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revolutionary new
waterproofing discovery

MADE FOR
golf shoes
club covers
gloves

... and as a GRIP-SLIP PREVENTIVE
MINK OIL is the new instant waterproofing discov-
er that will protect and preserve golf shoes, club
covers, gloves and all other leather goods which
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Particularly effective as a safeguard against wet
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for added protection against gradual seepage.

Use MINK OIL on club grips as an
effective grip-slip preventive!
MINK OIL actually conditions leather, leaving it
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35 YEARS GROWING SELECTED GRASS AT REASONABLE PRICES.

Census Prompts Second Look
(Continued from page 22)
brightly favorable as a market factor. There now are 142 colleges with their
own courses. The National Collegiate
championship, in the opinion of many,
now is a more important championship
than the National Amateur.

Junior classes and play continue to
feature summer programs at most lively
clubs and at public courses where pros,
park departments and school athletic de-
partments work together for community
good.

There has been a recession in the Jun-
ior programs at some clubs due to the in-
crease in play and the complaining by
some of the crabbier members that one
round of kids’ play a week is a nuisance,
notwithstanding the possibility that the
kids play faster, mannerly and with more
consideration for the course than is shown
by the complaining elders.

Professionals state that the most in-
teresting junior programs and those which
mean the most to the future of the clubs
and golf business in general are those run
by women’s committees.

Junior classes far more than offset the
reduction in caddies that occurred when
the bag cart came in. Caddie prices were
getting too high for many golfers and the
bag cart unquestionably increased play.
Now, with the golf cars there may or may
not be a further decrease in caddies. The
cars operate when the kids are in school
and on that account bring players to the
clubs. Furthermore the 350,000 carts now
operating produce considerable revenue
for clubs and pros and caddies don’t do
that, at least until they become players
and buyers in the golf market. The golf
car automation of golf does not seem to
have anybody worried as something that
eventually will eliminate caddies as re-
placements in the golf market.

At this time it seems almost certain that
the Par 3 courses are going to bring mil-
lions of youngsters and women coming to
somebody — let us hope pros — to buy
golf equipment.

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