

At last—the secrets of the world's greatest money golfer

# SAM SNEAD SHOWS YOU HOW TO PLAY TO WIN



SAMUEL JACKSON SNEAD started golfing in the hills of Virginia with a club carved from a swamp maple. He was so poor that "money thought I was dead." But today, after winning 110 tournaments, he has collected a fortune in prize money.

What makes Sammy win? He tells you in his new book, *THE EDUCATION OF A GOLFER*. He tells you, for example

- What the #1 Golf Disease is and how to cure it
- Why you should think *with* your swing and not *ahead* of it
- How to overcome the "yips" in putting, and why the prime rule in putting *doesn't hold water*
- What to beware of when you gamble in golf

Here, for the first time, is the colorful story of golf's most successful player. There has never been a golf book like it. Only Sam Snead could take you behind the scenes of top tournament play, tell you how he solves golf problems, and (at the end of each chapter) show you precisely how his experience can be applied to pare strokes off your score:

- How he took a tip from Vic Ghezzi and blazed home with a pair of 67's to overcome an 8-stroke deficit and win the Masters
- The worst experience he's had in 25 golfing years — and how you can benefit from it
- What he said to President Eisenhower that made the Secret Service man blanch — but took five strokes off the presidential game
- Why Sam has *never* lost to Ben Hogan in a playoff
- How he corrected his early hooking and smothering
- Golf Course Diplomacy: "The Brazil Story"
- The putting mistake that lost him a National Open playoff — and how even a beginner can avoid it

Sam not only gives you priceless "how-to" instruction — more important, you get the *think-*

*ing* behind his game: *winner-thinking*. And he regales you with pungent inside-golf anecdotes, never before in a book — every one of which contains golf savvy from which you can profit.

### How to improve your game sitting down!

As you enjoy Sam's unretouched stories of the exciting moments in his career (see the table of contents at right) an extraordinary amount of his hard-won education becomes yours.

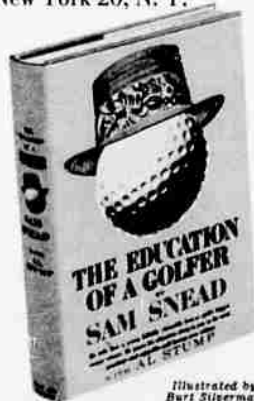
You learn how to shrug off an opponent's needling — and perhaps do some of your own . . . why footwork is so important . . . how to get better distance on woodshots . . . how to correct knee and wrist tension . . . when to underclub your irons.

You'll find out Sam's special techniques on tricky lies, dog-legs, water holes, rough . . . how to play a sand trap better, and how to avoid an almost universal error in trap strategy . . . 4 common putting situations and how to play them . . . how to stay "cool-mad when hexed" . . . and much, much more.

What it adds up to is this: it doesn't matter whether your present handicap is 2 or 22 — what Professor Snead knows how to do is *improve* your game.

### Send for your GUARANTEED copy today

Read Sam's book for thirty days. Try out all the tips he gives you. At the end of that time, if you are not a better player, return the book and pay nothing. Otherwise, we'll bill you for only \$4.50 (plus postage). *THE EDUCATION OF A GOLFER* is guaranteed to help you or it costs you nothing. So mail the coupon today to: SIMON AND SCHUSTER, Publishers, Dept. 67, 630 Fifth Ave., New York 20, N. Y.



Illustrated by  
Burt Silberman

### 10 GREAT CHAPTERS

I. PECKERWOOD KID: OFF THE TEE. The drive Alva Bradley didn't believe; backwoods boyhood days; smothered drives. *Sam's Lesson: a beginner's approach to playing wood shots.*

II. FIRST LOOK AT THE BIG BOYS: DON'T QUIT ON THE HOLE. The Hershey (Pa.) Open of 1936; the Miami and Nassau Opens of 1937; the Oakland (Cal.) Open of 1937. *Sam's Lesson: quitting on the hole.*

III. MORE TEE AND FAIRWAY TROUBLES. When they told us to eat divots; Picard said: "This club might help you"; a barefoot brawl at the Masters. *Sam's Lesson: advanced tee and fairway play.*

IV. KEEPING THE SHIRT ON. GOLFER, CURE THYSELF. How to stay cool-mad when hexed; building a thick skin in the U.S. Open; spectacles I've made of myself; what a temper can cost you. *Sam's Lesson: a few clues to keeping calm.*

V. OUT OF A PRESSURE COOKER — TWICE: READING YOUR OPPONENT. Versus Jim Turnesa — the 1942 P.G.A. championship; versus Ben Hogan — the 1954 Masters play-off. *Sam's Lesson: reading an opponent.*

VI. WHEN THE MIND LEAVES THE BODY: PUTTING. Rolling them in three ways; "yippling" putts in Africa; three years of putting paralysis; a magic blade and a comeback. *Sam's Lesson: the secrets of success on the greens.*

VII. FROM BUSH TO TREE TO TRAP: SAND AND HAZARD PLAY. My No. 1 blowup; a Ryder Cup lesson in hazards; sand trials and errors; blowing the Masters from a buried lie; trees, rough, and "unplayables"; people can be hazards, too. *Sam's Lesson: playing out of sand and hazards.*

VIII. HAWKS, VULTURES, AND PIGEONS: GAMBLING GOLF. A slicker from South Carolina; revising the handicap down; plunger's match in Havana; primer for "blind" bettors; the champ — Titanic Thompson; good and bad pigeons. *Sam's Lesson: gambling golf.*

IX. THE ROCKY ROAD TO SHORT PUTTS. You can't shoot 71 in Brazil; finessed at Shawnee by a lightweight; riot at Westchester; boomerang balls in Los Angeles; from fringe to cup — a \$100,000 shot. *Sam's Lesson: the short game.*

X. "NEEDLES" AND KNOWING YOURSELF. Psychology and a revenue agent; a 30½-inch putt at St. Louis; countering opposition gimmicks; galleries and officials can needle you; the day I "threw" a match; the biggest thrill of all.

To Your Bookseller, or

**SIMON AND SCHUSTER, Publishers, Dept. 67,  
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I'm looking forward to Sam's invaluable tips that are guaranteed to help my game. So rush me Sam's new book, *THE EDUCATION OF A GOLFER*, for 30 days' free examination. At the end of that time I'll either return it and pay nothing, or keep it and remit only \$4.50, plus a small postage charge, as payment in full.

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