Victor Offers Golf Cars to Pros at Big Savings

Victor Adding Machine Co. is intensifying its campaign to encourage golf pros to own Electri-Cars. To stimulate ownership the company is offering pros special certificates which will enable them to purchase golf cars for personal use at substantial savings.

William J. Freund, sales manager of Victor's Electri-Car Div., states: "No one doubts that electric golf cars are here to stay. What amazes one are the many practical uses for which the cars are being used on courses throughout U.S."

This special introductory offer is available for a limited time only to pros, pro-managers, golf course superintendents, greenkeepers and assistant pros. Certificates are available from Victor distributors. They may also be had by writing to Victor's main offices at 3900 N. Rockwell St., Chicago.

Wilson Takes Big Ad Swing To Sell Golf

Wilson Sporting Goods Co. is making its biggest advertising drive this spring and summer with newspaper, golf magazine, Saturday Evening Post and Sports Illustrated space greater than ever used before by the company. Particular emphasis, says Wilson pres., Fred J. Bowman, is placed on the pro shop as retail and service center for golfers, and merchandising tie-ups along the lines vigorously urged by GOLFDOM, are channeling consumer response through the pros.

Spyker-Disker Replacements Available for Obsolete Machines

Clinton Kent Bradley, Mountain View, N. J., reports that his firm's Spyker-Disker line of replacement discs, axle shafts, bearings, springs, spacers and wheels fit several obsolete machines. Hitch assemblies, lift winch and drawbars also can be modified locally to fit a wide variety of popular make tractors. Full information on these replacements as well as the Spyker-Disker can be obtained from the manufacturer.
Golf Shop Interiors

TEE to GREEN renovation of your shop achieving a retail layout tailored to your potentiality — Space-Saving Fixtures —

Robert E. Murray
associates
576-5 Ave.
New York 17, N. Y.

Division Golf Shop Promotions
Agents for "Blue Chip" Merchandise

Little Gitter, Three R's Plaque Helps to Keep Course in Condition

L. G. Company, 9000 Milwaukee ave., Des Plaines, Ill., is marketing two items that should be of great help to club maintenance depts. in keeping courses neat and also well conditioned.

The Litter Gitter is a metal container with slotted lid for refuse collection. It can be attached to benches, etc., and is a constant reminder to players and caddies to drop cigarette butts, wrappers and packages that are to be discarded, into it rather than litter the course with them. The "Three R's for Golfers" plaque, also an L. G. creation, reminds players to replace divots, rake traps and repair ball marks. It is specifically recommended for the first and tenth tees, but can be spotted anywhere on the course and also used with the Litter Gitter and a ball washer as a reminder of the golfer's obligation to help keep the course in good condition. The plaque is made of cast aluminum, is 12 1/4 x 15 1/4 ins., weighs about 5 lbs., has a blackboard type background and is easy to mount.

National Mower '56 Line Features Heavy Duty Machines

The 1956 line of power mowing equipment manufactured by National Mower Co., 839 Cromwell ave., St. Paul, Minn., incorporates several advantages in maneuverability and ease of handling. The Triplex 7-Foot Cut, according to the manufacturer, operates safely on a 40 deg. slope. It has three 30-in mowers and rear drive wheels and low mounted engine in front which gives added weight and traction. National's 30-in. Rider is even more versatile for working on grades and slopes. The unit can be raised and disengaged for traveling.

The old line Sickle Bar Mower now offers heavier construction, greater ruggedness and performs best in tall grass, heavy weeds and on rough, uneven ground. The fourth mower in the National line, the 25-in. Reel Type weighs only 120 lbs., but is adapted to heavy work.

COLBY PIONEER PEAT

Products for building and maintaining golf greens are available in winter storage for prompt shipment.
BLACK—cultivated fine milled for top dressing.
BROWN—peat for building new greens.
GREENS—top dressing (1/3 peat + 1/3 sharp sand and 1/3 loam), or any required proportion.
QUOTATIONS on materials packed in plastic lined bags, or in bulk gladly furnished.

COLBY PIONEER PEAT CO.
P. O. Box 115
HANLONTOWN, IOWA
MacGregor's "Louise Suggs" Line is Precision Engineered

MacGregor Golf Co. is offering a complete new line of Louise Suggs woods and irons equipped with True Temper mercury chrome shafts and Humidri grips.

The Suggs irons, imprinted with an outline of the state of Georgia, feature the "concentrated weight" style back. Precision broached to exact weight and shape, the unique back design is scientifically engineered for perfect balance and evenly distributed power over the entire face.

Louise Suggs woods are especially designed for the average woman player. In the four-club set are a Driver, Spoon, Cleek and No. 5 wood. Persimmon heads are finished in a rich, red glaze with new two-tone face, white with two red inserts. Information is available from The MacGregor Co., Cincinnati 32.

Shell Moves Sales Division to New Orleans

Shell's Agricultural Chemical Sales Div. has moved the office of its recently consolidated Delta-Houston district from Jackson, Mississippi, to New Orleans.

Coincident with the move the district has been named New Orleans with J. F. White continuing as district manager. The office is located at 119 S. Claiborne, New Orleans 12, La., phone E Xpress 1561.

The company maintains its area office in Houston under the supervision of A. J. Geron. The consolidated district now covers a seven-state area: Tex., Okla., Ark., Miss., Ala., La., and part of Tenn.

Record Shipments

Toro Mfg. Corp., Minneapolis, Minn., reported record shipments to distributors of more than $2,750,000 worth of power mowers in March.

Use Buyers' Service - 109
U. S. Rubber Develops New Ball in Royal Line

A new golf ball with a silicone liquid center, a new "high energy" thread and a 25 per cent thinner cover has been developed by United States Rubber Co. The new ball carries the U. S. Royal brand name and will be available in the new diamond or dimple cover markings.

Silicone liquid, one of the liveliest substances known, replaces the core used earlier. It helps give a much improved feel and "click," according to the company. The rubber thread compound is newly improved, and each ball has 4.5% more yards of thread. The tensioning of the new thread contributes to a livelier, more resilient ball.

The Cadwell cover is 25% thinner than in previous balls, the company says, but durability is greater because of the improved curing process used. The new ball is highly resistant to cutting and scuffing and washes easily. Electronic winding gives uniformity and exact tensioning.

There are four types of U. S. Royals, each incorporating these outstanding new features: The U. S. Royal Special is for the hard-hitting championship and tournament player; the U. S. Royal Blue is for the low-handicap, easy-swinging player; the U. S. Royal Red for greater durability; and the U. S. Queen Royal is specially constructed to suit the swing of the lady golfer. The balls meet all specifications of the USGA.

Autoette Production Lines Moved to Pomona

Production facilities of Autoette Mfg. Co., recently purchased by Wayne Mfg. Co. have been moved from Long Beach to Pomona, Calif. A 30,000 sq. ft. factory is under construction in Pomona to house Autoette's production line. Until it is completed, Autoette's six basic models will be assembled in the Wayne company's Pomona plant.
ATTENTION
Driving Range Operators and Distributors. We specialize in rebuilding golf balls with strictly new materials. Satisfaction guaranteed.

WAYNE GOLF BALL CO.
31117 Little Mack
St. Clair Shores, Michigan

Bags, Carryall, Head Covers Available in Matching Sets

For the golfer who wants a matching golf bag, carryall, practice ball bag and head covers, MacGregor this season offers several styles, available in modern color combinations.

New “Tuff-Hide” golf bag (LP636) with embossed Steerhide leather trim has a 9-inch round reinforced leather bottom. This provides a roomy interior and prevents jamming of clubs. Other outstanding features include an extra large, full-length clothing pocket with detachable hood stored inside, exclusive “umbrella well” for easy insertion and removal without straps and buckles, foam rubber padded steerhide leather sling with snap attachment.

The 18-inch carryall (WP256) and the practice ball bag (WP946) both are made of sturdy scuff resistant “Tuff-Hide” which can be easily washed. The practice ball bag is designed for use as an overnight case or carryall. The head covers (WP946) are made of top-grain leather with contrasting leather side gussets, numeral and chevron. Information is available from The MacGregor Co., Cincinnati 32, O.

Squire Rep Transfers

Edward A. Lust, sales rep for Squire Slacks, Inc., is now located at 429 W. Wrightwood, Chicago 14, having moved to this address from New York where he formerly was a representative for this company. Squire Slacks continues to maintain its headquarters in New York.

Practice Package

United States Rubber Co., Ensolite practice golf balls, are now available in a practical and convenient polyethylene package. The new plastic bag holds a dozen balls, which can be used indoors or outdoors. These light-weight balls, of expanded cellular plastic, with a tough nylon cover, will indicate a hook, slice or other swing faults. This handy package is now available in pro shops.

LUMEX

3-FORE-1 GOLF CART

... for your golfers who want the best. 14-club compartment bag with accessory pockets, cart and seat in one smart, sturdy unit. Colors: green, blue, red.

Write for information on all LUMEX Golf Products

LUMEX, INC.
Valley Stream, N.Y.

Manufacturer of the World’s Finest awards

Specializing in made to order trophies.

Free catalogue available on request.

House of Williams

37 South Wabash Chicago 3, Illinois

May, 1956
Pedersen Irons Available With Bronze Heads

Pedersen's solid bronze golf head with prosionic shaft is shown front and back. Also, the head is cut apart showing head is solid brass. Irons are custom made also, with True Temper Rocket shafts and are available only in pro shops. Pedersen bronze heads are duplicated in stainless steel. Both styles have exclusive light brown and gold flange-wrap rubber grips or leather grips. Further information can be obtained from Pedersen Sales Co., Wilton, Conn.

Fay Crocker Joins Spalding Staff

Fay Crocker, U. S. National Open champion from Montevideo, Uruguay, has joined the Spalding & Bros., Inc., advisory golf staff. Fay, who turned pro only two years ago, has been Uruguayan golf champion 20 times and 14 times Argentine title-holder. Her father, Fred Crocker, born in Martha's Vineyard, Mass., was 27 times Uruguayan men's titlist. Fay's mother, Helen Carson Crocker, formerly of New York City, was six times Uruguayan women's golf queen and also a tennis champion.

With such a background, it was almost inevitable that Montevideo-born Fay Crocker excel in competitive golf. She learned the game at the age of six and went on to a brilliant amateur career. In her first year as an American pro, in 1954, Fay finished 10th in the money list, averaging 78.74 strokes per round. In 1955 she won the Serbin Open in Miami Beach, the Wolverine Open at the Forest Lake CC near Detroit and the National Open. Her average last year was 75.56.
Western Brass Sets Up New Sprinkler Division

A new division of Western Brass Works for manufacture and distribution of a new sprinkler head, has been announced by Walter V. Storm, pres. of the Los Angeles company.

The new unit will be known as the Storm Mfg. Div. It will concentrate on the "Sturd-jet" sprinkler made of aluminum and other modern light-weight materials.

Storm has appointed John B. Gill gen’l. mgr. of the new division; Harry D. Jacoby, prod. mgr. and Richard H. Dearborn, sales mgr.

Gill was formerly an executive with the Buckner Mfg. Co. of Fresno, Johns-Manville Transite Pipe Dept. and Pilot Mfg. Co. of which he retains the title of pres.

Jacoby has had broad experience in military engineering and in private industry with Irrigation Equipment Co., Eugene, Ore. and Buckner. For five years he served on the University of Oregon faculty.

Dearborn has had experience in farm products sales management with a special interest in sprinkler irrigation. He was also with the Shur-Rane Div. of Food Machinery and Chemical Corp., San Jose, Calif.

John B. Gill  R. H. Dearborn  H. D. Jacoby

Golf Course Construction

By CONTRACT

- We bid on your golf course architect’s plans and specifications
- 35 Years Experience

MADDOX CONSTRUCTION COMPANY

Phone 110 Rankin, Ill.

James G. Harrison

GOLF COURSE ARCHITECT

Member: American Society of Golf Course Architects

266 Harrison Road Valley 3-3444 Suburb of Pittsburgh

WILLIAM P. BELL & SON

GOLF COURSE ARCHITECTS

Member: American Society of Golf Course Architects

544 Sierra Vista Avenue
Pasadena 10, California
Sycamore 3-6944 Atlantic 7-2933

William F. Gordon Company

Golf Course Architects

DOYLESTOWN, PENNSYLVANIA

WILLIAM F. GORDON DAVID W. GORDON

Member

AMERICAN SOCIETY OF GOLF COURSE ARCHITECTS

Tee Toter is New Golfing Aid

Better drivers are the result of using the Tee Toter, claims the manufacturer of this new plastic golfing aid. The golfer using the Tee Toter can pre-select the height of the tee he wants by an easy twist of the outside collar.

Production models of the Tee Toter have a sturdy clip so they can be attached to a golf bag or cart. There are nine in a container. The Tee Toter is made by Nes Tee Products Co., 11 W. State st., Pasadena, Calif.

Colt Representatives

Jack C. Lyle and Assocs., 609 Glenn Bldg., Atlanta, Ga., have been appointed sales representative for Colt golf balls and putters, according to Marshal F. Bachenheimer, pres. of Colt Golf, Inc. Lyle’s territory includes Miss., La., Ky., and Ark.

(Continued on Page 111)
TIFGREEN (TIFTON 328)
And Other Hybrid Turf Bermudas
Certified Pure Planting Stock
TIFTCO, INC.
Box 221
Tifton, Georgia

Bent-C-1 C-19 & Washington Stolons
cultivated in the South to stand the heat
Green Building Specialist
Over 30 years experience growing Bent grasses

McKAY'S NURSERIES
Phone 3641
603 Tusculum Boulevard, Greenville, Tenn.

WILLIAM B. LANGFORD
GOLF COURSE ARCHITECT
Balanced Topographical Design
Member:
American Society of Golf Course Architects
Telephone: Austin 7-3871
621 N. Central Ave., Chicago 44, Ill.

ESHELMAN GOLF CAR
GASOLINE ENGINE
70 Miles Per. Gal. Gas
Up to 20 Miles Per Hr.
COSTS 50% LESS
Ideal for golfers, industrial
plants, farms, etc. Also
Child's 2 pass. Cars.
Free Literature Write:
Eshelman Co., Dept. GC-26
100 Light St., Balto 2, Md.

GEORGE C. CORNISH
GOLF COURSE ARCHITECT
Fiddler's Green
South Amherst, Mass.
Phone: Alpine 3-3913

Packard & Wadsworth
GOLF COURSE ARCHITECTS
Telephone: Fleetwood 2-2113
11 SOUTH 1A GRANGE ROAD
LA GRANGE, ILLINOIS

Tifton 328
ZOYSIAS
Southern Turf Nurseries
Box 569
Tifton, Ga.
FOR YOUR CONVENIENCE—GOLFDOM'S

Buyers' Service

Check off your Needs, tear out and mail this sheet to Golfdom, 407 S. Dearborn St., Chicago 5, Ill. You'll get prices, literature direct from the sources of supply.

Golf Course

Aerifying equipt.: Fairway  □  green  □
Architects: course  □  house  □
Ball washers
Ball Washing Compounds
Bent grass stolons
Bird houses
Brown-patch preventives
Compost mixers
Crabgrass control
Divot fixer
Drinking fountains
Fertilizers Solid  □  Liquid  □
Flags (greens)  □  Flag poles  □
Fungicides
Generators (gasoline)
Gopher killer
Hoe cutters
Hose
Hose clamps

Pro Shop

Bags: canvas  □  leather  □
Bag carts, for players
Bag supports
Bag racks
Bag Tags—Guest Tags
Balls: Regular  □  Range  □
Ball Markers
Ball retriever
Caps and hats
Charge books — for pro shops, green fees, etc.

Club House

Athletes foot preventives
Bars (portable)
Bath mats
Bath slippers
Deodorants
Disinfectants

Humus
Incinerators
Insect fogging machine
Insecticides
Lapping-in machine
Leaf pulvemizer
Litter receptacle
Miniature Course Const'ns
Mole Killer
Mowers: putting green  □
whirlwind  □  tee  □
  fairway  □  rough  □  hand  □
Mower Grinders
Peat Moss
Pipe
Playground equipment
Putting cups
Rakes (warm cast & clean-up)
Refuse containers
Rollers: power  □  water filled  □
Sand (for greens, tees)
Seed: fairway  □  green  □

Club Carriers
Club Cleaning Liquid
Club cleaning machine
Clubs: Woods  □  Irons  □
Putters  □
Club head covers
Club repair supplies
Cushion-sleeve Inserts
Display equipt.
Dressing for grips  □  bags  □
Electric golf cars
Golf bag covers
Golf club protectors
Golf gloves
Golf Grips: Leather  □
Composition  □
Golf Practice Devices
Golf shoes
Golf Shoe Spikes
Grip dressing

Floor coverings
Folding Table (Banquet)
Link Type Mats
Lockers
Massage equipt.
Printing

Shelter houses
Sand cutter
Soil conditioner
Soil screeners  □  Soil shredders  □
Sprayers: power  □  hand  □
Spreaders, fertilizer,
seed, topdressing
Spikers: greens  □  fairway  □
Sprinklers: f'way  □  green  □
Steel curbing
Swimming pool equipment
Swimming pool cleaner
Swimming pool paint
Thatch removing machine
Tile-sewer cleaning service
Tractors
Trees
Turf sweepers
Water systems, fairway
Weed chemicals

Handicap Computer
Handicap racks  □  cards  □
Mech. Range Ball Retriever
Name labels, for clubs
Practice driving nets
Practice Golf Balls
Preserver for leather
Score cards ( ) Charge checks ( )
Score counter (watch type)
Seat attachment, for carts
Sport seats
Sportswear: Shirts  □  Socks  □
Sport jackets  □  Rain jackets  □
Windbreakers  □  Slacks  □
Sweaters
Women's golf apparel
Tee mats
Toes (rubber) for driving mats
Teeing device (automatic)
Trophies

Runners for aisles
Rugs
Showers  □  Shower mixers  □
Shower water control
Step treads
Towels: bath  □  face  □
Wash fountains

Send information
To: Name ____________________________
Club Title ____________________________
Town ____________________________
Address ____________________________
Zone ( ) State ____________________________

May, 1956
30th YEAR OF SERVICE
as golf's clearing-house of information on the most successful operating practices and products.
Make use of it!

Each month GOLFDOM presents the latest, most practical ideas on golf club administration, management, upkeep and service... for time, labor and money-saving guidance of your officials and department heads. Help the right men at your club do the job right. Send in the form below. Keep them informed on the latest how-to-do-it ideas!

FILL IN BELOW — MAIL THIS PAGE TO
GOLFDOM, 407 SOUTH DEARBORN STREET, CHICAGO 5, ILLINOIS

| [ ] Private | No. of |
| [ ] Semi-Private | Holes |
| [ ] Muny |  |

Name of club: ..................................................
Address ........................................ Town: .........
Zone ( ) State .......................... By .................. Position .........

President's:
name .................................................. (Zone ......)
Add.: ....................................... Town: ............... State: ..............

Grn. Chmm's.
name .................................................. (Zone ......)
Add.: ....................................... Town: ............... State: ..............

Manager's:
name .................................................. (Zone ......)
Add.: ....................................... Town: ............... State: ..............

Course Superintendent's (Greenkeeper)
name .................................................. (Zone ......)
Add.: ....................................... Town: ............... State: ..............

Professional's:
name .................................................. (Zone ......)
Add.: ....................................... Town: ............... State: ..............