

MINK OIL

revolutionary new
waterproofing discovery



MADE FOR

golf shoes
club covers
gloves

... and as a GRIP-SLIP PREVENTIVE

MINK OIL is the new instant waterproofing discovery that will protect and preserve golf shoes, club covers, gloves and all other leather goods which are frequently exposed to wet weather conditions. Particularly effective as a safeguard against wet feet, MINK OIL may even be applied to shoe soles for added protection against gradual seepage.

Use MINK OIL on club grips as an effective grip-slip preventive!

MINK OIL actually conditions leather, leaving it soft and pliable. Thorough penetration stops rot, mildew and mold.

EASY TO APPLY • COLORLESS • WILL NOT STAIN

SOLD ON MONEY-BACK
GUARANTEE

\$1.98
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National Golf Week
May 29-June 6

Census Prompts Second Look

(Continued from page 22)

brightly favorable as a market factor. There now are 142 colleges with their own courses. The National Collegiate championship, in the opinion of many, now is a more important championship than the National Amateur.

Junior classes and play continue to feature summer programs at most lively clubs and at public courses where pros, park departments and school athletic departments work together for community good.

There has been a recession in the Junior programs at some clubs due to the increase in play and the complaining by some of the crabbier members that one round of kids' play a week is a nuisance, notwithstanding the possibility that the kids play faster, mannerly and with more consideration for the course than is shown by the complaining elders.

Professionals state that the most interesting junior programs and those which mean the most to the future of the clubs and golf business in general are those run by women's committees.

Junior classes far more than offset the reduction in caddies that occurred when the bag cart came in. Caddie prices were getting too high for many golfers and the bag cart unquestionably increased play. Now, with the golf cars there may or may not be a further decrease in caddies. The cars operate when the kids are in school and on that account bring players to the clubs. Furthermore the 350,000 carts now operating produce considerable revenue for clubs and pros and caddies don't do that, at least until they become players and buyers in the golf market. The golf car automation of golf does not seem to have anybody worried as something that eventually will eliminate caddies as replacements in the golf market.

At this time it seems almost certain that the Par 3 courses are going to bring millions of youngsters and women coming to somebody — let us hope pros — to buy golf equipment.

Western N.Y. GCSA Officers

William Okal, Bethlehem Steel CC, Hamburg, is pres. of the Western N. Y. GCSA. Kenneth Hildebrand, Springville CC is vp and Edward Brown, Lockport CC, sec.-treas. Directors are Kenny Davis, Frank Orlando and Norman Haas.