We're not in the Santa Claus business

The golf ball business seems to be getting something like

We don’t believe in this sort of thing. We don’t believe it’s good for the Pro or for the manufacturer. It is not and never will be fair to the majority. It is economically unsound for all.

Instead, we offer you the finest balls we know how to make — the finest balls we have ever made in all price brackets. You have only to drive the new D.T. Titleist once to prove that it has no equal — to understand why it is the first choice of so many Pros playing the Big Money Tournaments.

We offer you complete protection from outside competition. Every ball made in our plant is sold through the Pro Shop.

We offer you a national advertising campaign running eight months of the year, reaching well over five million homes, plus advertising material for you to use.

If you’re looking for good golf balls, well advertised, we have ‘em.


N.B. This advertisement censored, as shown above, by request.
Goodall tournament provided first network television golf program . . . More television instruction programs appearing . . . Johnny Revolta and Jimmy Hines on 13 week, half-hour weekly, teaching program for WGN-TV, Chicago . . . Joe Novak made an usual series of films for television program use last fall, prior to his election as PGA pres. . . . Johnny Farrell, Harold Sargent and "Jug" McSpaden also on television programs.

Finger Lakes Greenkeepers' Assn. elect as 1949 officers: Pres., Edward Smith, Hornell (NY) CC; VP, Delbert Dewey, Canandaigua (NY) CC; Sec.-treas., Wilbur H. Stone, Elmire (NY) CC . . . May 10 meeting at Ontario (NY) CC, included inspection of five new greens built by Gkpr. Isaac Bucyk . . . James Reid, Jack Ling and Wilbur Stone talked on what they'd seen in course maintenance in the south last winter.

May practically finished biggest competitive schedule US high school golf ever has seen . . . There should be some way for district golf associations and PGA sections continuing competition of these high school teams during summer vacation . . . New 9-hole course at Lake Herman, Madison, S.D . . . J. H. Lammers, pros . . . 9-hole course being built at Prineville, Ore . . . Wabash (Ind.) CC remodeling clubhouse and building pro shop . . . Considerable improvement in small town courses this year as result of members' pitching in and doing the work.

Golf instruction books selling big . . . Strong advertising campaigns in magazines and newspapers are boosting the new Mangrum and Revolta books . . . Hogan and Nelson books continue to sell well . . . Sales also are good on "Golf Clinic," book authored by Wilson's pro staff members and on Jim Ferrier's new opus.
my woods and irons are accurately designed for you to fit your natural swing. Thirty years of successful custom club making for over fifty thousand top amateurs, Pros, Hollywood stars, and other particular golfers all over the world.

PROS: Write for this new book and also handy order blank for

SHOP SUPPLIES

Kenneth Smith GOLF CLUBS
Hand made to fit You

BOX 41, KANSAS CITY 10, MO.
CUSTOM CLUBMAKER FOR 30 YEARS

job... Mrs. Clarkson who came from Scotland in 1915 to marry Dick, returns to the old homestead with him.

Canby (Minn.) GC renovates course... Elliott C. Stauffer shot 156 yd. 16th at Churchill Valley CC (Pittsburgh dist.) in aces morning and afternoon rounds, May 1... He's a 10 handicap man... He used a 6 iron, swinging it per lesson he'd recently taken from Churchill pro, Wally Simpson... George Bolesla signed as asst. by Allen Wyman, pro, Danville (Ill.) CC... Myron (Bud) Hodapp and wife to operate Sunnyside CC, Glasgow, Mont.

Max Marston, 56, died May 7 at Old Lyme, Conn. of a heart attack, after an illness of three weeks... He won the 1923 National Amateur at Flossmoor CC (Chicago dist.), was runner-up to George T. Dunlap, Jr. in the 1933 National Amateur at Kenwood CC (Cincinnati dist.) and played on four Walker Cup teams... He won many major amateur events in the Philadelphia dist... He is survived by his widow and his son, Max, Jr.

The most serious and biggest blind spot in golf development is revealed in the May issue of Lowe & Campbell's magazine "The Coach"... In a list of 65 summer coaching schools only one (the University of Iowa) lists golf as a subject... Yet high

NEW FREE BOOK
AND
Fitting Chart
TELL HOW

A Money Saver
FOR CLUB MANAGERS

LEXOL
LEATHER CONDITIONER

For your leather furniture, in the locker room for members' shoes, luggage, etc. and in the Pro Shop, LEXOL Leather Conditioner will repay its small cost many times over.

Your Pro gets LEXOL from Wilson at the special price of $3 per gallon. Have him get one for your furniture, one for the locker room boys and one for the Pro Shop to treat leather bags.

THE MARTIN DENNIS COMPANY
Dept. J Newark 4, N. J.
EMERALD CORD—the super-quality hose for country club and estate use—comes in 25-, 50-, and 100-ft. lengths, coupled with special nickel-plated fittings. In sizes \( \frac{5}{8}'' \), \( \frac{3}{4}'' \) and \( 1'' \)—at your dealer’s now.

FOR HIGH QUALITY AT LOWER COST—WINGFOOT GARDEN HOSE
Tested to withstand 12 times average city water pressure. Won’t kink or snarl—extremely flexible, lightweight, long-lasting. Ask for further details at your dealer’s.

GOODYEAR
THE GREATEST NAME IN RUBBER

June, 1949
PHILLIPS
GOLF SPKES

The Swing is to the
LARGER BASE

- WILL NOT TILT or Break Through Sole.
- KEEPS THE SPIKE ERECT.
- PREVENTS OUTER SOLE from Rolling.
- WEATHER TIGHT — RUST PROOF.

(White Plated or Black Finish)
WILL NOT TURN BY THE THREADS
F. C. PHILLIPS, INC.
STOUGHTON, MASS.

school, college and university coaches who attend these 65, and other, summer coaching schools frequently are golf enthusiasts and easily could be lined up as very valuable aids in the extension of golf... PGA sections and manufacturers' playing pro staffs should tie in with these summer coaching schools... The number of the summer coaching schools, the attendance and the character of programs indicate that the PGA teaching and educational programs have a long way to go before they catch up with the university and high school coaching programs in other sports... The great response to the National Golf Foundation promotion work in high school golf, getting school officials, golf pros and clubs together plainly shows urgent need for PGA getting on the job at these summer coaching schools.

Al (Chappie) Chapman, signed as pro-mgr., Tomahawk Lake CC, Deadwood, S.D....
Press-radio "Wide Open" championship on No.3 course at Medinah CC, conducted May 6 by Tom King and Mark Cox as pre-view for fellows who'll cover this year's National Open... Charles Whitcombe, Arthur Havers, Alf Padgham and Richard Burton to pick British Ryder Cup team... Gerald Dearie, formerly supt., named gen. mgr: Edgewater GC, Chicago

Pros., Managers...Here's a Fast Profit Item!

“SPORTS-CLOTH”

A HANDY, HAND TOWEL
EVERY GOLFER NEEDS

- Keeps Hands, Clubs, Ball Dry and Clean
- Always On Hand—Ready for use
- Sells and Resells—Fast!
- Attractively Packaged In Cello-Wrapped Threesome

Geo. McArthur & Sons, Inc.
Baraboo, Wisconsin

"Fine Textiles Since 1885"
... Albert Stoudt, who was asst. gkpr. at Edgewater before and after World War II service, now gkpr. ... Bob MacDonald, Edgewater's pro, has done great job in arranging a tiny pro shop attractively to show big stock ... Bill Entwhistle, Sr., for 30 years as pro at Bellevue CC, Syracuse, now at Tuscarora which has been revived as private club ... His son, Bill, Jr., has been coaching the Christian Brothers college team to championship in the Central NY area.

George "Shirt" May, promoter of the Chicago Tam O'Shanter top prize money tournaments, successfully relieved of his appendix in an emergency operation ... NY State Turf Assn., AI Schardt, Box 42, Lakeview, N.Y., sec., in membership campaign ... Dues are $5 a year ... Western NY, Finger Lakes, NY-Conn., and Northeastern NY greenskeepers' assns. which are associated with the NY State Turf Assn. all held May regional meetings that contributed more to good course maintenance than club members and officials realize.

Dick Walpole, mgr., Oakland (Calif.) East Bay Regional Park Dist. and who operates the Tilden muny course says in 1933, the first year Tilden was played, it grossed $33,000 and the Regional Parks net was $10,000 ... Last year Tilden

"Arland's" latest Miniature Golf Courses... are Chicago's finest at Lincoln and McCormick Blvd.

Arland Miniature Courses are noted for their minimum maintenance and maximum player appeal.

Over 50 "Arland" Miniature Golf Courses have been built during the past two years embracing every state east of the Mississippi.

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Builder & Designer of America's Finest Miniature Golf Courses and Driving Ranges
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CASH IN ON THIS big SELLER!

New Sensation In Walking Ease for Golfers!

Dr. Scholl's RITE-POISE FOOT CUSHION

Like Walking on Compressed Air — Millions of Sealed Air Cells. Gives Wonderful Relief from Tired, Tender Feet, Callouses, Pain, Burning on Bottom of Feet, Sore Heels

Soft as the softest sponge, this marvelous air-circulating invention of Dr. Scholl's cushions bony prominences and joint projections...eases body load on nerves and arteries ... absorbs pressure on corns, callouses, bunions ... supports arch. Worn in any men's or women's sport, work or dress shoes. Made of foam rubber with specially developed self-conforming top material. Wonderful value at $2.00 pair retail. To display Dr. Scholl's RITE-POISE Foot Cushions is to sell them! Display card furnished. Write for prices and literature.

THE SCHOLL MFG. CO., Inc.
213 West Schiller St., Chicago 10, Ill.
62 West 14th St., New York 11, N.Y.

June, 1949
A TOOLSHOP IN YOUR HAND

Valuable around pro shop and for clubhouse repairs.

There's only one genuine Handee.

Smooth, steady power at your fingertips to grind, drill, polish, rout, engrave, cut, carve, sand, saw, etc.

The efficient Handee works on metal, alloy, plastic, wood, horn, bone, glass, etc., 25,000 r.p.m. AC or DC. Easy to handle. Weighs only 12 ozs.

GET THE HANDEE KIT. A handsome, new wood case with Handee tool and a complete assortment of 40 accessories. Complete, $27.50. Handee only, with 7 accessories, $20.50. Get it at stores everywhere, if they can't supply you we'll send it postpaid. Satisfaction Guaranteed!


CHICAGO WHEEL & MFG. CO.
1101 W. Monroe St., Dept. G, Chicago 7, Ill.

grossed $55,000 and increased operating costs kept the net at $10,000. Six-hole course at Danville (Ill.) Veterans hospital, built by Chicago District (Golf Assn.) Charities, Inc., to be dedicated June 16.

Robert Trent Jones, playing with Pres. Stevens, VP Conway and Pro Johnny Farrell, made Baltusrol's fourth hole with his tee shot. Jones recently had redesigned the hole. The new design must be O.K.

Alderwood CC, Portland, Ore. course to be remodeled by architect A. Vernon Macan, Victoria, B.C. Enlargement of Portland airport necessitates Alderwood revamping. Golf Masters, an RKO Sportscope film in regular and slow motion and featuring pro stars, compiled by Joe Walsh, recently released for picture theatre showings. Center (Bud) Dahl, Evans Caddy Scholar at Northwestern U, is graduating this June from Medill School of Journalism, with two awards. The former Lakewood CC (Cleveland dist.) caddy will get Harrington citation as Medill's outstanding graduate student and Bastin award as highest ranking student scholastically. Dahl's written a couple of pieces for GOLFDOM.

"Fairways" monthly magazine of Virginia CC, Long Beach, Calif., edited by Art Lockhart, one of the liveliest of club pub-
"Always Ahead" is more than just a slogan...it's the story of Kroydon Clubs. For Kroydon has been first again and again in golf club design and development...first and only manufacturer today making complete golf clubs...first to create individually registered matched sets...first to harden soles of irons—nick-proof irons are exclusive with Kroydon.

Sell these exclusive Kroydon features

THE KROYDON COMPANY

Maplewood, New Jersey

Among other features publicized in Fairways are Birthday Greetings to members, club service of theater tickets, etc., and compact character sketches of members...Joe Matthews, 65, who started as caddy at Fairview CC, (NY Met. dist.) held several pro posts and had been with Mission Hills CC (KC dist.) for 28 years, died recently of a heart attack.

Industrial League which hopes to have 20 teams now competing in San Francisco East Bay area...Two sets of tees on par 3 holes of Medinah CC No. 3 course going to make 1949 National Open's last two rounds tough from the longer tees...All bushes and fir trees on Medinah No. 3 have been pruned one foot from the ground to allow chance for a shot...Midwest Assn. GC Supts. members volunteer for supervision of greens during play of the Open at Medinah.

Beloit (Ks.) CC building clubhouse...Panama Tourist commission working on a $10,000 Open for 1950...Jim Hickman, publicity man for Brazos Brook (Canal Zone) CC getting good publicity for events played this year in the Canal area...Elks lodge of Cristobal sponsors annual juniors' tournament for the Zone kids...Midlothian CC (Chicago dist.) held its 45th annual invitation "Derby" last month.

June, 1949
Pleasant idea at San Gabriel (Calif.) CC is 12 page "La Memoria" souvenir booklet illustrating holes of the course... It gives guests pictorial reminder of the 50-year-old club's interest and hospitality... Arthur Langton, son of San Gabriel's widely known veteran greenkeeper, made the photographs for the booklet.

Unusual theft at Warren Valley CC (Detroit dist.) when sod was stolen from fifth green... Apparently experts did the job as the turf was neatly lifted... Pros hoping they'll soon be able to get woods and irons for juniors... Either for sale or rental... Lot of kids now starting in class lessons prior to teen age and it's difficult to get clubs for them... Some pros are merely sawing off shafts of old clubs, putting grips on them and at least supplying the youngsters with clubs of right length... Parents hesitating to spend much money for even five or six-club sets for the rapidly growing kids.

Scotty Chisholm fully recovered from operations for cataracts... That's great news... Many a cheerful evening many of us have had with Scotty saying, "Here's lookin' at ye, laddie."... Chicago Women's District GA appropriates $500 for underwriting costs of textbooks for Western GA Evans Caddy scholars... MacGregor Golf,