When a majority of people prefer any manufacturer's product to all others, competition starts firing.

In the golf ball business right now we're in that position. We're the target.

We accept this. Competition is the life blood of free enterprise, and we're for it.

But there are all kinds of competition. Some is good for everyone. Some is good for a few. Some is good for nobody.

In the “good for nobody” class we list such things as hard-to-believe advertising claims, dubious closeout tactics, cut prices and special deals with downtown stores.

Others may adopt such practices if they choose. It's their business, not ours — but we just don't believe in such things and we don't do them.

We think the best way to help you sell golf balls (and make a profit) is to make the best ball possible, price it fairly, restrict all sales to pro shops, tell the public about it — and let nature take its course.

We've always done it that way and it's worked for you and for us. With your help and support we believe it will continue to work in 1958. Acushnet Process Sales Co., New Bedford, Massachusetts.

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GOLF BALLS

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Fine weather in early part of April in most of the country got 1958 golf business away to a great start in play and sales. Although Masters' attendance figures are not released, guesses of competent observers were that total of galleries at Augusta never was larger any previous year. Bill Kaiser, Hillerich and Bradsby sales mgr., says his company's pro sales to date this year are at record level. Top officials of all major ball and club manufacturing companies reporting their pro business is well ahead of 1957 when weather in about half of the country was miserable until the closing days of May.

Maxwell Stiles, veteran golf writer and sports columnist of Los Angeles Mirror-News says Los Angeles Open sponsors should follow George S. May's example and call off tournament instead of yielding to "Carter's ultimatum that sponsors henceforth must turn over to him and his tournament bureau all entry fees."

The informed and influential Stiles rips into J. Edwin Carter, PGA Tournament bureau boss, for insisting on turning over entry fees to be added to "Carter's growing nest egg" instead of adding them to the purses. Says that now that May has cancelled out "about one-fifth of entire years' take, I wonder whether the players may not begin to do a little thinking and a little less being led around by the nose. I find it a bit ironic that the only truly big tournament sponsor who has had the guts to stand up on his hind feet and throw Carter and his tournament bureau out of the joint is a man who does not even belong to the International Golf Sponsors Assn. Instead of being a member of the ICSA, May is a member of the PGA Advisory Board."

Stiles goes on to say that he polled players at a Tournament of Champions on what tournament they'd like most to win and Mays' World championship was first choice.

Illinois PGA at its spring meeting had Sam Snead giving a clinic before 450 pros and guests. At the Illinois PGA dinner, Pres. Harry Pezzullo in making awards on behalf of the section presented one for outstanding service to pro golf in Illinois to George S. May. George was in Europe so the award was accepted for him by Mat Niesen of Tam O'Shanter.

Not at all sorry when Carter's bureau made the boob play of shoving an "or else" deal at May were Tam O' Shanter's members. The Tam O' Shanter tournaments took the course out of play by members for about three weeks or practically an eighth of the playing season. This percentage of dues, taxes and lockers alone meant about $90 to each member.

In running out on George S. May, Elmer Ward of the Palm Beach and Bill McDonald, as golf tournament sponsors, the Carter bureau chased away three men who spent over $2,000,000 on pro golf

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prize money and publicity... Quite a record for a year... But not one that will attract canny businessmen into sponsorship of pro tournaments.

Ralph H. White, jr., who graduated from University of Florida in 1954 receiving his bachelor's degree majoring in agronomy and worked in turf management on his master's degree, now is on the Florida Agricultural Experiment Station staff as an extension specialist in turf and ornamental horticulture...

Harold L. Broliar and George O. Palmer to have golf course on 547-acre community development on their property southwest of Pompano Beach, Fla.

Gus C. Wofford, Huntington, W. Va., landscape architect, building 9-hole course south of Huntington... George Hoffer, pro at Spring Valley CC, Huntington, is collaborating with Wofford on design and Frank Cooch, supt., Guyan CC, Huntington, is assisting with construction... Course to be in play spring, 1959... Chet Mendenhall, supt., Mission Hills CC, Kansas City, Mo., extensively modernizing course... U-3 fairways and tees being planted by Lynde and Rowsey.

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4-men team tournament with pres., green chmn., supt. and pro comprising team from each club will be played at Hickory Hills CC, Springfield, Mo., May 12.

Horton Smith's performance in playing 80-86 at the Masters, then going to devote himself earnestly to his job at Detroit GC, shows as much real high quality guts as I've seen in golf . . . Last October Horton had a lung removed at the Mayo clinic and in March he was operated on for ruptured appendix . . . He is suffering from a serious disease that nearly exhausts energy . . . His chin is high and he's not bellyaching.

Jimmy Powers, New York News sports columnist and noted telecaster says there's "advance warning of disaster" in sports as "around the country rich men are indicating they are fed up with what they consider scurvy treatment. Take golf for example. A fat tourney earlier this winter was quietly dropped in Arizona . . . In Miami Beach a week later, an amiable trailer tycoon, Bill MacDonald, decided he had enough when the PGA demanded he boost the ante $5000 for an open tournament there." . . . Wealthy and socially prominent Florida golfers recent-

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Lake Forest CC (Cleveland dist.) in extensive improvement program with Supt. Mike Koss in charge . . . Bob Adams is Lake Forest’s new pro.

Joe Reposky now pro at Maplehurst CC, Frostburg, Md. . . . Joe Zarhardt signs as pro with Shores Brook GC, Spartanburg, S.C. . . . Stanley Wykoski, from Apawana GC, Dunmore, Pa., to Scranton (Pa.) Canoe Club as pro succeeding the late Johnny Duggan.

George Chalmers, 60, for 35 years pro at Chagrin Valley CC (Cleveland dist.) died recently in St. Luke’s hospital, Cleveland, of cancer . . . George and his wife, Gertrude, recently returned from a trip to their native Scotland, the trip being a gift from the club presented to him at a big party last fall . . . George was born at Aberdeen and came to the U.S. with his brother Arthur, after serving with the Gordon Highlanders in World War I . . . He was with Shaker Heights and Acacia clubs in the Cleveland dist. before going to Chagrin Valley.

John Rocco of Hackettstown, N.J, has bought the 9-hole Musconetcong CC and plans to enlarge it to 18 . . . Lester Holland now supt., Rice Lake GC, Lake

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