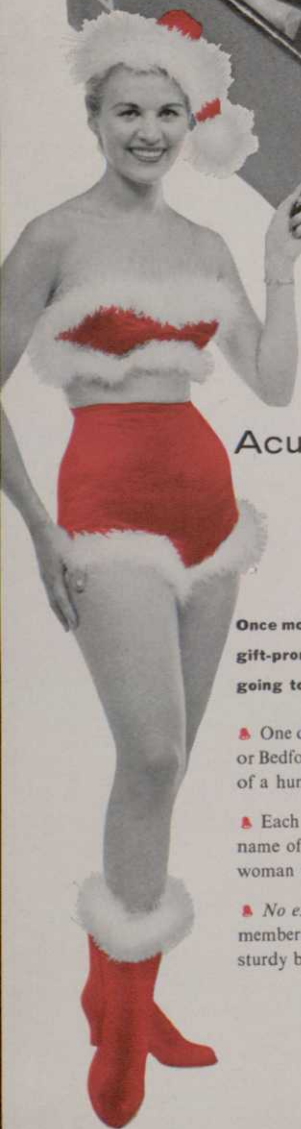




HALF DOZENS TOO

Titleists, Finalists and Bedfords (not personalized) available in this handsome gift box.



AGAIN!

Acushnet offers you this great off-season pro- OPPORTUNITY

Once more Acushnet is out ahead with the outstanding holiday-season, gift-promotion plan for the pro — with every cent of profit on every sale going to you. Here are the six points that ring the bell for you . . .

- ▲ One dozen Titleists (or Finalists or Bedfords) in a handsome gift case of a hundred and one after uses.
- ▲ Each ball is marked with the name of the lucky man or woman who will receive a box.
- ▲ No extra cost to you or your members for the handsome, sturdy box or for personalizing.
- ▲ Every sale — even those that come through the mail direct to us — is credited to the pro.
- ▲ The whole deal advertised in national magazines reaching millions of gift-minded readers.
- ▲ Handsome display set-up, free. Fits right into the sample box on your counter to help you sell.

Hundreds of thousands of Acushnet balls were sold last year as Christmas gifts. Every sale credited to the pro. The deal proved a veritable gold mine for pros in all parts of the country. This year with the greatest Titleist ever made, a ball even more popular than its predecessor, we expect a still greater demand.

Talk to your Acushnet Salesman about it. Get your orders in early — and a merry Christmas to all of you. Acushnet Process Sales Co., New Bedford, Massachusetts.

ACUSHNET

GOLF BALLS

Sold the world over through Pro Shops only

Swinging around Golf

NEWS OF THE GOLF WORLD IN BRIEF

Ed Furgol's story done with Will Grimsley of Associated Press, which ran in the Post Sept. 4, is a great yarn . . . Ed speaks the score and Will writes it perfectly . . . It's blunt, but correct, in spots . . . Ed sure proved himself a pretty fair picker in his penultimate paragraph in forecasting victories for Bob Toski and Bud Holscher . . . They came thru, Toski with world championship and Holscher with Labatt, before that issue of the Post hit the stands . . . Ed figures he can make \$100,000 out of the Open . . . Hope he can . . . He's always behaved himself when the going was rough and he and Helen have a bunch of good breaks coming . . . They always did their crying and complaining in private and were cheerful in public.

Bob Toski already collecting bonus on his World championship victory . . . Flying to Brazil for a week at \$5000 . . . He's in preliminary work on a book with a different slant on learning golf . . . George S. May in great shape again after hospitalization during his championships . . . Switch of medical treatment worked wonders on him.

George Bayer, longest hitter we've ever seen in golf, being booked for exhibitions by MacGregor Golf . . . Elmer Lemke, supt., Tam O'Shanter CC, had greens in superb condition during Tam championships, despite tricky August weather . . . Meadowbrook in Detroit district far along with work preparing for 1955 PGA championship.

Glass shafts given tests on practice tee at Tam O'Shanter . . . Pinehurst's 60th season opens Oct. 2 . . . Record entry assured for 3d annual invitation North and South Seniors' championship Oct. 25-30 with big waiting list already.

John Jay Hopkins, U. S. and Canadian industrialist, who sponsors international pro matches in Canada, and George S. May, sponsor of the international pro matches (except Ryder Cup) in U. S.,



HERB GRAFFIS

found this year's affairs costing their respective organizations about \$100,000 each . . . Visiting foreign pros get expenses and some more . . . May and Hopkins organizations now split costs of bringing foreign stars to their events.

Victory of Australian team of Thomson and Nagle in Canada Cup event with 536, second of Argentina's Cerda and De Vincenzo with 560, had U. S. team

of Demaret and Snead running third with 565, among teams of 25 countries . . . These international pro competitions are growing and Hopkins deserves to have more attention paid by U. S. pro stars to his event . . . Doesn't look good when Yanks finish third . . . Laval-sur-Lac course at Montreal with 6,589 yardage and par 72 not a tough test but certainly the same test for all the field . . . International competition at May event won by U. S. team from foreign all-stars by 6½ to 5½, somewhat smothered by All-American and World championships fore and aft . . . Barber, Littler, Cooper, Toski, Mangrum, Ulrich, Middlecoff, Riegel on U. S. team . . . Thomson, Von Donck, Cerda, De Vincenzo, Von Nida, Faulkner, Gonzales, Angelina on foreign team.

America's Cup matches at London (Ont.) Hunt & CC brought victory to U. S. amateur team by 14 points to Canada's 13 and Mexico's 0 in second playing of the event . . . U. S. won in 1952 with 12, Canada's 10 and Mexico's 5.

Wm. Barrett, 64, for 34 years pro at Lafayette Club, Minneapolis, died Aug. 10 at his home in Minnetonka Beach, Minn., after a 3 years illness . . . He was born in England . . . He and his brother Percy, also deceased, went to Canada as pros . . . Bill went to Interlachen at Minneapolis in 1916 as asst. to George Sargent . . . His daughter Beatrice, now Mrs. Rollie Altmyer was an amateur star . . . Bill is survived by his widow; a son, Douglas W., Mrs. Altmyer and another daughter, Mrs. Charles Sturgis.

IT'S

ENERGIZED

-THE NEW

NEW FROM CORE TO COVER! This scientific Wilson development in golf balls revolutionizes feel and playability, and gives you a sure **BEST SELLER** for '55.

After ten years of technical research...after hundreds of laboratory tests of new materials...and thousands of play-tests by leading golf professionals and players of all handicap classifications...Wilson presents the *Wilson Staff* golf ball, a ball that is *completely new*—

—with a new-type E-N-E-R-G-I-Z-E-D Green, All-liquid Center, activated by additive X2F—with new Atomite dry winding—a new *blending* of the cover—and the new **WILSON All-White** paint.

The *Wilson Staff* is the nearest approach to a ball with *perfect feel* and *playability* ever achieved. It *drives* exceptionally well—*feels* wonderful off your irons and, due to its all-liquid center and precise weight distribution, it *rolls* true on the greens. In fact, it's *exactly* the ball you and your members have wanted for years.

The *new* **ENERGIZED Wilson Staff** is strictly a **PRO SHOP** ball. Backed by a powerful national advertising campaign, it's sure to be your best seller.



SOLD THROUGH PRO SHOPS ONLY

THE NEW 1955 WILSON JET

Ready for an even greater record!

From the very start, the **WILSON JET** ball received sensational acceptance. The **NEW 1955 WILSON JET** has even better *feel* and *performance*. It's going to be another record year for this ball. Plan to stock enough to meet the great demand.

WILSON SPORTING GOODS CO., CHICAGO

Offices in New York, San Francisco and 26 other principal cities. (A subsidiary of Wilson & Co., Inc.)

THESE TWO GREAT GOLF BALLS FEATURED IN EXCITING NEW CHRISTMAS PACKAGES—SEE PAGE 7

Wilson Staff GOLF BALL



Wilson

WORLD'S LARGEST MANUFACTURER OF SPORTS EQUIPMENT

Central Counties (Pa.) PGA tourney drew its biggest field; 88 entries of whom 69 were pros . . . Stan Dudas, Shawnee CC, shot 65 at Centre Hills CC, State College, Pa., to win first . . . Henry Williams, 2d and Johnny Weitzell, 3d . . . Tournament promoted by Harold B. Harrison and PGA neighborhood teammates cleared \$750 for crippled children.

New 3155 yd. par 36 course of Walt Clark and Bob Baldock, Sierra Sky Ranch, northwest of Madera, Calif., getting lot of play . . . Baldock also designed Madera CC 9-hole course which opened July 7 . . . Saucon Valley junior course at Bethlehem, Pa., and Hillendale CC, Towson, Md., both designed by Bill and Dave Gordon, opened in July . . . Other courses of Gordon father and son design opened this year are 9 at Sparrows Point (Md.) CC; 18 at Indian Valley CC, Telford, Pa., and rebuilt 9 at Lawrenceville (N. J.) School.

Mrs. Margaret M. Green, 87, mother of Joe, former golf pro well known in Philadelphia and N. J. died July 14 . . . She was a keen fan of golf and other sports.

Marine Barracks 9-hole course at Portsmouth, Va., being rebuilt under supervision of Capt. G. S. Murphy with pro-supt. Russel Emig giving an expert helping hand . . . Course is called Marbak Manor . . . Will care for USMC personnel, personnel from adjoining U. S. Navy shipyard and Naval hospital . . . Two more courses in Norfolk, Va. area opened. Kempsville Meadows G&CC, 18-holes with 300 members and Johnny Kelly as pro, and Aero Pines 9-holes, 3,305 yds., with Walter Beckett as pro . . . Aero-Pines is at Oceana Naval Air station . . . Navy also has Norfolk Officers' club and Sewells Point courses and is building a course at Little Creek in Norfolk dist.

Johnny Bobich, pro at Eberhart Park munny course, Mishawaka, Ind., offers course of 6 lessons (5 in group of 6 pupils and one private) to women for \$7.50 . . . Johnny furnishes clubs for lessons . . . Then if pupils decide to buy clubs Johnny allows them \$7.50 lesson fee as credit on club purchase.

Ira Malbrough of Great Lakes Golf Co. chm., Chicagoland Sports Industries 5th annual golf tournament at Midwest CC, Aug. 17 . . . Archie Campbell's new par-3 Norwood GC, Knoxville, Tenn., getting big play . . . Joe Kennedy is pro and doing a raft of lesson business . . . Bill Schreiber, supt., Cedar Point GC, Naval Air Station, Patuxent River, Md., adds another to the long list of greens maintenance problems

. . . Hot exhaust from jet planes heating his No. 8 green.

Oil companies now using fuel trucks for summer liquid fertilization of lawns and some golf course areas . . . Tianna G&CC, Walker, Minn., being revitalized with Ollie A. Lower, Dallas, Tex., businessman as sparkplug . . . Ridge CC (Chicago dist.) in beautiful new clubhouse . . . One of few new clubhouses built in Chicago dist. in years . . . Club also recently opened new pool.

Southern Calif. PGA \$4000 championship biggest money PGA sectional championship . . . Event at Recreation Park, Long Beach, won by Ralph Evans on whom SC PGA waived 5-year PGA eligibility rule . . . Ralph was one month short . . . Evans beat Ellie Vines 4 and 2 in finals . . . Ellie had beaten him a stroke in the California State . . . Wisconsin State Open at Milwaukee gets \$3000 prize money from Miller Brewing Co. and biggest publicity event ever has had.

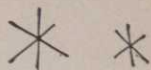
Walter Nagorski, pres. Hawaiian PGA on vacation trip to US . . . Showed pro playmates in Detroit dist. he still swings a collecting stick . . . Walter says Ed (Spud) Murphy, pro at Schofield GC, making fine comeback to health after tough spell in Leahi hospital . . . Walter tells that Frankie Stranahan's visits to military hospitals in Hawaii scored in a great way with the patients . . . Says other headline athletes should follow Frankie's lead.

Willie Kidd, pro at Interlachen CC, Minneapolis, designing new 9-hole course for Princeton (Minn.) CC and 9 (eventually 18) for new layout of Fairbault (Minn.) CC . . . E. Delss McCauley, pro at Jaycee munny course, Pine Bluff, Ark., advises 9-hole course is to be converted to grass greens soon . . . Don Cherry won first Sunnehanna CC, invitation amateur at Johnstown, Pa., from field including champions of 5 states . . . Sunnehanna officials and pro Bob Gutwein put on an event that's going to grow great.

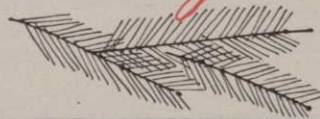
Newell E. Baker, Jr. pro at Oakwoods CC, North Wilkesboro, N. C., says his club's officials and members have done one of the best golf promotion jobs in the country . . . Club has beautiful 9-hole course and fine ranch-style clubhouse . . . Oakwoods 200 members see expansion to 18-hole course as probability before long . . . Pat Williams, Jr. one of the club's founders recently scored first ace on the course.

Julius Gaffo, formerly pro at Chapel Hill CC, McHenry, Ill., now pro at McHenry (Ill.) CC . . . Club has attractive

For those who prefer...



*to give the very finest
at Christmas!*



12-Ball pack of NEW Wilson Staff or JET Golf Balls. Four 3-ball trays in WROUGHT IRON ASH TRAY (or planter for porch or house).

Pay regular price of balls only. Container is **FREE!**

6-Ball Pack of Wilson Staff or JET Golf Balls. Two 3-ball trays packed in stylish WROUGHT IRON Letter or Envelope Holder, in Christmas Box. Pay for the balls only, regular price. Container **FREE!**



NEW Wilson Staff and JET Golf Balls in Wrought Iron Ash Trays and Letter Holders

Those who always give "the finest" to their personal and business friends at Christmas, will want these extra special Wilson gift-packs. WROUGHT IRON is very popular in modern home furnishings. The sensational new **Wilson Staff** and **JET** golf balls are today's most advanced achievement in *construction and performance*—winners on every count. So, top off your Christmas stock with these *sure-to-sell* Christmas Gift Packages.

Personalized, FREE! (one dozen package only). Name or initials on each ball. Up to thirteen letters counting spaces as letters. No charge, but orders must be received not later than November 20, 1954.



WILSON SPORTING GOODS CO., CHICAGO
Branches in New York, San Francisco and 26 other principal cities.
(A subsidiary of Wilson & Co., Inc.)

World's largest manufacturer of sports equipment

Tufhorse

Canvalon

For greater
pro shop profits



CANVALON . . . a new miracle fabric, was created with TUFHORSE in cooperation with MacGregor to make golf bags waterproof . . . scuff resistant . . . and durable as duck. Lightweight . . . it makes available more room for balls, accessories, and clothing. Comes in a rich sheen of red, green, and blue.

Canvalon sold exclusively by:

MacGregor
THE GREATEST NAME IN GOLF
4861 Spring Grove Ave., Cincinnati, Ohio.

DES MOINES GLOVE AND MFG. CO.
DES MOINES, IOWA

new clubhouse . . . Gaffo and his wife doing excellent promotion job and club is getting plenty of play . . . First class advance publicity and information job being done by CC of Detroit on National Amateur . . . Herbert Warren Wind, author of Story of American Golf, and with Gene Sarazen "30 Years of Championship Golf," and "The Complete Golfer" to be published by Simon and Schuster, appointed golf editor of new Sports Illustrated magazine.

Jimmy Demaret and his wife are jubilant young grandparents . . . Miss Susan Ann born July 23 in Houston, Tex., to the Demaret's daughter, Peggy Jackson.

Great publicity for course supts. in illustrated article "Keepers of the Greens" by Brian Bell, Jr., in Washington (D. C.) Star . . . Springfield, Ore., discussing building course . . . Earl B. Hunter and Carl M. Rutherford, lease 42 acres of Mission Bay land at San Diego, Calif. for building 9 holes.

Jaycees at Meridian, Miss., in drive to raise \$15,000 for \$100,000 course at Meridian, Miss. . . Hayward (Calif.) GC campaigning to raise funds for second 9 . . .

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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.

PREFERRED FOR
CHRISTMAS GIVING...



A "personalized" gift

Gift-boxed dozens of famous
WORTHINGTON SWEET SHOTS—
personalized at no extra cost
in lots of one dozen!

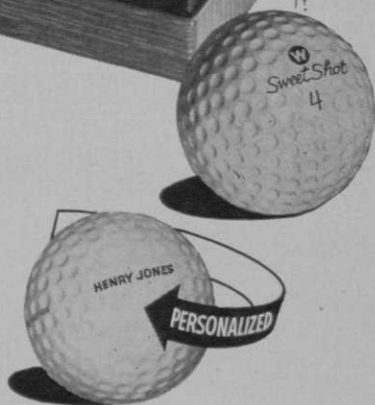
HERE'S a gift that's high on any golfer's "most wanted" list! And it's easy to sell to your members who want their gifts to be distinctly personal!

Suggest Worthington's Christmas Gift Box of a dozen super-charged Sweet Shots. Every ball is personalized free with the golfer's name in lots of one dozen — here's a gift that's wanted by both giver and golfer alike!

Start taking orders *now* for personalized Sweet Shots... advertised and sold *exclusively Pro.*

THE WORTHINGTON BALL COMPANY

Elyria, Ohio, U. S. A.



Season's Greetings and Best Wishes to all our "Pro" friends! And our thanks for helping make our Golden Anniversary Year such a success.

Worthington

WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

Shine?

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

LEWIS Golf Club Cleaner



ASK FOR DEALER
DEMONSTRATION

G. B. LEWIS CO. WATERTOWN, WISCONSIN

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.

Barbara Worth CC, El Centro, Calif., being reconstructed to plans of architect Lawrence Hughes . . . Wm. Steen heads group to build 9 hole course at Ashland, Ky. . . . Veteran pro Bertie Way to design course . . . Construction begun on Madera (Calif.) CC first 9 . . . Designed by Bob Baldoock who is supervising construction.

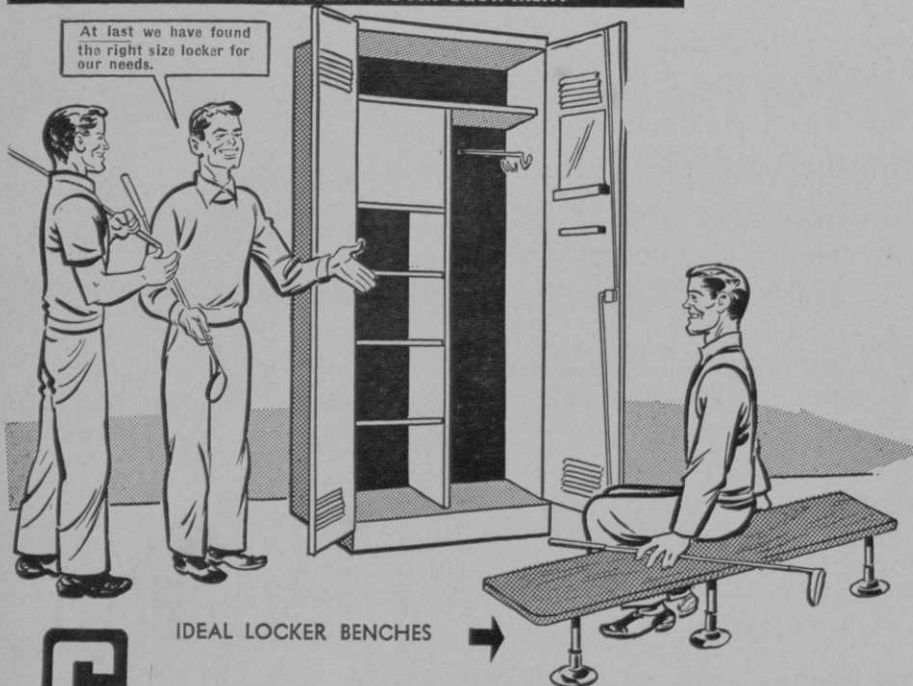
Ernest Brickner planning to build 9-hole course at Ellsworth, Wis. . . . Portland, Ore., city council buys land for new 18 to replace 9-hole course at West Hills which will become site of new city zoo . . . Open second 9 at Forest Hills CC, Hillsboro, Ore. . . . Grand Coulee, Wash. Chamber of Commerce considering building course.

Joseph Noble now mgr. Coffeyville (Ks.) CC . . . Topeka (Ks.) Public Golf Course, Inc., chartered to "establish, maintain and operate a non-profit golf course and other recreational facilities in Topeka" . . . Junior Chamber of Commerce at Cape Girardeau, Mo., completes campaign to finance 9-hole course.

Grover Dickman heads San Diego (Calif.) Golf Syndicate, Inc., which intends to build 18-hole course . . . San

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At last we have found the right size locker for our needs.



IDEAL LOCKER BENCHES



GENERAL STEEL PRODUCTS CORP.

FLUSHING 55, NEW YORK. INDEPENDENCE 3-3000

Our experienced sales engineers are available.