GOLFDOM The Business Journal of Golf

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Front Cover

First hole at Birmingham (Mich.) CC where PGA championship will be played July 1-7. The hole is 525 yds., with the green opening to the left. And the green is rather closely trapped for a long approach shot. The bunker in the angle of the left-bending dog-leg starting hole will catch the long-hitters who try to bite off a lot but who hit a ball that's too low.

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SWINGING AROUND GOLF

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manufacturers' representatives, Chicago
District men's and women's association
officials and golf writers.

Southern California PGA recommendations for speeding up slow play now being displayed in clubhouses, locker-rooms and pro shops . . . In suggesting 10 ideas for faster play the SC PGA appeals to "all professionals and amateurs" and says professional golfers are probably the worst offenders in slow play . . . Western Golf Assn. hoping to get date other than Memorial day week-end for its 1954 Western Open .. . Lot of golfers playing this week end and stars exhibitions in general demand for this week-end . . . Hogan exhibition booking rather heavy this summer, preventing his play in Western Open . . . With the Evans caddie scholarship fund beneficiary of Western Open that's an event that would be fine public relations for Ben in view of his caddie background.

Johnny Bulla signed for winter job as pro at Paradise Valley CC., now being constructed at Scottsdale (near Phoenix), Ariz. . . . Harold Matheson now pro at Lincoln (III.) CC. . . Bob Scherer, runnerup in National Publinx, now asst. to Charley Grant at South Side CC, Decatur, III.

Jack McAuliffe Sponsors Girl Pro Round-Robin

John E, McAuliffe is angel for the \$7500 round-robin tournament for girl pros, July 2, 3, 4, 5 at new Shackamaxon CC, Westfield, N. J. This new event follows the first USGA Women's Open at Rochester, and will have an invited field of 16 leading women pros. McAuliffe's Triangle Conduit and Cable Co., Shackamaxon and the Ladies' PGA are co-sponsors of the tournament.

Proceeds from the tournament will be given to charities. McAuliffe's company is putting up the prize money. The competition will be played on the same basis as the Palm Beach annual invitation round-robin, one of the most interesting events in men pros' competition.

McAuliffe is a veteran golf enthusiast, a member of Baltusrol and Plainfield in New Jersey and Everglades and Seminole in Florida and other clubs where he has been active in events as player and tournament official. He is president of the Triangle Conduit and Cable Co., Inc., makers of plastic pipe that is coming into extensive use for golf course watering.

New Shackamaxon, which was converted to a private club last year, is in excellent condition and has a new clubhouse.