FOR CHRISTMAS! FOR PROFITS! FOR YOU!

Again! — Acushnet is Out in Front with the Outstanding Gift Promotion Idea for the Holiday Season — with Every Cent of Profit on Every Sale going to You, the Pros of America.

ONLY ACUSHNET OFFERS ALL THIS

- One dozen Titleists (or Finalists or Bedfords) in the handsomest gift case ever.
- Each ball marked with individual's name.
- No extra cost to you or your members for all this.
- Every sale — even those that come through the mail direct to us — credited to the Pro.
- Whole deal advertised in national magazines reaching millions of gift-minded men and women.

Last year, thousands and thousands of these personalized gift-cased Acushnets were sold. This year, with the greatest Titleist ever made, we expect an even greater demand.


ACUSHNET GOLF BALLS

Sold the world over through Pro Shops only
Swinging around Golf

NEWS OF THE GOLF WORLD IN BRIEF

Hampton Auld resigned from Apple Valley (Calif.) CC pro job. . . Succeeded by Steve Clayton . . . Fiscal year of Sacramento, Calif., 3 muny courses ending June 30, 1953 at record total of $150,784 . . . Ahead of previous 12 months by $87,487 . . . Westbiar CC, new private 18-hole club with temporary offices at 439 S. Washington St., Falls Church, Va., to have course in play by July 1, 1954.

Chicopee, Mass., without a course for about 12 years, interested in building muny course, says Mayor Trybulski . . . Detroit (Mich.) Parks and Recreation commission proposes to build 9-hole course on Farwell Playground at cost of $299,000 . . . Jack Daray submits plans for proposed 18-hole course in Glorieta Bay area of Coronado, Calif.

Danny J. (Jerry) Goss, Jr., now pro at Griffin (Ga.) CC . . . Pete Bogan, former Publinx champion, now pro at McAllister's range in Montebello, Calif. . . . Alameda, Calif., expects to spend $1,000,000 on new 18-hole course adjoining present 18, including $500,000 for clubhouse to serve present and new course.

Construction on new 9 of Orange Brook CC, Hollywood, Fla., to begin in October . . . J. C. Parker heads Mobile (Ala.) Skylene CC to build 18-hole course, clubhouse, pool, tennis courts . . . Longest shot winning at driving contest so far this year was 378 yd. wham by George Bayer, ex-tackle of Washington Redskins, in Cal Neva Lodge tournament.

Supts. in San Francisco district say George Finnin, formerly with the late Billy Bell, has done marvelous job in bringing into condition Larry Curtola's Castlewold CC, on ranch once owned by Mrs. Phoebe Hearst . . . Considering building 9-hole course in infield of Golden Gate race track in San Francisco dist. . . . Ken Shellie designs 18 for new Salt Lake City (Utah) Lakewood CC, which has temporary offices at Bowman Real Estate Co., 906 Walker Bank Bldg., Salt Lake City.

Lake Chelan G&CC to be built at Chelan, Wash. . . . Bluegrass CC, Nashville, Tenn., 18-hole course designed by Robert Bruce Harris, opened . . . General Shoe Co. executives largest element of Bluegrass membership . . . Guy N. Tomberlin constructing 9-hole course with two sets of tees at Alamosa, Colo.

Construction has begun on Williamsburg (Va.) Inn course . . . George Jacobus, who was assist. pro at Ridgewood (N. J.) CC when he was 14 years old and pro when he was 19, is completing his 34th year as the club's pro . . . Columnist John Gonella in Washington (D. C.) Post, in telling of meeting of Mid-Atlantic Golf Course Supts.' Assn., wrote one of the best pieces we've ever read in a newspaper on superintendents' versatile skill . . . Head on the piece was "Experts in Everything."

Johnny Alberti, pro at Jumping Brook CC, Neptune, N. J., honored for his 21 years of service to the club . . . About 300 N. J. pros and amateurs turned out for golf, chow and oratory in paying tribute to Johnny . . . Atlanta, Ga., selects site for city's first muny course . . . It'll be 18 holes.

American and Efird Mills, Inc., course reopened after remodelling, at Mount Holly, N. C. . . . No sand traps or hills on Bill Diddel's Woodland course, at Carmel, 4 miles north of Indianapolis, Ind., but nobody's broken par of 72 despite some star pro and amateur play on it since its opening in April.

There's talk about making the U. S. golf ball specifications standard for the world in a couple of years . . . Not any wild excitement about it . . . British players like our ball and think it's better for shorter courses but British ball makers are not eager for expense of changing ball molds . . . Willie Auchterlonie, winner of British Open of 1893, now 81 and pro at Royal & Ancient of St. Andrews, says, "In the old

October, 1963
Look over your turf requirements and like many of the nation's leading clubs you'll find Scotts select seed assures outstanding turf. Use Scotts this Fall and win enthusiastic player acclaim. For weed control use Scotts 4-XD. Dry applied in a jiffy — safe — sure. Write for recommendations and prices.

O M Scott & SONS CO
Marysville, Ohio
also Palo Alto, Calif

days a professional was expected to play over any course. He was given his card and told to get on with it. It was the figures that counted and nobody bothered about the excuses." ... Old Willie thinks the wide fairways at St. Andrews are the reason the course doesn't produce great golfers any more.

Zeke Dexter now pro-mgr., Ft. Mitchell CC, Covington, Ky. ... Wm. Styles now mgr., Greenbriar Hills CC, Kirkwood, Mo., succeeding Cletus Gaston, who resigned to manage St. Clair CC, Belleville, Ill ... Beverly N. Jones signed as mgr., Peninsula CC (San Francisco dist.) ... Zoltan Murial now gen. mgr., Cedarbrook CC (Philadelphia dist.) ... W. F. Deatherage becomes mgr., Waxahachie (Tex.) CC.

Midwest Regional Turf Foundation Field Day at Purdue next year probably will be held in September instead of in August. ... Meeting is highly valuable and drew 168 this year but fellows were worried about being away from their courses during August weather. ... Next year Midwest Foundation will have two successive days for its Field Day program, with supt.s from Southern districts on first day and those from North on second day.

Score a “birdie” SEED THIS FALL WITH Scotts

Look over your turf requirements and like many of the nation's leading clubs you'll find Scotts select seed assures outstanding turf. Use Scotts this Fall and win enthusiastic player acclaim. For weed control use Scotts 4-XD. Dry applied in a jiffy — safe — sure. Write for recommendations and prices.

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Atlas Lawn Mower LAPPING MACHINE

Today's Lowest Priced Gear-Driven, Precision Built Machine!

In use by over 400 Golf Courses from coast-to-coast. Portable . . . compact . . . lightweight. Can be used either in the field or shop for lapping all models hand, power or gang mowers. Equipped with attachments to fit different reel shafts, metal blocks for roller, steel support stands. Patented adjustable feature for various height mowers. Uses ¾ h.p. motor.

ASK YOUR DEALER OR WRITE FOR BULLETIN

Atlas Lawn Equipment Co.
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St. Louis 24, Mo.
4 TIMES THE SERVICE
from EMERALD CORD HOSE by GOODYEAR

Here's why
EMERALD CORD HOSE
gives better service

TOP CONSTRUCTION — rayon reinforcement gives great strength, minimum stretch on pulling. Cover stock is highly resistant to sun, weather and abrasion.

TOP DESIGN — rounded rib cover design prevents hose from scuffing, cutting or marking greens.

TOP QUALITY — only the finest materials and workmanship are used and both are backed by a written lifetime guarantee against defects.

Goodyear, Industrial Products Division
Akron 16, Ohio

THE GREATEST NAME IN RUBBER

October, 1958
LABOR PROBLEMS vex Superintendents

"... obtaining competent personnel is our biggest single headache"—"... wherever possible hand work must be eliminated".

The above remarks are quoted from statements made by superintendents of two well known mid-west golf clubs.

A Royer WILL HELP IN THEIR SOLUTION

To secure competent personnel, golf clubs must compete with industry, both as to salary and working conditions. Not only is it uneconomical to use expensive man hours for slow, manual operations... it is difficult to keep men when they are assigned such work. When you use a Royer Compost Mixer for preparing top dressing, you remove both problems. Compost is prepared in one-eighth the time needed for manual methods. All the operator need do is shovel the materials into the low hopper and the machine does the rest.

In addition, the top dressing will be of highest quality, completely shredded and blended, with all trash removed, ready for application.

Write for Bulletin 46 and details on the many sizes and models available.

Norman Kramer, Supt., Silver Lake CC (Chicago dist.) been getting up at 5 a.m. and finishing at 10 p.m. with maintenance and construction work on 36 holes this past summer... Midwest supts.' Bull Sheet says Norm will be surprised at how much his little daughter has grown when he sees her this fall... That's life in summer for a course supt.

Western Turfletter of USGA Green Section Western office, P.O. Box 241, Davis, Calif., reports that more than 73 west coast clubs have signed for Green Section direct consultation service... Mailings of Turfletter to be restricted to active participants in western USGA Green Section program.

Report of George Hjelte, gen. mgr., Los Angeles City Recreation and Park Dept., to City Council's Recreation and Park committee is well worth study by other councils and park boards that are studying need of additional golf facilities.

Ray Parker, mgr., Concord Hotel, Kiamesha Lake, N. Y., was host to American Ryder Cup team, at dinner Sept. 22... Team and guests were transported from New York to Kiamesha Lake and return by Parker... One of best golf promotion jobs in smaller towns was Hole-in-One con-

Economical, Trouble-free Golf Course Watering

No golf course watering problem is too tough for Buckner sprinklers. A wide range of performance to choose from. Each item developed to do particular jobs efficiently. Buckner's Perfect Curtain of Water is your assurance of uniform distribution without waste.

Buckner dealers offer a complete service from individual units to permanently installed systems. Write for complete information.
The hard-working Allis-Chalmers IB Tractor knows no season. With gang mowers, broom, snowplow, crane and sickle bar, it makes an ideal golf course tool.

Compact design, short turning radius and low center of gravity enable operator to work quickly, but safely, in close quarters and on steep slopes. Quick-hitch drawbar lets him hook onto and release loads from the seat... makes his job easier and safer.

See your nearby Allis-Chalmers dealer and ask him for a demonstration. He'll be glad to show you how the IB can help you cut costs all year 'round.
Created to fit the needs of every green or fairway!

VIGORO*

Now available in 2 forms!
Regular and new, water soluble Instant Vigoro

Vigoro supplies in ample amounts all the vital food elements any grass must get from any soil—to grow and thrive.

Whether you apply Vigoro in dry form or Instant Vigoro in liquid form, you are sure of the results that come only in feeding complete plant food... rich, thick, play-attracting turf that means lower maintenance cost! Order Vigoro and feed it regularly.

*Vigoro is the trade-mark for Swift & Company's complete, balanced plant food.

test sponsored by Mill Valley (Calif.) Record at local muni course with pro Bud Fisher conducting... Large array of prizes contributed by local merchants... Clubs and balls provided non-golfers who wanted to take a crack... Mill Valley Record editor and publisher is Louis Ruppel, famed for his work as metropolitan newspaper city editor, large national magazine editor and Columbia Broadcasting publicity director.

George Aulbach says he thinks that Mgr. F. D. Croucher of Golfcrest CC, Houston, may have established a record Labor day in giving full breakfast and music to 92 contestants from 7:30 on and by 9 having them all playing on the course... Three starting tees were used... George says when mgr., supt., and pro cooperate the impossible can be done at a golf club.

Beautiful brochure tells of new Overlake G&CC, Medina, Wash., which A. Vernon Macan designed... Gordon Richards is pro... Course has four tees that can be used for starting... Harold L. (Jug) McSpaden doing a great job since he was made vp in charge of all sales and merchandising for Elmer Ward's Palm Beach Co... Sales have increased 36%, and

Whether you select the front-wheel drive Model F Chief with gang mowers cutting ahead of all wheels or the Model G with tow-type gangs — you're assured of top-flight tractor-mower performance.

Both tractors feature the new, more powerful Ford "Red Tiger" engine. Both have the maneuverability and traction for operating on very hilly terrain . . . the hydraulically cushioned "E-Z" ride seat and adjustable steering column for utmost operator comfort . . . the big, low pressure single or dual tires for minimum turf compaction.

Traction provided by these tractors for operation in sandy soil or on very hilly turf is far beyond expectation. Have your Worthington dealer prove this to your satisfaction.

WORTHINGTON MOWER COMPANY
Stroudsburg, Pennsylvania

October, 1953
PAGE works while YOU play

Yes, Page Chain Link Fence works day and night as protector of property and persons and to provide privacy and possible tournament revenues. May we send you booklet and data on varied styles of Page Fence and Gates and choice of metals available, with facts on why you can expect the best of fence engineering and erecting service from the long-experienced Page Fence specialist near you—a local firm having lasting interest in every job? Write us for new booklet DH-142.

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The New "PEERLESS 600"
GRINDS Your Mowers
EXTRA Sharp

Designed for heavy-duty mowers — but sharpens all mowers with speed and precision.

No disassembling! ... Engine, wheels, and handle all remain in place on the mower while sharpening. Heaviest mowers easily positioned. PEERLESS adjusts instantly for exclusive "Hook" or straight line grinding ... By far the most accurate mower sharpener ever built. Write today for full information.

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