

WOMEN'S GOLF INTEREST BRINGS SPECIAL "STROKE SAVERS"

Chicago, Ill.—With strong indications that women soon will predominate on the golf course, alert manufacturers are looking keenly to women's immediate and future needs in playing equipment. Stimulus has developed from a recent authoritative survey which shows that in 1931, 35% of the active players at the 18-hole golf clubs were women, with the fair sex representing between 27% and 31% of all players at the 9-hole course.

"It is fairly safe to predict that the time is not far distant when women players will outnumber men," said Gordon Beckley of the Beckley-Ralston Co. This prediction is further strengthened by the fact that fully 70% of pro-instruction is for women. We are anticipating this situation by bringing out a set of women's 'Stroke Savers,' which are a duplicate of the men's models, but slightly lighter in weight and smaller in grip size, with attractive blue grips to distinguish these clubs from the other models.

"Women are taking to the game much more seriously than at any time in the past," Mr. Beckley added, "and they are not going to be content to use men's clubs any longer. They will demand natural grip sizes, and the new clubs are made with this in view. Leading women golfers believe that the standard of general playing will be much improved when the proper playing clubs are available."

DUNLOP'S NEW N. Y. OFFICE IN EMPIRE STATE BLDG.

New York City.—Pros visiting New York are invited to make their headquarters at the new offices of the Dunlop Tire & Rubber Co., makers of the Dunlop Ball, recently opened on the 31st floor of the Empire State Bldg.

Vincent Richards, of tennis fame, is now Sports Director of the Dunlop company. T. J. McGrath continues as Golf Ball Sales Manager.

IDEAL MOWER 1932 CATALOG IS ISSUED

Lansing, Mich.—New catalog of the Ideal Power Lawn Mower Co. has been issued. The book describes Bulldog fairway mowers, rough mowers, putting green

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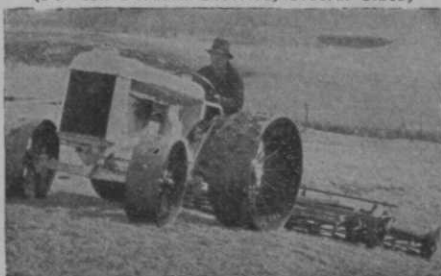
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