This year's cover, in three colors, is a beauty in which the pro's imprint stands out prominently. Its 48 inside color pages present the finest in pro shop merchandise — gift ideas — authoritative shopping guidance — helpful golf suggestions, etc. Actual size 6" x 9".

PROS—
you better act — now — if you want your golfers to get your personalized copies of this year's beautiful, new

CHRISTMAS SHOPPING
AT YOUR PRO SHOP

In the first two weeks Pros ordered 72 per cent of the 140,000 copies to be available.
The folder mailed you gave the record of its outstanding success as a fall season extra-business-getter and Pro Shop customer good-will builder. If misplaced, write for a copy and order form.

GOLFDOM
The Business Journal of Golf
407 South Dearborn St., Chicago 5, Illinois

Add Four Members to Turf Foundation Council

Four new members have been added to the advisory council of Turf Research Foundation. They are Ralph Engel, Rutgers University, Harvey Lantz, Iowa State College, J. A. DeFrance, University of Rhode Island, and Warren Lafkin, Lafkin's Golf & Lawn Supply, White Plains, N. Y.
The foundation advisory council now has 18 members.

Caddie Trophy

First winner of the W. Frank Hopping Award, which will be given annually hereafter to the New Jersey state caddie champion, is Robert Cleveland of Suburban GC, Kenilworth. Young Cleveland won the title in 1955 and the trophy was presented to him recently at a ceremony held at the Suburban club. In the future, the award will be made immediately following the tournament. Cleveland (left) is shown with Hopping, a Newark lumberman and donor of the trophy.