

Second in US Seniors was Prescott Bush, former USGA pres. and Yale athletic star . . . Bush's 66 in second round set senior golf record . . . It included a ball out of bounds.

### Pabst Scores with Tourney

Pabst beer's Blue Ribbon tournament at North Hills CC, Milwaukee, was definite promotional success for the brewing outfit. The \$20,000 purse plus expense of excellent promotion was comfortably offset by good gate for initial event. Association with country club atmosphere and market was especially good in view of adverse public reaction to Blue Ribbon's television programs getting the product associated with unappetizing fights. Reputable brewery sponsorship is OK with PGA tournament bureau but whisky sponsorship is unacceptable. Kefauver committee condemnation of big whisky interests as team-mates of organized mobsters makes the whisky money undesirable for golf tournament purses. Seagram's connection with Canadian Open is an exception that couldn't prevail in the U.S. Whiskey interests are having other embarrassing difficulties with golf clubs due to treating club managers about the same as B girls who hustle drinks in dives.



## The Famous LEWIS IMPROVED GOLF BALL WASHER

**LOW COST!**

**BEAUTIFUL! EFFICIENT!**

**NEW RUBBER CUSHION** arrangement in bottom of washer absorbs shocks, adds to life of cleaner.

**NEW TYPE FINISH** includes third coat of clear plastic. Withstands season after season in any climate.

**EASY TO USE** — just pull up paddle, insert ball. A few quick strokes leaves ball shining clean, ready for play . . . and fewer lost balls!

Better Courses Provide  
**LEWIS WASHERS** at every tee

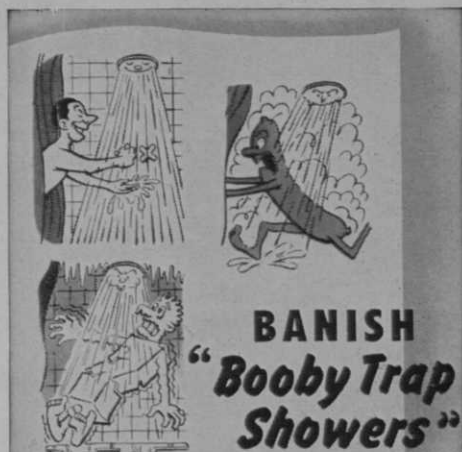
Order from your dealer now!

**G. B. LEWIS CO.**

Watertown • Wisconsin



The  
LEWIS  
MAGIC  
SLOT



with the **DOUBLE** Safety of

**POWERS**  
THERMOSTATIC  
SHOWER MIXERS



• One shower accident may cost many times more than Powers shower mixers. They are really safe and non scald. Temperature of Powers regulated showers remains constant wherever set regardless of pressure or temperature changes in water supply lines. Failure of cold water supply instantly and completely shuts off the delivery. Bathers can really relax and enjoy the best showers they ever had.

MAY WE SEND CIRCULAR H48?

**THE POWERS REGULATOR COMPANY**  
2720 Greenview Avenue, Chicago 14, Illinois

- ☐ Please send Circular H48 and prices  
☐ Have an engineer call

Name \_\_\_\_\_ TITLE \_\_\_\_\_

Club \_\_\_\_\_

Address \_\_\_\_\_ BTG \_\_\_\_\_