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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-Diskers Replacements Available for Obsolete Machines

Clinton Kent Bradley, Mountain View, N. J., reports that his firm's Spyker-Diskers 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-Diskers can be obtained from the manufacturer.

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By Georgia Crop Improvement
Association

Cleary Colleens Reign Over Tara Greens



Barbara (at left) and sister Peggy Cleary, daughters of W. A. Cleary, head of the New Brunswick, N. J. Corporation producing chemicals extensively used in control of turf diseases and weeds, are golf magnates themselves.

The pretty and very businesslike young women have Tara Greens, Inc., on Route 27 at Franklin Park, N. J., a range that has 30 covered tees and five open tees for iron practice. The covered tees have Will-Tee automatic tees. There's also an 18-hole miniature course and a night-lighted par 3 9-hole course which is to be in operation soon. The par 3 course is on specially cultivated turf used as a demonstration area by the Cleary Corp.

The three units of the Cleary sisters' golf installation have an installation of Westinghouse lighting equipment that is said to be the finest job yet done for night golf.

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CARNEGIE CHEMICAL MFG. CORP.
6363 Wilshire Blvd., Los Angeles 48

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 12¼ x 15¼ 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 advances 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 give 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, great 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.

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HANLONTOWN, IOWA

MacGregor's "Louise Suggs" Line is Precision Engineered

MecGregor 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 EXpress 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

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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.

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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

Paul Hahn

8262 Lynrose Drive

Anaheim, Calif.

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 420 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.

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**Pedersen Irons Available
With Bronze Heads**



Pedersen's solid bronze golf head with prosonic 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.

Use Buyers' Service — Page 109

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.



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

Storm, pres. of the Los Angeles company.

The new unit will be known as the Storm Mfg. Div. It will concentrate on the "Stur-d-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.

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)

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Generators (gasoline)
Gopher killer
Hole cutters
Hose
Hose clamps

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

- Shelter houses
Sod 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 cleanser
Swimming pool paint
Thatch removing machine
Tile-sewer cleaning service
Tractors
Trees
Turf sweepers
Water systems, fairway
Weed chemicals

Pro Shop

- Bags: canvas leather
Bag carts, for players
Bag supports
Bag racks
Bag Tags—Guest Tags
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Ball Markers
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Golf gloves
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Composition
Golf Practice Devices
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Name labels, for clubs
Practice driving nets
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Sportswear: Shirts Socks
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Add.: Town: State:

Course Superintendent's (Greenkeeper)

name (Zone)

Add.: Town: State:

Professional's:

name (Zone)

Add.: Town: State: