

HAVE YOU HAD YOUR GOLF TUNE-UP?



SWINGS LUBRICATED



HOOKS & SLICES
STRAIGHTENED



PUTTS RE-ALIGNED



TRADE IN OLD BALLS

FOR A COMPLETE CHECK-UP, SEE

YOUR PRO

SPALDING
EQUIPMENT

New Spalding Poster

To all the company's golf pro customers A. G. Spalding & Bros. have sent out for shop display a novel, attention-getting, set-up poster which suggests to members that a few lessons from their pro will help take the knots out of their game. Dropping this hint in a light, "check-your-oil-mister?" approach, it reminds the golfer that his pro offers everything for his golf that his local service station does for his car, from lubricating swings and straightening hooks and slices to re-aligning putts and liberal trade-in allowance on old golf balls.

Congo SUNHATS



Congo, the nationally-famous Sunhats, are made in several styles and in a variety of materials. Models to retail from 75c to \$1.75.

Also a complete line of Visors for tennis, golf and all outdoor activities. . . . models to retail from 25c to 75c.

Write us for Catalog . . . Order from your Jobber.
WHY UNDER THE SUN DON'T YOU WEAR ONE?
THE BREARLEY CO., ROCKFORD, ILL.

HOW TO GET MEMBERS—Latest bulletin of the American Golf Foundation, 2600 North Shore av., Chicago 45, Ill., is devoted to membership selling plans. Limited membership arrangements and analysis of club selling points are among subjects presented in the booklet which will be sent free on request.

WIFE RUNS PRO'S RANGE—Walter Keller, Chicago district pro who was wounded in Normandy, has a good driving range business to come back to when the war's over. His wife has seen to that. Keller long has been a vigorous promoter, having among other items in building business for his Chicago driving ranges a monthly publication, and free class lessons for women. The women's classes have accounted for more than 3,000 free lessons and developed a large volume of paid patronage. During Keller's service in the Army, Mrs. Keller, with the help of pros Lew Waldron, Johnny Walker and Tim Hartnett, has kept the Keller practice range business booming. War workers have accounted for much of the range patronage, but considerable play has been from private club members too busy in wartime to make their customary number of visits to their clubs.

Despite war shortages, mower operators are finding an easy, inexpensive way to pep up their machines by using Rayflex blades, according to the makers, Flex Blade Works, 324 W. 70 St., New York City. Decided reduction in reel friction is claimed for the Rayflex which is reversible and equipped with an end clip which introduces the reel at a shock-absorbing angle. The blades are available for practically all sizes of both hand and power mowers through golf course supply houses or direct.

NEW and USED

IDEAL & PENNSYLVANIA
HAND GREENSMOWERS

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PARTS

**FOR LOCKE-IDEAL-WHIRLWIND
MOWERS**

WEIDENMILLER & MAGOVERN CO.

11 Market St., Springfield, Mass.