Produced by the nation's leading manufacturer of light vehicles, the Cushman Golfer is unsurpassed for high quality construction, top-notch performance and low price. It makes golf without fatigue the smart way for everyone to play.

Carries two plus equipment in perfect comfort... pulls the steepest grades without trouble... travels up to 36 holes and more without recharging.

CUSHMAN 780 TRUCKSTER
cuts course upkeep costs,
ask your dealer for FREE demonstration or write for illustrated literature Dealer inquiries invited

Saves leg-work, replaces pick-up truck... 500 lb. payload capacity... gasoline powered... 3 1/4¢ per mile total operating cost

CUSHMAN MOTOR WORKS, Incorporated
905 No. 21st Lincoln, Nebraska

April, 1956
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.

other golf experience in operating his Leicester property as a fine semi-private establishment Ross took the eight week course in turf management at University of Massachusetts this spring. Ross said the course was intensely practical and the instruction of Lester Allen, supt., Kernwood CC, Beverly, Mass., on maintenance machinery was especially useful.

With Lawrence Dickinson retiring as active head of the Dept. of Agrostology at U of Mass. and being succeeded by Eliot C. Roberts, a chapter ends and begins in course maintenance history. Roberts, according to plenty of expert appraisal, is exactly the sort of a fellow to carry ahead the work Dick began. Dick's foresight, good judgment and influence in directing the development of golf course maintenance is not widely recognized. However, his students, who include a high percentage of the most successful superintendents and other informed veterans in golf course maintenance, have seen innumerable exhibits of the great practical value of Dickinson's teaching.

Carl Hauboe, formerly asst. to Art Bell at California CC (San Francisco dist.), joining Horton Smith's staff at Detroit
Flexi-Mats

NEW! Extra Features — Lower Prices!

All New TURF KING Tampico Brush

STEEL-BACKED — LIES FLAT

without special mounting or permanent platform. No digging, no mounting holes. Adaptable for indoor and outdoor use . . . schools, colleges, par 3 golf courses.

EXTRA-LONG, STURDY TAMPIO BRISTLES

True "turf feel". Will not shed.

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Can’t rot. Won’t expand or contract with weather changes.

GOLF RANGE MATS

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for long life and minimum maintenance. Made of Airplane-type rubber carcasses, now a full 1” thick! Heavy-duty construction throughout. Lies flat. Won’t shift.

"LITE RUBBER" TEE PAD

cannot mar balls or clubs.

OVER-ALL SIZE 48” x 60”

Now Only $21.50

Also available as DOUBLE Tee Mat. Choice of 2 standard sizes: 38” x 60” (now only $17.50) and 48” x 60” (now only $19.75).

Foil

New! Boost Your Sales Volume with

FOAM RUBBER, PRACTICE GOLF BALLS!

Look just like real golf balls. For use with woods or irons. Completely safe, can’t damage anything. Perfect for indoor use or for small space outdoors.

Packed 12 balls to polyethylene bag, 12 bags to carton.* $1.69 per bag (retail).

Or 6 balls in polyethylene bag, 24 bags to carton.* 89c per bag (retail).

*Self-selling counter display carton.

SEE YOUR LOCAL SUPPLY DEALER OR WRITE FOR DESCRIPTIVE CIRCULAR

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

April, 1956
SWINGING IN THE RAIN
IN YOUR JOHNNY REVOLTA
"FREE-SWING" JACKET!
by a.s. Raynster

This ad is appearing in Sports Illustrated 4 times this spring! Your customers can't miss it! Make sure you have a full stock of fast-selling, U. S. Rubber golfing apparel!

Golf Rubbers
• pull right over your regular shoes
• removable spikes
• brown, in full sizes

Booster® Golf Shoes
• genuine crepe outsoles
• stainless steel spikes
• cool fabric uppers that "breathe"

Ask at your pro shop

United States Rubber

Lighter • Handier • More Practical

CART-BAG
New BAG-CART-SEAT combination...plus
EVERYTHING a golfer needs

17 BIG FEATURES combined in one very simple, light-weight, yet sturdy unit with new "easy-pull" weight distribution. Literally "floats" over the fairway — makes golf more fun and less work.

CART-BAG opens up new sales possibilities! Golfers don't want to wear out their old, heavy-to-pull carts and bags if you demonstrate CART-BAG'S many features that help them enjoy and improve their game.

CART-BAGS come in bright, attractive, colors — add newness and sparkle to your display. Make best prizes and gifts. Literature fully describing 17 BIG FEATURES all packed into one simple, light-weight unit on request.

RELAX ON •••
SIT-N-REST
COMFORTABLE GOLF BAG CO.
2410 W. Clybourn
Milwaukee 3, Wisconsin

(Mich.) GC. Walter Hagen in Chicago recently on business concerning his clubs and his book which Simon and Schuster will publish April 20. Walter looks better than he has for years. The book will be called "The Walter Hagen Story"... Mrs. Margaret Seaton Heck, a Detroit writer of numerous books and magazine pieces, got the job of collaborating with Walter on the opus completed... Bob Harlow, Dicky Martin, Charley Price and others took swings at the job.

The Chicago Tribune's coverage of the Masters will carry the first newspaper box score on leader's performances in each round of a major tournament. It will give, along with strokes, greens hit in par, times in traps and rough, number of one- and three-putt greens. It is the work of the Tribune's golf writer, Charley Bartlett, who gave the idea a trial at the USGA Women's Open at Wichita, (Ks.) CC last summer... Bartlett is campaigning to get the wire services to supply golf box scores. Golfer now want to know more than just the number of strokes... Des Sullivan, golf writer for the Newark (N.J.) Evening News is the new press Golf Writers' Assn., succeeding Charles Curtis of the Los Angeles Times.
Now he breaks **ninety instead of his nine iron**

- Keep tempers sweet and the course well watered with permanent, time-tested Carlon Plastic Pipe.

  Easy to install ... lower in cost than metal pipes, both in materials and installation costs ... Carlon never rots or rusts. Most important, Carlon Plastic Pipe is guaranteed forever against rot, rust or electrolytic corrosion by the world's largest manufacturer of plastic pipe.

  Now, for your convenience, Carlon's golf course engineers are ready to show you how easily and inexpensively you can solve your watering problems with plastic pipe. Each installation is designed individually taking into consideration your particular watering problems.

  Send in your plans with the coupon below and find out how Carlon Plastic Pipe can give you a low-cost, permanent golf course watering system.

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April, 1956
The New Star of the fairways has these features:
4 Wheel Safety • Modern Design • Automatic Shift •
Automatic Brakes • Automatic Hill-hold • Full
Differential Gear Drive • 54 Holes Per Charge •
Now on leading Courses • Send for Colorful Brochure.

GOLF PONY, Dept. 4 A
Division of McCulloch Motors Corporation
4625 Alver Street, Los Angeles 39, Calif.

This spring's Purdue university short
course had by far the biggest attendance
of any these Midwest sessions. . .There
were about 450 present. . .Weather was a
featured topic. . .Interesting article on
long range weather forecasting by Dr.
Hurd C. Willett, professor of meteorology
at Massachusetts Institute of Technology,
in March 24 Saturday Evening Post . . .Dr.
Willett: "More rainfall and cooler weather
in the Middle West and the South for the
remainder of this century."

Ray Phillips, supt., Louisville (Ky.) CC,
made gen. chmn. of the Golf Course
Supts.' Assn. 1957 convention. . .Ben
Hogan to be one of representatives of the
U.S. in the International championships
sponsored and financed by John Jay Hop-
kins which will be played at Wentworth
(Eng.) GC, June 24, 25, 26. . .Ben will be
one of the two-men U.S. team playing
for the Canada cup trophy and an Ameri-
can representative playing against pros of
27 other countries for the International
trophy for the individual 72-hole cham-
psion.

Cmdr. Jack Daray, jr., son of the veteran
pro and golf course architect, now sta-
tioned at Great Lakes (Ill.) Training sta-

you get FASTER sales
with golf gloves by

Champion

All you have to do is hand the golfer a CHAM-
PION glove. Once he gets the feel . . . he's
sold! Yes, the fine quality leathers plus the
superior workmanship that goes into the making
of each and every CHAMPION golf glove makes
your job of selling real easy. Stock CHAMPION
golf gloves and see for yourself!

Send for new illustrated catalog and prices on complete
CHAMPION line.
Here are two members of the Dunlop Golf Advisory Board, 1955 U.S. Open Champion Jack Fleck and 1954 U. S. Open Champion Ed Furgol flanking Vinnie Richards, Vice-President of the Dunlop Tire and Rubber Corporation. Other members of this Advisory Board include Paul Hahn, outstanding trick shot artist, Peter Thomson, 1955-56 British Open Champion, Mike Krak, one of America’s young and upcoming tournament pros and Stan Leonard, 1954 Canadian Open Champion.

Like the Dunlop organization itself, the Dunlop Advisory Board is worldwide in scope, and constantly studies ways and means of improving the game by improving that most basic element—the golf ball.

As a result of their work and the constant research, testing and improving of production techniques, it is generally accepted here and abroad that there is no longer, more accurate ball made than the Dunlop Maxfli.

That means when you sell the Dunlop Maxfli to your customers, you are selling quality they know and accept, quality that brings repeat sales and profits for you!

DUNLOP TIRE AND RUBBER CORPORATION
Sporting Goods Division
500 Fifth Avenue, New York 36

IT’S EASIER TO SELL THE BALL YOU LIKE TO PLAY YOURSELF...

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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 are turning to Will-Tee for "fool-proof" performance. Write for complete information.

Phone
4-5935

WILL-TEE 612 Chaffee Street
Fort Des Moines, Iowa

Ken Heary, U.S. Olympic ice skating contestant last winter, is asst. pro at Park Ridge (Ill.) GC.

Jack Redmond back from another junket to the Mediterranean giving his trick shot show and golf lessons aboard the Constitution and at courses ashore... The perennially youthful Redmond gave a lot of shows at Riviera resorts... Says he stayed away from the tables at Monte Carlo as he didn't want to pay for the wedding... Herb Greene, pro-supt. at Brentwood,慕尼heres, Jacksonville, Fla., installing complete watering system... Says Park Commissioner Dallas Thomas and his asst., Eugene Perkins are determined to have best public course playing conditions in the south at Jacksonville.

Mrs. Frank Woodward, mother of Milt, Executive sec., Western Golf Assn. died March 24, at Tacoma, Wash., of a heart attack... She had been hospitalized for a week... Her husband and Milt and another son survive Mrs. Woodward.

Mike Dudik, former New York State amateur champion who turned pro last fall, appointed pro at Great Falls, Montana, muny course... Course is 9-hole, expected to enlarge to 18 soon... Building addition

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POOL EQUIPMENT

American Approved
American Approved DB-1 Extra Heavy Duty
Official Regulation One Meter Diving Unit
American Approved 08·1 Extra Heavy Duty
Official Regulation One Meter Diving Unit

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No Batteries To Recharge.
No Power Failure on Course.

Eshelman Gasoline Golf Cars make electric cars as old fashioned on the golf course as they are on the highway.

Economical To Operate . . .
Up To 70 Miles Per Gal.
Actually costs less to operate than the ordinary caddy fee. Saves time and energy. Speeds up to 20 mph.

Makes Ideal Runabout . . .
For business and pleasure.
Compact body, powerful gas engine, and economy of operation makes it practical for airports, industrial pickups, personnel carrier, even for short trips. Engine parts and service are available in over 2400 national service stations.

Makes golf more profitable
For club managers and pros.
Eshelman Golf Cars provide new source of revenue — It costs only pennies a day to operate. It speeds up each round, lets players get in more late afternoon play. Solves caddy shortage.

Charles Bassler
GOLF PRO SAYS
"An easy way to a good score!"

GOLF CAR
COSTS 50% LESS
yet outperforms all others!

There's no clutch . . . no battery-charging to worry about. No danger of being stranded in mid-course with run down batteries. Here is the perfect caddy. Seats two adults comfortably, has double bag rack on back. Completely dependable, gives you easy transportation on most rugged terrains. Four wheels prevent tipping and sliding on steep slopes. Yes, now you can relax, feel fresher, while playing twice as long.

CHECK ALL THESE ADVANTAGES:
☐ Quiet—Muffled Air Cooled Gasoline Engine;
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☐ Can't Harm Fairways. Weight about 300 lbs.

Size: 76 in. long, 36 in. wide, 32 in high.

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April, 1956

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Cap and grip one piece, can’t come apart.
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One reason is that only the finest materials and craftsmanship are employed—capeskin that fits so close you hardly know you’re wearing it. AND, the special reinforced thumb practically doubles the life of the glove. The exclusive Club Hugger insert goes straight across palm, really assures a firm, yet relaxed grip throughout the swing. Compare and you’ll find it’s your best golf glove buy.

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