That's where YOUR MONEY GOES!

Every golf ball that is sold "downtown" is a sale you don't make. Every profit made by a non-pro retailer is a profit you lose. That's where your money goes.

But not—repeat NOT—with Acushnet. Because, as you well know, no Acushnet ball is ever sold "downtown." Your members cannot buy them any place but at your shop.

We maintain this policy rigidly for our mutual benefit. Don't you agree it is worthy of your whole-hearted loyalty and support? Isn't it logical that it is to your best interests to promote Acushnet?

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Golf Balls

Sold the world over through Pro Shops only
Planning course in Potholes park area near Othello, Wash. . . . To build Greenville (N. Y.) CC course . . . Building another 18 at Camp Pendleton, Calif. . . . Building new course in Lions' Club park near El Dorado, Ark. . . . Pines Ridge GC, New Castle, N. Y., to be opened this spring on former golf property reconstructed to plans of architect Alfred H. Tull. . . .

Forest Hills GC, Forest Grove, Ore., being enlarged from 9 to 18 holes by owner Bill Martin to plans by Wm. P. Bell and Son . . . James Stravino, former pro, building 9-hole course at Olean, N. Y., to plans by Herb Peterson, Mansfield, Pa. . . . Gordon Brunton makes proposal to city of Riverside, Calif., to build course on city-owned land . . . Construction progressing on 9-hole public course sponsored by Roseville, Calif., Chamber of Commerce.

New muny course at Greeley, Colo., pushed by Junior Chamber of Commerce, to complete construction this spring . . . North Ridge CC, Sacramento, Calif., expects to begin construction of 18 holes this spring . . . First 9 holes of Midland, Mich., muny course, gift of Dow Foundation and attorney Gilbert A. Currie, Sr., to be completed by mid-summer . . . Second 9 scheduled for completion in 1954.

British Golf Foundation, devoted to promotion of golf in Britain, got equivalent of $9000 out of “Beat Bobby Locke” tournament . . . Entries paid half-crown (35 cents) . . . Locke got 71, one under par on Wentworth’s East course . . . 1,614 competitors beat Locke on handicap basis . . . In Life magazine’s “Beat Ben Hogan” event 80,102 paid $1 and 14,600 with their handicaps beat Hogan’s 71 at Northwood, Dallas.

Green Section’s plans for extending its valuable services and financing to meet need of service extension discussed by Green Section officials, GCSA officials, agricultural experiment station and other experts in meeting at Beltsville, Md.


Merion GC, Ardmore, Pa., to be host to 1954 Curtis Cup matches . . . McFarlin 18-hole fee course at Tulsa, Okla., sold by Harry Hoth as home sites . . . Work on the residential development starting soon . . . Haggin Oaks public course at Sacramento, Calif., to be altered because of new highway . . . New clubhouse to be built . . . Possibility of additional 9 holes, say Red Renfree, city recreation supt., and Mike McDonagh, course supt.

Photo below shows President-elect Eisenhower on 9th green at Augusta National with club pro Ed Dudley. . . .

Along with Ike, other Washington golfers include National Amateur champion Jack Westland, a Republican representative from Washington; Prescott Bush, 1935 USGA pres., new Connecticut senator; and Barry Goldwater, Arizona senator who, with his brother Bob, have been high in the state’s golf for some years.
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**GOLF BALL WASH**

Now! More Concentrated For Faster Cleaning.

Greenkeepers Everywhere are enthusiastic about the economy of LIQUID-LUSTRE... it costs as little as 2 cents per washer per week! Noted for convenience and safety too. The new cleansing action works faster and better than ever before. Has 35 degree freezing point and can be used in soft or hard water... with no unpleasant odor ever! 

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DEERFIELD, ILLINOIS

Geneva-on-the-Lake, O., to improve muny course with course earnings to pay for $81,000 bond issue financing improvements... Mac Hunter, out of Navy, turns pro as asst. to his father, Willie, at Riviera CC (LA dist.)... Young Mac will be eligible to take prize money in PGA cosponsored tournaments in April... In a couple of years we think the lad will be a consistent collector... He's a fine shotmaker who needs tournament seasoning to stabilize his game.

Dan McDonald, Jr., who with his brother, Tom, operates a 75-tee range in Melrose Park (Chicago suburb), signs 10 year lease on 9-hole Arcadia (Fla.) GC... Owensboro (Ky.) first muny course, Hillcrest, to be opened in June... Junior Chamber of Commerce conducted drive to finance the course... Clubhouse to be built at Pocatello (Ida.) muny course.

Tom Mahan re-elected New England PGA pres. for 13th term... Eugene (Skip) Wogan re-elected NE PGA sec.-treas. for his 8th consecutive term... Chico (Calif.) muny course reports $2,308 net profit for latest fiscal year... Blythe (Cal.) CC 9-hole course reopened after completing improvement program.

Robt. Zwerg now pro-supt., Clarinda
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- for 38 years

the last word in watering efficiency.

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For over one-third century Buckner factory and field engineers have been specializing in equipment to bring golf the utmost in watering efficiency. The unequalled number of golf course users confirms the definite advantages offered by Buckner equipment. For the last word in golf watering, plan your needs with a Buckner catalog to guide you. Or, a representative will gladly help you.

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Atlanta
Sacramento

(1a.) CC . . . Wm. Rueck now supt., Maun-Nah-Tee-See CC, Rockford, Ill. . . . Midwest Assn. of Golf Course Supts. held their annual fall dinner dance and card party at Benhardt's Grove, Roselle, Ill., Nov. 22 . . . Everybody merry after a summer that tried men's souls.

Bill Milward, 1950 Wisconsin amateur champion, joining his brother Jim in pro class . . . Some talk at PGA convention about getting golf on next Olympics program . . . Pros wouldn't have much say on that as Olympic games are amateur . . . Australian amateurs are pushing for golf on the 1956 Olympics card . . . Harry Weetman won the British PGA 1952 Vardon trophy with average of 71.34 strokes for 9 tournaments, including British Open.

American Seniors' Golf Assn. formed to continue Seniors' match play championship which has been played since 1933 at Kenilworth Lodge CC, Sebring, Fla., and has been moved . . . Fred Rigg is pres.; James Fownes, vp.; Romeyn Scribner, sec., and Paul Hyde, treas.

Phil Greenwald from Shore Acres Club (Chicago dist.) to Hinsdale (Ill.) CC as pro . . . Tom Burke comes from Claude Harmon's staff at Seminole and Winged Foot to be Shore Acres pro . . . Another of
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Time and money go into establishing the many acres of turf on a golf course. It is poor economy to skimp on the maintenance. A golf course represents a big investment. Don't let it deteriorate through neglect. An adequate amount of proper equipment pays for itself in the long run.

No golf course superintendent can carry out a complete, regular program unless sufficient labor and equipment is available. A triplex gang of Aerifiers and a G-L model meet the aerifying needs on most golf courses. There are many necessary operations to be carried out on a golf course. The right equipment enables the superintendent to schedule all the operations when they are needed.

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Harmon's former assistants, Otto Greiner, now pro at Knickerbocker CC, Tenafly, N. J. . . . James DiStassio and Jerry Volpe operate Forsgate CC, Jamesburg, N. J., as private club beginning Jan. 1 . . . DiStassio and Volpe have been managing Englewood (N. J.) GC for some years.

Western Seniors' 1954 championship to Blue Mound CC, Milwaukee, Wis. . . . Hohokam GC, Coolidge, Ariz., is new 9-hole club . . . Course, clubhouse and pool, about $100,000 cost . . . Tom Conrad is pro . . . Tulsa, Okla., planning adding 9 holes to Mohawk muni course . . . To build 18-hole Antelope Valley CC at Lancaster, Calif. . . . Gallup, N. M., figuring on 9-hole course adjoining airport.


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    - "Easiest of all Clubs to Play". More than a million have been sold and there is a large and growing replacement market.
    - Famous for their square grips and short shafts, which give golfers the greatest possible directional accuracy for shots within 50 yards of the green where 2/3 of the game is played. Heads are triple plated chrome, grips perforated brown leather. Putter 31", Approach Cleek 32", Chipper 33". Right or left hand $9.95

- **WALLOPER**
  - The fastest selling special club ever developed. Takes the place of woods for players who have difficulty with woods. Has the lie of an iron with the bulk and power of a wood. Comes with standard round grip. 39" long. Right hand only $12.50

- **TRAPSHOOTER - NIBLICK**
  - A two-purpose club, scientifically designed to play difficult lies out of sand traps, heavy rough and long grass. Has deep head and practically no sole. Standard round grip. 35" long. Right hand only $10.95

- **RUTLEDGE PUTTER**
  - When a golfer sees it, he wants to try it—then you can't take it away from him. It gets the putts down and brings confidence to golfers who constantly change putters and putting styles. The Rutledge gives unfailing directional accuracy. Square grip. Right or left hand 34" long $9.95

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  - With 12" wheels $32.95

The best cart value today. Has a special new ratchet control that holds handle firmly in any position—it cannot slip. Accommodates any style bag. Lightweight but strong. Open or closed, it's easy to push or pull anywhere. Fits club locker, car trunk, rear seat space. Made of high strength tubing and aluminum bar stock. Ball bearing wheels with semi-pneumatic tires.
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The Answer to Lost Spikes
CAM LOCKS have been added to the regular LARGE BASE spike. The CAMS hold spike fast in position. Will not rough sole.

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NEW CLUB OFFICIALS SEE PAGE 70

pros... Frank got ulcers learning how to teach the duffers effectively, resigned from Red Run GC (Detroit dist.) to get well and while taking it easy worked out the routine that's been going over so well... Walsh, like Jack Westland, playing better now than years back when Frank was a tournament contender... Walsh's address now: Westgate Valley CC, 131 and Ridgeland, Blue Island, Ill.

USGA and R&A agree there'll be no changes in Rules of Golf before Jan. 1, 1954... USGA adds "Continuous study is being given to means of improving technical points in the Rules, and it is probable that minor changes will be agreed upon during the course of the next year but will not become effective until the beginning of 1954."

Portrait of Bob Jones presented by members of Augusta National GC to USGA Golf House... Portrait of Francis Ouimet in his R&A captain's red coat to hang in golf house as gift of Bill Danforth and Eddie Lowrey... Golf House needs $17,500 to pay for remainder of its $110,000 cost... More than 5,140 golfers already have contributed.

James E. Thomas, Army-Navy CC, Arlington, Va., elected pres., Mid-Atlantic Assn. of Golf Course Supts... Robt. Scott, Jr., elected vp, and Charles Schalestock,

WHEN YOU FEEL FIT TO BE TIED, OVER A SHOT ON WHICH YOU TRIED;

BREAK LOOSE A SMILE, IT'S ALL IN FUN, YOUR NEXT SHOT MAY BE A HOLE IN ONE!

Golfer's Gopher, Davie Divot...