

a drive for assistants' memberships was brought up and heartily endorsed.

Hall Declines Third Term

Prior to the election, President Hall firmly declined to be returned to office after two most exacting and resultful terms. Hall's adroit steering of the PGA during a most critical period of American business has been responsible for opening up a new and better day for the pros, according to the observations of many who are close to the scene. Now, according to a logical precedent established by Alex Pirie at Peoria, in refusing another term as president, Hall becomes honorary president and in a position to counsel his active successors in carrying out the policies formulated during his administration.

Jacobus, president of the New Jersey PGA, first came into national PGA recognition as a member of the merchandising committee that had an active, effective career in 1931. During 1932 he was chairman of the Ways and Means committee and functioned so ably in this capacity that he was nominated for the presidency of the national body by Willie Ogg, his predecessor and advisor on the Ways and Means committee. Jacobus, at the age of 33 becomes the first native born pro to head the PGA. His brother Russell also is a pro.

At Peoria there was decided evidence of the old guard's satisfaction with the sound development of the youngsters. Any PGA executive job is something in which the onerous burdens far outweigh whatever glory is connected with the deal, so changes in the official personnel are attended with profound sighs of relief coming from the outgoing officials and their hearty good wishes to the newcomers.

The concluding session of the meeting, in addition to the demonstration of the new shop tools, gave the usual votes of thanks to the outgoing officers, voted its confidence in the business administration of Albert R. Gates, passed a resolution of respect to the memory of Robert Cutting, president-elect of the USGA, and re-elected Bob Jones as an honorary vice president.

Elmer Biggs, pro at the Peoria (Ill.) C.C., and his local comrades who brought the convention to Peoria and entertained it royally, were given a rousing tribute. Biggs, one of those quiet, blond Dutch workers and the sort of a pro who is invaluable to a good club, has been one of the most earnest workers in PGA ranks for some time and fully deserves the ex-

pression of gratitude made by the convention.

During the final hours of the convention Jack Pirie reported on the magazine committee, showing that the magazine was doing the usual job of an association organ. Jack Mackie, commenting on the report, pointed out that the magazine made money this year. Later, the gracious action of the PGA, in calling for remarks by GOLFDOM's editor, gave the boys an amazing and authoritative close-up on anything they wanted to know and which was the editor's fund of knowledge. This always is the ambition of this great family journal. The address took one minute.

Entertainment formalities on the program were the president's dinner and a boxing show Monday evening, and a pleasant buffet supper Tuesday night, at both of which affairs convention attendants were guests of their Peoria hosts.

U. S. RUBBER ANNOUNCES 1933 GOLF BALL LINE

Providence, R. I.—On December 15 first shipments of the new United States Rubber 1933 line of golf balls will be made from the factory here.

Leading the line is a new Royal on which laboratory and field tests have been centered for many months past. It is, according to U. S., "a new, improved and different type of paste center construction." The U. S. bulletin to its branch managers and salesmen says about this ball: "The longest driving golf ball ever made"; "a combination of sweetest feel and sharpest click ever built into a golf ball"; "will always remain white . . . painted with 3 coats of specially prepared white enamel."

This new leader, which is a successor to the Pro Royal, has been named the Three Star U. S. Royal and retails for 75c. It is the experts' ball of the line.

The new U. S. Royal, is of entirely new construction. It combines the distance of the old Royal and the toughness of the 444 and is made for the average golfer. It also sells at 75c retail.

The new Fairway, U. S. claims, is the outstanding 50c ball of all time in golf. The distance and durability are superior to its predecessor and a new paint job assures whiteness throughout long life, says U. S.

The U. S. Nobby, to retail at 3 for \$1, and the Tiger at 25c retail, both have new construction this year. Among other points about these balls, Ed Conlin, golf ball sales manager of U. S. Rubber Co., mention the smaller core and more yards of rubber thread winding to give the Tiger more distance and better feel.