

Tufhorse

MOST FAMOUS NAME IN QUALITY GOLF BAGS

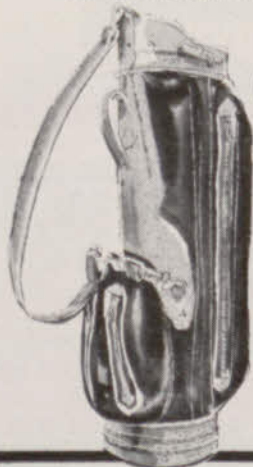
*is pleased to announce
arrangements with*

DUNLOP

WORLD-RENOWNED NAME IN RUBBER

Beginning July 15, 1957, The Sporting Goods Division of Dunlop Tire and Rubber Corporation, 500 Fifth Avenue, New York City, will

handle an exclusive line of Tufhorse golf bags for distribution and sale to Pro Golf Shops throughout the United States.



Model H 85

Products bearing the above trade mark are available only through Dunlop.

Tufhorse will continue to supply direct to Pro Shops all golf bag models listed in 1957 Tufhorse catalogs showing Tufhorse bags as well as a new, extensive line of quality bags that will be announced in our 1958 catalog.

DUNLOP

TIRE & RUBBER CORPORATION

SPORTING GOODS DIVISION

500 FIFTH AVENUE • NEW YORK 36, NEW YORK

MADE BY

DES MOINES GLOVE

& MFG. CO. DES MOINES, IOWA

GOLFERS GO FOR CLEAN 'N' COOL



FOR FEET
& SHOES

\$1²⁵

RETAIL

New Antiseptic, Soothing Deodorant in Handy Spray Can

Your cost per dozen pack with display card \$15 less 40% professional discount, net \$9.00 f.o.b. Springfield, Illinois.

Display CLEAN 'N' COOL in your shop for repeat profits throughout the season. Players go for the soothing emollients it contains plus its fungicidal and bactericidal action assisting in prevention and treatment of athlete's foot. Clinically deodorizes and freshens feet and shoes. Will not harm fabrics. Not sold in stores. Satisfaction guaranteed.

Fill out coupon below and mail today.

CLINICAL DEVELOPMENT LABORATORIES

2600 S. WALNUT ST., SPRINGFIELD, ILLINOIS

Please send me dozen CLEAN 'N' COOL @ \$9.00 per doz. F.O.B. Springfield, Illinois. Enclosed \$.....

Name

Club

Street

City Zone

(Please Print) State

champion to play steel shafted clubs . . . He got his steel shafted clubs from True Temper about 2 weeks before he went into the championship that he won in the long play-off with George Von Elm . . . Dick Mayer was playing Golfcraft Glass-shaft clubs.

Middlecoff was regarded by golf writers at Inverness as having an excellent chance to retain his Open title . . . Doc's putter didn't do him much good until the third round . . . It cooled off again in the play-off . . . Doc was ailing during the Open . . . Something like hay fever . . . Dick was also having the miseries . . . Nervous indigestion, so one doctor told him . . . Fred Corcoran, 445 Park ave., New York, is handling Mayer's business deals other than the Golfcraft club and ball deal which Ted Woolley signed some months back.

Mayer and his wife Doris did very well at press sessions in New York and Chicago . . . Fine-looking team of young people . . . Press arrangements at Inverness were all the writers could ask . . . Dick McGeorge, former Toledo sports writer, and Jim Lewis were in charge with Keith Wilson and Kent Kaighin as assis-

(Continued on page 52)

PROTECT YOUR GRIPS with CLUB TUBES

Provide an individual compartment for each club. Protect your grips and improve your game.

CLUB TUBES
List **50c** each

- Fit any bag.
- Lifetime plastic
- Weatherproof.
- Clubs slip in and out easily.

DISTRIBUTORSHIPS OPEN

CLUB TUBES MANUFACTURED BY:

LASCO PIPE

9746 E. Firestone Blvd., Downey, California

Colorado Distributor

DENVER GOLF AND TENNIS CO.

1807 Wilton Street, Denver 2, Colo.

**Your move . . .
to the new high
spirited champion
of them all!!**

the WESTCOASTER

"Super 36"



Here it is! The all-new Westcoaster "Super 36" — with the Bold New Look and unmatched stallion-spirited performance. The body of the "Super 36" is tough Fiberglass. Color is molded-in. No chance for rust to mar its sleek beauty.

Elliptical rear leaf springs, shock absorbers and aero-type front suspension give you a feather-bed ride, ground-hugging stability. New adjustable seat automatically tailors the "Super 36" to fit you.

A new fool-proof built-in recharger is a Westcoaster exclusive. These are only highlights, of course, — actually you can count at least a dozen engineering features that make the Westcoaster "Super 36" your most comfortable golfing companion.

Prove the facts for yourself with a demonstration.

Write for the name of your nearest dealer right now.

WEST COAST MACHINERY, Inc.

1802 EAST CHARTER WAY • STOCKTON, CALIFORNIA

ALL FOR YOU
— *and for you only*

ACUSHNET *GOLF BALLS*

Sold the World Over Through Golf Course Pro Shops Only



EVERY ball made in our factory for golfers is for sale to the pro shop, through the pro shop and by the pro shop *only*. This policy has been in force for 24 years.

There is an Acushnet ball for every purse and player. There is an Acushnet ball for every game. In each grade the Acushnet standard of quality — standards which pace

the industry — are maintained as they have always been — and always will be.

No other, *no other* manufacturer offers you a sales advantage like this. No other manufacturer offers you this protection. Take advantage of it for better sales.

Acushnet Process Sales Company, New Bedford, Massachusetts.

JULY • 1957

Something New! New Jersey PGA Holds First Sectional Educational Program

Young Pros Learn Fundamentals of Shop Management at College of Golfing Knowledge

TAKING a lead from the national PGA which held such a successful training school for assistant pros at Dunedin, Fla., last winter, the New Jersey branch of the organization held what is believed to be the first sectional program for the education of young pros as well as shop employees and caddie masters when it staged a "College of Golfing Knowledge" at Shackamaxon CC in Westfield on June 17.

Patterning the curriculum after the parent association's school, the New Jersey section instructed the youngsters in setting up golf teaching courses for children and adults, gave tips on shop management, club repairing and golf merchandise sales promotion. The students also were given instruction in teaching and shown the finer

points of shotmaking by several of the state's leading pros. A 9-hole tournament that followed the classroom work was won by Dave Zambri of Rockaway River.

J. Bud Geoghegan, Crestmont CC, West Orange, is dean of the College of Golfing Knowledge which will be reconvened on Sept. 23 at Forsgate CC in Jamesburg.

The New Jersey PGA's first venture in education was considered something of an experiment. But in the opinion of the 35 students who attended the school, the entire proceedings went off as smoothly as at any long established institution. The success of the program points the way for other sections that have even thought of holding similar clinics. GOLFDOM, which pressed the PGA for several years to set



College of Golfing Knowledge faculty included these pros (l to r): J. Bud Geoghegan, John Cafon, Jerry DeRosa, Andy LaPola, Otto Greiner, Bob Grobe, Andy Sikora, Emery Thomas, Monte Norcross.



At swing clinic Emery Thomas (with club) lectured with help from Andy Lapola and Oito Greiner (left).

up the winter training school, has long advocated conducting educational programs on a state or sectional basis.

Following is a detailed account of what went on at the College of Golfing Knowledge.

By J. BUD GEOGHEGAN

Promotion of Scholastic Golf

Andy Sikora, of the Beacon Hills CC, long a leader in junior and interscholastic golf programs, presented an interesting discourse on the promotion and handling of classes for school-age golfers.

During the past several years, he has taught over 1,500 boys and girls in the southern part of New Jersey. He starts these classes in the early spring and continues them as weather permits. Special busses transport the youngsters from school to the club. His minimum number in a class is 25, and the maximum group is 75. In the larger group he uses associate professionals to assist. He charges 50¢ per lesson and runs through a 10 week series. This provides a fine income during what might be considered a slow period at his club.

Ample equipment is necessary and Andy has on hand 50 wood clubs, 150 irons, 500 plastic balls, 15 rubber Masterpiece gadgets, 15 cocoa mats and several putting devices. When he gets outdoors, he uses the hard ball. He starts with the short game, and works up to the full swing by the fifth lesson. Then he has a full-scale written examination.

He awards prizes for the best marks in the exam. In the last five lessons he reviews

the whole subject and includes a session or two on the rules and etiquette of the game. The eight outstanding pupils of each, a total of 48 entries, (he has 6 classes), play in a special event at the end of the sessions. Andy awards many trophies for winners in different categories.

He feels that not only has his teaching of golf been a great contribution to the moral training of his young friends, but as his pupils become adults they are welcome additions to the golfing community.

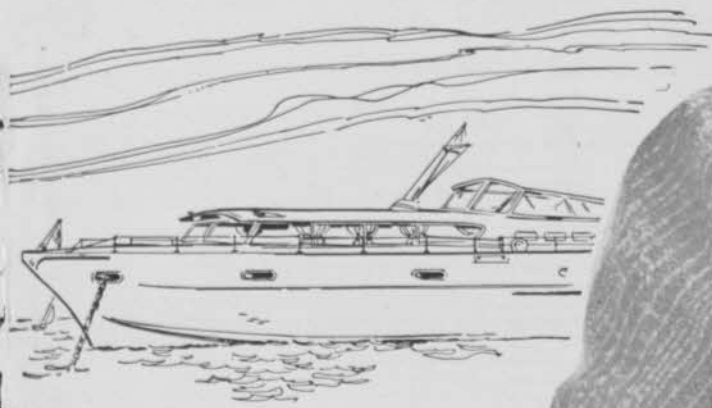
Teach Group Golf in Adult Schools

Jerry DeRosa, pro at the Passaic County CC, golf coach at the Montclair State Teachers College and a member of the National PGA teaching committee, joined with Monte Norcross, professional at the Metuchen CC in presenting an extensive outline of their methods of conducting adult group golf instruction. They pointed out golf has become such a popular activity that many adult schools have included it in their curriculum; also, that the demand for this group instruction is so great that there is a shortage of competent pros to conduct these classes.

They recommended that PGA pros avail themselves of this opportunity to supplement their income during the off season, as most classes are conducted either in the fall or spring.

The fees for these sessions range from \$10 to \$25 per hour. In addition, there is the opportunity of selling equipment to the students as well as continuing with private lessons for the students after the ten week series is completed.

(Continued on page 61)



Among the
finest
things of
life!

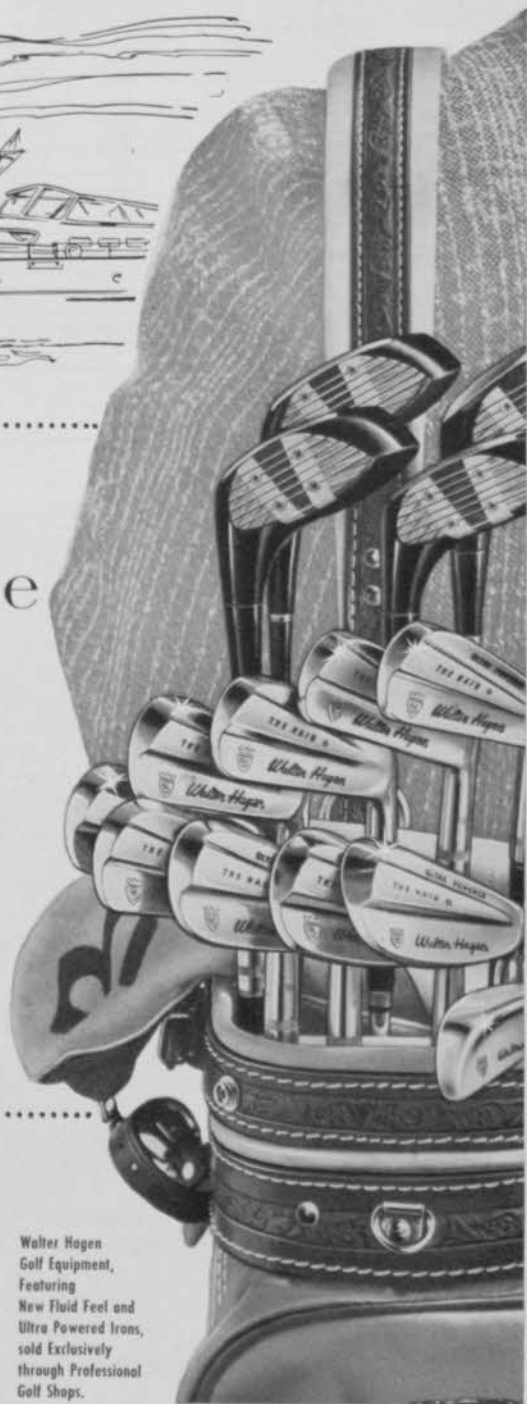
Haig



Ultra

Walter Hogen
Division of Wilson
Sporting Goods Co.
Grand Rapids, Michigan

Walter Hogen
Golf Equipment,
Featuring
New Fluid Feel and
Ultra Powered Irons,
sold Exclusively
through Professional
Golf Shops.

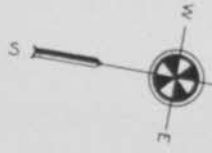


PLAY _____ WINTER _____ SUMMER _____ RULES _____

PIN POSITION

DATE - _____ TO _____

CENTER	N	S	E	W	QUADRANT
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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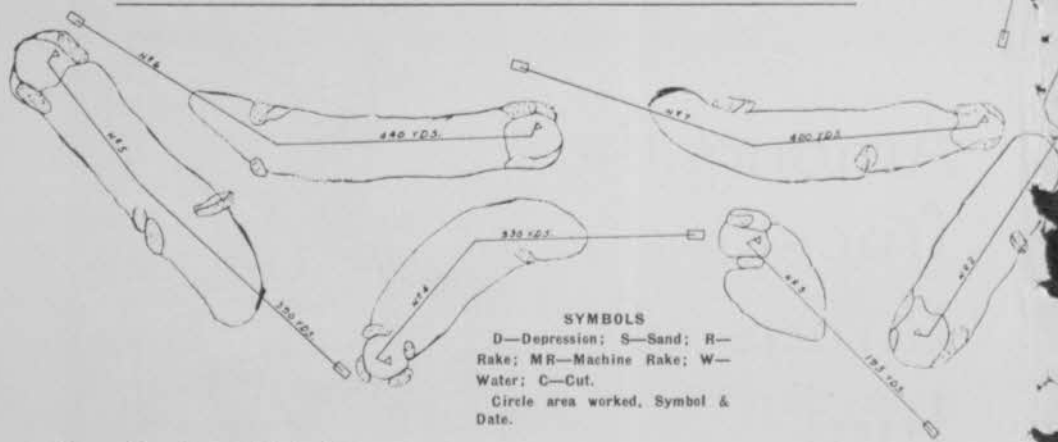
TEE MARKER

DATE - _____ TO _____

FRONT	CENTER	REAR
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MAINTENANCE

PLANNED WORK



SYMBOLS

D—Depression; S—Sand; R—Rake; MR—Machine Rake; W—Water; C—Cut.

Circle area worked, Symbol & Date.

Room for Complaints, Too

How Connecticut Supt. Keeps Members Informed of What's Going On

William A. Livingston, Supt. at Silver Spring CC, Ridgefield, Conn. has come up with an idea which informs the membership of upcoming maintenance work and also provides the members an opportunity to register any complaints about the course condition. Every Monday, Bill posts a copy of the above form on the lockerroom bulletin board. This form includes the following:

1. A map of the entire course, hole by hole, indicating all traps, tees, greens and fairways, with the hole number and yardage shown.
2. A box indicating whether summer or winter rules will be played during the coming week.
3. The date.
4. The position the pins will be placed on the greens and the dates they will be in that position.
6. An indication of the maintenance work that will be conducted during the coming week.

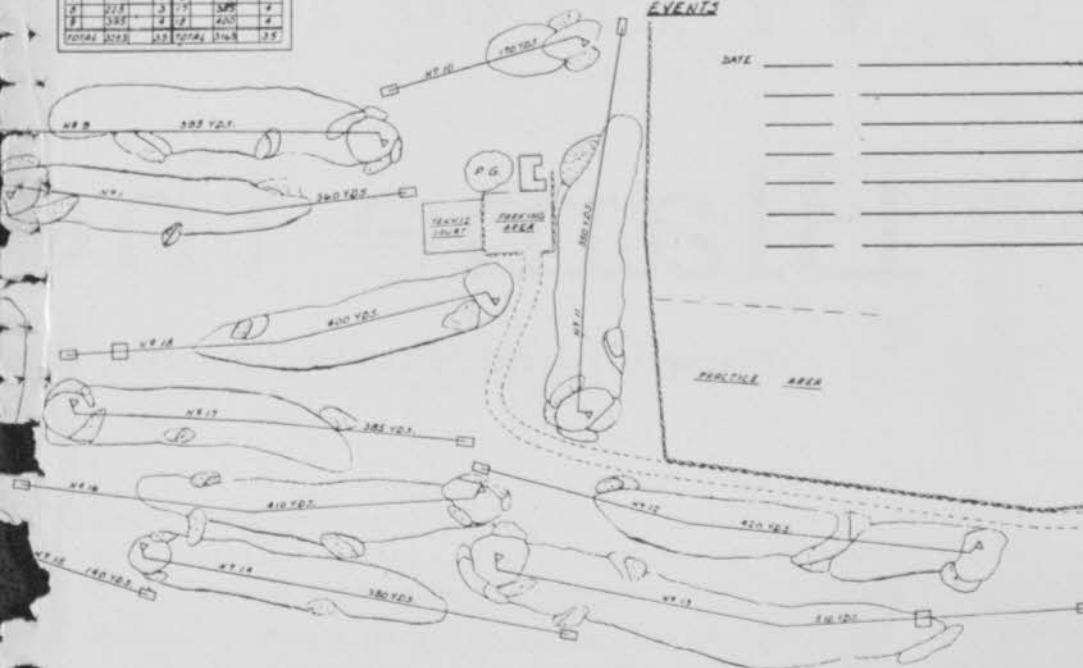
SCORE CARD				
NO.	192	796	17	248
1	344	4	10	170
2	518	5	17	230
3	798	5	12	420
4	330	4	13	210
5	390	4	14	380
6	420	4	15	420
7	420	4	18	410
8	278	3	17	380
9	385	4	18	420
TOTAL	3528	33	TOTAL	3148

PROGRAM

WEEK OF _____

EVENTS

DATE	EVENTS
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____



7. An indication of any special jobs (new construction, etc.) planned during the coming week.
8. A listing of all tournaments to be held during the week.
9. A scorecard of the course.
10. A table of symbols to indicate areas on the golf course and types of maintenance procedure.

Golf Second in Popularity in Industrial Sports Picture

A survey recently made by the National Industrial Recreation Assn. shows that golf ranks second in popularity among sports sponsored by various manufacturing and commercial concerns. A total of 240 companies took part in the survey. The number of firms sponsoring leagues of company teams are shown below:

Less than 1,000 Employees	1,000-5,000	5,000-10,000	Over 10,000
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Bowling	76	92	30	28
GOLF	74	92	31	26
Softball	62	91	33	28
Basketball	46	78	30	20

Public Links Tournament

A total of 1,926 golfers have filed entry for the 32nd Amateur Public Links championship of the USGA to be played at Hershey Park GC, Hershey, Pa., from July 29 through Aug. 3. The field will be narrowed to a final 150 following 37 qualifying rounds to be played at as many locations between July 7-14. Defending champion, James H. Buxbaum of Memphis, and the 1956 runnerup, William C. Scarborough, Jacksonville, Fla., are exempt from sectional qualifying.

Merion Bluegrass Production

Production of Merion Bluegrass for 1956 was 1,546,000 lbs. produced on 10,055 acres. For 1957 there will be an increase from 10,055 to 11,875 acres, giving an estimated harvest of 1,977,000 lbs.

What?

Blame the

New United States Testing Co.

One of America's foremost research organizations, United States Testing Co., just completed a series of impartial tests on the four leading high-compression golf balls.

*An important part of this study concerned **trueness**—that quality that makes a golf ball go where you hit it.*

Did you know that even among top-priced golf balls there's enough variation in trueness to make you miss a well-stroked putt, or catch a trap on a properly hit approach shot?

In tests which measured trueness factors, the new Spalding DOT outranked all other brands tested—proving the DOT will follow a truer course putt after putt, shot after shot, ball after ball.