Blizzards, floods, tornados and droughts! Confusing competitive tests and claims! Unknown, untried, unadvertised brands introduced! More cut prices at downtown stores than ever before! Yes, a lot of things have raised their ugly heads that haven’t helped you a bit. We don’t like these handicaps to sales any better than you do. Unfortunately we can’t do much about them — any more than you can. Most of them are obviously beyond our control.

We can, however, do control two things — things of great and lasting importance to both you and us:

1. The superb quality of Titleist and all other Acushnet balls.
2. The distribution and sale of all Acushnet balls.

In brief, as sales from coast to coast show, you have with Acushnet the most popular balls in their price grades on the pro shop market today, plus 100 percent protection from all outside competition. These two things mean dollars and cents in your pocket under all conditions.


Sold the World Over Through Golf Course Pro Shops Only
The golf industry continued to expand in 1957 in spite of the reality of tight money and the inroads made by new subdivisions and highway construction. The 160 new courses opened for play during the year represent a gain of five over 1956; there are three more courses under construction than there were at this time last year; but undoubtedly the most encouraging and significant statistic is that there are now 758 layouts being planned or considered in contrast to 612 a year ago. On top of this, everyone connected with the industry — manufacturers, salesmen, pro businessmen, etc. — are looking to a strong 1958. This optimism, combined with the figures cited, indicate that golf in the U. S. has only one way to go, and that is forward.

Fred Kuehn photo
A compact, light-weight 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 real shaft may be used from 4½" to 18½". Equipped with several attachments to fit different real 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.
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Get Rid of Leaves...
WITH A WOOD'S ROTARY

- 12 Models ... for every tractor
- Mows grass, shreds brush, mulches leaves
- Quick detachable, free-swinging blades
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- Costs less to buy and operate

The Wood's Rotary Mower with leaf mulcher adds days to the golf season. Encourages more late play because of fewer lost balls. Members spend more time playing—less time hunting. The Wood's Rotary will end your leaf worries forever. It's ideal for large acreage grass and weed control—brush cutting, too. The Model 80 takes nearly a 7-foot swath, covers up to 4 acres an hour. Maneuvers easily around banks and ditches. For cutting it's more dependable and less expensive than reel-type or sickle bar machines.

Send Today for Complete Information
WOOD BROTHERS MFG. CO.
19710 South 4th St.
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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.

OUT OF SIGHT, OUT OF MIND

One side gives fairway yardage (150, 200, 250 or 300), other side reads "Replace Turf." Frame 4½" x 9" fitted with two ground stakes. Prompt delivery.

STANDARD MANUFACTURING CO.
Box G57, Cedar Falls, Iowa

Club will add another 18 later. Golf course maintenance work seems to be healthy, judging by the number of men who've been at it for years. Heard from Arthur Anderson, supt., Brae Burn CC (Boston dist.) that John Riley of his staff has been working on the course for 57 years.

There's a new son-in-law, Peter Higgins, in the family of Supt. Arthur Anderson of Brae Burn CC (Boston dist.). The Anderson's daughter, Phyllis, became Mrs. Higgins recently in services at St. Bernard's church, West Newton, Mass. Peter is with the U. S. Steel Corp. at Pittsburgh.

T. Craddock, greenkeeper at an Irish course, holder of the Irish Artisan title, recently won the British Greenkeepers' Assn. championship at Royal Dublin GC after a playoff with V. Bruce of Dunmurry club. Bob Knowles says that if Aiken, S. C., can figure out a way of getting its Palmetto private course and its public course in attractive condition, the pretty little town's business will benefit by hundreds of thousands of dollars of golfing tourists' money each year.

Supt. Walter Grego already finishing new tees on the Winged Foot course where
Check your list of needs for the coming year while they are still fresh in your mind. Take advantage of our complete line of supplies and equipment for golf courses.

Write today!

George A. Davis Inc.
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Full Water Economy

Positive, adjustable-speed control guarantees full water economy and maximum efficient coverage over large turf areas. Sandproof bearings and self-cleaning heads mean longer sprinkler life, lower maintenance costs. Use with Buckner's Quick Coupling Valves or hose stands.

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the 1959 National Open will be played . . . British Ryder Cup team won 8 matches to British Walker Cup team's 5, and 2 matches were tied, in contest at Linrick, this year's Ryder Cup matches course . . . Matches were played before British Walker Cup team left for Minikahda . . . Matches were played with the R&A regulation small ball . . . A match between U. S. Walker Cup and Ryder Cup teams would be a great event for charity or some USGA fund-raising operation.

Golf Writers Assn. of America host to British golf writers at dinner at Tallino's restaurant in Brookline, Mass., Thursday evening during the National Amateur . . . Dr. Frank (Bud) Taylor, National Amateur runner-up, was a major in the Army . . . In dental corps in ETO and among other patients had another officer who has become prominent in golf, Gen. Eisenhower.

There's a lot of talk about how much money it takes to play in major amateur competitions but rarely any thought is given to how much it costs golf officials to serve the game . . . In the past two years Dick Tufts, USGA president, has taken 60 trips on golf official business . . . It
SAN DIEGO ADDS 36 HOLES OF TOP GOLF—

Uses 40 miles of Triangle Semi-Rigid Plastic Pipe

We'd be glad to tell you how your course can reap the full benefits of irrigation through use of Plastic Pipe. Our field engineers will be glad to help you. Write today for our Prospectus On Golf Course Irrigation.

Triangle Semi-Rigid Pipe, incorporated in the largest Golf Course irrigation system known, assures Torrey Pines golfers of lush greens and fairways the year 'round. Here's a view of the system in operation on the 12th hole on the South Course.

Contractors like Triangle Semi-Rigid Plastic Pipe because it's light in weight, easy to join, and flexible enough to follow ground contours. Here's an example of economy. In the photo, Contractor Jack De Boer of D & M Sprinkler Co.—Jack's Sprinkler Co. Joint Venture, Paramount, Cal., stands by his scrap pile. This is all the scrap from a 200,000-foot job!

San Diego selected Triangle... seen here in open trenches on the partially completed North Course, because they wanted an economical, guaranteed long-lasting pipe.
For all-'round deodorizing

Deodoroma ROUNDS cost in use averages only a fraction of one cent a day. Rounds are formed under 70,000 pounds pressure: are dense and durable. Fragrance is locked in: lasts until the last particle has vaporized — there's no harsh "moth cake odor." Packed eight to the telescoping box — each Round sealed airtight — easy-to-shape Holzit wire holder in every box. For literature write to The C. B. Dolge Company, Westport, Conn.

costs a fellow like Dr. Bud Taylor plenty to stay away from his dental practice for over a week to compete in the National Amateur . . . Western Amateur champion, Dr. Ed Updegraff, passed up a goodly sum in medical and surgical fees while winning his golf title.

Presque Isle, Me., planning to have course built to design of Ben Gray . . . A. F. G. Building Corp, builder of Hilltop Estates in Syosset- Cold Spring Harbor area on Long Island, N. Y., plans to put in 3-hole courses back of homes if buyer will pay basic additional price of $2500 . . . The 3 fairways will criss-cross . . . Tees, greens and sandtraps will be installed to different designs . . . That's first time we've heard of a deal like this . . . Plots are minimum of two acres but that doesn't seem big enough for a course that will allow for drives, as these courses will, according to builder's publicity.

Start work on Bermuda Dunes 18-hole course at 2650-acre desert resort 15 minutes from Palm Springs, Calif. . . . Bill Bell is architect . . . Terry Ray and Ernie Dunlevie are owners . . . More than one million yards of fill already delivered to site of Diplomat CC, Hollywood, Fla., course being built by "Red" Lawrence for Samuel Friedland.

Noel Clark Ranch Club 18-hole course construction at Palm Springs, Calif., begun . . . Martin (Mitch) Mitchell now asst. to Johnny