Certainly you need drinking facilities ... so look for truly distinctive designs by HAWS—that add bright vitality to parks, swimming pools and golf courses. And they are built to withstand rugged use and outdoor wear, too. HAWS finer sanitation means better service ... less worry ... less maintenance.

**HAWS Model 1506** — a pleasure to see, a pleasure to use! Graceful vitreous china bowl enhances any setting—and it's rugged, with sturdy 2" galvanized iron pedestal. Automatic flow control and HAWS' raised, shielded fountain head prevents mouth contact. HAWS vandal-proof fixtures are locked to the bowl. **Model 1505**—same handsome design with wall mounting bracket.

And there's more!... WRITE TODAY for new HAWS illustrated catalog—featuring the latest in drinking fountain designs.
one-day and special events ... Sections also are devoted to listing of member clubs, Junior Girl's golf information, handicap information, rules for competition and a memorandum on awards.

Peeksville, N.Y., golfers in four organized leagues advocate restricting use of Mohanic public course to Westchester county residents and urge building another course in the county ... Andy Lund, jr. nowupt., Waterbury, Conn., East Mountain park dept. course succeeding his dad, Andy, sr., who was with park dept. 50 years.

Frank Moore and Sid Saloman, jr., opening rehabilitated DeLand (Fla.) CC 18 holes and new clubhouse July 1 ... Village of Lake Success, N.Y., to build additional 9 to design of Al Zikouris ... The village 18 is on property of former Deepdale club ... Play restricted to village residents.

A sweet soul passed to its reward when Mrs. Anna Antonia Turnesa, 79, died at her home in Elmsford, N.Y. ... She was the wife of Vitale, the mother of seven fine sons in golf (one deceased) and two lovely daughters ... She came from her birthplace, Italy, 50 years ago to Elmsford.
only VICTOR has the VICTOR-BUILT DYNA-POWER motor!

TWO ALL NEW 1957 MODELS

In a tournament only one wins! In golf cars one is superior...it's VICTOR! Only VICTOR gives automotive style and colors plus the quality of all new above capacity materials and the master craftsmanship of VICTOR personnel.

The larger, longer VICTOR has a torsion-type frame for greater safety and golf-course engineered weight distribution (25% on front, 75% on rear) to eliminate front wheel scuffing and rear wheel spinning. It treats your golf course tenderly. Roomy arm-chair-comfort seats with leg room for largest golfers. Bag wells cradle clubs like an experienced caddy. Self-centering steering! You drive effortlessly from either side. Foot controls like newest automobiles. You ride relaxed, making each shot with the same calm energy you had on the first tee.

Only VICTOR gives you friction-free DIRECT DRIVE! No chains! No belts! No wearing tension on motor and pinion bearings. Two-wheel differential drive. Fairway approved, cushion balloon tires. Hinged battery deck and lift-up body for easiest serviceability.

No wonder VICTOR is first choice of discriminating golfers, Pros and fleet operators. Buy VICTOR with confidence!

MODEL 24. Deluxe 4-battery. Super-efficient, 24 volt Dyna-Power, low-current motor. Climbs steepest hills (up to 45 degrees) with power to spare. Endurance to outdistance ordinary cars. Perfect for those needing 23 to 27 holes on mountainous courses or up to 45 holes of "down-the-middle" golfing on flat courses with a single charge. Recommended for all private owners and for rental operators who want 4-battery economy. Golf-course proved since 1953.

MODEL 36. Super-Deluxe 6-battery. Newest Dyna-Power, low-current 36 volt motor. Climbs like Model 24, but has reserve capacity to go almost twice as far on a single charge. Best for longest, most mountainous courses... players use cars to hunt lost balls or golfers who ride to and from their homes. Best for rental fleets, Pros, golf course superintendents, marshals, and whenever exceptional distance on a single charge is required.

A few choice Direct-Factory Sales-Service-Rental dealerships open!

Ask your PRO for specification and price sheets! If he can't supply them...VICTOR will...PROMPTLY!

Special Fleet Quotations to Country Clubs

Victor Adding Machine Co.

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Provide an individual compartment for each club. Protect your grips and improve your game.

CLUB TUBES
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NEW Golf Pride VICTORY GRIP
Here is your key to pro-shop progress!
Spark player interest. Use grips to build business.

SO MUCH THAT IS NEW.
NEW “Griprite-Swingrite” form finder.
NEW Internal Rib for positive positioning.
NEW material discovered. Only grip material which will
not harden or glaze. Non-slip, any weather.

SELL—Golf Pride’s VICTORY GRIPS.

FAWICK FLEXI-GRIP CO.
Box 8072 Akron 20, Ohio

... She had the riches and joy of seeing her sons and daughters grow up to be exemplars and beloved Americans and to share with her husband the responsibility and achievement of influencing the careers of many youngsters — companions of her sons — who became respected men in professional and amateur golf and won their share of championships.

One of the great pro-greenkeeper teams in golf was that of Johnny Inglis, veteran pro at Fairview CC, Elmsford, N.Y., pres. of the Metropolitan section of the PGA back about the time of Peter Stuyvesant, and Vitale Turnesa, greenkeeper at Fairview for many years before his retirement. . . . The good they’ve done for the kids who’ve come under their jurisdiction is immeasurable.

Isn’t it funny so many who have received awards for what they’ve done for golf actually are people to whom golf gave a lot more than it received? . . . But, Vitale Turnesa, a modest, noble, great old man, has given golf a lot more than it’s given him.

Lakewood GC, St. Petersburg, Fla., spending $60,000 in course remodeling and new watering system . . . Dick Wilson de-
May, 1957

presenting

the **ALL NEW**

**Con-Voy**

**GOLF CART**

**America's Finest**

More and more golfers choose Con-Voy because it excels in beauty, balance and durability. In this all-new Con-Voy, the makers have spared nothing to produce the finest cart possible.

**NEW**
- improved design for balance unmatched by other carts.
- semi-pneumatic, smooth tread tires for easy rolling.
- bottom bag bracket...adjusts to any size bag.
- plastic, dirt-resistant hand grip.

**CON-VOY DELUXE**
- 12-in. wheels $37.95

**CON-VOY STANDARD**
- 10-in. wheels $29.95

SEND FOR BROCHURE ON CLOES SEATMASTER — ULTIMATE IN CART SEATS
signing the new Lakewood greens ... Colonial CC, Thomasville, N.C., completing second 9 ... Rainbow GC, Greenville, Ga., built by Walter Birmann and managed by Grant Mickelson, opened.

Interesting case at Warrenton, N.C., where golf club is sued by an attorney it kicked out as a member after he fronted for anti-segregation interests alleged to be communistic and criticized state leaders for their attitude on school segregation ... Attorney would not accept golf club check returning his dues, initiation, etc. and was arrested for trespassing at the club ... Attorney wants $256,160.35 in damages.

Fayrway Knolls GC, Oil City, Pa., sold by Carl E. and Florence L. Hennies to Arthur L. Alves of Cleveland ... Johnny Bishop now pro at Valley CC, Hazelton, Pa. ... Harry Adams, MacGregor Golf Chicago district head man, and pres., Binyon's Basement Bull and Belly Club, on his beat again after being hospitalized by heart condition ... Charley Penna, Beverly CC (Chicago dist.) in hospital for repairs to knee is now in good condition ... Milwaukee (Wis.) County four 18-hole and two 9-hole courses played 425,000 rounds last year; 7 per cent more than in 1955 ... Revenue was $267,992.85. (Continued on page 84)
"BEST PERFORMER
on our course regardless of cost!"

Two passenger, electric 1957 HIGHLAND CADDY

- 24 VOLT REMOVABLE ELECTRICAL SYSTEM COMPLETELY CONTAINED IN ONE UNIT.
- Carries 2 large people and their golf equipment.
- Foam rubber seats...weatherproof upholstery.
- Weighs only 665 lbs.
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- Four 165 amp. batteries.
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THE men who know golf cars best...men who operate golf cars hundreds of hours a year for profit tell us the same story everywhere we go: "We've tried several other golf cars...but the Highland Caddy out-performs them all...regardless of cost!"

Whether you operate golf cars for profit or for fun, the Highland Caddy is your best buy for top all-around performance on any type of course.

The Highland Caddy is a fine machine, soundly engineered to give you everything you want in a golf car and yet it sells in the lowest price range!

Before you consider any other golf car, get the facts on the best performer of them all...the 1957 Highland Caddy!

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Dealer inquiries invited

YOUR BEST BUY ... FOR PROFIT OR FOR FUN!

LONGER LASTING POWER - TAKES HILLS WITH EASE - COMFORTABLE - ECONOMICAL - RUGGED

May, 1957
When you decide to stock Acushnet Golf Gloves you need look no further. The Acushnet line is a complete line with a glove for every player, in every size, at every price.

Leathers? — yes; fabric backs? — yes; full finger styles? — yes; half-finger styles? — yes; and each the highest quality and the greatest value for its grade and price.

Most important of all, the Acushnet line is completely protected. It’s for sale to and through golf course pro shops only.

Acushnet Golf Gloves are selling — and they should, and they will. Because why? — because golfers trust the name Acushnet as a guarantee of value and quality just as you do. Acushnet Process Sales Company, New Bedford, Mass.
Brainstorming for Entertainment Committee

**Put New Life into Programs; Draw More Members to Club**

The manager of one of the best known country clubs in the East says that the majority of country club entertainment programs need a thorough overhauling. He writes GOLFDOM's editor:

"The tendency at country clubs is to repeat the same programs year after year. The result is club attractions get monotonous.

"Winter programs at country clubs usually are failures because they basically are a series of the same old parties. Whether that is the committee's fault or the manager's fault doesn't make any difference when the loss is put onto the books.

**Step Up Activities**

"The members aren't dead in the winter but their country club generally is. With club memberships costing what they do and considering the club needs in operating volume, there should be a decided stepping-up of activities during what is or has been regarded as the off season."

"In the winter months patrons patronize restaurants, night clubs and cafes that actually shouldn't be much of a competitive attraction in getting the steady patronage of members of a first class and lively country club.

"The minimum monthly house account plan, which is in effect at some clubs, isn't the answer to dull business at a club. To get members to spend more money at a country club, make the club programs more attractive.

"I read an article in GOLFDOM (February, 1957, p. 21) about professionals increasing business with ideas they dug up in what they called a 'brainstorming' session.

"Club entertainment and house committees and managers could put on some of these brainstorming meetings with everybody writing all the program ideas that pop up. Then they could go over the list and appraise the ideas for use in a completely revised schedule of club dinners and other entertainment.

"I'll get the thing started by throwing in a scattering of brainstorming:

- Outdoor steak roasts and barbecues
- Football season breakfasts
- Buffet lunches, dinners and suppers with TV sports events as entertainment.
- Winter sports buffets (skating, shooting, skiing)
- Junior dances
- President's ball
- Square dancing
- Masquerade parties
- Dances with various foreign settings, costumes and menus..."
When George Diffenbaugh (center) observed his 20th year as pro at Kenwood G & CC, Bethesda, Md., last month, members not only toasted him in something like 17 different languages but they rallied to the occasion in typical Kenwood fashion by presenting George a 1957 automobile and a check for $2,500. Approximately 500 persons attended the affair and such dignitaries as Lew Worsham, Max Elbin, Al Houghton, vp, PGA, Judge Thomas Scalley, Sonny Workman, Buz Ham, Zen Zola, Merrell Whittlesey and Fr. Fred Brew were there adding their bit to all the fine things said about George. Telegrams of congratulations came from Jim Hagerty, press secy. for the country's best known golfer, Richard Tufts, USGA pres., Harry Moffitt, PGA pres. and Herb Graffis, Goldom's editor. The two fellows who arranged the festivities, Dr. Leo Gaffney (left) and Ray Briscuso, are shown with George and his new automobile.

Fashion show
Bowling leagues
Beaux Arts ball
Golf movies and demonstrations of rules
Swimming show
Dinner with other sportsmen as guests and speakers
Stag dinners
Harvest home party
Beer garden evening
County Fair party
Tournament breakfasts and dinners
Hunt club breakfast
School Days party
Keno and bingo
Book reviews
Old time movie showings
Barber shop quartette contests

Old-time chicken fries and fish fries, outdoors.
College night (for alumni, and kids about to return to school)
Cowboy (chuck wagon) dinner
Treasure hunts
Chinatown dinner
Kids' parties.
Easter party egg hunt for kids
Gay 90's party
4th of July festivities
Barn dance
County fair
Circus Day

"What most country clubs need is the Elsa Maxwell type of ingenuity in putting on entertainment programs."