Wheaties Given as Hole-in-One Prize

General Mills, Inc., Minneapolis, Minn., has announced the Wheaties Hole-in-One club through pros and club officials. Those who make an ace on any regulation golf course get a case of Wheaties free upon sending to General Mills a copy of the scorecard containing the hole-in-one record, attested by the pro or another official of the club at whose course the ace was made. The ace-maker also receives a “diploma” and a golf book by Sarazen or Berg. The attesting pro also is sent Wheaties and an amusing shop display sign recording the ace feat on the course. General Mills, having pushed Wheaties to tremendous sales on the “breakfast food of champions” note, is closer to sports trends than any other general advertiser. The company’s action in being the first big advertiser to renew hole-in-one prize awards is evidence that it is certain of a golf boom. General Mills' interest in golf has been developed during the past few years by its increased business with golf clubs for its food products.

BEA’S GOT A BOOK—Bea Gottlieb has been scoring with her new book “What Is This Funny Thing Called Swing?” an instruction job that has received enthusiastic endorsement of numerous highly rated pro instructors. Bea’s book is based on a version of the Ernest Jones swing plan by means of which many excellent golfers were developed. The book is a small one with the theory and practice clear and simplified. Some pros are using it as a textbook in connection with their lesson tee instruction. Considerable sales of the book have been made at pro shops as well as at book and magazine stores. Copies of the book may be obtained direct, at 50 cents a copy, from Miss Gottlieb, P.O. Box 218, Park Ridge, Ill.

NEW GOLF RULEBOOK—New edition of Rules of Golf, dated April, 1946, has been issued by United States Golf Assn., 73 E. 57th St., New York 22. Copies of the book are 10 cents each, including postage.