

BUYING OR SELLING ?



YOU'RE AMONG THE FORTUNATE if you are buying the all-new '55 Westcoaster. And if profit is your motive, select dealer franchises are still available.

Remember--- this is America's finest Golf Car. Incomparably more rugged for tough rental duty. Vastly more powerful for longer operation on the hilliest courses. Smoother 'glide-quiet' operation that costs but pennies a day.

So whether you're buying or selling your best interests will tell you to check the 1955 Westcoaster . . . first! Write or wire for complete details.

Westcoaster
ELECTRIC GOLF CAR

the '55

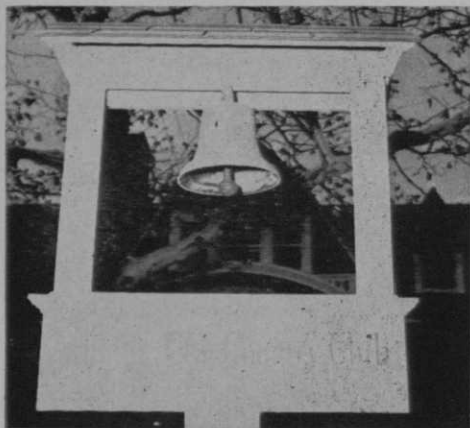
WESTCOAST MACHINERY, INC.,
1808 E. Charter Way, Stockton, Calif.

DEALERS

These features protect your investment.

All-point coil spring suspension. Goodyear "Airfoam" seats. Built-in chargers. Safety gear shift. Safety-lock brakes. Non-tip torsion bar framing. Insulated stainless steel beverage box. Optional equipment: Radio, lighter, extra chrome.





This bell, which was rung in the 1900s to warn of the departure of the last streetcar from the Atlantic City CC, now is at the club entrance.

closets, and two windows (four in the corner rooms) in each room, which are fitted with storm windows and built-in screens.

One side of the building faces a putting clock and the pitch and putt course, which are lighted at night, and the other side faces the bay and Atlantic City's skyline.

Bucks Resort Competition

Fraser hit on the notion of decorating every room differently in order to buck the stiff competition of nearby Atlantic City.

The resort has some of the finest hotels in the world with facilities for 70,000 people. By comparison: Cleveland has only 4,000 rooms, Baltimore just 2000. Consequently, Fraser sank an average of \$875 worth of furnishings into each room.

Every room has matching draperies and bed spreads, twin beds, three chairs, a large and a medium-sized bureau, formica-finished coffee and end tables, a bridge table, a radio, a baggage rack, lamps, pictures, mirrors, wooden coat hangers, water pitchers, over-size towels, bath mats, tub mats, decorative shower



The course-view side of the Atlantic City CC clubhouse.

curtains, individually wrapped drinking glasses, shoe bags, shoe cleaners, shoe horns, a bottle opener, Kleenex, a memo pad, a scorecard, and a telephone.

Fraser has discovered that maintenance costs have been less than he had anticipated. Country club people simply take better care of things than the average hotel guest. As a result, he has needed only one maid. He estimates his hot-water heating bill at \$500 yearly.

Figures Costs Smartly

In building the bare structure for \$55,000, Fraser saved expenses by placing all baths back to back and side by side, so that basic plumbing serves four baths instead of only one. This brought his cost per unit to \$2300, including wallpaper, different in each room. Added to this is the aforementioned \$875 for furnishings per unit and roughly \$5000 for landscaping and minor embellishments.

Fraser maintains the same rates all four seasons, although Atlantic City is known chiefly as a summer resort. He charges \$8 for members (many of whom are from out of town) for a single room, \$10 for double. For guests of members, the rates are two dollars per person higher.

Most of his business has come as a result of professionals arranging visits of their members.

To further promote his annex, Fraser holds several tournaments a year which attract out-of-town amateurs. Every Fall he offers the facilities of the club to the Philadelphia PGA, of which he is vice-president, for their annual meeting, throwing in a \$1200 pro-amateur event for good measure. Fraser catches Pinehurst and Florida vacationers from the north. "Play Golf Year Round" is his slogan, and he plugs it in all his ads and on his stationery.

Pro's Picture of Teamwork of Department Heads

By JAMES D. FOGERTY

Sunset Country Club, Sappington, Mo.
(At GCSA convention)

MY JOB as professional at a first class country club requires me to work at least twelve hours a day and six days per week, but it usually is a seven day week. I know nothing about grass, the various types, or how good turf can be produced, and I assure you — I am not interested in knowing all about grass — because we have a first class golf course superintendent

For Extra PRO SHOP PROFITS

STOCK THESE FAST-SELLING SPECIALTIES



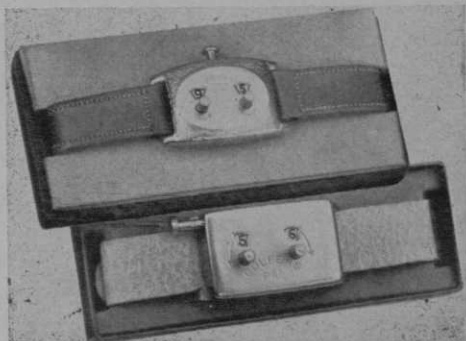
"Seafoam" Genuine Foam Rubber GOLF PRACTICE BALLS

For year-round practice outdoors and indoors. Safe. Cannot cause any harm to persons or property. Available colors: Red, White, Yellow.

1 DISPLAY CARTON (12 balls) . . . \$2.00 retail

Packed in four boxes 3 balls each. Order No. 303-A

Manufactured by NATIONAL PLAYTHINGS, West Hanover, Mass.



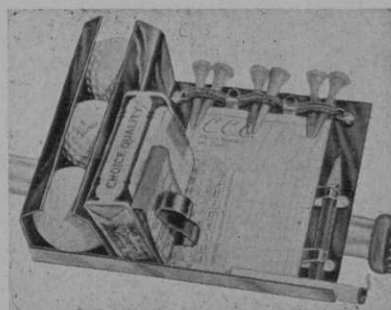
THE GOLFER'S PAL • SCORE KEEPER

For those who want the best

Designed to be worn on wrist without interfering with stroke. Perfect gift or tournament prize. Precision, dependability, and simplicity in operation make it standard golf accessory.

Model No. 1-X \$5.00; Model No. 1 \$3.50

Manufactured by BORM MANUFACTURING CO., Elgin, Ill.



GOLF-EEZ "KARY-ALL"

Carries everything you need with ease. A handy "Kary-All" for your caddy cart. Holds golf balls, golf tees, score card, pencil, cigarettes and matches. Nothing can come loose, fall off or blow away. Made of light weight rustproof metal.

Packed in individual cartons (size 5" x 6") \$1.25 retail

Distributed by GREAT LAKES GOLF BALL CO., Chicago, Ill.



As used in Compartment Type
Bags

Oval or Round Type
Bags

PAR TUBES for All Golf Bags

A must for any golfer who wants to protect his grips: the full bag length with an individual compartment for each club. PAR TUBES are strong, moistureproof and endorsed by Pros and Amateurs for keeping grips in fine condition and protected against marring by careless handling.

Packed in cartons of 42 and 144

Manufactured by PAR TUBE, Chicago, Illinois

IMMEDIATE SHIPPING FROM THREE LOCATIONS

East

Metropole Sales Co.
242 - 4th Ave.
New York, N. Y.

Mid-West

Great Lakes Golf Ball Co.
6641 South Western Ave.
Chicago 36, Illinois

West

Curley-Bates Co.
617 Mission St.
San Francisco, Calif.

ent. I do know, however, when the golf course is in good playing condition and when a course is well groomed, because of my long years at various golf clubs throughout this country.

The pro and the superintendent must work in harmony and as a team, so that their combined knowledge of the golf course can be used to the best advantage of their club.

I would like you people to know that at Sunset CC, where I am the professional, we have an excellent golf course superintendent and a man who I am pleased to call my friend, Fred Lohenrich—

We do not always see eye to eye, but we never interfere with each other and are always willing to assist each other when help or advice is needed. This brings up the next topic — what can we do for each other?

First: I should try to educate the golfers why the greens men are doing certain jobs. Also point out the golf course superintendent and tell them his name. I should encourage the golfers to compliment him and his men on their good course and to give the boss a pat on the back when ever they see him.

Second: I should, when I hear a player grumbling about the course, try to find out what is wrong and advise him that I will tell the superintendent about it. This makes the golfer feel better — (usually the golfer who is complaining has played poorly) — and to satisfy his ego, he blames the golf course and not his poor shot-making.

Train Caddies in Course Care

Third: My caddie trainer must teach caddies how to repair ball marks on the green, replace turf, how to walk on greens and give them proper instructions on where caddie carts are permitted near the putting surface. They should be instructed that it is their duty to pick up loose paper or trash and deposit it in baskets which are usually found on several tees around the course. They should be instructed to report any destruction to the course—such as broken flags, ball washers, fences or boundary posts, because it is impossible for the superintendent to see all of the course every day.

Fourth: I should advise the superintendent of any tournaments or special golf events so that he will be prepared for them — help in advising pin placement and placing of tee markers.

The course superintendent can help the professional by—

First: Telling him whenever the caddies are doing something wrong on the course. In this way, proper discipline can be given them through the caddiemaster, and this keeps the boys from having hard feelings with the superintendent.

Second: Periodically see that the trash accumulation around the caddy yard is taken away and that when minor repairs are needed around the caddie house he sends a man over to repair it when he can spare him.

Third: Try to keep the practice area in the best shape possible under various conditions. Such as, keeping the grass cut and seeing that the tee is well watered so that practice will be a pleasure.

Fourth: When major improvements are being made, tell the professional so that he will be able to enlighten the golfers who ask about what is going on.

This cooperation exists between Fred Lohenrich and myself at our club.

May I say we who play golf are indeed greatly in debt to the course superintendents who supply us with the best

IMPORTANT

Every golf club in the United States is being mailed our annual form card on which space is provided for names of each club's operating personnel entitled to receive GOLFDOM. Please give this your prompt attention.

Unless we receive up-to-date information on those who are actively engaged in duties concerned with your golf club's operation we cannot continue mailing GOLFDOM.

If your club failed to receive our form card or misplaced it — use the form you'll find on Page 126 in this issue. Recently enforced regulations of our circulation auditing association require us to show that the names to whom GOLFDOM is mailed are up-to-date. Lacking this information we are instructed to stop mailing GOLFDOM to old names on our list.

To make certain your 1955 officials and operating heads receive GOLFDOM—fill-in the form and mail it—today—please.

Thank you.

GOLFDOM

conditioned golf course possible under the existing weather conditions.

I believe it would be a very sound idea — if once a month it would be compulsory that the manager, course superintendent and professional sit together at lunch and discuss our problems and seek the advice of each other on solving our various problems. I feel that all of us would be drawn closer together and in turn, we would do a better job of helping each other. And when we help solve each others problems; then we are really doing a fine job for our club.

The "big three" of any club should, when they hear any grumbling about the other departments, report these grumbings to the department head as soon as possible so that this department will be aware of what is going on, and in this way, we will all do a good job of working as a unit.

Northern Calif. Supts. to Watch Greens at Open

MEMBERS of the Golf Course Superintendents' Assn. of Northern Calif. will serve as greens marshals during the National Open this June at the Olympic Club.

Pres. Paul Paulsen and sec.-treas. Walter R. Boysen have announced that a clinic will be held at every course where the association holds its monthly meetings. Starting at 10:30 a.m. the host supt. will conduct a tour of his course so other supts. may see his problems as well as his achievements.

The clinics will not be confined to turf but will include shop and maintenance equipment, shrubs, trees, flowers and all other items pertaining to course maintenance.

Late Starters Learn Golf Fast

BILL Lynch, asst. pro at Crestmont CC, West Orange, N. J., has been teaching group classes at the North Newark Adult school and the Weiguahic Adult school during winter and early spring evenings.

Lynch says "There's something about the learning attitude of night school pupils that often shows amazingly fast results in golf. The main idea, of course, was to get them into the classes for entertaining exercise and as an opener to a very pleasant phase of social life. But a lot of these people, even when not especially apt physically, are so intensely

Golf Pride

TRACTION ACTION GOLF CLUB GRIPS

Do a favor for your customers and make money for yourself.

Sell clubs of leading makers, featuring grips the champions prefer.

CHICK HARBERT

1954 P. G. A. Champion



"Golf Prides preserve the elasticity of my hands, important for distance, as well as for short game finesse."

TOMMY BOLT

One of golf's "Big Ten"

"Golf Pride grips put extra power in my drives and give me keener control."



Molded to shaft
Easy on hands
Reduced Tension
Light weight grips
Uniform size
Increase the swing weight

Won't slip or turn
RIB-LOCK control
Cap and grip one piece, can't come apart.

**DRIVE FARTHER
HIT STRAIGHTER**

Not genuine unless "Golf Pride" is on the cap end.



PATENTED

FAWICK FLEXI GRIP CO.
BOX 8072 AKRON 20, OHIO

1955 TOURNAMENT SCHEDULE

APRIL

- 7-10—MASTERS, Augusta (Ga.) National GC
- 11—CAMDEN (S.C.) CC PRO-AMATEUR
- 14-17—GREATER GREENSBORO OPEN, Sedgefield Club, Greensboro, N. C.
- 21-24—VIRGINIA BEACH (VA.) OPEN, Cavalier Yacht & CC
- 25-30—NORTH & SOUTH MEN'S AM. INV., Pinehurst (N. C.) CC
- 28-May 1—TOURNAMENT OF CHAMPIONS, Desert Inn CC, Las Vegas, Nev.

MAY

- 5-8—COLONIAL CC NATL, Fort Worth, Texas
- 12-15—HOT SPRINGS (ARK.) OPEN, No. 3 Course, Arlington Hotel
- 12-15—GREENBRIER OPEN & PRO-AM. INV., White Sulphur Springs, W. Va.
- 19-22—KANSAS CITY (MO.) OPEN, Hillcrest GC
- 20-21—WALKER CUP MATCH, St. Andrews, Scotland
- 26-29—FORT WAYNE (IND.) OPEN, Elks CC
- 30-JUN. 4—BRITISH AMATEUR, Royal Lytham & St. Anne's, England

JUNE

- 1-5—GOODALL PRO ROUND ROBIN, Deepdale GC, Great Neck, N. Y.
- 4—NATIONAL GOLF DAY, Olympic Club, San Francisco, Calif.
- 9-12—CANADA CUP, Columbia CC, Chevy Chase, Md.
- 13-19—TRANS-MISS. MEN'S AMATEUR, Wakonda GC, Des Moines, Ia.
- 14-18—SOUTHERN GA AMATEUR & SENIOR, Linville (N. C.) GC
- 14-17—USGA SENIORS, Apawamis Club, Rye, N. Y.
- 14-17—EASTERN INTERSCHOLASTICS, Greenwich, Conn.
- 14-18—TRIANGLE ROUND ROBIN, Grossinger Hotel & CC, Grossinger, N. Y.
- 16-18—USGA OPEN, Olympic CC, San Francisco, Calif.
- 19-25—NCAA CH., Holston Hills CC, Knoxville, Tenn.
- 23-26—WGA OPEN, Portland (Ore.) GC
- 23-24—WESTERN SENIORS, Scioto CC, Columbus, O.
- 24-25—ONTARIO OPEN, Cataragui G&CC, Kingston
- 29-JULY 2—BRITISH COLUMBIA OPEN, Vancouver, B. C.

JULY

- 6-9—ONTARIO AMATEUR, Westmount G&CC, Kitchener
- 6-9—NORTHWESTERN AMATEUR, Oshkosh (Wis.) CC
- 7-10—ST. PAUL (MINN.) OPEN, Keller GC
- 14-17—MILWAUKEE (WIS.) OPEN (MILLER HIGH LIFE), Blue Mound CC
- 18-24—WGA AMATEUR, Rockford (Ill.) CC
- 20-26—NATL PGA OPEN, Meadowbrook CC, Northville, Mich.
- 21-24—MET. GA AMATEUR, Plainfield (N. J.) CC
- 28-31—RUBBER CITY OPEN, Akron, Ohio

AUGUST

- 8-12—NATL. JUNIOR FOUR-BALL, Charlotte, N. C.
- 15-18—PGA NATL CADDIE TOURN., Columbus, Ohio
- 16-19—GREAT LAKES AMATEUR, Southmoor CC, Chicago
- 23-26—WGA JUNIOR, Manor CC, Washington, D. C.
- 25-28—LABATTS' OPEN, Summerlea G&CC, Montreal, Que.
- 27-29—NORTHEASTERN OPEN, South Hills Club, Fond du Lac, Wis.

SEPTEMBER

- 1-4—INSURANCE CITY OPEN, Wethersfield (Conn.) CC
- 6-9—MARVIN (BUBBY) WORSHAM MEM. JR. OPEN, Bethesda (Md.) CC
- 8-11—CAVALCADE OF GOLF, Shackamaxon CC, Westfield, N. J.
- 12-17—USGA AMATEUR, CC of Va. (James River Crse.), Richmond, Va.
- 20-22—MET. GA OPEN, Fanway GC, White Plains, N. Y.
- 20-25—TRANS-MISS. SILVER ANNIV., Twin Hills CC, Oklahoma City
- 22-25—CARLING'S OPEN, Charles River CC, Boston, Mass.
- 26-OCT. 1—USGA SENIOR AMATEUR, Belle Meade CC, Nashville, Tenn.

NOVEMBER

- 5-6—RYDER CUP MATCHES, Thunderbird Ranch & CC, Palm Springs, Calif.

WOMEN'S EVENTS

APRIL

- 14-17—Beaumont, Tex.
- 21-23—Sunset Hills CC, Carrallton, Ga.
- 28-MAY 1—BETSY RAWLS-PEACH BLOSSOM OPEN, Spartanburg, S. C.

MAY

- 5-8—CAVALIER OPEN, Virginia Beach, Va.
- 16-20—BRITISH LADIES' OPEN AM., Royal Portrush, No. Ireland

JUNE

- 2-5—EASTERN OPEN, Berkshire CC, Reading, Pa.
- 4—NATIONAL GOLF DAY, Olympic Club, San Francisco, Calif.
- 7-9—WEGA WOMEN'S, Farmington CC, Charlottesville, Va.
- 14-18—TRIANGLE ROUND ROBIN, Grossinger (N. Y.) Hotel & CC
- 23-26—WWGA WOMEN'S OPEN, Maple Bluff CC, Madison, Wis.
- 30-JUL. 2—USGA WOMEN'S OPEN, Wichita (Ks.) CC

JULY

- 10-13—NORTHEASTERN LADIES', Butte des Morts GC, Appleton, Wis.
- 11-16—PAC NW GA WOMEN'S AMATEUR, Sand Point CC, Seattle
- 14-17—1ST LADIES' PGA, Orchard Ridge CC, Fort Wayne, Ind.
- 21-24—Hot Springs, Va.
- 25-30—WWGA WOMEN'S AMATEUR, Olympia Fields CC, Ill.
- 28-31—BATTLE CREEK OPEN, Battle Creek (Mich.) CC

AUGUST

- 26-28—HEART OF AMERICA OPEN, Kansas City, Mo.

SEPTEMBER

- 8-11—ST. LOUIS (MO.) OPEN
- 20-25—TRANS-MISS. SILVER ANNIV., Twin Hills CC, Oklahoma City
- 22-25—CLOCK OPEN, Clock CC, Whittier, Calif.

studious and so eager to work at the game they get pretty good 'synthetic' swings."

Crown Vetch Makes Good in W. Va.

Lakeview CC, Morgantown, W. Va., planted the first Crown Vetch in West Virginia in 1954, and reports that the grass has been highly effective in preventing erosion on a parking lot bank. Lakeview got between 300 and 350 of the plants from Fred Grau and got almost 85 per cent catch.

Pro is the Hero of New Mac Divot Comic Strip

A NEW comic strip, drawn by Mel Keefe and with continuity written by Jordan Lansky, a golf enthusiast, is being syndicated to newspapers on a six days a week schedule by the Chicago Tribune-Daily News Syndicate.

It begins April 18 in 24 papers.

The chief characters are Malcolm (Mac) MacDivot, pro at Rolling Knolls GC, his son Sandy, who is his assistant and does extra duty operating the Swing Spot

range while aiming to be a tournament pro, and Marla Brooks, bookkeeper at the club.

There's plenty of golf club story, instruction, romance between Sandy and Marla and other entertaining elements in the strip.

Demaret Films on 14 TV Programs

Jimmy Demaret's television instruction service, produced and distributed by Award Television Co., 1501 Broadway, New York, now is appearing on 14 station programs. It is scoring very well.

Jimmy has a bunch of headliners with him in the films, giving and taking lessons. Snead, Nelson, Peter Thomson, Sarazen, Paul Hahn, Suggs, Jack Burker, Mangrum, Middlecoff, Stranahan, Crosby, Hope, Ted Williams, Jerry Colonna and Billy Eckstine appear with the fluent and entertaining Demaret.

Demaret puts the customers whether they're golfers or thinking about getting into the game, into a receptive and relaxed attitude.

New NATIONAL GOLF BAG!

MODEL NO. 1340

Expertly made of a new exclusive DOUBLE LIFE fabric. Rubber backed. Water - repellent. Non-fading. Available in Moss Green, Saddle Tan, Geranium, Rust, Brass or Plaid.

6" x 9" leather top. Luggage tan trim. 14 club size. Ball pocket. Ball and card holder. Tee holder. Shoe and jacket pocket. Detachable sling. Cart wear protection.

For men or ladies.

Only \$22⁵⁰

RETAIL

(Formerly Can-Pro.
Same business—
same people—
just new name.)

NATIONAL
SPORTS COMPANY
FOND DU LAC
WISCONSIN



Sole United States Agent for
NORTH BRITISH RUBBER CO., LTD., Edinburgh, Scotland

NORTH BRITISH **metal spiked** **rubber golf oxfords**

Spring's wet weather will bring them in asking for these famous imported golf oxfords. Order now and be ready for the lively demand.

Write, today, for prices

GOLFERS IMPORTS, INC.

Box 26 Hillside Manor
NEW HYDE PARK, L. I., N. Y.
Phone: Floral Park 4-4115—Bayside 5-0333



NEW! now zip the proper grip on your golf club with **PROP-O-GRIP**

Now at last — a grip guide that requires no permanent installation, is ready for use in seconds. Prop-o-Grip is made of lightweight molded rubber, can be carried in pocket or golfbag. Ribbed projections guide fingers into position, thumbs rest easily and firmly against molded rubber grooves. Only ONE Prop-o-Grip is needed per set of clubs, because it can be transferred during play.



PROPER position of left hand — thumb against molded projection.



PROPER position of right hand. Fingers rest naturally between projections.

Retails at
\$1.95
in U.S.A.

ONE Prop-O-Grip serves a whole set of clubs—zips on and off easily.

Patent Pending

MAIL THIS COUPON TODAY

ELASCO, INC.

1944 E. Market St., Akron, Ohio

Please send me more information about Prop-o-Grip.

Name _____

Address _____

City _____ State _____

BOOK REVIEWS

CAN I HELP YOU? By W. J. (Bill) Cox. Published by Ernest Benn, Ltd., Bouverie House, Fleet St., London, E.C. 4. Price, 13' shillings.

The pleasant and portly Bill, member of British Ryder Cup teams in 1935 and '37, and one of the top teaching professionals of England, has put together in this book many of the questions and answers that have appeared in his department in *Golf Illustrated* of London. The material is very well illustrated.

This is one of the best jobs of collaboration between pupils and teacher in a golf book. Bill's students plainly set forth about every sort of problem to which the average golfer is heir (or heiress) and the professional gives constructive answers that aren't simply cold, dead print.

There is considerable reflection of American playing stars' contributions to simplification of golf technique, in Bill's scholarly solutions to his pupils' queries.

As far as we know there has been no golf book of this Q&A type done in the U. S. but there will be, as Cox has demonstrated it's a very helpful and interesting manner of treatment.

USED BY
NATIONALLY
KNOWN
PROS!



RUBBER WRAP-ON GRIP

CAN BE APPLIED TO ANY CLUB
IN 10 MINUTES!

Adds at least 15
yards to your drive

Builds confidence
improves your game

AT PRO SHOPS



*Finest "Feel"
in Golf*

G.S.I. Sales Company

Solon Center Bldg. • Solon, Ohio

Exec. Office: 536 Terminal Tower Cleveland 13, Ohio

Architect's Society Elects Three New Members

Jack L. Daray, 1008 Tenth st., Coronado, Calif.; J. Press Maxwell, 3214 Kings Rd., Dallas, Tex.; and C. E. Robinson, 778 Eastbourne ave., Manor Park, Ottawa, Can., were elected members by the American Society of Golf Architects.

James Gilmore Harrison is the Society's president for 1955. Robert F. Lawrence is its vp; and William F. Bell its sec.-treas.

HANDBOOK FOR MUNICIPAL GOLF

"The Municipal Golf Course—Organizing and Operating Guide," published by the National Golf Foundation, 407 South Dearborn Street, Chicago 5, Illinois. Price, \$3.00, postpaid.

A complete, "how-to" handbook on municipal golf that covers all the bases—from the promotion, financing and construction of a municipal golf course to its organization and operation. While written for the layman and understandable even to the non-golfer, its 128 pages are crammed with facts and figures designed to answer any conceivable question in the

Lead With The Leader!

Start 'em off this spring with the glove that lowers their score

Tommy Armour GOLF GLOVE

with CLUB CONTROL

SELLS
FAST
AT \$4



Reinforced thumb with club-hugger inset in palm assures firm, relaxed grip at all stages of swing.

Men & Women—All sizes—immediate delivery.

PAR-MATE

10 W. 33rd Street
NEW YORK 1, N. Y.

Reg. Trade Mark

Don't miss Armour's new instruction movie—
"Play Your Best Golf", dist. by Castle Films.

"LOOK AT THE EXTRAS
Nadco OFFERS"



Nadco
"66"

Fast single lock
folding action.

\$19.95 LIST

Other models at \$24.95, \$27.50 and \$29.95

- Only Complete Line on the Market . . . a model for every golfer.
- Lifetime Aluminum "Anti-Friction" Ball Bearing Wheels . . . every cart "rolls as easy as a ball!"
- Exclusive New Golf Ball Handle for less fatigue in gripping.
- Every Nadco is GUARANTEED and INDIVIDUALLY REGISTERED by serial number in the owner's name.
- National Advertising in LIFE, ESQUIRE, NEWSPAPERS . . . plus a complete array of sales building display material designed to make NADCO your biggest "profit item" in years!
- Grand Prize . . . a Beautiful New CADILLAC in the Big Annual Nadco "Hole-In-One" Award.


WRITE TODAY for free display material and full contest details.

MORE NADCO CARTS WERE SOLD LAST YEAR
THAN THE NEXT TWO OTHER CARTS COMBINED!

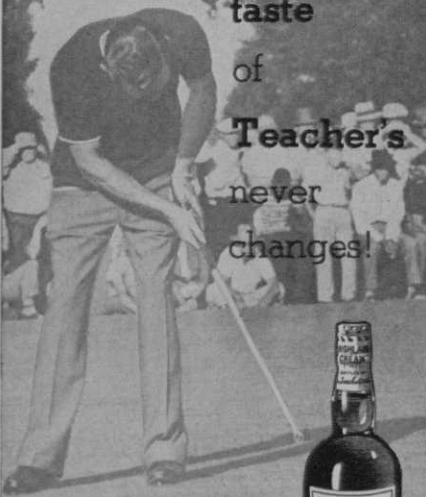


NATIONAL DIE CASTING COMPANY

3653 West Touhy Avenue • Chicago 45, Illinois

Golf
has changed since 1830



but the
good
taste
of
Teacher's
never
changes!

TEACHER'S
HIGHLAND CREAM
BLENDED SCOTCH WHISKY
86 PROOF Schieffelin & Co., New York

MADE SINCE 1830 BY WM. TEACHER & SONS

minds of the individuals or groups exploring the possibilities and benefits of public golf for their communities.

Not only does the book do a convincing selling job on the idea of municipal golf, based on the numerous proven benefits of the game to the community and on the successful golf experience of many communities all over the country—it outlines the steps to be followed in planning, financing, building, organizing and operating a golf course, illustrated by actual case histories.

The wide range covered by the book is indicated by the chapter headings which include: How It Started, Why A Golf Course, Where Is The Money Coming From, Golfers Are Taxpayers Too, Getting The Golfer Off The Tee, How Green Is My Golf Course, Pro Shop And Food Concessions, Personnel And Public Relations and Public Links Golf Clubs.

The book is based on facts and comparative statistics collected by the National Golf Foundation over a two year period and edited by Verne Wickham, until recently golf director for the Los Angeles Department of Parks and Recreation. Wickham's 17 year experience in the municipal golf field on the West Coast and

To be **SURE** you have the **BEST**
specify

"ORIGINAL"

KINGHORN

TACKY LEATHER

GRIPS

The permanently tacky
leather grip used throughout
the world by those who know the
importance of a good grip.

MADE IN SCOTLAND BY
BRIDGE OF WEIR LEATHER CO., LTD.

CLYDESDALE WORKS

BRIDGE OF WEIR SCOTLAND.
and used extensively by U. S. clubmakers