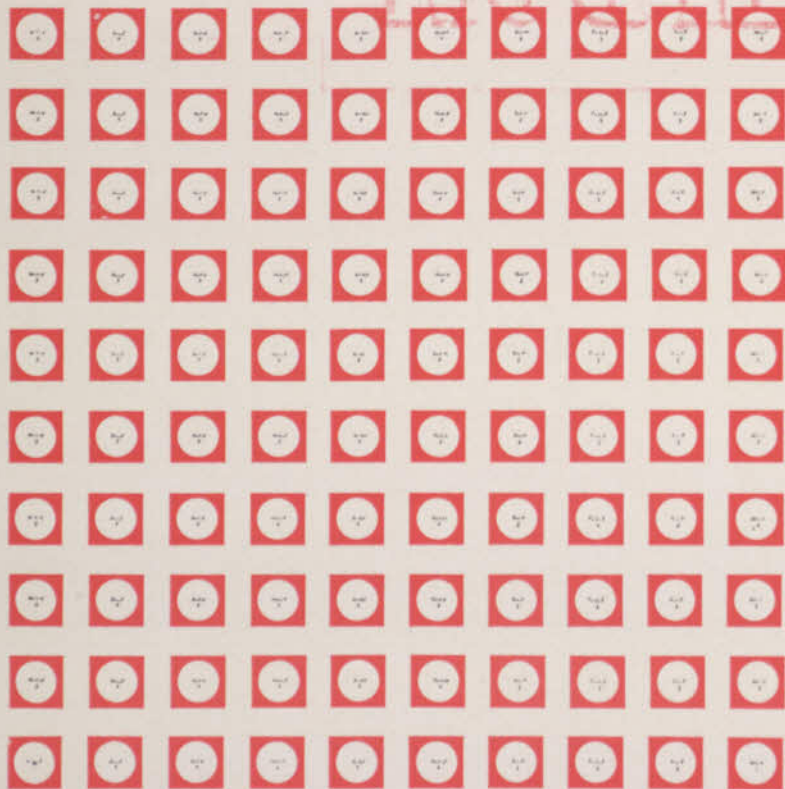


MARCH 1957

52c

100 ADVERTISEMENTS



*"Never before have
so many ads worked
only for you!"*

100 ADVERTISEMENTS will bring golf players into your shop this year looking for Acushnet Balls and Acushnet Golf Equipment.

These ads will appear in the Saturday Evening Post, Time, Newsweek, Sports Illustrated, Holiday, Golf Digest, Golfing, The Golfer, Golf World and the Social Spectator. *They will reach over 9,618,377 people!*

It's the most powerful consumer campaign ever run to sell golf balls and golf equipment to *your* players through your pro shops *only*. It's one reason we believe you will sell more Acushnet balls, putters, gloves and head covers in 1957 than ever before. Acushnet Process Sales Co., New Bedford, Mass.

ACUSHNET *GOLF BALLS* ^{Only}

Sold the World Over Through Golf Course Pro Shops Only

Swinging around Golf

NEWS OF THE GOLF WORLD IN BRIEF

USGA endorsement of bogey as the score a moderately good golfer would be expected to make on a hole is booming the scorecard printing business . . . So, you won't have to dig around to get the USGA distances for par and bogey: men's 3 par is up to 250 yds, and bogey up to 190; par 4 is 251-270 and bogey 4 is 191-370; par 5 is 471 and over, and bogey 5 is 371-540. There is no par 6 in USGA figures and bogey 6 is over 541.

Arthur Milton, pro at Wyaggl CC (NY Met dist.) out of Mayo clinic and recovering from operation . . . British Open of 1958 to be played at Royal Lytham and St. Anne's week beginning June 30 . . . Asheville N.C. muny course had 15,194 rounds, exclusive of play by holders of annual memberships, in 1956.

Gene Giles now pro-mgr., Forest Heights CC, Statesboro, Ga. . . John Dalrymple succeeds Bobby Ross as pro at Lakepointe CC (Detroit dist.) . . . Plainfield (N.J.) CC spending \$200,000 on clubhouse, locker-room and pro shop . . . Range and night-lighted 9-hole, Par-3 being constructed by O. C. Lail and Russell Murphy of Newton, N.C.

John M. Brennan, Long Island, N. Y., golf writer, says NY Met district needs a dozen or more new courses . . . Brennan comments on established clubs being "wiped out because of inept public officials lacking planning ability." . . . Lack



HERB GRAFFIS

of foresight in road planning continues to be shameful with roads diminishing value of property instead of adding to it . . . Highway engineers are alibiing by privately confessing they've got to do what larcenous politicians order them to do . . . Scandals of toll road design, construction and operation will be aggravated when toll road competition from federal free

road is imminent and the state pols have to protect their graft and jobs . . . Insurance companies have been mighty loose with policyholders' money in buying toll road bonds.

Stanley (Koots) Boraski leaves supt. post at Wahconah CC, Dalton, Mass., to be supt. at CC of Pittsfield, Mass. . . Jack Adams now pro at Atlanta (Ga.) General Depot GC . . . Adams was asst. at Charleston (S.C.) CC, and pro at Shores CC, Spartanburg, S.C. . . He succeeds Phil Klemhofer who joins Charlie Miller's pro staff at Druid Hills GC, Atlanta . . . Don Grauer resigns as pro at Hyannisport (Mass.) GC to buy a store at Cotuit, Mass.

Jack Toski succeeds John F. Sutter, resigned, as pro at Northampton (Mass.) CC . . . Laurel Pines CC, adjacent to Laurel race track in Maryland, will open its first 9 this summer . . . Gilbert Shapiro, pres., Norbeck CC (Washington dist.) owns Laurel Pines . . . George Cobb is architect and W. B. Lewis is building the

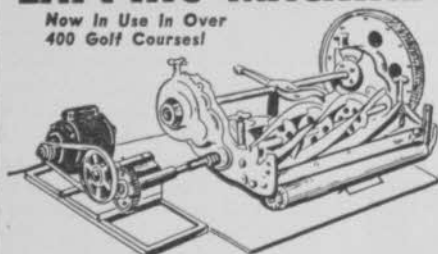
Front
Cover

The scenic fifth hole of Sunnybrook GC, Plymouth Meeting, Pa., is one of many beauty spots on this exceptionally well designed course that was opened for play last June. The Doylestown, Pa., brother team of Bill and Dave Gordon collaborated in designing Sunnybrook which is some 6,800 yards long. Par for the layout is 72. To get over the 90-foot deep, water-filled quarry (foreground) and onto the fifth green, which is 157 yards away, requires a well tagged five-iron shot. The superintendent at Sunnybrook is Harold Price, who has been cited by the Gordons for doing an excellent maintenance job on the new course.

Golfdom is published monthly except Nov. and Dec. at Rochelle, Ill. Acceptance under Section 34.64, P.L.&R. Authorized.

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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 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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course . . . It will be a privately owned club with members being charged initiation fee of \$50 plus tax and paying a green fee per round.

P. J. Boatwright, executive sec. of the Carolina Golf Assn., played 44 of the organization's 111 member club courses in 1956 to determine course ratings . . . On Jan. 1, 1957, there were 4,273 holders of membership cards in the Carolinas association . . . There's talk about a Robert Trent Jones-designed semi-private course at Winston-Salem, N. C.

Pros at Greensboro, N. C., said that the two consecutive non-playing days in late January were the first two consecutive days of no golf in Greensboro for many years . . . Let's hope there isn't another run of wet week-ends this spring like there was last year to murder pro shop business . . . Members of Rockaway River CC, Denville, N. J., have bought the club for \$510,000.

Walker Lake G&CC, Hawthorne, Nev., which had 6 holes built by volunteer labor and expects to complete construction of a 9-hole course soon, has membership composed of civilians and personnel at Naval Ammunition Depot. . . Ft. Lauderdale,

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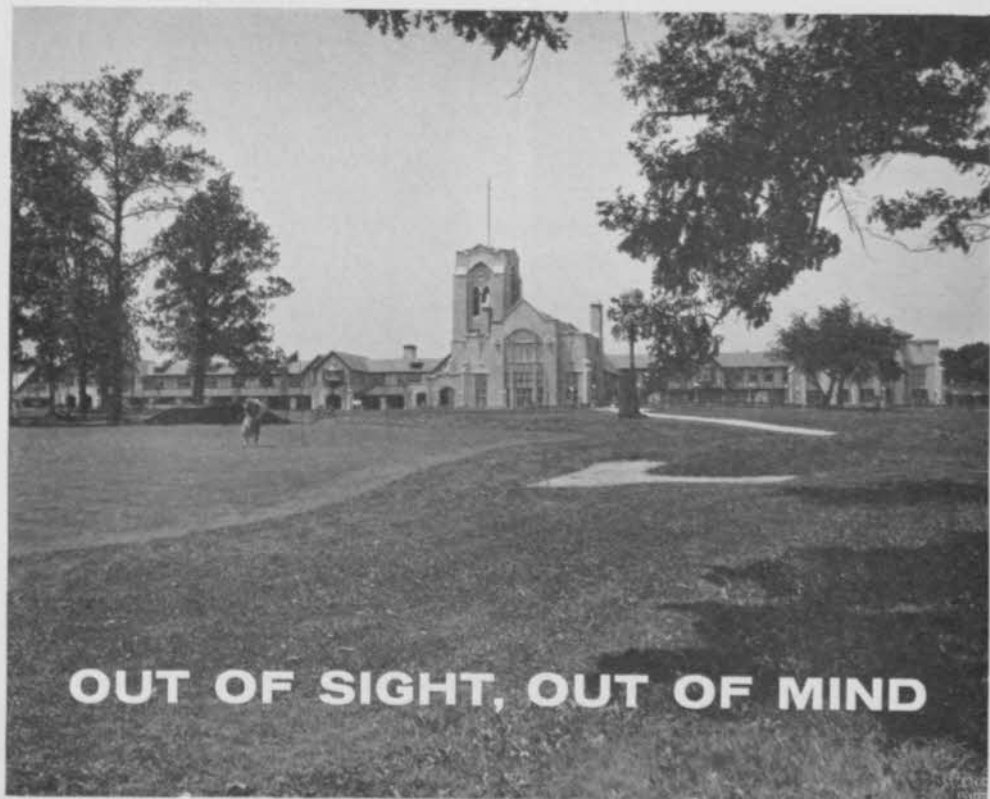
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OUT OF SIGHT, OUT OF MIND

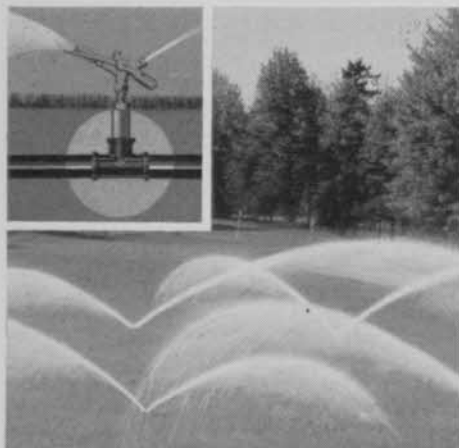
Clubhouse of Olympia Fields Country Club, Chicago.
Gordon W. Brinkworth, Superintendent.

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last cost. To long life add ease of handling...sprinkler outlets can be tapped into a cast iron system with minimum effort. Sizes from 2 inches. Cast Iron Pipe Research Association, Thos. F. Wolfe, Managing Director, 122 So. Michigan Ave., Chicago 3, Ill.

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Let CARLON® help you get a *Trouble-Free* watering system

that's permanent, costs less

Carlton's sprinkling-system engineers can design a watering system for you that is easy and quick to install . . . that costs less than metal pipe and lasts *years* longer . . . that is trouble-free because Carlton Rigid Plastic Pipe is *guaranteed* against rot, rust and electrolytic corrosion. Each installation is *individually-designed* to fit your layout and watering problems.

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Fla., has another night-lighted short course in Robert Trent Jones' American Golfers' Club, 18-hole 3600 yd. course . . . It has four par-4 holes and the rest par 3 . . . Cy Foster's par-3 course at Ft. Lauderdale doing very well.

Break ground for 9-hole public course at Wilmington, Calif., with construction costs being financed by revenue from operation of Los Angeles Park Dept. Griffith Park, Rancho and Sepulveda courses . . . Gastonia (N.C.) to have new clubhouse at its 18-hole munny course . . . Study \$275,000 clubhouse, pool and course building program for Albuquerque, N.M.

Ernest Woodson heads committee to build course at Jackson, Ala. . . . Carolina GC at Charlotte, N.C., to be auctioned for fourth time . . . Land probably will be resold for commercial and residential use after present owners dispose of it . . . In February, reports of vandalism causing damage to greens have come into GOLFDOM from six states in south and southwest.

Charles Collins to Mahopac (N.Y.) GC as pro from Sedgewood club, Carmel, N.Y. . . . Lewis Congo to Exeter (N.H.) CC as pro from asst. spot at Merrimack Valley CC . . . Pushing reclamation work on Deland (Fla.) Country Club Estates 18-hole course which was abandoned 23 years ago . . . Monticello

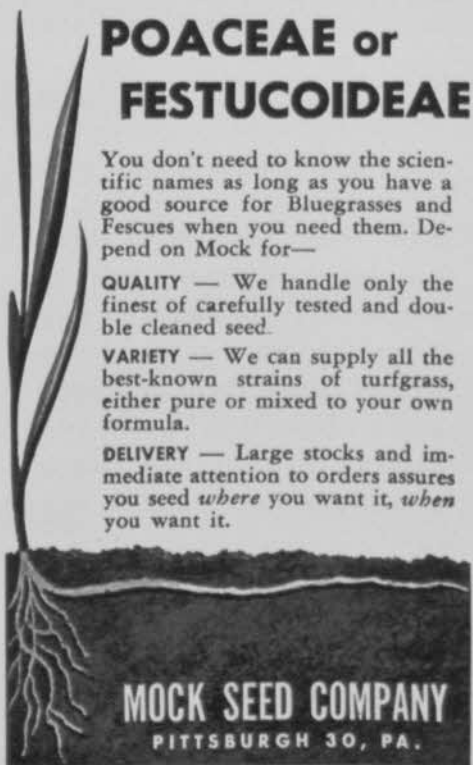
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Surprise yourself . . . price the new International Cub Lo-Boy! Compare it with larger utility tractors which can do no more on many golf-course maintenance jobs. You'll find you can save up to \$1,000 . . . and have the handiest power you ever used.

Equipment?—you name it! Haul up to 1¼ tons with the McCormick® Cub dump trailer. Mow with 3-gang reel, 42-inch rotary, 48-inch hammerknife, or 5-foot cutterbar mower. There's low-cost work-speeding power and equipment for every maintenance chore!

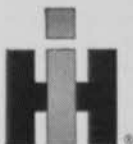
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CC, Brown Summit, N. C., new 9-hole club, elects H. R. Faucette pres.

Open first 9 of De Anza Desert GC at Borrego Springs, Calif. . . . Second 9 to open in several months . . . Sam Friedland, Food Fair chain store magnate, will call his new 18-hole club at Hollywood, Fla., the Diplomat CC . . . Rancho Los Coyotes CC at Buena Park, Los Angeles suburb, to have 27 instead of 18 holes as originally planned for \$40 million real estate development project.

Expect to start clearing for Robert Trent Jones course for new Point o' Woods CC between Benton Harbor and St. Joseph, Mich., in March . . . Cherry Hills CC, 36-hole club in south suburban Chicago, recently sold for subdividing will have 18 holes permanently maintained . . . Maybe entire 36 will be in play this summer . . . Having golf course as part of the deal makes home sites worth more.

Brentwood CC (Los Angeles dist.) to spend \$480,000 in clubhouse improvements . . . Orrie Debolt is new gen. mgr., Lacon (Ill.) CC . . . La Mesa, Calif., figuring on letting concession for building and operating par-3 course . . . Alameda (Calif.) muny course had 108,366 players paying \$122,174 in fees in 1956 . . . In 1954 play was 125,433 rounds which was so heavy some golfers quit playing . . . This year another 18 of muny golf and a new clubhouse will be available at Alameda. Bad weather up to March accounted for

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3 JOB-FITTED FEATURES that cost less. With Ford, you pay only for the features you need to handle the jobs you have to do. You can choose models with or without hydraulic system and PTO. On Ford's low-cost Special Utility models you can specify either button tread or bar tread tires at no extra cost.

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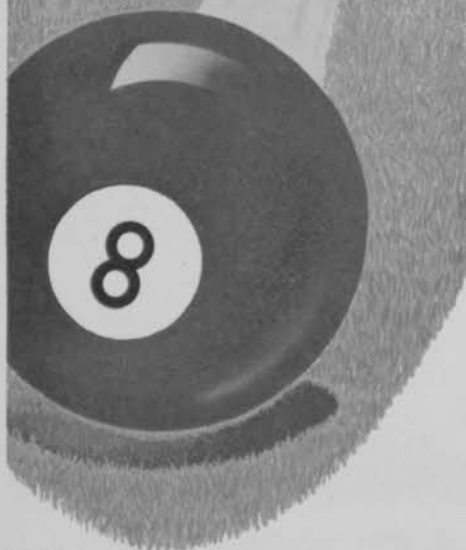


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three many courses in Seattle, Wash., getting less play in 1956 (171,873 rounds) than in 1955 (179,701 rounds) . . . Revenue slumped \$2,816.07 to \$172,645.83 . . . Pete Masterson, director of Seattle's many golf, says unpardonably slow play, with average four-ball outfit fiddling away a couple of minutes per green more than necessary, accounts for cutting down play as does failure to use bag carts properly.

Jack O'Neill new business mgr., Shawnee CC, Topeka, Kan. . . . Los Angeles County Board of Supervisors approved Bill Bell's plans for 18- and 9-hole courses in Whittier Narrows recreation area . . . Expect to have Eldorado CC, 5th course at Palm Springs, Calif., built by fall . . . Heading the project is John Dawson who promoted Thunderbird GC.

Plan to start construction of 18-hole Selva Marina CC at Atlantic Beach, Jacksonville, Fla. suburb, in March . . . Break ground for Buena Vista CC, Vineland, N. J., course . . . Expect to have Comanche GC., Duncan, Okla., course finished by July . . . Building 9-hole course at Holly Hill, N. C., to plans of Eddie Riccoboni, Sumter, N. C., pro.

Seiling (Okla.) CC, which completed 9-hole course last year, expects to build a clubhouse soon . . . Metropolitan (N. Y.) Golf Assn. to distribute caddy instruction manual this spring to its member clubs . . . Don and Mavor Boyd, who have leased Melbourne

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