

THIS ADVERTISEMENT

(and others like it)

APPEARS IN

- Saturday Evening Post
- Collier's
- Time
- Newsweek
- Holiday
- Golfing
- Golf World
- Golf Digest
- The Golfer
- Social Spectator

**YEAR
AFTER YEAR
AFTER YEAR
...THE LEADER**



Over the past six years Titleist has been played by more home club and traveling pros in big time P. G. A. tournaments than any other ball! That's about as strong a recommendation as a golf ball can have.

And mind you — these top-notchers choose this ball! No one is paid, or ever has been, to play the Titleist.

Further, the Titleists these pros play are not "specials". They use the balls they bought for stock. They are *exactly* the same balls that you would buy yourself.

"Would buy"? — make that "should buy" for better golf! — for the best golf you ever played in your life!

ACUSHNET
GOLF BALLS

Sold the world over through
Golf Course Pro Shops *only*

Ask your Pro to specify the Acushnet
best suited to your game



Only
Acushnet Advertising
is 100 per cent

YOUR ADVERTISING

Every penny we spend on consumer advertising is spent to send golfers into the Pro Shop — *your* shop — and nowhere else.

No line of advertising is ever run to sell a ball bearing the Acushnet brand name for a down-town retailer of any kind.

No Acushnet advertisement is ever written to sell a ball made by us under a special name for the retail trade.

No other manufacturer can say this, although many of them do, of course, advertise consistently, forcefully and effectively.

The point is that *all* of their advertising does not *always* help you alone. Acushnet advertising does — *always*.

ACUSHNET
GOLF BALLS

Sold the world over through Golf Course Pro Shops only

Swinging around Golf

NEWS OF THE GOLF WORLD IN BRIEF

Hogan will be back for more National Opens but never again will he work as hard in training as he did for the Open at the Olympic club . . . That's the guess of fellows who know Hogan pretty well . . . Oak Hill at Rochester next year will be easier on the Hogan legs than the roller-coaster terrain of Olympic's Lakeside course . . . Hogan will be 43 when the 1956 Open is played . . . Amazing thing about Hogan's game at Olympic was the way he adjusted his swing, distinguished by superb leg action, to the handicap of a tight elastic bandage around his left knee.

Notwithstanding the impediment in Hogan's knee action Ben was declared by veteran pros to have stood out as the soundest shot-maker in the field . . . Hogan's putting is what has slumped badly in the past couple of years . . . He used to turn his head a couple of times for a look at the line after he took his putting stance . . . Then he got in the habit of rolling his head five or six times while over the ball and often stroked the ball with his head moving.

Jack Fleck, in the opinion of experienced tournament and teaching pros, who have watched him develop in the tournament circuit, not only will stand up as a champion, but will improve . . . His swing isn't as upright as the swings of the majority of younger tournament stars . . . His foot and leg action is pronounced . . . He gets a big hip and shoulder turn . . . His left arm is so straight it almost appears to be stiff . . . He's got big hands and fingers . . . His left hand is on top of the shaft so the V is pointing virtually straight up . . . His left hand grip is more of a finger grip than has been customary . . . If he continues to win you'll see the Fleck influence in a trend toward more finger gripping rather than finger-and-palm gripping with the left hand.

When he's coming into a full shot his left side is arched with the hip out toward



HERB GRAFFIS

the hole in the manner accented by Middlecoff . . . Fleck proved to be the most consistently good putter in the Open field . . . His hands are very close to his body . . . The way he keeps his head perfectly still while he's putting reminds you of Jones, Horton Smith, Guldahl, Little and Revolta when they were great putters.

He doesn't take much time putting . . . His putt of a few inches more than 6 feet, downhill and a bit past pole-high, to tie Hogan, required 24 seconds by our careful timing from the moment when he began lining up the putt until it dropped into the hole.

Fleck played smart, non-choking golf, free-wheeling on every shot . . . He used a spoon off several tees, including the 72d, so he could give the shot the complete treatment instead of trying to steer shots and stiffening his pivot . . . Same strategy with a spoon was employed by Peter Thomson in winning the 1954 British Open.

Hogan has the consolation of being the first to see high promise in Fleck . . . Ben fronted for Jack in getting Fleck an invitation to the Colonial Open . . . Fleck finished in a tie for 24th place with Bud Holscher and Doug Ford in the Colonial, at 296 . . . That was 20 strokes behind the winner, Chandler Harper . . . Six weeks later Harper didn't make the last 36 holes in the Open . . . That's golf for you.

A month before the Open Fleck bought himself a set of Hogan clubs which he played in winning the Open . . . That also is balm for Ben . . . John Reuter pointed out that Fleck and about a quarter of the Open field used Reuter's putter.

Pro shop business made it possible for Fleck to stay with the tournament circuit . . . His wife, Lynn, and his brother-in-law, Jack "Curly" Wayne, operating the Davenport, Ia., Credit Island and Duck

Golf Pride

TRACTION ACTION GOLF CLUB GRIPS

Do a favor for your customers and make money for yourself.

Sell clubs of leading makers, featuring grips the champions prefer.

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1954 P. G. A. Champion



"Golf Prides preserve the elasticity of my hands, important for distance, as well as for short game finesse."

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One of golf's "Big Ten"

"Golf Pride grips put extra power in my drives and give me keener control."



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Cap and grip one piece, can't come apart.
**DRIVE FARTHER
HIT STRAIGHTER**

Not genuine unless "Golf Pride" is on the cap end.



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Creek municipal golf facilities in Jack's absence.

Although Hogan lost on the greens he had only two 3-putt greens in the first four rounds . . . He missed plenty inside five feet . . . Snead, who finished tied with Bolt for third, at 292—five strokes behind the locked leaders—was the unluckiest putter of them all . . . Even his opening 79 could easily have been a two-over-par 72 with a behaving putter . . . During the four rounds Sam missed 18 makeable putts of 6 ft. or less.

Greens were fast and true, with a little poa annua in them . . . After the morning fog and other moisture dried out and traffic had dented and scuffed the greens they were about as fast as greens get but still remarkably true . . . Fleck's late starting times for the Saturday rounds didn't give him any advantage in putting but the greens, which were uniform in speed and without grain, didn't bother him at all.

Bent fairways were highly satisfactory to players . . . A point we'd never heard mentioned about construction before concerned some new tee areas . . . Turf was excellent but a few players said soil in

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- Banquet Souvenirs
- Comical Awards
- Practical Awards and Gifts

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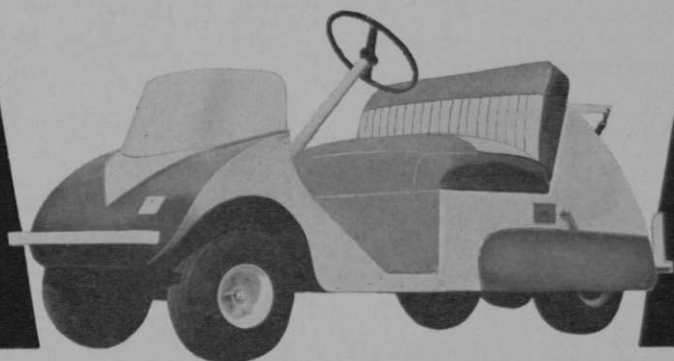


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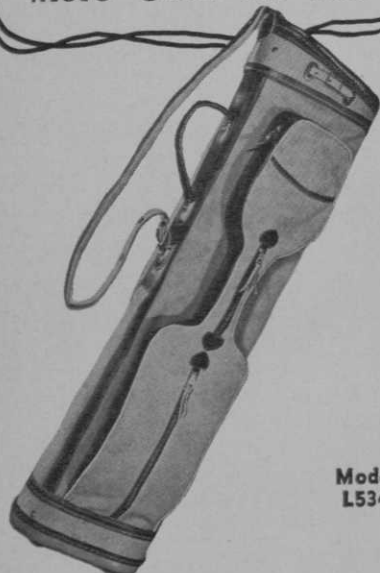
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these places was a bit too sandy and "gave" underfoot while swings were being made.

The rough made the field moan and bleed . . . It was wide-bladed, uniformly thick, and until about noon it was wet . . . It had been fertilized . . . Ropes for gallery control kept it from being tracked down . . . Fairways were widened in some drive landing areas after practice rounds . . . Whirlwinds cut down to about 2 in. deep strips about 2 yds. wide bordering most fairways, then 5 in. deep rough for 5 yds., the day before Open play started . . . This was in accordance with USGA specifications.

Players complained that the rough made men and monkeys even in recoveries . . . But that's what the field can expect in the toughest of all U. S. championships . . . Fleck got into the rough and recovered smartly . . . He had no complaints.

The course, designed by Sam Whiting, is one of the finest tests of expert golf without being unfair to club members, even without Open championship rough . . . Robert Trent Jones put in a few traps tightening greens to demand brainy reading of the course, and lengthened several

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Stretchable—fits all sizes—low inventory

#745—Cotton stretch—64% cotton and Helanca; tufted foot. One size only fits men's sizes 9-13. Boxed in doz. White. Guaranteed—"3 Months Wear or 3 Free Pair" when bought in 3 pr. units.

#765—Ripon's finest stretch athletic sock—80% wool, 20% Helanca nylon. White. Doz. to box. Banded Fits sizes 10-13. Same guarantee as #745. King Size in same style fits sizes 13-15—order style #755.

#733—40% wool, 30% rayon, 28% cotton, 2% nylon. Reinforced toe-heel, all white. Sizes: 9 thru 13. Same guarantee as #745.

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#355—THE DENBIGH—dress sock. Pure zephyr worsted, 100% virgin wool. Cable stitch, in casual length. The Denbigh has nylon reinforced heel and toe and an elastic top. Colors: camel, light blue, grey, light green, dark brown, maroon, dark oxford and dark blue. Sizes: 10½-11-11½-12-13.

#346—Favorite 10x6 rib, 65% wool, 35% Helanca with 1x1 rib top. Med. weight. One size fits 10-13. ½ doz. ea. color to box. Colors: Navy, maize, helio, brown, camel, maroon, pink, black, white, charcoal and powder blue. King Size—same style, fits sizes 13-15. 4 colors only—Black, brown, camel and charcoal. Order #366.

#347—Standard 6x3 rib; fits sizes 10-13. Same specs and colors as #346 but lighter.

#344—Popular 6x3 rib, 60% wool, 40% Helanca, 1x1 rib elastic top. One size fits 10-13. Guaranteed. Same colors as #346.

RIPON GOLF HOSE FOR WOMEN

#324—Women's turn cuff, stretchable, in white, pink, blue, maize & lime. 65% worsted, and 35% Helanca. One size fits all hose sizes 9-11.

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765	\$1.35	\$ 9.72	347	\$1.60	\$11.52
733	.75	5.40	344	1.60	9.72
755	.95	6.85	324	1.35	9.72
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346	1.60	11.52			(white only)

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tees . . . At first the field said the course was a "tee shot layout," then started talking about it putting the big premium on second shots, and finished by calling it an all-shot course.

Supt. Elmer Border and Green chmn. Edgar N. (Nick) Ayer went into early huddles with USGA Green Section West Coast director Charley Wilson about grooming the course . . . Its excellent condition represented more than a year of planning and work . . . Many members can take bows for the fine shape of Lakeside as for 17 days shortly prior to the Open Border, Ayer, Green committee members and others of the club had to do all course maintenance work . . . Course employees were out on strike.

Issues in the strike and terms of its settlement underline what GOLFDOM has said repeatedly about the urgency of golf club officials, the Golf Course Supts. Assn., the Club Managers Assn., and the PGA working out plans for early and general adoption of welfare and retirement plans adjusting the golf club employment situation to employment widely prevailing in industry . . . Only the Club Managers' Assn.

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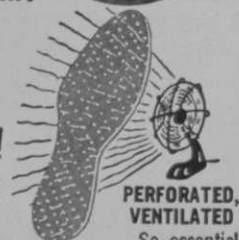
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of America has given much thought and action to this subject.

Olympic did a perfect job in handling all phases of the Open . . . Pres. Thomas A. Brooks, Gen. chmn. Robert A. Roos, Jr., and their committeemen, Mgr. Don Cameron, Supt. Elmer Border and pro Johnny Battini gave an exhibition of competence and teamwork that showed fine club organization can handle any problem in stride.

Battini's shop was doing plenty of business during the Open as was the sales tent outside which was manned by stars salesmen representing numerous manufacturers . . . Battini has a most capable staff which includes his wife, Betty, one of the first of the pros' wives to get very active and successful in pro shop business; Asst. Neil Colburn, Shop mgr. Ed Lagomarsino and Caddymaster Burt Fustini.

Wm. C. Chapin, who'll be genl. chmn., of the 1956 National Open at Oak Hill CC, Rochester, N. Y., and several of his teammates were at Lakeside learning answers in advance . . . Elmer Michael, Oak Hill supt., was at Olympic's Lakeside, going over maintenance matters with Border . . . Michael groomed Oak Hill's course

DAVIS SPECIALS!



**DEL MONTE
GREENS RAKE**

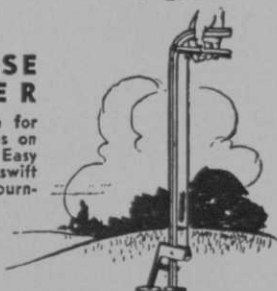
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