INTRODUCING

THE GOLF CAR THAT'S YEARS AHEAD

Fairway King

This sleek, sharp power-packed golf car is the answer for touring the courses in relaxation and comfort.

NOW the "Fairway King" offers the first truly modern golf car . . . the result of two years of experiment, engineering and design, and tested on some of the nation's toughest courses.

This car has it . . . performance . . . dependability . . . style . . . comfort . . . and low maintenance cost. It is the money-maker that golf courses have been wanting!

For further information clip coupon.

Fairway King Inc.

1349 West Reno
Oklahoma City, Oklahoma

June, 1954
ATHLETIC CLUBS: NOW YOU CAN OFFER THE FINEST MASSAGE FACILITIES... AT THE FLIP OF A COIN with a Niagara MECHANICAL MASSEUR

Top golfers like Snead, Sarazen, Mangrum, Blanton, Harrison, Middlecoff, and Burke help keep themselves in tune for the "big ones" with Niagara DEEP Massage.

Now, coin-operated Niagara mechanical massage tables are available... they're naturals for your locker room.

Niagara is great for pre-game tension and taut muscles. After the game it does the trick on fatigue and sore muscles.

Don't miss this sure-fire, locker-room money-maker. Send coupon TODAY for complete details.

G. B. LEWIS CO. WATERTOWN, WISCONSIN

A PRODUCT OF NIAGARA MASSAGE, ADAMSVILLE, PA.
Canada: Monarch Massage, Limited, Fort Erie, Ontario

April 20 meeting at Berwick (Pa.) GC... James Watson, Toro Co. agronomist, speaker... Harry J. Drennan, Buck Hill GC, Buck Hill Falls, Pa. is Pocono pres.

Jack Schneiderman signed as pro by Blue Hill GC, Canton, Mass., succeeding John Ford who moved to Wampatuck GC, Canton, Mass. Schneiderman was pro at Mt. Pleasant GC, Leicester, Mass., for 17 years, and ran indoor schools at Roxbury and Quincy, Mass., before going to Blue Hill... Bob Kivlin, Jr., back as pro at Northernaire course in Wisconsin, Carl and Bob Marty's famed resort near Monroe.

Bob Gajda, lad who looked very promising on tournament circuit, and asst. to Al Watrous at Oakland Hills CC (Detroit dist.) for 5 years, now pro at Forest Lake CC, near Pontiac, Mich. Forest Lake recently switched to private club operation after 10 years semi-private... Remodeling program on 3-year plan to take full advantage of fine, beautifully located course and excellent facilities... Blaine Eyron, Fred Hondren and Howie Wilson head group converting to private club... Wilson was schoolmate of Bobby Locke in South Africa... Neil (Scotty) Russell now pro at Balboa Park muny course, San Diego, Calif.
"We depend on Westcoasters for 36 holes on our moderately hilly course... without recharging," says Eddie Traube, Golf Pro. You'll like its responsive power control, too... its rugged construction... the Westcoaster's many comfort-with-safety features. Write for details, today.

EDDIE TRAUBE, Pro. Stockton Golf and Country Club
Our Westcoasters go "all the way" in convenience, comfort and durability.

WESTCOAST MACHINERY, INC., 1802 E. Charter Way, Stockton, Calif.

PROS and CLUB MANAGERS
Check the income advantages of selling or renting WESTCOASTERS

June, 1954
How you can attract More Customers and More Money to your DRIVING RANGE

U. S. Driving Range Balls are designed and built to rigid specifications. To stand the terrific beating that a driving range ball must take, U. S. Rubber has experimented, tested and built a special range ball that has proved its quality for years.

A "cheap" product is never satisfactory or economical. "U. S." range balls are more economical than seconds, or ordinary balls sold at lower prices. They are a better buy than old, discontinued, reprocessed or repainted balls sold at "bargain" prices.

"U. S." offers the most complete and varied assortment of distinctive markings, together with first-quality golf balls, more durable covers, and a whiter, longer-lasting paint job.

Contact your nearest U. S. Rubber branch or write to Golf Ball Department, United States Rubber Company, Providence 1, R. I.

Louis Bertolone designs 9-hole 1675 yd. par-3 course for Arnold Maupin, Fairfield, Calif. . . . Bertolone also designed Table Mountain course at Oroville, Calif. . . . Course is 3200 yds. . . . With fairway watering system cost will be $25,000 . . . Ft. Ord, Calif., 18-hole course to open in July . . . Castlewood (Calif.) GC also to be opened this summer . . . George Finian in charge of work there.

J. D. Ruffner, pro at CC of Decatur, Ill., gets R. T. Marshall as asst. . . . Ralph Stevens planning to build course at Cashiers, N. C., mountain resort . . . Robert Trent Jones has drawn plans for course . . . First annual Guthrie (Okla.) G&CC amateur invitation tournament being put on by Howard Fife, pro-mgr., May 15 and 16.

George Miller, mgr., Kenwood CC, Cincinnati, O., pounding so hard on plans for Western Open and other work he had a collapse from fatigue . . . Club officials told George to ease up at full pay and expenses . . . This good expert treatment by a bunch of other hard-working guys, got George back into good condition quickly.

Wm. F. Bell plans out for bid on new 9-hole muny course for Alhambra, Calif. . . . Bell has started work on first 9 of Alisal

GRACE SAYS:
I'm crazy about the new green color of the Light-weight BALANCED GOLF BAG.

UNITED STATES RUBBER COMPANY

We will sell or lease or finance your entire fleet.

<table>
<thead>
<tr>
<th>Golf Cart Supply Co.</th>
<th>2226 Wabansia</th>
<th>Chicago 47, Illinois</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please send complete information about Kaddie Karts. We are interested in buy leasing.</td>
<td>Name</td>
<td>Position</td>
</tr>
<tr>
<td></td>
<td>Club</td>
<td></td>
</tr>
<tr>
<td>Address</td>
<td>City</td>
<td>State</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chamberlin Metal Products</th>
<th>2226 Wabansia</th>
<th>Chicago 47, Illinois</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please ship Kolapsi Karts, Type. Please send complete information about the Automatic Kolapsi Kart for (resale) (my private use).</td>
<td>Name</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Address</td>
<td>City State</td>
</tr>
<tr>
<td>Club</td>
<td>Position</td>
<td></td>
</tr>
</tbody>
</table>
Quality
You Can See

When you hold a Kenneth Smith club in your hands, you note at once the deep, lustrous finish of its head, the beauty of its grain. Likewise, a Kenneth Smith iron tells an eloquent story of in-built quality in the stainless steel head, ground and polished to platinum sheen.

These and other features are visible proofs of finest quality in Kenneth Smith clubs. But it is in hidden qualities that Kenneth Smith clubs are most highly valued. For over 30 years Kenneth Smith has been handmaking golf clubs to fit each player's individual characteristics, varying nine fundamental and important measurements to fit the player's swing, to give him lower scores, longer drives, more pleasure from the game.

All the quality features you can see, plus the hidden but vitally important individual variations that make his clubs fit each individual, explain why Kenneth Smith clubs are so enthusiastically used, so highly respected wherever golf is played. If you really want to lower your handicap, inquire about Kenneth Smith clubs, handmade to fit you.

Write today for your copy of Kenneth Smith's new booklet.

Kenneth Smith
GOLF CLUBS Hand made to fit you.
BOX 41-G M, KANSAS CITY 41, MO.
CUSTOM CLUB MAKER FOR 30 YEARS

CC, Solvang, Calif. . . . Charley Bartlett, Chicago Tribune golf writer, has done one of his best literary performances in a series on Babe Zaharias' sports career . . . Scope Productions, 4559 Marcy Lane, Indianapolis, Ind., making series of 3½ minute films of Sam Snead for television.

Grantwood GC (Cleveland dist.) owned by Grange Alves, now on private membership basis . . . Dust storms this spring gave supts. in Texas, Oklahoma and Kansas lot of trouble removing sand and silt from greens . . . Florida announces 8 women's tournaments for 1955, starting with Tampa Women's Open at Palma Ceia CC, Jan. 20-23 and finishing with 28th Women's Open at Ponce de Leon GC, St. Augustine, Fla., March 8-12.

Harry Williams, previously with White Bear Yacht & Golf Club (Minn.-St. Paul dist.) and Glen Echo CC (St. Louis dist.) now mgr., Guyan G&CC, Huntington, W. Va. . . . Edward G. Grissing, formerly mgr., Ridgewood (N. J.) CC now managing North Shore CC, Glen Head, L. I., N. Y. . . . Ed J. Ehman from Wakonda Club, Des Moines, Ia. to Interlachen CC, Minneapolis, Minn., as mgr. . . . Alfred L. LaMonte from Sunset Ridge CC (Chicago dist.) to manage Mid-

FOR DOUBLE TRACTION
where it counts!

"Grip-Welt"
PATENT PENDING
Auxiliary - Replaceable
GOLF SPIKES

"Grip-Welt" LOCKS
MATCH "Champ" LOCKS

Set of 6
WITH MATCHING "CHAMPS"
AND WRENCH
$1.00
from your pro

MACRELL ENGINEERING CO. WALTHAM, MASS. U. S. A.
You can recommend Con-Voy to your members with confidence because it is the one cart with every single feature checked and approved by club professionals.

Feature by feature, from the contour formed rubber handle to the easy rolling semi-pneumatic ball bearing wheels, Con-Voy is the golf cart golfers asked for.

Light and maneuverable, Con-Voy has (1) quick, positive hand release lock action. (2) 24 position ratchet handle. (3) Exclusive "Snug Fit" bag brackets which adjust to any size, won't damage bags. Also available, special brackets to accommodate large round bags.

**Pro Designed**

Stores Upright in a Square Foot! Rolls Even When Folded!

MORE ROOM FOR MORE CARTS

You can store four Con-Voy Bag Masters in the space needed by just two of most other golf carts. This is possible because Con-Voy's exclusive design allows the wheels to fold in and the cart to stand upright. No lifting or carrying, for the cart rolls easily with wheels folded. It stores in less than a square foot of floor space.

**Con-Voy Bag Master Deluxe**

- Stroke counter
- Tee holder
- Cigarette holder
- 12" wheels

NOW! CLOES SEAT MASTER

...makes waiting a pleasure... not an irritation! Here's the "easy chair of the fairways", the big new padded golf seat that is always ready for use, never in the way. It gives golfers the solid support of the cart wheel and springs up off the wheel when not in use. Golf bag serves as a back support.

The SEAT MASTER fits most standard make carts and fastens on in a jiffy... no fussing with pins, bolts, springs or screws. Seat folds up out of the way for storage and the cart rolls freely whether seat is up or down. Made and guaranteed by the makers of popular Con-Voy Bag Master, and retails for just...
lothian CC (Chicago dist.) . . . Hylbert C. Hams from Barrington (Ill.) CC to manage Sunset Ridge CC (Chicago dist.).


Joe Robinson, pro at Virginia CC, Long Beach, Cal., in good condition after spell in Santa Monica hospital . . . Cliff Good from Mt. Pleasant (Mich.) CC to pro spot at Midland (Mich.) CC . . . Bill Hough, former field sec., Chicago District Golf Assn., now mgr., Itasca (Ill.) CC.

Tom (Meat-Cutter) Robbins, MacGregor NY Met Dist. pro sales mgr. and senior golf star, has bought a farm near Pinehurst, N. C. . . . The Old Meat-Cutter's wife Ruth had better start taking lessons from a pro in plowing and milking . . . Dutch Harrison leaving Dornick Hills CC, Ardmore, Okla., to be pro at new million-dollar Old Warson Rd. CC in St. Louis dist.

Doug Ford doing book “Start Golf Young” for junior golfers . . . To be pub-

---

**Rutledge**

**50-FORE! CADDY SAVER**

*A delux Collapsible Cart*

The Cart that Rolls When Folded! Easiest to open and close — practically automatic. Holds any style bag. New ratchet control holds handle firmly in any position — it just can't slip. Lightweight but strong. Easy to push or pull, open or closed. Rustproof — made of strong tubing and aluminum. Ball bearing wheels, semi-pneumatic tires, 10" wheels...

**Beckley-Ralston STROKE SAVERS**

Cut Scores 10 Strokes!

Easiest of all Clubs to play. More than 1,000,000 sold — there is a large and growing replacement market. Famous for their square grips and short shafts, which give golfers greatest possible directional accuracy for shots within 50 yards of green. Putter 31", Approach Cleek 32", Chipper 33". Right or left hand...

**WALLOPER** — Fastest selling special club ever developed. Takes place of woods for players who have "woods" difficulty. 39" long, with standard round grip. Right hand only...

**TRAPSHOOTER-NIBLICK** — A 2-purpose club, to play difficult lies out of sand traps, heavy rough and long grass. 35" long. Standard round grip. Right hand only...

**RUTLEDGE PUTTER** — Gets the putts down, because it gives unfailing directional accuracy. Square grip. Right or left hand. 34" long...

Send for Literature and Discounts

**THE RUTLEDGE COMPANY**

3337 Belmont Ave., Chicago 18, Ill.

---

**PHILLIPS CAM LOCK GOLF SPIKES**

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.
Harold J. Callaway says:

"Mentholatum Stick is a must for my shop"

Harold Callaway, after one of the over 40,000 golf lessons he has given, told Paul Hyde (Mentholatum President) at Pinehurst, a few weeks ago: "This Mentholatum Stick is a natural. It's wonderful to protect lips from sun and wind during a round, as well as for softening dry, cracked lips. It's always in my pocket and I recommend one to everybody who comes into the shop."

Why it's so good
Mentholatum Medicated Stick contains lanolin, camphor, menthol and other beneficial, medically approved ingredients. It revives "thirsty" skin cells and instantly soothes and softens dry, cracked lips. Mentholatum Medicated Stick makes it easy to talk and smile again. Guards against further chapping, too.

Use one yourself, and you'll want to recommend and stock Mentholatum Stick in your shop.

Screw-on cap keeps out dust, lint, tobacco

Now in new plastic case

A big 43% profit! Here's a tip to all pros and club managers. Stock Mentholatum Medicated Stick in your shop. Order a trial dozen today from your local athletic goods jobber. Only $2.80 a dozen (you actually get 14), less discount. Suggested retail price is 35¢. That gives you a tidy 43% profit! If your jobber doesn't carry Mentholatum Stick, write directly to the Mentholatum Company, 1360 Niagara Street, Buffalo 13, New York. Send $2.80 for each dozen.
GOLF LOCKER No. 72

Sturdy all-steel constructed double door locker, made in standard sizes. Contains full hat shelf, coat rod and hooks, private-lock inner compartment, 4 spacious open compartments with lid shelves, mirror, tray, towel rack, and cylinder lock set in handle. Baked-on enamel finish in green or gray.

GOLF BAG RACK No. 72

Keeps golf bags and clubs in an orderly, compact arrangement. Heavy duty steel construction, designed in sections 3 ft. wide by 3 ft. deep with 12” square openings. Illustration shows two units with 42 openings. These racks can be made to your specific requirements. Baked-on enamel finish in green or gray.

LOCKER ROOM BENCH No. 72-LB

Steel pedestals. Height 17”, width 8-1/4”, solid oak top 1-5/8” thick. Cut to any length required.

"Those in the know see the pro" for top quality direct from the source call

G E N E R A L  S T E E L  P R O D U C T S  C O R P.
FLUSHING 55, N.Y.  INdependence 3-3000

Mrs. of STEEL LOCKERS • SHELVING • CABINETS • SHOP EQUIPMENT


Billy Jo Patton, amateur who came sensation ally close to winning the Masters’, is vice chmn., sports and recreation committee of North Carolina Junior Chamber of Commerce . . . Bent in Texas greens was introduced by Howard Goldthwait of Texas Toro Co. 20 years ago . . . Howard carried Seaside bent with him in making his calls in west Texas . . . He spread the Seaside with a Cyclone spreader, one green to a course . . . Abilene was first course that got a Seaside green.

Greeneville (Tenn.) G&CC will open first 9 in June . . . Course constructed by Alex G. McKay . . . Greens are CI . . . Complete water system, clubhouse and pool . . . Cost about $100,000 . . . McKay also building course for George Cameron at Huntington, N. Y. . . . First 9 of the 18 in play soon . . . Greens sodded . . . Expect to have it one of finest semi-public courses on Long Island.

"Those in the know see the pro" for top quality direct from the source call

G E N E R A L  S T E E L  P R O D U C T S  C O R P.
FLUSHING 55, N.Y.  INdependence 3-3000

Mrs. of STEEL LOCKERS • SHELVING • CABINETS • SHOP EQUIPMENT

In Britain you’ll find Featherwate Seat-Sticks at St. Andrews, at Royal Ascot, on the grouse moors—wherever sporting society gathers. People who matter know that a Featherwate Seat-Stick is the ideal companion for every sporting occasion. Your customers can choose their favorite from over 30 models. Send for full details TODAY!

Catalog and Trade terms from:
GENERAL SPORTCRAFT CO., LTD.
215 Fourth Avenue, New York 3, N. Y.
Made by BUTTONS LTD.
BIRMINGHAM 6, ENGLAND