

in related golf promotion activities over an even longer period brings a realistic approach and analysis to the material presented.

Probably the most significant feature of the book is the firm establishment of the concept that municipal golf, of all outdoor public recreation facilities, can not only pay for itself but actually can produce an excess of revenue over operating costs. This one point, backed up by numerous case histories and statistical material should prove a valuable guide to cities and towns planning community recreation centers.

Tables and charts showing comparative green fees charged in various parts of the country, reservation policies and comparative operating and maintenance budgets offer a solid basis for planning the operation of the new public course and an effective measuring stick for analyzing the operating methods of courses already in use.

Promotion techniques and the various ways of financing the construction of municipal golf courses are graphically treated by actual case histories detailing the methods used and the results obtained. These case histories include communities

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to regular spray solutions and
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For Greens—apply with regular sprayer. 1 gal. Gro-Green to 10 gal. of spray solution. Fertilize each spraying. 1 gal. covers approx. 10,000 sq. ft.

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of all sizes, character and in all parts of the country.

"The Municipal Golf Course — Organizing and Operating Guide" is profusely illustrated with photographs and diagrams, is attractively laid out and contains an index for easy reference. It is available postpaid from the National Golf Foundation, 407 South Dearborn Street, Chicago 5, Illinois, upon receipt of check or money order for \$3.00.

Paul Hahn Drops "Tell" Shot from His Show

PAUL Hahn, the trick shot star, has dropped the "William Tell" shot from his new routine. After thousands of performances of this precision stroke of knocking a golf ball off a tee held up by the teeth of a comely accomplice, and no misses, Hahn says that golfers now are convinced he can do the shot.

The lovely Mrs. Hahn, partner in that act from its beginning, is no longer traveling the crowded schedule with her husband, but attending to the home life for the Hahn's pretty budding daughter, "Penny."

Paul says "Her Highness" is an abso-

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lutely perfect teammate in that act, remaining completely still and thinking about what we shall have for dinner or of some charming costume worn by a woman in the gallery. Some other lady might look up at the wrong time to see how the trick is done.

Hahn says an interesting reflection of the marked growth of women's interest in golf was another reason he dropped the Wm. Tell number. There now are many women in galleries at his exhibitions and after his performances some of them always tell Hahn the "Tell" sharp-shooting was frightening and not in the delightful tenor of all the rest of his show.

WGA Offers Insurance Plan to Member Club Employees

Answering a long-due need for the employees of country clubs, Western Golf Association this spring is offering a group life and accident insurance plan to cover regular employees of WGA member clubs.

The plan, which includes benefits ranging from \$1,000 to \$5,000, will not go into effect until accepted by a representative group of clubs, but indications are

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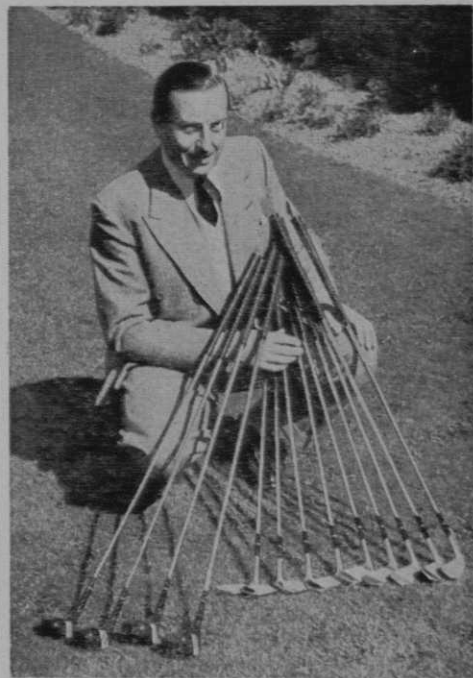
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that it will be adopted by July or August. Cost of the plan, which would cover those employees who serve the club seven or more months each year, will be borne by the individual club.

"We are not sure that our member clubs are ready for the insurance at this time," pointed out President James L. O'Keefe, "but feel group life insurance is of vital importance in establishing a high caliber of employee. If the plan meets with the approval of a representative group of clubs, we are sure it will spread rapidly and soon become an accepted policy for the majority of the nation's country clubs."

No medical examination is required for those to be insured, and the plan is available to clubs with as few as five eligible employees. Rates, according to Mr. O'Keefe, are commensurate with those of other group insurance plans and it is hoped they will be decreased as the program gains acceptance.

The insurance is being underwritten by the State Life Assurance Company of Worcester, Massachusetts. Country clubs interested in investigating the possibility of participating in the plan are requested to write Western Golf Ass'n., Golf, Ill.

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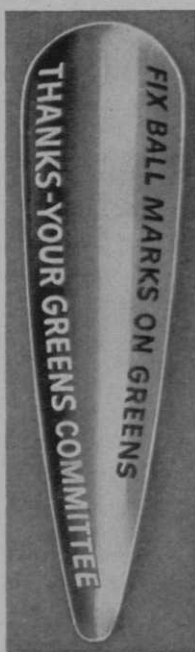
1000—\$65 500—\$35
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Ten percent of order in small individual envelopes with printed directions. Extra envelopes one cent each.

Ten dollars extra for imprinting name of firm or club. Limit of 25 letters and spaces for upper; 29 for lower line.

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ACTUAL SIZE

Foundation Names Wickham West Coast Representative

The National Golf Foundation has announced the appointment of Verne Wickham as West Coast field representative to cover the area including California, Washington, Oregon, Idaho, Utah, Nevada and Arizona, beginning this month.

Rex McMorris, executive vice president of the Golf Foundation, pointed out that Wickham's appointment to the west coast job is a logical step in the Foundation's current emphasis on new golf course development in the country to satisfy the American golfers' growing demand for additional places to play. He said:

"The 'Golf Course Planning and Operating Clinic' sponsored by the National Golf Foundation at the Annual California Recreation Conference in Santa Cruz in February revealed the intense interest and vast potential in new golf course construction in the Western states. In order to keep abreast of the situation and to effectively help these communities in developing new golf facilities, we must have a man on the spot where he can do the most good.

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Simplex "150," the newest portable lapping machine, reconditions any hand, power, or gang reel-type mower with lapping compound . . . keeps mowers in top condition between sharpening jobs. Couples to either side of mower; gang mowers need not be unhitched. Weighs only 30 pounds—easily carried right to the job. G-E 1/4 hp motor with reversing switch for quiet, dependable operation.

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April, 1955

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Treating time does not interfere with play.
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Verne Wickham's training, experience and ability to represent the Golf Foundation in an area that promises to be extremely active in new golf facility construction and operation in the years ahead. We are confident that Wickham will contribute significantly to the progress of golf in this region!"

McMorris said that Wickham's 34 years of experience as a golf writer, whose material has appeared in national magazines and newspapers, and as a municipal golf course operator and promotion expert for the last 17 years in the capacity of Golf Director for the Los Angeles County Department of Parks and Recreation was instrumental in his selection for the new post.

Wickham, who authored the National Golf Foundation's new book, "The Municipal Golf Course—Organizing and Operating Guide," will be available as a consultant to communities and groups in the western states interested in promoting, building and operating new golf courses. He will furnish information and advice wherever needed and will help guide community groups in obtaining new golf facilities.

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WILSON DISTRIBUTES NEW GOLF INFORMATION KIT

Newspaper, radio and television representatives, for the first time in five years, will receive a complete new golf information kit which is being distributed by the public relations department of Wilson Sporting Goods Co.

The kit features both the 1955 men's and women's brochures; head and action



photographs of members of the Wilson staff; informative stories on the development of equipment; and a mat sheet showing pictures of free news mats available on request all neatly packaged in an

"CLOG-HOPPERS"

THE ALL-PURPOSE SANDALS
 IDEAL FOR SHOWER • LEISURE • BEACH
 LOCKER ROOM • SPORTSWEAR

EVERY MAN AND WOMAN . . . WHO HAVE WORN THEM AGREE . . . "CLOG-HOPPERS" FEEL AS GOOD AS THEY LOOK.



ONLY \$2.00 PAIR

A new idea in sandals . . . molded of flexible frosty white polyethylene plastic . . . foot-conforming contour design . . . smartly styled with rubber strap in contrasting colors . . . non-skid, will not splinter or chip . . . so light they float. Easy to clean . . . Reinforced platform sole gives greater durability.

3 sizes: Small (5-7), Medium (7½-9½), Large (10-12½)

Choice of Blue or Wine strap.

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NU-DELL PLASTICS CORP., DEPT. C
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 ANDERSON, INDIANA, U. S. A.

WORLD'S LARGEST MANUFACTURERS OF FINE
 PARK, PICNIC, PLAYGROUND, SWIMMING
 POOL AND DRESSING ROOM EQUIPMENT

attractive two color 8½ by 11 inch carrying case.

In addition to regular news stories on the men and women golfers, the women's booklet also contains a feature story on each of the gals.

There are glossy 8 by 10 photographs of all the stars including Arnold Palmer, Bo Wininger and Sam Urzetta and there are new pictures of the established stars.

The mat sheet will help those who find mats more convenient to use and who like to have a complete mat file on hand. The sheet features one and two column mats with both head and action poses. Snead demonstrates the swing in a series complete with captions.

PENFOLD "MULTIDENTIFICATION" BALL MARKING IS NEW

Penfold golf balls, American size, made by Golf Ball Developments Ltd., Birmingham 8, Eng. now are on the U. S. market with identifying marks in addition to the customary numbers. The new Penfolds have hearts, clubs, spades and diamonds in the usual red and black of playing card markings on two balls each of a dozen package.

The other four are marked by numbers.

ACUSHNET NAMES TWO NEW SALES REPRESENTATIVES

The Acushnet Process Sales Co. announces appointment of J. W. Toland, Jr. as sales representative in Western Texas and the State of New Mexico, territory formerly covered by the late Fred P. Fuller and Roland J. Shearer will have



Roland Shearer



J. W. Toland

Upper State New York and Western Pennsylvania, territory previously covered by the late Lorman Kelley.

Bill Toland served in the Army Air Force during World War II and his extensive background in the sporting goods field has given him occasion to call on the golf professionals in 35 states. For several

GENERAL STEEL LOCKER ROOM EQUIPMENT



IDEAL LOCKER BENCHES →



GENERAL STEEL PRODUCTS CORP.

FLUSHING 55, NEW YORK. INDEPENDENCE 3-3000

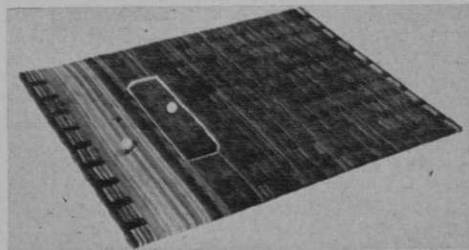
Our experienced sales engineers are available.

years, prior to Toland's present appointment, he has been selling Acushnet golf balls in the South Atlantic States.

Rollie, who originally hails from Seattle, Washington, has been selling Acushnet golf balls and golf equipment around the Illinois and Wisconsin area for several years; and, in addition, has headed the Shearer and Pollard Warehouse in Evanston, Illinois since 1947—one of Acushnet's largest shipping centers.

FLEXI-MAT HAS NEW COMBINATION GOLF RANGE MAT

Flexi-Mat Corporation, Chicago, Ill., has a new design mat and brush combination made of heavy duty $\frac{7}{8}$ in. thick airplane



tire carcasses reinforced with nylon cord fabric, and bound together with No. 9 gauge galvanized spring steel wire. Insert opening for the new Tampico brush is re-

New! Improved WESTALL RUBBER FLOORING

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We are pleased to announce this new rubber flooring now being offered in plain and embossed surfaces in choice of red, green, or sand colors. Write or wire for samples and information.

- PROTECTS CLUBHOUSE FLOORS FOR YEARS!
- LONGER-WEARING, TOUGH, FIRM!
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HENRY WESTALL COMPANY
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ANNOUNCING THE NEW NESTOR JOHNSON PRO-TEE

A rugged, completely mechanical tee, perfected and produced with all the famous Nestor Johnson sports engineering and design know-how behind it!

60 years of Nestor Johnson craftsmanship and quality standards offer you these five points in a completely tested and guaranteed golf tee for more play, more profits:

- Easy installation
- Fast, non-jamming ball delivery
- Adjustable tee height
- Foolproof operation
- 100-ball capacity hopper

For complete information, write:

NESTOR JOHNSON MFG. CO.
1900 N. Springfield Ave.
Chicago 47, Illinois



inforced with a double strip rubber rim as an added protection to the mat, permitting more vigorous iron play and preventing accidental damage to clubs.

The weatherproof, skid-free surface of the mat is spike resistant, suitable for indoor practice and for use on par 3 courses. End clamps are cadmium plated to resist rust and corrosion.

Overall size of mat is 4 ft. by 5 ft. and brush size is 5 in. by 20 in.

HELPS DEVELOP PROPER GRIP



A new product to aid the golfer in developing the proper grip is being distributed by Elasco, Inc., 1944 E. Market St., Akron 5, Ohio under the name Prop-O-Grip. It is not permanently installed on the club, but is an easily attached device which helps the golfer position his hands properly to develop the correct swing in all types of shots.

Developed with the assistance of top rubber scientists, Prop-O-Grip is a lightweight molded rubber cover that zips over the handle of any club. It adds no bulk to the club handle, and after the correct grip becomes a matter of habit, the golfer can eliminate it without any feeling of awkwardness. So light in weight it can readily be carried in the pocket or golf bag, it has been engineered for strength, to stand up under the constant beating and friction of play.

Golf pros who have tested the device are enthusiastic about its possibilities. The molded rubber projections and thumb grooves, they say, are an aid in indicating to the novice golfer the exact way his hands should be aligned for the best grip and its low retail cost puts it within the reach of every golfer.

NESTOR JOHNSON ENTERS MECHANICAL TEE FIELD

The Nestor Johnson Manufacturing Company, well known in the sporting goods industry for over 60 years, announces the addition to their line of the Pro-Tee, for golf ranges and pro instructors.

The Pro-Tee is completely mechanical and has been thoroughly range tested; incorporates several novel features to insure continuous trouble free operation on ranges. The tee height is adjustable and safety provisions have been made so that

no ball may be teed below mat level.

The 100-ball non-clogging hopper is designed to eliminate the use of range clubs for stirring balls into motion. The Nestor Johnson Company added the automatic tee following a study which showed the need for a quality built, carefully inspected, and guaranteed unit that would be satisfactory to operators under all conditions.

"AUTOMATIC PRO" DEVICE GUIDES GOOD SWING

The "Automatic Golf Pro," a training device worked out by an engineer who long has been a pupil of numerous competent pros, now is being made and sold by Automatic Golf Pro Co., 325 W. Ohio, Chicago 10, Illinois.

It is an ingeniously simple device to develop correct action and feel of shoulder and body turn and right elbow performance. It consists of a light, adjustable webbing belt and right elbow harness, and a left side guide that extends from the belt to under the left shoulder. It is for right- or left-handed golfers.

Pros, after the customary reluctance to pay much attention to practice and



"swing-grooving" devices, have been quite impressed by the way this gimmick helps their teaching, and say that it's proved to be a good thing in checking up on their own swings.

It caught on shortly after its introduction in the Chicago district and is being marketed on a nation-wide pro-only basis. It has a moderate retail price.