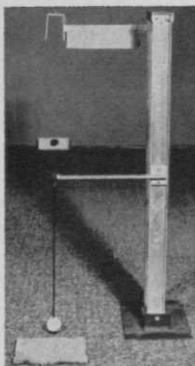


PUTTING-DRIVING ACCURACY STAND

Ball is sighted to point at distance and putt as if to roll to target at distance practiced. Target is spot in line with center of tunnel passage and ball. Tunnel passage is $3\frac{1}{2}$ " long 2" wide. The slightest degree off-line contact on ball as to target point cannot pass ball without touching tunnel wall because of its Plumb-Bob system. A 3 ft. diameter of circular travel is used for the longer putting distances — 2 ft. for the medium and 1 ft. for the short. A small mat to side of ball equalizes contact height as if on turf.



For driving accuracy practice a single section 2' 2" is readily added (one bolt) for a 5-ft. dia. of circle using light practice ball instead. A mild spring $1\frac{1}{4}$ " wide with rubber sleeve cover allows give, etc. when missed above ball.

Stand is 3' high — about 8 lbs.

Retail Price \$14.00 complete—FOB

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A hole-in-one contest has been in progress all summer at the Poland Springs (Me.) Hotel course, with golfers getting a chance to win \$1,000 in weekend trials. The player pays \$1 for three shots at a concealed green 135 yards away. Proceeds of the contest are to be turned over to the March of Dimes. Here, Maine's governor, John H. Reed, is shown entering the contest. With him (l to r) are Chick Lahey, Bates College coach and Poland Springs caddie camp director, Charles Connor of Auburn, and Saul Feldman, the Hotel's executive director.

every ingenious method they can think of to dredge more dollars out of their businesses. That is why the North Hills professional has delved so deeply into analyzing his customer ledgers. If the money isn't there, where is it?

Operational Note — Milward handles his own billing. To avoid the detail normally involved in doing this, he copies the ledger cards through a photocopy machine and uses the duplicates as bills. Time saved: Ten hours a month.

PGA, Sponsors Make Pact on TV Receipts Division

Complete agreement on the division of tournament television receipts has been reached by the PGA and International Golf Sponsors Association.

Proceeds from tournaments that are televised will be divided between the tournament sponsor and the players, who will add their share to the tournament purse.

Warren Cantrell, PGA president, and James L. Hyde, Jr., president of the IGSA, announced that the agreement had been reached early in August. Twenty four tournaments on the PGA tour are sponsored by persons and organizations connected with IGSA.