

Golfdom

The Business Journal of Golf

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CONTENTS

Of Golf, of Course.....	3
Sell Golf to Workers.....	7
Kentucky Open Salvaged.....	9
20 Accident Preventives.....	11
Post War Pro Jobs.....	13
For Fun, Forget Par.....	23
What Kind of Turf?.....	27
What's New	35

ADVERTISERS

Acushnet Process Sales Co...2nd Cover	
American Fork & Hoe Co.....	33
Balanced Golf Bag.....	35
Crawford, MacGregor, Canby Co.28,	29
Davis, George H.	36
C. B. Dolge Co.....	4
Dupont Semesan Co.....	3
Godwin, Hiram F.....	38
Jacobsen Mower Co.....	5
Kaddie Kart Mfg. Co.....	38
Mather Mfg. Co.....	22
Page Fence Assn.....	37
Peterson Co., Arthur D.....	22
O. M. Scott & Sons.....	37
Sewerage Commission	4
Skinner Irrigation Co.....	34
Snow Proof Co.....	34
Spalding & Bros., A. G.....24,	25
Stumpp & Walter Co.....	3
United States Rubber Co....4th Cover	
Wilson Sporting Goods Co....15,	16, 17
Worthington Ball Co.....	31
Worthington Mower Co.....19,	20, 21
Young Golf Co., L. A.....	6

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himself awake in hell where there were great golf courses but no balls because of neglect of players to turn in balls for reconditioning.

Golf's war-orphaned world series—the Ryder Cup matches—played this year over Detroit's Plum Hollow course, was broadcast throughout the nation on a Blue Network hookup Sunday afternoon, August 8th, under the sponsorship of Crawford, MacGregor, Canby Company, Dayton, Ohio, manufacturer and distributor of Tourney Golf Clubs, Tourney Balls, and other golf equipment.

This fourth annual charity contest, in which Captain Craig Wood's Ryder Cup golf squad emerged victorious over Walter Hagen's challengers by an 8½ to 3½ margin, netted approximately \$40,000 for the American Red Cross. Attendance was the largest in the event's history. Besides this sizeable contribution to the American Red Cross, a large amount of War Bond also was sold to the field of spectators.

While MacGregor has not manufactured any golf equipment for months and while no stocks of MacGregor merchandise are available for retail except where pros may have limited remaining stocks from earlier purchases, MacGregor has been one of the leaders in upholding general interest in golf and in keeping golf alive in every possible way during the war emergency. According to Clarence H. Rickey, president of MacGregor, charity matches such as the Ryder Cup series and other successful charity contests and exhibitions which Mr. Rickey's company has sponsored during the past two seasons have done much to stimulate public interest in golf besides contributing generously to various war relief organizations. For the duration, MacGregor is engaged 100 per cent on 'round-the-clock production of work essential to the war effort.

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