

Keep Leather Grips Soft And Tacky



A new formula and applicator to keep leather grips soft, tacky, and playable in any and all conditions. Will not film-up on surface and become hard but will be absorbed and keep the grip wonderfully playable.

MAY BE USED FOR:

GOLF • SQUASH • TENNIS
BASEBALL • BADMINTON • BOWLING
• ARCHERY • FOOTBALL

USUAL PRO DISCOUNT

CONTACT is the new way of giving you an old and proven formula, tested and backed by the world's largest manufacturer of leather golf and tennis grips. CONTACT is absorbed into the leather pores and renews the tacky feel without coating the grip. It may also be used on your golf glove. Smartly packaged in self selling display piece.

ABERDEEN PRODUCTS-A division of Lamkin Leather Co., 406 No. Aberdeen, Chicago 22, Ill.

New PGA President Is Veteran of 37 Years in the Game

Lou Strong, new pres. of the PGA, has been living golf for 37 years. For a fellow of 47 that amounts to practically lifelong devotion. A native of Champaign, Ill., Strong started caddying at 10, soon was



Lou Strong

working in the pro shop helping Parker Nall, the local professional, and thereafter never got very far away from a course.

Strong spent his high school days in Gulfport, Miss., where he competed in football, basketball and baseball. Upon graduation, he returned to Urbana, Ill., where he became an assistant pro at Urbana CC, working under Ralph Johnson. Three years later he was named head pro there. He held this position for 14 years, going to Park Ridge (Ill.) CC where he remained 11 years before George S.

May tapped him for the pro job at Tam O'Shanter CC in Niles, Ill. Late in 1960, Strong deserted Tam to take the headmaster's job at Oak Hill in Rochester, N. Y.

While at Park Ridge, Strong became interested in PGA promotional and organization work. He was elected sec-treas. of the Illinois section and after several years in this position, was named Illinois vp of the national group. From 1955 until 1960, Strong served on several PGA committees. In 1958 he was elected vp of the national body and last fall was elevated to the presidency.

A gregarious fellow, Lou has first-name acquaintanceship with thousands of persons in the golf business. Not only has he shown himself to be a topnotch teacher and businessman, but an outstanding policy maker whose foresight and judgment repeatedly have been tested in recent years while the PGA has been enjoying perhaps its greatest growth. During the next two years about 5,000 members of the national group will be looking to Lou for guidance.

Strong has two daughters, Donna, 20, and Debbie, 10. His wife, Arlene, has long rated as one of the most popular of the "PGA wives."