

# THIS IS WHAT MAKES OUR NEW SUPER SOX SUPER.

It's our great fat fluffy pom poms that are going to give your sales a big fat boost.

Wait till your customers see that Super Sox are made of 100% Creslan® acrylic fiber.\* So they can wash them all they want without worrying about shrinking, stretching or fading those bright bouncy colors. And they are available in 17 different color combinations. Super Sox. They make sense. And sales.

\*exclusive of ornamentation

**SUPER SOX**  
SUPER-POM  
KNIT CLUB SOX

Reliable of Milwaukee

233 E. Chicago Street, Milwaukee, Wisconsin 53202



**Creslan**  
LUXURY ACRYLIC FIBER

Complete set of four  
nos. 1, X, 3, and 4

Suggested retail (shown—Style #5030) \$6.00 each. Other knit club sox styles to retail from \$2.00 each. Write for catalog showing complete line of golf accessories.

Creslan acrylic fiber is a product of American Cyanamid Company, Wayne, N. J.

For more information circle number 191 on card

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does not fit today. Whether we like it or not, this role has been greatly expanded by the growth of the golf business. Likewise, this growth has created the need for the unsung heroes' category which we have been discussing. Because golf has long since been removed from the ranks of the wealthy and elite, the unsung heroes become increasingly more important. Without them golf would not be what it is today. From Garner, N.C., to Chickasha, Okla., to Red Hole, Calif., these are the professionals that bring golf to the masses. Without them we would not have the other 7,500 golf courses dotting the countryside—we would have only the 2,500 plus affluent-type golf operations.

Some people will argue that these men are not in fact golf professionals, golf course superintendents or club managers. Some consider them to be hybrids, who have limited expertise in each of the three functional areas. I consider them as representing many of the vertebra that make up the backbone of golf.

Now where do these guys fit in? You can find them in big towns and little towns. But invariably one finds them in situations in which the circumstances permit only one guy to do all of the work. Naturally, a man working under these conditions does not have the time at his disposal to become highly pro-

## DUNLOP REDUCES GOLF BALL PRICE

Dunlop Tire and Rubber Corp. reduced the professional price of Maxfli golf balls 25 cents a dozen, effective March 15.

According to Paul MacDonald, vice president, Dunlop Sports Div., the price change reflects cost reductions achieved from increases in sales volume and improved manufacturing techniques, plus a modernized distribution system. "In addition," MacDonald says, "Dunlop's action is consistent with the objectives of the Federal government's Phase II Program."

In line with normal Dunlop policy, price protection for professionals is in force for the 30-day period prior to March 15.