



38%-N NITROFORM[®] CAN MAKE A DIFFERENCE IN YOUR TURF, TOO

Nothing is more heartening than top grade, evenly growing greens and fairways. And nothing is more important than properly balanced feeding to produce them. Exacting tests show that 38%-N NITROFORM, directly or in mixes, gives a balanced, slowly released nitrogen feeding all season long with only one application. It won't burn or leach, is non-toxic and easy to handle.

You can identify NITROFORM by its blue color and when you use it, you can identify your turf by its outstanding quality and color. Try NITROFORM this year and be convinced yourself that your turf is properly fed.

We would be pleased to have you write for facts about NITROFORM.



NITROFORM AGRICULTURAL CHEMICALS, INC.

A DIVISION OF

Woonsocket Color & Chemical Co., Dept. B, 92 Sunnyside Ave.
Woonsocket, Rhode Island

rest of you; I've got a thousand swings, and each one of them is different." Jack noted that a big gripe among tournament pros is to spend a lot of time practicing on fine turf only to end up playing on tournament courses where turf is thin, fairways are sandy or full of clover or practically devoid of grass. Burke said he cured his hooking miseries by putting his left hand straight on the grip so he can make more use of his right hand.

Hands High on Backswing

Jackie also told the audience that when he began getting his hands higher on the backswing he eliminated looseness of hands and wristiness.

Toski and Burke discussed how a fellow feels when he's winning. They agreed that desire to win, willingness to work patiently on one's game and make sacrifices to polish one's technique are as essential to a triumphant golf career as hitting the kind of good shots that most golfers can hit fairly often, but not often enough and not always at the right time.

Golf Cars Are Fine

(Continued from page 41)

resigned himself to giving up his favorite game some years ago — just didn't have it in his legs to go more than a few holes. His fifty year old son brought him out one day, rented a golf car for an 18-hole round and now they have a weekly match going. The old man proudly claims he's as young as his son with a car making up the 30-year difference in leg power!

And, there are the golfers who had been playing 9 holes, ran out of gas and never reached the tenth tee — but now are playing 18 holes without puffing.

Youngsters Use Feet

We occasionally get youngsters at Westgate who want to rent a car. They don't get one. However, the youngster who comes out with his mother, whether she plays or not, gets a buggy without an argument!

In the beginning, like other golf operators, I was concerned about the cars creating a traffic problem on the course and interfering with the play of pedestrian players. Except in very rare cases the cars move right along with the rest of the play. We've learned that the few and minor disadvantages resulting from the use of the cars are far outweighed by the contribution the golf buggy has made to our operation at Westgate Valley!

Swinging Around Golf

(Continued from page 19)

Brown, Des Moines G&CC . . . secy.-treas. is Robert Fry, Ft. Madison CC.

Southeastern PGA re-elects Bill Hall to its presidency . . . With Hall are secy.-treas. Jack Murphy and vps. Bill Barker, Pat Abbott, L. V. Dukes, Ernest Penfold and Joe Burch.

A rather well known pro isn't returning this year to a midwestern metropolitan district club where he has been for several years . . . Says he can't afford working for the club which has about 200 active members and is about top grade for social rating of members, course and clubhouse . . . His payroll for what the club wants will be about \$5000 . . . His shop gross sales last year were \$18,000 (and he's a good salesman) . . . Car and bag cart income was \$3500 . . . Lessons, club storage and cleaning and salary brought revenue up to around \$29,000 . . . He says if he had charged off salaries for himself and his wife on the job and interest on money he had in inventory, his net income per hour wasn't as much as he had to pay an assistant.

Spokane Athletic Round Table's proposal to put on a Seniors' Open in August is a swell idea with a lot of practical difficulties . . . Many of the senior pros will be busy on their club jobs . . . U. S. Seniors, Western Seniors, USGA Seniors and state seniors amateur championships will have the amateur veterans pretty solidly booked for competitions . . . The PGA Seniors made one effort several years back to get a Seniors' open established but the amateur-pro endeavor lacked coordination, publicity and management and flopped.

Chick Monroe, owner of Fairview GC, Ft. Wayne, Ind., has bought 9-hole Decatur (Ind.) CC from Don McLean . . . Lou Bola's departure from Highland CC pro job at Indianapolis to go with his president's company is a distinct loss to pro golf . . . Lou's service as Indiana PGA president for several years was of great value to his pro colleagues.

Lakewood GC's 2nd annual senior invitation tournament, Jan. 2-4, drew a field of 62 to the de luxe Point Clear, Ala., club . . . Senior Bowl football game at Mobile, Jan. 5, brought group of sports writers, sportscasters and pro football scouts to join in merry dinner at the club, Jan. 3 . . . Course brought by Supt. Ted Booterbaugh to fine condition despite date being a bit early for rye greens . . . Pro Andy Mortimer and his staff gave visitors top treatment in locker and caddy assignments, pairing and starting time arrangements and care of clubs between rounds . . . Harry Peters, Point Clear's Grand Hotel mgr., put on a memorable Gulf Coast shore dinner.

V. James Vigliotti, supt. at High Ridge CC, Pound Ridge, N. Y., retires after 35 years of valuable service in course maintenance and

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Your all-purpose tool!



**FEATURES THAT SAVE
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REVERSES FOR BULLDOZING

The only tool you need for all these golf course jobs

One man operating a York Rake can grade, level and prepare fairway areas for final seeding, build new tees and greens, reshape traps and bunkers and maintain paths and roadways at substantial savings in time and labor. The Rake is highly endorsed by landscapers, park officials and golf course superintendents as a completely versatile tool for new construction and maintenance work.

Sturdy... easy to adjust and operate

The York Rake is built for rugged service. Teeth are heavy-duty, alloy spring steel, individually mounted on spring steel heads. It can be angled to 5 forward and 5 reverse positions for maximum raking efficiency. The operator can raise, lower and tilt the Rake from the tractor seat. Model RE for tractors with 3-point hitch. Other models for lighter tractors.

For literature and prices, write to Department G-1

York
MODERN CORPORATION
UNADILLA, NEW YORK

now is in his home at Miami, Fla. . . . Miami Springs, Fla., offers to buy Miami Springs CC 18-hole course from city of Miami . . . Miami has talked about selling part of course for subdividing and retaining 9 as Miami's only munny course . . . Smyrna Beach, Fla., is to have a new 18-hole munny course by fall instead of 9 previously planned.

First Training School for Assistants held at PGA National Course at Dunedin, Fla., big success . . . Details in March GOLFDOM . . . More than 220 in PGA 18th annual Seniors' championship being played as February GOLFDOM goes to press . . . Fine field for 2nd annual Naples (Fla.) amateur Seniors' invitation, Jan. 24, 25, 26 . . . Naples is rapidly growing society spot on west coast and the Seniors' invitation event fits as a sound promotion

Rules began to look like rules again in January when USGA admitted it had made a boo-boo in waiving automatic disqualification penalty on a score posted lower than the number of strokes taken by Jackie Burke for a round during 1956 National Open . . . Mandatory penalty now restored . . . Mickey Wright, in Tampa Women's Open, discovered upon playing the 12th hole of the first round, that she had 15 clubs and called the proper penalty of 2 strokes per hole on herself . . . Penalty brought Mickey's score to 104 . . . Our bows to Mrs. Norma Macsary who posted a score of 146 in first round of Women's Open at Tampa . . . Makes tournament pros, who pick up when they're going bad, look like sissies.

Bill Erfurth, formerly asst. to Errie Ball, Oak Park (Ill.) pro, goes to Lincolnshire CC (Chicago dist.) as pro . . . Edwin L. Parker, who went with Spalding as executive vp recently, was a tennis pro when he was 19 and among his pupils was Shirley Fry, Wimbledon and American women's champion.

Gerry Bryan, supt. at Edmonstown, Ireland, course, got a horse race ticket that paid him the equivalent of \$3,700 . . . Pulaski (Tenn.) GC being discontinued and will be replaced by Hillcrest G&CC now being completed . . . Hillcrest headed by Wm. N. Horne, First National Bank Bldg., Pulaski.

A promising newcomer among trick shot performers is Tommy Parks, personable and competent youth who in summer is pro at Lake Hills CC, St. Johns, Ind., and in winter makes headquarters at 1329 Westwood dr., Miami Springs, Fla. The trick shot guys certainly are durable . . . Joe Kirkwood and Jack Redmond are still going strong . . . Paul Hahn is rapidly filling dates open for spring and early summer . . . Hahn recently had more oil wells come in . . . That's the greatest trick shot, if you can do it!

Bonita GC 9-hole course in suburban San Diego, designed by William F. Bell, now operating . . . It's owned by syndicate headed by Fred Sherman, pro . . . Also recently opened were 9 holes of Hi-Desert G&CC,

\$35,000 Planning



Golf balls and Miller High Life caps signify that the third Miller Open tournament will be held Aug. 22-25 at Tripoli GC, Milwaukee. One of the richest tournaments on the pro circuit, the Miller will again offer a purse of \$35,000 with \$6,000 going to the winner. Already making plans for it are H. W. Donovan (1), Tripoli pres., and Norman R. Klug, pres. of Miller Brewing Co.

Yucca Valley, Calif. . . . J. W. Yale is pres. . . . Bill Bell also designed this course . . . Carolyn Heaney, wife of George, pro at Brookside GC, Pasadena, Calif., recently made an ace which she celebrated with players in her husband's annual women's tournament . . . Marge Callahan, sister of golf architect Bill Bell, won the tourney . . . Frederick A. Marsh, Garden City CC, re-elected pres., Metropolitan (N. Y.) GA.

Robert Harlow Thompson, named for the late and beloved Bob Harlow, tournament golf management pioneer and founder and editor of Golf World, is new arrival in family of the Eldon Thompsons at Rochester, N. Y. . . . Bob's pop is son of Lillian (Mrs. Robert) Harlow, Golf World publisher.

A grand reunion with old playmates in golf and football was enjoyed by Jimmie Lawson, who spent six weeks recently back in Carnoustie . . . Jimmie, pro at Tippecanoe CC, Monticello, Ind., was guest of honor at a dinner given by Carnoustie pals and reminiscences made an interesting story in the local newspaper . . . A box headed "Money Talks" in the column-long story told of Jimmie calling a Carnoustie friend, A. B. Mudie, and talking to him over trans-Atlantic telephone "at a pound a minute."

Rev. Thomas Jefferson Lundy, II, son of the pro at Clarksdale (Miss.) CC and Miss Inez Gilliam recently married in Clarksdale . . . Wisconsin State Journal of Madison carried story praising new 9-hole course at

BAILEY DYNAMIC GOLF BALL PICKER

Newest and Most Improved of All Ball
Pickers! More Pickup Speed - Larger Sweep!



This amazing new machine has rollers of durable pliable rubber which pick up the balls very lightly . . . Has no wheels nor circular flanges to wear or mar the balls . . . Easy on turf, no blind spots . . . The entire 44" of one unit is the picking surface.

Each unit is mounted on two heavy steel wheels, with zero pressure tires. Can be used in series of 2-3-5-7 etc., depending on the volume of balls to be picked. Your replacement problem is over. Regulation size 3 units cover 11 feet . . . More units can be added as needed to cover more ground. Quick attaching, faster pick up, durable, will last years . . . Very flexible and follows the contours of rolling and rough ground. Can be had in junior or standard model.

WRITE
FOR DETAILS

Eastern Golf Co.

2537 Boston Road
Bronx 67, New York

Monroe, Wis., owned by Paul Wilson . . . Course has Old Orchard bent greens.

Handsome book on Cotton Bay Club on Eleuthera Island, Bahamas, describes new golf resort of breath-taking beauty with a magnificent course by Robert Trent Jones . . . The club has 3-room Bermuda-type cottages designed by Charles F. McKirahan, with interiors decorated by Elizabeth Draper . . . Club now selecting members.

American Enka Corp., rayon manufacturers with a plant near Morristown, Tenn., gives Morristown G&CC \$50,000 toward construction of course and clubhouse now being built . . . Willow Creek CC, Heppner, Ore., an example of the do-it-yourself principle which is accounting for so many small town courses . . . Willow Creek has sand greens and is being started with only five holes in beautiful location.

Olin Dutra going from Mission Valley CC, San Diego, to pro job at El Rancho Verde CC, Rialto, Calif., which will have its first 9 open this spring . . . Building Century CC at Phoenix, Ariz. . . Meadow Greens CC, Leaksville, N. C., completing \$137,000 program which includes new 9-hole course and clubhouse.

Village of Greendale in suburban Milwaukee, Wis., to have 18-hole course built by the Milwaukee Community Development Corp. which

plans to lease the club to an operator on a purchase-option basis . . . Ponkapoag public course in suburban Boston to have additional 9 holes . . . Eaton & Leeds got job on bid of \$134,062.

Tom Van Houton now mgr., Midland (Mich.) CC . . . Bud Turner, formerly supt. at Almansor CC, Alhambra, Calif., in charge of construction of Hesperia CC, near Victorville, Calif., which Bill Bell designed.

Michigan and Border Cities GCSA elect Wm. M. Milne, Knollwood CC, Birmingham, Mich., pres. to succeed Stanley R. Hill, Warren Valley GC, Garden City, Mich. . . . Vp is Ernest Wohlfeill, Greenacres GC, Saginaw . . . Secy-Treas. is Cornelius Schrade, Rammler GC, Mt. Clemens . . . Directors are Stanley Hill, Bob Williamson of Roseland GC, Windsor, Ont.; Robt. Prieskron of Western G&CC, Detroit; George Prieskron, Burroughs Farms, Brighton, Mich.; Clarence Wolfram, Maple Lane GC, Warren, Mich.; Stephen Fartan, CC of Detroit and Leo Johnson, Washtenaw CC, Ypsilanti, Mich.

Vinnie Richards, Dunlop Tire & Rubber sports div. chief is a grandpappy for the fourth time . . . Son born to the Robert Scott Fentons . . . Mrs. Fenton is Vinnie's daughter . . . Lake Wales, Fla., sells 9-hole munny course to group headed by S. D. Gooch, Jr. . . . Additional 9 to be built.

The Alvin Victorsons of the Newberry (Mich.) CC welcomed a new daughter, Nancy Lou, to celebrate a very white Christmas up there with the merry family which now is a fivesome . . . Alvin says the club plans to start building a new clubhouse this spring . . . Victor Kadish and Mrs. Kadish on a South Pacific cruise . . . Vic, since his retirement from the Milwaukee Sewerage Commission, certainly has been active . . . R. D. Jordan now is district sales mgr. for Jacobsen Mfg. Co. for western Pa. and W. Va.

Golfing magazine again offering rich reward to golf writer or writers who can name winners of National Open, PGA, May's World's championship and National Amateur . . . Last year nine writers called winners of two of these events . . . The canny pickers: Robert Cromie, Chicago Tribune; Louis Duino, San Jose (Calif.) Mercury Herald; Wilton Garrison, Charlotte (N. C.) Observer; Dale Johnson, Portland (Ore.) Oregonian; Robert Morrison, St. Louis Post-Dispatch; Bert Prather, Atlanta Constitution; Bob Tonge, Los Angeles Herald Express; Hal Wood, United Press, San Francisco; Roger Barry, Quincy, Mass., Patriot Ledger.

Objection of members of some PGA sections to pro-supts. as officers of section organizations and of members of some Golf Course Supt. Associations to men in combination jobs as GCSA officials is diminishing . . . It should . . . There are a lot of very good men in those jobs and they're giving smaller clubs service which is building up the clubs . . . No pro-supt. that we know would want both the jobs

Watch for This!

Every golf club in the United States is being mailed our annual form card on which space is provided for names of each club's operating personnel entitled to receive GOLFDOM. Please give this your prompt attention.

Unless we receive up-to-date information on those who are actively engaged in duties concerned with your golf club's operation we cannot continue mailing GOLFDOM.

If your club failed to receive our form card or misplaced it — use the form you'll find on Page 94 of this issue.

Our circulation auditing association requires us to show that the names to whom GOLFDOM is mailed are up-to-date. Lacking this information we are instructed to stop mailing GOLFDOM to old names on our list.

To make certain your 1957 officials and operating heads receive GOLFDOM fill-in the form and mail it — today — please.

Thank you.

GOLFDOM

if he could get a good income with just one of them.

British Amateur (May 27-June 1) switched from Royal St. Georges, Sandwich, to Formby, between Liverpool and Southport . . . British Open (July 1-5) changed from Muirfield, Scotland, to the Old Course at St. Andrews . . . New sites have good rail transportation . . . Previously selected locations required a lot of travel by automobile which now is sharply cut by gas rationing in Britain.

Rudy Weber, asst. to Lou Bola at Highland CC, Indianapolis, Ind., appointed to succeed Bola who resigned . . . Vic Vaughan to Pleasant Run CC, Indianapolis, succeeding his brother, Jimmy, who goes as pro to Lake Shore CC, Indianapolis . . . Gene Dubois, pro, who helped to build Eastern Siena GC, Bishop, Calif., three years ago, reports that he recently added a driving range to the layout.

Golf lost a great friend in the sudden passing of George R. Calderwood, who died at his home in Fond du Lac, Wis., Jan. 21 at the age of 55 . . . A native of Troon, Eng., George left his apprenticeship with Robt. Simpson in Carnoustie and came to the U. S. in 1925, locating with the old Mishawaukee club, now North Shore, Menasha, Wis. . . . He served as pro at Brentwood, Oshkosh, Meadowbrook and North Hills clubs in Wisconsin and was pro at South Hills, Fond du Lac, the past four years . . . An enthusiastic worker for the good of golf, George served as pres. of Wis. PGA for nine years, v.p. of the national PGA for three years and was secretary of Wisconsin PGA at the time of his death . . . He is survived by his wife Margaret, daughter Audrey, and his mother in Scotland.

You should see what a good job Clyde Usina did of making a once unsightly post in the middle of his shop a lively selling feature. . . . He put mirrors around the square post along with three circular shelves . . . On the shelves are caps, shirts, headcovers, etc. . . . Display is very colorful . . . Mrs. Usina is a top girl among the pro wives who star at arranging pro shops so attractively golfers are charmed into buying apparel and equipment.

Jack Murphy, pro at Vestavia CC, Birmingham, Ala., says there were 27,672 18-hole rounds played at course last year and wants to know if any other private 18-hole course got more play in 1956 . . . A lot of fellows say that Fred Wright for his victory in USGA Seniors, his showing in the National Amateur and his runnerup performance in the Mass. Amateur should have been named 1956 "Golfer of the Year."

Richard S. Tufts, USGA pres., denounces movement to sack two-stroke out of bounds penalty, saying it defeats the premium placed on control . . . Robert Trent Jones adds new wrinkle to golf architecture's public relations by presiding at Q & A forum for members of Congressional CC, Washington, D. C. and telling them how their additional nine, to be opened in the spring, is going to look . . .

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WILL-TEE BALL DISPENSER

Self Service, Coin Operated, 99% accurate in dispensing balls. 2 quarters deliver up to 40 balls. Veeder counter keeps non-reset account of coins or number of plays. Sturdy, weatherized steel. Self-service feature sells extra play—relieves attendant for other duties. Hopper holds 4,000 balls, serves as storage bin.



WILL-TEE STANDARD MODEL

Proved by trouble-free, all-weather performance on hundreds of busiest tees. Adjustable up to 3 balls per second. Fully automatic—no motors, no compressors, electricity or pedals. A stand-out range profit and patronage builder.

The NEW WILL-TEE Jr

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ALL WILL-TEE equipment carries money-back guarantee. Write for descriptive folders and prices.



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No other commercial Nursery has this strain for sale.

Over 400 golf courses have from one to eighteen greens planted to this strain. We have no sidelines whatsoever — our entire income is derived from growing and selling creeping bent stolens to golf courses exclusively.

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Serves as a full circle, part-circle, and fixed position sprinkler. Can be used with Coup-ler and BUCKNER Quick-Coupling Valves, installed on permanent risers, or mounted on roller or sled stands for use with hose.

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Ted Smith, Philadelphia putter manufacturer, has patented new tee molded from composition of grass seed and fertilizer which is said to disintegrate when hit by a club.

United Voluntary Services' first "United Swing Club Week" held in June, 1956, produced \$3,023.27, according to a report recently released. . . . UVS plans to have a Swing Club Week this year around Labor Day.

\$150,000 clubhouse addition at Desert Inn CC in Las Vegas will be completed in time for Tournament of Champions, Apr. 18-21. . . . Hot rodders chewed up 12 greens at Indian Valley CC, Philadelphia Dist. in November. . . . Local magistrate threw the book at the young hoodlums, but that didn't repair the damage done.

Interesting facts and figures in Industrial Recreation survey jointly undertaken by Milwaukee County (Wis.) Industrial Recreation Council and Schlitz Brewing Co. . . . Small plants (less than 500 employees) spend \$16.00 per participant to support teams in Industrial Council and intra-plant golf leagues and tournaments. . . . For medium size plants (500 to 1,000) it's \$5.00. . . . For large plants (over 1,000) it runs \$5.50. . . . The larger the company, the more seriously it takes its golf, the survey shows.

Tom Penna, one of sons of Toney, MacGregor club designer, has won high honors in chemistry as a Georgia Tech student. . . . Ray Rayner, pro at Delray Beach (Fla.) CC has a big showing of golf balls on shelving back of ball counter and says open display has sold a lot of balls for him. . . . Great River (L. I.) CC enlarging dining room facilities, planning construction of new pool and making extensive improvements on its 18-hole course.

Additional nine to be added to new 18-hole Fullerton G&CC, Buena Park, Calif. . . . Bill Bell is the architect. . . . Richard Rahe, formerly Walter Fuchs' asst. at Glencages CC, Lemont, Ill., has taken over as supt. at Des Moines (Ia.) GC. . . . Brooke Manor CC, Norbeck, Md., recently gave its pro, Dewey Ricketts, a Day and presented him with a purse of \$800.

Earth turned for building of combination course and residential subdivision at Val

Monte Shores, Guntersville, Ala. . . Cheyenne, Wyo. city commission may take over complete operation of municipally owned Airport course . . . Cost of improving self supporting course is thought to be much greater than membership can afford at present . . . Pineville, W. Va. citizen group raising money to buy local farm which will become site of a golf course.

Acreage in Hope Ranch, Santa Barbara, Calif. being prepared for what will be known as La Cumbre GC . . . Springfield (Ore.) CC conducting campaign to add 250 golfers to membership roll . . . Spending \$137,000 to develop 9-hole Meadow Greens CC course and clubhouse near Leaksville, N. C. . . Alameda, Calif. officials approve \$225,000 expenditure for many course clubhouse . . . Memphis, Tenn. park commission approves construction of 18-hole course on 126 acre site at Fuller State Park after state makes the land available.

Bethlehem Steel Co. starting construction of complete country club including 18-hole course, tennis courts, swimming pool, bowling alleys, etc. for Lackawanna plant supervisory employees at Hamburg, N. Y. . . New Talladega (Ala.) CC has membership drive underway . . . Sacramento (Calif.) many course increases green fees 25 cents to finance additional holes . . . No confusion and little protest results.

Wilson Sporting Goods Co. has spent \$25,000 in dies in tooling up for its 1957 line of left-handed Dyna-Powered irons.

Harry Wright, formerly asst. to Ted Booterbaugh, supt. at Lakewood CC, Point Clear, Ala., is now supt. at Peachtree GC, Atlanta, Ga. . . Jack Sargent, brother of Harold, East Lake pro, is now the pro at Peachtree . . . Dave Douglas to St. Louis (Mo.) CC as pro after long spell, including Ryder Cup play, on tournament circuit . . . 18-hole par 3 opened at 1345 Druid Rd., Belleair, Fla. . . Samuel Friedland, head of food store chain, to build Diplomat, 325-room hotel-motel at Hollywood, Fla., and build 18-hole championship course as feature of the project. Robert Lawrence is the course architect.

Plan early construction start on Indian Valley GC at Stafford Lake near Novato, Calif. . . After mid-March, Sundown Ranch in Phoenix, Ariz., will be converted to a private country club . . . New owners are syndicate of 13 men, headed by H. R. Buckman of Milwaukee, who bought the property from William Durieu . . . Springfield (Mass.) Recreation Authority votes to build 18-hole public course on site adjacent to Franconia GC. Handlery Hotels, Inc., a California chain, buys controlling interest in Mission Valley CC, San Diego . . . Al Giuci Met. dist. PGA veteran, has gone on record endorsing increase of club limit from 14 to 16 . . . Jerry Roche, Sands Point, L. I. golfer, who is dead set against slow play, traveled 18 holes in 103



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Look at these advantages:

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ORDER YOUR SUPPLY TODAY!

Gallon container	\$4.75
5-Gallon container	per gal. 4.50

Order from your dealer or
direct from DBA and give
dealer's name.

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Products for building and maintaining golf greens are available 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.

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HANLONTOWN, IOWA

minutes recently and shot a 71 to prove you don't have to dally.

De Anza Desert CC, Borrego Springs, Calif., 90 miles north of San Diego, opening this month . . . Second nine of Antelope Valley CC, Lancaster, Calif., to be completed this fall . . . Sacramento, Calif. citizens oppose closing of golf course in city's Land Park and building of a new one in another part of town . . . George Paulson, former supt. of San Francisco GC, reconstructing old Rio del Mar course near Santa Cruz, for Aptos Beach GC . . . Mil-

(Continued on page 98)

What's New

■ Products and Personalities

Spalding Launches Most Vigorous Golf Promotion Campaign in Its History

Embarking on the greatest golf promotion campaign in its history, A. G. Spalding & Bros., Inc., has expanded its organizational setup in every area, according to Walter B. Gerould, pres., and Edwin L. Parker, executive vp.

Jimmy Thomson, known for years as golf's longest driver, will act as national mgr. of men's golf promotion, supervising and conducting arrangements and activities of the golf consultant staff. Included on the staff are Gene Littler, Shelley Mayfield, Don January, Jay Hebert, Al Balding, Johnny Palmer, Jerry Barber, Walter Burkemo and Bud Holscher.

In line with the accelerated promotion campaign Fay Crocker, former Open Champion, has been appointed supervising director of



Thomson Crocker Amtmann Cross

the women's golf operation. She will supervise and direct activities of the women's consultant staff at tournaments, for publicity purposes and for special clinics and store appearances where the tournament schedule will permit. On her staff are Mary Lena Faulk, Betty Jameson, Marilyn Smith and Peggy Kirk Bell and the latest additions, Kathy Cornelius and Wiffi Smith.

The entire accentuated sports promotion program will be supervised by Harry Amtmann, recently named director of advertising and sports promotion.

The activities of the golf consultants will be coordinated with the Golf Pro sales div., headed by Harold Cross, formerly Philadelphia district mgr., and an outstanding amateur golfer. Cross will, throughout the year, cover practically the entire country, visiting pro shops. He also will be on hand at many of the major tournaments.

Rounding out the enlarged promotional pic-

ture, Spalding will put out a Golf Reporters Almanac for benefit of the press. The Almanac was mailed to the country's golf writers and editors in the latter part of January and features, besides a foreword by Bob Jones, numerous golf highlights.

Toro Employees Sponsor Hungarian Refugee Family

Instead of holding their regular Christmas party in December, employees of the Toro Manufacturing Co., Minneapolis, diverted the money they estimated would be spent on the affair to "adopting" a Hungarian refugee family.

The family was brought from Camp Kilmer, N. J., to Minneapolis by the employees who prepaid three months rent on a house for them, furnished, cleaned and renovated it and put in a food supply. In addition, the Toro workers collected clothing for the four members of the refugee family and turned over \$500 to them to get them started.

Arpad Gyorky, father of the Hungarian family, is now working as a power mower assembler in Toro's Minneapolis plant.

Hillerich & Bradsby Adds Gene Bone to Staff

Gene Bone, one of the more promising young pros on the tournament circuit, is the latest addition to the staff of Hillerich & Bradsby Co., Louisville, Ky. A native of Pontiac, Mich., Gene started playing golf when he was 12 years old and won numerous Junior and Jaycees tournaments. During these early years he worked in the pro shop at the Pontiac Municipal course. In 1953, following his discharge from the Air Corps, Gene went to work as an assistant to Warren Orlick at Tam O'Shanter, Orchard Lake, Mich.

In 1956, Gene decided to try his hand at competitive golf in earnest and played in 11 tournaments on the winter circuit. He is on tour again this year.

Chicago Firm Offers Meter for Golf Car Rentals

Ellman & Zuckerman, 119 S. Jefferson st.,



Chicago 6, Ill., is marketing a meter said to simplify golf car rentals. The mechanism, upon insertion of a special token, keeps an electric switch closed for 2½ hours. Housed in a heavy casting, the meter is connected in series with the ignition on gas propelled vehicles, or with the

controls on battery-driven cars. One token will carry the driver 9 holes and two, 18 holes.