

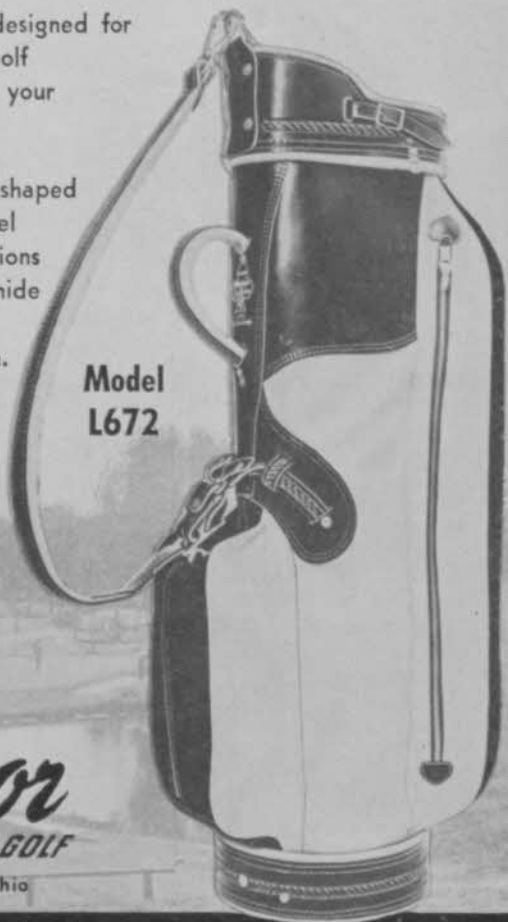
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the LINE with **SALES APPEAL**

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
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It's the U. S. Driving Range Ball—custom-built specifically for driving range use by the makers of U. S. Royal Golf Balls. These great new range balls offer you:

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U. S. Driving Range Balls come in a choice of 4 color stripes—your imprint in matching color, too. What a ball for driving ranges—*what economy!* Find out more details. Contact your nearest United States Rubber Company branch, or write Golf Ball Dept., United States Rubber Company, Providence 1, R. I.



**United
 States
 Rubber**

9-hole course and the new short course as 9-hole jobs . . . Ray Haywood, Oakland (Calif.) Tribune golf writer says Fort Ord course built when Gen. Robert McClure was CO, and without costing tax money, is the toughest Haywood ever tried to play . . . Fort Ord got 56,000 rounds of play last year, its first . . . Gen. McClure, now retired from the army is special representative for the Del Monte organization.

Milan Marusic from tournament circuit to be pro at Algonquin CC (St. Louis dist.) . . . It won't be his first job as a club pro . . . Some other younger tournament pros rumored as in line for club jobs at new courses . . . Circuit getting tougher with about 450 pros competing.

Miss Sally Ann Mayfield arrived at Seguin, Tex., Feb. 13, as the crown princess in the family of the Shelly Mayfields . . . Jack Jolly's 76th birthday celebrated next month . . . Jack is the most amazing man of his mileage in golf . . . He looks and acts like a fellow in the 50s . . . Incidentally Jack's scrap book is one of the great reference volumes of American golf history.

Western Golf Revamps Tournament Schedule

Western Golf Association has created the longest and most strenuous tournament in modern golf by further revamping the playing schedule for its Western Amateur championship, the 54th renewal of which will be played May 28 through June 3 at Belle Meade CC, Nashville, Tenn.

Under the playing schedule announced by WGA President James L. O'Keefe, the amateur who wins the 1956 Western title will have played 216 holes, or three times that of the regular professional tournament. The new schedule includes 72 holes of qualifying over three days, to be followed by 36-hole matches during the next four days for the low 16 scorers.

Last year the Western stirred great interest in amateur golf by adopting 72-holes of medal play to qualify eight for 36-hole match play. The '56 format, however, adds 36 holes to the '55 playing schedule. In addition, the defending champion now will not be exempted, but must qualify along with the rest of the field.

A favorable consensus of leading amateur tournament players led to the establishment of the new format, according to O'Keefe.

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BAG-SHAG takes the "stoop and scoop" out of practice sessions, lets the golfer concentrate on improving his game.

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counts). Year 'round sales appeal; ideal gift and prize item. Nationally advertised.

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See your nearest distributor or write today for literature, discount schedule.

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Quarter Century Pros At Work on '57 Tourney

John R. Inglis, who heads the PGA Quarter Century Club, already is at work on 1957 tournament plans for PGA members of 25 years or more.

The Professional Golf Corp., Cattanoga, Tenn., which gave \$1000 in cash prizes and \$1000 in clubs as prizes this year, has advised Inglis it will repeat and possibly raise its contributions for next year. The manufacturer presented merchandise so ever contestant won a prize in 1956.

The Quarter century event this year drew a field of 66 in the competition at Duncdin which followed the PGA Seniors. In the youngest age group Louis Chiapetta's 142 won first money of \$300. Frank Walsh had 145 and got \$300. Al Watrous, Willie Goggin and Ole B. Clark tied at 146.

In the second age group Charlie McKenna was first with 148, Alex Watson was second with 150 and Bill Gordon, Al MacDonald and Charlie Lorms tied at 156.

Eddie Williams won in the next class with 151. Mike Brady was 154. Frank Sproggell and Willie Ogg were third and fourth.

Charlie Mayo won in the 70 and older group with 159.

Flip-It

for '56



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For turf use—Kills Japanese beetles, chinch-bugs and other insects. Dilute in up to 400 parts of water.

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E.W.T. (2,4-D) WEED KILLER

Selective—Attacks weeds only. Rids turf of undesirable growth without injuring good grass. Non-poisonous. One gallon to 3 acres. Dilute in up to 400 parts of water and spray.

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Safe in any machine; has pine aroma; efficient and agreeable.

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dependable
DOLGE

TRADE MARK

What I Learned From My First Golf Car Sale

By HAROLD B. HARRISON
Pro-Supt., Centre Hills Country Club
State College, Pa.

On Sept. 30, 1955, I purchased from a Pennsylvania distributor my first electric golf car and had it delivered that same day, directly to my customer. I gave the distributor my check in full and in return, received an innocent looking receipted bill; (for 1-Golf Car . . . Price \$. . .) the same type of receipt that I would receive for any other merchandise purchased. The distributor and I shook hands and parted.

My customer was like a kid with a new toy! He drove the car around his yard. Of course he knew that he couldn't take it out on the street and drive it over to the golf course until he had his license. But that should take only a few days, since he would apply for the license immediately. He did. And that really started the letters and phone calls flying in all directions. All four of us got on the merry-go-round; the customer, the Bureau of Motor Vehicles, the distributor, and I, the pro who was

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Old World craftsmanship... and the supreme comfort of their exclusive Straightline Balance—

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IN THE 1955 U.S. OPEN 78% WORE FOOT-JOY!
IN THE 1955 U.S. AMATEUR 84% WORE FOOT-JOY!

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DOUG FORD, 1955 PGA CHAMPION

write for new catalog

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supposed to keep the customer happy!

Not only did we write and telephone, but we got down on our knees and flat on our backs on the garage floor, where said new and shining golf car was housed, and armed with flashlights, tissue paper and soft lead pencil, proceeded to make tracings of the manufacturer's number, only to find later that we had taken the wrong number and had this to do all over again.

We filled out forms and more forms, some of them the wrong ones; some of them right in part. Two months and five days later, my customer received his license! That was on December 5th and of course it was then too cold to play golf here in this locality.

He is looking forward to trying out his new golf car in the Spring. He will naturally have to apply for 1956 license plates, even though he never did use his 1955 plates! At this stage in the game, we are all keeping our fingers crossed! And I, the pro, shall not uncross mine until I see my customer motoring around the golf course in his nice new, shining golf car!

In sifting out the maze of correspond-



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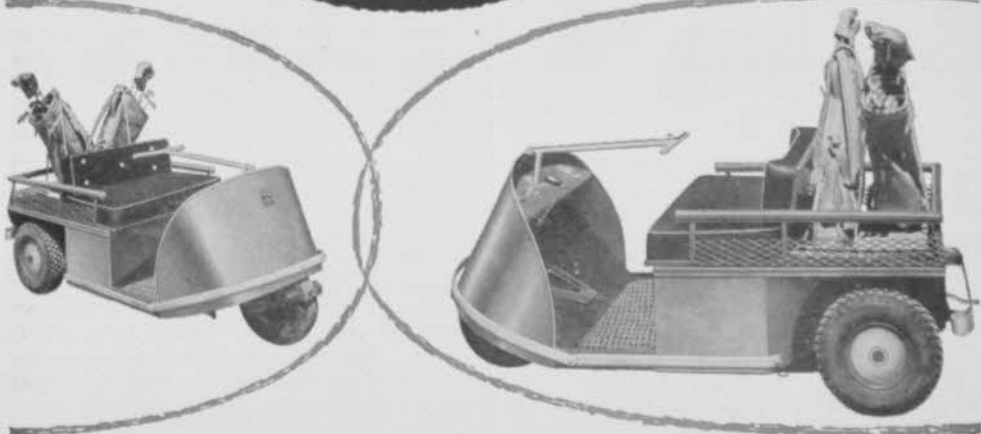
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- The only electric with all the equipment on an AUTOMOBILE-TYPE DASHBOARD—HAND BRAKE - LOCK - FORWARD and REVERSE SWITCH-AMPERE METER-and CHARGING SOCKET!
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- AUTOMOTIVE TYPE DIFFERENTIAL, EQUIPPED THROUGHOUT WITH TIMKEN ROLLER BEARINGS.
- 2 brake controls—separate FOOT and AUTO HAND EMERGENCY BRAKE ON DASH.
- DEEP AIR FOAM SEAT CUSHIONS—FINEST MADE BY MAJOR RUBBER CO.—most comfortable of any car.
- New type golf bag container with SUNKEN WELL and HANGER—convenient and substantial.
- Only electric car manufactured by large maker of auto parts and equipment, with world-wide distribution.

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ence, phone calls, forms and tracings, here is what I learned:

Valuable Tips

When you purchase a golf car from a distributor:

1—Insist that your distributor deliver to you with the car, a notarized bill of sale, complete with all the information you would have for an automobile (or motorcycle). Included must be serial number, motor number, horse power, model, type body, kind of tires etc.

2—YOU must apply for Title in your name. Application should be made to the Bureau of Motor Vehicles (or the department in your state that is the equivalent of the Pennsylvania bureau handling automobile registration and issuance of licenses) by filling in a standard form which the Bureau supplies to you. In addition you must forward to the Bureau with this form, your bill of sale, check covering title and registration fee and tracing of the serial number on the vehicle.

3—If the car is less than 4 H.P. it will be registered as a motorcycle!

4—If you sell the car to a customer, the title must then be transferred to your customer.

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