



## **DON'T SELL YOURSELF DOWN THE RIVER...**

Your members count on you for advice on balls as they do on everything else. Don't sell them (and *yourself* with them) down the river by recommending or pushing unknown, unadvertised brands.

There is *no surer* way to drive these members of your club into the arms of the downtown cut-rater for keeps than to sell them off nationally known, nationally advertised brands that have a name and a reputation to uphold—balls that are *uniformly* good.

Acushnet makes *no balls* under the Acushnet name or any other name for anyone but the Golf Course Pro Shops. Every ball we make, every promotion we engineer, every consumer advertisement we run is for *you* and your fellow Pros.

Acushnet Process Sales Co.,  
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## **ACUSHNET**

*GOLF BALLS*

Sold the world over through Golf Course Pro Shops only

# Swinging around Golf

## NEWS OF THE GOLF WORLD IN BRIEF

Tom Clark, pro emeritus of Blue Hills Club, Kansas City, Mo., returned from PGA Seniors' championship to go into St. Luke's hospital, K.C., for successful operation . . . Rugged Tom is around again now . . . Fred Bowman, Wilson president, also going high speed again after hospital session in Chicago having old injury fully repaired. . . Alex Ednie from Oakland GC (NY Met dist.) to pro job at Cherry Valley Club (N.Y. Met dist.)

Bob Toski and Marco Marinello, new owners of the Mount Tom course at Holyoke, Mass., to change name of the club to Wyckoff G&CC. . . Sunnehanna CC, Johnstown, Pa., will hold its annual Tournament of Champions, June 8-10, just before National Open. . . Invited field is 36 of nation's top amateurs. . . North Hills GC (NY Met dist.) OKs 5-year program to get young members. . . Waives initiation fee for men 35 or under. . . Churchill Valley CC (Pittsburgh dist.) building new pool, remodeling clubhouse.

Indoor lesson and practice business in northern and central states, usually slow until mid-February, has been big this year, according to most reports. . . Tommy Meehan and Bob Macdonald teaching at nets in Sears' store, State and Van Buren, Chicago, in building where Bob once had world's largest golf school. . . Doc Middlecoff has illuminating and interesting article on "The Winning Feeling" in April issue of Esquire. . . Doc now doing an instruction book with Tom Michael of Memphis Commercial-Appeal staff.

Middlecoff is a busy guy now even if laying off tournament circuit temporarily. . . He's been speaking at banquets, picking up awards, already working good at public



HERB GRAFFIS

relations part of his job as journeyman pro for new Riverlake CC at Dallas, and pushing his line of clubs . . . He'll appear at Atlanta just before Masters in Elks' benefit match with Jack Fleck, Harvie Ward and "Dynamite" Goodloe.

Fleck did well bringing himself back onto sports pages with his idea of benefit match for California flood victims. . . Sports writers, were beginning to kid him in print . . . Damage and closing of Cobbs Creek to public for a week's tournament cut total of 1955 play on Philadelphia's five munny courses to 161,300 rounds . . . In 1954 play on the courses was 200,993 rounds.

Snow and freezing accounted for December and January golf in Philadelphia being much less than usual in this district. . . Harold Langdon to Colonia (N.J.) CC as pro. . . Dave Carolan signs as pro with Upper Montclair (N.J.) CC. . . Udo Reinach—Willie Turnesa caddie scholarship plan, set-up along lines of Chick Evans scholarships, now operating with Reinach contributing amount required to send five boys to college for four years.

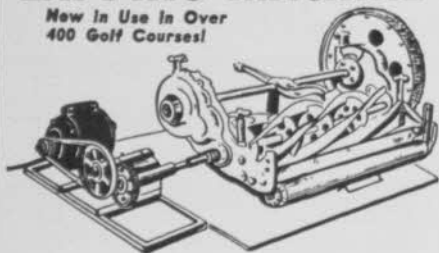
John Sammon, owner of new Flourtown GC and Beverly Hills GC, semi-private courses in Philadelphia dist., has hired John Scheubel as Flourtown pro and Andy Pettineo for Beverly Hills pro job . . . Fairless Hills course in Philadelphia dist. to open in August. . . James (Bud) Geoghegan, pro at Crestmont CC, West Orange, N.J., conducting tenth year of his spring golf training programs for West Orange playground dept. . . This and other of Geoghegan's ten-weeks classes are biggest instruction program conducted by one pro.

Mike DeMassey now pro at Swenson

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# Atlas Lawn Mower LAPPING MACHINE

New 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 1/2". Equipped with several attachments to fit different reel shafts. Metal blocks for rollers. Steel stands to support the mower.

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List Price, With Motor \$61.50

Write for Bulletin.

Atlas Lawn Equipment Co.

9629 Olive Street Road, St. Louis 24, Missouri

Park munny course, Stockton, Calif. . . . Shackamaxon CC, Westfield, N.J., bought by newly formed First National Corp., of Elizabeth, N.J., at bankrupt sale for \$30,-250 cash and assumption of mortgages and other liens totalling \$1,450,469. . . .New southern belle arrives. . .She's Mary Julia Carney. . .Her daddy is Frank Carney, Augusta (Ga.) CC pro.

Betty Hicks out of proettes' tournaments for a while, convalescing at her home in Long Beach, Calif., from surgery. . .Seattle, Wash., Jackson Park munny course has received proposal of toll escalator between 11th green and 12th tee. . .Howard Bonar of Waverly CC, Portland, Ore., elected pres., Oregon branch of PGA Northwest section.

Salt Lake City buys land for 9-hole course in Park Park area. . .Park commission says Bill Bell probably will design the course. . .Talks about restoring La Cumbre G&CC at Hope Ranch district of Santa Barbara, Calif. . . Club, once one of the state's best, abandoned early in World War 1. . . Flying Hills, new course on land leased from San Diego County, Calif., opens first 9. . .Second 9 to be opened in

## TURF that Speaks for Itself!

### C. R. KEELEY HONORED AT NOTRE DAME DINNER FOR 25 YEARS OF SERVICE. . .

On November 21, 1955 there was a dinner meeting in honor of C. R. Keeley. For twenty-five years he has kept the turf on the golf course at Notre Dame in tip-top condition. The University authorities were lavish in their praise of Chet at the meeting after a very fine turkey dinner. The turkeys were Keeley grown also.

Besides raising grass and turkeys, Chet has had the job of growing a new grass cover on the stadium. It was seeded April 28, 1955 and ready for play by fall with a good turf cover of Kentucky and Merion blue grass.

Chet Keeley has been a Milorganite user and booster throughout his career — for more than a quarter century.

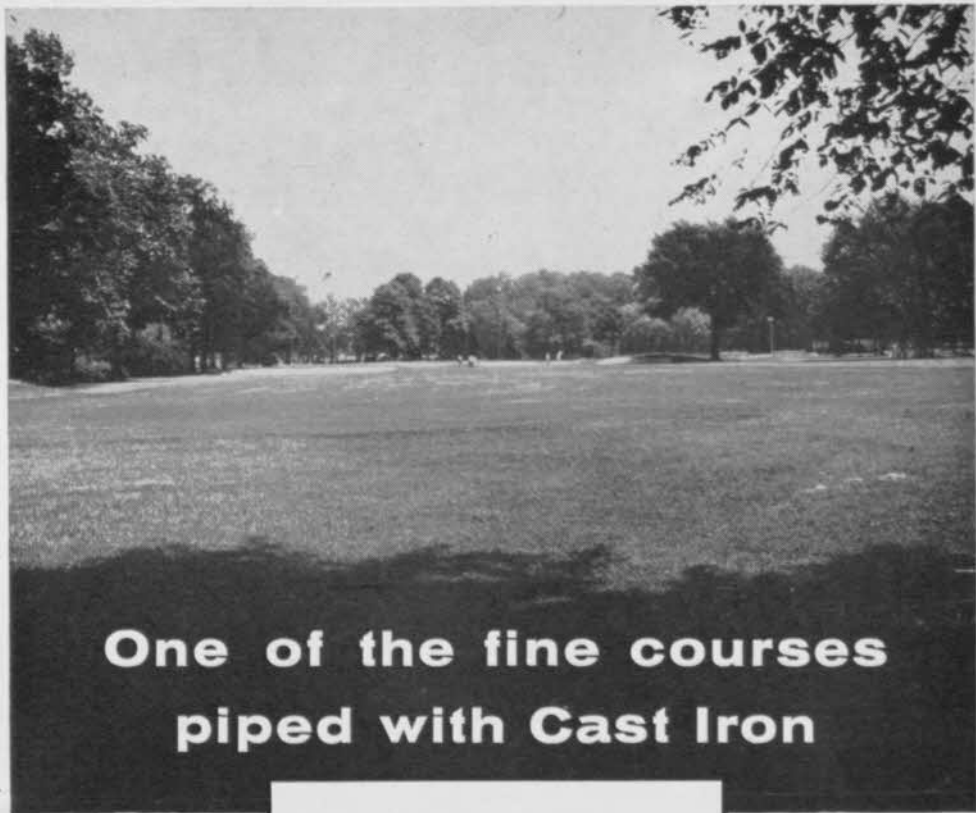


### THE SEWERAGE COMMISSION, Milwaukee 1, Wis.

GOLF CLUBS  
USE MORE

# MILORGANITE

THAN ANY  
OTHER FERTILIZER



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Fairway  
leading to  
well-trapped green.

A sound plan for golf course irrigation is based on a piping system whose first cost is the last cost. Install cast iron pipe and there will be no replacements and little maintenance expense. Cast iron pipe lasts for a century. It is the standard material for underground mains. Sizes from 2 inches. Address inquiries to Cast Iron Pipe Research Association, Thomas F. Wolfe, Managing Director, Peoples Gas Building, Chicago, Illinois.

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Evanston Golf Club,  
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# CAST IRON PIPE

*The Standard Material*  *for Underground Mains*

## with PUNCH-LOK Hose Clamps

*it's easy to be sure  
of your hose—  
and save money too!*

**NO LEAK**

**NO SNAG**

**"Smoothest"  
job on the course**

Write for descriptive  
literature and name of  
nearest jobber.

**PUNCH-LOK**  
*Company*

Dept. R, 321 N. Justine St., Chicago 7, Ill.

April . . . M. C. (Curly) Boman is pro.

Rex McMorris, managing director, National Golf Foundation, in San Diego for golf business clinic and ground breaking of many Torrey Pines course, said "If there were 1000 new courses opened in the U.S. this morning there would be a shortage again by nightfall."

Evergreen GC, semi-private course in southwestern part of Chicago, is for sale . . . Asking price of 123 acres is \$5 million . . . British Open of 1957 to be played June 1-6 at Muirfield, Scotland. . . British pro vents to have twilight rounds and Saturday play in plan to attract larger galleries. . . British tournament circuit this year to have equivalent of about \$90,000 in purses.

Among new courses in Scotland are to be those at Dundee, Kilmarnock, Paisley, Dumfermline and Invorgorodon. . . Detroit dist. semi-public course offered for sale, suggested as corporation employees' course, in Wall Street Journal ad. . . Memphis to have Negro tournament for one week on many course. . . Segregation disagreements on southern courses being handled without incident. . . Some Southern public courses plan to convert to private operation. . . Despite Negro employment in

# A BIG YEAR is starting!

## *will you be ready?*



The golfing season is rapidly approaching with every indication pointing to a real big year. Is the spring rush finding you undermanned . . . unable to handle the many essential jobs? A Royer Shredder will help you through this troublesome time and through all the year, saving up to 89% of the man-hours needed for preparing top dressing. It's like adding another man to your crew . . . a seven hour a day man for other maintenance work and at no extra cost.

Available in models capable of preparing from 4 to 150 cu. yds. per hr. of clean, uniform, completely shredded and blended top dressing. Write for details.

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**ROYER**



## Fairways that last through the summer with the **AERIFIER\***

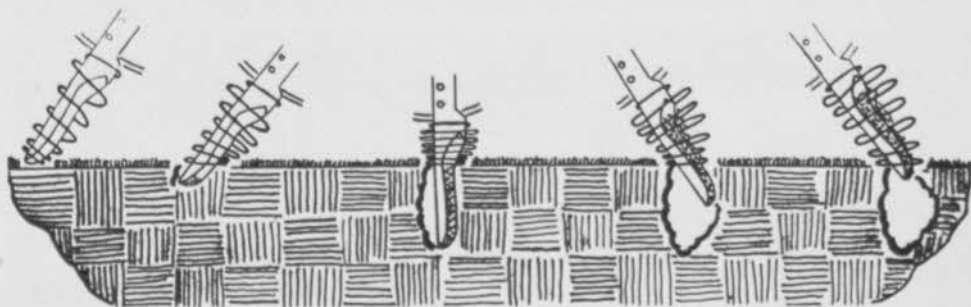
Grass grows in the spring. The temperature is right, the moisture is right for growth. To take full advantage of this natural growing period, soil must be right, too. Use the Aerifier to produce the most favorable soil conditions possible. The Aerifier's "cultivating action" stirs and loosens the greatest amount of soil. Makes it easy for new roots to spread out and develop into the deep extensive systems that provide greater wear-resistance, greater drought-tolerance through the summer.

"Cultivating action" makes soil open and porous. Water, nutrients and air can move freely in the root zone. Thorough cultivation in the spring puts the soil in condition to meet heavy summer traffic.

"Cultivating action" brings soil to the surface which may be distributed by dragging to provide a light topdressing. Helps to keep the smooth level surfaces that mow better, play better.

If your players demand better fairways, use the Aerifier this spring. Develop good turf now to have thick, wear-resistant fairways through the summer.

*The AERIFIER is available in 4 tractor-drawn and 2 self-powered models. Write for folder showing full line of models.*



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*West Point, Pa.*

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ECONOMY!"**



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Results on golf courses everywhere prove that AGRICO is your best fertilizer value in every way. You'll find it pays to start your own AGRICO feeding program right away.

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America's Premier Golf Course Fertilizers

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caddie jobs for many years there aren't many Negroes on southern munny courses now allowing colored play. . . Interesting query in discussions about this phase of segregation is why there aren't high grade private clubs established by Negroes near cities where there is considerable Negro wealth.

Harold Cork's heated golf range stalls at Indianapolis got so much business this winter he enlarged his place. . . Flood damage costly to some California courses . . . Caribbean pro tournaments got enough publicity this past winter there's talk about upping the money next winter to get more players in competition with California. . . The Caribbean events draw pretty classy but small fields, with PGA O.K.

Joey Rey and Fred Venturi now handling pro dept. at San Francisco's Harding Park munny course. . . Rey succeeded at Watsonville (Calif.) CC by Al Fortino. . . Texarkana (Tex.) CC has big fiesta honoring Don Murphy who took over as club's pro 20 years ago succeeding Byron Nelson.

Open new 9 at Orange Brook CC, Hollywood, Fla., munny course making the layout now 27 holes . . . Boca Raton (Fla.) Club sold to Arthur Vining Davis by Myer Schine for reported \$22,500,000. . . Davis,

**DEL MONTE  
GREENS RAKE**

This rake does the job of removing dead grass and runners from your greens more thoroughly . . . The rake is attached to a dolly for easy handling . . . Wire tines are fine and stiff.

Send your order **NOW**

**PRICE \$28.50**

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# BALANCED DESIGN

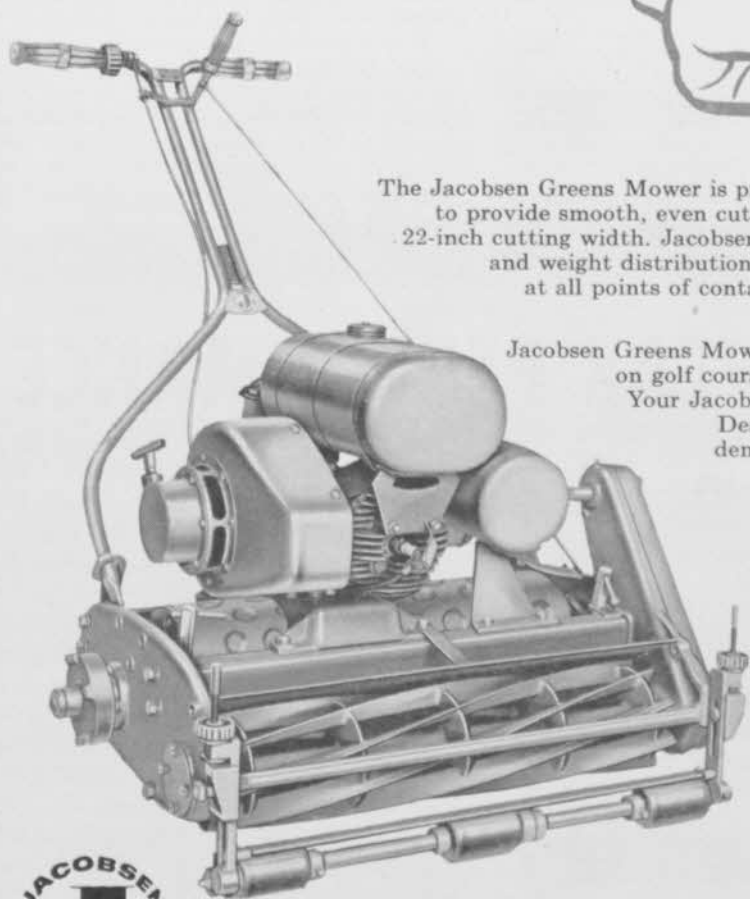
*makes the difference*



The Jacobsen Greens Mower is precision engineered to provide smooth, even cutting across the full 22-inch cutting width. Jacobsen's engine location, and weight distribution equalizes pressure at all points of contact with the turf—eliminates ridges.

Jacobsen Greens Mowers are first choice on golf courses the world over.

Your Jacobsen Greens Mower Dealer will be glad to demonstrate Jacobsen superiority on your greens.

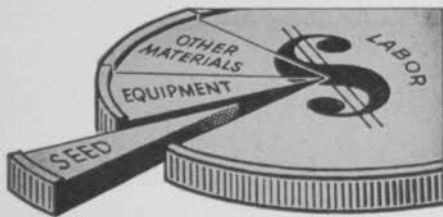


## Jacobsen MANUFACTURING COMPANY

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Subsidiaries: Johnston Lawn Mower Corporation, Brookhaven, Miss., Worthington Mower Company, Stroudsburg, Pa.





**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.



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board chmn., Aluminum Co. of America and director of many big corporations, is said to be owner of 1/8th of land in Dade County (Miami) Fla. . . . Interested in course in Caribbean islands. . Schine was considering plans to build an additional course surrounded by home sites at Boca Raton.

Pat Devany, daughter of Joe, pro at Grosse Ile (Mich.) CC now a pro. . Bill Foust now pro at Cleveland CC, Shelby, N.C. . . First 8 or 10 British pros selected after this year's British Open will play a team of British Commonwealth pros at Prince's Club, Sandwich, July 20-21. . . Match may become annual fixture and might have some effect in revising conditions of Ryder Cup matches which now have only British players against Americans.

British amateur championship new rules lower handicap eligibility from 3 to 2 strokes and increase entry fee from 3 to 4 pounds. . . Indoor golf school opened at a London bar . . . Doing right well . . . Some Glasgow golfers going "on strike" and refusing to play because of many course increase in prices.

First 9 of 18 at Phoenix, Ariz., owned by Alsonett Hotel chain, to be in play in

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**Peerless® 600  
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