DON'T
PAINT YOURSELF INTO A CORNER...

When you sell a golf ball that can be bought anywhere, under any name, at any price you're not doing yourself any favors. Yes, you make a sale but every such sale you make is simply an invitation to the player who buys from you to go "downtown" next time and buy the same ball at a price you can't afford to meet. You're surrounding yourself with competition.

That's what's been happening too often and too much, during the past few years, particularly on the lower priced balls — and it has been costing you sales. It is costing you sales.

That's not good for you and it's not good for us. Moreover, it doesn't have to happen at all if you sell Acushnet.

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In other words, when you sell an Acushnet you're not painting yourself into a corner. Acushnet Process Sales Company, New Bedford, Massachusetts.

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TRADEMARK
NEWS OF THE GOLF WORLD IN BRIEF

City of Venice, Fla. considering deal with private interests for building and operating course adjacent to local airport . . . Nottingham CC to build 18-hole course near Bethel Park, Pa. . . Suburban GC, Union, N. J., installing complete course watering system . . . More varsity golf squads taking southern competitive trips from mid-March on than have been playing against southern schools in any previous year.

There's talk about starting an eastern college golf tournament for boys and girls on pattern of Bill Tucker memorial tournament at University of New Mexico . . . Tucker tournament is the brightest of all golf competitions, some authorities maintain . . . Fine golf is played by the lads and the coeds . . . Planning 18-hole public course for Cobb County (Marietta, county seat), Ga.

Construction of Pine Valley CC 18 hole course near Aiken, S. C., to begin soon . . . Course to be feature of big real estate project of Blanchard and Calhoun, Augusta, Ga. . . . Bud Geoghegan, Crestmont (N.J.) CC pro, again teaching spring evening classes at Clifton, N. J. high school as part of Clifton Recreation dept. program . . . Vic Conte, new pro at the recently organized Chestnut Ridge CC, Baltimore, Md., and his asst., Herb Thomas, introduced to members at "Opening Night" dinner.

Despite unusually chilly weather, some Florida courses got heavy play in January and February . . . Fellows who might have gone fishing if the weather had been warm enough for fish, and fisherman, went to the courses . . . Joe Kirkwood, sr., starred with his trick shots at N. Y. Mirror's Outdoor Exposition . . . Jack Oliver, pro at Engineers' CC (N. Y. Met. dist.) gave a golf clinic and advice at the net at the Mirror show.

The 160 new courses opened for play last year was biggest increase of any year since the mid-20s . . . When the over 300 courses now being built are opened for play the net gain (minus courses bought for real estate projects) will bring total of U.S. courses higher than previous record figure of 5800 in 1930 . . . By the end of this year there probably will be about 5700 courses actively in the U.S.

North East, Pa., to have new course as part of Lakeview Developments residential and park project . . . Hidden Valley CC 18-hole, semi-private course near Friedensburg, Pa., owned by Wm. Jones, Pottsville, and designed by James Harrison, to open next month . . . Dick Hinkle will be pro . . . Expect to start building Monroe G&CC, 9-hole course at Covington, Ga., soon.

During discussion of purchase of Indian Hill CC by Newington, Conn., it was brought out that if Indian Hill site were sold for private development and
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GENERAL OFFICE
ATLANTA, GEORGIA

used for home building, a new school building costing $1,000,000 would have to be built to service the area . . . Arthur C. Brooks, co-operator of Pine Ridge CC, is new pre., Cleveland District Golf Assn. . . . The Cleveland association has 27 member clubs . . . It is sponsoring new junior tournaments for boys and girls this summer.

Second 9 of Huntsville (Ala.) muny course expected to be in play in late summer says Pro K. V. Estes . . . Glen Gibbon buys Santa Rosa (Calif.) G&CC 9-hole course and will operate it as Flamingo G&CC (semi-private) . . . Gibbon will be pro . . . Santa Rosa G&CC is moving to its new 18-hole club five miles west of Santa Rosa.

Lots of comment at superintendents' convention about the courses recently built or being built as features of real estate projects . . . Some of the courses show fine design and construction and others are cheap jobs that will be difficult and expensive to maintain in playable condition . . . Golf courses are proving to be powerful selling points in big, high class residential deals and the course maintenance experts think the home buy-
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March, 1958
ers ought to look into what they may be getting in the course deals.

Frank Eckels plans to build 9-hole semi-private course at Oakland, Ia. . . . Watonga, Okla., to have new 9-hole course built at Roman Nose state park . . . Clarence Shafer, Atchison (Ks.) public recreation director, heads group planning to build public course . . . Robert Sullivan, developer of Hidden Valley subdivision near Boca Raton, Fla., opening Hidden Valley course.

Second Mohawk public park course at Tulsa, Okla., to open this spring . . . Belair G&CC, with 18 hole course, to be opened in spring, 1959, on former Bel- air estate near Washington, D.C. . . . Tacoma, Wash., to have new public course . . . Discuss building of course at Wil- lard, O. . . . Olympia (Wash.) C&GC starts building its second 9.

Formal opening of Paradise CC, Crystal River, Fla., 18, designed and built by Mark Mahannah, with Chick Harbert as golf director, got big publicity coverage . . . Sports writers called course and location most beautiful of south’s new clubs . . . Lots around course selling well with Vic Chezzi and Frank Strana-

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3-SECTION ROLLER

An 80 inch roller with full oscillation for all sections. Water ballast 12-gauge welded steel rollers with rounded edges. Sand and dirt resistant alemite equipped hardwood bearings. Filled weight 600 lbs. per section. Frame of heavy welded steel construction complete with ball type hitch and mud scrapers. Painted rust resistant dark green. Shipping weight 480 lbs.

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FIVE-SECTION ROLLER FOR TURF MAINTENANCE

The five-section model covers a 132 inch swath with full oscillation for all sections. Heavy-duty channel steel welded constructed frame connects all sections. Complete with ball type hitch and mud scrapers. Bearings are oil-impregnated, hard maple wood bushings. Standard alemite fittings for greasing. Rollers are formed of 12-gauge steel. Edges are rolled, preventing tracking and turf ripping on the turns. Filled weight 600 lbs. per section. All units are easy to drain and store. Painted rust-resistant dark green. Shipping weight 945 lbs.

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seeded with bent, will be in top condition for International Golf Assn. worldwide pro championships this fall.

Wm. H. Johnson, former pres., Golf Course Supts. Assn., is busy with design and construction work on six courses... Among Bill's current jobs are a private 18 and a semi-private 18 at Mojave, Calif., 18 for Circle J Ranch CC, Newhall, Calif., new 18s at Palm Springs, Phoenix and Denver and an 18-hole, par 3 course at West Covina, Calif. Mrs. Grant Bennett, wife of Florence (S.C.) CC pro, is new president, Women's Carolina Golf Assn.

Chuck Maddox of Maddox Construction Co., Rankin, Ill., building second 9 at Glengarry CC, Toledo, O., to plans of Robert Bruce Harris... Marcus List is supt. Ungodly cold weather and heavy snows in large part of the nation have stopped a lot of construction and alteration work on courses, but supts. believe the weather might be a good thing for courses because it's killing some pests and will aerate and wet soil when thaws come.

Al Linkogel, Creve Coeur, Mo., supt., equipment designer and turf nurseryman extends his versatility by designing and