HAPPY OLD YEAR

THANKS A LOT FOLKS. You did it! You sold more Acushnet Balls to more golfers than ever before. You helped us make 1939 a record year! — with a big increase over 1938.

HERE COMES 1940! We've big plans. Some exciting improvements in the balls. More advertising than ever. Faster service. Let's go!

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Interchangeable Aluminum Rollers. 8 crucible steel blades. Train of 3 cut gears in dust-tight case. High-speed cylinder.

PENNSYLVANIA DE LUXE FAIRWAY

THE NEW 1940 TORO SUPER MOWER
Offered As The Outstanding Fairway Mower Of The Year

This new fairway mower is entirely different from anything on the market... it embraces startling new features that set an improved standard of construction.

The drive is entirely different from anything you have seen. Two machine-cut hardened steel gears, running in oil on both sides, plus a small ratchet pinion and a reel pinion, constitute the entire mechanism. You can disassemble this new mower in 15 minutes.

The revolving reel is 8 1/4 inches in diameter and contains 6 blades of chrome vanadium steel with a minimum hardness of 35C on the Rockwell Tester. The bed knife is the standard Toro double-edged reversible knife with an average life of 3 1/2 years. This New Super Mower has a 3 1/2 inch steel roller with graduated and notched brackets and with a cutting range up to 2 1/2 inches. You will be amazed at the way it cuts rough and cleans itself. The ground weight is 212 pounds.

This new mower has 14 inch drive wheels with 3 inch treads and hugs the ground so tightly that corrugations are eliminated. It has been thoroughly tested for three years in Florida, Pennsylvania and Minnesota, and is highly recommended by able men.

Send for complete descriptive folder. Get all the facts about this "King" of fairway mowers.
WHAT ABLE MEN SAY
ABOUT THE NEW 1940 TORO SUPER MOWER

R. F. LAWRENCE, General Superintendent of Boca Raton Club, Boca Raton, Florida, says:

"You asked me to give the Toro Super a thorough test. I am quite sure we did, as cutting through thick Bermuda grass is a real test for any mower.

"We were greatly impressed with the mowers. They did a very good job of cutting and were operated on an average of 9½ hours each day.

"We found that the mowers made a very neat cut and that there was less corrugated cuttings. The high speed reels seemed to march right through the thick Bermuda grass. We have had very little trouble during the time we have used these mowers. They appear to be very sturdy and can stand a lot of punishment, and I personally think they will be a big success throughout the country."

JOHN QUAILL, Superintendent of Irem Temple Country Club, Dallas, Pennsylvania, says:

"The new Toro Super Mowers were the only mowers we used this year on our fairways and most of our roughs, and we found that they did a clean job of cutting on the fairways without leaving any corrugation whatsoever and they waded right through the rough and did an excellent job of it. There was no breakage of any kind all during the season.

"I really think that you have a good mower that will go over big with everyone. The simplicity of it is worthwhile and my tractor operator tells me it pulls easier than the old mowers and he makes better time. We have a few sharp grades and had no trouble making them in high.

"We are putting a new set in our budget for this year."

ALEX A. REPIN, Superintendent of Interlachen Country Club, Minneapolis, Minnesota, says:

"I witnessed the demonstration of the cutting of fairways and roughs with your new tractor and the mixed fairway mowers, old and new.

"Seems to me the new fairway mower has a good design, easily adjustable and simple to take apart. It cuts evenly and cleans itself and rolls smoothly over the ground. There is no jumping or scalping. I think it is the best golf course machine ever built in the country."

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know HOW!

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14th NATIONAL TURF CONFERENCE and EQUIPMENT SHOW

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SNOW AND ICE ON GREENS

In cold regions, grass on greens exposed to the rigors of winter may fare badly. Damage results from desiccation or drying out. Elevated greens facing prevailing winds are most apt to be afflicted. Obviously, injury is most likely, and most severe, during dry winters devoid of snow.

A generous blanket of snow is the ideal protecting cover. Hence, greens in exposed locations should be surrounded with snow fencing, or “brushed” around the outside edge of the putting surface proper to collect and hold snow. Saplings in wooded or swampy areas provide needed brush. Straw, hay, manure, etc. are not suitable covers. Although they prevent desiccation, they trap and hold any and all moisture so snow mold may wipe-out grass completely.

Periodic watering in late winter or early spring, during dry seasons devoid of snow, prevents serious desiccation. Even covering exposed greens from nearby snowbanks is helpful, when watering is not feasible.

Just before grass starts spring growth, drifted snow should be removed. Otherwise, water from melting snow courses across the green, or runs down through valley-like depressions and removes protecting fungicide. Then snow mold destroys grass on these areas, despite fungicide usage in late fall. Ice invariably develops in low spots, and may form underneath snow when freezing follows partial melting. Occasionally an ice sheet completely covers greens during late winter sleet storms.

Winter-kill is a misnomer for ice injury. Spring-kill is more appropriate. Damage results from heat rays of warm spring sunshine. Ice sheets act like lenses and concentrate these rays at the ground surface. Then ice melts on the undersurface and warmth awakens dormant grass. As ice disappears, the tender grass succumbs, for it cannot withstand sudden exposure to a cold environment.

Prompt removal of ice in spring, when "honey combing" starts, will prevent damage. That is, when melting separates ice from ground below. But, to wait until grass underneath ice starts activity may be too late.

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Look in Golfing this year for the advertising of manufacturers who really want to help the pros make more money.
Brackenridge Pays Its Way

By John L. Mortimer

An excellent golfing terrain and popularity of the season ticket plan are chief reasons for the fine record established by this municipal course, scene of the Texas Open.

Operation of a municipal golf course at a profit every year—and this goes back to the time the course was built years ago—may not be particularly unique, but it turns out to be a pretty fair record in a city of some 300,000 that must also figure on the upkeep of 62 individual parks. Nevertheless, that is the practical and inviting record of Brackenridge Park GC in San Antonio, Texas. Every year the city fathers are able to chalk up a surplus on the operation of the Brackenridge course.

Murray Brooks, the managing director at Brackenridge, can flip you a couple of sure-fire reasons for Brackenridge's success without batting an eye. His books back him up.

The two features which are most important are the park's natural setting and the system of fees levied on the players. Both stereotyped nominations, to be sure, but look into Brackenridge's situation:

Nature Kind to Brackenridge

The Brackenridge course lies in the heart of a beautiful natural setting for a municipal course. The vast park, of which the course is a part, was a gift to the city. The course, naturally, is tax-free. Amid groves of elm, pecan, hackberry, oak and chinaberry trees the crystal clear San Antonio river follows an intricate, meandering course, its surface punctuated with beautiful water lilies, its banks lined with flowers and reeds.

Crossing and criss-crossing this stream lie the fairways of the Brackenridge course, with scenic paths and bridges laid to the greens, squirrels hopping about among the trees, the grass perpetually brilliant green.

Season Tickets Cost $10

The Brackenridge course issues seasonal cards for $10, which entitle the holder to play all the golf he wants to at any time. These cards are issued twice a year, May 1 to Oct. 31, and Nov. 1 to April 30. For the man who plays golf three times a week, this represents an average cost of 13 cents a game—without regard for the number of holes played. During the winter season approximately 200 of these cards are sold, and during the summer season, approximately 275 more.

The daily fees to the casual players are low—50 cents for 18 holes up to 5 p.m., 25 cents for as many as you can play after 5 p.m. Usually the office worker who gets off at 5 p.m., at least eight months of the year can get in from 12 to 18 holes of golf before darkness.

San Antonio is a famous center for winter golfers. Scores, perhaps hundreds, come to San Antonio every winter with no
other idea in mind than all-year golf. The majority of these are above 60 years of age.

But these do not keep the course up. Neither do the hundreds of army officers and their families who live in San Antonio, for there are now two army golf courses, along with four other major courses within a short distance of the heart of the city. It is the average player who makes the Brackenridge course a success, according to Brooks.

Located a mile north from the heart of San Antonio, Brackenridge is within easy access of anyone who wants to play in a hurry. Likewise, the north side is the home of the golfing population, and Brackenridge, so close at hand, offers an easy inducement.

A few years ago another municipal course was built—Riverside—on the far south side. That course took $9,000 yearly off the Brackenridge income, but likewise, it took away the heavy traffic. The income at Brackenridge during the past five years has varied from $20,000 to $25,000 annually. Some years are better than others, but so far as Murray Brooks can tell there is no particular reason for this. An indication of the past year's income may be taken from a report filed Dec. 1 by Brooks, which listed revenue total for six months, up to Dec. 1, of $13,110. Last year, including the payment of all expenses, Brackenridge turned over to the city a surplus of $4,000.

 Operates As Municipal Entity

The expenses at Brackenridge cannot, of course, be compared with those of the other municipal course, since Brackenridge operates as a municipal entity. Brooks, manager of the Brackenridge Park golf course department, reports directly to Henry Hein, city parks commissioner, and Brooks' revenues are turned in to the city treasury. He does not have the authority to spend any large sums, but he can obtain that authority by action of the city council, so long as it does not interfere with the budget of the parks department.

He does have the authority to spend according to the mandate laid down by the city charter—amounts up to $100—but beyond that figure the city must advertise for bids.

That situation does not offer a problem, however, since Brooks has received unusual cooperation from the civic government in San Antonio. When he needs additional work or supplies he merely requisitions them through the city parks department, which acts as the quartermaster.

Principal expenses are for the Texas