

JAN	FEB	MAR	APR	MAY	JUNE
1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31					

MAY
1
SATURDAY

Re-order Today
 36 doz. Titleist
 12 doz. Finalist
 12 doz. Bedford
 24 doz. Green Ray



RUBBER DIVISION
 Sales Company
 MASSACHUSETTS, U.S.A.

Dear Joe:
 Windermere, Ohio

April 25, 1954

We are delighted to learn you are doing so well with Acushnet golf balls — particularly the Titleist.

Your comments are typical of many from all parts of the country — everybody seems to be playing our ball.

And it's not only the amateurs. Did you know that in every P. G. A. sponsored tournament except one this year, from Los Angeles to the Miami Four Ball, Titleist was the leading ball?

Of course, as you know, no one has ever been paid to play a Titleist. It is entirely a matter of personal choice.

Since

Swinging around Golf

NEWS OF THE GOLF WORLD IN BRIEF

Red Run GC, Royal Oak, Mich., to be host to 6th National Amputee tournament, Aug. 20-21 . . . If you know any war or industrial vet who's lost an arm or leg and who plays golf and wants to enter the tournament tell him to write Dale S. Bourisseau, Possibilities Unlimited, Inc., Solon Center Bldg., Solon, O. . . . Bourisseau to be Ed Sullivan's guest on Talk of the Town in boosting the tournament.

Gordon Wright, sec., Ganton (Eng.) GC where 1949 Ryder Cup matches were played, and member of the Board of Management of Sports Turf Institute was at the Masters as one stop on quick trip to inspect U. S. golf turf research establishments and courses . . . Joe Williams, veteran sports columnist of N. Y. World-Telegram Sun writes that golf is "headed for major scandal" because of big money Calcutta gambling . . . Williams says he has "assembled considerable dope on these country-club hustlers," and if libel prevents publication of information he will turn it over to "the golfing fathers." . . . Williams adds that income tax angle also might be interesting.

"Sandy" Armour recovering from operation at Washington . . . J. Haynes Waters, formerly asst. to Willie Goggin at Upper Montclair (N. J.) CC now pro at Lake Mohawk (N. J.) CC.

New England PGA spring meeting featured by Al Watrous clinic . . . Pros noted early signs of big season in pro shops . . . Pros in Georgia and Carolinas who were looking over the Masters said spring business generally had been well ahead of spring 1953 shop sales and play . . . Bud Ward moves into pro spot at Peninsula G&CC, San Mateo, Calif.

Prince Georges CC (Washington dist.) warns first offenders who don't replace divots, says second offenders will be suspended for 2 weeks and 3d offenders expelled from club . . . USGA Green Section began issu-



HERB GRAFFIS

ing Northeastern Turfletter April 1 from Northeastern office at Rutgers U., New Brunswick, N. J. . . . Turfletter will be issued 6 times a year and sent to subscribers to USGA regional turf service in Conn., N. J. and N. Y.

Frank Wilson from Arrowhead G&CC (Chicago distr.) to Roselle (Ill.) GC as pro . . . Wilson has scheduled program of class lessons for high school

students . . . Says kids who learn golf etiquette as part of class lessons have foresighted clubs now welcoming youngsters whose consideration for others on course, the course and the entire golf plant makes them models many older golfers should imitate.

Jerry Bell now pro at Greeley (Colo.) CC . . . Bell last year at Red Hill CC, Upland, Calif., and winter teaching at Camelback Inn, Phoenix, Ariz. . . . Greeley CC, with testing par 72 course, and magnificent scenic location, recently completed \$100,000 building program with clubhouse improvement, new pro shop and pool . . . Al Beselink and Jo Ann Stillwagon of Houston, Tex., married at Bethany Christian Church, Houston, April 17 . . . The Jackie Burkes had introduced the two at Christmas Day, 1951 party . . . Jo Ann is gorgeous . . . Even more beautiful than Al.

Northeastern Wisconsin GA holds its annual meeting and club operations clinic at Oshkosh (Wis.) CC May 10 . . . Starts 8:30 a.m. sharp . . . Meeting brings together presidents, secretaries, green chairmen, supts., house chairmen, managers, pros and sports committee chairmen of all clubs in the district in four panels for discussing and solving club operating problems . . . Highly practical, valuable program started 4 years ago by energy of Dan Steinberg, Jr., NEWGA sec.-treas.

National Association of Left-Handed Golfers steaming up for 15th annual tournament at Miami Valley CC, Dayton, O., Aug. 9-12 . . . Dayton is home town of

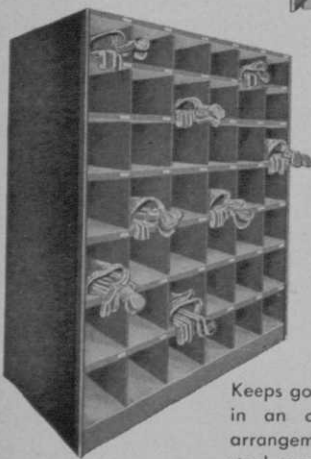
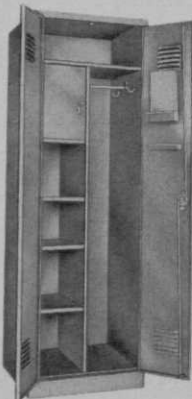
GENERAL STEEL LOCKER ROOM EQUIPMENT

on a par with service every golfer wants

Club members appreciate the handy, roomy accommodations of General Steel Lockers and Racks. Your investment pays off in longer lasting, trouble-free service. Write today, literature on request.

GOLF LOCKER No. 72

Sturdy all-steel constructed double door locker, made in standard sizes. Contains full hat shelf, coat rod and hooks, private-lock inner compartment, 4 spacious open compartments with lid shelves, mirror, tray, towel rack, and cylinder lock set in handle. Baked-on enamel finish in green or gray.



GOLF BAG RACK No. 72

Keeps golf bags and clubs in an orderly, compact arrangement. Heavy duty steel construction, designed

in sections 3 ft. wide by 3 ft. deep with 12" square openings. Illustration shows two units with 42 openings. These racks can be made to your specific requirements. Baked-on enamel finish in green or gray.

LOCKER ROOM BENCH No. 72-LB

(not illustrated)

Steel pedestals. Height 17", width 8-1/4", solid oak top 1-5/8" thick. Cut to any length required.

*"Those in the know see the pro"
for top quality direct from
the source call*



GENERAL STEEL PRODUCTS CORP.
FLUSHING 55, N.Y. Independence 3-3000

Mfrs. of **STEEL** LOCKERS · SHELVEING · CABINETS · SHOP EQUIPMENT

NALHG pres., Ray Stockmyer . . . For information on membership and tournament write Sec. Robt. Romberger, Toledo 13, O.

Rev. T. J. Lundy, son of Mr. and Mrs. Tom Lundy of Greenville, Miss., ordained to office of deacon by Rt. Rev. Duncan M. Gray of Episcopal Diocese of Mississippi in services at St. James church, Greenville . . . Father of the young clergyman is pro at Greenville CC and vp of Southeastern section PGA.

Henson Maples, supt., Pinehurst (N. C.) courses, elected pres. of newly organized Carolinas Golf Course Supts.' Assn., at its first meeting, Myers Park Club, Charlotte, N. C. . . . 17 clubs represented . . . Mike Lucas, Greenville (S. C.) CC elected vp . . . Grant Bennett, Florence (S. C.) CC, sec. . . . R. Ripley, Electric City CC, Anderson, S. C., treas. . . . Joe Dey, Jr., R. P. Robinson and M. K. Jefford, Jr. of USGA Green Section spoke at the meeting.

Jim Ferrier to Lakewood CC (Los Angeles dist.) succeeding Harry Cooper . . . Bill Remsen now pro at Clearview GC, one of New York City's 10 muny courses . . . Expect to open Almaden GC, San Jose, Calif., 18-holes in Oct., says C. E. (Pike) Ross, in charge of the development . . . Henry Stambaugh park muny course,

Compare! WESTALL RUBBER FLOORING

- PROTECTS CLUBHOUSE FLOORS FOR YEARS!
- LONGER-WEARING, TOUGH, FIRM!
- SO SMOOTH, SAFE AND EASY TO CLEAN!
- NO CEMENTING TO UNDERFLOOR!
- DOES NOT BUCKLE OR CRAWL!
- SMART APPEARANCE!
- CHOICE OF COLORS: GREEN, SAND AND TERRA-COTTA!
- COMES IN ROLLS UP TO 24 FT. LENGTHS, 5/16 IN. THICKNESS, AND FOLLOWING WIDTHS: 30", 36", 40", 48".
- PLAIN BOTTOM OR MOLDED. ODD SIZES AND STYLES CAN BE PRODUCED ON SPECIAL ORDER.

Write for Samples and Details:

HENRY WESTALL COMPANY
944-960 Merrimon Ave., Asheville, N. C.

Koppers Pre-Cut Shelter Houses



A Koppers Shelter House recently installed at the Oakmont Country Club, Oakmont, Pa.

Combine Beauty • Utility • Long Life

Koppers Shelter Houses blend beautifully with the landscape of any golf course. They are rustic in appearance, and do not need painting. These shelters comfortably seat as many as seventeen people, providing them with good protection against sudden showers.

Because the lumber is thoroughly pressure-treated against decay and termite attack, Koppers Shelter Houses last three to four times as long as ones

made of untreated wood. And your yearly maintenance and replacement costs are practically eliminated.

Koppers Shelter Houses are pre-cut for quick assembly. They are shipped as a complete unit (all lumber and hardware included) and can be erected by two men in three or four days.

To find out more about Koppers Shelter Houses, write us today for prices and descriptive literature.

KOPPERS COMPANY, INC.



PRESSURE-TREATED SHELTER HOUSES

Wood Preserving Division, Pittsburgh 19, Pennsylvania

Take fatigue out of sports
and trim your waistline

... wear

BREEKS

by Vassar



Scientifically
designed to hold
abdomen up
and in



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. \$7.50

ATTENTION PRO SHOPS!

Fast-selling BREEKS are distributed to Golf Clubs and Pro Shops through Jackman Sportswear Co., Inc., 6332 Roosevelt Road, Oak Park, Illinois. Write for catalog.

VASSAR COMPANY

2545 Diversey Parkway, Chicago 47, Ill.

Youngstown, O., opening new \$100,000 clubhouse this month ... Jim McGuinagal in 23d season as Stambaugh pro ... Jack Thompson now in his 27th year as pro at Tippecanoe CC, Youngstown, O.

San Diego (Calif.) County Board gives El Cajon Chamber of Commerce until Aug. to present plans for proposed \$200,000 18-hole course near Gillespie Field ... Preston Hollow CC, Dallas, Tex., opens new back 9 ... Work being rushed on club's other 9.

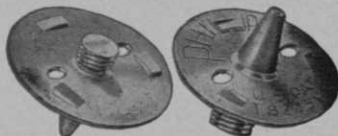
Spokane, Wash., Athletic Round Table gives \$75,000 to city for clubhouse at Esmeralda munny course ... Round Table previously donated land for course ... Ernie Pierce named pro at Eastmoreland munny course at Portland, Ore. ... Jim Tomlinson now pro at Weiser, Ida., Rolling Hills GC, succeeding George Guy who goes to LaGrande (Ida.) CC as pro ... Bud Dietrich's shop at Grand Marais State Park course, Belleville, Ill., robbed of 5 sets of clubs, 30 doz. balls.

George Dent and wife managing Atlantic (Ia.) G&CC ... Vallejo GC to build \$25,000 9-hole course on city property ... Construction begun on Table Mountain GC, Oroville, Calif., 9-hole course ... George A. Hoffman of San Antonio designing 18-hole city-

PHILLIPS

CAM LOCK

GOLF SPIKES

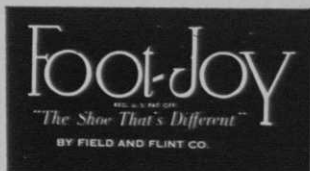


The Answer to Lost Spikes

CAM LOCKS have been added to the regular LARGE BASE spike. The CAMS hold spike fast in position. Will not rough sole.

F. C. PHILLIPS, INC.
STOUGHTON, MASS.

standard equipment*
with the champions



BEN HOGAN
U.S. Open
and
British Open
champion

**This superiority means
profits for you!**

Your members are already sold on Foot-Joy shoes. They know the superb Foot-Joy styling, fine custom-craftsmanship and exclusive Straightline balance has made them first with pros everywhere. They know that golfing greats like Ben Hogan, Jimmy Demaret, Jackie Burke, Walter Burkemo, Cary Middlecoff, and most champions, have made Foot-Joy shoes their unanimous choice for golf and streetwear. That's why your members will buy Foot-Joy shoes on sight. Order a complete stock today and swing these steady profits your way!

*** in the 1953 National Open 239 out of 300 players wore Foot-Joy shoes!**

7047—Black seal and white buck
\$29.95
Also tan and white
\$29.95

6025—Black calf semi-brogue
\$24.95
6016—Tan
\$24.95

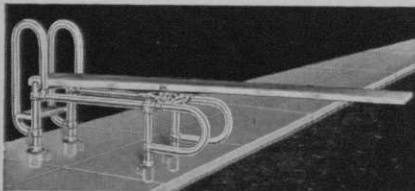
7099—Golf — Black calf with shawl tongue,
\$29.95

6027—Black grain calf, wing tip \$27.50
6028—In tan \$27.50

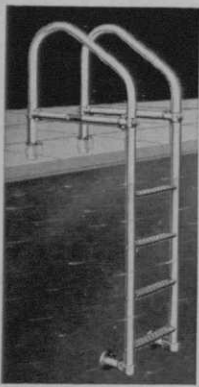
for free booklet write, **FIELD AND FLINT CO. BROCKTON 68, MASS.**

Unsurpassed IN STRENGTH, DESIGN AND DURABILITY

American Approved POOL EQUIPMENT



American Approved DB-1 Extra Heavy Duty
Official Regulation One Meter Diving Unit



American Approved
Steel Pool Ladder



American Heavy Duty
Life Guard Chair

★ Write for Literature

AMERICAN
PLAYGROUND DEVICE CO.
ANDERSON, INDIANA U.S.A.

WORLD'S LARGEST MANUFACTURERS OF FINE
PLAYGROUND & SWIMMING POOL EQUIPMENT

county course to be built at cost of \$180,000 at El Paso, Tex.

James W. Lowe, 88, father of Mrs. Robert E. Harlow, bus. mgr. of Golf World died April 19 at St. Petersburg, Fla., following a brief illness . . . "Pop" Lowe was a pioneer of cattle business in the west . . . He was born in Maryland, spent years in Texas and drove cattle into Montana . . . He operated hotels in Montana and Wyoming from 1884 until he moved to St. Petersburg in 1922 and engaged in the restaurant business . . . He was buried in Royal Palm cemetery in St. Petersburg.

Comstock Enterprises, Inc., to build hotel and 9-hole course south of Reno, Nev. . . Idaho State Land Board approves building 9-hole course at Blackfoot, Ida. . . Holes at new 9-hole course being finished on infield of Golden Gate Fields race track (SF dist.) to be named after famed horses that have raced at the track.

Clubhouse of Pinewood GC, Saxonville, Mass., totally destroyed by fire . . . Lawrenceville (N. J.) School's new 9-hole course opening scheduled for May 30 . . . Lawrenceville probably first school in U. S. to have its own course . . . Joseph Swan, architect of St. Andrews and Shinnecock courses

Shine?

Sure! You need a clean club for a clean shot.

LEWIS
Golf Club Cleaner



This extra special service can make an extra special friend on any course. "Shines" the golfers' clubs in a jiffy with quick-and-easy automatic brush action. Can be coin operated, too, to pay for itself. Worry-free service for years and years and years. Add a big measure of pleasure for your members or patrons . . . "shine" their clubs with the popular Lewis Golf Club Cleaner.



ASK FOR DEALER
DEMONSTRATION

G. B. LEWIS CO. WATERTOWN, WISCONSIN

AUTOETTE

The new approach to golf



Golfers at exclusive clubs everywhere are finding Autoette Golfmobiles the new approach to golf. This smart electric car saves leg-work, keeps you fresher to play better golf, adds more fun to the game, too.

The Autoette carries two players and their clubs over fairways and greens quickly, quietly, without ever damaging the turf. Get an Autoette of your own or ask your Pro to investigate our attractive rental plan.

AUTOETTE

Golfmobile
PUTS THE "GO" IN GOLF

mail this coupon for illustrated folders



Note to Pros & Club Managers: Let Autoette help you prepare a rental plan that will make golfmobiles available to your club members at rates they will approve - for extra income you'll like.

P.S. to Golf Superintendents: We also manufacture a 1/4-ton Autoette Pickup Truck for transporting tools, seeds, and supplies. This speedy electric pickup is powerful, dependable, and will not harm the turf.

AUTOETTE, INC., Dept. 154
730 West Esther • Long Beach 13, Calif.

Please send me brochure describing Golfmobile Pickup Truck . I am interested in information about renting Golfmobiles to members of my club

Name _____

Address _____

City _____ State _____

AL SAYS:

"The Lightweight **BALANCED GOLF BAG** is made for golfers who object to unnecessary weight."

PATENTED



STANDARD MODEL

15 CLUB CAPACITY
COLOR - GREEN

\$4.00 ea. F.O.B. CHICAGO

Minimum shipment—1/2 doz.

ORDER NOW

BALANCED GOLF BAG

2029 Clybourn Avenue Chicago 14

built Lawrenceville course in 1897 . . . Lockwood Watkins now pro at Columbia (S. C.) CC.

New York City 10 many courses season play tickets this year \$15 . . . Up \$5 from 1953 . . . Ticket-holders may play weekdays for 50 cents and Saturdays, Sundays and holidays for \$1 . . . Fees to others are \$1.50 and \$2.

Eastern Open at Baltimore, Md., May 20-23 to pay \$500 appearance money to winners of its previous affairs, Dick Mayer, Doc Middlecoff and Sam Snead . . . Dewey Ricketts pro of new Brooke Johns Manor Club in Washington, D. C. dist. . . Gloucester, Mass., figuring on golf course in Magnolia area presently used as city dump.

Mid-Atlantic pros, supts., managers and club officials to have tournament and dinner meeting at Prince Georges CC, June 14 . . . 101-match schedule for high school boy golf leagues in Washington, D. C., dist. arranged with co-operation of private clubs.

Westchester County (N. Y.) Board of Supervisors over-ruled proposal to build 5th and 6th county courses . . . Bud Holscher to be an asst. to Harry Cooper at Metropolis CC, White Plains, N. Y. . . . York, S. C., considering building course . . .

TOMMY ARMOUR DESIGNS

THE GOLF GLOVE
WITH CLUB CONTROL

FIRM GRIP AT ALL STAGES OF SWING

REINFORCED THUMB & PALM

THE TOMMY ARMOUR GLOVE
ASK FOR IT BY NAME

WILL IMPROVE YOUR GAME

PAR-MATE, 10 W 33rd ST., NEW YORK 1, N. Y.

Golf's Foremost Instructor
has designed

Golf's Most Practical Glove

TOMMY ARMOUR
GOLF GLOVE
with CLUB CONTROL

• Reinforced thumb with club-hugger inset in palm assures **firm grip at all stages of swing.**

Soft, lightweight, imported South African Capeskin. In beige only. S, M, ML, L and XL sizes for men and S, M and L for women—left or right hand. Immediate delivery.

Suggested selling price \$4

Usual pro discount.

Sold only through Pros.

Order direct from:

PAR-MATE
10 W. 33rd St., New York 1, N. Y.