

FOR CHRISTMAS! FOR PROFITS! FOR YOU!

Again! — Acushnet is Out in Front with the Outstanding Gift Promotion Idea for the Holiday Season — with Every Cent of Profit on Every Sale going to You, the Pros of America.

ONLY ACUSHNET OFFERS ALL THIS

- One dozen Titleists (or Finalists or Bed-fords) in the handsomest gift case ever.
- Each ball marked with individual's name.
- No extra cost to you or your members for all this.
- Every sale — even those that come through the mail direct to us — credited to the Pro.
- Whole deal advertised in national magazines reaching millions of gift-minded men and women.

Last year, thousands and thousands of these personalized gift-cased Acushnets were sold. This year, with the greatest Titleist ever made, we expect an even greater demand.

The deal offers you a gold mine of off-season profits. Talk to Acushnet salesmen about it. Get your orders in early — and a Merry Christmas to all of you. Acushnet Process Sales Co., New Bedford, Mass.



ACUSHNET

GOLF BALLS

Sold the world over through Pro Shops only

Swinging around Golf

NEWS OF THE GOLF WORLD IN BRIEF

Hampton Auld resigned from Apple Valley (Calif.) CC pro job . . . Succeeded by Steve Clayton . . . Fiscal year of Sacramento, Calif., 3 munny courses ending June 30, 1953 at record total of \$150,784 . . . Ahead of previous 12 months by \$37,487 . . . Westbriar CC, new private 18-hole club with temporary offices at 439 S. Washington St., Falls Church, Va., to have course in play by July 1, 1954.



HERB GRAFFIS

Chicopee, Mass., without a course for about 12 years, interested in building munny course, says Mayor Trybulski . . . Detroit (Mich.) Parks and Recreation commission proposes to build 9-hole course on Farwell Playground at cost of \$299,000 . . . Jack Daray submits plans for proposed 18-hole course in Glorietta Bay area of Coronado, Calif.

Danny J. (Jerry) Goss, Jr., now pro at Griffin (Ga.) CC . . . Pete Bogan, former Publix champion, now pro at McAllister's range in Montebello, Calif. . . . Alameda, Calif., expects to spend \$1,000,000 on new 18-hole course adjoining present 18, including \$500,000 for clubhouse to serve present and new course.

Construction on new 9 of Orange Brook CC, Hollywood, Fla., to begin in October . . . J. C. Parker heads Mobile (Ala.) Skyline CC to build 18-hole course, clubhouse, pool, tennis courts . . . Longest shot winning at driving contest so far this year was 378 yd. wham by George Bayer, ex-tackle of Washington Redskins, in Cal Neva Lodge tournament.

Supts. in San Francisco district say George Finin, formerly with the late Billy Bell, has done marvelous job in bringing into condition Larry Curtola's Castlewood CC, on ranch once owned by Mrs. Phoebe Hearst . . . Considering building 9-hole course in infield of Golden Gate race track in San Francisco dist. . . . Ken Shellie designs 18 for new Salt Lake City (Utah) Lakewood CC, which has temporary offices

at Bowman Real Estate Co., 906 Walker Bank Bldg., Salt Lake City.

Lake Chelan G&CC to be built at Chelan, Wash. . . . Bluegrass CC, Nashville, Tenn., 18-hole course designed by Robert Bruce Harris, opened . . . General Shoe Co. executives largest element of Bluegrass membership . . . Guy N. Tomberlin constructing 9-hole course with two sets of tees at

Alamosa, Colo.

Construction has begun on Williamsburg (Va.) Inn course . . . George Jacobus, who was assist. pro at Ridgewood (N. J.) CC when he was 14 years old and pro when he was 19, is completing his 34th year as the club's pro . . . Columnist John Gonella in Washington (D. C.) Post, in telling of meeting of Mid-Atlantic Golf Course Supts.' Assn., wrote one of the best pieces we've ever read in a newspaper on superintendents' versatile skill . . . Head on the piece was "Experts in Everything."

Johnny Alberti, pro at Jumping Brook CC, Neptune, N. J., honored for his 21 years of service to the club . . . About 300 N. J. pros and amateurs turned out for golf, chow and oratory in paying tribute to Johnny . . . Atlanta, Ga., selects site for city's first munny course . . . It'll be 18 holes.

American and Efrid Mills, Inc., course reopened after remodeling, at Mount Holly, N. C. . . . No sand traps or hills on Bill Diddel's Woodland course, at Carmel, 4 miles north of Indianapolis, Ind., but nobody's broken par of 72 despite some star pro and amateur play on it since its opening in April.

There's talk about making the U. S. golf ball specifications standard for the world in a couple of years . . . Not any wild excitement about it . . . British players like our ball and think it's better for shorter courses but British ball makers are not eager for expense of changing ball molds . . . Willie Auchterlonie, winner of British Open of 1893, now 81 and pro at Royal & Ancient of St. Andrews, says, "In the old



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SEED THIS FALL
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Look over your turf requirements and like many of the nation's leading clubs you'll find Scott's select seed assures outstanding turf. Use Scott's this Fall and win enthusiastic player acclaim. For weed control use Scott's 4-XD. Dry applied in a jiffy — safe — sure. Write for recommendations and prices.

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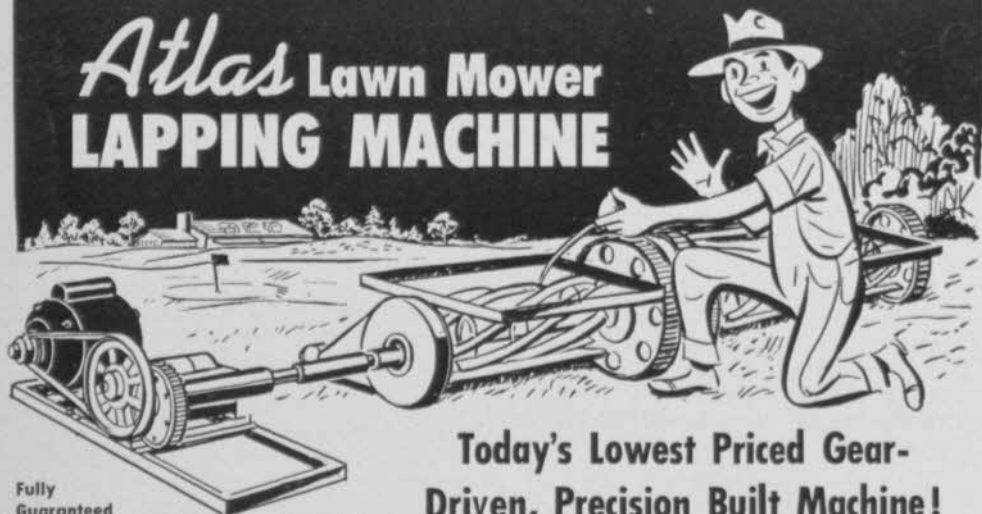
Scott's ARE FAMOUS
FOR CHAMPIONSHIP TURF

days a professional was expected to play over any course. He was given his card and told to get on with it. It was the figures that counted and nobody bothered about the excuses." . . . Old Willie thinks the wide fairways at St. Andrews are the reason the course doesn't produce great golfers any more.

Zeke Dexter now pro-mgr., Ft. Mitchell CC, Covington, Ky. . . . Wm. Styles now mgr., Greenbriar Hills CC, Kirkwood, Mo., succeeding Cletus Gaston, who resigned to manage St. Clair CC, Belleville, Ill. . . . Beverly N. Jones signed as mgr., Peninsula CC (San Francisco dist.) . . . Zoltan Murai now gen. mgr., Cedarbrook CC (Philadelphia dist.) . . . W. F. Deatherage becomes mgr., Waxahachie (Tex.) CC.

Midwest Regional Turf Foundation Field Day at Purdue next year probably will be held in September instead of in August. . . . Meeting is highly valuable and drew 168 this year but fellows were worried about being away from their courses during August weather. . . . Next year Midwest Foundation will have two successive days for its Field Day program, with supts. from Southern districts on first day and those from North on second day.

Atlas Lawn Mower
LAPPING MACHINE



Today's Lowest Priced Gear-Driven, Precision Built Machine!

In use by over 400 Golf Courses from coast-to-coast. Portable . . . compact . . . lightweight. Can be used either in the field or shop for lapping all models hand, power or gang mowers. Equipped with attachments to fit different reel shafts, metal blocks for roller, steel support stands. Patented adjustable feature for various height mowers. Uses 1/4 h.p. motor.

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Fully
Guaranteed

LIST
PRICE \$ **39**⁰⁰
Less
Motor

WITH MOTOR \$61.50



**4 TIMES
THE SERVICE**
from EMERALD CORD HOSE
by GOODYEAR

THE report from a large Michigan golf course reads: EMERALD CORD Hose has been in use every summer for the past 20 years. It has outperformed other hose by 4 to 1. And it still is in excellent condition. Your club, too, can get outstanding hose service. Just ask your dealer for Goodyear's top-quality hose. It comes in 25-, 50- or 100-foot lengths and in $\frac{5}{8}$ ", $\frac{3}{4}$ " or 1" sizes with nickel-plated fittings.

Goodyear, Industrial Products Division
Akron 16, Ohio

Here's why
EMERALD CORD HOSE
gives better service



TOP CONSTRUCTION—rayon reinforcement gives great strength, minimum stretch on pulling. Cover stock is highly resistant to sun, weather and abrasion.

TOP DESIGN—rounded rib cover design prevents hose from scuffing, cutting or marking greens.

TOP QUALITY—only the finest materials and workmanship are used and both are backed by a written lifetime guarantee against defects.

Emerald Cord—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

GOODYEAR

THE GREATEST NAME IN RUBBER

We think you'll like THE GOODYEAR TELEVISION PLAYHOUSE—every other Sunday—NBC TV Network

LABOR PROBLEMS vex Superintendents

"... obtaining competent personnel is our biggest single headache"—"... wherever possible hand work must be eliminated".

The above remarks are quoted from statements made by superintendents of two well known mid-west golf clubs.

A Royer Will Help IN THEIR SOLUTION

To secure competent personnel, golf clubs must compete with industry, both as to salary and working conditions. Not only is it uneconomical to use expensive man hours for slow, manual operations . . . it is difficult to keep men when they are assigned such work. When you use a Royer Compost Mixer for preparing top dressing, you remove both problems. Compost is prepared in one-eighth the time needed for manual methods. All the operator need do is shovel the materials into the low hopper and the machine does the rest.

In addition, the top dressing will be of highest quality, completely shredded and blended, with all trash removed, ready for application.

Write for Bulletin 46 and details on the many sizes and models available.



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171 PRINGLE ST., KINGSTON, PA.

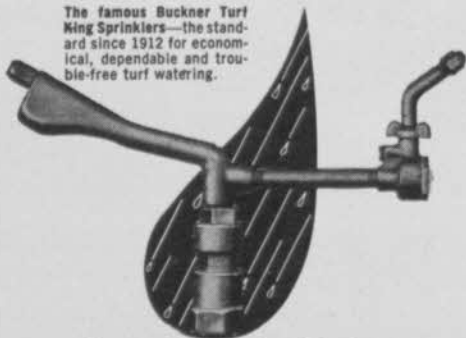
Norman Kramer, Supt., Silver Lake CC (Chicago dist.) been getting up at 5 a.m. and finishing at 10 p.m. with maintenance and construction work on 36 holes this past summer . . . Midwest supts.' Bull Sheet says Norm will be surprised at how much his little daughter has grown when he sees her this fall . . . That's life in summer for a course supt.

Western Turfletter of USGA Green Section Western office, P.O. Box 241, Davis, Calif., reports that more than 73 west coast clubs have signed for Green Section direct consultation service . . . Mailing of Turfletter to be restricted to active participants in western USGA Green Section program.

Report of George Hjelte, gen. mgr., Los Angeles City Recreation and Park Dept., to City Council's Recreation and Park committee is well worth study by other councils and park boards that are studying need of additional golf facilities.

Ray Parker, mgr., Concord Hotel, Kiamesha Lake, N. Y., was host to American Ryder Cup team, at dinner Sept. 22 . . . Team and guests were transported from New York to Kiamesha Lake and return by Parker . . . One of best golf promotion jobs in smaller towns was Hole-in-One con-

The famous Buckner Turf Wing Sprinklers—the standard since 1912 for economical, dependable and trouble-free turf watering.



Economical, Trouble-free Golf Course Watering

No golf course watering problem is too tough for Buckner sprinklers. A wide range of performance to choose from. Each item developed to do particular jobs efficiently. Buckner's Perfect Curtain of Water is your assurance of uniform distribution without waste.

Buckner dealers offer a complete service from individual units to permanently installed systems. Write for complete information.



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18 Drawbar hp.
Three speeds forward, one reverse
Equipped with lights and starter

NOW YOU CAN

Cut Costs All Year 'Round on All These Jobs

WITH **IB** POWER
ALLIS-CHALMERS

The hard-working Allis-Chalmers IB Tractor knows no season. With gang mowers, broom, snowplow, crane and sickle bar, it makes an ideal golf course tool!

Compact design, short turning radius and low center of gravity enable operator to work quickly, but safely, in close quarters and on steep slopes. Quick-hitch drawbar lets him hook onto and release loads from the seat . . . makes his job easier and safer.

See your nearby Allis-Chalmers dealer and ask him for a demonstration. He'll be glad to show you how the IB can help you cut costs *all year 'round*.

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TRACTOR DIVISION MILWAUKEE 1, U. S. A.



Mowing Weeds and Rough



Sweeping Leaves



Plowing Snow



Pulling Gang Mowers



Hauling Material



Brushing Snow from Walks and Parking Lots

Created to
fit the needs
of every
green or
fairway!



VIGORO*

Now available in 2 forms!
Regular and new, water
soluble Instant Vigoro

Vigoro supplies in ample amounts all the vital food elements *any* grass must get from *any* soil—to grow and thrive.

Whether you apply Vigoro in dry form or Instant Vigoro in liquid form, you are sure of the results that come only in feeding *complete* plant food . . . rich, thick, play-attracting turf that means lower maintenance cost! Order Vigoro and feed it regularly.

*Vigoro is the trade-mark for Swift & Company's complete, balanced plant food.



test sponsored by Mill Valley (Calif.) Record at local many course with pro Bud Fisher conducting . . . Large array of prizes contributed by local merchants . . . Clubs and balls provided non-golfers who wanted to take a crack . . . Mill Valley Record editor and publisher is Louis Ruppel, famed for his work as metropolitan newspaper city editor, large national magazine editor and Columbia Broadcasting publicity director.

George Aulbach says he thinks that Mgr. F. D. Croucher of Golferest CC, Houston, may have established a record Labor day in giving full breakfast and music to 92 contestants from 7:30 on and by 9 having them all playing on the course . . . Three starting tees were used . . . George says when mgr., supt., and pro cooperate the impossible can be done at a golf club.

Beautiful brochure tells of new Overlake G&CC, Medina, Wash., which A. Vernon Macan designed . . . Gordon Richards is pro . . . Course has four tees that can be used for starting . . . Harold L. (Jug) McSpaden doing a great job since he was made vp in charge of all sales and merchandising for Elmer Ward's Palm Beach Co. . . . Sales have increased 36%, and

STANDARD *Golf Course* EQUIPMENT

FLAGS
FLAG POLES
BALL WASHER
HOLE CUTTERS
PUTTING CUPS
RULE SIGNS
BAG RACKS
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RULE SIGNS

Establish local rules—eliminate playing delays.

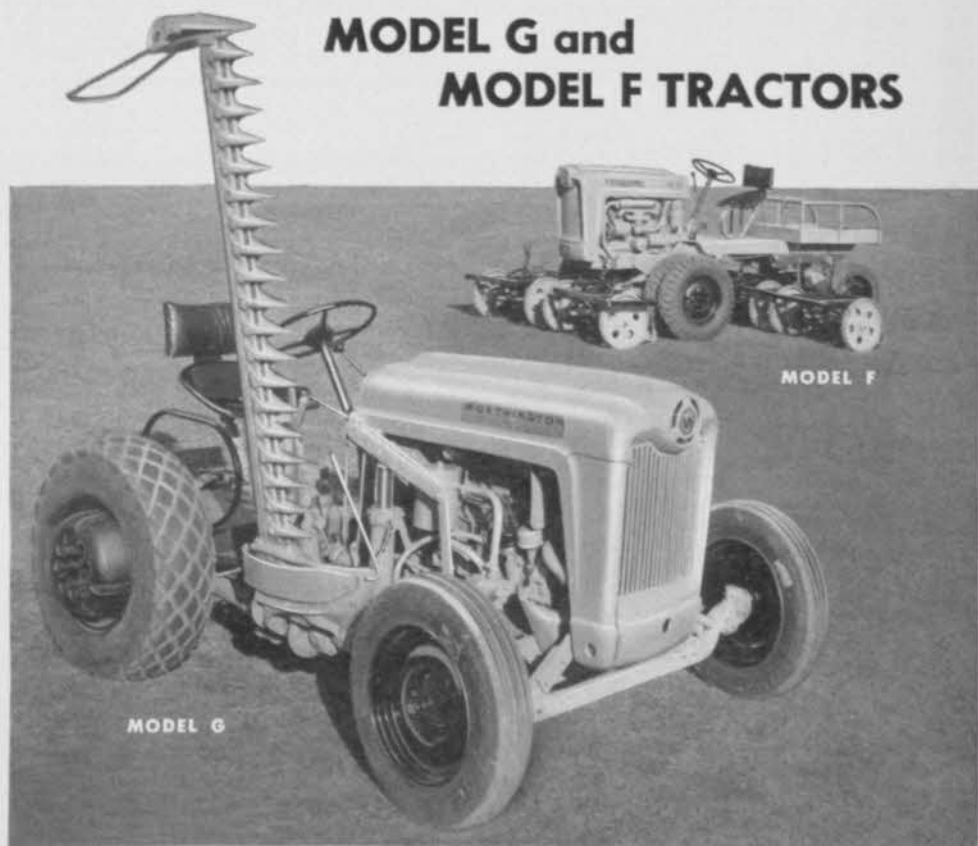
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200 YDS REPLACE TURF	250 YDS REPLACE TURF
300 YDS REPLACE TURF	PLEASE REPLACE TURF
PLEASE KEEP OFF	OUT OF BOUNDS
DO NOT WALK THRU SAND	LEVEL SAND AFTER PLAYING
REPLACE DIVOTS	KEEP OFF THE GREEN

STANDARD MANUFACTURING COMPANY
Box G Cedar Falls, Iowa

both right - both **WORTHINGTON**

**MODEL G and
MODEL F TRACTORS**



Whether you select the front-wheel drive Model F Chief with gang mowers cutting ahead of all wheels or the Model G with tow-type gangs — you're assured of top-flight tractor-mower performance.

Both tractors feature the new, more powerful Ford "Red Tiger" engine. Both have the maneuverability and traction for operating on very hilly terrain . . . the hydraulically cushioned "E-Z" ride seat and adjustable steering column for utmost operator comfort . . . the big, low pressure single or dual tires for minimum turf compaction.

Traction provided by these tractors for operation in sandy soil or on very hilly turf is far beyond expectation. Have your Worthington dealer prove this to your satisfaction.

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PAGE FENCE ASSOCIATION • Monessen, Pa.

that's many millions, since Jug was made vp . . . After leaving pro golf and joining Palm Beach Jug went to Harvard Business School for an intense hitch . . . Jug says it's plenty of work and worry but there was a lot of that too with the 6-ft. putts and out-of-bounds when he was on the circuit.

Southeastern PGA and Open tournament and annual meeting at Greenville (Miss.) CC, Sept. 24-27 . . . Many manufacturers' men there telling about the 1954 lines . . . Patty Berg put on a clinic . . . Casey Partridge building an 18-hole par 3, 2495 yd. course around his fine 50-tee range in the Ann Arbor-Ypsilanti (Mich.) area . . . Bill Kraft transfers from pro job at Fox Lake (Ill.) CC to Southmoor CC (Chicago dist.).

Worst drought in years this summer in central territory added to supts.' troubles . . . Supts. thankful for some relief from humidity but steady blistering heat punished courses . . . Eddie Duino, Jr., son of pro at San Jose (Calif.) CC, recovering very well after serious injury from a drive that had travelled about 50 yds. . . Eddie, Jr., promising junior golfer, saved by emergency operation.

Ray Grinnell, pro at Kinderton CC,

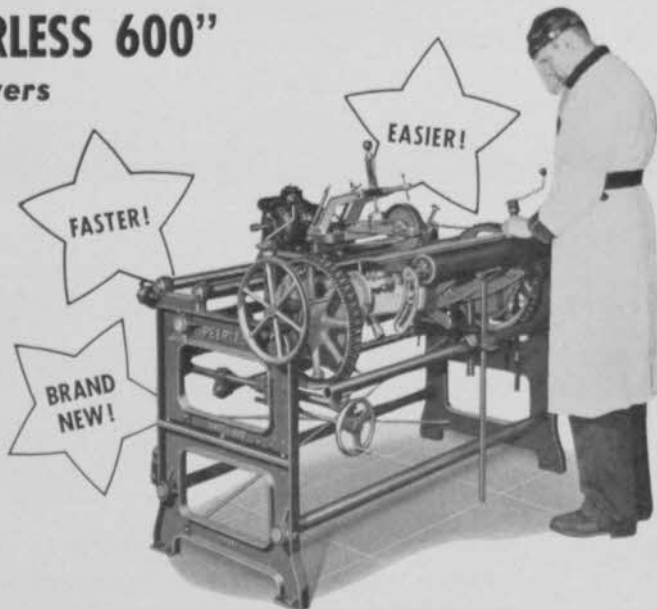
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EXTRA Sharp

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