

club. It is so arranged that one can use standard clubs. The first time it was tried out Bromel hit a ball 150 yards and spanked a five iron 140 yards to the Green.

"The grip isn't entirely ready yet," Andy insists." But it is coming along and when we complete it we'll get a patent in the name of the disabled veterans of America and let them handle it."

The extra grip is a leather sleeve with a fine leather flap that fits around the club. This extra flap is held under the 'good hand,' and on the sleeve is the thong into which the working hook is inserted. You can make one in an hour and any shoemaker or saddler can turn one out.

Among Andy's other "inventions" is a special line for boys who have been blinded. Silk inserts are placed through the line at intervals of 10 feet and as they pass through the level wind guide they make a click and these clicks give the caster an idea of his distance.

A rolling crutch for legless bowlers is now being perfected. It is adjustable and has an automatic brake. It is so constructed that it is quickly adjusted. Andy hopes that the day will come when every bowling alley will have one of these just in case a leg amputee wants to bowl.

More than 100 amputees each day play the McCloskey course which is a 9 hole layout, 2200 yards long and so constructed that a boy can go round it in a wheel chair. There are no steps, or deep ditches, yet the greens and tees are large and tricky. It is so built that a patient can step out of most any ward and get onto a fairway. A swanky little clubhouse was built and furnished by women bowlers of Houston. The funds for the course were raised by 'selling' each hole for \$500. Churchmen, labor unions, women golfers, liquor dealers and fraternal lodges all participated. A night club tossed a party with golf equipment as admission, which netted 70 sets of clubs.

## Acushnet "Pro-only Policy" to be Continued

★ New Bedford (Mass.) Standard Times, in home town of Acushnet Process Sales Co. recently reviewed Acushnet's "pro-only" policy, saying:

"August 1935, Acushnet inaugurated its 'sold-through-Pro-Shops-only' golf ball policy. From this policy the company has never since departed, except to supply rehabilitation centers by government order.

"Acushnet's decision was a tough one to make. It meant the cancelling of many valuable contracts. It meant the sacrificing of carefully accumulated good-will. Further, it entailed the responsibility of turning out golf balls of such uniformly-

high quality that pros would not only be justified in endorsing them, but would push them enthusiastically to their members. It implied the heavy and difficult obligation of protecting every pro on every Acushnet golf ball made, against price-cutting, bootlegging, 'gifts', 'practice' balls and black-marketing.

"But Acushnet was strong in the conviction that the men who do the most for golf should get the most from golf; and that the men who know most about golf balls are the men who should sell golf balls. On that conviction, Acushnet gambled its future business. Without the pros' active and continuing support, this departure from tradition could meet only disaster. It needed all the help the pros could give it to win. And the pros gave it.

"The rest is history. Pro-interest increased. Good-will for Acushnet grew. The public caught the idea through national advertising and acted on it in ever greater numbers. Sales increased greatly—for both manufacturer and pro—and never, up to Pearl Harbor, suffered a setback.

"Even Pearl Harbor, and the rationing, restrictions and regulations which followed, had no effect on Acushnet's pro-only rule. All through the war years Acushnet made and reprocessed what balls they could as well as they could and sold them—'through Pro Shops only'. Now that synthetic has been released for golf ball manufacture, Acushnet is making the best synthetic balls it knows how and selling them—'through Pro Shops only!'

"Now that peace is with us again and a real golfing boom with hundreds of thousands, perhaps millions, of new players eager to tee off, the temptation might seem great to let down the bars and let 'em roll—high, wide and anywhere. But it's not a temptation that Acushnet will fall for. The pro shop will continue to be the only place a player can buy a ball with the name Acushnet on it, legitimately—and no balls made by Acushnet will ever carry any other name."

★ PINEHURST GOLDEN JUBILEE — Pinehurst, N. C. observes its 50th anniversary this fall. Among other features of the celebration is the 43d annual North and South Open championship. History of the world-famed golf resort is being told in special editions of the Pinehurst Outlook, published by Robt. E. Harlow.

★ HORTON RESUMES CLUBMAKING — Horton Mfg. Co., Bristol, Conn. began production of its new lines of clubs Oct. 1 and expects to be in full operation by Jan. 1, 1946. Plant was a big producer of war materiel.