If golf balls were unbranded you would have no way of knowing good from bad, would you? You would have no guide upon which to base a recommendation to your players.

But when you sell a ball that carries the name "Titleist" you do know what you're selling—and the buyer knows what he's buying. You sell and he buys with confidence.

For the name "Titleist" says many things.

To you it says, "here's a ball, the only ball that protects you completely from 'down-town' competition". It says, "here's a ball made by a company you can trust".

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Hundreds of thousands of men and women know these things. We've been telling them about Titleist for many years through our advertising—and Titleist has always lived up to what we've said about it.

That's why Titleist is the easiest ball in your shop to sell. That's why it's the best ball to sell. Acushnet Process Sales Co., New Bedford, Mass.

Sold the World Over Through Golf Course Pro Shops Only
Big dinner for Horton Smith at Detroit GC, April 18. Members of the club and guests will jubilate at unveiling of picture of their pro in a Masters’ green coat and his election to PGA Hall of Fame. Minnesota PGA annual spring clinic at Minneapolis GC April 27 will conclude with banquet at which PGA national Pres. Harold Sargent, Sec. Lou Strong and Treas. Warren Cantrell, will be present. Minneapolis GC is site of PGA championship July 29-Aug. 2.

Philadelphia Section PGA to have its second annual golf show at Hotel Sheraton, Philadelphia, April 13. Expect to have 3000 district golfers attending and 100 district pros giving lessons and shot-making demonstrations. Admission is $1. There’ll be about 30 displays by manufacturers. Harry Obitz’ “The Swing’s the Thing,” will be staged.

Al Tull architect of new 18 for Panama GC, Republic of Panama. One of Tull’s recent jobs at Jug End Barn, South Egremont, Mass., for owner Angus McDonald, started out to be a 3 hole course, grew to 6 and will be 9 before long. The first 6 recently were opened. Tull making European trip this summer. He’ll handle some business on the continent then go to England where he hasn’t been since he came to U.S. 52 years ago.

Martin E. (Grass Hat) Mattison, Hawaiian golf equipment dealer and long a campaigner for Hawaiian statehood, got his wish granted officially just at the time the statehood celebration was in full swing. So he missed most of the final of the Mid-Pacific Open. The tournament was won by amateur Owen Douglass, jr. Mid-Pacific CC at Lanikai, Oahu, where tournament was played, is 33 years old.

Hope to open 9-hole Roman Nose State Park (Oklahoma) course in July. Oklahoma’s State Plans and Resources Board has new 9 at Quartz Mountain State Park. Norman Von Nida says, “It is a sad, sad thing that Britain has failed to produce a really outstanding golfer since Henry Cotton was in his prime.” Von Nida remarks that Henry had the “superiority complex” that a solid champion needs, practiced harder and smarter than the others and could analyse what makes a certain shot the one to play. The Australian pro also wrote in British “Golf Monthly”: “I have never seen a better swinger than Peter Alliss but he hasn’t got the business attitude to make him unbeatable.”

A pin-ball type of a game in which a dime gets you 9 putts is one of the new amusement machines. Pro — lady pro — amateur “Golden Triangle Festival of Golf” at PGA National course was great success. Five matches in each threesome: individual medal competition for each of the three, best ball of the two pros and best ball of lady pro and amateur man. Talk about having the affair played in foursomes next year with a Senior male being added.
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Dept. G-4

Plymouth, Ohio

Suburban Club, Pikesville, Md., starts work on new building to replace present clubhouse... Grounds area also being enlarged and golf course is being changed around in new building program... Willow (Calif.) Journal editorially behind plan to revive interest in constructing Glenn County CC between runways at local airport... Peoria, Ill. officials discuss building new Newman CC clubhouse to replace one destroyed by fire last fall.

Brig. Gen. Richard P. Overshine urges building of public course on 160 acre tract in Ft. Hunt, Va., area as replacement for Fairfax CC, recently sold to private investors... Municipal band was out and ribbon cutting was in vogue as Long Beach, Calif.'s new Skylinks, a muny course, was officially opened in March... In Portland, Me., city mgr., J. H. Orr, recommends building of second public course to relieve overcrowding at 18-hole Riverside Municipal.

John, Albert and Leo Della Bianca start work on 18-hole course in Meriden, Conn.... A semi-private, it will be half completed this summer... Work started on construction of $1,000,000 Meadowbrook CC clubhouse in St. Louis... Golf course, started last fall, is to be 7,100 yards and
Installing new cast iron pipe irrigation system at Ridge Country Club, Chicago, Illinois. Ditching machine is excavating on the 17th fairway.

More and more golf courses prefer cast iron pipe for fairway irrigation. The reason: dependability! Cast iron mains installed 100 years ago still serve 44 American cities; today's modern pipe surpasses even those rugged mains of yesteryear. Here's why:

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- Easy to install—minimum of tools and training required
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OLD TIMERS

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L.I. . . . Robert Trent Jones has blueprinted 18 holes for the organization . . . They will be built across 170 acres.

Work to start soon on new clubhouse at Plandome CC in Long Island . . . Old one was destroyed by fire which claimed life of club watchman . . . Cherry Valley, also in Long Island, planning to modernize course . . . Trent Jones also handling this one . . . Large new golf range planned for Westport, Conn. . . . George J. Kreischer, pro at Asbury Park (N.J.) G & CC since 1956, died in February . . . He was 55 years old and had graduated to the pro ranks after caddying for a few years around Flushing, L.I. . . . He had held club jobs at Pt. Pleasant, Shackamaxon, Fosgate and Bayside . . . Among his pupils were John D. Rockefeller, Babe Ruth, Rocky Marciano and Eddie Arcaro.

Ralph Breshears named pres. and general mgr. of Sapphire Valley Inn & GC, Saffire, N.C., by Eugene M. Howerdd, owner . . . M. M. (Chuck) Witherspoons appointed resident mgr. . . . They formerly were connected with the Bon Air Hotel in Augusta, Ga. . . . Lease to rent Municipal GC in Scranton, Pa., for $31,750 annually for 10 years recently presented to

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