

**ETONIC**  
*All-Weather*  
**GOLF SHOES**

7180X Smart tan golf  
 MOC with neoprene Cush-  
 N-Crepe floating soles  
 and heels.



SUPER-LITE  $\frac{1}{3}$  LIGHTER

7520 Ruby-tone cash-  
 mere soffee grain with  
 white buckskin vamp  
 insert.

## Season after Season

**MORE MEN WEAR ETONIC THAN ANY  
 OTHER GOLF SHOES IN AMERICA!**

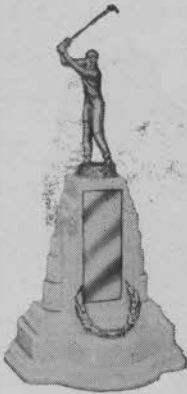
**BECAUSE THEY ARE TRUE GOLF SHOES . . .** crafted to meet the special requirements of the golfer . . . not just "dress shoes with spikes". SUPER-LITES feature first-step flexibility, stainless steel midsole spike plate, Weather-Sealed construction. They're  $\frac{1}{3}$  lighter than ordinary golf shoes . . . easier on your feet, better for your game! Handsome, too — ask your pro to show you outstanding ETONIC styles for men and women!



**CHARLES A. EATON COMPANY**  
 BROCKTON, MASS.  
*Fine Bootmakers Since 1876*

**AMERICA'S LARGEST SELLING GOLF SHOES**

# 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

Manufacturers of "Dubbin' Doug"  
**HAND ENGRAVING ONLY 6c PER LETTER**  
**THE TROPHY AND MEDAL SHOP**

Dept. G-5  
Chicago 3, Illinois

10 S. Wabash Avenue  
Central 6-5018

Mr. Fry is survived by his widow, the former Mable Whitehead, a daughter, four sisters and a brother . . . Clarence Fry was widely known and highly regarded by golfers and his colleagues in golf course maintenance.

Wm. C. Chapin, pres., Oak Hill CC, Rochester, N. Y., and gen. chmn. of the club's National Open committee, has succeeded Tom Choate on the USGA Executive committee . . . Choate resigned after getting the up-eyebrows for playing in the Palmetto CC Calcutta event at Aiken, S. C. . . . Dr. Edward Vacheresse, jr., Fairmount, W. Va., buys the Venice (Fla.) G&CC property; 9-hole course and clubhouse . . . Corporation to be organized as a private country club to lease the property, enlarge course to 18 holes and operate course and clubhouse.

Caruthersville (Mo.) GC building new clubhouse . . . Oroville, Calif., Table Mountain GC 9-hole course opened. Rudy Adams is pro . . . Jay Gaer, 8-time Wyoming amateur champion, named pro-mgr., Airport GC Cheyenne, Wyo. . . . Nine-hole par-3 course managed by co-owner Bert Bonanno, opened at Sacramento, Calif.

San Francisco public course golfers who

## 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

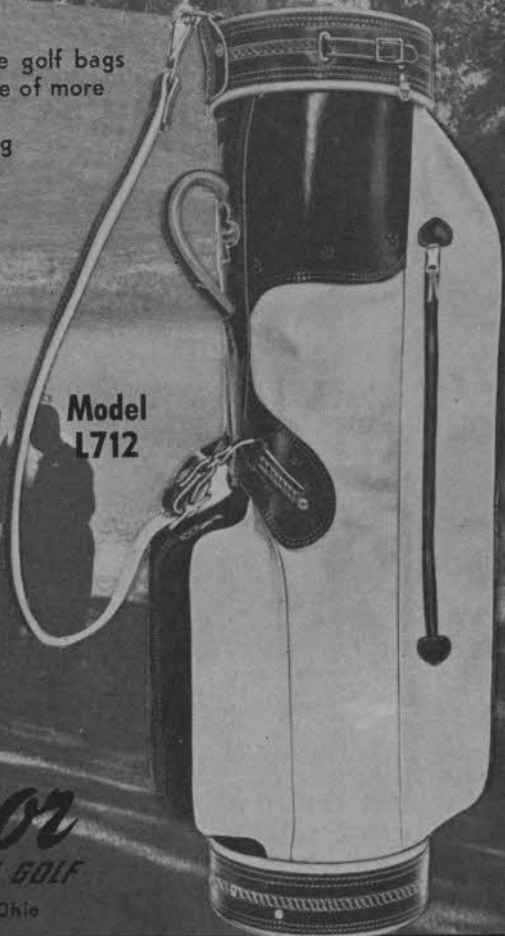
# *Tufhorse* GOLF BAGS

for your **BIGGEST SALES**  
this spring

This year's line of quality Tufhorse golf bags is the finest ever — your guarantee of more sales than ever.

Model L712 is a deluxe 9-inch bag of maximum club-carrying capacity. Its body is of high-tensile-strength duck, in three color combinations, with contrasting color embossed steerhide cuffs and trim. Extra features include full-length clothing pocket, a large ball and accessory pocket, an attached hood concealed inside top of clothing pocket and an exclusive "umbrella well." Available in Canary or Cardinal with Black trim, or Beige with Natural Russet leather trim.

**Model  
L712**



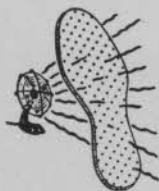
*MacGregor*  
THE GREATEST NAME IN GOLF

4861 Spring Grove Ave., Cincinnati, Ohio

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

# Extra Profit

**LIKE  
WALKING  
ON  
PILLOWS!**



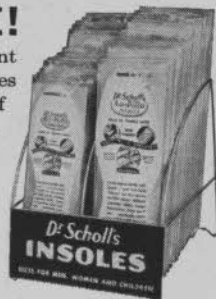
*Air-Cooled!  
Air-Ventilated!  
Air-Cushioned!*

## **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.

727 E. WASHINGTON BLVD., LOS ANGELES 21, CAL.

played with Martin Stanovich, mentioned in Life magazine story as one of the ace hustlers, laughingly recall that the Fat Man gave a chump a break—if the chump could out-talk or outsmart the round man with the unorthodox swing . . . A merry tale brought north by pros who wintered around Miami tells of fairly well-known tournament pro, out of luck for a year or so, making private arrangements to team with a couple of amateur sharpshooters in hustling a sucker . . . The pro and the sucker were paired and to the pro's consternation he holed three approaches to cross his accomplices and win the money for the chump.

Nine holes of Eastern Hills CC, Dallas, Tex., opening . . . Clubhouse opened in Nov. . . . Ralph Plummer designed course . . . Lafayette Franks is pro . . . Indian Wells CC, near Palm Springs, Calif., has first 9 under construction . . . Among those financing club are Ed Susalla, associate pro at Thunderbird; Milt Hicks, Desi Arnez and Paul Prom.

Earle D. Bottom heads Athelwold CC, now building 18-hole private club course near Richmond, Va. . . . James W. Feury, from White Sulphur Springs, now supt.,

### **Sells Because It Serves!**



## **BAG-SHAG BALL RETRIEVER**

BAG-SHAG takes the "stoop and scoop" out of practice sessions, lets the golfer concentrate on improving his game.

Sturdily built of aluminum, steel and wear-proof canvas—lasts for years. Weighs only 2 lbs. 6 oz. Lists at \$15.00 (liberal pro shop dis-

counts). Year 'round sales appeal; ideal gift and prize item. Nationally advertised.

BAG-SHAG sells on sight, needs no servicing. Put one on display and see!

See your nearest distributor or write today for literature, discount schedule.

**MADEWELL PRODUCTS, Incorporated**

3129 East 7th St., Oakland, Calif.

The truly FINE GOLF CART...  
the only cart with  
**TELESCOPIC FOLDING ACTION**



*Nadco*  
**PROFESSIONAL  
MODEL**

The best of materials and superb craftsmanship make this cart truly amazing! It telescopes to less than 26" height . . . and a compact 9" for greatest storage convenience. Has super-strong triangular construction of lightweight aluminum. Soft sheared dynel on bracket protects your bag. Guaranteed and registered in owner's name.

**\$35<sup>00</sup>**

12-inch wheels

**\$32<sup>50</sup>**

10-inch wheels

**ROLLS AS EASILY AS A BALL!**

**SOLD  
EXCLUSIVELY  
AT PRO  
SHOPS**

*Nadco* ... Sponsors of the unique Hole-In-One annual contest affords you the chance of winning a new Cadillac . . . FREE! Ask your Pro for complete details.

**NADCO SPORTING GOODS COMPANY**

3635 West Touhy Avenue  
Chicago 45, Illinois

**SEE THEM AT YOUR FAVORITE PRO SHOP . . . *today!***

**FAST-GROWING FAVORITE**  
**of GOLFERS and PROS**

**Con-Voy**

**golf carts**  
 with outstanding  
 advantages

**\*PULLS  
 EASIER**

Perfect balance,  
 aluminum,  
 die-cast,  
 ball-bearing  
 wheels  
 minimize  
 pulling  
 effort.

**\*FOLDS  
 QUICKLY,  
 EASILY**

Locks positively  
 with an easy squeeze  
 of pistol grips.



**\*RUGGED,  
 DURABLE**

Light yet strong  
 of airplane-type  
 aluminum alloy.

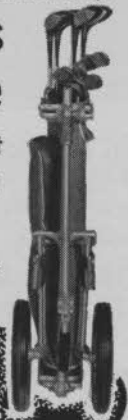
**Rolls With Wheels  
 Folded, Saves Space**

Wheels fold in and cart  
 stores upright in less than  
 a square foot.

**CON-VOY Golf Carts**  
 from \$29.95 retail

**PRODUCT  
 ENGINEERING CO.**

4707 S. E. 17th Ave., Portland 2, Ore.



Pulaski (Va.) CC . . . Swannonoa CC, near  
 Waynesboro, Va., mountain-top course  
 closed for almost 20 years, reclaimed from  
 wilderness and reopened by Dan O.  
 Thompson and Randolph R. "Pete" Lang  
 who will be gen. mgr. and pro. . . John S.  
 Abbott named mgr., new Prospect Hill  
 G&CC, Glen Dale, Md.

Bill Gordon, winner of Bob Harlow  
 memorial award as PGA Home Club Pro  
 of 1955, has signed with new Chestnut  
 Ridge CC, Lutherville, Md., as pro . . .  
 John D. Ames, USGA vp and chmn., USGA  
 Championship committee, heads Eisen-  
 hower campaign fund-raising drive.

The Masters this year was made histor-  
 ic by the first use of a box score in report-  
 ing a golf tournament . . . Charles Bartlett,  
 golf writer of Chicago Tribune, and sec.,  
 Golf Writers' Assn. of America, compiled  
 the score which appeared in the Tribune  
 . . . It records Greens Hit in Par, Times  
 in Rough, Times in Traps, One Putt  
 Greens, Three Putt Greens, Birdies . . .  
 The system worked out remarkably well  
 and probably will be the basis for the sys-  
 tem that eventually will be used in cover-  
 ing every major tournament.

The Bartlett box score showed plainly  
 that Burke with 7 one-putt greens and no

Improve your score with a . . .

**CADDY CLUB CLEANER**



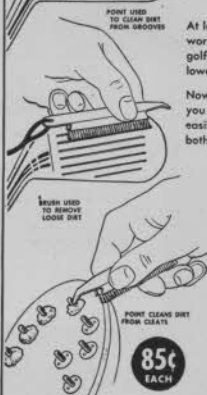
**A CADDY CLUB CLEANER  
 FOR EVERY GOLFER!**

At last — here's a golfing gadget that really  
 works . . . one that allows you more time for  
 golfing fun! And at the same time helps  
 lower your score if used regularly.

Now, with the new CADDY CLUB CLEANER  
 you can clean clubs and cleats quickly and  
 easily while playing — no fuss, no mess, no  
 bother! To clean dirt from club head grooves  
 and from around shoe cleats, you  
 simply loosen caked mud with the  
 specially-designed CADDY CLUB  
 CLEANER point, then use the brush  
 to swish it away. And, as a special  
 bonus, nothing levels ball marks on  
 the green as neatly and quickly as  
 the CADDY CLUB CLEANER.

For added convenience, a durable  
 elastic lanyard attached to your  
 golf bag keeps the CADDY CLUB  
 CLEANER ready for instant use!

Pros: A Popular Item — Write  
 for Details



**85¢  
 EACH**

**ALLEN WEATHERPROOF TAG COMPANY**  
 BOX 451, SPRINGFIELD, OHIO

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

## What have we Here?

This . . . is a **SWING TIMER** . . .  
 designed to improve your swing,  
 timing and power  
 It grips and swings at an  
 ordinary golf club . . .  
 Gives the feel of hitting the ball

IDEAL GIFT  
 OR PRIZE.

a PERFECT SWING  
 in MINUTES

**SWING TIMER** is a big help  
 in developing a good golf  
 swing for beginners, medium  
 and high handicap players.

*Have Penick*  
 Professionals—Austin Country Club

Mfg. by  
 TEXAS DELTA  
 DEV. CORP.  
 box 960  
 LOCKHART, TEXAS



three-putt greens beat the competition on the greens in the fourth round . . . Burke hit 11 greens in par.

Many golfers weren't clear about Ken Venturi's complaint concerning pairing the last round of the Masters . . . The leader at the end of three rounds usually is paired with Nelson for the final 18 . . . That would have been favorable psychological pairing for Venturi who, since he got out of the Army, has been getting some instruction from Nelson . . . Venturi got paired with Snead for the fourth round . . . Snead was 221 and Venturi 210 as the last round began . . . Snead picked up 9 strokes on Venturi in the fourth round . . . Middlecoff was paired with Doug Ford the last round . . . Both got 77s . . . Venturi got 80.

It seemed that the Masters had record attendance this year . . . The prize money was raised from the announced \$20,000 to \$30,000 plus \$300 to every pro. who accepted an invitation, whether he started or finished . . . The course never was in better condition . . . Greens were dry the last day and were lightning fast . . . There was considerable muttering about tricky placement of cups which has become a feature of the Masters . . . Some of the more

**NOW 2** improved **FONKEN** golf ball "Picker-Upper" models to choose from!

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



# 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.** 456GD  
2226 Wabansia 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.

## PATENTED AUTOMATIC FOLDING ACTION



**LIFT HANDLE  
IT OPENS**

**1956  
SPECIAL PRO  
MODELS**

**WRITE FOR  
FREE CAT.**

**AMERICA'S  
MOST  
GLAMOROUS  
GOLF CAR.**

## EASIEST PULLING CART BY ACTUAL TEST

The strongest and hardest golf cart ever built. No wing nuts, no wheels to push, no sliding sleeves. America's Luxury cart!

## FOURTEEN INCH WHEELS

Models with 14 inch wire spoke wheels and with eleven inch disc wheels.

SEND FOR CATALOGUE WITH PRICES DISCOUNTS and DEALERS and PRO ARRANGEMENTS

**Chamberlin Metal Products** 456GD  
2226 Wabansia Chicago 47, Illinois

Please send complete information about the Automatic Kolapsi Kart for (resale) (my private use).

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Club \_\_\_\_\_ Position \_\_\_\_\_

*New! Improved*

# WESTALL RUBBER FLOORING

*Lower Priced!*

You get years of dependable service when you install our smooth surface rubber flooring! Choice of red, green or tan colors. Write or wire for samples and further 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 24 ft. Long, 36" wide and 5/16" thick.

**HENRY WESTALL COMPANY**

944-960 Merrimon Ave., Asheville, N. C.

experienced stars say the smart way to play the course often is to go for the bunkers . . . Television rights for the Masters this year sold for a reported \$40,000 . . . Warnings to keep field moving fast to meet TV schedule were the cause of embarrassment . . . Players hurried up and had to wait on the next tee . . . Usual confusion about the results with TV although show directed by John Derr was far better than usual golf news coverage by television . . . Chick Harbert particularly good as commentator . . . Newspaper sports writers unhappy about the wireless keeping headlines away from interviews in time to make editions.

Despite few flaws that can be easily corrected the Masters is the best run major tournament and shows the benefits of experience . . . One miracle at Augusta this year was the way the Bon Air has been cleaned up by its new management . . . You'd hardly recognize the old dump with fresh paint, new screens, soap and water and service the same day or quicker.

The Ink-Stained Masters tournament, with the golf writers being guests of the Dunes Golf and Beach Club, Myrtle Beach, S. C., the Monday before the Masters at

## Make More Profit Renting

NEW 1956

# VICTOR Electri-Car

Because . . .

- Costs less to operate
- Requires little upkeep
- Built rugged to last
- More people prefer it
- Easiest on the fairways

See your dealer or write Victor for details of deferred-purchase or lease-rental plans. Excellent direct factory dealerships available.

**Victor Adding Machine Co.  
Electri-Car Division**

3900 No. Rockwell • Chicago 18, Ill.



The only full-size electric golf car with *direct drive*—no chain to lubricate, no belt to adjust. Victor-built dyna-power motor and powerful battery plant promise more than 36 holes on most courses.

Ride before  
you decide  
and  
you'll buy

**VICTOR  
Electri-Car**

