



Penoker, a combination of golf, pinochle and poker elements, is a new game for golf practice ranges, invented and made by Ted Lloyd, 222 S. First St., Geneva, Ill. Von Lengerke & Antoine, Chicago, are selling agents for the game.

Penoker consists of large steel sheets which are of playing card designs (20 cards and the joker). These cards are hung 50 yards from the practice tee. Object of the game is to fill a poker hand by hitting the steel cards with a golf ball. Fifteen balls are hit.

The first installation of Penoker has been highly successful in increasing practice range income.

dered at this display of lower-priced balls. Tom is a canny merchandiser, and here's his explanation for the lower-priced ball display:

"The pro at a good club has built his 75 cent ball market and the customers who want the best naturally come to him. So a small display of a few lower-priced balls doesn't interfere with the sale of first-grade balls, but does make a discreet bid for the business of junior members and women who (together with their husbands) may hesitate to invest 75 cents in a ball for a game that is in early stages of its development. (Tom is very tactful about that.)

"Also, I have found that guests who may come out for an afternoon, who haven't been playing much golf, who don't know the course and expect to lose several balls, appreciate having the opportunity to make their choice between 75 cent balls and others of lower price.

"It's been my observation that instead of trading down my sale of 75 cent balls in the slightest degree, the modest dis-

play of lower-priced balls has given me more of a percentage of the balls played at Blue Hills. A gentle reminder that "cheap is cheap", but that I can meet any reasonable price competition and service requirement, has proved to be good business and good service to my members and their guests."

Horter McVeigh Fatally Injured in Auto Accident

HORTER ("JOHNNY") McVEIGH, assistant to Mortie Dutra at Red Run GC (Detroit district), died July 23 at Royal Oak General Hospital, two hours after an automobile accident. The accident occurred when McVeigh and four other young men were returning from McVeigh's 21st birthday party.

The boy was one of the most promising prospects in pro tournament golf. Since the age of 13 he had been athletically proficient and was an all-around high school star. He turned down tryout offers as a pitcher with the Yankees and Cardinals. He played in only one amateur tournament; in the California amateur where he was runner-up at the age of 16. After that he turned pro and turned in very creditable performances in winter circuit tourneys.

He was pro at Breezy Point (Minn.) Lodge last year, and in the winter was at Woodland Hills, Hollywood. This year he failed to qualify for the National Open but was one of Michigan's 5 qualifiers for the PGA. At Denver he was ruled ineligible as a contestant due to not having served the 5-year period as a master pro. He took that disappointment like the fine, gracious stand-up young man he was in every respect. He didn't complain, snarl or pass the buck.

Father Widely Known in Golf

With him at Denver was his father, Blake McVeigh, publicity man for Paramount Pictures, and widely known to golfers. Horter had prevailed on his father to allow him to take up pro golf after graduation from high school instead of proceeding to college. The boy was one of the finest type of young men attracted to pro golf and his loss on the threshold of fame is lamented by the many who knew him and his parents.