When this happens, and departmental operations can no longer produce profits to contribute to the cost of operation, but instead will require additional funds from an already overburdened treasury, which will have to be replenished by increased membership fees and dues, it is not difficult to visualize the adverse effect on club members who find their available dollars curtailed by spiraling personal expense requirements.

It means that, in essence, they will be obligated to reassess their club membership to be an extravagant luxury, highly expendable, subject to abandonment at the first emergency, in the interest of personal financial solvency.

At the present moment most well-established clubs have a waiting list for memberships, and they need have little concern about sufficient revenue to meet current operating expense. This will be a problem for future Boards of Governors to deal with. But to dispel this delightful misconception, all one need do, is to read in the daily newspapers the articles about the difficulties that beset private membership clubs.

Several recent articles stated that clubs were suffering from mismanagement, as well as possible loss of their non-profit status for permitting non-conforming use of the club's facilities. This, together with pending changes contained in the current Congressional Tax Reform Bill that would disallow the charge-off privileges for tax purposes of club membership dues, as well as charges for entertainment of business associates, will effectively reduce departmental gross income as well as revenue from membership dues, and as each such source of income is reduced or depleted, it is doubtful that any effective economy can be instituted to compensate for the loss.

In review, let me report on the operating results of the past thirty years at my club, which has a reputation of good policy decision to contain expenses, yet during these three decades we have suffered an increase of 300% in operating expense. It costs the club $4 today to do the same job that $1 did thirty years ago. The increase in the cost of operation has accelerated to such an astonishing extent during the past ten years, that if the trend were to continue at the same pace, it would portend that it is going to cost approximately $8 in the seventies to do the same job that a dollar did in the thirties.

With this as a basis, it would appear a simple matter to evaluate the situation. As cost of operation increases and the ability of the member to assume these added costs decreases, it must become readily apparent that the continuation of our (*Continued on page* 138)



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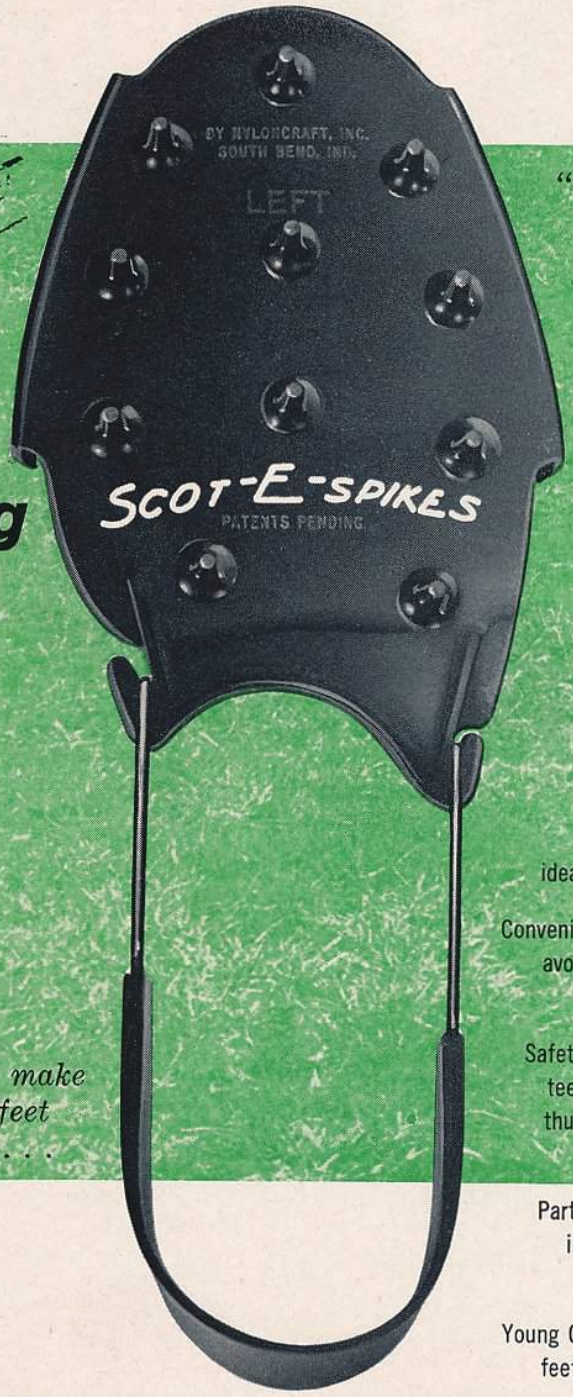
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DON WHITT
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By **DONALD W. GIFFIN,** ***Field Press Secretary***
The PGA of America

GOLF ITSELF, and business affiliations connected with it, leave many of the nation's outstanding players with little time for the diversions that hobbies provide.

As Dan Sikes, an attorney in private life, puts it: "I don't have time for hobbies."

For relaxation, a large number of the golfers content themselves with such activities as light reading, television and motion pictures, and such infrequent change-of-pace recreational outlets as bowling.

But other playing members of the PGA tour, many of the greatest golfers in the world, do devote some of their spare time to hobbies. These hobbies range from the sedentary solitude of working with mosaics and listening to taped high-fidelity music to the sometimes-daring excitement of flying airplanes and stalking big game in the jungles of Africa.

When the winter tour swung into action in California in January, Bob Harris whiled away some of the evening hours in his motel rooms carefully piecing together a mosaic table.

Charley Sifford finds "company" and enjoyment during the off-course hours at a tournament in the fine music he records on tapes and plays back while relaxing after a hard day's work at the club. The Los Angeles professional and Ron Pawlacyk, Assistant Tournament Supervisor on the PGA Field Staff, discovered a mutual interest in fine music and hi-fi tapes while dining one evening last February in Arizona.

Such quiet pursuits are not for Arnold Palmer or Bo Wininger. Palmer's every day is crowded with the many activities outside of actual tournament competition that have come to him since he reached the pinnacle of professional golf a few years ago. But he still found time to take flying lessons and, having mastered flight just as he has the game of golf, the personable Pennsylvanian last year bought his own plane—a twin-engined Aero Commander—and now frequently pilots the craft from tournament to tournament. (*Continued on page* 152)



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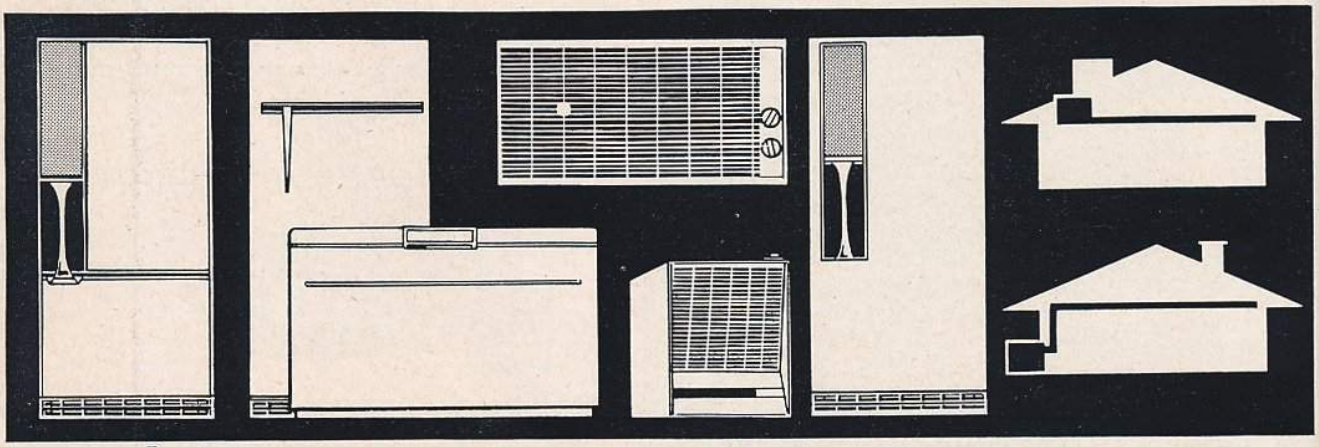
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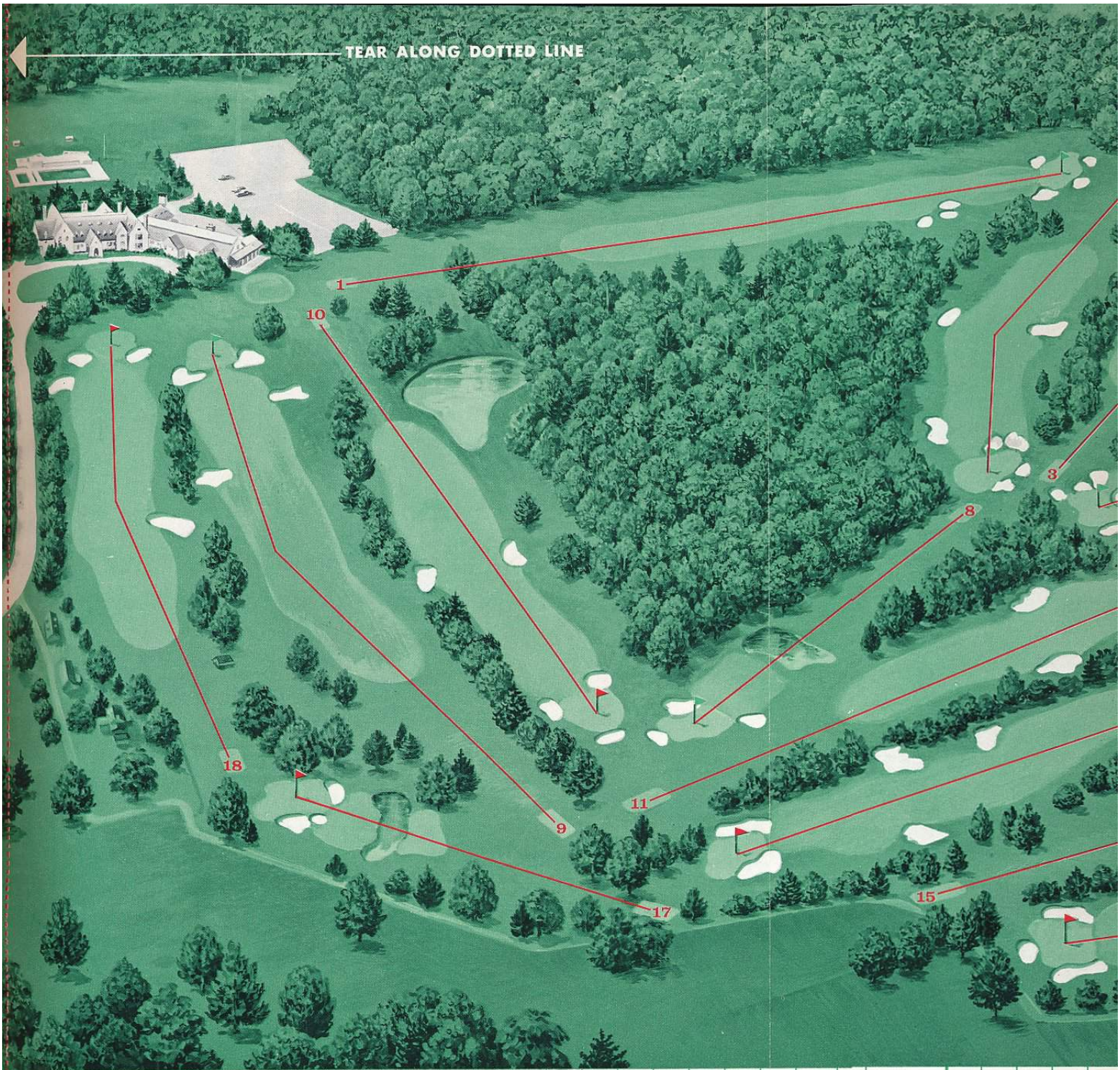
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PAR	4	4	4	4	3	4	4	3	5	35	4	4	4	4	3	4	5	3	4	35	70

HOLE	1	2	3	4	5
PAR	4	4	4	4	3

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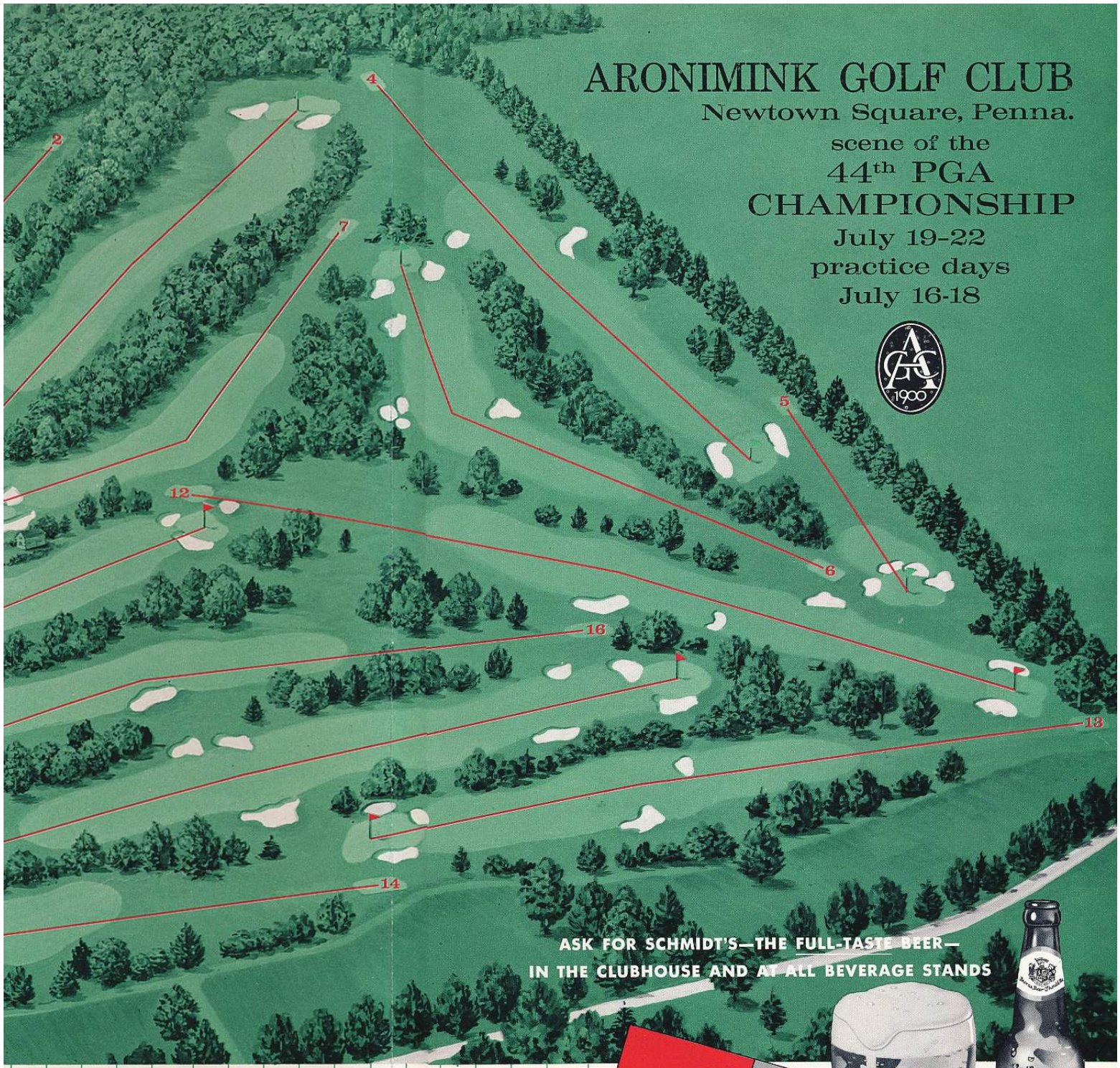
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457 yards, par 4

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Mohawk

162 yards, par 3

Traps galore, to the left, to the right, and in front. Green is big but rolling.



Comanche

396 yards, par 4

Fairway dog-legs to right and goes uphill. Green is blind but is vast, with trapping and trees behind.



Shawnee

370 yards, par 4

Uphill dog-leg to right and start downhill. Secret, an extremely crisp iron to the green. Plenty of traps.



Sitting Bull

233 yards, par 3

Tee is 400 feet above green, lake in front of green, creek to right, plus trees. Toughest par-three here or anywhere.



Kickapoo

610 yards, par 5

This is a big one, trees right and left, uphill to narrow-necked green. Secret, two big wood shots and good pitch.



Cherokee

449 yards, par 4

Another elevated tee, lake on left, trees on right. Green is rolling, difficult to hold. This is a great hole.



Kiowa

411 yards, par 4

Trees border fairway. Tipped green, traps right and left. Secret, getting down in two putts from anywhere on green.



Saginaw

459 yards, par 4

Tee elevated, fairway sloping downward, then upward to green. Green difficult to putt. Hard par-four.



Blackfoot

384 yards, par 4

If such things as "breather" holes exist, this is one of them. Could be plenty of birdies here.



Iroquois

211 yards, par 3

Traps left and right of green, trees at rear and right of green. Pin placement will reduce birdies.



Lenape

469 yards, par 4

Sidehill lie calls for sharpshooting to green. Difficult to putt. This hole is a real bruiser.



Sioux

541 yards, par 5

Fairway downhill, dog-leg to left. Six traps on hole. Green hard to hold. An eagle almost impossible, birdies rare.



Seneca

213 yards, par 3

Long carry across pond, then onto a large green. Fine tee shot will produce a birdie, maybe.



Aronimink

423 yards, par 4

Good finishing hole, trees left and right, long uphill haul to green. This hole is "sleeper." Looks simple, but isn't.



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I FORSOOK THE LAW

The work of the senior administrative officer is not legal in concept, but it embraces many legal aspects in its many-faceted operation

By **THOMAS W. CRANE,** ***Executive Director and Counsel, The PGA of America***



THIS ARTICLE was assigned to me by title—the selection of its subject did not originate with me. When its title was first suggested, there came to my mind the words, "I haven't, so what am I to write." However, on second thought it occurred to me that, inasmuch as there appeared to be some difference of opinion on this score, the subject might be a good one to write about.

The PGA of America is a unique type of organization —extremely so, I would say. While it is an association of golf professionals and concerned primarily with a game, it is also an association of retail dealers and concerned with "big business"—the business of golf—a thriving commercial pursuit which is vying for first place as the Nation's participating sport. In this capacity, The PGA encompasses an unusually wide variety of activities and reaches out into a tremendous area—it includes some 5,000 members who are located in all of the fifty States of the Union and in many other countries.

As a consequence, the work of The PGA has a very close relationship to a number of the laws promulgated by our Federal Government and the several states. Included among those which are applicable are laws pertaining to public policy, anti-trust activities, fair trade practices and labor, particularly as the latter affect caddies, to mention but a few and in a general way. All of them must naturally be taken into consideration in connection with the operations of the association. In turn, this necessity entails careful scrutiny of many of the activities of The PGA in the light of legal limitations before they are undertaken.

Subject to compliance with applicable national and state laws, The PGA is a self-governing organization also. It operates on the assembly or meeting plan. Its basic law for purposes of internal operation consists of a Constitution, which is adopted by the delegates representing its thirty-four local organizations or "sections"; By-Laws, which are adopted by its executive committee, the managing body of the association; and Tournament Regulations adopted by its tournament committee, which is in over-all charge of The PGA tournament program. These last two segments of the association's internal law are subject to and limited by the authority conferred by its Constitution.

All of these internal procedures naturally entail a basic knowledge of parliamentary law and procedure, as well as adherence to its requirements. They mean that every activity of The PGA which has to do with the internal association affairs of some 5,000 members and some 150 tournament players who are not, must be established within, and comply with, the association's Constitution, By-Laws, Rules and Regulations. Accordingly, constant reference to these internal laws is required throughout each year in connection with the rights, duties and responsibilities of the association's local sections, its members and its tournament players. Similar reference is necessary in connection with the rights, duties and responsibilities of the association with respect to these constituents and the activities which it carries on in their behalf.

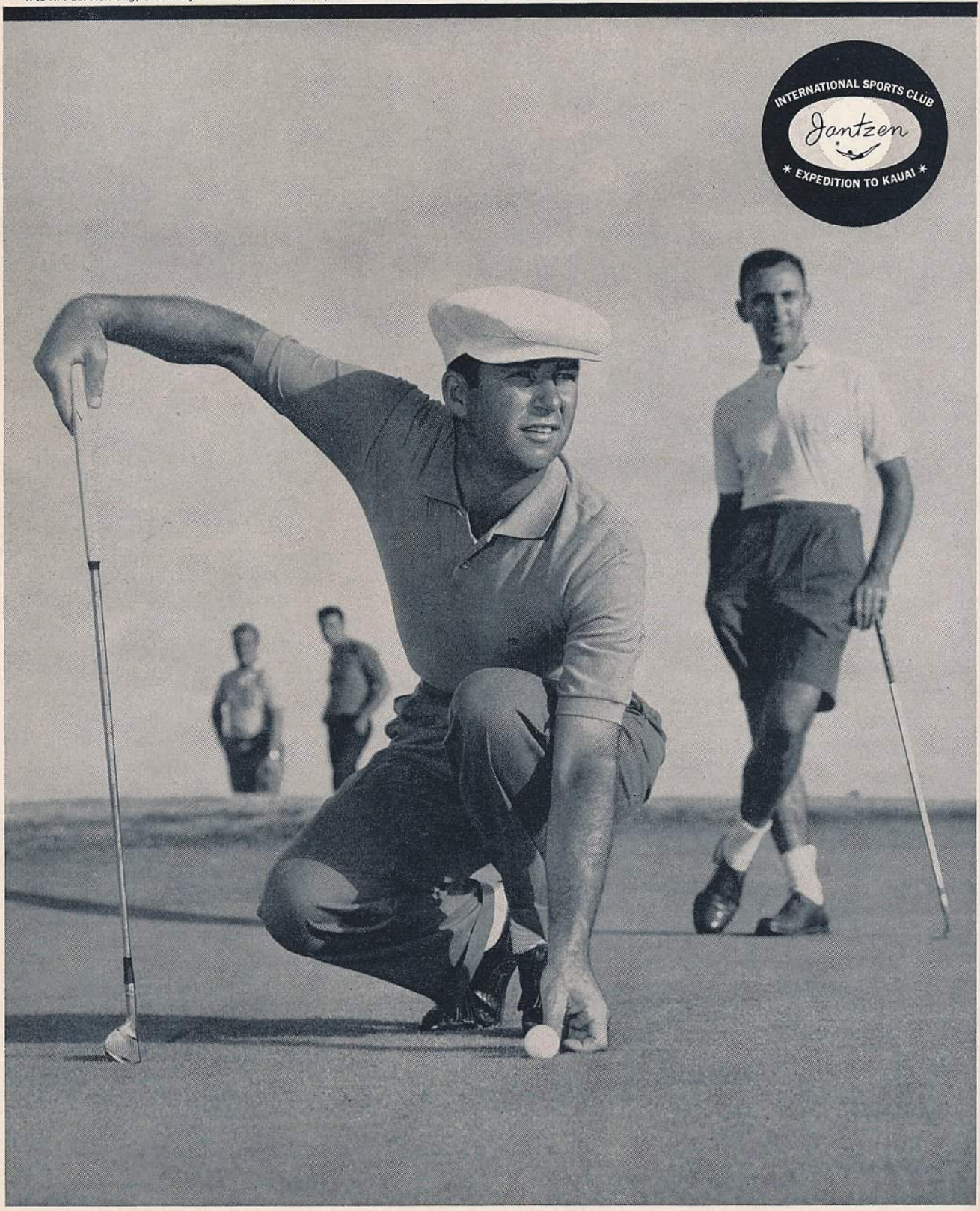
As regards the latter, the National Headquarters of The PGA, in addition to processing the applications of members and tournament (*Continued on page* 220)

our colors go with green

That's the way it is with all thirteen Jantzen golf shirt colors; they look as though they grew on a golf course. Matter of fact, many men put on a Jantzen Ken Venturi golf shirt with *no thought of playing golf*, and a short while later there they are, teeing off. The Jantzen golf wardrobe is now complete; there are slacks in colors that coordinate with the shirts, as well as golf walkers, as on Bob Cousy. Available at pro shops and men's stores. Golf shirt 5.95. Golf slacks 12.95. Golf walkers 8.95.

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sportswear for sportsmen
Jantzen Inc., Portland 8, Oregon

l. to r.: Paul Hornung, Green Bay Packers; Frank Gifford, sports announcer; Ken Venturi, golf pro; Bob Cousy, Boston Celtics. Photo by Tom Kelley near the Hanalei Plantation on Kauai



GROWTH OF GOLF IN THE U.S.

Golf is booming. Its popularity is not merely mounting—the rate of increase is even progressive

By **GEORGE L. HALL,** ***Treasurer***
The PGA of America



Too many golfers chasing too few courses causes delays up to four and five hours at weekends at many a metropolitan public links.

MR. AVERAGE JOE and Mr. Privileged Jim may be worlds apart economically, politically and socially, but on the first tee they find themselves sharing a common experience.

To either, the well-hit ball brings the thrill of accomplishment and the dubbed drive the agony of frustration.

So it is, when Junior takes on grandpa for a late afternoon round—or when grandma challenges daughter-in-law for a few holes.

Therein, in all probability, lies much of the universal appeal of the game called golf.

Enjoyed by the seniors, tackled with determination by the juniors and accepted as a challenge by all ages, golf is the game of the masses.

A sport not native to our soil, it was adopted at the turn of the century and grew to heights that not even its strongest supporters dreamed were possible. No game in the history of the American nation has shown as amazing a growth.

Perhaps a factor that has been equally responsible for its acceptance by so many as their leisure time pursuit is that it is a participant, as well as a spectator, sport. In no other sport is this as predominantly true as it is in golf.

How many of the average population of any town or city has ever stood on the pitcher's mound or stepped into the batter's box? What percentage of the citizenry has ever grabbed a pigskin and warded off a tackle?

It follows, also, that comparatively few have ever done a swan dive or belted a hockey puck.

However, it is safe to say that in nine out of 10 social gatherings, executive board meetings or even construction crew lunch hours, the chances are excellent that one can find several who own a set of golf clubs and who are looking forward to their weekly outing on the local links.

With approximately 4,530,000 active golfers in the United States, the sport truly can be recognized as a national pastime. (*Continued on page* 224)



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THE MARRS

ROUGH IT –

AND LIKE IT

By **BILL FURLONG,** *Sports Writer*
Chicago Daily News

ON THE BURNER outside the motel door, four steaks sizzled.

The men were home now—only a few professionals were still on the course—and the wives were getting ready for supper.

"These are our roots," says Susan Marr. She looked out the picture window of her motel room to the swimming pool where the renowned and the unknown of golf relaxed. "This our home."

At 25, Susan Marr has mastered the techniques and economics of living on the professional golf tour. She has had two babies on the $2,000,000, 51-tournament circuit, Elizabeth, 2, and David, Jr., 8 months.

"We're the greatest group in the world for having children," she says in wonder laced with pleasure. "You'd think of all the people who wouldn't want children it would be golf professionals. But there are several girls on tour right now who are pregnant."

Her husband, 28-year-old Dave Marr, is in his third year as a full-time touring professional, although he has been a professional since 1953.

With three PGA tour victories tucked away, Marr has been fairly successful on the circuit but he's had to battle hard for every bit of that success. More than once since he cast his lot with the play-for-pay brigade has Dave contemplated going back into club work.

Marr's first big break-through came when he won the Sam Snead Festival of Golf in May, 1960. In September, 1961, he won the Greater Seattle Open, beating Bob Rosburg and Jacky Cupit in a sudden death playoff. And April 1, 1962, Marr beat Jerry Steelsmith in another sudden death playoff for the Azalea Open crown.

Financially, the Marrs have fared considerably better than the average touring professional. In 1960, for example, this dapper first cousin of 1956 PGA and Masters champion Jack Burke, Jr. won $16,722.21. In 1961, his winnings jumped to $18,408.81. In 1962, Marr started promisingly, winning $9,096.43 in his first 14 regulation tournaments plus professional-amateurs.

Marr's winnings may sound like a lot of money to some, but it must be remembered that his expenses run about $10,000 per year.

"You have to figure about $250 per week for living expenses," says Susan, a stunning blonde, exuberantly happy, warm and candid.

"I'm old-fashioned," she says. "I believe the man should be spoiled. Picking up Dave, Jr., she added, "That's why we can't let the baby cry all night."

There is a sense of "oneness" about the "home" of the touring professionals that defies the hardened economic lines of less peripatetic communities.

A professional who has (*Continued on page* 210)

New Wilson Staff ball leaps off the tee 40% faster than the speed of the club

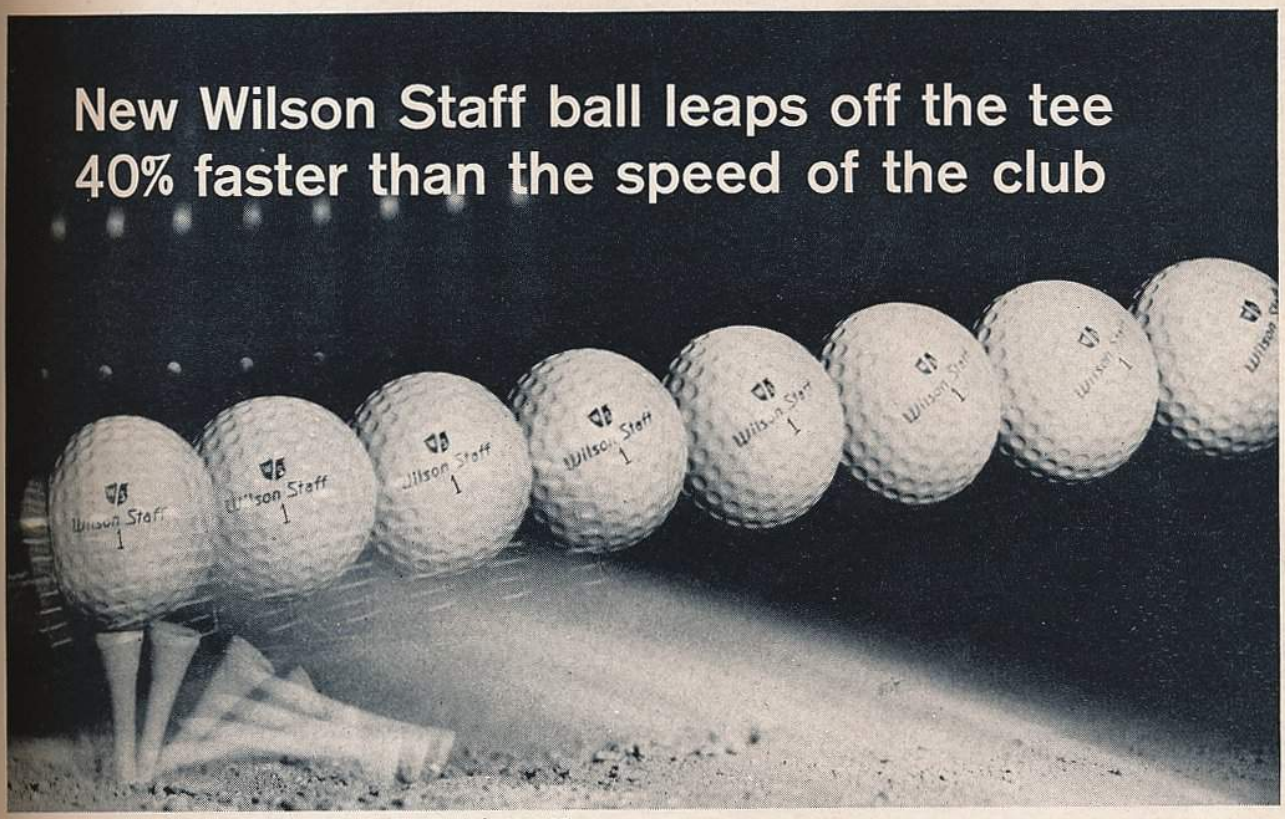


Photo made with each micro-flash at one-millionth (1/1,000,000) sec. by Edgerton, Germeshausen & Grier, Inc., Boston.

Hit the long ball!

This remarkable new Wilson Staff ball unlocks all the power in your golf swing



Every golfer strives for distance and accuracy in his game. And here are the four inner secrets that give the new Wilson Staff ball the life and power to leap off the tee 40% faster than you can swing a club.

1. The perfect center is liquid X2F

Wilson's exclusive X2F liquid core is sealed within a thin rubber wall, then frozen prior to the winding operation to stay perfectly round, perfectly centered.

2. A ton of pressure is compressed inside

Fine natural rubber thread, stretched ten times original length, is wound around the core to build 2,000 lbs. pressure per sq. inch. This reactive compression is the distance secret of the new Wilson Staff ball.

3. Thin "distance cover" is tough balata

Genuine balata cover is heat-sealed deep into the inner threads. Thin for distance, yet tough enough to take the shock of your boldest iron shots.

4. New polyurethane finish stays white for life

This new white material makes old-fashioned "paint" obsolete. Can't turn yellow—ever. Can't chip off because it flexes inseparably with the cover itself.



Sam Snead says: "You've got to be long off the tee to win the big money. That's why I play nothing but the Wilson Staff ball in every round." Sam Snead is a member of the Wilson Golf Advisory Staff.

The Wilson Staff ball is available only through golf professional shops.

PLAY TO WIN WITH

Wilson

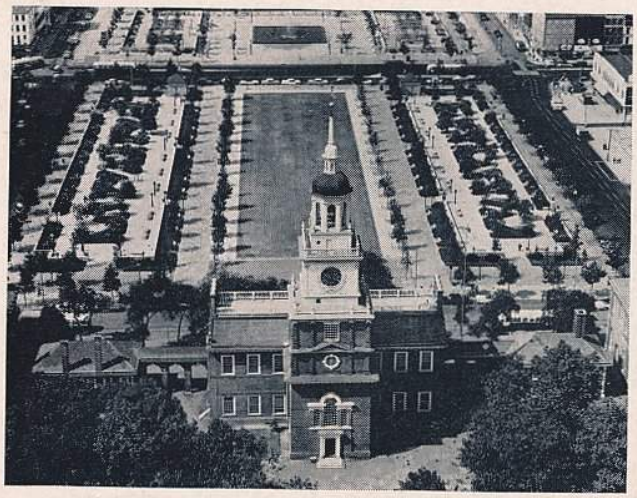
Wilson Sporting Goods Co., Chicago
(A subsidiary of Wilson & Co., Inc.)

OUR CITY

City Hall Tower stands sentinel over central Philadelphia. To the left of the Tower is redevelopment project, Penn Center; Benjamin Franklin Parkway, ablaze with lights, forks tangentially to the right.

The famous old Liberty Bell is on permanent exhibition in Independence Hall. Visitors hear its tale by tape recorder.



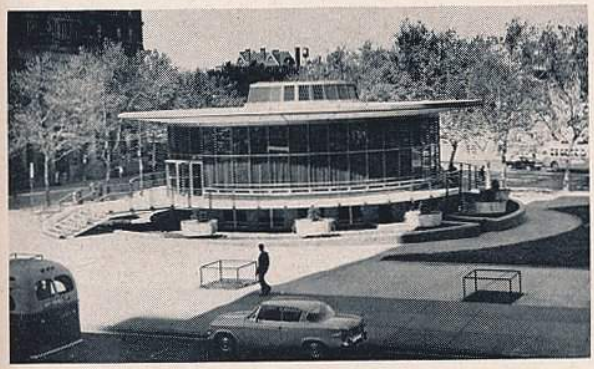


Independence Hall and its immediate surrounding area has been declared a National Historic Park to preserve its due dignity.

OF PHILADELPHIA

Historical yet modern, cultural and industrial, scholarly and sports-minded, we accept the designation of "Cradle of Liberty"; the "All-American City"

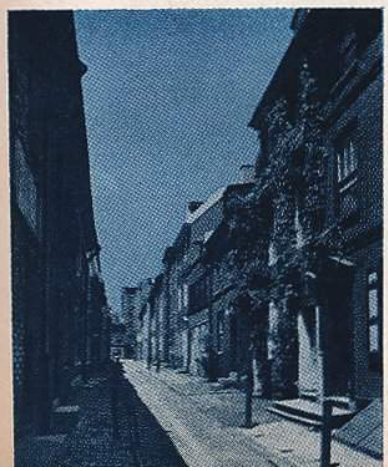
By JOHN LaCERDA
Publicity Director, 1962 PGA Championship



The headquarters of the City's Convention and Visitor's Bureau serves as a unique and charming reception and information center.



Penn Center, an object lesson in urban redevelopment, in the heart of the commercial downtown area.



The old mingles with the new. Elfreth's Alley, dating back to 1690, preserves the Colonial flavor.

WHEN MR. J. EDWIN CARTER, who publishes this magazine, suggested an article about modern-day Philadelphia he recommended that the piece be packed with statistics.

"People love statistics," he said. "They like to make comparisons. Better cram the story full of them."

I didn't quite agree with this suggestion, even though Big Ed is a widely experienced man.

Philadelphia, to my mind, is more than a statistic—it is an experience in solid, full-rounded living.

Here we have the cultural advantages offered by New York. We are less weird than Washington, one-degree cooler than Baltimore, cozier than Los Angeles. Living here is also cheaper than in New York. While Philadelphia is not small-town, it is yet small enough to assure that in every crowd there is certain to be a face you know.

To research this story I went first to Abe Rosen, a former public relations man who is now a wheel in the city government, and asked him for background material. Not too much statistical stuff, I said; just mostly feature material, human interest items and such.

Fine, said Abe, and he promised to mail everything to me in Florida, where I would be vacationing and would be able, by resisting the allures of golf, to give adequate attention to this assignment.

When the material came, and after I had paid the postage due at the City of Palm Beach Gardens Post Office—which isn't in Palm Beach Gardens at all, but at Lake Park—I found that Abe had forwarded a remarkable collection. His enclosures included photos in color, pamphlets, postcards, a list of eating places, a chart showing the mileage between the airport and the Bellevue-Stratford Hotel, and so forth.

From Abe's bundle I soon learned:

(a) The name of the manager of Howard Johnson's Motor Lodge on Route 202 (it's Frank J. Kilcoyne).

(b) It took 35 years to build City Hall at a cost of $26,000,000 and, when the foundations were being dug, traces of gold were found in the rock (but not enough to start a (*Continued on page* 142)

Go the way of the winners

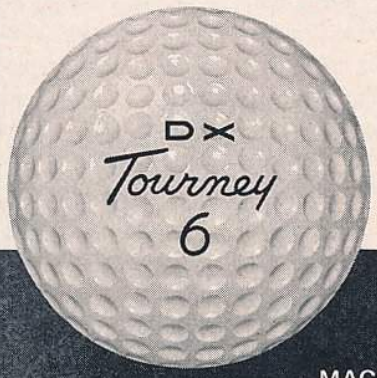


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Capitol Building, Harrisburg, is famous for its stained glass windows and staircase designed after the one in the Grand Opera House in Paris, France.

PENNSYLVANIA – THE TOURISTS' STATE

By **THOMAS B. SHRIVER**, *Director of Public Information*
Department of Commerce, Harrisburg, Pa.

PENNSYLVANIA has long been known as the "Keystone State." The nickname traces back to the days of our founding fathers when Pennsylvania was, in fact, the keystone for the original Thirteen Colonies.

Now Pennsylvania is rapidly becoming "The Tourists' State," and if you have not seen its rolling hills and sturdy mountains, its turbulent rivers and placid trout streams, its historic shrines and well-kept cities, you have a lot to see while here for the 44th National PGA Championship.

Certainly, when the tournament is over, and the new golf king has been crowned, you might want to visit the nearby Merion Cricket Club, where the illustrious Robert T. Jones, Jr., of Atlanta, Ga., better known as Bobby Jones, gained international fame by completing the only "Grand Slam" in the history of golf.

On the famed East Course of the Merion Club, in September, 1930, the 28-year-old Bobby Jones won the US Amateur Championship, to add to his triumphs in the British Amateur, the British Open, and the US Open.

(*Continued on next page*)

It was on this same course, twenty years later, that Ben Hogan came back from the brink of a near-fatal accident, and in a wonderful display of courage won the second of his four US Open titles.

Beyond Merion you will come to Philadelphia itself, and visit Independence Hall where the Declaration of Independence was adopted in 1776.

The cultural, economic and governmental importance of the Philadelphia area makes it clear why there were more battles in southeastern Pennsylvania than in New England which is popularly believed to have been the principal battleground of the revolution. The Philadelphia area is strewn with hallowed monuments to freedom beginning with the memories of Valley Forge, Germantown, the Brandywine, Washington Crossing, and others that stand as beacons of man's struggle to be free and which eventually inspired men in the Old World to reconsider their own plight.

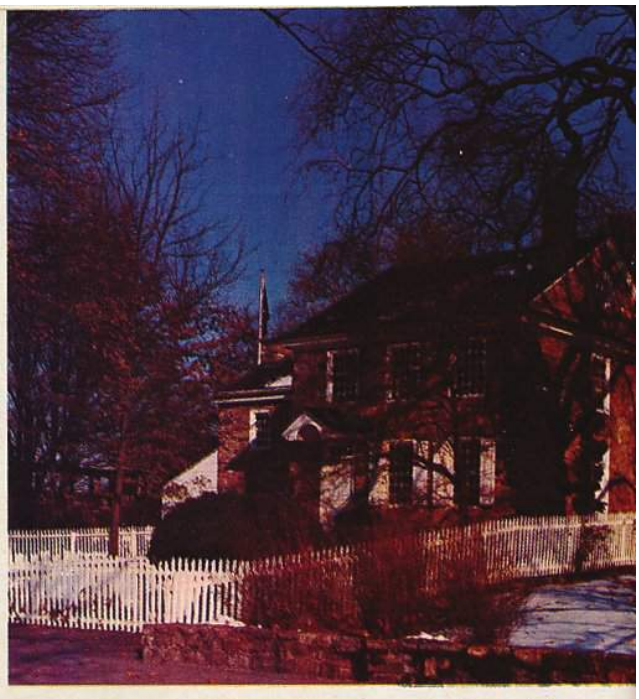
Even though you may only be able to afford a brief visit to the shrine of our independence and liberty, you will also want to see Carpenters' Hall, Christ Church, the Betsy Ross House, Elfreth's Alley, Franklin's grave and numerous other historical sites that have attained a priceless meaning.

Leaving Philadelphia, go out the Benjamin Franklin Parkway toward the Schuylkill Expressway and head for Valley Forge.

At the western end of the Parkway stands the graceful, imposing Museum of Art—one of the finest in the world. The Academy of Natural Sciences at 19th and Race Streets features such true-to-life exhibits that it is hard to believe they are static. The Franklin Institute, 20th Street and the Parkway, is dedicated to the presentation of scientific wonders in such a way that generations of school children have fascinatedly pushed the buttons that generate experiments which take place before their eyes.

The Schuylkill Expressway, which runs alongside the river of the same name, through a beautifully kept, verdant countryside, is a feast for the eyes. Valley Forge Park, itself, is justly one of the most popular historic meccas in the vast United States. As you enter the park you will find it best to obtain a map of the area. With this as a guide, you will miss nothing. The season of the dogwood and laurel presents scenes of memorable loveliness. Each thatched hut seems to carry the imprint of the soldiers who wintered there, although they are reconstructions. The beautiful bell tower with its world-famous carillon will thrill you. As you walk through the tiny houses where Washington and his officers spent that bitter winter, you can almost feel the comforting presence of Martha.

From Valley Forge Park, pick up Route 202 to Paoli. This bustling little town was the site of the Paoli Massacre. Continuing on south (*Continued on page* 84)



This historic house, which served as George Washington's headquarters at Valley Forge, is a mere eight miles from Aronimink.



The Laurel Highlands, in southwestern Pennsylvania, offer every kind of recreational facility amid rolling hills and glorious forests.



1

First hole "Apache"
par 4
432 yards

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along Route 202, you will arrive at West Chester.

Old brick buildings under lofty shade trees exude a Colonial charm which captivates the visitor at once. The best place to start seeing West Chester is in the Chester County Historical Society and Museum Building. There are exhibits from earliest times in West Chester, including such incongruous floor mates as a real Conestoga wagon and antique fire engine. Exquisite pieces of Colonial furnishings reflect a highly polished gleam, and one of the high points of your visit will be the extraordinary collection of dolls' houses, complete to the finest detail from cellar to attic.

The David Townsend House is not far away. Its graceful architecture and superb furnishings presents a clear picture of the town house of the 18th and 19th Centuries.

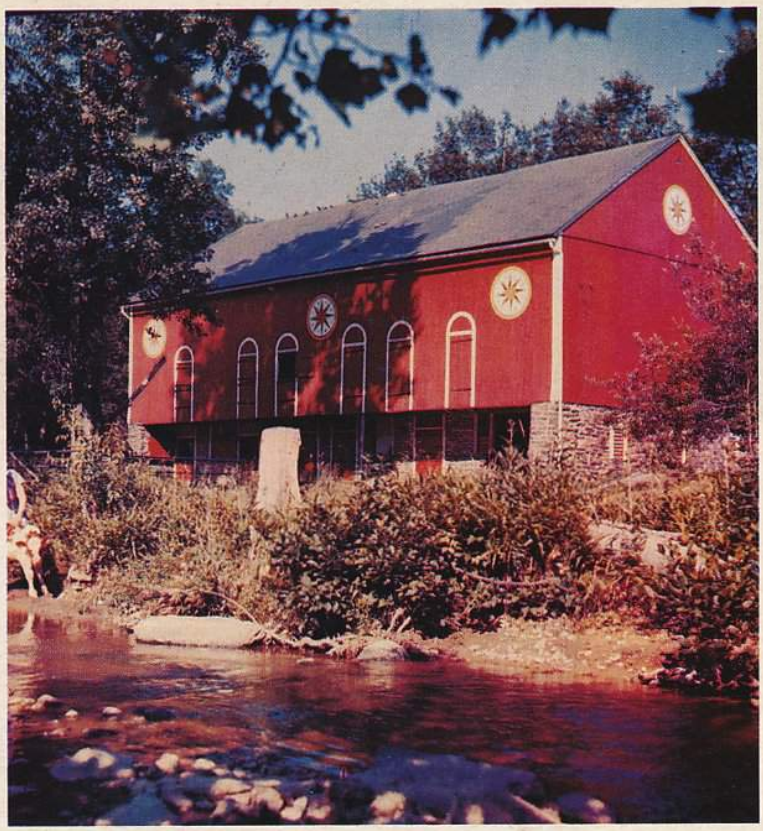
Leave West Chester by way of Route 100, south to Chadd's Ford located in the Brandywine Battlefield region, and Route 1. Turn southwest on Route 1 to Kennett Square. Just outside this historic town you will find the fabulous Longwood Gardens—a fairyland setting of trees and shrubs trained in unusual shapes which form the background for the great Conservatory. Within this glass building are outstanding selections of flowers from all over the world. They grow to unbelievable size and beauty, and constantly change from week to week.

Longwood is the scene of the famous outdoor auditorium with its curtain of fountains upon which colored lights play, a long-remembered spectacle of beauty.

Beyond Longwood you will come to the little town of Avondale, the mushroom center of Pennsylvania. Here you take Route 41 and head for Lancaster and the Pennsylvania Dutch country.

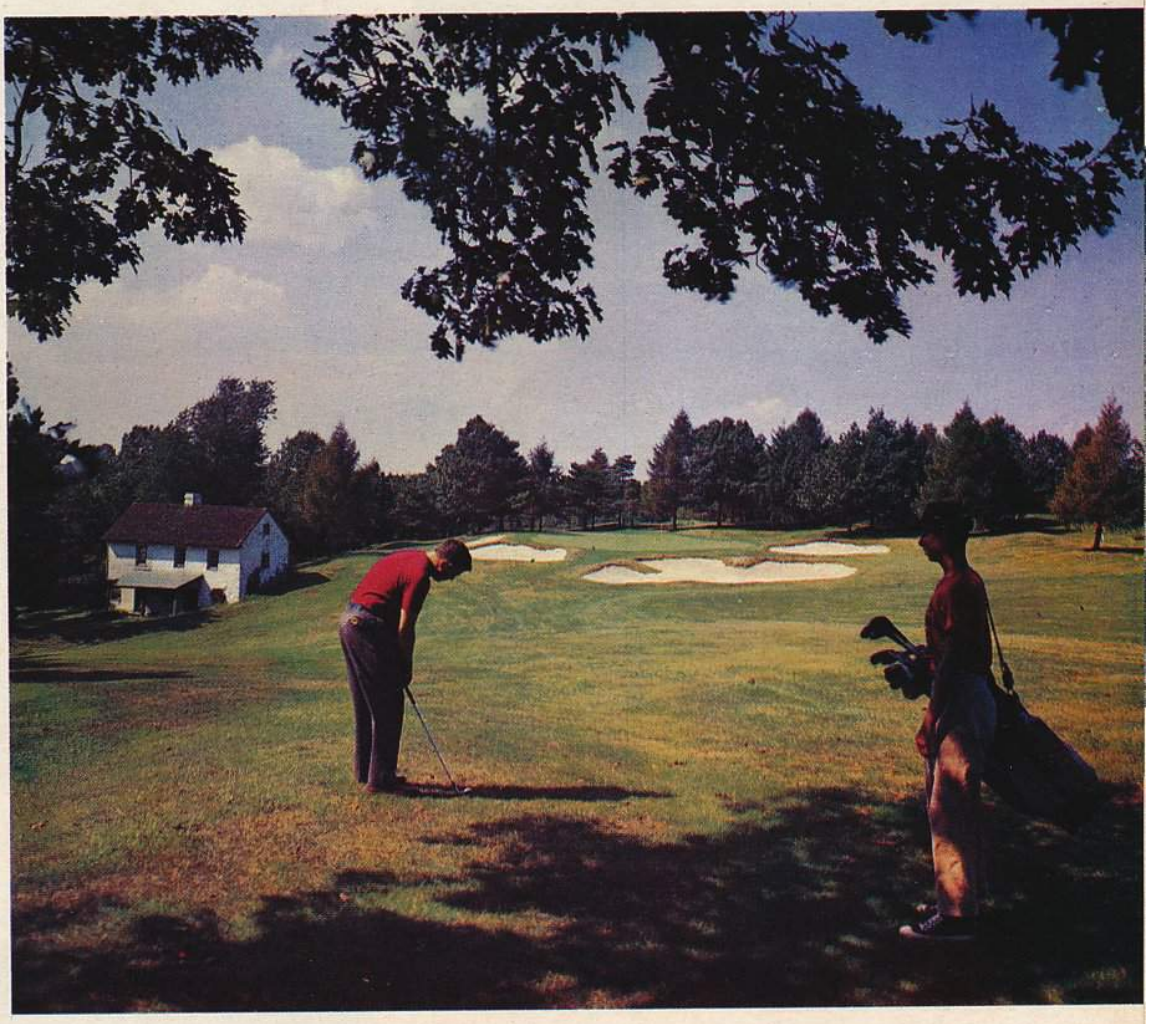
Lancaster, the Red Rose City, is the hub around which the wheel of the Garden Spot section revolves. Here is the market place and the shopping center; the entertainment and cultural center. Although the bonds between Lancaster and the surrounding Pennsylvania Dutch are closely intermingled, there is also a life in and around Lancaster with a rich heritage from the time when American history was in the making that has practically no connection with the Pennsylvania Dutch. Nowadays, the two types of culture intermingle naturally.

The oldest inland town in the United States, Lancaster was laid out in 1730, and 12 years later was chartered as a borough. In 1777 Congress met here for a day. From 1799 to 1812, Lancaster served as the State Capital. In frontier days, an important part was played by the Conestoga wagons, built around Lancaster, which were the forerunners of (*Continued on page* 86)



The Amish barns in the Pennsylvania Dutch country rank above the farmhouses themselves in order of importance. Many carry ornate weather vanes, a simple means of expression of the farmer's latent artistry and manual skill.

7



Seventh hole "Shawnee"
par 4
370 yards

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The magnificent Pocono region in the northeastern section of the state forms a natural playground for lovers of the great outdoors.

PENNSYLVANIA—THE TOURISTS' STATE

the later prairie schooners that carried so many pioneers to the west. Lancaster was also the home of the "Kentucky" rifle, a misnomer, that helped the colonists win their War of Independence. Visit the Historical Museum of Marietta Avenue. It will afford you a great deal of insight into life in early Lancaster.

Wheatland, the home of the only President from the Commonwealth of Pennsylvania—our 15th President, James Buchanan, is located in Lancaster.

A charming example of the gracious homestead, Wheatland has been completely restored by a dedicated group of citizens. Hostesses, dressed in costumes of the period, willingly show you through the house whose interior decor and furnishings are authentic to the last detail. Here, in the bedroom of the bachelor president, Buchanan, is the picture of his lovely fiancée, Anne Coleman, who took her own life because of a misunderstanding. She lies buried in St. James' Episcopal churchyard not many blocks away.

After the stop in Lancaster the next point of interest is the Pennsylvania Dutch country. Leaving the City of Lancaster take Route 23 through the rolling hills and farms of the Amish to Blue Ball.

In order to see some of the most interesting features of Amish life, it will be necessary to explore side roads, many of them unmarked. Follow the streams to find the most picturesque farms, and for a good panoramic view of the Amish countryside, seek out a road on the crest of a hill.

If a farm is not located near a stream of water, you will more than likely find a windmill towering over the buildings, its sails lazily turning in the breeze. Another dead give-away as to the location of an Amish farm is the water wheel. As electricity is forbidden, the Amish place one of these water wheels in the meadow to pump water from the stream up into the house. This competent machine works on a very simple principle. The wheel is placed in running water. As it turns, a wire attached to the water wheel apparatus extends to the house and barn and activates a pump which supplies water for both the dwelling and the farm.

Ranking above the farmhouse itself in importance is the spacious barn. Take note that the Amish barn never has any lightning rods, for the Amish do not believe in them. However, you are likely to find an interesting, intriguing weather vane. It is in these types of necessary adjuncts to the Amish way of life that their latent artistry and sense of beauty is expressed.

At Blue Ball, turn left on Route 322 to Ephrata. The Ephrata Cloisters are situated here and constitute a never-to-be-forgotten experience. These buildings are remnants of a Seventh Day Baptist monastic community founded in 1730 by Conrad Beissel. They afford the tourist a fascinating glimpse of the severely monastic life led by the brothers and sisters who lived there. All slept on narrow wooden ledges with eight-inch-long wooden blocks for pillows. The low and narrow doors symbolized the straight and narrow path.

From Ephrata let us continue up Route 322 through Brickerville to Cornwall. At Cornwall will be seen the oldest continuously operated iron mines in the New World. It still contains the greatest iron ore deposit east of Lake Superior. The charcoal iron furnace, operated from 1742 to 1883, is the best surviving example of an early Pennsylvania ironwork. It is believed, without real proof however, that some of this iron went into the "Monitor" of Civil War fame, the "ironclad" ship that sank off Cape (*Continued on page* 229)

Brady's Bend, a quiet turn in the Allegheny River in western Pa.



8



Eighth hole "Sitting Bull"
par 3
233 yards

Best Wishes From

PHILADELPHIA GOLF ASSOCIATION MEMBERS

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THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE U. S.

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THE TOURIST STATE

more scenery—more history—more fun

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Truly, as millions of other vacationers have discovered, here is America's greatest travel bargain . . . for in no other state can you find Pennsylvania's matchless combination of glorious past and fun-filled present.

Mail coupon for free Brochure containing dozens of breath-taking full color photographs and helpful area pamphlets . . . invaluable guides to the recreation, relaxation and inspiration you'll find in hospitable Pennsylvania.

PENNSYLVANIA DEPT. OF COMMERCE
758 State Capitol Building
Harrisburg, Pennsylvania

Please send me your *free* Color Brochure and Penn Tour Guide Kit.

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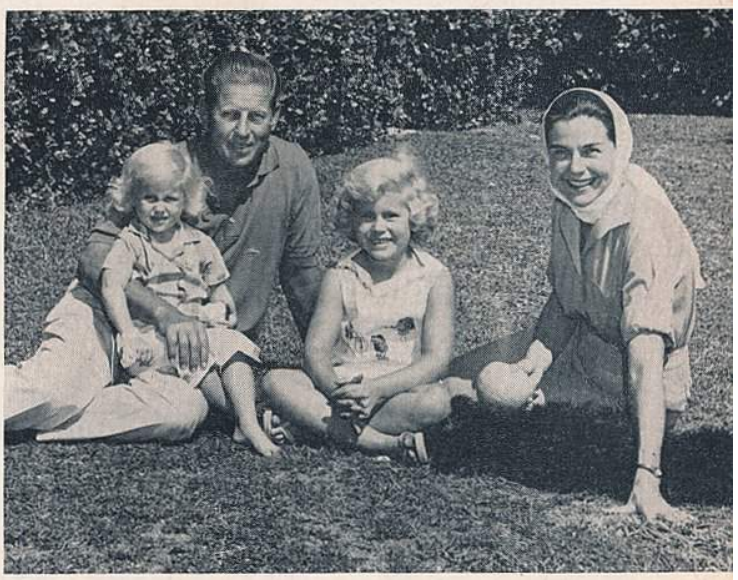
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Zone_____ State_____

FROM TOUR TO CLUB PRO

The pro circuit provides a valuable and exciting experience and a chance to make your name, but there is no substitute for the stability and happiness of home life

By **SHELLEY MAYFIELD**, ***Professional***
Meadow Brook Country Club, New York



Shelley and his wife, Sally, left the tour to raise a family. They now proudly present Sally Ann, the elder, and Kerry Sue.

THE MAJORITY OF FOLK who live at home year in, year out, yearn to travel, while those in any walk of life whose work takes them around the country, or even around the world, long for the comforts of home. People are seldom content.

I am one of the lucky ones. I have tried both ways of life and have made my choice, and am more than satisfied with my lot.

If that sounds smug, I apologize. It is meant only as a sincere compliment to the members of the Meadow Brook Club, to my associates in the golf architectural field, and, of course, to my wife and family.

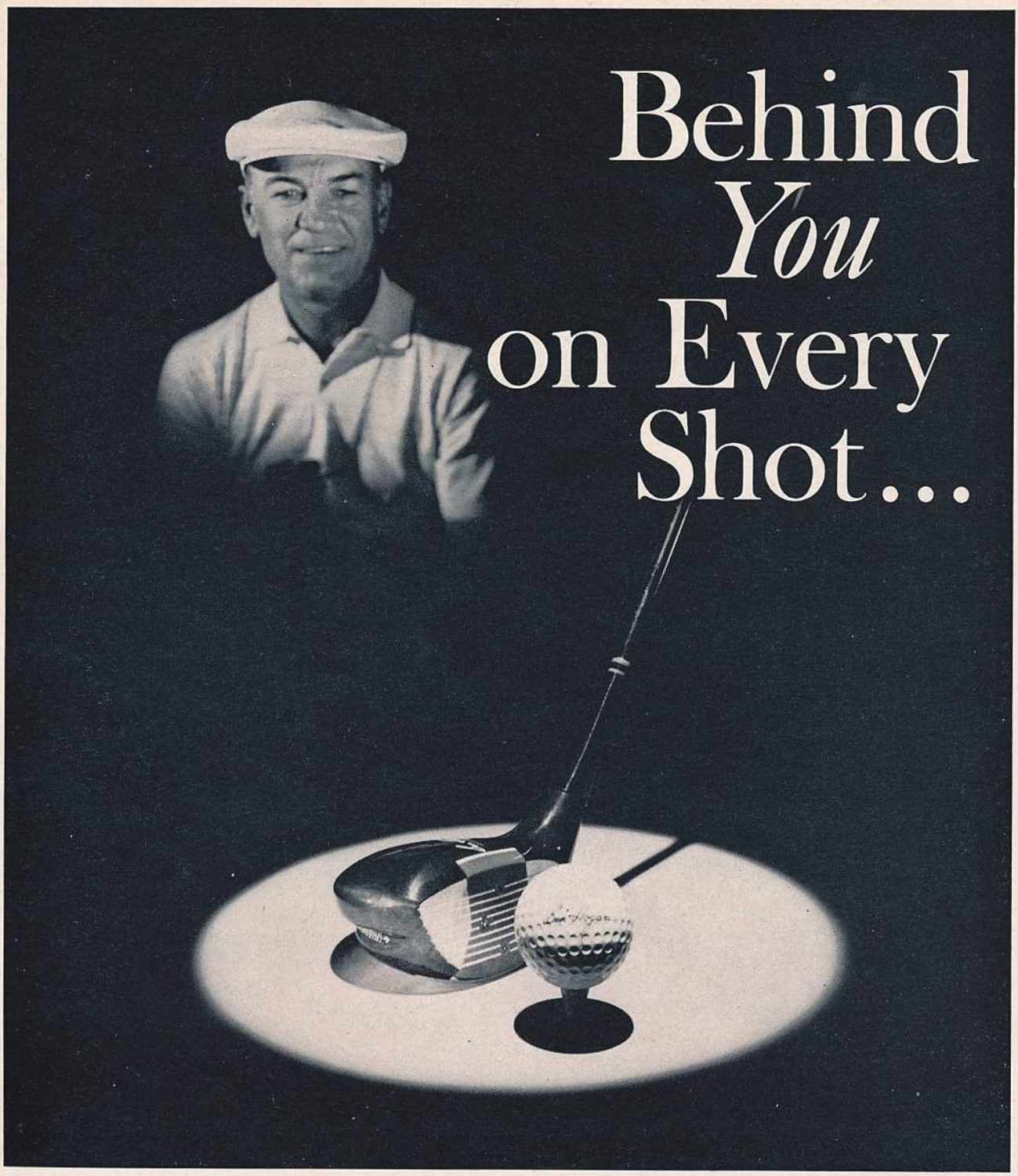
Could I have settled as happily elsewhere? I don't know. Whatever the profession, it is one's business associates who determine one's state of mind, and the officers of the Meadow Brook Club had little difficulty in luring me from the tour in 1955.

Although the life of a touring pro is a completely unnatural existence, it is easy to become acclimatized, and successful or not, almost addicted. Despite the long hours of traveling, living out of suitcases, irregular meals, the uncertainty of finishing "in the money" and the high cost of living, there is much to be said on the credit side.

If you hit a hot streak and are going extremely well, the elation of leading the field or finishing very near the top is something which has to be experienced to be fully appreciated. The comradeship among the boys themselves is another unforgettable experience. They have a lingo all their own, an unlimited diversity of personalities, and above all, a knowledge that no one can put anything over on his fellow pro except by his own superior playing ability, and no one carps at that.

Every tournament is a challenge. Even Arnold Palmer, who freely admits he doesn't know how to play safe, will hit a number of percentage shots each round, possibly fewer than most successful players. But the point is this: knowing one's capabilities and playing within them is the only way to be a consistent money-winner.

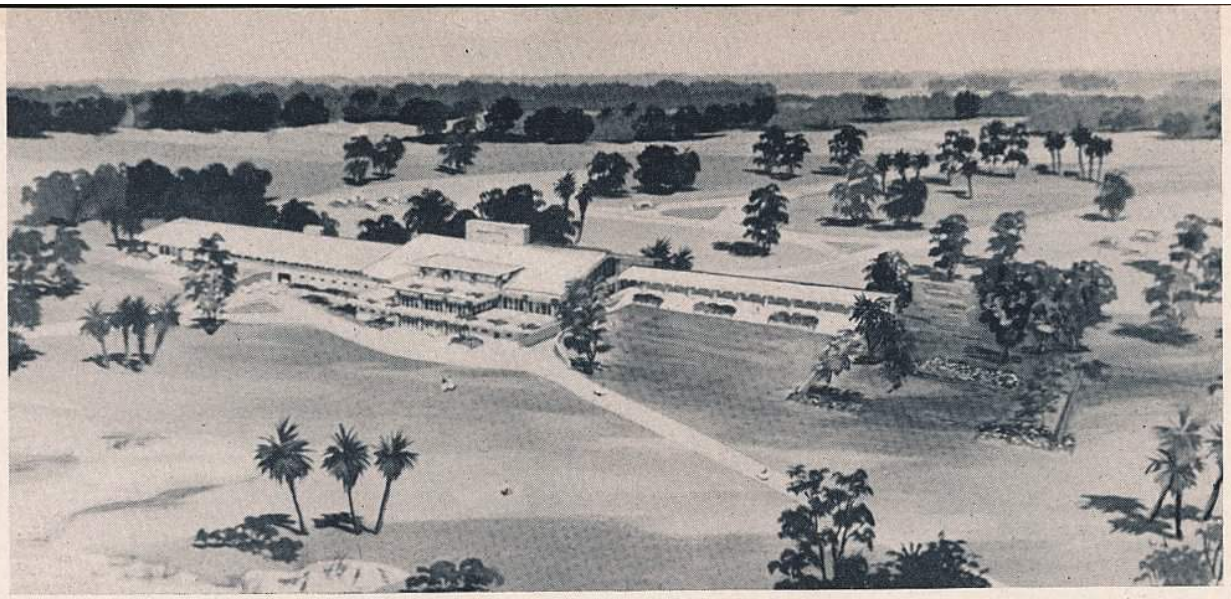
Two of the most successful tournament players, Ben Hogan and Bobby Locke, were in my opinion the best percentage players. Ben told me a few years ago at the Masters Tournament that he would only shoot for three or four pins during each round. On the remainder of the holes, he would shoot to get 20, 30, or 40 feet from the pin on the easiest (*Continued on page* 154)



Take any one of the uniquely new 1962 Ben Hogan Woods in your hands. Examine closely its superb craftsmanship and beauty. Experience the unusual feeling of sureness and confidence which comes from its ease of play. On every shot, **you** will benefit from Ben Hogan's unmatched accomplishments as one of the world's great golfers, and from his intense personal dedication to producing equipment aimed at one goal: perfection.

BEN HOGAN EQUIPMENT IS SOLD ONLY THROUGH GOLF PROFESSIONAL SHOPS

AMF
Ben Hogan
SALES COMPANY
FORT WORTH, TEXAS
Subsidiary of American Machine & Foundry Company



The new PGA headquarters will be incorporated in the clubhouse of the 36-hole PGA National Golf Club.

PROFESSIONAL GOLF'S NEW HOME

The PGA National Golf Club and parent body will move to Palm Beach Gardens, Florida, this winter

By* ROBERT L. RUSSELL, *Assistant Executive Director, The PGA of America

A NEW FLORIDA CITY will be the professional golf "capital" of the United States.

Palm Beach Gardens, now coming into being on Florida's Gold Coast, has been selected by The Professional Golfers' Association of America as its new "home."

Situated immediately north of West Palm Beach and adjacent to Riviera Beach, North Palm Beach and Lake Park, the new city extends from the Atlantic Ocean west to the Sunshine State Parkway and beyond.

A new PGA National Golf Club, with two 18-hole championship courses, a model clubhouse and all attendant facilities, is scheduled for a formal opening about November 1 of this year.

The Association's new National Headquarters, which is being incorporated into the clubhouse building, is to be ready for occupancy on or about January 1, 1963.

When the move is completed, the PGA will have all of the facilities it will require to maintain its dominant position in golf and, at the same time, continue to serve golf and golfers by serving all PGA golf professionals.

The original announcement of plans for the PGA's new "home" was made November 4, 1961, during the PGA's Annual Meeting at Hollywood-by-the-Sea, Fla.

Ground-breaking was held officially January 12, 1962, at Palm Beach Gardens, for the two 18-hole championship golf courses that will (*Continued on page* 160)

play better golf with a Super Maxfli



DISTANCE. No ball will give you greater distance than the Super Maxfli. Regularly conducted tests prove that there is no longer ball.

ACCURACY. No ball will play more accurately off every club because no golf ball is made to more exacting standards of manufacturing precision.

CONSISTENCY. No ball delivers more consistent performance. Every Super Maxfli, built and tested within exceedingly narrow limits of internal compression, plays outstandingly the same! The gleaming finish of the Super Maxfli *stays* whiter, too!

But the real proof is in the playing. That's why we say with confidence that: "You'll never know how good you are until you play a Super Maxfli."

Dunlop

SUPER MAXFLI

Sold only in Pro Shops



Rodman Wanamaker, donor of the perpetual trophy of the PGA Championship.



John Wanamaker, founder of the firm bearing his name.

the name is WANAMAKER

Civic-minded and sports-loving, the Wanamakers were responsible for inaugurating the PGA Championship

BACK IN THE EARLY DAYS of the PGA, when the Association was founded in 1916, there were many problems and trials. One of the greatest of these was financing this new venture. In order to stage the first PGA Championship there was an obvious need for the support of a sponsor. When told of the plight of the Association, John Wanamaker was quick to come to the assistance of what he recognized as a worthy endeavor. He agreed to donate a trophy in his son's name, and also prize money in the amount of $3,000.00 each year, which would be awarded to winners of the annual competition.

Since those early times of the PGA, great progress has been made, but even today the Rodman Wanamaker Trophy is still given as the perpetual trophy to the National Champion. However, in about 1922 John Wanamaker dropped his sponsorship of the PGA Championship in order that the Association might have complete control of its own championship.

Over the years many of the great professional athletes —and particularly golfers—have appeared in the John Wanamaker stores. The keen interest in sports has been carried on by the store's present Chairman of the Board, John R. Wanamaker; President Richard C. Bond, Vice-President Charles Howe, and other Board members.

A partial list of those who have made personal visits and appearances in the Wanamaker store include: Walter Hagen, Gene Sarazen, Johnny Farrell, Leo Diegel, Sam Snead, Byron Nelson, Bobby Locke, Alex Morrison, Denny Shute, Jug McSpaden, Ed (Porky) Oliver, Claude Harmon, Ben Hogan, Ed Dudley, Johnny Revolta, Arnold Palmer, Jack Burke, Jr., Clarence Ehresman, Charlie Lacey, and the Turnesa Brothers.

Many famous women professionals have also appeared and these include: Helen Hicks, Joyce Wethered (the famous British player, now Lady Heathcoat-Amory), Patty Berg, Betsy Rawls, Betty MacKinnon, Babe (Didrikson) Zaharias, and the Bauer Sisters.

The PGA has come a long way since those early days of its humble beginning, and its Championship now ranks as one of the "Big Three" alongside the United States Open and the Masters.

The John Wanamaker store, today one of the greatest advocates of the importance of sports in the lives of all Americans, is planning to co-operate in every way possible to welcome the PGA Championship to the Philadelphia area.



Back at the Clubhouse . . .
you're in great form
in a Botany '500' suit
tailored by H. Daroff

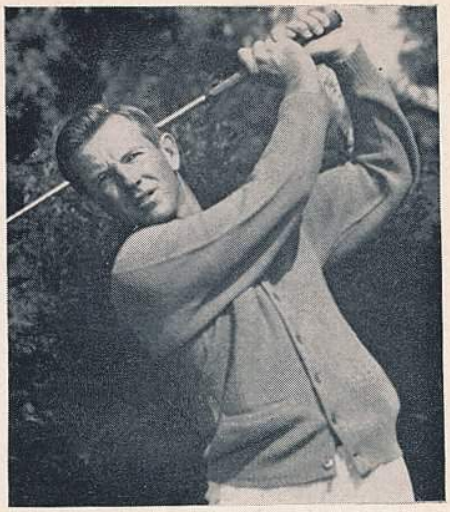
Botany '500' issues an open invitation to relax and enjoy a long, cool summer in clothing that knows the score. Come see our fashionable selection, designed for sportsmen and spectators alike, in shape-keeping Dacron® polyester and wool worsteds, fine Dacron® polyester and wool worsted gabardines, lustrous, imported wool worsted and mohair blends. Penn Square Shop, Main Floor, Market, Philadelphia.

59.95 to **75.00**

John Wanamaker has everything

Also available in Jenkintown, Wynnewood, Penna.; Wilmington, Del.; Westchester (Yonkers, N.Y.)





Champion's choice . . . sweaters and shirts designed for Gene Littler by Brentwood

Pivot, turn, strain . . . this action-loving cotton knit golf shirt rides with every move you make. Styled for comfort, and gusseted to "give" with the biggest power swing in your bag. In 20 colors! **5.00**

Luxury and comfort combine in Gene Littler's handsome golf cardigan of 100% Peruvian Alpaca and it's never been so attractively priced. In 17 wonderful colors! Men's Sportswear, Main Floor, Market, Philadelphia store only. **20.00**

John Wanamaker has everything



Par for the course . . .
"Grand Slam" knit golf shirt by Munsingwear

Breezy, light-as-air, open mesh 2 ply cotton lisle knit shirt with the swing-free, nylon reinforced (27%) under arm insert . . . a favorite with the world's top golfers as well as the style-conscious gallery. In red, white, navy, sand, light blue and taupe with contrast color trim on the fashion ribbed collar and cuffs. Sizes S-M-L-XL! Men's Furnishings, Main Floor, Market, Philadelphia. **5.00**

For golfers and duffers alike . . .
new University® Socks made by Interwoven®

Soft spun blend of 85% cotton and 15% nylon stretch socks so comfortable for active sports or casual wear. White rib knit with contrasting double stripe top. One size fits all. **1.00**

Neat 1 x 1 rib knit crew sock of 75% Hi Bulk Orlon® acrylic and 25% nylon. Popular light and dark shades. One size. **1.50**

Men's Furnishings, Main Floor, Market, Philadelphia.

John Wanamaker has everything

Also available in Jenkintown, Wynnewood, Penna.; Wilmington, Del.; Westchester (Yonkers, N.Y.)





They're 1/3 lighter!

Our exclusive Redleaf

English golf oxfords

All leather and leather lined . . . yet our famous Redleaf golf shoes weigh just 2 lbs.! Actually 1 lb. 2 oz. less than other golf shoes. The reason? Our exclusive Leichtfubig soles that are extremely lightweight, skid-proof and wet-resistant! Made in England expressly for us, the spikes are removable, the kiltie detachable. In brown or black. 7-12 C, 6½-12 D, 8-10½ E. Men's Shoes, Main Floor, Market; also Men's Store Shoes, Second Floor, Chestnut, Philadelphia.

17.95

The sport lover's choice . . . original Desert® casuals by Clarks of England

World famous Desert® Boot, the aristocrat of casuals in sand color brushed leather, Plantation crepe soles. **12.95**

New Desert® Khan 2-eyelet oxford inspired by the Boot. In sand color brushed leather, Plantation crepe soles. **12.95**

The Chupplee®, East Indian sandal that's authentic British Indian Army issue. Brown saddle leather sandal with Plantation crepe sole. Ideal shoe for action or relaxing. **12.95**

Men's Store Shoes, Second Floor, Chestnut, Philadelphia.

John Wanamaker has everything

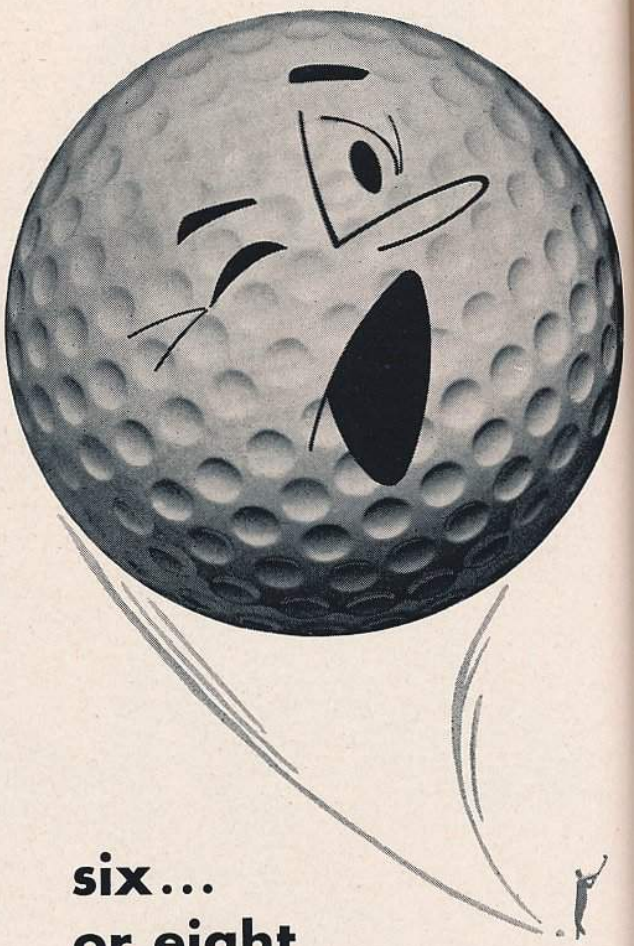
Also available in Jenkintown, Wynnewood, Penna.; Wilmington, Del.; Westchester (Yonkers, N.Y.)



Top performance—sophisticated Haspel

Wherever smart people gather, they talk about and wear smart, cool Haspel . . . the sophisticated wash and wear clothing in several balanced blends of Dacron® polyester and cotton. This well-mannered summer clothing awaits you in a wide variety of patterns and colors at John Wanamaker's Men's Store where you'll find Philadelphia's most complete selection of Haspel Refreshable® clothes. Suits, **39.95.** Sport Coats, **29.95.** Slacks, **10.95.** Walk Shorts, **9.95.** Men's Store, Second Floor, Chestnut, Philadelphia; also Jenkintown and Wynnewood, Penna.; Wilmington, Del.; Westchester (Yonkers, N.Y.)

FORE . . .



six . . . or eight cylinders . . .

A new set of AC Fire-Ring Spark Plugs will help you get more power in every drive. What's more, they feature the amazing self-cleaning Hot Tip that heats faster, cools faster, burns off fouling deposits. So, whether you're rolling down a fairway in your gasoline-powered golf cart, or cruising down the highway in your car, make sure you're sparked by AC Fire-Ring Spark Plugs.

AC Spark Plug ✿ The Electronics Division of General Motors

AC



FIRE-RING SPARK PLUGS



Harry Obitz, head pro at Shawnee Inn and Country Club, believes in starting them young. He and his staff conduct bi-weekly golf clinics for five-year-olds and up.

THE GAME OF A LIFETIME

Let's give our youth the opportunity to play from the cradle to the grave

By REX McMORRIS, Executive Vice President National Golf Foundation, Inc.

THE MAGIC of the crystal ball is sometimes sought to see what the future has in store.

Golf needs no such mysticism to foresee what lies ahead for this great game.

It is frequently referred to as the "game of a lifetime," but to only a comparative few in the past has this phrase really applied. The majority of present-day golfers did not take up the game till middle age, and still a great number continue to start after their youthful years have passed them by. But the scene is changing, and in the next decade, literally tens of thousands of youngsters will be given the opportunity to learn to play.

One need only turn to the player roster of any PGA co-sponsored tournament and check off the names of the professionals who have moved up from the high school and college ranks to realize the schools are fast becoming the spawning ground for the nation's top professionals.

Of far greater significance, however, is the action being taken by an increasing number of school systems to make golf one of the compulsory sports in physical education classes all the way down the line—high schools, junior high schools and grade schools.

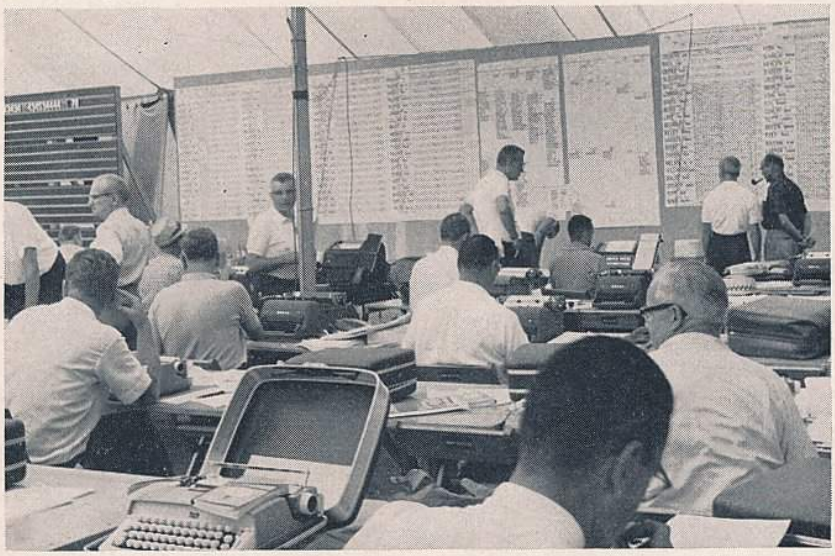
Where is this being done? In the Carolinas, Connecticut, New York, New Jersey, Ohio, Illinois, Missouri, Texas, California—all across the nation.

This program will literally make golf the "game of a lifetime" for these youngsters. Some with natural ability and the will to practice, will master it in their teens and move on to championship caliber or professional ranks. For the others it may mean a constant challenge; but for all, whatever proficiency they achieve, it will present an enjoyable means of recreation which will carry them right through to their years of retirement.

Golf is destined to become the nation's most popular outdoor sport, if not the most popular of all sports. It already has no equal as an individual game, and each year it continues to grow in spectator appeal.

The advent of the short courses—the par-3's and par-60's (more than 500 of them have been built in the last six years)—has given (*Continued on page* 178)

Deadlines loom as press men grope for a lead, research background material, or study the scoreboard.



FROM THE PRESS TENT

Golf writers re-create the scene from locker-room interviews, heresay evidence, and statistics.

By **ED MILES,** ***Golf Writer***
Atlanta Journal

GOLF WRITERS covering such major events as the PGA, Masters and US Open have been supplanted at their one-time ringside vantage points by frenzied fans with better speed and stamina. They have become transmitters of hearsay evidence which the news courts have not yet ruled as inadmissable.

Nor are these reports lacking in authenticity; rather they are more accurate and more revealing than in the pioneer days when they depended solely on their own observations and interpretations which, often as not, were of dubious worth.

The year-by-year experiences of Cliff Roberts, and his permanent Masters Tournament committees at the Augusta National course, have been a boon to the scribes and of no little value to other big tournaments which have benefited by the improvements mothered by necessity.

Because it is the fixed site of the Masters, the Augusta National's tournament personnel is the most highly trained in the game. That is, the complete personnel. The central core of officialdom operating for the PGA at its national, and the USGA at its Open, are without rivalry in experience and efficiency. The Masters, as a matter of fact, has drawn heavily upon them for advice and assistance since the inception of its classic—to the lasting benefit of all.

So far as the golf writers are concerned, they have been unable to cope with only one problem—the vast increase in attendance which has walled away from the principals in the play all but the more speedy and energetic, two attributes largely foreign to the shuffling, indolent scribes, some of whom have become so halting and wobbly as to resemble spastics.

But the scribes, I repeat, are getting a faster, clearer and more adequate picture of play than ever before in history. Tournament officials have set up amazing news-gathering facilities, operated by this highly trained personnel.

The scribes' main source of information, of course, is the press tent where hundreds of typewriters are lined up to permit an almost unobstructed view of the huge scoreboard operated by the PGA's Ken Everett, a true artisan of the liquid pencil and a person of such magnificent self control that he never reflects the nervous haste generated by his golf writing clientele.

Everett's immaculate posting of the nine-hole scores of the entire playing field is done as rapidly as some of us can type, and the number of erasures he makes during the entire tournament are far fewer than the "exing-out" done by a scribe on less than half a page. Everett, incidentally, is a member of the PGA's field staff, another embodiment of the many major contributions made by that organization to improved tournament facilities.

While Everett's scoreboard is the backbone of the scribe's skeletonized coverage, there is an adjunctive blackboard on which are kept telephonic hole-by-hole records of the dozen leaders that is invaluable for hurried, though (*Continued on page* 166)

IMPORTED

V.O.

No whisky so light was ever so brilliant in taste, no Canadian whisky ever so much at home throughout the world. Known by the company it keeps. Seagram's Imported V.O.



IMPORTED IN THE BOTTLE FROM CANADA. SEAGRAM'S V.O. CANADIAN WHISKY—A BLEND OF SELECTED WHISKIES. SIX YEARS OLD. 86.8 PROOF. SEAGRAM-DISTILLERS CO., N.Y.C.

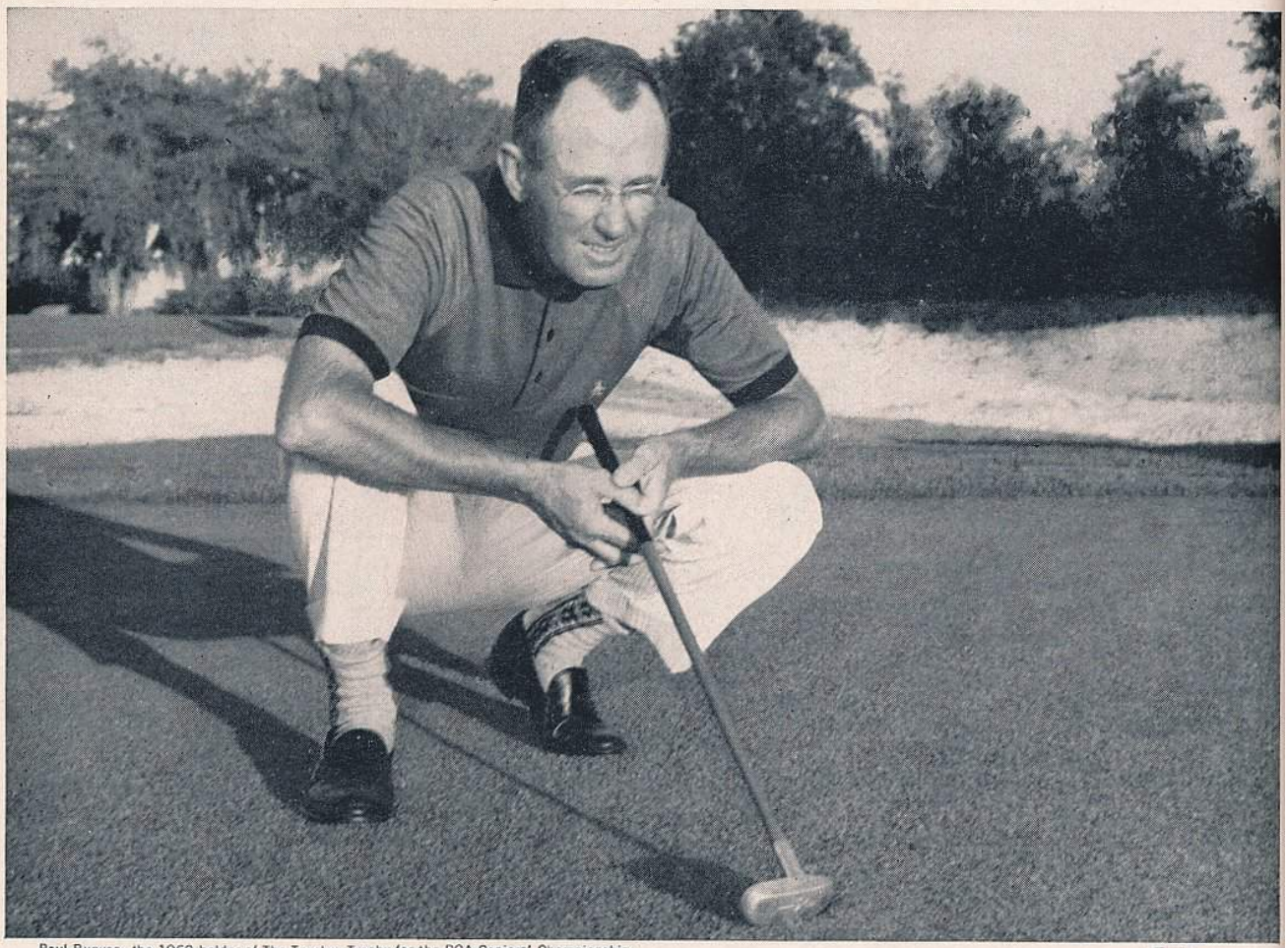
IN GOLF...

EXPERIENCE IS THE GREAT TEACHER

IN SCOTCH...

TEACHER'S

IS THE GREAT EXPERIENCE



Paul Runyan, the 1962 holder of The Teacher Trophy for the PGA Seniors' Championship.



In Teacher's Highland Cream you have the end result of 130 years of experience in doing just one thing to perfection: creating a Scotch with unmistakable flavour and character. Making Teacher's has been a family craft since 1830 and its distinctive formula is strictly adhered to by William Teacher's three great-great grandsons.

See PGA Seniors in action in a free (loaned) 16mm sound film. Have your Entertainment Chairman name a date for showing by writing to Modern, Dept. PG, 3 East 54th St., New York 22, N. Y.

It's the flavour... unmistakable

TEACHER'S

HIGHLAND CREAM SCOTCH WHISKY

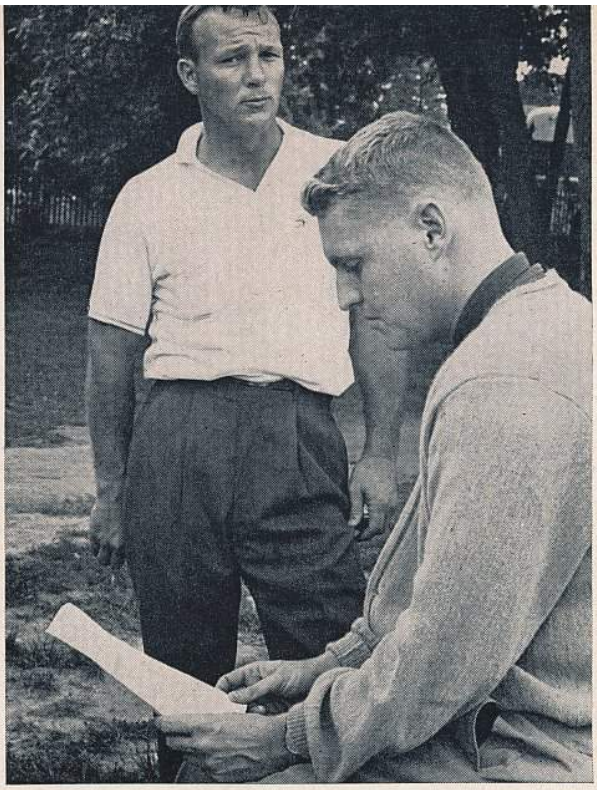
BOTTLED IN SCOTLAND

BLENDED SCOTCH WHISKY/86 PROOF/SCHIEFFELIN & CO., NEW YORK



WHAT'S IN A NAME?

There is no limit to the earning capacity of a top flight professional golfer under careful management



Arnold Palmer, puts implicit faith in his attorney and business manager, Mark H. McCormack *(seated)*, who handles all his affairs.

As golf has grown in such an astounding way during the past decade, with the blossoming of the big-time PGA tour, nationally televised golf tournaments, spectaculars, and week-to-week TV matches, perhaps one area that has gone by, for the most part, unnoticed, is the utilization of the names and endorsements of leading golf professionals by commercial enterprises for the advertising and sales of an overwhelming mass of products and services.

The responsibility for the growth in this area is in no small way attributable to a 31-year-old attorney from Cleveland, Ohio, named Mark H. McCormack. McCormack for the past several years, has acted as attorney and business manager for such outstanding golf personalities as Arnold Palmer, Gary Player, and, more recently, Jack Nicklaus. In his capacity as agent and business manager, he has conceived and negotiated contracts in behalf of his clients the breadth of which is generally unknown to the public.

McCormack feels that golf being a participation sport, the average player is eager to emulate his golfing hero in dress, equipment, practice habits, etc., and he has found many manufacturers to be in accord with him on this point.

Palmer, through McCormack's efforts, is presently affiliated with a series of United States and Canadian clothing companies, the result of which finds the name of Arnold Palmer on every conceivable type of sportswear.

McCormack is presently negotiating on behalf of Palmer for world-wide clothing affiliations in Australia, Britain and the Common Market.

When all this is accomplished, all goods bearing the Palmer name will be distributed to pro shops exclusively through the recently formed Arnold Palmer Company.

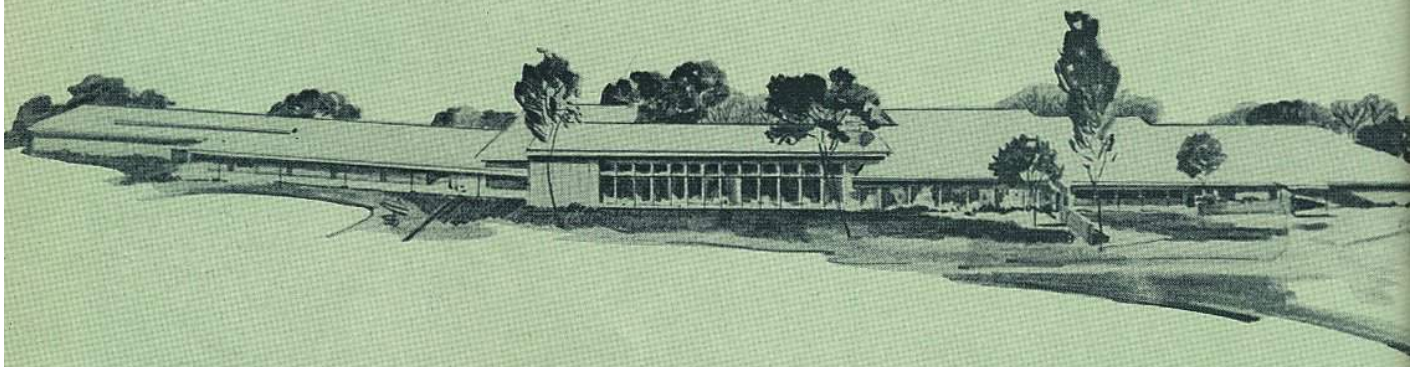
Palmer's present contracts are authoritatively reported to guarantee him sums of money in excess of $1,000,000.

Although Gary Player, too, endorses a line of sports wear, he has affiliations with other consumer products in keeping with his way of life. A fadist about his diet, Gary endorses and distributes a certain brand of raisins; a cereal in South Africa also bears his name; a world traveler, he flies exclusively on one international air line.

But the realm of advertising is wide open for endorsement of all brands of consumer goods. Some of the most obvious areas include all forms of golf equipment where the leading club and ball manufacturers put out autographed lines of equipment with the players, whose names are being used, receiving royalties with minimum guarantees. Golfers' names can also be found on shoes, a myriad of practice devices, caddie carts, food supplements, even phonograph records (Arnold Palmer has one entitled "Arnold Palmer Presents Music for Swinging Golfers"). These contracts are entered into with companies in all parts of the world with sales and distribution in such distant places as Formosa, Northern Rhodesia, New Zealand and Japan.

Then, again, Arnold Palmer, a cigarette smoker, makes exclusive use of one brand; Jack Nicklaus is in the employ of a well-known insurance company, while many golfers lend their names to (*Continued on page* 176)

CHARITY TO BENEFIT FROM 1963 PGA



Much of the profits at Dallas next year will be directed toward the Salesmanship Club Boys Camp, a haven for maladjusted youngsters

The Dallas Athletic Club's Country Club, which will host the 45th PGA event, is modern in outlook and conception.

By* MURRAY FORSVALL, *Golf Writer
Dallas Times Herald

THE DALLAS ATHLETIC CLUB and the Salesmanship Club of Dallas will jointly sponsor the 1963 PGA Championship.

The DAC's East Course has all the prerequisites of a championship layout. It was designed for championship play when it was constructed in the early 1950's and has certainly lived up to all expectations.

The course has trees, hills, lakes, large contoured greens, an abundance of sand traps—everything, in fact, it takes to provide a stern test of the golfing prowess of the nation's top players who will be competing in the 45th PGA Championship next year.

DAC Country Club is a two million dollar addition to the long-established downtown Dallas Athletic Club. Located on 350 acres at the extreme northeast point of Dallas, the Country Club has complete facilities including a large parking lot, tennis courts, fishing, a swimming pool, and two 18-hole golf courses.

The East Course was opened for play in 1954, while the new West Course had its official opening in 1961. The older, more mature East Course was thus selected for use during the PGA Championship.

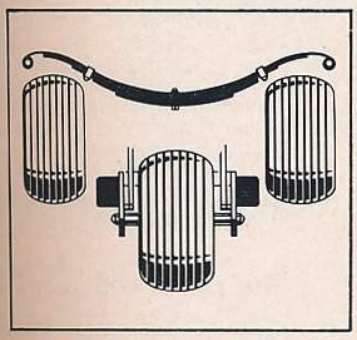
It is a 72-par layout, evenly divided into nines of 36. The yardage on the front half is 3,498, and 3,531 on the back nine for a total of 7,029 yards for the round. Although stretched to full championship length, the course is long, it is also a fine club course. It can be made shorter and easier for normal club play due to the flexibility of extra long tees. These vary from 40 yards to as much as 125 yards.

There are trees on almost every hole flanking the rolling, bermuda-grass fairways. Water plays a prominent part in the architecture, too, on ten of the eighteen holes, and it isn't there merely for show. The winding Long Branch Creek can provide some troublesome hazards. The bent grass greens (*Continued on page* 218)



Babies the Turf . . . A Bear for Wear

ALL-NEW 1962 VICTOR ELECTRI-CARS



Cloud-soft ride with new 5-leaf shackleless transverse rear spring and rubber torsion front fork suspension that soaks up bumps, adjusts to weight of riders.

No-spin starting, no-scuff turning, no-skid stopping — New Victors are scientifically balanced to move smoothly over any golf course turf or terrain. Most of the weight is distributed over differential axle, keeping drive wheels firmly on the ground. This gives full traction without spinning or skidding . . . top maneuverability without gouging or scuffing. Choice of 8.00 x 6 or 9.50 x 8 or Goodyear Terra Tires.

Virtually maintenance-free — You can be confident your Victor fleet will remain in profitable operation continuously. Only proved dependable materials go into Victor Electri-Cars: Rugged all-steel construction—no fibreglass or "experimental" alloys. Reliable automotive and aircraft components—no go-cart parts. Inside and out, Victors are honestly made of honest materials!

Phone or write today for full details and "Select-A-Date . . . We'll Demonstrate" program

VICTOR ELECTRI-CAR CO.

DIVISION/VICTOR COMPTOMETER CORPORATION

CHICAGO 18, ILLINOIS • KEYSTONE 9-8210



With golfing champions



and racing champions

EVERY STROKE COUNTS!

Golfers must get the most from every stroke—and that's why they choose the *right* club for each shot. It's the same in racing, too: Here every engine-stroke of every piston contributes to victory. That's why drivers select the *right* spark plugs for every race. And which brand do they choose—and win with—at 90% of all major speed events? Silvery-plated Champions! Good evidence you'll get peak performance with every stroke of *your* car's engine—with Champions!



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PGA CHAMPIONSHIP THROUGH THE YEARS

from page 36

plished this feat, but in 1949 Sam Snead won the PGA Championship and the Masters Tournament and finished second in the USGA Open Championship.

Q. Who was the oldest PGA champion?

A. Jerry Barber was 45 years old when he won the 1961 PGA Championship at Olympia Fields, near Chicago.

Q. Who is the oldest living PGA titleholder?

A. The 1920 PGA Champion, Jock Hutchison was born June 6, 1884. Jock is now 78 years old.

Q. Which was the longest PGA final round recorded at match play?

A. There were three final matches that went 38 holes before a winner was decided. In 1923, Gene Sarazen outlasted Walter Hagen. Paul Runyan beat Craig Wood in 1934, and in 1941 Vic Ghezzi edged Byron Nelson. Two other matches went 37 holes to determine the victor. In 1937 Denny Shute beat Harold McSpaden and in 1939 Henry Picard beat Byron Nelson.

Q. Which was the shortest PGA final round recorded at match play?

A. The shortest match on the final round only went 29 holes. This was in 1938 when Paul Runyan was 8 holes up on Sam Snead with only 7 holes left to play.

Q. Which was the most exciting final at match play?

A. The most exciting match is most likely a matter of personal opinion. However, one of the long matches that went 38 holes would have to be considered. In the 1923 match between Sarazen and Hagen, Sarazen climaxed an uphill fight by squaring the match on the 35th and making a fine recovery shot from a trap to halve the 36th. Sarazen played one of the greatest shots in tournament history by crossing a dangerous elbow of the green on the 38th hole to give him

(*Continued on page 206*)

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WHAT IS YOUR GOLFING I.Q.?

(*Answers to this Quiz will be found on page 164*)

THIS IS NO easy test of golf, and we expect few readers to equal par on every question. It is designed for the real student of the game who is as knowledgeable of past decades—even centuries—as he is of the present era.

1. It has been suggested from time to time that golf was derived from kolven or chole. What are the countries of origin of these two sports?

2. During which century was golf first mentioned?

3. What are the first names of the donors of:

   (a) the Ryder Cup?

   (b) the Walker Cup?

   (c) the Curtis Cup?

4. What was the nationality of each?

5. Only one golfer has won all four U. S. prestige titles—the Open, the PGA, the Masters and the PGA Seniors. Who is he?

6. What is meant on the pro circuit by:

   (a) a Canaveral kid?

   (b) stoning a shot?

   (c) chilli-dipping?

   (d) bailing out?

7. Now that the PGA Championship is at stroke play, there is currently:

   (a) one?

   (b) two?

   (c) no?

match play tournament(s) on the PGA circuit.

8. A scotch foursome and a two-ball foursome are one and the same thing—true or false?

9. A former U.S. President served on the Executive Committee of the USGA. Can you name him?

10. Which is heavier, the American ball or the British ball?

11. When Jones won his "Grand Slam" in 1930 three titles were repeats. Which was a first time effort?

12. Which of the following golfers have been elected to the PGA Hall of Fame:

   (a) Tommy Armour?

   (b) Byron Nelson?

   (c) Johnny Goodman?

   (d) Chick Evans?

   (e) Lawson Little, Jr.?

   (f) Harry Vardon?

   (g) Paul Runyan?

13. The PGA was founded in:

   (a) 1900?

   (b) 1910?

   (c) 1916?

   (d) 1920?

14. Bobby Locke was the first overseas player to be leading money winner on the PGA circuit—true or false?

15. What were the nicknames of the following players:

   (a) Harry Cooper?

   (b) Paul Runyan?

   (c) Byron Nelson?

   (d) Henry Picard?

16. The diameter of the hole is:

   (a) $4\frac{3}{16}$"?

   (b) $4\frac{1}{4}$"?

   (c) $4\frac{3}{8}$"?

   (d) $4\frac{1}{2}$"?

17. If a competitor, carrying 14 clubs, breaks his driver, may he borrow from a fellow competitor?

18. Who is odd man out of:

   (a) Walter Hagen?

   (b) Gene Sarazen?

   (c) Byron Nelson?

   (d) Ben Hogan?

   (e) Arnold Palmer?

LET'S TALK SENSE ABOUT GOLF BALLS!

You want to hit a golf ball farther. Most golfers do. You also want to hit it straighter, more frequently. Most golfers want to do that, too. But do you pay much attention to *just what* you want to hit farther, and straighter?

The "just what", of course, is the golf ball you play. You feel that it's a good ball, of course, or you wouldn't be playing it. But let's be honest for a moment. Are you *sure* it's the right ball for *you?* Or do you play it because it's heavily advertised; or some top pro uses it; or just because it's gotten to be a habit with you?

Most golfers play a ball with too high a compression for their particular swing. High compression, or hardness, in a golf ball is fine for top tournament pros. But not even all of them use the highest compression ball available. They suit the compression to the power of their swing. And they are very honest with themselves in evaluating their own power.

Your own pro will tell you that using the wrong compression ball for your type game will add strokes to your score; will actually penalize you in distance and accuracy. The answer? Match the ball you use to your style of play and be farther, straighter and a great deal happier when you hit the 19th.

You have a choice of 4 different balls when you play Stylists. Choose the right one for you from the chart below and get set to play better golf—ALL WAYS.

STYLIST MATCHING CHART

TYPE PLAYER	TYPE STYLIST
Scratch Players; Pros	Stylist 100
10 or less Handicap	Stylist 90
Over 10 Handicap	Stylist 80
Average Woman Golfer	Lady Stylist

Note: You have a choice of steel or liquid center in Stylist 80, 90 and 100 (Lady Stylist is liquid center only). No other top line golf balls offers you this choice.



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PGA STORY

from page 39

"Believing that the growth of the game of golf and its high standing in this country are largely due to the efforts of its early professional exponents, and because of their ideals of sportsmanship and ethical practices, The Professional Golfers' Association of America is dedicated to the perpetuation of those ideals."

As a group banded together for the furtherance of a common objective—that of promoting the interests of golfing individuals and the game of golf itself—the Association has many specific aims. Among those set down in the Constitution and By-Laws are:

—To elevate the standards of the professional golfers' vocation.

—To promote interest in the game of golf.

—To protect the mutual interests of its members.

—To hold meetings and tournaments periodically for the encouragement of members.

—To assist deserving members, who may be unemployed, to obtain suitable positions.

—To institute a benevolent fund for the relief of deserving members.

—And, to effect any other object of like nature which may be determined from time to time.

It was with this high standard that the PGA was begun, and to this day, "Integrity, Service, Sportsmanship" have been the by-words of the Association and the guide-posts for all PGA members in the conduct of all of their duties in the golf profession.

The growth of The PGA of America both in size and in prestige over the years has been due greatly to the strict code of ethics under which the golf professional operates.

This code of ethics is based on the declaration that, "the name 'Professional Golfer' must be and remain a synonym and a pledge of honor, service and fair dealing.

"His professional integrity, fidelity to the game of golf, and a sense of his great responsibility to employers, employees, manufacturers and clients, and to his brother professionals, transcends thought of material gain in the motives of the true professional golfer."

Not only does the code of ethics set down principles for the professional golfer to follow, but it also spells out those acts which shall be deemed to be violations.

For the Association, self-rule has proved to be the best rule.

Set up on democratic principles, the PGA follows the will of the majority of its members. That will is expressed in its constitution and by-laws, in its rules and regulations, and by the delegates representing the PGA's local sections and the tournament bureau.

Management of The PGA of America is vested in its officers and its executive committee, which consists of a president, a secretary, a treasurer and 10 vice presidents, one from each of the nine districts and one who is chairman of the tournament committee.

A total of 35 committees operate at the national level in such areas as finance, golf professional education, insurance, junior golf, manufacturers' relations, sectional affairs, youth fitness and so on.

The 34 self-functioning local sections, set up along lines similar to the national body, are governed by the national constitution and by-laws, in addition to sectional regulations.

Each section has its own officers, committees and local projects.

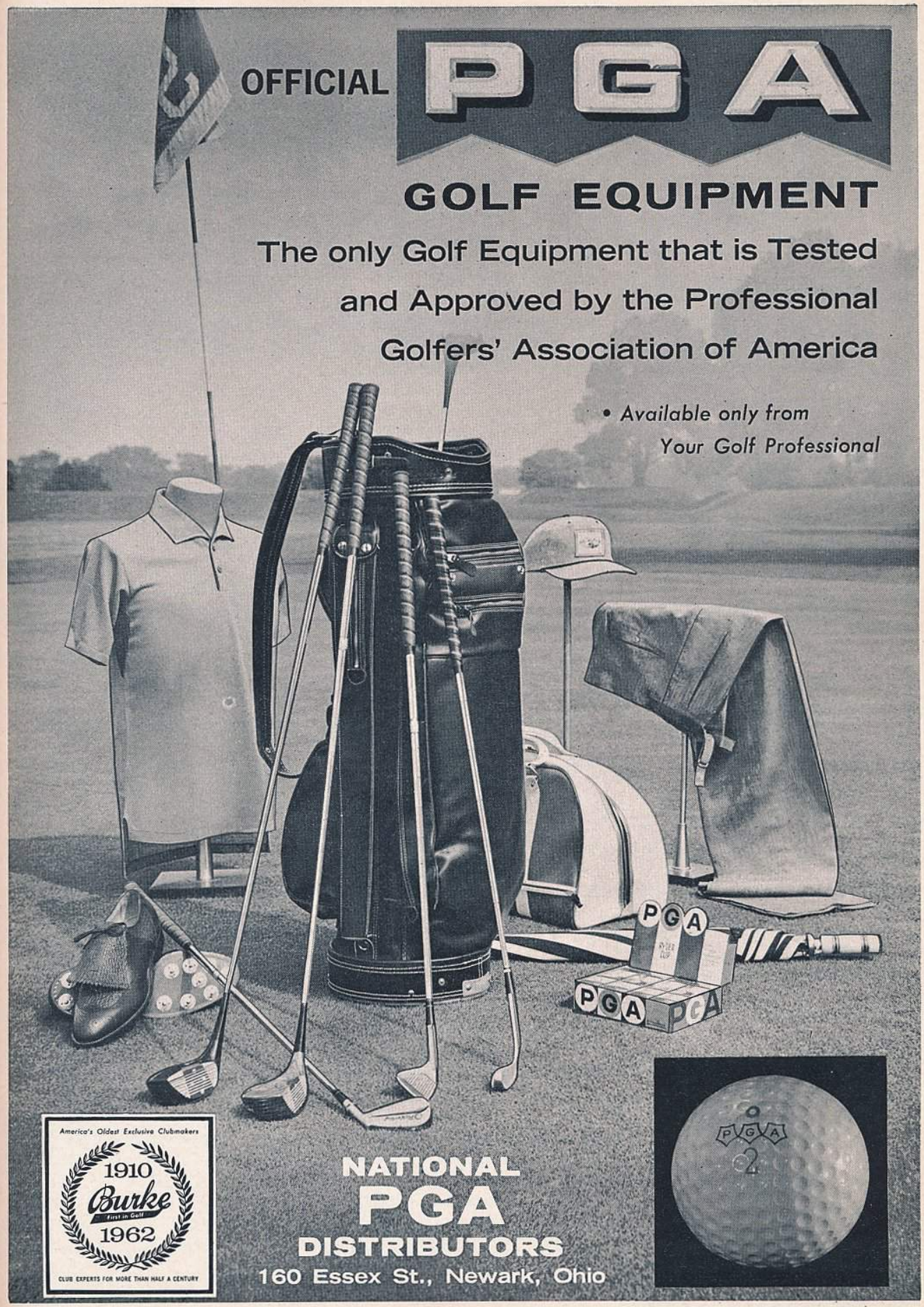
Although many people think of golf only in terms of the PGA tour, tense crowds breathlessly watching that last putt on the last hole, and leading money winners shooting for shares in a $2,000,000 jackpot, these phases are merely a part of the overall picture.

The PGA itself has three other departments besides the tournament bureau, and it is primarily these other three which handle the "behind the scenes" action.

The heading under which by far the bulk of the work is done in the PGA National Headquarters in Dunedin, Fla., is the almost all-inclusive heading of "General Association."

Three men, under whose guidance these particular phases of the PGA operate, are Thomas W. Crane, executive director and counsel; Robert L.

(*Continued on page* 110)


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THE PGA STORY

from page 108

Russell, assistant executive director; and Lloyd F. Lambert, executive secretary and associate counsel.

Accounting, employment, legal affairs, membership and membership services, the PGA merchandising program, the PGA benevolent fund and the PGA relief fund are some of the affairs which come under "General Association" jurisdiction.

Also responsible for the organization and functioning of committees and for meetings of the delegates and meetings of the Executive Committee, this department handles all details of golf professional education, including PGA business schools, PGA clinics, seminars and the teaching and education program at PGA annual meetings.

These, however, are not all the activities which come under "General Association."

Among other major activities which come under this department's supervision are such important competitions as the PGA Championship, the PGA Seniors' Championship, the PGA Hole-in-One Contest, the Ryder Cup Matches and National Golf Day.

Another major department of the Association is the PGA National Golf Club.

The PGA's home course was established in 1945 in Dunedin, Fla. However, it is scheduled to move late this year to a new 36-hole PGA National Golf Club at Palm Beach Gardens, Fla.

The PGA National Golf Club not only serves as a workshop for the golf professional, but it is also a winter rendezvous for PGA members and a site for tournaments, such as the PGA Seniors' Championship, the PGA Quarter Century Club Championship, and the PGA National Golf Club Championship.

Hundreds of PGA members visit the PGA's own golf club each winter, to participate in these and in smaller tournaments, to attend clinics and seminars conducted by the PGA education committee for the continuing education of PGA members and for informal reunions.

The department responsible for providing information, both internal and public, is the Public Relations Department, headed by Bob Russell, who serves as both director of public relations and assistant executive director.

This is the department which handles the volume of information provided to the press, radio, television, tournament sponsors and others through the some 350 news releases prepared and distributed by this department throughout the year.

Then, too, the *Professional Golfer,* a monthly magazine, is published by this department for PGA members. The magazine also goes to representatives of the various news media, key figures in the golf industry, tournament sponsors, golf officials and others.

The *Professional Golfer* is subscribed to by many other golf enthusiasts all over the world who wish to keep informed of golf activities.

Besides the news releases and the magazine, the Public Relations Department also edits, produces and distributes the PGA official *Tournament Record Book,* the PGA *Tournament Player Catalog,* the PGA *Tournament Sponsors Guide* and other PGA publications. Complete publicity services and public relations counseling to the sponsors of PGA co-sponsored tournaments are also provided by the Public Relations Department.

The "show-window" of golf—better known as the Tournament Bureau—comes under the guidance of James F. Gaquin, Jr., tournament manager.

The year-round $2,000,000 national tournament program conducted by the Tournament Bureau has no parallel in any other sport. Nothing similar approaches it even in golf in any other country throughout the world.

All PGA co-sponsored tournaments are run under agreements with local sponsors, with the local group paying the prize money and the PGA providing scheduling and technical tournament services, including those of a six-man field staff.

The majority of the Tournament Bureau business, however, is conducted by National Headquarters personnel, too.

(*Continued on page* 112)

Antique Bourbon? Who ever heard of Antique Bourbon?

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But those few act as though they had uncovered a legend.

Antique Bourbon, they claim, is like the legendary straight Kentucky bourbons of the early 1900's.

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(True, modern methods could rush it through at higher temperatures and yield more whiskey. But there would be a danger of harshness.)

Try to find a drop of harshness in Antique Bourbon.

It is all flavor, no bite. In fact, Antique Bourbon drinkers say it is the "real stuff."

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THE PGA STORY

from page 110

What with nearly 50 regulation 72-hole tournaments and a record number of professional-amateur competitions and special events included in the year-round PGA tour, the last year has been one of the busiest since the PGA was founded in 1916.

Not only did the regular tour include stops in both Canada and Mexico, the concurrent Caribbean tour took in Panama, Venezuela, Puerto Rico and Jamaica.

The 45 years since the founding of the PGA in 1916 has indeed seen tremendous growth both in golf and the Association. It is our sincere belief that the PGA has contributed much toward the growth of the game.

When the PGA was first founded, golf was a rich man's sport, played by comparatively few people. During the next 25 years, however, this changed. Golf flourished and so did the Association. By 1941, PGA membership totaled 2,041.

This high was followed by the sharp decline brought on by World War II. During this period, many golf professionals were serving in the armed forces and other amateur golfers had little time left because of overtime work and wartime restrictions. In September of 1944, membership in the Association had dropped to a low of 1,321.

The post-war golfing boom was foreseen by the Association and in preparation for it, Tom Crane was hired at the PGA's Annual Meeting in November of 1943 as the Association's first full-time executive secretary and counsel.

From that time until the present day, the PGA has far exceeded the fondest hopes and wildest dreams of the Association's founding fathers. Membership increased by leaps and bounds, and by 1946 the enrollment was up to 2,168 while in 1947, the figure had moved up to 2,300.

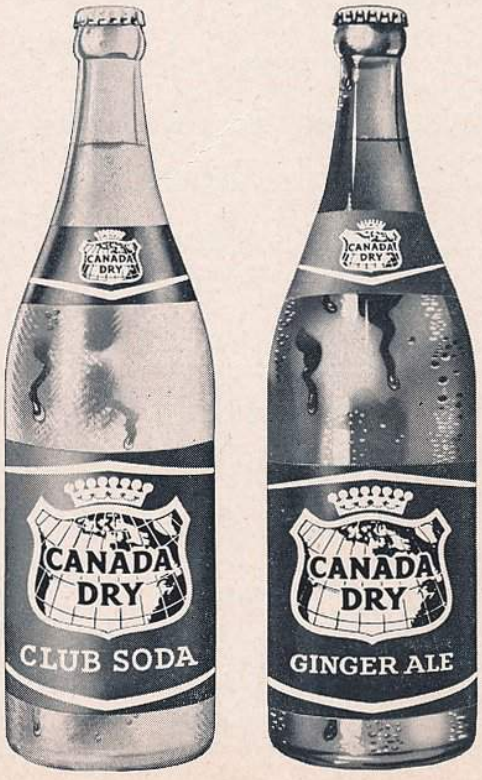
Late in 1957, the total reached 4,000 and early in 1961, it had topped 4,800. Early figures for 1962 are even more astounding, for the grand total exceeds 5,000.

Early in 1961, Tom Crane was promoted to executive director and counsel, while Bob Russell was appointed assistant executive director and Lloyd Lambert became executive secretary and associate counsel. These appointments were the keys to a major expansion and reorganization.

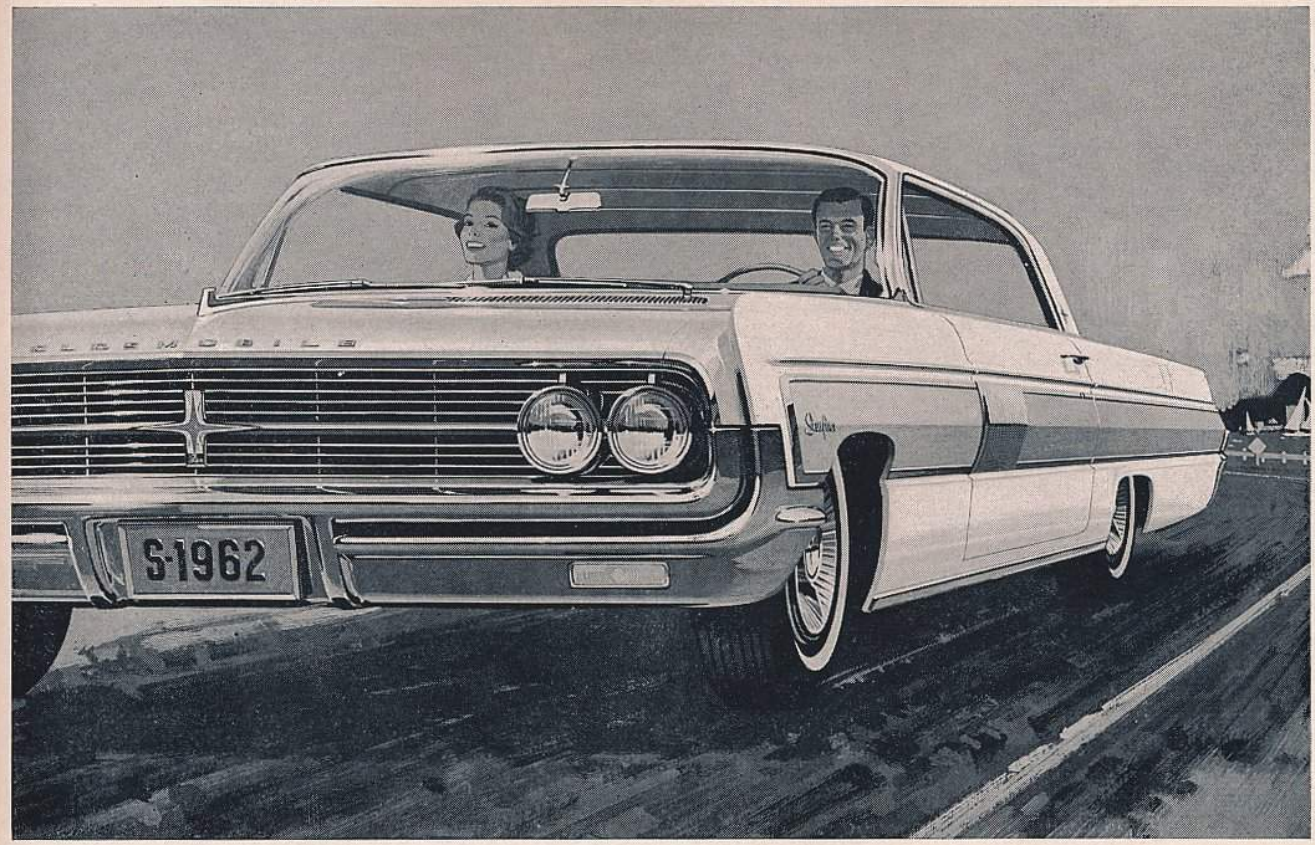
An ultra-modern building is now being constructed for the new PGA National Headquarters in Palm Beach Gardens, Fla. Encompassing 10,080 square feet, it will accommodate the entire PGA staff and all of the up-to-the-minute equipment which staff members need to handle their various duties.

With the membership constantly expanding, with interest in golf growing every year and with the PGA carrying on more and more activities, the future of the PGA is clear. To keep pace with the increase in membership and the development of new services, The PGA of America will continue to expand its many activities at an even greater rate than before.

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CAPELLO AND ARONIMINK ARE SYNONYMOUS

from page 41

achieved one of the triumphs of his boyhood, winning the Essex Caddie Championship in an 18-hole final match.

In 1918 he quit school to become a shop boy—helping the assistant pro make and repair clubs—at Essex. Soon another opportunity opened: the great Donald Ross, the Scottish golf architect who supervised play at the four Pinehurst courses, hired Capello for a winter job at the North Carolina village which was then the game's mecca in North America.

At the age of 17, Joe was put in full charge of a shop staff of 17, handling the books and overseeing the work of four clubmakers (half of the clubs sold at Pinehurst at that time were made in its own shop).

Capello spent nine pleasant winters managing the shop at Pinehurst, and then in 1927, when Ross's brother Alec departed, he took the latter's place on the teaching staff.

Meanwhile, having served his four-year apprenticeship in the PGA, Capello branched out for himself in 1921 as head pro for the summer at Conduskeag Country Club, at Bangor, Me. After another year at Bangor, Joe switched his summertime activities to Hyannis Port, Mass., where one of his regular pupils was Mrs. Joseph P. Kennedy, mother of the President.

"I could see the roof of the Kennedy home from my shop," Joe recalls. Mrs. Kennedy usually played at least twice a week. Sometimes her father joined her. The President and his brother Joseph, now dead, often tagged along with their mother, but never played.

Donald Ross had designed the new Aronimink course, and when his advice was sought about a pro in 1928, he recommended Capello. Joe never applied for the job.

Aronimink wanted a man with a good background in salesmanship and the personality to get along with its members. Warm and friendly under a quiet manner, Joe proved a wise choice.

Regarded as one of the best "merchandisers" in the Philadelphia PGA section, Joe has always used the "soft" instead of the "hard" sell.

The first week he was at Aronimink, Capello remembers, "a member came into the shop carrying a box of golf balls he had bought in town. He walked behind a counter to a machine he had bought and stored there, and stamped his name on the balls."

Others did the same thing, but Joe never objected or showed any irritation.

Finally he volunteered to do the stamping for one of them.

When he was asked how much he would charge, Joe replied: "Nothing, glad to do it for you."

Eventually all these members bought balls from Joe.

For three more winters Capello returned to Pinehurst for a February-through-April stint. Then, with the added responsibility of a son and daughter at home, he gave this up to become Aronimink's full-time pro.

Joe never ducks a lesson, never neglects business, no matter how much he wants to play himself.

At the age of 59, which he certainly doesn't look, Joe's game has shortened up a little, but around the greens he's as sharp as ever. He's a favorite playing partner of Aronimink's kids, and he enjoys working with them. One of his current pupils is Helen Marie Weiland, who won the Philadelphia women's championship last summer at the age of 20.

Joe lives in a handsome, ranch-type home near the Aronimink course with his wife and two grown children. His son, a Villanova University graduate, is now in the real estate business. But then, Joe could never be very far from the Club because over the years he and Aronimink have become synonymous.



Meet the Author

FRED BYROD, a native Philadelphian, is in his thirtieth year with *The Philadelphia Inquirer*—give or take four years in the Army during World War II which he spent mostly in the South Pacific.

As Sports Editor for the past three years, and Assistant Sports Editor for eight years prior to that, Fred has covered a wide range of sports with golf featuring as one of his specialties.

Fred, who doesn't reveal his handicap, says: "The more golf I cover, the more I realize how much easier it is to make a living writing about it than playing it!" We wonder what the pros think?

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AMATEUR AND PROFESSIONAL

from page 43

The two organizations consult often on matters of mutual concern. In modern times, starting with Horton Smith in 1954, the PGA President has been invited to meet with the USGA Executive Committee annually at its January meeting. Since 1957 PGA representatives have conferred with USGA officials at the time of the National Open concerning the Rules of Golf and tournament matters. In February, 1962, John M. Winters, Jr., USGA President; Wm. Ward Foshay, a Vice-President, and the Executive Director met with the PGA Executive Committee in Florida.

Much understanding has resulted. Much good can always come of such understanding.

Go back to 1926 and you will find George Sargent, PGA President, proposing a widespread series of Sectional Qualifying Rounds for the National Open—a system that was adopted and has been used ever since.

Go back to 1928 and you will find the PGA—a young organization—pressed for funds to send a Ryder Cup Team abroad the next year for the first overseas match in the series. You will find the USGA giving a helping hand with a contribution of $500.

Go back to 1895 and you will find that prize money for professionals really started with the USGA's first National Open Championship—the winner received a $50 gold medal and $150 cash.

All this has been typical of the best aspects of the USGA's relations with the PGA.

Now, lest it be assumed that all has been sweetness and light between the two organizations, it must be recorded that there have been dark moments. Last year when the PGA Tournament Committee unexpectedly announced certain "trial" rules for its circuit tournaments, the USGA was quick to deplore such a departure from the Rules of Golf. The USGA requested the PGA to abandon the experiments as being contrary to the best interests of golf. Even today the USGA, while recognizing the merit of some of the PGA "trial" rules, is unhappy over their continuance because of the confusion they create in the minds of golfers generally. The USGA is convinced that one code, and only one code, is essential for the good of the game.

But exceptions such as that only emphasize the unusual and healthy amateur-professional relationship in golf.

It is taken for granted in club affairs. The pro is a teacher not only of strokes but of sportsmanship to youngsters, a leading interpreter of the Rules of Golf to the members in many cases, a sort of high priest of the mysteries of the cult of golf. At the top of this little list must be placed his influence as a character-builder of juniors. Many a leading citizen today can testify that some of his best lessons in sportsmanship—in growing out of selfishness into bigness of character—were learned at golf from another citizen who served, in quiet modesty, as the club pro.

There was a day when the amateur was identified in tournament records by the title "Mr."; that day is long gone.

There was a day when the pro did not enter the clubhouse at many clubs; now, after appropriate service, he is sometimes elected an honorary member.

Now why should all this be? Why should an employee or an independent contractor—a man who earns his living from the game—have a status which prompts his employers, or his customers, to hold him in the unusual regard which is the lot of most good club pros?

It is because the pro, for all his commercialism, is an overgrown amateur at heart. To be sure, he is in the game in a business capacity, but he is also in it for real love of it—and an amateur is one who does something for love of it. He is in the game as a sportsman—and that is his chief stock in trade. Should he lose the element of sportsmanship, he would lose his position.

Macdonald Smith won an open tournament many years ago and at the prize-giving was presented with a check. "But where's the medal?" Mac asked. "It's a medal play tournament." A medal hadn't been provided, but so badly did Mac want a permanent token of his victory that one was later made for him.

Here is part of a letter recently received by the USGA from Leo Fraser, President of the Philadelphia Section of the PGA:

"I have just re-read the USGA Rules of Amateur Status. I suppose all these rules are the culmination of many years of attention to the im-

(*Continued on page 118*)

SAratoga 4-0500

JAMES A. LYONS, JR.

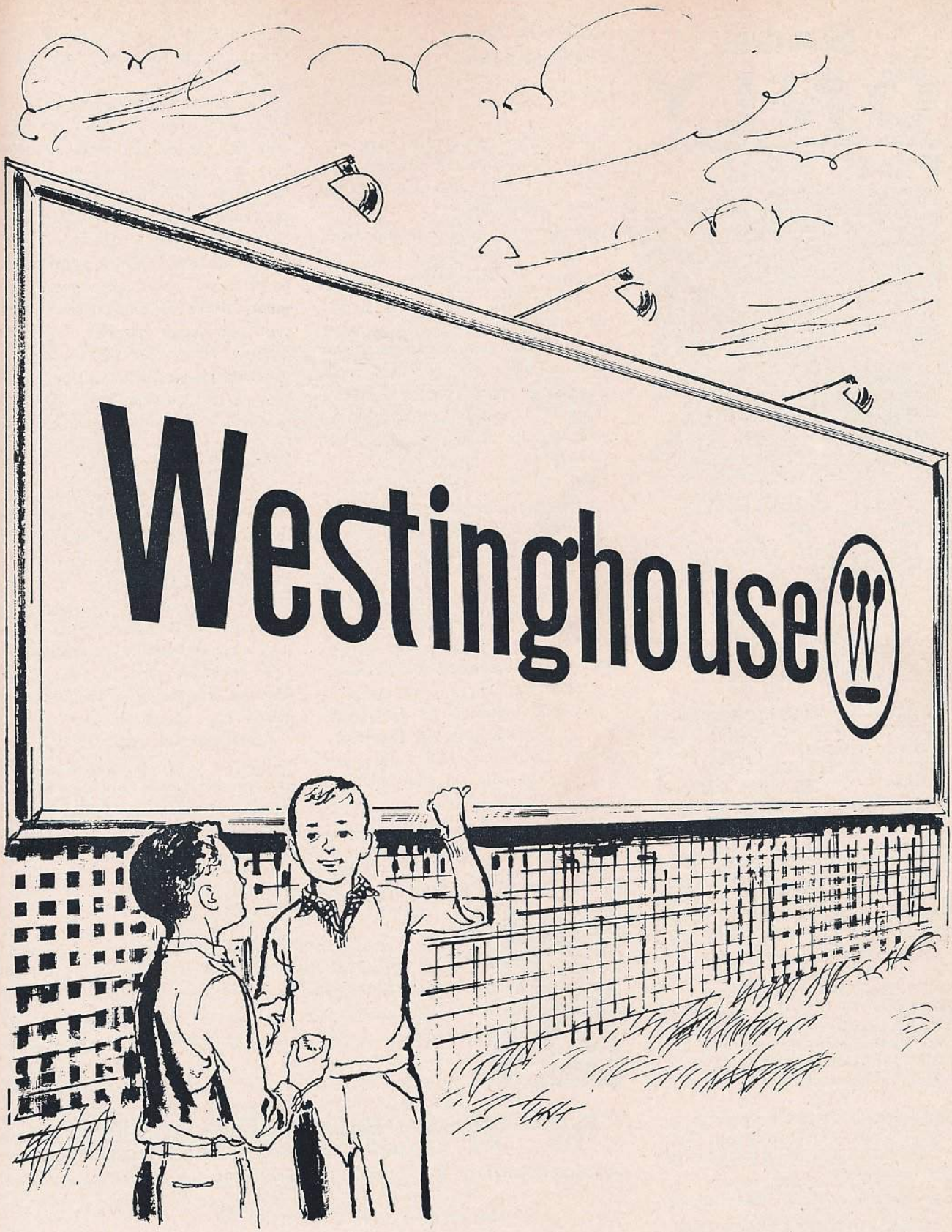
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AMATEUR AND PROFESSIONAL

from page 116

portant subject—and how very important it is when one considers the many opportunities that arise to tempt amateur golfers today.

"Without knowing the temptations and other 'fringe benefits' that could be gained by some pseudo-amateurs, an inexperienced person might read into these rules some very harsh measures, but as a professional for nearly thirty-five years it is very gratifying to be part of a game whose ruling body has tried and does try to keep the status of amateur golf at the proper level."

Yes, the USGA amateur code makes a sharp distinction between amateur and professional, and this is best for both. Hypocrisy is not generally present in golf.

In relatively recent years a rather new class of professional has come conspicuously to the fore. The tournament professional often does not have a club connection, yet he exerts a tremendous influence on the game through his example week after week, all over the country. His numbers are not large but his effect on golfers' playing manners is considerable.

Here at Aronimink, the tournament professional and the club professional come together in their very own PGA Championship—no one else need apply.

Yet in the background is a tremendously important amateur influence. For the last year, scores of members of Aronimink have contributed tens of thousands of man-hours toward preparation for this Championship, all without monetary recompense.

This is characteristic of tournaments on the professional circuit—the voluntary labors of the amateurs make the tournaments possible, in large measure. Heads of businesses serve as marshals, lawyers help with the score-keeping, stock-brokers sell tickets. If they had to be paid for their services, the tournament circuit would be quite different, if it existed at all.

So we ask the old question once more—why should all this be? Why should amateurs give endless hours of free labor toward helping the business of a professional?

The answer is still the same—because of love of golf. It was, as we saw, a big reason why the pro became a pro in the first place. It is the reason why the amateur does what he does for the pros' tournaments.

And if you look closely enough, you will see it to be the force that binds together all of golf's diverse elements into a rare unity. For golfers respect their game, and they therefore respect one another.

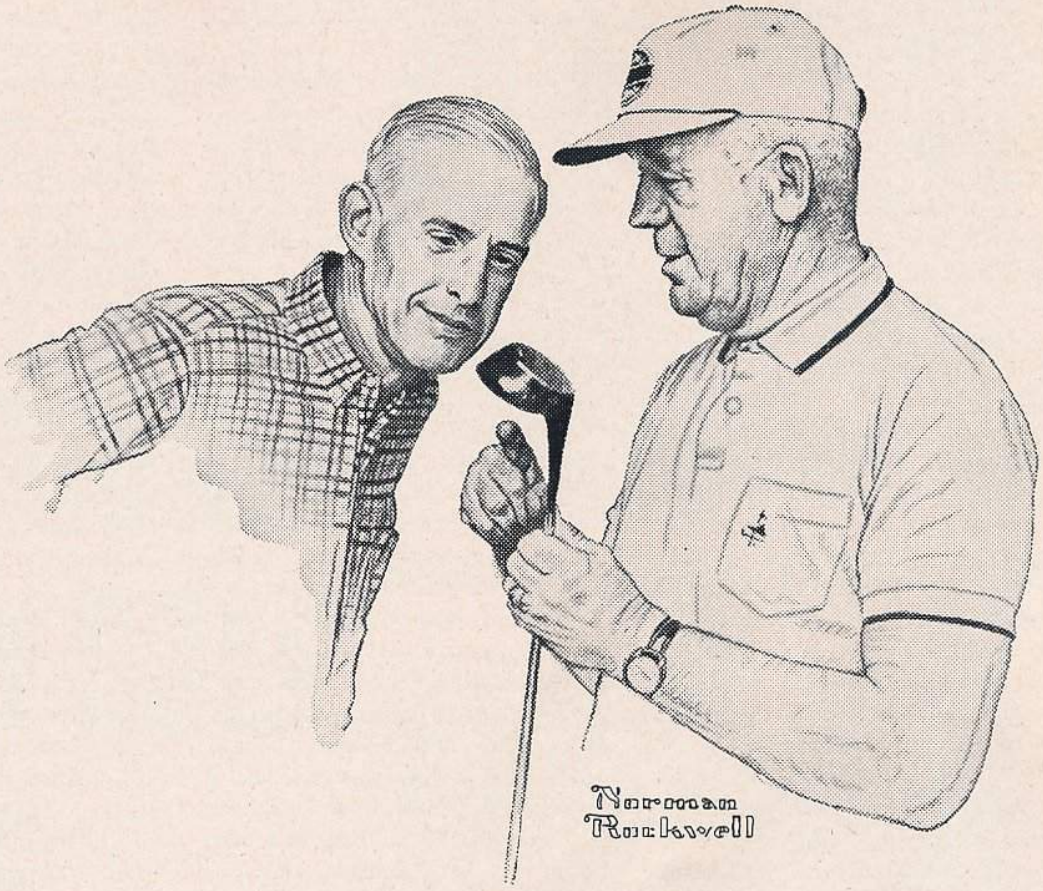
Meet the Author



It is more than fitting that JOSEPH C. DEY, JR., Executive Director of the United States Golf Association since 1934 (his initial title was Executive Secretary), should appear in this particular issue of the PGA Championship Annual, as he was hitherto golf writer for the Philadelphia *Evening Bulletin.*

In his 28 years with the USGA, Joe Dey has initiated four new USGA Championships, with a fifth one, the Women's Seniors, starting this season; two international team championships; the development of a uniform code of rules with the Royal and Ancient Golf Club of St. Andrews; the establishing of Golf House with its vast museum and library, and the general expansion of every facet which the ruling body of amateur golf in the United States covers.

Perhaps the one sphere of activity which has given him the greatest pleasure has been the initiation and continued administration of the Eisenhower Trophy. But asked what else has given him considerable satisfaction he replied: "The development of a world-wide code of rules; maintenance of the amateur ideal; and acceptance of entrants to USGA Championships on their merits as golfers and without regard to racial origin."



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PLAYER OF THE YEAR

from page 46

continued Barber. "There are many more things that go with the title. I had the responsibility of getting the fellows to certain places at certain times and making sure that everyone would be there to avoid any embarrassment.

"Of course, with such a wonderful lot of fellows on the team, I had no problems. This was a dedicated group. We went over there as a team, not a bunch of individual stars, with just one purpose—win for the United States," Barber said with feeling.

"It certainly was a great year for me," Barber noted in the happy glow of reflection. But it wasn't always thus.

In fact, all too often it seemed that misfortune was Barber's mischievous caddy—always handing him the wrong end of the stick. Someone, noting Barber's persistent smile despite numerous encounters with ill luck, said the happy look was really a built-in mask to camouflage Jerry's true feelings.

His first such experience occurred in 1950 when, as a relatively obscure performer, he led the Los Angeles Open by 10 shots after the third round. This was the year of Ben Hogan's return to golf after a near fatal auto accident the previous winter. Barber, who had an early time, came in with a 73 for his bloated advantage.

However, the "California Mist" was a bit deeper than usual later that day, causing tournament officials to wash out the round. Perhaps unnerved, Barber lost his touch and his chance for his first championship. It transpired that Sam Snead beat Hogan in a play-off.

Barber displayed remarkable restraint. He refused to complain.

"Why should I beef?" he asked. "I got hundreds of letters from all over the world. Folks I never knew wrote and told me how sorry they felt about my rotten break. Heck, the way I looked at it, I got more favorable publicity out of the cancellation than if I had won the tournament."

Misfortune smote Barber again in 1956. He appeared to have the St. Paul Open title safely tucked away in the record books, when Mighty Mike Souchak barreled down the stretch with a fantastic run of six straight birdies. Mike nipped Barber by a stroke.

But unquestionably, Jerry's most painful encounter with misfortune occurred that Black Sunday of August 2, 1959, in the final round of the National PGA at Minneapolis. Barber needed pars on the last two holes for his first major title. Instead, yielding to reckless haste to beat a sudden downpour, Jerry frittered away his dream with two bogeys.

"You'll never know how much it hurt me to blow the 1959 PGA," Barber reminisced. "It was not merely the question of money, though goodness—as well as my creditors—knows I could have used it. More important to me was the loss of a spot on a Ryder Cup team and a permanent invitation to the Masters. But I've got one now."

He earned it, too. Perhaps never has a golfer accomplished so much when endowed with so little.

Besides being the oldest man to win a major tournament, Barber quite possibly is the next smallest to Fred McLeod who won the Open in 1908. If he missed a couple of meals, Jerry could sub for jockey Bill Shoemaker. Only 5 ft., 5 in. tall, Jerry sparingly spreads a sinewy 135 lbs. over that frame.

Moreover, Barber is nearsighted and color blind. Because his depth perception is affected, Barber frequently peers over his spectacles, like an auditor checking a questionable account.

He doesn't believe in smoking or drinking but Barber believes in a lot of work.

"If I miss a single day's practice, I know my timing is off. If I miss two days, my critics know it. And if I miss three days, the public knows it," explains Barber.

This hard work enables him to stay on the tour. Besides hitting hundreds of practice shots daily, Barber does about 100 push ups and is constantly squeezing hand grippers to build up his strength. As a result, his hands, wrists, forearms and arms are considerably bigger and stronger than any 135-pounder has a right to expect.

Because he overcame several short-

(*Continued on page 122*)

To the Aronimink Golf Club
Professional Golfers Association and Contestants.

Our sincere congratulations and best wishes for a most successful tournament.

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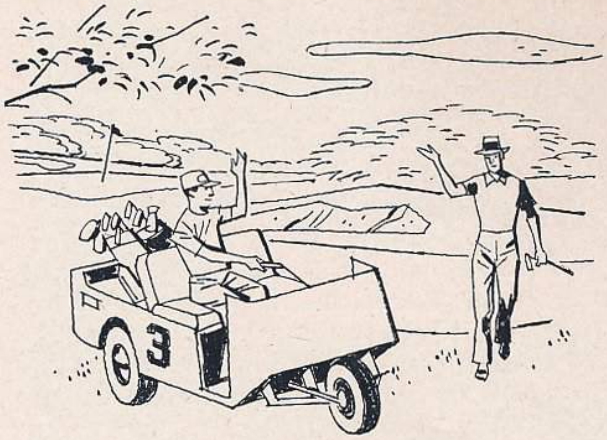
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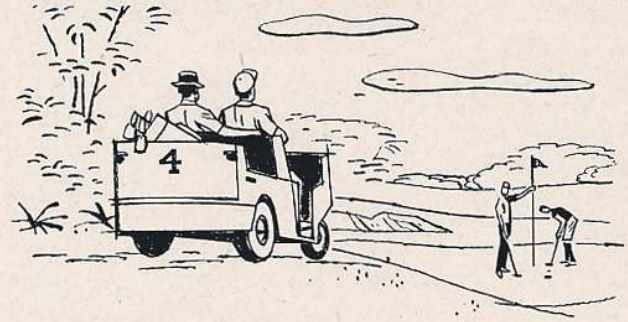
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PLAYER OF THE YEAR

from page 120

comings, Barber doesn't recognize the impossible. When his oldest boy, Tommy, said he couldn't move his hands a certain way, Barber was furious.

"Son, you can tell me 'I don't want to' or 'I don't know how' but never, never tell me you can't do something," he told his offspring.

Barber was asked if he thought he would be able to become the first man since Denny Shute did it in 1936 and 1937 to win two straight PGA crowns.

"We'll see," he said grinning broadly, "I know I'll have to bring more balls this time. I ran out of them at Olympia Fields and had to borrow six Dots from Jay Hebert. They must have been magnetic, especially the one I used on the 72nd hole when I canned that 52-footer. It may sound strange but even though I had to allow for about an 8-ft. break, I just knew that putt was going in.

"Now about your question of winning back-to-back PGA Championships. I've never played the Aronimink course but I understand the greens are very big.

"That's just great with me," said the smiling Barber. "Because on big greens I've always felt the folks are just as good as the people."

The folks' case rests.

Meet the Author



STAN WOOD has been golf editor of the *Los Angeles Mirror* for eight years. He doubles in brassies as golf coach of the University of Southern California, where he played on two championship teams. His USC teams (stretch of three years) hold the all-time collegiate record of 51 consecutive dual match victories.

Three of Wood's former USC players, Al Geiberger, Bob McCallister and Tommy Jacobs, are now successful touring pros. Another, Ron Pawlacyk, is a member of the PGA Tournament Bureau staff.

Wood is a member of the National Collegiate Athletic Association Golf Committee and West Coast Chairman of the All-American Golf Selections Committee.

He is a *cum laude* graduate of USC's School of Journalism and a member of Skull and Dagger, the All-University honorary. As an undergraduate he was president of Sigma Delta Chi, journalism fraternity, and sports editor of the *Daily Trojan.*

HOW THE LEADING PROFESSIONALS SEE THEMSELVES

At the Los Angeles Open in January, *Sports Illustrated* polled the country's best golfers for answers to some of the questions that are most frequently debated by their galleries. Below are the pros' ratings of their fellow pros.

- *The most effective golf swing*
  1) Sanders 2) Snead 3) Bolt
- *The prettiest golf swing*
  1) Snead 2) Jay Hebert 3) Bolt
- *The best driver*
  1) Palmer 2) Jay Hebert 3) Bolt
- *The longest driver*
  1) Bayer 2) Harney 3) Souchak
- *The best long-iron player*
  1) Palmer 2) Jay Hebert 3) Snead
- *The best middle-iron player*
  1) Tie: Littler and Bolt 3) Maxwell
- *The best short-iron player*
  1) Maxwell 2) Littler 3) Barber
- *The best bunker player*
  1) Boros 2) Tie: Player and Venturi
- *The best putter*
  1) Casper 2) Sanders 3) Barber
- *The best player under pressure*
  1) Palmer 2) Player 3) Sanders
- *The worst under pressure*
  1) Kroll 2) Venturi 3) Bayer
- *The best out of trouble*
  1) Palmer 2) Ford 3) Casper
- *The best dressed*
  1) Bolt 2) Gustin 3) Souchak
- *The worst dressed*
  A majority of pros refused to answer
- *The most consistent golfer*
  1) Palmer 2) Player 3) Sanders
- *The most erratic golfer*
  1) Goalby 2) Whitt 3) Bayer
- *The best first- or second-year rookie*
  1) Jacky Cupit 2) Rodgers 3) Hill
- *The best golfer to play with*
  1) Littler 2) Player 3) January
- *The slowest golfer*
  1) Middlecoff 2) Jay Hebert 3) Barber
- *The best teacher*
  1) Kroll 2) Dickinson 3) Barber

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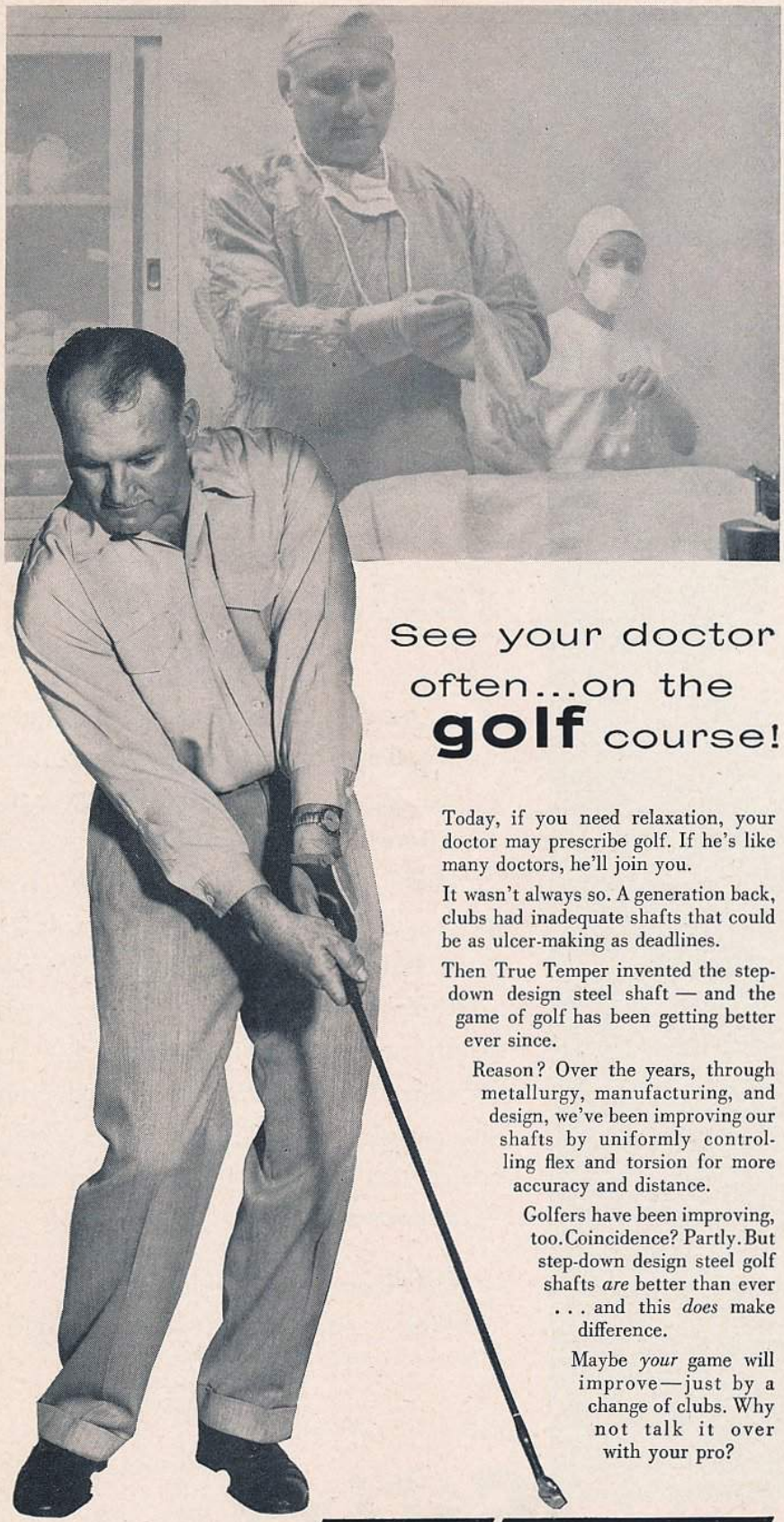
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Golfers have been improving, too. Coincidence? Partly. But step-down design steel golf shafts *are* better than ever . . . and this *does* make difference.

Maybe *your* game will improve—just by a change of clubs. Why not talk it over with your pro?

TRUE TEMPER®

STEP-DOWN DESIGN STEEL GOLF SHAFTS • GENEVA, OHIO

SHE WEARS WELL

from page 49

a touch of awe at the remembrance.

While Baskin's battle with the elements has been a winning one, he has been equally as successful in pleasing the golfers. His formula in this department is plain, old-fashioned common sense.

"I think superintendents have to educate golfers about proper playing conditions" he explained. "The golfer is an expert in his business or profession, and I'm supposed to be an expert in mine. If I think the Greens Committee is asking for something that's not right, I feel it's part of my job to tell them so."

Baskin remembers that Aronimink's first fairways were bluegrass, one inch high. Some years ago it was decided to cut the fairways down to a half-inch and Baskin objected. But the greenkeeper was over-ruled and the fairways were cut. Over the subsequent seasons, the shortened bluegrass couldn't stand the traffic and had to be replaced gradually with bent.

"I don't think anyone should be a 'yes man'," George continued. "If I don't give the club the benefit of my experience, then I feel I'm not doing my job. Of course, if they don't believe me, I guess they could let me go."

There is little chance of that. Baskin knows the Aronimink property more intimately than any member, or any of his crew. He was foreman of architect Donald Ross's construction crew that carved the tract into a golf course during 1927, and Baskin stayed on the job for two years to help get the former farmland going as a golf course. Then Ross asked Baskin to join him again, this time in building a course in Hampton, Va., and Baskin went south. But Aronimink beckoned and on November 1, 1934, George returned as greenkeeper. He has never left.

When the Newtown Square course first opened, the maintenance barn housed one tractor, six mowers for greens—"the kind you push"—and an odd three-wheeled, three-unit mower for the tees, plus a few other relics.

"But the setup here was better than

(*Continued on page 126*)

[Burns has again been called on to provide complete security coverage for this important Tournament.]



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SHE WEARS WELL

from page 124

the one in Belmont, Massachussets, where I first went to work when I arrived in this country in 1921," Baskin recalled. "The Belmont course had a flock of sheep, and a shepherd named Sullivan, to keep the grass under control. It was just like home."

Today Aronimink fairly bristles with mechanized equipment. There are a half-dozen tractors just to haul gear which ranges from a seven-unit fairway mower to other specialized paraphernalia that are mysterious marvels to the home lawn keeper.

"But even with this equipment," Baskin said, "the job is tougher today than it ever was."

Increased play on the course is the chief reason, and, Baskin admits, his "preventive care" program requires almost 24-hour attention.

But, like most golf course superintendents, Baskin is never far from his work. George and his wife, Isabel, live on the club property.

Baskin is never sure when "an act of God" or an act of man will bring added chores. George recalls with a laugh now, that his most unexpected job fell into neither of these categories. It wasn't long after midnight, some 20 years ago, when George happened to glance out of the window toward the 17th green.

"Even in the moonlight it's a pretty, green view," he explained, "but this night it was all black and white. I blinked my eyes because I could hardly believe what I saw. The whole course was covered with cattle."

The herd had broken out of a neighboring estate and headed for Aronimink's inviting pastures. George roused his wife and soon had to telephone the clubhouse to ask the inside help to turn out for the roundup. It was long after sun-up when the last of the herd was corralled. Meanwhile, the greens and fairways were chewed up, literally and figuratively. The course was closed down for a week—it's first (and last) time. A dozen extra men were hired to help get it back into shape.

No cowpuncher, Baskin keeps ahead of his job by being a "grass roots" superintendent. He works closely with his men, often swinging a spade or driving a tractor to keep his eyes closer to the grass. George's passion for his work includes a controversial tangent. It's a theory of greenkeeping that is briefly expressed: "Water grass as little as possible."

A few years back, Aronimink considered installing a complete irrigation system to help the ground crew in its watering, but Baskin objected. With water so convenient it would be used to excess, he argued. Largely on Baskin's record of success without irrigational assistance, the club deferred the idea. The plans for the system are stowed away in Baskin's desk, and his visitors get the idea that it would be easier to hold up Fort Knox than to see those blueprints.

While Baskin was opposed to the irrigation system, he was in full accord with the club's idea to alter the course in 1959. Ross's layout had been unchanged since 1928, and during the intervening years much of the locker room conversation concerned Aronimink's multitude of traps.

"When Mr. Ross came here," Baskin recalled, "this land was nothing. There were only about 10 trees on the course, aside from the woods. He had to put in a lot of traps to catch dubbed shots. Some were very close to the tees and many were there to keep the ball from flying into the next fairway. But the over-all effect was to make the course tougher for the poorer golfer, who has a hard enough time as it is. Around the greens, the traps were too far away to be a problem to the good golfer."

Three years ago, under the guidance of archiect William Gordon, many traps were closed and several moved to the greens. The course was immediately hailed as being fairer for the hacker but yet a better test for the low handicapper. Last fall, Baskin and his crew made a few more alterations, suggested by the PGA's architectural consultant, Richard Wilson, and many of the club's own fine golfers. Tees were altered on three holes, traps readjusted on six others, and the second green was enlarged by some 2,000

(*Continued on page* 128)

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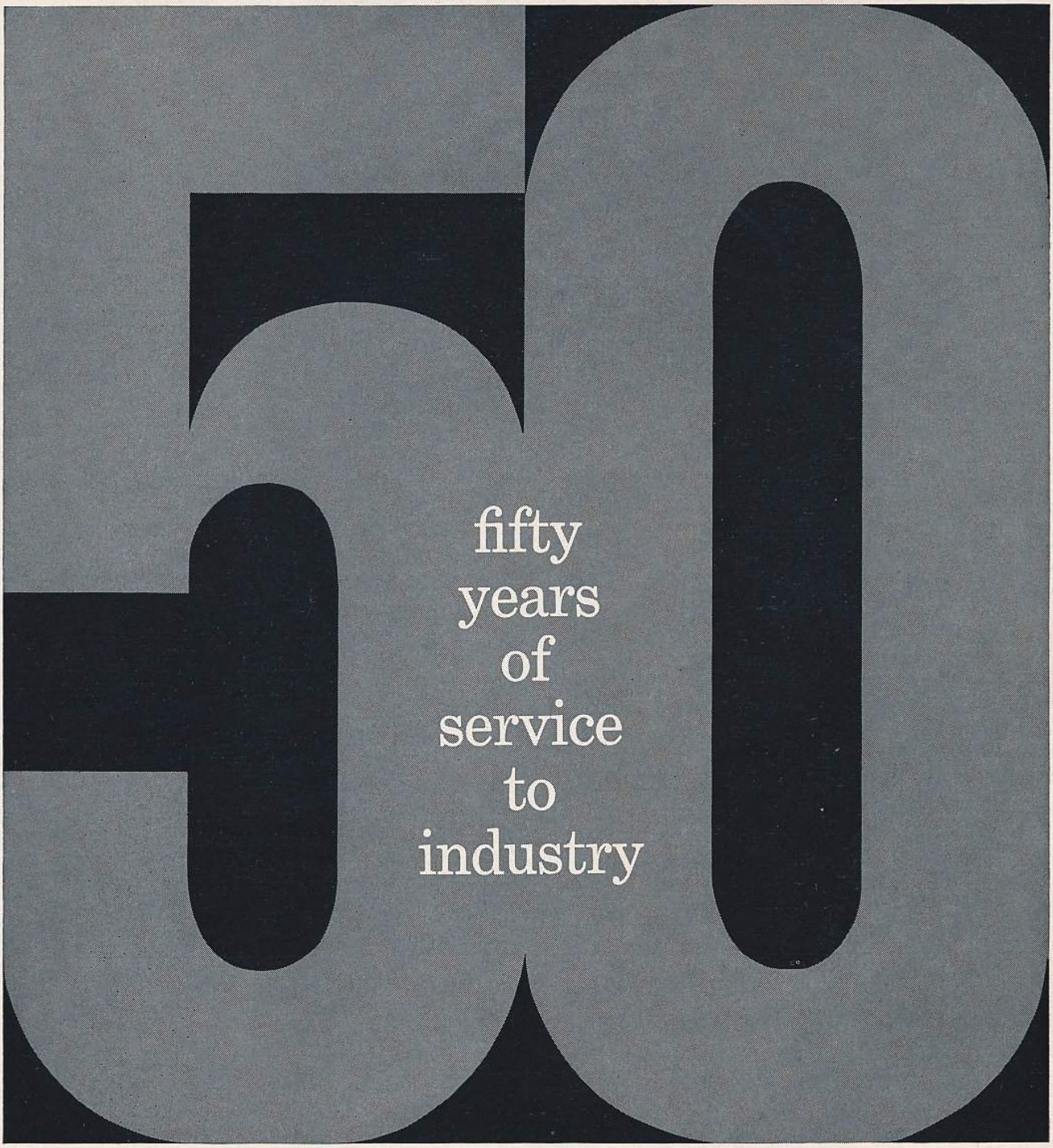
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SHE WEARS WELL

from page 126

square feet on the left side. It was the first green to be changed since the course was opened.

"I think our course now is as good as any on the East Coast," Baskin said. "It's easier than it ever has been for the average golfer, but for the pro and scratch player, I'd say it is three-to-four strokes tougher than it was five years ago. And don't forget, the par hasn't been changed."

In top-ranking Aronimink, non-golfer Baskin doesn't pat himself on the back. Under his personal course rating system, Baskin does not list his own type of work first.

"The most important thing to consider," he explained, "is the construction of the course. Are the traps placed right? Are the greens well designed from both the viewpoint of approaching and putting? Is it truly a good test of golf?

"The second item is the type of grass used on both fairways and greens. And the third is how the course is maintained.

"Aronimink is tops in all these specifications, and we've got length, too. The pros like to hit the ball, as we'll see during this Championship. Well, we have several holes where they can drive 300 yards—if they have the power—and they'll still have a good shot into the green.

"But if they hook or slice too much," he warned, "they're going to be under our trees."

Trees weren't always a hazard at Aronimink, for when the course was first opened, it was virtually barren. Baskin remembers that, in 1934, some 1,400 seedlings were planted. They were pine, red oak, maple and sweet gum. During the next six years hundreds more were added.

"Almost every one has grown well," said Baskin proudly. "Many are now 50 feet tall and a couple of feet around the trunk. It makes me feel old to look at them, but it also gives me something to look back on. I can look at them and feel I've accomplished something. There aren't many people who have jobs where they can look back and see what they've accomplished. And I'm grateful I can."

That remark is typical of Baskin. He's a humble man who once said of his work, ". . . you've got to put your heart and soul into this job."

And that's Baskin's contribution to Aronimink. This tireless Irishman has given Aronimink its heart and soul.

★ ★ ★

TOO MANY GOLFERS

It is estimated that approximately 87,562,000 rounds of golf were played in the United States in 1961 as compared with 65,700,000 rounds in 1956. However, the number of players entering the sport is increasing at a greater percentage than the number of new courses being built to accommodate them, causing statisticians to worry about the future.

The present ratio of total population to golf courses is 28,000 to 1. The ratio of golfers to courses is 950 to 1. According to the National Golf Foundation, if every one of the 950 came to one course at the same time, the last four would have a 40-hour wait!

Meet the Author



A graduate of Temple University, JOE SCHWENDEMAN worked on the New Bedford, Mass., *Standard Times* and Philadelphia *Inquirer* before joining *The Evening* and *Sunday Bulletin*.

When *The Bulletin* turned him loose on the golf beat in late 1959, Schwendeman decided it was time to take up the game. After a few lessons from a pro (who prefers to remain anonymous), Joe quickly established three new records in the Philadelphia Newspapers' Golf Association: Highest number of strokes on a par three hole—17 (thanks to a 22-foot putt); farthest from the hole (on a 154-yarder)—184 yards. (His ball hit a tee marker and dribbled 30 yards back of the tee); first three-figure handicap ever issued.

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George Baskin, superintendent and Jim (Jumbo) Elliott, famous Villanova Track Coach and Greens Committee Chairman, Aronimink Golf Club, discuss the job their Jacobsen Greensmowers, Jacobsen-Worthington Tractors and gang mowers are doing in grooming the course for the PGA tournament.

Hats off to Aronimink PGA Championship host!

We salute George Baskin, Jim (Jumbo) Elliott and all the others at Aronimink for the outstanding efforts put forth by them to welcome the 44th PGA CHAMPIONSHIP to Aronimink and make it a huge success. We are also naturally proud of the part Jacobsen Turf Equipment is playing in helping to maintain the highest tournament standards at Aronimink for the event.

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TOP AMATEUR TO TOP PRO

from page 54

in 1960, and, of course, my career culminated with the winning of the Open last year.

It is somewhat incongruous that my slump received far more publicity than my return to form, and any time I finish down the list for a few tournaments—which can, and does, happen to the best of us—the golf writers are ever eager to forecast another slump. It seems to be becoming as perennial as Sam Snead and the Open.

I am confident that such a state shall not arise again. When I reached the top as an amateur I was a completely natural golfer. I had received suggestions from pros from time to time, but, like Snead, I had a style which had grown with me, I had not been taught the fundamentals.

I had devoted endless hours of practice to the game, so when I first hit the tour, the form which I had achieved was good enough to justify all the predictions which had been made of me in 1953.

But with constant competition and endless travel, it is very hard to keep keyed up mentally the whole time, and it was no doubt through overfatigue that I gradually began, unconsciously, getting the clubface in a very closed position at the top of my swing, which caused other errors.

I won't dwell on the long story of trial and error, and final cure by Paul Runyan in the fall of 1958. Suffice it to say that I had never before had to *think* about my swing. Now I know what makes it tick and am therefore in a position to help myself.

These days I don't play the circuit *ad infinitum*. I cannot keep my concentration at the necessary pitch over a spell of more than three or four tournaments at a stretch, and, of course, I like to get home to my wife and children who only tour with me during the summer. Of all the troubles which beset the touring pro, the separation from one's family is the hardest to bear.



A man who appreciates the right of privacy, Gene Littler shuns the limelight and publicity.

I am, by nature, a home lover. I get a great kick out of playing with the kids or following my hobby of tinkering with cars.

The golf writers have called me taciturn, laconic, conservative. Maybe I am. I love the competition of the tour, but I do not enjoy all the publicity and ballyhoo that success brings. I consider golf a way of making a good living for my family. I do, of course, want to win the major events, but I don't like all the glory that goes with it.

I can say with all sincerity that I do not enjoy being a celebrity. I like to win the big prize money—that is why I am in there—but after that, I like to be left alone.

It never ceases to amaze me why big men in their own particular field should humble themselves in the presence of an Open Champion; or why unknown spectators should try to lure one into conversation. They would not try to approach the president of their bank without an appointment, so why should they approach me, a complete stranger?

If I could put the clock back nine years I would still turn pro. It was a tremendous thrill to win the Amateur and play on the Walker Cup team, but I could not have afforded to remain an amateur and still play championship golf.

Last year it was an equal source of gratification to me to win the Open and play on the Ryder Cup team. One cannot compare the two spheres as one's sights are focused on different targets.

I believe the qualifications necessary to reach the top in either ranks are the same, except that in pro golf you need to work hard more constantly in view of the continual competition.

No one can generalize on advising aspiring young golfers on a professional career, each one has to be considered on his own merits. The salient points, I would say, are whether golf is his true vocation, and how hard he is willing to work. There is no short cut to the top.

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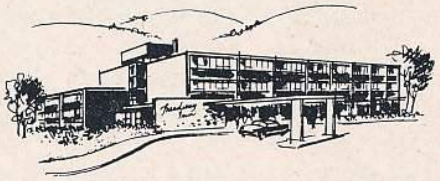
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P.G.A. *Daily Calendar of Events*

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Monday
BEEF-EATERS NIGHT



For Beef-Seekers! . . . Choice Rib cuts of prime Angus Beef and Sirloin served with a delicious baked stuffed potato, green vegetable and the famous Treadway Tossed Salad flavored with your favorite dressing.

Tuesday
ELABORATE BUFFET NIGHT



24 tempting gourmet delights all specialties of Chef Alex Cacchioli and his fine staff . . . Guaranteed to tempt the palate of the most discerning guest . . . Delicacies include Roast Sirloin of Beef, Kennebec Salmon, Clams on half-shell and Assorted French Pastries.

Wednesday
TOURNAMENT EVE



. . . a memorable evening to "Tee-Off" before the tournament...Tempting cocktails in the intimate "Ordinary" Lounge while listening to your favorite show tunes from the keyboard . . . then on to an enjoyable dinner in the famed "Publick" Dining Room.

Thursday
CONTINENTAL EVENING



Travel the seven seas of delicious eating . . . sample the prize dishes from one of the world's greatest gourmet countries—France, Germany, Italy, Spain and Greece . . . you'll long remember the delightful foods of a different country featured each week.

Friday
SEAFOOD FESTIVAL NIGHT



Real Downeast Eatin' . . . Flown in daily from the shores of Penobscot Bay are such seafood delights as *Maine "King" Lobster, Steamed Clams, Imperial Crab* and *Stuffed Flounder.*

Saturday
GOLFER AND GALLERY EVENING



. . . Cocktails-Dinner-Music. Brimful cocktails served in the Ordinary Lounge as you discuss the day's drives and putts . . . Special PGA Menu and table decorations in the elegant Publick Dining Room as Pro and guest alike enjoy a festive evening . . . reservations advisable.

Sunday
CHAMPIONSHIP DAY



Breakfast or Brunch in the coffee house . . . Publick Dining Room open from Noon . . . serving varied dinner menu of family favorites to climax this spectacular sports event.

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THE CHAMPIONSHIP HORIZON

from page 50

have with the Royal and Ancient, and various other clubs, at St. Andrews.

For residents of the area there would be three types of membership—the "A" or Club member who would have unlimited use of the courses and reserved starting times at the peak hours; the "B" member who could play week days and holidays after certain hours, and the "C" member who could play week days only. Daily fees for visitors would also be similarly graded so that those wanting to play on a Sunday morning would have to pay double or treble the fee on a week day.

The championship course at each of these centers would be designed by a top flight architect with every modern device and facility necessary for staging a major event incorporated in his plans.

These would include underground telephone wiring; closed circuit TV; permanent toilet facilities; catering facilities out of sight and sound of the players; bleachers, possibly even back-to-back grandstands between adjoining greens; electrified scoreboards; TV towers; roads for electric carts, and, of course, vast parking areas.

In order to meet the championship requirements of the USGA and the PGA, officials of both bodies could be invited to consult with the architect and builder of these courses.

With a chain of such courses spread-eagled around the nation, the PGA and USGA could very well arrive at a fairly fixed schedule, rotating their championships around the different courses available, thus giving golf fans from all parts of the country a regular opportunity to see the championships.

As it is, the organizing of the Open and PGA Championships is a full year's work for about 30 committee chairmen and hundreds of volunteer helpers. With permanent championship sites, fully equipped for the purpose, and used to handling them, much of the burden of tournament organization would be eliminated.

With courses able to cope with, say, 40,000 spectators per day, the need for additional revenue through these large souvenir programs, the most difficult part of any tournament promotion, might well be eliminated. I am sure the tournaments would do equally well financially if greater promotion were devoted to admissions.

The more I travel around the country, the more convinced I am that planned building of all kinds is the answer to our population problems.

Whole new communities could grow around these recreational centers, ranging from luxury homes to small vacation or retirement cottages, apartment buildings, and, of course, a first class motor hotel.

The super highway location for golf tournaments seems almost a necessity, yet these golf facilities will also make the game available to the greatest number of people, under first-class management, at the least possible cost.

With facilities either on a pay-as-you-go basis or reasonable yearly dues,

(*Continued on page* 136)

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THE CHAMPIONSHIP HORIZON

from page 132

yet still offering Club life to those who can afford it (and bear in mind members will not be required to support a course which is not receiving its full use) the cost at all levels will be more than reasonable.

Add to this a sports loving community whose choice of residence was dictated by a similar desire, and you have the makings of the type of American that President Kennedy urges us to be.

The concept of such centers knows no bounds. Although my primary thought is for the furtherance of tournament golf on the one hand, and the lowering of cost to bring golf within the means of more people, on the other, there is no reason why the facilities should not stretch to championship tennis, skating, swimming, table tennis, squash, badminton. . . .

What sports loving man or woman would not like to live in Sports City, Ohio, New Jersey, California, Florida —or even Hawaii!

Meet the Author

ED CARTER will be packing his bags this week and heading south for Atlanta, Ga., where he will manage the 1963 Ryder Cup matches, and Dallas, Texas, for the 1963 PGA at Dallas Athletic Club's Country Club.

Ed is also associated with the Shell Oil Company on its second TV series, Shell's "Wonderful World of Golf," and with Walter Schwimmer, Inc., on the new "World Series of Golf" to be telecast live this fall.

The former Northwestern fullback maintains a home at Pebble Beach, Calif., and an office in New York City.

AS OTHERS SEE US

British golf scribe, Louis T. Stanley, whose writing runs the gamut from verbosity tempered with pomposity, to occasional wit and skit, came up with the following pen pictures of the 1961 U. S. Ryder Cup team at Royal Lytham and St. Anne's:

Jerry Barber . . . "has an expansive, infectious grin, and a wonderful accent much like an attack of California burping."

Bill Casper, Jr. . . . "tubby American with the slouching exterior of a giant panda."

Bill Collins . . . "has a voice like a trombone, a smile like the slow opening of garage doors."

Dow Finsterwald . . . "being a reasonably immodest man, he sees himself as a future world champion . . . it could be possible."

Doug Ford . . . "bears the trademark of a great golfer . . . the serene, unshakable poise. Here is no roaring boy or hard-living headline-catcher. Instead he lives in quiet comfort with none of the romantic gestures and bed of nails whistled up by the popular press as a background to the American tournament bread-winning circuit."

Jay Hebert . . . "a vigorous individualist, he plays his golf like a sphinx with a corrugated forehead playing poker, but off the fairways he becomes the liveliest companion, versatile in interests and seldom bored."

Gene Littler . . . "modest little fellow with a dry, biscuity appearance."

Arnold Palmer . . . "at times he is so architecturally composed that he resembles an unheated cathedral. Nothing perturbs him. His face has the anonymity of granite."

Mike Souchak . . . "a colorful figure. He stood astride the ball with his rump defiantly projected. His bulk was taurian. The drives were belted far down the fairway, hotly pursued by the American with his head downthrust like he was charging buffalo."

Art Wall, Jr. . . . "has exceptional ability, and ideal temperament, is almost exasperating in his thoroughness."

★ ★ ★

RUB OF THE GREEN

The Houston Classic playoff, as it turned out, was ill-fated for Jack Nicklaus, but he almost missed it entirely.

In the third round, he stroked a putt that headed dead for the hole. The caddie pulled the pin and the sheath of the cup came up with it several inches above the level of the green. The ball struck it and bounced a few inches away.

Fortunately for Jack, the pin came free before the ball struck the protruding cup. If it hadn't, he would have been subject to a two-stroke penalty and perhaps would not have been in the first-place tie at all.

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CAN WE AFFORD OUR COUNTRY CLUBS?

from page 62

clubs is no longer assured, but profoundly problematic. To provide some assurances for the future of our clubs, therefore, a dramatic change in attitude must be evolved that will result in increased dues and fees, economies in operation and a curtailment in services.

There can be little doubt in our minds that the character of private membership clubs will have to change materially in the next few years, but whether *we can afford our Country Clubs* depends on how much we are willing to relinquish of the generally accepted comforts and services.

Then, too, in many clubs, there still remains vestiges of antiquated theories that rapid change in the club's official family is essential for the welfare of the club and its members. Here a rebuttal would appear to be in order. Let us take a hard look at industry and ask ourselves this question: "Would an industrial corporation be adjudged stable and successful, if members of the Board of Directors and the Officers were changed every few years, and as a result of these changes, they were to institute new theories and ideas of how the business of the company should be conducted?" I would doubt very much if any such action would substantially improve public confidence or tend to raise the price of the company's stock on the exchange. Instead, it would foster serious doubts in the minds of the public and result in confusion and costly changes in operation.

Why, then, do so many clubs permit this foolish desire for recognition to prevail to the detriment of our clubs? Would it not be far better to recognize the need for stability and the adherence to business-like methods by according the Board of Governors full power to institute programs directed toward the complete utilization of the club's physical properties for its ultimate use and profitability? Let them follow through on the elimination of false economy programs, correction of inadequate pricing policies and the discontinuance of restriction of areas to limited use, by a realistic plan to reduce costs, increase gross revenues and eliminate partiality. Isn't it high time that clubs acknowledged the fact that today, if they are to continue to endure, they must conduct their operation of the club on a basis comparable with any other business, completely divorced from any emotionally induced desire to satisfy everyone, regardless of the consequences.

Meet the Author

Baltusrol, one of the most progressive and businesslike Clubs in the east, got what it deserved when it engaged CARL J. JEHLEN as General Manager in 1953.

He was then President of the Club Managers Association of America. He has since served as Chairman of the Club Management Institute, President of the Springfield Rotary Club, and President of the New Jersey Chapter of the CMAA.

As a fierce believer in Country Clubs being run strictly on business lines, Carl predicts future disaster for those that don't comply.

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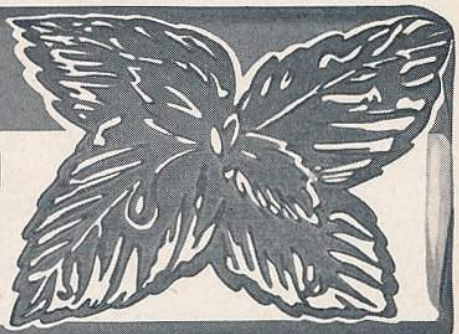
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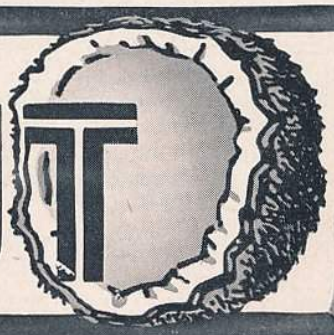
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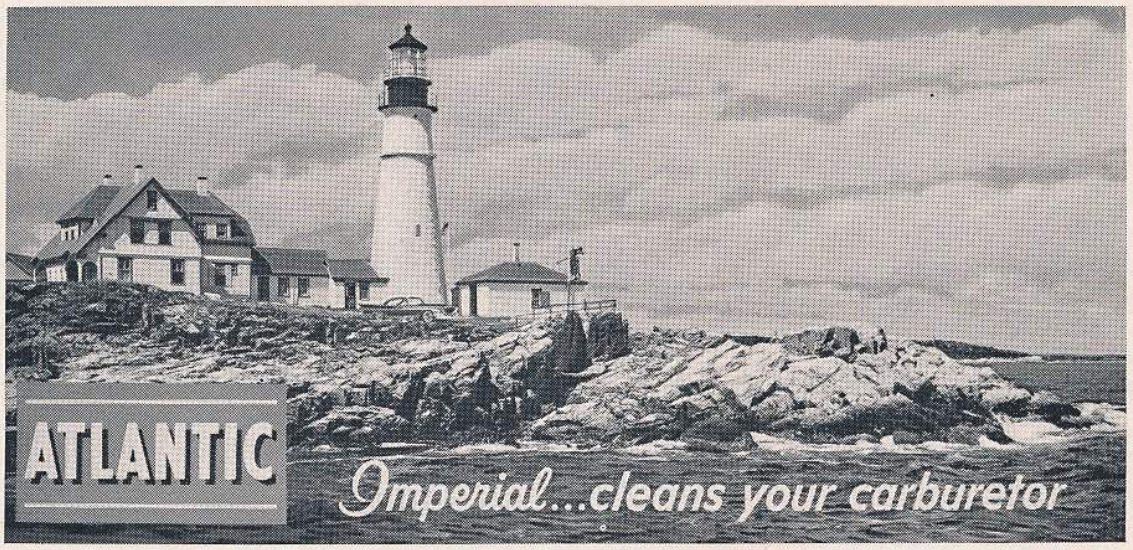


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OUR CITY OF PHILADELPHIA

from page 79

genuine gold rush so I am told).

(c) Near Independence Hall there is a tourist walking-tour entitled "Sinew and Spirit."

(d) Fairmount Park contains more than 100 miles of winding trails and bridle paths and 62 neat and sanitary comfort stations.

(e) Membership in The Franklin Institute means unlimited free admission to the Science Museum and Planetarium.

(f) Local folks borrowed better than 6,000,000 books from the Free (public) Library and its branches last year (but Abe said nothing about the number of books that were not returned).

Well, all this and much more added up to statistics—the inescapable things the publisher wanted in the first place and which Rosen must distribute, I guess, to tell the city's story (and he has won some prizes for doing a good job, too).

So, realistically, I guess we'll have to go heavy on statistics—statistics which do corroborate the real fact that this old city of ours, now almost 300 years old, is in the middle of a renaissance, is being reborn, is undergoing a face-lifting, a modernization, a reawakening. New highways, new apartments and office buildings, new recreational areas, new civic pride—new everything.

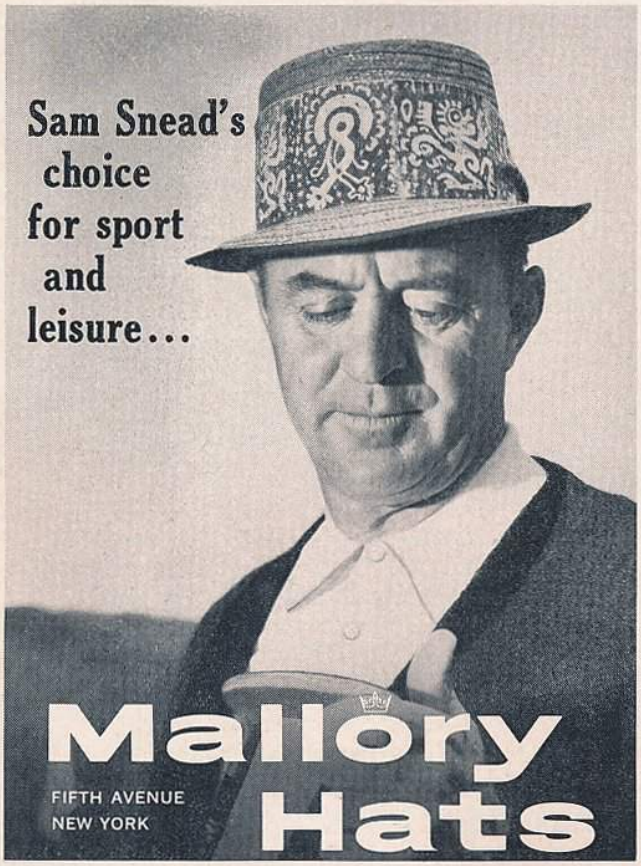
The comics who used to quip that they "spent a month in Philadelphia last weekend" aren't saying it any more. For one thing, the hotels on Sunday now serve hootch after 1 p.m., which tends to shorten everybody's weekends. Due in part, perhaps, to our Sunday curfew law, we have lost the Athletics to Kansas City, but this merely relieves us of the necessity of sitting and looking at empty seats for both American *and* National League games. (As an aside, I should mention that I was chairman of the Promotional Subcommittee of the Mayor's City Committee to Keep the Athletics in Philadelphia; so no one was more put out than I when they upped and left.)

Philadelphia's water, which once tasted like medicated mouthwash, now is delicious. Our City Hall pigeons, once the scourge of passersby, now are serenaded away from the pedestrian-density area by hi-fidelity recordings. Street-corner vendors who sell pretzels for dipping in mustard now keep them under glass to thwart the flies. Garbage-burning dumps that once put parts of the city under perpetual gas attack have been bulldozed away. No longer do poorly woven peach baskets collapse under Mummers' Parade viewers. And the Motorboat and Sportsmen's Show, which once featured moth-eaten Indians and whelping Eskimo dogs, now offers actual motorboats as well.

But enough of triviality. Let us now proceed to Abe Rosen's pacakage of statistics.

Since William Penn got us going, Philadelphia has grown from an area of two square miles to 129 square miles. From 400 original residents, the

(*Continued on page 145*)



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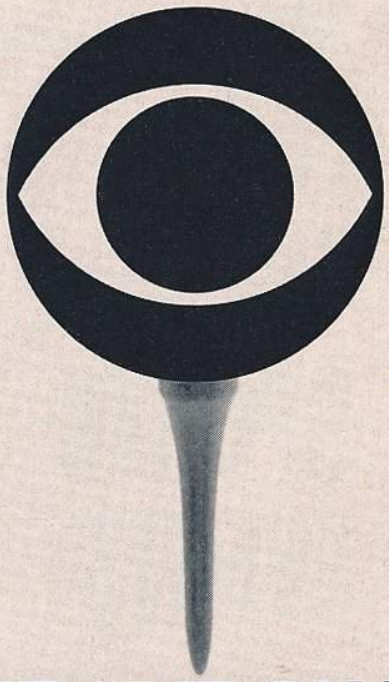
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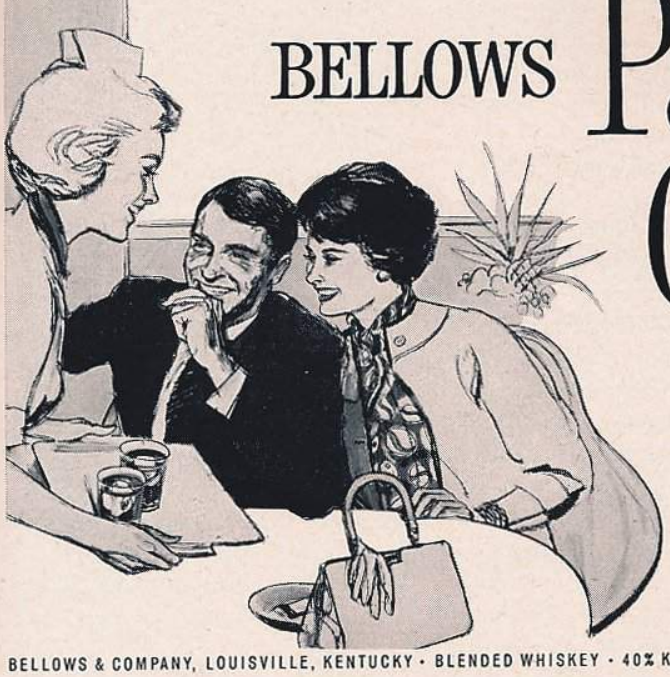


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OUR CITY OF PHILADELPHIA

from page 142

population has risen to more than 2,000,000. The city is the hub of a bustling metropolitan area where some 415,000 persons live, work, play, save money and watch "Huckleberry Hound." We are first in the nation in foreign commerce, second in total shipping tonnage, fourth in population.

Philadelphia has many designations —City of Homes, City of Brotherly Love, Scrappletown, Workshop of the World, All-American City, City of Shrines, Cradle of Liberty. The city and environs contain more historic structures, landmarks and mementos of America's birth than any other place in the United States. Here Washington, Jefferson, Franklin and Tom Paine strolled the streets and mapped the nation's future. Here were conceived the Declaration of Independence and the Constitution.

Philadelphia's "firsts" include such things as the nation's first newspaper, first magazine, hospital, public library, police force, fire department, fire insurance plan, street lighting, paving, medical school, law school, normal school, motion pictures, corporate bank, savings bank, mint, stock exchange, trade union, turnpike, steamboat, piano, art institution, and ice cream soda (vanilla was the initial flavor).

Betsy Ross stitched up the nation's first flag here, and Franklin's stove became the greatest advance in home heating since the fireplace.

The original Old City Area, where most of these events took place, is presently undergoing redevelopment as part of an extensive city-wide program of urban renewal. Rundown commercial buildings which overshadowed the historic shrines have been demolished, and graceful Colonial structures are being restored amid lawns and shrubbery. The area immediately surrounding Independence Hall has been declared a National Historical Park.

Another heroic-scale undertaking is the Eastwick Project, largest redevelopment project in the nation. This 2,500-acre area, much of it undeveloped swampland, is being turned into a model community of 10,000 new homes. It will be a "city within a city." Commercial and industrial areas will be separated from residential districts, and a cul-de-sac street plan will separate pedestrian and motor traffic.

In central-city is the Penn Center redevelopment project, located where once a railroad embankment called the "Chinese Wall" extended, more than $100 million of private capital already has been invested in new office buildings, apartment structures, hotels and commercial facilities. And the growth continues.

Our city-wide renewal is geared to a master plan projecting anticipated growth beyond 1980. The program calls for housing for all income groups, highways and mass transportation, school and university expansion, recreational facilities, center-city business restoration, industrial expansion, port and airport improvement, sewage,

(*Continued on next page*)

OUR CITY OF PHILADELPHIA

from preceding page

water, public health and safety facilities.

Philadelphia has always been a planned city. The original plan was that of Penn, who came here with other members of the Society of Friends to establish a refuge for persecuted peoples. Penn's father, an English admiral, had been granted 50,000 square miles in the New World by King Charles II in 1681 in payment of a debt owed the admiral by the Crown. When the admiral passed on, William inherited the land and the province became known as Pennsylvania (Penn's Woods).

In 1682, Penn and his followers sailed up the Delaware to the site of present-day Philadelphia. He chose the spot because it was high, dry and healthy . . . where the most ships may best ride . . . to load and unload . . . without boating and litering."

The name Philadelphia was taken from a Biblical city in Asia Minor. In Greek, the name means "Brotherly Love."

Penn wanted an open-spaced, well-shaded town, with every dwelling in the center of its plot. Another idea was to have "a promenade on the high bank of the river front the whole length of the city—a top-common from end to end."

Not all of Penn's plans were carried out, but his idea of home ownership took hold; and today, it is said, more people per 1,000 own their homes than in any other major metropolis in America.

Modern-day Philadelphia adheres to a master plan. During the last 10 years, the Schuylkill Expressway, stretching westward to the Pennsylvania Turnpike, has come into existence. Even before completion it was inadequate, unable to move rapidly the inbound and outbound surge of traffic. Today, a local radio disc jockey refers to the road as the "Surekill Crawlway." But plans are afoot to widen the artery.

Philadelphia is a leader in metals and metal products, textiles, chemicals, leather and rubber goods, refined sugar, paper, radios, petroleum products, and hats. More than 80 percent of the tonnage of the Delaware River is handled over piers owned and operated by private firms. The port leads the nation in foreign commerce and is second only to New York in total tonnage handled.

The city's broad industrial base, embracing 87 percent of all classifications listed by the Department of Labor, provides remarkable stability of employment, in good times and bad.

Philadelphia is the largest petroleum refining center on the East Coast and the second largest in the nation. Prodded by a sense of color harmony, the oil companies have painted their storage tanks in bright hues rather than a previously drab gray.

The city's International Airport is one of the most modern in the world, serving the entire Delaware Valley industrial, commercial and residential complex. Last year the airport accommodated more than 2,000,000 passen-

(*Continued on page* 148)

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OUR CITY OF PHILADELPHIA

from page 146

gers. This total should double by 1965. A second airport, in the Northeast section, is especially suitable for private and company planes. Next door, a major industrial park is being built.

Three railroads serve the city. Our street and highway construction program represents the largest single expenditure in the city's current capital program.

Philadelphia is at the hub of what may be the most highly concentrated marketing and industrial area in the world. Within a radius of 500 miles we have 40 percent of the total U. S. population, 46 percent of all U. S. manufacturers, and 37 percent of all retail sales in the nation. By truck it takes only three hours to New York, four hours to Washington, six hours to Pittsburgh, ten hours to Boston or Dayton, 24 hours to Charlotte, 48 hours to Chicago.

We have a pretty good program under way to encourage use of commuter trains. Under this program, the city helps underwrite operating deficits so that fares can be kept low.

Philadelphia is an important financial and insurance center. Its 11 commercial banks and four mutual savings funds have resources totaling more than $6.5 billion. The city is third in bank clearings and is the headquarters of a number of national insurance companies.

In medical education, our reputation is international. Students come from all over the world to study at five medical schools, 45 general hospitals, and 38 special hospitals. The University of Pennsylvania and Drexel Institute are engaged in important expansion programs. Jefferson Medical College, largest private medical school in the country, is spending $40,000,000 on better facilities. In all, there are 17 colleges and universities with a total enrollment of more than 50,000.

We have plenty of culture, spread wide by The Philadelphia Orchestra, Museum of Art, and the Academy of Natural Sciences. The previously mentioned Franklin Institute has a fascinating array of buttons which, when pushed, activate items from full-sized locomotives to paddlewheels on small riverboats. In summer, Robin Hood Dell provides free concerts under the stars. The John B. Kelly Playhouse in the Park offers theater-in-the-round.

Within easy driving distance are varied recreational offerings—seashore resorts to the east, mountains to the west and north. The beautiful rolling hills of eastern Pennsylvania, the picturesque "Pennsylvania Dutch" farm country, and the salty tang of Maryland's Eastern Shore are easily accessible.

And we are a leading sports center, with professional competition in baseball, football, basketball and hockey. Here are held the annual Army-Navy game and the Liberty Bowl game. While not exactly a sport, mummery is rampant. It becomes especially apparent each New Year's Day, when thousands of paraders cavort up Broad Street. All mummers, incidentally, are men, although over the years an occasional girl has sneaked into the parade.

Our public golf courses receive tremendous support. Regrettably, the march of real estate development and upped taxes has reduced the number of private clubs within the city to only two. Loyalty to these clubs runs so high that at one of them a member was thrown out for daring to discuss publicly the idea of selling. Served him right.

Anyhow, there's the Philadelphia story, Ed Carter—statistics . . . statistics . . . statistics.

Meet the Author



JOHN LACERDA, publicity chairman for the 1962 PGA Championship, is a widely known Philadelphia publicist and author.

As a newspaperman, he reported from 42 countries—and in most of them he also played golf, doing articles for *The Saturday Evening Post, Nation's Business, Cosmopolitan,* and others.

In 1955, he was president of the famed Poor Richard Club, which is America's oldest and largest advertising and promotional organization.

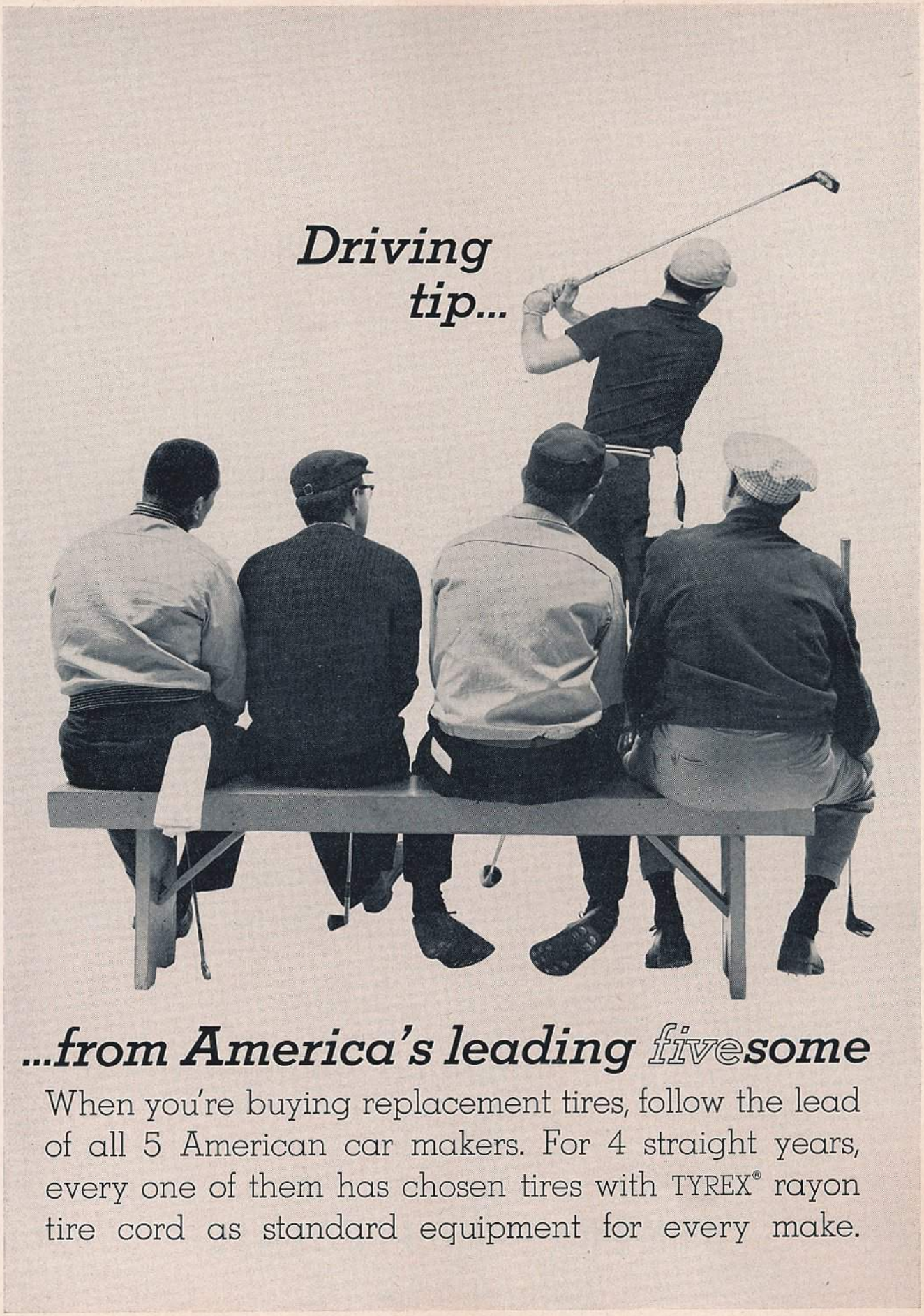
John also has the distinction of having knocked down a 100-foot tree with a tee shot! The tree was old and rotten, and the impact must have set up fatal vibrations.

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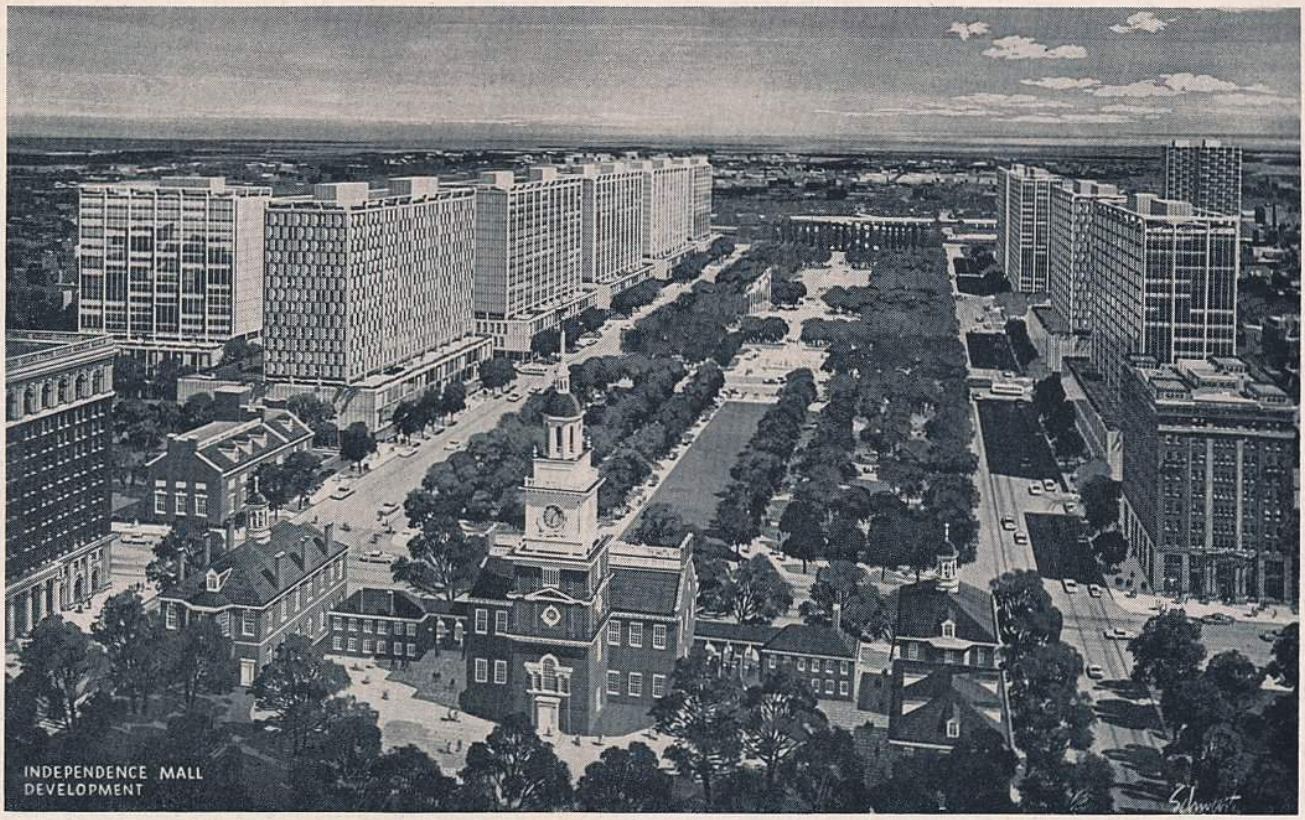


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Powers Philadelphia's Progress



Philadelphia's impressive Independence Mall development as visualized by the Redevelopment Authority will combine the historic, colonial charm of Independence Hall (foreground) with modern, high-rise office buildings. Tree-lined esplanade with splashing fountains will conceal underground parking.

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Contributing to Greater Philadelphia's remarkable rebirth are some 17,000 dedicated General Electric men and women, working to provide products and services with extra values and quality. They are proud of their Company and the contributions they as employees are making to your comfort and convenience at home, to the nation's industrial growth and to America's military defense.

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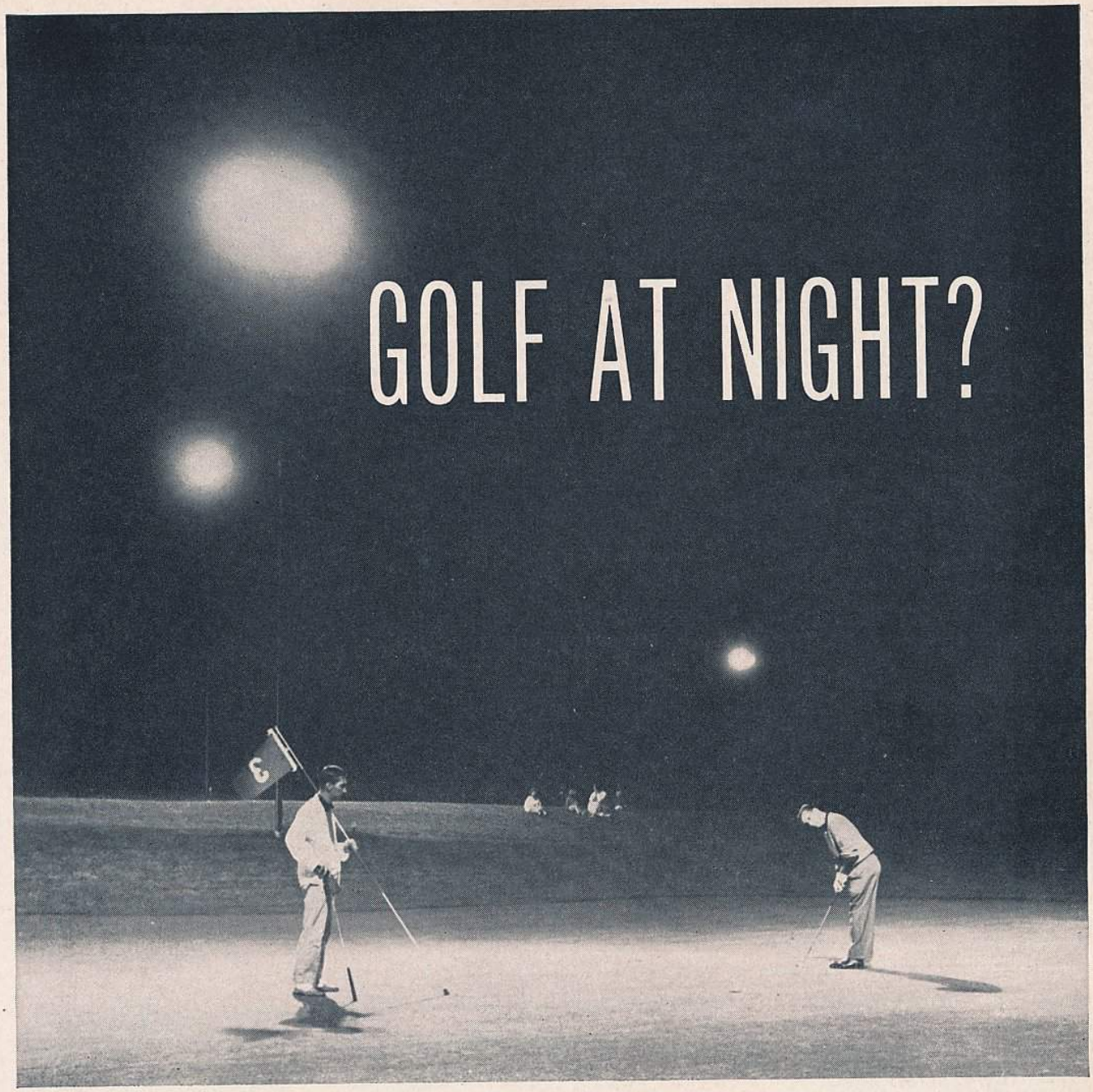
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GENERAL ELECTRIC



Like Arnold Palmer, Johnny Pott is another pro who holds a pilot's license.

HOBBIES OF THE TOURNAMENT STARS

from page 66

Exhibiting the same daring that distinguishes his attack of a golf course, Palmer welcomed the chance a couple of years ago to ride in a jet with a member of the Blue Angels, the Navy's precision flight team.

This year, on the morning of the first round of the Pensacola Open, when he had a late starting time, Palmer took his plane up and, synchronizing his flight pattern, roared side by side with the Blue Angels in several passes over the Pensacola Country Club, scene of the tournament.

Wininger and Bob French, a fine Texas amateur for whom Bo has worked in a public-relations capacity with his oil equipment firm the last three years since he decided to become only a part-time tournament player, have more than a love of golf in common. Both are avid hunters and this fall expect to take a once-postponed trip to Africa.

What will they hunt? "Everything up to elephants," says Wininger, who already has experienced the thrill of bringing down a grizzly bear and will gladly describe the weapon he will use in his quest for the biggest of all the world's animals.

There are others on the PGA Tour who love to hunt, admittedly on a smaller scale than Wininger. Quite a few, Julius Boros, George Bayer, Bob McCallister and Sam Snead among others, enjoy leisure hours with fishing rods in their hands. Snead and baseball's Ted Williams made up one of the nation's most celebrated fishing teams in years past.

Bill Casper's penchant for fishing gained national attention when he won the USGA Open in 1959. There were countless stories told of how he would rather spend his time off the golf course and the tournament trail trying to hook a bass than hook a bag of golf balls off a practice tee.

In fact, he admitted he had been "forced" to spend considerable time with his golf clubs rather reluctantly during his five-tournament vacation from the tour this year. The unusually rainy weather on the California coast at the time was bad for fishing. He promptly won the $50,000 Doral Open when he rejoined the tour.

Gary Player is another golfer who is a hi-fi fan and Lionel Hebert likes nothing better than to make his own music. A talented trumpet player who majored in music at Louisiana State University and once had his own band, Hebert relishes the occasional opportunities that come to him on the tour.

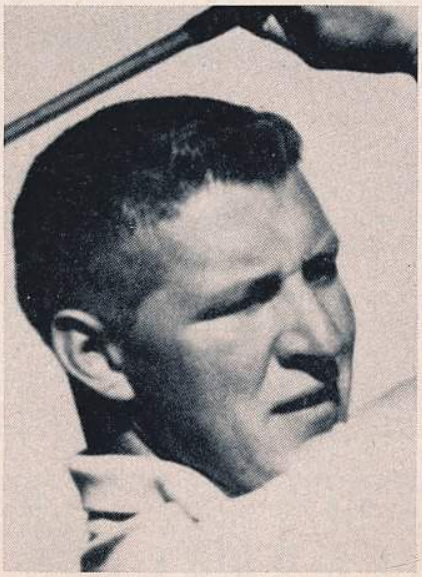
At spots such as Palm Springs and Hesperia in California, he likes to sit in for a few sets at trumpet with a combo. Ken Venturi and Don Whitt get in their licks at the drums and string bass, respectively, on occasions, too.

Palmer is not the only tour golfer who likes to fly planes as well as wedge shots. Johnny Pott also has acquired a pilot's license and Bob Goetz is another addict of the wild blue yonder.

Then there are the collectors. Gene Littler is an auto fancier; Venturi, fastest gun on the tour, has accumulated many firearms.

But to Snead goes the distinction of being the circuit's most efficient collector. Old Sam boasts golf's most impressive collection of . . . you guessed it . . . MONEY!







Three ardent fishermen who reach for their rods and tackle when they leave the tour are, left to right, Bob McCallister, George Bayer and Julius Boros.

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Jimmy Demaret



Masters Champion 3 times and international television favorite.

Gary Player



1961 Masters Champion and top money winner.

Gene Littler



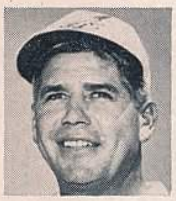
1962 winner of Lucky International Open, Defending National Open.

Jim Stamps



1962 National PGA Club Champion.

Bo Wininger



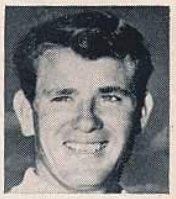
1962 Winner of New Orleans Open.

Joe Campbell



Winner of 1962 Baton Rouge Open. $50,000 hole-in-one winner, 1961.

Doug Sanders



Winner of 1962 Pensacola Open.



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62-16

FROM TOUR TO CLUB PRO

from page 89

putting side. He made one exception, the eleventh . . . a dangerous par-4. "If you ever see me on this green in two," he said, "you'll know I've missed the shot!" Ben plays his approach here to the right of the green, and then chips on. I have seen Bobby Locke do this same thing many times when a shot to the pin meant the possibility of going into a water hazard or an unplayable lie. The boys who gamble on every shot are, as Jerry Barber says, "sleeping in the streets!"

That is the tour life through the player's eyes, but what about those of his wife?

Many of them do the driving while the husband rests. It is the wife who has to search for laundry facilities, find a motel with a kitchen, shop in unfamiliar super markets, pack, unpack, do the worrying for her husband on the golf course, often act as his secretary, and handle the important public relations role.

It is bad enough for the wife without a family, but with children I believe it is one of the greatest strains possible, and those who endure it deserve a tremendous amount of credit.

My wife and I had been married nearly three years, and had been constantly on the road, when the Meadow Brook offer came along. We had never had a home of our own and we both wanted children, so when we saw the course, talked with the Club's officers, and inspected the house which went with the job, it was not difficult to say, "This is it!"



Shelley Mayfield enjoys teaching—finds it a very worth-while part of his life.

For the layman who cannot help but regard the tournament pros in a glamorous light, it might seem anticlimactic to forsake the tour for a club job, but for my own part, I can only look upon it as a worth-while step to family unity and financial stability.

Instead of a handful of weekly acquaintances, we now have a clubful of friends; instead of improving only my own game, I now have the opportunity to work with many players, and teaching is a satisfying profession; instead of the many hours of practicing and worrying over those four-foot cross-grain putts, I now spend that time in the merchandising of my shop and planning service to my members.

(*Continued on page* 159)



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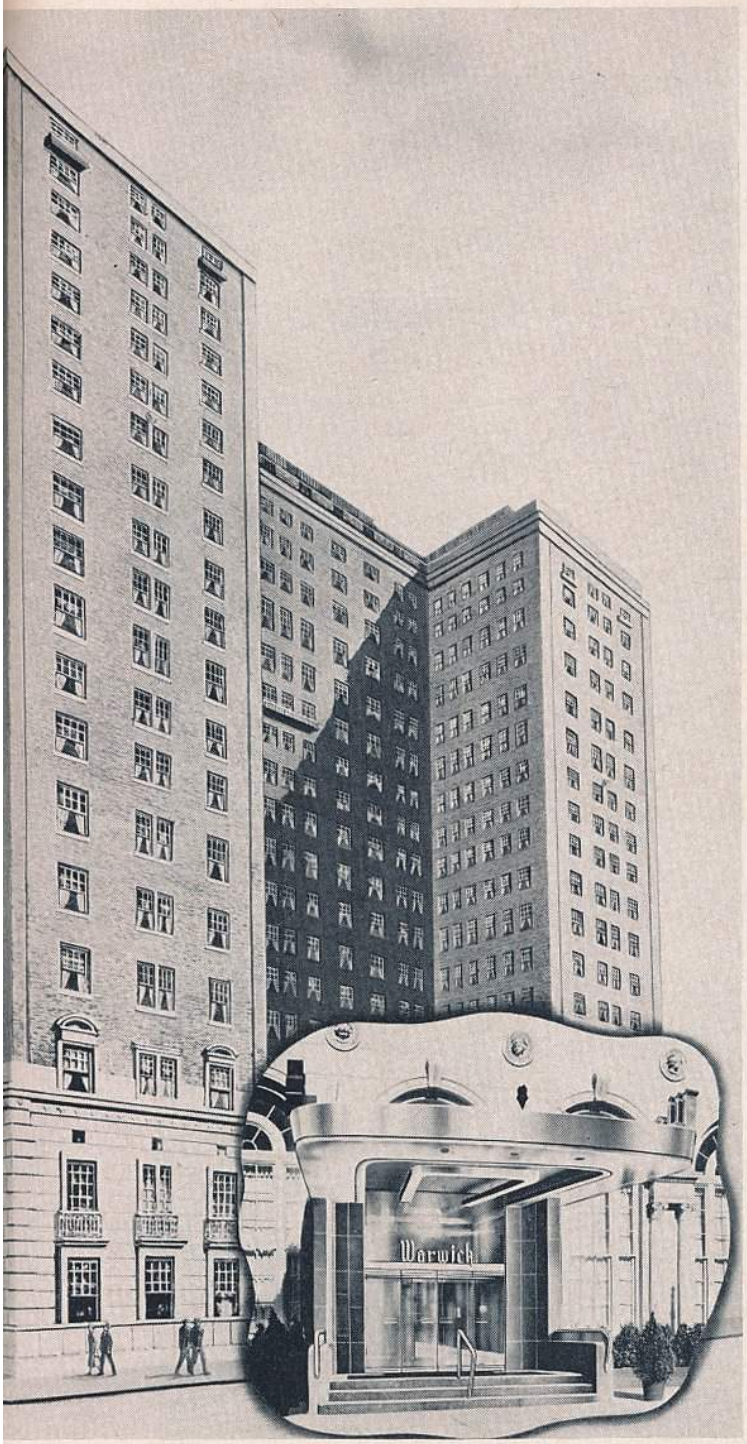
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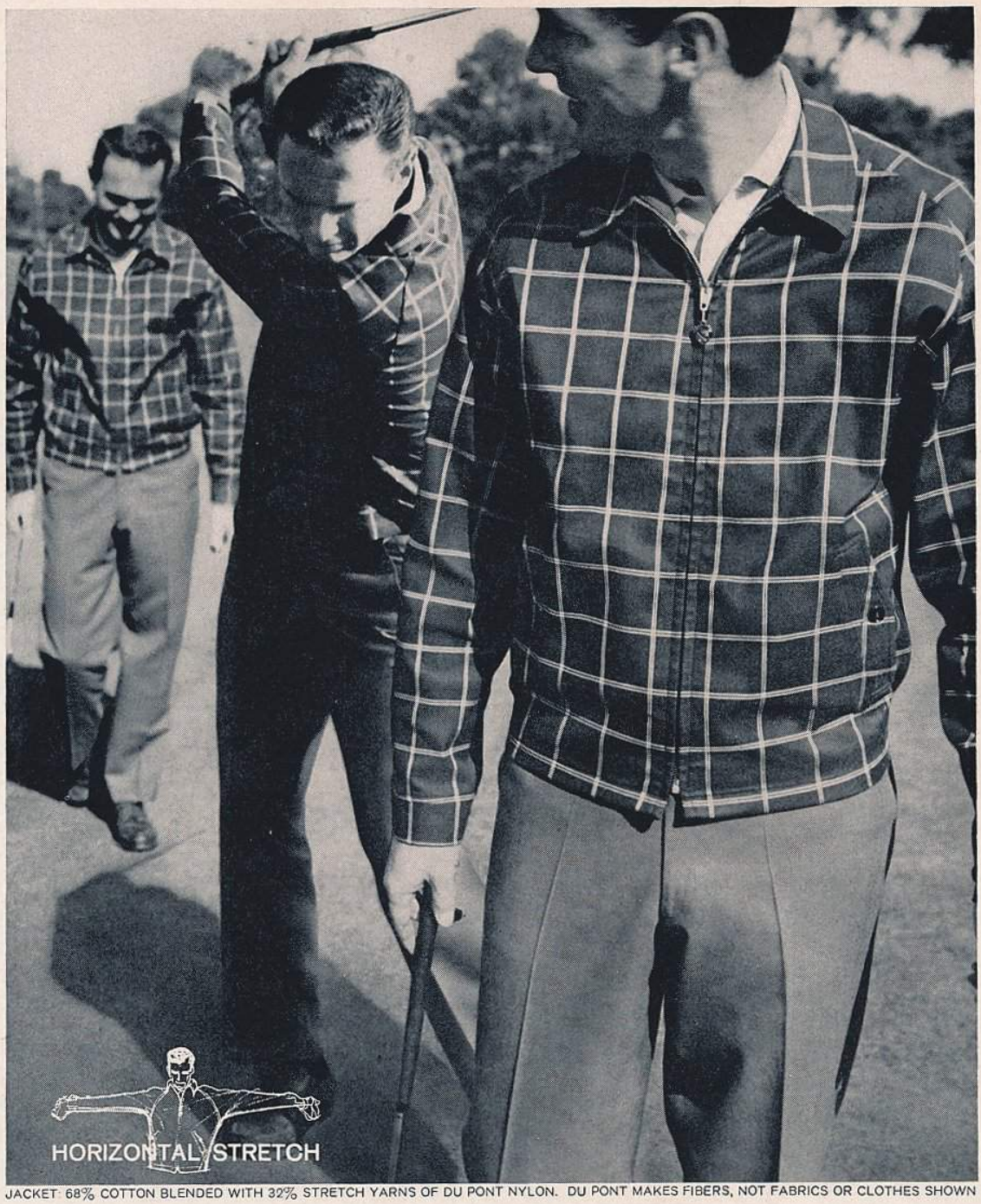
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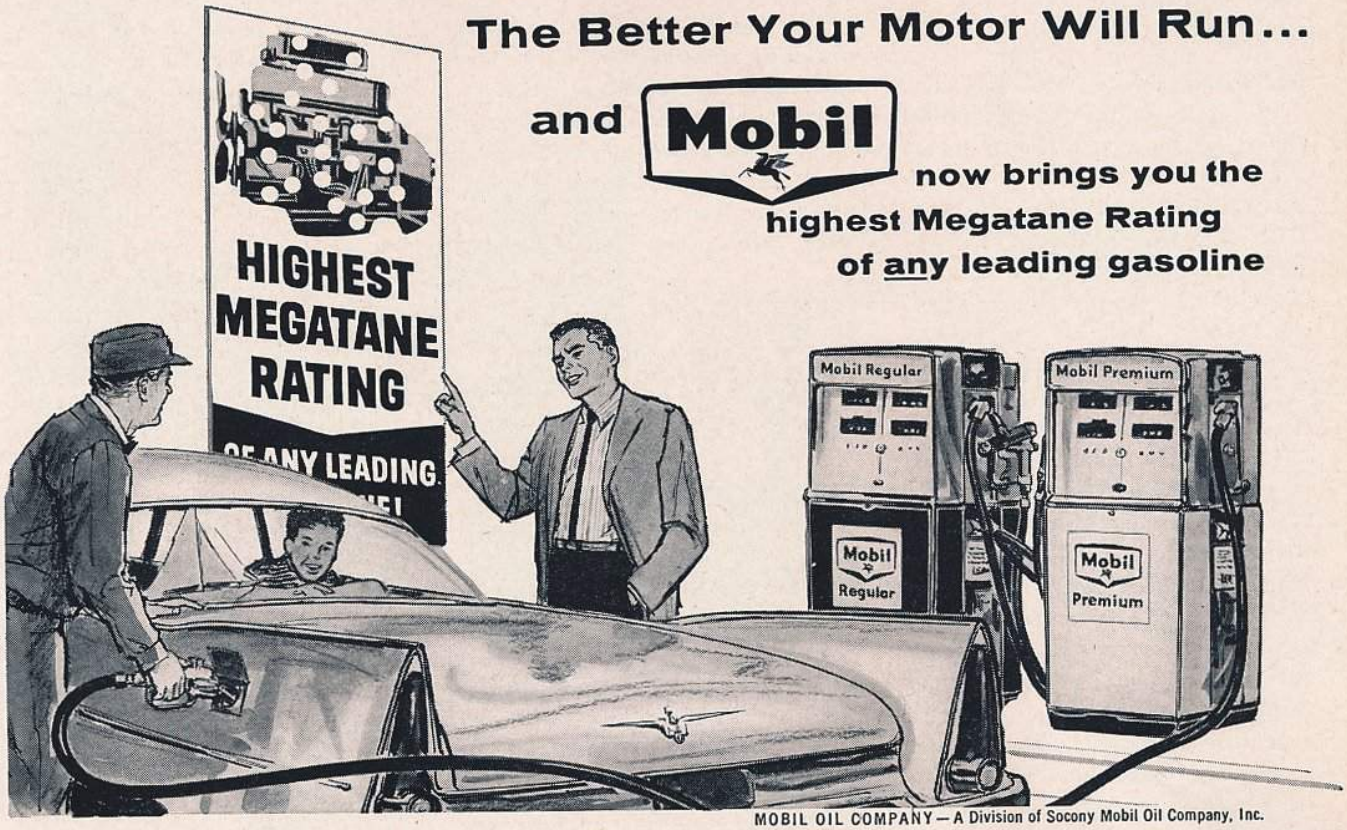
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FROM TOUR TO CLUB PRO

from page 154

In every phase it is genuinely rewarding.

Judged by office standards I suppose the hours of a club pro are long. I am usually at the shop by 9 a.m. and I seldom leave before 7:30 p.m. I work a six-day week, and my "day off" is spent either playing in a Pro-Am or catching up with my shop correspondence and ordering clubs and other merchandise.

Throughout the seven-month season at Meadow Brook, I average about 500 hours of teaching, but even at that I have to leave much of it to my assistant while I attend to the many other duties.

I try to keep my game up to competitive standards as much as possible, and my members are both helpful and encouraging in this. Naturally, it is impossible to keep my game up to the same peak as when I was competing each week, but there are stretches during the season, maybe a few days, maybe a week at a time, when it reaches almost that level.

People often ask me if I miss the tour, and I suppose in many ways I do. I am sure that everyone who has ever played the tour and left it has had at one time or another, the urge to return; however, I have only to go out and play in one tournament and leave my wife and two children, the comforts of home, and the security of a steady job to change my mind pretty quickly. And the older I get, the stronger the reaction.

Each year, on the other hand, it is my constant aim to qualify for the Open and the PGA. When I do, and particularly when I proceed to play creditably in those events, I feel I have shared in the most valued part of two worlds. With few exceptions, the tour is the show window of golf. It is there that you make your name, and there is no denying that a name pro, provided he has the necessary other qualifications, will always land a good club job.

I believe that any young man who loves golf, who wants to make it his livelihood, and who has plenty of playing ability and proven competitive talent, should play the tour for a period of time. He can benefit greatly. If he is exceptionally gifted, with the ever-increasing amount of money being offered and the fringe benefits which accrue, he can lay the foundations for a secure financial future. If he finds he is not quite that good, or that the type of life is not his choice, he has gained invaluable experience and the entree to a club job where his future is his for the making.

★ ★ ★

FIVE DOWN, THREE UP

Gary Player could develop a phobia against playoffs. He has been in five on the American Tour and has lost every one.

Gary had a good reason for going home to Johannesburg, South Africa, after the Masters. He wanted to be with his wife, Vivienne—and was—when their third child, a nine-pound, 10-ounce boy, arrived two weeks later.

PROFESSIONAL GOLF'S NEW HOME

from page 91

be the new PGA National Golf Club.

Principals in the ceremonies included Lou Strong, President of the PGA, and John D. MacArthur, President of Bankers Life and Casualty Company and developer of Palm Beach Gardens. Also representing the Association at the ground-breaking at the PGA's new "home" were Secretary Wally Mund, Treasurer George L. Hall and Executive Director Thomas W. Crane.

Among others who took part in the ceremonies were Jerome V. Kelly, of Kelly Brothers Real Estate, Inc., of Riviera Beach, Fla., an associate of MacArthur, Dick Wilson nationally known golf course architect from Delray Beach, Fla., and Alfred Browning Parker, the eminent architect from Miami.

As soon as the ground-breaking was completed, Wilson put his crews to work carving two championship courses out of the beautifully wooded expanse of Southeastern Florida coastal land.

The two golf courses have been contoured with care to produce two outstanding championship layouts.

Parker was commissioned to design the clubhouse for the PGA's new home club. The Association's principal officers worked closely with the Miami architect every step of the way.



Mixing cement is not below the dignity of multi-millionaire John D. MacArthur, right, who founded the City of Palm Beach Gardens, site of the new PGA National Golf Club in Florida. The ground he gave, plus the cost of building the two courses, comes to some $2,000,000—the largest single contribution ever made to the game of golf by one magnanimous individual.

When the new PGA National Golf Club opens, in time for the 1962-1963 winter season, it will have the finest possible clubhouse and complete "model" golf facilities to go with the two courses which will rank with the best.

The ultra-modern community, of which the PGA will be a part, is being created from miles of ocean beaches, cattle range and farm land.

When John D. MacArthur's "dream" city is completed, it will be approximately the same size as Pasadena, Calif., both in land area and in population.

Encompassing 20 square miles of residential and industrial park areas, the incorporated city of Palm Beach Gardens has been planned to accommodate 125,000 residents.

The new city in Palm Beach County, Fla., has more than one and one-half miles of public, ocean-front beach area and numerous inland lakes. Plans of the MacArthur organization include the addition of many more lakes, as well as a network of artificial "rivers."

(*Continued on page* 164)

An easy drive
to that folding green

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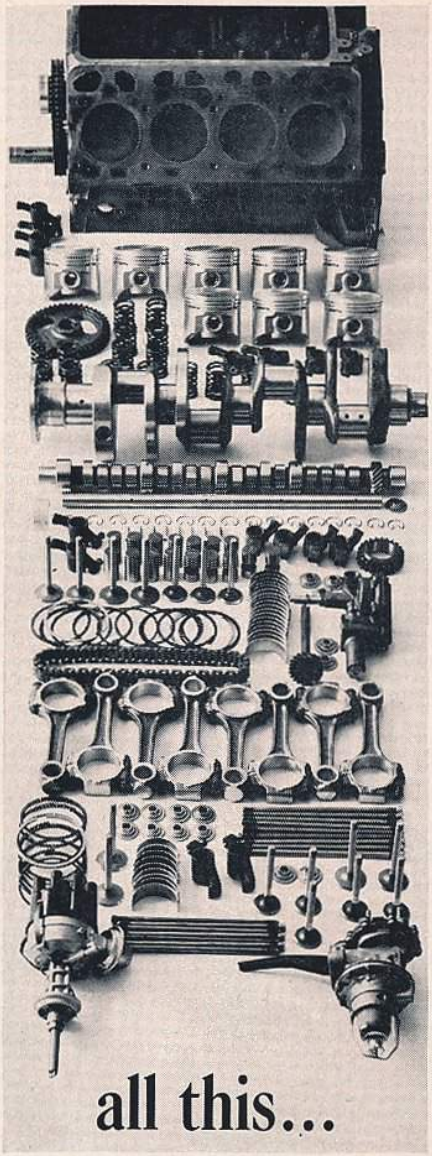
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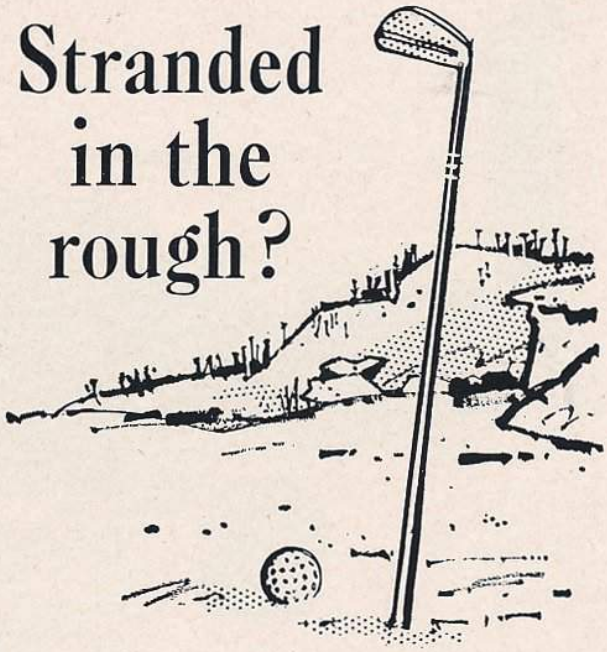


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PROFESSIONAL GOLF'S NEW HOME

from page 160

Through articulate planning, the terrain of the new city has been altered carefully to make the most of an elevation relatively high for Southeastern Florida. Every change added to the natural beauty of the site and, at the same time, improved the already excellent drainage of the overall area.

Everywhere throughout the area being developed by MacArthur and his associates, there is a profusion of native pine trees and palms of every variety known to Florida. MacArthur follows a plan which is in direct contrast to that of many developers. Where others wheel in bulldozers and knock down every tree in sight, he brings in more trees to augment those which are already there, thus adding to his "garden" scheme.

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★ ★ ★

WHAT IS YOUR GOLFING I.Q.?

(*Answers to questions on page* 107)

1. Kolven—Holland; chole—Belgium, a Flemish sport.

2. The 15th century in an Act of the Scottish Parliament in 1457.

3. (a) Samuel Ryder; (b) George H. Walker; (c) the Misses Margaret and Harriot Curtis.

4. (a) British; (b) American; (c) American.

5. Gene Sarazen.

6. (a) a long hitter; (b) laying it dead; (c) flubbing; (d) holing a long putt for a par.

7. (c) none.

8. True. "Scotch" foursome is the American terminology.

9. Warren G. Harding.

10. They both weigh 1.62 ozs., only the size is different.

11. The British Amateur Championship which he won at St. Andrews.

12. Tommy Armour; Byron Nelson; Chick Evans; Lawson Little, Jr.; Paul Runyan.

13. (c) 1916.

14. False. He was second in 1947. Gary Player holds that distinction.

15. (a) Light Horse; (b) Little Poison; (c) Lord Byron; (d) the Chocolate Soldier (because he played out of Hershey).

16. (b) 4¼".

17. No. He may replace it, but he may not borrow from anyone on the course. (Rule 3-b).

18. (e) Arnold Palmer. All the others have won both the Open and the PGA, Palmer has yet to win the PGA.

THE ROYALTY OF GOLF GLOVES

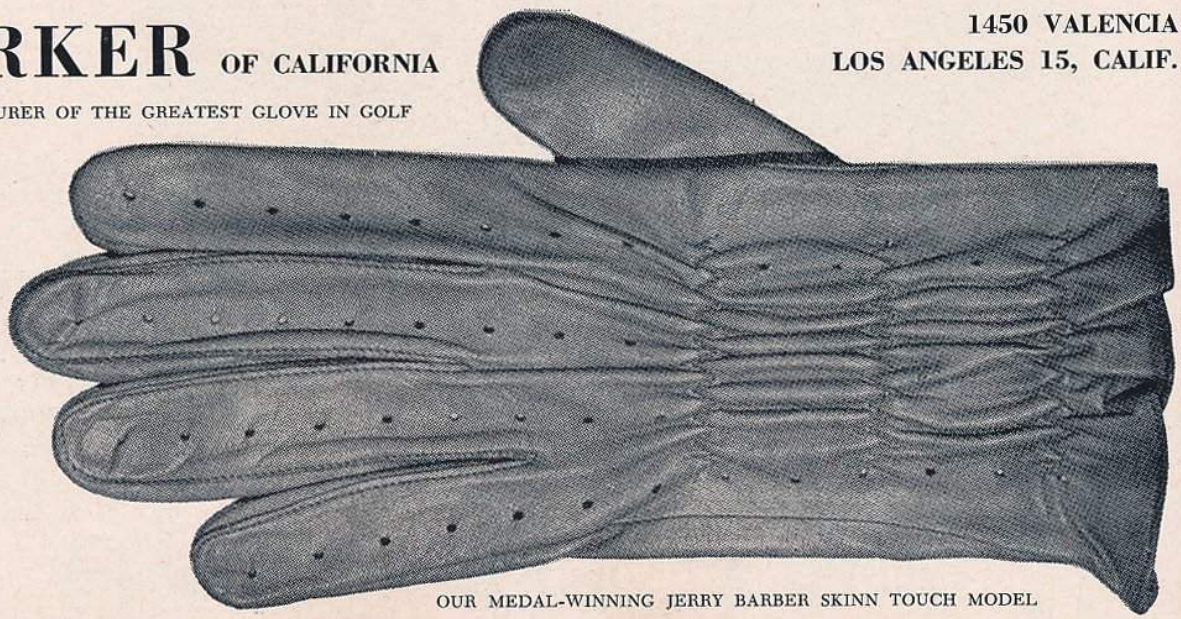
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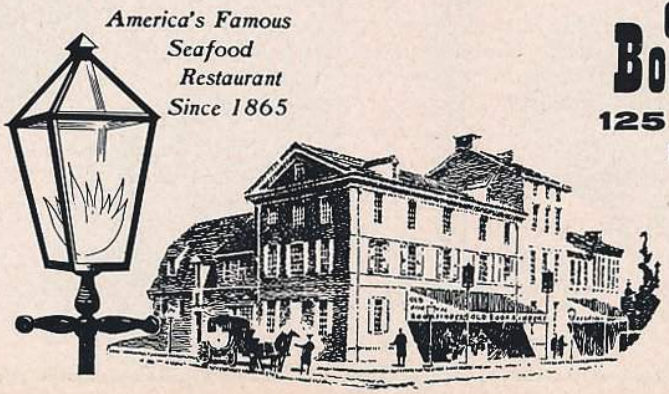


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Will Grimsley, well-known sports writer for Associated Press, prefers to gather his "heresay evidence" from the fair sex. While the other golf writers are prowling the men's locker-room, personable Will finds little difficulty in making more worth-while contacts in less masculine quarters.

FROM THE PRESS TENT

from page 100

inconclusive, bulletins back home.

For background on happenings in previous major tournaments, we scribes lean most heavily on Charlie Bartlett, the much-traveled golf writer of the *Chicago Tribune,* with the IBM recall. If Charlie wasn't there when it happened—which seldom occurs—he at least read about it and catalogued it in the proper slot of his IBM noggin.

For background on individual players there has been, of recent years and until his PGA promotion this year to the job of tournament manager, vacated by Ed Carter, the incomparable Jim Gaquin. No matter how little known the player who erupts as newsworthy, Gaquin can immediately produce and distribute a mimeographed biography on him. While Gaquin's successor, Don Giffin, as PGA public relations liaison with the scribes, undoubtedly is competent, it was with a great sense of relief the scribes learned that the PGA still plans to make Gaquin available in the press tent during tournament play.

Of course, the scribe's chief reliance for an expert accounting is the locker-room interview with any golfer who happens to be hot. Actually, any golfer who finishes a round several strokes under par will find the aisle to his locker completely blocked by scribes waiting for a detailed account.

He is subjected to a barrage of questions that would stagger the most case-hardened public figure, but ultimately some semblance of order is restored and the golfer gives a stroke-by-stroke rundown. This, when later translated into copy, automatically stamps the most inexperienced golf chronicler as an expert observer.

I am often asked by fans how these golfers react to this questioning and so, I am sure, are all the other scribes. Any time we compare notes among ourselves we agree that the rollicking, fun-loving and inevitably good-natured Jimmy Demaret is the most amenable.

Demaret will answer any question, no matter how inexpert or even stupid, with either grave patience and a twinkling eye, or with a happy quip and a broad grin. If it happens to be a question of serious import, Demaret

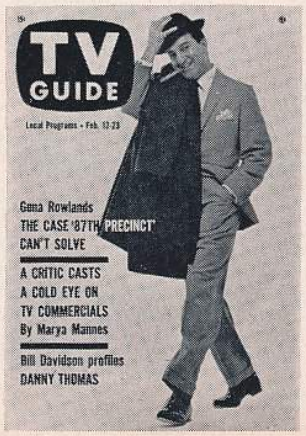
(*Continued on page* 170)

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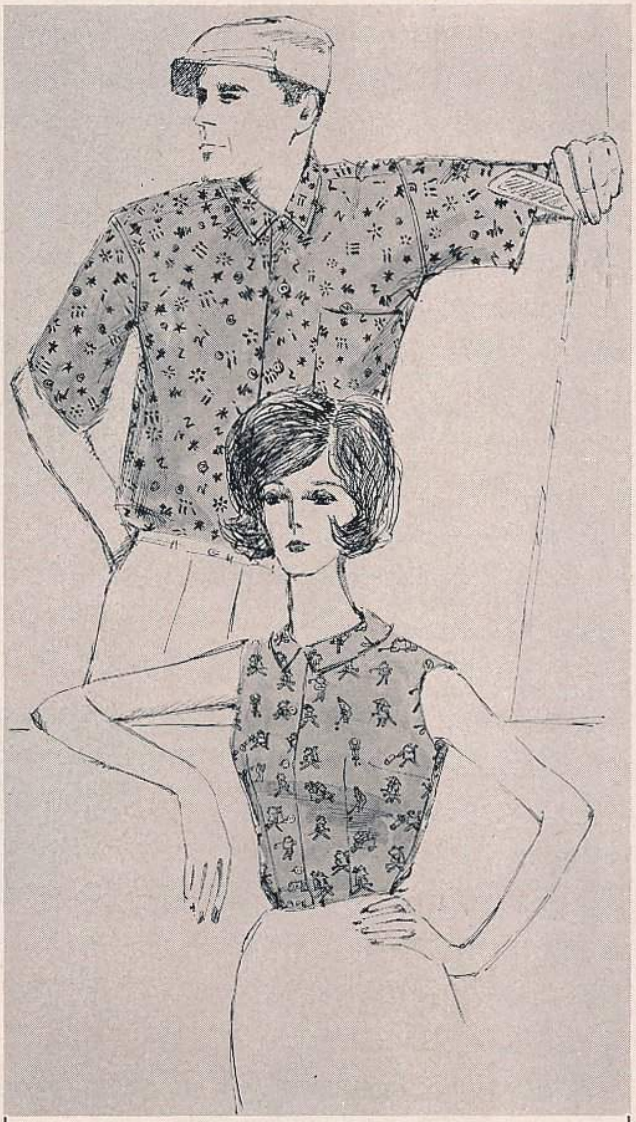


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FROM THE PRESS TENT

from page 166

changes, chameleonlike, from court jester to court judge, and will amaze you with his sharp insight and clarity of response.

I personally rank Horton Smith and Byron Nelson as equal to Demaret in amenity and astuteness, though neither is capable of any response other than one of studied seriousness. On matters involving tournament policy, personal conduct, golf etiquette and playing technique, I prefer to talk with this courteous, interested, and highly intelligent pair.

Scribes not long acquainted with them will be misled by the gruff exteriors presented by Lloyd Mangrum, Doug Ford, Lawson Little and Lionel Hebert. The first reaction is one of having been partially rebuffed, but a firm stand and a little additional probing will reveal them as genuinely friendly and helpful personalities.

In all my experience, which is approaching 40 years, I can recall but one positive rebuff, shared with a sizable group of interviewers who obviously suffered the same shocked reaction. Tommy Bolt, in his earlier and more incorrigible period, had scored a 70 to be the early leader in the Masters.

We sought him out in the clubhouse locker-room and told him we would like to ask him something about his fine round.

Tommy glared at us. "There's a scoreboard out there," he thundered.

We left him. I am glad to say, however, that in recent years Tommy has been, for the most part, jovial and agreeable to scribes.

Many of the fellows claim that Ben Hogan used to be the toughest of the top pros to interview. I never found him so even during the days of his cold aloofness. Following his escape in the near-fatal auto accident of 1949, Ben mellowed noticeably, and because of his forthrightness and his keen, analytical mind, is one of the most crowded locker-room victims.

Sam Snead is easily approachable by scribes he has known and is a rare and highly colorful source of writing material. He speaks in an earthy patois that has to be doctored for printing but he is the golf writer's choice as the most entertaining question-and-answer man in the game. He is the only narrator I've known who can crack the cold Hogan exterior and make him laugh audibly.

Almost without exception the touring golfers are affable and accommodating but some of the younger ones are so shy as to be inarticulate. Among those who not only are voluble, but also gifted with fine news sense, are Gene Sarazen, Ken Venturi, Gary Player, Arnold Palmer, Peter Thomson, Bobby Locke, Bob Rosburg, Mike Souchak, Cary Middlecoff, Julius Boros, Ed Furgol, Jay Hebert, Johnny Pott, Doug Sanders, Gardner Dickinson, Jack Fleck, Don January, Stan Leonard and Paul Harney.

Jack Nicklaus, Tommy Aaron, Joe Campbell, Billy Maxwell, Bruce Crampton, Bill Collins, must be asked highly leading questions.

The time is past when a scribe could follow a Bobby Jones, Walter Hagen or Ben Hogan and feel confident that

(*Continued on page* 172)



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FROM THE PRESS TENT

from page 170

a suitable and colorful "lead" would be forthcoming. Nowadays it is too likely to be a Billy Joe Patton, a Ken Venturi or a Jack Fleck who not only becomes the most picturesque news source, but who frequently dominates the picture to the virtual obscurity of the big name boys. Hence, the indispensable value of Ken Everett's scoreboard, locker-room interviews, and background boosts from Bartlett and Gaquin.

Not that the golf scribes are content to confine themselves to the press tent and locker-room. Fundamentally, they are still the game's most rabid fans. All of them when not pressed by deadlines can be spotted out on the course, fighting for fleeting glimpses of the play—not so much with a view to gathering material, as for the sheer joy of watching experts at the most gripping game of them all.



Meet the Author

When ED MILES' byline appears in the *Atlanta Journal*, its readers know they're getting their money's worth. Ed has been writing golf since 1924, and was tutored by none other than the great O. B. Keeler, into whose illustrious shoes he stepped in 1946.

As a youngster he shot in the 70's; as the respected 62-year-old President of the Golf Writers Association he now admits to the low 80's, though his opportunities for playing these days are rare.

A pitcher for Oglethorpe University in his college days, a Lieutenant-Commander in the Navy during World War II, and Director of the Georgia State Golf Association, Ed has the personality to charm a story out of the most case-hardened of golf pros.

★ ★ ★

LOU STRONG, SPORTSMAN

PGA President, Lou Strong, is not just a "one sport man." While in high school he played football, basketball and baseball. Later, when assistant to Ralph Johnson at the Urbana Country Club, Illinois, he spent six winters working as a football and basketball referee. For two years he was President of the Central Illinois Officials Association.

TRUE MODESTY

Harold Henning shot one of the year's "peculiar" sub-par rounds in the Texas Open. He had everything from an eagle to a double-bogey, ran an approach at one green only to have it hit a sprinkler spout and bounce back toward him, then finished 3-3-3-3 for a one-under-par 70 at Oak Hills.

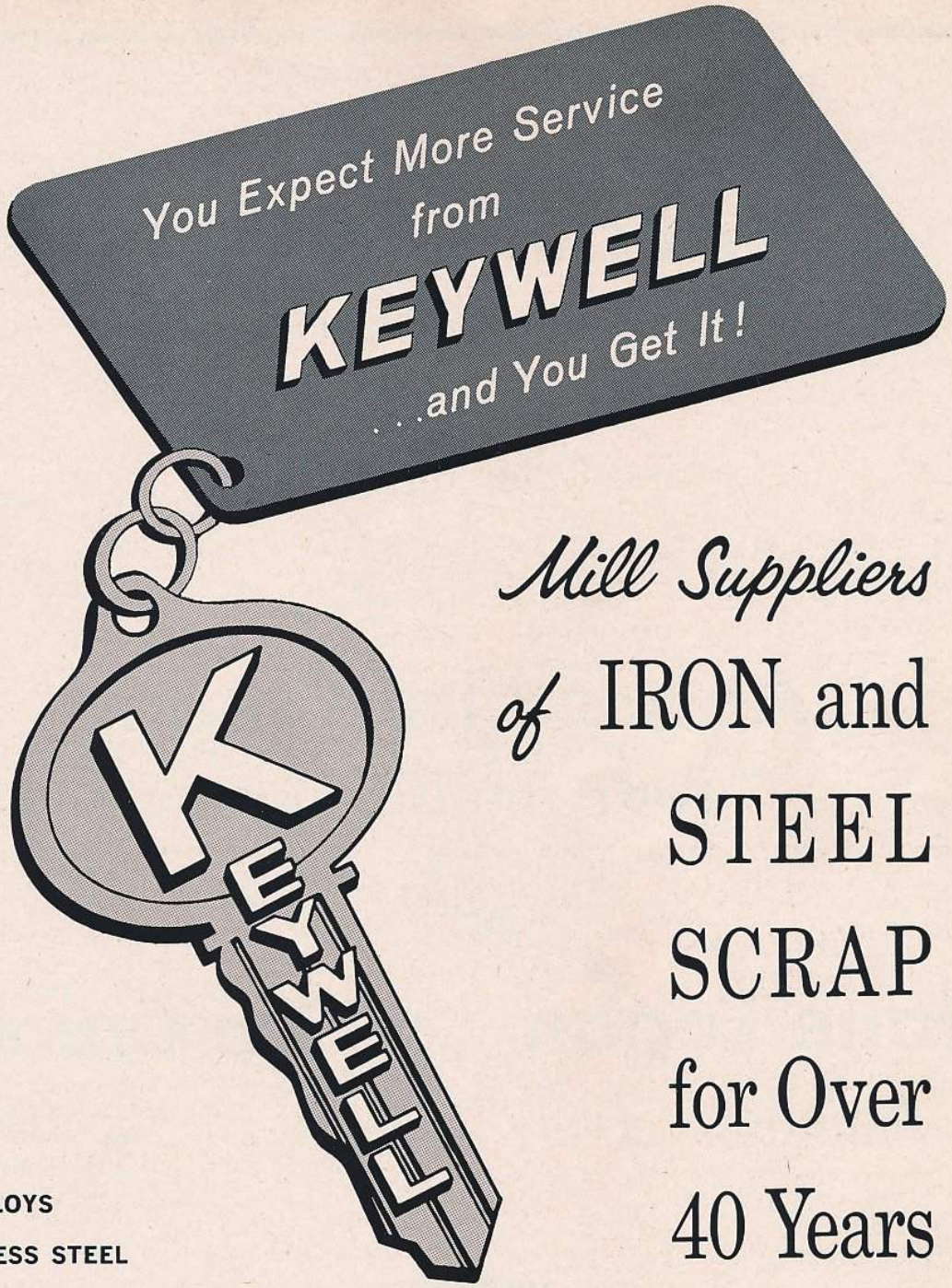
In a classic understatement, he called it "quite a good finish."

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WHAT'S IN A NAME?

from page 103

books and newspapers, exclusive magazine series and newsletters.

The so-called playing affiliation is another area which is participated in by most of today's leading tournament professionals. Palmer, during 1961, played out of the Country Club of Miami in Miami, Florida; Doug Sanders plays out of the Ojai Country Club in Ojai, California; Gary Player out of the Ponte Vedra Golf Club in Ponte Vedra, Florida; Jack Nicklaus out of the Tucson National Golf Club in Tucson, Arizona; George Bayer, Bill Collins and Jay Hebert play from the swank new Doral Country Club in Miami, Florida. Generally these affiliations are used as a means to attract guests and tourists to the courses in question and the players are required to devote a certain amount of time each year to being present at the site of their playing affiliation.

McCormack has had a hand in many of these appointments, negotiating contracts, supervising their operation and determining their scope and territorial extent. A golfer himself of championship caliber—he has participated in four Amateur Championships and in the 1958 US Open—he is alert to every golfing potential.

The money that can be won on the tournament circuit itself is big—24 players won more than $20,000 last year, but it is still incidental to the tremendous commercial potential that lies in wait for the name player. McCormack estimates that somewhere in the vicinity of $5-10,000,000 worth of products will be sold in 1962 bearing the names of Palmer and Player alone, so it is surely on the cards that rival companies will want to seek the endorsements of other established stars.

The biblical adage "to him that hath, shall more be given" was never more true than in professional golf. Players are out there not just to make a living, but to establish their name in the minds of the nation's millions of golfers. You don't make your name by winning one tournament, you have to make constant headlines before the name sticks, but when it does, it could be worth a million!

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THE GAME OF A LIFETIME

from page 99

golf added impetus for several reasons, the most important of which is family recreation.

These short courses cut the playing time in half, allowing women the opportunity for a round which they might not otherwise find time to indulge in.

With the emphasis on accuracy rather than length, women are more able to compete with men on equal terms, or offspring with their parents. And if these short courses are properly designed, they will still give most average golfers an opportunity to use nearly every club in the bag.

But above all, beginners have less hesitancy about learning if they can start to play on a short course, and this holds good for every category of beginner.

The tremendous growth of golf overseas, and the participation of foreign players in U. S. events is in itself an added stimulus. The interest in other countries is building up, and the decision of the Shell Oil Company to run a second series of televised international matches next winter will give added impetus to the steadily growing contingent of "fringe" golfers.

Credit must go to the far-seeing military advisors who are responsible for many overseas servicemen having been introduced to golf at the various courses which have been built around the world at our far-flung international bases. The enthusiasm these boys have acquired has been carried over into civilian life and has often spread to their families and friends.

Golf in the United States shows an encouraging growth experience since World War II. Nearly 2,000 new courses, both standard and short, have been built. The number of golfers has doubled. Each year sees an increased number of new courses put into play and an increasing number of new players taking up the game, though unfortunately the former cannot keep pace with the rapid expansion of the latter.

It all sounds very heartening, but we are only scratching the surface of the latent potential that exists in this country.

Scotland, England and Australia put us to shame in the percentage of population to the courses available. In the United States there is approximately one course for every 28,000 people, whereas the above countries have a golf course for approximately every 8,000 to 10,000 people.

Let's give our youth an opportunity to play golf and enjoy the game for a lifetime. When this is done, and enough courses are built to take care of the demand, golf will become the number one sport in the nation.



It is never too young to start golf. The pity is when you start too late.

Meet the Author



REX MCMORRIS, Executive Vice President of the National Golf Foundation, Inc., in Chicago, that praiseworthy nonprofit organization which merits far more recognition than it currently receives, has had an interesting and varied career.

After graduation from Eastern Illinois Teachers College (now Eastern Illinois University), he taught school in the Virgin Islands, was a staff reporter on the El Paso (Texas) *World News,* and later became the first paid Executive Secretary of the El Paso Teachers' Association.

He returned to Illinois as Projects Promotion Secretary of the United States Junior Chamber of Commerce at their then headquarters in Chicago, and graduated to Executive Vice President of the National Jaycees until his automatic resignation at age 36.

Rex stayed on in Chicago to become managing editor of *Golfing* and *Golfdom* magazines. He left this post eight years ago to assume his present position.

★ ★ ★

HE LAUGHS AT HIMSELF

Fred Hawkins is a pro with a sense of humor. After failing to make the 36-hole cut in three consecutive tournaments he quipped: "I've just been a weekday golfer lately. What do you have to do to get a starting time, Saturdays and Sundays?"

★ ★ ★

PALMER, THE MAN

In case you don't think determination accounts for some of Arnold Palmer's success, consider this remark he made to a banquet audience at Greensboro: "I think I want to win tournaments more than anything else in the world."

Then, there was Bob Jones's accolade to Palmer after the Masters: "Your courage, skill and stamina are unmatchable. I have the most extravagant admiration for you both as a person and a player."

★ ★ ★

TIE, TIE, TIE AGAIN

The Houston (Texas) Classic golf tournament, won this year by Bobby Nichols, after a three-way tie with Dan Sikes and Jack Nicklaus, has set a record in PGA co-sponsored events. 1962 was the fourth consecutive year that the regulation 72 holes has finished in a tie, necessitating a play-off.

In 1959 Jack Burke, Jr., won after tying Julius Boros; Bill Collins got the better of Arnold Palmer over the extra distance in 1960, and last year Jay Hebert needed 19 holes to settle the score with Ken Venturi.

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GOLF IS WHERE YOU WANT IT

from page 57

9-hole "course" has been described by one visitor as giving "unlimited scope for a display of endurance."

Constructed from a rocky, sandy wasteland, rough wooden platforms have been built on top of sand dunes and outcroppings to serve as tees. From tee to sand green, you trudge—and play—through one continuous sand trap, often ankle deep.

But the greatest hazards are found not on the course itself, but from "outside agencies" in the form of mosquitoes, blackflies, and thieving ravens.

The members, from experience gained through rounds of suffering, know just when it is safe to swing between insect attacks, but the unfortunate visitor, in a vain attempt to save skin rather than golfing face, loses all sense of timing and rhythm in his battle for self protection.

To add insult to painful injury, the ill-omened ravens circle overhead like vultures—their prey, white dimpled "eggs" which they carry off to the nearby wilderness.

The Yellowknife course has earned the undisputed title of "roughest and toughest in North America." But to its members it spells a four letter word—GOLF.

Still in the land of the midnight sun, but in a far more ethereal setting, lies Björkliden, in northern Sweden, 200 miles inside the Arctic Circle.

In this sparsely populated land of Lapps and reindeer, mountains and glaciers, magnificent waterfalls and picturesque lakes which shimmer and dazzle even in the midnight sun, one hardly expects to find a golf course. But there it is, nine holes laid out on virgin soil with the natural arctic moss for fairways, and tees and greens constructed from a cinder compound.

Play is only possible June through August, and even in June patches of snow still lie on the ground. But despite the primitive conditions, this is one course of never-to-be-forgotten memories. On the one hand its scenic splendor leaves you spellbound. On the other, its isolation overwhelms you with a feeling of peace and serenity.

You may not find a pro to advise on local conditions, but you will find Lapland lasses in traditional costume to carry your clubs and grin from ear to ear when you cross their hand with silver.

Whither now? A trip due south behind the Iron Curtain to Hungary's Budapest?

At the Air Free Golf Club, tucked away across the Danube in the hills of Buda, amongst rocks and outcroppings, you come across a western oasis of recreation and laughter in an eastern wasteland of morbidity.

This haven in the hills is owned by the United States Government and thus is diplomatic territory. It sports a clubhouse, swimming pool, tennis courts, and four golf holes—one could hardly call it a golf course. The holes vary from 90-170 yards, and you take your life in your hands as you crisscross the diagonal line of play, but to members of the various western Diplomatic Corps it is more than a means to an end, it is golf at its best

(*Continued on page* 184)

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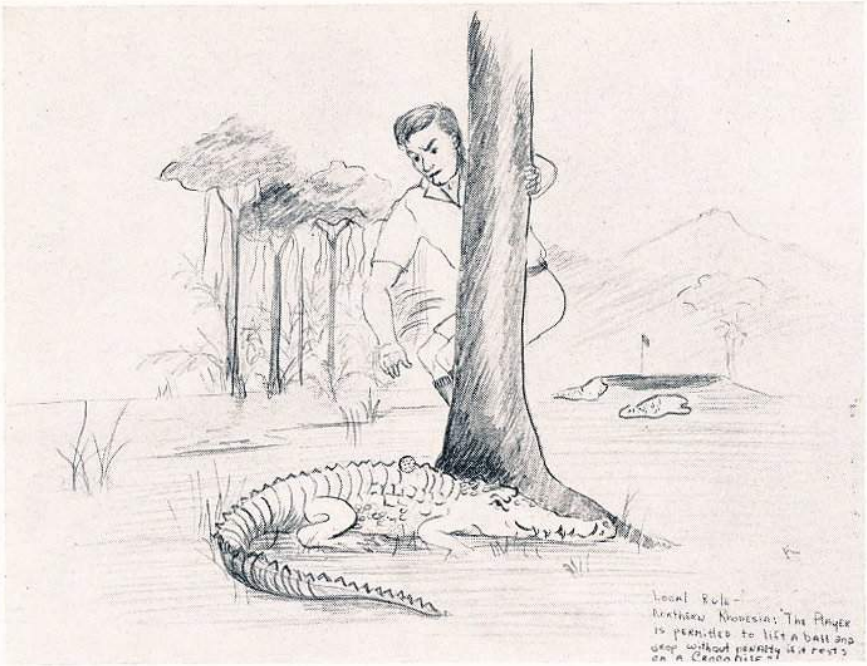
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Kasama Golf Club permits its members a free drop if their ball comes to rest on a crocodile.

GOLF IS WHERE YOU WANT IT

from page 180

in Budapest. There is no alternative!

Baghdad conjured up a city of awe and majesty for me when I was a child—a land of magic carpets and intrigue. Imagine my dismay when I recently learned that its golf course was constructed from local mud with oiled, sand greens, and was infested with desert rats and snakes. The only intrigue emanates from the crows who delight in flying off with the golf balls.

Until such time as the oil-rich Sheiks of the Middle East become golf addicts and find a way to irrigate the desert, the local western population will have to be content with improvised "courses."

One Middle East course which rightly claims to be the lowest golf course in the world, has been constructed from sand and shingle by the owners of the Kallia Hotel on the northeast shores of the Dead Sea in Trans-Jordan. This 9-hole circuit lies 1,250 feet below normal sea level. Its one redeeming feature is the thought that if it breaks your heart and blisters your feet, you can blissfully cast your clubs upon the waters in the full knowledge that they cannot sink!

In India, land of sacred cows, the bovine creatures appear to take precedence over the sanctity of the fairways. Time and again local rules have been adopted to give relief from dung or hoof marks. But where grass is non-existent, such as, I presume, at the Temple Hill Golf Club, it is not enough that the caddie carry a bag of clubs, he must also bring along a doormat. Local rule No. 4 states: "Doormats may be used for all strokes taken in the fairway of the hole being played except in hazards."

Across the foot of Temple Hill's local rules is printed the notice: "Save for the above, the *latest available* Rules of the Royal and Ancient Golf Club of St. Andrews shall apply." One can visualize a tricky situation arising when a retired colonel, with a recently arrived book of Rules, turns to his once superior officer and accuses him of "not playing the game, old boy!" But no doubt British justice would prevail by the time they reached the 19th.

Animals and insects, the world over, have had to be taken into consideration on many golf courses.

The Nyabza Golf Club, at Kisumu, Kenya, on the shores of Lake Victoria, carries a local rule allowing golfers a free lift at a safe distance should their ball come to rest in dan-

(*Continued on page* 187)

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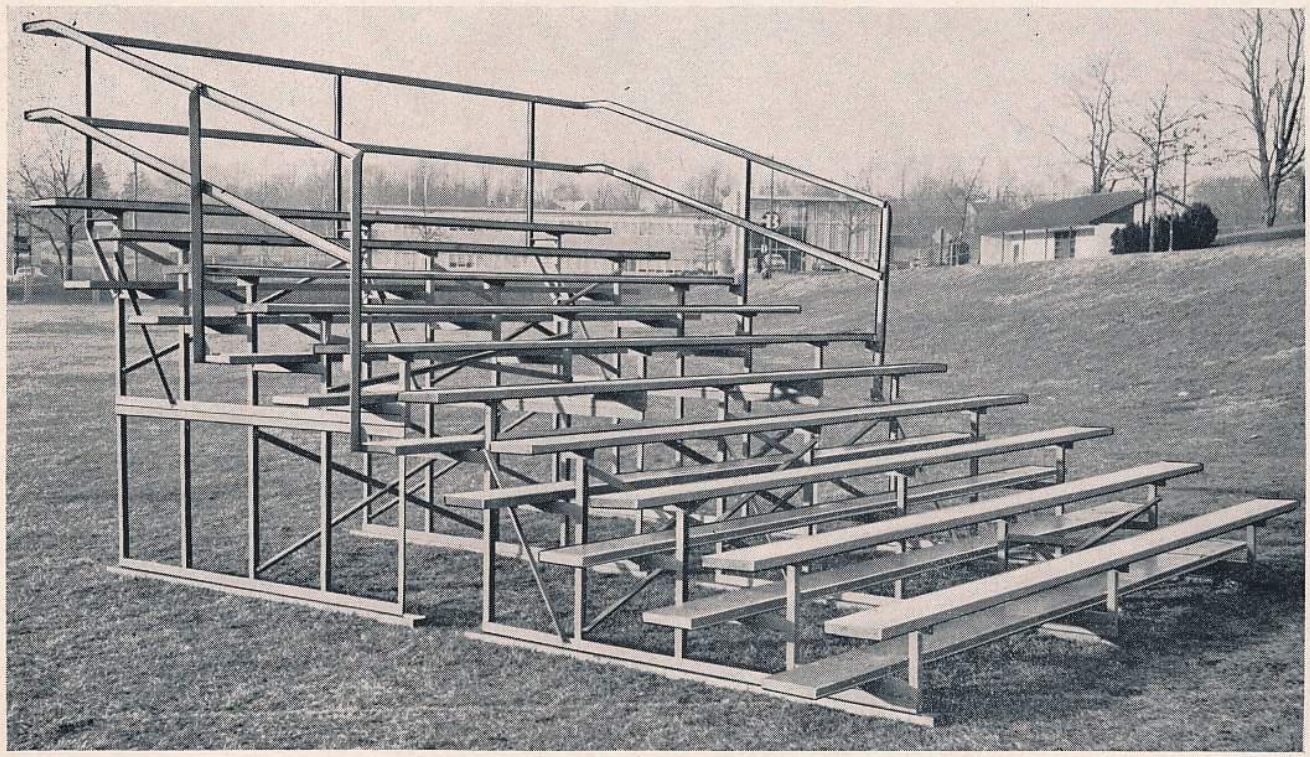
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GOLF IS WHERE YOU WANT IT

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gerous proximity to a hippopotamus or crocodile. But, of course, in keeping with the spirit of the game, this privilege is governed by the usual phrase "but not nearer the hole!"

Kasama Golf Club, in Northern Rhodesia, is bolder and more blunt. It merely states: "The player is permitted to lift a ball and drop without penalty if it rests on a crocodile." As simple as that!

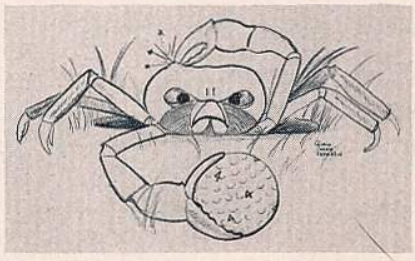
Hippos roam the Jinja Golf Club, Uganda. No thought is given for the safety of the members, but relief is granted them should their ball rest in a hippo hoof mark, or the giant pugmark interfere with the line of play.

It is difficult to decide whether a local rule at Kitgum Golf Club, Uganda, is promulgated by humanitarian reasons or a shortage of caddies. It states: "Members are requested not to send their caddies into the rough due to the danger of leopards."

A local rule at the Abercorn Club, in Northern Rhodesia, allowing a free drop within a club's length of any antheap on the fairway might seem to the layman to be pampering the player, but, then, antheaps in Central Africa can rise to as much as 20 feet, a somewhat unfair hazard by any standards.

The troubles which beset the Beira Golf Club members in Portuguese East Africa might not be dangerous, but they are equally infuriating. They are victims of land crabs which burrow deep holes large enough to hold golf balls, which are often irretrievable.

These amphibians are also the bane of the existence of the Darwin Golf Club members in Australia's remote Northern Territory. But besides the land crabs which come in from the tidal swamps, the Darwinians have to contend with wallabies and bandicoots, hawks and crows, during their six-month season in addition to forming working parties to cut back the eight-foot-high spear grass which shoots up after the monsoonal rains.



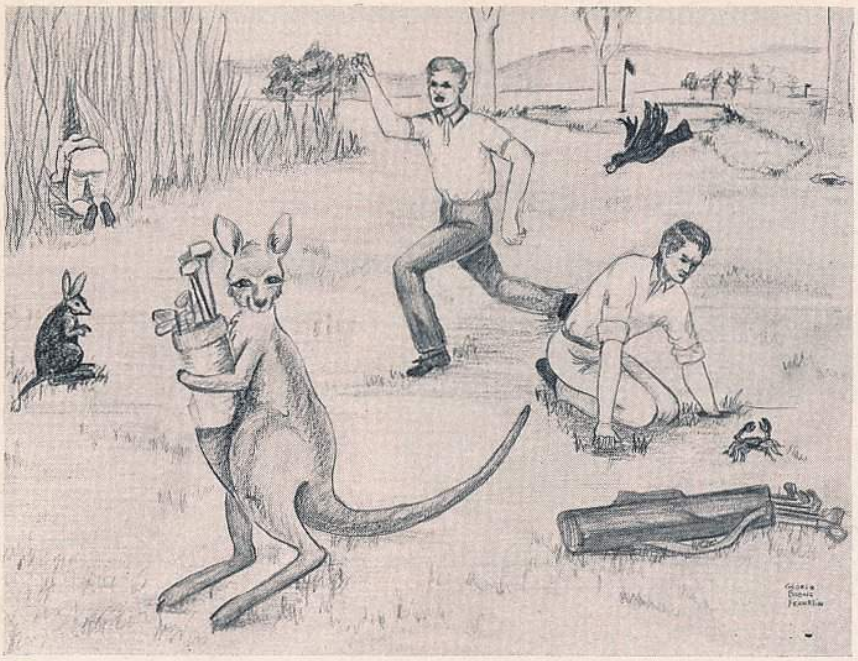
Land crabs are the bane of the existence of the Beira Club members—and vice versa!

The spirit of the avid golfer is quite undaunted wherever he may travel. A new colony of Britishers, Australians and New Zealanders in North Borneo was determined to have a golf course although the only available land was dense jungle. So, through sheer will and determination, was born the Jesselton Golf Club some eight years ago. Now it is a flourishing club with over 100 playing members and a healthy junior section.

Tiny Christmas Island, that 60-square-mile dot in the Indian Ocean of atomic significance, has a similar story to tell. Now ten per cent of its mixed population of approximately 900 are members of its 9-hole course which was founded in 1955.

The small island colony of Singapore has five clubs and six courses,

(*Continued on next page*)



Golf at Darwin, Australia, can turn into a pantomine as members try to cope with kangaroos and bandicoots, land crabs, hawks and crows, and eight-foot-high rough, the result of monsoon rains.

GOLF IS WHERE YOU WANT IT

from preceding page

and an aggregate membership of 3,400. At the 9-hole Keppel Club, 200 steps lead up to the clubhouse—the only approach—yet its 400 members are more than willing to puff and pant to the top for their round of golf.

Many remote islands around the world have managed to spread the gospel of golf despite the heavy odds against them. Fred Byrod, Sports Editor of *The Philadelphia Inquirer,* tells me of a primitive course he discovered in the Tongan Islands during World War II which had been laid out around an ancient native burial ground. A shack, large enough only to store clubs, served as the clubhouse.

Honiara, in the British Solomon Islands, sports seven holes with a par of 28. Fourteen holes would appear to constitute a "round" as the record stands at 56.

The most southerly course in the British Commonwealth (and the British have been the golfing pioneers in the vast majority of instances) is to be found at Port Stanley in the Falkland Islands, well below the 50th parallel. But this is by no means the most southerly course in the world. Colored golf balls were shipped last spring (our fall) to men stationed in the antarctic, but to the best of my knowledge no leading golf course architect has been called in to plan a championship snowbound layout.

Just as Britain had special war rules allowing competitors relief from certain contingencies due to enemy action, so, too, does Tocopilla Golf Club, in earthquake-prone Chile, allow its members to replace a ball moved by an earth tremor or earthquake. Who, I wonder, is to arbitrate if a ball on the lip of the hole suddenly drops in?

As far as I know, golf is no longer played in Communist China. However, there used to be a course at Mukden, not far from the North Korean border, where players were prone to find their ball on top of a coffin. Rather than dig a grave, the mourners would place the coffin on the ground and build a tumulus of clay over it. The golf course was a "natural" for this pagan custom.

But even allowing for all the obstacles of climate, topography, wildlife and local custom, in tropical jungle or arctic wasteland, the accolade for the most fantastic golf course of all time must go to British golf writer Pat Ward-Thomas, golf correspondent of the renowned *Man-*

(*Continued on page* 190)

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GOLF IS WHERE YOU WANT IT

from page 188

chester Guardian.

Pat, a keen—and good—golfer, was taken prisoner by the Germans during World War II and sent to Stalagluft III at Sagan.

There, among the assorted paraphernalia, by a peculiar quirk of fate, was an old, hickory-shafted mashie. That was all Pat needed. The rest was accomplished by the ingenuity which only the desperation of imprisonment can foster.

The first ball was made from string and cloth, but as the enthusiasm of the prisoners grew, they contrived to make others from old bits of rubber and army boots, sewn with such perseverance that each took three months to make.

The confines of the "course" were 330 yards by 100 yards, but within this limited space they laid out a 9-hole circuit of 900 yards. The sixth hole came within a few yards of the famous "Wooden Horse" escape route. The "greens" were flattened with wooden boards, and depressions were dug in the sandy soil to form bunkers.

Never before in golfing annals has the game spread with such gusto. They held an "Open Championship," international and exhibition matches, all of which were followed by hundreds of spectators.



Pat Ward-Thomas, instigator of the Sagan Golf Cub at Stalagluft III during World War II.

It was estimated that over half a million shots had been played with the ancient mashie before other clubs were received through the Red Cross from the Royal and Ancient Golf Club of St. Andrews.

Luckily the life of the Sagan Golf Club was but a few brief years, but I doubt if any course in the world has meant so much to so many in such a short space of time.

Meet the Author



NANCY JUPP'S experience in the world of golf is unique. As a natural athlete she started to play at the age of four in Scotland and established a world record in 1934 by winning the British Girls' Golf Championship at the age of 13, the youngest national titleholder of all time. Sickened by the publicity, she then "retired" from golf to concentrate on all other sports.

After five years in the Women's Royal Air Force during World War II, Nancy returned to golf and a handicap of three. Following a course in journalism, she joined the staff of the British weekly, *Golf Illustrated,* and in three months was managing editor. In 1955 she emigrated to Australia where she spent 18 months as a sports writer for the *Adelaide Advertiser* with her own Sunday golf column. During her five and a half years in America, she has been an executive assistant with the USGA, an associate editor on *Golf,* and for the past two years has been assistant to J. Edwin Carter in the promotion of golf.

Nancy, who acted as managing editor on the last two PGA Championship Annuals, is currently engaged as script writer for the second TV series of Shell's "Wonderful World of Golf."

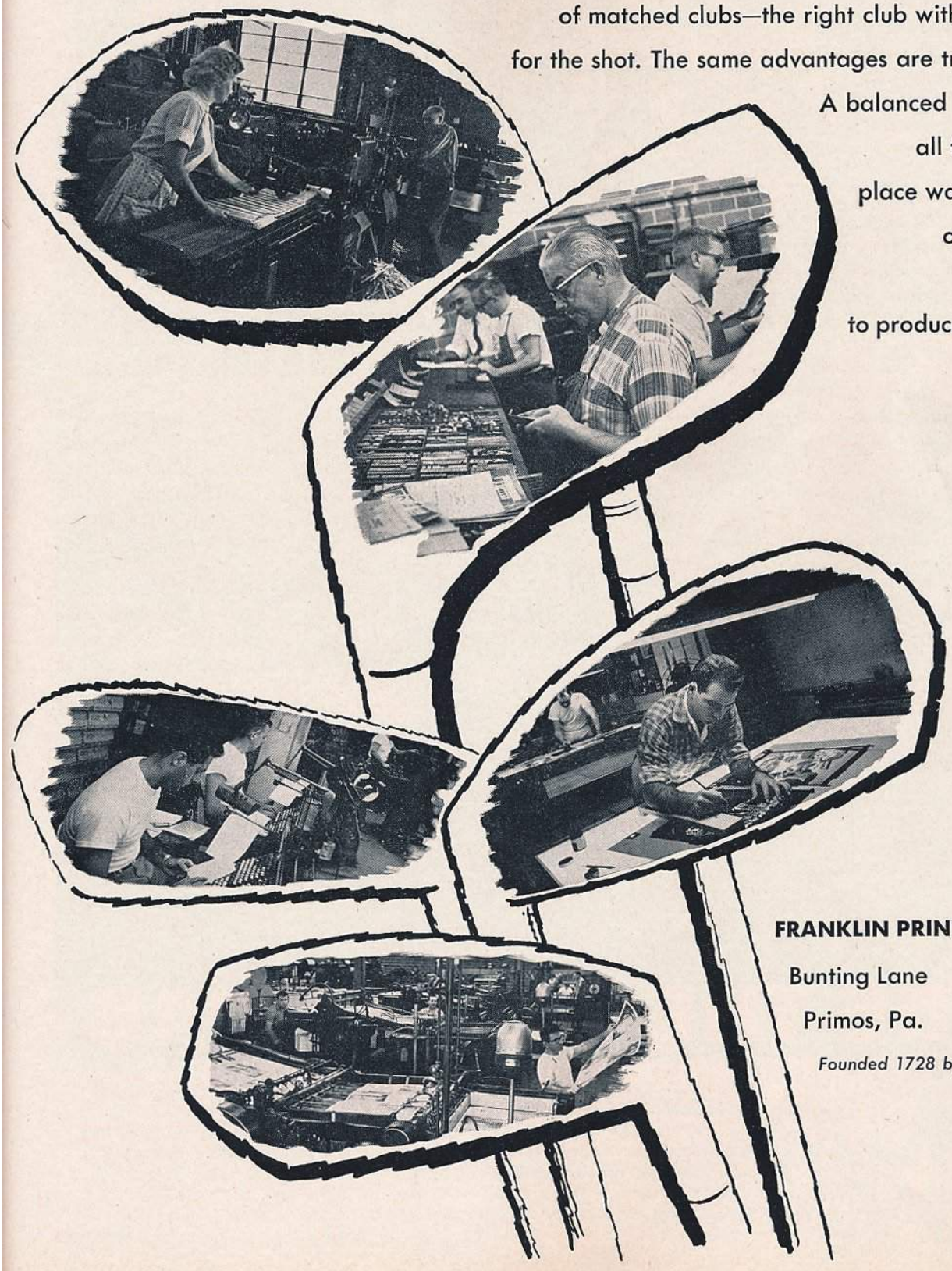
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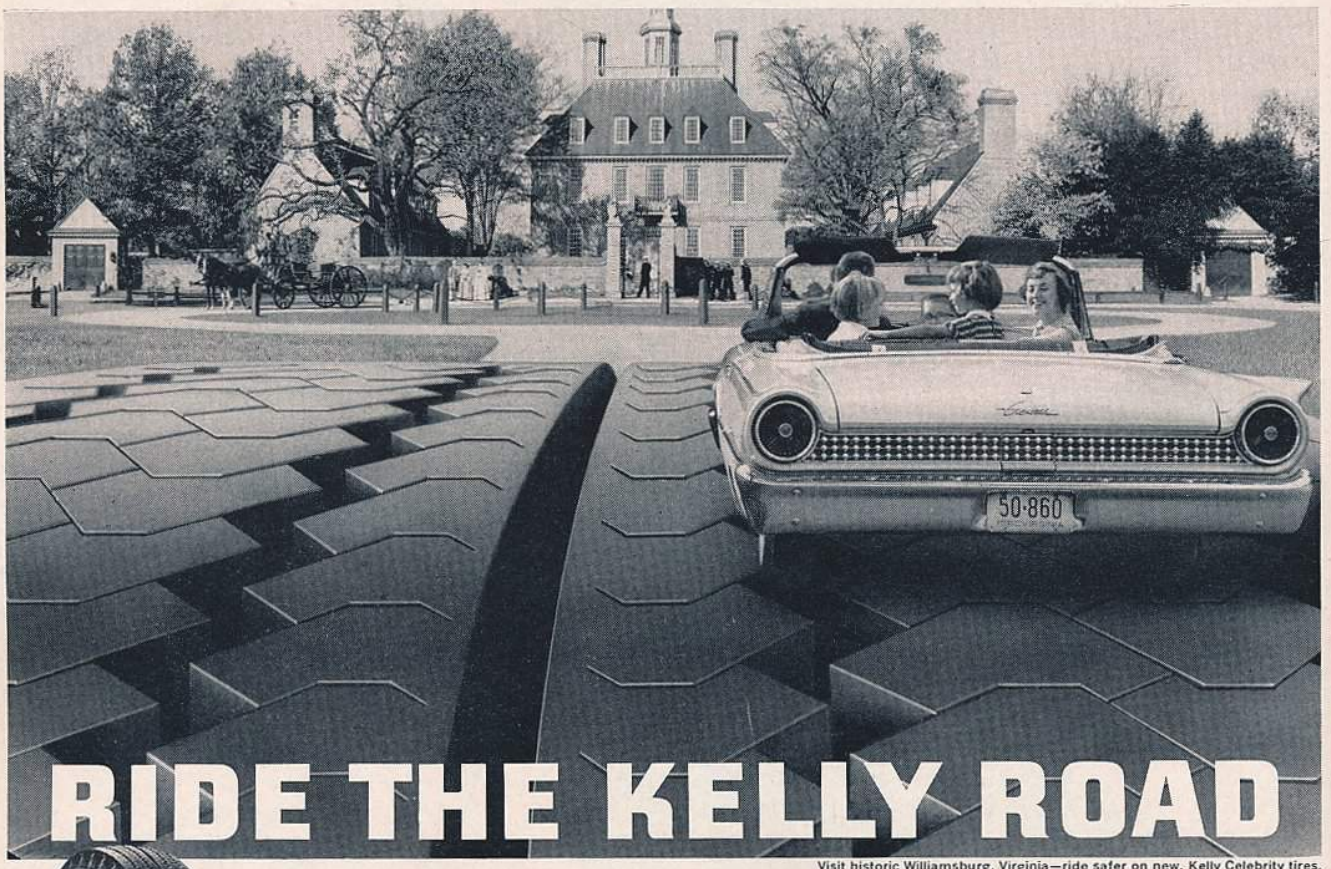
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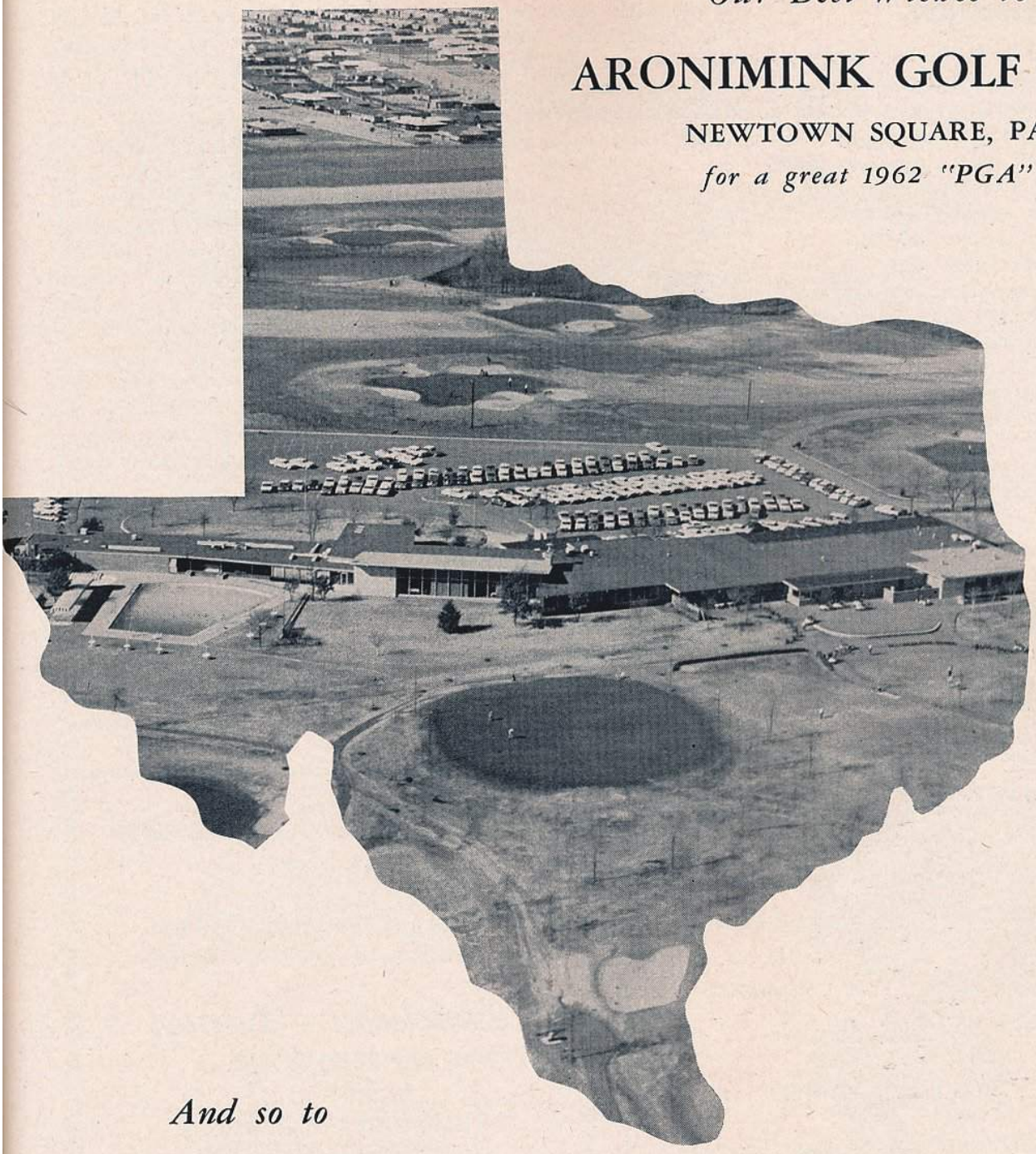
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GOLF IS MY RELAXATION

from page 59

urging of friends. However, four hours of play, a baseball-bat grip, plenty of hooks and slices and the realization that I wasn't really competing with anyone but myself had pretty well discouraged me, especially in view of the fast action of my first love—tennis. It was a different story when golf became mandatory. Tennis was wonderful and a game I enjoyed because I was fairly proficient at it and if I wasn't equally and immediately accomplished at golf, it was obvious that the fault was mine and not that of the game.

I hied myself off to the late Charlie Lacey, pro at the Los Angeles Rancho Municipal golf course. It didn't take long to recognize a real teaching pro and I started to feel the excitement of the game when, with an easy swing, Charlie hit a long, low ball that "popped" about 200 yards out and then took off like a rocket. That drive broke my resistance barrier and from then on I was a convert.

Charlie taught me more than the playing fundamentals. "You'll find out, Len," he once said, "that the golf course is the best place to determine a man's character. You will always be judged by others on your conduct during play, not by your score."



An avid tennis player in his youth, Len Firestone is equally enthused over golf.

There is no doubt about it, golf has proved one of my greatest relaxations and a lot of fun. I remember so well shortly after my first lessons from Charlie the weekend of golf when Mrs. Firestone and I joined Mr. and Mrs. Dick Powell at Rancho Santa Fe, midway between Los Angeles and San Diego. Our objective was to break 100; Dick had 125 and I had 123. But, the main objective of our game seemed to be the support of the Johnson & Johnson Company—when we finished, both Dick and I had bleeding blisters on our hands and feet. Dick disappeared for hours in the steam room to help alleviate the pain and we both showed up for dinner covered with Band-Aids. To this day no one knows who paid for dinner. Of course, we played again the next day and improved our scores with some conceded putts.

Shortly thereafter, I won my first trophy as a runner-up at the Bel Air Country Club with an 18 handicap. My first tournament experience came

(*Continued on page 196*)

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GOLF IS MY RELAXATION

from page 194

in 1953 at the Crosby Clambake at Pebble Beach with Harold Sampson as partner. With the kind indulgence of Bing, I have continued to play on other occasions, but the best I've ever done in the event was in 1959 with Bill Johnson when we finished ninth.

To me, tournament play provides the greatest challenge of all. To date besides the Crosby, I have participated in member tournaments at the Augusta National; Los Angeles Open; Desert Classic (forerunner of the Palm Springs Classic); Gulph Mills, Philadelphia; the Meadowbrook, Long Island; and the Tucson Pro-Am. I like the pressure and I like the unspoken support of my partners who are counting on my turning in a workmanlike job.

My pet personal likes and dislikes are probably run-of-the-mill and very much the same as others who play or fight the game, as the case may be. I prefer a foursome because of the easy camaraderie and competition; I prefer walking to a cart. So far as golf hustlers are concerned, I get a great satisfaction from sometimes beating them even though I've been made aware in advance of their aims.

In my business I travel a lot. In addition to the courses on my home grounds, I've been able to keep my elbows from breaking and my knees from sagging on some really fine courses throughout the country over the years including Cherry Hills, Denver; Seminole, Palm Beach; Indian Creek, Miami Beach; local clubs in Phoenix and Salt Lake City; and in California: Pebble, Cypress Point, Monterey, Burlingame, Rio Hondo, Virginia, Fox Hills, Hillcrest, Annandale, Wilshire, Los Angeles, Riviera, San Gabriel, Camp Pendleton (USMC), Rancho Santa Fe and most of the ten 18-hole courses in Palm Springs. I've also played the Firestone, Portage and Fairlawn clubs in Akron; Congress Lake, Canton; Pepper Pike in Cleveland along with the Mayfield Club.

Slamming and banging around these courses, matching myself against pros and club champions, constantly practicing and taking lessons—at least monthly—whenever and wherever I could, wasn't enough for me; it seemed that golf could serve a further purpose above and beyond the physical exercise and the mental conditioning. In 1957, the answer came through an invitation to join one of the most dynamic groups of young businessmen it had ever been my pleasure to work with.

The Los Angeles Open is one of the ancient and honorable institutions of golfdom. Until the time of which I speak, it had been staged continuously —except for a single war year—for 31 straight years. To this day, no other single city tournament has matched its record. And it is well to remember that during a goodly number of those years, the game had very little appeal for the press or public. For the most part, the tournament had been the work of a group of eager and happy young workers pulling together under the aegis of the Los Angeles Junior

(*Continued on page* 198)

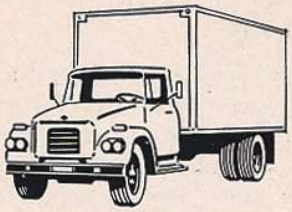
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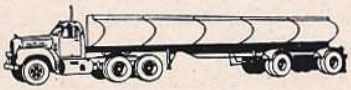
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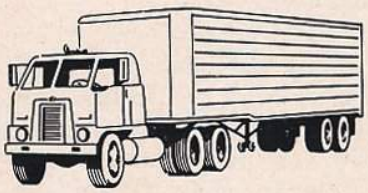
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GOLF IS MY RELAXATION

from page 196

Chamber of Commerce. For one reason or another, the 1958 event looked as though it might have to go by the boards when the sponsor withdrew his support (and prize money). A crash program was organized and a fund-raising goal of $25,000 established to help pay for the guaranteed purse of $40,000. It was as chairman of the hastily organized Patrons Advisory Committee that I got my first lesson on how golf might eventually come to serve charitable ends.

The Los Angeles Open Patrons Plan was a modification of a similar type operation at the Houston Open. Also incorporated were other elements employed to a greater or lesser degree at the Masters and the National Open. In Los Angeles, for a $100 fee, the contributing patron received two badges plus four guest badges; special free parking; reserved bleacher section; special lounge and refreshment area in the clubhouse; opportunity to enter the Pro-Am; program recognition and representation on the Patrons Advisory Committee. Needless to say, civic-minded business leaders throughout the area whole-heartedly supported the Plan and with numerous members of the entertainment world, made the 32nd Annual Los Angeles Open a whopping success. Since that time, the Golf Foundation made up of past Los Angeles Open chairmen and current members of the Junior Chamber have established a target area for charitable distribution of present or future profits.

For me, the continued success of the Los Angeles Open has proved encouraging especially in view of the trend of other tournaments around the country including the Crosby and last year's American Golf Classic at Akron, Ohio, to embody the same fine principles of community aid in their events. I was therefore very much attracted to the Desert Classic held for the first time in 1960 in Palm Springs. Played over five of the finest courses in the country, the event surprisingly lost money in its first year of operation. It seemed somewhat odd to those involved, to say the least, to drop so far in the red while boasting a roster of all the top pros and half the celebrities in Hollywood and located less than three hours' drive from the second largest population center in the country.

Reorganized, revitalized and renamed the "Palm Springs Golf Classic," the loss of the first year was wiped out and in 1961 a surplus of $16,500 was distributed to worthwhile charitable organizations in the surrounding communities. Additionally, proceeds from the 1962 event will be contributed toward a $100,000 Palm Springs Classic pledge to build a wing at the community's Desert Hospital.

It can be said that the Classic has some mighty unusual help on its side to reach its goal. Bermuda Dunes, Indian Wells, Thunderbird, Tamarisk and Eldorado are among the most beautiful and well-manicured courses in the world. There are 500 professional and amateur participants with four days of pro-am events with the final day given over to the top pros. Being a 90-hole tournament, it is the longest on record, played in a climate that can't be matched and supported by some of the nation's outstanding businessmen, statesmen and other leaders, ready, willing and able to lend their full-hearted support to a good cause.

To my mind, although the Classic is undertaken on a really gigantic scale and seems to have everything going for it, I can't help but believe that almost any group of local clubs anywhere can stage a successful tourney—if the announced purpose is a worthwhile cause which will help others unable to help themselves. Try it in your community.

★ ★ ★

CONTINUAL GROWTH

According to the National Golf Foundation, playing facilities in the United States reached an all-time high in 1961 with a total of more than 6,200 standard courses.

In addition, there were 409 par-3 courses in operation bringing the grand total to more than 6,600.

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WHAT IS A PGA MEMBER?

from page 60

sionals—to help those who enjoy the game of golf enjoy it more.

As an instructor, the club professional comes face to face with a variety of problems in dealing with people. Not only does he need to know the rules and etiquette of the game and the principles used in playing the game, but he also must know how to impart his knowledge to his club members. He must do this with courtesy and tact, bringing into play his skill as a diplomat, a psychologist, a friend and a teacher.

Many times the interest, patience and advice of an expert instructor—your PGA golf professional—will mean the difference between the disgruntled novice who will never set foot on a golf course again, and the enthusiastic learner who will develop into a fine player.

In teaching golf, the professional needs a complete knowledge of the golf swing and the mechanics involved, the teaching of motor skills and an understanding of the fundamental characteristics of the human anatomy.

In addition to this, he has to adapt that knowledge to fit the individual player with whom he comes in contact.

Much as the doctor diagnoses his patient's illnesses, so the golf professional must diagnose his pupil's style, and prescribe methods suitable to the varying physiques, inadequacies and debilitations of the individual golfer.

Besides teaching individuals of varying degrees of ability, he must also be able to instruct groups of all types and thus bring new golfers into the game.

As in any other sport, golf is constantly changing. New and better methods of teaching are always coming on the scene. The progressive golf professional must always be alert to the possibilities of adapting some of these new methods to his own teaching program.

Many times the golf professional thus has to play the role of student himself in order to learn new material to present to his own students.

Much of the golf professional's teaching will be done informally, wherever a golfer with a problem happens to run into the professional with his problem of the moment. Many times this impromptu instruction has a greater value to the student than a formal class.

For this reason, the golf professional must always be on his toes, ready with timely advice to help the bewildered beginner and the experienced veteran with their golf games, often one right after the other.

Like many of his customers, the golf professional is himself a business man. In running his own golf shop, he must be merchant, buyer, displayer, public relations man and salesman. In his golf shop, the professional must be the *complete* business man. He specializes in *every* phase of the operation.

The arrangement of equipment in

(*Continued on page* 204)

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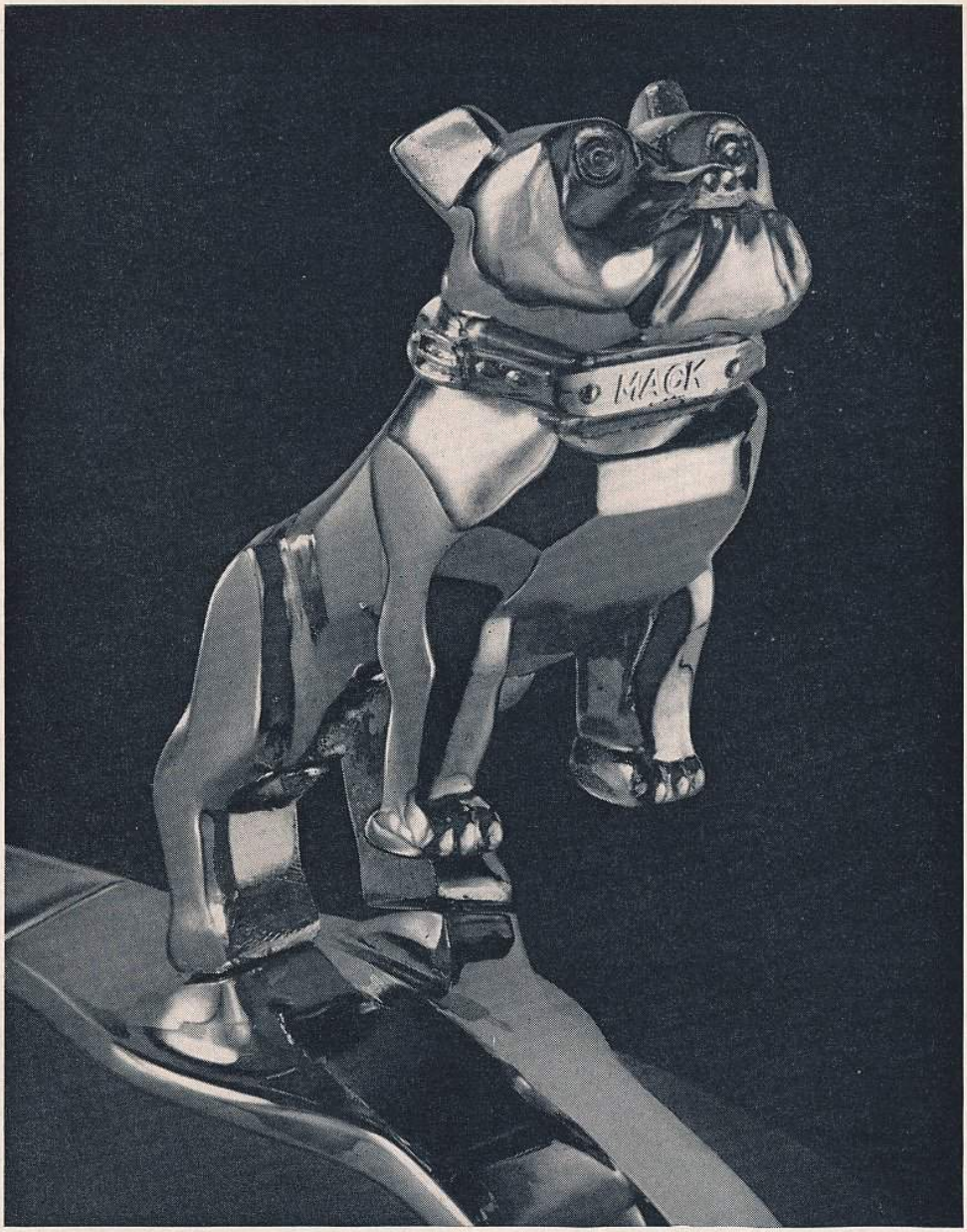
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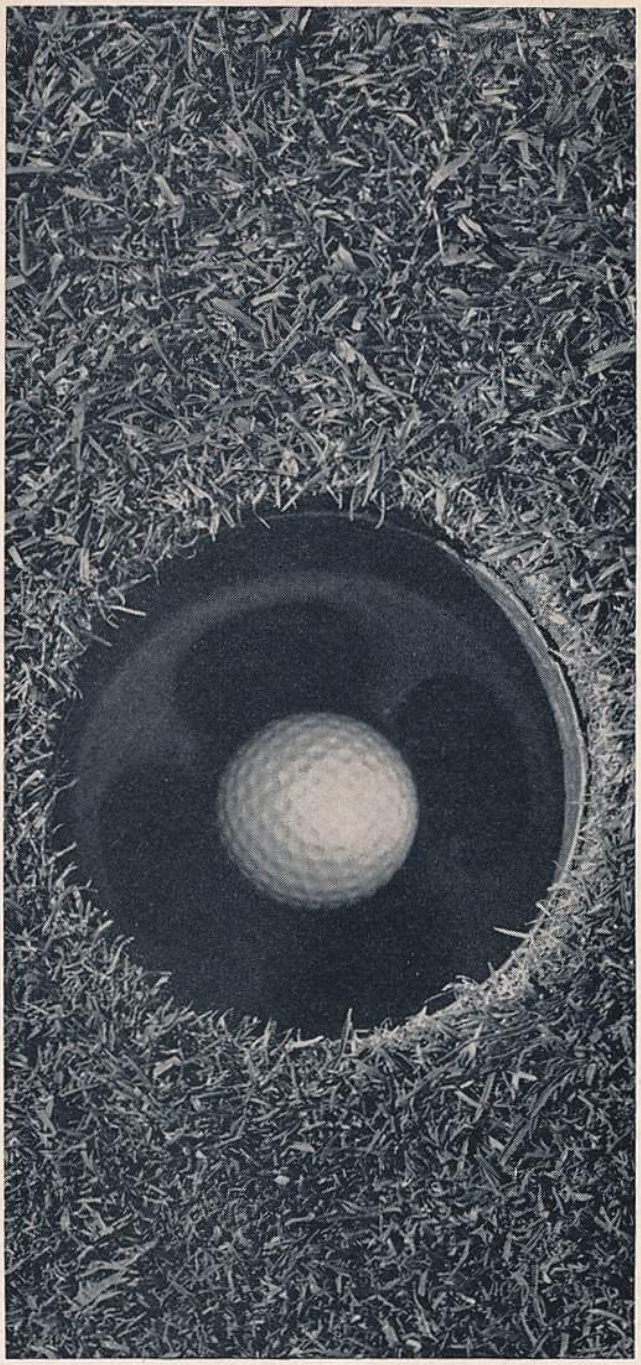
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WHAT IS A PGA MEMBER

from page 200

his golf shop must be attractive and convenient to the members. Items of merchandise stocked and displayed in the shop are various and must be selected for value and utility. His members look to the golf professional for his advice on the most suitable type of golf equipment to fit their needs and taste.

Besides going to his club professional for advice and counsel on the best type of clubs and golf equipment, the golfing customer also frequents his club's golf shop looking for golf apparel suitable for his forays not only on the golf course, but also to many other sporting events which he might have the opportunity to enjoy.

As a salesman, the golf professional can by no means employ pressure methods of salesmanship. This method would more than likely destroy his member-teacher relationship which he has built up. His system must be suggestive rather than high pressure selling.

With the suggestive method of selling, the displays used in the golf shop are of prime importance, and the golf professional is responsible for working up his own display.

In doing this, the golf professional needs the eye for color and form of an interior decorator in order to select attractive merchandise and set up an appealing display.

In handling the day-to-day business of the golf club, the PGA golf professional must also be an executive and organizer, a turf expert, a public relations man and a participant in many civic affairs.

He must plan his own work, and the work of his teaching assistants, his shop assistants, and all the other members of his staff. He must also arrange games and starting times for the players, keeping an eye on playing regulations and being able to enforce them with super-diplomacy.

The golf professional also has to keep in constant touch with the different news media, including the local newspapers and radio and television stations, concerning events happening at his club besides national golf events.

In a very real sense, the PGA member is a public relations man for his club, for the PGA and for golf in general.

Besides handling the personal side of public relations—being friendly with all members, being neat, cheerful and orderly at all times—the golf professional comes in contact with public relations whenever he organizes any special event, such as a junior golf program or a ladies tournament, or any of the national events sponsored by golfers everywhere, for the golfers at his club.

Usually first impressions, especially in a sporting endeavor, are the lasting impressions. The impression the beginner receives that first day on the course will more than likely determine his future liking or disliking of the sport.

Although many young golfers turn pro because they enjoy playing golf, once they turn professional they seldom have a chance to play much golf themselves.

However, the golf professional really shines on the PGA Tour. While in tournament competition, the PGA pro is able to demonstrate his prowess as an able athlete. This opportunity on the tour is not limited to touring professionals by any means. Club professionals have turned in surprising performances on the winter circuit or in PGA co-sponsored tournaments near their home base. Ability to show winning form in these competitions also helps boost the club professional's prestige and popularity at his home club.

Throughout the years it has become apparent that the professional holds the key to the future of golf. It is through his ability as an instructor, businessman, public relations man, style setter, father confessor and golfing expert that the future of the game of golf is assured of continuing as the most popular participant-spectator sport.

The day of the golf professional is long and the demands are many, but one factor stands out in all the varied phases of his work—this is what he loves doing. He would not trade jobs with anybody.



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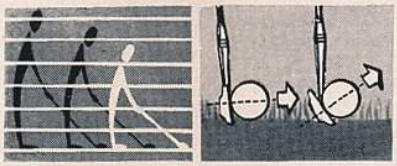
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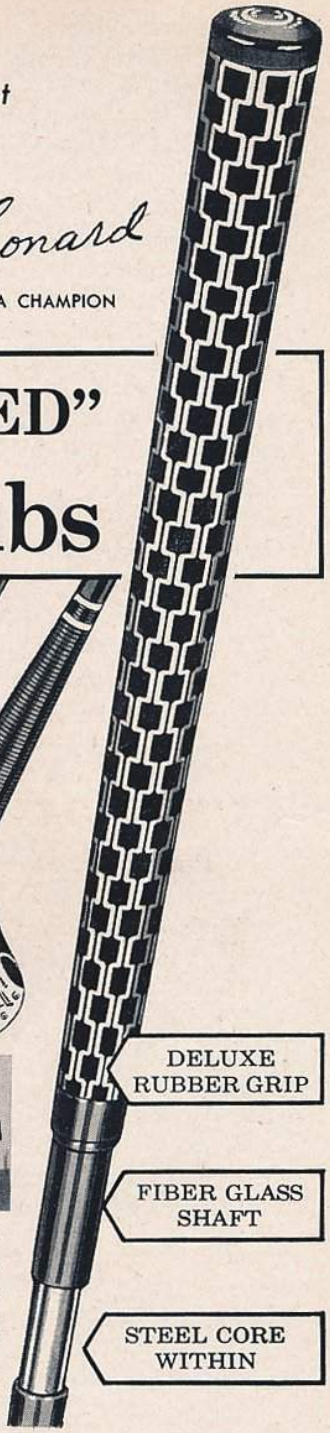
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PGA CHAMPIONSHIP THROUGH THE YEARS

from page 106

a birdie and the match.

Q. Which was the most decisive final at match play?

A. Paul Runyan's 8 and 7 win over Sam Snead in 1938.

Q. Who has played in the greatest number of PGA Championships?

A. Gene Sarazen—29, Denny Shute—25, Vic Ghezzi—24.

Q. Who won the most matches when the Championship was held at match play?

A. Gene Sarazen won a total of 51 matches while Walter Hagen is runner-up with 42.

Q. When did the PGA Championship change from match play to stroke play?

A. 1958 was the first year the PGA Championship was played at stroke play.

Q. Has any player won at both match and stroke play?

A. No! There have not been any repeat winners since the Championship was changed from match to stroke play.

Q. What other clubs in the Philadelphia area have been hosts to the PGA Championship?

A. The Shawnee Country Club, Shawnee-on-Delaware was host to the 1938 PGA Championship. In 1958, Llanerch Country Club in Havertown was the site of the first PGA Championship at stroke play.

Q. How is the site for the PGA Championship determined?

A. The Executive Committee of the PGA determines the site for the PGA Championship. It is generally selected two years in advance and is based upon a number of factors such as: availability of a championship golf course, a favorable location in or near a large city, locker and dining facilities, good parking area and a helpful golf club membership.

Q. Where will the 1963 PGA Championship be held?

A. The 1963 PGA Championship will be held at Dallas Athletic Club Country Club, Dallas, Texas, July 18-21, 1963.

Q. Has any foreign born player ever won the PGA Championship?

A. Jim Barnes, the first PGA Champion was born in Lelant, Cornwall. The 1920 winner, Jock Hutchison, was born in St. Andrews, Scotland, and Tommy Armour, 1930 Champion, came from Edinburgh, Scotland. Jim Ferrier, winner in 1947, was born in Sydney, Australia.

Q. Who is eligible to play in the PGA Championship?

A. All members in good standing of The Professional Golfers' Association of America (except Class "J" inactive members) are eligible to play in the PGA Championship by qualifying. Certain Approved Tournament Players, in good standing, are eligible to be invited by the PGA Executive Committee either as exempt players or through qualifying.

Q. What was the total entry in last year's Championship proper?

A. 167, after qualifying. This year's event is approximately the same.

Q. How many players are exempt from qualifying? Who are they?

A. There are approximately 90 players exempt from qualifying in this year's championship. Full details of what the categories are may be found in the "Facts and Format" on page 33 of this Annual.

Q. How do others qualify?

A. Members of the 34 PGA Sections qualify on the basis of their scores made during qualifying rounds prior to the Championship. Players on the PGA Tour who were not otherwise exempt from qualifying, played their qualifying rounds at the Eastern Open Invitational Tournament held June 21-24 at Pine Ridge Golf Club, Lutherville, Md.

Q. How many times has there been a playoff since the Championship changed to stroke play?

A. The first playoff since the Championship was changed to stroke play in 1958 occurred last year at Olympia Fields Country Club near Chicago. Jerry Barber and Don January tied for the lead with 277

(*Continued on page* 208)

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PGA CHAMPIONSHIP THROUGH THE YEARS

from page 206

at the end of the regulation 72 holes. The playoff was won by Jerry Barber 67 to 68.

Q. What is the 18-hole record for the PGA Championship at stroke play?

A. 65, by Jerry Barber (30-35) in the second round of the 1959 Championship.

Q. What is the first 36-hole record for the PGA Championship at stroke play?

A. 134, by Jerry Barber (69-65) in the 1959 Championship.

Q. What is the first 54-hole record for the PGA Championship at stroke play?

A. 205 is the record that is shared by two players. Jerry Barber established the record in 1959 with scores of 69-65-71. Don January tied the record in 1961 with scores of 72-66-67.

Q. What is the record aggregate at stroke play?

A. The record for 72 holes is 276 by Dow Finsterwald in the 1958 PGA Championship at Llanerch Country Club, Havertown, Pa.

Q. What prize money does the winner receive?

A. Both the total purse and the winner's prize will be set by the PGA Executive Committee during the Championship. Last year's winner, Jerry Barber, and the 1960 Champion, Jay Hebert, received $11,000 for first place. The 1959 winner, Bob Rosburg, collected $8,250 and in 1958 Dow Finsterwald won $5,000.

Q. What did the first winner receive in 1916?

A. Jim Barnes, the first PGA Champion, collected $500.

Q. Who is responsible for tightening up the Championship course?

A. Members of the PGA Executive Committee inspect the course months in advance and suggest methods for tightening the course.

Q. Who is responsible for the placement of the flagsticks?

A. Flagstick placement is the responsibility of the PGA Tournament Supervisor, Joe Black.

Q. How does the PGA Championship differ from the USGA Open Championship?

A. The PGA Championship is a tournament for golf professionals only, while the USGA Open, as the name implies, is open to any individual who qualifies. Then, too, the PGA Championship is a 72-hole tournament played over a four-day period, while the USGA Open is a 72-hole tournament played over a three-day period. The final 36 holes are played on the last day.

★ ★ ★

IN THEIR PRIME

The average age of the tournament winners on the 1961 circuit was 31.9 years. The average age of the 10 leading money winners was 30.1 years.

★ ★ ★

UNUSUAL HOBBY

Tex Consolver, a veteran pro from Wichita, Kansas, has an unusual hobby—he collects $1,000 bills. No one quite knows the extent of his collection!

THE STEIN-HENRY COMPANY

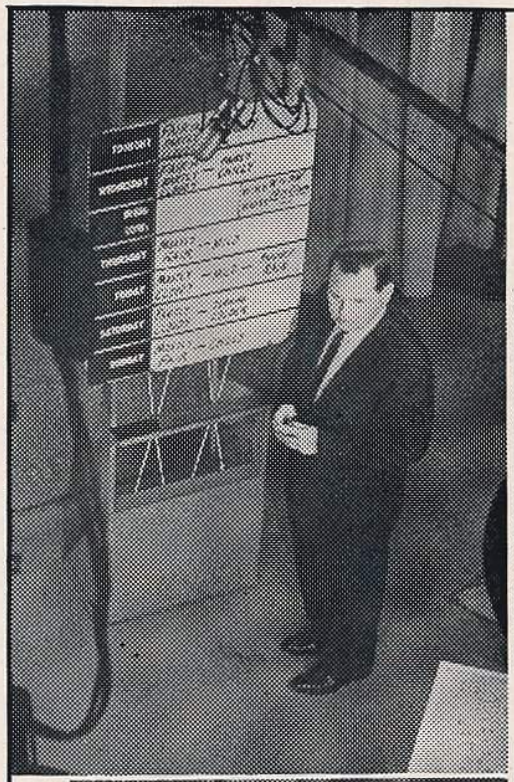
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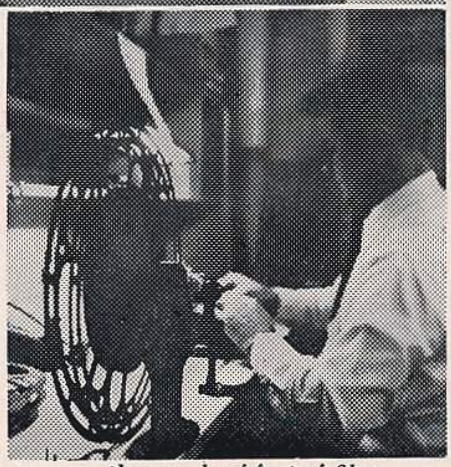


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3 NBC



Dave Marr loves the life of a touring pro with all its many trials and tribulations.

THE MARRS ROUGH IT— AND LIKE IT

from page 76

won $60,000 on tour and can afford two motel rooms will be neighbor to another professional, who has earned $2,000 and lives with his wife and four children in a single motel room.

Yet the first deeply admires the second for reasons beyond the headlines.

For the people of the golfing community see each other as human beings, with warmth, depth and individual characteristics that you learn through "family living."

The "community living" sometimes extends to "community property."

Says Susan Marr: "The Players gave us this stroller; the Venturis gave us the blue blanket." She pointed to the "walker" where David, Jr., was squirming. "And when David is done with all this, it will go to the next family having a baby."

The wives take turns baby-sitting during the day. For nights, they usually have lists of reliable baby sitters given them by local tournament officials.

"I'll mind someone's baby while she 'walks' one day and she will mind our children so I can 'walk' the next day," says Susan, who worked in television production before she married Dave.

In tour parlance, "walking" is accompanying one's husband as he plays.

"I suffer intensely out there," says Susan. "Sometimes I think it's harder on the wives than on the husbands. But the wives of many of the players who are doing well are 'walkers,' so sometimes I feel I should 'walk' all the time."

To a very great degree, the touring professional's home is his automobile.

For reasons of utility, some of the tournament players with families prefer station wagons. "You can take the legs off the crib and put it in the back of the car and let the baby sleep," Susan points out.

Packing the car is practically a science with the touring professionals. Every available space must be utilized and players follow a "packing plan" with various items being placed in the same spot every week. The Marrs' paraphernalia includes everything necessary for a nomadic family of four and, of course, all Dave's golf equipment plus a "drugstore in a box" and a stereo phonograph.

(*Continued on page* 215)

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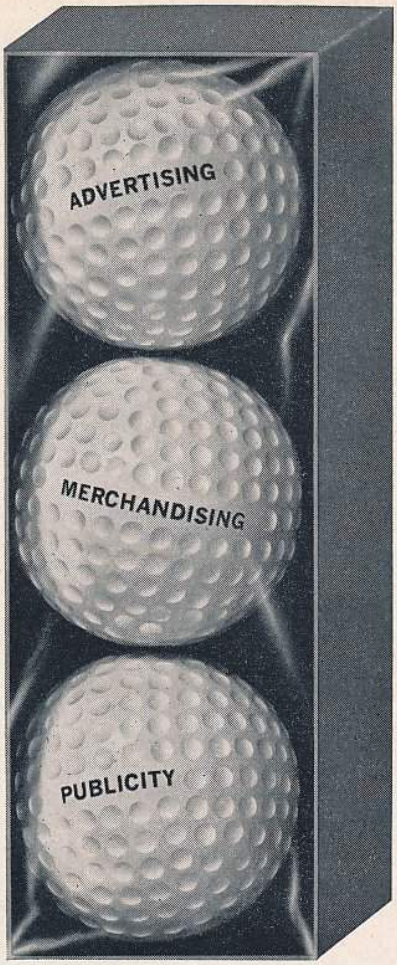
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THE MARRS ROUGH IT— AND LIKE IT

from page 210

No day is tougher for the family of the touring professional than Sunday. That is when the physical body of the community disintegrates, to be reassembled a day or two later in another motel in another town.

Early Sunday some of the professionals go to church. "I guess it's the feeling that you yourself aren't enough out there," says Susan.

When they come home, they pack and the husband hustles out to the course. "It looks like an easy four-hour-a-day job," says Susan, "but David is always at the course at least an hour before he tees off, so he can practice."

While the husband is at the course battling for one of approximately 40 money prizes—there are 150-200 entries in each tournament—the wife finishes packing the car, pays the motel bill and checks out.

"Then we go over to the course and sit in the cars and wait for our husbands," says Susan.

After his day's work is done, Dave gets in the car and the Marrs start driving to their next destination, and the trip can be mighty long if he's finished poorly in the event just concluded.

The average trip between tournaments is about 500 miles but there are some rugged treks on the schedule. Just for size, sometime you might try driving from Tucson to New Orleans, Greensboro to Houston, Dallas to Denver, Denver to Seattle, Portland to Bakersfield, or Costa Mesa, Calif., to Beaumont, Texas.

If the next tournament is only a few hundred miles distant, the Marrs usually drive until they arrive late Sunday night. In any event, they feel they must be at the site of the next tournament no later than Tuesday so Dave may get in a practice round and compete in the professional-amateur, usually held on Wednesdays.

After one or two swings around the tour, players get to know the locations of the best motels and restaurants as well as the laundromats and beauty salons.

On the road 35-40 weeks per year, the Marrs seldom see their New Rochelle, New York, apartment. "But you must have some place to leave your clothes," explains Susan. "I guess people think you have to hate this life, but, to tell you the truth, I love it."

It takes every bit of wit and energy to survive on the fiercely competitive tour. The touring professional has no guaranteed income and no expense tab to sign on the road.

A touring professional can win $10,000 a year and only break even.

Except for the leading 25 or 30 money winners, most touring professionals are little known to the public and have precious little security. Paying his own expenses, including entry fees, the touring professional has many hazards to overcome but many opportunities to exploit *if* he has ample talent and tenacity plus a good set of nerves.

On the PGA tour, the rich tend to get richer. The leading money winners

(*Continued on next page*)

THE MARRS ROUGH IT— AND LIKE IT

from preceding page

have a variety of opportunities to supplement their winnings, such as exhibitions, product endorsements and retainers from sporting goods companies, and country clubs.

But this situation applies mainly to perhaps 25 players, although many more collect retainers as members of equipment company advisory staffs and country club representatives.

The other 75 players comprising the "hard core" on tour are less fortunate.

Most touring professionals attempt to hold their weekly expenses under $250.

In the South and West, they usually find fine motels with rates of about $10.00 per day. In the East and Midwest, rates are usually higher.

Some of the players live in motels with kitchens, thereby effecting a saving of $3.00-$4.00 per day.

In motels without kitchens, the golfing families must pay restaurant prices for food. "It costs $3 just for David and me to have breakfast," says Susan. "And at night, most of the boys need their steak. They usually find the best steak houses in town."

Several, however, have their own charcoal broilers that they can pack up and put in the car when they snap shut the suitcases and move on.

Then there are simply the costs of competitive golf. The entry fee is now $1.25 for every $1,000 in prize money being offered. And the caddies must be paid at least $7.00 a day—much, much more if you are the winning golfer. Week after week, the costs of merely competing run to more than $75.00.

Not all travel expenses are deductible on the income tax report.

"David can only deduct as traveling expense what he needs for himself," says Susan. "He can't deduct anything for me."

That means he can deduct $8 to $12 daily as business expenses for the motel. In some cases, the wives are legitimate deductions. Shirley Littler, for instance, handles all of the correspondence for her husband, Gene, and has a chance for a business deduction.

David himself has no backing from a group of wealthy investors, as do some of the young golfers on the Tour. He prefers to risk his own money and save his own money.

The various rankings are very important to the touring professional. If he ranks in the top 40 in official PGA money winnings, he gets to play in the professional-amateur meets at every tournament and is exempt from pre-qualifying.

If he ranks in the top 35, he gets the use of a Pontiac for a year.

If he ranks in the first 24 in the PGA Championship, he does not have to qualify for the next year's National Championship. (David tied for 10th in the 1960 PGA Championship and tied for 22nd in 1961).

The specter of a bad year is not simply failing to earn money but having to face an endless round of qualifying trials on the next Tour.

"If you don't qualify, you can't get in the money," he says. "And if you miss only one out of three weeks, you are in trouble."

And the harsh fact of life is that even the best golfers sometimes fail to survive the 36 and 54-hole cuts and that means they have spent a pleasant, expensive week supporting the family.

"The guys worry about just making money—that's all they do worry about —and they just barely make money," says David. "You've got to feel that you have always got a chance to win or you are wasting time."

He gave himself two years to appraise his chances on the professional tour. He has considerable experience as a club professional and knows he can go back to that type of work.

But he loves the touring professional's life with all its heartbreak and frustrations—and he acknowledges, with Susan, its opportunities.

If a professional strikes it rich for a year or so, he is well on his way to a lucrative career. If he doesn't, he is on his way to finding less expensive enterprises.

"But this is the time to do it," says Susan. "When you are young and can take the gamble."

* * *

GOLF VERSUS LAW

Dan Sikes, who decided nearly two years ago after passing the Florida bar examinations to practice putting instead of law, has made no use of his legal training professionally, even when he's off the tour. Sikes feels the two can't and shouldn't be mixed.

When he joined the tour last year, he set a two-year trial period for himself and the "Friends of Dan" corporation that has backed him thus far. The way he's going, he'll probably stick with the golf.

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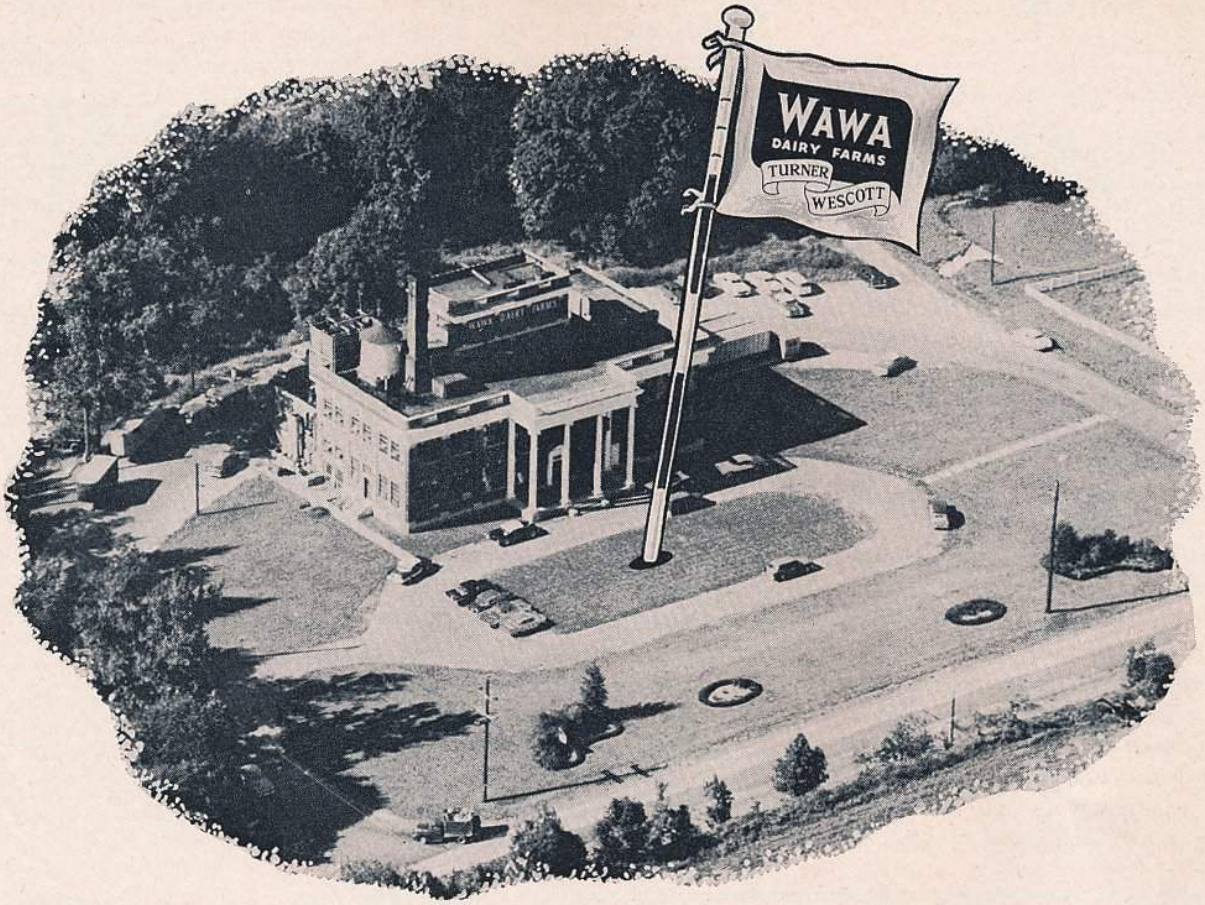
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CHARITY TO BENEFIT FROM 1963 PGA

from page 104

are large, undulating and decidedly tricky.

Television viewers will get a chance to see at least three interesting finishing holes. The par-3 216 yards sixteenth, scenically beautiful and tantalizingly tricky, is over a lake to one of the most difficult greens on the course. The 341 yards seventeenth, a drive and a wedge, may well provide the vital title-winning birdie.

The last hole, 420 yards, again is protected by water in front of the green, necessitating a carry of at least 130 yards across a lake. Many of the long hitters may have to resort to driving with a three-wood or an iron off the tee for safety.

For the spectators, there are many excellent vantage points on this rolling course which provide natural "grandstands." Another of its assets is that the fifteenth, sixteenth and eighteenth greens are all in close proximity to the clubhouse area, allowing the gallery to follow the closing excitement with a minimum of exertion.

But the efforts put forth toward the success of the 1963 PGA Championship, and the support of the advertisers and spectators, will be angled toward a higher motive than mere profit for the co-sponsors. Much of the money will be given over to the Salesmanship Club Boys Camp, a haven for maladjusted youngsters at Hawkins, Texas.

This camp, operated year-round by funds provided by the Salesmanship Club, and augmented by an allocation from the Dallas County United Fund and small contributions by the parents of some of the campers, is now in its seventeenth year.

From the original conception of a regular summer camp in 1945, situated in dense woods just south of Dallas, it was found that the less adjusted boys made more than proportionate progress the longer they stayed. So emerged the plan for a full-time settlement for disturbed boys, designed to satisfy their desire for excitement and provide the scope for fostering practical talents. In this way they are helped toward a better integration of their personalities. In 1957 the camp was relocated at its present headquarters in Hawkins, Texas.

The art of practical living and community achievement is substituted for formal education, yet when a boy returns to school, irrespective of how long he may have spent in camp, he re-enters at his normal age-grade level.

Each member of the Salesmanship Club is justly proud of the overwhelming success of this venture to date, but is not content to take it for granted.

Constant improvement is the Club's sole object, and the success of the 45th PGA Championship will do much to further these praiseworthy ends.

★ ★ ★

HOW FAR DO THEY HIT?

In the four long driving contests held during the 1961 PGA tour, the winners were: Bob Harrison, 304 yards in the Eastern Open; George Bayer, 297 yards in the PGA Championship; Bob Nichols, 295 yards in the Insurance City Open, and Sal Monte, 272 yards in the St. Paul Open.

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I FORSOOK THE LAW

from page 71

players, every one of which constitutes a contract in the eyes of the law, negotiates some 40 or more contracts for its national tournaments each year, along with a number of contracts with PGA personnel and others. The association also has a magazine department which is concerned with a huge number of subscription and advertising contracts and a Golf Club which involves many activities with others which entail contractual responsibilities. The PGA is also vitally concerned with the matter of trademarks on the name, initials and insignia of the association and with their protection.

In this latter connection, The PGA also operates a merchandising program which is conducted through The Professional Golfers' Foundation for Education-Service, a not-for-profit corporation to which The PGA has assigned the use of its initials on merchandise made to the specifications of and approved by the association. This activity has not only entailed the formation and operation of this separate corporation, it also involves contractual relationship and constant contact with the organization in charge of arranging for the manufacture and merchandising of the products which are included in the program. Then, too, there is the negotiation of contracts with the many individual firms which are manufacturing the items which go to make up the PGA line.

But the corporate activities which are carried on through the Headquarters Office of the association do not end with those of the foundation and The PGA, which is also incorporated. The association staff likewise operates through its office two additional corporations—National Golf Fund, which receives and distributes the proceeds of National Golf Day, and the Professional Golfers' Service Corporation. Both are incorporated in the State of Illinois—the first as a not-for-profit corporation and the second as a corporation for profit.

In addition to the customary operating activities of these organizations, there are tax activities, too, as well as others. While The PGA is exempt from the payment of income taxes as a business league or trade association, it has three funds which are exempt as charitable and/or educational activities—its benevolent, relief and educational funds. National Golf Fund, likewise, has income tax exemption as a charitable and educational organization and an application for similar exemption for the foundation has been pending for the past four years. All of these activities, coupled with those of the association's tournament bureau, magazine and Golf Club, require close scrutiny and supervision from the standpoint of assuring their adherence to the requirements of the income tax laws.

There are other phases, too—many others—which are legalistic in their nature and which clear through The PGA Headquarters Office—matters such as contracts for televising tournaments which are co-sponsored by the association, as well as those for televising other specific golf programs in connection with which the approval of the association is solicited. Various forms of insurance coverage also constitute an important segment of PGA activities. There are many group programs for members which are operated through the Headquarters Office of The PGA, including group life coverage, which is paid for by the association, various forms of business insurance and almost every conceivable type of personal insurance coverage.

From the standpoint of its own protection as an organization, The PGA also requires tournament sponsors to be covered for liability in connection with tournaments, every participant in a PGA co-sponsored tournament is required to be insured for the same purpose and both are required to name the association as co-assured in their policies. Particular pains are also exercised to see that The PGA has its own coverage for liability at, or in connection with, all tournaments, as well as for other purposes. All of these types of coverage involve a huge amount of detail. That which has to do with the association's liability coverage in connection with tournaments also involves the processing of a number of claims for accidents, and in many cases these claims result in lawsuits with their attendant detail.

Then, too, we have such things as the arrangements for the acquisition of our new home in Palm Beach Gardens, Florida, which are many and varied, along with those pertaining to the termination of our tenancy and the disposition of our properties in Dunedin, to cite but a few extra-curricular functions of this nature. Naturally, all of these involve activities which are basically legalistic in both nature and detail.

(*Continued on page* 222)

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I FORSOOK THE LAW

from page 220

The foregoing comments constitute just a brief sketch in summary form of some of the functions of the Headquarters Office of the association and its personnel which involve legal aspects. They are reviewed here for the purpose of enabling my readers to determine for themselves whether or not I have forsaken the law. Personally, it would seem to me that the present activities of The PGA involve more law and more phases of the law than many lawyers encounter in a long period of practice.

Without undertaking specifically to answer the question, I believe that my readers will agree, on the basis of the sketch which I have presented, that we have a job to do here which not only requires pretty wide experience in business matters, but also one which calls for a comprehensive working knowledge of the law. As a matter of fact, my associate, Lloyd Lambert, is a lawyer in the District of Columbia and in the State of Florida, and we also have occasion to employ outside counsel on a number of occasions.

What I have actually said in so many words adds up to the fact that The PGA is operating at least four or five businesses in one—if not more—with their attendant business and legal problems. I believe I have made it clear also that these legal problems, so called, would be considered both varied and unique from the standpoint of the average practitioner, and rather voluminous, too.

Then again, perhaps I *have* forsaken the "practice" of the law in a literal sense. However, the work has involved a challenge—one which seems to me to have offered much more variety than the practice of the law, even though others may not agree.

Finally, I have liked it, and its results have been productive, I believe. And this, it seems, is all that counts "in this frail and transitory life," to resort to a time-worn legal phrase.

★ ★ ★

WM. SHAKESPEARE—GOLF WRITER

Golf was very much in its infancy in the days of Shakespeare, yet his words are often most applicable:

Never up, never in: "And make us lose the good we oft might win, but fearing to attempt." *(Measure for Measure)*

Three putting: "The world is full of rubs, and that my fortune runs against the bias." *(Richard II)*

Forcing off the tee: "Striving to better, oft we mar what's well." *(King Lear)*

On winning the final press: "That comfort comes too late; 'tis like a pardon after execution." *(Henry VIII)*

On playing a short chip: *Player:* "And that I might be dead." *(Gentlemen of Verona)*

Opponent: "Is he dead?" *(Merry Wives of Windsor)*

His Caddie: "I say he's dead; I swear't." *(Winter's Tale)*

Opponent: "Not dead, not yet quite dead." *(Othello)*

Partner: "Aye, but he *is* dead." *(Henry VI)*

On looking out of the clubhouse window at the first fall of snow: "Now is the winter of our discontent." *(Hamlet)*

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GROWTH OF GOLF IN THE U.S.

from page 73

Its growth during the last 30 years has been astounding. In 1930, there were 1,124 member clubs and courses in the United States Golf Association. By 1935, following the depression, the total had dwindled to 772.

There was an upswing in 1939, but World War II resulted in another inevitable decline. The post-war boom in golf, however, sent statistics running wild. By the end of 1961 there were 6,623 golf courses in the United States.

Authoritative sources predict that in 1962 a total of 4,650,000 golfers will play a record-breaking total of upwards of 96,000,000 rounds of golf.

It is a foible in the American character that dollars speak louder than statistics, so let's discuss golf in terms of the greenback in comparing it to other national sports.

In 1960, according to the Athletic Goods Manufacturers' Association, golf equipment sales accounted for $86,775,170 of the nation's sporting goods outlay of $197,447,617. This represents 43 per cent of total athletic goods sales.

By contrast, baseball and softball sales combined for a low second place expenditure of $35,737,983.

Of the 1960 golf total, $44,829,660 was spent for clubs, $31,605,955 for balls, $7,041,275 for bags, $2,224,305 for carts and $1,073,975 for miscellaneous equipment. No statistics are available as to the money spent for the purchase and maintenance of the more than 50,000 electric and gasoline golf carts in use in the United States.

Similarly, no tabulation has been made of the sale of ladies' and men's golfwear. However, if each golfer spent only $1 on clothing in 1960, the total would have been far in excess of $4,000,000.

A look at the golf picture at the end of 1961 revealed several interesting facts:

—More courses opened for play.
—More courses under construction.
—More junior, senior and women golfers playing the game.
—More sales of golf equipment.
—More large land developments centered around golf courses.
—More industrial courses opened.
—More college courses in operation.

At the present time, there are approximately six times as many golf courses as there were 50 years ago. More courses were built in 1961 than any year in history.

There are presently close to 600,000 acres devoted to golf in this country. There were more than 300 new playing facilities—standard courses, par-3 layouts and additions—opened for play in 1961.

The increase in junior, senior and women golfers represents a good part of the total increase in the golfing population.

Outstanding junior programs with clinics, tournaments and planned activities are an integral part of every progressive club.

School systems are now introducing golf in the physical education programs of both junior and senior high schools. Major colleges throughout the country have top-flight golf teams and many of these same schools maintain their own courses.

The golf course has come to be recognized as an integral part of many new planned communities. In those areas where housing and home development projects are being planned, the golf course is becoming more and more the focal point around which these communities are being built.

According to National Golf Foundation records, approximately 35 per cent of all new private clubs opened for play in 1960 were courses built in conjunction with real estate developments.

Industrial golf programs are being promoted by major companies, factories and organizations. Many own and maintain their own courses for use of their employes and families.

The advent of the par-3 courses—growing constantly in popularity—has been responsible for the greatest number of beginners the game has ever experienced. With the new par-3 courses came the initiation of floodlighting for night play, permitting those who work during the day hours to play after dark.

Actually, the present rate of growth of new facilities, encouraging as it may be, is not keeping pace with the demand—a demand created by an ever-increasing population, the shorter work week and more income available for the pursuit of recreational and leisure-time activities.

Experts expect that approximately 340 million people will populate the United States by 1980. People will probably have perhaps twice as much money per person to spend by that time.

(*Continued on page 226*)

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S

GROWTH OF GOLF IN THE U.S.

from page 224

As to leisure time, the average number of hours worked per week has been dropping steadily, from around 70 in 1850 to 40 today. The future prospect is for still shorter working days and weeks and longer vacations.

In April of 1961, Joseph M. Graffis, Sr., President of National Golf Foundation, speaking at the annual meeting of that organization in New York, called for an urgent plan of action to provide 30,000 golf courses by the year 2000.

The most serious thing is the race for space for such facilities. A new awareness on the part of the general public of the need for open space in all urban planning and development is being recognized.

Down through the years, The Professional Golfers' Association of America has done everything possible to promote interest in golf and to develop new golfers. This, we believe, has been responsible in a great measure for this remarkable growth in golf.

Organized in 1916 by a handful of farsighted golf pioneers, the PGA grew steadily over the years, its growth in membership closely paralleling that of the national growth of golf. Since World War II its membership ranks have grown at an unprecedented rate until today membership has passed the 5,000 mark. The Association has grown not only in members but in an expansion of interests and activities.

From its ranks must come the professional men who will teach the masses the fundamentals of the game. Striving always to maintain the high caliber of instructors and teachers who will be a credit to the profession, it has sought to keep membership requirements high and its ranks well informed.

Its PGA Business Schools, begun in 1957, now number three, and give instruction of the highest type to assistants who wish to qualify for Class A membership in the PGA.

The PGA Education Committee, under whose direction the schools are held, is working constantly to provide the PGA professional with the best in instructional material, working clinics, informative seminars and ways and means for betterment of his services to his club members.

A national tournament program, bringing major league golf to every section of the nation, has been one important contribution by The PGA of America.

The popularity of golf shows no signs of diminishing. Daily it draws new converts. The monotony of other games in non-existent in golf—no two golf shots are ever identical, and every round is unpredictable.

Mr. Average Joe, mimicking the Palmer stance and the Snead swing, may have visions of breaking a record, but will be satisfied if he just ends the match beating Mr. Privileged Jim.

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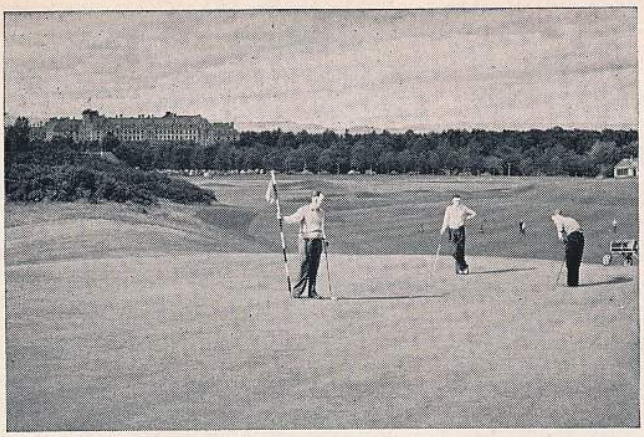


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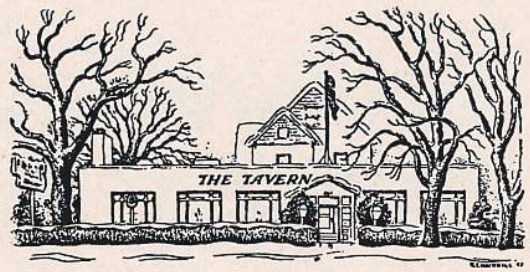
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PENNSYLVANIA— THE TOURISTS' STATE

from page 86

Hatteras during a gale force storm.

The next stop is Hershey, the Chocolate Town. The visitor will find a great many attractions to choose from. Hershey Park is a wonderful place for the youngsters, with all sorts of rides, roller coasters, fun houses, ferris wheels, and many, many other delights, including a zoo! The brilliant Hershey gardens of roses and tulips are on display. This town is the home of the famous Hershey Arena. You may cool off with a session of summer ice skating. Later, dance under the stars in the Starlight Ballroom. Whether your tastes run to picnics or restaurant fare, you will find ample picnic grounds—or a gamut of restaurants to fit your whim and pocketbook.

From Hershey it is on to Harrisburg.

Built on the crest of a rise in the heart of Harrisburg, the Capitol Building of the Commonwealth of Pennsylvania is an inspiring sight. Noteworthy is the famous staircase designed after the staircase of the Grand Opera House in Paris. Beautiful stained glass windows grace the walls of this imposing structure.

Adjacent to the State Capitol Building is the State Museum. Of all the exhibitions in Harrisburg this is the most rewarding. There are several divisions of the museum which depict the history and progress of Pennsylvania through displays of early glass and other artifacts. In the Hall of Indians you will find weapons, relics, utensils and many other articles of intriguing Indian origin. A few of the other unusual exhibits are a country store of the late 19th Century, historical dioramas, and a complete display of the flags carried by famous troops in several wars. A sizable collection of early automobiles is another unique feature of this museum.

This fascinating capital city, which successfully combines so much of the old and the new, was established along the banks of the Susquehanna. Four miles of park promenade, the River Parkway, wind in beguiling fashion along this historic river. While in Harrisburg be sure to visit the home of the Historical Society of Dauphin County, an active organization whose headquarters are located in the John Harris Mansion, built in 1776. Furnished in the gentle Colonial style, it contains a collection of relics, including the grant from William Penn's family to John Harris, Sr., who was the first settler.

The Dauphin County Court House, too, holds great interest for the visitor. This imposing building features terrazzo floors inlaid with metal figures symbolic of the county's activities. On the floor of the main hall, an outline map pin points the location of boroughs and townships.

For those with an eye to superbly created landscaping, the Italian Lake, a large artificial pond studded with graceful flowers, shrubs and trees, will present some exciting ideas. In winter, skaters in bright outfits take the place of the colorful flowers.

On River Road, Route 22, Fort Hunter Museum offers exhibits of customs and the mode of living during Colonial days.

At Harrisburg the tourist, seeking to see the many wonders of Pennsylvania, has three choices. He can head into the delightful Pocono Mountain resort area, he can go north toward the Grand Canyon of Pennsylvania, or he can swing south toward the Gettysburg battlefield.

Those golf fans who might desire to leave Aronimink and head directly to the Poconos, could skip the trip to Lancaster, the Dutch country, Hershey and Harrisburg and go up the Northeast Extension of the Turnpike, or follow Route 611 to Easton, and thence to the Poconos. Regardless of how you reach the Poconos you will be fascinated by their beauty. Dotted with lakes, streams and waterfalls, the Poconos beckon with recreation to suit the most enthusiastic sportsman, or one interested in a long, lazy loaf out of doors.

Truly, the area around Monroe and Pike Counties encompasses scenery unsurpassed in beauty. Bound closely with the historical roots of our nation, the region abounds in events and places relating to those earliest years.

(*Continued on next page*)

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PENNSYLVANIA— THE TOURISTS' STATE

from preceding page

There are many evidences of the days of the Indian when the mighty Lenni-Lenape Indian Nation ruled these woodlands. These woodlands now have become a year-round vacation haven, with particular appeal for honeymoon couples. From early in the spring while the laurel and rhododendron bloom, through the sunny days and crisp cool nights of summer, flaming fall, and winter with its exciting sports —skiing, tobogganing on snowy slopes, ice fishing, and the breath-taking thrills of iceboating on frozen lakes, they arrive. The beginning of the summer season is officially marked in June with the colorful Laurel Blossom Festival. This gala event is a week devoted to gaiety, the high point of which is the selection of a Laurel Blossom Queen. At this season the Poconos put out their flowery best which provides an enchanting backdrop of shade and color for the official welcome of spring.

There are many scenic drives throughout the Poconos—Pine Knob, Big Pocono, Delaware Water Gap and Bushkill Drive at Marshall's Creek, to mention just a few. The hiker will fill his memory book with pleasure for years to come by trips along Gap View Drive, the Promontory, and the Appalachian Trail which starts at the Delaware Water Gap and continues south throughout the Appalachian Mountains.

Magnificent falls of unsurpassed beauty are found throughout the Poconos. Bushkill Falls, often called the "Niagara of Pennsylvania" is located up the scenic Delaware Valley. These spectacular falls form a dramatic backdrop of inspiring natural beauty. Flower-decked paths lead through 100 acres of towering forests, and are unexpectedly furnished with convenient rustic bridges to enable the hiker to reach a rushing waterfall, take him over a gorge or pool. As you approach the falls, there is a rumbling, then a roaring and suddenly you burst upon a mountainous wall of water thundering over upthrust rocks, cascading from level to level and finally

descending to spinning whirlpools below.

On Saw Creek you will find lovely Winona Falls; see Indian Ladder Falls on Levitt's Branch; Buck Hill on the Beautiful Hill; Paradise Creek of Paradise Valley; Buttermilk on Marshall's Creek; Silver Thread, aptly named, and Dingman's Falls on the creek of the same name at Dingman's Ferry. Stoddardsville Falls on the Lehigh River is a beautiful sight. Besides these more noted wonders, you will come unexpectedly on smaller falls of equal scenic splendor. No outthrust of the mountain can check these thunderous waters on their turbulent journey to the Delaware River from the crown of the Poconos, 2,000 feet above.

A secret wish of all of us at one time or another is to be able to feed the wild animals at the zoo. Here in the Poconos is a new and exciting way to grant that wish with a visit to the Pocono Wild Animal Farm. The farm features two public feeding grounds, well stocked with tame "wild" animals. The visitor may go right in among them and feed or pet these little friends. Baby fawns and lambs may be fed milk from a nursing bottle—an opportunity which will enchant the younger members of the family . . . and many of the older ones, too!

This is truly a new kind of zoo, set in an old orchard in the heart of the woods. The Wild Animal Farm is located on U. S. Route 611, one mile south of Stroudsburg, Pennsylvania, and two miles north of Delaware Water Gap.

Slightly north and west of the Pocono region is the anthracite coal country. We are including some points of interest here as this region has played such a large part in the progress of our country. Jim Thorpe, Pennsylvania (formerly Mauch Chunk, but renamed several years ago to honor Jim Thorpe, the great American Indian athlete), presents one of America's most unusual mansions which was built by a famous early industrialist, Asa Packer. Today the Packer Mansion is sponsored by the Lions Club. It contains many unique carv-

(*Continued on next page*)

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PENNSYLVANIA— THE TOURISTS' STATE

from preceding page

ings, panelling, and even some furniture which was fashioned and hand-carved right in the house by craftsmen imported from Italy and Switzerland. Fabulous antiques and exquisite furnishings are on display—the hobby of a man well able to indulge his tastes. Note the gold leaf on the walls of the dining room and the extensive collection of fine china trimmed in 24-carat gold. There is an inlaid rosewood table that is a jewel, and the ebony piano is an outstanding example of its type.

After Jim Thorpe, the area from Hazleton through Wilkes-Barre on to Scranton will give you a colorful picture of the anthracite coal region, or the Northeast Extension of the Turnpike will take you through ruggedly beautiful countryside directly to Scranton.

Scranton is a fascinating city in the Lackawanna Valley, and is changing over from an economy based on coal to one based on diversified industry. For the visitor there are many unusual points. The Everhart Museum of Art and Natural History is set in beautifully landscaped Nav Aug Park behind a lovely pond upon which swans and ducks lazily glide. In the park not far from this important museum is Brooks Model Coal Mine.

A trip to the Scranton Public Library is rewarding. This arresting structure is modelled after the Cluny Museum in Paris. A memorial gift to Scranton from the Albright family, it is an excellent example of architecture of the 15th Century.

An interesting natural formation near Scranton, located just off Route 6, slightly north of Scranton, is the largest glacial pothole in the world.

For those golf fans who are heading for the west, and have journeyed through Lancaster, to Hershey and Harrisburg, the next step is a visit to Gettysburg. But a side trip to Carlisle is suggested, with the tourist leaving Harrisburg via the Forster Street Bridge and proceeding to the intersection of the Carlisle Pike, where a right turn is made to take you direct to Carlisle.

Attractively situated in the fruitful Cumberland Valley, this charming town is steeped in the early history of our nation. Outstanding along the landscape are the enormous, beautifully kept end barns for which the region is famous. You will note that the bricks at the ends of these barns are laid in such a fashion as to create an interesting all-over pattern. They are built in the Pennsylvania Dutch manner—forebays on the lower part, and banked on the upper floor.

These structures showing intricate brick work at each end could fill a photographer's notebook. East of Carlisle, where the Appalachian Trail crosses the county, there is a marker of the mid-point between Maine and Georgia. Six miles southeast of Carlisle off Route 74 lies the Boiling Springs. The water of these springs literally boils up from the bottom of the lake. Not far from here are the old furnace of the Carlisle Iron Works, and the Ege Mansion which dates from the 18th Century.

The Hessian Guardhouse Museum of military relics, and objects from the Indian School which was held at one time in this building, is located at the eastern boundary of town. This is the school that educated Jim Thorpe, famous for his athletic prowess.

Carlisle is also noted as the home of a heroine dear to the American Revolution—Molly Pitcher. A statue commemorating her bravery stands in Carlisle. During battle, Mary Ludwig McCauley carried water to the wounded soldiers, thus her nickname. At one point in the Battle of Monmouth her husband was wounded. Molly thereupon dropped the pitcher she was carrying, seized the ramrod from her husband and proceeded to service his gun efficiently and accurately.

From Carlisle, turn south on Route 11 to Chambersburg. This route will take you through some beautifully scenic country. Chambersburg exerts a historical charm on the visitor. Here, John Brown made plans for his ill-conceived raid on Harper's Ferry. Chambersburg, too, was the only northern town damaged seriously by the Confederates during the War between the States. It was burned by a

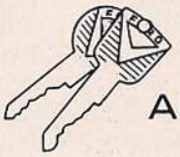
(*Continued on page* 234)



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PENNSYLVANIA— THE TOURISTS' STATE

from page 232

contingent of Confederate soldiers.

In an earlier day, Chambersburg played a part in the settling of Pennsylvania and during the Indian uprisings. The first real settlement was made at Chambersburg in 1732. In 1834, Thaddeus Stevens, a blacksmith and ironworker who had been elected representative to the General Assembly successfully defended Pennsylvania's Free Public School law. His forge is still preserved at Chambersburg today. It is a beautifully proportioned stone building, crowned by a small tower.

From Chambersburg, let us turn east on Route 30 to Gettysburg.

The National Park Service maintains acres of the historic battlefields. Here you can tread the hallowed ground where the greatest battle ever fought in this part of the world took place. At Gettysburg you can see where Pickett made his famous charge, you can see Devil's Den, you can see the Wheatfield, and Big and Little Round Top.

Approximately 4,000 buses visit the Gettysburg battlefield each year, most of them filled with school children learning about American history by actual visitation. Teachers have found the bus trips to Gettysburg a highlight in their efforts to instill in the children a sense of historic continuity, patriotism, and a knowledge of the meaning of our nation.

The silent cannon no longer face each other in enmity at Gettysburg. Instead among the splendid beauty of forest and plain they help recall the valor of an earlier generation of Americans whose mortal combat in defense of their beliefs opened the era of America's greatest development as a united nation.

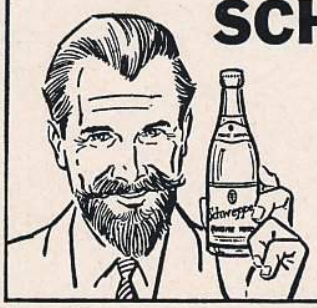
Monuments, many of them examples of the highest skill of the sculptors' art, dot the 16,000 acres of the Gettysburg battlefield area. Shadows, the angle of the sun, the movement of a leaf sometimes make the statues seem to come alive, and the simple tale of valor of the soldiers, engraved on the side of their unit monuments, listing their losses and engagements, tell those with imagination most of the terror and the glory that was theirs.

Moving westward from Gettysburg it is possible to follow the trail originally laid out by George Washington in the days of the French and Indian Wars. This trail takes you into Bedford, where a stop can be made at the replica of Fort Bedford, one of the first forts erected in that part of the Commonwealth.

Further west is Fort Ligonier, and the town of Ligonier that today is more famous as the home of the Ligonier Hunt Meet, than it was in the days of the early Colonists.

You are now in the Laurel Highlands, a rapidly developing resort area that is well worth a stop, maybe for a few hours, or maybe for a few days. "Gateway to the West," Laurel Highlands is rich in historical background and many pages of America's early history were written here where George Washington's military career began. Today, with its monuments,

(*Continued on page* 237)



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PENNSYLVANIA— THE TOURISTS' STATE

from page 234

reconstructed forts, battlefields and historical trails, the area is a living history book for all to read first hand.

Embracing more than 2,000 square miles of Fayette, Somerset and Westmoreland Counties in southwestern Pennsylvania, Laurel Highlands is literally the gateway to mountains of pleasure. There are thousands of miles of alluring forests and rolling hills, waterfalls and ski slopes, lakes and fishing streams, picnic areas and bathing beaches, parks, historical meccas, golf courses, and scenic vistas that are breath taking.

From nature trails to night clubs . . . from placid fishing nooks to busy bathing beaches . . . from angling in the spring to hunting in the fall . . . from water sports in summer to winter skiing in the snow . . . from secluded camping areas to luxury resort hotels . . . from maple "sugaring" in the spring to flax scutching in the fall . . . from Indian lore to historical museums . . . from folk festivals to county fairs . . . from mystic caves to towering mountain heights . . . that is what Laurel Highlands has to offer.

This area abounds in Indian lore. The Delawares, Shawnees and Iroquois used it as a hunting ground and artifacts are still to be unearthed in out-of-the-way places. Indian mounds have been found in the area, particularly along the streams, and the serious student of archaeology thrills to the expectation of a possible discovery.

The next stop is Pittsburgh, once the gateway to the west, now known as the gateway to the future.

The city's history began in 1758 when the British erected a fort on the point of land where the Allegheny and Monongahela Rivers join to form the Ohio. They named the stockade Fort Pitt in honor of William Pitt, then Prime Minister of England. It was here that British forces overcame the French and determined the destiny of this country as an English-speaking nation.

Pittsburgh produces over one-fourth of the nation's supply of steel. A lesser-known fact is that Pittsburgh is America's number one inland port, with more tonnage being hauled on its three rivers than the combined total that passes through the Panama and Suez Canals. But the most noteworthy achievement of Pittsburgh today is its redevelopment program, headline-famous throughout the world. The city that author Charles Dickens described many years ago as "Hell with the lid lifted," has achieved the most spectacular comeback of any metropolis in the nation.

Pittsburgh's renaissance began in 1945 when its business, civic and labor leaders, educators and public officials, united to rebuild a run-down city into a community that its citizens would be proud to live and work in.

Pittsburgh's rebirth began at the Point, the oldest part of the city and an area of great historic significance. A 36-acre Point State Park has been built to recreate these historic ties with the past. Other new developments in the Lower Triangle include Gateway Center with its three stainless steel

(*Continued on page* 239)

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PENNSYLVANIA— THE TOURISTS' STATE

from page 237

skyscrapers, the new State Office Building, Bell Telephone's 12-story western headquarters building, and the ultra-modern Pittsburgh-Hilton Hotel, a 23-story, $15 million structure located at the edge of Point Park.

A new era in the life of the Mid-town Triangle began with the opening of Mellon Square Park, an acre of quiet beauty in the very heart of the city. Surrounded by the 41-story Mellon-U. S. Steel Building; the Alcoa Building, America's first aluminum skyscraper; the Oliver Building, and the Penn-Sheraton Hotel—the Park gives a feeling of spaciousness to the center of the downtown area that is found in few cities of comparable size.

The most dramatic face-lifting project in downtown Pittsburgh is taking place in the Upper Triangle. Once an area of slums and run-down commercial structures, the Lower-Hill Redevelopment is a daring idea whose fulfillment will extend the Golden Triangle by one-third. The keystone in the reconstruction of the Lower Hill is the Civic Auditorium, an all-purpose structure with a flexible roof that can be opened and closed as the need arises. A new apartment district is planned for the land to the north of the arena as well as a new commercial development. A wholly new street pattern will be laid out for that area.

Swinging north from Pittsburgh the Pennsylvania tour takes you to Titusville, site of the Drake Oil Well, the first oil well in Pennsylvania, and the forerunner of an industry that is still a vital part of the state's economy.

Then into the far northwestern corner of the state to the picturesque City of Erie, located on the lake of the same name, and a part of Pennsylvania that is replete with the history of the War of 1812.

Erie was the home base of Commodore Oliver Hazard Perry's fleet, and the restored flagship "Niagara" and the monument to Commodore Perry remain as reminders of the victory over the British in the Battle of Lake Erie that was fought in 1813.

Erie itself is a bustling city, with plenty to attract the tourist, and some of the restaurants that dot the shoreline are unique and noted for their excellent cuisine.

Presque Isle Peninsula, on which is located Presque Isle State Park, is a seven-mile long finger of land which extends into Lake Erie and curves back shoreward to provide natural protection for Erie Harbor. Seven continuous miles of white, sandy beaches garland its lake side, providing a delightful setting for bathers and picnickers. These beaches have been pronounced the cleanest and safest of any on the south shore of Lake Erie.

Within the 3,200 acres of this beautiful recreation-conservation area a great many deer and other native animals roam in their natural state. Sheltered within the heart of the Peninsula are miles of rambling lagoon waters, favorites of sports fishermen, canoers and nature lovers. In addition, there is a 110-acre artificial lake presently under development as a sheltered harbor for 1,500 boats.

Pennsylvania is truly "The Tourists' State," and whether you come here to see our fine golf courses, or stay to see the many attractions, historical, recreational, or unusual, you will find that the time spent in Pennsylvania is time well spent.

Welcome again to Pennsylvania, and see its grandeurs before you head for home. "The Tourists' State" is glad you came, and hopes you will return.

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John LaCerda (left), Publicity Director and well-known Philadelphia publicist, has worked in close co-operation throughout the year with Tournament Manager J. Edwin Carter.



Vince Miller, Art Director; Ed Cullen, Cover Artist; and Gloria Boone Franklin, Contributing Artist, are all alumni of the Philadelphia Museum College of Art.



Left to right, back row: Carole Raetze, Secretary; Vince Miller, Art Director; Ed Cullen, Cover Artist. Front row: Marti Malanik, Assistant to the Publisher; John LaCerda, Publicity Director; Gerry Joines, Secretary; Jim Bonner, Advertising Chairman; Nancy Jupp, Managing Editor; George Berry, Annual Chairman; Ed Carter, Publisher; Gloria Franklin, Contributing Artist.

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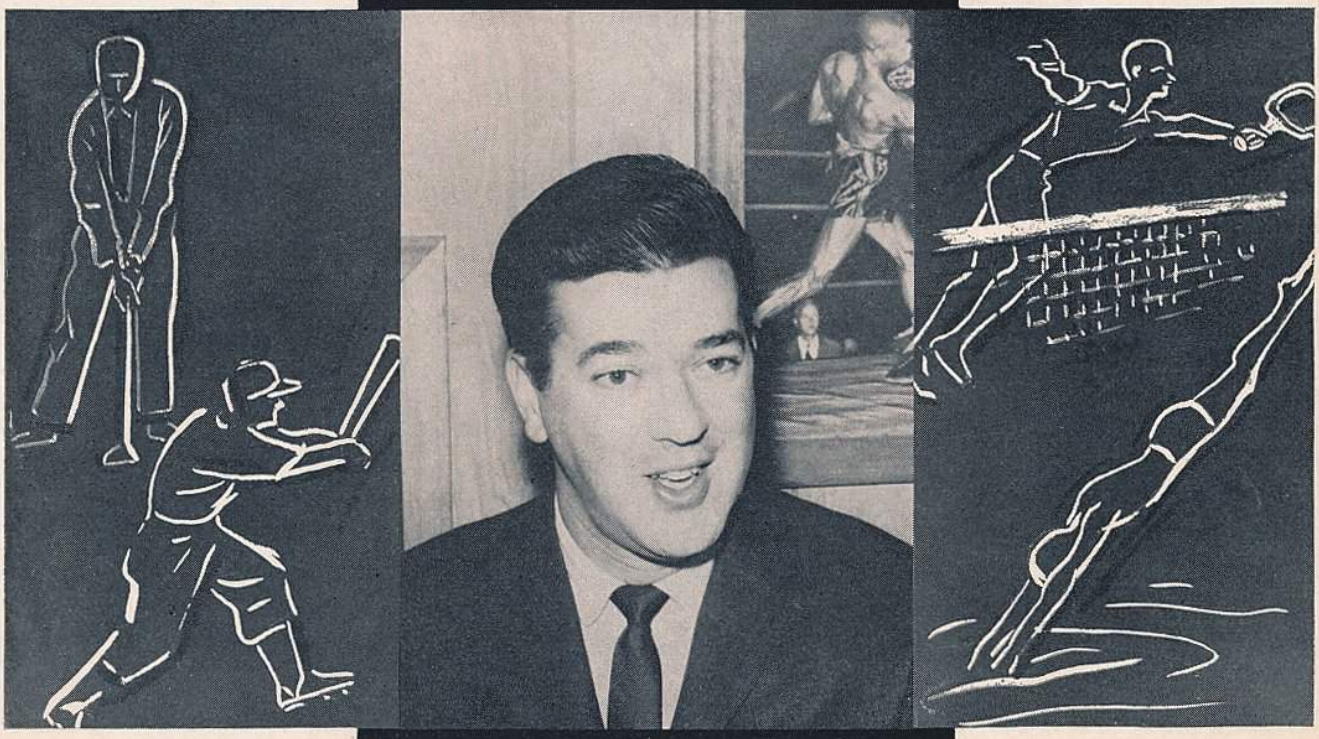


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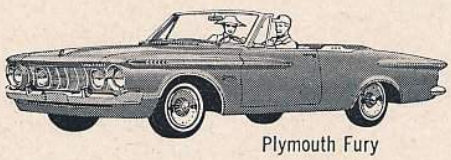
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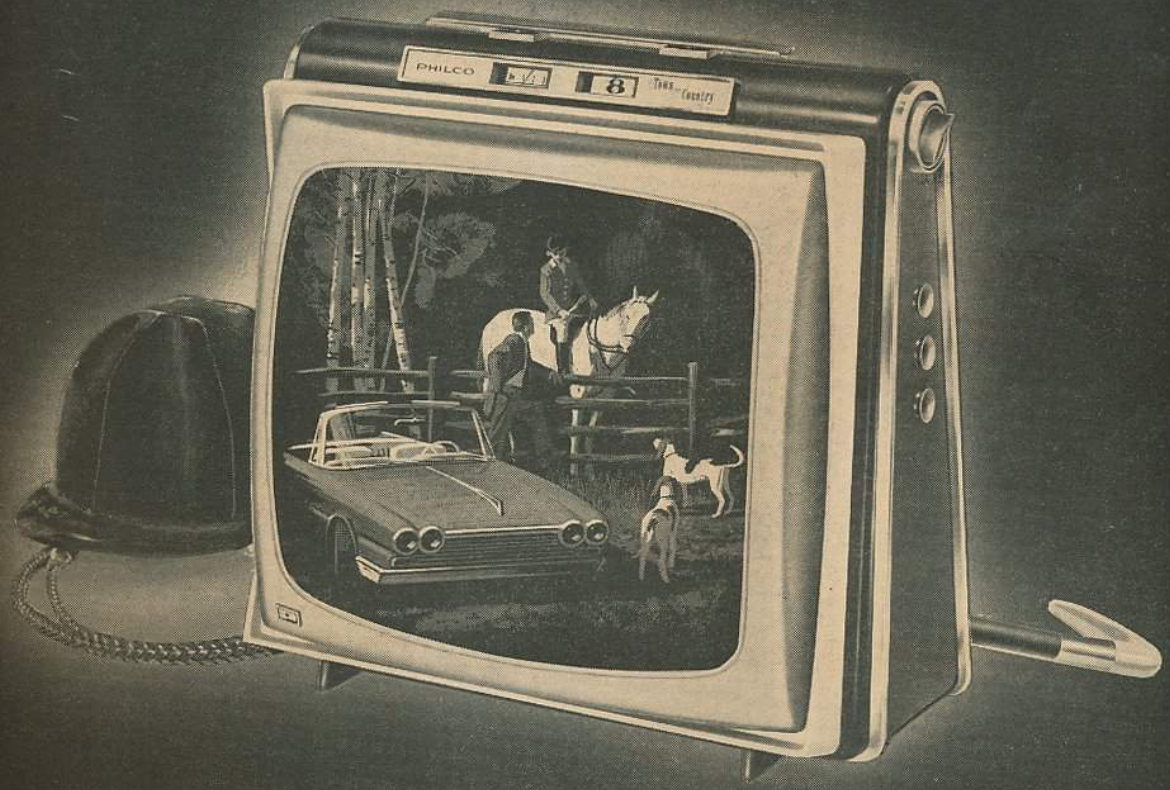
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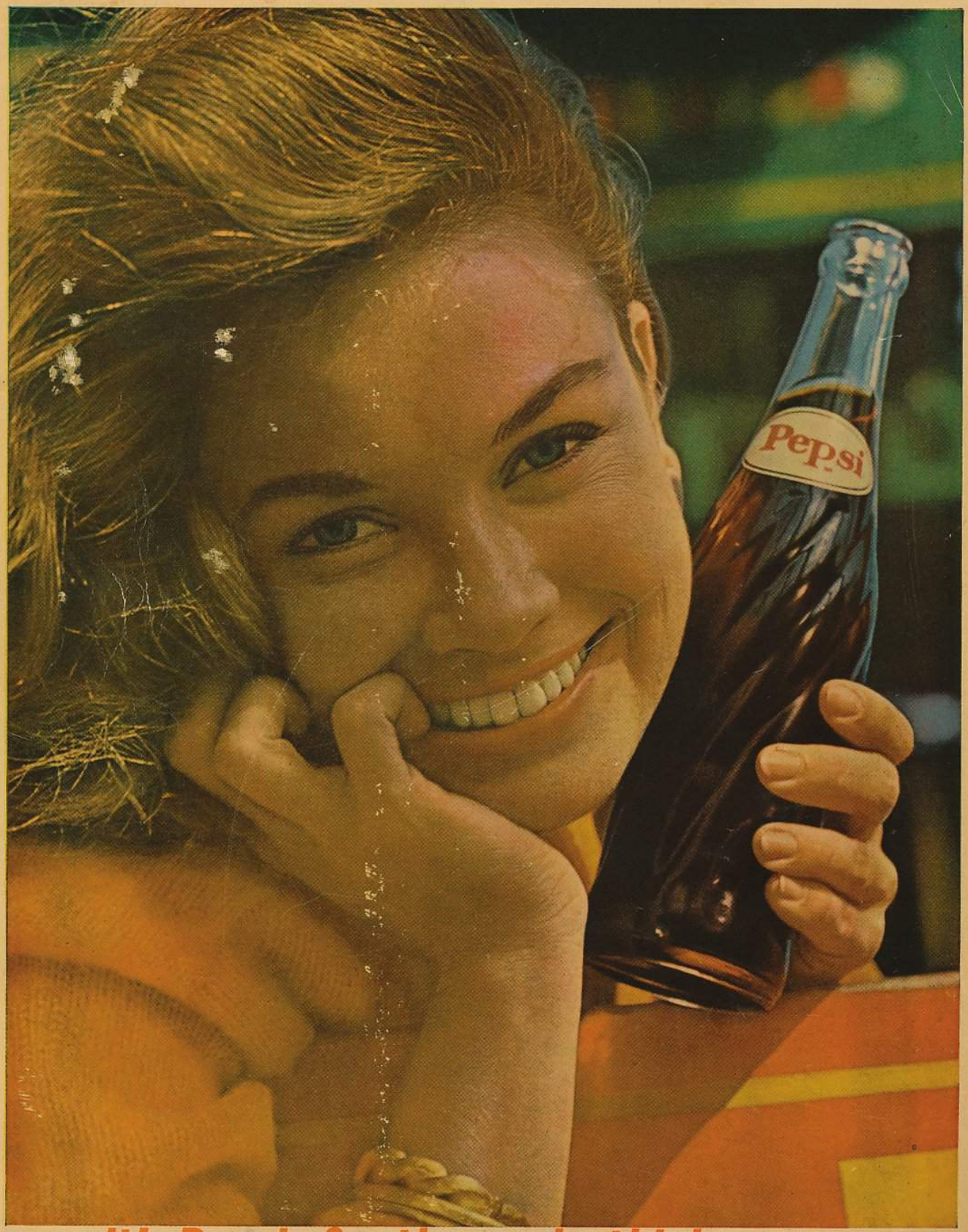


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