

## THE SHAFT is the VITAL PART of THE CLUB!

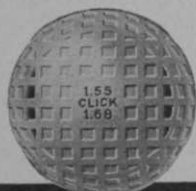
**HICKORY** selected from the rich lands of Kentucky, properly aged, turned to a true hair-line from a theoretical center will give you that "feel"—as advertised by a Steel Shafted Club Manufacturer, who says—"Steel shafted clubs with all the sweet feel of the finest hickory."

Do you know that our Open Championships, Men's Amateur Championship, Women's Amateur Championship are held by players using hickory exclusively. WHY!—Because HICKORY is acknowledged 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



1.55 . . . . . 1.68

### 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 advantage 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

**D**ON'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 patterns 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

**G**OLF Service Bureau of New England will hold its annual golf club equipment and machinery show at the Winchester (Mass.) C. C., May 5.

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

## New Jersey Issues Turf Experiment Book

**N**EW 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 greenkeepers 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.



BUDDY

**THE WALTER F. WARE CO.**

1036 Spring Street, Dept. H

Philadelphia, Pa.