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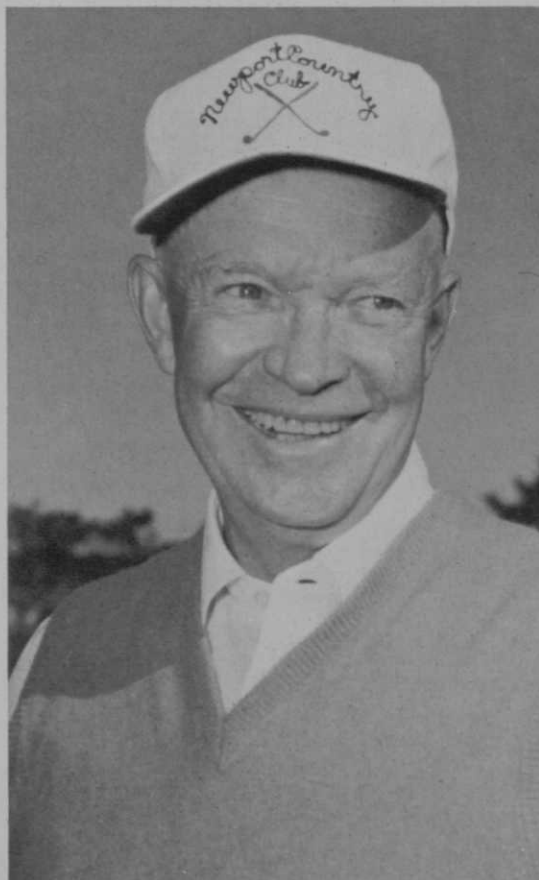
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# A Friend Of The Game



History will recall the achievements of Dwight D. Eisenhower as President and General of the Army, but in future chronicles of golf he will be revered as one of the game's most influential figures in the twentieth century.

Not that Eisenhower sought to foster interest in golf — he simply loved the sport. Indeed, as President, there must have been times when he wished his enthusiasm for golf were not given such widespread publicity.

But when a man of high position adopts a particular activity for his rare leisure hours, the public generally assumes that it must be a pastime worthy of respect. This factor, combined with television's ability to display the President at work and play, stimulated interest and participation in the game by Americans of all social positions. It is to Eisenhower's credit, in great part, that the last vestiges of golf's image as a rich man's game vanished, and a golf boom was exploded that continues to reverberate.