

**PROS—HELP YOUR MEMBERS
IMPROVE THEIR GAME
"GRIP-RITE" SHU-SPIKES**
Quickly, easily inserted by hand.
prevent slipping—improve stance.

NORTH & PFEIFFER MFG. CO., Providence, R. I.



8 sizes—Flat or pointed studs.

angles. Each alternating strip overlaps the strips adjacent to it, with air passageways provided between the overlaps. The exclusive construction keeps out the sun, but invites the circulation of cool breezes. Tests during summer temperatures showed temperatures 10 to 20 degrees cooler under a Koolvent ventilated umbrella than other types.

EARL CHRISTIANSEN, FAMED MIAMI "GOLFING COP," JOINS MacGREGOR—Earl Christiansen, Miami, Fla. nationally-known "Golfing Cop," now is associated with MacGregor Golf, Inc. Christiansen will serve as MacGregor Golf sales representative in Wisconsin, Minnesota and the Dakotas, working out of the firm's Chicago branch office. During 12 years service with the Miami police department, Christiansen who once was a professional baseball player with the New York Yankees won many golf events. Christiansen won the city, county and Florida state championship in 1941 and the Dixie Amateur championship which he held 3 times. He

also won the Miami Amateur Open three times and was co-holder with Arnold Minkley of the Dixie Four-Ball Amateur championship in 1944, 1945, and 1946. In 1944 he tied for low amateur with Ed Furgol and Ken Heilman for the all-American Tam O'Shanter championship. He won the Pan-American Open last year.

SPALDING IN TEEN-AGE DRIVE—The teen-age customer who actually increases his purchases of sporting goods every year is the object of a stepped-up 1947 campaign on the part of A. G. Spalding & Bros. The company is placing 4 full-page, full-color advertisements in both divisions of the Spring and Fall issues of the National Comics Group. This group—largest in the field of comic books—features such famous heroes as Superman and Batman and such famous comics as Boy Commandos and Mutt and Jeff. It has a circulation of 8 million. The advertising also will run in Boys' Life, Junior and Senior Scholastic and Young Catholic Messenger. Their total readership runs to 6 million.

A group of golf's elite, gathered during the Masters in Augusta, with their new king-size golf bags presented by their parent Wilson Sporting Goods Co. L to R: Gene Sarazen, Ellsworth Vines, Johnny Revolta, Vic Ghezzi, Fred Haas, Jr., Ed "Porky" Oliver, Dick Metz, Lloyd Mangrum, Denny Shute, Bob Hamilton, George Schneider and Harry Todd.



THE GROWING OF THE FINEST BENT GRASSES is our specialty and sole business. We have been at it 20 years.

We furnish you the very best stolons that nature can be persuaded to grow.

They are of fresh, virile stock, less than a year old, and true to strain.

There is no mixture of other bents or grasses, no left-over bents, no weeds,—not even clover.

Every shipment carries State Inspection certificate.

C 52, Old Orchard C 19, Congressional C 1, Arlington C 7, Cohansey

Old Orchard Turf Nurseries

P. O. BOX 350

R. R. BOND, Prop.

Madison 1, Wisconsin

THE GREENS ARE THE FOUNDATION OF ALL SUCCESSFUL GOLF COURSES