

PRO-SHU CO.
OF HARRISBURG, PA.

presents for **1954**

NEW LIGHTWEIGHTS!

For the Men

No. 954—Genuine lightweight, blue llama calf and white buck. Quality features throughout—All leather lined . . . Special, lightweight flexible cushion sole . . . No breaking in required . . . Waterproofed . . . Aluminum plate, will not buckle or curl . . . Built for service, durability and comfort.

No. 300—Genuine lightweight in all brown llama calf.



NEW STYLE SENSATION

No. 48—Two-tone brown grained calf; featuring high outside welting. Fully leather lined, double leather sole. Waterproofed. Removable spikes.



Colorful Lightweights!

For the Ladies

Soft glove leather. Flexible—no breaking in required. New cushion sole, soft heel counter eliminates blistering. Waterproofed. Replaceable spikes.

No. 014—Blue with white trim; spikes only.

No. 7068—Red with yellow trim; lug soles.

No. 7095—Blue with red trim; lug soles.



Send for NEW 1954 catalog and wall hanger displaying America's largest line of golf shoes for men and women—25 styles!

PRO-SHU COMPANY, INC.

1918 N. Third Street

(Dept. G)

Harrisburg, Penna.

Helen says:

"A heavy bag is too much for me to carry or pull. I need a Lightweight **BALANCED GOLF BAG.**"



Dunedin during PGA Seniors' week interested in seeing Mrs. C. L. Hornung, wife of far-traveling pro line salesman, working at her hobby . . . She knits head-covers . . . Very fancy ones too . . . Some she's knit of nylon yarn are especially tough wearing.

Cliff Seaver, asst. and starter at Bobby Jones course, Sarasota, Fla., in winter, is pro at Blue Nose GC in Nova Scotia in summer . . . Cliff, graduate of Springfield (Mass.) College of Physical Education, was stricken with polio a couple of years ago but despite having to go around on crutches is very lively, cheerful and a fine, smart hand at golf business . . . He'd make a valuable pro shop mgr. for a pro at a big club . . . Cliff's married; has 2 kids.

Pros can be proud of example of pro shop service provided by Leo O'Grady's staff of Art Clark, Joe Zavodny and Ralph Haas at PGA National course at Dunedin, Fla. . . . Those birds handle the job to please experts . . . Troups Griffin, PGA course supt., by superb job on greens at Dunedin and considerable improvement on some fairways with limited money available, and grooming around tees so the place looks like a first class course, probably has ended the

MELFLEX HEAVY DUTY PRODUCTS

"Your Melflex flooring satisfactorily takes care of our floor covering requirements in the pro shop and the locker room at our club and it has given us very good service."

...states a pro-manager of one of the larger golf and country clubs down East.

For 28 years golf management's preference for Player Safety, Floor Protection, Lasting Service and Maintenance Ease.

GET MELFLEX "FACTORY DIRECT" QUOTATIONS ON THESE LEADERS:

Heavy Duty MEL-ISLE and MEL-FLOOR AISLE RUNNERS

Heavy Duty ENTRANCE MATS

MOLDED SAFETY STEP TREADS

SHOWER AND STANDING MATS

Made of the toughest, surest-footed non-slip materials obtainable, Mel-Isle (ribbed) and Mel-Flor (smooth) are amazingly enduring for spike shoe traffic.

Range owners say Melflex Extra-Duty Driving Mats play best, last longest of all tee mats. Melflex tubular rubber tees are tops in durability — \$16.50 per 100. Be your own judge — with a trial order.



Spring profit leader of them all
in Pro Shop Jacket Sales!

Gaybird

**FREE-FOR-ALL
Jacket**

*Free-For-All patented design
No shoulder seams — no binding
Light as a sports shirt
Durable, water repellent*



**Feature Gaybird Free-For-All Golf Jackets for a fast,
profitable start on your early spring selling.**

No other jacket is so complete with the practical, patented features that mean so much to golfers' comfort, freedom of action and satisfaction of being smartly attired. Truly, it is golf's finest jacket — with an outstanding sales record in pro shops everywhere.

The Gaybird Direct-to-Professional sales policy enables you to offer golf's top quality golf jacket at a surprisingly low price.

For men and women in Small, Medium and Large sizes. Colors: Blue, Red, Tan, Green, Maroon and Natural. Suggested retail price — \$12.95 for the single

jacket; \$22.50 for the reversible. Slightly higher on the West Coast.

Be stocked and prepared with the perfect answer to your players' lively demand for early spring comfort.

Write for literature describing features.

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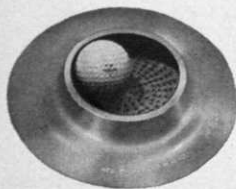
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New, improved practice cup with patented features that sell every golfer. Finest grade live rubber. Suction bottom holds tight on any flat surface. Used on rug or carpet (with special patented construction and grasslike feature) provides cushion, prevents ball from bouncing out. Attractively packaged.

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usual annual long jawing session at PGA meetings about the pros' course . . . Old Joe MacMorran as starter at the course again has been keeping pros and their guests happy . . . With weekly instruction and pro dept. operating clinics programmed by Emil Beck and Irvin Schloss the place is a pro golf winter school.

John Shorey, Allentown, Pa., has a big library of golf films to which he added his own movies of PGA seniors' championship . . . John uses the films in his teaching and in his television show on WLEV-TV . . . He also makes good use of films in his class work with 47 kids...Jimmy Fogertey, Sunset CC (St. Louis dist.) pro lining up 13 week summer television show for Eastern Mo. PGA on KSTM-TV.

Willie Hunter celebrated his 63d birthday playing in the PGA seniors' . . . Young Mac Hunter successfully thru an operation for varicose veins which had made walking painful . . . Central New York PGA put on golf clinic, demonstration and free lessons at Syracuse (N. Y.) Herald-Journal and Herald-American sports exposition.

George Ramsden, Shaker Ridge CC, Loudonville, N. Y. elected pres., Northeastern Golf Course Supts.' Assn. . . James K.

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Representative will give demonstration at your range.

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over the steepest fairway, quickly, quietly, without damaging the turf in any way. Join the merry throng in an Autoette of your own or ask your Pro to investigate our attractive rental plan.

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Thomson elected vp, and Charles Pilz, sec-treas. . . Directors elected: Ernie Faucher, Charles Pilz, George Ramsden, Jack Gormley, Tim Gagen, James K. Thomson . . . Association conferred upon Gagen title of Honorary President. Gagen retired from NEGCSA presidency after 5 years of valuable service . . . Assn. set tentative schedule of meetings from March thru November, first Tuesday of each month.

Royal Park GC, Vero Beach, Fla., now owned by members . . . New pro shop built . . . Clarence Doser, in first winter season at Royal Park, sets new course record . . . Sam Hurt and wife, on clubhouse staff of Knollwood Club, Lake Forest, Ill., in summer operating Royal Park clubhouse . . . George Miller, mgr., Kenwood CC, Cincinnati, O., has made extensive investigation among managers, association officials, players and press on clubhouse operations for major tournaments . . . Kenwood is to be host to Western Open June 3-6 and George, a smart, vigorous veteran in club management is determined to have the event handled perfectly.

Employees of Indiana Farm Bureau Co-operative Assn. spent 2000 man-hours building 9-hole course on company's tank farm . . . Company furnished materials . . .

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can't happen
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SHOWER
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BEN HOGAN Picks a Winner!

From Up Close

By Tom Anderson

June 13, 1953—Jack Joyner, WBIR, was among those present when Ben Hogan was interviewed following his 67 in the first round of the U.S. Open in Pittsburgh.

One of the reporters, re-lays Jack, asked Hogan how he apparently had cured his strained back muscle overnight.

Hogan said he had applied Ben-Gay to the aching area . . . "That stuff's great," he said in effect.

Ben-Gay, né Bengué, is a tube of ointment practically every household keeps in the medicine cabinet.

—Knoxville Journal

● As all the sports world knows, Ben Hogan won the 1953 U. S. Open, proving once more that in top form he's virtually unbeatable. Why don't you take a tip from Ben Hogan? Keep Ben-Gay on hand always.



BEN HOGAN, 4 time winner of the U. S. Open. '53 winner of U. S. Open, British Open and the Masters.

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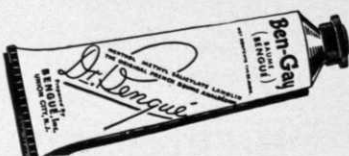
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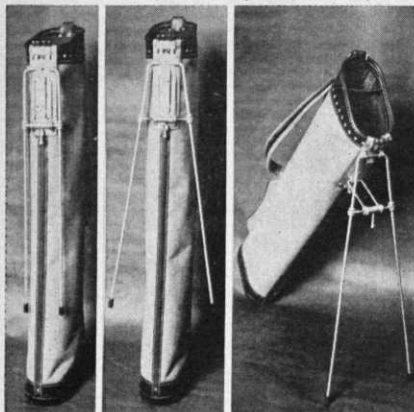
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<p>STORING Legs Held Against Bag</p> <p>CARRYING Legs Against Bag No Flipping</p> <p>Easily attached to most types of bags. Cadmium plated steel construction; strong; durable; light weight.</p>	<p>SUPPORTING Firm Stance No Slackness</p> <p>Can't accidentally be detached or fold up. Can be detached or re-attached quickly with a ten cent coin.</p>
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Employees converted former poultry house into small clubhouse with feeding facilities . . . Two breakfast clubs have teeing-off time about 5 a.m.

Platzmeister Eberhard Steininger's maintenance methods at Pine Valley subject of illustrated article in Golf, Amtliches Organ des Deutschen Golf Verbandes . . . Herr Dr. De France, der Leiter der Rasenversuchstation der Universität Rhode Island and golf turf research at Kingston also featured in story in the excellent German golf monthly.

Walt Ripley who's been specializing in construction of small town courses says we've got to remember many baseball stars got started in corners of cow pastures . . . American Society of Golf Architects at their annual meeting discussed small town problem with architects agreeing that a simple basic plan for moderate starting money and with design for development as more money becomes available is wisest.

Narry (Concord CC) and Tony (Framingham CC) Sperandio, prominent New England supts., recently suffered the loss of their father . . . Narry's 10-year-old son Jimmy, who went to Miami with his mother, dad and sister, broke a leg play-



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ing while Narry was at the GCSA convention . . . Hugh Love now gen. mgr., Hartford GC, West Hartford, Conn. . . . Jorgen Andersen takes over as mgr., River's Bend CC, La Fayette, La. . . . Forrest Large from Plum Hollow GC (Detroit dist.) to manage Sunnehanna GC, Johnstown, Pa. . . . L. J. Barbano, from Sequoyah CC, Oakland, Calif., to manage San Jose (Calif.) CC.

Nashville (Tenn.) to open Negro 9-hole munny course in June . . . Madison (Fla.) Lion's Club building 9-hole course for town . . . Covington, La., getting 9-hole private course . . . 9-hole private course also going in at Sulphur, La. . . Winfield Allen's Sky Park 9-hole semi-private course to open July 4.

Bill Burton is architect for Athen (Ala.) CC course which will open in June . . . Eddie Ashford is pres. . . Redstone Arsenal at Huntsville, Ala., planning golf range and eventually will have course . . . Webb Folin pres. of new private club building at Nashville, Tenn. . . Plans being made for 9-hole munny course at Columbia, Tenn.

Gerry Sesso resigns as pro at Essex County (N. J.) CC West course . . . Robert Trent Jones designing new 27 holes for Upper Montclair (N. J.) CC . . . 9 holes of

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