FEEL

the most important word in golf

Nothing gives that all important "feel" better than leather—demand the finest—the all new LAMKIN one piece slip-on leather panel grip made exclusively for and sold only by your golf professional.

The only patented grip in the world — soft, pliable yet firm and its permanent tackiness prevents slipping in all kinds of weather.

This is why the leading money winning professionals prefer leather—so why settle for less when the best is now available to you through your pro shop.

Golf better with LEATHER



LEATHER COMPANY Chicago, Illinois 60622

THE WORLD'S LARGEST MANUFACTURER OF LEATHER GOLF GRIPS

For more information circle number 227 on card



COMING EVENTS

International Turfgrass Research Conference, Harrogate England, July 15-18.

U.S. Department of Agriculture Turfgrass Field Day, Plant Industry Station, Beltsville, Md., August 6.

Golf Course Superintendents Field Day, University of Rhode Island, Kingston, R.I., August 20.

Lawn & Utility Turf Field Day, University of Rhode Island, Kingston, R.I., August 21.

Fifth Annual Turfgrass Management Conference, Hawaii Turfgrass Assn., East West Center, University of Hawaii, Honolulu, August 27-29.

V.P.I. Turfgrass Field Day, Virginia Polytechnic Institute Experimental Plots, Blacksburg, Va., September 3-4.

Annual Turfgrass Field Day, Michigan State University, East Lansing, Mich., September 4.

Sod Producers' Field Day, Michigan State University, East Lansing, Mich., September 10.

National Hardware Show, Coliseum, New York, N.Y., September 20-October 2.

National Sporting Goods Assn. Trade and Consumer Exposition, Astrohall, Houston, Tex., September 25-28.

1969 Southern California Turfgrass Equipment and Materials Educational Exposition, Brookside Park, Pasadena, Calif., October 15-16.

Central Plains Turfgrass Conference, Ramada Inn, Kansas State University, Manhattan, Kan., October 15-17.

Ninth Annual Missouri Lawn & Turf Conference, University of Missouri, Columbia, Mo., November 5-6.

IF...

YOU OWN OR OPERATE:

GOLF COURSES DRIVING RANGES PAR-3 COURSES MINIATURE COURSES

.. SEND NOW, FOR OUR

NEW CATALOG OF GOLF SUPPLIES

Balls, clubs, tees, mats, pails, grips, markers, retrievers, golf bags, obstacles, ball washers, ball pickers...and more!

Please send catalog of golf supplies for:

Golf Courses Driving Ranges
Par-3 Courses Miniature Courses

Name
Club
City

Over 40 years of service to the golf industry

_Zip.#__

State ___

EASTERN GOLF CO.

2537 BOSTON ROAD BRONX, N.Y. 10467

For more information circle number 207 on card