

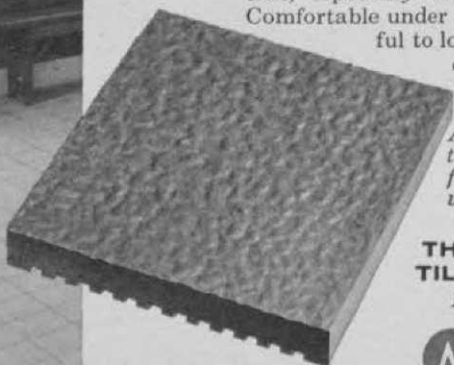


*Don't plan to build or modernize  
your club buildings without Carlyle*

## **GOLF CLUB QUARRY TILE**

*... the indestructible, anti-slip floor tile!*

Rippled surface gives excellent traction, especially to cleated shoes. Comfortable under foot and beautiful to look at. Choice of eight rich colors.



*Ask your ceramic  
tile contractor for  
free estimates or  
write*

**THE CARLYLE  
TILE COMPANY**  
Ironton, Ohio

**MOSAIC**®

## **Institutional Ad Gives Philly Clubs A Boost**

JOSEPH W. DRAGONETTI

Golf and country clubs in the Greater Philadelphia area received much favorable publicity from a rather unique source as part of the buildup for the 1962 PGA at Aronimink GC.

It came in the form of a full page ad in the Philadelphia Inquirer July 16, sponsored by the Girard Trust Corn Exchange Bank, one of the East's largest banking institutions. The bank inserted the institutional-type ad as part of its "Take Pride in Philadelphia" series. It was conceived by Robert Wilson, a vice president of the bank.

The black and white ad was dominated by a scenic view of Aronimink, with the clubhouse in the background. Inserted across the scene was the headline: "Golf-Land, U. S. A." On the right-hand side was listed the names of most of the country and golf clubs in the area.

The copy stated:

"Greater Philadelphia is the golf capi-

tal of the nation this week with the 1962 tournament of the Professional Golfers' Association at Aronimink.



**GIRARD** *The Greater Philadelphia Bank*

Association at Aronimink.

"This is the fifth time this major golf event has been brought to our commun-

**Don't let your players spoil  
expensive golf shoes. Sell them—**

## **TINGLEY GOLF RUBBERS...**

**for a firm stance on soggy turf.**

Molded one piece in natural rubber. No plastic or other substitute is used. Worn over ordinary street shoes, they are perfectly molded rights and lefts and because they stretch, 4 sizes provide a comfortable fit over any type of shoes 6½ to 13. Can be instantly washed inside and out ... dry quickly. Will not cut or mark upper leather of shoes or roll over sole edge as plastic often does.



*Suggested retail,  
from \$4.25*

**TINGLEY**  
RUBBER CORPORATION

**Distributed by A. G. Spalding & Bros., Inc.**

SO. PLAINFIELD 26, N.J. EST. 1896

ity. It is well-deserved recognition of our fine golfing facilities. The many golf clubs within a few miles of central Philadelphia include some of the best known courses in the country.

"It is estimated there are 80,000 players on our fairways every month. Many memorable events in golf history have taken place on our courses.

"Girard welcomes the professionals playing in the PGA tournament this week and the thousands here to watch them compete. We congratulate Aronimink Golf Club and all of the members of the Golf Association of Philadelphia. The reputation they are building for Greater Philadelphia as a sports center is just one more reason for pride in our community."

The bank presented an enlargement of the illustration used in the ad to Aronimink for display in its clubhouse.

### **CMAA Schedules Six Building, Property Management Courses**

The 1962 CMAA workshops in building and property management are scheduled for the following locations:

Aug. 13-17—Cornell U., Ithaca, N. Y.  
Aug. 20-22—U. of Houston (Tex.)

Aug. 22-24—Cosmos Club, Washington, D. C.

Sept. 10-12—Michigan State U., East Lansing

Oct. 1-3—Univ. of British Columbia, Vancouver

Oct. 22-24—Mountain Shadows Hotel, Phoenix

Applications for enrollment should be mailed to CMAA, 1028 Connecticut ave., N.W., Washington 6, D. C.

### **Golf Writers' Competition**

Deadline for the sixth MacGregor golf writing competition is Sept. 26. All masterpieces submitted should be sent to Carol McCue, Chicago Dist. Golf Assn., 241 LaSalle Hotel, Chicago 2, before that date. The competition is open to all GWAA members employed by daily newspapers or press services. Each GWAA member may submit three entries in each of the two prize divisions — News and Feature. Prizes in each division range from \$250 to \$100.

**Tell Them You Saw The Ad  
in GOLFDOM**