Here are
12,000,000 customers, actual and potential
...for YOU

That’s a lot of customers! — but it’s a true figure. It represents the total of readers of the above magazines in which Acushnet advertisements will appear between April and September. * It's the most powerful sales-producing campaign we have ever run, and with last year's record sales as a base, it should send golfers into your shop looking for Titleists as never before. * Make the most of it — display, recommend, push Titleists and other Acushnet Golf Balls which are sold through your Golf Course Pro Shop only. Acushnet Process Sales Co., New Bedford, Mass.
George Willard, pro at Royal Calcutta GC, in United States visiting clubs and club factories, on his way back to England for periodical leave. Harry Adams, MacGregor Chicago salesman, scored decidedly well at Fox River Valley Exchange Club with talk and demonstration on club design and use. Salem (Mo.) G&CC planning to build new 18 hole course. Central Arizona GA campaigning for new public course at Phoenix Papago Park to ease situation at Encanto GC, only public course in Phoenix.

Gen. Abelardo Rodriguez, former president of Mexico; Gov. Braulio Maldonado of Baja, California and Wm. O'Dwyer, former New York City mayor and ambassador to Mexico, in syndicate planning to build $250,000 country club at Mexicali, near Mexico-California border. Several Los Angeles councilmen advocate closing overcrowded Los Angeles muney courses to out-of-city players, or charging the non-residents higher fees.

Construction of swimming pools continues at high rate at country clubs. Every flag on University of Mexico's 18-hole course and 9-hole par-3 course stolen one night. Indications point to mouse-brained kiddies who need palmistry on their fannies.

Better be some understanding reached quickly and publicly announced between PGA and Mrs. Louis Lengfeld, pres., United Voluntary Services, on National Golf Day and Swing Club Week. Nels Cullenward, golf writer of San Francisco Call Bulletin, wrote of Mrs. Lengfeld at promotional meeting in San Francisco presenting the plans for the tourney which will take the place of Life's National Golf Day of the past few years. National Golf Day was co-sponsored by Life and the PGA for three years and as announced in Dec., 1955, will be sponsored by the PGA this year. PGA has Golf Day promotion material in hands of clubs and pros and has very strong promotion cooperation of U.S. Jr. Chamber of Commerce. Swing Clubs are exceedingly valuable organizations of women golfers aiding service men in hospitals and other military installations. PGA has been very cooperative with Swing Clubs.

Some confusion involved United Voluntary Services and American Womens Voluntary Services when allotment of proceeds from 1955 National Golf Day were made but both organizations received funds for their veterans programs. Very foggy to the PGA, amateur golf and other civilian organizations is the picture of the government's policy and procedure in providing and maintaining golf facilities and equipment at vet hospitals. Golf in treatment of mental cases at a veterans' hospital having a course provided by Chicago District Golf Charities has been especially successful. At some

60-year old Bill Davis of Lake Forest, Ill., a freshman at Arizona State College, Tempe, Ariz., and a member of the golf team, lines up a putt as his coach, Al Onofrio (rear), and two teammates look on. Davis, retired Chicago businessman, was attending Fordham University when his education was interrupted by World War I and nearly 40 years went by before he could get back to the books. However, his golf education apparently wasn't neglected during this time. He shoots in the 70s.
POACEAE or FESTUCOIDEAE

You don't need to know the scientific names as long as you have a good source for Bluegrasses and Fescues when you need them. Depend on Mock for—

QUALITY — We handle only the finest of carefully tested and double cleaned seed.

VARIETY — We can supply all the best-known strains of turfgrass, either pure or mixed to your own formula.

DELIVERY — Large stocks and immediate attention to orders assures you seed where you want it, when you want it.

FOR PEAK PERFORMANCE

The most accurate sharpener ever built! Best for precision grinding of any reel type mower, from the smallest edger to the largest power or fairway mower. No disassembling of mower necessary. Engine, handle, wheels remain in place on the mower during grinding. Equipped with attachment bar for grinding both the face and edge on bed knives. Offered with gravity feed or hand crank for accurate grinding. Adjusts instantly for hook or straight line grinding. Reconditioner provided for lapping-in operations. It's the fast, easy way to keep your mowers sharp. Write for further information.

Write for our lawnmower repair parts catalog.

THE FATE-ROOT-HEATH COMPANY, Dept. G-5 Plymouth, Ohio
A sound plan for golf course irrigation is based on a piping system whose first cost is the last cost. Install cast iron pipe and there will be no replacements and little maintenance expense. Cast iron pipe lasts for a century. It is the standard material for underground mains. Sizes from 2 inches. Address inquiries to Cast Iron Pipe Research Association, Thomas F. Wolfe, Managing Director, Peoples Gas Building, Chicago, Illinois.
Easily set to water any area, regardless of shape.

Serves as a full circle, part-circle, and fixed position sprinkler. Can be used with Coupler and BUCKNER Quick-Coupling Valves, installed on permanent risers, or mounted on roller or sled stands for use with hose.

Consult your authorized BUCKNER distributor.

ELIMINATE hand shoveling

Where large quantities of top dressing are required, the new Royer "NY" series Compost Mixers will eliminate all hand shoveling. Model NCYP-E illustrated is an electric powered unit capable of preparing up to 150 cu. yds. per hour. Model of like capacity, gasoline engine driven, is also available.

With its 60" wide receiving hopper and 3' wide combing belt, this machine can handle the contents of a 12 cu. ft. bucket as fast as the loader can deliver.

Whatever your needs may be, from 1 to 150 cu. yds. per hr., there is a Royer to do the job. Write for details.

the NEW "NY" ROYERS

ROGER foundry & machine co.
NEW International® 300 Utility tractor

...Now with

POWER STEERING

Steer single-handed, no kickbacks to the wheel... your operators will step up efficiency and daily mowing capacity with integral power steering on the new International 300 Utility. Get the feel of the wheel, see why the International 300 Utility is unequalled for all golf course maintenance work!

Five-gang reel mower—easily, quickly mounted on the International 300 Utility. Gangs instantly lifted by Hydra-Touch for transport, crossing roadways. Pull 2 pins to convert to 3 gangs.

Your IH Dealer will demonstrate! Look in the classified directory, phone for a date. For free specification folder, write International Harvester Company, Dept. G-5, P. O. Box 7333, Chicago 80, Illinois.

SEE YOUR

INTERNATIONAL HARVESTER DEALER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors... Motor Trucks... Crawler and Utility Tractors and Power Units—General Office, Chicago 1, Illinois.

May, 1956
Save Labor

WITH A TRACTOR SAND TRAP RAKE

This three-section trap rake will eliminate most of the hard work in sand traps. It consists of 3 - 36” sections raking a swath 8½ ft. wide. Fits on Toro or Worthington Tractors and can be raised or lowered by operator from tractor seat.

If you are short handed on labor here is a labor saving device that will pay for itself quickly.

PRICE

$250.00 F.O.B.
Chicago, Ill.

George A. Dan's Inc.
5440 Northwest Highway, Chicago 30, Ill.

John Yocum now pro at Galen Hall Hotel and CC, Wernersville, Pa. . . Joe Creavy now pro at Colonia CC, Albany, N. Y. . . Frank Murray and Russell Roberts of Rockville, Md., 50 year plan accepted for building and operating Hagerstown, Md., public course . . . Jackie Burke and Jim Demaret to be at Notre Dame university in May, as feature of golf education program financed by gift of James Gerity, wealthy alumnus who declares university student who learns to play good golf and bridge has an educational asset that helps him in business.

James G. Harrison to remodel Tygart Valley CC, Elkins, W. Va., recently purchased by Elkins Lodge No. 1135 BPOE . . . Robert Trent Jones modernizing Elkridge Club course in Baltimore, Md. . . . Charlie Nichols, Palm Beach (Fla.) CC pro in winter, signed as pro by new Hillcrest CC, North Reading, Mass. . . . Wayne Recreation Assn. plans to build 9-hole course near Lyons, N. Y. to plans of Packard and Wadsworth, La Grange, Ill, architects.

Roger McGee to Annapolis (Md.) as pro . . . Ray Heins to Swan Creek CC, Havre

Write for free sample of "Ball-Brite" and copy of 1956 Catalog.

STANDARD MANUFACTURING CO.
BOX G, CEDAR FALLS, IOWA

Golfdom
A REPORT ON THE KROMAD* FORMULA—
HOW EACH INGREDIENT HELPS TURF STAY HEALTHY

No. 3 in a series of reports on a new approach to turf disease control with KROMAD—the broad-spectrum fungicide developed by Mallinckrodt.

This article will give you the “inside story” of KROMAD and present many facts about this new broad-spectrum fungicide that have never been published before.

We want to discuss each active ingredient in KROMAD and show how it helps keep your turf healthy. You will then have a better understanding of just how this broad-spectrum fungicide controls more turf diseases than any other fungicide available today. You will also be better informed on how to use KROMAD advantageously.

It is important for you to remember that KROMAD is the result of an extensive research and testing program. A great deal of experimentation was required to determine the ingredients and exact proportions of each that should go into the product.

The action of these individual ingredients and the action of the right combination of them is the secret of KROMAD’s effectiveness.

Cadmium Compound—Cadmium is extremely effective and economical for control of such turf diseases as dollar spot, copper spot and pink patch. This cadmium compound controls disease and does not damage turf.

Potassium Chromate—Tests in 1953 with a Mallinckrodt experimental fungicide revealed that potassium chromate is very successful against leaf spot diseases such as Curvularia and Helminthosporium. Adding this ingredient to KROMAD makes it effective against these diseases.

Malachite Green—Malachite Green is effective against brown patch. In KROMAD, Malachite Green is combined with other elements also effective against brown patch, and the combination provides positive and long-lasting control. Further research indicates that Malachite Green may control pythium too.

Auramine—Auramine is one of the ingredients which act against brown patch and Curvularia.

Thiram—Continued research indicates that Thiram may be absorbed by the leaf blade. In combination with the other ingredients of KROMAD it contributes some degree of protection against a number of fungi that attack turf grass.

Urea and Ferrous Sulfate (Iron)—These ingredients in KROMAD are valuable aids to turf culture. By stimulating healthy growth, they make grasses more resistant to disease.

Renex—Better, longer lasting protection is assured when a contact fungicide such as KROMAD completely covers the leaf area. Renex, a wetting agent, is used in KROMAD to insure good coverage.

There you have it—eight important ingredients—each one contributing to the protection and health of your greens. That’s why KROMAD controls more turf diseases than any other fungicide on the market!

SMALL DOSAGE—LOW COSTS

On a preventive schedule: Two ounces of KROMAD per 1,000 sq. ft. every five to seven days will control the major turf diseases during normal weather. During extended periods of high temperature and high humidity, larger quantities of KROMAD may be used to achieve increased control. It has been applied at four times the recommended rate with no visible damage to fine turf.

On a curative schedule: Experience has shown that if a green is badly infested, outstanding control is achieved by applying KROMAD on three successive days. After this series of treatments, the golf course superintendent can determine by observation when the next dose is needed.

Consult your Mallinckrodt turf fungicide distributor. He will be glad to help you plan a KROMAD turf disease prevention program.

Mallinckrodt Chemical Works, St. Louis, New York.

*Trademark
de Grace, Md., as pro ... Southern Hills CC, Tulsa, Okla., wants to get National Open as soon as it can ... Grand golf course, wonderful bunch of members and officials, fine clubhouse facilities and an all-star operating staff ... Jack and Victor Rose to operate Lebanon (Conn.) Ranch CC 9-hole course.

Andrew Lund, supt., Waterbury, Conn., East Mountain muny course, and in the city's service for 52 years, kept on job after mandatory retirement age was reached because city couldn't find a replacement ... Cedric F. Smallidge to open 18-hole course at Lancaster, N. Y., next month ... Lawrence Robinson, New York World-Telegram & Sun golf writer says "In 30 years more than 70 golf clubs have been lost to the Met area, with only about two dozen new ones having been built.

Miami, Fla., voters will be asked in November to approve a bond issue for building an 18-hole course near the airport ... John B. "Reds" Lynam, jr., now pro at Shamokin (Pa.) Valley CC ... Bayside Golf Course, at Bayside, Queens, N. Y. C., 18-hole fee course sold for price reported to exceed $3,000,000 ... Course to be operated thru August, according to an-