

"Just what does ACUSHNET do for the Pro?" — quite frequently our salesmen are asked this question by young Pros just starting in the profession and, occasionally, by some of our older friends too. Here are the answers.

**1. ACUSHNET** gives you — and has since 1935 — complete protection against the downtown retailer, the cut-rate artist and the big direct-from-factory buyer. We do not sell to any of these people. No other golf ball manufacturer can say this.

**2. ACUSHNET**, because of the above policy, has caused other ball manufacturers to give you similar protection on some brands of balls.

**3. ACUSHNET** gives full credit to the Pro or concessionaire for regular mail orders received throughout the year as well as those resulting from our Christmas promotion.

**4. ACUSHNET** has spent \$1,000,000 in advertising you and your merchandise to the golf players of America. You, the Professional, get the benefit of this tremendous promotional effort.

**ACUSHNET PROCESS SALES CO.**  
NEW BEDFORD, MASS.

**ONLY ACUSHNET**

gives  
you all  
this!



# Swinging around Golf

## NEWS OF THE GOLF WORLD IN BRIEF

Al Wolfong has resigned as supt., Wyoming Valley CC, Wilkes-Barre, Pa., after 32 years in golf, to accept a position outside the game . . . He will continue as sec. of the Pocono Turfgrass Assn. until his term expires . . . Al has been a valuable worker in the organization since it was formed in 1936 with the late Bill Glover as its first pres. . . Last year was most successful in the association's history but judging by attendance of first two 1955 meetings (at clubs of Irv Hall and Frank Nause) this promises to be the top year.

Don Kovel, for two years asst. to Al Wolfong, supt., Wyoming Valley CC, Wilkes-Barre, Pa., has gone with Ted Weiser, pro-supt., CC of Scranton, Pa. . . Kovel was high school golf star and district champion prior to getting into golf business . . . Las Vegas, N. M., has added 9 to its many course . . . City recently dedicated new park named for Kenneth Hadland, Las Vegas first park supt., who recently has completed his tenth year with the city . . . Hadland, Supt. of Recreation, H. B. Trent, and Mayor C. D. Baker have made public golf big in Las Vegas.

Hartford, Conn., public course golfers who are 65 or older pay only \$2 for season ticket . . . Kids younger than 65 pay \$30 for season privileges . . . George S. May at Tam O'Shanter, Chicago, building new pro shop for Bill Gordon . . . Depend on business engineer May to do a standout job on this one . . . Tam, scene of biggest money tournament in golf, has had a dark, cramped pro shop, an architectural afterthought that was the only bad feature of an otherwise fine clubhouse.

Junior Chamber of Commerce officials expect 30,000 youngsters will enter local qualifying rounds for Tenth Annual International Jaycee Junior tournament.

Annual meeting of officers and directors of Western Seniors' GA will be held at



HERB GRAFFIS

Scioto CC, Columbus, O., June 23, during the WSGA annual championship . . . Members annual meeting will be held June 24 . . . Western Seniors accept invitation from Highland G&CC, Indianapolis, Ind., to play Eighth annual championship there in 1956 . . . Tentative dates are June 20 and 21.

Pro-junior 9-hole event sponsored by Houston (Tex.) Press, has been re-named Demaret Cup matches . . . Low 48 kid qualifiers to play for Demaret Cup with 16 pros of winter roster . . . What's your explanation of so many long gaps between first and second place finishers in this year's tournaments?

Ed Furgol's candid statement about condition of a circuit course is merely a remark that happened to get printed . . . Other far more critical comments about tournament circuit courses have been made repeatedly by tourney contestants . . . But these judgments, often quite constructive, weren't picked up by reporters . . . Some courses on the circuit are pretty bad at all times but have the tournament dates and make money on the events . . . Others that normally might be in good condition during the better part of the playing season just can't be put into shape for winter and spring events.

Some experienced stars have told us privately that fellows who make most of the winter circuit haven't a chance when they get to the Masters' and have to play on a real course in good condition . . . Many of the highly desirable locations for tournaments don't want tournament play . . . However, we don't recall one case of a winner of any tournament say the course was awful—even if it was.

Old Warson Road, new deluxe layout at St. Louis, said to be planning to bid for National Open or Amateur, maybe in 1959 or '60 . . . Newest course the Amateur ever was played on was 5-year old Kenwood, Cincinnati, in 1933.

**Hand Made as Only  
Kenneth Smith Knows How**

**Kenwin® Woods  
and  
Irons**

*Sold Only in the  
Best Professional Shops*

For years many of Kenneth Smith's good Pro friends have urged him to supply them with hand made clubs embodying all the traditional Kenneth Smith exclusive features . . . clubs that can be ordered for prompt shipment and fitted to individual needs by the Pro. Now Kenneth Smith has done just that!

New Kenwin woods and irons are available in all variations of shaft length, shaft stiffness, head weight and swinging balance. Woods have the new Duralam heads—hardest and most beautiful in golf; both woods and irons are matched and swing balanced with greater precision than any other make. You'll sell Kenwin clubs with more pride and more profit.

Write today for new Kenwin brochure and Professional Order form.

**Kenneth Smith**  
*Hand made Golf Clubs*  
BOX 41-GM KANSAS CITY 41, MO.  
CUSTOM CLUB MAKER SINCE 1918

New Jersey pros—22 of them—gave 10-minute lessons to anyone who'd pay \$1 . . . Boys did this in West Orange armory as their part of a benefit for the Orange Hospital Center . . . Seven Springs course at Elizabeth, Pa., opens . . . Spencer (W. Va.) GC to build new clubhouse.

Philadelphia (Pa.) Daily News is sponsor of \$20,000 Invitation Open next Sept. . . . Publisher of News is father-in-law of Jim McHale, former Walker-Cupper . . . Ted Kroll father of another daughter . . . Latest lassie in the Kroll family was born in George Washington University hospital at Washington, D. C.

John S. Galholm, Jr., son of a veteran pro, now pro at Southwick (Mass.) CC . . . Johnny Revolta, Evanston; and Bill Ogden, North Shore, 3-stroke winner of Illinois PGA 54-hole two-ball best ball tournament at Gleneagles GC (Chicago dist.) . . . They split \$1100 . . . McNulty brothers, owners of Gleneagles, put up \$5000 for Illinois PGA three-day events; largest sectional PGA prize money . . . McNultys to repeat as angels next year.

PGA Executive Committee will select U. S. ten-man Ryder Cup team after conclusion of the Insurance City Open,

**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

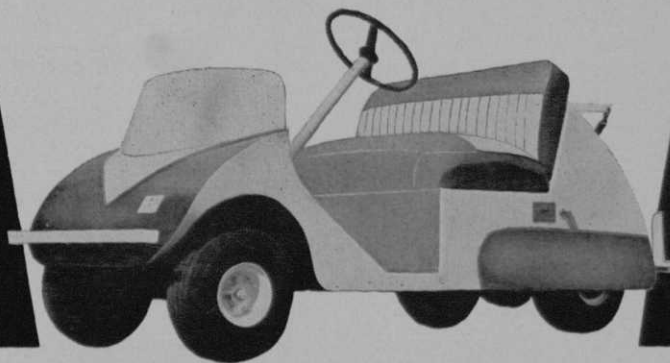
**G. B. LEWIS CO. WATERTOWN, WISCONSIN**

# *Fairway King*

So smartly styled—so outstanding in its performance.

You'll love its smooth, quiet operation as you roll effortlessly over the grassy hills of your favorite golf course.

The high quality built into the Fairway King is unmatched by any other golf car in the world.



*Write Today!*

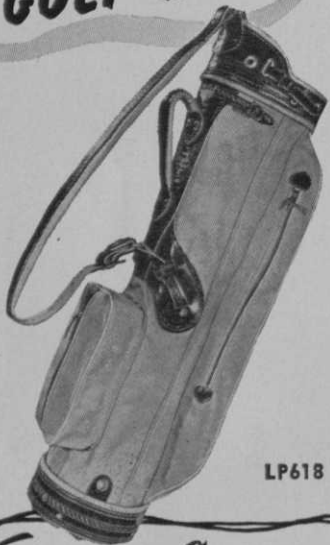
## **FAIRWAY KING, INCORPORATED**

1349 West Reno

Phone REgent 6-3594

Oklahoma City, Oklahoma

# Tufhorse GOLF BAGS



LP618

*Exclusively CANVALON*  
Miracle Fabric that gives bags  
that Greater Luxury Look!

Styled in Canvalon, the greatest fabric ever developed for golf bags . . . MacGregor Tufhorse Bags come with rich sheen of Gray Canvalon with Red leather trim, Gray with Blue trim, Gray with Green trim. Canvalon is waterproof . . . scuff resistant . . . durable duck. Canvalon produces a bag to catch every sale. This year, more than ever, Tufhorse Bags are THE line to sell.

**MacGregor**  
THE GREATEST NAME IN GOLF

4861 Spring Grove Ave., Cincinnati, Ohio

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

Hartford, Conn. . . . Insurance City event finishes Sept. 10 . . . Chick Harbert, as 1954 PGA champion and whoever wins this year's PGA title automatically will be eligible . . . Ryder Cup matches at Thunderbird Ranch & CC, Palm Springs, Calif., Nov. 5 and 6 . . . Something very few (including us) understand is that if PGA Executive committee must choose eight men for the Ryder Cup team what's the use of the Ryder Cup point standings if the points don't determine who is going to be on the team? . . . But the mystery is nothing to get excited about as possibly not half a dozen fellows know how the Ryder Cup points are figured.

Emil Sohm, Jr., now pro at Sullivan (Ill.) CC . . . Bob Hope has a great line in his story "My Rules for Golf" coming up in July Coronet . . . Says, among other good advice, that every club should have in its locker-room a sign reading "Par for this Course—Politeness and 80."

Cedar Rapids, Ia., buys 180 acres on which many course will be built . . . Eugene (Skip) Wogan and Sons are building a new 18-hole course for Portsmouth (N. H.) CC . . . Present course taken over as site for airbase. Skip and his lads

USED BY  
NATIONALLY  
KNOWN  
PROS!



**RUBBER WRAP-ON GRIP**

CAN BE APPLIED TO ANY CLUB  
IN 10 MINUTES!

Adds at least 15  
yards to your drive

Builds confidence  
improves your game

AT PRO SHOPS



*Finest "Feel"  
in Golf*

**G.S.I. Sales Company**

Solon Center Bldg. • Solon, Ohio

Exec. Office: 536 Terminal Tower Cleveland 13, Ohio



# Built to Last...

# with POWER to SPARE



PUT YOURSELF  
IN THE  
DRIVER'S SEAT

JOIN THE SUCCESSFUL  
PROS and CLUBS  
WHO OWN and RENT



We dare to Compare!

Write for list of satisfied clubs who operate E-Z Go Electric Golf Cars

## FEATURES

- Six Heavy Duty 165 AMP Batteries
- Two Wheel Differential Rear End Drive
- Heavy Duty 25 AMP Charger with Automatic Timer
- Jumbo 6:00 x 6 Balloon Tires
- Chrome Rear Bumper
- Upholstered Arm Rests
- Durable Vinyl Plastic Double Innerspring Foam Rubber Seats
- Climbs 40 Degree Incline with Ease

Several Choice Dealerships are available to Qualified and Interested Parties. Write Today.

**E-Z GO CAR CORP.**  
P.O. Box 388      Augusta, Ga.

Send me complete information on the E-Z Go Electric Golf Car. I am interested in

- Buying       Servicing
- Selling       Operating a Rental Fleet

NAME \_\_\_\_\_

CLUB AFFILIATION \_\_\_\_\_ POSITION \_\_\_\_\_

ADDRESS \_\_\_\_\_

**New!  
Attractive!  
Inexpensive!**

Every Golfer *MAY*  
and *SHOULD* own a

**'SHAGGER  
STICK'**

- Always ready to use
- Picks up and holds 18 golf balls
- May be kept in golf bag, locker or car
- Packed in six attractive colors to a carton
- Makes an outstanding, eye-catching display
- An ideal gift for golfers
- Priced for fast sales

Suggested Retail Price **\$3.95**

Ask your distributor  
about special Pro  
discounts—or write

**SHAGGER  
STICK  
CO.**

Box 323  
Oakland 4, California

**SHAGGER STICK**

PATENT  
PENDING

are doing some excellent design and construction work . . . Pro Dick Knight lauded by Chico (Calif.) residents for his golf promotion work . . . Next spring second 9 at Chico muny course will be opened . . . Knight works with Chico State College golf coach Hal Bishop and in furthering high school golf instruction, in addition to handling muny course pro job.

Jack Bengston now pro at Moorhead (Minn.) CC . . . Kayouche GC being formed at Lake Charles, La., by group headed by Mordelo Vincent and Ned Elkins . . . Ralph Darling now mgr., Greenhills G&CC, Muncie, Ind. . . . 18-hole course planned at Mahopac Falls, Putnam county, N. Y., on 120 acres sold to Walabar Realty Corp. of New York.

Jordon Point CC, Hopewell, Va., incorporated and plans to build 18-hole course . . . Big Oaks semi-public course on Chicago's northwest side recently sold for subdividing . . . Price was approximately \$9000 an acre . . . Site is 107 acres . . . Course is expected to be in play rest of this year . . . It's one of Chicago district's older fee courses.

Jimmy Johnson signed as pro and ad-

**PHILLIPS  
CAM LOCK**

**GOLF SPIKES**



The world's finest and best known.  
Will not turn or break apart.  
PRO'S CHOICE

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

# BUYING OR SELLING ?



YOU'RE AMONG THE FORTUNATE if you are buying the all-new '55 Westcoaster. And if profit is your motive, select dealer franchises are still available.

Remember---this is America's finest Golf Car. Incomparably more rugged for tough rental duty. Vastly more powerful for longer operation on the hilliest courses. Smoother 'glide-quiet' operation that costs but pennies a day.

So whether you're **buying** or **selling** your best interests will tell you to check the 1955 Westcoaster . . . first! Write or wire for complete details.

the '55

**Westcoaster**  
ELECTRIC GOLF CAR

WESTCOAST MACHINERY, INC.,  
1808 E. Charter Way, Stockton, Calif.

## DEALERS

These features protect your investment.

All-point coil spring suspension. Goodyear "Airfoam" seats. Built-in chargers. Safety gear shift. Safety-lock brakes. Non-tip torsion bar framing. Insulated stainless steel beverage box. Optional equipment: Radio, lighter, extra chrome.





# Johnny Revolta JACKET



**patented golf rain jacket that gives you complete freedom of swing!**

Unique design, developed and patented by Johnny Revolta, gives complete freedom of movement with no sensation of binding at any point in the swing. Completely waterproof, in featherweight plastic film or zephyr-weight rubber-coated fabric.

Ask your U. S. Royal salesman



**UNITED STATES RUBBER COMPANY**

Rockefeller Center, New York

visor to Farmington CC, new private 18-hole course being constructed in Detroit dist. . . . Merton Nye, formerly supt., Lansing (Mich.) CC, is supervising construction of the course . . . Opportunity, Wash., Valley CC to build course at Liberty Lake . . . Bonnie Brook GC, which opened in 1927 and is one of oldest semi-private clubs in Detroit dist., sold . . . Part of the 110 acres to be subdivided.

New clubhouse at Currie Park, Milwaukee, Wis., munny course . . . Alamansor, new munny course at Alhambra, Calif., opens . . . C. D. Wagstaff, architect of new munny 18 at Freeport, Ill., expects to have course in play in spring, 1956.

Detroit District Golf Assn. annual report for 1954 is best report put out by any district association . . . Reports and survey of Green Section is an outstanding piece of work . . . Chmn. Charles G. Chapman asked leading questions and got excellent response from supts. and chmn. . . . Other heads of district association green committees wish they could get co-operation Chapman and his committee received . . . Caddie committee reports also informative . . . Publication of comparative statistics on charges and costs of



**'NOH-OLE'**  
a Practical Practice Cup for Putting and Chipping!

Only \$1.75 Each

**HIT THE BALL RIGHT—IT STAYS IN  
HIT IT TOO HARD—IT ROLLS OUT!**

"Noh-ole" is one of the fastest selling golf items to come along in years. All metal construction for lifetime use, it has been designed for realistic putting practice. No incline to deflect the ball . . . a ball hit too hard will roll through the cup. Packed 12 to master carton. Available through jobbers—at usual pro discount.

**SHAMROCK SPECIALTY PRODUCTS**  
29000 LAKELAND BLVD. WICKLIFFE, OHIO

**A Complete Practice Course**

Each "Noh-ole" is complete with numbers from 1 to 9. A set of three "Noh-oles" makes a perfect nine-hole practice course, at only \$4.95 retail.