The Returns Are In!

During the 1947 winter tournament season on the P. G. A. circuit—

More than half of the tournaments were won by players using the new Acushnet Titleist.

More players played the new Acushnet Titleist than all other balls combined.

Your low-handicap members will learn why when they play this ball. Recommend it.

Acushnet Process Sales Company
New Bedford, Massachusetts
Frank Strafaci, NY Met district amateur star, has been partially crippled by recurrence of a jungle infection he contracted when he was a GI in the Pacific. Clubhouses made of used army and navy buildings are being erected at a number of small town and muny courses. Long Beach, Calif., Meadowlark fee course is in a new men’s clubhouse, lockerroom and showerroom converted from former Army barracks.

Golf practice range business generally keeping up at record figure. Golf range pros are selling pretty fair amount of high-priced equipment. Columbus (Ga.) CC lets contract for $200,000 clubhouse improvements. American Legion opens new 9-hole sandgreen course at McPherson, Ks. Buddy Troyer in San Jose (Calif.) News junior tournament had 30 one putt greens in 54 holes.

Smiley Quick, one of the young men who break faithless putters says Carnoustie is the toughest course he played abroad. Windom, Minn., establishing a golf club. E. W. Harbert, Chick’s dad and pro at Hamilton (O.) Elks club, says Chick was so pleased at getting back on his game he wasn’t badly disappointed in losing the PGA title to Jim Ferrier.

If financial arrangements can be made there’ll be several British pros playing the American winter tournament circuit regardless of what happens to the plan to have Ryder Cup matches in the U.S. this fall or early winter. Flory van Donck, 35-year-old Belgian pro who’s been doing well in British tournaments, also is a possible visitor. Bobby Locke will be back for the winter circuit. His American and Canadian debut should gross him about $26,000. It will put him well ahead of the rest of the field for the period during which Locke was competing.

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Stockton, Calif., considering new 18 hole muny course. Dayton, O., golfers planning to buy Northmoor course for $125,000 and spending $50,000 in improvements. Jack G. Dew is pres., new Sacramento (Calif.) River CC on which construction will begin soon. Riverside Town & CC, Winnebago, Minn., completing new clubhouse. Ten per cent of Calcutta pool in swanky Piping Rock’s member-guest tournament went to Glen Cove hospital. The winning team paid off $6,869.40.

—O. B. Keeler figured out that Nelson’s average for 28 rounds in the U.S. Open was 73 15-28 and Jones’ average for 44 rounds in the Open was 73 43-44. O. B. reminds his public that Jones won 4 U.S. Opens playing without the wedge and Nelson won one. So who d’ye think O. B. believes is the greater golfer? . . . We suggest you

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August, 1947
Stainless clubs with the "feel" for good golf

Pros who have used them in actual play say these new Stainless clubs have the easy, natural "feel" of their favorite irons. Laboratory tests show the same results. That's because the heads are made of a special-purpose ARMCO Stainless Steel.

These Stainless clubs stay bright and attractive through many seasons' play. There's no plating to wear or buff off . . . Stainless is solid, bright, rustless metal all the way through. The tough surface resists scratching and nicking.

Golfers everywhere find these new clubs put more sparkle into their game. Write us for the names of manufacturers.

Quit worrying about it . . . Nelson with his exhibitions and syndicate ghost writing and club royalties is doing quite O.K. and Jones with his law practice, Coca-Cola plant, club royalties and other investments is in the higher brackets . . . Looks like Bob and Byron survived that oft-mentioned terrifying strain of tournament competition with less damage to the nerves than suffered by a lot of guys who have to compete against the grocery-man and landlord.

Russ Fankhauser, pro, Marietta (O.) CC has been writing a fine series on "How to Play Golf" in Marietta News . . . Abilene (Ks.) CC in $15,000 clubhouse improvement . . . Tracy (Minn.) GC completing new course . . . U.S. Junior Chamber of Commerce who were brought into sponsoring of pro tournaments by Bob Harlow are having good success with their national junior championship . . . In several states entries of qualifying rounds for event scheduled for Peoria, Ill., starting July 28, exceeded 100.

Jaycee sponsorship was what put the pro circuit into steady big business . . . Before the Jaycees came in Pinehurst and Miami were about the only 2 places the pros always could depend upon to put up winter circuit prize money without vigorous solici-
tation. The pros owe the Jaycee junior tournament a lot of cooperation in return for what the Jaycees did to establish the PGA tournament circuit.

Rome, Ga., Junior Chamber of Commerce sponsoring a $10,000 open at Coosa CC Oct. 2-5. Tommy Armour says that Ben Hogan's record is unique in that experts declare Ben the most expert of today's competitors although he's won only one "major" championship, the 1946 PGA. The Silver Scot told Ed Bang of the Cleveland News that being able to stay in and fight after taking a beating is one of the signs of a real champion. On that basis we'll cheer for Porky Oliver who has been nosed out in many close finishes and has shown no indications of unbearable pain. The Great Armour lauded Jimmy Demaret as comparable in public opinion with Hagen. Tommy hailed Lawson Little as a great champion with 2 U.S. Amateur, 2 British Amateur, a U.S. and a Canadian national open titles.

American Legion at Goshen, Ind., promoting $70,000 campaign for course and clubhouse... W. H. Diddel to design course. Bill Picard, 15-year-old son of Henry, former PGA champion and pro at Canterbury CC, Cleveland, now is Cleveland district junior champion. In the final match which went 19 holes young Bill gave a demonstration of putting that would have deeply impressed a lot of his pappy's pals.

Wick Dickerson, pro at Columbus (O.) Indian Springs course is hailed as a candidate for honors as "The Man Who Has Done Most for Columbus Golf in 1947" by Paul Hornung in Columbus Dispatch. Wick's 82 students in his free kid classes were described by Paul in his lively sports column. When Johnny Revolta was 20 years old he held 17 course records in Wisconsin and Minnesota. Goldeboro, N.C., organizing golf club.

Newspaper sports writers have been making a lot of comment on the USGA making championship conditions much more stringent than PGA. Consensus is that by allowing laxity of tournament circuit playing conditions and rules observance to creep into the pros' major championship its reputation as the toughest and most testing of title events is a long way from being what it used to be.

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HACKENJACK GOLF CLUB
Oradell, N.J.

July 23, 1947

Martin Dennis Company,
859 Summer Avenue,
Newark, New Jersey.

Gentlemen:

I have been wondering why you don't give more publicity to your most useful and efficient product LEXOL.

I have been an active professional golfer, internationally for over 40 years and I feel certain that there are many in my profession who don't know the benefits that they can derive by the use of LEXOL.

I personally have used it for a number of years and find it an invaluable asset in my shop. If one follows the directions and uses LEXOL there is no need to have dry or slippery club grips. I also find that it does an excellent job of treating all other golf accessories such as shoes, bags, and miscellaneous equipment.

Yours very truly,

(Signed) Chas. H. Mayo

LEXOL
Division
THE MARTIN DENNIS CO.
865 Summer Avenue
NEWARK 4, N. J.

August, 1947

We are grateful to Mr. Mayo for permitting us to report to other members of his profession the satisfactory results he has secured with LEXOL Leather Conditioner.
Golfers fall in love with the Wagner at first sight, because it is lighter, of better construction and smarter than any other cart on the market. It is a cinch to sell ... and carries a fine profit for you.

Bowbells (ND) GC being reopened. Mrs. Edith Frye, grandmother of the five fine Frye brothers in Pacific Coast golf, follows in golf galleries as a matter of family loyalty but as a sports expert rates highest on her homeland's top event, the Kentucky Derby, says Beth Hightower of Sacramento (Calif.) Union. By the way Beth's "Short Putts" column is one of the most interesting chatty golf jobs among many in the nation's newspapers. Jim Ferrier, PGA champion, has made 7 aces.

Wilfred Crossley who won the National Public Links title brought Atlanta its first national golf championship since Charley Yates won the British Amateur in 1938. George Lake, Long Beach, Calif., Recreation Park pro and his asst., Frank Grant, have had 3-year-old kids brought for the far-famed junior instruction classes George inaugurated. George and Frank tell the tots' parents to bring the kids back later.

Howard V. Millard, sports columnist of Decatur (III.) Review, closes the books as far as we're concerned on the debate about pros wearing numbers in the All A-May- rican tournament. Millard says maybe wearing numbers isn't dignified but as far as he has been able to learn the pros are playing to be paid off in money and not

WHEN THEY See it THEY Buy it!

Golfers fall in love with the Wagner at first sight, because it is lighter, of better construction and smarter than any other cart on the market. It is a cinch to sell ... and carries a fine profit for you.
The numbering wrangle got George many, many lines of free publicity so he was bound to win on that count.

Frankie Elston, deputy sheriff of Yolo county, Calif., is the longest hitter in amateur golf according to Nelson Cullenward of San Francisco Call-Bulletin. . . Lenox (Ia.) GC erecting former Army building as clubhouse. . . Former Women’s National Golf & Tennis club purchased by syndicate of Sound View GC, Great Neck, L.I., N.Y., members headed by Fred Grieve, former pro. . . Sound View, formerly known as Great Neck GC, was bought for real estate development. . . Its remaining 9 holes may be abandoned. . . Ernest Jones was pro at Women’s National, which was established in 1924 and shutdown during first war year. . . Ernest still holds course record of 66 made in 1928. . . Jones in his indoor school at Spalding’s New York store, is reported to have his lesson time engaged until far into next year.

Lyons (Neb.) GC to build clubhouse. . . Greymere G&CC, Columbia, Tenn., to build clubhouse replacing one burned 4 years ago. . . Cleveland Springs CC, Shelby, N.C., to enlarge clubhouse and add another 9 holes. . . Charlotte, N.C. to build clubhouse at Bonnie Brae muny course replacing one.
The New FLYING CIRCLE BRAND
GOLFER'S GADGET

(Trade mark registered)

Gives the player —
• Greater distance on drives.
• Better direction on iron shots.
• Increased chipping and putting accuracy.
• New "Grip" security and comfort.
• An automatic "self-starter" for the down swing, making the player "lead with the left" and swing in the groove on all shots.

At the top of the swing, when the left arm is fully extended and the wrists are cocking, too many players open their left automatically positions the club hands. GOLFER'S GADGET in the palm of the left hand, helps left hand hold tight and The flexibility of the wrist guides player in swinging and down the shaft. flight.

Also...

The "GOLFER'S GUIDE" ... a handy 32 page pocket-size book on golf for the beginner. 12 chapters with 17 dynamic illustrations explain and demonstrate golf's fundamentals as the professional wants the student to understand them. Quotations from Byron Nelson and Dick Metz are helpful to beginners and spur their interest in lessons. A handy metal Styimie Marker fits into a pocket of the "GADGET"; serves as a club-face cleaner, as well. Perfect good-will give-aways — extras sent with your order.

"Gadgets" available for both hands in three sizes — large, medium and small.

All three — Gadget, "Golfer's Guide" book and styimie marker — in a single unit pack retails for $2.50. A self-seller that gets results your players can see and feel. Usual pro discounts. Order a few trial dozen direct — now!

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Babe Didrikson Zaharias likes the British small ball for driving and putting but says it lies so close it gave her trouble on iron shots... Yet the British consider The Babe the finest woman iron player they ever saw. The worst round she had in the British Women's was her 75 in the morning round of the finals... Twice she made the out 9 in 33, which is 4 under men's par... At Gullane admission wasn't charged and the British Ladies' Golf union lost a great opportunity to cash in on The Babe's drawing power.

Until the final day the British amateur didn't draw more than 800 galleryites a day, says Golf Monthly. Field of 115 competed in Scottish Golf Greenkeepers' Assn. championship at Gleneagles... Sir Alexander King, Scottish film magnate, who recently became pres., Scottish PGA, plans to encourage Scotch clubs to engage pros and provide them with business and

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burned... Durham, N.C. golfers raising fund to send their Jimmy Dezern to National Lefthanders' tournament at Coghill CC (Chicago dist.) Aug. 19-21.

Byron Nelson is figuring on exhibition matches with Bobby Locke in the east before Locke returns to South Africa in Sept... Frankie Stranahan is cheered by O. B. Keeler's reminder that Bobby Jones went 7 years before winning a national title then won 13 in the next 8 years... O. B. also calls attention to Fred Daly's winning score in the British Open at Hoylake this year being 2 strokes higher than Jones' winning score 17 years ago on the same course.

Leo Fischer, Chicago Herald-American sports writer, quotes an unnamed tournament pro suggesting that the point rating system be restored on tournament golfers to determine "a clear-cut, undisputed professional golf champion each year."... Oak Hills CC, Ada, Okla., to remodel clubhouse and build swimming pool.

Efficient as it is attractive, the GOLFER'S GADGET automatically positions the club in the palm of the left hand. The flexibility of the wrist hand enables it to slide up and down the shaft.

At the top of the swing, when the left arm is fully extended and the wrists are cocking, too many players open their left hands. GOLFER'S GADGET helps left hand hold tight and guides player in swinging down correctly inside line of flight.

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playing opportunities... He is raising the equivalent of $40,000 to promote tournaments for Scotch pros... Now there are very few first class playing pros attached to Scotch clubs.

Miss Florence Troeger, pro at South Bend, Ind., Studebaker course, is developing some promising boys and girls in her free junior classes... She's been on the job since 1943... Glen Arven CC, Thomasville, Ga., is said by Ed Miles in the Atlanta Journal, to be "the oldest golf course in the nation as far as consecutive play is concerned."... Doug Deringer in Richmond (Va.) News-Leader says city needs a more convenient muni course and much more encouragement of junior play by adult golfers... Guymon, Okla., building 9-holes.

Russ Leonard, pro at Marquette (Mich.) G&CC has installed a 9-hole pitch and putt course for members' kids... Kinston (N.C.) Free Press in editorial campaign for a golf club similar to those of neighboring cities... Duncan Barr signed as pro by Schroon Manor course at Schroon Lake, N.Y.

Tom Mahan, Jr., 17-year-old son of widely known pro at United Shoe course and New England PGA official, is one of the stars of New England junior golf... Young Tom aspires to be a concert singer... Edward E. (Tex) Butler, former California caddie and now a skipper in the Merchant Marine, sampled Bobby Locke's talent long before Locke arrived in this country... Butler, visiting Johannesburg, played against Locke.

Willowick at Santa Ana, Calif., recently completed 6 holes to bring course up to 18... Art Roux is Willowick pro-mgr... He was at Hacienda CC, LaHabra, Calif., for 19 years... Art Stewart, pro at Green Acres range in LA, recently set record of 30-32-62 on San Fernando Valley CC... Some years ago before the course was remodeled Fred Morrison, then the club's pro, shot a 60 on the layout.
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Golf in Australia brings up an interesting debate: which is the better of two great Australian golfers, Ferrier or Von Nida? . . . The answer may be given on the U.S. winter circuit as there’s a good chance that Von Nida who has been winning in Britain will play in our tournaments. . . Some veteran observers are saying that Bobby Locke is giving U.S. tournament golf a gate lift that more than justifies the prize money he’s been winning.

We think the USGA and PGA are overlooking etiquette by not presenting to clubs that are hosts to their championships handsome gifts as tokens of appreciation which could be placed in the clubhouses. . . In going around the country we note inside some clubhouses framed gracefully written letters of appreciation for receiving USGA championships of bygone years but that amenity seems to have fallen into the mere formality of business correspondence. . . Both organizations might be reminded that if members of the host clubs were paid for the free work they do in putting on a championship there would be very few championships that would show in black figures. . . A tournament is often some honor to a club but always one hell of a lot of nuisance, work and risk. . . George Schneiter, PGA tournament committee

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