When it comes to new nine-gang mowers, here's where we stand.

Meet Bob Snider, of Moon Equipment Company, the Jacobsen Distributor in Cincinnati, Ohio. He was one of the first customers for the big news in mowing tractors from Jacobsen.

The new nine-gang F20.

Like all the rest of us Jacobsen Distributors, Jacobsen had to sell him first before he takes on any new Jacobsen equipment. The reason: he's an independent businessman. That makes him a buyer before he's a seller. And that means he's convinced the new F20 will perform the way it's designed to.

For instance, the F20 is designed to get the big jobs done in a big hurry. And it does. Because it cuts a huge 19 foot swath, it can mow about 76 acres in a 8-hour day. And move between mowing areas up to 25 M.P.H.

Equipped with rear wheel steering, the F20's reels turn in the same arc as the steering wheels. The result? No skipping, no skidding, no uneven cutting in the turns. And because the wheels are behind the mowing units, there are no wheel streaks in the straightaways, either.

It's also highly maneuverable. Gets close to bushes or buildings, in and around trees. The rugged front drive delivers sure traction on grades and sidehills. And the front mowing technique gives the operator a safe, unobstructed view of the cutting area and outboard mowers.

About versatility: all nine reels may be lowered and raised from the driver's seat with finger-tip controls. Use any combination of reels for cutting. Median strips are cut right from the roadway with an outboard mowing unit.

We also sell a seven-gang F10 mower. It works just like this new nine-gang model, and cuts a 15 foot path.

For the really big mowing jobs come and see any of us Jacobsen Distributors for the new nine-gang F20.

We're always up on the latest developments.

Your Jacobsen Distributors

Before we sell it, we buy it.

For the name of the distributor near you write: Jacobsen Turf Distributor Directory, 1721 Packard Avenue, Racine, Wisconsin 53403

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Puts less pressure on the turf than your heel.

It's a golf car tire with a soft touch. The Goodyear Rib Terra-Tire low pressure tire. It has a wide tread to spread the load evenly. This means less turf damage. For even with a fully loaded car, pressure is only 10 pounds per square inch compared to the 24 pounds a man's heel can exert.

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Hayward Golf Club  
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The Ryan Minute-Miser multi-purpose utility turf vehicle.

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Why a Uniform Ball?
The United States Golf Assn. by returning to all match play for the amateur champion returns golf to the people from the television networks. So there won’t be millions watching a TV program of the National Amateur. Those millions will be playing golf, which primarily is a participant’s game, not another exercise in sitting on the fanny.

The USGA’s Green Section has been more effective than any other sports organization in arousing the nation to the urgent need of protecting natural beauty.

Now, with the complex problem of trying to agree with the Royal and Ancient Golf Club of St. Andrews on the specifications for a worldwide golf ball, the USGA is at the potentially most dangerous period in its history.

As one of the few who has observed for many years USGA’s nervous efforts to control the distance of the golf ball, I continue to wonder why. That fear of Nicklaus, Palmer and a few others hitting the ball too long for my course is something I survived when Jimmy Thomas was the longest hitter. Those who hit the ball too long for courses I’ve paid to play can stay off. If they want to play a different game than my kind, okay with me.

I am representative of at least 90 percent of the world’s golfers and I’ve yet to see a ball I could hit too far.

The unfortunate previous experience of the USGA in legislating a new ball—the short-lived “balloon ball”—was the result of one of its older officials aging past the stage where he could out-hit opponents. He still could finesse the approaches. He was an honorable and persuasive man. He cost American golf millions and didn’t do it any good by his ball obsession.

Now I am afraid the USGA and R&A in their striving for a uniform worldwide golf ball aren’t going to do a bit of good for anybody except the Japanese ball makers.

For them the change of specifications will virtually destroy the golf ball market for American and British ball makers.

And who would the proposed new ball help to enjoy golf more? Not me or the vast majority of other golfers the world around.

So why a new ball?

Last year during the PGA I heard the USGA officials tell of the concessions the R&A had made to satisfy the USGA’s ideas for a new ball. The R&A had come along with the USGA on the steel shaft, the center-shafted putter, the moderately-ribbed faces of iron clubs and the abolition of the stymie, but I couldn’t see the “why” of the uniform ball and I, like USGA and R&A officials, had grown up asking first, “Is it good for golf?”

I grew up in golf as a customer with professionals telling me what ball to use for the game I played. Then came the compression ratings that were presumed to substitute for pro advice on balls, but the compression ratings didn’t generally work. The ignorant and solvent hopefuls wanted to play the same high compressed balls the hard-hitters played. The soft-pattting ordinary golfers hitting high compression balls is like trying to drive a croquet ball.

Is the golf ball played under the same conditions in New Jersey and New Zealand, in Carnoustie and Calcutta, in Tennessee and Tokyo?

I don’t think so. And I am one of many millions who has bought golf balls in many countries. And that’s continued on page 8
High-fashion elegance isn’t the main reason Harley-Davidson golf cars are the most popular in the world. But it doesn’t hurt.

There are other reasons. Engineering excellence. Special features. And quiet.

Engineering? Our four-wheel cars have independent front wheel suspension, mounted on trailing arms. Plus coil spring shocks. For the rear wheels—coil springs, hydraulic dampers and a torsional stabilizer. And both our four-wheel and three-wheel models deliver sharp, effortless steering. And all Harley-Davidson golf cars are protected by rugged, chrome-plated bumpers, front and rear. Plus side moldings to guard against nicks and scrapes.

And now... quiet on the tee! And the fairway. And beside the green. Our gasoline golf cars are quieter than a voice in normal conversation.

And our electrics run much farther. Because they go longer between charges. (Thanks to less power requirement at low speeds.)

That’s our story and we’re stuck with it. Happily. Gas or electric golf cars. Three wheels or four. The most popular name in the game is Harley-Davidson. Why not get in touch? Make us prove it.

AMF Harley-Davidson
Milwaukee, Wisconsin 53201

For more information circle number 177 on card
more than can be said of professional playing specialists who haven't spent as much for initiation fees and dues as I have.

Whatever the USGA and the R&A do in fooling around with changing ball specifications will be right for a few, wrong for many millions more.

The R&A has a trustworthy precedent in Queen Elizabeth I, who created an empire by side-stepping in a crisis and letting nature take its course.

The costly cast head irons have given professionals the merchandising awakening jolt many of them needed.

Players are buying these clubs in surprisingly larger numbers.

"Buying" is the correct word. Quite often the golfer would come into the pro shop and tell the professional to get him a set of these new irons. The professional didn't do any selling. He didn't have any idea the customer wanted new clubs and sometimes was dazed that the customer didn't faint when the price was mentioned. The professional may have thought the buyer was too tight to buy expensive new clubs. It turned out that the professional was the one scared by the higher price.

The spurt the aluminum shaft gave club sales was, to a large extent, another case of the aluminum-shafted clubs being bought rather than sold.

Pro salesmen say there is a big lesson in the quick sales surge of the aluminum shafted and cast head clubs. They declare the lesson is that too few professionals and their assistants really know how to sell clubs or even try to sell them.

During the past three or four years I've asked pro salesmen what percentage of professionals they regard as being good at selling clubs. The highest answer I've got is 20 per cent.

"Good at selling clubs. Hell, half the pros I see don't even do a good job of displaying clubs so they'll attract buyers and sell themselves," a pro salesman in one of the central states told me. "They don't seem to know that eye-catching display of clubs will get buyers just as buyers respond to the appeal of a well-displayed golf apparel."

Remember 15 years ago when you'd go into a pro shop you'd always see one or two golfers inspecting clubs. Now you seldom do.

Why not? The professional had better find out.

About a quarter of golf clubs now probably don't fit the player, but the player seldom knows by any means other than accident that his game could be improved by new clubs with a "feel" that in itself is a lesson.

Club fitting is a service to golfers that is pro-only and the courts can't put you in jail for boldly displaying new clubs and offering a valuable and unique pro-only club fitting service to buyers.

John Gerring becomes golf director and co-owner of 27-hole Holly Hill CC, near Greenville, N.C., which will open late this year... Bill Delk goes to Deer Track GC, Surfside Beach, S.C., being built, from his pro job at Pineland CC, Nichols, S.C... Bill Vach now professional at Lehigh
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Standard continues to maintain their policy of improving the quality of their products. Once new concepts have been proved in the field, the improved product is then released to you. That's one more reason Standard is known as the standard of the industry.

For complete details, write to Standard for their FREE, descriptive literature on their Professional ball washer. Also, a complete line of golf course equipment is available from Standard Mfg. Co. Write today.
the leader's bag

Producing super golf turf is our bag. It's the business we know best—from tee to green.

As a matter of record, 90% of our professional business is golf. That's the kind of record you expect from the nation's leading fertilizer company.

You also expect custom programs that will overcome your turf problems while keeping you one up on your budget. And we meet that challenge, too. We've proven it a thousand times over. All over.

For the help you need to build and maintain tournament quality turf, look to the leader. Agrico, of course. That's our bag.

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