

efit match . . . Among causes to get proceeds is scholarship for some young man at University of Florida Club Managers' school.

The Melady lawn book, in particular, is one to which the golf course supt. can refer members who are frequently seeking his advice on getting and maintaining a first class lawn. It gives the sound, simple, detailed instructions the homeowner can use without going wrong.

Perry (Ga.) CC, with Mayo Davis as pres., to open new 9-hole course soon . . . Elk City (Okla.) golfers get Bob Dunning and Nick Knott to make recommendations for proposed course . . . Miniature course at Summit Park Sanatorium, Nyack, N. Y., inspired by two pros who were patients last year, opened after being built entirely by patients . . . Dr. Robt. L. Yeager, supt. of the sanatorium says "It's the most wonderful thing they could have hit upon."

Widely known veteran has resigned as supt., Country Club of Virginia, Richmond, Va. . . . He has been succeeded by his son-in-law, James T. Roach, who followed Anderson as supt. of Essex County CC, West Orange, N. J. . . . Jim Lawson after 20 years away from Big Oaks GC, Chicago semi-public course, comes back again as mgr. . . . Sam Clapper, son of Orville, head of Clapper Co., New England course equipment dealer, has left the business for 4

Rutledge

## CADDY SAVER

Today's Best Golf Cart



Sells for  
only  
**\$2895**

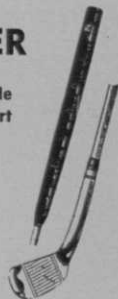


Here's a good money maker  
for pros and golf shops —  
a cart that sells on sight!

1. Accommodates any style bag.
2. Opens and closes in a jiffy.
3. Light weight.
4. Rolls easily on silent, ball-bearing wheels when open or closed.
5. Strong. Precision built for long service.
6. Priced right.

### Beckley-Ralston CHIPPER

It's the biggest selling "extra" club made and one of the famous square-grip short iron Stroke Savers. This Chipper is made specifically for pitch, run and chip shots within 50 yards of the green. It's 33" long and has practically no sole, permitting the club face to extend far under the ball. Gives golfers directional accuracy not possible with any other club.



#### LARGE REPLACEMENT MARKET

Beckley-Ralston is one of the oldest and most honored names in golf. Over 1,000,000 of their Stroke Savers are in use—wearing out. Display the Chipper, Putter and Approach Cleek—then watch them sell! Nationally advertised \$9.95 each.

RUTLEDGE PUTTER, the perfect pendulum type with square grip \$9.95.

WALLOPER, the iron driver for players who have difficulty using woods, \$12.50.

TRAP SHOOTER, \$10.95.

Send for literature and discounts

**THE RUTLEDGE CO.**  
3337 Belmont Ave., Chicago 18, Ill.



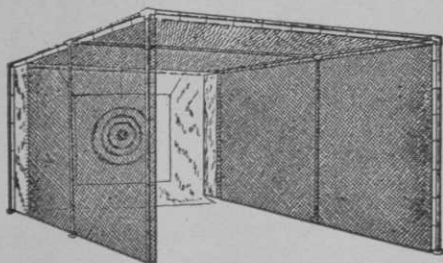
the  
**Silicote**  
CORPORATION  
OSHKOSH, WISCONSIN

# EDERER GOLF NETS

always busy improving play  
and increasing patronage!

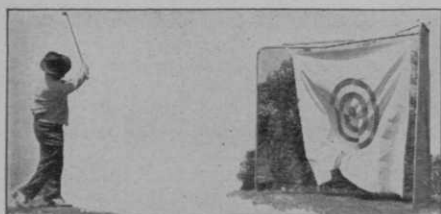
Hundreds of clubs find their outdoor Ederer Golf Nets among their most active assets. Put one near your first tee for warming-up, practice and teaching.

## THE EDERER "INVINCIBLE"



"Invincible" — the full size Ederer golf net is the standard throughout golfdom for outdoor or indoor instruction and practice. Hundreds of clubs and pros have found the "Invincible" one of their most popular and profitable features in developing better and happier players.

## THE EDERER "PORTABLE"



Sturdy, compact, lightweight—handles the full range of iron and wood shots. Ideal for limited space practice, indoor or outdoor. Folds into a compact unit 3 ft. x 6½ ft. x 5 in. Weighs 23 lbs. with backdrop.

Write for folder and price list.

**R. J. EDERER COMPANY**

*Invincible Sports Nets*

HOME OFFICE: 540 ORLEANS ST. • CHICAGO

years . . . Sam enlisted in the Air Force.

Hole-in-one contest staged by pro Chick Carrico at Pocatello (Id.) CC to raise money for bag cart shed . . . Three balls for 50 cents . . . Raton, N. Mex. opens new 9-hole course . . . 3,008 yds., par 36 . . . Len Collett, former sports writer, advises golf on 9-hole course Armed Forces have built on Guam is getting so much play another 9 is being built . . . First 9 has narrow fairways and no sand traps but is rather tight test . . . New 9 to be pretty good . . . They'll have a clubhouse too.

Jimmy Demaret signed as full time pro by Concord hotel, with 18 and 9-hole courses at Kiamesha Lake, N. Y. . . . Jack Redmond is mgr. of the 18-hole Concord International course . . . Jimmy Basile on pro staff . . . Layout also has 30-tee range . . . Yankee pros who played in the inaugural tournament at the new course in Mexico City confirmed GOLFDOM's forecast, made when this course was being constructed, that it was going to be one of the world's finest.

Sixth annual junior tournament, to be played at Tallahassee (Fla.) CC, June 19-20 will have entry of 150 from 10 southern states, says C. E. (Sonny) Hay, Tallahassee pro . . . Field is in four age groups from 11 to 18 . . . Conrad H. Rehling, now golf instructor at University of Florida, says when he was on Paul Runyan's golf staff



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Mats for clubhouse, locker rooms,  
showers, pro shops

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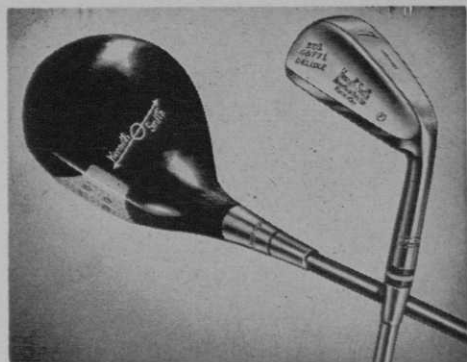
Norwalk, Ohio

at Norfolk the records showed that 1,974 different persons received 16,788 lessons.

All profits from registration fee and equipment show of Central Plains Turf Foundation at Boys' Town, Neb., June 9, to be used for Central Plains Turf Foundation research . . . Fred Grau, O. J. Noer and Tom Mascaro on program . . . Kansas Turf Assn. July 15 meeting at Rolling Hills CC, Wichita, Ks.

All hail the new prince, Terrence Dillon Snead, born May 27 at Virginia Hot Springs hospital to Mr. and Mrs. Samuel Jackson Snead . . . Young Terry arrived in winning figures in one game, weighing in at 7 lbs. 11 oz. . . . He was born on his daddy's 40th birthday . . . Mom is fine and Pappy and brother Samuel Jackson Snead, Jr., aged 8, are sharing the bows . . . Terry was named for a pal and pupil of his daddy's who's an official of the Chicago Dist. GA.

Jack Sawyer finishing his 38th year with Torresdale CC (Phila. dist.) where he's pro . . . Jack started in golf as caddy in 1910 . . . His two sons, Richard and Jack, Jr., are in pro golf . . . Sawyer was a visitor to the National Amateur . . . He told of recently playing a round with Johnny McDermott, first American-born winner of National Open (1911-'12) . . . McDermott scored 82 . . . Sawyer says McDermott remembers almost every shot he ever played in an important competition.



## Clubs that Fit Make Any Golfer A Better Golfer

You know this to be true — any golfer will play a better game if his clubs really fit him. Kenneth Smith clubs are handmade to fit your customers' individual measurements, scientifically matched — all clubs in a set identically swing balanced.

No other clubs are so matched and so balanced. That's the reason 30% of men who play Kenneth Smith clubs shoot in the 70's, whereas the national average (all makes of clubs) is only 2½% (from an impartial, national survey).

**Pros: Write for new booklet that helps you sell Kenneth Smith clubs.**

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SHOP SUPPLIES  
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Golf Club Lacquer — Adhesives — Form-a-Coat Grip Conditioner — Buffing and Bench Supplies Official and Lorythmic Scales — Stain and all Shop Supplies

Write for handy Supply Order Form

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**GOLF CLUBS**  
*Hand made to fit You*  
BOX 41, KANSAS CITY 10, MO.

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**FLANGE-WRAP GRIPS**  
(Patents Pending)  
**Tension Wound for Greater Distance!**

DIMPLED

DYNAMIC

The new improved method of application has now made it possible for even greater profits for the professional. When ordering your 1952 clubs demand the

*Finest "Feel" in Golf*

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Exec. Office: 536 Terminal Tower Cleveland 13, Ohio

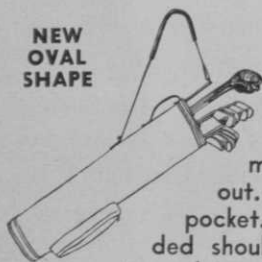


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more fun  
with the*

*Lightweight*  
**BALANCED  
GOLF BAG**

## STANDARD MODEL

**NEW  
OVAL  
SHAPE**



**15 Clubs**

Made of best quality duck and materials throughout. Large zipper ball pocket. Adjustable padded shoulder strap. Color, tan only.

Price \$3.60 each, f.o.b. Chicago  
Minimum shipments 1/2 dozen.

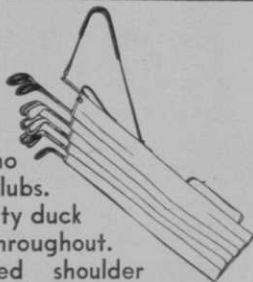
## SLIM-JIM MODEL

**9 Clubs**

Each in a  
separate  
pocket

The perfect bag for the golfer who plays with 9 clubs. Made of best quality duck and materials throughout. Adjustable padded shoulder strap. Color, tan only.

Price \$3.90 each, f.o.b. Chicago.  
Minimum shipments 1/2 dozen.



Alex Chisholm, now pro-mgr., Biddeford-Saco CC, Saco, Me. . . Walter Swasey now supt., Portland (Me.) munny course . . . Danny Gaskill, two-time winner of Rochester (N.Y.) District championship, signed as pro by Spring Hill CC, Maple Shade, N. J. . . Roy Anderson leases Alum Rock Fairways range at San Jose, Calif., and puts on popular promotion with free Saturday morning classes for juniors . . . Anderson provides clubs and balls . . . Ran Killinsworth announces he will resign as pro-mgr., Meadow Lake GC, Chattanooga, Tenn., on or before Oct. 1.

Berry Hills CC, Charleston, W. Va. 18 to be opened in June . . . Course designed and built by Wm. F. Gordon and is notable job of laying out a course in hilly country to be played by humans instead of mountain goats . . . Bill routed the course so it's a championship deal that won't strain the hearts and legs of members . . . Charter members home sites are around the course . . . Gaston Caperton is pres., Berry Hills and Col. Ben W. Venable, chmn., of construction . . . Gordon being congratulated on way his changes at Saucon Valley for 1951 National Amateur play have been heartily endorsed by club's members whose scores haven't suffered although changes toughened the course for national championship play.

(Continued on page 98)

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KART

**RENTAL  
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MAKE  
100%-500% PROFIT



K-KARTS pay for themselves quickly. Professionals everywhere are making big money renting golf bag carriers.

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WITH DETACHABLE  
HANDLE**

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TODAY!

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Prices F.O.B.  
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Detachable Handle  
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ONE PIECE HANDLE  
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**ORDER TODAY from BALANCED GOLF BAG**  
1401 W. North Ave. Chicago 22, Ill.

## TV Golf Show Builds Patronage for Semi-Public Courses

A couple of weeks ago an irate housewife from the Northwest Side of Chicago wrote to "Pars, Birdies and Eagles", the oldest golf show on television, and wanted to know, "How come my husband gets up at six o'clock on Saturday, Sunday and holidays to play golf but on weekdays I have to set off an A-bomb to get the bum out of the sack and off to work."

This has been the only question that hasn't been answered on this widely viewed golf TV show, sponsored by Joe Jemsek of Cog Hill and St. Andrews and Charlie Nash of Mission Hill, during the five years the program has been on the air.

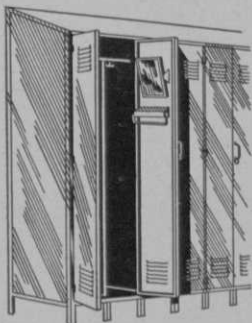
Jemsek and Nash started the show in 1948 on an experimental basis. They wanted to find out if a TV show would aid play at their courses, claimed to be the most beautiful semi-public layouts in the Chicago district.

They found out what they wanted to know in a hurry.

Shortly after the first month the show had been on the air, play was up approximately 20%. But more important to both Jemsek and Nash was the fact that through the show they got to know many

## STEEL COUNTRY CLUB LOCKERS

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ALSO AVAILABLE  
MANY OTHER  
SIZES

BOTH NEW & USED

These roomy, sturdy golf lockers are complete with mirror, soap tray, towel bar and

hat shelf . . . others, with hat shelf and coat hooks. You can't beat steel lockers, and here are some of the finest steel lockers on the market . . . and available for immediate delivery. Don't delay. Contact ALL MAKES EQUIPMENT CO., today for full information.

We will accept collect wires or telephone calls.

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1918 Farnam St., Omaha, Nebr.

Phone AT. 2413

June 1952

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Insist on  
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THE SELF-ADHERING GAUZE

Famous pros were first to wrap club handles with Gauztex to prevent slipping. Now thousands insist on Gauztex at their Pro Shop.

Of course you know Gauztex, the "bandage that sticks to itself." Perfect on hands, fingers and feet to prevent or protect blisters . . . as well as on club handles for non-slip grip. Sports Tin advertising reaches millions in the Saturday Evening Post and Golfing . . . in addition to regular Gauztex' year-round campaign.

There's steady profit, sure profit, *season-long* profit for you in Gauztex. Order the Sports Tin in 2-color display carton today.



Your wholesaler has it . . .

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Do it now!

GENERAL BANDAGES, Inc.  
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## 1914 FULNAME MARKING 1952

A genuine Fulname Die is the Passport to economy, a comfortable game, and more speed on the fairway.



The reasons being — fewer lost balls, less fuss over finding ball, and no delay in spotting own ball.

Why not, Mr. Pro, make your club 100% Fulname this season? There's profit in it for Pro and Player.

**BUY THE BEST!**

**BUY FULNAME!**

The Fulname Co.

Cincinnati 6, Ohio

more golfers playing their courses.

"If the show had done nothing else, it would have established a close personal contact between players at my courses and myself. You can't beat that close



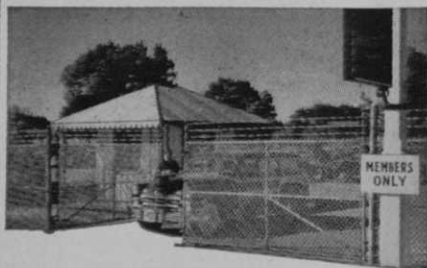
Professionals Johnny Revolva (L) and Jackson Bradley (R) with mc Danny O'Neil spark TV Show.

personal relationship to give a semi-public course a private club atmosphere," says Jemsek.

"Pars, Birdies and Eagles", featuring Johnny Revolva, Jackson Bradley and MC Danny O'Neil, seen every Tuesday night, 7:30 to 8:00 over WBKB in Chi-

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• Whether officer or committeeman, you share responsibility for privacy and the protection of both property and persons. For you we have illustrated facts that are tailored to the best interests of your club. They supply what you should know about the varied styles and heights of Page Chain Link Fence and how these protective barriers are expertly erected by experienced, local specialists. Write for DH-142 and name and address of nearby Page Fence engineers and erectors.

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## A New Portable Stool With SELL-ABILITY For Your Sports Shop

- SELLS ON SIGHT
- PRICED RIGHT FOR QUICK TURNOVER
- BIG PROFITS
- FOLDS COMPACT LIKE AN UMBRELLA
- STURDY — LIGHTWEIGHT



Help your golfers "Get the Load Off Their Feet" while waiting to tee off — watching matches — or at club house or lawn parties.

The new, sensational Scott Port-A-Stool will sell on sight like "hot cakes" — or will pay for themselves by several rentals.

The portable stool of a hundred uses — for all sports events, golfing, hunting, fishing, racing events, picnics, at the beach or at home on the lawn.

Scientifically designed — supports 300 lbs. with solid comfort yet weighs only 34 ounces. Sturdily built — fine hard wood legs — folds compact like an umbrella. Choice of seat colors, red, blue, green.

Retails for only \$2.95. Write today for complete details.

**SCOTT** *Port-a-fold* **SEAT CO.**  
ARCHBOLD, OHIO

cago, is an easy, informal show slanted only for the instruction and entertainment of Chicago's golfing public.

Format of the show is a routine of questions and answers.

Out of the 800 letters received every week, a number more than double the amount received when the show first went on the air, instructors Revolta, who has been on every show since the program started, and Bradley each select six questions to be answered on the air. Questions chosen are those which in the opinion of Johnny and Jackson can best be answered to the benefit of the greatest number of duffing golfers.

In answering their questions, Revolta and Bradley put on a little demonstration, brief and easy for even the newest member of the golfing clan to understand.

All questions used on the air receive one dozen golf balls.

Before the first show back in 1948, Jemsek and Nash had the idea of giving a few golf rules during each program. They dropped the thought, however, after discussing the matter among themselves and arriving at the conclusion the average golfer wouldn't be interested.

Their decision was changed after the second show. A mail survey showed that

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**RUBBER FLOORING**

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- COMES IN ROLLS APPROXIMATELY 57 IN. WIDE, 5/16 IN. THICKNESS, 29 FT. LENGTHS!
- WE WILL CUT TO WIDTHS OF 2 FT., 2 1/2 FT. AND 3 FT. — NO EXTRA CHARGE!

*Write for Samples and Details:*

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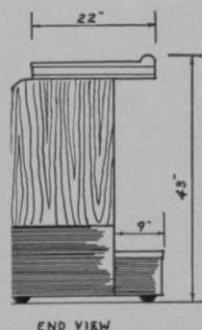
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For HOTEL BANQUET ROOMS

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END VIEW

Front of Bar is finished in blond, walnut or mahogany

- Black Linoleum foot rest.
- Heavy duty casters with brakes
- Stainless steel drain boards, wash sinks, work area, and ice compartment.
- Locked storage compartment below work area for Liquor Bottles.
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This type of bar has been built special for:

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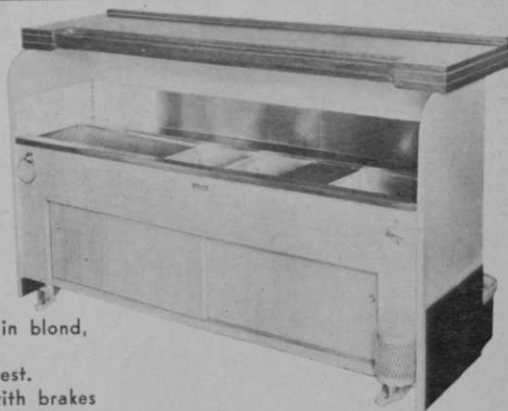
**MINNEAPOLIS CLUB (four bars)**

**BAR ACCESSORIES & STOOLS ALSO AVAILABLE**

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**SPECIFICATIONS**

- 5' or 6' in length
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- 22" wide overall



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It's a fact. With a gallon of LEXOL you can treat 30 leather bags at \$1.00 each. That's 900% profit! Labor cost is negligible. A good rainy day job for the boys in your shop.

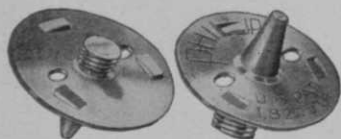
LEXOL cleans and conditions leather . . . makes it softer, richer looking, longer lasting. Popular with golfers. A sure money-maker for you. Sell monthly LEXOL service. Get LEXOL from your Wilson branch or other suppliers.



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## CAM LOCK



The Answer  
 to Lost Spikes

CAM LOCKS have been added to the regular LARGE BASE spike. The CAMS hold spike fast in position. Will not rough sole.

**F. C. PHILLIPS, INC.**  
 STOUGHTON, MASS.

approximately 1 out of every 7 letters received had to do with the rules. Since that time, Jemsek and Nash each take two rules questions and answer them.

As with questions concerning form, grip, stance or any other facet of the game, the writers requesting rules interpretation receive a dozen golf balls. Best question of the week is awarded a complete set of irons.

For each question received, whether or not it is read on the program, the writer may receive a 1952 golf rule book by merely asking for it. Books are provided by Wilson Sporting Goods Co. and National Golf Foundation.

Enjoying one of the highest ratings of any locally produced TV program (10 plus) "Pars, Birdies and Eagles" will be televised for 13 weeks during 1952.

In addition to the "regulars" on the show slated for guest spots during the year are Ben Hogan, Sam Snead, Lloyd Mangrum, Jack Burke, Tommy Bolt, Joe Kirkwood, Jr., Jimmy Thomson, Patty Berg, "The Babe" and many other leading tournament golfers.

"We'd run the show for more weeks if the golfing season in Chicago lasted longer. It's the best investment I've made and it's certainly paid for itself many times over," claims co-sponsor Nash. "One thing for sure," continues Charlie, "It'll be back on the air in 1953".

## PROFITS for PROS

WITH SIGHT-SELLING

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A GOLFER'S TOWEL that cannot be lost. Snap tape loops towel to belt, bag, or cart. Fine terry cloth. Highly absorbent — quick drying.

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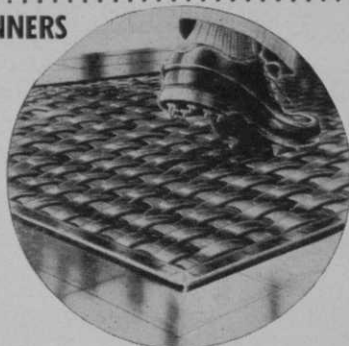
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Are Spike-resistant,  
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Protect Clubhouse  
Floors from Spikes

Provide Soft Rug-like  
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Are Reversible for  
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STANDARD  
WIDTHS!

20"-24"-30"  
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TRIAL SECTIONS

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Write Today  
for Details

SUPERIOR RUBBER MFG. CO., INC., 122 East 25th St., New York 10, N. Y.

## Ladies' Day Sure-fire for Club Publicity

Ed Livingston, pro at Minnehaha CC, Sioux Falls, S.D., reminds pros that the most certain publicity for a club is that which newspapers give to well arranged Ladies' Day programs. Ed has plenty of clippings to prove his case. This year he started out his women's programs with more than 100 playing golf in the morning, having lunch, then staying around for prize awards, rules discussions, a question-and-answer session and announcement of future events.

Even with the opening day of the women's program being early in the season and caddies not being available until the afternoon there was news and pictures in that assembly. Newspapers don't want to miss such affairs and the women don't want to miss being at something so certain to get newspaper coverage.

Ladies' golf events get the first page in Minnehaha's very attractive program is-

sued covering the year's activities at this lively club. The cover of the program has a cutout key outline and beneath it the line "Your key to a full summer's enjoyment."

## Western Seniors Fourth Meet, Edgewater, Chicago, July 10-11

From its more than 500 members the Western Seniors' Golf Assn. is receiving many early entries for its 4th annual championship to be played at Edgewater GC, Chicago, June 10-11.

There'll be 18 holes played each day. Jim McAlvin of Knollwood Club (Chicago dist.) won the 1951 Western Seniors from a field that included sharpshooters over 50 from all parts of the U.S.

Details of Western Seniors' Golf Assn. membership and tournament entry may be secured from the organization's headquarters, 910 E. Kessler Blvd., Indianapolis 20, Ind.

## Get the best by insisting on Henry GOLF BALL WASHERS

• CLEAN OPERATION — no splashing of dirty water ... no brushes to rot • ECONOMY — original HENRY golf ball washers furnished 11 years ago on year around Southern courses still serving satisfactorily with only normal care. Long life rubber liners are replaceable; bearings oil impregnated for lasting service • STRENGTH — made of heavy gauge steel • BEAUTY — trim design and bright silver coat dresses up tees • SERVICE — Parts in stock for quick delivery.

Thorough — Trim — Tidy — Easy to drain and refill.

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HENRY GOLF BALL WASHER  
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BALL WASHER—\$12.75  
Tee Data Plate—\$1.25  
When ordering tee data plates be sure to send score card.

PRICES F. O. B.  
Waukesha 5, Wisc.

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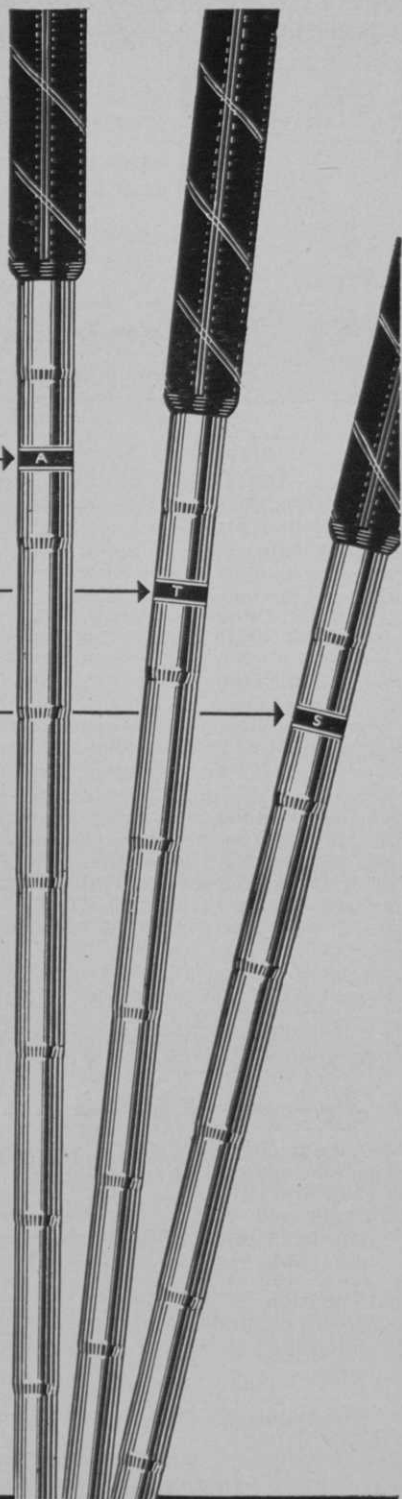


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WHO WANTS  
MORE SHAFT ACTION

FOR THE TOP-NOTCH AMATEUR



FOR THE POWERFUL  
SWINGING PROFESSIONAL



**TRUE TEMPER DYNAMIC** Shafts are "branded" with the letter "A", "T" or "S" to designate the shaft action that is right for the swing of each player.

We suggest that you ask your players to hit a few balls with clubs fitted with each of these three shafts. You'll be able to see quickly which shaft action fits the player's swing. And he'll be delighted with the improvement in his game because of better control of distance and direction.

To be sure—look for the brand in the band. The brand is "True Temper"... the name of the shaft "Dynamic"... the letter "A", "T" or "S" is in the band. True Temper Corporation, Cleveland 15, Ohio.

## TRUE TEMPER

*Dynamic - Step Down*

GOLF SHAFTS OF CHAMPIONS