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Front Cover: Snead lines up putt on the 18th hole at Merion GC, Philadelphia during the 1950 USGA National Open. The 1951 Open will be played June 14-16 at Oakland Hills CC, Birmingham, Mich.

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SWINGING AROUND GOLF

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pioneers and pros and amateurs a beloved gentleman ... Bob came from Tayport, Scotland, in 1892 and built a golf course at New Haven, Conn., in 1895 ... It later became known as the Yale GC ... Bob started coaching Yale students as the first university golf promotion in the U.S. ... In 1913 he built the Race Brook CC course at Orange, Conn., and was with the club as pro until a few years ago ... He was always active and helpful in pro and amateur organization work in Connecticut.

Ben Knight returns as pro at Winona (Minn.) CC for 32d consecutive year ... Ben came from Aberdeen in 1909 with Willie Macfarlane ... He laid out the Winona course in 1919 after getting out of the U.S. Army ... He's laid out about 25 other courses in Minnesota and Wisconsin ... Ben is 62 and has never had an ace ... Jimmy Crossan back at San Gabriel CC (LA dist.) after 4 weeks off for hernia operation ... Barney Clark now on George Heaney's pro staff at Brookside course, Pasadena, Calif.

Western Golf Assn. gives impressive story of its Evans Caddy scholars in new booklet outlining highlights of its 52d year ... Hamilton County (Cincinnati) Park district opens new Winton Woods 18 ... Course is interesting, testing layout with only natural hazards ... Marty Kavanaugh, Golf Mgr. of the Park dist., introduced Winton Woods professional

Carl A. Rohman at the opening event.

Some difference in incomes of British pros, too ... James Braid left an estate worth about \$87,000 ... Alfred Ward Black, pro at Filey GC, Yorks, for 50 years, left an estate of approximately \$315.

Mayor James A. Rhodes of Columbus, O., founder of the National Caddie tournament, says the 1951 tournament (Aug. 20-25) will have its contestants sponsored by U.S. and Canadian newspapers exclusively ... The National Caddy Assn. board appointed by Jim consists of PGA officials, golf manufacturers' representatives and some amateur association officials ... USGA for second consecutive year increases National Open prize money to \$12,000 ... Winner gets \$2000 ... Per plan introduced last year every player who posts a 72-hole score will get not less than \$100 ... Entries close at 5 p.m., May 21 at 40 E. 38th st., NY 16.

Lot of NY good guys headed by Grant Rice, Jimmy Johnson, Craig Wood, Artie Lynch, Red Smith, Harry Wismer, Fred Corcoran, Albin Holder and Dan Topping to toss a testimonial dinner for Jimmy Demaret at Toots Shor's, June 5 ... Jimmy's got a swell party due him ... He's always contributing to the merriment and cheers at parties for others ... Howie Atten, pro at Dubuque (Ia.) G&CC tells of his member Felix Leonard making an ace on the 151 yd. first hole with a 4-iron on April 22, first time Leonard hit a ball this year.

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The smart merchant knows that today, more than ever before, people are choosing top quality merchandise. This applies particularly to pro shop customers in the purchase of clubs and balls because most club members realize that only with equipment of highest quality and the most advanced features of construction can they get the greatest possible enjoyment from the game. I firmly believe that the golf equipment bearing my name holds more opportunities for you than any other equipment you can handle. You can offer it to your customers with complete assurance that they'll accept it for exactly what it is—"the *Ultra* in golf equipment."



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