



*Quick on
Quick off...*

Jacobsen

**GREENS
MOWER**

22-Inch Cutting Width

- 2¼ hp. Jacobsen "Hi-Torq" Engine.
- Transport wheels and sulky can be attached or detached in seconds without tools.
- Perfectly balanced, precision-built, 9-blade reel.

Rapid transport from green to green, coupled with the finest, precision greens cutting, has made Jacobsen Greens Mowers the choice of greenskeepers and superintendents everywhere. "Quick on, Quick off" transport wheels and riding sulky let you travel faster, thus freeing trucks and personnel for other work.



JACOBSEN MANUFACTURING COMPANY

Department G9, Racine, Wisconsin

ARMOUR
Vertagreen
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ARMOUR FERTILIZER WORKS
ATLANTA, GEORGIA

Mission Bay GC 9 holes, south of La Jolla, Calif., now operating . . . C. H. Duncan now pro at Venice (Fla.) muny course succeeding Max Graf who now is at Bobby Jones muny course, Sarasota, Fla. . . . Fire at California G&CC (San Francisco dist.) virtually destroyed clubhouse . . . Efforts to quench fire retarded by faulty fire hydrants in front of clubhouse.

Lexington, Neb., group headed by Bill Westerman, building 9-hole course . . . Santa Barbara, Calif., buying 117 acres for muny course . . . Glendale CC, Seattle, Wash., sells 9-hole course for subdividing after club's new 18 is completed in 1956 . . . C. E. Tate and wife now operating Frankfort, Mich., course they bought from Frankfort Chamber of Commerce.

Tulare, Calif., golfers in drive to privately finance public course . . . Columbine CC, combined golf course and residential development in suburban Denver, Colo., ahead of schedule in signing members and selling residence sites . . . Expect to have course opened in early fall . . . Colorado's former governor, Dan Thornton, says new club already has been instrumental in getting "more oil and other top flight execu-

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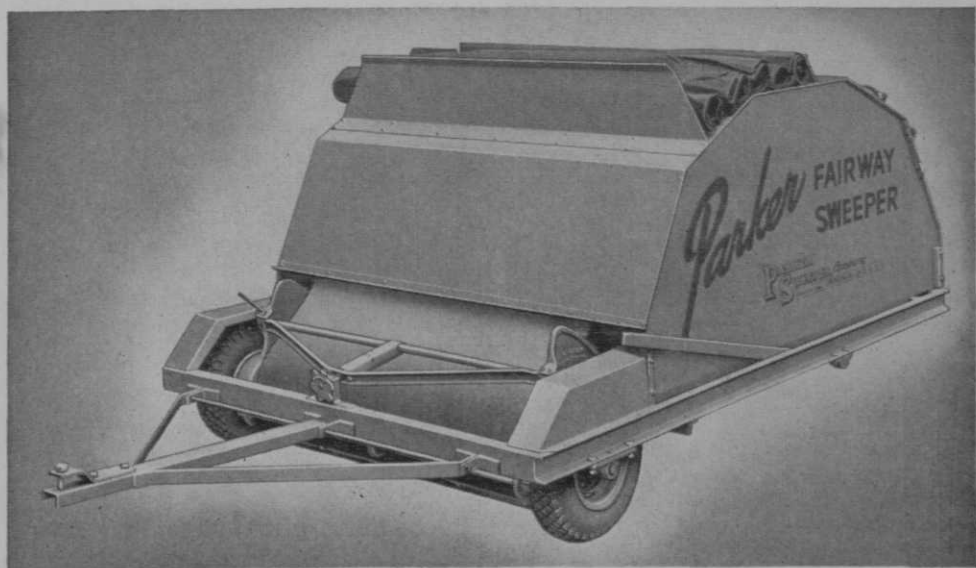
Our stolons are true to name, weed and seed head free and in vigorous growing condition. As a proof that we know how to keep our strains puze, our present Washington exactly matches that we sold in the 1920's.

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PARKER solves the leaf problem... adds to your playing season



FAIRWAY baling sweeper. Heavy duty construction—easy to operate. Comes completely assembled including six 25-bushel canvases, 48" width.



PARKMASTER power sweeper. 36" width—2 h.p. engine. Ideal around greens and traps for removal of leaves, clippings, etc.



TRAILMASTER trailer sweeper. The Parkmaster model adapted for use behind small tractor or heavy duty power mower. 12 bushel capacity.

For most courses falling leaves signal the end of the season. With a Parker Fairway baling sweeper, however, as much as a full month of playing time can be added.

Golfers get more enjoyment. Courses dependent on greens fees add extra income.

The Fairway model sweeps and bales up to 500 bushels of leaves per hour—*wet or dry*. It is easily towed by truck, jeep, or tractor. Sweepings are collected in compact canvas bales for easy disposal.

Write for catalog sheet describing money-saving Parker sweeping equipment.

PARKER SWEEPERS FOR PARKS, GOLF COURSES

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From Golfers Imports Sales

. . . two wet and cold weather favorites that will increase fall play and profits. Both items have great Christmas sales possibilities.

IMPORTED GOLF JACKETS



Two models—finest Egyptian poplin—swing-free raglan sleeves—full zipper front—two pockets. Men's reversible in brown and tan; sizes 36 to 48. Men's single ply woolen ribbed collar, cuffs and waistband; sizes 36 to 48.

North British Rubber Company's

Metal Spiked RUBBER GOLF OXFORDS



These famous wet weather golf oxfords are in great demand throughout the fall and winter. Your players will be asking for them—be ready to keep-'em-playing—order them now.

Write — today — for prices.

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Box 26, Hillside Manor, New Hyde Park, N. Y.
Phone: Floral Park 4-4115 — Bayside 5-0333

tives" to Denver . . . Waiting lists at existing Denver clubs had discouraged the moves.

Expect to have course at Edwards air base near Bakersfield, Calif., in near future . . . Topeka (Ks.) new 18-hole munny course opened . . . Oaks CC, Tulsa, Okla., in \$150,000 improvement program for clubhouse and grounds . . . Work begun on second 9 at Prairie Dunes G&CC, Hutchinson, Ks. . . Press Maxwell is architect . . . His father, the late Perry, designed Prairie Dunes first 9, said by numerous authorities to be one of world's finest 9-hole courses for layout . . . Drainage and irrigation problems bad at the course until a couple of years ago.

Talk of par-3 course on part of site of old and unused munny course at Miami Beach, Fla. . . Reno, Nev., golfers ask Washoe County commissioners for \$100,000 munny course and clubhouse improvements . . . Leo Conroy designing 18-hole course as feature of Winchester Village, 2,000-acre residential development near Flint, Mich.

Conestoga CC, Lancaster, Pa., expects to have \$125,000 clubhouse operating by December . . . Forrest Lake and Hoberg

PHILLIPS CAM LOCK

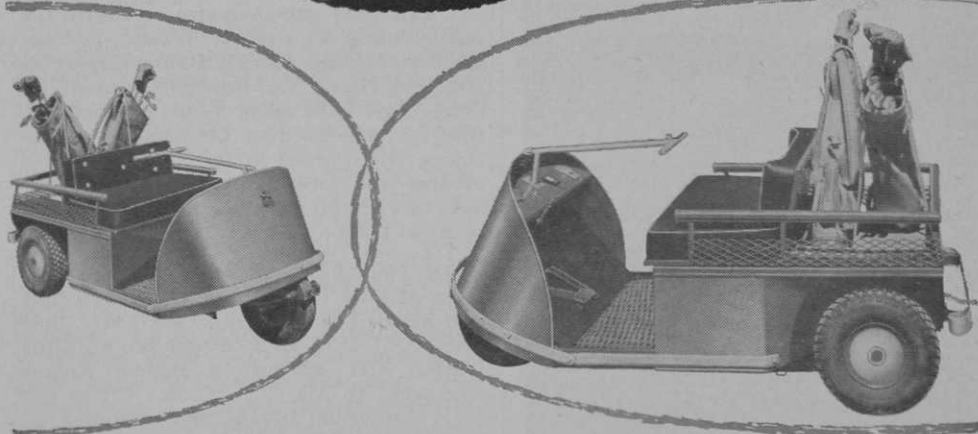


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Will not turn or break apart.
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NEW *LaHer* SPECIAL



First Golf Car Specially Engineered for Rental Operation!

The all-new LaHer "Special" is engineered by automotive specialists to take all the abuse, wear and tear, day in and day out, that rental cars get!

A CHALLENGE TO COMPARE!

- The only Electric car made with full ELLIPTIC SPRINGS BOTH FRONT AND REAR.
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- The only electric with 6 powerful (190 AMPERE each) batteries.
- The only electric with all the equipment on an AUTOMOBILE-TYPE DASHBOARD—HAND BRAKE - LOCK - FORWARD and REVERSE SWITCH-AMPERE METER-and CHARGING SOCKET!
- SHORTER and WIDER, with lower center of gravity-easier handling-safe.
- WELDED CHANNEL STEEL FRAME—no tubing, etc.
- AUTOMOTIVE TYPE DIFFERENTIAL, EQUIPPED THROUGHOUT WITH TIMKEN ROLLER BEARINGS.
- 2 brake controls—separate FOOT and AUTO HAND EMERGENCY BRAKE ON DASH.
- DEEP AIR FOAM SEAT CUSHIONS—FINEST MADE BY MAJOR RUBBER CO.—most comfortable of any car.
- New type golf bag container with SUNKEN WELL AND HANGER—convenient and substantial.
- Only electric car manufactured by large maker of auto parts and equipment, with world-wide distribution.

WE'LL PROVE THE *LaHer* "SPECIAL" IS AMERICA'S FINEST!

Mail this coupon today for complete information on the profitable LaHer "Special" rental system.

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Please send me the beautiful brochure describing the LAHER "Special" and other LAHER Electrics.

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Par Gopher
by DI FINI

The PAR GOLFER model, with adjustable half belt, in 8 shades of fine wool and Dacron flannel and 19 pastel shades of Dacron-Linair. Features rubberized waistband to keep shirt in and slacks up. Beautifully tailored in long, regular or short rise for perfect fit. English flannel and Forstman Doeskin slacks available in the Squire dress model.

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SQUIRE SLACKS

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18 West 20th St.
New York 11, N.Y.

course, in San Francisco dist., opened . . . Rapid City (S. D.) CC opens new course and clubhouse . . . Dale Smith is pro . . . Mary Ewing is mgr. . . . Edmund H. Burns, Santa Monica, Calif., building range and 9-hole course at Santa Barbara, Calif.

Construction being rapidly pushed on 9-hole public course at Coeur d'Alene, Ida. . . . Circulate questionnaire on desire for public course at Yakima, Wash. . . . Consider converting Patrick Henry airport at Newport News, Va., into golf course . . . Close West Hills muni 9-hole at Portland, Ore. . . . Designed by Chandler Egan the course was opened in 1924 . . . Site is to become zoo location . . . Portland now has two muni courses and announces plans to build a third.

Del Hemphill and wife now pro-mgr. team at Iola (Ks.) CC . . . Building first 9 of Moses Lake (Wash.) Golf Assn., Inc., course . . . C. L. Spence now pro at Altus (Okla.) CC, succeeding Bennie Adams who went to Elk City (Okla.) CC as pro . . . Lakeside 18-hole muni course at Ponca City, Okla., replacing old Lakeside 9, opened . . . Floyd Farley and Jack Oliver designed course which was built by

New NATIONAL GOLF BAG!

MODEL NO. 1340

Expertly made of a new exclusive DOUBLE LIFE fabric. Rubber backed. Water - repellent. Non-fading. Available in Moss Green, Saddle Tan, Geranium, Rust, Brass or Plaid.

6" x 9" leather top. Luggage tan trim. 14 club size. Ball pocket. Ball and card holder. Tee holder. Shoe and jacket pocket. Detachable sling. Cart wear protection.

For men or ladies.

Only \$22⁵⁰
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SPORTS COMPANY
FOND DU LAC
WISCONSIN



Wayne Moler, supt., city parks, and his crew.

Marshalltown, Ia., Frank Lewis Glick Legion Post 46, begins work on course . . . Wm. J. Sherry, White Plains, N. Y. heads syndicate which has bought 235-acre estate in Somers, Westchester county, on which course will be built . . . Adding 9 holes to Circle R Ranch course near Escondido, Calif.

Odessa (Wash.) Post, Veterans of Foreign Wars, considering building public course . . . Canon City, Colo., figuring on public course with land donated to city and work done by Jaycees . . . Swan Creek CC, Oakington, Md., opened . . . Frank Murray built it . . . "Dutch" Fahrenwald is pro . . . Willie Low, of Phoenix (Ariz.) CC on summer pro job at newly opened Saratoga Inn CC, Laramie, Wyo.

First 9 of Glendora (Calif.) CC, designed by Warren Beach, to be opened in October . . . To start construction early in 1956 on Spokane Valley CC first 9 on north shore of Liberty Lake, near Spokane, Wash. . . Seems that most of the desirable big new residential area developments in all parts of the country have golf

(Continued on page 74)

Johnny Revolta JACKET

patented golf rain jacket that gives you complete freedom of swing!

Unique design, developed and patented by Johnny Revolta, gives complete freedom of movement with no sensation of binding at any point in the swing. Completely waterproof, in featherweight plastic film or zephyr-weight rubber-coated fabric.

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

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

CHICK HARBERT

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"Golf Prides preserve the elasticity of my hands, important for distance, as well as for short game finesse."

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One of golf's "Big Ten"

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



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**

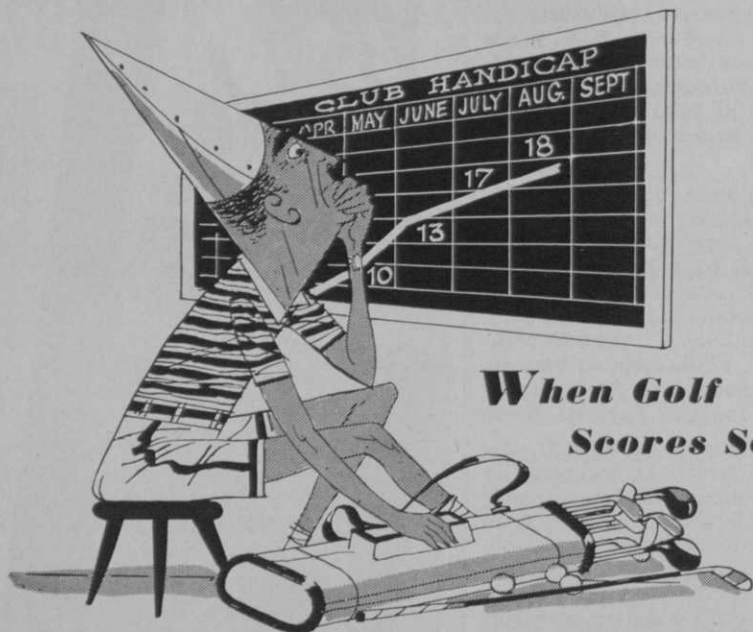
Not genuine unless "Golf Pride" is on the cap end.



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**When Golf
Scores Soar . . .**

IT'S TIME TO RECOMMEND POWER-BILTS

WHEN a golfer's game blows sky high that's when he is in a mood to buy! So why not suggest the surest cure known to golfdom—a set of the new Power-Bilts! You won't be sorry and neither will he. For once he gets the feel of those great new irons, and gets the thrill of, once more, driving long and straight—he'll be *all confidence* again and back on his game in a jiffy!

Do your member the favor of his life—sell him a set of Power-Bilts!
Hillerich & Bradsby Company, Louisville, Kentucky

Made by the
Makers of Famous
Louisville Slugger Bats

**Power-Bilt
GOLF CLUBS**

Sold only by
Golf Professionals

Prices Higher on 1956 Clubs to Meet Increased Costs

RETAIL PRICES of 1956 lines of woods and irons will increase from 4 to 10 per cent. The increase will apply to all grades of clubs.

Almost every other item of sports equipment also will increase in price, pushed upward by higher costs of labor and material.

The Wall Street Journal on August 25 quoted leading makers of golf clubs and other sports equipment giving, in some cases, the retail prices for the 1956 clubs. Uniform boosts in labor costs which are accountable for increased production costs of raw materials as well as the finished products, and the competitive situation, will keep the 1956 retail prices level among all the leading manufacturers.

Unofficial comment in the golf club industry usually is to the effect that during recent years increased volume has made it possible to maintain established retail prices, but that now cost increases have forced price raises comparable with those of other utilitarian products and services.

The increase in retail prices of golf clubs will involve an increase in pros' and other retailers' margins.

Pro Costs Cause of Concern

Wilson Sporting Goods Co. Pres. Fred J. Bowman said about the larger pro gross profit from the new prices on clubs:

"The increased costs of pro department operation at golf clubs is a matter of serious concern to ourselves and other manufacturers of quality golf clubs. Salaries of assistants and club-cleaning boys have jumped up and often without commensurate adjustments in the pro's financial arrangement with his club.

"There also has been a great and in-

creasing demand from the golfing public for valuable but unpaid services which take considerable of the time of the professional and his staff. This demand is the result of progressive professionals establishing a broad and helpful character of customer service rarely equalled in merchandising.

"The development has caught the pros in the middle as the club member seldom realizes that although he needs, expects and gets comprehensive expert service from his pro staff his club, in many cases, might not be able to afford this service. Therefore the pro in supplying an essential merchandising and advisory service to the golfers must finance most of his other services to players out of the net on his retailing profits.

Pro Pays Member Service Costs

"This condition, unfortunately, is not known to many to whom the experience of private club membership, with its accompanying obligations, is novel. The oversight of club officials in not educating the many new members who have come into clubs in recent years has pros paying for the free service given to quite a few of the newcomers who are ignorant of the basis of pro business.

"Our own company and other prominent makers of golf playing equipment are confident that the new price structure on golf clubs will to a most necessary degree improve the pros' net position. It also will ease heavy pressure of increased production costs on manufacturers."

Bowman's view fits in with the pros' worry about increasing costs of doing business in the way they want to operate

to please players and officials at their clubs.

One sidelight on how these costs have mounted has been related frequently to GOLFDOM in pros' comment on club-cleaning and storage.

It used to be that the club-cleaning and storage charges collected at the start of a season greatly helped a pro finance the shop stock he needed to satisfactorily serve his members.

But now the wages that are commanded by club-cleaning boys at private clubs in metropolitan districts take so much out of the club-cleaning and bag storage income there's not enough left over to finance stock at a country town 9-hole public course shop.

Pro Shop Style Show Scores With Sales

AT ALMOST every club and pay-play course these days you will see many women smartly attired in golf apparel that gives them free action for their swings as well as being charming in appearance.

Selling women's apparel in pro shops often is a delicate job although the sweaters and Bermuda shorts and headware are safe staples. But beyond that the style and merchandising genius of the pro's wife is the safety factor.

At the LaGrange (Ill.) CC pro Jim Foulis' wife and members of the women's

golf committee put on a style show with items from the pro shop that was excellent sales promotion and a feature of great interest to women golfers and their guests.

There were 19 models—club members—and they made 23 changes. Three of the members modeled with their French poodles as accessories, giving the show a touch of down-town showmanship.

The girls really showed professional modeling talent, according to Mrs. Foulis, and the show was a "huge success." Mrs. Foulis herself is shown in one of the pictures with a skirt, blouse, sweater and cap from the pro shop stock.

Bill O'Hara, Jim's assistant, and rated by Jim as a fine teacher and shop man, modeled some of the clothes for men in getting the girls stirred with ideas of what to buy for Daddy. Bill models in Miami in the winter.

They even got Jim to show off some clothes. "Never underestimate the power of a woman." When the members and guests saw Jim arrayed tastefully as a golfing Student Prince the sight helped shop business.

This matter of pros and their assistants modeling their shop stock of apparel items always works well. Harry Obitz makes a strong point of this at Shawnee CC and it sells a large volume of merchandise.



Models and apparel are basic to every style show but the pro's wife plays the leading role in the show built around apparel items available from the pro shop. "Models" in the LaGrange (Ill.) CC show were members of the women's golf committee with an assist from professional Jim Foulis and his assistant, Bill O'Hara. Shown (L to R) are: O'Hara, Mrs. Foulis, Jim, Mrs. W. F. Hendrickson and Mrs. J. E. Rhode.