

NEW SPECIALTY SALES STIMULATOR

V-V

PRACTICE GRIPS

Insure the success of your instructions at a profit.
Sell V-V grips, with correct hand-form molded in.

V-V Practice grips have correct handform molded in. The shaping makes it difficult to hold them anyway but the right way.



Two V's position thumbs and fore-fingers according to Vardon method of gripping.



Ridges in grips position other fingers, completing position of hands for best swing.

STOCK V-V GRIPS

Displays win attention.
Sales bring profits and player satisfaction.



FAWICK FLEXI-GRIP CO.

Box 8072

Akron 20, Ohio

Some clubs have offset real estate costs by purchasing additional land adjoining their courses and subdividing and selling it. Many have realized the cost of their initial real estate but others found this undertaking did not pay off. Before embarking upon this additional project it is wise to study all factors involved and by all means seek advice of real estate men or others experienced in property valuation and promotion.

Quality Lasts Longer

There's always the chance some groups feel that a skimpy 18 will serve their purpose better than a quality nine. But a manufacturer who cuts the quality of his product because it is enjoying the greatest sales in its history will not have record sales for long. Similarly, with golf layouts, thought must be given to the future and for lasting satisfaction the course must be designed and built well.

If, at first, the problems of raising sufficient funds appear insurmountable it has been demonstrated time and again that where there is a will there is a way. Once started, a fund raising committee composed of resourceful, hard working individuals can make the drive snowball. Without doubt the present era is an excellent time to start a new golf club.

Blunt Heads Western

Carleton Blunt, Chicago attorney and for the last six years chmn. of the Evans Scholars Foundation, was elected pres. of the Western Golf Assn. at its 58th annual meeting. He succeeds James L. O'Keefe.

Elected with Blunt as WGA officers were: Vps: Norman G. Copland, Cameron Eddy, Harold A. Moore and James M. Royer, all of Chicago; Frank H. Hoy, Milwaukee, and George K. Whyte, St. Louis. Secy.: A. R. Carman, Jr., Chicago; Treas. Walter W. Cruttenden, Chicago; Gen'l. Counsel: Lynford Lardner, Jr., Milwaukee.

Squire Sponsors PGA Tourney

PGA Club Championship, scheduled for Feb. 10-15 in Dunedin, Fla. will be sponsored by Squire Slacks, 18 W. 20th st., New York. Squire is offering \$850 in merchandise certificates, redeemable in cash totaling \$500, to the winner and runnerup. The winner of the tournament, if he wears Squire slacks, stands to get an additional \$150 in certificates. Golfers in the tournament also will be competing for the Frank Strazza trophy.