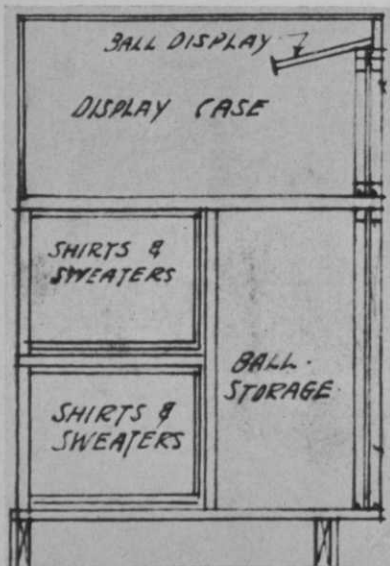


lighted, smart showing, and in which displayed items could be easily replaced from stock.

So he designed and had constructed a new type of case. The case has a tubular



Cross section of case, showing ample storage space available.

light behind a reflector inside the display compartment.

Several pros in the Chicago district have ordered cases made to the Tosh specifications. Dave will be glad to furnish further details on construction, prices, etc.

Hogan's 62 Not All-Time Low—The 62 Ben Hogan made in the third round of the \$5,000 Oakland Open (8 under par) while a record for PGA-sanctioned tournaments, was by no means the record for competitions involving top-grade tourney pros on grade A courses. Walter Hagen went around at Belleair (Fla.) in 33-29—62 in the West Coast Open of 1920. That figure was equalled by Billy Burke of the Belleair club in 1935. Billy got a couple of 31s.

The 20th Florida West Coast Open will be played for \$3,000 and amateur trophies at Belleair, March 9 and 10, at 54 holes.

Harry Cooper's 60 in 1925 at Tenison Park, Dallas, Tex., is regarded by many as the best score over a regulation length course in the U. S.

Hoare Advises Pros to Recognize the Boss

WILLIE HOARE, one of America's early golf pros and still active via mail and in personal sessions in his invalid quarters, calls attention to a frequent oversight.

Says Willie:

"Often we professionals feel that older men who have given much to the game do not have their services recognized or appreciated. We wince at the ingratitude of incoming officials of clubs who dispense with services of men who have given 15 to 25 of their best years to faithful and competent performance at a club.

"But do we collectively as professionals display any definite gratitude toward those who have helped us for years? Do we recognize their efforts, formally or informally? Very seldom. A few PGA sections grant honorary memberships, but generally the recognition of our friends' services is not of a character to establish a precedent in recognition of years of pro service.

Recognition Over-Due

"In pro relations with manufacturers this factor of recognition for services rendered is absent in a manner that does not reflect any credit on us. Absence of such recognition certainly does not incline any but the most optimistic to go far out of their way to help us.

"I have seen this case from all sides; the pro, the club official, and the manufacturer's viewpoints. In 37 years of acquaintance with L. B. Icely, many of these years in close association with him, I repeatedly have seen him champion the cause of the pro in situations where staunch advocacy of the pro position risked other business relationships. He has mingled with the boys of great fame and those whose fame is bounded almost by the limits of club property. He has learned the pros' problems the hard way and has earned their confidence. He has given evidence of deep faith in the future of the pro and in the pros' abilities and character.

"Such friendship is more than commercial, and amongst any group of sportsmen should have more than a commercial reward.

"Although, naturally, my close relation-

ship to Mr. Icely has made me most keenly aware of failure to recognize services rendered in this case, I am more than willing to concede that this failure is not restricted to Mr. Icely amongst manufacturers or club officials or others who have helped pro golf far beyond normal expectations of service.

"This is a matter of sportsmanship and public relations that we as professionals should think about more than we do. Our regrets about numerous cases of neglect to recognize outstanding pro service, are a sort of regret that many of our amateur friends possibly, also, could express emphatically."

Pro Urges Golf Be Kept Easy to Play

RALPH STONEHOUSE, a few years ago one of the very promising young tournament pros, has been out of pro golf and successfully engaged in another business.

From his present perspective he makes some comments on the business aspects of the game.

Says Ralph:

"Look back over golf history and see that each surge of converts to the game was caused by something that made the game easier for the average player without sacrificing golf's fundamental character.

"Why should anyone worry about the ball being longer than it used to be? When you learn of a 64, it's made with 28 to 30 putts—but you never hear anybody suggesting the greens be made bumpier.

"Why so many traps? They're mostly responsible for trouble to the 95 to 110 shooters, and drive this bulk of the game's support to flower-gardening for exercise and entertainment in the open air.

"Why call the short tees 'ladies' tees'? Call them spring and autumn tees for use when the ground's softer, and you'll have men playing from them during a longer season without feeling that they're weaklings?

"Why is it that pros whose living depends on the number of rounds played at their courses don't pay more attention to seeing that tee markers and cups for Saturday, Sunday and holiday play are set where satisfying scores are made easier? What pro himself feels like hurrying back to play the next day after he's had a round with a high score?"

Tennessee Pro Urges Women's Publix Event

JOE KENNEDY, pro at Knoxville (Tenn.) Whittle Springs munny course, proposes a national championship for a vast and growing class of golfers, the women public links players.

Joe suggests that the USGA take this matter under advisement and act without undue delay for the public links girls now are the orphans of national championship golf despite considerable present talent and the prospect of great development due to golf promotion in high schools and at public courses.

Kennedy further notes that the USGA Public Links tournament has grown to be the nation's largest and has brought forth a class of play contributing greatly to the progress and popularity of the game.

One of the immediate results of such a tournament would be to clarify a situation now making some talented girl players victims or violators of an amateur status ruling which involves private club memberships as receiving a "consideration because of (her) skill at the game."

Whittle Springs would like to have the inaugural women's national public links championship. Kennedy has queried Knoxville golfers, municipal authorities and business establishments in learning definitely that they'd put on a great event for the girls if given a chance.

M'Donald Gives Class Series to Memphis Pros

BOB MACDONALD conducted a series of classes in golf's "higher education" at Memphis recently. Pros hailing from Memphis and from clubs a considerable distance from Memphis, together with several advanced amateurs attended.

Jack Wenzler, Chickasaw pro, got together the group that brought Bob to the city for the post-graduate course. Jack and his brother Roy have visited Bob numerous times at Chicago for having advanced details of their games and instruction method polished off by Macdonald who long has been highly regarded as one of the very best of the teachers' teachers in the game.

The Memphis sessions were so highly