

WILLIAM B. LANGFORD

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Balanced Topographical Design

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M. J. SULKA

GOLF COURSES OF DISTINCTION
DESIGNED AND CONSTRUCTED

41 LEONARD AVENUE

ATLANTIC HIGHLANDS, N. J.

ESTABLISHED 1920

Wheaties Given as Hole-in-One Prize

General Mills, Inc., Minneapolis, Minn., has announced the Wheaties Hole-in-One club through pros and club officials. Those who make an ace on any regulation golf course get a case of Wheaties free upon sending to General Mills a copy of the scorecard containing the hole-in-one record, attested by the pro or another official of the club at whose course the ace was made. The ace-maker also receives a "diploma" and a golf book by Sarazen or Berg. The attesting pro also is sent Wheaties and an amusing shop display sign recording the ace feat on the course. General Mills, having pushed Wheaties to tremendous sales on the "breakfast food of champions" note, is closer to sports trends than any other general advertiser. The company's action in being the first big advertiser to renew hole-in-one prize awards is evidence that it is certain of a golf boom. General Mills' interest in golf has been developed during the past few years by its increased business with golf clubs for its food products.

BEA'S GOT A BOOK—Bea Gottlieb has been scoring with her new book "What Is This Funny Thing Called Swing," an instruction job that has received enthusiastic endorsement of numerous highly rated pro instructors. Bea's book is based on a version of the Ernest Jones swing plan by means of which many excellent golfers were developed. The book is a small one with the theory and practice clear and simplified. Some pros are using it as a textbook in connection with their lesson tee instruction. Considerable sales of the book have been made at pro shops as well as at book and magazine stores. Copies of the book may be obtained direct, at 50 cents a copy, from Miss Gottlieb, P.O. Box 218, Park Ridge, Ill.

JACK L. DARAY

Golf Architect

Designing and building fine golf courses for more than 25 years Consultant on postwar remodeling.

Cherry Hills Golf Club, Flossmoor, Ill.

Phone Homewood 781

William J. McNulty Now VP, MacGregor Golf, Inc.

Directors of MacGregor Golf, Inc., have named William J. McNulty, VP of the company. Henry P. Cowen, MacGregor Golf, pres., advises that McNulty also will continue as MacGregor General Merchandise Mgr. McNulty started in golf as a caddy, progressed through various phases of the athletic goods business including apprenticeship in a pro shop, employment in a branch office of the predecessor company to MacGregor Golf, Inc., connections in several large general merchandise firms, and lately, his MacGregor position. He has had a total of 28 years experience in golf, sportswear, and general sports equipment. Mac is well known in golfing circles in practically every section of the country.



Wm. McNulty

Darrell Wilson, out of army, selected as pro at Springfield, Mo., new many course . . . Viscountess Astor new pres., English Women's Golfing Union . . . Jack Geals is new pro at Ticonderoga (N.Y.) CC . . . Jimmy Dolan, Hillcrest CC, Worcester, Mass., is coaching local high school golf team . . . Detroit, Mich., pros are demonstrating at each other's clubs in "Meet Your Pro" sessions . . . It's a great golf promotion idea and draws hundreds of golfers.

NEW GOLF RULEBOOK—New edition of Rules of Golf, dated April, 1946, has been issued by United States Golf Assn., 73 E. 57th St., New York 22. Copies of the book are 10 cents each, including postage.

RAINBIRD SPRINKLERS

(Heads Only)

No. 70—Covers to 170 Ft. \$7.90 ea.

Requires 35 Lbs. or More Pressure.

PAUL E. BURDETT

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