

THE CHAMBERLIN

Ko-lap-si Kart

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

THE AUTOMATIC GOLF CART

*Lift Handle,
It Opens*

*Drop Handle,
It Closes*



MODEL T14
STANDARD 14-INCH
WIRE SPOKED
WHEELS

THE
STRONGEST
COLLAPSIBLE
GOLF CART
EVER BUILT

THE MOST
MODERN
GOLF CART
EVER MADE

There are no wing nuts to hurt the fingers. No struggling with hinged legs or sliding tubing over tubing or trick catches. Ko-lap-si Kart works instantaneously.

Send for new catalogue just published telling about this sensation of the fairways. See page 107 for information blank.

CHAMBERLIN METAL PRODUCTS

2226 WABANSIA AVE.

CHICAGO 47, ILL.

Kart

THE RENTAL TYPE CART

Kaddie Kart is the pioneer of all golf carts. Its perfect balancing of weights is covered by patents and is not available to any other manufacturer.

Kaddie Kart alone gives its users universal balance without adjustments of any kind, regardless of how many clubs, balls, sweaters, etc., are piled on it.

Universal balance for easy pulling. Steel for strength. Long handle so heels never touch wheels. Natural hand position with knob for secure hold. Ball bearings, factory grease packed for easy rolling. Large fourteen inch wire spoke wheels for lightweight pulling. Self-centering lower bracket needs no straps and holds the biggest bags perfectly centered and secure. The lowest upkeep cost possible. Padded brackets to protect bags.

Regardless of size of bag and weight of clubs and balls Kaddie Kart's airplane patented balance magically reduces your pull to a few ounces. The most marvelous outstanding Kart of all time.

TWO NEW K. K. KLUB KART MODELS STRAPLESS MODEL SK-100

K. K. Klub Kart is our lower cost rental type cart. It is made in two models.

The Strapless Model illustrated at right, needs no straps whatsoever. It uses the same basic design brackets Kaddie Kart has used for fifteen years, redesigned to eliminate all straps.

Just set any type bag in place and it's ready for use.

PRICE \$14.90 F.O.B. CHICAGO FACTORY
SPECIAL DISCOUNT — 75¢ PER KART if check
accompanies order making a net cost of \$14.15 each
F.O.B. Chicago.



Patented
USE INFORMATION
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MODEL EK-12 WITH UNIVERSAL BRACKETS ATTACHES BAG EITHER FLAT OR EDGEWISE

K. K. Klub Kart Model EK-12 illustrated at left is exactly the same as Strapless Model above except for brackets.

This model is equipped with universal brackets which hold a bag either flat or edgewise in a vise like grip. It is the only rental Kart made that properly holds a Pipe Organ type golf bag.

SPECIFICATIONS: 12 inch disc wheels; semi-pneumatic, puncture-proof tires; grease packed ball bearings; shipped four to a case; DuPont lacquer finish; all steel construction.

Send for information. See coupon — Page 108.

PRICE — \$14.25 F.O.B. CHICAGO
CASH DISCOUNT 75¢ PER KART

IF CHECK ACCOMPANIES ORDER MAKING
NET COST \$12.95 EACH FREIGHT EQUALIZED

25th wedding anniversary Jan. 1, at Natick, Mass. . . . Murrays were married when Stu was pro at Belmont Manor & GC in Bermuda . . . Love is still in bloom although snow at Murray's range last winter wasn't anything like flowers in Bermuda . . . We got thinking at PGA Seniors' tournament how pro golf must mean long and happy hitches at matrimony . . . Considering pros' uncertain and long hours on the job and exposure to plenty of worries it takes a real matrimonial star to keep a pro husband happy and hopeful . . . Pro wives have had far more to do in helping their husbands to make good on jobs and make a living, than the golfing public ever will know.

Another thing about Mike Souchak's hot spell . . . Mike won a lot of driving contests last year and got in the habit of wanting to flatten the ball every time he stepped on a tee . . . Then he saw George Bayer wham 'em so far that Mike decided it might be better to try to hit straight instead of trying to catch up with Bayer . . . Esquire magazine coming out this spring with a piece on Bayer as the guy who hits them far as most golfers wish they could.

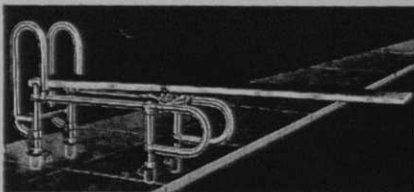
John Leavell, pro-supt., Shenandoah Retreat CC, Berryville, Va., says the club, now in its second year, has such a live bunch and so much golf interest that it's planning to enlarge its 9-hole course to 18 with length from 6500 to 7200 yds. and build a new clubhouse . . . Herman Fiebig, after 21 years as pro at Knollwood CC, Birmingham, Mich., buys Mason City (Mich.) CC and will open it about April 1 . . . Pete Cooper succeeds Fiebig as Knollwood pro.

Patty Berg to do series of 24 newspaper articles on "Better Golf" to be syndicated to newspapers by General Features, Corp., New York . . . Berg material to be slanted for men and women . . . "Quiet" rooms getting to be popular feature in the complete clubhouses . . . East Lake CC at Atlanta, Ga., "quiet" room off lockerroom, gets lots of use from members resting after rounds and prior to evening festivities.

Tommy Armour signed by Chicago Tribune-New York News Syndicate to do three instruction pieces each week . . . Big response from newspapers grabbing the feature, written in Tommy's lively conversational style . . . The Great Armour's been a busy boy this past winter with lesson applications at Boca Raton far in

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Steel Pool Ladder



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Life Guard Chair

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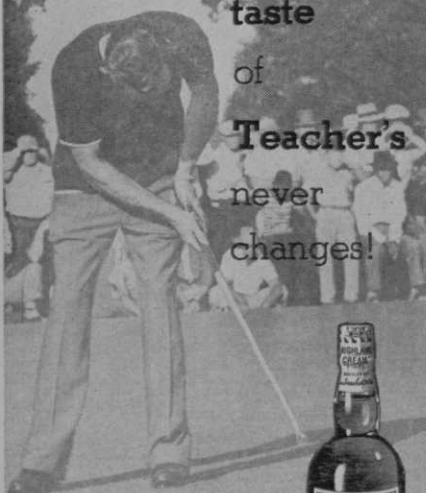


Golf

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but the
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of
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HIGHLAND CREAM
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excess of time available and club and book royalties presenting a most enjoyable picture to him.

Waco and Opie Turner building 18-hole course at their Ranch Wacopie Lodge . . . May be site of future Ardmore Opens . . . Turners withdrew as Ardmore Open sponsors this year . . . Capital City CC, Atlanta, Ga., has new caddy house and yard that is said to be best in south . . . Few better anywhere . . . Colored caddies keep the place immaculate . . . They'd better—or else—with the watchful, expert supervision of the club's veteran caddymaster Roy Jones on them.

Have you noticed that the golf architects are figuring out how to get practice and lesson tees convenient to the clubhouse now? . . . Takes some skillful planning in use of available ground but the newer courses in this respect are away ahead of some of the otherwise fine older layouts.

Royal Canadian GA and House of Seagram have arranged for 1957 Sponsors' tournament to be played in addition to Canadian Open at Westmont G&CC, Kitchener, Ont. . . . Purse will be \$50,000 with the distillers putting up half . . . Sponsors' tournament, inaugurated at Washington last year to be played at Charles River CC, Boston, Sept. 22-25 with Carling brewers as co-sponsors, for \$50,000 . . . With Miller, Teacher, Seagram, Carling and Labatt sponsoring PGA tournaments the boys are not playing water holes.

Royal Canadian GA, like USGA, worried about misuse of amateur golf championships as a farm system for pro tourney players . . . Kids who think they can make a better living at pro golf than they can at anything else aren't going to stay amateurs . . . And why should they? . . . Probably better for them to turn pro than to stay amateur and get ulcers hustling bets from other hustling amateurs or unsuspecting pros . . . Several proficient amateurs would have been better off if they'd turned pro at their career crests.

Canadian Travel Film Library, 630 5th ave., New York, has 33 minute, 16mm sound and color film of 1953 Canadian Open, for free use of country clubs . . . Some swell hunting and fishing movies also in the Canadian film library . . . Our dear old pal, Fairway Bill Wallace of Miami News yowls in print that Ladies

(Continued on Page 138)

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the ROYALTY of CARTS that has everything

The Original Cart
that Rolls
when Folded

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Locks Open

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Locks Closed

EASY TO SELL

— Because, by comparison, it's easiest to use. The load is so centrally balanced that operation is smooth, shocks are absorbed and there's no arm or wrist strain from vibrating handle.

The fastest opening and closing cart on the market — takes only about 5 seconds — and locks firmly until released.

Special adjustable brackets attach any style bag instantly — and it stays put.

Show the Rutledge to any golfer. Let him run it across the floor with a full bag. He'll buy it!

SPECIFICATIONS

- Adjustable brackets take any style bag
- Cart locks when open or closed—a new feature
- Operating handle adjusts to user's height. Special ratchet control holds it in any position — it can't slip
- Auxiliary handle for use when cart is closed
- Rustproof. Made of high strength airplane metals.
- Ball bearing wheels, semi-pneumatic tires
- Vinyl plastic grips on both handles

Retail Prices

\$28⁹⁵

with 10" wheels

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with 12" wheels

Write for Literature and Discounts on the entire Rutledge line of Carts and Clubs

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YES, it's new from core to cover! Only its established name remains the same! The new *super-charged* Sweet Shot has new life, gives your golfers more distance. It has an improved liquid center. This is *dyna-tension* wound, for perfect balance and uniform high compression, with thread specially treated by a new, exclusive Worthington process. And the 1955 Sweet Shot even sports an entirely new cover—thin, but extremely durable—still another in the long list of Worthington developments for better golf!

Test this new Sweet Shot yourself. One round will convince you that here is *the* ball you should recommend to your better golfers!

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WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER

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Clubs, Pros Must Look Ahead with Junior Programs

By **OLE B. CLARK**

Professional, Longmeadow Country Club, Longmeadow, Mass.

LONGMEADOW is one of the finest and most active clubs in New England and it will continue that way.

The reason for being certain of Longmeadow's steadily bright future is the insurance the club has in its junior program.

At some clubs junior classes are conducted because that's the customary thing to do. The older members don't pay much attention to the development of the youngsters except when an elder happens to learn that one or more of his own grandchildren are playing good golf.

But at Longmeadow they're all interested in the kids. The youngsters are encouraged.

Our members look ahead. There'll come the time of changing of the guard, when the sturdy veterans will not be playing so

often but the club expenses will continue. It will be then that the new crop will take the heavy end of the responsibility that their predecessors have handled so well.

I see this foresight being reflected in the youngsters' interest in the pro department. My teaching assistant, George Chapple; our shop boy, Bill McCormick, our caddie supt., Bob Caprera; and our starter, James Jones, who is going to college on a scholarship earned as a caddy at Longmeadow, all see these youngsters as future members to be trained to be the fine type of members their fathers and mothers are.

Obligation to Educate

We all figure that the professional department shares with the youngsters' parents the welcome obligation of educating the boys and girls as potential members



Ole B. Clark (R) and his teaching asst. George Chapple, give the Longmeadow youngsters a "skull drill" on the grip as part of the first class lesson.

of the Longmeadow standard.

The kids come into my shop and look things over and early get the desire to buy pro quality golf goods. We tell these youngsters about clubs and balls and bags and everything else in which they show interest. They won't buy now, but someday they will—and they will buy wisely.

I think that possibly this phase of the junior campaigns often may be overlooked. We older professionals who came into the game when clubmaking was an art in evidence at every pro shop got our interest in fine equipment aroused early and we learned lessons about buying and use of golf equipment that very few of our members learned.

We now see how more extensive early education of golfers would have been a valuable exercise of foresight in pro market development and protection.

TV Appearance by Kids

Our junior classes aren't long. We have four free lessons — one a week — in getting the youngsters well grounded in fundamentals. Then we let them employ their own energy, initiative and ambition. We do plenty of supervising and give some private lessons to juniors, as well as keep our eyes on them and give them tips when we see them playing.

Appearance on TV has been a stimulating experience for our youngsters. It was among the reminders that we give them that their performance in golf is important to a lot of people, as well as fun to themselves.

We start our lessons with a brief talk which acquaints them with basic ideas in golf course conduct as well as informs them about the grip, stance and pivot. We tell them the "whys" because bright youngsters always want to know the reasons.

This part of the training is just long enough to get them quieted down and beginning to get interested in putting into action what they've heard.

This introduction also is keyed to the theme of the instructors meaning business and expecting cooperation from our team.

After this opening five minutes each youngster gets a club. They all are spaced far apart, and the factor of safety for themselves and others at all times in golf is impressed upon them.

Youngsters Help Teach

Then George and I swing a number of times, asking the kids to copy us. It is astonishing how aptly many of the youngsters can do this when they've got the



Clark's shop at Longmeadow is neat, roomy, well-lighted and has everything easy-to-get-at.



Clark (L) is the greeter at the Longmeadow golf shop, giving the grown-ups a feeling of the gay kid spirit and the kids a feeling of being important grown-ups.

right grips. There are some youngsters who aren't especially adept physically but we can do pretty well with them by getting them keyed to the swing mechanically and teaching them a few check points.

Following these earlier swings we work with each one individually. After that the job is eased because quite a few of the kids are quick to pick up the teaching and pass it along to other youngsters. They take a lot of interest in helping each other and it is especially pleasing to George and me to see some boys and girls earnestly and effectively working with their companions who haven't been so quick to catch on. To us that not only reveals fine character and excellent parental background but indicates a spirit that makes superior citizens.

In the fourth lesson the kids hit three or four balls from the practice tee; two hitting at a time. We can see that there has been study and practice before that time. The fire of golf has been lit in the youngsters.

Youngsters' New Attitude

In the class lessons, on television, and in the cases of the ones who are old enough to get to play, we see uniformly excellent behavior. We are very proud of our youngsters and we are confident that as young Americans of bright minds and sound characters they'll rate as high as any group in the land.

The lessons are given Saturday mornings in June before some of the kids go away to camp.

I've been giving junior golf instruction for more than 20 years and have seen many a good golfer develop out of my kid classes. I believe that there is a much higher percentage of probably very good amateur talent in our junior classes the past few years than during previous years. The kids now just seem to be getting the right feel for golf and an attitude that good golf is a part of every American youngster's play career.

I wish I had more time to give to junior golf, but it's possibly just as well that I have to restrict myself to getting them started right, supervising and helping them, and letting them do most of the job for themselves.

Of course every older fellow gets a tremendous lift in seeing his youngsters come along. It keeps him pepped up and interested keenly. He hopes to have the youngsters always as his friends and to contribute something to their happiness.

The business part of a pro's job is immensely interesting and important. The shop service problems are challenging because the pro must help his members with his shop stock and shopping advice just as he helps them on the lesson tee.

But as a professional considers his job and his good fortune in being at a club with a fine membership it's bound to occur to him that one of the best things he can do for his members is to devote himself to seeing that the members' children become to golf of the next generation the excellent assets their fathers and mothers are.



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AMERICA'S FINEST
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THE SENSATIONAL *New* HELANCA-BACK "500"

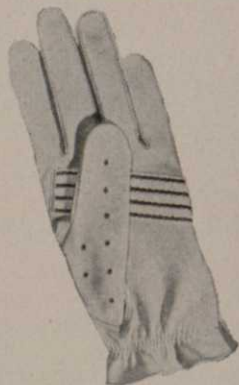
Look at the fit of this golf glove! Miracle fabric Helanca, the stretchable nylon, expands and contracts gently . . . with no wrinkle or ride-down. Holds firmly, yet cannot bind. Special weave, exclusive with PRO-GRIP, is extra cool because it's porous. Palm and fingers of finest grade lightweight leather. Available in sizes to fit all hands.

No. 832 (LEFT) Beautiful, lightweight table cut glove in a variety of colors. This glove combines expert craftsmanship with distinctive styling. Made from the very finest imported Capeskin, specially tanned and treated for velvet-like feel and tacky grip.

No. 32-S (RIGHT) Original with PRO-GRIP and an outstanding favorite. This model features PRO-GRIP'S famous Snugtex elastic grip in a full-finger glove. Cream color Capeskin palm . . . nylon back in assorted colors.



No. 132 (LEFT) Beautiful two-tone all-leather glove, popular with golfers everywhere. Made from genuine imported Capeskin, specially tanned for that tacky grip. Features light weight for touch and feel and concealed elastic grip snugger.



No. 432 (LEFT) The 100% Nylon back in this glove is distinctively PRO-GRIP styled and available in a variety of colors—red, green, blue, yellow. Has concealed elastic wrist snugger and lightweight genuine Capeskin palm in eggshell color. Fine tacky grip.

No. 61-S (RIGHT) The world's largest-selling glove with built-in grip. PRO-GRIP's elastic Snugtex features twice as many rubber bands. Softer, stronger New Cape suede back . . . finest-quality Capeskin palm. Adjustable wrist strap.



PRO-GRIP Golf Gloves,
Club Head Covers and
accessories are manu-
factured by C. M. Hill
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