

HERE'S THE TOUGHEST DRIVING RANGE BALL YOU CAN BUY!

YOU won't find a golf ball that will last longer than this new Worthington Driving Range Ball! Its extra-tough, *vulcanized* cover is built to take a real pounding, with an enamel coat that stays white much longer. *Guaranteed* never to go out of round—never to explode under extreme heat!

And this new ball is *lively*! It's the perfect "combination" ball for driving ranges—durable, to stretch your equipment dollars—full of life, to satisfy your players!

Available with your choice of color stripes—imprinted with the name of your driving range. For the complete story on this new ball, see your local Worthington Salesman... or write directly to The Worthington Ball Company, P. O. Box 700, Elyria, Ohio.



Worthington
WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

Fabulous
"fairway styling"
 sells PARGLOV
 and PAR-D-LUX



B2 PAUL HAHN GLOVE

The Burgett line for '56 is beauty at its best! It features fabulous "fairway-styling" for '56 . . . the ultimate in utility and ultra-modern distinction. Here is dramatic design . . . cunning craftsmanship . . . luxurious leathers. Here is skin-soft comfort that only Burgett promises and produces!

Manufactured By
K. L. BURGETT CO.
 Peoria, Illinois

of 70,000 physical educators on school and college staffs, at recent Chicago convention says USGA by not adopting R&A Amateur Status ruling concerning "incidental" golf instruction of school pupils by PE teachers is restricting golf education of students in grade and high schools and colleges. . . Physical educators say that under USGA ruling teachers of domestic science, music and botany could teach golf's ABCs without being excommunicated as amateurs by USGA, but teacher of dancing who gave a class any primary golf instruction would be a pro. . . USGA showed realistic amateur spirit in moderating Amateur Status rule to ease restrictions on competition in industrial golf tournaments. . . Probability is that USGA and the physical educators can get together and eliminate the present basis of complaint.

Judson S. Sayre, president of the Norge home appliance organization, scored 87 at Indian Creek CC, Miami Beach, against Sam Snead's 67, in starting a sales contest with golf clubs as prizes. . . Contest is on the National Golf Day plan with clubs and medals awarded to the "I Beat Jud Sayre" contingent. . . Looks like there might be something in this idea that pros

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VICTOR
Electri-Car

Because . . .

- Costs less to operate
- Requires little upkeep
- Built rugged to last
- More people prefer it
- Easiest on the fairways

See your dealer or write Victor for details of deferred-purchase or lease-rental plans. Excellent direct factory dealerships available.

Victor Adding Machine Co.
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 3900 No. Rockwell • Chicago 18, Ill.



The only full-size electric golf car with *direct drive* — no chain to lubricate, no belt to adjust. Victor-built dyna-power motor and 24-volt battery plant promise more than 36 holes on most courses.

**Ride before
 you decide
 and
 you'll buy**

VICTOR
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Tufhorse GOLF BAGS

the LINE with SALES APPEAL

Quality construction and features designed for Player-convenience give Tufhorse Golf Bags the kind of appeal that makes your selling job easy.

Here's the L672, a handsome, pear-shaped bag of large proportions. This model features colorful two-tone combinations of sturdy duck and embossed steerhide leather trim. Step-down Keystone collar and wing-type sling suspension. Leather saddle on both sides prevents wear.

Model
L672



MacGregor
THE GREATEST NAME IN GOLF

4861 Spring Grove Ave., Cincinnati, Ohio

MADE BY **DES MOINES GLOVE & MFG. CO.** DES MOINES, IOWA

FAST-GROWING FAVORITE
of GOLFERS and PROS

Con-Voy

golf carts
 with outstanding
 advantages

***PULLS
 EASIER**

Perfect balance,
 aluminum,
 die-cast,
 ball-bearing
 wheels
 minimize
 pulling
 effort.



***FOLDS
 QUICKLY,
 EASILY**

Locks positively
 with an easy squeeze
 of pistol grips.

***RUGGED,
 DURABLE**

Light yet strong
 ... of airplane-type
 aluminum alloy.

**Rolls With Wheels
 Folded, Saves Space**

Wheels fold in and cart
 stores upright in less than
 a square foot.

CON-VOY Golf Carts
 from \$29.95 retail

**PRODUCT
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4707 S. E. 17th Ave., Portland 2, Ore.



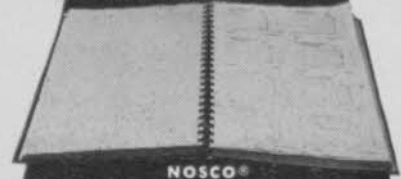
could adapt in selling merchandise for prizes to members who are corp. heads.

Winnie Cole, pro at Bayou-Desiard CC, Monroe, La., has hired Bobby Ledbetter as asst. . . Bobby, a Monroe native, was a regional amateur star before turning pro last Sept. to go with Jackson Bradley at River Oak CC, Houston, Tex., as asst. . . Johnny De Rudder, formerly asst. to Chuck Tanis at Olympia Fields (Ill.) CC is new pro at Rapid City (S.D.) CC. . Lot of changes in NY Met dist pro line-up this spring. . Al Mengert to Echo Lake CC, Westfield, N.J., succeeding Bruce Heatly, retired. . Alex Ednie succeeds Al Brosch at Cherry Valley CC, with Brosch going to Woodmere. . Alex Gerard, Jr. from National Links to succeed Jack Ross at Maidstone.

Homer Herpel, formerly pro at Algonquin CC (St. Louis dist.) has become managing director and resident pro of the Turf and Surf Club being built at Tarpon Springs, Fla. . George Bernard, Kansas City mower manufacturer, is pres, Turf and Surf, which is completing a 9-hole course on Gulf of Mexico designed and built by Chick Adams and 48 studio rooms

(Continued on page 119)

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 Golf, Tennis, Greens Fees, etc.**

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Postage Paid if Check or M.O. is included with order

Now you can have a personalized charge book that lies perfectly flat wherever you open it. Price includes your 3-line imprint in red on standard charge form and consecutive numbering (state starting number). Choice of 8 tickets 2-7/8" x 4-1/4" wide on a page (1000 per book) or 6 tickets 3-7/8" x 4-1/4" wide (750 per book). Duplicate yellow sheet for permanent record printed same as original, but not perforated, carbon paper included in envelope in back of each book. For extra red copy in body of ticket add \$6.00 per order. Sample pages on request.

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GOLF SHOES

7180X Smart tan golf
MOC with neoprene Cush-
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and heels.



SUPER-LITE $\frac{1}{3}$ LIGHTER

7520 Ruby-tone cash-
mere softie grain with
white buckskin vamp
insert.

Season after Season

**MORE MEN WEAR ETONIC THAN ANY
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BECAUSE THEY ARE TRUE GOLF SHOES . . . crafted to meet the special requirements of the golfer . . . not just "dress shoes with spikes". SUPER-LITES feature first-step flexibility, stainless steel midsole spike plate, Weather-Sealed construction. They're $\frac{1}{3}$ lighter than ordinary golf shoes . . . easier on your feet, better for your game! Handsome, too — ask your pro to show you outstanding ETONIC styles for men and women!



CHARLES A. EATON COMPANY

BROCKTON, MASS.

Fine Bootmakers Since 1876

AMERICA'S LARGEST SELLING GOLF SHOES

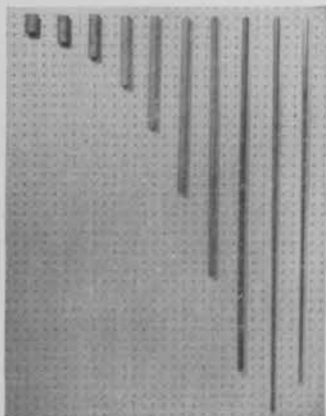


Gurdon Leslie, Manager
True Temper Golf Shaft Division

"Leading manufacturers use True Temper shafts because..."

Different brands of golf shafts are made differently . . . and we must engineer shaft flexibility and weight requirements to the exacting specifications of each leading manufacturer . . . all of whom use True Temper step-down shafts in their finest clubs.

Experience in producing more than *fifty million* True Temper golf shafts . . . and exhaustive research with all kinds of materials . . . assure that, "When a better shaft is built, it will have a True Temper brand on it."



No seams or joints mar True Temper shafts. Tubes are drawn through dies and over mandrels in seven separate stages to produce a diameter and metal "structure" essential to a perfect shaft.

Boron alloy steel, especially made for True Temper golf shafts, is one secret of uniform quality. These samples show how a heavy tube is "stretched" to become a golf shaft.



Gleaming chrome plate is applied uniformly by one of the most modern machines in the world. That's why the True Temper finish holds its gleaming beauty, season after season.



To boost your business, more than 15,000,000 advertising impressions advise customers to see their golf pro. Folders for customers and the "Inside Story" book, to help you sell, are available free. Write for them.



TRUE TEMPER GOLF SHAFTS

REPORTS TELL STORY

Members Should Know About Work At Club

By HAROLD B. HARRISON

Pro-Supt., Centre Hills Country Club, State College, Pa.

AT THE start of every season there's in evidence at many golf clubs a tremendous amount of work done during the fall and winter by the course supt's staff. Members and officials rarely give this work more than a passing glance. They simply haven't been educated to the fact that the course maintenance department is busy the year around.

That's generally the superintendent's own fault. He laments that he's "the forgotten man" but what does he do in the way of advertising himself and his work for the club?

What supt. or pro-supt. has not heard the remark "Well, now that Labor Day is over, you can take it easy! What do you do with yourself all winter long anyway?" Sound familiar?

This will be my 35th year in the golf business, having started as a kid in England, moved on to Canada, then the United States. This is my tenth year at the Centre Hills CC where I am pro-superintendent.

During the first year, after the Labor Day climax to the golfing season, questions about my winter hibernation were plentiful. And most of them were spoken in all sincerity.

My club members did not know what a superintendent and his men could do during the colder weather! So I decided they should be enlightened. They were entitled to know just what the "men they were paying" were doing with their time.

During the past ten years I have kept

a complete, detailed work sheet for each man who works on the course, for every hour of each day. Before the annual membership meeting, I prepare from these work sheets, a summary report of "Hi-Lights of Work Accomplished during the Year." I keep a duplicate copy of this report in my files and give the original to my Green-chairman who reads it to the membership.

It contains such items as follows:

EQUIPMENT

Completely overhauled and painted:

- 2 tractors
- 1 Set 5 fairway Mowers
- 1 Set 3' fairway Mowers
- (Etc. List all items)

PLAYGROUND

Painted and repaired playground equipment.

Constructed new walk around kiddies' pool.

(Etc. List all work under playground)

CLUBHOUSE

Repaired and painted screens.

Painted lockers

Painted Grill room.

Repaired furniture.

(Etc. List all work done in clubhouse.)

TENNIS COURTS

—hours work on Tennis Courts

NEW CONSTRUCTION ON COURSE

Made new tee for No. 5 hole.

Enlarged No. 4 green.

Built new bridge across creek on No. 3

Built dry wall right of walk to locker-room.

(Etc. Itemize)

BRIDGES

Installed new steps on bridge at No. 7 Green.

Painted and repaired bridges at No. 3 and No. 5.

(Etc. itemize all work on bridges)

WATER LINES

Opened water lines April 1st.

Installed new drinking fountains at No. 3 and No. 7.

Extended line to No. 8 tee.

(Etc.)

NURSERY

Planted 6,000 sq. ft. new nursery.

(list other)

TOPDRESSING

Mixed 50 tons of topdressing.

Topdressed greens, tees, nursery . . . etc.

SAND TRAPS

Edged all traps - times.

Raked all traps - times.

There are numerous other categories in which work done should be listed. Details should be given on what you've done in at least the following categories:

Liming, rolling, aerifying, fertilizing, changing cups, mowing, weed treatment, sodding, ball washers, chemical treatment of greens, snow removal, cleaning woods and grounds, road repairs, trash removal from clubhouse, pruning trees and shrubbery, rock removal, fence repairs, pump and plumbing repairs.

Details Show Work's Scope

You'll be surprised yourself by the scope of your department's work if you will keep detailed records. It's certain your members and officials will be amazed and impressed.

In addition to the annual report, I take advantage of the club News Letter to keep members up-to-date on any special projects which are being accomplished on the course, such as the construction, or enlarging of tees or greens, a special strain of grass in the nursery, a new bridge being built, etc.

The results of this effort to educate the average club member in the operation and maintenance of a golf course are most satisfying.

Now it is only the new club members who have not yet heard the supt's annual report on "Hi-Lights of Work Accomplished" who ask . . . "What do you do with yourself all winter?" The rest of the members know that after Labor Day, an active program is begun . . . weed killing, seeding, fertilizing, topdressing, new construc-

tion etc. They know, too, that as the weather gets colder the water lines are shut off, fountains and equipment taken in, woods cleared of brush and undergrowth, leaves raked and burned, fences and bridges repaired, rocks removed from fairways (if you have such hazards as we do).

And Snow and Ice

Then as snow and ice appear, of course club members know that the snow plow will be at work, the men cindering, all of the golf course equipment will be torn down, worn out parts replaced and general overhauling and painting of equipment accomplished. In the cold winter months they know the men will be busy repairing and painting benches, clubhouse furniture, play equipment, lockers, perhaps the clubhouse itself, as well as the 101 odd jobs always waiting to be done . . . screens repaired and painted, broken window panes replaced, etc.

When spring rolls around, but before the active golf season starts, your club members will know that your crew is busy policing grounds to clean up "storm damage" etc. rolling, aerifying, topdressing, fertilizing, opening water lines, setting out benches and equipment. Then as the grass begins to grow and regular routine maintenance begins your club members will have no questions, because they come out and see what is being done on the course.

Advantages of Program

The result of this educational program will be a help to both supt. and to club members. It will prove it is advantageous to keep key golf course men on a year-round basis to accomplish all the odd jobs, which would cost so much more if done by outside contractors, but more important, to keep these men on the year round so that the experienced golf course help will always be there in the spring, to continue right along. It is highly costly to the club and often times discouraging to a supt. to try to hire green help in the busy spring.

Also, you will find that when club members have a better understanding of golf course operation and understand the supt's problems and the reasons why certain rules and regulations are in effect, they have a new appreciation of their course. They discontinue careless play on greens, tees and fairways and take pride in the improvement of the course which they know the supt. has nurtured for their enjoyment. This makes for fine, harmonious relationship, a definite asset to any club.

Uses Porch For More Pro Shop Room

By DEAN SMITH

NEEED more display space for your golf shop? Just bring the porch inside as Willie Wansa, Arizona CC pro, did recently.

Arizona CC, five miles east of Phoenix, Ariz., has had phenomenal growth since World War II. Its golf shop, located in a ranch-type building, with broad overhanging porch roofs along the south and east sides, had only 13 x 21 ft. of merchandise display area. There just wasn't enough room for the needs of the growing club.

So a simple and comparatively inexpensive

Inexpensive Alteration

method of enlarging the sales room was decided upon. By enclosing the entire south porch and about half the porch on the east side, the room area was more than tripled — from 275 sq. ft. to its present



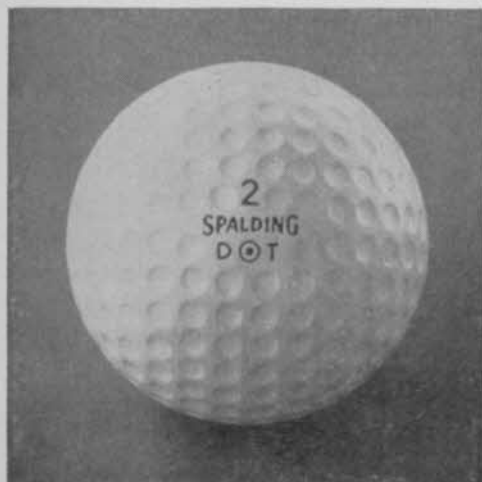
The wide use of pegboards, a tiered table, counters with drawers, and similar equipment enable Willie Wansa (right) and his brother, Tim, to take full advantage of space available for displaying merchandise in Arizona CC pro shop.

footage of 900 sq. ft.

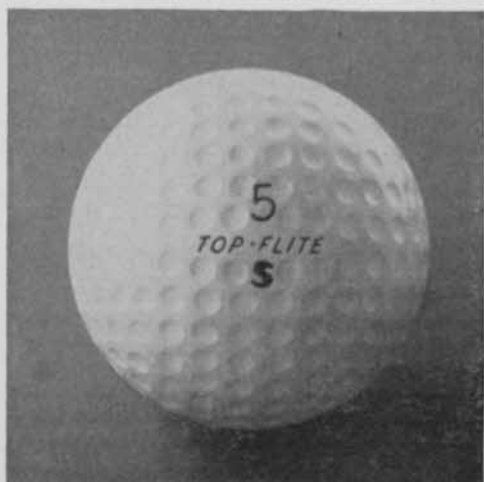
The wall was moved out in both directions to enclose the 7-ft. wide porch. From the floor to a point 4-ft. high, the new wall is made of wood. From there to the



Cramped for space in your pro shop? Willie Wansa, Arizona CC pro, when faced with this problem, simply enclosed part of a porch surrounding his shop and tripled the space available. It cost him only \$2,500 to enlarge the shop, led to greatly increased sales.



The new DOT® is made to give maximum distance for the long-hitting golfer. The revolutionary DURA-THIN® cover of this long-distance ball keeps the DOT unscuffed and perfectly round far longer. DOTS are priced at \$14.75 a dozen or 3 for \$3.75.



Spalding's tough, TOP-FLITE® balls are made for rugged play. Their extra-strong cover takes far more punishment than any ordinary top-quality golf ball . . . yet gives the maximum in long-distance performance. Priced at \$14.75 a dozen or 3 for \$3.75.

*Trade-mark