

## Here's the best bet for Golfers



# CONGO

*America's Sunshine Hat*

Fads and fancies in golf hats come and go, but Congo goes on year after year as the biggest favorite because it's a sensible, practical hat that gives the greatest comfort.

They're inexpensive . . . 50 cents . . . soft, pliable pre-shrunk duck and equipped with a non-glare pyralin eye-shade. The new '36 model has larger air-flow breathers in both sides of the crown. They're cool and as light as a feather on your head. Can be rolled up and tucked in a bag or your hip pocket.

Get a stock of these Congos now . . . there's no question about your selling them . . . they are worn on 'most every golf course in America. Free merchandise display for your counter.

Write for complete Sportswear Catalog.

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Box 350 R. R. Bond, Owner Madison, Wisc.

cause when ladies meet the men will be close by.

A gentleman, be he husband or host, usually bows to the desire of the lady when it comes to a choice of dining places.

So I say to you—and I've found it no empty theory but profitable fact—make your club the club of choice when ladies meet. Then Mr. Nifneff or his prototype will have no excuse for propounding hair-brained ideas as to the surgical methods to be employed in meeting budget illnesses—for there will be none.

### Ball Sales Show Slight Increase in 1935

**B**ALL sales by leading manufacturers showed approximately 5% increase of 1935 business over 1934 sales.

Sales of manufacturers' own brands of 75c balls slumped about 7% from 1934; 50c ball sales were about 15% off from 1934. Three-for-dollar ball sales in 1935 went up 15% over the 1934 sales. Where the big jump came was in sales of outside private brands of balls which was approximately 36% ahead of 1934. Sales of PGA balls in 1935 were approximately 150% greater than in 1934.

**S**EVERAL New York metropolitan district pros are beginning to believe that the extension of the British influence is helping eastern seaboard American pros ease the hard blow wet weather deals the pro business.

The pros pass the word around that the Britishers play in rain that would wash out the average American golfer. Perhaps the Americans think that because it's British it's the smart thing to do or maybe they don't want to confess to any deficiency in hardihood. At any rate the players ventured out—often comfortably attired from head to toe in rain apparel the pro-shop has for sale.

Of course the pro himself has to play through the rain occasionally to convince the customers he's not bulling them.

**USGA Starts Museum.**—United States Golf Assn. has moved its New York executive office to 73 East 57 st. Frank M. Hardt, sec., advises the USGA is beginning its golf museum and will welcome contributions of old golf balls, old clubs, etchings and unusual photographs pertaining to golf, golf literature and miscellaneous articles.