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Titleists, Finalists and Bedfords (not personalized) available in this handsome gift box.



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Acushnet offers you this great off-season profit **OPPORTUNITY**

Once more Acushnet is out ahead with the outstanding holiday-season, gift-promotion plan for the pro — with every cent of profit on every sale going to you. Here are the six points that ring the bell for you . . .

- ▲ One dozen Titleists (or Finalists or Bedfords) in a handsome gift case of a hundred and one after uses.
- ▲ Each ball is marked with the name of the lucky man or woman who will receive a box.
- ▲ No extra cost to you or your members for the handsome, sturdy box or for personalizing.
- ▲ Every sale — even those that come through the mail direct to us — is credited to the pro.
- ▲ The whole deal advertised in national magazines reaching millions of gift-minded readers.
- ▲ Handsome display set-up, free. Fits right into the sample box on your counter to help you sell.

Hundreds of thousands of Acushnet balls were sold last year as Christmas gifts. Every sale credited to the pro. The deal proved a veritable gold mine for pros in all parts of the country. This year with the greatest Titleist ever made, a ball even more popular than its predecessor, we expect a still greater demand.

Talk to your Acushnet Salesman about it. Get your orders in early — and a merry Christmas to all of you. Acushnet Process Sales Co., New Bedford, Massachusetts.

ACUSHNET GOLF BALLS

Sold the world over through Pro Shops only

Swinging around Golf

NEWS OF THE GOLF WORLD IN BRIEF

Thunderbird at Palm Springs, Calif., now looks like most likely prospect for 1955 Ryder Cup matches . . . Late October or early November again will be time of the year . . . Bob Hudson offers to pick up British team's tab from New York to Palm Springs and return . . . George S. May has offered to pay British team's expenses if matches are played at Tam O'Shanter, Chicago . . . Still some chance of southeastern club getting the matches if it will make attractive deal . . . Palm Springs would like Ryder matches as a season's curtain-raiser after publicity on Ike's golf visit gave desert resort business a boost it needed.

Stretch of temperature over 100 in south and southwest during July has been painful to pro business . . . Minnesota resort tournaments getting big fields this summer . . . Wisconsin resort courses drawing much more play than usual . . . Drainage and insecticide fogs have made northern resort play comfortable.

Hogan has been pulling in large crowds at his exhibitions . . . Jimmy Hines says Gene Littler will be a blend of Hogan and Snead . . . Bob Jones says the boy looks like he'll be the greatest . . . Praise hasn't changed young Gene . . . He's still quiet and confident and wearing the same cap size . . . Looks to us that he's still got the same grand, sound swing he had when he was about 16 . . . Hasn't gone experimental with his game since turning pro like many do . . . Littler parked his trailer near North Shore CC (Chicago dist.) where Hines is pro and practiced to a plan for the Tam O'Shanter championships . . . Littler's 64 on North Shore (scene of 1933 National Open) broke former record set by Hines.

Tournament pros have been laughing nervously about what will happen to a guy who may have a 3-footer for \$100,000 in



HERB GRAFFIS

Tam O'Shanter World championships . . . Some forecast the player may miss the ball completely or run away screaming hysterically.

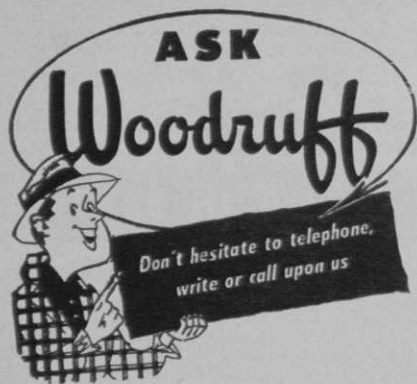
St. Paul Jaycees came out well in the clear on the PGA championship in St. Paul . . . Good weather helped gate . . . Bolt's blast at gallery favoring Snead brought record crowd Sunday which saw Bolt beat Snead with a par 5 on the 39th

hole after Bolt was 1 down at 9th, 1 down at 18th, 2 down at 27th . . . Tommy is letting the "terrible-tempered" publicity work on him . . . When he beats the persecution complex galleries will share caddies' opinion of Bolt . . . Kids who pack for him generally regard him as one of the best employers . . . He explodes on the club, not on the caddy . . . We've seen a lot of good ones throw clubs but never saw one who got anywhere trying to throw a gallery.

Keller course, scene of 1932 and 1954 PGA championships and many St. Paul Opens, was started when 1927 Minnesota legislature appropriated \$25,000 . . . A St. Paul committee raised \$18,000 additional . . . Total cost of land and course was under \$50,000 . . . Course is 6,652 yds. with 71 par . . . Gets about 30,000 rounds of play a year . . . Fee is \$1.25 every day with cut rates before 8 a.m. and after 5 p.m.

Keller, barring fairly small amount of poa annua going out, and little weediness of fairways, was in good condition . . . Rough was tough . . . It's the kind of a municipal course that develops fine players . . . Greens are rather small and have shaggy fringes . . . That fringe makes approaches about as testing as big greens and shrewd cup placement such as at Baltusrol and Augusta National.

Keller isn't a course that fits every pro star's game but anybody qualified to win a major championship should have a game to fit every type of course . . . With the



PGA championship played in July the pros can expect poa annua to go out on greens and aprons unless the resourceful course supts. and turf scientists can lick that problem completely . . . Pros would be wise to quit bellyaching about the poa annua or the supts. might start asking the pros "Why don't you and all your pupils shoot par every round?"

Kid vandals broke beer bottles and speared iron stakes for gallery control ropes at Keller 14th green Friday night during PGA championship . . . Damage discovered about 5 a.m. Saturday morning and amazingly well repaired by time play started.

Talk about desirability of making PGA entirely match play continues . . . After a fellow qualifies in his section, goes to the championship and is out before he even gets a chance to meet another pro in what's billed as the "world's greatest match play event" . . . that doesn't make him look any too good to his members back home.

Horton Smith at 46 is pretty much an iron man . . . Up late talking in PGA executive committee sessions, then went to third round before Shelley Mayfield

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Four types available: Flexible, Semi-Rigid, Rigid High-Impact, Rigid Polyvinyl Chloride.

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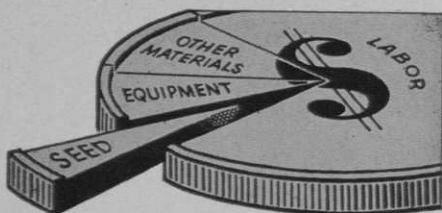
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Sponsors of the famous Triangle Invitation Round Robin Tournament for professional women golfers. Held this year, June 3-6, at the Homestead, Virginia Hot Springs.



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of your course expenses can make
The BIGGEST difference**

Do your golfers wind up every round praising your turf? If you're not getting your share of compliments, you ought to check that *vital 5%*—the average course budget expenditure for seed. It's mighty important to spend that slice wisely for top quality.

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knocked him out, 3 and 2 . . . He's made a great president for the PGA . . . A boo-boo that marred the PGA handling of its championship resulted in disqualification of New Jersey veteran Maurie O'Connor . . . Maurie checked and signed one correct scorecard as "official" . . . Then he signed another card with total correct but hole-by-hole incorrect . . . The second card was the official "official" card.

A golf writer remarked "The USGA handles championships like pros and the PGA like amateurs."

Bill Rach's information on players supplied on mimeographed sheets in the press tent was a first class pro job.

Harry Dee, Scarsdale (NY) CC pro recovering rapidly from serious automobile accident . . . Lebanon, Ore., and Sweet Home, Ore., considering building course for use of both town's golfers . . . Rancho Carillo, Coronado, Calif., until recently in limited use as a city dump, proposed as site of semi-public course . . . Coronado also talking about munny course at Glori-etta Bay.

Lakeside CC, Ponca City, Okla. enlarging from 9 to 18 . . . South Hills CC, Fond du Lac, Wis., building \$100,000 clubhouse

FOR PEAK PERFORMANCE

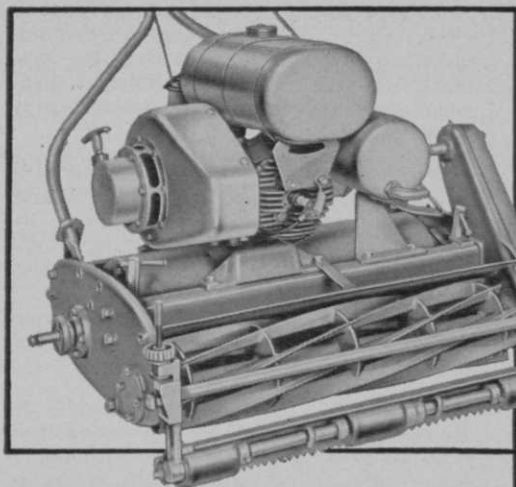
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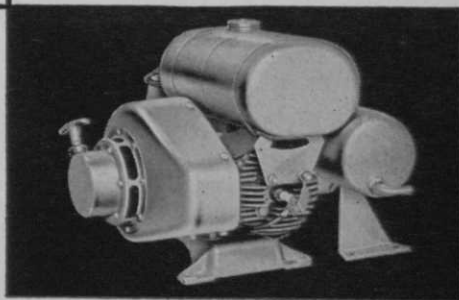
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It Takes the Right Kind of Power to be one of golfing's all-time greats. That's why the famous Jacobsen Greens Mower is powered by the 2 1/4 hp Jacobsen Engine.

in a power mower



the **POWER** Makes the Difference

There is a big difference in power mowers — a difference that grows with each additional year of use. With Jacobsen, that difference starts with the *engine*. Its record for durability has been established and recognized by park, golf course and cemetery superintendents for the past 30 years.

But durability is not the whole story. The Jacobsen Engine is designed by power mower specialists, specifically for power mower use. For example:

- The Jacobsen Engine is designed to develop

full hp at slower speeds — definitely a *grass-cutting* advantage.

- A Jacobsen Engine produces a power stroke every revolution of the crankshaft, giving it the sustained power to pull through sudden overloads — a valuable *grass-cutting* advantage.

- Low, horizontal design gives a Jacobsen the balance and stability necessary for the ultimate in smoothness of cut — a real *grass-cutting* advantage.

- Positive, fresh lubrication every stroke insures complete protection to moving parts, even for prolonged periods of steep hillside cutting — an important *grass-cutting* advantage.

Ask your Jacobsen dealer to show you the many advantages you get with a Jacobsen Engine.

Jacobsen

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"AGRICO is Tops at Producing Dense Colorful Turf!"



Sinking a putt at the Hackensack Golf Club, Oradell, N. J. (inset) Barney Roth, Superintendent.

"DURING my many years as a Golf Course Superintendent, I have made numerous experiments with many types of fertilizers," writes Barney Roth, Superintendent, Hackensack Golf Club, Oradell, N. J., "and have come to the conclusion that a balanced fertilizer is best for turf growth.

"The right combination of plant food elements contained in AGRICO COUNTRY CLUB — and that means both organic and inorganic elements — is in proper proportion for producing dense, healthy, more colorful turf. In addition, Agrico promotes much better root growth than is the case when turf is fed with just one element.

"I've tried 'em all and I'm convinced that AGRICO has everything required to feed our greens, fairways and tees right!"

This year, use both AGRICO and AGRINITE (the natural 100% organic) on greens, fairways and tees. Have a course both members — and yourself — can be proud of. Order from your regular supplier or write to The AMERICAN AGRICULTURAL CHEMICAL CO., 50 Church Street, New York 7, N. Y.

*Organic derived from AGRINITE, the better (over 8% nitrogen) all-organic plant food.

AGRICO
Country Club
FERTILIZER



. . . Floyd Riegel now pro-mgr., Waupaca (Wis.) CC . . . Temple Terrace CC, Tampa, Fla., installing \$40,000 watering system . . . Mario Carfagno now pro at Glenwood Springs (Colo.) new 9-hole Sunny Acres course.

Wayne Walker now mgr., Sunnyside CC, Waterloo, Ia., succeeding Leo Cafferty who resigned to go into business in Indiana . . . Basin, Wyo., building 9-hole course . . . Wm. W. May is pres., newly organized Lakeside CC, Manassas, Va. . . Second 9 of Watsonville (Calif.) CC owned by Joey Rey, Pat Markovich and John Mauer to be opened next month.

Monroeville (La.) CC, sponsored by American Legion Post 61, converting from sand to grass greens and modernizing 9-hole course . . . Stockton, Calif., enlarging its Swenson Park muni course pro shop at cost of \$4,678 . . . Chico, Calif., to build 9 more holes at Bidwell Park muni course.

Burbank, Calif., "10-year Capital Improvement Program" calls for early construction of muni course . . . Goldendale, Wash., installs 9-hole miniature course for "little duffers." . . . Ernie Pierce now pro at Forest Hills CC, Forest Grove, Ore.



The "know-how" developed through years of building and testing golf course equipment makes every Standard product "tops" in the field . . . that's why we "guarantee satisfaction or money back" . . . and that's the reason YOU should always look for, and deal, with a Standard Authorized Distributor.

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* So is **Acti-dione**[†] "poison" to the 4 major bent grass
FERRATED
diseases—melting-out, dollar spot, brown patch, and fading-out.
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fairways

control ants
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A smooth rolling turf pays off in player satisfaction and increased profits. That's why you can't afford to let ants, grubs and crickets sabotage your fairways and greens. With Chlordane, a proved insecticide, you get effective, lasting control of these destructive pests. And Chlordane is safe, economical and easy to apply. Any standard spraying or dusting equipment does the job. Contact your insecticides supplier *today* and ask about Chlordane.

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Cumberland 9-hole munny course for Negroes, at Nashville, Tenn., opened . . . Hillcrest CC, Durango, Calif., 9-hole course remodeled by Henry Hughes of Denver . . . Grass greens, fairway watering, being installed . . . Max Suderov, realtor, says building of 18-hole course in Lakeside area of Wantagh, L. I., N. Y. will begin soon . . . Home owners bought on promise of course in the area.

With Chick Harbert winning the PGA and Ed Furgol the National Open there doesn't seem to be much left of the old idea that the teaching duties of a home club pro ruin his playing . . . Walter Burkemo, PGA runner-up, is one of the busiest instructors in the Detroit district, at his club and range.

Russell Gordon Miller, 55, mgr., Wolfert's Roost CC, Albany, N. Y. died July 21, at his home, 10 Parkway, Utica, N. Y., following several months illness . . . He was born in Utica . . . He was long prominent in club management, having managed country clubs in Rome, N. Y., the Chicago district, and in St. Petersburg, Fla., and serving as treas., Club Managers' Assn. of America . . . He and his wife, Dora, were widely known and a delightful



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