AGAIN!

Acushnet offers you this great off-season profit OPPORTUNITY

Once more Acushnet is out ahead with the outstanding holiday-season, ft-promotion plan for the pro—with every cent of profit on every sale going to you. Here are the six points that ring the bell for you . . .

One dozen Titleists (or Finalists or Bedfords) in a handsome gift case of a hundred and one after uses. Each ball is marked with the name of the lucky man or woman who will receive a box.

No extra cost to you or your members for the handsome, sturdy box or for personalizing.

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GOLF BALLS

Sold the world over through Pro Shops only
Another one of the second generation of great golf course supt.s is making good... Son of John Anderson, many years a leader in New Jersey course maintenance and a president of the national association of supt.s, now is supt. at Standard Club, Atlanta, Ga.... John, Sr. is retired and living in Florida... The Felice Torzas back home in St. Charles, Ill., bringing with them beautiful young doll named Donna Ann... She was born in Port Arthur, Tex., while Felice was playing in the Masters'... Brother Douglass, aged 3, not yet started in his pro career.

Jim Livingstone, pro at American Legion CC, Avondale Estates, Ga., now in his 43d year of pro golf in the U. S.... Jim and his brother George came from North Berwick, Scotland, to do great jobs of building golf in this country... Jim still talks with a Scotch burr and George has learned to speak Tennessean like a native.

Babe Zaharias' life story to be done in movies... Highland GC, North Truro, Mass., 9-hole course rebuilt and reopened by Hal Conklin after several years shutdown... George Bayer, 6 ft., 6 in. asst. to Fred Grieve at Glen Head (N. Y.) CC showed during National Open he sure enough is longest hitter in golf... The big guy has good grip and good swing... He knocks them farther into the woods than most first class players can hit them off the tee... And when he whammed them into the forests bordering Baltusrol's fairways his shots tore out stumps.

Geneva, Neb., revives its golf course; closed for some years... Ben King now pro at Circle R GC, Escondido, Calif.... Green River (Wyo.) course, built in part by members' work, opened... Wyantnuck CC, Great Barrington, Mass., abandons Calcutta which long has been a side-light to its big annual 4-ball invitation tournament.

James Small now pro at Paris (Ill.) CC... N. J. State Highway Authority started condemnation proceedings to acquire 14 acres of Broadacres GC in Bloomfield, N. J., after owner Robt. L. M. Axt rejected offer of $100,000 for land of 9-hole course... N. J. Garden State Parkway also cutting across adjacent Upper Montclair 9-hole west course... Upper Montclair CC retaining 27 holes by building new holes on club property... Land to expand Jefferson Park muny course, Seattle, Wash., acquired by condemnation proceedings for $39,150.

Lexington (Va.) GC to build new clubhouse... Halifax (Va.) GC completes pool... Discussing construction of $500,000 golf club between Grass Valley and Marysville, Calif. ... Inter City GC to build 18-hole course near Selma, Calif.

Robert White, first pres. of the PGA, got a fee of $10.50 as architect for the original course of the Salem (Mass.) CC where the USGA second annual Women's Open championship was played July 1, 2 and 3... Tom Bonnar, pro at Elmira (N.Y.) CC since 1919, retires and is succeeded by his asst. Frank Socash... Jerry Gianferante now pro at Springfield (Mass.) CC... Jack Schneiderman now pro at Blue Hill CC, Canton, Mass.

Bob Williams, supt., Beverly CC (Chicago dist.) and chmn., Educational committee, GCSA reports that the committee has completed program for 1955 annual conference at St. Louis next Jan. ... Program is one that will be worth money to every course in the nation... It's certainly completed far enough ahead to have advance copies of addresses for press release and otherwise improve publicity for supts.' convention.

Houston, Mo., opens 9-hole sand green course at airport... San Haven 9-hole
Long time since there's been the walk-away Patty Berg scored with her plus 73 in winning the Triangle Round Robin at Cascades Course, Virginia Hot Springs... Patty was 51 points ahead of Betty Jameson in second place... Charles and Frank Jones open night-lighted par-3 course at Ft. Smith, Ark.

Jock Hutchison, Sr. and wife after visit with home folks in St. Andrews motoring thru Europe on 3 month vacation... Joe Ball, veteran supt., honored at dinner by fellow supt.s at Chartiers CC (Pittsburgh dist.)... Tige Stanley, supt., Yuma (Ariz.) CC, and his wife given big dinner by club in recognition of his valuable performance... Stanley presented with honorary membership in the club and wrist watch.

New Jersey turf field day at Rutgers university, New Brunswick, N. J., Aug. 3
For lawns...Heavy growth and leaf mulching

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ROTARY CUTTERS

Do the job faster, at far less cost than sickle bar or reel type mowers

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Shown above is an "over-the-road" model, powered with a 36 HP air cooled Wisconsin gasoline engine and mounted on four 6.00x16 tires, with tow bar and automotive steering. A model of similar capacity is also available with a 15 HP electric motor drive. Write for Bulletin 46 giving complete data on all models.

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Let your dealer show you the many quality features that have made the Jacobsen Greens Mower standard on America’s fine courses.
Grass retarded with MH-40*!

Mowing costs cut drastically!
Now, with MH-40, you can actually slow the growth of your roughs without harming their quality or appearance. You can reduce mowings to as few as twice a season. Think what a saving that means in labor and equipment costs! *U.S. Pat. No. 2,614,916

Order MH-40 or formulations containing MH from your local supplier today and cut your mowing costs.

Organizing El Refugio CC at Albuquerque, N. M., and plan to start building 18-hole course soon... St. Petersburg, Fla., surrenders lease on Pasadena muni course to Dixie Hollins, owner of course land who leases the course to Gilbert and Boswell, builders... L. H. Boswell of the firm is a former club mgr. ... Lloyd Gullickson will continue as winter season pro-mgr. and Les Frisinger remains as year-around asst. pro-mgr.

Ray Jenkins, golf editor, Columbus (Ga.) Ledger-Enquirer, with pro cooperation, this year extended Ledger golf clinic and hole-in-one contest from Columbus where it started last year, to four more adjacent cities... Clinics were held in a different city for five consecutive nights... Ness City and Ransom, Ks., golfers united to build 9-hole course between the two communities.

Modesto, Calif., to build 18-hole muni course... Now has 9-hole muni course... Tri-Cities G&CC to build 9-hole course near Radford, Va. ... Western Village 18-hole course, Tulsa, Okla., to open late this summer... Eddie Miller signed as Western Village pro... Jaycees head...
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Sponsors of the famous Triangle Invitation Round Robin Tournament for professional women golfers. Held this year, June 3-6, at the Homestead, Virginia Hot Springs.
Thousands of golf course owners have found VIGORO is more economical and practical to use because of its complete feeding properties. Vigoro provides every nutrient needed from soil for fine, deep-rooted turf—the kind golfers like to play—the kind that pays off in more and better satisfied players. There are now two kinds of Vigoro available. Use both regular Vigoro and new water soluble Instant Vigoro, which is ideal for supplementary feeding. Ask your Swift Representative for full information or write Swift & Company, Plant Food Division, Chicago 9, Ill.

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drive to build 9-hole muny course at Cape Girardeau, Mo.

Rushville, Neb., building 9-hole muny course...Building of 18-hole championship course and par-3 course at Coral Ridge CC, Ft. Lauderdale, Fla., well under way...Robert Trent Jones is architect...Basin, Wyo., planning 9-hole muny course...Gene Broderick, formerly asst. at San Jose (Calif.) CC, now pro at Laramie (Wyo.) CC.

Sam Snead came home to Greenbrier course after National Open and on 200 yd. 17th made 14th ace of his career...Lakewood G&CC (Kansas City dist.) bought by members and renamed Northwood G&CC...To build new clubhouse and pool...Columbia, Mo., 9-hole muny course opened...Construction of course and clubhouse at airport grounds joint project of Jaycees, Cosmopolitan Club, local labor unions and city recreation dept...George Hoffman, architect and builder of El Paso (Tex.) Ascarate Park muny course, to build 18-hole course for Juarez (Mex.) CC.

Hillcrest G&CC, Oklahoma City, Okla., building $166,000 clubhouse...Delta (Colo.) planning 9-hole course...Mexico, Mo., 9-hole Arthur Hills course opened