JUST what does ACUSHNET do for the Pro? — quite frequently our salesmen are asked this question by young Pros just starting in the profession and, occasionally, by some of our older friends too. Here are the answers.

1. ACUSHNET gives you — and has since 1935 — complete protection against the downtown retailer, the cut-rate artist and the big direct-from-factory buyer. We do not sell to any of these people. No other golf ball manufacturer can say this.

2. ACUSHNET, because of the above policy, has caused other ball manufacturers to give you similar protection on some brands of balls.

3. ACUSHNET gives full credit to the Pro or concessionaire for regular mail orders received throughout the year as well as those resulting from our Christmas promotion.

4. ACUSHNET has spent $1,000,000 in advertising you and your merchandise to the golf players of America. You, the Professional, get the benefit of this tremendous promotional effort.

ACUSHNET PROCESS SALES CO.
NEW BEDFORD, MASS.
Al Wolfong has resigned as supt., Wyoming Valley CC, Wilkes-Barre, Pa., after 32 years in golf, to accept a position outside the game. He will continue as sec. of the Pocono Turfgrass Assn. until his term expires. Al has been a valuable worker in the organization since it was formed in 1936 with the late Bill Glover as its first pres. Last year was most successful in the association's history but judging by attendance of first two 1955 meetings (at clubs of Irv Hall and Frank Nause) this promises to be the top year.

Don Kovel, for two years asst. to Al Wolfong, supt., Wyoming Valley CC, Wilkes-Barre, Pa., has gone with Ted Weiser, pro-supt., CC of Scranton, Pa. Kovel was high school golf star and district champion prior to getting into golf business. Las Vegas, N. M., has added 9 to its muni course. City recently dedicated new park named for Kenneth Hadland, Las Vegas first park supt., who recently has completed his tenth year with the city. Hadland, Supt. of Recreation, H. B. Trent, and Mayor C. D. Baker have made public golf big in Las Vegas.

Hartford, Conn., public course golfers who are 65 or older pay only $2 for season ticket. Kids younger than 65 pay $80 for season privileges. George S. May at Tam O'Shanter, Chicago, building new pro shop for Bill Gordon. Depend on business engineer May to do a standout job on this one. Tam, scene of biggest money tournament in golf, has had a dark, cramped pro shop, an architectural afterthought that was the only bad feature of an otherwise fine clubhouse.

Junior Chamber of Commerce officials expect 30,000 youngsters will enter local qualifying rounds for Tenth Annual International Jaycee Junior tournament. Annual meeting of officers and directors of Western Seniors' GA will be held at Scioto CC, Columbus, O., June 23, during the WSGA annual championship. Members annual meeting will be held June 24. Western Seniors accept invitation from Highland G&CC, Indianapolis, Ind., to play Eighth annual championship there in 1956. Tentative dates are June 20 and 21.

Pro-junior 9-hole event sponsored by Houston (Tex.) Press, has been re-named Demaret Cup matches. Low 48 kid qualifiers to play for Demaret Cup with 16 pros of winter roster. What's your explanation of so many long gaps between first and second place finishers in this year's tournaments?

Ed Furgol's candid statement about condition of a circuit course is merely a remark that happened to get printed. Other far more critical comments about tournament circuit courses have been made repeatedly by tourney contestants. But these judgments, often quite constructive, weren't picked up by reporters. Some courses on the circuit are pretty bad at all times but have the tournament dates and make money on the events. Others that normally might be in good condition during the better part of the playing season just can't be put into shape for winter and spring events.

Some experienced stars have told us privately that fellows who make most of the winter circuit haven't a chance when they get to the Masters' and have to play on a real course in good condition. Many of the highly desirable locations for tournaments don't want tournament play. However, we don't recall one case of a winner of any tournament say the course was awful—even if it was.

Old Warson Road, new deluxe layout at St. Louis, said to be planning to bid for National Open or Amateur, maybe in 1959 or '60. Newest course the Amateur ever was played on was 5-year old Kenwood, Cincinnati, in 1933.
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New Jersey pros—22 of them—gave 10-minute lessons to anyone who’d pay $1...Boys did this in West Orange armory as their part of a benefit for the Orange Hospital Center...Seven Springs course at Elizabeth, Pa., opens...Spencer (W. Va.) GC to build new clubhouse.

Philadelphia (Pa.) Daily News is sponsor of $20,000 Invitation Open next Sept...Publisher of News is father-in-law of Jim McHale, former Walker-Cupper...Ted Kroll father of another daughter...Latest lassie in the Kroll family was born in George Washington University hospital at Washington, D. C.

John S. Galholm, Jr., son of a veteran pro, now pro at Southwick (Mass.) CC...Johnny Revolta, Evanston; and Bill Ogden, North Shore, 3-stroke winner of Illinois PGA 54-hole two-ball best ball tournament at Gleneagles GC (Chicago dist.)...They split $1100...McNulty brothers, owners of Gleneagles, put up $5000 for Illinois PGA three-day events; largest sectional PGA prize money...McNultys to repeat as angels next year.

PGA Executive Committee will select U. S. ten-man Ryder Cup team after conclusion of the Insurance City Open,

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This extra special service can make an extra special friend on any course. “Shines” the golfers’ clubs in a jiffy with quick-and-easy automatic brush action. Can be coin operated, too, to pay for itself. Worry-free service for years and years. Add a big measure of pleasure for your members or patrons...“shine” their clubs with the popular Lewis Golf Club Cleaner.

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Hartford, Conn. . . . Insurance City event finishes Sept. 10 . . . Chick Harbert, as 1954 PGA champion and whoever wins this year’s PGA title automatically will be eligible . . . Ryder Cup matches at Thunderbird Ranch & CC, Palm Springs, Calif., Nov. 5 and 6 . . . Something very few (including us) understand is that if PGA Executive committee must choose eight men for the Ryder Cup team what’s the use of the Ryder Cup point standings if the points don’t determine who is going to be on the team? . . . But the mystery is nothing to get excited about as possibly not half a dozen fellows know how the Ryder Cup points are figured.

Emil Sohm, Jr., now pro at Sullivan (Ill.) CC . . . Bob Hope has a great line in his story “My Rules for Golf” coming up in July Coronet . . . Says, among other good advice, that every club should have in its locker-room a sign reading “Par for this Course—Politeness and 80.”

Cedar Rapids, Ia., buys 180 acres on which muny course will be built . . . Eugene (Skip) Wogan and Sons are building a new 18-hole course for Portsmouth (N. H.) CC . . . Present course taken over as site for airbase. Skip and his lads
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are doing some excellent design and construction work . . . Pro Dick Knight lauded by Chico (Calif.) residents for his golf promotion work . . . Next spring second 9 at Chico muny course will be opened . . . Knight works with Chico State College golf coach Hal Bishop and in furthering high school golf instruction, in addition to handling muny course pro job.

Jack Bengston now pro at Moorhead (Minn.) CC . . . Kayouche GC being formed at Lake Charles, La., by group headed by Mordelo Vincent and Ned Elkins . . . Ralph Darling now mgr., Greenhills G&CC, Muncie, Ind. . . . 18-hole course planned at Mahopac Falls, Putnam county, N.Y., on 120 acres sold to Wala-bar Realty Corp. of New York.

Jordon Point CC, Hopewell, Va., incorporated and plans to build 18-hole course . . . Big Oaks semi-public course on Chicago's northwest side recently sold for subdividing . . . Price was approximately $9000 an acre . . . Site is 107 acres . . . Course is expected to be in play rest of this year . . . It's one of Chicago district's older fee courses.

Jimmy Johnson signed as pro and ad-

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