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AS A PRO, no one knows better than you that there's profit in golfing pleasure. The enthusiastic golfer is your best customer. One good way to build this enthusiasm is to see that your members play the right clubs. This season sell satisfaction—sell Master-Matched Power-Bilts—the clubs that look right, feel right, and play right!

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POWER-BILT
GOLF CLUBS
Master-Matched for Perfect Feel and Balance
NEWS OF THE GOLF WORLD IN BRIEF

From mid-July summer has been murderous on greens at many courses... Most of the variegated troubles are reported as having one cause in common: poor construction... Fairways, barring poa annua spots, generally are reported as staying in pretty good condition so far this summer.

Rounds played in the majority of districts thus far in 1958 probably average about 10 per cent ahead of last year... Sales of clubs and balls, bags, etc. aren't that far ahead... Reports from salesmen indicate that if pro shop sales total for this year goes 5 per cent ahead of last year it will be because golf business at pro shops continues to increase as a factor in Christmas gift merchandising.

Business recession seems to have had more effect on bar spending at clubs than on rounds of golf played and equipment buying... Public and semi-private course play continues its steady increase in accounting for over 60 per cent play. Unemployment hasn't been reflected much in pay-as-you-play rounds.

Colgate University's new 9-hole course at Hamilton, N. Y., to plans of Robert Trent Jones, opened... Colgate's athletic director, Everett D. Barnes, and pro, Jim Dalgety, head campaign to rehabilitate old building as new clubhouse for the Colgate course. Fine story by Gene Picker on Al Caravella, Echo Lake CC spt., in Elizabeth (N. J.) Journal...

Picker says, Caravella, 28, is "youngest course spt. n N. J."... Caravella, former caddie and capt. of Metuchen high school golf team, is protege of Ed McDermott, former green chmn., Metuchen CC, who got the club to send Caravella to Rutgers for spt. courses... After that, at 19, Caravella was named Metuchen spt... He then worked on staff of Ed Casey at Baltusrol in continuing his schooling and became Echo Lake spt. in 1956.

New course of Cleveland (O.) Metropolitan Park Board at Bedford Reservation opened... Parks Dir. Harold W. Groth estimates Bedford golf plant will cost $70,000 yearly to operate, including 5 per cent amortization payment... Mrs. John Newman, chmn., girls' championship committee of Women's Metropolitan (N. Y.) GC suspects "too much dating and high caddie fees" are explanations for small entry in the championship for girls under 18.

New Orleans City Park to have third course... Open Massena (N. Y.) CC course... Albert Murray was architect, J. J. Moroney was in charge of building and Harlan Martin is spt... Another postponement of opening of Rockleigh County (N. J.) course near Hackensack because of strike delaying completion of clubhouse... Course may not open until next year.

Second nine soon to be opened at Vaughn Barnhard's Indian Run semi-priv-

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If you have any difficulties in selling your golfers on the idea of extending their season (See page 36), perhaps mention of the beautiful vista from the pro shop window may be one way of convincing them. And, it gets even better in the Fall when the leaves begin to turn. The photo on the cover looks out from Red Dennison's pro shop at Green Acres Country Club, located near Northbrook, Ill.
Davis grass seed will give your greens, tees and fairways that needed lift after a hot scorching summer sun. Let us take care of your fall seeding requirements.

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NEW SHARPENER Grinds any reel or rotary type mower faster; easier!

ate course at Westerville, O. . . . Sam Salyers is supt. . . . Wilton Garrison, Charlotte (N. C.) Observer sports editor, says Charlotte is to have four new 18-hole courses soon . . . two are to be surrounded by real estate development, a second 18 for Carmel CC and a new course for Columbia CC . . . Larkhaven GC 9-hole course being built by Barron Connell . . . Charlotte CC planning 9 holes for addition to its 27.

Talk about new course at Greenwich, Conn., on property now owned by St. Luke's Convalescent Home . . . Pros in the Carolinas are seeing results of the kid class lessons and other junior golf promotion they've been doing . . . They say standard of kid golf now is amazingly high and Carolina kids' golf manners might well be par for adult golf etiquette all over the U. S. . . . Junior golfer development hasn't been easy thing for Carolina pros with the club pools inviting kids in the summers and older members many times not agreeable to use of the course by youngsters . . . Big growth of junior golf interest has provided best possible insurance for future of the Carolinas clubs.

Henry Thomas gen. chmn, 1959 New
Keep your greens and fairways in prime condition all season long with a cast iron pipe irrigation system. More dependable, more economical, more efficient. And—once installed, maintenance or repairs are practically eliminated. The first cost is your only cost.

Rugged, long-lasting cast iron pipe is preferred by public water officials all over the world. In almost 100 American cities it is still serving after more than a century of steady use. No other pipe can match this record of service.

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Late summer, early fall is the best time to upgrade your turf... with Scotts, naturally.

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5,000 SQ. FT. Green is aerated and ready for play in less than 2 hours

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Hundreds of golf course superintendents prefer the GREENSAIRE because it does a complete job of aerifying greens, tees and approaches and leaves them in perfect playing condition right after aerating.

With an 18" swath and a speed of 40 ft. per min. the GREENSAIRE completely aerifies a 5,000 ft. green in just 2 hours!

SELF-SHARPENING hollow tines punch 30,000 clean-cut perforations in every 1,000 square feet of turf; holes are evenly spaced on 2" centers to permit uniform distribution of plant food and water. Special timing mechanism and patented hold-down fingers prevent tearing of turf around holes. Plugs are extracted and deposited on the surface for easy removal. Plugs can be valuable compost, or pulverized on the green with a vertical mower, they can be re-used as top dressing. Perforations up to 3½" deep let water and fertilizer reach the root zone faster. Greens require less watering; deep penetration promotes healthy root growth and uniform soil texture. The small, life-giving perforations are easily filled with top dressing . . . will completely heal over in less than a week.

(Now manufactured and sold by the makers of RYAN Sod Cutters, the GREENSAIRE was formerly known as the "Greens Air Special" and manufactured by the Greens Aerification Co., of Hopkins, Minn.)

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Supt., Midvale Country Club
East Rochester, N.Y.

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J. Katz is club president . . . Frank Kringle is pro . . . Arnold Palmer reported as being in line for pro job at new, super for-men-only club wealthy Pittsburghers are having built to plans of Dick Wilson at Ligonier, Pa . . . Palmer — if he does sign — won't leave tournament circuit except for few weeks per year, says report.

Glenrochie CC course at Abingdon, Va., opened . . . W. M. (Bill) Webster is pro-supt . . . Clubhouse being built . . . Pleasant Ridge Swim & CC 9-hole course on site of old Nannenhagen course, opened at Pleasantville, N.Y. . . . Mike LaMedica is pro . . . Owners of Bayside and Oakland courses on Long Island awarded about half of what they regarded as value of 52 acres of Bayside and 20 acres of Oakland and less than city appraiser's estimates by order of Jamaica Supreme Court . . .

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Highway construction accounts for condemnation proceedings . . . Gravy-greedy politicians and roadbuilders’ lobby talking piously about public improvements while they’ve got both hands deep in the public pockets are giving golf a bad time on the highway deals.

Jim Reynolds now “Golf counselor” to Hermitage CC, Richmond, Va., which is building new 18-hole course to plan of Wm. Gordon and Son . . . Also being built in Richmond district are 18 holes that Fred Findlay and Ray Loving are building for Meadowbrook CC; Willow Oaks being built by the Gordons, Bill and Dave; and a new 9 for Oak Hills . . . CC of Virginia soon to add a second 18 adjoining its James River course.

Bill Hensley, Raleigh (N. C.) News and Observer golf writer after checking with Ralph Lang, Agee Welch and Maurice Brackett, pros at Raleigh’s three courses, says weekend golfers play more golf than his club’s pro . . . John M. Brennan, Long Island golf reporter, says Marshall Field estate on Long Island, adjoining Deepdale course at Manhasset, will be site of another great course.

University of Wyoming engineering in-