That’s what they’re calling the new Titleist!

Not a bad nickname either.

The Titleist is magic! . . . magic off the tee! . . . magic on the fairway! . . . magic on the green!

And best of all, magic in your shop when it comes to sales and resales and resales.

ACUSHNET GOLF BALLS

Sold the world over through Pro Shops only
The Sports Turf Research Institute of Great Britain (formerly Board of Greenkeeping Research) made 1121 visits to golf courses and other sports fields in 1952; sent more than 15,000 letters in replies to queries ... Institute's expenses for 1952 were equivalent of $58,000 ... USGA Green Section expenses in same period, $35,286. ... Despite other sports coverage of British organization’s work comparison of operating costs indicates U.S. golf clubs are not adequately financing valuable work of USGA Green Section.

Early season rains in much of the country brutal on pro business ... Pros now making up for lost time ... Spring rains certainly impressed on club officials, committees and pros necessity of having attractive programs to extend northeastern and central states fall golf season ... Rains did bring out some smart display and merchandising of rain jackets and pants and golf rubber overshoes and got a fair amount of business and play from golfers who might have stayed in the locker-room getting wetter inside than players did outside ... Biggest losses from spring rains and floods were British pros whose shops were flooded away and insurance didn’t cover.

British golfer suggests that to finance British Walker Cup team to U. S. this year small replicas of Walker Cup be made, bought by British clubs, and used as prize in a club competition ... Norman Von Nida in Australian press says he has been unfairly and inaccurately criticized by sports writers and that he is a grim but not bad-natured contestant ... He could have made good use of public relations advice as competent as his own golf in stating his side of the case, as "deliberately calculated lies" and cheating are among charges he made in explaining his position ... That’s not the routine suggested in “How to Make Friends and Influence People.”

British Golf Foundation making fine progress under chairmanship of Raymond Oppenheimer ... British pros now teaching classes at more than 30 schools and expect to be giving golf instructions to students at 100 schools before year ends ... British Golf Foundation primary financing through entry fees in “Beat National Open Champion” event such as originated by Life magazine and PGA in U. S. National Golf Day promotion ... British golf manufacturers planning to aid financing ... British Golf Foundation publishing concise, helpful booklets on lines of U. S. National Golf Foundation material for pro use in conducting class lessons.

Western Seniors' Golf Assn. 5th annual championship, July 9-10, at Shawnee CC, Shawnee-on-Delaware, Pa., entries coming in fast ... Wm. V. Kingdon, 7520 N. Pennsylvania st., Indianapolis 20, Ind., is sec.-treas. ... Entry fee is $20 ... Entries close June 25 ... Fred Waring has made special rates at Shawnee Inn for Western Seniors ... Success of Henry Cotton's physical training program for Ryder Cup matches already being reflected in his scoring ... Dai Rees in physical training with football club ... Other British Ryder Cup candidates working harder, earlier than they ever did before to get in condition for Ryder Cup matches at Wentworth, Eng., Oct. 2-3.

Did you ever notice that scratching the surface of a green to mark a ball location is contrary to the Rules of Golf? ... Read Rule 35, b and d ... Al Escalante, pro, Churubusco CC, elected pres., Mexican PGA ... Laurie Ayton, once pro at
To keep weeds off drives, walks, parking lots, tennis courts, sand traps you've got to finish the roots.

DOLGE SS WEED-KILLER does that and more. It kills the foliage, of course. It works down deep. It tends to sterilize the soil so that wind-blown seeds cannot sprout in it. Diluted as directed, it can kill the toughest weeds. Spray or sprinkle where you want no growth whatsoever.

E.W.T. is the Dolge 2,4-D Selective Weed-Killer. It finishes dandelions, plantain and other broad-leaved weeds in turf—does not harm good lawn grasses. It translocates; is absorbed and travels through the sap to the roots.

See your Dolge Service Man—he will call soon.
Write for the Dolge booklet on chemical weed control.

AL Weeks now pro at Skokie Playfield, Winnetka, Ill. . . . Ken Spears switches pro jobs in Chicago dist. from Glendale to Woodridge . . . Aleck Ednie, formerly of Shelter Rock and Oakland clubs (NY Met dist.) succeeds the late Tom Boyd as pro at Dyker Beach, Brooklyn, N. Y., muny course.

Swell job done all around in televising Palm Beach Round Robin final round at Meadow Brook Club, Westbury, L. I., N. Y. . . . Photography was good, Harry Wismer's interviewing on contestants interesting, and blow-by-blow on 17th and 18th holes well done . . . Telecast on CBS from 3 to 5 May 17 . . . Baseball crowds generally so small and postponed games so frequent in early season major leagues are considering starting seasons later than usual mid-April.

Tommy Armour's analysis of Pres. Eisenhower's game, from news pictures re-
Buying hose every year or so is costly. Don't do it. Get long-lasting EMERALD CORD — Goodyear's super-quality, rayon-reinforced hose for country club and estate use. Clubs like yours have reported 15 years' and more service—proof that EMERALD CORD far outlasts any other hose you can buy. In 25-, 50- and 100-foot lengths, ¾", ½" and 1" sizes, coupled. Ask your dealer, or write Goodyear, Industrial Products Div., Akron 16, Ohio.

HERE'S WHY EMERALD CORD GIVES LONG, LOW-COST SERVICE

LASTS LONGER—rayon reinforcement gives top strength, greater resistance to pulling. Cover is sun-, abrasion- and weather-resistant.

PROTECTS GREENS — rounded rib cover design keeps hose from cutting, scuffing or marking greens.

HIGHER QUALITY—backed by Goodyear's long experience in building hose for every kind of service—and by written lifetime guarantee against defects of workmanship or material.

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June, 1963
and satisfied players are the aim of all golf club operations. To bring smiles to the faces of your members, feed your greens rich, nourishing compost... prepared with a Royer Compost Mixer. The completely shredded and mixed, uniformly textured, trash free Royerated top dressing spreads evenly, retains moisture, readily yields its nutritional elements.

The Royer helps solve your labor problem, too. Golf clubs everywhere are satisfied users. Send for Bulletin 46 giving particulars on sizes and models to suit your requirements.

Frank Champ now pro, Palmetto CC, Shreveport, La. . . Ossie Pickworth, Australian pro star, considering making U. S. tournament circuit ... 8th annual Midwest Industrial championship, Aug. 15-16, Wildwood GC, Middletown, O., and Pot ters GC, Hamilton, O., expects field of golfers from about 100 different companies . . . Plans being made to have Midwest winning 4-man team play winner of Eastern States Industrial team championship at Pittsburgh over Labor Day week-end . . . 1954 Midwest Industrial championship to be played in Chicago dist.

Cleveland Dist. Golf Course Supts' Assn. annual meeting of chmn. and supts. held at Portage CC, Akron, O., May 15 with O. J. Noer as main speaker . . . Wm. Daniel, Purdue and Midwest Turf Foundation; R. B. Davis and Joe Polivka of Wooster Experimental Station; and G. N.

produced in This Week magazine, which was subject of comment in Time magazine's Press dept., gave another strong boost to sales of Armour's book "How to Play Your Best Golf All the Time" . . . Armour book now in 3d edition . . . Bing Crosby withdrawal from British amateur hurt the gate.

Mock's are leaders in distribution of all the newest developments in modern turf grass seed, sold either pure, or mixed to your specified formula. Your inquiry for information or quotation will receive immediate attention.
3 ways to better turf with triple-acting

AERO® CYANAMID, GRANULAR

... kills weed seeds
... hastens decomposition of organic matter
... and in addition, supplies 20% nitrogen, 70% lime

1. WEEDED COMPOST. You can render well-decomposed compost practically free of weeds by incorporating Cyanamid at the rate of 13 lbs. per cubic yard of material. After 4-6 weeks, weed seeds are killed and finished compost, fortified with Cyanamid’s 20% nitrogen, is safe to apply.

2. FIELD COMPOSTING. For simplified, mechanized compost production, a satisfactory material can be made in one year by incorporating cover crops, crop refuse, manure, rotted sawdust or other sources of organic matter into a loamy soil. Cyanamid, disked in with each addition of organic matter at the rate of 75-100 lbs. for each ton of dry matter, will hasten decomposition. For weed control, Cyanamid can then be mixed with the top 2-4 inches of soil-compost at 75-200 lbs. per 1000 square feet. Wait 4 to 6 weeks before applying compost.

3. SEEDBED WEED CONTROL. To produce a weeded seedbed, simply broadcast Cyanamid at the rate of 50 lbs. per 1000 square feet on the surface of a prepared seedbed, and rake lightly. Water thoroughly and keep moist during a 3-4 week waiting period. Result: a practically weed-free seedbed, ready for the production of the finest turf.

USE A COMBINATION OF THESE PRACTICES to produce better fairways, greens and park turf... the modern way... the Cyanamid way. Remember — Cyanamid contains 20% long-lasting nitrogen—it fertilizes and weeds in one operation. Write today for additional information on the Cyanamid way to better turf.

Supplies of AERO Cyanamid, Granular, are now available. See your nearest fertilizer dealer. If you find Cyanamid difficult to obtain, please write directly to American Cyanamid Company.

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AGRICULTURAL CHEMICALS DIVISION
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June, 1963
Guy R. Tedesco, superintendent of the Wachusett C.C., West Boylston, Mass., has been feeding his greens regularly with Agrico Country Club and Agrinite, reports Guy R. Tedesco of the Wachusett Country Club, West Boylston, Mass. He goes on to say:

“This combination has given me outstanding greens, especially for color and texture. During the hot summer months, I regularly feed Agrico by means of the proportioner, as often as is needed. By using a complete fertilizer during these months, I feel that my greens are being fed in the most beneficial manner. This is borne out by the color, growth and thick turf which result. Agrico and Agrinite give 100% satisfaction in results and are tops for golf course use.”

- Order Agrico now - it’s America’s premier Golf Course Fertilizer. Contains both organic* and inorganic plant foods. Ask your regular supplier, or write to The American Agricultural Chemical Co., 50 Church Street, New York 7, N. Y.

No mixing, apply SCUTL as it comes from bag, 3 or 4 treatments scuttles crabgrass without discoloring good grass. Controls fungus too.

Ask for estimate.

OM Scott & Sons Co., Marysville, Ohio
All Putting Greens Are Mowed With Hollow-Roller-Drive Mowers. Why Not Give Your Fairways The Same Benefits.

Improved Fairways
Smooth, uniformly cut putting-green surfaces are the result of mowing with roller-type green mowers. This same desirable quality can be had in your fairways by using Roseman Hollow-Roller-Drive Gang Mowers.

Lower Labor Costs
Roseman Mowers mow faster, more uniformly without kicking up in the rear. Roller design permits overhang of traps—slow costly hand trimming eliminated. No protruding side wheels permits close cutting, eliminates fringe around trees. Narrower overall width permits mowing in tight places.

Less Depreciation
Top quality, nonbreakable materials mean reliability and long life. Added life means less depreciation—lower cost every year.

Quality Equipment

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June, 1958
If your fairways, greens and tees bear any indication of Brown Patch or other grass diseases, act now! We offer a complete line of excellent fungicides. Don't wait until your turf troubles increase — write and give us your problem. We can help you!

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USGA circularizing green chairmen on "Turf Management", the very valuable standard manual of golf course maintenance which Burt Musser, Penn State College turf authority, edited... The book, financed by USGA, sells for $7... USGA Green Section says (and it is right) that every supt. and chairman should have a copy... Associazone Golistica Italiana issues its 1953 year book which includes schedule of events and list of its 7 18-hole and 8 9-hole member clubs.

Pros and amateur golf students talking about series of Louise Suggs action photographs in May GOLFING as greatest technique in golf instruction photography... Photographs were made with vertical and horizontal strings on frame between

Prevents and controls all 4 major bent grass diseases

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The new antibiotic turf fungicide for perfect-play greens.

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