

*We're still trying to catch up to 1930!
There's a great need for course expansion . . .*

Golf Today and Tomorrow

By REX McMORRIS

Executive VP, National Golf Foundation

Golf Today is a great many things to a great many people. Golf Tomorrow may mean those same things to those same people but I see Golf Tomorrow as meaning a great deal more to a great many more people. I say this of Golf Tomorrow because it is a great challenge and those of us associated with the National Golf Foundation have accepted the challenge. Although we have only recently taken up the cudgels already there is encouraging evidence of marked progress, a measured progress which conceivably has no limit.

Golf Today is the "Game of a Lifetime;" it's the greatest outdoor participant sport because it can be enjoyed at any age regardless of physical dexterity or handicap.

Golf Today is an investment of better than 1¼ billions of dollars in courses and playing facilities.

Golf Today is an annual expenditure of nearly a hundred million dollars for maintenance of courses and grounds. Of this amount better than 30 millions is spent on turf materials, chemicals, tools, equipment, supplies, repairs and replacements.

Golf Today is a market for far more than another 100 million dollars in annual sales of playing equipment and accessories.

66 Million Rounds

Golf Today is more than four million men, women and children playing better than sixty six million rounds on 5,218 of the finest courses in the world.

But, Golf Today is more than people and courses and money. Golf today to a great many people — who are important to the game — is fun — it's frustration — it's patience — it's perseverance, and above all and much more to the point as far as you gentlemen are concerned — it's a H — of a lot of hard work.

It's fun for those who play, and to some of those who play, I suppose it's frustrating. But primarily it's fun because of the

many exhibits which attest to the patience, perseverance and hard work on your part over the years which has given golfers progressively finer courses on which to play. Somehow, you manage to overcome those seemingly insurmountable hurdles, frustrating as they are — the elements, insects, disease and a million other perplexing problems you are expected to solve from time to time. I know it takes patience, lots of it, and perseverance too, to win most of those battles. By adding a heavy mixture of good old gray matter in the right proportions, persistent problems generally get licked.

Fortunately, you've had help. Years of patient study and research have gone into the development of finer strains of grasses, improved fertilizers and better soil conditioning. The chemical industry has developed new fungicides, herbicides and insecticides. You have more efficient maintenance equipment at your disposal. All of these and more represent perseverance on the part of an untold number of individuals who have contributed to the lasting progress of the game. It's as though an unseen hand had harnessed all of these individuals into one great team to make golf what it is today.

Perhaps that's the real secret of golf today, for — Golf Today, more than ever before is teamwork. In fact there are a great number of teams, ie; organizations, associations, clubs and groups, and more are being formed every day, whose purpose and function ultimately result in measured progress for the game.

How Organization Benefits Golf

Take, for example your own association GCSA. Who will question for one minute the progress you've made. Although its purpose and function are tied directly to the welfare of its members, who can deny that its every action does in a very real way, contribute to the beneficial progress of golf in general. Every action of many organizations is made with only im-

(Continued on page 110)

This article has been condensed from a speech by Rex Morris to GCSA members at their 27th annual convention in Long Beach, Calif.

How to Plan and Sell Fairway Renovation

By ALEXANDER RADKO

Northwest Regional Director, USGA Green Section

(Address at GCSA Conference)

WHEN we speak of fairway renovation, we think in terms of renewing and improving the turf surface; the change-over from unadapted grasses to grasses adapted for fairway play. Although we think in terms of changing over the turf cover, implied is the fact that we must correct whatever existing deficiencies there are and set up the required program of maintenance and management that will insure that the new turfgrasses will do what is expected of them.

For example, if some soils, seepage, or drainage problems exist, these must be first corrected. If nutrient level of any of the elements that we know are important to grass growth, such as levels of calcium, magnesium, phosphorous, or potash are limiting they must be corrected before any new cover can be expected to thrive. If the fairway in question reverted to weeds of one sort or another — the answers to why this happened must be resolved before any hope of establishing adapted grasses can be entertained.

There are some situations where every factor may be in order except grass selection. For example, Kentucky bluegrass and creeping red fescue which were used extensively in fairway seed mixtures in early days, have for the most part disappeared from fairways because of close mowing. In such cases renovation with a fairway grass would be in order.

The desires of the superintendent and the membership to renovate must be considered. We have made some progress in renovation techniques — today we have more "know how", improved grasses, better chemicals, improved equipment, and therefore more efficiency in getting the job done. Also, there is no question but that the standards of the game of golf are higher than those of yesteryear. Progress has been made in the golf turf field, and superintendents desire to modernize and incorporate new findings into their program at their individual clubs. Another important consideration is that members themselves request fairway improvement.

Today's golfer gets around more and sees more. He plays many different courses during the season; therefore, it is a natural question for him to ask why he can't have some of these things at his course. He hears of new herbicides performing a renovation job by eliminating weeds selectively and asks: "Why this can't be done at our course?" He hears of new grasses being established which afford greater playing pleasure. "Why can't we introduce these grasses at our course?" And so the subject of renovation of one sort or another is almost a continuous or endless cycle. You can't hold it against the membership for wanting to improve — in a sense this is the American way of life — keeping up with the Joneses! To want improvement is a natural desire; whether such improvements are feasible is a question that the superintendent must answer.

Survey Renovation Job

Should you renovate? Here are some thoughts for consideration. First, a survey of the areas to be renovated should be made; the degree of renovation should be determined, and a tentative cost estimate be drawn up. These are the material costs such as seed, chemicals, labor, and equipment depreciation. Material costs for the average fairway renovation task is usually quite nominal when pro-rated over a period of years. This fact serves to spur-on the renovation-minded members.

However before any program is undertaken, we feel these things are important.

(1) Will the members be informed of what is going on? In this respect, the superintendent might draw up a letter with the proposed renovation schedule so the members will know what to expect.

This brings to mind the similarity between some car drivers and some golfers who can be unkind, unthoughtful and inconsiderate at times. To cope with driver situation, the Road Commissions have devised a method of pacifying angry motorists — nothing fancy or elaborate, but simply a big sign posted along the roadside

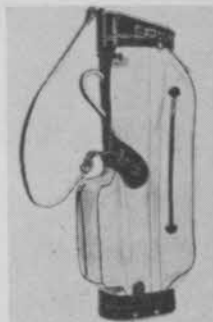
(Continued on page 114)

Two New Entries In Tufhorse Line

Two new golf bags introduced into MacGregor's famous Tufhorse line this year are Models LP636 and the L654, both Keystones.

The LP636 is a large pear-shaped model in smart, two-tone combinations, with a body in Tusk White "Tuff-Hide" and colorful, embossed steerhide trim. It features truss-ribbed saddle construction on side panels for added strength and beauty. Extras include a 9-in. round, reinforced leather bottom, large, full-length clothing pocket and a roomy, streamlined ball and accessory pocket. A detachable hood is stored inside the clothing pocket.

The L654 is made of sturdy, pearl-gray duck with contrasting black leather trim and black welt. Its 9-in. keystone-shaped leather bottom lends itself to easy attachment to golf carts. A large, streamlined clothing pocket and roomy accessory pocket, together with a deluxe, wing-type sling suspension and foam rubber-



LP 636 (left) and L 654

padded shoulder strap put this bag in the luxury category but at economical price. Both bags are nylon lock-stitched throughout.

Additional information is available from Des Moines Glove and Mfg. Co., Des Moines, Iowa.

NOW WE HAVE IT! The Product You Professionals and Managers Have Been Waiting For!

A NEW SCIENTIFIC DISCOVERY

VELVA-TEE GLOSS SHINE

CLEANS - POLISHES - WAXES . . . IN ONE OPERATION

Here, at last, is a truly amazing time and labor saver for your club cleaning service. A slight spray from the aerosol container and in a jiffy it cleans, polishes and waxes wood heads to a sparkling luster — protects steel shafts from pitting. Puts a beautiful luster on leather golf bags and luggage.

Marvelous for furniture, wood panels, chromium, steel lockers, painted walls, etc. Members will want it for home use — a money maker. VELVA-TEE GLOSS SHINE was the "talk" of the recent PGA Seniors tourney, where pros from every section tried it — praised it — ordered it.

Simple directions on can tell you how to get quick, sparkling results with VELVA-TEE GLOSS SHINE and the long lasting, impregnated VELVA-TEE DUST CLOTH.

VELVA-TEE DUST CLOTH—gives utmost maintenance speed and economy! . . . After using VELVA-TEE GLOSS SHINE for initial cleansing treatment you need only wipe with the chemically treated VELVA-TEE DUST CLOTH to maintain the lustrous, protective finish . . . NO DUST—when cloth becomes dirty it shakes out in wax treated particles; when excessively dirty simply wash, dry and spray with VELVA-TEE to restore effectiveness. It works magic—be sure to order it with your VELVA-TEE—69c price carries usual discount.

ORDER NOW — BE READY FOR SPRING

See your dealer or write to:

COLUMBIA CHEMICAL CO.

154 E. ERIE ST., CHICAGO 11, ILL.



Dealer inquiries invited

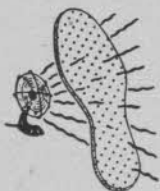
1 doz. 12 oz. aerosols
in a case — \$23.40

F.O.B. Chicago
Shipping weight 13 lbs.

Usual discount applies

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.

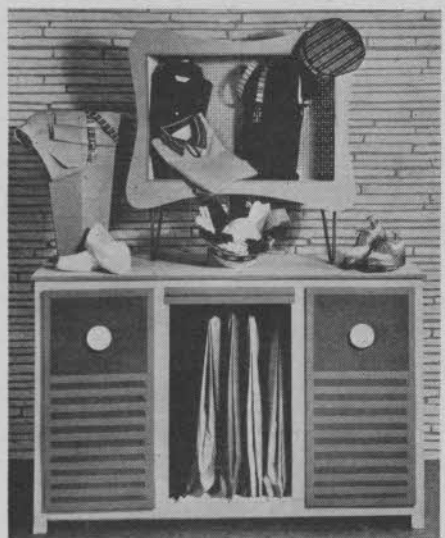
SELL ON SIGHT!

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.



Murray's New Display Rack

Combination Slack and Shirt Bar designed to take full advantage of the smart idea of selling related merchandise at one self-selling station in the pro shop. The new unit is made exclusively for pros by Robert E. Murray Associates, 576 5th ave., New York.

New Caddy Cart Introduced by Arlite Industries

Among the caddy carts recently introduced to the market is the R-Lite Club Cart model CK1, manufactured by Arlite Industries, Newark, N. J. Outstanding features claimed for the R-Lite are perfect balance regardless of the size bag carried, folding compactness and light weight. Manufactured of high alloy aluminum the golf cart is available in blue, green, gold and red. Anodization of the metal gives maximum protection against discoloration and pitting.



Rayturn Improves Meter for Measuring Moisture

An improved model of the Irrigage Meter for measuring soil moisture has been developed by Rayturn, Corp., 8200 E. 7th ave., Portland 2, Ore. The model, 202, has a built-in selector switch which permits moisture observations at four different depths through a single outlet. It is designed for use with either the 2-ft. tapered Gage-Stake, or individual Gage-Plugs. Moisture content is determined by plugging in meter to stake or plug.

**Great Advance in Fertilizer
Claimed for Lebanon Uni-Form**

Lebanon Chemical Corp., Lebanon, Pa., claims "the greatest advance in fertilizer in the last 50 years" for its new Uni-Form 10-6-4, containing 40 per cent urea-form nitrogen.

Uni-Form 10-6-4 is granular, not powdered, 50 per cent organic, dust free and easy to apply. If properly applied there is no danger of burning and one application lasts all season. It is said to assure sturdier roots, thick springy turf and to discourage disease. The product is available in 5, 25, 50 and 80 lb. bags.



**Dunlop Holds Sports
Sales Meeting**

The 1956 National Sales Meeting of the Dunlop Sports Division was held recently at the firm's factory in Buffalo, N.Y. Highlighting the three-day conference were the opening remarks by VP Vincent Richards who stressed "balanced selling" to members of the sales force who traveled from all parts of the country to attend. Richards praised the men for their outstanding 1955 sales of golf balls, tennis balls, and tennis equip-

**EXCLUSIVE
DISTRIBUTORSHIP**

SOUND INVESTMENT . . . MINIMUM TIME
REQUIRED TO MAKE BIG PROFITS!

Your contacts in golfing circles can be turned into **EASY PROFIT** for you in one of the fastest growing fields in the U. S. The Highland Car Co. is establishing **EXCLUSIVE** distributors for the profitable Highland Caddy Golf Car. If you are qualified, we will put you in business in your area with established leads and proven money-making procedures. A \$6,460 investment is required, which will be secured by inventory.

Invest 3c postage and ten minutes time NOW for complete details on the profitable Highland Caddy exclusive distributorship plan. Simply write, including bank references and business experience, to:

HIGHLAND CAR COMPANY

BOX 2222

JACKSON, MISS.

**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-4
Chicago 3, Illinois

10 S. Wabash Avenue
Central 6-5018

**FOR A FREE AND EASY Swing
TO PRO SHOP PROFITS**



Feature
This
Popular
Golf
Sport
Shirt

Model 91Z-162

A famous "WILTON" product. Cashmere-like cotton with short sleeves, easy zipper neck opening and tailored Byron collar. Comfortable and attractive. S, M, L in Winter White or Heather. Priced to retail at \$3.95.

Distributed by

GRANT A. BARNETT

707 Main St. Buffalo 3, N.Y.

They may forget the year they bought it — but they never forget the name . . .

MELFLEX HEAVY DUTY MATTING

Serves with safety and savings year after year!



Heavy Duty MEL-ISLE and MEL-FLOR AISLE RUNNERS

Heavy Duty ENTRANCE MATS

MOLDED SAFETY STEP TREADS

SHOWER AND STANDING MATS

Melflex famous spike resistant Transit-Tred flooring is the safest, most durable flooring for the latest models of Golf Cars. Write for a sample and prices.



Always remembered as the "best matting for spike shoe service we ever found". That's because the toughest materials available put the "big plus" in Melflex durability.

And, heavy duty compounded rubber construction gives it its famous non-slip safety surface they remember. Cleans quickly, stays tidy longer. No buckle or creep.

Melflex Extra-Duty Driving Mats play best, have surest footing and last longest of all tee mats, say range owners. Melflex Tubular Rubber Tees are tops in durability — \$16 per 100. Be your own judge — with a trial order.

You be the judge. Write for details on all Melflex products.

Melflex "factory-direct" prices mean savings.

ment, and announced new quotas for 1956.

The salesmen spent a full day visiting the manufacturing divisions of the huge plant and viewed the new addition to the Golf Ball Dept. just recently completed. The new building will help Dunlop meet the demand for increased production of golf balls, a department which has long experienced an intense, round-the-clock work schedule.

Two days of sales-gear meetings followed the plant tour, and the conference was capped by a dinner meeting held at the Buffalo Athletic Club. Main speaker at the final dinner was Dunlop Sales VP L. D. Hartford who recalled the early beginning of the Sports Division and traced its growth through today's volume production and outstanding sales records.

Davis' 1956 Catalog Lists All Types of Course Supplies

The 1956 catalog issued by George A. Davis, Inc., 5440 Northwest Highway, Chicago 30, lists hundreds of turf supply and equipment items used in golf course maintenance. They include practically everything from aerifiers to wheelbarrows. In addition to the heavy equipment used by supts. and greenkeeping crews, the Davis company also handles chemicals and organic fertilizers and several different types of seed.

The catalog can be obtained upon request.

All-Weather Golf Shoe

This handsome tan Etonic golf shoe with flexible spring midsole plate combines Syllflex-tanned leathers with famous Etonic weather-sealing to keep feet dryer, more comfortable whatever the weather. Available through leading Pro Shops. The Etonic is manufactured by Charles A. Easton Co., Brockton, Mass.



Many Supplies Listed in Northern's '56 Catalog

The 1956 catalog issued by Northern Golf Ball Co., 2350 Roscoe, Chicago 18, shows scores of equipment and supply items for driving ranges, pro shops and miniature courses. Among them are used golf balls, odd woods and irons, mats, range lights, refinishing supplies, putters for miniature courses, and tees. Northern, in business for more than 20 years, ships to points throughout the U. S. as well as to foreign countries. In addition to the catalog, the company furnishes upon request a handbook giving detailed information on plan-

NEW! TRI-TRAC

HERE IS THE

ALL-AROUND EVER READY

ANSWER TO
SHORTAGE OF
EQUIPMENT
DURING BUSY
MAINTENANCE
MONTHS

Attachments Available

60" Rotary Mower

(shown with tractor)

Cutter Bar Mower

3-Gang Lawn Mower

Large Hauling Cart

Bulldozer Blade

Dump Rake

Snow Plow

Power Sprayer

Fertilizer Spreader

Plus a Complete Line

of Farm Tools



Guaranteed to satisfy or money back

**TRACTOR ONLY
PRICE \$395-**

F.O.B. Bradley, Ill.

Write for complete
specifications

DAVID BRADLEY MFG. WKS.

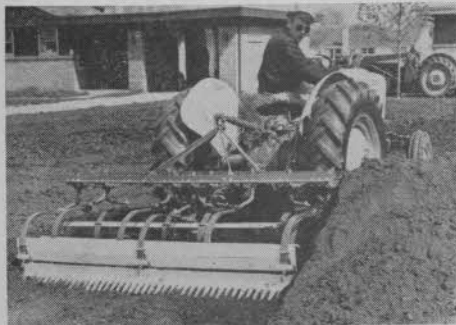
Bradley, Ill.

**VERSATILE
MANEUVERABLE
ECONOMICAL
STURDY**

ning and operating ranges, Par 3 and minia-
ture courses.

Roseman Introduces New Landscape Rake

A new seed bed preparation tool, the
Roseman Tiller-Rake, for use by landscapers,
nurserymen, golf supts and park departments



has been announced by the Roseman Tractor
Equipment Co., 2618 Ridge Rd., Evanston, Ill.

The Tiller-Rake does the work of many
men and several pieces of equipment making
it unnecessary to load and haul plows, meekers,
harrows, blades, drags, pulverizers and rakes
to and from the job.

The Tiller-Rake scarifies, grades, pulver-
izes, spreads, and finish rakes by position-
ing the front scarifying tines, the middle blade
or the rear pulverizer rake bar by means of
a hand pitch control wheel. Cinder tracks,
bridle paths, fire lanes and gravel spreading
can be done in addition to seed bed prepara-
tion.

The Roseman Tiller-Rake attaches to all
3 point hydraulic lift tractors. Descriptive
literature may be had on request.

Flagstick "Recommendations" Surprise To Makers, Clubs

In The Rules of Golf, 1956 edition, page 61,
is a paragraph reading "The USGA recom-
mends that the flagstick be at least eight
feet in height and that its diameter be not
greater than 3/4 of an inch from a point three
inches above the ground to the bottom of
the hole."

The recommendation came as a surprise to
manufacturers and golf course supply dealers.
M. K. Vorhees, sales mgr., Standard Mfg.
Co., Cedar Falls, Ia., makers of a large per-
centage of golf flagpoles, doubts that a
wooden flag pole of the recommended speci-
fications would last long unless equipped with
steel ferrule. The company's Slim-line alumi-
num pole which meets the recommended speci-
fications sells for \$3.95, an increase of \$1.20

over the wood pole price.

Usual length of golf flagsticks is seven feet, the figure being determined by golf club experience, with caddie height being one of the factors involved.

Although the USGA flagstick specifications are only "recommendations" and there are no official standard of flagsticks, Vorhees says dealers are having considerable explaining to do so they wont be stuck with stocks of seven-foot flagsticks.

Bradley Tri-Trac Eases Load on Equipment in Busy Months

Tri-Trac, manufactured by David Bradley Mfg. Works, Bradley, Ill., is a versatile, economically operated tractor that is the answer to a supt's problem when other equipment is tied up during busy maintenance months. Numerous attachments, manufactured by the Bradley firm, are available for use with the tractor. They include 60-in. rotary mower, cutter bar mower, 3-gang lawn mower, bulldozer blade, hauling cart, dump rake, power sprayer, fertilizer spreader and snow plow. Complete information on the Tri-Trac can be obtained by writing the manufacturer.

Dye Marker Shows Weeds That Have Been Treated

Killer Kane Kartridge, an effervescent 2,4-D pill, now contains a wash-off dye marker to show greenkeepers what weeds have been treat-



Features Light Construction

Foot-Joy moccasin blucher golf oxfords manufactured in tan or black calf by Field & Flint Co., Brockton, Mass., keep feet dry on misty days while their light construction gives added freedom without sacrificing comfort. They are sold only in pro shops.

ed. Solutions from the Kartridges leave a white stain on weeds, enabling users to chart their progress without relying on memory. The dye leaves no permanent mark and will wash off in the first rain.

The Kartridge, designed by the Donaldson Co., 666 Pelham Blvd. St. Paul, Minn. for use in the Killer Kane, makes a solution that will also fit other dispensers such as garden pumps and sprinkler units. Each Kartridge makes a full pint of 2,4-D when mixed with water.



BACTI-VATED® MICHIGAN PEAT BUILDS CHAMPIONSHIP GREENS

Top-dress old greens, build new ones economically with "genuine" MICHIGAN PEAT. You'll get better aeration, drainage and fertility... reduce turf maintenance costs and water bills. MICHIGAN PEAT is 98% organic, finely ground, screened—READY TO USE. A vital aid in growing rich, healthy turf. In 100-lb. bags, and loose bulk. Ask your golf supply dealer or write MICHIGAN PEAT, INC., 67 West 44th Street, New York 36, New York.



DAVIS FAIRWAY SPIKER

For preparing a seed bed or conditioning turf areas for reseeding, this tractor drawn 3 section spiker is the answer. 21 replaceable discs per section penetrate to 2½". Overall width 93".

PRICE

\$495.00

F.O.B. CHICAGO

*Immediate
Shipments*

George A. Davis Inc.

5440 Northwest Highway, Chicago 30, Illinois

Saxon Undertakes New Approach to Fertilization

Saxon Enterprises, Inc. P.O. Box 230, Los Angeles 28, announces a new approach to fertilization with chelated trace elements for greens, fairways, and all turf and sod problems.

All products in the formula (Ferrous Ammonium Sulphate) are manufactured by Union Carbide and Carbon Co. Agronomists have determined that the inclusion of mineral trace elements is equally important as nitrogen and organic additions to the soil. Since all the mineral trace elements are in soluble form, the immediate absorption by the feeder roots creates rapid greening, especially with the high iron content of the product to eliminate chlorosis. Application to greens, fairways, etc. is a maximum of 5 lbs. of FAS to 20 gallons of water (sprayed directly to the turf) per 1000 square feet.

National distribution is at present being set up. Saxon Enterprises, Inc. will forward, no charge, to any greenkeeper in the country sufficient merchandise to cover a test plot, forwarded parcel post prepaid, providing the greenkeeper will write in on his letterhead requesting a test sample.

A rapid breakdown of the product is as follows: FE_2O_3 - 18.9%; Fe - 13.2%; NH_3 - 9.25%; N - 7.6%

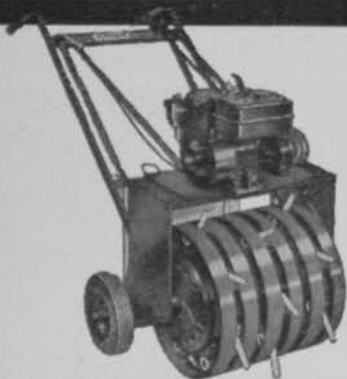
Go Pony Solves Transportation Problem for Supts., Other Personnel

A handy utility vehicle for supts. and other personnel who are required to frequently make the rounds of a golf course is the 1956 Model



McCulloch Motors Corp. "Go Pony." In addition to supplying transportation, the Go Pony has a 6-cu. ft. compartment mounted over the motor for carrying maintenance and other

MOTORAIRE CONVERTIBLE INTO ROLCOR



For the first time, we are offering a dependable power roller that can be used on lawns, tennis courts, running tracks, baseball diamonds, football fields, playgrounds and blacktop patching and is quickly and easily interchangeable into a Motoraire for coring and aerating turf.

For rolling or aerating, this one machine can be used many times during the year. A natural for landscape men and institutions.



SEND FOR
CATALOG
TODAY

ROLCOR INDUSTRIES
MINNEAPOLIS 3, MINN. Used by over 1000 Institutions

equipment that has to be transported to and from various locations on the course.

The Go Pony will travel 14 mph on level pavement and has reverse speed of up to 10 mph. Operating distances on one charge is 15-20 miles and a 15-amp. charger is built in. Weight of the vehicle, including batteries and charger, is 455 lbs. The lid on the storage compartment is hinged. The body and rear fenders of the Go Pony are constructed of compression-molded fiber glass.

The McCulloch firm is located at 4625 Alger st., Los Angeles 39, Calif.

Grip is Slip Resisting

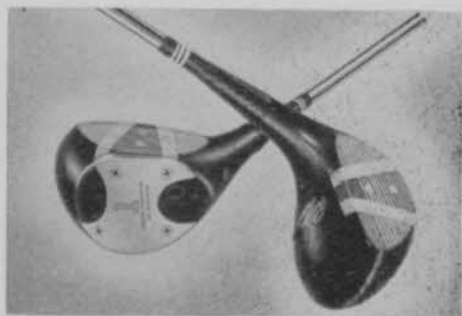
To assist golfers in improving their game, a new product called GRIP has been introduced by Carnegie Chemical Mfg. Corp., 6363 Wilshire Blvd., Los Angeles, California. A few drops of this quick-drying liquid, rubbed on the palms of the hands, offer a slip-resisting attraction to the club, overcoming the tendency to let the club turn or slip during the swing. GRIP is furnished in a non-breakable bottle that easily fits into the pocket or purse. The preparation is not sticky or gummy and will not stain. It is easily removed with soap and water. Present plans call for distribution through golf pro shops.

IMPORTANT NOTICE

Turn to page 126 — and make sure your active operating heads receive **GOLFDOM** in 1956.

Better Balance Emphasized in Pedersen Woods

Pedersen Sales Co.'s 1956 woods, according to the firm, are better balanced than ever before with special attention having been paid



to this design feature. New additions include fancy sole plates and attractive light blue and white fiber face inserts. Prosonic shafts in all degrees of flexibility are custom made to pros' specifications. The same model wood heads are available with True Temper Rocket shafts. Woods are available at no extra charge with new, exclusive Flange-Wrap rubber grips in light brown with light blue strips or in imported Kinghorn leather grips.

Pedersen Sales Co., is located in Wilton, Conn.