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We offer you our best wishes for continued prosperity and success in 1958. Acushnet Process Sales Co., New Bedford, Massachusetts.



Swinging around Golf

NEWS OF THE GOLF WORLD IN BRIEF

Seems to be happy and prosperous New Year in golf business forecast in view of large number of winter indoor golf classes being conducted by pros as features of evening adult recreation programs at high schools, YMCAs, YWCAs, corporation recreation centers, etc.

Christmas golf gift sales at pro shops last year again hit a new high . . . Many pros have got across the idea that golf gifts bought with pro's expert buying advice are sure to be eagerly welcomed and valued . . . Sales of clubs as gifts were unexpectedly high . . . Women's sets especially . . . Personalized golf balls held the lead as the most popular Christmas gift for golfers . . . GOLFDOM's sales promotion campaign "Christmas Shopping At Your Pro Shop" continued to be highly effective and profitable business-getter for pros . . . The pro shop Christmas Shopping book distribution exceeded the guarantee and late orders for thousands of the books couldn't be filled.

Mrs. William (Joanne Barr) Tracy, New Jersey State women's champion, is daughter of Duncan Barr, pro at East Orange Club, Short Hills . . . She and her husband were Metropolitan (N.Y.) wife-and-husband champion team in 1954 and 1955 . . . Mrs. Tracy is an expert figure skater and teaches figure skating in a Livingston (N.J.) rink in the winter . . . Jack Walsh, for 14 years green chmn. at Wethersfield (Conn.) CC, has retired and



now resides in St. Petersburg . . . Walsh was given a testimonial dinner and a life membership by the Wethersfield club where he has been a member for 30 years . . . Don McKay, jr., supt. at Wethersfield, and Walsh, for past few years, have worked together on first phase of a course improvement program.

Western PGA members' request for an Assistants' School

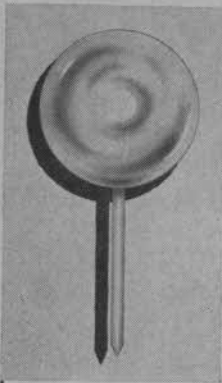
on the order of the one successfully inaugurated at Dunedin last winter must make Willie Ogg laugh . . . The veteran Ogg vigorously advocated PGA assistants' training programs years ago but had his proposals pigeon-holed.

That big party last year honoring Harry Bassler, Fox Hills CC (LA dist.), for his 30 years as a pro was only a wee bit of the thanks due Harry for his help to golf . . . Harry has been a PGA member for 27 years and served the Southern California section as president for several terms . . . Another of the top pros of the Pacific Coast who was hailed at a gala affair late last season was Tommy Lo Presti, pro at Haggin Oaks, Sacramento, Calif. . . . 18 of Tommy's former assistants, who now are Class A pros or assistants, were at the winging for their mentor . . . Bassler and Lo Presti are two of the most successful club professionals . . . Fine players and teachers, too . . . When they train a young fellow you may be sure that the lad is well qualified to handle a pro job in good shape.

Front
Cover

Besides thrashing out a lot of problems that arose during the preceding year and providing some excellent merchandising and instruction seminars for delegates to its Long Beach meeting, the PGA managed to light up the convention hall with a lot of radiant smiles when it passed out its 1957 awards. Harry Moffitt (left) didn't get a trophy but there were plenty of plaudits for the way in which he had run the PGA during his three-year term as president. Dick Mayer (2nd from left), who pulled off the Big Slam in winning the USGA Open and the World's, was easily the pro golfer of the year. That other fellow with a trophy is Dugan Aycock, Lexington (N. C.) CC master, who got the pro of the year accolade. In the background, holding a plaque is Denny Shute who was named in 1957 to join golfing's greats in PGA's hall of fame.

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Owen Griffith, golf writer of Hartford (Conn.) Courant, was told by Leonard Crawley, golf reporter for Daily Telegraph, London: "I am afraid your (Ryder Cup) fellows put up a disappointing show here. They were beaten to a frazzle and only one or two of them knew how to take it. Such a pity, as in many ways they were nice men. Always spoiled of course — since they make too much money." . . . That's a way that Leonard would enjoy being spoiled.

The Ryder Cup pasting that the American team took was a good thing for American pro golf . . . It drew attention to the policy of selecting members of a pro team to represent the United States on the basis of attendance in tournaments rather than on competitive performance . . . The defeat was instrumental in switching the PGA championship from a match play to a stroke play event this year . . . It also was a most valuable reminder to certain American professionals to keep their mouths shut and let their clubs do their talking.

On the subject of tight lips and eloquent clubs the British PGA has a problem, too . . . The year's suspension handed Harry Weetman for giving too much

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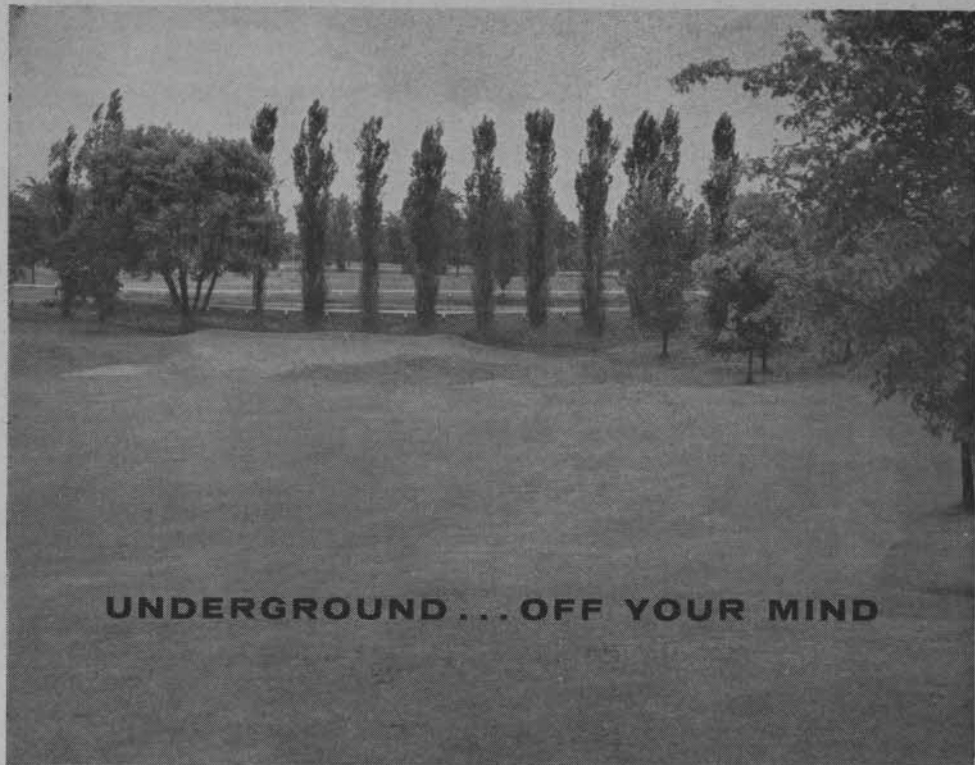
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exercise to the proud British freedom of speech, seems to American golfers, pros and amateurs alike, that Weetman being ruled out of tournament work for a year, because of criticising Dai Rees, British Ryder Cup captain, ought to get himself a good tough lawyer . . . Rees dropped Weetman from the second day's play . . . That official duty, plus (it is said) aggressive elements of personalities, had Weetman guilty of lese majesty against the British PGA . . . Rees is a fine, fair, experienced gentleman who unquestionably acted in sound judgment in running the team line-up . . . He isn't the type, so it seems to his American friends, to demand the balm of the beating Weetman was given by a year's suspension.

The trend seems to be in the U.S. and Britain that effrontery in questioning the actions of the administrations must be severely punished . . . The boys had better get over that . . . It just does not go in sports and isn't good public relations policy to present to amateurs whose good will, endorsement and patronage keep pro sports alive . . . Competent and discreet observers have said that our side didn't do its practice in Britain, in all cases, any too thoughtfully, being more



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concerned with interesting Nassaus than with good business-like study of the course.

Washington (D.C.) G&CC auctioned off furnishings of old clubhouse which is to be replaced by \$550,000 clubhouse expected to be finished by early winter . . . Ainslie Perreault, Tulsa, Okla., paint manufacturer who bought Indian Hills CC at Tulsa has leased the club to C. H. Aldering of Alsonett hotel chain . . . Alsonett organization, with headquarters in Chicago, operates a country club at Phoenix and another at St. Petersburg . . . Jack Shields continues as pro at the former Indian Hills club now known as Holiday Hills.

Cornell university has bought part of CC of Ithaca, N.Y. property . . . CC of Ithaca to build new course and clubhouse at another site . . . Laurel Pines CC, on site of Laurel Speedway at Laurel, Md., expects to have all 18 in play this summer . . . George Cobb was architect . . . Cliff Spencer is pro . . . Wm. Schrieber is supt . . . Club pres. is Gilbert Shapiro who also is pres. of Norbeck CC (Washington, D. C. dist.).

Twin Elms GC, 9-hole course at Edmore, Mich., to have construction completed this spring by Ruby Verplanck . . . Cheyenne (Wyo.) Airport GC will start its 33rd year this spring with its back nine having grass greens . . . Atchison, Ks., to build munny course . . . Westward Developers, Inc. of Boston, Mass., to have 18-hole course on 5,000 acre com-

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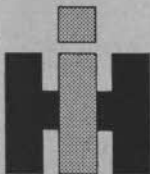
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munity development at West Palm Beach, Fla. . . . Martin Cerel, Westward pres., says more than 10,000 homes will be built in the area . . . That will call for more than one 18.

Gypsy Hill Park, Staunton, Va., munity course to have a new clubhouse . . . Jack Chevalier, former hotelman who is operating Country Club Consulting, now has 8 clients for his clubhouse operating advisory service . . . Three of the Chevalier clients are in Philadelphia dist.

Springfield (Ore.) CC expects to have its 9-hole course in play in May . . . Danny Williams going into his 43d active year as a pro . . . Danny now is in his 13th year as pro at The Knoll, Boonton Manor, N. J. . . . He came to The Knoll from Crestmont where he had been pro for nine years . . . Before that he was pro at Schackamaxon for 21 years . . . Not many young pros any more alert, quicker to go for a new idea, or livelier in mind or body than Danny.

Fine job by Robert Trent Jones in rebuilding Upper Montclair (N. J.) CC since July, 1955 . . . Of Upper Montclair's 27 holes, 24 had to be completely redesigned and rebuilt because of construction of new highways . . . Condemnation of golf course property for highway construction in recent years has meant payment of millions to golf clubs . . . Rarely have the payments meant a net profit to the clubs which have had to spend heavily in re-vamping courses or in moving to new locations . . . The new roads haven't solved the traffic problems despite gigantic expense and promise

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