

SPECIFY

HAWS

DRINKING FOUNTAINS

...FOR RUGGED SERVICE

HAWS DRINKING FOUNTAINS contain outstanding features that make them ideal for parks, golf courses, playgrounds, and other outdoor areas—rugged fountains that are durable, sanitary and attractive. They're specifically designed to withstand abuse and constant exposure to weather, and to assure long and trouble-free service.



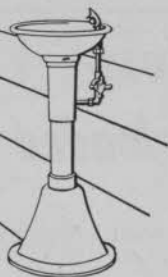
HAWS FOUNTAINS ARE SANITARY...

with anti-squirt angle-stream fountain heads of chrome-plated brass—raised and shielded to prevent direct mouth contact with orifice. Heads are mounted with vandal-proof flanges to prevent fixtures from being turned. HAWS automatic stream control efficiently regulates water pressure and volume.

There's a HAWS FOUNTAIN for every requirement, indoors and out, listed in the new HAWS catalog. Write for your free copy today!



MODEL No. 12BM2. Attractive, lifetime, cast iron bowl... white enameled inside... and mounted on sturdy 2" galvanized iron pedestal.



HAWS Model No. 12BR2

HAWS

DRINKING FAUCET CO.

FOURTH and PAGE STREETS (Since 1909) BERKELEY 10, CALIFORNIA

☆ In addition to the complete line of drinking water facilities, HAWS also features **KRAMER Flush Valves** for any make of plumbing fixture.

PHILLIPS

CAM LOCK



The world's finest and best known.
Will not turn or break apart.
PRO'S CHOICE

F. C. PHILLIPS, INC.
STOUGHTON, MASS.

George S. May presented Golf Writers' "Man of Year" award June 5 during "Championship Golf" TV show starting its third consecutive season over WNBQ at Chicago . . . Bill Bailey, Santa Fe (N. M.) columnist tells of kid vandals damaging golf club property during late-hour revels of the undisciplined bubbleheads and warns parents as well as kids.

Saginaw, Mich., council discusses building many course on airport property . . . Construction started on Fallon, Nev., Churchill County Golf Assn. course designed by Bob Baldock, Fresno, Calif., architect. . . Wynn Tredway, owner of Slippery Rock (Pa.) CC and Lee Kosten, former owner of St. Clair River CC (Detroit dist.) planning to build Southdale CC near Sarasota, Fla.

Dick Sleichter, Gettysburg (Pa.) CC pro, got national publicity for turning down \$10 Ike offered him for giving a lesson to 8-year-old David Eisenhower while Grandpa was playing 9 from a golf car . . . Dick gave the President \$7.50 change . . . Much better deal than Ike has been able to get from Congress . . . Wonder if Ed Dudley, Rip Arnold and Dick Schleichter get together on what professional advice they give Ike?

New "FEATHERDOE" . . . *is loaded with sales appeal!*

The finest and softest leather ever made available for a golf glove . . . that's what the golfer gets in the new "FEATHERDOE" by Champion. The beautiful suede finish gives the golfer a firmer grip. The leather is so thin and soft, that the golfer hardly knows he has a glove on . . . yet it will withstand far more wear than gloves made of regular leather of the same thinness.

COLORS

- Lime
- Lemon
- Gold
- Red
- Copper
- Wine

Write for free catalogue on the complete line of golf gloves by CHAMPION!



The "FEATHERDOE" is washable and will withstand water up to the boiling point!

All Champion Gloves are Nylon Stitched.

Champion

GLOVE MANUFACTURING CO.
309-11 COURT AVENUE • DES MOINES, IOWA

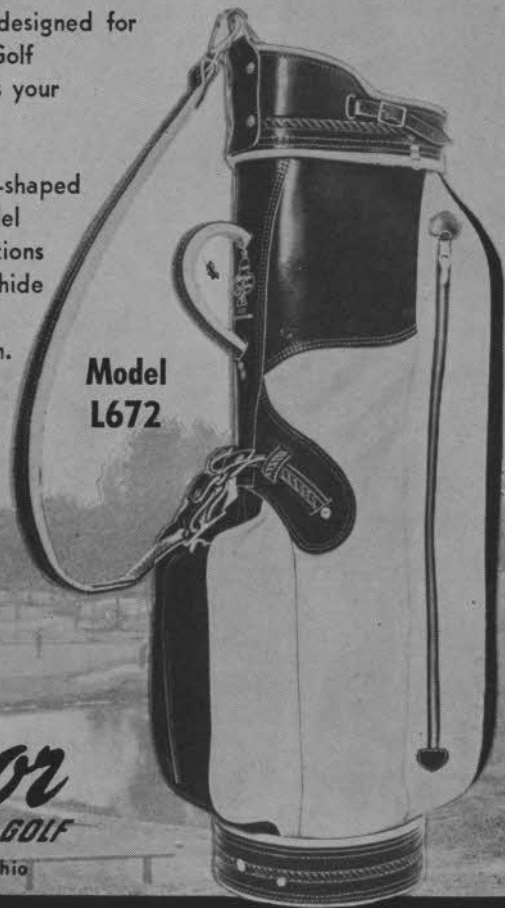
Tufhorse **GOLF BAGS**

the **LINE** with **SALES APPEAL**

Quality construction and features designed for Player-convenience give Tufhorse Golf Bags the kind of appeal that makes your selling job easy.

Here's the L672, a handsome, pear-shaped bag of large proportions. This model features colorful two-tone combinations of sturdy duck and embossed steerhide leather trim. Step-down Keystone collar and wing-type sling suspension. Leather saddle on both sides prevents wear.

**Model
L672**



MacGregor
THE GREATEST NAME IN GOLF

4861 Spring Grove Ave., Cincinnati, Ohio

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

Golf Pride

TRACTION ACTION GOLF CLUB GRIPS

Do a favor for your customers and make money for yourself.

Sell clubs of leading makers, featuring grips the champions prefer.

TOMMY BOLT

One of golf's "Big Ten"

"Golf Pride grips put extra power in my drives and give me keener control."



WALLY ULRICH

"Golf Prides feel right in my hands. I like the traction action."



Molded to shaft
Easy on hands
Reduced Tension
Light weight grips
Uniform size

Increase the swing weight
Won't slip or turn
RIB-LOCK control
Cap and grip one piece, can't come apart.

**DRIVE FARTHER
HIT STRAIGHTER**

Not genuine unless "Golf Pride" is on the cap end.



PATENTED

FAWICK FLEXI GRIP CO.
BOX 8072 AKRON 20, OHIO

Merrell Whittlesey, Washington Star golf writer, says John Connolly, house chmn., Washington G&CC, discovered the cheese and crackers and other free lunch furnished Saturday and Sunday cost the club \$1,173 a year and some of the playmates are eating themselves out of shape without fattening house accounts . . . So John cancelled free loading program; also says Merrell, the Connolly chances for winning a popularity contest at the club . . . Somehow this reminds us of the time when George Low was assistant at an Eastern club where a member came into the pro shop and grabbed two handful of wooden tees . . . "Planning to heat your house with wood this winter?" asked our Georgie . . . He didn't last long in the job, but neither did the tees, and he at least gets credit for saying what some pros have wanted to say but didn't.

Improvement in small town course condition, especially in south, is miraculous . . . Especially to one who remembers cow-pasture character of these courses 20 years ago . . . Great credit due Green Section, state experiment stations, short courses and the incredibly active and helpful O. J.

GOLF TROPHIES and PRIZES

for

MEN and WOMEN

- Golf Novelties
- Banquet Souvenirs
- Comical Awards
- Practical Awards and Gifts



Trophy No. J2752-5

Sunray & Ivory Finish

Height: 11½" . . . \$7.25

Write for FREE Catalog Today!

Manufacturers of "Dubbin' Doug"

HAND ENGRAVING ONLY 6c PER LETTER
THE TROPHY AND MEDAL SHOP

Dept. G-6

10 S. Wabash Avenue

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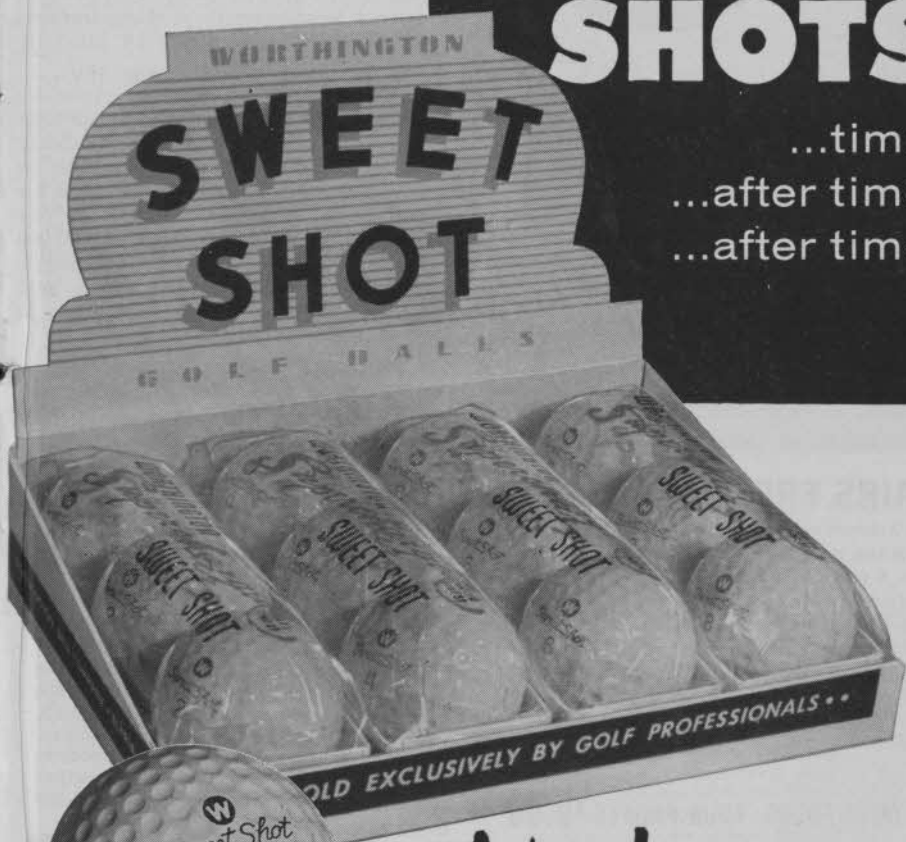
CEntrol 6-5018

like money
in the
bank!

DISPLAY THEM
PROMOTE THEM
and you'll sell

SWEET SHOTS

...time
...after time
...after time



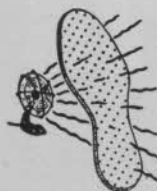
Sold Exclusively
through Pro Shops

Worthington

WORLD'S LARGEST EXCLUSIVE GOLF BALL MAKER
THE WORTHINGTON BALL COMPANY
Elyria, Ohio

Extra Profit

LIKE
WALKING
ON
PILLOWS!



*Air-Cooled!
Air-Ventilated!
Air-Cushioned!*

Dr. Scholl's AIR-PILLO INSOLES

Made of soft Latex Foam. No adhesive. Convert any shoe into an air-cushioned shoe for only 60¢!

3 PAIRS FREE!

With a 3 dozen assortment of men's and women's sizes you get 3 pairs FREE if you order promptly. Packed in metal counter display dispenser. Each pair cellophane wrapped. Men's 7, 8, 9, 10, 11, 12 and Women's 5, 6, 7, 8, 9. Retail 60¢ a pair.



YOUR COST \$14.40. YOUR PROFIT \$9.00

Nationally advertised in THE SATURDAY EVENING POST, THIS WEEK, DELL MODERN GROUP and PARADE.

SELL ON SIGHT!

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.
3223 E. 46th ST., LOS ANGELES, CALIF.

Noer for supplying the information that small town greenkeeper-pros and green chairmen applied . . . Higher standards of maintenance now make it easier to get members to finance course conditioning . . . When dues are kept low the hat is passed or assessments are made for special work such as \$4 per member fertilizer assessment recently made at Chicora CC, Dunn, N. C.

Gene Mosher made supervising pro at Toy Town Tavern course in Winchendon, Mass., and Coonamesset course at North Falmouth, Mass., by the Treadway Inn Corp., owner of both courses . . . Howard Pearson from North Adams (Mass.) CC to be resident pro at Toy Town . . . Mosher making his headquarters at Coonamesset.

Bethlehem, Pa., new muny 18 officially opened . . . Bill Novatne is mgr.-pro . . . Henry Bartholomew is supt . . . John G. Soltis is head of Parks dept. which operates the course . . . Colonial CC, Harrisburg, Pa., expects to move to its new course in July . . . Colonial's old course was sold for \$275,000 and will be home sites . . . New course and clubhouse planned for \$350,000 budget but will show \$500,000 investment.

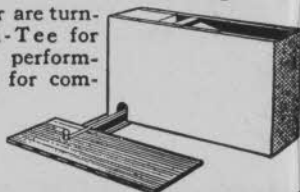
Women's Texas Golf Assn. which held its 35th annual amateur championship at

Will-Tee

FOR GREATER
DRIVING RANGE PROFITS

Automatic teeing system that makes you more money two ways: eliminates costly breakdowns — steps up your volume and profit because Will-Tee is fast, customers drive more balls. As soon as ball is hit machine automatically tees up next ball. Operates by a counter balancing action. No motors, levers or pedals to operate. Heavy steel construction . . . defies weather conditions. Holds 100 balls. Ranges the country over as turning to Will-Tee for "fool-proof" performance. Write for complete information.

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Fort Des Moines, Iowa

*Here are some interesting
Questions and Answers
about the World's Most
Talked About Golf Clubs*

GLASSHAFT*

by *Golfcraft*



Q. Can Fibreglas shafts be supplied in various degrees of stiffness?

A. Yes—There are four different shafts: Ladies—Medium—Stiff and Extra Stiff.

Q. Is the Glasshaft Club lighter in over-all weight?

A. Yes—and the swing weight is higher—gives you the feel of more weight in the head.

Q. Why do Glasshaft Clubs give greater distance?

A. Because they eliminate shaft vibration and distortion—and the club face remains true to the line of flight—from point of impact throughout the hitting area.

Q. Have Glasshaft Clubs been proven in tournament play?

A. Yes—Glasshaft Clubs have won many tournaments, topped by Lloyd Mangrum's record-breaking win of the Los Angeles Open.

Q. How long was Glasshaft in the development stage?

A. Almost ten years.

Q. How long has Glasshaft been on the market?

A. Over two years. It is an exclusive Golfcraft product with patent pending.

Q. Where can Glasshaft Clubs be purchased?

A. In Pro Shops only, throughout the world.

Glasshaft Folder Tells the Story

You'll make no mistake by playing and selling GLASSHAFT Clubs. Lloyd Mangrum has called them "the greatest thing that ever happened to golf." One round will show you why. Why not give GLASSHAFT a good display in your shop? Watch the real interest you'll generate. A supply of folders for distribution to your members is yours for the asking.



Play GOLFCRAFT's **NEW** 250 Golf Ball
Lloyd Mangrum says, "Finest ball I've ever played"

GOLFCRAFT, INC. • ESCONDIDO, CALIFORNIA

MADE IN CANADA BY PRO-MADE GOLF CO., VANCOUVER, CANADA

*Patent Pending

At last...
a driving range ball
your customers can't kill!



It's the U. S. Driving Range Ball—custom-built specifically for driving range use by the makers of U. S. Royal Golf Balls. These great new range balls offer you:

- covers that are super-tough
- scrape-resistant coatings of white enamel
- liveliness and playability that lasts longer

U. S. Driving Range Balls come in a choice of 4 color stripes—your imprint in matching color, too. What a ball for driving ranges—*what economy!* Find out more details. Contact your nearest United States Rubber Company branch, or write Golf Ball Dept., United States Rubber Company, Providence 1, R. I.



**United
States
Rubber**

Ridgewood CC, Waco, says its championship has introduced more girl stars than any other state's women's event . . . Among them: Babe Zaharias, Betty Jameson, Betsy Rawls, Polly Riley, Mrs. Frank Goldthwaite, Betty Mimms Danoff, Betty Dodd, Betty MacKinnon, Mrs. Harlan Riedel, Mrs. W. K. Stripling, jr., Mrs. Frank Leonard Keating, Pat Garner Stapler and Joanne Bruni . . . Mrs. Edna C. Lapham, winner of the first Texas women's amateur, in 1916, and winner of the event seven other times, is still playing, as is Mrs. George Thompson, jr., who has played in every one of the championships.

Gary Player, a 20-year-old South African pro protege of Bobby Locke, recently won Dunlop tournament at Sunningdale, Eng., with 70-64-64-72-68 . . . "The Boy," as British pros call him, is their choice as the brightest new star in pro golf . . . Fred Corcoran saw Player play when Fred was in England arranging details of John Jay Hopkins international pro event and says "The Boy," who is about Hogan's size, looks like he could carry on from where Locke stopped.

Bob Dale succeeds Wilfred Reid as pro-supt. at Gaylord (Mich.) CC . . . Gay-
(Continued on page 76)

CART-BAG



You'll be the envy of all golfers—with new CART-BAG, the lightest, easiest-pulling, smartest outfit in golfing history!

PRICE
\$34.95

Here's why . . . CART-BAG carries your clubs with heads **down**. Rolls along in a near-horizontal position with weight balanced low. You move relaxed. No handle kick or jerk, no club rattle. Merely rest the handle on **one finger**—CART-BAG "floats along" silently, with no appreciable effort.

You have Bag, Cart and Seat all in **one** simple, sturdy, lightweight unit. Holds 14 or more clubs, protected by special pockets, also speeding up club selection. Has two storage pockets. Write for folder on "17 BIG FEATURES" and free trial offer. Or ask your pro or dealer.



RELAX ON
COMFORTABLE
SEAT

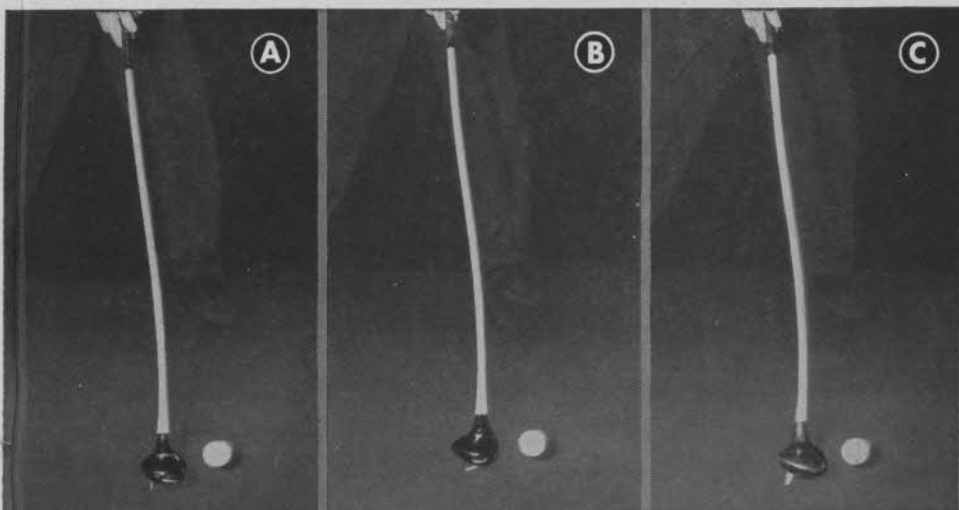
**SIT-N-REST
GOLF BAG CO.**
2410 W. Clybourn
Milwaukee 3, Wisconsin



Gurdon Leslie, Manager
True Temper Golf Shaft
Division

“True Temper shafts are proved better...”

Since 1927, True Temper has made more than 50 million golf shafts . . . and most men and women tournament players have used clubs with True Temper shafts . . . as have the winners of practically every major tournament. It's one reason why we say, "Look in any pro's bag . . . chances are 98 to 1 his clubs have True Temper shafts, too."



In the high-speed photo A, a True Temper shafted club is shown at the moment it strikes a ball. It illustrates the right degree of flexibility and strength to produce a perfectly hit ball. High-speed photos B and C show clubs made with shafts using substitute materials. The improper ratio of flexibility, strength and con-

trol results. This contributes in a loss of accuracy and power.

True Temper is continuously experimenting with glass, plastics, steel and combinations of them. To date, we know of nothing that equals the ROCKET shaft. We believe that when a better shaft is made, it will have a True Temper label on it.

Booklets to help you sell . . .

We can still supply you copies of "Better Golf", the 16-page folder on golf courtesies and rules information. Just write True Temper, Cleveland 15, Ohio. If you didn't get the "Inside Story" booklet about golf shafts, ask for it, too. It can help you sell clubs.



It is easier to
sell the brands with
True Temper on
the band.

TRUE TEMPER® GOLF SHAFTS

HERE'S CLUB CONTROL

for every department!

*There's a
National System
for your club
no matter how large
or small*

Hundreds of successful club managers and golf pros are streamlining their operations in shop, restaurant, bar and front office with the control of a modern National System. They are showing the way to increased efficiency by eliminating errors of mental figure work and lost charges—by protecting cash, merchandise and member service. Here are the Nationals they're using—the same machines that can work for you:



For your front office this National controls all cash and charges, classifies transactions by departments, merchandise or services, and keeps accounts receivable up-to-date with minimum bookkeeping.

For your bar or cocktail lounge the new National "51" Bar Machine assures complete control of merchandise, money and charges while providing a sales audit without hand figure work.

For your golf shop this low-priced National automatically classifies sales, records stock numbers for tight inventory control, simplified bookkeeping.

THE money and overhead expense that a National System can save you will pay for its original cost in an astonishingly short time, then continue building extra net profits in your shop,

bar, restaurant or front office. So phone your nearest National branch office today. A qualified representative will show you the right National System for each department of your club.

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