Boosts earnings to $60,000!

March 10, 1952

George S. May Co.
122 East 42nd St.
New York, N.Y.

Gentlemen:

A year ago the George S. May Co. set up a system of production control and functional organization for this Company. They also suggested certain changes in our plant layout for more efficient operation, which were put into effect.

The result has been that our operations are smoother, our customers receiving better service and our employees happier.

Evidence to the present shows that yearly earnings of at least $60,000.00 will be realized.

Very truly yours,

SPARCO WIRE COMPANY

JAMES A. SPARCO, JR.
President & General Manager

Learn how to increase your profits!

George S. May Company

BUSINESS ENGINEERING

CHICAGO 6, Engineering Building
SAN FRANCISCO 2, 291 Geary Street

NEW YORK 17, 122 E. 42nd St.
CANADA, 660 St. Catherine St., Montreal

March, 1954
Another Pro reports on

Golfers

Keep Warm

"Your Golfers Keep Warm jacket is the best I've ever used... it will keep me playing good golf all thru the winter. My last six rounds show 67-67-68-70-68-70 in temperatures 45 or below."—Mike Murra, Professional, Wichita C. C.

A PROVED PRO SHOP SELLER!

A Pennsylvania Pro sold 27 within six weeks, on his first order—and a Kansas Pro sold 26 in less than four weeks. You'll find the GOLFERS KEEP WARM a real headline in getting your spring selling off to a fast start.

An 8 ounce action-free cool weather garment that keeps players warm and dry—yes, their hip area, too. A "plus" in golfing comfort that players buy in addition to sweaters and windbreakers.

Here's cool weather comfort that really stimulates early season sales. Order now. Be ready to cash in on this early spring business.

Retail price $12.00
Extra Large Size $1.00 extra.
Companion Tee Shirt, high quality, $1.35

Order from your salesmen or direct.

Grant A. Barnett
707 Main St., Buffalo 3, N. Y.
You can recommend Con-Voy to your members with confidence because it is the one cart with every single feature checked and approved by club professionals.

Feature by feature, from the contour formed rubber handle to the easy rolling semi-pneumatic ball bearing wheels, Con-Voy is the golf cart golfers asked for.

Light and maneuverable, Con-Voy has (1) quick, positive hand release lock action. (2) 24 position ratchet handle. (3) Exclusive “Snug Fit” bag brackets which adjust to any size, won’t damage bags. Also available, special brackets to accommodate large round bags.

**Con-Voy Bag Master**

$34.50 Retail

**Con-Voy Bag Master Deluxe**

$345.00 Retail

- Stroke counter
- Tee holder
- Cigarette holder
- 12" wheels
- All regular features

FREE BROCHURES . . . Self-Selling Display. The Con-Voy Display gives the facts, sells Con-Voy for you while you are working at something else. Give every member of your club the story of Con-Voy. Send with statements. Just fill in this coupon.

Product Engineering Company
4707 S. E. 17th Avenue, Portland 2, Oregon

Please rush . . . [number you need] free Con-Voy Bag Master brochures:

Name ________________________________

Club ________________________________

City __________________ State ________

MORE ROOM FOR MORE CARTS

There are two ways to accommodate the growing number of golf carts at your club. One is to add storage space.

The best way is to sell Con-Voy Bag Master. Con-Voy stores upright, with bag, in only One square foot of floor space. No nesting. Con-Voy rolls when folded. You never have to carry a Con-Voy.
KUt&eh/e
50-FORE! CADDY SAVER
The Cart that Rolls When Folded! Easiest to open and close — practically automatic. Holds any style bag. New ratchet control holds handle firmly in any position — it just can’t slip. Lightweight but strong. Easy to push or pull, open or closed. Rustproof — made of strong tubing and aluminum. Ball bearing wheels, semi-pneumatic tires, 10” wheels $28.95

Beckley-Ralston STROKE SAVERS
Cut Scores 10 Strokes!
Easiest of all Clubs to play. More than 1,000,000 sold — there is a large and growing replacement market.
Famous for their square grips and short shafts, which give golfers greatest possible directional accuracy for shots within 50 yards of green. Putter 31”, Approach Cleek 32”, Chipper 33”. Right or left hand $9.95

WALLOPER — Fastest selling special club ever developed. Takes place of woods for players who have “woods” difficulty. 39” long, with standard round grip. Right hand only $1.25

TRAPSHOOTER-NIBLICK — A 2-purpose club, to play difficult lies out of sand traps, heavy rough and long grass. 35” long. Standard round grip.
Right hand only $10.95

RUTLEDGE PUTTER — Gets the puts down, because it gives unfailling directional accuracy. Square grip. Right or left hand.
34” long $9.95

Send for Literature and Discounts
THE RUTLEDGE COMPANY
3337 Belmont Ave., Chicago 18, Ill.

Golfers score better with GRIP TITE
Grip Tite is the new formula that gives golfers the “tackiest grip ever.” It absorbs perspiration, keeps hands clean and assures firm, relaxed control of the club. Sold by pro shops everywhere in its smartly colored, compact type plastic container. Packaged in attractive counter display cartons of one dozen boxes that build sales and profits. Retails at 50c.

A trial order will convince you that GRIP TITE is the best of all golf grip compounds. Pro price: $3.60 per dozen; minimum order — 1 doz. Order from:

AL POLAGYI — Golf Division
LUSTRE LANE PRODUCTS, Inc.
Salamanca, N.Y.

Most amazing job of putting excellent turf on a run-down weedy layout we’ve looked at in past three years has been done by Supt. Scott Tuppen at Ponte Vedra.

Joe Dey, USGA executive sec., says first numbered clubs were used by Margaret Curtis who won U. S. women’s titles in 1907, 1911 and 1912, and who, with her sister Harriott (winner of 1906 Women’s National) gave Curtis cup for women’s international team matches . . . Miss Margaret’s clubs were numbered by her brother Greeley Stevenson Curtis in 1896 . . . She then had 16 clubs, a tremendous number in that year when the second Women’s National was played . . . By the way, Margaret beat Harriott 7 and 6 for the 1907 title at Midlothian (Chicago district) . . . It’s the only time there’s been a sister act in any major finale.

Man bites dog makes news theme: The member who thinks he is an expert in golf instruction and gets everybody messed up is no novelty among woes of pros . . . But once in a while a pro does get good help.
new iron head models—creations that represent the most modern styling in iron head designing

Power-Bilts feature the new "Rib-Lock" grip designed expressly for them

choice, air seasoned genuine persimmon wood heads

All these Exceptional Power-Bilt Features and the New Rocket Shaft, Too!

New Rocket Shaft puts Snap in your Swing . . .

In keeping with Power-Bilt's policy to incorporate the latest and finest in golf club design and manufacture, this year's Power-Bilts quite naturally feature True Temper's new Rocket Shafts.

Power-Flite panel-inlay face inserts combine beauty with their practical function

new lustrous long-life finishes on woods

then, too, Power-Bilts are made by one of golf's most respected manufacturers

Sold only by Golf Professionals

Made By HILLERICH & BRADSBY Makers of FAMOUS LOUISVILLE SLUGGER BATS

March, 1954
Jim says:
"No other bag is both lightweight and balanced. See the new Lightweight BALANCED GOLF BAG."

STANDARD MODEL
15 CLUB CAPACITY
COLOR - GREEN

$4.00 ea.
F.O.B. CHICAGO

Minimum shipment—1/2 doz.
ORDER NOW
BALANCED GOLF BAG
2029 Clybourn Avenue Chicago 14

from a studious member... Jimmy D'Angelo, pro at Dunes Golf and Beach Club, Myrtle Beach, S. C., says he's got a member, Larry M. Graves, who passed along to him some tips on check points in grips, stance and swing, Graves had read in an old book... From one of the ideas Jimmy, a very good teacher, got a hunch that lengthened his drive about 20 yds.

Lake Tarleton Club, Pike, N. H., "Tales of Tarleton" says Manuel Francis job in remodeling 18 hole course, designing and constructing woods and irons practice area and practice green, and supervising maintenance of golf facilities has been big factor in making club one of most popular of New England golf resorts.

Cyanamid use in eliminating weed seeds from soil which supts. saw in several demonstrations at Miami GCSA meeting so impressive many supts. are talking about making it standard practice in greens construction... Hal Pierce, pres. of USGA in 1940-41, has retired as Green chmn., The Country Club of Brookline, Mass., after 27 years on the job... Hal is succeeded by Charles L. Peirson, also USGA executive, and active in staging 1953 Walker Cup matches at Kittansett.

ROGLO RENTAL CART—Meets your needs perfectly

Designed and developed expressly to meet the exacting demands of rental service. Sturdy and perfectly balanced to take rough, tough going day in and day out. Tubular steel construction with brazed connections and aluminum finish. Solid steel axle. All one, strong unit; nothing to assemble or give trouble. Shipped to you completely assembled.

Ten inch, full ball-bearing disc wheels with puncture-proof, semi-pneumatic rubber tires, 20" overall tread. Basket bottom requires no straps and fits all bags. Rubber covered spring fastener holds bag tightly on top. All parts that touch bag are covered with plastic tubing to protect it. Scientific design and proper balance for easiest, free-wheeling rolling and handling. Lightweight, only 14 lbs.

We know when you see this Cart, you will say: "Here's the Cart that is built to my own specifications." Order today.

ROGLO, 6838 Milwaukee Ave., Milwaukee 13, Wis.
Nice clubs to play...

THUNDERBOLT
WOODS AND IRONS

WOODS: New from sole plate to grip cap, every feature adding to its beauty and effectiveness. Re-designed box-type head, with exclusive contro-weight balance . . . new Thunderbolt Hy Lustre Shaft . . . genuine Persimmon Head. Available with new deep beveled leather or Golf Pride "Rib-Lock" cork and rubber grips.

IRONS: The irons feature Concentrated Weight behind the hitting area . . . Exclusive KROYDON HY POWER Stif-flex HY LUSTRE Shafts, making the club as attractive as it is powerful . . . Special Hy-carbon Steel or Stainless Steel Heads. Furnished with "RIB-LOCK" or new deep spiral leather grips with handsome plastic cap.

Kroydon
CLUBS FOR BETTER GOLF

MAPLEWOOD, NEW JERSEY

Handsome, black plaid bag with russet leather cuffs, chape and saddle panel. All leather sling, top ring, divider strap and tunnels. 9½ round.

March, 1954
When you hear course supt.s talk off the record most of them will say a good Green chmn. is the first essential item they need for doing first class work on the course ... A chmn. who rates high with New England supt.s is Dr. E. M. Webb, who has been chmn., Highland CC, Attleboro, Mass., for 17 years ... Houston (Tex.) CC selling its present site to city for municipal course and has plans for building new 18 and clubhouse.

Watering problems really are delicate at a heavily played industrial course, says Frank Tull, supt., Hercules CC, Wilmington, Del. ... Play starts early with wives and children of employees and twilight league and individual play finishes in the dark with some golfers playing the first three holes twice ... Lot of supt.s telling that training a man to properly hand water contoured greens is difficult, important job.

Supt.s believe they'll get some relief from previous years' labor problems this spring and summer due to less competition from industries that have been working on defense and farm business ... Employment of high school and college students as summer course workers has had very spotty results ... Some kids have sabotaged ma-
Bristol's "Certified" complete matched set of golf clubs includes No. 5 wood, putters, pitching wedges and No. 1 iron. The only complete matched set available to your members at your shop.

"Come 11" doesn't bring any joy to golfers on the thrilling course of the Brae Burn Country Club, Newton, Mass. For the 11th hole is certainly "treed in!" Charles Sheppard, Brae Burn's accommodating Pro, advises:

"A drive of 250 yards is necessary for a clear shot at the green as trees to the right will stymie a short drive. Second shot must be kept to right side of green as green slopes towards the left. Second shot will be about a No. 2 iron."

Your members will always have the right club for the right shot right at hand now that Bristol "Certified" golf clubs come in complete matched sets of 17 clubs ... 5 woods ... 12 irons. For the first time in golfing history, Pros can offer their customers every club needed from tee-to-green in one complete matched set.

Bristol "Certified" golf clubs retain all their famous features plus Tru-Grip, 5-Step Steel Shaft, 20-20 Flite Guide, Hydro-Lok Construction and Threaded Cap. Now your members can thrill to longer drives, more accurate approaches and pinpoint putting ... far lower scores.

Remember Bristol "Certified" golf clubs are made to be sold exclusively by golf Pros. See your Sealand representative for complete data.

**HYDRO-LOK Construction**

An exclusive patented feature of Bristol irons, which locks the head and shaft together immovably. No old-style pin to rust or loosen.
PAUL HAHN

A full hand glove they can't resist. Table-cut and tailored to Paul Hahn's specifications. Styled of tough capeskin, light and soft as facial tissue! Full range of sizes... rainbow colors. Order now!


STOP BALL MARKS ON GREENS

with this handy DIVOT-FIXER

Green Chairman:

Keep greens unmarked by giving these inexpensive Divot-Fixers to your golfers. Save on topdressings and extra labor costs.

Endorsed by leading turf experts and golf course superintendents. Experience has proven that given a good tool, golfers will do their part in maintaining our beautiful greens. A delay of ten minutes will often be too late for the recovery of the injured turf.

The many repeat orders have proven the value of this little tool.

First time in the history of golf that a tool has been made for this specific purpose.

This tool can be used as a shoe horn, to clean dirt from spikes and upper soles of shoes; also to clean scoring on clubheads and serve as a light screwdriver and finger nail cleaner.

Prices: for nickel plated, F.O.B. Des Moines, la.:

1000 — $65;
500 — $35;
250 — $20;

Ten dollars per order extra for imprinting names of clubs or firms.

WOODSIDE GOLF & PARK SUPPLY CO.
Des Moines 13, Iowa