

THERE'S A WONDERFUL
new golf ball

COMING UP!



Titleist
3

IT'S THE TITLEIST TOUGH!

— a ball with the great qualities that have made the Titleist the overwhelming favorite of the majority of the country's leading golfers this year — but a ball that's *practically uncutable!*

The secret? — not quite such high compression as the regular Titleist but with a sweet click and feel and plenty of length. No "mush ball" this one.

Titleist Tough is the ball for your members

who occasionally top or slice but who want the best. Titleist Tough can take it! — again and again.

We predict a tremendous success for you with this ball. Ask your Acushnet salesman for details. . . . 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

Backstage of some golf turf research history you perhaps didn't know: Start of valuable turf research program in Texas was made after Texas club officials asked USGA Green Section for special regional work . . . USGA said Texas might be big in everything else but was only child-size in USGA membership with 17 clubs belonging . . . Graham Ross, Dallas Athletic Club CC pro and Frank and Howard Goldthwaite of Texas Toro put on campaign that got USGA 87 member clubs in the state . . . Then great research work was started at Texas A & M.

Job situation in golf now as we see it: . . . Managers fairly steady . . . Heavy rush of applicants for every good pro job open and too many clubs inclined to take the guy who'll work for less . . . A lot of pro jobs over-rated for earning possibilities, by club officials and pros . . . Best tip in hiring younger pro is to get close-up on him from good pros for whom young man worked as assistant . . . Trend toward hiring veteran pros as shop assistants at larger clubs where they do better for clubs, pros and themselves than on smaller jobs where they have to operate combination jobs.

Serious shortage of good supts. . . Big clubs in replacing supts., several of whom have retired, are having tough problems and hiring men away from other clubs . . . Most successful older men fall in love with their courses and don't want to move . . . Some fine grass growers at smaller clubs who could move into bigger time if big club officials thought these men could handle larger labor problems.

Smaller clubs, many new, who need men to run the whole works and promote growth of club, having problem getting



HERB GRAFFIS

men qualified for exacting task of conducting pro dept., maintaining course and operating clubhouse.

Barron's, big business magazine, carried article in Nov. 15 issue on serious problems of club managers . . . Quotes Corwin W. Gelwick, director Club Managers Assn. of America, "Country clubs are the most unorganized big business ex-

istent, individually the most overorganized. Most clubs are beset by waste, extravagance, and constantly changing policies due to rapid turnover of directors and committees, and far too many fingers in the pie. No other type of business could escape bankruptcy under similar handicaps."

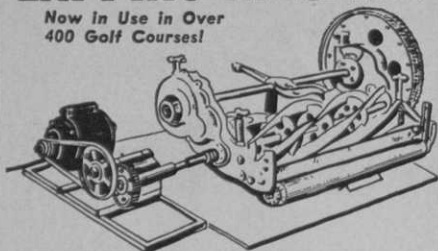
GOLF'DOM'S oft-repeated advice still stands up about hiring a good manager and letting him manage being the success secret of practically all businesslike club operations . . . Some excellent managers lose jobs in taking the rap for officials' mistakes in judgment.

George S. May cutting annual dues at Tam O'Shanter (Chicago dist.) \$100, to \$560 for next year . . . Tam O'Shanter now has car-washing service for members while they're in clubhouse or on course . . . May says early project is modernizing pro shop to bring it up to high architectural standard of rest of clubhouse.

Jack Gage now pro at Ojai (Calif.) CC . . . Chicago District GA adds senior tournament to 1955 events calendar . . . Fred Slyder reelected CDGA pres. . . . Slyder long a hard worker in CDGA veterans' hospital program, biggest of any golf association and financed and operated with Ill. PGA and women's organizations . . . CDGA reports 16,832 members of CDGA clubs have handicap cards . . .

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 4 1/2" to 10 3/4". 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

L. R. Shields, supt., Woodmont CC, Rockville, Md., elected pres., Mid Atlantic Assn., of Golf Course Supts. . . . Shields was pres. in 1951 and 1952 . . . Tom Dawson, CC of Virginia, elected vp; and Robert E. Scott, Jr., Bonnie View GC, Baltimore, re-elected sec.-treas. . . . Mid Atlantic sets annual conference for Baltimore.

Wm. P. Bell, Jr., architect, has started building first 9 of new Antelope Valley CC, between Lancaster and Palmdale, Calif. . . . replaces old sand green Piute CC . . . Ray Davis from Medinah CC (Chicago dist.) to North Shore CC (Chicago dist.) . . . Gerald Dearie from Edgewater GC (Chicago dist.) to Medinah as supt. . . . Low Tide CC sand green and sand fairway 9-hole course, built for Pan American World Airways employees, Coast Guardsmen, Standard Oil employees and CAA staff at Wake Island, 4,655 miles west of San Francisco . . . At high tide course is under 3 feet of water . . . Great bonefishing on course then.

W. A. Buckner, 81, pioneer in lawn, golf course and agricultural modern irrigation, died in Nov. at Fresno, Calif., Pa-

TURF that Speaks for Itself!

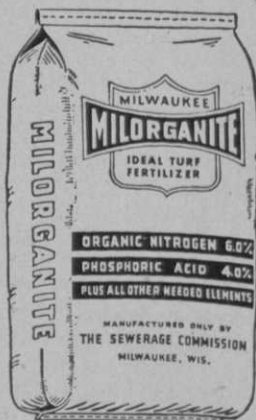
Be Sure to See the
GOLF TURF COLOR PICTURES
on Display in the
MILORGANITE EXHIBIT
BOOTH 44

G.C.S.A. CONVENTION

January 17-21, 1955

Jefferson Hotel, St. Louis, Mo.

Discuss your turf problems with representatives
in attendance at the booth.



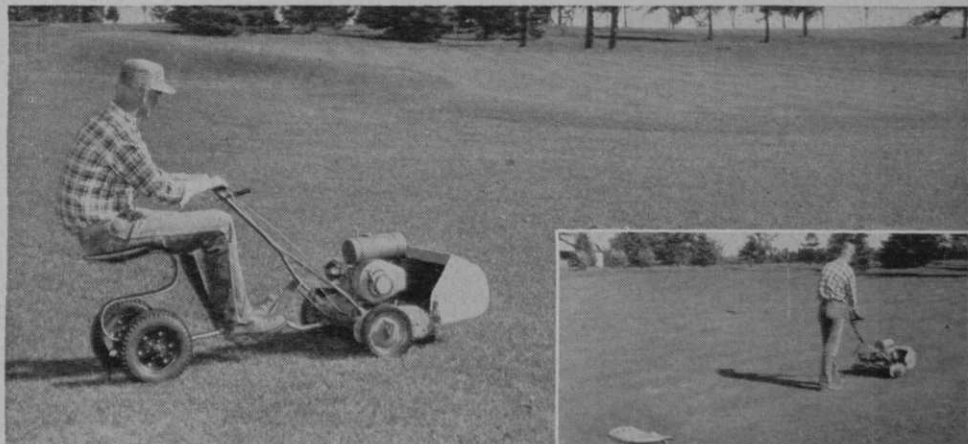
THE SEWERAGE COMMISSION, Milwaukee, Wis.

GOLF CLUBS
USE MORE

MILORGANITE

THAN ANY
OTHER FERTILIZER

Your easiest "approach" to greens mowing



Now with riding sulky, you travel faster from green to green behind Jacobsen Greens Mower.



Transport wheels and sulky can be attached or detached in seconds, without tools.



Jacobsen GREENS MOWER

22" cutting width

● You'll set a new time-par for your course as you ride from green to green behind this powerful Jacobsen Greens Mower. What's more . . . this riding feature will free one or more trucks for other purposes. High cutting-frequency, perfect balance and precision-built 9-blade reel assure smoothest greens possible . . . and in record time. See your Jacobsen dealer or write Department B-1-5.

JACOBSEN MANUFACTURING COMPANY

RACINE, WISCONSIN



SHINE?

A few quick strokes of this paddle won't count against your score. A clean ball clicks off par far better than the penalty of lost balls too dirty to find.

HOW TO MAKE A HAPPY GOLFER

Better-than-ever Lewis Ball Washers are ready to come to the aid of the golfer. Up goes the paddle, in goes the ball, and in a few quick seconds, you're ready for the tee-off.

WEATHER WINNER

Two "stick-fast" coats of paint shielded by an all weather-protector plastic. Any season . . . year after year . . . ready to keep your golfers happy.

KEEP YOUR PATRONS SATISFIED
Order from your dealer now!



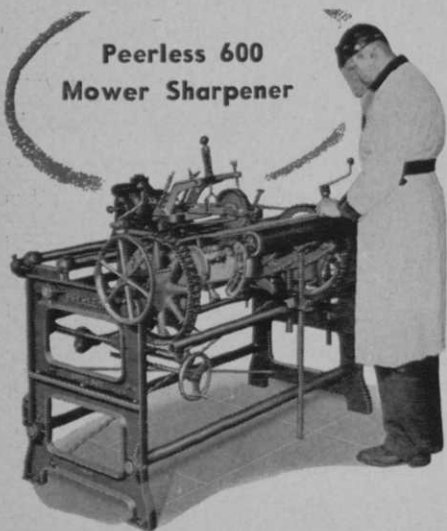
**LEWIS
GOLF BALL
WASHERS**

G. B. LEWIS CO., Watertown, Wis.

cific Grove hospital . . . Buckner, originally a railroad man, invented several important railroad devices . . . His first hoseless golf course system was installed in 1915 at the Pebble Beach (Calif.) GC when Buckner was still a railroad man . . . He held 30 patents on watering equipment . . . He came to Fresno in 1910 and started his irrigation equipment company in that city in the '20s . . . The company now does an international business of more than \$1,000,000 annually . . . Mr. Buckner is survived by his widow and a son, Gordon . . . Mr. Buckner continued to take an active role in the business until a few days before his death. . . . A cousin, John B. Gill is gen. mgr. of the concern.

Hayward (Calif.) GC adding second 9 to plans of Dick Fry, Lake Chabot CC pro . . . Present 3400 9 built for \$55,385 . . . Equipment and buildings added made total \$72,441 . . . Club showed \$4,104 9-months profit . . . Barney Persall is pro . . . Horton Smith signed for 10th year as pro at Detroit (Mich.) GC . . . Horton made phenomenal record last year as club pro, PGA pres. and player winning all Michigan state championships in

FOR PEAK PERFORMANCE



The most accurate sharpener ever built! Best for precision grinding of any reel type mower, from the smallest edger to the largest power or fairway mower. No disassembling of mower necessary. Engine, handle, wheels remain in place on the mower during grinding. Equipped with attachment bar for grinding both the face and edge on bed knives. Offered with gravity feed or hand crank for accurate grinding. Adjusts instantly for hook or straight line grinding. Reconditioner provided for lapping-in operations. It's the fast, easy way to keep your mowers sharp. Write for further information.

Write for our lawnmower repair parts catalog.

THE FATE-ROOT-HEATH COMPANY, Dept. G-1, Plymouth, Ohio



It's Easier Walking on Fairways where the AERIFIER* is used

It is easy and relaxing to walk on thick grass. But to walk on sidewalks or soil packed hard as concrete is merely tiring. Good fairways are important to the player. They help him to relax and prevent the fatigue that interferes with accuracy and control. The springy, resilient "feel" of the turf underfoot is an immediate effect where the Aerifier is used. The Aerifier's "cultivating action" effectively loosens packed soil to produce the resilience that makes for easy walking.

Aerify fairways as early as soil conditions will permit. Use the Aerifier frequently through the playing season. The F-G Aerifier Triplex Gang cultivates a 9 foot swath. The Grasslan model shown below provides 6 foot coverage with the single unit. Write for information about Aerifiers for fairways.

West Point Products Corporation

West Point, Pa.

*Reg. U. S. Pat. Off.

Sold in U. S. and Canada

Pat. No. 2,580,236





Every tool you need for the care and maintenance of trees and shrubs. Pruning saws, power saws, pole pruners, pruning shears, etc.

Write for our complete catalog!

George A. Davis Inc.

5440 Northwest Highway, Chicago 30, Illinois

which he competed . . . He holds Detroit GC course record with 62 . . . Has made 11 aces . . . Is only player to compete in every Masters . . . Horton's a hard and smart worker . . . Pro golf, amateur golf too, owes him a deep, grateful bow.

George S. May given Los Angeles Times National Sports Award for contribution to sports in 1954 . . . George got his along with other athletic notables at mammoth dinner Dec. 27 at L. A. . . . "Boots" Porterfield to Ozaukee CC (Milwaukee dist.) as pro . . . Eddie Hruz buys Marshfield (Wis.) CC . . . Howie Kluth to Tuckaway CC (Milwaukee dist.) as pro.

New Jersey pros, after looking over new north course of Canoe Brook CC, Summit, and playing 7,150 yds. from back tees (150 yds.) longer than Open at Baltusrol, say course one of the greatest.

Four of New York City's 10 many courses open for play this winter when conditions are O. K. for turf . . . Golf supt. Ed Brady urged the policy and sold it to Commissioner Moses . . . First time in 30 years NY many courses in winter play . . . Women's N. J. Golf Assn. inaugurates girls' state championship this

You'll Need Lots of Top Dressing this Spring . . . prepare it Now!



Do every job now that will possibly save you hours during the coming spring rush when time will be at a premium. When cold or rainy weather makes outdoor work impossible, use a Royer Compost Mixer to prepare a supply of top dressing indoors for springtime use. Made with a Royer, your top dressing will be completely blended and mixed, free of trash, light, fluffy and will not pack down in storage.

Send for bulletin giving details on the sizes and models available—electric motor, gasoline engine or belt-to-tractor driven—and a partial list of the many golf courses using this labor saving equipment.

ROYER foundry & machine co.

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It's Twins!

THE MAKERS OF

P M A S[®]

THE PROVEN HERBICIDE-FUNGICIDE

*Proudly
Announce*

2

NEW TURF FUNGICIDES

**CLEARY
PRODUCTS**

for

**BETTER
TURF**

Now, with the addition of the new fungicides, CADDY and Spotrete, Cleary turf products give the golf course superintendents a wide choice of materials and methods for proven control of

**CRABGRASS
COPPER SPOT
DOLLAR SPOT
BROWN PATCH
PINK PATCH
HELMINTHOSPORIUM-
CURVALARIA
SNOW MOLD**

Caddy

The new easy-to-use LIQUID CADMIUM preventative and remedy for DOLLAR SPOT, COPPER SPOT and RED THREAD. Easy to use because it's a LIQUID. Economical to use because it eliminates time-consuming mixing. CADDY stays in perfectly proportioned suspension till the very last drop is drawn from the spray tank. Absolutely safe for even the finest turf, when used as recommended.

spotrete

For those who prefer a dry THIRAM material for the control of Large Brown Patch, Dollar Spot and Snow Mold, quickly mixed Spotrete gives optimum results with greater safety . . . even when large doses are applied. It is slow to settle and its good green color enhances the appearance of turf. Exhaustive and authenticated tests of this new product have shown it to be highly effective in preventing disease and arresting the spread of existing fungi.

W. A. CLEARY CORPORATION

NEW BRUNSWICK **NEW JERSEY**

We've a Gift for Making Golf Superintendents Happy . . . In more ways than one. Do come to Booth 14 for your gift and the low down on our new turf aids as well as our low down prices.

Announcing

NEW '55

Tufhorse BAGS

WITH ALL THESE NEW, EXTRA
SALES FEATURES!

Smart, new styling, wider choice of color combinations, more durable materials.

New perfect balance sling suspension for easier carrying.

Extra large roomy ball, clothing and accessory pockets.

Luxury never before found in Golf Bags.

Spark your 1955 Golf Bag sales with these feature-packed, value-packed sales successes. Designed, made, priced to give you a huge market . . . instant acceptance by golfers.

MacGregor

THE GREATEST NAME IN GOLF

4861 Spring Grove Ave., Cincinnati, Ohio

MADE BY
DES MOINES GLOVE & MFG. CO.
DES MOINES, IOWA

year . . . Mrs. James Dorment of Montclair new pres. of Jersey women's group.

Willie Turnesa, former US and British amateur champion, elected pres., New York Metropolitan Golf Assn . . . Jerry Volpe signs long-term lease on Englewood (N. J.) GC . . . Maurrie O'Connor, Branch Brook (N. J.) CC pro, out of hospital after successful operation on knee . . . Jack Mitchell, Essex County (N. J.) CC pro injured leg bowling.

Maurrie's and Jack's leg injuries remind us that sacroiliac injuries seem to be getting fewer among golfers . . . Prominent doctor told us one time pros could practically eliminate sacroiliac injuries in golf if they'd learn from MDs how feet should be placed and teach their pupils . . . Added that this knowledge would make pivoting easier and safer.

New Jersey golfers at Forest Hill Field Club tourney dedicated plaque honoring the late Harry Nash, golf writer of the Newark News and pioneer golf broadcaster . . . Plaque will be hung in Newark News office . . . Sam Kinder, Plainfield (N. J.) CC pro, more than content with his 79 at Pine Valley made the first time he ever played Agony Jungle.

Shine?

Sure! You need a clean club for a clean shot.

LEWIS Golf Club Cleaner



This extra special service can make an extra special friend on any course. "Shines" the golfers' clubs in a jiffy with quick-and-easy automatic brush action. Can be coin operated, too, to pay for itself. Worry-free service for years and years and years. Add a big measure of pleasure for your members or patrons . . . "shine" their clubs with the popular Lewis Golf Club Cleaner.

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G. B. LEWIS CO. WATERTOWN, WISCONSIN