

In the Pro Shop Spotlight



Manufacturers and the products they'll advertise in March GOLFING
to promote traffic and sales for your pro shop:

BALLS

TITLEIST

Acushnet Process Sales Co.

MAXFLI

Dunlop Tire & Rubber Corp.

DOT

A. G. Spalding & Bros., Inc.

U. S. ROYALS

U. S. Rubber Co.

STAFF

Wilson Sporting Goods Co.

CLUBS

THUNDERBIRD, PUNCHIRON

LADY BURKE

Burke Golf Sales Co.

GLASSHAFT

Golfcraft, Inc.

HAIG ULTRA

Walter Hagen Div.,

Wilson Sporting Goods Co.

POWER-BILT

Hillierich & Bradshy Co.

TOURNEY

The MacGregor Co.

CUSTOM MADE

Kenneth Smith

BOOKS

STORY OF AMERICAN GOLF

Simon & Schuster, Inc.

THE GOLFERS OWN BOOK

Lantern Press, Inc.

GLOVES

ACUSHNET GLOVES

Acushnet Process Sales Co.

GOLF CARS

ELECTRIC GOLF CAR

Cushman Motor Works Co.

GASOLINE ENGINE

Eshelman Co.

GOLF SHOES

MAXDRI

Dunlop Tire & Rubber Corp.

PRO SHU

Howard & Foster Co., Inc.

GOLF SHAFTS

TRUE TEMPER ROCKET SHAFT

True Temper Corp.

GRIPS

VICTORY

Fawick Flexi Grip Co.

HEAD COVERS

ACUSHNET HEAD COVERS

Acushnet Process Sales Co.

PUTTERS

ACUSHNET Mallet & Blade

PUTTERS

Acushnet Process Sales Co.



GOLFING spotlights pro product advertising

where it does the most to help pros sell more

... on known pro shop customers!

assure good diving board performance, providing the fulcrums are properly designed and covered with a heavy thickness of live, resilient rubber to absorb the shock of the board when in use. A rocker type fulcrum is preferable, however, because it is curved to follow the action of the board, thereby distributing weight and strain over a large bearing surface.

Increased safety is assured by covering a Douglas fir board with extra heavy duty cocoa matting, approved regulation covering for diving boards and springboards.

Another important accessory is the life-line with floats of Tenite plastic, a material said to be superior to wood, cork or balsam.

Ladders should be roomy and equipped with non-slip treads for added safety. Durable non-rusting ladders, made entirely of metal, are recommended. An approved type has risers spaced 12 inches apart, and with the top tread 12 inches below walk level.

Lifeguard chairs should provide unobstructed views of deep water areas. Their use minimizes patrons' conversation with the lifeguards, thereby assuring greater alertness.

Pool cleaning and sanitation problems may be satisfactorily met with a unit that includes a cleaning tool, pump and 50-foot suction hose. Larger pools should add a diving mask to the equipment list, thereby eliminating the need for draining the pool, a costly process. This permits the lifeguard or attendant to work more efficiently with the cleaning unit on the floor of the pool. Use of a diving belt assures maximum safety during the cleaning operation.

Inexpensive Playground

For about \$600 a club can purchase a high grade set of playground equipment. This investment provides an all-steel slide, with a 12-ft. stainless steel chute bedway, a primary castle walk, merry-go-round, two-board see-saw set, a three-swing set on a 10-foot high frame, and a 7-foot high swing set, with three chair-type nursery seats for very small tots.

It isn't necessary to make a big investment in gaudy but flimsy playground equipment. More important is to select sturdy and well-designed equipment. Install it correctly to promote safety and reduce maintenance expense.

Alignment of all frame members is necessary to assure the best appearance and maximum structural strength. While the concrete is still wet and the fittings loose, a level should be used to make sure that the top beams are level and straight, with

Tournament Dates

MEN'S EVENTS

February

- Jan. 31-Feb. 3 Phoenix Open, Arizona CC
- 31-Feb. 3 Puerto Rico Open, San Juan
- 7-9 Venezuela Open, Caracas
- 7-10 Tucson Open, El Rio CC
- 14-17 Texas Open, Brackenridge Park, San Antonio
- 21-24 Houston Open, Memorial Park GC
- 28-Mar. 3 Baton Rouge Open, Baton Rouge (La.) CC

March

- 7-10 Pensacola Open, Pensacola CC
- 14-17 St. Petersburg Open, Lakewood CC
- 21-24 To be announced
- 24-25 Miami Beach Open, Miami GC
- 28-31 Azalea Open, Cape Fear CC, Wilmington, N. C.

April

- 4-7 Masters, Augusta, Ga.
- 11-14 Greater Greensboro (N. C.) Open, Sedgfield CC
- 18-21 Tournament of Champions, Desert Inn CC, Las Vegas, Nev.
- 22-27 North-South Amateur, Pinehurst (N. C.) CC
- 24-28 Derby Open, Seneca GC, Louisville, Ky.
- 2-27 Seniors Grand Master, Pine Needles CC, Southern Pines, N. C.

WOMEN'S EVENTS

February

- 31-Feb. 3 Havana Open, Havana Y & CC
- 7-10 Miami Open
- 14-17 St. Petersburg Open, Sunset G & CC
- 21-24 Sarasota Open (tentative)
- 28-Mar. 3 Jacksonville Open, Hyde Park CC

March

- 13-16 Titleholders, Augusta (Ga.) CC
- 21-24 Phoenix Open, Arizona CC (tentative)
- 28-31 Tucson Open (tentative)

April

- 4-7 Amarillo Open (tentative) Club to be announced
- 11-14 Dallas Open, Glen Lakes CC
- 18-21 Babe Zaharias Open, Beaumont, Tex.
- 25-28 Western Open, Montgomery (Ala.) CC

vertical supports perpendicular to the ground.

After alignment, fittings can be pulled down tightly, and concrete allowed to harden. No apparatus should be attached to frames or any playground unit placed in use until the concrete footings have hardened for at least 48 to 72 hours.

Concrete around the base of all frame support members should be troweled smooth and shaped conically so that it is highest at the pipe members proper. It is recommended that at least four inches of turf cover all concrete footings level with the ground line.

Finally, a regular maintenance program should be carried out. Timely repairing and repainting of playground equipment will make it last longer and assure greater safety.

Southern California Officers

Officers of the Southern California Golf Assn. for the coming year are: Pres., Richard F. Gibson; VP, John C. McHose; Secy., Donald W. Spry; and Treas., Edward K. Zuckerman.

WEIGH SO LITTLE WORTH SO MUCH

Because Pro-Shu golf shoes are designed by golf authorities, they combine correct styling with the foot comfort of ultra-lightweight construction. And because they are made by old-line shoe craftsmen of top-grade leathers, they offer unsurpassed value.



Style #937 — Black shrunken calfskin, strap and buckle. For perfect fit and easy dressing. Phillips stainless steel plate and replaceable spikes. Available in brown calf—Style #318.

Style #375 — Blucher Saddle Oxford. Welt constructed of finest quality heavy Veal for ruggedness; single sole for lightness. The ideal every day golf shoe. Phillips replaceable spikes. Antiqued Brown only.



Recommended and sold by over 4,000 pros.

All Pro-Shu golf shoes
are fully leather lined

THE *Pro-Shu* CO.
OF HARRISBURG, PA.

Write today for color catalog and counter display of styles for ladies and men, in stock for 1957.

Pro-Shu Golf Shoes are manufactured by HOWARD & FOSTER CO. Inc., Brockton, Mass.

I Changed My Mind About Golf Cars

BY TOM WALSH

Pro, Westgate Valley CC, Worth, Ill.

As told to Ben Chlevin



Tom Walsh

"WE'LL never allow 'golf buggies' at Westgate," was my answer to an enthusiastic electric golf car salesman who called on me three years ago to extol the merits of his company's product and what it would do for golf at our course.

"Golf is a walking game," I said, "and the golfer who's too lazy to stroll through 18 holes of sunbathed fairways while playing the game—just isn't a golfer!"

A few months later I received a telephone call from a doctor friend of mine who asked whether we had any golf cars available for use at Westgate. I restrained my natural impulse to explain why and merely said we didn't. He went on to say that one of his patients, a heart case, needed limited exercise and exposure to sunlight as well as something to grip his interest and he felt that golf was the answer, providing his patient didn't have to travel 18 or even 9 holes on foot.

This call made me realize that I had been as unthinking in my attitude toward the golf car as so many people were toward the automobile when it first appeared. I began to wonder whether the golf buggy didn't have its place on the course. I called the salesman and ordered three of the vehicles sent out at the earliest possible moment and hung up before he could question me on the reason for my change of mind!

We now have 14 golf cars available and they're put to good use. We will probably add to this number next year and may not stop there. Here are some incidents that have made the golf buggy a part of Westgate. I think they are significant factors in

the golf picture of the semiprivate courses.

There was the case of the young fellow who walked into the pro shop, paid his green fee and plunked down rental for a golf car. He climbed into it and, to my surprise, instead of heading for the first tee, drove it out to the parking lot, parked it next to his car and then proceeded with great gentleness to carry his lovely young wife from the car to the driver's seat of the buggy. The smile on her face was a sight to behold. She soon got the hang of the controls and away they went to the first tee with his clubs in the back of the buggy. I waited for them to come in and, when the young man drove the car back to the pro shop, I asked him if he enjoyed the round. His enthusiasm was overwhelming:

Car Solves A Problem

"I thought I was through with golf when my wife was stricken with polio last year. I've spent every spare minute with her and the thought of leaving her for a few hours for golf was impossible — until I heard of your golf cars. This is the first time either of us has been out on a golf course in a year. She wants to come back Tuesday!"

One middleaged golfer whom we used to see only occasionally at Westgate can't praise the cars enough:

"My wife loves golf, loves to get out on the course, but she can't go more than four holes. Now, we play four holes and then she chauffeurs me around the rest of the way and we have a great time!"

There's the case of the father and son combination. The father, in his 80s, had

(Continued on page 72)



get on top

OF YOUR TURF PROBLEMS NOW

PLAN TURF DISEASE PREVENTION WITH MALLINCKRODT FUNGICIDES

Every year, more golf course superintendents prove that a planned disease prevention program pays off in healthier greens... happier golfers... all season long. This year, be sure you strike first against turf disease. Apply safe, economical Mallinckrodt fungicides by a timetable... and watch your turf thrive!

CALO-CLOR[®] —extra powerful for brown patch and snow mold.

CALOCURE[®] —extra safe for brown patch.

CADMINATE[®] —for dollar spot, copper spot and red thread.

Your MALLINCKRODT Distributor Will Help You Plan... Call Him Now

MALLINCKRODT CHEMICAL WORKS

Mallinckrodt[®]

Mallinckrodt St., St. Louis 7, Mo. 72 Gold St., New York 8, N. Y.
CHICAGO • CINCINNATI • CLEVELAND • DETROIT • LOS ANGELES • PHILADELPHIA • SAN FRANCISCO
In Canada: MALLINCKRODT CHEMICAL WORKS LIMITED—MONTREAL • TORONTO
Manufacturers of Medicinal, Photographic, Analytical and Industrial Fine Chemicals



Graduate Student Carter Stern instructs an Allentown youth as John Shorey (center), founder of the Tri City school for young pros, supervises the lesson.

Shorey Looks to the Future

Youngsters Learn Pro ABC's At Tri-City Golf School

By BILL SHERMAN

According to the National Golf Foundation, 155 new golf courses were opened in 1956 and construction started on 286 more.

This growth brings with it increased demand for well qualified professionals. Club officials, successful pros and others in the golf business wonder if there are enough men with the education, skill and experience to handle the jobs created through the opening of new courses. This is especially true when it is considered that many of these new clubs aren't endowed with rich members and their successful operation is going to depend to a great extent on the resourcefulness of their professionals.

A promising and unique development among the programs designed to care for golf's need of competent men is going on at Allentown, Pa., where John Shorey, pro at the Municipal course there, is opening his second edition of the Tri City Golf school this spring. This, the only known junior plan to include a Pro-Training program, is a school which offers free education to potential pros. The students are carefully selected from the caddy ranks and from among other young golf devotees who have shown outstanding ability, character, desire and intelligence.

Kids from 15 to 18 are eligible for the 85-hour course that is divided among lectures, study and teaching practice sessions.

NEW PAINTLESS DRIVING RANGE BALL

by Worthington

Here it is! The ball all driving range operators have been waiting for . . . a new *paintless* range ball!

Its white *paintless* cover stays white! Eliminates all repainting time and expense. Just wash off the dirt to make it as white as new. The dyed-in stripe can't wear off. This new ball is *tough*, too — built to take a real beating, basket after basket. And it has all the *life* any driving range customer could ask for.

It's range tested! Three years of testing on driving ranges, in all climates, have proved that this is the ball that provides you the ultimate in durability, economy and playability.

See your local Worthington representative for complete facts on this new range ball . . . or write, Worthington Ball Company, Elyria, Ohio, U.S.A.



Patent Pending

MADE BY

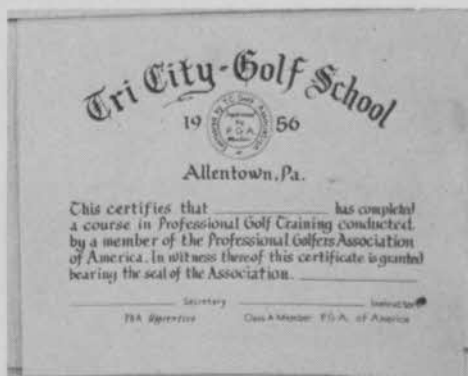
Worthington

WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER



Above — Wayne Hunsicker, Doug Dryburgh, Phil Tiche and Bob Mascali, gather around Shorey to pick up pointers on club repairing. It's one of the school's 11 basic courses.

Right — Students who complete the 85-hour Tri City course are awarded this certificate.



The lecture courses have four subdivisions. You can get an idea of the thoroughness of each by inspecting the outline of the first series entitled, "History of American Golf."

The subject begins with the days of John Reid, "father of American golf," and the first organized golf club. It covers the first organized golf tournament; great players of the past and their methods of play; types of equipment and layout of golf courses of the earliest era; formation of the United States Golf Assn., the addition of subsequent groups and their growth; and finally a capsule look at golf in the past 20 years.

The other three courses have just as much meat. They include the "History of the PGA and its Meaning and Application to the Pro;" "Types of Golf Professionals;" and "Basic Requirements of a Professional." Incidentally, there are some 23 technical and non-technical requirements John Shorey believes necessary to the makeup of a competent, top-flight pro.

There are 11 basic study courses in the pro school, all tough but practical. They are: Human Behavior (elementary psychology); Public Speaking; Club-making and Repair; Teaching Methods; Photography — (still and motion); Elementary Shop Bookkeeping; Club Fitting; A Brief Study of Course Architecture; Salesmanship; Rules of Golf — Knowledge of Handicapping; and Club Cleaning and Storage.

Practical Training

Shorey puts his charges through an extensive on-the-job training program. Students work after school and on weekends in the golf shop. Here they apply the theories of merchandising and shop control, transact minor sales, wrap clubs, change displays and do countless other chores necessary to smooth shop operation.

Students pursuing educational degrees have periods of prescribed practice teaching; so do the kids at Tri City. Professor Shorey maintains strict supervisory con-

trol over young golfers recruited from the ranks of junior high groups who are instructed by the practice teachers and youngsters who have scheduled individual lesson periods on their own.

There's golf, too. The budding pros' playing and competitive abilities are tested by tournaments devised for this purpose.

"From a certain amount of skill is born the desire and inspiration to become a professional," Shorey states.

"Playing and improving, but not necessarily winning is a major factor, a prime prerequisite in putting a boy's foot on the bottom rung of the ladder that enables him to climb to greater things," John adds.

School and kids are nothing new to Shorey. A standout scholar and golfer at Washington (D. C.) Central High School and later at George Washington University, Shorey was the first Class 'A' PGA pro to hold a Master's degree in addition to his regular B.A. Well-known and highly esteemed for his interest and efforts in promoting junior golf, he was honored as Lehigh Valley's 'Pro of the Year' in 1954.

Gave It All-Out Promotion

Shorey's ideas and hopes for junior golf run as high as the hills of the nearby Alleghenies. Though his pro school was first conceived in 1949 the most important job to be done was to "get the kids playing." His position as pro-manager of the Allentown Municipal Course opened the door for all-out promotion of this idea. Junior tournaments were sponsored, clinics were held and clubs and balls made available for kids' use.

The press and radio gave Shorey unqualified support. Bud Weiner, Phil Storch, Cliff Denton, Dave De Long and Joe McCarron of the sports desk at the Allentown Call-Chronicle, and owner-manager, Ray Kohn, of Radio WFMZ, kindled the fire of public support to the degree that golf was adopted as a regular part of the curriculum in all Allentown high schools.

The enthusiastic public acceptance of past junior promotions plus the encouragement of the press and radio were the determining factors that led to the opening of Tri City golf school early in 1956.

When the program was first announced there was much speculation as to whether this course would be designed for future tournament players.

"If it develops tournament players," Shorey replied, "it will do so indirectly. I am far more interested in directing my ef-

Pros Score Again with Christmas Catalog

A total of 560 pros, 128 more than in the previous year, used GOLFDOM'S "Christmas Shopping at Your Pro Shop" catalog in promoting gift sales during the 1956 Christmas season. More than 154,000 copies of the shopping guide were ordered by the pros, several of whom have indicated that it once again enabled them to make record-breaking sales of gift merchandise. In 1955, pros bought 136,000 catalogs for distribution among their members and players. In 1954, the first year the GOLFDOM catalog was available, 106,000 copies were distributed.

Preliminary reports indicate that extra business the shopping guide helped to develop will easily go over the \$1,000,000 mark reached in both 1954 and 1955.

forts toward developing character, work habits and giving these youngsters the basic ground work and fundamental principles absolutely necessary to make them capable assistant pros."

Shorey emphasizes the fact that responsible authority is the thing most urgently needed in pro instruction. "Every section should turn out seven or eight youngsters as qualified assistants each year." The Educational Committee of the PGA might well say 'Amen' to the Shorey statement.

Watrous Defeats Stuppel for PGA Seniors Title

Al Watrous, Birmingham, Mich. won his third PGA Seniors title at Dunedin, Fla., on Jan. 29 by defeating Bob Stuppel, Cedar Rapids, Ia., in a playoff after the two had finished in a tie for the regulation 54-hole Seniors event with 210s. Watrous shot a par 72 in the overtime round while Stuppel had a 75.

Watrous' victory was good for \$1,000, the Teacher's Trophy and a trip to England this summer where he will meet the British Seniors champion, Willie Goggin, Rutherford, N. Y., was awarded the Alfred Bourne trophy, given to the player who leads the field after 36-holes. He had a 138 at this point.

Boysen Heads California Supts.

Walter Boysen, supt., Sequoyah CC, Oakland, was recently elected pres. of GCS of Northern California, succeeding Vern Conklin. Other new officers are: Harrison White, vp; Clifford Wagoner, secy; and Charles Metzger and Fred Layton, board members.

“I depend solely on
Tersan[®] for turf



• Mr. Young uses “Semesan” Turf Fungicide and “Tersan” exclusively to protect greens from turf diseases.