



## "CAP-GARD REMINDER"

### *New Profit Item for Pro Shops*

For every golf club in the bag of every golfer.

Attractive green and white display carton contains 12 cards (5 black plastic caps to the card) and sells them for you!

**PREVENTS UNRAVELING—PROTECTS OR REPLACES GRIP-END INSERT CAPS**

**GUARANTEED TO STAY ON GOLF CLUB WITHOUT GLUE OR TOOLS. EASILY INSTALLED**

Improves the looks of any golf club.

Within one week of introduction, thousands being sold for every club in a golfer's bag.

Ready for immediate shipment by the carton or pack of 6 cartons.

Suggested retail price—\$1.25 per card. Write for special discount to pro shops.

## **PLASTI-GARD COMPANY**

A Division of WATCO

3915 Tharp Street • Houston 3, Texas

## **BOOK REVIEWS**

A basic difference of opinion on the best way to master golfing skills is brought out in a pair of new books by top pros Arnold Palmer and Dow Finsterwald published by The Ronald Press Company, 15 E. 26th St., New York 10.

Arnold Palmer's *Golf Book* carries the subtitle, "Hit It Hard!" . . . the three-word motto that has paid off handsomely for Palmer in the power-packed drives for which he is famous. Most players lose strokes because they are afraid to really sock the ball, Palmer believes. They sacrifice distance without necessarily improving accuracy. Coupling step-by-step explanations with dozens of stop-action photos, Arnold demonstrates the successful system that has made him the all-time, single-season money winner.

Stories and anecdotes from Palmer's career as amateur and pro enliven his instructions on building tempo into a swing, and developing a basic grip, stance, and

swing that can be adapted to any playing situation. Illustrated are important points to keep in mind from tee to green, hints on keeping out of trouble, and suggestions for making the most of woods and irons. (The book's price is \$5.00.)

### **Accuracy Contrasted with Power in Dow's Book**

Contrasting with Palmer's power game is the more orthodox approach advocated by Dow Finsterwald in his "Fundamentals of Golf" (5.00). With the help of Larry Robinson, golf editor of the N. Y. World Telegram & Sun, Finsterwald spotlights the methods that have earned him the reputation of being the most consistent player in tournament golf today. He stresses accuracy throughout a series of 10 lessons which have been designed to try to make the fundamentals stay with the reader. He starts his instructions with a No. 5 iron as the surest way to develop an automatic timing and hitting pattern. Once the irons are under control, driving and the woods are taken up. To perfect the all-important art of putting, he again emphasizes the sound grip, proper stance, and a uniform pattern of stroking.