

Here is the
Shower Head that's
**AUTOMATICALLY
SELF-CLEANING**
each time it's used
NO CLOGGING • NO DRIPPING

There is no shower head like the new SLOAN Act-O-Matic. The exclusive feature which sets it apart from all others is its automatic self-cleaning action. The unique spray disc moves downward into shower position when the water is turned ON. A cone-within-a-cone spray of maximum efficiency is delivered. When the water is turned OFF the disc is moved upward, draining the head instantly.

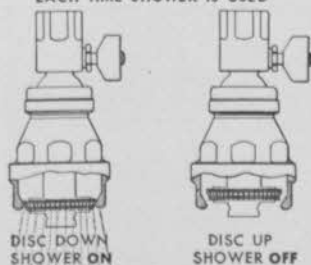
Because the water is completely removed, the Act-O-Matic SHOWER HEAD does not clog or lime up, and therefore it will not deliver irregular or distorted spray patterns. The Act-O-Matic is also economical in use. It saves water, fuel and maintenance service. (Institutional models available.)

SLOAN VALVE COMPANY

4328 WEST LAKE STREET

CHICAGO 24, ILLINOIS

THE Act-O-Matic Disc MOVES EACH TIME SHOWER IS USED



OFF position opens large, free waterway permitting Automatic Self-Cleaning

THE SLOAN

Act-O-Matic

SHOWER HEAD

The SLOAN Act-O-Matic SHOWER HEAD is a product of Sloan Valve Company, whose flush valves are in world-wide use — in buildings of every type and on ships at sea. More Sloan Flush Valves are sold than all other makes combined.



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This extra special service can make an extra special friend on any course. "Shines" the golfers' clubs in a jiffy with quick-and-easy automatic brush action. Can be coin operated, too, to pay for itself. Worry-free service for years and years and years. Add a big measure of pleasure for your members or patrons... "shine" their clubs with the popular Lewis Golf Club Cleaner.



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and the kids have been delighted by the pro big-timers' presence.

Charles G. Wilson of USGA Green Section, and Robert M. Hagan of U of California, speakers at Northern Calif. Golf Course Supts.' Assn. meeting April 14 at Del Paso CC, Sacramento, Calif. . . . Green Section meetings at Denver, San Francisco, Los Angeles presented new turf advisory service plan to clubs in those areas . . . Hugh Luke now supt. at Conequott CC (formerly Timber Point) in NY met. dist.

Bob Jones driving around course in his electric Autoette and joining many of the galleries at the Masters' . . . The Autoette made the slick clay inclines on the course roads without any trouble . . . Gene Sarazen plans to play during August exhibition dates at any club in Massachusetts that will contribute \$500 to Ouimet caddie fund of Mass. Golf Assn.

Guy "Red" Mackey, Purdue athletic director, told Indiana PGA members at their annual meeting that Purdue would consider conducting short course for pros, assistants and caddiemasters if Indiana PGA would present suggested outline for

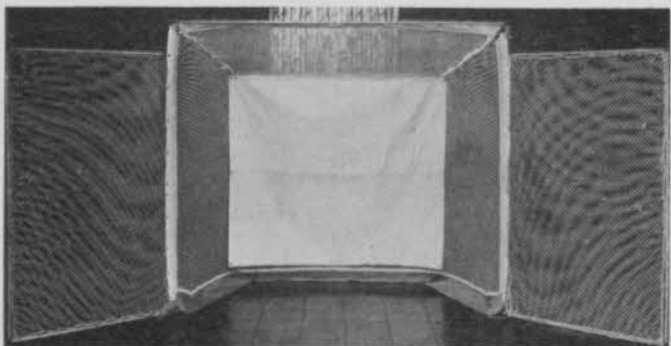
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Write for detailed description and pro price.

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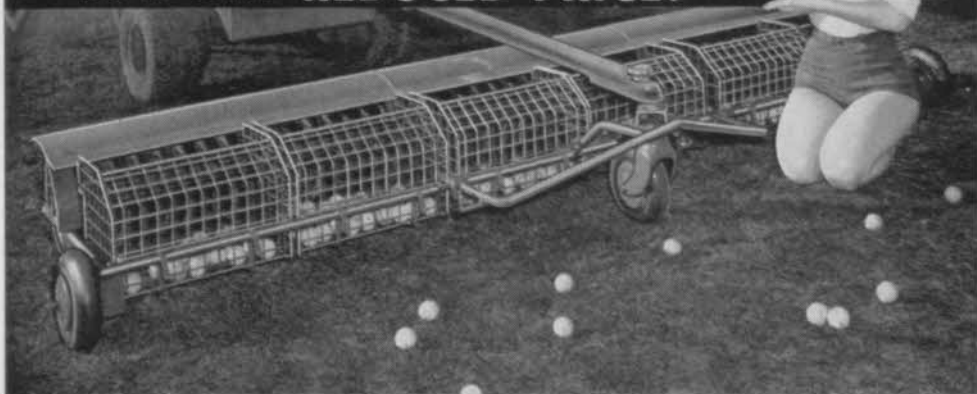
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FEATURE-PACKED for '53

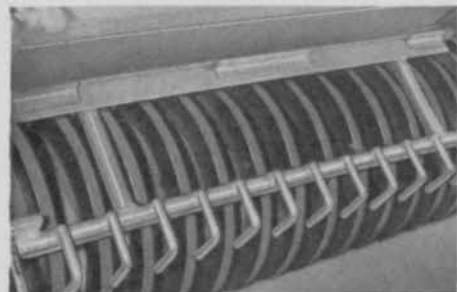
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FIRST CHOICE OF RANGE OPERATORS FOR OUTSTANDING SERVICE!

All the popular features and quality engineering that have won the praise of range operators year after year are combined with improved production methods to make the 1953 Picker-Upper better than ever at a new, *lower price!* Make this *the* season to have the easier-to-buy Picker-Upper on *your*



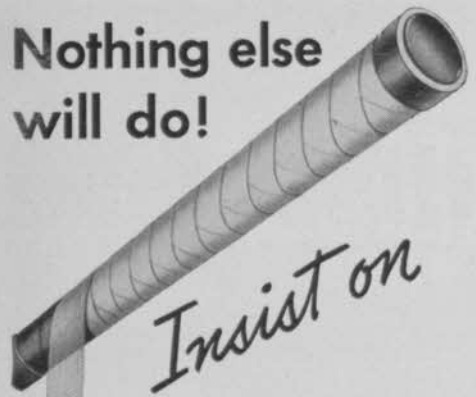
range for reliable, positive golf ball retrieving and injury-free ball pick-up. Fast, mechanical retrieving with the Fonken Picker-Upper—even under rugged service conditions—is the right step towards increased range profits! Improved pick-up discs assure golf ball pick-up without injury—lift-out wire basket-type containers allow for easy unloading and are ideal racks for hosing and washing golf balls. Rugged all steel welded construction and only once-a-year lubrication of bearings provide stand-out performance and maintenance-free operation.

Photograph shows section of seamless molded and bonded rubber covered pick-up discs. Thick rubber covering, rigid construction of discs and separator angles for aligning golf balls assure best possible pick-up under all range conditions.

ORDER DIRECT — Illustrated brochure giving complete details and specifications of the Fonken Picker-Upper golf ball retriever is available on request.

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Famous pros were first to wrap club handles with Gauztex to prevent slipping. Now thousands insist on Gauztex at their Pro Shop.

Of course you know Gauztex, the "bandage that sticks to itself." Perfect on hands, fingers and feet to prevent or protect blisters . . . as well as on club handles for non-slip grip. Sports Tin advertising reaches millions in the Saturday Evening Post and Golfing . . . in addition to regular Gauztex' year-round campaign.

There's steady profit, sure profit, *season-long* profit for you in Gauztex. Order the Sports Tin in 2-color display carton today.



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wholesaler
has it . . .

your
customers
want it!

Do it now!

GENERAL
BANDAGES, Inc.
Chicago 5

course and cooperate vigorously . . . Considering valuable job Purdue has done with course supts. in Midwest Turf Foundation, short courses and conferences, pro golf would be missing a great bet if it let this opportunity pass . . . First big professional golf educational conference was held at Purdue . . . Purdue didn't have its two 18-hole courses then.

Iowa Greenkeepers and Turf Assn. schedules monthly meetings starting May 12 at Cedar Rapids CC . . . Then at Waveland CC, Des Moines; Carroll CC, Red Oak CC, Ames G&CC and Mt. Pleasant CC . . . Beryl Taylor, Ames, is Iowa pres., Harb Klontz, Cedar Rapids, vp; Roger Fritsch, Ames, sec.-treas. . . H. L. Lantz of Iowa State College edits the association's Newsletter and is director of its research.

Every writer covering Masters' tournament collaborated in a telegram to cheer Babe Didrikson Zaharias in a hospital at Beaumont, Tex. . . . Ike Cheves' pro shop at Big Oaks (Chicago dist.) enlarged and modernized . . . Big Oaks to install big indoor school in its clubhouse next winter . . . U. S. pros say Ricardo Rossi, Brazilian pro in Masters' field, could de-

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the action
is in
the insert

U.S. Patent

INVISIBLE ACTIVE SWING SHIRT and KNIT POLOS

For SMART MEN and WOMEN
HATS TO MATCH FOR THE LADIES
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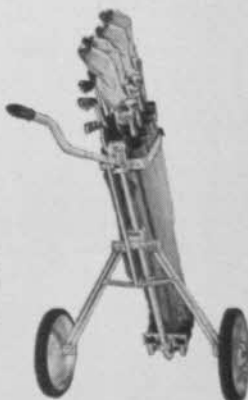
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All steel, automatic ball bearing. The handle does the work. Long handle, no adjustment necessary. Universal balance. Stands erect either closed or open. Flexible body torsion and retractable wheels. No wing nuts, no sliding arms, no push buttons, ratchets or complicated mechanism.

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Please send complete information about Kaddie
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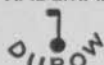
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GRADUATED GOOSE-NECK IRONS
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COMPLETELY NEW

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Write for descriptive folder and price list*

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velop into a star during a season on the tournament circuit.

Women's Metropolitan (N. Y.) Golf Assn. 1953 tournament schedule book is very attractive, convenient and fully informative job . . . WMGA charges each player who posts "No Card" a 25 cent penalty . . . Shorts and slacks not permitted in any WMGA competition . . . Chicagoland Golf, published by Lorraine Williams, enlarges from pocket size to 8 $\frac{3}{8}$ x11 $\frac{1}{4}$ trim size.

Hogan said Augusta National during Masters' "was in best condition of any course I've ever played." . . . During prize presentation ceremony Ben thanked course supt. M. I. Luke . . . Luke had the greens mowed in the afternoon after play and in the morning during the Masters' . . . Showers and warm weather made growth fast . . . All greens are Bermuda except 10th which is in shady hollow . . . Tenth is rye.

An authority on pro tournament operation believes a new split on prize money with crowd-drawing stars getting guarantees larger than present clinic appearance payment will be the only answer to getting more headliners at tournaments

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Now with the addition of the new Junior Model, K-KART line for 1953, is even more attractive than ever.



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Fine Quality
Imported Golden
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Flexible Back Part
Full Leather Lining
Leather Soles — Heels
Removable Giant Based Spikes
Weather Sealed



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one of Professional Golf's
most consistent winners

*"These are the shoes with
the features the
golfers themselves want!"*



STYLE 7102

Wine "Scots Guard" Hi-Wei
Flexible Back Part
Leather Soles — Heels
Removable Giant Based Spikes
Weather Sealed



STYLE 21

Sensational New Fabric Golf
Shoes with Spikes for
Men and Women



STYLE 8016

Etonettes for Ladies — Rich
Blue and White Combination
Flexible Back Part
Vinylite No-warp Soles — Heels
Removable Giant Based Spikes

**"Our Etonettes are truly the Favorites
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Marlene — Alice Bauer

For colorful combinations — for style
— for a wide selection of patterns —
Etonettes are first choice of today's
smartly dressed lady golfers.

MARLENE and ALICE BAUER,
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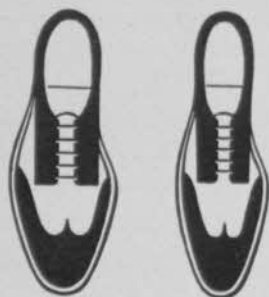
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Same size Shoes, but...



Yes, two men may wear size 10½ shoes, but one requires AA width, while the other is fitted best in D width. Either would be distinctly uncomfortable wearing the other's shoes.

Likewise, many golfers are trying to play with mis-fitted clubs—and that's the reason more and more golfers are turning to Kenneth Smith woods and irons. They realize the need for clubs made to fit their physical characteristics—their natural swing. Kenneth Smith clubs are handmade to fit your customer's individual measurements, scientifically matched and all clubs in a set identically swing balanced. No other clubs are so made and so balanced. Why don't you sell more Kenneth Smith clubs?

PROS: Write for my new booklet that helps you sell my clubs, "Handmade to Fit You".



KEN SHOP SUPPLIES
help the Pro, too

Write for handy Supply Order Form

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CUSTOM CLUB MAKER FOR 30 YEARS

other than the National Open, the top money Tam O' Shanter events and the Masters' . . . That may mean tournament purses will have to be increased or less money down the line for the boys who need it most . . . Tough, but that's life.

Edgewater GC, nearest to Loop of Chicago's private courses, turned down offer of \$900,000 for its 90 acres . . . 1953 Rules of Golf book issued by United States Golf Assn., 40 E. 38th st., New York 16, N. Y. . . . Copies are 25 cents each . . . Write USGA for prices on quantities with club imprint or advertising on covers of books . . . Rules of Golf poster for locker-room and pro shop display, 25 cents each.

Val M. Brooks of Brooks CC, Okoboji, Ia., who was first one to suggest practice putting green be built on White House lawn says this job for Ike would be greatest publicity golf course supts. could have . . . Brooks says supts. haven't received small percentage of public credit they deserve for their work in building veteran hospitals' golf facilities.

After Mangrum's practice round of 63 tees and cups for first round of the Masters' were set to make the course really

Bob says:

"THE NEW LIGHTWEIGHT
BALANCED GOLF BAG
HAS EVERYTHING
BUT EXCESS WEIGHT."

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**STANDARD
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15 CLUB CAPACITY
COLOR - GREEN

\$360 ea. F.O.B. CHICAGO

Minimum shipment—½ doz.

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BALANCED GOLF BAG

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"77"

CADDY MASTER

ROLLS AS
EASILY AS
A BALL!

ONLY
\$24.95
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Model CM-"88"
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RUGGED, LIGHT—aluminum construction with chrome-plated steel upright... ABSOLUTE RIGIDITY with exclusive, patented triangular construction... NON-CORROSIVE... ACCOMMODATES ALL SIZE BAGS.

- Split-second, trigger-fast folding action. Wheels drop into place automatically.
- Completely adjustable to user's height and to size of bag.
- Folds to compact 9-inch width



Opens or Closes AUTOMATICALLY
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**Floats Like
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At last — a cart where the bag load is centrally balanced. Handle adjustable to owner's height. Made for regular or compartment bag. Baked enameled metal body. 10" ball bearing wheels, rubber tires. Occupies small space. Comes knocked down in compact box. Easy to assemble — only three parts. **\$19.95**

CADDY SAVER



Rolls when Closed...
Never has to be
Carried!

Best cart value you can get. Has a special new ratchet control that holds handle firmly in any position — it cannot slip. Takes any style bag. Lightweight but strong. Open or closed, it's easy to push or pull anywhere. Fits club locker, car trunk, rear seat space. Ball bearing wheels with semi-pneumatic tires.

With 10" wheels **\$28.95**
With 12" wheels **32.95**

Beckley-Ralston STROKE SAVERS

Easiest of all clubs to play. More than 1,000,000 sold. Square grips, short shafts. For shots within 50 yards of the green where $\frac{2}{3}$ of the game is played. Putter 31", Approach Cleek 32", Chipper 33". Right or Left Hand. Each **\$9.95**

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Chicago 18, Ill.

tough . . . Harbert got a 68 against a par 72 then . . . Hogan, Oliver, Hamilton, Bolt, Kroll, Besselink and Snead also broke par the first round . . .

Chicago District Club Managers' Assn. 25th annual stag at Morrison hotel, Chicago, April 20, was largest spring affair the boys have held . . . Neighbors from Michigan, Indiana, Ohio to visit with Chicago managers and enjoy the show arranged by Jack Febel, entertainment chmn., and Jack Fina, pres., CDCMA . . . Frank Murray, one of the most widely known, best liked of country club managers, in St. Luke's hospital, Chicago, for throat operation.

Charles Bangs back in club management at Bloomfield Hills CC (Detroit dist.) succeeding the veteran "Tommy" Thompson who's retired to live at La Jolla, Calif., where he has extensive real estate interests . . . Bill Roulo, another sprightly member of the Detroit district's Old Guard of managers, also one of the landed gentry at La Jolla . . . Tommy and Bill are a couple of guys the La Jolla Chamber of Commerce can brag about as making the place an epicure's rendezvous.

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That's right — 900% profit! And golfers really appreciate the service.

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