PRO-SHU CO.
OF HARRISBURG, PA.

presents for 1954

NEW LIGHTWEIGHTS!

For the Men

No. 954—Genuine lightweight, blue llama calf and white buck. Quality features throughout—All leather lined... Special, lightweight flexible cushion sole... No breaking in required... Waterproofed... Aluminum plate, will not buckle or curl... Built for service, durability and comfort.

No. 300—Genuine lightweight in all brown llama calf.

NEW STYLE SENSATION

No. 48—Two-tone brown grained calf; featuring high outside welting. Fully leather lined, double leather sole. Waterproofed. Removable spikes.

Colorful Lightweights!

For the Ladies


No. 014—Blue with white trim; spikes only.
No. 7068—Red with yellow trim; lug soles.
No. 7095—Blue with red trim; lug soles.

Send for NEW 1954 catalog and wall hanger displaying America's largest line of golf shoes for men and women—25 styles!

PRO-SHU COMPANY, INC.

1918 N. Third Street (Dept. G) Harrisburg, Penna.

March, 1954
Helen says:
"A heavy bag is too much for me to carry or pull. I need a Lightweight BALANCED GOLF BAG."

Cliff Seaver, asst. and starter at Bobby Jones course, Sarasota, Fla., in winter, is pro at Blue Nose GC in Nova Scotia in summer . . . Cliff, graduate of Springfield (Mass.) College of Physical Education, was stricken with polio a couple of years ago but despite having to go around on crutches is very lively, cheerful and a fine, smart hand at golf business . . . He'd make a valuable pro shop mgr. for a pro at a big club . . . Cliff's married; has 2 kids.

Pros can be proud of example of pro shop service provided by Leo O'Grady's staff of Art Clark, Joe Zavodny and Ralph Haas at PGA National course at Dunedin, Fla. . . . Those birds handle the job to please experts . . . Trups Griffin, PGA course supt., by superb job on greens at Dunedin and considerable improvement on some fairways with limited money available, and grooming around tees so the place looks like a first class course, probably has ended the
Spring profit leader of them all in Pro Shop Jacket Sales!

Gaybird

FREE-FOR-ALL Jacket

Free-For-All patented design
No shoulder seams — no binding
Light as a sports shirt
Durable, water repellent

Feature Gaybird Free-For-All Golf Jackets for a fast, profitable start on your early spring selling.

No other jacket is so complete with the practical, patented features that mean so much to golfers' comfort, freedom of action and satisfaction of being smartly attired. Truly, it is golf's finest jacket — with an outstanding sales record in pro shops everywhere.
The Gaybird Direct-to-Professional sales policy enables you to offer golf's top quality golf jacket at a surprisingly low price.
For men and women in Small, Medium and Large sizes. Colors: Blue, Red, Tan, Green, Maroon and Natural. Suggested retail price — $12.95 for the single jacket; $22.50 for the reversible. Slightly higher on the West Coast.
Be stocked and prepared with the perfect answer to your players' lively demand for early spring comfort.

Write for literature describing features.

Obtainable through

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SPORTING GOODS CO.
2037 N. Campbell
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OFFICES IN 28 PRINCIPAL CITIES
or from

GAYBIRDS, INC.
261 Fifth Ave. • New York 16, N. Y.

March, 1954
PLUS PROFITS...
with NEW Fast-moving
low-priced golf novelties!

PUTTERFINGER
Magic Ball Retriever
A natural for counters of every Pro Golf Shop. PUTTERFINGER is a novelty every golfer will want. Snaps on putter handle, left on permanently. Highest grade rubber, featherweight. Doesn't interfere with grip. Picks up ball like magic. Ends stooping, bending. Priced low for fast turnover.

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50¢

Q-TEE
AUTOMATIC TEE
75 on hand for immediate delivery
Increase your profit and treat your patrons to these all electric tees. Simple to install — easy to maintain. Representative will give demonstration at your range.

Exclusive Eastern distributor
GREEN HILL DRIVING RANGE, INC.
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Manasquan, New Jersey
Manasquan 7-2533

usual annual long jawing session at PGA meetings about the pros’ course . . . Old Joe MacMorran as starter at the course again has been keeping pros and their guests happy . . . With weekly instruction and pro dept. operating clinics programmed by Emil Beck and Irvin Schloss the place is a pro golf winter school.

John Shorey, Allentown, Pa., has a big library of golf films to which he added his own movies of PGA seniors’ championship . . . John uses the films in his teaching and in his television show on WLEV-TV . . . He also makes good use of films in his class work with 47 kids . . . Jimmy Fogertey, Sunset CC (St. Louis dist.) pro lining up 13 week summer television show for Eastern Mo. PGA on KSTM-TV.


You'll love Autoette's new approach to golf. The smart electric Golfmobile saves leg-work, keeps you fresher to play better golf, with more fun as you go. It carries two players and their clubs over the steepest fairway, quickly, quietly, without damaging the turf in any way. Join the merry throng in an Autoette of your own or ask your Pro to investigate our attractive rental plan.

Note to Pros & Club Managers: You can rent Golfmobiles to your club members at rates they'll like, for extra income you'll like.

P. S. to Greenskeepers: We make a 1/4-ton Autoette Pickup Truck ideal for the speedy, dependable transportation of tools, seeds, and supplies, without ever harming the turf.

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Please send me brochure describing Golfmobile □ Pickup Truck □. I am interested in information about renting Golfmobiles to members of my club □.

Name ____________________________
Address ____________________________
City ____________________________ State ____________________________
This extra special service can make an extra special friend on any course. "Shines" the golfers' clubs in a jiffy with quick-and-easy automatic brush action. Can be coin operated, too, to pay for itself. Worry-free service for years and years and years. Add a big measure of pleasure for your members or patrons... "shine" their clubs with the popular Lewis Golf Club Cleaner.

G. B. LEWIS CO. WATERTOWN, WISCONSIN


Royal Park GC, Vero Beach, Fla., now owned by members . . . New pro shop built . . . Clarence Doser, in first winter season at Royal Park, sets new course record . . . Sam Hurt and wife, on clubhouse staff of Knollwood Club, Lake Forest, III., in summer operating Royal Park clubhouse . . . George Miller, mgr., Kenwood CC, Cincinnati, O., has made extensive investigation among managers, association officials, players and press on clubhouse operations for major tournaments . . . Kenwood is to be host to Western Open June 3-6 and George, a smart, vigorous veteran in club management is determined to have the event handled perfectly.

Employees of Indiana Farm Bureau Cooperative Assn. spent 2000 man-hours building 9-hole course on company's tank farm . . . Company furnished materials . . .

Stop Shower Complaints — Keep your club members happy, comfortable, safe—banish "booby trap showers." Have your plumber install POWERS Thermostatic WATER MIXERS. They always keep the water temperature where the bather wants it. No unexpected shots of hot or cold water. No waste of time or water. Phone your plumber today for a quotation on installing Powers Mixers. They are tops for comfort, safety and economy.

THE POWERS REGULATOR CO., Skokie, Illinois • Over 60 Years of Temperature Control.
BEN HOGAN Picks a Winner!

From Up Close
By Tom Anderson

June 13, 1953—Jack Joyner, WBIR, was among those present when Ben Hogan was interviewed following his 67 in the first round of the U.S. Open in Pittsburgh.

One of the reporters, relays Jack, asked Hogan how he apparently had cured his strained back muscle overnight.

Hogan said he had applied Ben-Gay to the aching area ... "That stuff's great," he said in effect.

Ben-Gay, né Bengué, is a tube of ointment practically every household keeps in the medicine cabinet.

—Knoxville Journal

- As all the sports world knows, Ben Hogan won the 1953 U. S. Open, proving once more that in top form he's virtually unbeatable. Why don't you take a tip from Ben Hogan? Keep Ben-Gay on hand always.

BEN HOGAN, 4 time winner of the U. S. Open, '53 winner of U. S. Open, British Open and the Masters.

DON'T LET MUSCLE ACHEs SPOIL YOUR GAME...
GET BEN-GAY AT YOUR DRUGGIST'S TODAY!

Ben-Gay
the original baume analgesique

FAST RELIEF
FROM PAIN DUE TO
CHEST Colds • MUSCULAR STRAIN
RHEUMATISM • NEURALGIA

March, 1954
Employees converted former poultry house into small clubhouse with feeding facilities . . . Two breakfast clubs have teeing-off time about 5 a.m.

Platzmeister Eberhard Steininger's maintenance methods at Pine Valley subject of illustrated article in Golf, Amtliches Organ des Deutschen Golf Verbandes . . . Herr Dr. De France, der Leiter der Rasenversuchsstation der Universität Rhode Island and golf turf research at Kingston also featured in story in the excellent German golf monthly.

Walt Ripley who's been specializing in construction of small town courses says we've got to remember many baseball stars got started in corners of cow pastures . . . American Society of Golf Architects at their annual meeting discussed small town problem with architects agreeing that a simple basic plan for moderate starting money and with design for development as more money becomes available is wisest.

Narry (Concord CC) and Tony (Framingham CC) Sperandio, prominent New England supt.s, recently suffered the loss of their father . . . Narry's 10-year-old son Jimmy, who went to Miami with his mother, dad and sister, broke a leg play-
means more profit for you...

The Cushman Golf Buggy offers more income possibilities because it carries up to five players and their golf bags... hence a larger rental fee.

It appeals to your golfer customers because it provides more companionship during the game.

Will not injure your golf course... it's approved by Grounds Committees on the nation's finest golf courses.

The Cushman Golf Buggy is dependable — is designed for hilly golf course use. It's powered with a time-tested Cushman Husky gasoline engine to assure satisfactory completion of every round.

The Cushman Dealer in your city will provide service when it is needed, at a nominal cost.

Electric starter is available at a slight extra cost.

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March, 1954
Increases player traffic
Increases range profits

WILL-TEE
FULLY AUTOMATIC GOLF TEE

No Air Compressors
No Motors
No Electric Wiring
No Pedal to Push
Fully Guaranteed
Sensational Low Prices
Will tee a ball every 3 seconds, or as desired.

Machines proved the reliability of their all-weather performance at some of the nation's busiest golf ranges this past year. Here's long-lasting, trouble-free service that builds range patronage and operating profits.

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(Tel: 45935) 612 Chaffee Road
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Boston, Mass.
Chicago, Ill.
Los Angeles, Calif.

ing while Narry was at the GCSA convention . . . Hugh Love now gen. mgr., Hartford GC, West Hartford, Conn. . . . Jorgen Andersen takes over as mgr., River's Bend CC, La Fayette, La. . . . Forrest Large from Plum Hollow GC (Detroit dist.) to manage Sunnehanna GC, Johnstown, Pa. . . . L. J. Barbano, from Sequoyah CC, Oakland, Calif., to manage San Jose (Calif.) CC.

Nashville (Tenn.) to open Negro 9-hole muny course in June . . . Madison (Fla.) Lion's Club building 9-hole course for town . . . Covington, La., getting 9-hole private course . . . 9-hole private course also going in at Sulphur, La. . . . Winfield Allen's Sky Park 9-hole semi-private course to open July 4.

Bill Burton is architect for Athen (Ala.) CC course which will open in June . . . Eddie Ashford is pres. . . . Redstone Arsenal at Huntsville, Ala., planning golf range and eventually will have course . . . Webb Follin pres. of new private club building at Nashville, Tenn. . . . Plans being made for 9-hole muny course at Columbia, Tenn.

Gerry Sesso resigns as pro at Essex County (N. J.) CC West course . . . Robert Trent Jones designing new 27 holes for Upper Montclair (N. J.) CC . . . 9 holes of

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SELF LOCKING
GOLF SPIKES

YOU CAN'T BREAK 'EM APART!

ARE YOUR SPIKES MARKED HARDENED STEEL?
THEN THEY'RE CHAMPS THE PROVEN SPIKE!
20,000,000 NOW IN USE!
CHAMPS OUTSELL ALL OTHERS 2 TO 1

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