

## Golf Balls Back in Acushnet Advertising

For the past several months Acushnet consumer advertising has been devoted almost totally to war themes. In the May 27th issue of The Saturday Evening Post appeared the first of a series of four-color half-page advertisements talking about golf.

Acushnet is making no new golf balls. It is reprocessing old Acushnet balls and balls of other makes so successfully that they report the demand is exceeding the supply. Present copy is designed simply to bring to the attention of golfers in a somewhat humorous way that golf—good golf—can still be played if players will save their old balls and send them in for face-lifting.

Acushnet still is plugging the War Effort in this copy. In every advertisement appears a Wartime "DAILY DOZEN" suggesting that the public cooperate in the buying of War Bonds, donating of blood, salvage waste materials, etc.

### SOLDIER WANTS SCORE CARDS—

Chet Herl, pro at Crescent Hill GC, Louisville, Ky., tells GOLFDOM that he's heard from S/Sgt. E. A. Swenson, with a fighter squadron overseas, who has a hobby of collecting golf score cards. Chet is getting a bunch to send to Sgt. Swenson and will appreciate receiving one of your club's cards.

### Sees Change in Postwar Clubs

★ John Duncan Dunn, noted veteran instructor who's at the Wilshire Driving range in Los Angeles writes GOLFDOM:

"That article you had about Jug McSpaden getting excellent results by cutting down his wooden clubs and getting more weight in the clubhead may point to revolutionary changes in golf club design after the war. Such a club gives a much longer ball.

"I give all my wooden club lessons with a 41 in. driver with no bulge and about 1½ loft instead of 1. The grip is slightly larger than usual so a tight grip is not necessary. The grip is the same size for both hands as one's hands are the same size.

"I have been advocating this since 1931 when I mentioned it in my book, 'Natural Golf.' Many pupils consider this club a miracle club because of the length and accuracy they get with it.

"The reason many players can't use wooden clubs is because there is such a difference in length between the longest iron club and the shortest wood. I feel that if enough people heed McSpaden's experience there will be improved scoring.

"Harry Vardon used short wood clubs."

Until Victory  
is in-the-bag, your  
best buy is

# WAR BONDS

WHEN PEACE COMES

# TUFHORSE

again will be ready to furnish you  
with the finest in golf accessories.

We know you understand that until the demands of war have been met we will not be able to repair or produce any TUFHORSE golf products.

**DES MOINES GLOVE & MFG. CO.**  
DES MOINES, IOWA

## Congo SUNHATS



Congo, the nationally-famous Sunhats, are made in several styles and in a variety of materials. Models to retail from 75c to \$1.75.

Also a complete line of Visors for tennis, golf and all outdoor activities. . . . models to retail from 25c to 75c.

Write us for Catalog . . . Order from your Jobber.  
WHY UNDER THE SUN DON'T YOU WEAR ONE?  
**THE BREARLEY CO., ROCKFORD, ILL.**

## QUICK SERVICE

**BROWN PATCH REMEDIES—Tested and proved.**

**GOLF COURSE SUPPLIES—Send for new 6-page leaflet.**

**GRASS SEED of "Known Quality".**

### Stump & Walter Co

Specialists in GOLF GRASS SEEDS,  
FERTILIZERS and EQUIPMENT  
132-138 Church St. New York 8, N. Y.