



### Strong as an ox; quiet as a mouse

Climbs 48% grades without breathing hard. You have a choice of a powerful 10 h.p. twin cylinder, horizontally opposed gasoline model or a 2½ h.p. electric model with speeds up to 10 mph. Yet, despite this power, they're so quiet you hardly know they're there.

### Proof: the Golfmaster is a real money-maker

The following example is based on a golf club using a 3-year Toro finance plan. The club is privately owned and has approximately 300 playing members. The club has signed a contract for the purchase of 15 Toro Golfmasters including the cost of freight and local taxes for a total of \$19,600. The playing season lasts approximately 6 months.

#### Typical operating statement

##### INCOME FROM GOLF CAR RENTALS:

The 15 cars averaged 161 rounds each during the season for a total of 2459 18-hole rounds of play.. @ \$7.00 per rd. = \$17,213.00

##### EXPENSES:

Interest on payments for 15 golf cars.....	\$ 980.00
Insurance for 15 golf cars.....	500.00
Gasoline and oil for 15 golf cars.....	766.00
Depreciation based on a 5-year schedule.....	3,750.00
Routine repair parts and labor expense per car at \$50.00 per year x 15.....	750.00
Reserve for major overhaul at \$85.00 per year x 15.....	1,275.00
Accounting based on 1 day per month (6 months).....	100.00
Total Operating Expense.....	\$ 8,121.00
Net Operating Profit (Before applicable income taxes).....	\$ 9,092.00

Your Toro distributor will help you set up a profitable "Golfmaster" plan and discuss financial arrangements. Why not call him now and get full information on the profitable "Golfmaster."

"GOLFMMASTER" BY  
**TORO**

†Exclusive mark of Toro Mfg. Corp.

Toro Manufacturing Corporation, 4000 Snelling Ave., Minneapolis 6, Minnesota

TORO'S NEW ELECTRIC CADDY CART PROMISES YOU

# Happier Golfers, Fewer Caddy Problems and a Profit!

Solves these four  
golf course problems:

**1 GOLFERS WHO WANT TO WALK, BUT NOT WORK.** Toro's new battery-powered "Caddymaster"† is ideal for the golfer who refuses golf cars because he wants to exercise, but doesn't want to work pulling a cart.

**2 SHORTAGE OF CADDIES.** A life-saver when school, illness or absenteeism leaves you short of caddies. And *you* pocket the fee. Solves problem of off-season and odd-hours golfers.

**3 HIGH CADDY OR GOLF CAR FEES.** Many golfers don't want to pay \$6 to \$8 for a golf car or go to the expense of caddies. The "Caddymaster" at a suggested \$2 a round is the answer.

**4 SNAIL-PACED GOLFERS.** "Caddymaster" keeps the golfer from getting tired and slowing down profits. Gently but firmly it keeps him moving. Fun for the golfer to operate, too.



**Plenty of Power.** Easily goes 18 holes before charging. Easy to charge—each battery has its own charger and timer. 110 AC current. Change to a fresh battery in 30 seconds.



**Follows Golfer with a Touch of the Handle.**

Just push down on the handle and the battery takes over. The "Caddymaster" follows the golfer, matching his stride at any speed he sets. The more pressure on the handle, the greater the speed; the less, the slower. Highly maneuverable—inside turning radius of 11". Climbs hills easily.



Try the "Caddymaster" on your  
golf course for one week...

# FREE!

**HERE'S HOW OUR FREE, NO OBLIGATION, NO COST  
GOLF COURSE TRIAL WORKS.**

- Use the "Caddymaster" for one week.
- Rent the "Caddymaster" to your golfers at \$2.00 a round.
- At the end of one week you keep 50% of all rental fees.
- Then the Toro salesman will contact you to pick up the demonstration model. That's all there is to it.

**MAIL THIS COUPON TODAY TO GET A FREE TRIAL "CADDYMASTER" ON YOUR GOLF COURSE.** Within one week your Toro distributor will reach you by phone or mail and arrange for a demonstration at a time convenient for you. Absolutely no obligation or cost. But hurry. Fill out, tear out and send in the card today. This unique offer is good for a limited time only.

†Exclusive mark of Toro Mfg. Corp.

**"CADDYMASTER" BY  
TORO**

**Toro Manufacturing Corporation, 3069 Snelling Avenue, Minneapolis 6, Minnesota**

TORO MANUFACTURING CORP.  
3069A Snelling Ave.  
Minneapolis 6, Minn.

Yes! I am interested in obtaining the free Caddymaster trial program. I understand there is no obligation or cost and that the trial is to last one week. Please handle this immediately before the time limit on this offer runs out.

NAME OF PERSON TO CONTACT \_\_\_\_\_ PHONE \_\_\_\_\_

POSITION \_\_\_\_\_

NAME OF CLUB \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

Be Exclusive . . . with

**CART BAG**  
TRADEMARK

You can offer 1962 CART-BAGS in a new "Rainbow Variety" of colors and bag designs — to give each member practically an "exclusive" on your course, a "personal" color and pattern! Your members enjoy, too, CART-BAG'S new easier-rolling wheels — polished aluminum, lighter, with wider, smoother tires . . . Also the unique Seat that doubles as a handy carrying strap.

4 MODELS

Only \$32.50 to \$39.50

**SOLD ONLY  
at PRO SHOPS**



Write for the facts . . .

**SIT-N-REST GOLF BAG CORP.**

(Continued from page 8)

fairly well distributed 10 hours of business six days a week . . . Used ball sales at some of the Par 3s is amazingly large . . . There are repaints sold that have several deep cuts in them but the balls are white and somewhat round and satisfactory for the beginners . . . Sales of low price clubs of open sets is big and getting bigger at these golf nurseries.

Among Par 3s being built: Bon Air Corp. 18 with 9 lighted, east of Cincinnati . . . Taylor Boyd, Cincinnati, architect . . . National Bank of Austin, Ill. has petitioned DuPage County, Ill., zoning board of appeals for Par 3 near Lombard, Ill. . . Par 27 9-hole for city of San Leandro, Calif. . . . Binghamton, N. Y. park commissioner, Bednar, public works commissioner, Barber, and Ely Park pro, Ernest E. Smith, planning to build Par 3 9-hole course at Ely Park . . . City labor to build it . . . Open 40 tee range and lighted 9-hole Par 3 Pacific Palisades GC at Pearl City, Honolulu . . . Dudley Simmons is vp and gen. mgr. . . . Tony Morse is pro . . . Bill Bell is the architect . . . To build 9-hole

## TILE-LIKE RAMUC® POOL ENAMEL steps up attendance... makes maintenance costs dive!

Ramuc Enamel's tile-like finish and fade-resistant colors are proved attendance boosters. "We specify Ramuc Enamel for swimmer appeal, beauty, easy cleaning, long wear," says City of Austin, Texas' Joe Prowse, Jr. (Austin Recreation Department). The Lake Club of Wilton, Connecticut, ("The Executives' Club") reports: "Ramuc retains its color and glossiness remarkably well."

Thousands of managers of other commercial and public pools echo the same sentiments. Ramuc Pool Enamel saves money, because it *keeps* a pool attractive and cuts down on upkeep. The beautiful tile-like finish discourages the build-up of dirt and algae. It's easier to clean. Pastel colors promote safety by increasing underwater visibility.

Send us your pool's dimensions, tell whether it's metal, concrete or plaster, and the type of paint now on pool. On receipt, we'll send, *free*, color chart, 32-page Handbook on Painting Pools, and specific advice on your pool.

Write for name of  
nearest distributor. **INERTOL CO., INC.**

479 Frelinghuysen Ave., Newark 14, N. J. • 27-Y South Park, San Francisco 7, Cal.



# Keep your eye on his wallet

That bulge in his hip pocket is what pays your rent. And it's the *performance* of the Super Maxfli he's playing that makes him reach for that wallet to buy more.

The satisfaction that golfers get from playing a Super Maxfli comes straight from this ball's four key features:

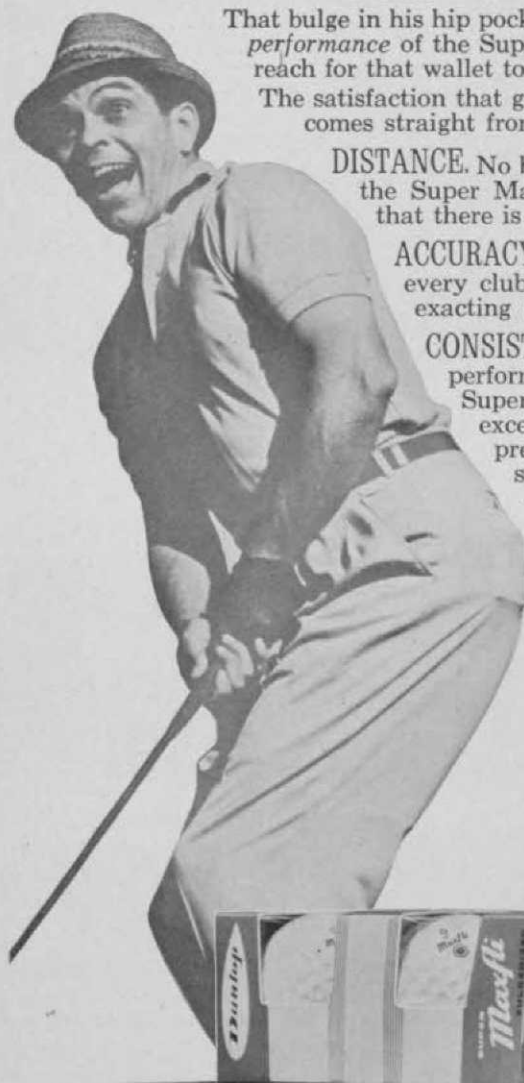
**DISTANCE.** No ball gives a golfer greater distance than the Super Maxfli. Regularly conducted tests prove that there is no longer ball.

**ACCURACY.** No ball plays more accurately off every club because no golf ball is built to more exacting standards of manufacturing precision.

**CONSISTENCY.** No ball delivers more consistent performance than the Super Maxfli. Every Super Maxfli is constructed and tested within exceedingly narrow limits of internal compression. Every Super Maxfli plays outstandingly the same!

**WHITENESS.** No ball has a tougher or longer-lasting white finish! Chemically bonded to the ball itself, the Super Maxfli's resilient white armor stays pro-shop white hole after hole.

The biggest advertising campaign in Maxfli history is pre-selling this ball to millions of golfers just like yours. Keep well-stocked with the Super Maxfli.



Sports Division  
500 Fifth Avenue  
New York 36, N. Y.



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"Greatest  
of  
Them All"

is prepared especially for the leather grips of Golf Clubs. It gives a firm, tacky grip with light hand pressure, permitting an easy relaxing rhythmic swing. Your Accuracy will improve, you'll feel relaxed — and those "Extra Strokes" will vanish.

**Manufacturers' Specialty Co. Inc.**  
2736 Sidney Street • St. Louis 4, Missouri

Par 3 at Monona course, Madison, Wis.

To build 18-hole Par 3 at Rockland Lake park of Palisades Inter-state (N. Y.-N. J.) Park Commission . . . Adam Hart to build Par 3 at Harwich, Mass. . . . Newporter Inn building Par 3 course at Newport Beach, Calif. . . . Urban Hills CC, planning to build club at Monee in south suburban Chicago, is going to start with Par 3 course and range.

Robert Chakales to build Par 3 in Richmond, Va. . . . Charles R. Seay to be supt. of construction and maintenance . . . Sam Sneed All-American Golf, Inc. to build 18-hole Par 3 with 9 lighted near Colton, Calif. . . . Robert Trent Jones is architect . . . First of ten Par 3 and motel combinations planned for southern California by the Sneed organization . . . Royal Little, former board chairman of Textron, is in the deal and he is said to have more and bigger cans of money buried in the banks than Sam has planted in his W. Va. hills.

Riviera Club pres., Roger O. Greene, to build Par 3 9 in Macon, Ga. . . . Joe F. Park building Parkland CC Par 3 with several Par 4 holes and lighted range at Greenwood, S. C. . . . Syracuse,

# Longest "DRIVER" in your golf cars



Trojan Mileage Master Golf Car batteries are of special design for deep cycling and built for rugged service... you get:

1. More months of service
2. More rounds of golf
3. Special "Quick Water" vent caps
4. Service time reduced 75%
5. Lowest maintenance and monthly cost



**TROJAN BUILT THE FIRST GOLF CAR BATTERIES.**

"MILEAGE MASTER" features "QUICK-WATER" quarter turn vent caps

# TROJAN GOLF CAR BATTERIES

TROJAN BATTERY CO., 724 E. 61st, LOS ANGELES 1, CALIFORNIA



## --another bird, with the new DISTANCE DOT

*Distance, distance, distance*—and besides delivering the yardage your customers want, DOTS are tops for trueness. They're true on the fly—true on the green, and they stay whiter and scuff-free far longer.

Spalding's new DISTANCE DOT delivers maximum distance, performance and amazing durability ball after ball, game after game. Sell the DISTANCE DOT. Sold through golf professional shops only.

**SPALDING**  
*sets the pace in sports*

# PRO DOUGH



## a new idea that MULTIPLIES PRO SHOP SALES

Now . . . a sweepstakes **EVERY** day, no matter how few players you have. Now proven in shops from coast to coast . . . in the finest clubs and public courses. Write for information **TODAY!**

*The Pro Dough franchise for your area may be available!*

**PRO-DOUGH**

A Division of  
Allied Steel

3838 Wynkoop Street, Denver 5, Colorado

N. Y. park dept. to build 9-hole Par 3 . . . Mobilife Corp., Sarasota, Fla. (Sydney Adler, pres.) planning mobile-home retirement community near Thousand Palms, Calif., which will have Par 3 18-hole course.

Manuel Cardoza, 1501 E. Bardsley Rd., Tulare, Calif., and others to build Par 3 and range at Tulare . . . Russ Zakariasen, Hopkins, Minn., to build Par 3 and winter sports resort near Hopkins . . . Golden Tee lighted Par 3 and range opened at Covington, Ky. . . . Steve Flowers is the pro-mgr. . . . Nine hole Par 3 to be built at el Antonio resort hotel, San Antonio, Tex. . . . John E. Lattimore, pres. . . . Indio, Calif. considering building munny Par 3 . . . Muskegon (Mich.) GC to build standard 18 and lighted Par 3.

John Waibel now mgr. of the Oakmont East course, formerly called Blackburn GC, adjoining the famed Pittsburgh course where National Open will be played June 14-16 . . . Chicago Tribune's 30th annual golf school, in which many Chicago area PGA members teach free one day a week at four Chicago Park

*(Continued on page 78)*

## REPLACE WITH BOWERS BIG RAM BATTERIES

... and end your **GOLF CAR**  
BATTERY Troubles



Forty years' experience building quality batteries for battery-driven equipment—industrial material handling trucks, mine locomotives, mine shuttle cars—is built into every Bowers Golf Car Battery. You can be certain your current battery problems will end when you change to Bowers Big Ram Batteries. Their Extra Quality means Greater Power, Longer Trouble-Free Life . . . and at a lower initial cost.



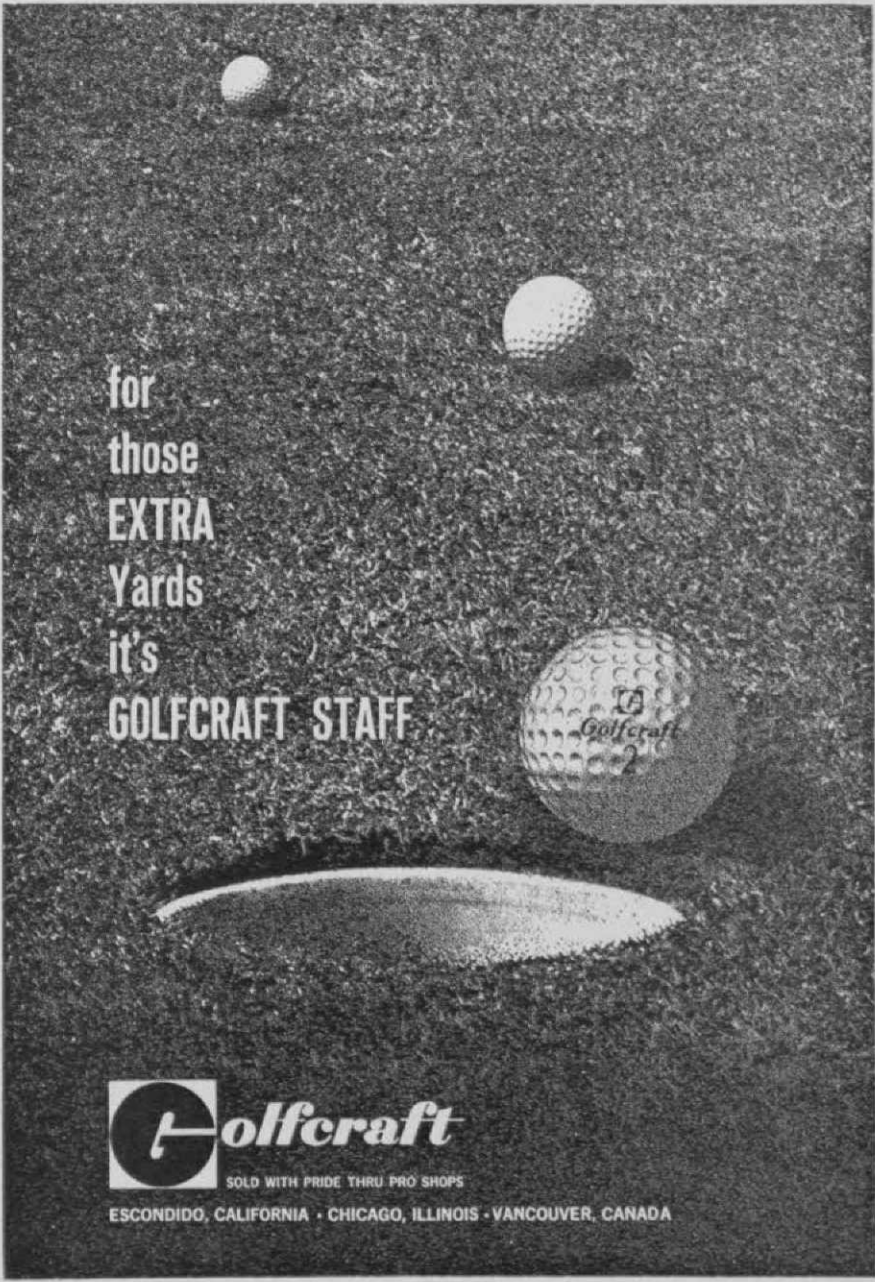
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BRANCHES: Charlotte, Baltimore, Philadelphia, New Haven,  
Buffalo, Pittsburgh, Macon, Columbus





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**GOLFCRAFT STAFF**



**Golfcraft**

SOLD WITH PRIDE THRU PRO SHOPS

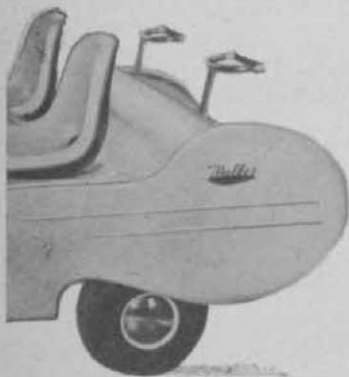
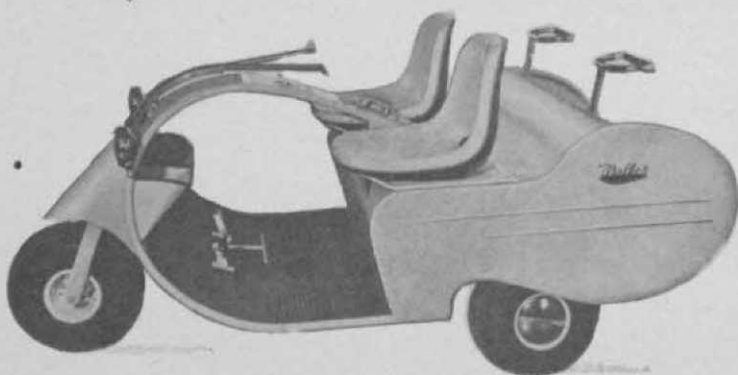
ESCONDIDO, CALIFORNIA • CHICAGO, ILLINOIS • VANCOUVER, CANADA

*Selective Golfers.....*



\*

*...are...*



*.....Choosing the...*

## **Walker Executive**

- Five years of practical know how & Craftsmanship.
- Gas Powered for economy.
- Easy on and off

*“styled in steel”*

*\*Bucket seats & lights optional.*

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