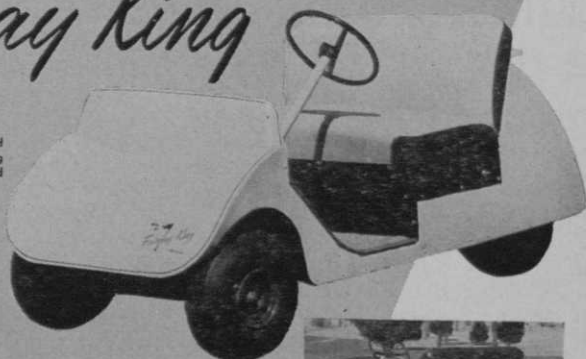


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THE GOLF CAR THAT'S YEARS AHEAD

Fairway King

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

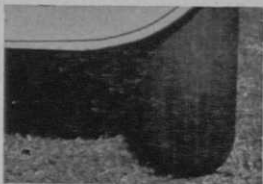


NOW the "Fairway King" offers the first truly modern golf car . . . the result of two years of experiment, engineering and design, and tested on some of the nation's toughest courses.

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



Sturdy bag carrier . . . "Tight Grip" racks . . . Bags can't fall out or tip.



Big wide tires, 6.00 x 6 on all 4-wheels . . . No cutting of turf.

For further information clip coupon.



- I want full particulars, prices, etc., on the "Fairway King."
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ATHLETIC CLUBS: NOW YOU CAN OFFER THE FINEST MASSAGE FACILITIES... AT THE FLIP OF A COIN

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MECHANICAL MASSEUR

Top golfers like Snead, Sarazen, Mangrum, Blanton, Harrison, Midlecoff, 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.



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



HOWARD SCOGGINS GOLF COMPANY, Douglas and Main, Duedin, Florida

Send information on Niagara coin-operated Mechanical Masseurs.

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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 Eyrone, 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.



Sure! You need a clean club for a clean shot.



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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36 HOLES



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

WITHOUT RE-CHARGING!

"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.

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MAKE GOLF PLAY . . . RIDE ALL THE WAY

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ELECTRIC GOLF CAR

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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.

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"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.

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RUBBER COMPANY**

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 mury course for Alhambra, Calif. . . . Bell has started work on first 9 of Alisal

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

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STANDARD MODEL

15 CLUB CAPACITY
COLOR - GREEN

\$400 ea. F.O.B. CHICAGO

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Patented - Registered U.S. Pat. Off.

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Buy
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The strongest, most serviceable cart made. Interchangeable parts, low upkeep. Balances any weight bag without adjustment. Self centering lower bracket. Protects bags from damage. Strongest steel construction. Large 14-inch wheels, ball bearings factory packed with grease for years of service. Two axle widths. Demountable axles, frames, handles, brackets. Immediate delivery. Write for information.

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Please send complete information about Kaddie Karts. We are interested in buy.....leasing.....

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T14 Regular Brackets — "A" 14 in. Wire Spoke Wheels...\$33.95
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Drop The Handle — It Folds
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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 the Auto-
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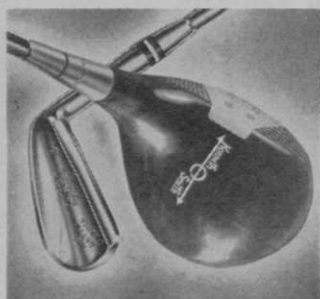
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Quality You Can See



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, hand-made to fit you.

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Kenneth Smith

GOLF CLUBS *Hand made to fit you*
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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-

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AT EDGE OF SOLE

"GRIP-WELT"
PATENT PENDING
Auxiliary - Replaceable
GOLF SPIKES



"GRIP-WELT" LOCKS
MATCH "CHAMP" LOCKS

BET GREATER TRACTION!
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YOU CAN'T BREAK IT APART!
Look for the Trade Mark "Champion"

Set of 6
WITH MATCHING "CHAMPS"
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\$1.00
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Con-Voy BAG MASTER

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.



Pro Designed

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.

PRODUCT ENGINEERING CO.

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CON-VOY
BAG MASTER
\$29⁹⁵
Retail

CON-VOY
BAG MASTER DELUXE
\$34⁵⁰ Retail

- Stroke counter
- Tee holder
- Cigarette holder
- 12" wheels
- All regular features

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



\$14⁹⁵

Rutledge

50-FORE! CADDY SAVER

A deLuxe
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. **\$28⁹⁵**

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 **\$ 9⁹⁵**



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 **\$12⁵⁰** 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. **\$10⁹⁵**

RUTLEDGE PUTTER—Gets the putts down, because it gives unflinching directional accuracy. Square grip. Right or left hand. **\$ 9⁹⁵** 34" long.

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lothian CC (Chicago dist.) . . . Hylbert C. Hams from Barrington (Ill.) CC to manage Sunset Ridge CC (Chicago dist.).

Fred Miller now mgr., Blue Ridge CC, Harrisburg, Pa. . . . Ted Watson new mgr. at Louisville (Ky.) CC . . . Arthur Wohlge-muth now mgr., Ridgemoor CC (Chicago dist.) . . . Wm. Brashear now mgr.-supt. Sulphur Springs (Tex.) CC . . . Clyde E. Kelley new mgr. at Westwood CC (Cleveland dist.).

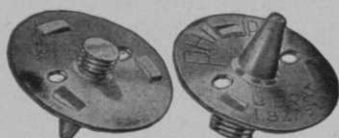
Joe Robinson, pro at Virginia CC, Long Beach, Cal., in good condition after spell in Santa Monica hospital . . . Cliff Good from Mt. Pleasant (Mich.) CC to pro spot at Midland (Mich.) CC . . . Bill Hough, former field sec., Chicago District Golf Assn., now mgr., Itasca (Ill.) CC.

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-

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.

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Harold J. Callaway says:

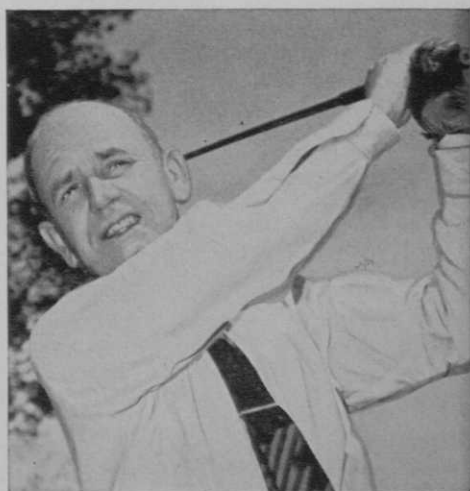
“Mentholatum Stick is a must for my shop”

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.



Harold J. Callaway—Professional at Pinehurst and Skytop Country Clubs

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.

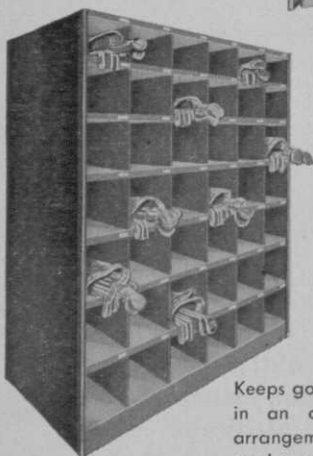
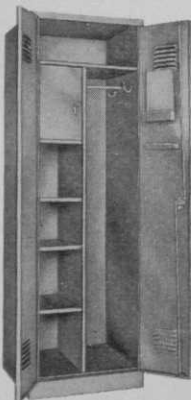
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on a par with service every golfer wants

Club members appreciate the handy, roomy accommodations of General Steel Lockers and Racks. Your investment pays off in longer lasting, trouble-free service. Write today, literature on request.

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.



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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.

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

(not illustrated)

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

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the source call

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lished by Sterling Publishing Co., 215 E. 37th, New York City 16 . . . Bob Watson new pro at Ardsley CC (NY Met dist.) . . . Henry Cordes now pro at North Shore CC (NY Met dist.) . . . Fred Grau gave golf course supts. boost as authorities on home lawns in article in April Flower Grower.

Billy Jo Patton, amateur who came sensationally 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 Goldthwaite 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 C1 . . . 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.



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!

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