

## Etonic Shoe Offers Prizes For "Daffy" Shots

Charles A. Eaton Co., Brockton, Mass., makers of Etonic All-Weather golf shoes, is conducting a "daffy" shot contest to award prizes to amateurs making the screwiest golf shot between May 15 thru Sept. 15, 1950. The contest should stir up plenty of excitement as a goodly percentage of the shots made by average golfers are decidedly daffy. GOLFING Magazine ran a similar contest some years ago, and without the valuable prizes Eaton offers, and the magazine's editorial staff almost went daffy going over the entry letters.

Details of the Eaton contest are simple: First a golfer must have made a peculiar, funny or ridiculous golf shot. Then he describes the shot in a letter to the Eaton company and states that he owns a pair of Etonic All-Weather golf shoes. There are no essays to write, and neatness does not count.

The amateur golfer winning first prize will be awarded a 21-jewel Hamilton watch. His home club professional will be awarded a full week trip to Pinehurst, N.C., and he will be allowed to bring a guest of his own choosing. This is a pro-amateur type of tournament and is just in reverse of the usual pro-amateur play. In this one, the amateur carries the load, if he wins, his pro also receives a prize.

Some of the other prizes to be awarded are a deluxe Zenith portable radio, custom-made doeskin slacks, a full shoe wardrobe of Etonic All-Weather dress shoes, consisting of a pair for fall, spring and summer, and a handsome cowhide "Two Suiter" suitcase.

Monthly winners are also eligible for the prizes. The monthly winners will receive an unique cigarette lighter. It's a trick combination of loving cup fitted with an Evans cigarette lighter.

The prize entries will be judged by Herb Graffis of GOLFING and GOLFDOM, Robert Harlow of Golf World, Aileen Covington of Golf News, and Fred Baker, pro at the Maplewood (N.J.) CC.

## Troon Club, British Open Host, 72 Years Old

Troon GC on whose 6,583 yd. championship Old course this year's British Open will be played, July 3-7, is 72 years old. Troon's first course was 6 holes, fairways of which were nibbled out by sheep in pens that were changed according to fairway architectural requirements. The Portland course of the Troon GC is newer and shorter (6,024 yds.) and no push-over. Sarazen took 85 on it in the 1923 British Open and failed to qualify. Hagen took 84 on it that year and tied for 80th among those who

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