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1. PRO SHOP SUCCESS . . . "Jack, we're with you on your new Pro-Only deal on SILVER KING," say America's Pros. In hundreds of shops the King is rolling up record sales!

2. GREAT PUBLIC ACCEPTANCE . . . Clear across the country SILVER KING is soaring in popularity. America's favorite for a golfing generation and its reputation is better than ever! SILVER KING's national advertising tells your members, "Your Pro deserves all your patronage."

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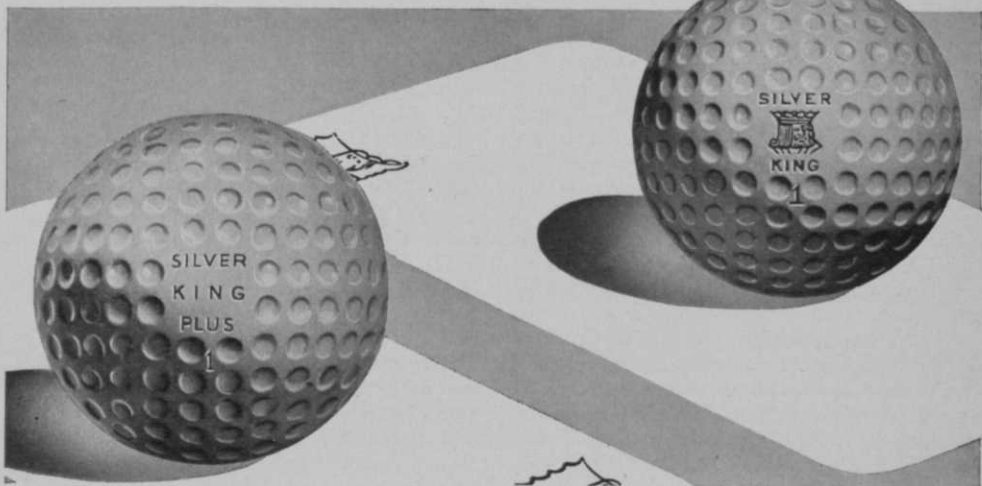
SILVER KING, tough cover—America's favorite. Each famed for distance, durability, direction. Each with Cadwell Geer Cover . . . And SILVER DUKE, the Big Economy ball at 50¢.

"And I'd like to add a Fourth Cheer for all you gentlemen who are giving SILVER KING such wonderful support.

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Mod. W75, \$7.50
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your clubs; go and try them out on New Golfers' Day."

Fathers and mothers, who played the game themselves, would take Junior out on such a day, to make a golfer out of him.

The underlying psychology of New Golfers' Day would be one of tolerance, kindness, encouragement, patience and help applied to the vast army of dubs.

Veteran golfers, whose selfishness is one of the chief obstacles to putting the idea across, would have to be sold on the necessity and importance of staging such a day and increasing the number of golfers in order that the game may flourish. Incidentally, an increase in number of players undoubtedly would reduce the game's cost to them.

First, a national committee should be formed composed of a representative of the National Golf Foundation, the USGA, the PGA, and other associations. Similarly, representative local committees should be formed, so that New Golfers' Day would have the working cooperation of thousands of golf enthusiasts, who would see that the movement was supported in their communities. Golf editors and sports editors in various cities

could be named on such committees. The plan would utilize advertising and publicity on sport pages, magazines and on the radio.

Locally, enterprising newspapers might make money from such a day by sponsoring it and selling advertisements. There are many advertisers who might be interested in plugging the idea.

Educational Conference at Denver—A one day educational conference will be held by the Rocky Mountain Greenkeepers Assn. at the Cherry Hills CC, Denver, on July 14, which is the day following the national PGA tournament at Cherry Hills. Speakers will include John Monteith, Jr., USGA Green Section; O. J. Noer, Milwaukee Sewerage Commission; Bill Gunesch, State Horticulturist, Denver; and W. H. Johnson, GSA Director, Los Angeles. Herb Graffis, editor of GOLFDOM, will perform as master of ceremonies.

Under present arrangements, the talks and papers will be heard during the morning with a question and answers session right before lunch. An equipment show and demonstration will headline the afternoon's festivities, and the greenkeepers' banquet will be held that evening.

Midland Hills' Women Members Keep Club Humming With Activities

By **WALTER MUND, Pro**
Midland Hills CC, St. Paul, Minn.

THIS year more than ever there is emphasis on women's golf at the foresighted golf club. Men members of the private clubs are going to have added business duties connected with defense work, in many cases, and before they learn that golf's recreation is essential to their physical and mental well-being, the women will have an opportunity to advance in club activities.

In our club we can brag about what women's interest has done in promoting the progress of the organization and in giving the club the sort of publicity that does much in making memberships desirable.

The male membership of Midland Hills numbers about 175. This will give you an idea of the relative activity of the women.

About four or five years ago a feeling existed at the club that the women were unwanted. This was not done intentionally. At that time there was very little play among the women. We did not have enough women to compete in the Twin City ladies' league.

An effort was made by the officers of the club, ladies' chairman, and myself to encourage play among the women. This has been so successful that they have put Midland Hills on the map.

Two years ago our women won the Twin City league championship. Last year they lost by half a point and won the B league. This was due to the fact it was run on a handicap basis.

Best Minnesota Team

Perry Dotson of the St. Paul Pioneer Press went so far as to say ours was the greatest team that ever represented a club in Minnesota. After a challenge by a Minneapolis paper it was proved he was right.

To stimulate women's golf I have encouraged group classes, free junior classes, and have gone so far as to set up a plan in the fall where I played every lady in the club a match; that is I played three at a time and the one in A class and the one in B class that did best against me received trophies.

Mrs. Hayes Dansingburg, of our club,



Despite 'hell and high water'

North British produces this fine new ball . . . and gets it across!

NORTH BRITISH, greatest of the old Scottish ball-makers is **delivering** the best ball they've ever built. Brand new from core to cover, **stepped-up** in tension, click and **distance**—you'll spot its greatness instantly.

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NORTH BRITISH has been working closely with pros throughout the country, promoting a unique club trophy stunt that really moves balls. N-B donates the silver cup free of charge and even has it suitably engraved with club and pro names. All the pro must do is stage the event and make the most of it. Suggest you get in on this offer and win the thanks of your members for giving them a great event. Write North British, 22 Park Place, New York, for details. Offer expires July 1st.



Horton Smith has joined the staff of Pinehurst, Inc., in a promotional capacity. He will retain his Spalding capacity but will register from Pinehurst tournaments.

Horton and Mrs. Smith will live at Pinehurst during autumn, winter and spring, barring his absences for tournament play. He will not be a member of the teaching or managerial staff of the Pinehurst CC.

has won every major event in the state for the last two years; as a matter of fact she has won every event she entered. This is against such competition as Bea Barrett, Jane Goodwill, former Western Junior champion, and others in a state where women's competition is supposed to be the toughest in the country. Mrs. John Noble of our club is former city and Twin City champion.

Women Run Activities

W. A. King, president of Midland Hills, realizing the value of the women to our club, has given them a much more active part in the running of all activities. He named two women to the golf committee. This broke all precedent. Mrs. J. F. Noble and Mrs. Hayes Dansingburg were appointed.

In the past a man has always been the chairman of the entertainment committee. This has been changed by Mr. King in the appointment of Mrs. J. N. Welscher as its chairman. In the month of May alone she has had more activity than normally is held in the entire year. She has gone so far as to organize the juniors for parties and dances. She has taken care of organizing my junior golf classes and has made arrangements to sponsor junior tournaments throughout the year.

Mr. King, feeling that the women have been doing the better job of selling the club, invited them to attend a membership drive meeting with the men. Their ideas on getting new members were fully as good as those of the men.

This year Midland Hills will be host to both the St. Paul city championship and the state women's championship at which time Mrs. Dansingburg will be defending both titles. She has developed her golf as a sideline to raising two very fine children.

Ruth Seeger is this year's captain and is looking forward to having her team in there stronger than ever. Ruth, who has played about three years, was able to break 90 the first year that she played, after a hard winter of work with me in the golf school.

One of the stimulants to women's golf at our club and to all clubs in the state of Minnesota has been the annual pro-ladies' event preceding the St. Paul Open. This encourages them to work hard and lower their handicap, making them eligible to play. I have been chairman of it the past four years.

The women's golf team that represents the Midland Hills Country Club in the Twin Cities league may not be the strongest sextette of women players representing any golf club in the country, but until some club nominates a six-woman team with a lower average handicap, I will keep right on claiming the honors for my club.

Handicaps of the six players range from scratch to eight, and the team average is four and five-sixths. Members of the team and handicaps established by the Minnesota Women's Golf association are Mrs. Hayes Dansingburg, seven times state champion, scratch; Mrs. Harold M. Sims, 4; Mrs. J. F. Noble, 5; Miss Muriel Larraabee, 6; Miss Eddice Dochtermann, 6; and Miss Ruth Seeger, 8. All of the players are from St. Paul.

Mrs. Dansingburg won the state title five times as Gertrude Boothby before she retired in favor of matrimony. She was out of competitive golf for 4 years, during which time Bea Barrett and Patty Berg dominated women's golf in Minnesota. Taking up the tournament trail once more, Mrs. Dansingburg's comeback was immediately successful, and this summer she will be trying for her eighth state title.

Letter Reminds Members

When Spikes Are Worn

WARREN ORLICK, pro at the Monroe (Mich.) G&CC, has received excellent returns from a letter he's had the club's lockerman distribute in the lockers of members whose spikes were badly worn.

It's a good safety idea as a pro-shop service, and good merchandising, too. Here's Warren's letter:

Dear Member:

The spikes in your golf shoes are badly worn. There are numerous disadvantages in playing with such shoes. First, badly worn spikes make it difficult to obtain a stance that will not slip all over the course. In playing almost any shot a fraction of a slip will result in a spoiled shot.

GOLF BUSINESS BOOKS

GOLF COURSE COMMONSENSE \$2.00

The only book ever published on all phases of greenkeeping; a complete manual in simple usable form; each chapter rich in working instructions. Originally published at \$4.00.

75c THE LINKS By Robert Hunter

One of the best books ever written on golf architecture and one that should be read before building or remodeling a course. Profusely illustrated with photos and diagrams of ideal holes. Originally published at \$4.00.

QUANTITY FOOD SERVICE RECIPES \$4.00

For variety in your menus, use this great book. Contains 1,100 outstanding recipes, worked out to yield servings of 10, 20, 50 and up, selected from the favorite recipes of leading club, hotel and restaurant chefs. 442 pages; sturdily bound. This book is a MUST for every club kitchen.

COUNTRY CLUB CARTOONS \$1.00

Set of ten prints depicting the humorous side of various club areas—locker-rooms, grills, pro-shop, first tee, etc. Each print 11 x 14 inches; ideal for framing. Use these cartoons to brighten clubhouse wall areas.

GOLF: ITS RULES AND DECISIONS \$3.00

Every pro, every tournament chairman, every player who is called on for rules decisions, needs this remarkably clear and complete 400-page treatise on the Rules. Each rule in turn is explained and interpreted, including all pertinent decisions. Enthusiastically recommended by USGA Rules of Golf Committee.

THE RULES OF GOLF AT A GLANCE

This famous set of charts now hangs in 2,000 pro-shops, locker-rooms and clubhouses. Eight charts to set, classifying the Rules into the zones of the course to which each rule applies—tees, hazards, traps, greens, etc. COMPLETELY ILLUSTRATED, to make understanding crystal clear. Charts are 7x10 inches, plus wide margins for framing and printed on heavy paper. Available framed under glass in two matching 19x24 inch frames, four charts to frame.

Complete set FRAMED
\$5.00 per set
plus express charges

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\$2.00 CLUB ECONOMIES

How to set up a club budget and operate within it; how to organize departments and control profits; how to manage employees. Clubs can save hundreds of dollars by following suggestions in this book. Written mainly for large clubs, but smaller organizations will find much information of value. Formerly \$3.00.

GROUP GOLF INSTRUCTION \$1.00

This handbook gives guidance to instructors of group golf classes, especially in schools. Tells how to organize golf classes, what equipment is needed, then outlines important points to emphasize when teaching each club's use. Rules and etiquette covered. Paper bound.

AN EASY WAY TO ORDER

Check the items wanted, write your name and address on the lines below, then tear out entire page and enclose in envelope. Please remit with order; no C.O.D.'s, but your money back if you're not satisfied. No Canadian orders accepted.

Name.....

Address.....

Mail to Book Department, GOLFDOM, 14 East Jackson Blvd., Chicago, Ill.

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Similarly how well your greens fare depends on how well they are protected.

For maximum turf protection at minimum cost, many greenkeepers prefer **MERCK 2-1 MIXTURE**. It is effective, dependable, economical. It can be applied by either wet or dry application. It is of special fineness ensuring thorough and even distribution.

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for the Greenkeeper

TURFCALOMEL—A complete turf fungicide that is unusually popular with many practical greenkeepers.

CORROSIVE SUBLIMATE—Conforms to U.S.P. requirements. It is quick-acting. It is highly efficient as a remedy and preventive for large brown patch.

CALOMEL—Preferred when long protection is desirable and rapidity not essential.

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A good shoe with a reasonable length spike is as important as your clubs.

From a health viewpoint you will notice that it takes more energy to play a round of golf with shoes that have worn spikes, especially on hard and irregular turf.

From the greens angle you can help in aerating the greens by wearing shoes with a reasonable length spike. The spikes will make little openings which are beneficial to most greens.

Place a check before job wanted:

1. Spike heels only.
2. Spike soles only.
3. I will leave entire job up to your judgment.

Leave this card with lockerman and you will receive prompt attention.

Warren Orlick.

Letter Tells What's Doing Out Iowa Way

SOME data received May 3 from G. A. Fletcher, Iowa Greenkeepers' Assn. secretary, too late for inclusion in May GOLFDOM, is printed herewith because the material is still "newsy":

"Everyone is very busy in our section this spring, getting the golf courses in shape for the summer. Frank Donovan, formerly of Newton, is building a new 9-hole course in West Des Moines, which will soon be in play.

"We have had a lot of snow mold in this locality and considerable winter kill, especially on shrubbery, honeysuckle and bridle wreath. Some of the greens will have to be repaired, since the snow mold killed grass completely where it was not treated late last fall.

"Globe Machinery Company of Des Moines, who service this section of the country with their line of golf equipment and supplies, have moved to a new, larger and more modern building. They entertained the greenkeepers at an open house just before the annual short course at Ames in March. Everyone had a swell time, thanks to Joe Morgan and Bert Rost, his assistant.

"Tell Joe Benson of Cedar Rapids, he looks swell on the front page of Swift's new fertilizer pamphlet.

"The greenkeeper of Hyperion club, G. A. Fletcher, has some new "flying bugs" to contend with this year—in the form of a new airport just across the road. The planes keep his workmen so busy watching the stunting, he doesn't know whether or not he will get all his greens mowed in time this year."

For Variety, Try a Horse Race Tournament

By JACK FULTON

WHEN a club's annual invitation day comes around, some type of gambling event always helps to make the day more successful. Traditionally, this takes the form of the Calcutta auction, which is generally sure-fire in putting an edge on the day's activities; but Calcuttas have been held for so many years that the novelty of the event is wearing off.

An interesting substitute, which offers plenty of opportunity for the players to satisfy their gambling yens, is a Horse Race tournament in which win, place and show tickets are sold on the competitors in the event. The Rochester (Minn.) G&CC has held this event most successfully on several occasions and from Art Hoffman, the club's alert pro, and Bill Heyerdale, tournament committee chairman, comes a complete description of how the event is held.

The first step in holding a Horse Race tournament, Hoffman explains, is to post on a blackboard or announcement board where all can see a list of the foursomes due to compete in the event. All men in each foursome are listed, together with each man's handicap, thus:

Horse No. 1

| | |
|-----------------------|----|
| John Jones | 14 |
| Tom Smith | 7 |
| Harry Brown | 17 |
| Bill Black | 20 |
| Points to start | 58 |

All other foursomes are similarly displayed and given a "Horse Number."

Those wishing to place a bet consult the board, select the horse or horses they like, and bet them to win, place or show. There is no limit to the number of horses an individual may bet on, or to how many tickets he buys on a given horse.

Selling of tickets is done before the tournament (the night before is ideal) and all sell for the same price whether they are win, place or show. Rochester has these tickets printed and put up in books of 25 for convenience. The price of a ticket is, of course, set by the committee.

When a ticket is sold, the purchaser's name is written on the stub and the number of the horse is recorded both on the

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Extra Profits for **PROS:**

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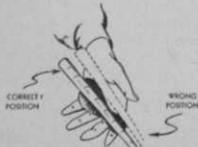
Your players will appreciate DR. E-Z GOLF. Here are some of the many advantages: COOL COMFORT—BETTER CLUB CONTROL—LESS PERSPIRATION—NO SORE HANDS. It is tailored from especially prepared, light weight leather.



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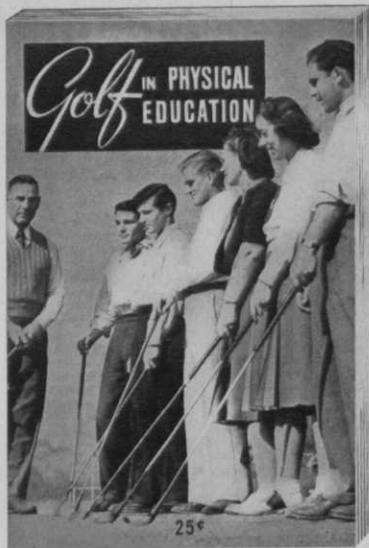
... a nominal price to any golfer and a **HIGH PROFIT FOR YOU.** Packaged with complete instructions in cellophane envelope, mounted one dozen to an attractive counter display card. This attractive display card actually sells them for you.

Write for details on this attractive, big profit offer. Please give club connection, as Dr. E-Z is sold only at golf courses.



"Doctor E-Z Golf"

JEFFERSON CITY, MISSOURI



"Golf in Physical Education," the fourth edition of the high school and college golf promotion booklet issued by the National Golf Foundation, is off the presses.

The new book is a more comprehensive presentation of high school and college instruction plans and work than any of the previous editions.

Price of single copies of the book is 25 cents. It may be secured from the National Golf Foundation, 14 E. Jackson Blvd., Chicago.



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You can make steps, corridors, showers SAFER with MELFLEX. . . This flooring material protects members because it is slip-proof, wet or dry. . . It protects floors against cleats and spikes because it is the toughest, longest-wearing compound material known. . . Melflex Step Treads, Shower Mats and Runners are made of rubberized fabric compound. . . They put an end to slip hazards and accident claims. . .

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ticket and the stub. Also recorded on both halves must be a notation indicating whether the bet is for the horse to win, place or show. Or separate books of tickets, on different colored stock, can be printed to segregate and automatically identify win, place and show bets. Ticket stubs are turned in with money collected.

"This use of printed tickets with stubs is very important," says Hoffman. "It eliminates mistakes, covers loss of tickets and acts as a double check."

The winning horse is determined by adding to its "starting points" (the total of the handicaps of the four players) certain additional points which may be earned during play. An eagle adds 4 to a horse's points, a birdie adds 3 points, a par 2 points and a score of one over par on a hole adds 1 point. At the end of the event, the horse with the greatest total points is the winner, with the next largest is the place horse and with the third largest is the show horse.

If each player was accurately handicapped and the golf played for the day was as advertised, his total points for the 18 holes should equal 36—par or 2 points

a hole. The ideal for a foursome is 144 points. Infrequently has this been topped. Most often if playing conditions are ideal the majority of the horses will come in with 130 to 142 points.

After the committee has computed the winning horses, the business of the pay-off follows. All money received on win bets has of course been recorded and this total must be split among all holders of win tickets on the win horse. If only one ticket was sold, holder of that ticket takes all the win money; if ten tickets were sold on this horse, the win money is split in ten equal parts.

All money taken in on place bets is divided 70% on the horse that actually places (or comes in second) and 30% on the horse that won (or came in first). The 70% is divided among all holders of place tickets on the place horse; the 30% is divided among all holders of place tickets on the win horse.

| Win | Place | Show |
|------|-------|------|
| 100% | 30% | 15% |
| | 70% | 25% |
| | | 60% |

All money taken in on show bets is divided 60% on the horse that actually shows (or comes in third), 25% on the horse that places (or comes in second) and 15% on the horse that won (or came in first). 60% is divided among all holders of show tickets on the show horse; the 25% is divided among all holders of show tickets on the place horse; and the 15% is divided among all holders of show tickets on the win horse.

"We have found this tournament to be successful in stimulating competitive golf. It makes the players handicap conscious which in turn assures success in other handicap events. The horse race tournament is run 4 or 5 times during the season, usually held here around the first of each month. The players are allowed to select their own foursomes in most instances; however, once or twice during the season the tournament committee picks the foursomes so that each horse will have approximately the same handicap. This allows for the intermingling of players obtainable in no other manner."

Those tournaments held the morning following a club function, preferably a dance, seemed to have been the most successful. This was no doubt due to the interest displayed by the better halves of the families involved and to their ability to participate at least financially in this event.



Special Semesan's star performance against brown patch and dollar spot has made it a "smash hit" with greenkeepers the nation over. Here's why it should be "tops" with you, too!

- ★ Costs as little as 21¢ per 1,000 square feet.
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POWERS SAFETY SHOWER MIXERS

HERE'S HOT WEATHER TIP: USE SALT TABLETS

HEAT prostration and painful attacks of stomach cramps hitting during the fiery days of midsummer, especially on those days when the humidity is almost at the dripping point, are certainly not unknown to golfers. But these "occupational" casualties from which the striving par-hunter suffers, are unnecessary. He has sweat salt out of his system—as he might have known when he got a taste of the brine in moistening his lips.

Restore the salt, and he's in condition to withstand the sun. The old custom of shaking salt into one's beer is good science. When the sweat glands get too much of a workout the body's equilibrium is upset considerably. That opens the way for heat cramps caused from excessive loss of salt through the pores.

The medical profession has given considerable attention to the correction of salt deficiency in the body. Industrial workers in steel mills, mines, gas works, etc., wherever profuse sweating is most likely

to occur, have been observed to suffer severely from the effects of salt deficiency. Athletes, too, have experienced uncomfortably warm and humid days when they became bewildered victims of cramps, or nausea, and a general below-par feeling. What was wrong with them was nothing more than a lack of sufficient salt in their systems. They had lost, through sweating, salt the body needs to function in top condition.

John N. Cadby of the Economic Research and Service Bureau, Milwaukee, details the great amount of experimentation and research that has been done on the subject, in an article in the May '39, issue of PURCHASING. An important point brought out in this article is the fact that you can't consider yourself safe from salt deficiency discomfort just because you have built up what you believe to be large reserve stores of salt in the body. Excess salt is not stored in the body, but is promptly eliminated.

Many golf clubs, taking a tip from the National Safety Council, have made salt tablets available to their members at nominal cost or free. A simple, inexpensive dispenser furnished by a salt company is placed by the clubs in convenient spots in their locker-rooms and pro-shops. The clubs report uniformly successful results with the tablets. The players get in the habit of taking the tablets and they're playing more golf, without discomfort and without any recorded cases of heat prostration, when the mercury is nearing the top of the tube.

British golf papers and golf goods advertisers continue on a business-as-usual basis. North British is currently running a campaign of full color reproductions on airplanes-in-action paintings. (See below.)

A small quantity of these, suitable for framing, are available upon request. Address North British, 22 Park Place, New York City.

Per ardua ad astra

Who can blame our heroes, in their quest of their exploits, without deep pride in their number of the 17? These are the men who, when in love, persist a golf ball with as much determination as they possess their money. And when that ball is a NORTH BRITISH "G.S." (golfing from the globe) and with supercharged force, now it not second type, of that same ball and persistent flight!

NORTH BRITISH GOLF BALLS

Not only British... but NORTH BRITISH

NORTH BRITISH GOLF COURSE AND EQUIPMENT CO. NEW YORK CITY

22 PARK PLACE, NEW YORK CITY

St. Louis Junior Golf Clinic Goes Over Big

EASTERN Missouri PGA members at their Professionals' Driving Tee made a great promotion and publicity tie-up with the St. Louis Globe-Democrat in conducting the newspaper's Junior Golf clinic.

Only high school youngsters who filled out coupons on the Globe-Democrat's sports pages were eligible to receive instruction at the pro-conducted sessions.

Classes averaged about 100 kids, almost evenly divided between boys and girls.

Golfdom