

Architect's Society Elects Three New Members

Jack L. Daray, 1008 Tenth st., Coronado, Calif.; J. Press Maxwell, 3214 Kings Rd., Dallas, Tex.; and C. E. Robinson, 778 Eastbourne ave., Manor Park, Ottawa, Can., were elected members by the American Society of Golf Architects.

James Gilmore Harrison is the Society's president for 1955. Robert F. Lawrence is its vp; and William F. Bell its sec.-treas.

HANDBOOK FOR MUNICIPAL GOLF

"The Municipal Golf Course—Organization and Operating Guide," published by the National Golf Foundation, 407 South Dearborn Street, Chicago 5, Illinois. Price, \$3.00, postpaid.

A complete, "how-to" handbook on municipal golf that covers all the bases—from the promotion, financing and construction of a municipal golf course to its organization and operation. While written for the layman and understandable even to the non-golfer, its 128 pages are crammed with facts and figures designed to answer any conceivable question in the

Lead With The Leader!

Start 'em off this spring with
the glove that lowers their score

Tommy Armour GOLF GLOVE

with CLUB CONTROL

SELLS
FAST
AT \$4



Reinforced
thumb with club-
hugger inset in palm
assures firm, relaxed grip
at all stages of swing.

Men & Women—All sizes—immediate delivery.

PAR-MATE

Reg. Trade Mark

10 W. 33rd Street
NEW YORK 1, N. Y.

Don't miss Armour's new instruction movie—
"Play Your Best Golf", dist. by Castle Films.

"LOOK AT THE EXTRAS
Nadco OFFERS"



Nadco
"66"

Fast single lock
folding action.

\$1995 LIST

Other models at \$24.95, \$27.50 and \$29.95

- Only Complete Line on the Market . . . a model for every golfer.
- Lifetime Aluminum "Anti-Friction" Ball Bearing Wheels . . . every cart "rolls as easy as a ball!"
- Exclusive New Golf Ball Handle for less fatigue in gripping.
- Every Nadco is GUARANTEED and INDIVIDUALLY REGISTERED by serial number in the owner's name.
- National Advertising in LIFE, ESQUIRE, NEWS-PAPERS . . . plus a complete array of sales building display material designed to make NADCO your biggest "profit item" in years!
- Grand Prize . . . a Beautiful New CADILLAC in the Big Annual Nadco "Hole-In-One" Award.

WRITE TODAY for free display material and full contest details.

MORE NADCO CARTS WERE SOLD LAST YEAR
THAN THE NEXT TWO OTHER CARTS COMBINED!

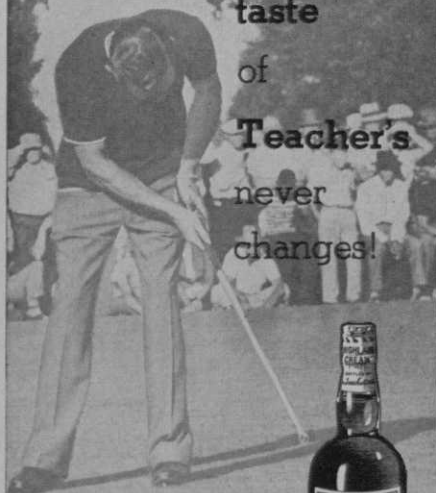
NATIONAL DIE CASTING COMPANY

3653 West Touhy Avenue • Chicago 45, Illinois

Golf

has changed since 1830

but the
good
taste
of
Teacher's
never
changes!



TEACHER'S
HIGHLAND CREAM
BLENDED SCOTCH WHISKY
86 PROOF Schieffelin & Co., New York

MADE SINCE 1830 BY WM. TEACHER & SONS

minds of the individuals or groups exploring the possibilities and benefits of public golf for their communities.

Not only does the book do a convincing selling job on the idea of municipal golf, based on the numerous proven benefits of the game to the community and on the successful golf experience of many communities all over the country—it outlines the steps to be followed in planning, financing, building, organizing and operating a golf course, illustrated by actual case histories.

The wide range covered by the book is indicated by the chapter headings which include: How It Started, Why A Golf Course, Where Is The Money Coming From, Golfers Are Taxpayers Too, Getting The Golfer Off The Tee, How Green Is My Golf Course, Pro Shop And Food Concessions, Personnel And Public Relations and Public Links Golf Clubs.

The book is based on facts and comparative statistics collected by the National Golf Foundation over a two year period and edited by Verne Wickham, until recently golf director for the Los Angeles Department of Parks and Recreation. Wickham's 17 year experience in the municipal golf field on the West Coast and

To be **SURE** you have the **BEST**
specify

"ORIGINAL"

KINGHORN

TACKY LEATHER

GRIPS

The permanently tacky
leather grip used throughout
the world by those who know the
importance of a good grip.

MADE IN SCOTLAND BY
BRIDGE OF WEIR LEATHER CO., LTD.

CLYDESDALE WORKS

BRIDGE OF WEIR SCOTLAND.
and used extensively by U. S. clubmakers

in related golf promotion activities over an even longer period brings a realistic approach and analysis to the material presented.

Probably the most significant feature of the book is the firm establishment of the concept that municipal golf, of all outdoor public recreation facilities, can not only pay for itself but actually can produce an excess of revenue over operating costs. This one point, backed up by numerous case histories and statistical material should prove a valuable guide to cities and towns planning community recreation centers.

Tables and charts showing comparative green fees charged in various parts of the country, reservation policies and comparative operating and maintenance budgets offer a solid basis for planning the operation of the new public course and an effective measuring stick for analyzing the operating methods of courses already in use.

Promotion techniques and the various ways of financing the construction of municipal golf courses are graphically treated by actual case histories detailing the methods used and the results obtained. These case histories include communities

SAVE WORK! SAVE TIME! SAVE MONEY!



Simply add a few gallons of
Campbell's Liquid

GRO-GREEN
...with Foliage DIETENE

to regular spray solutions and
fertilize greens, tees, fairways,
flowers and shrubbery all at one
operation.

Gro-Green contains the essential elements nitrogen, phosphorus, and potassium plus all the minor elements boron, manganese, copper, zinc, iron, etc. plus hormones and vitamins. Gro-Green also contains "Foliage Dietene"—the new chemical discovery that makes it possible for blades of grass to pick up the solution like a blotter. It may be applied as often as required and will give greens richer coloring and harder growth. Minimizes danger of brown spots occurring. Use of it on fairways will result in lusher growth and sturdier root systems that help reduce damage by divots and heavy traffic in dry weather.

For Greens—apply with regular sprayer. 1 gal. Gro-Green to 10 gal. of spray solution. Fertilize each spraying. 1 gal. covers approx. 10,000 sq. ft.

For Fairways—apply with regular sprayer. Use 2 gal. Gro-Green per acre.

For Tees, Flowers, Etc.—apply with regular sprayer. 1 gal. Gro-Green to 10 gal. of spray solution.

Supplied in 1 gal. & 5 gal. cans, 30 and 55 gal. drums—write for price list—name of distributor.

A Little Does So Much

H. D. CAMPBELL CO.
Rochelle 14, Illinois

SAF-T-KLENZ

**KEEPS
SHOWERS
AND POOLS
SPARKLING
CLEAN**

An Easy Way!



Removes lime deposits, algae formations, body grease and soap oil even where hard scrubbing with other cleaners failed. The most formidable stains and rust disappear like magic. Simply sprinkle a little Saf-T-Klenz powder on the damp surface, mop lightly, and rinse with clear water. Minimizes conditions that breed and spread infectious germs. Leaves floors and decks practically slip-proof. Odorless, it doesn't mask odors—it removes the cause. Harmless to hands, clothing, floors and drains. Safe to use on glass, porcelain, china, marble, tile, terrazzo, vitreous and concrete surfaces. Porcelain drinking fountains, wash bowls, toilets, and urinals are similarly cleaned with little effort. Ideal for brass, bronze or copper. Sold with a positive guarantee of satisfaction or cancellation of invoice. It is not even necessary to return the unused portion. Write for folder and prices today.

BERMAN CHEMICAL COMPANY

700 Superior Street

Toledo 4, Ohio

Exciting NEW INSOLE



LIKE
WALKING ON
PILLOWS!

**SELLS ON
SIGHT!**



Made of
Latex Foam!
Miracle of Foot
Ease!

Dr. Scholl's AIR-PILLO INSOLES

Advertised in THE SATURDAY
EVENING POST, PARADE, THIS
WEEK, DELL MODERN GROUP

A new red-hot seller with the fastest turn-over you've seen in a long, long time. Instantly converts any golfer's shoes into air-ventilated, air-cushioned shoes. Such walking ease never before known. Every user tells others about them!

SPECIAL OFFER
3 PAIRS FREE

with 3 dozen assortment men's and women's sizes in sturdy metal counter display dispenser. Each pair cellophane wrapped. Men's 7, 8, 9, 10, 11, 12 and Women's 5, 6, 7, 8, 9.

\$14.40 COMPLETE

MAIL YOUR ORDER TODAY!

THE SCHOLL MFG. CO., INC.

213 W. SCHILLER ST., CHICAGO 10, ILL.

62 W. 14th ST., NEW YORK 11, N. Y.

727 E. WASHINGTON BLVD., LOS ANGELES 21, CAL.



Retail
60¢ pr.

of all sizes, character and in all parts of the country.

"The Municipal Golf Course — Organizing and Operating Guide" is profusely illustrated with photographs and diagrams, is attractively laid out and contains an index for easy reference. It is available postpaid from the National Golf Foundation, 407 South Dearborn Street, Chicago 5, Illinois, upon receipt of check or money order for \$3.00.

Paul Hahn Drops "Tell" Shot from His Show

PAUL Hahn, the trick shot star, has dropped the "William Tell" shot from his new routine. After thousands of performances of this precision stroke of knocking a golf ball off a tee held up by the teeth of a comely accomplice, and no misses, Hahn says that golfers now are convinced he can do the shot.

The lovely Mrs. Hahn, partner in that act from its beginning, is no longer traveling the crowded schedule with her husband, but attending to the home life for the Hahn's pretty budding daughter, "Penny."

Paul says "Her Highness" is an abso-

WALT SAYS:

The weight eliminated by the Lightweight **BALANCED GOLF BAG** is unnecessary weight.

PATENTED



**STANDARD
MODEL**

15 CLUB CAPACITY
COLOR - GREEN

\$400 ea. F.O.B. CHICAGO

Minimum shipment—1/2 doz.

ORDER NOW

BALANCED GOLF BAG

2029 Clybourn Avenue Chicago 14