

"This is the 6th year that I have been using your LIQUA-VITA on our greens here.

"I have been extremely well pleased with results. We apply it weekly with the fungicide through June, July and August. It has given us even growth and good color with no burn. It is the safest and best fertilizer I have ever used for summer feeding."

Clem Coble
Broadmoor Country Club
Indianapolis, Indiana

AMERICAN LIQUID FERTILIZER CO., INC. . . . Marietta, Ohio

"CHICK" HARBERT NAMED BURKE GOLF VP.



Melvin R. "Chick" Harbert, has been named vice pres. of Burke Golf, Inc., Newark, O. Jack A. Schram, prominent Chicago business executive who purchased the 42-year-old Burke company and its facilities, in announcing Harbert's appointment

said that Chick will serve actively in an executive capacity.

Chick signed up just prior to the National Open and the PGA where he lost to Jim Turnesa on the 36th hole of the final match. Chick, son of a widely known pro, has had a distinguished career as a player, having won more than 25 big tournaments, being runner-up in two PGA championships, setting a number of driving records including the 358 yd. figure at Havana last winter, and holding numerous course records.

He is a highly successful and sound pro shop merchant too.

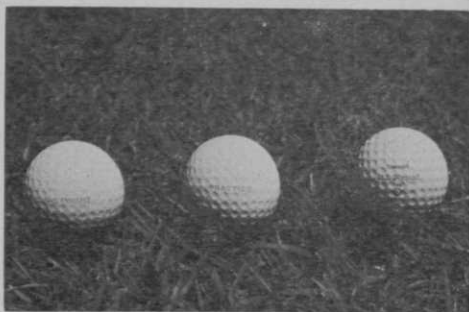
He turned pro in 1939 and has had a crowded career at it, with 3½ years off for service in World War II. He's a VP of the PGA and co-chmn. of the tournament committee.

Chick began learning early, under his dad's expert tutoring, about club-making. Burke soon will be producing a new line

of woods and irons to Chick's specifications and bearing his name, as an addition to the company's line.

US RUBBER'S ENSOLITE NEW PRACTICE BALL

United States Rubber Co. has a new type of practice ball made of expanded cellular plastic containing thousands of non-connecting gas cells. Since 90 per cent of the



ball's volume is gas it weighs only 1/13th as much as a regular golf ball.

It looks like a golf ball, as the two Ensolite balls (left and center) shown in the illustration alongside a U.S. Royal.

The Ensolite can be used inside or outdoors with complete safety.

It hooks, slices or goes straight, according to the way it's hit. A good drive will carry the Ensolite 100 ft. It retains its shape. Tests have hit it the equivalent of 2500 hard drives without failure.

PERMA-MATS

Constructed of Tire Casings
for Heavy Duty—Longer Wear

ONLY
90c
PER SQ. FT.
PREPAID

1 THE BEST MAT FOR DRIVING TEES!

Designed to specifications of well-known pros, these mats are functionally ideal, reversible and virtually everlasting. The finest tee mat at the lowest cost to you.

2 BEST IN LOCKER ROOM, ENTRANCE & SHOWER

Perma-Mats pay for themselves by saving floors, spikes and preventing accidents. Lays flat (no kinks), thicker cushion, closely woven for firmer footing.

Immediate delivery on popular sizes, send specifications.

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