

# ANNOUNCING THE GOODRICH WHIPPET

**CONTROL** is the essence of the golfer's greatest need  
**CONTROL** is the REAL bugbear of the game

Therefore, you will be particularly interested in our  
new Golf Ball

## THE GOODRICH WHIPPET

For it is a Ball that you can **CONTROL** better than any  
that ever left your club!

It's a veritable "wonder ball"—different in both center and cover—the biggest advancement since the rubber-core made the good old guttie a "has been."

We are not bringing out the WHIPPET as a "new" Ball in the usual sense—it is not "new" to us. We've tested it for a year—we've proven that—

With the WHIPPET you can beat your best previous drive by anywhere from 10 to 25 yards! We've tested every type and the WHIPPET outdrives them all by a wide margin!

But, the biggest advantage rests right here.

The WHIPPET'S cover is RUBBER PAINTED—not enameled! Think—it won't crack—won't check—won't peel—**IT CAN'T—IT'S RUBBER!**

This RUBBER-PAINTED COVER comes on the WHIPPET only—it's an exclusive Goodrich feature.

It wears twice as long as enamel—soil and grass stains wash off easily, and—

It enables you to control your ball better. It acts just like chalk on a billiard cue—you can get all the spin necessary for the most difficult strokes.

The WHIPPET combines two seemingly contradictory qualities—unusual distance and a relative inelasticity for approaching and putting. It hugs the green better—answers better—you can "give it a chance" with less danger.

This eases a now immense difficulty—you can play straight up to the flag with less fear of over-running. You can lengthen your drive and improve your short game—and ten to one this last is where you are weakest.

Now, the WHIPPET is all ready for you—is already in the stocks of many professionals. If yours has not yet received his supply write in to us at Akron and we shall see that your WHIPPETS come along without delay. The WHIPPET costs \$9.00 the dozen. The line-up follows:—

Orange Spot	Full Size	Heavy	Depressed Marking
Maroon Spot	Full Size	Floater	Depressed Marking
Purple Spot	Medium Size	Medium	Pebbled Marking
Green Spot	Small Size	Heavy	Depressed Marking
Black Spot	Small Size	Medium	Depressed Marking

See what you can do with it—you owe it to your peace of mind—to your interpretation of a game as Ancient as it is Royal.

Yours for Better Golf,

**THE B. F. GOODRICH CO.**

AKRON, OHIO

Makers of Goodrich Tires and Everything  
That's Best in Rubber



## PROSPERITY, THE KEYNOTE

**Annual Advertising Golfers Banquet  
Emphasizes America's Present  
Opportunity**



THE annual Carolina banquet of the Advertising Golfers, in spite of its rippling vein of merrymaking, struck the keynote of America's opportunity; one word—"prosperity"—all-comprehensive in its application. Retiring president Walter W. Manning called the gathering to order introducing the incoming president, A. C. G. Hammersfahr, and calling for a rising vote of thanks for his retiring fellow officers and committeemen which was given with three cheers three and a tiger. A toast to "The Ladies" by Hiram M. Green, both facetious and biblical, preceded the evening's entertainment feature; Erman J. Ridg-

mobiles, and everything else you can think of. "Money grubbers!" But when Belgium was stricken it was the money grubbers who rushed to her aid with prodigal abandon, and if any Nation ever makes a wanton attack on our Nation, it will find that the money grubbers will pour out their blood and their bullets as freely as they are now pouring out their gold and their sympathy to the Nations involved in the war! "Prosperity!" Why it is almost silly to talk about it! We are a young Nation; we haven't even begun! There is nothing but prosperity for this country, for the Nation which is not prospering is dying and we are too young to die, even if we are good enough!

Continuing the speaker paid a gracious tribute to the Pinehurst management in Thomas Bailey Aldrich's fine lines on hospitality—"They almost make us forget that we are not the hosts!" "We



PRESIDENT HAMMERSFAHR



TOASTMASTER MANNING

May your joys be as deep as the ocean,  
Your troubles as light as its foam  
Here's a cup of good cheer to the prosperous Year,  
And happiness all the way home.

way opening with a "Prosperity" toast. "Sweet are the uses of adversity", said Mr. Ridgway as he warmed to his subject, "but we have had so much of this recently that it has begun to cloy and the time has now come for America to realize that it makes no difference whether the war lasts one year or ten; that it is up to her to go ahead—get up and get—GO TO IT; phrases which I am quite sure you will all regard as 'Made in America!' We have the goods, we have the soil, we have the mind, we have the men! Men of muscle, brain and heart and best of all things in the world of affairs—courage, daring—call it what you will!

"In business so much daring, in fact, that other Nations have some times called us 'money grubbers,' but while others have been building huge engines of destruction we have been filling the world with useful farm machinery, auto-

cannot play golf muscle-bound," concluded Mr. Ridgway, "we cannot play the game of life heart-bound, and thus it is that we came to Pinehurst for the sunshine outside, and the sunshine inside! It is the unburdened heart which holds us captive."

Mr. Ridgway's "Prosperity" statements were promptly challenged by F. L. E. Gauss who garbed as a manufacturer, "buted in" and stated emphatically that he was from Missouri and wanted to be shown, arguing that things looked different to him with his men laid off and his plant idle. Briefly he wanted specific proofs. The toastmaster was prepared for the emergency and in response to his call, there appeared the "motley crowd;" four farmers—Major Wheat, C. A. Speakman; Colonel Hen, carrying a squaking egg producer, Frank L. Smith; Captain Pork, carrying a noisy shoat, F. N. Randall; and King Corn, the spokesman for