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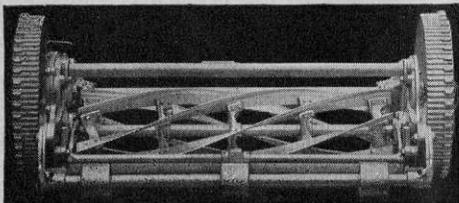
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in his right arm, a dislocated hip and cuts requiring extensive needlework on his forehead, nose and knees. He is recovering rapidly despite the seriousness of his injuries. Richards was a founder and first president of the Professional Tennis association and is credited with being primarily responsible for the strong condition of the tennis pros' organization. His playing career, one of the most spectacular in tennis, was ended by the accident.

Of late he has not been playing much tennis due to the demands of the growing Dunlop sports business. Following the success with Dunlop's tennis line, Richards, Mac Smith, Craig Wood and a great staff of sales representatives have been going ahead in the golf field.

TOLEDO PGA IN BUSY COMPETITIVE SEASON

Toledo, O.—The Toledo District PGA under the leadership of Norman Hall, Heather Downs CC pro, is entering the busiest competitive season of its history.

Besides the usual number of pro-amateur competitions, Hall, has lined up the annual Toledo Open, which this year will be at 54-holes, at Heather Downs.

The pros will again play a pro-lady tournament, which proved highly successful last year when it first was tried. In addition the pros are trying a matched play two ball Scotch foursome event to be stretched over four Sundays and four courses. The Toledo pros are also pointing for the Ohio Open championship which will be played at Inverness July 23-24.

PRESS IS RECOGNIZING PUBLIC COURSES ARE NEWS

NEWSPAPERS are starting to give space to muni course operation. "Around the Sport Cycle", brisk and informative sports column of the Paterson (N. J.) *Call*, is written by "The Dean", who positively glows in writing about the work Clint Bradley, greenkeeper, Myron Kniffin, pro, and Richard Kearney, manager, are doing at the Passaic County GC.

Tip-off to why these three birds work so hard and so well, seems to lie in the Park Commission headed by G. A. Hobart, and the engineer and supt., Fred Loede, jr. They appear to inspire their department heads. Play at the Passaic County 27-hole muni course is running 12% ahead of the best previous year. Tribute is paid to condition brought to the course by Bradley, the free lessons to adult beginners given by Kniffin and the development of private club spirit and

interest Kearney has worked up by clubhouse operations.

GOLFDOM has observed from rather extensive close-ups of muni course operations that when a park board is permitted to have a course operated right by competent men who get reward for their work, in checks instead of cheers, the public gets a bargain in muni recreational facilities. The tough part of the muni course set-up is that too many office-holders still figure the course should be run as the usual political racket, so long as the public doesn't squawk.

HOW greenkeepers do it, we still can't understand; but then, we can't understand why they don't get credit for what they have done, so it's all even. The fact remains that the standard of course conditions attained by greenkeepers the past few years' with budgets down to the thinnest point is nothing short of miraculous.

You see municipal and fee courses now with greens up to the standard of the best private clubs eight years' ago, and the first fellows to tell you so are the expert veteran greenkeepers of those deluxe private clubs, who themselves are doing marvelous jobs of getting by on little.

Back-of-the-scenes answers probably are the sectional greenkeeper association meetings, the short courses and the Green Section.

AN EXECUTIVE of a leading golf manufacturing company says something worth pro thought: "When a pro takes on a private brand ball in his shop stock, he adds to the confusion that exists in the golfer's mind. There are enough standard brands today to meet any golfer's price demand.

"The more local brands there are, the less will be the public's confidence in and patronage of leading national brands, and the easier it will be for cut-price stores to put over any cheap ball, due to the fact that price and not name will become the controlling factor in buying."

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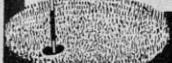
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