



so it doesn't make any difference, eh?

There seem to be somewhat conflicting opinions as to just what "sold through Pro Shops *only*" means.

When we say it, it means that *no ball* made by Acushnet is sold to any outlet but a Pro Shop.

It *does not* mean that some Titleists, for instance, are sold to Pro Shops and others to other types of retail outlets.

It *does not* mean that a Titleist stamped "Hoopla", or some other equally attractive name, is sold to "down-town" stores as a "different, but just as good ball".

What other manufacturers do is their business. What we do is our business. But what both they and we do is *your* business.

There are several reasons why we do *our* business as we do for the good of *your* business.

One reason is to eliminate your cut-price competition.

You know that retailers in general have been known to cut prices. You know that those selling golf balls are no exception.

There is nothing unlawful about this but remember that it is *always* done for one of two reasons — to dump slow moving goods on the market or to stimulate sales — and it works.

So when you are trying to sell "Zowies" at \$1.10 each to your members, it doesn't help you much to have someone down-town offering the same ball stamped "Goofy" at \$.89 — does it?

This is the sort of thing we have been protecting you against for almost twenty years. We think along with strong consistent advertising it is the most helpful thing we can do for you.

We think that this sort of "Pro Shop *only*" selling *does* make a difference — and from the way you have supported and are supporting our policy you think so too.

ACUSHNET
GOLF BALLS

Sold the world over through Pro Shops only



Swinging around Golf

NEWS OF THE GOLF WORLD IN BRIEF

Dave Davidson appointed pro at Grand Forks, N. D., munny course . . . Dean Eagle, Louisville (Ky.) Times sports editor quotes Joe Lally, Pete Doil and other Kentucky PGA members as saying slow play is biggest problem in golf . . . Pros asked Eagle to push golf etiquette in his column . . . pointed out that ignorance or bad manners are main causes of slow play . . . Double-caddying with kid going from hooker to slicer also a frequent cause of delay.



HERB GRAFFIS

Golf cars speeding up play at some private courses where slow-moving players were discouraging others from 4½ hours . . . Supts. saying early education in getting car users to stay off approach areas around greens is beginning to show results but not to extent educational campaign can be eased . . . Aerating frequently used car paths now is standard maintenance practice at some courses.

Newspaper campaign with entry blanks in papers used to get name Ruby View for Elko (Nev.) new munny course . . . "Business memberships" entitling local business firm employees and out-of-town guests to use Millersburg, O., Briar Hill CC has companies helping finance what Millersburg Farmer-Hub calls "a valuable asset to the industrial, commercial and social life of the community."

New clubhouse at Elm Park, Williamsport, Pa., 9-hole munny course credited with attracting more players to the course . . . Ed Hundley, sports editor of radio station KLWN, Lawrence, Ks., now also managing Hill View GC, near Lawrence . . . Sonoma (Calif.) G&CC opens new \$125,000 clubhouse.

Dick Wohl now pro-supt., Mayville (Wis.) GC . . . Lot of items in country newspapers this past spring about pros coming around to new small town courses, bringing a bunch of used clubs and giving

lessons one or two days a week . . . That's a great missionary work at places where there's not enough business to maintain a pro steadily.

Park Falls (Wis.) CC being operated by local Jaycees this year . . . Ed Landeen, pro at Stevens Point (Wis.) CC doing series in Stevens Point Daily Journal that started with swell piece on etiquette and rules headed "Every Golfer Can Be

Popular at His Club" . . . NY Met district pros blinking at long shots of George Bayer, 6 ft. 5 in. 240 lb. former Washington Redskins footballer now asst. to Fred Grieve at Glen Head CC . . . Many of the pros who have been around, including Jimmy Thomson, say Bayer is longest they ever saw with woods and irons and seems to hit the ball easy.

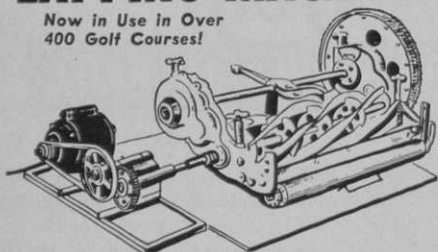
Lander (Wyo.) CC is "attraction that brings people from out-of-town to our community or holds visitors for a stop-over period," says Wyoming Herald . . . Pays tribute to locals who built and support the club . . . Adds "We've found that travelling men are becoming interested in Lander because the golf course facilities are becoming known thruout the salesmen's fraternity."

Joe Dahlman, pro at Tulsa, Okla., Mohawk CC, and pres., Oklahoma PGA for 7 years, subject of grand biography by Mack Creager in Tulsa Tribune . . . Joe's been in Tulsa since 1927, coming from Minnesota . . . Marion Askew at Oaks CC only pro in Tulsa dist. longer than Joe . . . Joe now is state coffee-drinking champion . . . Years ago Joe and I quit another beverage which was a favorite with the Five Uncivilized Tribes.

Casper (Wyo.) GC members had big spring planting bee of trees and shrubs on course with help of park employees and loan of equipment . . . Begin building of new clubhouse at Stoughton (Wis.) CC re-

Atlas Lawn Mower LAPPING MACHINE

Now in Use in Over
400 Golf Courses!



A compact, light-weight machine for lapping all models of Hand, Power and Gang Mowers! May be easily used on work bench or floor, eliminating the lifting of heavy mowers. The simple height adjustment for the reel shaft may be used from 4½" to 10¾". Equipped with several attachments to fit different reel shafts. Metal blocks for rollers. Steel stands to support the mower.

FULLY GUARANTEED

List Price, With Motor.....\$61.50

List Price, Without Motor 39.00

Write for Bulletin.

Atlas Lawn Equipment Co.

9761 Olive Street Road, St. Louis 24, Missouri

placing one lost in \$60,000 fire in April . . . Jim Gaffney now pro at Concord (N. H.) CC.

Art House in his 30th year at Ludlow (Mass.) CC . . . 10 as asst. and past 20 as pro . . . J. Haynes Waters new pro at Lake Mohawk (N. J.) CC . . . Merrell Whitteley, Washington Star golf writer, telling about complaints of slow play by public and private course players reports "some clubs are contemplating suspensions for habitual slow-pokes."

Dutch Fahrenwald asst. to Clagett Stevens, pro at Manor Club (Washington, D. C.) . . . Rock Hill (S. C.) CC to build pool . . . Work started on clubhouse of new Lawrenceburg (Tenn.) G&CC . . . Michigan PGA turned over proceeds of its annual spring clinic (at \$1 per) to help pay expenses of Detroit team in USGA Publiclix championship.

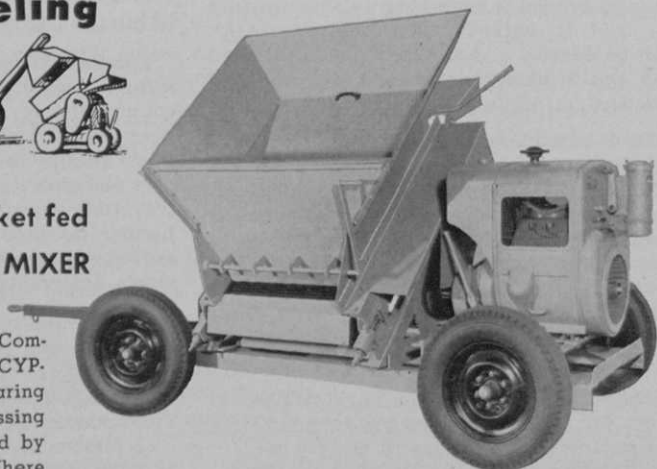
Ben King named pro at Circle R GC, Escondido, Calif. . . . Al Severson who was team-mate of Al Besselink on University of Miami golf squad now pro at Longmont (Calif.) Sunset GC...Harry Dee replaced Clarence Doser as pro at Scarsdale (N.Y.) CC . . . Doser moved to Woodmont CC (Washington DC dist.) after 14 years as

no hand shoveling



with the new
high capacity . . . bucket fed
ROYER COMPOST MIXER

Newest in the line of Royer Compost Mixers is the model NCYP-EG, a unit capable of preparing up to 150 cu. yds. of top dressing per hour . . . mechanically fed by a front end tractor bucket. Where large quantities of top dressing are processed, this machine entirely eliminates hand shoveling. With the 3' wide combing belt and 60" wide receiving hopper, this unit can receive and process the contents of a 12 cu. ft. bucket as fast as the loader can deliver.



This "OVER-THE-ROAD" model is powered with a 36 HP air cooled gasoline engine and mounted on four 6.00x16 tires with tow-bar and automotive steering . . . Model of similar capacity available with 15 HP electric motor drive.

ROYER foundry & machine co.

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ROYER



a single spoon to cut thatch and cultivate soil

"Cultivating action" makes the Aerifier different from ordinary aerating equipment. Special, non-clogging thatch spoons, as well as standard open spoons, produce this effect. The curved Aerifier spoons move beneath the turfgrass surface, stir the soil and rearrange the particles. Spoons scoop out soil cores. Ordinary tools punch openings into the soil and actually compact the soil around the spike or tube. Only through "cultivating action" is good soil structure restored. Whether your major problem is thatch or compaction, you can correct it most effectively with

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Scarsdale pro . . . Dave Cunningham appointed pro at Beaver Meadow, Concord, N. H. muny course.

Jack Shields returns to Tulsa, Okla., where he grew up, as pro at Indian Hills CC, replacing George Whitehead who resigned . . . Jay Hebert goes to Woodmere CC (NY Met dist.) as pro in first year of the old club's practically rebuilt course . . . New pro shop among Woodmere's changes . . . Ben Roman now pro at Rockrimmon CC, Stamford, Conn.

Woodbury CC, Cold Springs Harbor, L. I., N. Y., on former estate of Ogden Mills, nearly completed . . . Planning to build Old Fields CC on former Balsam estate, East Norwich, L. I., N. Y. . . Great River CC now name of Long Island club that formerly was Connequot GC and before that Timber Point . . . South Bay CC, Bayshore, L. I., N. Y. now back to its old name, Southward Ho!

Gil Gividen now pro at Tippecanoe (Ind.) CC . . . Mike Sullivan new pro at Speedway GC, Indianapolis, Ind. . . Bud Williamson has bought Fairview GC 9-hole plant at Ft. Wayne, Ind.

Tommy Bryant, pro at Moraine CC, Dayton, O. boosts sale of golf books by pro-



Turf King
SPRINKLERS
 and
QUICK-COUPLING Valves

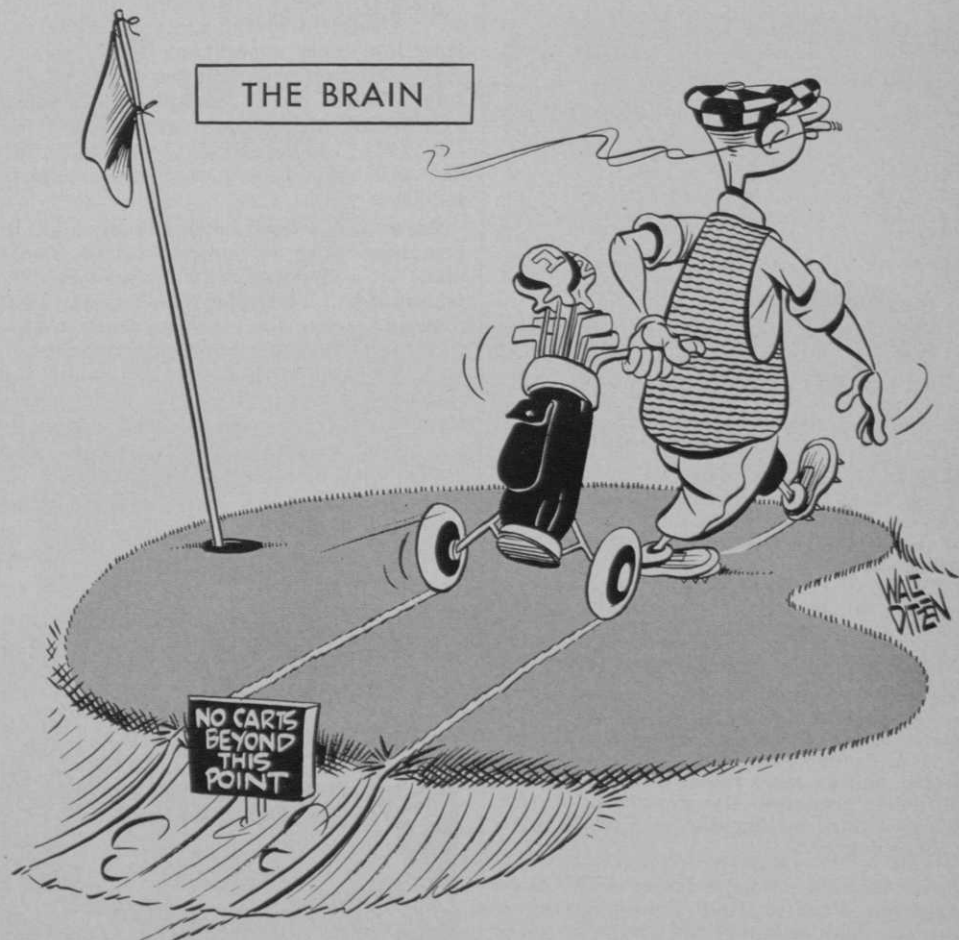
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Poison on the Green*

THE BRAIN



* So is **Acti-dione**[†] "poison" to the 4 major bent grass diseases—melting-out, dollar spot, brown patch, and fading-out. Effective control costs only 40¢ per 1,000 sq. ft. for one spray application.

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Research for the control of plant diseases

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"HEALTHIER DEEP-COLORED GRASSES EVEN IN HEAVY PLAY"



At Butler's Golf Course, Elizabeth, Pa., greens, fairways and tees stand up to heavy play, thanks to regular feedings with AGRICO and ARGINITE (inset) THOMAS FOX, Superintendent.

"AT BUTLER'S GOLF COURSE, we have extremely heavy play," writes Thomas Fox, Superintendent, "and so have to face up to problems of compaction and maintenance.

"With year-around play, a good fertilizing program is a necessity—and this means using a combination of AGRICO COUNTRY CLUB and AGRINITE.

"We have used these fine performers for the past 10 years, and find that they help produce and maintain grasses of healthier, deeper color on both greens and fairways.

"What's more, our root systems are much better, and we have found that proper fertilization promotes the growth of native grasses, thus cutting our seed problem to a large degree."

Now's the time to be ordering AGRICO — America's Premier Golf Course Fertilizer. Contains both organic* and inorganic nutrients. See your regular supplier, or write to The AMERICAN AGRICULTURAL CHEMICAL Co., 50 Church St., New York 7, N. Y.

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



AGRICO
Country Club
FERTILIZER

moting them as prizes for highest scores in tournament at club . . . Leigh Metcalfe, National Cash Register asst. ad mgr., and Moraine member, gives tournament highest scorer certificate "good for \$1 on purchase of NCR adding machine."

Mankato (Minn.) GC completing second 9 . . . Designed by Bill Langford . . . Construction under supervision of Irv Fuller, supt., and past pres., Minnesota GCSA . . . John MacRae pro at Mankato for 28 years . . . Wes Updegraff now supt. Oak Park (Ill.) CC . . . Indian Hills CC (KC dist.) has new pro shop, pool, locker and snackbar facilities.

Byrne Bauer from Louisville (Ky.) CC to gen. mgr. spot at Sunset CC (St. Louis dist.) . . . Bauer already ballyhooing his teammates . . . Says pro Jim Fogerty such a great teacher Jim even can teach a mgr. to score respectably when he gets a chance to play, and Fred Longheinrich, supt., has course so perfectly conditioned it's better than the floor covering in most clubhouses . . . Clubs are lucky when mgrs., pros and supts. brag about each other.

Joe Kirkwood now sports director of the new Boca Grande hotel, at Boca Grande on Florida's west coast . . . Caddie scholarship



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

When it passes
this test—
you know—"IT

MUST BE RIGHT!"



A production-run 250-foot coil of 1½" Triangle Flexible Plastic Pipe being tested at twice rated working pressure.



Light, tough, corrosion-resistant Triangle Plastic Pipe must pass a number of exacting tests before it is shipped. In the above illustration, the pipe is being subjected to extremely high air pressure. If the pipe can withstand these high pressures, you can be sure it will take the more normal pressure of actual service.

Samples of Triangle Flexible Pipe are also tested under water pressure before being certified by Triangle inspectors. In addition, Triangle Plastic Pipe must meet other tough tests—impact, chemical resistivity and aging. At Triangle—"It MUST Be Right!" Such a production code is your guarantee of the best.

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Manufacturers of Arteries for Electricity, Liquids and Gases

WIRE • CABLE • CONDUIT • PLASTIC PIPE • BRASS AND COPPER TUBE

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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Brand new features make the Lightweight **BALANCED GOLF BAG** better than ever.

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STANDARD MODEL

15 CLUB CAPACITY
COLOR - GREEN

\$400 ea. F.O.B. CHICAGO

Minimum shipment—1/2 doz.

ORDER NOW

BALANCED GOLF BAG

2029 Clybourn Avenue Chicago 14

fund established by Philadelphia section PGA . . . It's first PGA section sponsoring a caddie fund . . . First annual Trans-Mississippi Seniors' tournament at Thunderbird Ranch & CC, Palm Springs, Calif., had among other inducements "an ample supply of electric golf carts for hire."

Among several million other reasons we've long loved old Scotty Chisholm plastered or sober (Scotty, not us) we recently discovered . . . Scotty again gave the \$500 fee he got as announcer at Las Vegas Tournament of Champions, to Damon Runyon Cancer Fund . . . Percentage-wise on income we'd guess this is biggest individual gift made to Runyon Fund . . . Hurray for the guys who give to charity and keep it quiet . . . Chicago chapter Club Managers Assn. of America 26th annual spring stag drew more than 600 . . . Affair very merry and smoothly handled.

152 former caddies who formed Peninsula GC in NY Met dist. 28 years ago and bought abandoned 9-hole Long Island course in 1946, now find their reconditioned property worth about \$500,000 . . . Former caddie Henry Fabrizio is supt., and ex-caddie Freddie Catropa is pro . . . Pocono Turf Assn. began schedule of 7 monthly meetings with

K-KART

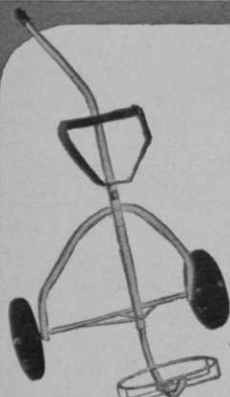
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K-KART RENTALS pay for themselves quickly. You make more money per Kart. Upkeep is low. Parts are interchangeable. Aluminum Steel construction assures maximum strength, minimum weight. Equipped with new improved bag rest. Semi-pneumatic Ball-Bearing wheels. Detachable handle assures complete control.

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1 Piece		Detachable Handle	
R-10-10" Wheel	\$13.25	R-10D-10" Wheel . . .	\$13.95
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Perfect balance . . .
no golf bag
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Rest while you play with K-KART'S new Rest-Period Seat. Automatically locks wheel to prevent rolling. Supports 200 pounds easily. Weight transferred through wheel to ground. A mere turn of a wing nut and you are ready to start for the first tee. Collapses in seconds. Adjustable handle for perfect balance.

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K-12-12" Wheel	29.50
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