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REMEMBER THE OLD SONG?

*"If you're contemplating marriage,
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Baby carriages or golf balls — there are obviously plenty of cut-rate sources for both. And some of your players are naturally tempted to buy balls in these places.

Sell these golfers on the new TITLEIST — you're not only doing them a favor by giving them

the finest golf ball ever made, but you will get the added pro shop business you deserve because they've got to come to you to get it.

No downtown competition from the same ball under another name and at lower prices. All Acushnet products, now as always, are sold through golf course pro shops only. And every product Acushnet manufactures bears the Acushnet name. Acushnet Process Sales Co., New Bedford, Massachusetts.



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Golf Course Report • Hard Selling Assistant

(page 22)

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TRADEMARK

SWINGING AROUND GOLF

NEWS OF THE GOLF
WORLD IN BRIEF



By HERB GRAFFIS

Harold Murphy resigns from National Golf Foundation field staff to become vp of Country Clubs, Inc. and Golf Courses, Inc., country club organizing, building and membership selling organization with headquarters in Dallas, Tex. . . . Murphy had been asst. to Jackson Bradley prior to joining National Golf Foundation for which he worked in southern, then mid-west territory.

Services of Jim Gaquin, PGA tournament publicity man, already highly rated by sponsors, were boosted in appraisal when Jim married Lois Hayhurst who used to handle women's golf publicity for Wilson and Golcraft firms. . . . Jim and Lois in handling De Soto Open tournament publicity at Bradenton were praised by the high-powered automobile press agents as the smartest, hardest-working publicity team they had seen.

Bob Jones and Cliff Roberts brought bales and bales of money into Augusta when they started the Masters 24 years ago . . . This year the Masters gate was the largest ever . . . Official figures never are released, except to Augusta National

members and the tax man . . . Experienced guessers estimate the Masters total gallery was around 60,000 . . . Admission for Sunday was \$7.50 . . . That included parking, pairing sheet and an interesting, helpful booklet "Spectator Suggestions for the Masters," written by Bob Jones . . . Concession stand prices at the Masters are moderate . . . Toilet facilities are adequate, conveniently located and clean . . . Policing around the concession stands keeps those areas remarkably neat despite the carelessness and sloppiness of a lot of the gallery . . . The Masters is the biggest bargain for the golf spectator and probably the biggest money-maker of the tournaments, without high pressure ticket selling or the program racket.

Broadcast of this year's Masters was the best job TV has done on golf . . . Arnold Palmer's dramatic victory with birdies on the last two holes excited golfers and non-golfers looking and listening to the broadcast . . . Ken Venturi's recovery after his first round 31-42-73 and his second place finish, one stroke back of Palmer's 282 showed that Ken has plenty

GOLFDOM

34th Year

MAY, 1960

Here are two interesting holes that you will see if you get the chance to take in the Open at Cherry Hills in Denver next month. Above is the fifth green which is 538 yards removed from the tee. A brook cuts across the fairway and about 250 yards out a player can get into deep rough, compounded by a sprawling bunker. In front of the plateau green, and running its full width, is a deep trap. This one won't be too easily birdied. Below is the No. 2 green. This hole is 410 yards and will give the hookers trouble. The lake at left bends inward (not shown in foreground) and along with trees and trap in the 250 yard zone, can cause grievous trouble to the player who goes astray.



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of what it takes. . . Palmer convincingly justified his selection by most of the writers as the man who would win the Masters . . . He had only 118 putts in 72 holes.

Palmer's \$17,500 is top money for a tournament winner since George S. May stopped the Tam O'Shanter events . . . Press facilities at the Masters, already better than at any other tournament, were further improved by the three-decked press stand near the Sarazen bridge at the 15th . . . The tubular steel stand accommodates 80 . . . It is between the 15th green and 16th tee . . . Scoreboard showing how the leaders stood with respect to par were at convenient places . . . These scores were maintained on a cumulative basis so the gallery knew the score of the top of the field at the moment.

Too bad about that 2-stroke penalty for a practice putt on the 5th green in the first round that Dow Finsterwald called on himself . . . The penalty was a PGA device adopted in desperation to eliminate tedious delays on the greens . . . It has proved to be futile and nonsensical in rules that already are too long and too complex . . . Observance of paragraph 4

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in Section I (Etiquette) of the Rules of Golf was all that is needed . . . The Masters tournament had the practice putting penalty as a local rule on the back of the tournament scoreboard as a variation from the USGA rules . . . Finsterwald, who goes quickly about his business of putting, made the mistake of believing that the Masters was played entirely by the Rules of Golf as codified by the USGA and the R&A, and without any trick stuff to punish slow pokes.

Better read the back of your scorecard . . . It may have some special rule compiled for tournament pros, for intercollegiate golfers, for Hawaiian lady golfers, for golfers in the Metropolitan, Chicago district, Southern California or somebody else . . . It may have a retroactive penalty . . . No telling where the confusion will stop since the USGA can't get the PGA to agree that the USGA rules are adequate.

The Rules of Golf are the longest, most confusing of all rules of a popular sport . . . Single copies are 25 cents from the USGA . . . If you get a rule book free that has a manufacturer's name on it that manufacturer has paid plenty to the USGA for helping educate golfers in the asso-

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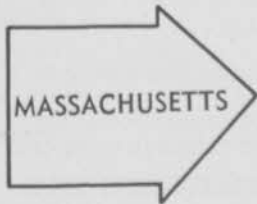
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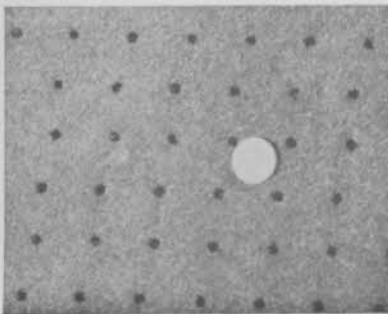
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ciation's rules of the game . . . Joe Looney, golf writer of the Boston Herald, thinks that the rules could be condensed and clarified if a committee of golf writers worked with the Rules of Golf committee in rewriting the Rules into language that can be understood by Junior golfers.

Quite a few pro jobs have been lost because of confusion about the Rules of Golf . . . When the pro is put in the middle of a rules controversy he can't always get away safely by saying, "Here's the book — look for yourself" . . . Warren Orlick, pro at Tam O'Shanter, (Detroit district) probably is the professionals' top practical authority on the rules . . . One recent change in the rules has changed the game from "the traditional and customary form" according to numerous veterans . . . That is the change which permits putting at the flagstick in the hole . . . The idea of the game used to be to roll the ball into the hole . . . Now you bat it at the flagstick and hope it will drop into the hole.

Possibly the game is changing faster than most of us realize and already it's too late for the USGA, as rich and powerful as it is, to do much about developing interest in complex rules . . . One sign of a new

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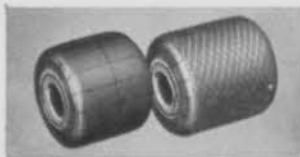
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Secret is their flat, wide, smooth tread teamed with extremely low inflation pressure (as low as 3 psi). Add near-zero rolling resistance and you can see why Terra-Tires "float" over the tenderest grass without bruising a blade! In fact, a man walking exerts greater pressure!

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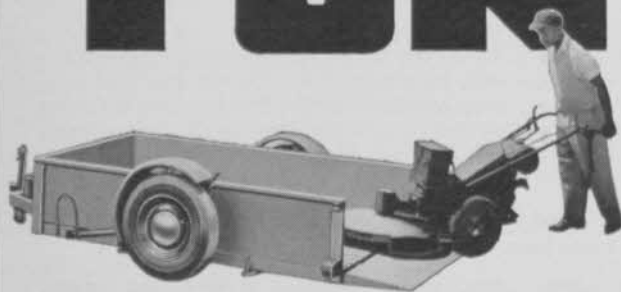
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Page 135

era was the crowd of almost 3,000 that watched the tournament on the Par 3 course at the Augusta National club on the Wednesday afternoon before the Masters . . . This curtain-raiser displaced the clinic, driving and approaching contests formerly held . . . The Par 3 competition, won by Sam Snead with 23 was enthusiastically approved by the gallery . . . Maximum yardages of the August National Par 3 course, designed by George Cobb: 75-80-145-60-85-140-160-130-125 . . . Minimum: 60-40-120-20-60-100-120-100-90 . . . There are several sand traps and water hazards.

Bobby Locke, four time winner of the British Open (1949-50-52-57) and Gary Player, present champion, will represent South Africa in the Canada Cup and PGA matches at Portmarnock in Ireland, June 23-26 . . . Locke is recuperating from injuries suffered in a recent automobile accident in Capetown but expects to be ready to play golf in June . . . Women's Southwestern Golf Assn. tournament to be played at Desert Inn CC, Las Vegas, June 6-12 . . . Bloomfield (N.J.) town council votes to eliminate residential development in the community's parklike open

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