

GOLFDOM

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Swinging Around Golf

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pros match by Fred Corcoran, will sponsor the 1961 tournament and will put up \$15,000 prize money plus paying expenses of the 34 sectional winners to the championship at Dunedin.

First Flight Co. of Chattanooga, sponsored the PGA's Quarter Century Club championship (with \$3000 cash and \$2000 in merchandise) for the fourth year and repeated as sponsor of the PGA National club championship, giving \$2000 in prize money and \$3000 in merchandise as the club tourney prizes.

The cocktail party and fashion show put on by makers of Wm. Joyce golf shoes, Munsingwear golf shirts and E-Z-Co golf carts, prior to the UGA Seniors' dinner, was colorful and a social and business success . . . Pros' wives, to a considerable degree responsible for the professional's vast progress in merchandising, showered Eve Bowen, wife of Kip, pres., Bowen, Inc., Wm. Joyce golf shoe makers, with compliments for her showmanship in prepar-

in and presenting the show . . . USGA's 1960 Bob Jones award for distinguished sportsmanship went to Chick Evans who, in accepting it, made plea to clubs to keep their caddie programs going strong.

Joseph C. Dey, jr., executive dir., of the USGA, presented with two bound volumes of letters written to rejoice in Joe's 25th anniversary with the association . . . Senator Prescott Bush (R-Conn.) got the letters together . . . Bush was the USGA president when Joe was hired . . . That was a lucky day for golf and the USGA . . . Joe has been of incalculable value to the game . . . When he's been in a tough spot — and there have been plenty of them in his 25 USGA years — he always has thought of the good of the game and the golfers, rather than about what's good for Joe . . . There have been times when that attitude didn't get him any votes as America's Sweetheart but everybody's got to say Joe always stood up as an honorable gentleman and thorough sportsman . . . He has been right in the difficult decision a whole lot oftener than he has been wrong . . . That's better than par for humans.