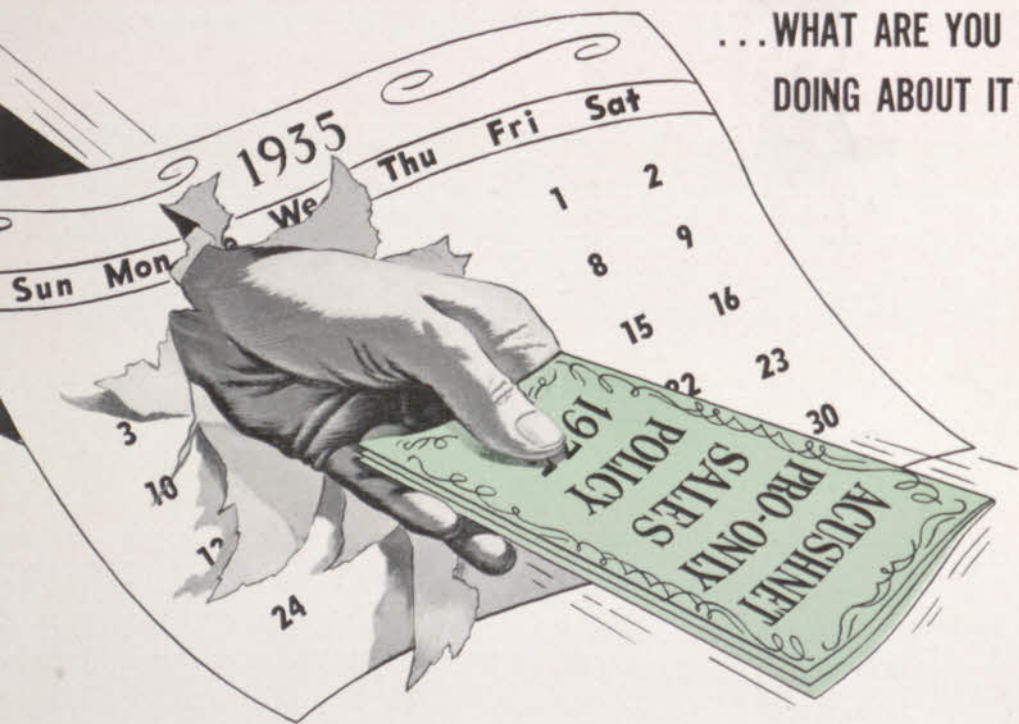


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In 1935 we asked you Pros what we could do that would help your business most.

You said, "Give us a closed-door guarantee against 'downtown' retail competition."

To you that meant the assurance that every Acushnet ball bought by your members would be bought at your shop. It meant that every profit on an Acushnet ball bought by your members was your profit. It meant the elimination of cut-price competition on all balls made by us.

To us it meant throwing out thousands of dollars worth of business. It meant readjusting our production schedules. It meant realigning our entire sales force.

But we did it! ... and, from that day to this, we have stuck with it. *Every Acushnet ball made is sold through a Pro Shop ... and no place else!* We wonder if you Pros realize how much this sort of protection and cooperation means to you. If you want the point brought home to you dramatically, just take a look at the *cut-price golf*

ball advertisements in your daily newspapers ... and remember that every one of those balls sold through a retail store (many of them the same balls you try to sell under other names) is a ball you don't sell or make a profit on!

Against this sort of thing, the Acushnet Pro-Shop-Only policy stands a strong and sure protection to your business. With increased and increasing out-of-the-Pro-Shop competition, this Acushnet policy is more important today than ever before ... but, without your wholehearted support, it is valueless to you and to us. What are you going to do about it?

Acushnet Process Company, New Bedford, Mass.

ACUSHNET

GOLF BALLS



Sold the world over through Pro Shops only

MAKING *the* SWING

By
HERB GRAFFIS



THE GOLF NEWS IN BRIEF

Carolinas PGA will get PGA annual convention. . . Southern Pines and Pinehurst businessmen offer to meet added transportation costs. . . R&A tightens amateur ruling to prohibit payment of expenses. . . R&A also rules those who play golf to "assist business" are pros. . . Club Managers Assn. charters two new chapters; Virginia and Sunshine State of Florida. . . CMAA membership now at high of 896.

Joe Kirkwood, Sr., played trick shot exhibitions at Alcatraz and San Quentin prisons while on recent western tour. . . Joe went to a drinking fountain at Alcatraz about at same time as a prisoner. . . The prisoner stepped aside to give Joe priority. . . "Go ahead, Mister," prisoner said, "I got plenty of time." . . . Big laugh at the Rock when Joe knocked some balls over the walls and asked the crowd, "How about shagging those balls and bringing them back?"

Steve Kay, pro at Sharon Springs (N.Y.) CC, inviting pros and amateurs with 7 or less handicaps, to play in 4th annual 18 hole open July 10 for \$400. . . Herb Meinert, pro, Gary (Ind.) CC, claiming a record for member Dr. S. B. Daubenheyer with 16 putts for a round. . . Women's Western GA again scores with lively publicity campaign on WWGA 20th annual Open at Oklahoma City, June 20-25. . . The girls really put the power on in selling program advertising.

Heavy play at daily fee and many courses in metropolitan districts on weekends meaning long waits that are discouraging to eager younger golfers. . . Driving ranges and miniature courses doing record business in most districts. . . Going to have to build some more courses or the young men and women who are unable to get in private clubs won't be

able to follow through on the promotion work that's brought them into the game. . . Foresighted city planning calls for study of public course needs to be filled when more labor is available.

They've been having a hard time trying to foul S. G. Leoffler for operating Washington, D.C. public courses and providing good munny golf at unusually low price. . . Despite strongly slanted anti-Leoffler handling of some newspaper coverage of a congressional committee investigation of Washington public course operation the only significant finding made is that Leoffler made no attempt to fake his accounting. . . Government lack of auditors for checking park concessionaires' reports disclosed as reason for arguments about accounting basis. . . Controversy between government offices about who'll be boss of the courses is in background of Leoffler case. . . Leoffler operation has been so successful hungry bureaucrats would like to take over. . . Busy in trying to take Washington deal away from Leoffler and switch it to other private interests is former fight promoter employing the pretty principles of that stinking racket.

Culver City night lighted 9-hole 1,610 yd. course in Los Angeles area recently opened with James Parry, gen. mgr., Ed Wilson, pro, and Ed Stroud, gkpr. . . . Joe Kirkwood, Jr. started playing golf 10 years ago. . . He says Ralph Ebling, one-armed pro at Daytona Beach, Fla., got him started and is "one of finest teachers in the game."

Archie Hambrick, pro, Illini CC, Springfield, Ill., reports that Women's Golf Assn. of his club is celebrating its 50th anniversary and that three of the original members were at the birthday putting party. . . When Harry Nash is on the air reporting a major golf championship you listen to accurate, expert reporting. . . Chicago District GA, Illinois PGA and Cook County Council of American Legion dedicated June 16, course they gave Veterans Administration hospital at Danville, Ill.

Manitoba Seniors to be guests of Minnesota Seniors and Twin City Seniors' league at Golden Valley, Minneapolis, July 15. . . The hosts will go to St. Charles CC, Winnipeg, Aug. 12 for return match. . . Lot of clubs putting USGA rule books in each member's locker and pleading for play strictly according to rules.

Doctor urging M. G. (Scotty) Fessenden to ease up. . . The jet-propelled Fessenden is pres., Western GA, pres., Bob o' Link GC, head of PGA advisory committee, pres. of carton industry association, and with his brother, Ace, heads a

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highly successful paper box and carton manufacturing company. . . He does a swell and energetic job in each of his activities.

C. A. Shepard, publisher of Golf in Australia, says world golf championship with biggest prize money ever offered in Australia being planned for Sydney in 1956 to be companion attraction with 1956 Olympic Games in Melbourne. . . Mighty pleasant and deserved tribute to Henry C. Ulen of Lebanon, Ind., in Ulen CC silver anniversary book. . . Ulen, world-famed engineer and builder went "back home in Indiana" and started the golf club his neighbors christened in his honor. . . Congressional CC, Washington, D.C. celebrating 25th anniversary.

Bala course of Philadelphia CC started in 1891 by H. C. Groome setting 3 tomato cans in the club lawn. . . That was 3 years before the USGA began. . . Aug. 15-20 the USGA's first annual championship for girls under 18 whose families belong to USGA member clubs will be played at the Philadelphia CC Bala course.

British team for Walker Cup amateur matches at Winged Foot CC (NY Met dist.) Aug. 19-20: P. B. Lucas (capt.), J. Bruen, J. B. Carr, R. C. Ewing, S. M. McCready, G. H. Micklem, E. B. Mill-

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- WILL NOT TILT or Break Through Sole.
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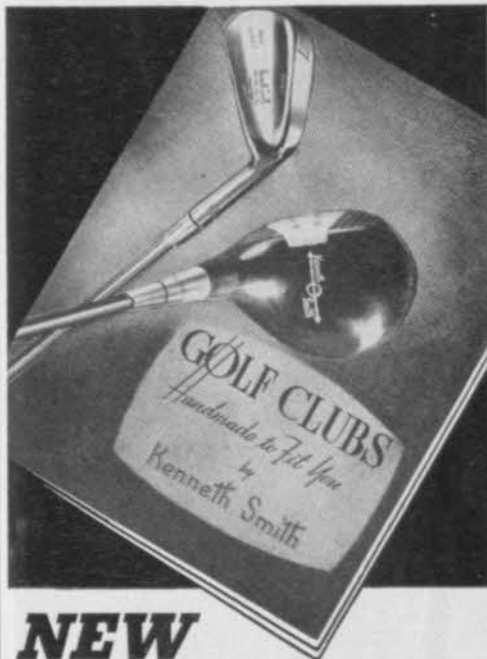
F. C. PHILLIPS, INC.
STOUGHTON, MASS.

ward, A. H. Perowne, K. G. Thom and R. J. White, with J. W. Jones and S. B. Williamson as reserves. . . Golf Illustrated of London suggests appointing a pro as coach of the team.

Ray Maguire, Birmingham (Mich.) CC pro, got aces on the 205 yd. 5th and 164 yd. 14th in U.S. Open qualifying trials at Plum Hollow CC (Detroit dist.). . . They were only aces Ray has made in 24 years at golf. . . They're the 13th recorded case of two aces in the same round. . . Maguire's aces were 2 shots in a round of 71. . . His 147 failed by 2 strokes to qualify among the district's 11. . . Amvets conducting first annual Ohio Veterans tournament at Bridgeview GC, Columbus, O., July 23-Aug. 7.

Grand story on Patty Berg in July Coronet. . . What a worker for golf that delightful little redhead is! . . . Bill Wright, pro at Klinger Lake CC, Sturgis, Mich., announces his club's \$1000 Open for Aug. 5. . . Bob Gadja now asst. on Al Watrous' staff at Oakland Hills CC (Detroit dist.). . . New Zealand Ladies' GA cancel team tour of Britain. . . Cause of cancellation is what is known in USA as "the shorts."

Chick Evans says we should have a one day 36 hole medal play for invited field of star amateurs Saturday prior to USGA



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my woods and irons are accurately designed for you to fit your natural swing. Thirty years of successful custom club making for over fifty thousand top amateurs, Pros, Hollywood stars, and other particular golfers all over the world.

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National Amateur opening. . . Chick says U.S. lack of an event patterned after Golf Illustrated's Gold Vase tournament is one of few blind spots in American competitive schedule. . . Chick played in the Gold Vase tournament this year after a gap of 38 years in his appearance in this tournament.

Fred Brand, Jr., son of the late and beloved Pittsburgh dist. pro, given watch by Western Pa. GA for his splendid work as its sec. . . Lowell D. (Larry) Rutherford's 16 years working for tournament golf in Chicago district crowned with highly successful National Open at Medinah. . . Larry was one of Medinah's pioneers and long has wanted a National Open for his home club. . . . He served 16 hard-working years as chmn., Tournament committee, Chicago District GA.

Gene Sarazen believes we'll see the day when National Open, Amateur, and Women's championships will be played on great public courses. . . There's quite some talk and writing about Sarazen being the logical one for non-playing captaincy of the U.S. Ryder Cup team. . . Gene's played on 6 Ryder Cup teams and still is active in competition. . . On his record he's qualified for the job.

Cheyenne, Wyo., to have new munny

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... again in '49

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—need no inflation
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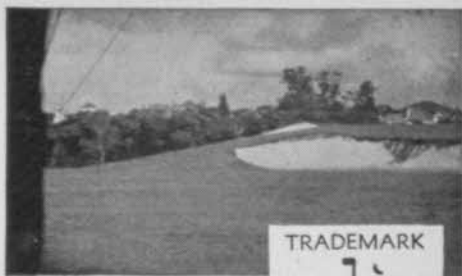
WAGNER

GOLF CART

course and abandon present course. . . Billings, Mont., to have new \$350,000 club, headed by Chas. Shaw, bus. mgr., Meadowlake Development Co. . . Excelsior Springs, Mo., votes to secure munny course. . . Manhattan (Ks.) CC now playing on grass greens installed at \$17,000 cost. . . Britton (S.D.) GC reorganized and now operating. . . Des Moines (Ia.) G&CC to begin construction of \$200,000 clubhouse this fall.

Construction begun on Willowbrook GC at Monongahela, Pa. . . Fine 9-hole 3300 yd. layout designed by James G. Harrison. . . Don Mader now pro at Manhattan (Ks.) CC. . . Indian Hills CC, Opelousas, La., \$100,000 plant recently opened. . . Again, another record year for industrial golf notwithstanding difficulty of getting places to play in larger industrial areas. . . Eaton Axle plant at Cleveland, O., typical of industrial golfing establishments, has league of 100 golfers out of 2000 employees.

Tom McMahon, long active in handicap management, says that if players are complaining their handicaps are too low, insist that they hole all putts. . . That'll bring their scores up high enough to make their handicaps O.K. with them. . . Charley Burns, mgr. of Edwin Good munny course at Akron, O. for 16 years, and



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PRECISION-BUILT GOLF CLUBS
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MEN and WOMEN GOLFERS

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Specially molded, tough, tubular rubber golf tees for Melflex Golf Tee Mats. \$15 per hundred. Real player convenience and operator economy.

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Miles of Melflex famous runner material has served golf for many years. Now, a brand new Melflex heavy-duty Vinyl resilient runner material is being supplied in colors (Blue, Black, Brown, Green and Terra-Cotta). Beautiful and durable.

Melflex line also includes: Landing Mats, Step Treads, Shower & Kitchen Mats and Link Type Standing Mats.

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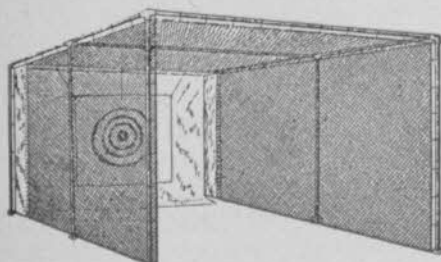
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practice and improve

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Golf's standard full size golf net for indoor instruction and practice. Hundreds of clubs and pros have found the "Invincible" one of their most popular and profitable features in developing better and happier players.

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This is the new portable net that has won such wide popularity for its easy adaptability for practice in limited space. 6½ ft. high with 10 ft. wing spread — handles full range of golf practice shots. Folds into a compact unit 3 ft. x 6½ ft. x 5 in. Weighs only 23 lbs with its target backdrop.

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valuable publicity man for national greenkeepers assn., returns to golf business as asst. to gen. mgr. . . . George Greenleaf at Breathnach CC, Cuyahoga Falls, O.

Midwest Seniors first annual team tournament with entries from Illinois, Michigan, Indiana, Ohio and Kentucky to be played at Meridian Hills CC, Indianapolis, Ind., Aug. 4 and 5. . . 18 holes each day. . . Individual, team and age group prizes. . . Ray E. Jones, 77 N. New Jersey St., Indianapolis, is chmn. . . Country Club of New Jersey at Rivervale, N. J., first club built in that part of the state since 1930, opened. . . John Handweg is owner. . . Membership limited to 400. . . Layout is 27 holes. . . Charles Johnson, mgr-pro.

Valparaiso, Ind., reopens Forest Park course as 9-hole munny plant after 10 year shutdown. . . Moorhead City, N.C. gets plans for new 18-hole course. . . Park County CC, Cody, Wyo. just completed. . . Lake Morey Club, Inc., Fairlee, Vt., incorporated. . . Gonzales, Tex., golfers organize 9-hole Independence GC. . . Local golfers lease Monroe City, Mo. course from Elmo Wilson. . . New Winding Brook GC, Chatham, N.Y., opened with Larry Olander as pro.

Eldorado (Ks.) CC to remodel and in-



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stall grass greens since grass greens at Arkansas City, Winfield and Newton have been highly satisfactory from maintenance and play standpoints. . . Rockville Center (NY) CC formally opens remodelled \$100,000 clubhouse. . . E. H. Duwe, 31 years pro at Forest Park, St. Louis muni course, opens 9-hole course at his farm near Salem, Mo. . . Fine big night-lighted driving range opened at University of New Mexico course, Albuquerque. Designed and constructed by the veteran Wm. H. Tucker, Sr.

\$5000 pro-amateur open to players from Texas, Oklahoma and Rocky Mountain districts, at Odessa, Tex., Aug. 4-7. . . Mayor Martin H. Kennelly of Chicago, a pretty fair businessman golfer when he gets time to play, proclaimed week of June 6-12 "Golf Week" in Chicago to help draw attention to National Open. . . Tournament Sponsors Assn. to be organized during Tam O'Shanter All-American events, with representatives of leading tournament sponsors attending to discuss most effective and profitable methods of conducting the events. . . Chet Posson of George S. May organization asked by sponsors to get the conference started.

PGA of Australia considering sending a team to Great Britain in 1950 if British PGA so desires. . . Babe Didrikson Za-

HILLSIDE GOLF CART



SPECIFICATIONS

FINISH: Natural aluminum finish throughout. No danger of rusting. All screws fully plated.

WEIGHT: Net weight — 7 lbs. less bag.

PACKING: Packed 4 per carton K. D. Gross wt. approximately 32 lbs.

FRAMEWORK: Heavy gauge aluminum tubing $\frac{3}{4}$ " diameter.

WHEELS: Aluminum with 8" x 1 $\frac{3}{4}$ " semi-pneumatic tires.

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HANDLE: has adjustable stop with wing nuts to permit rapid adjustment. Folds out of way when storing in car.

STRAPS: Of heavy webbing and long enough to fit largest bags.

This lightweight cart is priced right to win customers and bring extra profits to you. Its adjustable handle and perfect balance make it easy to pull.

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HELPS YOUR PLAYERS
REDUCE STROKES
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Making them start back swing properly;

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Tire Floor-Mats in long runners and special sizes for locker room, grills, entrances, and shower rooms. Pay for themselves by saving floors, spikes, and preventing accidents. Low prices due to high production.

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harias changing her swing to reduce percent of long wild shots. . . In 1947 Britain exported 4,211 golf clubs into the U.S. . . . In first six months of 1948 only 227 British clubs were imported into the U.S. . . . American clubs "enjoying increased prestige and popularity due in no small measure to the current successes of U.S.A. players in international golf tournaments," said W. Lionel Cox, gen. sec., Federation of British Mfgs. of Sports and Games. . . Cox was quoted in British "The Sports Trader" prior to British amateur championships.

Indian caddy championship played at Tollygunge club, Calcutta, drew field of 43. . . Bhasia defended his title with subpar golf. . . Australian tournaments have been drawing record paid galleries. . . Public golf booming in Glasgow. . . About 5000 pounds increase in revenue for latest fiscal year over prior year.

Percy Boomer, 64, pro at Sunningdale (Eng.) GC, died in England recently. . . He was not as famous a player as his brother Aubrey, but was a noted teacher and author of "On Learning Golf," one of the classics of golf books. . . He was born in Jersey. . . His father taught the school attended by the Vardons, the Gaudins and Ted Ray. . . For some years Percy was pro at St. Cloud, Paris.



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