THE SHAFT
is the VITAL PART
of THE CLUB!

HICKORY selected from the rich lands of Ken-
tucky, properly aged, turned to a true hair-line
from a theoretical center will give you that
"feel!"—as advertised by a Steel Shafted Club
Manufacturer, who says—"Steel shafted clubs with
all the sweet feel of the finest hickory."

Do you know that our Open Championships, Men's
Amateur Championship, Women's Amateur Cham-
ionship are held by players using hickory ex-
clusively. WHY?—Because HICKORY is ac-
knowledged the BEST.

"B-B" Pro-finished Hickory Shafts as possessing all that is best...

BUSH BROTHERS & CO., Inc., - Louisville, Ky.

START PLAYING THE NEW
1.55-1.68 CLICK COLONEL

Now
The most talked-
about thing in golf
today is the new
1.55-1.68 golfball.
Since the U.S.G.A.
have ruled that
after January 1st,
1931, it will be
the only official golf ball, everybody
wants to know how it will affect their
game. Experts have already begun
adapting their strokes to take advan-
tage of the features of this new ball.
Larger and lighter, the new 1.55-1.68
Click "flushes quickly" to a fast
get-away. It lies higher and better
—and putts beautifully. Get the new
1.55-1.68 Clicks from your Pro or
Sporting Goods Dealer. The new
Clicks have cut the scores of
many who have already
adopted them as their ball.

75c each—9.00 per doz.
The famous CLICK COLONEL will be
available until Jan. 1, 1931.

COLONEL GOLF BALLS
ST. MUNGO MFG. CO. OF AMERICA
121-123 Sylvan Ave.
Newark, N. J.

Play Up "Service Station"
Asset of Pro Shops

Don't forget in stocking the pro shop
for profitable operation as a real service
station for the members that shirts,
ties and underwear have their place. A
smart and well chosen selection often is a
great help to the member who is caught
short. The margin on standard lines of
this merchandise is good. For the pro, the
pitfall lies in carefully selecting the pat-
terns and sizes that will sell without leaving
him with a dead stock at the end of the
season.

New England Bureau's Show at
Winchester, May 5

GOLF Service Bureau of New England
will hold its annual golf club equip-
ment and machinery show at the Winches-
ter (Mass.) C. C., May 5.

Invitations have been sent to many mak-
ers of equipment and supplies who are to
show their 1930 lines at this annual affair.

New Jersey Issues Turf Experiment
Book

NEW JERSEY Experiment station at
New Brunswick has issued Bulletin
497 covering Experiments with Turf
Grasses in New Jersey. Howard B.
Sprague and E. E. Evaul are authors. It
is an interesting, helpful volume for green-
keepers of the New Jersey territory.

Green Section to Meet at
National Open

A MEETING of the Green Section will be
held at the section's demonstration
garden at Interlachen C. C., July 9, during
the National Open.

BUDDY JOCK SALES MEAN A NEW PRO PROFIT

The strain and discomfort that an 18-hole round involves
for the average sedentary business man makes the pro shop
the place where the ordinary golfer is most impressed with
his need of a Buddy Jock.

You'll sell a lot of Buddy Jocks at a good profit if you
just have the boxes in plain display. The Buddy Jock is
as much a staple item of shop merchandise as tees.

Write for our pro sales proposition.

THE WALTER F. WARE CO.
1026 Spring Street, Dept. II