

KADDIE KART PRODUCTS

MANUFACTURED BY KADDIE KART MFG. CO.

AND ITS AFFILIATED COMPANIES

GOLF CART SUPPLY SERVICE and CHAMBERLIN METAL PRODUCTS
1466 W. MADISON ST. SECOND FLOOR CHICAGO 7, ILL.



SELL TO PLAYERS



RETAIL \$29.50
PRICE

SPECIAL OFFER TO
PROS AND CLUB
BUYERS

Send \$39.00 for 2 KO-LAP-SI KARTS to be sent express prepaid as a trial order. Your profit \$20.00 net. Six Kolapsi Karts \$106.20, F. O. B. Chicago.

PATENTS PENDING

Immediate Delivery.

KO-LAP-SI KART is a quality Kart. Quality, not only in materials used, but quality in performance. It has greater eye appeal. And it looks like double value. It is double value.

AUTOMATIC GOLF CART

THE HANDLE DOES THE WORK

1. DROP THE HANDLE—It folds and locks.
2. LIFT THE HANDLE—It unfolds and locks.
3. STAND ERECT EITHER CLOSED OR OPEN. Can be stored where space is valuable in Pro shops, closets, etc.
4. Large 14 inch wheels. Special sealed ball bearings, factory grease packed. Easiest rolling Kart ever made.
5. Compensated shock absorbing, floating wheel assembly, and Flexible Body Torsion—eliminates jars and jolts.

—PATENTED—

Kaddie Kart

THE RENTAL KART



BUY
DIRECT
FROM
FACTORY

NO
MIDDLE
MAN

The most sought after Kart in America. IMMEDIATE DELIVERY.

Kaddie Kart is the sign of quality and distinction. It has large 14 inch wheels, ball bearings, single natural position handle. Demountable axle, handle and frame.

Two axle widths; 22½" and 28½"

NEW LOW PRICES — ORDER NOW

GOLF CART SUPPLY — CHAMBERLIN METAL PRODUCTS

1466 W. Madison Street, 2nd floor, Chicago 7, Illinois

Gentlemen:

Please ship Kolapsi Karts. Enclose \$..... Please send information and prices about

Kaddie Kart for rental or Kolapsi Karts for resale.

Name Club

Address Town State

Remarks

**Sure Grip
for Golfers**

**Sure Profit
for Pro Shops**

with

GAUZTEX

THE SELF-ADHERING GAUZE

Famous pros first used Gauztex for non-slip grip. Now golfers everywhere keep the Sports Tin handy in their bags. Gauztex, the self-adhering gauze, is perfect on hands to prevent blisters . . . on clubs to prevent slipping.

This summer you'll sell more Gauztex than ever before. Prominent Sports Tin ads are reaching millions in the Saturday Evening Post and Golfing. And, of course, that's in addition to the regular Gauztex year-round campaign.

Gauztex now pays you bigger dollar profit . . . and the new Sports Tin display adds a powerful plus in sales appeal. Get your share of Gauztex profits!

Order the Sports Tin from your wholesaler today!

Order the attractive counter display carton today!



GENERAL BANDAGES, INC.
Chicago 5

The plan was divided into three equal zones with six holes in each group. Every division was separated by its own gate valve with drains being placed at all low spots. The water supply came from a small lake formed by damming the never failing creek that flowed through the grounds. This body of water plus the pump house completed the job.

There were many features about this creation that could not fail to please the greenkeeping superintendent who is entrusted with its care and upkeep. Even the landscaping of the grounds had been done with a view of keeping it in line with present day machinery. All trees and shrubs were planted and spaced so that there was ample room for the passage of equipment. The place was well provided with proper plantings at all points of vantage. This was not overdone as is so often the case.

Having been on a golf course since my boyhood days as a caddie, I could not help but being impressed with what I had seen. Everything about the place pointed to simplicity, not complication. Its creator had followed the lines of nature and had added very little to his picture that was artificial. Everything was pleasing to the eye. The most outstanding and commendable part of this architecture was its strategy of construction. It had been done and planned by one who knew and realized that after he finished the job, the course would have to be cared for. The designer and builder had a working knowledge of greenkeeping along with his ability to create and construct.

INCREASING PUBLIC PLAY

(Continued from page 37)

old "cast-offs," a wood—3 irons and putter, that rent for 35 to 50 cents, and a few good sets of 12 or more clubs for the occasional "club member" visitor who forgot his clubs—\$1.00 a round. Many a customer renting a good set comes in and buys a set just like it.

Must the publinker go on playing on weedy fairways, hunting for balls in fairways that are yellow with dandelion blossoms? No fun in that. The cost to kill weeds on a fairway is usually not many green fees.

You have played on unwatered fairways on a hot summer day and got the usual golfers "mile of roll." You have smelled the hot grass fairly burning up, and you have had those tired "hot dogs" from walking on the soil dry as concrete. Any fun in that? Now that watering can be done at many places with "walking type" sprinklers inexpensively more fun

Golfdom

America's finest sportswear
 now is available for your
Pro Shop merchandising
"Foremost Nationally Advertised Brands"

Spur

FOUR-IN-HANDS • BOWS • BATS
 SPORTSWEAR • BELTS • SUSPENDERS
 GARTERS • BILLFOLDS • ARMBANDS
 MUFFLERS

Rialto

FINE
 SHIRTS
 FOR MEN

#5009. Fine White Broadcloth Shirts,
 made with soft built-up collars (stays).
 #x141. Collar-button-down White Ox-
 ford Shirts.

Suggested
 Retail
 Price
\$5.50
\$5.00

May be ordered from stock at all times
 RE-ORDER PADS AVAILABLE UPON REQUEST



"WELGRUME"

Finest Kid Mohair and Zephyr Wool
Sweaters and Sportswear
 FOR THE GOLF PROFESSIONAL

GOLF BAGS

DOUBLE EAGLE BRAND
The Best in Golf

Manufactured exclusively for the golf profes-
 sional by an experienced specialist.



The Scoggins Golfer SPORTS HEADWEAR

Hats & Caps for Golf and Tennis
 FEATURING
 ADJUSTABLE HEAD SIZES

SCOGGINS

LUG-GOLFER SHOES

A new idea in comfort, confidence and convenience
 your players will enthuse over. Popular priced, in
 all sizes for men and women.

SOLD IN PRO SHOPS ONLY



TWO-TONED BEAUTY in GOLF JACKETS ...New Featherweight Reversible IN WATER REPELLENT POPLIN

Smartly styled for free-swinging comfort and all-weather
 protection. Two color combinations—Tan-Forest Green,
 Tan-Cream. Priced to retail about \$13 to \$18.

The House of Featherweight Rainwear

GOLF BALLS

BY
 CAMPBELL...
 OF CANADA
 DESIGNED FOR DISTANCE
 Sold thru Professionals only.

Represented by

Howard Scoggins
 GOLF COMPANY
 DUNEDIN, FLA.

Visit our display
 room on the 7th fairway
 at your P.G.A. Club
 in Dunedin, Florida.

Another **NEW**

BURTON

BAG

To WIN
Friends
And
Influence
Players



Leather
Numbers
to retail
\$39.00
to
\$45.00
&

"Vylan" Canvas
\$21.00

A new Bag with eye- and price-appeal, built with the careful attention to detail and master craftsmanship that feature all BURTON products. Big, roomy, durable, they win and hold the confidence of your customers and make greater profits possible. Write for full particulars on this MODEL 100.

BURTON

MANUFACTURING CO.
JASPER, ALABAMA

can be put into summer golf for the "pub-linker." He'll have the feeling of satisfaction that he's getting his money's worth. He'll come and p(l)ay oftener just because it was fun.

It's been argued that p(l)ay on the 19th hole is not enough to show a profit. For the fun of holding "post-mortems" over the score card and to display a downright friendly attitude coffee and coke ought to sell for a nickel. It gives the customer the feeling that he's not being "gouged" just because he's thirsty and you have the only drink available. Maybe that's a "little thing" to argue about but the guy who coined the phrase "friendship in a cup" had an eye for business. This year's p(l)ayer has a keener eye on his pocket-book than last year's. Looking after "little things" on the publinks will bring him back to p(l)ay and p(l)ay many times oftener than if we try to take him too much on the first hand.

TEAM MAKES JOBS BETTER

(Continued from page 36)

A run-down golf course is certainly not good for the professional and is also bad for the manager's side of the ledger for the same reason bad operation of the golf shop keeps people away from the club. The duffer may not be smart enough about the game when it comes to feeling the touch of the contact of the clubhead with a golf ball, but he usually knows when conditions of tee, green, and fairway are not right. He loses interest in the game when he feels that he has finally hit a good one and it doesn't pay off.

At the St. Joseph CC, I can say without hesitation that the three of us have worked for each other's good just about as much as we have our own. But I am going to have to admit that on one point, I guess, that we have staged some of the biggest arguments that I have ever witnessed around a golf club.

During the off season when our eight hours work is not tough and as serious as the number of much longer hours that we give to our jobs in the summer months, we can't miss that noon hour session of ping-pong. Since the club has provided all of us with our mid-day meal and we usually eat together, the argument as to which one of us can do what to whom starts just as soon as we take our seats at the table. It's always a game of doubles with some of the other employees filling in for a fourth.

To win is the goal, and it's no laughing matter to lose a point over the net because of a boner. Any one of us will draw blood where we can find it, and then argue we are right even if we are wrong.

NEWS from the MANUFACTURERS

STOLEN — APRIL 27

More than a hundred dozen Walter Hagen golf balls and a large quantity of Gene Sarazen Stroke Master irons were stolen from a truck load of golf equipment in Chicago, April 27. Balls stolen included both "The Haig" and "International" brands. Clubs stolen were in sets of five and six and included 2, 3, 5, 7, and 8 irons.

Golf range operators, professionals, or individuals who may be contacted for purchase of this stolen equipment are asked to notify Mr. Philip Kuhlman, Federal Bureau of Investigation, 1900 Bankers Bldg., 105 West Adams, Chicago, phone: Randolph 2150, if they have any information; names, license number, or descriptions, which will lead to the apprehension of suspects.

Monti Joins Wilson Staff

Recommended for his new position by Lloyd Mangrum with the comment, "He looks like one of the best young prospects that I have seen come up the tournament trail in a long time," Eric Monti, Santa Monica, Calif., is the newest member to join the Wilson Sporting Goods Advisory staff.



Country Club Matting

A new floor covering material made of high grade rubber and tough cotton cord



PROZOWN HED-MITS.

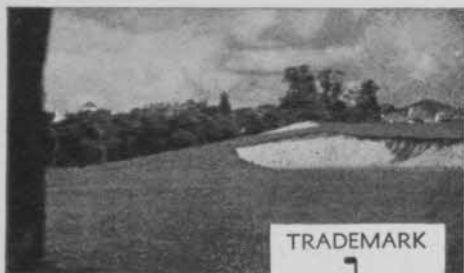
BOOST YOUR SALES



Soft, supple leathers . . .
superbly tanned and sewn . . .
dramatically displayed . . .
backed by a famous name and
pro-only policy . . . priced
right, with extra dollars for the
pro. Get yours from—

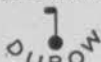
WM. J. ZWASKA
525 Elm Spring Ave., Wauwatosa 13, Wisc.
DOUG. GLEASON
1154 Plymouth Bldg., Minneapolis 2
TEE BRANCA
The Country Club, Salt Lake City 5
BRYAN WINTER
3418 Greenville Ave., Dallas 6
WALTER A. STEINWAY
1801 W. Covina Blvd., San Dimas, Calif.
MARK J. DOTZLER
6110 Pershing Ave., St. Louis 12

Bonded Brands
629 W. Washington St., Chicago



DUBOW

TRADEMARK



Symbol of Golf Club Excellence

Makers of the famous line of *Jock Hutchison* and the *Betty Hicks* men's and ladies' golf clubs, and the popular *Jock Hutchison Golf Ball*, the finest golf ball that can be made. Write for descriptive folder and price list.

J. A. DUBOW MFG. CO.

1905-13 Milwaukee Ave.

Chicago 4, Ill.

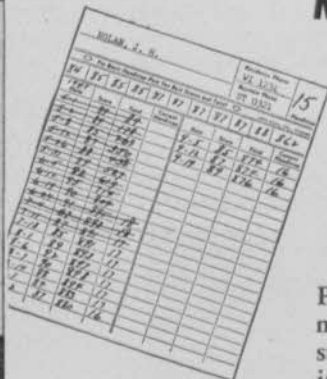
composition 7/32 inches thick available in rolls 3 feet wide and 24 or 48 feet long is manufactured by the American Mat Corp., 1802 Adams St., Toledo 2, O., as Country Club matting. Literature on this sturdy product manufactured to withstand heavy traffic under the spikes of golf shoes may be obtained by writing the company.

Spalding's Sport Show Ads

Spalding's Sport Show newspaper advertising campaign is now ready to start on its fifth season, bigger than ever. This series of top-notch sports cartoons is again the work of Willard Mullin, ace sports artist of the New York World-Telegram. Readership studies last year placed Spalding Sports Show ads first in male reader interest. With this year's increased circulation, the present series should do even better in building an audience. They will present an estimated total of nearly 120,000,000 sales messages. As before, the series will be available in booklet form as well. Nearly 2,000,000 have been distributed so far.

HAVE YOU RENEWED YOUR GOLFDOM SUBSCRIPTION?

Ten-Score Handicap Racks and Cards

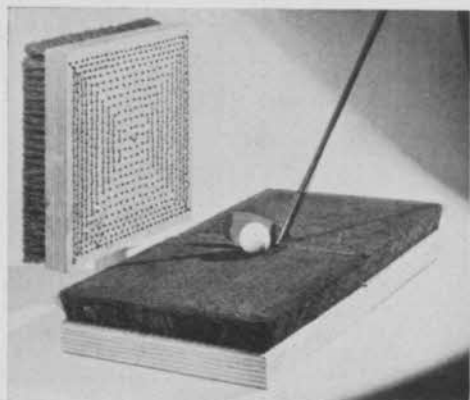


Now Available...

Bring your handicapping system up to date by installing this new and larger rack and card system. Provides adequate space for both basic and current handicaps.

Prominent display of members' individual standing encourages posting of all scores and promotes greater participation in competitive events. Ideal for locker room and pro shop use. Cards, and racks in many sizes, in stock for immediate delivery.

JOHN WILLY, INC., 123 North Wacker Drive, Chicago 6, Ill.



Mozel's "Brush" Turf

Joe Mozel Golf Enterprises, 718 N. E. 12th Ave., Portland 14, Ore., is getting big sales for its turf-like practice tee mats which now are marketed nationally after 12 years development work by Joe Mozel and his customers at the Lloyd golf range and course at Portland. They are made of green tampico fibre, 12 in. by 12 in. in area and with 1½ in. fibre which can be cut down as it is worn in use to ¼ in. The fibres are wire-stitched to the base. The brush stands heavy abuse and exposure.

PHILLIPS GOLF SPIKES



SIZE
1" Diameter



FITS
Regular
Receptacle

The Swing is to the

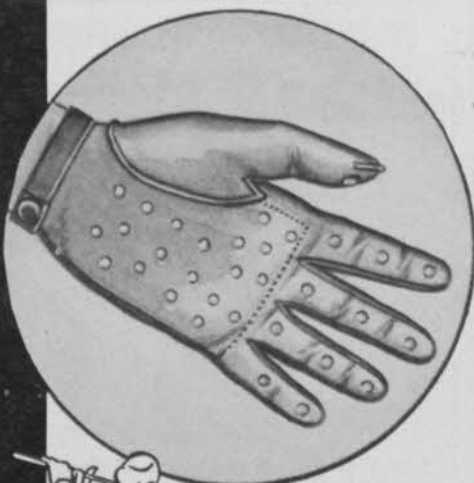
LARGER BASE

- WILL NOT TILT or Break Through Sole.
- KEEPS THE SPIKE ERECT.
- PREVENTS OUTER SOLE from Rolling.
- WEATHER TIGHT — RUST PROOF.

(White Plated or Black Finish)

WILL NOT TURN BY THE THREADS

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



* A new patented glove, developed afters years of testing and experimentation. Order today!

FORE!

THE MOST SENSATIONAL
NEW DEVELOPMENT IN GOLF!

"Shur-Grip"™ GOLF GLOVE

- Firmer grip when you need it!
- Gives you a secure feeling at top of swing!
- Minimizes slippage and *improves your score!*
- Enables you to play happier golf!
- Made of top quality leather by skilled craftsmen!

THE "PAT" PATTERSON
CORPORATION

BOX 200

GLOVERSVILLE, NEW YORK

HERE IT IS!

The new, sensational *Golf Pride* **GRIP**

Designed and Molded for Two-Way Grip. Easy on hands; all shock eliminated.

Air-cooled for removal of moisture from hands and gripping service.

Molded directly to the shaft; cap and grip one unit.

Choice of five colors, with or without cork. Also three different sizes: large—medium—small.

The only grip for a perfectly balanced set of golf clubs, as all grips are uniform in size and weight.

Prices and information to Pros and individuals furnished on request.

Pro Shop and Driving Range Licensee.

KOSAR'S GOLF DEVELOP. LAB.

634 Portage Trail — Cuyahoga Falls, Ohio



Bag-Pak Protects Clubs

Bag-Pak, a device made up of six or eight units that slips into any size or shape golf bag, invented by Hugh Bancroft, professional and owner, Highland GC, Tulsa, Okla., is distributed by MacGregor Golf, Inc., Cincinnati, O., and will be sold through professionals only. It is designed to prevent dove-tailing of clubs in the bag and rough handling by caddies. The units permit the individual separation of each club thus protecting the shafts and grips by housing the clubs the full length of the bag and makes it possible for clubs to be kept in rotation.



Stroke Savers Are Back

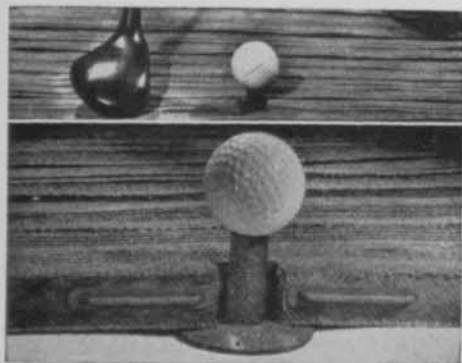
Beckley-Ralston Stroke Savers are again available after being off the market for four years. Since their introduction, 20 years ago, more than 1,000,000 have been sold. The original basic construction and balance of Stroke Savers have been

KOSAR DRIVING TEE RANGE TEE EASIER — FASTER — CLEANER

The ONLY TEE for Driving Tee Mats

Increases range income by speeding up play 25% to 40%

★ Easy convenience adds to player enjoyment ★ Helps keep Driving Ranges cleaner ★ 50% savings over wooden tees.



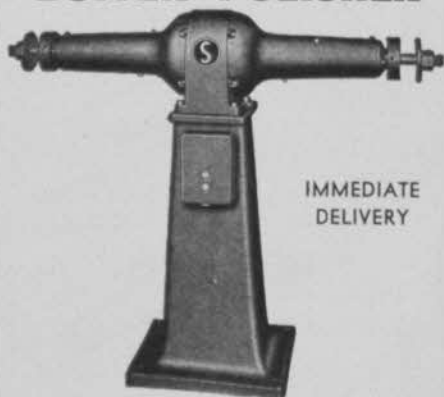
Send for Free Sample. Used by better ranges everywhere.

4' x 5' Driving Tee Mats: 1 to 10—\$25; 11 or more—\$22.50.

KOSAR'S GOLF DEVELOPMENT LAB.

634 Portage Trail Cuyahoga Falls, Ohio

BUFFER-POLISHER



IMMEDIATE DELIVERY

EVERY PRO SHOP...

needs this STANDARD "CLUBMASTER" Golf Club BUFFER-POLISHER. Wide swing with 1 H. P. 1750 RPM motor permits two boys to work at the same time. We can also furnish the 8" by 1" cloth and wire wheels. Immediate Delivery!

Write for Bulletin 110


THE STANDARD ELECTRICAL TOOL COMPANY
2524 River Road, CINCINNATI 4, OHIO

maintained, and the 1948 models have improved, perforated, brown leather grips and triple-plated heads. Stroke Savers, known as the "Short Game" irons, are used for all shots within 50 yards of the green. There are three clubs in the set—a putter, approach cleek and chipper, all nationally advertised. The "Wallpaper" is also available again. This iron driver takes the place of woods for the players who have trouble using them. It has the lie of an iron and the bulk and power of a wood driving head. Then, there is the Trap-Shooter Niblick, a two-purpose club for playing difficult lies out of sand traps and heavy rough. The entire line is in production and ready for immediate delivery. Beckley-Ralston, a division of Rutledge Outing Equipment, 3333 Belmont Ave., Chicago 18, Ill., will send additional information upon request.

Blue Mountain Bent


Chan W. Baker, Baker Grass Industries, 111 NW 36 St., Miami 36, Fla., advises Blue Mountain bent, a newcomer in the Colonial group, has been developed by, and will be introduced by H. L. Wagner & Sons, who also made Illahee fescue available. Baker says Blue Mountain bent

GOLF CLUBS BUILT
FOR A PURPOSE...
NOT JUST MADE TO SELL



Allied
WOODS and IRONS

ALLIED GOLF CORP.
4528 West Fullerton Avenue
CHICAGO 39 • ILLINOIS



BETTER GOLF GLOVES
By
"PARKER"

Featuring: The Sensational
JERRY BARBER
SKIN - TOUCH

Gives Ultra Grip and Feel
Watch the Tournament Pros

PARKER GLOVE CO.
1050 Venice Blvd., Los Angeles 15, Calif.

GOLFERS —
refinish chrome plate and
rust proof all your **\$195**
golf clubs for . . .

Only Tools Needed Are Soft Cloth and
NEW ION KROME KIT

Amazing invention makes old golf clubs new. Gives long lasting rust-proof chrome finish that lasts longer than the original. Entirely new plating principle. Banishes need for electrolytic equipment.

DON'T DISCARD RUSTY CLUBS

Make old clubs new. Ion is as simple to use as auto polish, yet this revolutionary new plating kit gives an enduring new metal plate that resists rust and exposure. One Ion Krome Kit will chrome finish and rust proof as many as 38 clubs, depending upon their condition, for \$1.95. Also chrome metal plate auto trim, tools, etc. Present supply limited. Dealer Inquiries Invited.

ION INDUSTRIES, INC.

Sales Office

141 WEST JACKSON BLVD., CHICAGO

Room 855 — Tel: Wabash 5527

EXTRA
Teaching Tees -
Any 15 ft. space



Golf-Trainer

EXTRA PROFIT
from Sales of
Sets for Members



● Portable driving-range. Replaceable real ball patent-anchored to nylon cord and weight, which slides across aluminum base. Sell sets at \$15 each to club and members. Stock only one, profit on orders for others. Order yours now, pay only \$9 COD.

Golf-Trainer Co.
407 S. Dearborn St. - Chicago 5

FOR A BETTER GAME!



combines the fine textures of the Rhode Island type bents with the rugged, hardy characteristics of the Highland. Its color is a bright vivid green and because of a heavy underground root system, it handles itself well under rather dry conditions. He ads it is unexcelled for turf areas maintained at fairway length even on poor lands, yet it will not crowd out such other grasses as Kentucky bluegrass. Its resistance to disease and fungus attacks is credited almost equally between its natural hardy characteristics and the sturdy conditions under which it is grown. Produced in rows on soil of volcanic origin at an elevation of about 3500 feet above sea level, it thrives without irrigation, even though the average rain fall seldom exceeds 16" and never exceeds 20" annually.

New Athletic Tape

Seamless Rubber Co., New Haven, Conn., has introduced Pro-Cap athletic tape for which the manufacturers claim marked reduction of itching and irritation often caused by athletic tape, better adhesion than usual tape, no slipping and no curling at edges. Makers also say Pro-Cap may be left in place for long periods or new plaster applied over the same area without causing undue irritation or maceration of the skin.

TIRE MATS

1—Driving Tees

Driving Range and Public Course Operators . . . here we believe is the finest tee made from tires. Designed to specifications of well-known pros, these mats are functionally ideal, reversible, and virtually everlasting. Immediate delivery. Sizes 42"x60" and 48"x60". Also special sizes.

2—Floor Mats

Tire Floor-Mats in long runners and special sizes for locker room, grills, entrances, and shower rooms. Pay for themselves by saving floors, and preventing accidents. Low prices due to high production.

Prices and information available upon request.

MERCHANTS TIRE COMPANY

2710 Washington Blvd.
St. Louis 3, Mo.

MORE SWINGS, MORE PROFIT

for
OUTDOOR and INDOOR
DRIVING RANGES



AIR-FLO TEES

are completely Automatic

Suction holds ball on tee. The instant ball is hit, tee recedes to receive another ball from hopper. By the time you carry through, tee with ball is in place for next drive.

They pay their way
many times over.



Pay for their use each month from greatly increased profits. Ask for demonstration. No obligation.

AIR-FLO TEE DISTRIBUTING CO.

710 Pence Building Minneapolis 3, Minnesota

WEST COAST STATES

AIR-FLO TEE COMPANY

5638 S. E. Woodstock Blvd. Portland 6, Oregon