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Everybody wants them! — we expected a big demand, but nothing like what's happened! These balls, marked with the individual player's name right here at the factory at no extra charge, is the most terrific Christmas-promotion-off-season-sales stunt we've ever pulled.

Of course the balls are Titleists. That makes a difference, too. Golfers naturally would go for the ball that has been the choice, *above all others*, of the 1948 Big Money Tournament players. They've been going for it all season as you know - and they still are.

Another thing—when thinking about this Christmas business, we figured that a golfer would rather have a good ball than a fancy container to put collar buttons in later on. So, instead of spending money on fancy boxes, we decided on this personal name idea.

And, boy, has it proved right! Sure, we've dressed the balls up in a special gift package – our good old Famous Foursome is on every box – but *it's the balls* that are making the hit.

If you haven't yet canvassed your members on this golfer's gift of gifts – DO IT NOW! We don't want anyone disappointed by late deliveries – and the rush is already on! Give yourself a big Christmas sales bonus and help us to fill your orders early. Acushnet Process Company, New Bedford, Massachusetts.

ACUSHNET GOLF BALLS, Sold the World Over Through Pro Shops Only



Bing Crosby and Bob Hope will be in a movie short about Western GA caddy training and Evans scholarship plans... Film is planned to present to older golfers and caddie boys lively, broad and valuable aspects of WGA caddy program... Ben Hogan and Chick Evans also will be featured in the picture with other pros and Hollywood notables... Scotty Fessenden and Larry Crosby arranged the job... Jack Kennan and Cam Eddy of WGA going to Hollywood as technical advisors on the picture.

Next May 19 golf celebrities will gather at late George Ade's Hazelden GC, Brook Ind., when Ade's executors turn club over to members after the 5 years' operation since humorist and playwright's death. .. Twin Orchard CC (Chicago dist.) recently turned over another \$1,500 to Chicago District Golf Charities, Inc. for hospitalized veterans' recreation fund. .. Twin Orchard's annual pro-am events staged by club with Illinois PGA have raised \$7,000 for veterans in past 4 years. . M. K. Karzen, Twin Orchard sports and pastimes chmn., says other Chicago district clubs have shown interest in conducting similar events.

Negro golfers' suit for \$315,000 against PGA dismissed by Reno court Sept. 20. . . Plaintiff's attorney conceded that Negroes' failure to comply with PGA regulations, rather than color, was reason for denying Spiller, Rhodes and Gunter entry at Richmond tourney. . . If Negro pros apply for admission to PGA tournaments matter will be considered by PGA Executive committee during PGA annual meeting, Dunedin, Fla., Dec. 1-3.

• Six months gap between declaration to turn pro and eligibility to PGA-sponsored tournaments and additional requirements of signing PGA tournament player's contract is dismaying to amateurs who expected to turn pro promptly at winter tournaments if they score in prize money figures. . . Necessity of reducing tournament fields given as reason for PGA action.

Leading private clubs getting increasingly reluctant to take tournaments, except national championships, Western Open and Amateur and Women's Western GA major events. . . Possibility of Negro players and gallery at private clubs where they're none too eager to have a crowd of whites is further tightening tournament prospects at better clubs. . . White pros wondering when Negro businessmen will build good courses and hold tournaments with big purses.

Longest recorded ace of the year made by Wm. Winterton on Cortland (N.Y.) CC 300 yd. 11th. . Al Gerring, High Point, N.C., muny course pro in weekly radio program that gets many listeners. . Annual Evans scholar day held at Bob O'Link GC (Chicago dist.) with Western GA officials as hosts. . Willie Turnesa, National Amateur champion, tied fcr 3rd place in British Victory tournament at Metropolis CC (NY Met. dist.) 2 weeks after winning U.S. title.

NY Dept. of Parks annual Knickerbocker handicap tournament this year had 1,200 contestants from the city's 10 courses. . . Onondaga G&CC tells its 50 years history in booklet distributed to members. . . Bill Mitchell, Onondaga progkpr., in 21st year with club. . . His predecessor, Jack Jones, was with the club 20 years. . Joe Balnis, Bridgehampton (N.Y.) club pro starts Jan. 1, 1949 as winter season pro at Useppa Island club, Fla.

Denver stories bum-rapped Ben Hogan for leaving without accepting first prize money. . . Hogan thought Freddie Haas was a sure winner but Haas blew in the stretch. . . Hogan telephoned the club but the message was muffed. . During the Denver Open Ben appeared on two radio programs to plug the event. . . Willow Brook CC, Tyler, Tex., considering building new 18 hole course. . . Louise Suggs on exhibition tour in southern California and southwest.

Estimated average age of members at majority of Grade A private clubs in central and eastern metropolitan districts is over 50. . . Difficult to figure out an answer for private club membership at prices highly desirable young people can afford. . . Jerry Glynn, Skycrest CC (Chicago dist.) pro and noted as developer of women golfers, points out that in Women's Western Amateur finals on a very tough course Riley and Kielty had medals of 75 and 76 and in USGA Amateur finals at Memphis Turnesa and Billows had 74 and 77 as medal scores for the first 18 of the finals. . . "How weak is the weaker sex?" asks Glynn.

Chicago District Golf Charities, Inc.,



appropriates \$24,000 for 6-hole course at Veterans' Administration hospital, Danville, Ill. . . Course, designed by Allan Wyman, Danville CC pro, will be 1,885 yds.; par 23. . Among players in Netherlands 1948 Open championship were American soldiers on leave from duty in Germany. . . Joe Frasca leaves Augusta (Ga.) CC to be pro at Parris Island (S.C.) Marine post. . Augusta members gave Joe a farewell dinner and a deep sea fishing kit. . . John Anderson leaves Essex County (N.J.) CC to become supt., Richmond (Va.) CC. . Jersey greenkeepers gave their widely known colleague a big send-off dinner.

A beloved veteran of golf, Alex Rose, 64, golf editor of Seattle (Wash.) Post-Intelligencer, died at Seattle, Sept. 20, following an operation. . Alex was born in Prestwick, Scotland. . . He came to Seattle in 1906. . . For 30 years Alex wrote golf in the Northwest and was nationally known as an authority and one of the grandest fellows on courses, in lockerrooms and tournament press rooms anywhere. . One of his entertaining tales was about caddying for Harry Vardon when Harry won the 1903 British Open at Prestwick. . . Alex is survived by two daughters, Marjorie Romano, Tacoma, and Aimee Cannon, San Diego; his two brothers who are well known in U.S. pro

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Greens got phosphate and potash generously last fall. This year Milorganite only was applied each month at 40 to 50 pounds per 1,000 square feet. Top-dressing was used when needed to keep runners buried. The Bermuda grass was leafy and fine textured.

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October, 1948

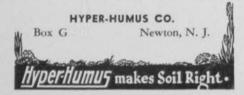


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golf, Jim and Tom; and by three sisters, Mary, Rebecca and Maggie, all residing in Ayre, Scotland.

Frank Murray leaves Glen View club (Chicago dist.) to become mgr., North Shore CC (Chicago dist.). Alfred Ackerman is new mgr., Glen View club. . . Franklin E. Walker returns to Evansville (Ind.) CC as mgr. . . Charles Lockwood, formerly mgr., Pennhills club, Bradford, Pa., is new mgr., Bahamas CC, Nassau, Bahamas, BWI. . Louis Loubard now mgr., St. Louis (Mo.) CC. . John Chalet now mgr., Greensboro (N.C.). . Philip Saporita new mgr., Winding Hollow CC, Columbus, O.

Big party at Bonnie Briar CC (NY Met. dist.) celebrating pro Sal Di Buono's 25th year at the club. . . Fancy program issued. . . Special prize events for men and women. . . Issue of Bonnie Briar News saluting Sal and recording his progress from time he came to the club as a caddy. . . News story terms Sal "on the score of value to his club, the outstanding golf professional of the day." . . . Henry Boury, Bonnie Briar, put on top feed for the gala event. . . Club members presented Sal with an automobile and Mrs. Di Buono with a gold bracelet. . . Dominick Artese, course foreman who also has been with club 25 years; Mike Barret and Joe Di Buono, Sal's assistants; and Zit Turi-





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CEDAR FALLS

October, 1948

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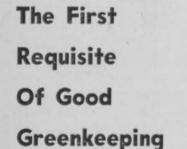
Main Office: New Haven 2, Conn.

ano, caddymaster, also hailed by club at Sal's celebration.

Northern Calif. PGA sharing one-third expense as co-sponsor of new radio program over KLX, Oakland. . . R. W. Grainger, managing director, Grainger-Adanac, Ltd., Toronto, makers of MacGregor equipment in Canada, visits MacGregor's Cincinnati factory and tells Henry Cowen Canadian golf interest at record high this year. . . Club Managers Assn. of America names Robt. Thompson, Detroit CC, genl. chmn. of CMAA 21st annual convention to be held at Hotel Statler, Detroit, Feb. 6-9. . . John Pomeroy, Red Run GC, Royal Oak, Mich., is CMAA pres. . . F. J. Large, Pine Lake CC, will head convention entertainment committee and S. Graham Holmes, hotels and reservations committee.

Los Angeles new public pitch and putt course at Rancho opened with city officials, pro and amateur golf stars and film celebrities in the ceremonies. . . Rancho pitch and putt holes are from 90 to 167 yds. long. . . Fee is 50 cents a round. . . Maurie Luxford, pres., LA City Recreation and Park commission, me at this opening of first unit in the huge Rancho public golf layout.

Ken Putnam, Olympic View CC, Seattle, Wash., pro, claims to have best group of



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young kid golfers of any club in the world. . . Ken's kids won Washington State boys junior and Tiny Tad championships, Seattle Post-Intelligencer promotions which were started by the late Alex Rose. . USGA Journal calls attention to violation of rule limiting amateur prizes of retail value not exceeding \$100 by noting that golfer who won an automobile in a hole-in-one contest forfeited his amateur standing. . At Perry, Okla., third annual press and radio tournament one of the prizes was the right to buy a new car at straight list price.

Prince's GC at Sandwich, where Sarazen won the 1932 British Open, has been bought by a private company for about \$80,000 and will be rehabilitated. . . 17year-old Dean Lind, Rockford, Ill., has added to his USGA Junior title, Illinois high school and Chicago DGA championships, which about put the Rockford lad in the Hogan class of junior golf.

Don't be surprised if Horton Smith picks up a goodly piece of prize money in winter tournaments. . . That knee operation has Horton again hitting the ball well and he can still putt with any of them. . His recent 62, 9 under par on Detroit GC course and his win of Michigan's Hagen Day tourney at Grand

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