

A TOP SELLER...
OFFERS SO MUCH For SO LITTLE!

"Pro" CADDY CART

MODEL 6100

RETAIL PRICE
\$13⁹⁵

All These Top Quality Features at a Low Price!

- ADJUSTS TO FIT ANY BAG
- FOLDS IN A FLASH WITH ONE HAND
- ALL STEEL—BRIGHTLY PLATED
- HARDENED STEEL LOCKING DEVICE
- 10 x 1.75 BALL BEARING WHEELS
- PUNCTURE PROOF SEMI-PNEUMATIC TIRES
- WIDE TREAD FOR STABILITY
- BALANCED FOR EASY PULLING
- UNCONDITIONALLY GUARANTEED

A Proven Value

Dealer Cost, \$8.40 each. Sold Nationally through leading jobbers. Inquiries invited.

NOTE: "Pro" Cart comes semi-assembled (can be completed in a few minutes) in compact individual carton 3½" x 10½" x 34½". Ideal for warehousing, shipping, and parcel post deliveries. Shipping weight, each 17½ lbs.



BUILT FOR LIFETIME DURABILITY!

Proven strength and ruggedness, achieved through sound design and construction. Unsurpassed by caddy carts selling at any price. Ideal for rental by pro shops and public golf courses.



ONE HAND FOLDING ACTION!

Folds and opens in a flash, with just one hand. Merely lower handle and the "Pro" collapses—raise handle till it locks, and "Pro" is ready to go. Spring action handle lock releases with finger pressure.



EASY TO HANDLE—EASY TO STORE!

"Pro" rolls easily even when collapsed—can be lifted with little effort and "wheeled" into car deck or storage rack. Women particularly like "Pro" because they can pull and handle it without strain.



MANUFACTURED BY
UNITED METAL PRODUCTS Corp.
 8101 LYNDON AVENUE DETROIT 38, MICHIGAN

TEACHING PROS PRAISED

The patient pro on the lesson tee stands
Teaching them how to use their hands
And every cent he'll surely earn
When he teaches them so they don't "un-learn."
They'll praise their pro as a teaching star
For helping them improve with DEVELOPAR.



Foremost teaching pros report
amazing results from their
pupils' exercise and practice
with

DEVELOPAR

Retail price \$15.50—C.O.D.

Send for free booklet and pro discount.

EDDIE WILLIAMS

Professional, Louisville Country Club
Sole winner of 3 consecutive PGA Senior
championships
3017 Brownsboro Rd.
LOUISVILLE, KY.

Wm. H. Kaiser, Jr., son of the popular Bill of Hillerich and Bradsby, to be married June 5 to Miss Patricia Carter of Louisville, Ky. . . . Young Bill is in the Marines.

Frank Marchi now pro at Lancaster (O.) CC . . . Lake Shore CC (Chicago dist.) unable to renew lease on all of the course it's occupied for many years and will play on 9 holes at present location until plans are made for building course at new location.

Alexander (Sandy) Baxter, 74, professional golfer in Oklahoma City for 40 years, died recently in that city . . . Sandy came from Scotland in 1900 and was pro at La-Grange (Ill.) CC and Dallas (Tex.) CC prior to coming to Oklahoma City . . . He was pro at the Country Club, Edgemere and Twin Hills in Oklahoma City and developed many fine pro and amateur golfers . . . He retired from golf in 1953 . . . He is survived by his widow, Nina; and daughter Mrs. Frank Gott of Honolulu.

Art Stuhler, formerly of Mt. Anthony CC, Bennington, Vt., one of 6 pro brothers, succeeds dean of New England pros, Gil Middleton, at CC of Pittsfield, Pa. . . . New pro shop at Pittsfield . . . Club will be host to Mass. Amateur championship this summer . . . One of officials planning the cham-

ROLLS AS EASY
AS A BALL



"88"

DE LUXE "PRO" QUALITY

Capitalize on the sales-appeal of famous NADCO 88 quality, performance and handling ease.

- Light, compact . . . "finger-touch" folding
- Folds to 14-inch width
- Completely adjustable to user's height and to size of bag
- Durable, rust-proof, high-strength ALUMINUM construction
- Individually registered by serial number

MODEL 88

\$2995
LIST



NATIONAL DIE CASTING COMPANY

Over 30 years of leadership in precision manufacturing
3653 West Touhy Avenue • Chicago 45, Ill.

Page 1 ...

in the Walter Hagen Scrapbook!



Walter Hagen,
winner of 1914
U. S. OPEN, putting
on 18th green
of Midlothian,
Chicago, site of
the tournament.

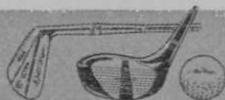
The pages of Walter Hagen's scrapbook are filled with thrilling events that marked his many years of championship tournament golf. From these experiences he created and developed many advanced ideas for golf equipment design and performance. These exclusive improvements have been built into HAIG *ULTRA*—today's finest quality line of woods, irons and golf balls.

Haig



Ultra **GOLF EQUIPMENT**

Sold through Pro Shops Only



WALTER HAGEN Division of Wilson Sporting Goods Co., Grand Rapids 2, Michigan

WALT SAYS:

The weight eliminated by the Lightweight BALANCED GOLF BAG is unnecessary weight.

pionship is Bobby Jones 3d . . . Middleton now is supt. of CC of Pittsfield course and carries the title of Pro Emeritus . . . Gil is a double-barreled veteran expert . . . After he came from Scotland he started in U. S. pro golf under Seymour Dunn at Lake Placid and in course construction and maintenance under Bill Tucker at Ardsley-on-Hudson.

Grand piece on old Charley Hall, pro at CC of Birmingham, Ala., in the handsome and very informative program the girls compiled for the 30th annual Women's Southern championship . . . George Hall and wife back at Long Beach, Calif., where George is pro at Recreation Park, after trip to Hawaii . . . George says Hawaiian pros having some price-cutting trouble as fliers come back from Japan with clubs wholesale and minus tax . . . Hall, chmn., PGA Junior Golf committee, is working on deal to get junior instruction and promotion film.

Welcome to Linda Janet Grant who arrived at 8 lbs. and no reducing diet worries, April 27 to be the first child in the family of the Bob Grants . . . Pop is supt., Wayne CC, Preakness, N. J.

Leo McNamara, Wilson N. Y. pro sales-

PATENTED



STANDARD MODEL

15 CLUB CAPACITY
COLOR - GREEN

\$4⁰⁰ ea. F.O.B. CHICAGO

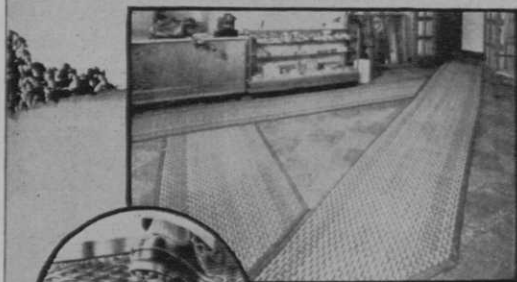
Minimum shipment—1/2 doz.

ORDER NOW

BALANCED GOLF BAG

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GOLF SPIKES are dependable outside... *destructive* inside.



Don't wait for golf spikes to destroy your floors . . . Get real protection with PNEU-MAT-RUNNERS—proven by leading clubs from Coast to Coast. They resist rough treatment from the sharpest spikes, last for years, and cost is negligible compared to upkeep on your floors.

Remember, PNEU-MATS are not ordinary rubber runners. They are woven from heavy rubber and fabric strips. Write for complete information today:

SUPERIOR RUBBER MFG. CO., Inc.

122 EAST 25th ST. NEW YORK, N.Y.

Boston • Chicago

To my pals the professionals who fit and sell clubs



You and I have discussed many an hour, day and night, the problems of club design and construction to help all golfers hit the ball better and with greater consistency.

Out of those talks and my own research has come what I am convinced is the most valuable new idea in clubmaking.

I've signed with Ted Woolley, president of Golfcraft, to produce these advanced clubs. We've been working on them for months and tests with experts and ordinary players have demonstrated that we've definitely scored a great innovation in golf club design.

Ted, as you know, has successfully gone through all the stages of a first-class businessman pro's career from fine bench clubmaking to heading a rapidly growing golf club company with a great modern plant. Together we are sure we've worked out what you and your members want and need.

These new clubs will be sold "pro-only", at moderate prices considering increased precision, material and expert manufacturing costs.

Details of the new pro-only line which bears my name will be sent you in a short time. I know we can make money together and greatly help the games of your members who want the best in golf clubs.

And thanks for all the help you've given me.

Lloyd Mangrum

P S: *My thanks especially to pro friends who sent in orders for so many sets of my new irons and woods when the word got around about some of the principles of the clubs. L. M.*

Lloyd Mangrum GOLF CLUBS

... by

*Golfcraft
Inc.*

ESCONDIDO, CALIF.

1914 **FULNAME** 1954

The Original Golf Ball Marker

DURAMARK

Our Newest Improved Die

Choice of Established Clubs

Prompt Accurate Service

Cincinnati 6, Ohio

man getting well in Valhalla, N. Y. hospital after in that dry dock for months . . . USGA Green Section West Coach branch surveying clubs in that section on watering practices . . . If your club hasn't sent in its data, it should . . . May help to save your club heavy sum and point way to better turf.

Tentative schedule for junior team of American golfers is to play British junior team at Sunningdale Sept. 1 and against French junior team at St. Cloud Sept. 5 . . . Then "world championship" of juniors at St. Cloud Sept. 7-10 . . . Plan to have lads fly from New York Aug. 29 and return Sept. 13 . . . Don Neer, US JCofC director of Sports and Recreation slated to accompany team as manager and guardian.

Three former presidents of the USGA were together at the Masters' . . . John G. Jackson and Archie Reid were guests at the home of Fielding Wallace . . . Television program showing night-lighted golf by pro and amateur stars playing shots up to 104 yds. to 18th green will be put on by Tam O'Shanter CC, Chicago . . . Program will be an hour long each Tuesday night, starting June 1.

Illinois PGA spring meeting heard Tim

Kill the ROOTS

and you kill the WEEDS!

NEW DOLGE NP WEED-KILLER

— Can be used with confidence by anyone. Kills *all* vegetation — RESULTS APPARENT IN A FEW DAYS. Spray, sprinkle or use as dry powder — "built-in" wetting and spreading agent works *fast* by wetting waxy surfaces of plants and inducing penetration into leaves, stems, roots. Non-inflammable, non-volatile, non-corrosive.

DOLGE SS WEED-KILLER

— Where NO vegetation is desired. Tends to sterilize the soil so that wind-blown seeds cannot germinate.

DOLGE E.W.T. 40- 2,4D SELECTIVE WEED-KILLER

— Will not harm good lawn grasses, but kills dandelions, plaintain and other broad-leaved noxious plants in turf.

Write for Dolge booklet on chemical weed control, and see your DOLGE SERVICE MAN.

Ask about **SOLEXTO**
Kills grubs of turf insects
—one application protects
lawns for years!

Dependable
DOLGE
WESTPORT, CONNECTICUT

Known the world over for
**GREATER ACCURACY
AND DISTANCE**

Build repeat sales by selling your members Dunlop Balls. Maybe they'll choose the Maxfli. Perhaps the "65." Whatever the choice, you can be sure of this ...they'll shoot a better game.

**DUNLOP
65**

Internationally famous for its performance both on the fairway and the green. Used by the Ryder Cup Team.

DUNLOP MAXFLI

Sell the Maxfli Red to members who are clean hitting, low handicap players. Recommend the Maxfli Green if their game is on the way up.

DUNLOP GOLF SHOES

Here's a shoe with sales appeal...light weight, comfortable, sure grip design, absolute waterproof construction. These features plus attractive styling for both men and women assure acceptance by your members,



DUNLOP TIRE AND RUBBER CORPORATION

Sports Division, 500 Fifth Avenue, New York City 36

Compare!
WESTALL
RUBBER FLOORING

- PROTECTS CLUBHOUSE FLOORS FOR YEARS!
- LONGER-WEARING, TOUGH, FIRMI
- SO SMOOTH, SAFE AND EASY TO CLEAN!
- NO CEMENTING TO UNDERFLOOR!
- DOES NOT BUCKLE OR CRAWL!
- SMART APPEARANCE!
- CHOICE OF COLORS: GREEN, SAND AND TERRA-COTTA!
- COMES IN ROLLS UP TO 24 FT. LENGTHS, 5/16 IN. THICKNESS, AND FOLLOWING WIDTHS: 30", 36", 40", 48".
- PLAIN BOTTOM OR MOLDED. ODD SIZES AND STYLES CAN BE PRODUCED ON SPECIAL ORDER.

Write for Samples and Details:

HENRY WESTALL COMPANY
 944-960 Merrimon Ave., Asheville, N. C.

O'Brien talk on muscular action of golf swing, Joe Wolfe on club design and saw the new Keep 'Em on the Fairway film . . . Kathy Cornelius (the former Kathy McKinnon) signed as asst. by pro Norman Butler of Wright-Patterson Air Force Base course, Dayton, O. . . . Sedgfield Club, Greensboro, N. C., to build \$250,000 clubhouse and pro shop.

Jack Jolly, veteran pro and ball maker, in good condition again after a nose operation . . . Wes Berner, golf coach at Stetson U., Deland, Fla., says asst. for looking over lads in Florida Intercollegiate this year at College Arms GC, Deland, believes Florida schools have plenty of potential national amateur championship material . . . U of Florida team, led by Pat Schwab, son of Harry, former PGA Senior champion, won team event . . . Pat was individual winner with record 22 under par, 16 strokes ahead of second man.

Golf Course Supts. Assn. of America asked by USGA Museum committee to cooperate in preparing exhibit showing evolution of course maintenance in U. S. . . . Cary Middlecoff suggests PGA give "best player of year" award on basis of
 (Continued on page 86)



SHINE?

A few quick strokes of this paddle won't count against your score. A clean ball clicks off par far better than the penalty of lost balls too dirty to find.

HOW TO MAKE A HAPPY GOLFER

Better-than-ever Lewis Ball Washers are ready to come to the aid of the golfer. Up goes the paddle, in goes the ball, and in a few quick seconds, you're ready for the tee-off.

WEATHER WINNER

Two "stick-fast" coats of paint shielded by an all weather-protector plastic. Any season . . . year after year . . . ready to keep your golfers happy. KEEP YOUR PATRONS SATISFIED

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PRIZES and NOVELTIES

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Write for free circular on Golf Trophies, Plaques, Novelties and Awards. Immediate delivery.



Ht.	Price
J15C 15 1/2"	12.00
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J15A 18 1/2"	14.00

Ht.	Price
Z1 6"	3.50
Z1A 7 3/4"	5.00
Z1B 9 1/2"	6.50

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follow thru with these big selling features

Talk about these convincing Power-Bilt features. They will arouse customer interest, improve their game and help make your selling job easier.

Remember, this year's Power-Bilts are the finest ever built!

HILLERICH & BRADSBY COMPANY
Louisville, Kentucky

1

New Iron Head Models — designs that represent the most modern styling for power and eye-appeal.

2

Choice, air-seasoned, genuine persimmon wood heads.

3

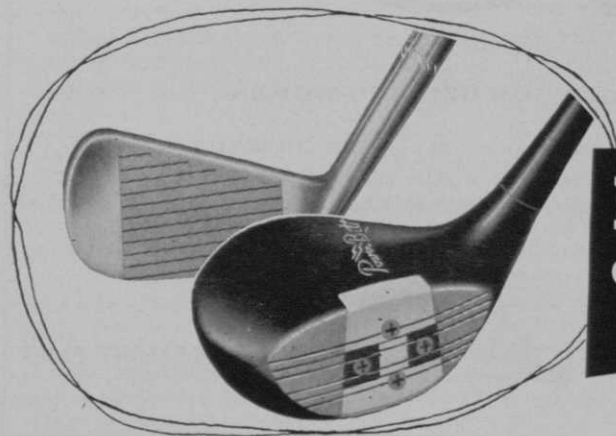
Power-Bilts feature the new "Rib-Lock" grip designed expressly for them.

4

Power-Bilts have new Rocket Shafts on both woods and irons.

5

Wedge-Wing Sole Plate on Woods — locks the sole plate firmly in place . . . adds sturdiness and durability.



Power-Bilt
GOLF CLUBS
made to feel right

Sold only by Golf Professionals

Our thanks to all of you

— for your understanding and patience during the period when we were transferring our operations to the modern plant devoted exclusively to the production of Wm. Joyce Golf Shoes. Because of your helpful cooperation we are now ready to serve you with prompt deliveries of Wm. Joyce "Light as a Feather" golf shoes from our Pasadena and Chicago warehouses. Again, our sincere thanks.

Kip Bowen

Fletcher Hull

BOWEN & HULL, INC.

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GOLF SHOES FOR MEN AND WOMEN

DENVER AND WEST

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LIGHT AS A FEATHER



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