

To Improve Your Golf Course...

Fertilize with NATURAL CHILEAN NITRATE

THE UNIQUE qualities of natural *Chilean Nitrate of Soda* make it a most effective and economical top-dressing for golf fairways. In fact, with Chilean's help, golf courses have shown vast improvement within a single year. *Chilean Nitrate of Soda* has proved its value for more than 100 years on farm lands — it will continue to prove its value on your golf course, too.

Guaranteed 42 per cent plant food, Chilean Nitrate is the *only* natural nitrate. Its nitrogen content is 100 per cent nitrate nitrogen. It's easy to apply . . . flows freely . . . spreads evenly . . . acts quickly and efficiently. It requires only moisture from the air to dissolve—no waiting for rain.

In addition, every ton of *Chilean Nitrate of Soda* contains sodium equivalent to 650 pounds of commercial limestone — an acid-destroying agent.

Importance of Sodium

Sodium in Chilean Nitrate adds substantially to its effectiveness. It supplements potash in the soil and when necessary substitutes for it. It reduces leaching losses of potash, calcium and magnesium. Sodium also increases availability of phosphate in the soil.

Chilean Nitrate of Soda is, in addition, rich in small quantities of minor elements essential for healthy, vigorous grass growth. Its dependability is assured, produces consistently satisfactory returns on your investment.

☆ Find out today how natural *Chilean Nitrate of Soda*, guaranteed 16 per cent nitrogen, 26 per cent sodium, can help keep your fairways green. Chilean Nitrate Educational Bureau, 120 Broadway, N. Y., N. Y.

CHILEAN NITRATE of SODA



GRACE SAYS:

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



STANDARD MODEL

15 CLUB CAPACITY
COLOR - GREEN

\$4⁰⁰ ea. F.O.B. CHICAGO

Minimum shipment—1/2 doz.

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BALANCED GOLF BAG

2029 Clybourn Avenue Chicago 14

ston on Anacostia river, in late summer ... Detroit figuring on having first stand-ard-sized night-lighted course in U. S. at 9-hole Belle Isle course.

San Antonio, Tex., golfers ask City Council to float a revenue bond issue to enlarge 9-hole Riverside course to 18... Alameda, Calif., citizens' committee pushing for passage of \$700,000 bond issue for second course and clubhouse on Bay Farm island said conservative estimate shows bonds and interest would be retired in 25 years and return a net gain of \$1,700,000 to city.

Austin, Tex., planning to build new airport and convert half of present airport to golf course with adjacent facilities for private and sports flyers... Kings River G&CC, near Kingsburg, Calif., expects to have its 9 holes ready for play this summer, says its pro Nick Lombardo... Glendale, Calif., considering buying "last available site" for new munny course for city.

Clarence Headle plans to complete his 9-hole course in Hartford, Conn., suburban Simsbury, this summer... Course won't be opened until next year... Minnechaug course in Hartford district, owned by Graham L. Clarke, building second 9...

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Designed and built specifically for Driving Range operators by the makers of the famous U. S. ROYAL Golf Ball. U. S. Driving Range Balls offer you and your customers...

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- lasting playability

Available in red, green, blue, or black stripes —with your name in large or small letters in any of the four colors.

Feature the balls that favor your customers and your profits. The most economical Driving Range Golf Ball ever offered. Contact your nearest U. S. Rubber branch, or write Golf Ball Department, United States Rubber Company, Providence 1, R. I.

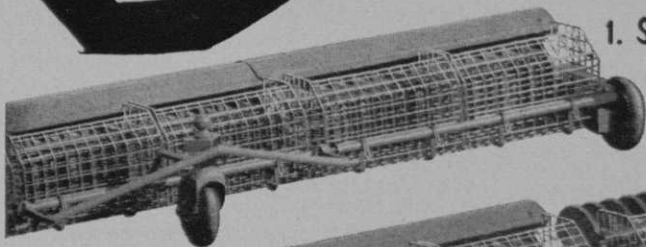


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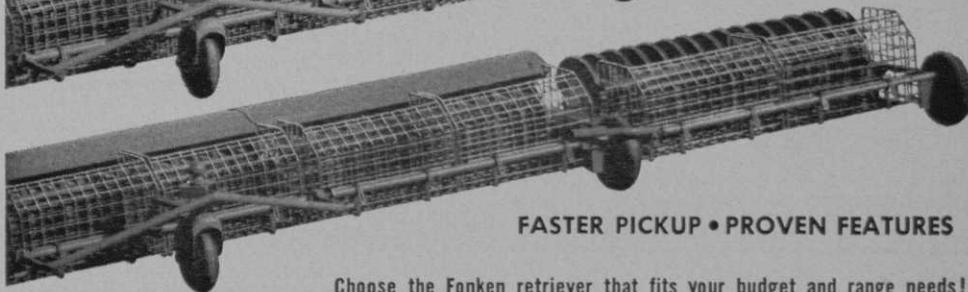


improved "Pick-Upper" GOLF BALL RETRIEVERS to choose from...



1. STANDARD 9 FT. model —

2. "SUPER-TRIEVER"
15 FT. model!



FASTER PICKUP • PROVEN FEATURES

Choose the Fonken retriever that fits your budget and range needs! The popular standard model is giving outstanding service on driving ranges all over the country. "Super-triever" model provides $\frac{2}{3}$ more pickup speed and "sweep" with its added 3 ft. sections. Either way, a Fonken retriever means more profits for you!

GOOD NEWS FOR "PICKER-UPPER" OWNERS! The new "Super-triever" Kit increases your Fonken standard model to 15 ft. pickup span. No modifications — quick-attaching!



QUICK-ATTACH FONKEN "SUPER-TRIEVER" KIT!

The "Super-triever" kit enables you to convert your standard Fonken Picker-Upper to the wider "Super-triever" 15 ft. span in a matter of minutes. Photo shows how the 3 ft. end sections are simply saddled over existing tubular frame to be secured with a lock-pin. That's all there is to it!



Diagram shows how 15 ft. pickup span of "Super-triever" model compares with standard 9 ft. Picker-Upper. Two-thirds greater span and pickup speed are provided.



New

IMPROVED pickup discs are of thick seamless rubber, molded and bonded to discs assuring more positive retrieving without injury to golf balls!

New

IMPROVED rugged wire basket-type containers prevent surface wear to golf balls and are perfect for washing or hoisting golf balls faster and better!

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Shine?

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

LEWIS Golf Club Cleaner



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.



ASK FOR DEALER
DEMONSTRATION

G. B. LEWIS CO. WATERTOWN, WISCONSIN

Second 9s also being built at Chippanee and East Hartford courses in that area.

Essex County (N. J.) Park Commission starts building \$86,447 golf house at commission's course in Belleville... Washington (D. C.) G&CC planning \$350,000 renovating program for clubhouse and course... Work to start this fall... Billy Sixty, jr., son of Milwaukee (Wis.) Journal veteran golf writer, will be asst. to Jules Platte at Knollwood Club (Chicago dist.).

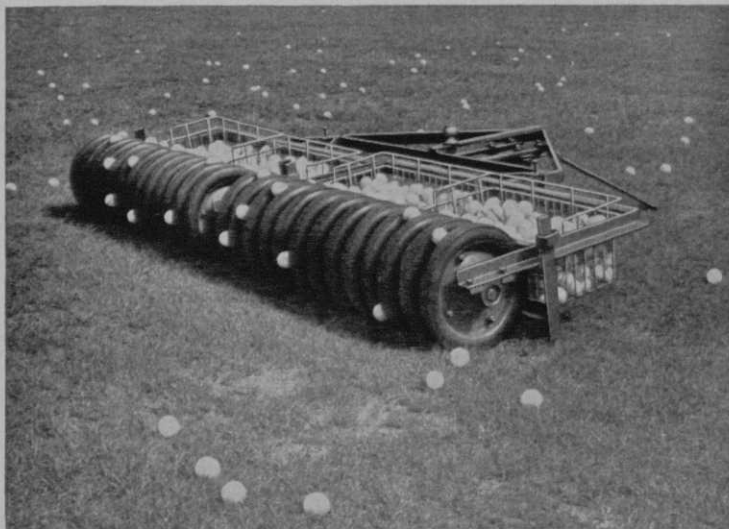
Martin Mattison, Honolulu golf goods distributor, had Bill Potts, pres., of Edgewater GC, (Chicago dist.) explain Evans caddy scholarship plan to Hawaiian club presidents during Potts' recent visit to Honolulu... Gordon Wright, sec., Ganton GC, Scarborough, Eng., where 1953 Ryder Cup matches were played, says his club is extending cordial invitation to John Jay Hopkins to bring to Ganton in 1956 first of the Hopkins international matches to be held in Europe.

Women's Metropolitan Golf Assn. does a fine job in every detail... Its 1955 Tournament Schedule book is a model for men's and women's district associations... Entry blanks for nine tournaments are

NEW! LOCKIE JUNIOR BALL PICKER

for

**COUNTRY
CLUBS and
GOLF COURSES**
Where practice
tees are in use.
**GOLF DRIVING
RANGES**



Identical in design and features to the Lockie 3 section Ball Retriever. Free-wheeling—will not mar or otherwise damage balls—Easy on turf—Contour Flexibility—Durable heavy steel frame—Galvanized steel wire hoppers. Measures 7 feet overall.

WITTEK GOLF RANGE SUPPLY CO.
5128 W. NORTH AVE., CHICAGO 39
JUNIOR—2 SECTION PICKER \$295.00
SENIOR—3 SECTION PICKER \$445.00

PRICE F.O.B. BETTENDORF, IOWA

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SCORE AGAIN!

... New, Tougher Than Ever Combination Golf Range Mat

**GOLF RANGE OPERATORS—
STOP MAINTENANCE COSTS!**

You can now buy a complete package of this new design mat and brush with double "life" making this mat last longer, for less money. Overall size 4' x 5'. New Tampico Brush size 5" x 20".

SPECIAL FEATURES INSURE LONGER LIFE!

This new combination mat is made of heavy duty $\frac{7}{8}$ " thick Airplane Tire carcasses, reinforced with Nylon Cord fabric, bound together with nine gauge galvanized spring steel wire. End clamps are cadmium plated to resist rust and corrosion. Continuous strips and links structure doubles the "life" of mat. New Lite Rubber Tee Pad will not mar balls or clubs. Brush insert opening is reinforced with double strip rubber rim to prolong life and prevent damage to clubs.

**THE IDEAL MAT FOR OUTDOOR
AND INDOOR GOLF PRACTICE**



Only \$9.95

Size 5" x 20". Other Sizes
Available Upon Request.

BALL-HITTING TAMPICO BRUSH MAT!

Now . . . you can offer the "Grassy Lie" shots that every golfer wants to practice without costly turf injury or upkeep. The new Turf King brush mat gives that "off the turf" feel that every golfer likes.

Quantity production has brought the price down within the reach of all Golf-Driving Ranges, Golf Courses and Schools.

Invites More "Practice Play" — More Money in Your Pocket!

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Flexi-Mat Corporation 2249 S. Calumet Ave. • Chicago 16



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Skid-Free Surface
Spike Resistant
Weatherproof
Increased Hitting Area
Improved "Grassy Lie" Brush

**Introducing
THE NEW 1955**

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**Increases player traffic
Increases range profits**

WILL-TEE

FULLY AUTOMATIC GOLF TEE

No Air Compressors

No Motors

No Electric Wiring

No Pedal to Push

Fully Guaranteed

Sensational Low Prices

**Will tee a ball every 3 seconds,
or as desired.**

Machines proved the reliability of their all-weather performance at some of the nation's busiest golf ranges this past year. Here's long-lasting, trouble-free service that builds range patronage and operating profits.

For complete information write

WILL-TEE CO.

(Tel: 45935) 612 Chaffee Road
Ft. Des Moines, Iowa

Your inquiry will be immediately forwarded to the WILL-TEE district representative nearest you.

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on perforated pages in back of book... WMGA rules include one fineing those who post "No Card" a 25 cent penalty.

No clinic preceding the Masters' this year... Will have dedication of Sarazen Bridge at 15th, commemorating Gene's double-eagle made 20 years ago... After the bridge is dedicated the Masters' field will be invited to try to duplicate Sarazen's second shot from about the point he hit that blow.

This year, for the first time, all amateurs entering USGA Open, Amateur and Senior championships must have handicaps computed under USGA system... Courses that haven't had course ratings assigned better check up with USGA... Handicap limits are 3 for Open, 4 for Amateur and 10 for Seniors.

Johnny Miller back on the job in Spalding's pro dept. at Chicago after three months resting on west coast... Miller's been with Spalding more than 30 years and has the world's greatest memory on matters concerning pros... Johnny's team-mate Tom Franey, has a son, Bob, who'll be asst. to John Gibson at Westmoreland CC (Chicago dist.) this year... Carl Allison, formerly asst. to Errie Ball

Pee Gee Bee



For Backyard
or
Warmup Practice

Pee Gee Tee

No More Broken
or
Lost Tees



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2 ways to IMPROVE YOUR GOLF GAME-

- 1 See Your Pro
- 2 Get More Practice—
More Easily with a

BAG-SHAG

You know the first way, of course; but you may not know about the Bag-Shag, the automatic golf ball retriever that improves your game by making practice a pleasure.

With it, you can knock 50-75 practice balls and shag them without a single stoop or squat. Carrying your Bag-Shag in one hand, you simply step up to the ball, press your Bag-Shag on it. Quick as a wink this magic picker-upper whisks your ball into the roomy bag.

Don't baby a Bag-Shag. Light as a breeze (2 lbs. 6 oz.) it's made of aluminum, steel and wear-proof canvas to take a beating and lasts for years.

Get your Bag-Shag today. Free yourself forever from the tiring stoop-and-scoop routine. Start on the way to playing the kind of game you know you're capable of.

On sale for \$15.00 at leading Pro Shops and Sporting Goods Stores. If not available in your area, write us.

IDEAL FOR DRIVING RANGES

BALL-SHAG tube cuts shagging time way down, assures getting all the balls. Light and strong, shaggers carry one in each hand. Price \$10.

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STANDARD MODEL

15 CLUB CAPACITY
COLOR - GREEN

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

Minimum shipment—1/2 doz.

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2029 Clybourn Avenue Chicago 14

at Oak Park (Ill.) CC, now pro at Shore Acres GC, Lake Bluff, Ill.

Ernie Davidson now pro at Oneida CC, Green Bay, Wis... Indoor teaching net in new shop of Norman Kidd at Meadowbrook CC, Clayton, O., popular with members last winter and brought Norman considerable lesson income... Henry Bland now pro at New Bern (N. C.) CC... Ballard Beasley now pro at Hattiesburg (Miss.) CC... Nevele CC. 18 holes under construction at Ellenville, N. Y.

DeLand, Fla., to have golf club, possibly on site of course abandoned years ago... Among DeLand residents active in planning the new establishment is Maj. R. A. Jones, prominent in country club management prior to his retirement from golf and entry into citrus growing business.

Teddy Tinling, British dress designer who designed the lace panties that made Gussie Moran, the tennis player, famed in sports fashions, is working on costumes for Miss Jean Donald, British girl golf star, to wear on Australian trip... Five times as many voters turned out to approve a city course at Freeport, Ill., as voted in city primary three weeks prior.

CHESTERFIELD SWEATERS...



Style 2191—Johnny collar and pearl buttons set off the golf stick and flag emblem. Nylon and vicara texture simulates finest grade of cashmere. In white, pink, blue, maize, navy and mint. Sizes 32 thru 40

In our "Sweater Surprises" of 1955 you'll find the 10 smartest custom styles of the season. Look to Chesterfield for quality that builds pro prestige—backed by a policy that protects it.—

STRICTLY FOR PRO SHOPS

If you failed to receive our 1955 Pro-only catalog recently mailed you, let us know.

Write for attractive prices and samples.



Style 2001LS—Cardigan, 100% imported virgin wool. Johnny collar, hand embroidered golf emblem on pocket and gold buttons. White & navy and navy & white. Sizes 34 to 40. Short sleeve and long sleeve.

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Take hold of the hardest hitting sales-points

Pedersen's

in golf history!

revolutionary, new 1955

prosonic* shaft

powered at the point of impact

Here is the remarkable club that puts golf's greatest sales features right in the palm of your hand. Just swing it once and see a new concept in shafts . . . placing the strong end right at the club head . . . putting ALL the hitting power right on the ball.

And you'll "feel" the vital power difference immediately . . . throughout your entire swing. You'll be in control of your club right through to the point of impact. And when you hit . . . you'll put the full power of the club squarely on your ball . . . giving you a force at impact that tests prove add remarkable distance and unusual control! This firm hitting area eliminates all distortion, adds power you could never get before . . . surely the greatest golf advancement in 20 years!

finest custom made woods and irons . . .

Matched set 8 custom-made PROSONIC-Shafted Irons Pyro-Magnetic flange-wrap rubber or imported calf grips.

\$115. list**

Matched set 4 custom-made PROSONIC-Shafted Woods Pyro-Magnetic flange-wrap rubber or imported calf grips.

\$84. list**

**also available in TrueTemper
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The world's finest and best known.
Will not turn or break apart.
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STOUGHTON, MASS.

Chisholm, Minn., considering building course... Judge Frank Sullivan of Atlantic City (N. J.) CC is first one to make an ace with the new Ben Hogan ball... The judge made it at Seminole, playing in a foursome with Ben... Frank Murray to design and build a new 9 for Newark (Del.) CC.

New 9-hole course at Cape Girardeau, Mo., to open in May... The local Jaycees built the course... Max Cross, pro at Philadelphia (Pa.) Electric CC, recovering from broken arm... He slipped on ice two days after returning too early from Florida... New Jersey Highway Authority to pay Upper Montclair (N. J.) CC \$500,000 for cutting through course... Club asked for \$600,000.

Dan Mollica from Long Beach, Calif. to be asst. to pro "Boots" Porterfield at Ozaukee CC (Milwaukee dist.)... Turf scholarship winners at Colorado A&M College to work in summer on Denver CC and Cherry Hills CC in Denver dist.

Sullivan (Ill.) CC in first full year on new 9 designed by Robert Bruce Harris... Members of the club who get around a lot say it's one of the finest small town courses in the U. S. . . . British golf

New

FORE-GRIP

Renews Tack in Leather Grips

SPECIAL FORMULA HAS NATURAL AFFINITY FOR LEATHER...

Amazing liquid formula is absorbed into pores of leather, restoring that "tacky" feel of new clubs. Will not clog pores of leather or build up hard or "greasy" surface.

EASY TO USE • DRIES QUICKLY

Just apply to leather grip . . . wipe off excess and allow to dry for about one hour. Extra profits for the Pro Shop . . . treating clubs or selling handy small size with applicator cap.

This is the special formula developed by the Lamkin Leather Co., and used by them exclusively.



Pro Shop Size \$3.00
Retail Size \$12.00, Carton of 12
Usual Pro Discounts

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