



# Just a moment please . . .

Once again, we want to remind you of something that is — or should be — of great importance to you.

It's our "Sales-thru-the-Pro-Only" policy.

Do you realize that this policy absolutely assures *you* against all "down-town" competition?

Do you realize that in your locality you, *and you only*, can sell Acushnets to your members?

Do you realize that, of *all* the ball manufacturers, Acushnet and *only* Acushnet has such a policy to protect *your* interests?

Do you realize that for *your* benefit Acushnet has maintained this policy, sometimes to its own disadvantage, since 1935 — nineteen years?

Isn't such a policy worth *your* support and enthusiastic cooperation?

We think it is. So, we are counting on you to help us make '54 a bigger Acushnet year for you and for us than even the record year of '53. Acushnet Process Sales Co., New Bedford, Massachusetts.



# Swinging around Golf

## NEWS OF THE GOLF WORLD IN BRIEF

Hy Turkin, New York sports writer, does really great job in compact career story in *The Sporting Goods Dealer* about Vinnie Richards, the tennis "Boy Wonder" who recently was made Dunlop Tire & Rubber Co. vp . . . Pros and assistants can get helpful selling information on "Birth of an Iron" series of iron club manufacturing pictures Wilson Sporting Goods Co. ran as a center spread in its company magazine, "Memo."

USGA Executive committee establishes Research and Education Fund for Green Section . . . Commercial firms and others which have made research contributions to Green Section are invited to allot \$100 per . . . Nothing from this fund will be used for USGA administrative costs.

Northeastern Wisconsin Golf Assn. clubs to have their annual golf club operations clinic at Oshkosh (Wis.) CC May 10 . . . Iowa golf club officials, supts., pros and managers to meet at Sunnyside GC, Waterloo, April 26 . . . Ken Weiler, formerly asst. to Lou Strong at Park Ridge (Ill.) CC now pro at Kishwaukee CC, De Kalb, Ill. . . . Roy Wallin to Mason City (Ia.) CC as pro.

Connecticut PGA annual golf show and dinner at Bon hotel, Hartford, April 15 . . . Al Wyman from Edgewood GC, Fargo, N. D., to Briergate GC, Deerfield, Ill., as pro-supt. . . . Frank Mitchell, Kroydon sales mgr., recently demonstrated his line convincingly at the Maplewood (N. J.) CC . . . He poured in an ace on the 18th . . . Second time he's aced that hole.

Maryland's governor, Baltimore's mayor, and park officials are working members of a committee to make big things of Fifth annual eastern open at Mount Pleasant course, Baltimore, May 20-23 . . . Irv Schloss is pro there . . . It's a public course, great condition and fine test of golf . . . National Brewing Co. putting up \$20,000 for the event . . . 19th annual Midwest amateur at French Lick Springs (Ind.) hill course May 7-9 . . . Roy Seneff is pro . . .



HERB GRAFFIS

New owners have big plans for restoring the old glories of the place.

Indiana PGA annual meeting at Indianapolis April 13 . . . Robert Trent Jones, architect, to be honored at dinner at Myrtle Beach, S. C. Dunes Golf and Beach Club, April 5 . . . Jones designed the course, one of the fine tests of golf in the south-east . . . Jean Broderick, formerly of San Jose (Calif.)

State College golf team now asst. to Joe Moniz, Jr., at Green Gables CC, Edgewater, Colo. . . . Green Gables making \$150,000 addition to clubhouse.

Harry D. Nash, 53, sports reporter and broadcaster for Newark (N. J.) News and its radio station died of a heart attack March 19 in Fitkin memorial hospital, Neptune, N. J. . . . He had been ill for several months . . . Harry began covering sports with the Binghamton (N. Y.) Sun in 1926 and after working on the New York Post went to the Newark News in 1934 . . . He succeeded the late Hal Sharkey as golf writer . . . With Ted Husing Nash made the first broadcasts of National Open and Amateur championships . . . He really knew golf and golfers and set a standard for golf wireless coverage few have been able to equal . . . He was a thoroughly fine fellow and a master at his business . . . He is survived by his widow, a son, a daughter, and 5 brothers.

Bud Holscher hired by Harry Cooper to be Harry's asst. at Metropolis CC (NY Met dist.) . . . Metropolitan (N. Y.) Golf Assn. for first time in its history will use 6 18-hole for Metropolitan area qualifying for National Open . . . Ray Lundeen now mgr., Fergus Falls (Minn.) CC.

Annual Field Day at New Jersey Agricultural Experiment Station, New Brunswick, N. J., Aug. 3 . . . Ray Parker, pres., Concord Hotel Co., adding Doc Middlecoff and Doug Ford to his Kiamesha Lake, N. Y. pro staff of Jimmy Demaret and Jackie Burke . . . George and Babe Za-

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Men of every age have found that BREEKS—the revolutionary new posture aid—provide welcome support for sports and daily wear. Patented, porous-knit panels of Lastex and nylon pull stomach in and up, slim down hips. No buckles, zippers or belts—just wear them as you would ordinary shorts. Easily washable. Small... up to 36" waist; Medium... 37" to 42"; Large 42" to 45"; X-Large... above 45" waist.

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## VASSAR COMPANY

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harians have sold Tampa (Fla.) G&CC to Lee H. Dentzer, Cleveland (O.) trucking magnate... Derek Dentzer, owner's son, now operating the club... Johnny Suggs, father of Louise, leases Lithia Springs (Ga.) CC and plans extensive improvements... He built the course in 1932 and operated it until 1948... Druid Hills GC, Atlanta, Ga., holds its annual Dogwood invitation tournament April 22-25... Jim Gill to Carolina CC, Raleigh, N. C. as pro.

Fred Rayzor Cobb, 55, coach of North Texas State College golf teams who developed great players and the team that won four consecutive national intercollegiate championships (1949 thru 1952) died suddenly at Denton, Tex., March 17... Cobb entered golf through Bob Jones with whom he attended Georgia Tech... Cobb was a football star there.

Henry James Whigham, 84, winner of second and third USGA National Amateur championships in 1896 and '97 died at his home in New York... He was a son-in-law of Charles B. Macdonald, first National Amateur winner... He was born in England and was a newspaper reporter and

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"FEATHERWATE" Seat-Sticks are all season best-sellers to sportsmen and sportswomen everywhere (there's a children's model, too!) Choose from brown, fawn, or grey stem with all-metal, leather or tartan seats in a full range of colors... in all, over 30 models, each constructed in rustless lightweight alloy, guaranteeing amazing lightness with strength.

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- Winged Foot Golf Club
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**Your shop is  
More Complete. More Profitable  
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Good looking, practical Blazers enjoy a real tradition in the finest Golf Clubs and Associations. As an item of versatile, distinguishing wearing apparel they are popular with club members throughout the country. In addition Golf Coats are perfect for team uniform, awards to tournament winners and as distinctive dress for club officers and directors.

Blazers by Robert Rollins are business getters for every Pro shop where they're displayed. Your sales begin to jump the day these beautiful golf coats are shown in your shop. And there's no costly end-of-season markdowns because no heavy inventory is necessary. Just keep a few Blazers in basic sizes on hand and fill-in as needed. You send in members' orders as you receive them.

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**Women's Blazers:** — to retail between \$30 and \$40.

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**Insignia:** Club Crest beautifully embroidered into upper patch pocket of Blazer.

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magazine editor . . . He wrote in 1897 "How to Play Golf."

Caddies in National Celebrities tournament will have on the backs of their shirts names of the players for whom they're toting . . . Don Kenely, pro at Galloping Hill GC, Union, N. J., teaching spring warm-up classes at local high school . . . 1953 was biggest year at Gardner (Mass.) munny course since course was opened in late '30s.

Miami Valley GC, Dayton, O., spending \$125,000 remodeling clubhouse and installing air conditioning . . . Construction begun on new clubhouse at Elko, Nev., munny course . . . Construction begun on new course at Bolivar, Mo. airport . . . Bob Maker now pro-mgr. Colville (Wash.) Elks GC . . . Austin Reger, formerly mgr., Brookdale G&CC, Tacoma, Wash., now pro-mgr., Enumclaw (Wash.) G&CC.

Clarence Doser signed as pro by Woodmont CC, Rockville, Md. . . . Sports Turf Research Institute at St. Ives Research Station, Bingley, Eng., and British National Assn. of Groundsmen in a hassle . . . Groundsmen wanted their organization to be rated "as of equal status." . . . Institute said no.

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**GRIP TITE**



Grip Tite is the new formula that gives golfers the "tackiest grip ever." It absorbs perspiration, keeps hands clean and assures firm, relaxed control of the club. Sold by pro shops everywhere in its smartly colored, compact type plastic container. Packaged in attractive counter display cartons of one dozen boxes that build sales and profits. Retail at 50c.

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For championship distance! Super-charged power center—exclusive *dyna-tension* winding insures uniform high compression. An established favorite with hard-hitting pros and crack amateurs!



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Extra-lively center gives you more distance, faster response, greater accuracy. Super-tough cover. It's brand new—try it yourself! Popularly priced at 3 for \$2.50.

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3337 Belmont Ave., Chicago 18, Ill.

National Cash Register Co. new 36-hole golf plant at Dayton, O., will officially open May 30 . . . Dick Wilson designed and supervised construction of two fine courses for NCR employees . . . Ock Willoweit, MacGregor Golf salesman won PGA National GC championship 1 up over Ev Stuart, Duluth, Minn.

Brooke Manor Farms CC (Washington DC dist.) expected to open June 1 . . . Frank Murray expects 1000 members . . . \$50 plus tax initiation fee and O.K. of admissions committee . . . In lieu of dues members will pay \$1 weekdays and \$2 Sundays when they play . . . Murray built course and will operate it on 20 year lease . . . A. H. Tull designed the course . . . 3 sets of tees . . . Yardage from 6000 to 7000 . . . Brooke Johns, owner of the property, will operate clubhouse, lockers, food and drink concessions.

Riley E. Heckert from Gettysburg (Pa.) CC to Hershey (Pa.) CC as supt. . . Clare Emery graduates as asst. of Wiffy Cox at Congressional CC (Washington DC dist.) to pro job at Washington (DC) G&CC . . . Bill Clarke, formerly asst. to Walter Romans at Baltimore (Md.) CC now pro at Hillendale CC, Baltimore, succeeding Char-

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ley Betschler, retired.

Dick Schlichter, formerly asst. of Bob Williams at Naval Academy course, Annapolis, Md., now pro at Gettysburg (Pa.) CC . . . John Brennan, Long Island City (N.Y.) Star Journal golf editor, reports Long Islanders have toned down Calcuttas from the old high-rolling figures . . . Brennan says Long Islanders wintering in Florida noted USGA plea to cut down the floating crap game Calcuttas was not sympathetically received by the touring golf hustlers.

Rex McMorris of National Golf Foundation says there now are about 50 par-3 courses operating on pay-play basis . . . Rex also notes that there are 114 golf courses operating at colleges and universities and several more being planned.

Leo Fraser, one of the top men in the businessman pro ranks, and owner of Atlantic City (N.J.) CC, schedules 5 pro-am events for eastern PGA sections at his course . . . \$2500 pro money for each event . . . First 3 teams in each event will play for the championship . . . Steve Tobash back to Mister status from the army now pro at Fort Meade (Washington DC dist.).

Meadowbrook CC, Tulsa, Okla. plans to

## K-KART

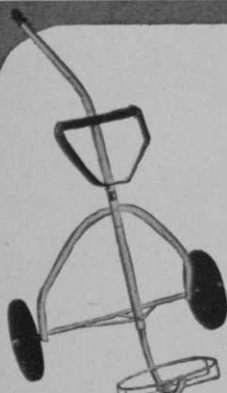
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Rest while you play with K-KART'S new Rest-Period Seat. Automatically locks wheel to prevent rolling. Supports 200 pounds easily. Weight transferred through wheel to ground. A mere turn of a wing nut and you are ready to start for the first tee. Collapses in seconds. Adjustable handle for perfect balance.

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