“Never before have so many ads worked only for you!”

100 ADVERTISEMENTS will bring golf players into your shop this year looking for Acushnet Balls and Acushnet Golf Equipment.

These ads will appear in the Saturday Evening Post, Time, Newsweek, Sports Illustrated, Holiday, Golf Digest, Golfing, The Golfer, Golf World and the Social Spectator. They will reach over 9,618,377 people!

It’s the most powerful consumer campaign ever run to sell golf balls and golf equipment to your players through your pro shops only. It’s one reason we believe you will sell more Acushnet balls, putters, gloves and head covers in 1957 than ever before. Acushnet Process Sales Co., New Bedford, Mass.

ACUSHNET GOLF BALLS

Sold the World Over Through Golf Course Pro Shops Only
USGA endorsement of bogey as the score a moderately good golfer would be expected to make on a hole is booming the scorecard printing business... So, you won't have to dig around to get the USGA distances for par and bogey: men's 3 par is up to 250 yds, and bogey up to 190; par 4 is 251-270 and bogey 4 is 191-370; par 5 is 471 and over, and bogey 5 is 571-540. There is no par 6 in USGA figures and bogey 6 is over 541.

Arthur Milton, pro at Wykagl CC (NY Met dist.) out of Mayo clinic and recovering from operation... British Open of 1958 to be played at Royal Lytham and St. Anne’s week beginning June 30... Asheville N.C. muni course had 15,194 rounds, exclusive of play by holders of annual memberships, in 1956.

Gene Giles now pro-mgr., Forest Heights CC, Statesboro, Ga.... John Dalrymple succeeds Bobby Ross as pro at Lakepointe CC (Detroit dist.)... Plainfield (N.J.) CC spending $200,000 on clubhouse, locker-room and pro shop... Range and night-lighted 9-hole, Par-3 being constructed by O. C. Lail and Russell Murphy of Newton, N.C.

John M. Brennan, Long Island, N.Y., golf writer, says NY Met district needs a dozen or more new courses... Brennan comments on established clubs being “wiped out because of inept public officials lacking planning ability.”... Lack of foresight in road planning continues to be shameful with roads diminishing value of property instead of adding to it... Highway engineers are alibing by privately confessing they've got to do what larcenous politicians order them to do... Scandals of toll road design, construction and operation will be aggravated when toll road competition from federal free road is imminent and the state pols have to protect their graft and jobs... Insurance companies have been mighty loose with policyholders' money in buying toll road bonds.

Stanley (Koots) Boraski leaves supt. post at Wahconah CC, Dalton, Mass., to be supt. at CC of Pittsfield, Mass.... Jack Adams now pro at Atlanta (Ga.) General Depot CC.... Adams was asst. at Charleston (S.C.) CC, and pro at Shores CC, Spartanburg, S.C.... He succeeds Phil Klemhofer who joins Charlie Miller's pro staff at Druid Hills CC, Atlanta... Don Grauer resigns as pro at Hyannisport (Mass.) GC to buy a store at Cotuit, Mass.

Jack Toski succeeds John F. Sutter, resigned, as pro at Northampton (Mass.) CC... Laurel Pines CC, adjacent to Laurel race track in Maryland, will open its first 9 this summer... Gilbert Shapiro, pres., Norbeck CC (Washington dist.) owns Laurel Pines... George Cobb is architect and W. B. Lewis is building the
A compact, lightweight machine for lapping all models of Hand, Power and Gang Mowers! May be easily used on work bench or floor, eliminating the lifting of heavy mowers. The simple height adjustment for the reel shaft may be used from 4'12" to 10'4". Equipped with several attachments to fit different reel shafts. Metal blocks for rollers. Steel stands to support the mower. FULLY GUARANTEED

List Price, Without Motor $39.00
List Price, With Motor $61.50
Write for Bulletin.

Atlas Lawn Equipment Co.
9629 Olive Street Road, St. Louis 24, Missouri

... It will be a privately owned club with members being charged initiation fee of $50 plus tax and paying a green fee per round.

P. J. Boatwright, executive sec. of the Carolina Golf Assn., played 44 of the organization's 111 member club courses in 1956 to determine course ratings ... On Jan. 1, 1957, there were 4,273 holders of membership cards in the Carolinas association ... There's talk about a Robert Trent Jones-designed semi-private course at Winston-Salem, N.C.

Pros at Greensboro, N. C., said that the two consecutive non-playing days in late January were the first two consecutive days of no golf in Greensboro for many years ... Let's hope there isn't another run of wet week-ends this spring like there was last year to murder pro shop business ... Members of Rockaway River CC, Denville, N. J., have bought the club for $510,000.

Walker Lake G&CC, Hawthorne, Nev., which had 6 holes built by volunteer labor and expects to complete construction of a 9-hole course soon, has membership composed of civilians and personnel at Naval Ammunition Depot ... Ft. Lauderdale,
You can relax when your fairways are irrigated by cast iron pipe. You know playing conditions will be tops all season long. There'll be no replacements, very little maintenance expense. Cast iron pipe is built to last. Therefore, your first cost is your last cost. To long life add ease of handling...sprinkler outlets can be tapped into a cast iron system with minimum effort. Sizes from 2 inches. Cast Iron Pipe Research Association, Thos. F. Wolfe, Managing Director, 122 So. Michigan Ave., Chicago 3, Ill.

CAST IRON PIPE

The Standard Material ® for Underground Mains

March, 1957
Let CARLON® help you get a **Trouble-Free** watering system

that’s permanent, costs less

Carlon’s sprinkling-system engineers can design a watering system for you that is easy and quick to install . . . that costs less than metal pipe and lasts years longer . . . that is trouble-free because Carlon Rigid Plastic Pipe is *guaranteed* against rot, rust and electrolytic corrosion. Each installation is *individually-designed* to fit your layout and watering problems.

Ask your Carlon Jobber for the complete story . . . or **SEND IN THE COUPON BELOW TODAY!**

**INSIST on THE PIPE WITH THE STRIPE**

for a **PERMANENT** installation

**CARLON PRODUCTS CORPORATION**

10225 Meech Ave., Cleveland 5, Ohio

WORLD’S LARGEST MANUFACTURER OF PLASTIC PIPE

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Golfdom

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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.
You'll save $1000 or more with the NEW International Cub® Lo-Boy® tractor

Surprise yourself... price the new International Cub Lo-Boy! Compare it with larger utility tractors which can do no more on many golf-course maintenance jobs. You'll find you can save up to $1,000... and have the handiest power you ever used.

Spray weeds or applying fertilizer... you'll always tread softly on the fairways with a new International Cub Lo-Boy tractor.

Equipment?—you name it! Haul up to 1¼ tons with the McCormick® Cub dump trailer. Mow with 3-gang reel, 42-inch rotary, 48-inch hammerknife, or 5-foot cutterbar mower. There's low-cost work-speeding power and equipment for every maintenance chore!

NEW for 1957...

INTERNATIONAL® 350 UTILITY TRACTOR
Mow your fairways faster with a big 7-gang mower. Get more power and traction for heavy-duty loaders and dozers. Let power steering fight bumps and ditches. "Put power to better use" with a new International 350 Utility tractor!

Your IH dealer will demonstrate! Look in the classified directory—phone your IH dealer today!

SEE YOUR

INTERNATIONAL HARVESTER

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

March, 1957
"IN THE SPRING"...
IT'S TIME TO THINK ABOUT
GRASS SEED!

IMMEDIATE
SHIPMENT
FROM
LARGE
STOCKS

Davis Grass Seed will help you establish
and maintain a better wear resistant turf.
We offer only seed of the highest purity
and germination. Our prices are right.

George A. Davis Inc.
5440 Northwest Highway, Chicago 30, Illinois

NEW! MODEL 400
SIMPLEX
Lawnmower Sharpener

Many Exclusive Features . . .
The NEW SIMPLEX is the fastest, most accurate straight-line
lawnmower grinder ever built . . .
gives you all these advantages:

- Grinds all mowers—real type, rotary,
  hand or power, any size.
- No dis-assembly needed, gas and oil remain
  in engine, support bar rotates.
- Grinding head feeds both horizontally and
  vertically, turns 90° for bed knives.
- Fast, positive adjustments, 4-point support
  on steel base with leveling screws.
- Rugged, long life construction and many
  other features.

The Fate-Root-Heath Company
Dept. G-3 • Plymouth, Ohio

Get the facts on the new
SIMPLEX 400 before you buy
any sharpener.
Send for FREE brochure today

OPEN first 9 of De Anza Desert CC at Bor-
rego Springs, Calif. . . . Second 9 to open
in several months . . . Sam Friedland, Food
Fair chain store magnate, will call his new
18-hole club at Hollywood, Fla., the Diplomat
CC . . . Rancho Los Coyotes CC at Buena Park,
Los Angeles suburb, to have 27 instead of 18
holes as originally planned for $40 million
real estate development project.

Expect to start clearing for Robert Trent
Jones course for new Point o' Woods CC be-
tween Benton Harbor and St. Joseph, Mich.,
in March . . . Cherry Hills CC, 36-hole
club in south suburban Chicago, recently sold
for subdividing will have 18 holes permanently
maintained . . . Maybe entire 36 will be in
play this summer . . . Having golf course as
part of the deal makes home sites worth
more.

Brentwood CC (Los Angeles dist.) to spend
$480,000 in clubhouse improvements . . .
Orrie Debolt is new gen. mgr., Lacon (Ill.)
CC . . . La Mesa, Calif., figuring on letting
concession for building and operating par-3
course . . . Alameda (Calif.) muny course had
108,366 players paying $122,174 in fees in
1956 . . . In 1954 play was 125,433 rounds
which was so heavy some golfers quit playing
. . . This year another 18 of muny golf and
a new clubhouse will be available at Alameda.
Bad weather up to March accounted for
3 Big Advantages For Golf Course Work

FORD TRACTORS

1 TAILORED TRACTION that's easy on turf. With Ford, you don't pay for, and carry around, excess built-in weight that packs turf. Instead, Ford's low ground bearing pressure lets you tread lightly over fairways and sidewalks. And, for extra traction on heavier jobs, you can quickly and easily attach Ford's exclusive wheel weights.

2 YEAR-ROUND VERSATILITY for more jobs. In season, you can use a Ford Tractor for mowing, aerifying, seeding, fertilizing and rolling. You can handle these jobs quickly without interrupting play. The same Ford Tractor will help you save time and labor on off-season jobs like building and repairing tees, traps and bunkers; loading sand and plowing snow.

3 JOB-FITTED FEATURES that cost less. With Ford, you pay only for the features you need to handle the jobs you have to do. You can choose models with or without hydraulic system and PTO. On Ford's low-cost Special Utility models you can specify either button tread or bar tread tires at no extra cost.

Call your Ford Tractor and Equipment dealer, or write to:
Tractor and Implement Division, Ford Motor Company, 
Birmingham, Michigan.

You see more FORDS because they save more money!

March, 1957
Stop
Turf
Troubles!

USE
Vertagreen
PLANT FOOD

Now your tees, fairways and greens can be pool-table smooth and twice as tough with Vertagreen Plant Food! It's the fertilizer that keeps turf green and beautiful through even the roughest weather. Vertagreen makes a strong healthy root system for an extra fine playing surface. Get Energized Vertagreen today!

ARMOU R
FERTILIZER WORKS

with PUNCH-LOK Hose Clamps

it's easy to be sure of your hose—and save money too!

"Smoothest" job on the course
Write for descriptive literature and name of nearest jobber.

PUNCH-LOK
Company

Sept. R., 321 N. Justine St., Chicago 7, Ill.