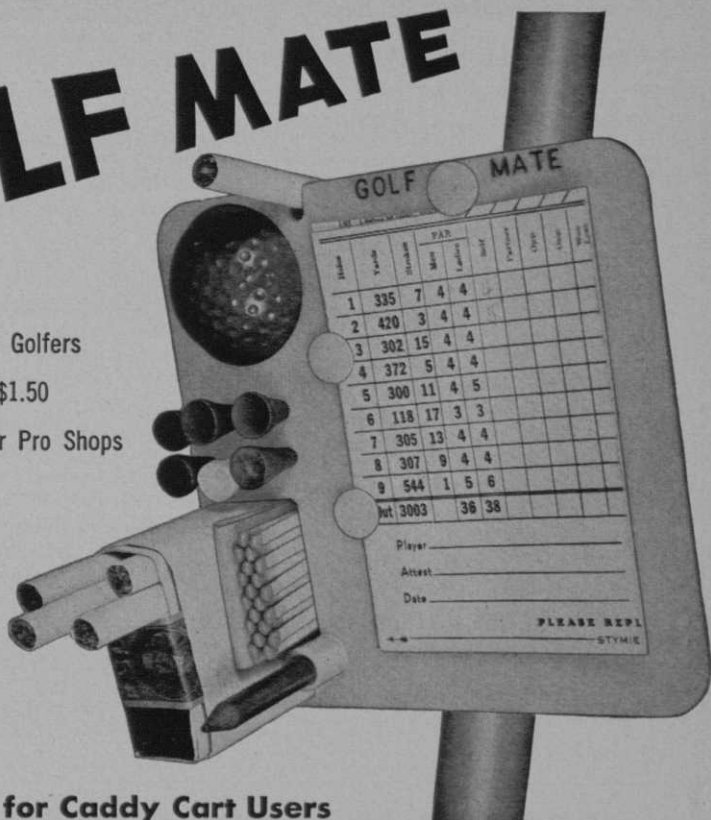


GOLF MATE

New Energy-Saver for Golfers

Retails at Only \$1.50

Extra Profit-Maker for Pro Shops



Performs 7 Jobs for Caddy Cart Users

A compact unit of practically indestructible plastic that attaches quickly and easily to the handle of a golf cart, GOLF MATE holds a score card in position for easy entry of scores, together with a pencil, spare ball, six tees, a pack of cigarettes or two cigars and a folder of matches. A groove on one edge holds a lighted cigarette while the player is making a shot.

Every owner of a caddy cart will want a GOLF MATE for his own. Attached to rental carts, they'll justify a higher fee and pay for themselves in a week or less.

Order a dozen today. At the special pro price of \$9.00 per dozen, they cost you only 75 cents each. Sell them at \$1.50 each and you've made 100 percent extra profit!



GOLF MATE MANUFACTURING COMPANY
74 Maple Street, Plantsville, Conn.

Rush me dozen GOLF *Your Name* _____

MATES at \$9.00 per dozen.

Mail C.O.D. I'll pay postage.

Club or Address _____

Check enclosed. You pay postage.

City _____ *Zone* _____ *State* _____

To the best judges of golf writing,
the golf reporters,
the classic of the game is
THE BOBBY JONES STORY

From the writings of
O. B. KEELER

The Jones saga by Keeler is the most dramatic "inside" reporting ever done in sports . . . Lincoln Werden, New York Times

O. B.'s close-up tales of the Jones career will always be as fresh as though the time of that history were this afternoon . . . Charles Bartlett, Chicago Tribune

To know the Jones story as O. B. wrote it is to get the thrill of the most exciting days in golf . . . Larry Robinson, New York World-Telegram-Sun

O. B. Keeler got into type the action, the thoughts and the circumstances that made Jones the greatest in sports' most glamorous era . . . Charles Curtis, Los Angeles Times

Every golfer, young or old, will feel the excitement of being in the championships with Jones . . . Joe Looney, Boston Herald

No other golf coverage has come close to the vivid and intimate stories of the Jones career by Keeler . . . Herb Graffis, Golfing and Golfdom

\$3.95

Published by

TUPPER & LOVE

1092 Capitol Ave. P. O. Box 5109, Atlanta, Ga.

writers believe Britain has good chance to win Walker Cup this year . . . Only time British amateurs have won this trophy was in 1947 at St. Andrews, where this year's matches will be played . . . About 40 golf fans are sailing with U. S. team.

Third 9 at Watsonville (Calif.) CC owned by Pat Markovich and Joey Rey will be in play in May . . . Markovich is a prime mover in Silverado CC, Napa, Calif., also opening soon . . . Silverado on one of most picturesque spots in Northern Calif. . . The course is on 160 acres of a ranch that has many historical associations . . . Markovich and his partners in the venture didn't hold back on expenses in making the new job one of the finest . . . A \$100,000 building program, including pool and cabanas, clubhouse extension, helps' quarters, parking areas, barbeque pits, etc., in progress at Richmond (Calif.) GC where Markovich has been pro and energetic club promoter since 1938.

Riverview G&CC, Redding, Calif., to increase its 9 to 18 . . . Ed Loustalot been doing great for the club as its pro-mgr. . . Navato, Calif., talking about building course . . . Pat Markovich says that if half the California courses that now are in

FLOOR MATS FOR EVERY PURPOSE

PREVENT ACCIDENTS

INSURE A SAFE, NON-SLIP FOOTING on smooth or wet floors or inclines even with spikes. Ideal around pools, in shower rooms, pro shops and locker rooms.

BEAUTIFY ENTRANCES grills and taprooms.

PROVIDE COMFORT UNDERFOOT

RETARD FATIGUE when used back of bars.

REDUCE BREAKAGE when used in kitchens and in drainboards.

KEEP DIRT OUT

REDUCE CLEANING

CUT REDECORATING COSTS

PROTECT CARPETS



Send for free catalog and prices.

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"America's Largest Matting Specialists"

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IN CANADA: AMERICAN MAT CORP. LTD., WINDSOR, ONTARIO

**always ready for use...
never in the way!**

REST, RELAX ON
12" PADDED **CON-VOY**



SEAT MASTER

you'll play better golf!

SEAT MASTER is always ready for use. No fussing with pins, screws or other adjustments. Just sit down, lean back against your golf bag and relax before your next shot. When you get up, SEAT MASTER springs up off wheel slightly, allowing your cart to roll freely.

Precision-made of pressure-cast aluminum, SEAT MASTER weighs only three pounds. Fits most standard carts. Folds for storage. Guaranteed by the maker of world famous Con-Voy BAG MASTER golf carts.

SEAT MASTER \$14⁹⁵ Retail



Con-Voy BAG MASTER

Pro designed...precision-built to last longer, roll easier...stores upright in a square foot...rolls when folded.

Exclusive design of the free-rolling Con-Voy BAG MASTER permits wheels to fold in and cart to stand upright.

**CON-VOY
BAG MASTER**
\$29⁹⁵
retail

**CON-VOY
BAG MASTER DELUXE**
\$34⁵⁰
retail

- Stroke Counter
- Tee Holder
- Cigarette Holder
- 12" wheels.

All regular features.
Send for FREE colorful brochures



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Beauty THAT'S MORE
THAN SKIN DEEP

Kenwin® Woods
and
Irons

*Sold only in the
Best Professional Shops*

Kenwin clubs are hand made in the traditional Kenneth Smith manner, in all popular variations of shaft length, shaft stiffness, head weight and swinging balance. Carried in stock for prompt shipment, to be fitted to individual needs by the Pro.

Kenwin clubs incorporate all the exclusive quality features developed by Kenneth Smith in 35 years of custom club making—features that have made Kenneth Smith the most illustrious name in club making history.

Write today for new Kenwin brochure — and Professional Order form.



Kenneth Smith
Hand made Golf Clubs
BOX 41-GM KANSAS CITY 41, MO.
CUSTOM CLUB MAKER SINCE 1918

the talk stage are built, the state will have more courses than any other state . . . He says San Francisco Chamber of Commerce figures show 7000 population increase per month in the nine Bay area counties—almost enough people for a new course each month.

Frank Refner, pro at Hillsdale (Mich.) G&CC thinks his job must be fairly steady . . . Some of his present members he had first as caddies, then as club champions, and now he's teaching their children . . . Frank says a real slugger in his 1955 kids' class is a little 5 year-old girl who sure can belt the ball . . . Jack Level, golf rare book and print collector, recently has sold some golf prints for \$500 per.

Hillcrest CC (LA dist.) giving its pro Mortie Dutra a big party April 20, honoring him as winner of PGA Seniors' championship . . . Mortie will fly from New York to Britain June 22 to meet British PGA Senior champion July 2 and 3 . . . Mortie will play in British Open at St. Andrews July 4 to 8, then fly back to play in PGA at Meadowbrook CC (Detroit dist.), starting July 20 . . . Heavy schedule for a senior but Mortie is in

AT YOUR SERVICE
for 1955 . . .

PRO-SHU CO.
OF HARRISBURG, PA.

1918B N. THIRD STREET
HARRISBURG, PA.

featuring

26 Styles of Ladies' and Men's

GOLF SHOES

Write for Illustrated Color Catalog

Tufhorse **GOLF BAGS**

with EXTRA "BUY"
**APPEAL TO BOOST
YOUR SALES**



Every feature for greater playing ease has been incorporated into the magnificent new LP748 golf bag. This Tufhorse achievement represents the design preferences of Mac Gregor's famed advisory staff.

The startling contrast of Coal Black Canvalon and Red steerhide trim, Grey Canvalon with Red trim, Grey Canvalon with Green trim, makes it a bag that will catch every customer's eye. Canvalon is waterproof . . . scuff resistant . . . durable duck . . . the greatest fabric ever developed for golf bags. Red steerhide side panels applied to the upper half of each side of the bag further increase the wearability. Large oval openings to accommodate a maximum number of clubs. Oval leather bottom. Large streamlined clothing pocket with built in "Umbrella Well" to permit carrying "double" or from either shoulder. Jumbo ball and accessory pocket. Foam rubber padded steerhide leather sling with snap fastener. Nylon lock stitching throughout.

Tufhorse, the bag distinctive, with more features that sell for you. This year more than ever, Tufhorse Bags are THE line to sell.

MacGregor
THE GREATEST NAME IN GOLF

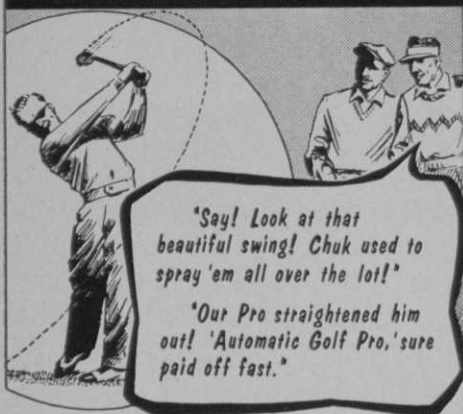
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Model LP748
Similar oval
as used by staff
members
No. LP578

MADE BY **DES MOINES GLOVE & MFG. CO.** DES MOINES IOWA

Better read this Mr. PRO!

IT MEANS LESS "HEADACHES" AND MORE PROFITS!



And the Automatic Golf Pro pays off for pros as well as golfers. Because —

1. It gives the pro a quick, sure, easy way to correct swings—and star pupils are his best ad.
2. It gives the pro a profit on every unit of over 40%.

This is an amazingly simple device that eliminates slice. It prevents swaying and dipping, keeps the right arm close to the body, makes you pivot correctly—makes you swing from the "inside out"—and so comfortable that it's a pleasure to use!

Here's what Bill Gordon—Pro at famous Tam O'Shanter C.C. of Chicago says—"... and remarkably simple, it takes out the hard work for the novice and for the expert it grooves his swing." Also strongly endorsed by many other leading Pros.

HERE'S WHAT IT CAN DO FOR YOU

- Takes the hard work out of getting a novice off to a good start!
- Gives you more time for more pupils!
- Boosts your reputation for top-notch teaching!
- It will groove the swing of the hopeless golfer!
- Their game improves—they play more and buy more!

SOLD ONLY THRU GOLF PROS.

Mail the coupon now for full details.

AUTOMATIC GOLF PRO CO.
325 W. Ohio St., Chicago 10, Ill.

Rush me details on "The Automatic Golf Pro".

PRO'S NAME _____

CLUB _____

ADDRESS _____

CITY _____ STATE _____

good condition and may give some of the younger pros a bad time.

Walt Ripley to Rochester (Ind.) CC as pro-mgr. . . . New baby of the Harry Weetmans, British pro who's been in latest two Ryder Cup matches, named Jay Amanda, to the delight of John Jay Hopkins, angel of Canada Cup and other events.

Golf Illustrated, London, quotes Fred Chambers, sec., Society of London Golf Captains, as being concerned about "the fact that, as a race, greenkeepers are dying out." It's his belief that if they're not offered more money by British clubs it'll be increasingly difficult to get good men. . . . Where have we heard that before? . . . And often.

Wilbur Clark's \$35,000 Tournament of Champions at his Desert Inn course, Las Vegas, Nev., April 28-May 1, will give every qualifier \$1000, plus a week's expenses for the player and his wife . . . First prize is \$10,000 . . . Pro Howard Capps and Clark's publicity man, Gene Murphy, are establishing a lot of class for that event after Las Vegas got rapped for using tournament pros as shills for

(Continued on page 121)

Johnny Revolta JACKET

patented golf rain jacket that gives you complete freedom of swing!



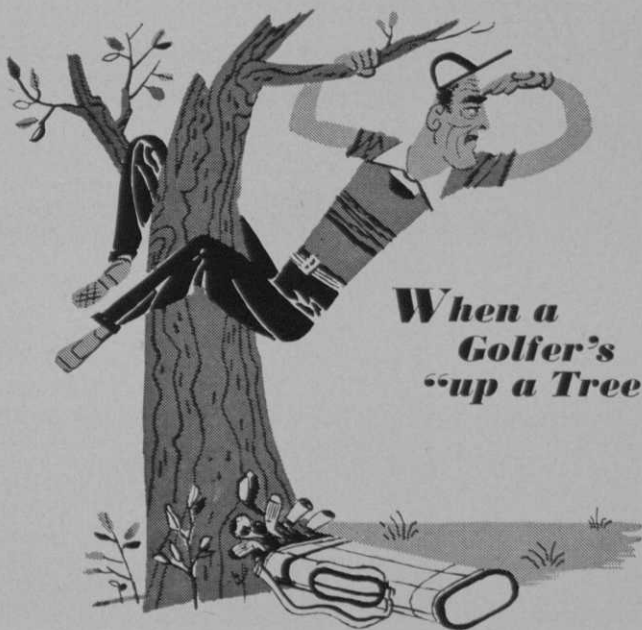
Unique design, developed and patented by Johnny Revolta, gives complete freedom of movement with no sensation of binding at any point in the swing. Completely waterproof, in featherweight plastic film or zephyr-weight rubber-coated fabric.

Ask your U. S. Royal salesman



UNITED STATES RUBBER COMPANY

Rockefeller Center, New York



**When a
Golfer's
"up a Tree"...**



IT'S TIME TO RECOMMEND POWER-BILTS

YES, Mr. Pro, when a golfer's "up a tree" and just as mad as he can be, that's the best time for you to suggest he play a round with the 1955 Power-Bilts!

He'll soon get his "feel" back when he swings those new Power-Bilt irons, and when he sees the new Power-Bilt woods, well, he'll be "Mr. Confidence" all over again.

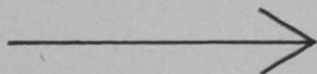
Remember, when you sell Power-Bilts you *score* with your customers and your customers *score better!*

Hillerich & Bradsby Company, Louisville, Kentucky



**Sold only by
Golf Professionals**

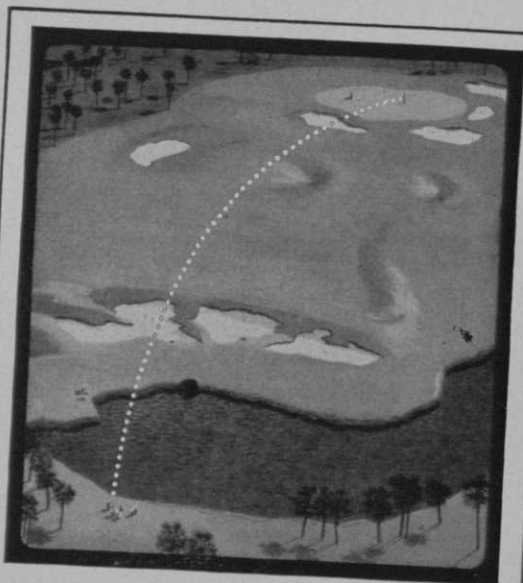
Again we tell your members
-see your Pro...



The ad shown here will appear in color in the April 25 issue of *Sports Illustrated* and in the March issue of *Golfing* . . . suggesting that golfers see you to improve their golf game.

This True Temper advertising can help you make sales . . . just get a club with a Rocket shaft into a member's hands . . . let him feel the difference in new '55 clubs. Point out that leading manufacturers have tested, approved and adapted the Rocket shaft for use on their finest line of clubs.

Explain that True Temper design and precision manufacturing of tough boron alloy steel give Rocket-shafted clubs amazing power and direction control . . . and be sure your stock includes an assortment of weights, lengths and flexibilities necessary to fit your customers. True Temper Corporation, Golf Shaft Division, Geneva, Ohio.



The third at Ponte Vedra . . . 537 yards par 5

Here you need the new power of '55 clubs

It takes a 240-yard drive to clear an acre of traps on the 3rd at Ponte Vedra . . . a time when you need the extra power and distance that leading golf manufacturers are building into their new clubs—thanks in part to a new golf shaft development by True Temper.

The New Rocket shaft by True Temper is made of special boron alloy steel, stronger without increase in weight. Uniform wall thickness and weight distribution bring you amazing power and direction control.

If you're interested in playing better golf ask your pro to fit your style of swing with a Rocket-shafted club of proper length and flexibility . . . then FEEL the difference.

While you're at it . . . look at your pro's clubs . . . odds are 98 to 1 he uses True Temper shafts, too.



Look for the True Temper brand in the band

TRUE TEMPER GOLF SHAFTS

True Temper, famous for finest quality, in fishing tackle, lawn, garden, home and industrial tools.

It's easier to sell the brand with True Temper on the band

Robinson's Shop Shows New Ideas, Front and Back

By **BOB HALL**

A NEW class of stars has arisen in professional golf.

These are the fellows who make a good big business of merchandising golf.

Far more than generally is recognized these professionals have figured in the game's solid and great growth. They have been canny and diligent in doing a job of selling golf to the public. They've done that job better than any other sports market promotion ever has been done.

They've made their golf stores attractive and valuable services for players at private and public courses. They've developed golf interest, play and patronage in a way that has been directly responsible for the increase in tournament golf.

And they've certainly made shopping pleasant, convenient and good business for the golfers.

They've had to make good in a big way for golf, and build enthusiasm and play

because their income depends on having a lot of pleased customers.

They do a volume of business at private and public courses that provides a broad and needed service without added cost to the golfers.

These stars may have their orbits pretty well restricted to their own clubs or public courses and not shine in the headlines, but for their valuable and superior services their golfers are happy to see that these pros get, for services rendered, incomes that surpass the winnings of all but a dozen tournament celebrities.

Exhibit of Modern Shop Style

Among these stars who shine at their own clubs' lesson tees and golf shops is Joe Robinson, professional at the Virginia CC, Long Beach, Calif.

Virginia members and Robinson now are proudly showing a golf shop that is a



—Ruskauff photo

Picturesque setting is this approach to the Virginia CC pro shop and the first tee.



—Ruskauff photo

Visual control of entire shop can be maintained from repair bench. Bryce McCabe is working on a club grip.

prize exhibit of modern country club facilities.

Completed recently, the newly reconstructed pro shop at Virginia CC is now streamlined from the front door to the caddy quarters, both in shop arrangement and in personnel assignments and duties.

"Oh, the former shop was compact—and adequate, for the most part," Joe will tell you, "We were able to serve our members well, but not as thoroughly or completely as we desired.

"Especially were we finding a pinch in added playing membership, which gave us an increased flow through the shop, and

in the necessity of enlarging our display stock and in methods of merchandising."

In planning the new shop Virginia CC officials and Robinson kept in mind the policy of the modern golf shop to present to members fine stocks of golf equipment and sports apparel under ideal suburban shopping conditions, and to have a layout that could be efficiently operated, in the display room and "back stage."

The professional at a country club has great competitive advantage over downtown stores in doing business in a convenient location. To this must be added attractive presentation of wisely selected



—Ruskauff photo

Cart storage stalls to right of store manager's office are for both rental and club member-owned carts.