

The one *Golfcar* that gives you
BIG CAR DESIGN . . .
BIG CAR PERFORMANCE!



Big, oversize 6:00 x 6
SUPER BALLOON TIRES
 won't damage turf!

TAYLORCAR!

Here's the only GOLF CAR built for the real "pros." Built like a *big car*, and handles like it, too! Everything you want in a GOLF CAR . . . and then some! Built for years of *trouble-free service* by TAYLOR . . . noted builder of electric cars and trucks for industry and farm. Users declare: "TAYLORCARS never wear out."

Its smooth, silent, surging power is instantly responsive. Simplified, finger-tip controls anyone can operate. It goes 36 holes, up hill and down, for only 3 cents! For grueling, day after day rental duty, or for private family use, TAYLORCAR *outperforms, outlasts* all others.

EXCLUSIVE DEALERSHIPS AVAILABLE . . .

Write today for full particulars

TAYLOR MANUFACTURING CO.

10192-G Ball Road Anaheim, Calif.

The only GOLF CAR with all these features:

- FIBERGLASS BODY, color-impregnated for life.
- MATCHING CONTROL PEDALS for Brake and Accelerator.
- DASH-MOUNTED CHARGE INDICATOR.
- 30-VOLT BATTERY SYSTEM.
- VERTICALLY MOUNTED PIVOT WHEEL, gives stabilized ride.
- COMFORTABLE FOAM RUBBER SEAT, covered with Mazland Duran.
- DASH-MOUNTED FORWARD & REVERSE SWITCH.
- CHROME-PLATED BUMPER.
- CHROME-PLATED TILLER STEERING.

GOLF CLUBS: Rent long-lasting TAYLORCARS to your members for profitable new income.



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**

Order from your dealer now!



LEWIS GOLF BALL WASHERS

G. B. LEWIS CO., Watertown, Wis.

various details of memberships and operations were received from 38 clubs.

Lloyd Mangrum sure having a spell of tough luck . . . After recovering from liver ailment he suffered an injury to ribs . . . Hollywood, Fla., Orange Brook public course in 1953-54 fiscal year made \$40,000 net profit on \$106,000 gross . . . First seven months of this fiscal year has taken in \$80,000 . . . City engaged in \$175,000 course improvement program, including enlargement from 18 to 27 holes . . . City of Miami, Fla., replacing old clubhouse at Miami Springs course with new building . . . Old building was the worst shanty masquerading as a clubhouse at any fair-sized city municipal course in the U. S.

Navasota, Tex., August Horst 9-hole mny course being reconstructed with grass greens . . . Wallace Martin, Bryan (Tex.) CC pro, assisted Navasota committee in redesigning course . . . Sinton, Tex., figuring on building course in Rob and Bessie Welder park . . . Construction begun on Maplehurst CC 9-hole course near Frostburg, Md. . . Benny Adams signed as pro-supt. by Elk City (Okla.) G&CC and is pushing completion of club's new grass green course.

Rumored that Samuel Friedland is to

AMERICA'S FINEST GOLF CAR

LaHer "Hill-Billy" Golfer



Play up to 36 holes and be "fresh" at the finish. The LAHER "Hill-Billy" Golfer seats 3 people comfortably and goes anywhere with power to spare. The LAHER "Hill-Billy" Golfer is completely *automobile engineered* for greater power and stability. Compare the LAHER "Hill-Billy" with all others!

PROS & CLUB MANAGERS: There's profit in renting LAHER "Hill-Billy" Golfers to Club members. Write for information now!

Only the LAHER "Hill-Billy" gives you all these features: Full elliptic spring suspension—Auto-type dash and controls—Dual speed range from 1 to 15 m.p.h.—Removable wheels and parts—50% more power—and many others!

Write for **FREE** illustrated folder today!



LAHER MUSTANG MFG. CO. INC.

2615 Magnolia St., Oakland, Calif. • 300 Madison Ave., Memphis, Tenn.

Flexi-Mats®

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!

SEE YOUR LOCAL SUPPLY DEALER OR WRITE FOR DESCRIPTIVE CIRCULAR

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



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

Introducing
THE NEW 1955

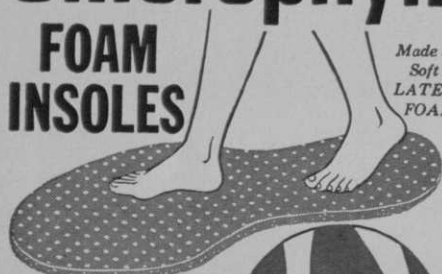
turf king

FREE! 3 PAIRS

NEW! Dr. Scholl's Chlorophyll

FOAM INSOLES

Made of
Soft
LATEX
FOAM



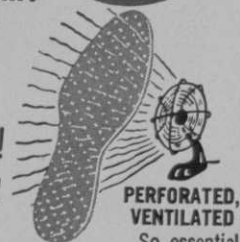
LIKE WALKING
ON PILLOWS!



Golfers Love Them!

Help Keep Their
Feet Delightfully

Fresh!
Air-Cushioned!
Air-Ventilated!



PERFORATED,
VENTILATED

So essential
to help maintain foot health

SELL ON SIGHT!

Instantly convert any
golfer's shoes into AIR-
CUSHIONED shoes.

SPECIAL OFFER 3 PAIRS FREE

With 3 dozen assortment
men's and women's
sizes. Each pair cel-
lophane wrapped.

Packed in
sales-compelling
Counter Display.

\$1680

Retail 70¢ pair. Wholesale \$5.60 doz.

MAIL YOUR ORDER TODAY!

THE SCHOLL MFG. CO., INC.

213 W. SCHILLER ST., CHICAGO 10, ILL.

62 W. 14th ST., NEW YORK 11, N.Y.

727 E. WASHINGTON BLVD.,

LOS ANGELES 21, CAL.

build 18 holes on his 800-acre Elsinore Beach tract at Hallandale, Fla. . . . Work moving fast on construction of new 18-hole course at Mohawk Park, Tulsa, Okla. . . . Floyd Farley is architect . . . John Plant in his 25th year as supt., Burlington County (N. J.) CC . . . Plant came on the job when the club opened.

Bob Bennet now pro at Venago Trail GC (Pittsburgh, Pa., dist.) . . . Pfc. Leo Jennings, formerly asst. at Mahoning Valley CC, Youngstown, O., now pro at Ft. Belvoir (Va.) GC . . . Johnny Revolva, Jr., now in air force, home on leave recently and for the first time beat his pappy, Johnny, Sr., on home grounds, Evanston (Ill.) GC . . . We get a lift hearing about old pro pals' kids beating the ball in small figures . . . John Serafin, 25-year-old son of Felix, is one of the second pro generation who looks as though he's got a good chance of coming through . . . Gets a fine tournament round now and then . . . We saw Felix about 20 years ago when he gave brilliant promise . . . He could go from 68 to 84 quicker than almost any other good player we've known, and lived through it calmly.

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.

New York, Chicago, Los Angeles,
San Francisco

Kaddie Kart

TRADE MARK REG. U. S. PAT. OFF.

THE SUPER RENTAL CART

Wherever you see the genuine Kaddie Kart you know the club has the best and finest for its players. Truly a mark of distinction.



DETAILS

Fourteen inch wire spoke, ball bearing wheels, factory grease packed. Semi-pneumatic, puncture proof tires. Long or short axles. Long handle. Beautifully finished.

NEW FEATURES

Basket shaped lower brackets with no straps required can be furnished without extra charge on new Karts. Write for information about basket type lower brackets for old Kaddie Karts.

FOR SALE or FOR LEASE FLEETS FINANCED

WRITE FOR DETAILS

Golf Cart Supply Co.
2226 Wabansla Chicago 47, Illinois

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

Name _____ Position _____

Club _____

Address _____ City _____ State _____

THE CHAMBERLIN Ko-lap-si Kart

TRADE MARK REG. U. S. PAT. OFF.

COMPLETELY AUTOMATIC
Lift Handle, It Opens — Drop Handle, It Closes

1955 MODELS ready for delivery
SEND FOR CATALOGUE

NEW TYPE BRACKETS

Anchors Bag Securely
Both Top and Bottom
Send for Information



Above cart is a T14 standard, with 14 inch wheels for oval bags. Retail price \$33.95. Also T11 with 11 inch disc wheels at \$29.95. Brackets of various types are easily interchanged to take care of every size and shape bag.

PRO SHOP SALES

Pro shops recommending Kolapsi Karts have the advantage.

1. Store 3 to 4 times as many carts • 2. Instant folding and opening • 3. Freedom from breakage. No brittle castings • No wing nuts, no push buttons, no sliding sleeves. Just drop the handle, it folds. The quickest pro shop handling of stored carts.

Chamberlin Metal Products
2226 Wabansla Chicago 47, Illinois

Please ship _____ Kolapsi Karts, Type _____
Please send complete information about the Automatic Kolapsi Kart for (resale) (my private use).

Name _____

Address _____

City _____ State _____

Club _____ Position _____



**Unsurpassed in Design,
Safety and Performance**

AMERICAN *Approved* **PLAYGROUND EQUIPMENT**

Since 1911 the finest equipment built,
backed by lifetime guarantee against
defective materials and construction.

Write for Literature

AMERICAN
PLAYGROUND DEVICE CO.
ANDERSON, INDIANA, U. S. A.

WORLD'S LARGEST MANUFACTURERS OF FINE
PARK, PICNIC, PLAYGROUND, SWIMMING
POOL AND DRESSING ROOM EQUIPMENT

Wilbur Loos, widely known veteran pro, signed as pro at Crystal Downs CC, Frankfort, Mich. . . . Billy Phillips, recently out of the army, gets pro job at Winchester (Va.) CC . . . Phillips, 24, is kid who looked very good in Texas amateur and National Intercollegiate golf.

Jay Allan Novak, son of former PGA pres. Joe Novak and his lovely Edie, to chorus "I do" with Judith Margot Dann, at Beverly Vista Community church, Beverly Hills, Calif., June 15.

Irvin Schloss, pro at Mt. Pleasant GC, Baltimore, Md., in hospital for three weeks, home for a month more, after pulling a muscle close to his heart . . . Accident happened when toe of his club hit a rock in a ditch . . . Irv says "no self-respecting pro should have been there." . . . A coronary complicated Irv's recovery but he's coming along good; praise Allah . . . Pros owe Schloss and his teammate on the PGA National Golf Course committee, Emil Beck, thanks for educational clinics they staged in winter at Dunedin . . . It's only pro teaching, business and "refresher" course conducted in golf and got fullest, valuable participation from many highly successful pros

New NATIONAL GOLF BAG!

MODEL NO. 1340

Expertly made of a new exclusive DOUBLE LIFE fabric. Rubber backed. Water - repellent. Non-fading. Available in Moss Green, Saddle Tan, Geranium, Rust, Brass or Plaid.

6" x 9" leather top. Luggage tan trim. 14 club size. Ball pocket. Ball and card holder. Tee holder. Shoe and jacket pocket. Detachable sling. Cart wear protection.

For men or ladies.

Only \$22⁵⁰
RETAIL

(Formerly Can-Pro.
Same business—
same people—
just new name.)

NATIONAL
SPORTS COMPANY
FOND DU LAC
WISCONSIN



PRO DESIGNED FOR YOUR REQUIREMENTS

Con-Voy BAG MASTER

pulls easiest of them all!



Light and maneuverable, Con-Voy has (1) quick, positive hand release lock action; (2) 24-position ratchet handle, and (3) exclusive "Snug-Fit" bag brackets which adjust to any size... eliminate bag damage. Non-corrosive aluminum assures years of smart appearance and trouble-free use.

**STORES UPRIGHT
IN A SQUARE FOOT...
ROLLS WHEN FOLDED**

Con-Voy Bag Master is the cart that has more advantages for more golfers—pros and weekend swingers alike. It's a free-rolling cart that allows players to coast between shots on the toughest fairways. Con-Voy's exclusive design permits the wheels to fold in and cart to stand upright. Four Con-Voy's store in the space needed by just two of most other golf carts! Pros love 'em. Compare... and you'll see why Con-Voy is the golf cart golfers have asked for.



Con-Voy
Seat Master
optional at
extra cost.

**CON-VOY
BAG-MASTER**
\$29.95
RETAIL

**CON-VOY BAG
MASTER DELUXE** **\$34.50**
RETAIL



• STROKE COUNTER • TEE HOLDER
• CIGARETTE HOLDER • 12" WHEELS
• ALL REGULAR FEATURES



\$14.95 RETAIL

Made and guaranteed by makers of the popular Con-Voy BAG MASTER.

CLOES CON-VOY SEAT MASTER

Makes waiting a pleasure... Not an irritation. Here's the "easy chair of the fairways"... the new, really comfortable golf seat that's *always* ready for use, *never* in the way. SEAT MASTER rests solidly on wheel of cart... folds for storage. Golf bag serves as a back support. Easily fitted to most standard-make carts.

Send for free, colorful brochures.

PRODUCT ENGINEERING CO.
4707 S. E. 17th AVENUE • PORTLAND 2, OREGON

New! Improved

WESTALL RUBBER FLOORING

Lower Priced!

We are pleased to announce this new rubber flooring now being offered in plain and embossed surfaces in choice of red, green, or sand colors. Write or wire for samples and information.

- PROTECTS CLUBHOUSE FLOORS FOR YEARS!
- LONGER-WEARING, TOUGH, FIRM!
- SO SMOOTH, SAFE AND EASY TO CLEAN!
- DOES NOT BUCKLE, STRETCH OR CRAWL!
- COMES IN ROLLS UP TO 24 ft. LENGTHS, 5/16" THICK AND 36" to 46" WIDTHS.

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

... Attendance during the sessions included 175 pros.

Woodholme CC (Baltimore dist.) giving testimonial dinner to pro Carroll Mc-Masters on his 20th anniversary with club . . . Every pro and assistant who knows Carroll shares with the Woodholme members pride in being associated with one of the finest gentlemen in the game.

Big name pros are doing a lot of good for golf in their spare time by playing with ordinary golfers and showing the rank and file it's no ordeal to play with pros . . . Home club pros sometimes have tough job convincing the 100-or-higher shooter that the pros enjoy playing with them, and it's part of the pro job.

Ed Furgol is a valuable performer for pros in that field . . . He's played with a lot of high-handicappers as National Open champion and after a few holes they get over stage-fright . . . Porky Oliver also stars in that department.

Government of Ontario considering legislation to give a golf course a fixed low tax assessment by a municipality as long as it remains a course . . . Ontario proposal being studied in Massachusetts

improved FONKEN golf ball
"Picker-Upper" models to choose from!

NOW 2

1. STANDARD 9 FT. model —
2. "SUPER-TRIEVER" 15 FT. model!

ALSO

FASTER PICKUP • PROVEN FEATURES
NEW, FONKEN "SUPER-TRIEVER" KIT!

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!

WRITE FOR FREE BROCHURE

FONKEN MANUFACTURING CO.
433 West Magnolia Avenue
GLENDALE 4, CALIFORNIA

Look for **Bag Boy** in the May 16 issue of

SPORTS

ILLUSTRATED

Large
full-color
Bag Boy
advertisement

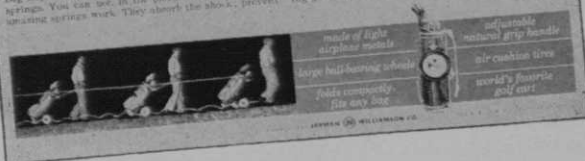
... creating customers
for you



What a difference there is in golf carts. Golfers really like **Bag Boy** - it pulls easier

Any golfer will tell you, "What really counts in a golf cart is how it pulls for 15 holes." That's why more golfers, over 200,000, own Bag Boys. Bag Boy pulls easier. Make your own "pull-easier" test. Ask your golf pro, sporting goods or department store for a demonstration. You'll notice that Bag Boy is wrapped with the exclusive shock absorbing springs. You can see, in the picture below, how these spring springs work. They absorb the shock, prevent

lumps from forming and twisting the Bag Boy. There's no strain whiplash of the Bag Boy handle in your hand. You play relaxed... get more fun out of golf. Bag Boy is the style leader. When you own a Bag Boy, you naturally expect it to look better and to last longer. In addition to giving you more golfing pleasure, Bag Boys are made of the finest materials available. Priced from \$29.95. See your professional golfer, sporting goods or department store today.



The advertisement shown above will appear in full color in the May 16 issue of *Sports Illustrated*.

Bag Boy is also advertised in the *Saturday Evening Post* and *Holiday*. The whole purpose is to sell the Bag Boy name to your customers, interesting them in paying a little more and getting the very best. As you know it's their best buy in the long run.

It will help you make sales to demonstrate why *Bag Boy pulls easier*. Show your customers how the exclusive springs work—show them the stroboscopic photo that quickly shows this. (If you haven't one, write. We'll mail one immediately.)

START SELLING THE BAG BOY LINE (AT RIGHT)—WRITE TODAY

JARMAN-WILLIAMSON CO.

601 N. E. 28th Ave., Portland, Ore.
3012 N. Central Ave., Chicago, Ill.



MASTER
DELUXE
Bag Boy with
score cutting
Yardage
Meter
\$39.95 (retail)



DELUXE
Bag Boy
\$34.95
(retail)

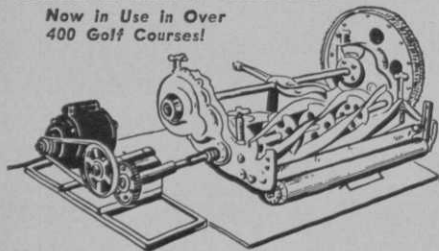


SPECIAL
Bag Boy
\$29.95
(retail)

NEW GOLF SEAT
\$11.95 (retail)

Atlas Lawn Mower LAPPING MACHINE

Now in Use in Over
400 Golf Courses!



A compact, light-weight machine for lapping all models of Hand, Power and Gang Mowers! May be easily used on work bench or floor, eliminating the lifting of heavy mowers. The simple height adjustment for the reel shaft may be used from 4 1/2" to 10 3/4". Equipped with several attachments to fit different reel shafts. Metal blocks for rollers. Steel stands to support the mower.

FULLY GUARANTEED

List Price, Without Motor 39.00

List Price, With Motor.....\$61.50

Write for Bulletin.

Atlas Lawn Equipment Co.

9761 Olive Street Road, St. Louis 24, Missouri

where it's been discovered that sale of a golf course for subdividing means demands for schools, sewerage, water, lights, roads, sidewalks, police and fire dept. service, etc., considerably in excess of tax revenue from the residential community . . . Golf clubs are greatest bargains to communities, considering what the clubs pay as taxes and their small demands for public utilities . . . That matter was first spotlighted by Eugene (Skip) Wogan in an article in GOLFDOM.

Frank Murray recently completed building for Swan Creek CC, Havre de Grace, Md., and has begun construction of second 9 for Newark (Del.) CC course . . . Russell Roberts has joined Murray in design and building of golf courses and firm now is known as Murray and Roberts, with headquarters at Rockville, Md. . . . Al Cuiqi re-elected pres., Long Island PGA for 17th consecutive year.

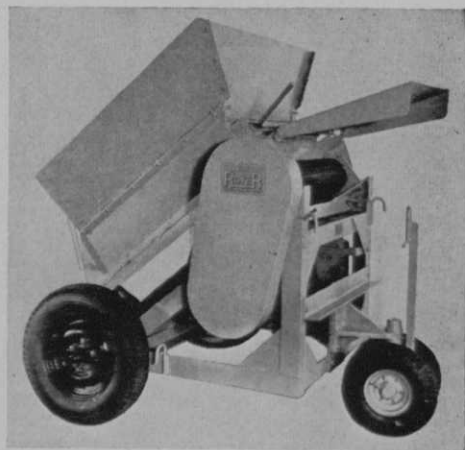
Reports from various metropolitan sections show increases in course expenses in 1954 over 1953 pretty much in line with Detroit District GA survey showing 8 per cent rise . . . Westward Ho GC 170 acres west of Chicago bought by Automatic Electric Co. as plant site . . . Westward



the NEW "NY" ROYERS ELIMINATE hand shoveling

Where large quantities of top dressing are required, the new Royer "NY" series Compost Mixers will eliminate all hand shoveling. Model NCYP-E illustrated is an electric powered unit capable of preparing up to 150 cu. yds. per hour. Model of like capacity, gasoline engine driven, is also available.

With its 60" wide receiving hopper and 3' wide combing belt, this machine can handle the contents of a



12 cu. ft. bucket as fast as the loader can deliver.

Whatever your needs may be, from 1 to 150 cu. yds. per hr., there is a Royer to do the job. Write for details.

ROYER foundry & machine co.

171 PRINGLE ST., KINGSTON, PA.

ROYER