

THE POCKET GOLF BALL CLEANER

Small Round Plastic Box
Leak Proof Cover

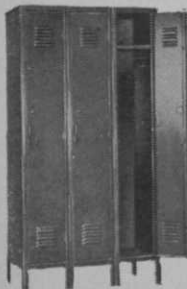
Handy • Clean • Sanitary
Efficient • Non-breakable
Non-Abrasive • No Destructive Action

The Golfer's Pocket Companion
The Answer to the Golfer's Prayer

Discount to Dealers

Price \$1.00

POCKET GOLF BALL CLEANER CO.
5735 Cass Ave. Detroit 2, Mich.



Storage or Wardrobe

CABINETS

72"x34"x18" Style 45T
shown with 4 adjustable shelves. Also available Wardrobe Type, Style 1WA.

\$42.95

(Combination Wardrobe and Storage Cabinet, Style 3CW, slightly higher.)

NEW ALL-STEEL EXTRA HEAVY GAUGE

Heavy construction, baked olive green enamel finish. Yale locks and keys. (All prices FOB plant). Send for quotations on your shelving requirements.



IMMEDIATE DELIVERY

**STANDARD STEEL
EQUIPMENT COMPANY, INC.**

Mfgs. of Steel Cabinets, Lockers and Shelving
Dept. 60, College Pt., L. I., N. Y.

LOCKERS

NOW AVAILABLE!

78"x12"x18" Single Tier. 3 or more wide. **\$15.50** per door



HAGEN PRESENTS LADIES' LINE, NEW GOLF BAG & IMPROVED WOODS

By E. P. Rankin, Gen. Mgr.,
Walter Hagen Golf Division

The Walter Hagen wood club line is almost entirely new. Many improvements in model design and new materials are featured.

Four new models using the Strata-Bloc head are offered in a wide range of prices.

The now famous groov-grip is no longer confined to our top number, but is used on all woods except the two lowest priced models.

The entire wood line is equipped with the True Temper shaft.

The Tri-Balanced feature assures the finest playing qualities that can be incorporated in golf clubs.

A new No. 5 wood for both men and ladies has been added to our line.

The very popular Haig iron will be carried on exactly as offered this year. The acceptance which our Haig model had in 1947 assures a continued sale through 1948.

A brand new model known as the Speed-Flo iron which incorporates fine material and workmanship is offered at attractive price.

Also new is the Strate Away, a fine iron in the medium price range.

Since our entire sale is confined to pro shops, we thought that we should build a wood and an iron that would put the pro in a position to meet any competition. Consequently, we have added a low priced wood and iron in men's and ladies' weight. This new low priced model will definitely meet any competition.

We are presenting a fine line of ladies' golf clubs, three models of woods and irons priced to meet any budget. No effort or expense has been spared to make this the finest ladies' line of Walter Hagen golf clubs ever offered.

Our ball line will still consist of the Trophy Plus, International, and Speed-Flo, all dressed up in brand new packages. We are constantly improving these golf balls and feel that 1948 holds a good future for all of them.

We are presenting a new golf bag line. Each new model a fine value in its price range. Many new features are to be had both in our fabric and leather bags that should greatly stimulate their sale.

We are offering a very complete line of sundry items such as shirts, shoes, hats, caps and, in fact, everything used by men and lady golfers.

I would say that this 1948 line of Hagen golf equipment, for Pro Shop Sale exclusively, is the most complete, finest styled line ever to bear Walter Hagen's name.

COMPLETE LINE OF EQUIPMENT OFFERED BY WILSON IN 1948

By William F. King, Vice-Pres. & Gen.
Sales Mgr., Wilson Sporting Goods Co.

Wilson Sporting Goods Co., for the first time since the war, will be able to offer in 1948 a well-rounded line of golf equipment with substantial quantities of clubs in popular price ranges.

When it is GOLF PRINTING!

Specialists, for years to many of America's largest and most exclusive courses, can best serve you, too.

Score Cards - - Charge Checks
Greens Maintenance Systems
Caddie Cards - - Handicap Systems
Forms for Locker and Dining Rooms
and for the Professional.

Samples to your club for the asking.

VESTAL CO., 703 S. La Salle, Chicago

WILLIAM P. BELL AND SON
GOLF ARCHITECTS

Member: American Society
of Golf Course Architects

544 Sierra Vista Avenue
Pasadena 10, California

ROBERT BRUCE HARRIS
Golf Course Architect

Member: American Society of Golf Course Architects

664 N. Michigan Ave.
CHICAGO 11, ILL.

Phone: Whitehall 6530

There will be numerous improvements as well as additions to the club line; increased production of golf balls to meet the demand; refinements and style developments in golf bags; a new style spike with a broader base in the shoe line; and new knit head covers to complete a wide range of sundries in the Wilson line for 1948.

Gruv-Grip and Strata-Bloc will be features of new Gene Sarazen personal model woods and irons, the Sam Snead and Patty Berg Signatures. The finish on wood heads now is composed of same ingredients as before the war with a general facelifting in appearance using decals instead of stamping. Number five woods will be in production for the first time since the war.

Golf balls require more technique in production than any other product. Our production is up because we have improved machinery thus assuring uniformity of quality and packaging with a special Christmas wrapper planned for Christmas selling.

Production in golf bags in 1948 is expected to exceed that of 1947. The hoseduck is back and available again. The plastic coated bag introduced a year ago has wide acceptance and will be improved for '48 trade.

The new style spike on Wilson golf shoes makes a lighter weight shoe, according to staff players. We feel the additions and improvements in equipment Wilson is making for 1948 will provide the pro and the player with the widest range of quality merchandise the company has offered.

**HILLERICH & BRADSBY ADD NEW
LINE FOR 1948 PRO TRADE**

By Bill Kaiser
Hillerich & Bradsby Co.

We are again featuring genuine persimmon in all wood models and we are carrying stainless steel in our top line of irons. In addition the True Temper shaft is being featured throughout our golf line.

A new line of woods and irons personally designed that will carry the Bill Kaiser autograph has been added for 1948 distribution. This line will be sold exclusively through golf professionals, the same as our Louisville Power Bilt line.

We have endeavored to keep our price within the range of every golfer, for we realize that if the price of clubs continues to rise, there will be some golfers who will think the game is getting out of bounds. We have golf clubs available in price ranges for all golfers.

Everything possible is being done as far as production is concerned to take care of the demand, but we will not do anything that will in any way effect the top quality we have always strived for in our Power Bilt equipment.

**HYSPEED AND FORESPOT BALLS
BURKE FEATURES FOR PROS IN '48**

By Sam Holler, Sales Manager,
Burke Golf, Inc.

Throughout the 1948 season Burke Golf, Inc. will be featuring the Recorded line of woods and

ROBERT TRENT JONES

Member:
American Society of Golf Course Architects

**Golf Course
Architect**

20 Vesey Street
Tel: Rector 2-2258
NEW YORK, N. Y.

ALFRED H. TULL
Golf Course Architect

420 Lexington Avenue
NEW YORK 17, N. Y.