

## A New Conception in Putters The GEORGE LOW "Wizard" Line



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TOUCH EVER PUT  
IN A GOLF CLUB.



You've never had the sensation of "Firm Feel" that you'll get when you use a "Wizard" putter. Designed for Sportsman's by George Low, these putters at last give you the opportunity to *control* your putting. They are the product of 20 years of research for the most successful head designs in putters and have the finest fluted shaft for firmness and feel. The tight wound flat top with calfskin grip for best holding quality and the rectangular *DuPont Delrin* inserted hitting face in the club head for the most sensitive, solid touch you'll find in any putter today.

SPORTSMAN'S GOLF CORP.  
2020 Indian Boundary Drive

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• MELROSE PARK, ILLINOIS

## Low, Rambling Buildings Need Protection Against Lightning

Following up what the Chicago District Golf Assn. suggested to protect golfers against lightning (*Golfdom*, Sept., p. 22) the Lightning Protection Institute, 53 W. Jackson Blvd., Chicago, lists several factors that can help to reduce both loss of life and property due to lightning.

Prefacing its remarks, the Institute points out that the lightning rod, invented by Benjamin Franklin, has been described as the world's most perfect invention. If properly installed and connected, a rod rarely, if ever, fails to safely convey a lightning stroke into the ground or dissipate it harmlessly in the air.

Here are some of the Institute's observations:

- There is sometimes mistaken dependence on steel framing to protect a building. Actually, the frame may ground the stroke if the steel is properly grounded, but lightning often starts fire in roofing or other flammable material before it reaches the steel frame;

- Unnecessary loss of life occurs simply

because people fail to seek proper shelter in thunderstorms;

- While more than 50 per cent of farmers protect lives and property with protection systems, new occupants (and these include golf clubs) in outlying areas often are unaware of the need for lightning protection;

### Rambling Buildings Are Targets

- Low built, rambling buildings such as clubhouses are more vulnerable as greater area, rather than height, offer a target. On a smaller scale, the same thing can be said of shelters. Clubhouses also are vulnerable because their electrical appliances, many metallic objects and materials, electrical circuits with outside leads, oil and storage tanks, antennas and concrete slab construction with floor in direct contact with moist earth are lightning attractors.

Lightning, the Institute says, causes 37 per cent of fires in outlying areas and in these locations there are an average of 40 or more potentially destructive electrical storms a year.

On the bright side, inquiries received by the Institute from architects and designers about lightning protection have increased by 75 per cent in the last 18 months, and it also is noted that builders



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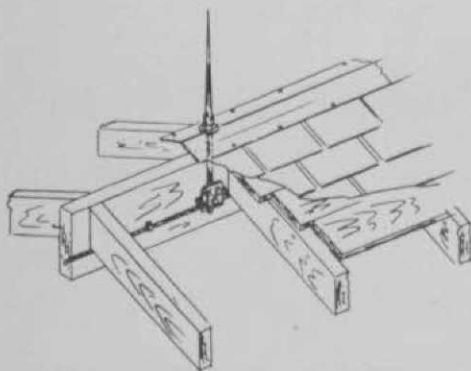
No. WG-32 — PAIRS ONLY. Suggested retail only \$5.50 per pair. Men's — small, medium, medium large, large and extra large. Ladies' — small, medium, large.

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and building material suppliers are showing a sharp new awareness of the lightning menace.

In addition to the Institute, information



Closeup view shows terminal or "point" and connection with cable in "concealed" lightning rod installation. Points are short and slender with 10-in. height a popular size.

about lightning protection can be obtained from S & N Enterprises, 216 E. Ontario st., Chicago 11, which represents Independent Protection Co., Inc. of Goshen, Ind. S & N offers equipment which club

maintenance employees can install on existing shelters. It also has complete information for protecting specific trees on a course and golfers who take refuge under them.

## Piecemeal Renovation

*(Continued from page 66G)*

aren't moving. This may be because they are poorly displayed, are too expensive for your clientele or just don't have the price and quality features to put them across.

### More "Stop" Signs

Point 3 is one about which volumes have been written — and there are more to come. For our purpose it is sufficient to say that you don't sell anything that is packed away in boxes and kept under the counter or in the storeroom. By getting as much on the floor without overcrowding, as you do through the Visual Merchandising method, you are putting up more "Stop" signs. Occasionally make a survey and see just how well they are working for you. You'll find that they increase your turnover and do away with many of those "mark-downs" that you may be now featuring or pushing.