Beginning July 15, 1957, The Sporting Goods Division of Dunlop Tire and Rubber Corporation, 500 Fifth Avenue, New York City, will handle an exclusive line of Tufhorse golf bags for distribution and sale to Pro Golf Shops throughout the United States.

Tufhorse will continue to supply direct to Pro Shops all golf bag models listed in 1957 Tufhorse catalogs showing Tufhorse bags as well as a new, extensive line of quality bags that will be announced in our 1958 catalog.
Golfers go for Clean 'n' Cool

FOR FEET & SHOES

$1.25 RETAIL

New Antiseptic, Soothing Deodorant in Handy Spray Can

Your cost per dozen pack with display card $15 less 40% professional discount, net $9.00 f.o.b. Springfield, Illinois.


Fill out coupon below and mail today.

CLINICAL DEVELOPMENT LABORATORIES
2600 S. WALNUT ST., SPRINGFIELD, ILLINOIS

Please send me ................ dozen CLEAN 'N' COOL @ $9.00 per doz. F.O.B. Springfield, Illinois. Enclosed $..............

Name ........................................
Club ........................................
Street ........................................
City ......................................... Zone ........

(Please Print)  State ..................

Provide an individual compartment for each club. Protect your grips and improve your game.

PROTECT YOUR GRIPS with CLUB TUBES

CLUB TUBES List 50c each
• Fit any bag.
• Lifetime plastic
• Weatherproof.
• Clubs slip in and out easily.

DISTRIBUTORSHIPS OPEN

CLUB TUBES MANUFACTURED BY:
LASCO PIPE
9746 E. Firestone Blvd., Downey, California

Colorado Distributor
DENVER GOLF AND TENNIS CO.
1807 Wilton Street, Denver 2, Colo.

(Continued on page 52)
Here it is! The all-new Westcoaster “Super 36” — with the Bold New Look and unmatched stallion-spirited performance. The body of the “Super 36” is tough Fiberglas. Color is molded-in. No chance for rust to mar its sleek beauty.

Elliptical rear leaf springs, shock absorbers and aero-type front suspension give you a feather-bed ride, ground-hugging stability. New adjustable seat automatically tailors the “Super 36” to fit you.

A new fool-proof built-in recharger is a Westcoaster exclusive. These are only highlights, of course, — actually you can count at least a dozen engineering features that make the Westcoaster “Super 36” your most comfortable golfing companion.

Prove the facts for yourself with a demonstration.

Write for the name of your nearest dealer right now.

WEST COAST MACHINERY, Inc.
1802 EAST CHARTER WAY • STOCKTON, CALIFORNIA

July, 1957
ALL FOR YOU
— and for you only

ACUSHNET
GOLF BALLS

Sold the World Over Through Golf Course Pro Shops Only

Every ball made in our factory for golfers is for sale to the pro shop, through the pro shop and by the pro shop only. This policy has been in force for 24 years.

There is an Acushnet ball for every purse and player. There is an Acushnet ball for every game. In each grade the Acushnet standard of quality — standards which pace the industry — are maintained as they have always been — and always will be.

No other, no other manufacturer offers you a sales advantage like this. No other manufacturer offers you this protection. Take advantage of it for better sales.

Something New! New Jersey PGA Holds First Sectional Educational Program

Young Pros Learn Fundamentals of Shop Management at College of Golfing Knowledge

Taking a lead from the national PGA which held such a successful training school for assistant pros at Dunedin, Fla., last winter, the New Jersey branch of the organization held what is believed to be the first sectional program for the education of young pros as well as shop employees and caddie masters when it staged a “College of Golfing Knowledge” at Shackamaxon CC in Westfield on June 17.

Patterning the curriculum after the parent association’s school, the New Jersey section instructed the youngsters in setting up golf teaching courses for children and adults, gave tips on shop management, club repairing and golf merchandise sales promotion. The students also were given instruction in teaching and shown the finer points of shotmaking by several of the state’s leading pros. A 9-hole tournament that followed the classroom work was won by Dave Zambri of Rockaway River.

J. Bud Geoghegan, Crestmont CC, West Orange, is dean of the College of Golfing Knowledge which will be reconvened on Sept. 23 at Forsgate CC in Jamesburg.

The New Jersey PGA’s first venture in education was considered something of an experiment. But in the opinion of the 35 students who attended the school, the entire proceedings went off as smoothly as at any long established institution. The success of the program points the way for other sections that have even thought of holding similar clinics. GOLFDOM, which pressed the PGA for several years to set

College of Golfing Knowledge faculty included these pros (l to r): J. Bud Geoghegan, John Cafone, Jerry DeRosa, Andy LaPola, Otto Greiner, Bob Grobe, Andy Sikora, Emery Thomas, Monte Norcross
At swing clinic Emery Thomas (with club) lectured with help from Andy Lapola and Otto Greiner (left).

up the winter training school, has long advocated conducting educational programs on a state or sectional basis.

Following is a detailed account of what went on at the College of Golfing Knowledge.

By J. BUD GEOGHEGAN

Promotion of Scholastic Golf

Andy Sikora, of the Beacon Hills CC, long a leader in junior and interscholastic golf programs, presented an interesting discourse on the promotion and handling of classes for school-age golfers.

During the past several years, he has taught over 1,500 boys and girls in the southern part of New Jersey. He starts these classes in the early spring and continues them as weather permits. Special busses transport the youngsters from school to the club. His minimum number in a class is 25, and the maximum group is 75. In the larger group he uses associate professionals to assist. He charges 50¢ per lesson and runs through a 10 week series. This provides a fine income during what might be considered a slow period at his club.

Ample equipment is necessary and Andy has on hand 50 wood clubs, 150 irons, 500 plastic balls, 15 rubber Masterpiece gadgets, 15 cocoa mats and several putting devices. When he gets outdoors, he uses the hard ball. He starts with the short game, and works up to the full swing by the fifth lesson. Then he has a full-scale written examination.

He awards prizes for the best marks in the exam. In the last five lessons he reviews the whole subject and includes a session or two on the rules and etiquette of the game. The eight outstanding pupils of each, a total of 48 entries, (he has 6 classes), play in a special event at the end of the sessions. Andy awards many trophies for winners in different categories.

He feels that not only has his teaching of golf been a great contribution to the moral training of his young friends, but as his pupils become adults they are welcome additions to the golfing community.

Teach Group Golf in Adult Schools

Jerry DeRosa, pro at the Passaic County CC, golf coach at the Montclair State Teachers College and a member of the National PGA teaching committee, joined with Monte Norcross, professional at the Metuchen CC in presenting an extensive outline of their methods of conducting adult group golf instruction. They pointed out golf has become such a popular activity that many adult schools have included it in their curriculum; also, that the demand for this group instruction is so great that there is a shortage of competent pros to conduct these classes.

They recommended that PGA pros avail themselves of this opportunity to supplement their income during the off season, as most classes are conducted either in the fall or spring.

The fees for these sessions range from $10 to $25 per hour. In addition, there is the opportunity of selling equipment to the students as well as continuing with private lessons for the students after the ten week series is completed.

(Continued on page 61)
Among the finest things of life!

Haig

Ultra


Walter Hagen
Division of Wilson Sporting Goods Co.
Grand Rapids, Michigan
Room for Complaints, Too


William A. Livingston, Supt. at Silver Spring CC, Ridgefield, Conn. has come up with an idea which informs the membership of upcoming maintenance work and also provides the members an opportunity to register any complaints about the course condition. Every Monday, Bill posts a copy of the above form on the lockerroom bulletin board. This form includes the following:

1. A map of the entire course, hole by hole, indicating all traps, tees, greens and fairways, with the hole number and yardage shown.
2. A box indicating whether summer or winter rules will be played during the coming week.
3. The date.
4. The position the pins will be placed on the greens and the dates they will be in that position.
5. An indication of the maintenance work that will be conducted during the coming week.
6. Symbols:
   - D—Depression; S—Sand; R—Rake; MR—Machine Rake; W—Water; C—Cut.
   - Circle area worked. Symbol & Date.

Golfdom
7. An indication of any special jobs (new construction, etc.) planned during the coming week.
8. A listing of all tournaments to be held during the week.
9. A scorecard of the course.
10. A table of symbols to indicate areas on the golf course and types of maintenance procedure.

Golf Second in Popularity in Industrial Sports Picture

A survey recently made by the National Industrial Recreation Assn. shows that golf ranks second in popularity among sports sponsored by various manufacturing and commercial concerns. A total of 240 companies took part in the survey. The number of firms sponsoring leagues of company teams are shown below:

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<td>GOLF</td>
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<td>Softball</td>
<td>62</td>
<td>91</td>
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<td>Basketball</td>
<td>46</td>
<td>78</td>
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Public Links Tournament

A total of 1,926 golfers have filed entry for the 32nd Amateur Public Links championship of the USGA to be played at Hershey Park GC, Hershey, Pa., from July 29 through Aug. 3. The field will be narrowed to a final 150 following 37 qualifying rounds to be played at as many locations between July 7-14. Defending champion, James H. Buxbaum of Memphis, and the 1956 runnerup, William C. Scarborough, Jacksonville, Fla., are exempt from sectional qualifying.

Merion Bluegrass Production

Production of Merion Bluegrass for 1956 was 1,546,000 lbs. produced on 10,055 acres. For 1957 there will be an increase from 10,055 to 11,875 acres, giving an estimated harvest of 1,977,000 lbs.

July, 1957
One of America's foremost research organizations, United States Testing Co., just completed a series of impartial tests on the four leading high-compression golf balls.

An important part of this study concerned *trueness*—that quality that makes a golf ball go where you hit it.

Did you know that even among top-priced golf balls there's enough variation in trueness to make you miss a well-stroked putt, or catch a trap on a properly hit approach shot?

In tests which measured trueness factors, the new Spalding DOT outranked all other brands tested—proving the DOT will follow a truer course putt after putt, shot after shot, ball after ball.