

## THIS IS OUR SALES POLICY

Who do we sell? Who don't we sell? We have been asked these questions many times. We have answered them many times. But as there still seems to exist some confusion as to just what our policy is, we are taking this opportunity to restate our position again. *Please read it.*

In this country there are between forty and fifty thousand retail outlets — other than Pro Shops — for golf balls. We do *not* sell to these stores, shops, gas stations or what have you.

Back in the early Thirties we elected to sell *every golf ball we made* to the five thousand (approx.) Pro Shops scattered from coast to coast — and to them *only*.

At the same time, we decided to sell our *reject* balls, balls not up to our standard for regular play, to driving ranges, with definite stipulation, that these balls were *not* to be resold. That stipulation still stands.

Acushnet Process Sales Co., New Bedford, Massachusetts.

# ACUSHNET

*GOLF BALLS*

# Swinging around Golf

NEWS OF THE GOLF WORLD IN BRIEF

Ft. Wayne Open lost money this year . . . Ft. Wayne Women's Open showed a profit . . . Bob Goldwater, Phoenix dept. store magnate and long prominent in golf, elected pres. Trans-Mississippi GA. Trans-Miss providing two scholarships at Colorado A&M College, Ft. Collins, to develop future course supts. . . . This is sound foresight as there's already a serious shortage of young men in course maintenance careers . . . New clubs finding difficulty in getting qualified course supts.

Gabriel Rosset, from Green Acres CC (Chicago dist.) to Skokie CC (Chicago dist.) as supt. . . . Howard Denny now supt. new Meadowbrook CC, Overland Park, Ks. . . . Middlefield G&CC course being designed by Lawrence Hughes . . . Club to be bordered by suburban residences . . . Expect to have course, clubhouse and pool ready for use in fall of 1955 . . . Lawrence gets expert close-up on construction and maintenance problems in Denver dist. from his brother Henry, supt., Green Gables CC . . . All Denver dist. private clubs have long waiting lists.

Enthusiastic testimonials from Chambers of Commerce in many cities thanking George S. May Co. for Lew Worsham exhibitions show big attendance on Lew's tour as World Champion . . . May organization presents letters in book that's advance publicity for Bob Toski tour, already heavily scheduled.

Edward N. Newhart, gen. mgr., Lake Shore CC (Chicago dist.) since 1943 has resigned . . . Joanne Febel, daughter of Jack, mgr. Bryn Mawr CC (Chicago dist.) now at Mt. Holyoke college majoring in political science . . . The lass who is as lovely as she is smart, won scholarship when graduating cum laude from Carleton college.



HERB GRAFFIS

Jim Weaver, golf coach of Arnold Palmer when the National Amateur champion was a student at Wake Forest, happy about confirmation of his claim Palmer is "the greatest amateur in the country," made when Palmer was NCAA medalist two consecutive years and scoring in collegiate golf better than some of the present young money-winners on the pro circuit.

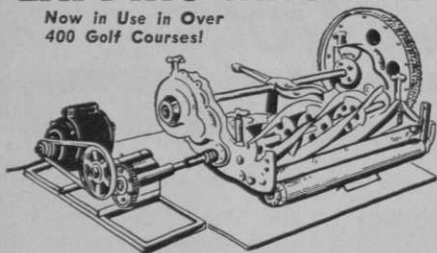
Guesses are that Palmer won't turn pro for a while . . . He's got a good job with good prospects but you never can tell when the itch will overwhelm a talented amateur even if he doesn't get a deal like Littler got . . . We've got a hunch that Frank Stranahan, with all his playing experience, will score better as a pro than he has as an amateur.

Women's amateur champion Barbara Romack says positively she won't turn pro . . . Enjoys playing for fun too much . . . The 22-year-old champion is a good businesswoman . . . The Romack-Wright, 4 and 2 36-hole final lasted 29 hours and 15 minutes, being frequently interrupted Saturday by thunderstorms and finally completed Sunday afternoon.

Planning course at Holloman Air Force Base near Alamogordo, N. M. . . . Fortune magazine for October has feature story "Business Golf—It's a Pleasure" with beautiful color illustrations of courses . . . Part of story says golf is "October's game" . . . That is promotion golf in central and northern states will welcome as helping to extend the season . . . Miserably hot spells reduced play in some areas during the past summer and autumn play in grand weather should be encouraged . . . Fortune story cites successful publicity use of golf by George S. May and John Jay Hopkins.

# 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

Iowa Golf Course Supts.' Assn. got fine publicity in Iowa State Fair exhibit set up by Charles Calhoun and Clarence Yarn . . . Wm. J. Roach, Jr. succeeds Capt. W. H. Lewis as pro at Sea Island (Ga.) GC . . . Lewis is retiring after 23 years . . . Roach has been pro at Wyoming (O.) GC for past 8 years . . . Don Brown of Piping Rock (L. I. NY) Club and Tommy McNamara of Glen View (Ill.) Club returning to winter pro staff at Sea Island.

Harry Cebalo from Grass Valley, Calif., to Garden City (Ks.) CC as pro-mgr. . . . Jack Ledwon, pro at Camelback range, Phoenix, Ariz., resumes golf classes at Phoenix College . . . Jack stirred up so much interest in student golf instruction he now has about 200 in college classes . . . He gives them mid-term exams on golf IQ.

Ivan E. Anderson of Wayne (Neb.) GC won a prize in Lincoln Arc Welding Foundation national contest for describing his ingenious use of arc welding in constructing the course's watering system . . . Bunny Richards, Hillcrest CC, Lincoln, Neb., pro., at Mayo clinic, Rochester, Minn. for check-up . . . Reports are O. K. . . . Jack Redmond, trick-shot performer, has



## the NEW "NY" ROYERS ELIMINATE hand shoveling


Where large quantities of top dressing are required, the new Royer "NY" series Compost Mixers will eliminate all hand shoveling. Model NCYP-E illustrated is an electric powered unit capable of preparing up to 150 cu. yds. per hour. Model of like capacity, gasoline engine driven, is also available.

With its 60" wide receiving hopper and 3' wide combing belt, this machine can handle the contents of a



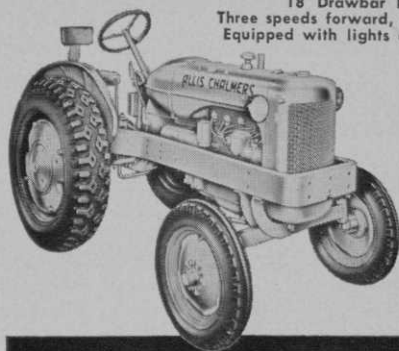
12 cu. ft. bucket as fast as the loader can deliver.

Whatever your needs may be, from 1 to 150 cu. yds. per hr., there is a Royer to do the job. Write for details.

**ROYER foundry & machine co.** 

171 PRINGLE ST., KINGSTON, PA.

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  
ALLIS-CHALMERS

# IB

POWER

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*.



Mowing Weeds and Rough



Sweeping Leaves



Plowing Snow



Pulling Gang Mowers

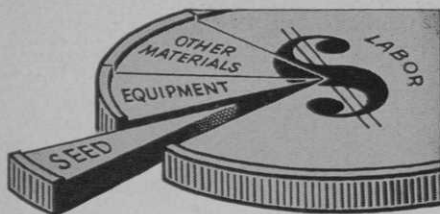


Hauling Material



Brushing Snow from Walks  
and Parking Lots

**ALLIS-CHALMERS**  
TRACTOR DIVISION MILWAUKEE 1, U. S. A.



## The Smallest Slice 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.

Call upon Mock's for the newest developments in turf grass seed, sold either pure, or mixed to your special formula. Your inquiry will receive immediate attention . . . your needs will have Mock's specialized service.



**MOCK SEED COMPANY**  
PITTSBURGH 30, PA.

done so well with his range he's planning to start a chain of them.

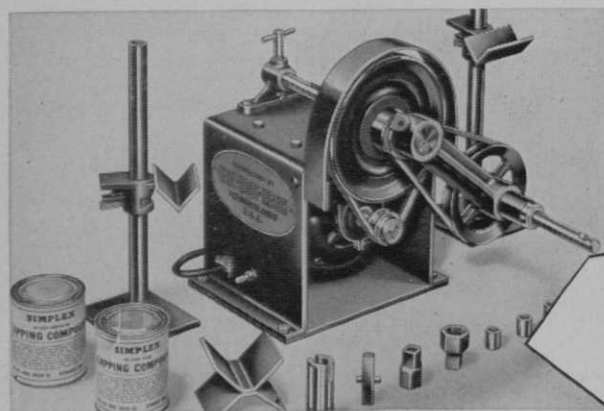
Beautiful and warranted tribute to Danny Williams, pro at Knoll GC, Boonton, N. J., in special issue of club's magazine . . . The Knoll members put on a big tournament and dinner for Danny Sept. 18.

Women's Western Golf Assn. elects Mrs. Eugene K. Lydon of South Shore and Beverly country clubs in Chicago dist. pres. to succeed Mrs. John Eliot Warner of Glen View . . . Mrs. Warner reported at WWGA 53'd annual meeting that the association added 18 new clubs during past year, bringing membership to 295.

British Golf Monthly says responsibility of R&A and other high level British golf bodies in financing teams for overseas competitions calls for publishing balance sheets of major championships . . . Then those asked to contribute to finance the travel would know what the financial score is.

Metropolitan (N. Y.) GA publishes 1954 handicap list showing 156 players of member clubs have handicaps of 3 or less . . . MGA current handicap is approximately 2 strokes higher than USGA basic handi-

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## SIMPLEX

Portable Lapping Machine

**\$69<sup>50</sup>**  
Complete with 1/3 H.P. Motor  
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This compact, portable Simplex Lapping Machine can be used on a bench or on the floor too. Couples chine will recondition with lapping compound to either side of a mower. Gang mowers need any reel-type hand, power, or gang mower. not be unhitched. Drive shaft is adjustable from 3" to 17" and runs either direction at the

Keeps them in top cutting condition between flick of a switch. No noisy gears—operation grinding jobs. Just carry the Simplex out tois quiet, simple, dependable. Write today for the mower and use it right on the grass! Canillustrated, descriptive folder.

**The FATE-ROOT-HEATH CO. Dept. G-10 Plymouth, Ohio**



*Are Your Fairways Smooth, Uniformly Cut?*

# ROSEMAN

## HOLLOW-ROLLER DRIVE

# GANG MOWERS

- Improved Fairways
- Lower Maintenance Cost
- Superior Quality

### IMPROVED FAIRWAYS

Smooth, uniformly cut putting-green surfaces are the result of mowing with roller-type green mowers. This same desirable quality can be had in your fairways by using Roseman Hollow-Roller-Drive Gang Mowers.

### LOWER MAINTENANCE COSTS

Roseman Mowers mow faster, more uniformly without kicking up in the rear. Less time required to mow. Roller design permits overhang of traps—slow, costly hand trimming eliminated. No protruding side wheels permits close cutting, eliminates fringe around trees. Narrower overall width permits mowing in tight places.

### SUPERIOR QUALITY

Never has the quality of the Roseman mower been cheapened. Broken side frames or damaged reels, with expensive repair bills and uncut fairways during the growing season, are unheard of with Roseman quality built mowers.

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EVANSTON, ILLINOIS, U. S. A.

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- ..... The Best Playing Surface

Make Your Next Gang Roseman.

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Hillcrest Country Club  
Kansas City, Mo.

Charlotte Harbor  
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Punta Gorda, Florida

Exmoor Country Club  
Highland Park, Ill.

Ft. Wayne Country Club  
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Forsyth Country Club  
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## scores 1st!

• Thousands of golf course owners have found VIGORO is more economical and practical to use because of its *complete* feeding properties. Vigoro provides every nutrient needed from soil for fine, deep-rooted turf . . . the kind golfers like to play . . . the kind that pays off in more and better satisfied players. There are now two kinds of Vigoro available. Use both regular Vigoro and new water soluble Instant Vigoro, which is ideal for supplementary feeding. Ask your Swift Representative for full information or write Swift & Company, Plant Food Division, Chicago 9, Ill.

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

cap . . . Green Brook CC, North Caldwell, N. J. giving college scholarships to one caddie and one kid from club office.

Harry Pezzullo, Mission Hills, elected pres., Illinois PGA, succeeding Bill Gordon, Tam O'Shanter, retiring after 7 years as Illinois pros' chief . . . Guy Paulsen, Medinah is Illinois PGA new sec . . . Illinois PGA planning to revive team matches with neighboring sections.

Gene Ward, golf writer N. Y. News, wrote great column on Whippoorwill CC, stressing beauty of the location and course . . . Seems to us not enough accent is given to beauty of some course locations which is an element that charms most players . . . Get a course of delightful scenery and it will appeal to many who will pardon shortage of maintenance perfection and deficiencies in architecture.

Have you any choice as the outstanding scenic hole of any 9-hole course you've ever seen? . . . We're getting slightly tired of lists of the same old "great" holes on the big courses (to which we often have contributed) and would like to learn more about the beautiful holes on smaller courses, undiscovered by the playing stars



## Turf King

### SPRINKLERS

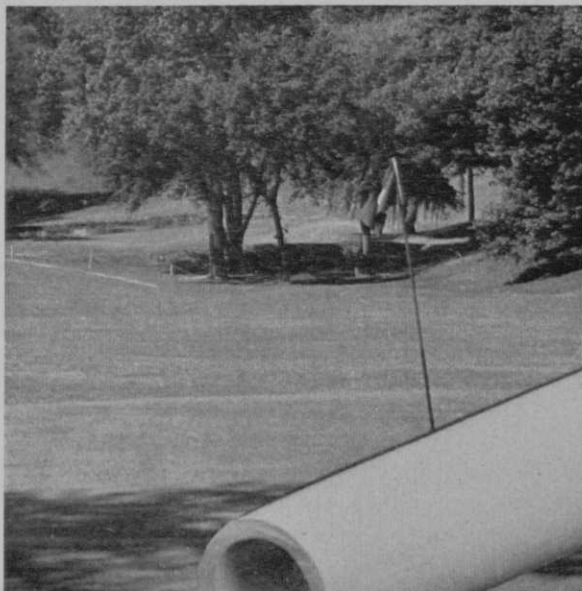
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NEXT SEASON'S  
MAINTENANCE NEEDS

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- Pounds Lighter — 30% lighter than conventional hose!
- Lasts Longer — Tough plastic resists abrasion wear. 10 times the life of rubber.
- High Visibility — *Gleaming white . . . stands out for safe twilight mowing.*
- Non-Aging — Will not crack or peel.
- Heavy Duty precision machined couplings. Guaranteed to stay on.
- Low Drag resistance will not damage greens.
- Permanently imprinted with the name of your club.

COBON Plastic Hose can be purchased at your local Golf Course Supply House. Write for name of nearest supplier.

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3/4 in. & 1 in.  
diameters.

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... Write your selection, please, to Herb Graffis, GOLFDOM, Chicago 5, Ill.

Dave McMeekin, pro at Whippoorwill CC (NY Met dist.) was one of 16 children, every one of whom helped their father build the Northfield GC at Vale of Levan, Dunbartonshire, Scotland . . . Tam O'Shanter (Chicago dist.) to air-condition its men's locker room at cost of more than \$30,000.

Topeka, Ks., 18-hole munny construction work completed quickly after Mayor George Schnellbacher, attorney Mike Casey, Gen. David Wade, CO, Forbes Air Force Base, and other energetic citizens made speed record in getting course drive organized and followed thru . . . Course to be played in spring.

Dave Eckberg, pro-mgr. Greenville (Mich.) CC, says kid interest in golf classes shows decided increase, judging from his experience this summer . . . Eckberg adds that all pros have to do to realize immense importance of junior development is to look at population statistics . . . Considering 18-hole semi-private course at Brigantine Beach, N. J. . . . Talking about building 9-hole public course at Blairsville, Pa.

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