



**DON'T
PAINT YOURSELF INTO A CORNER . . .**

When you sell a golf ball that can be bought anywhere, under any name, at any price you're not doing yourself any favors.

Yes, you make a sale but every such sale you make is simply an invitation to the player who buys from you to go "downtown" next time and buy the same ball at a price you can't afford to meet. You're surrounding yourself with competition.

That's what's been happening too often and too much, during the past few years, particularly on the lower priced balls — and it has been costing you sales. It *is* costing you sales.

That's not good for you and it's not good for us. Moreover, it doesn't have to happen at all if you sell Acushnet.

When you sell an Acushnet ball in any price grade, you know you are selling a quality ball. You know you are selling a ball the player will like and want to buy again. You know you are selling a ball he *can't* buy any other place, at either full price or cut price.

In other words, when you sell an Acushnet you're not painting yourself into a corner. Acushnet Process Sales Company, New Bedford, Massachusetts.

ACUSHNET

GOLF BALLS

Sold the World Over Through Golf Course Pro Shops Only

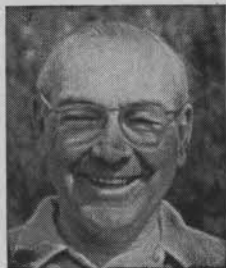


TRADEMARK

Swinging around Golf

NEWS OF THE GOLF WORLD IN BRIEF

City of Venice, Fla. considering deal with private interests for building and operating course adjacent to local airport . . . Nottingham CC to build 18-hole course near Bethel Park, Pa. . . Suburban CC, Union, N. J., installing complete course watering system . . . More varsity golf squads taking southern competitive trips from mid-March on than have been playing against southern schools in any previous year.



Herb Graffis

There's talk about starting an eastern college golf tournament for boys and girls on pattern of Bill Tucker memorial tournament at University of New Mexico . . . Tucker tournament is the brightest of all golf competitions, some authorities maintain . . . Fine golf is played by the lads and the coeds . . . Planning 18-hole public course for Cobb County (Marietta, county seat), Ga.

Construction of Pine Valley CC 18 hole course near Aiken, S. C., to begin soon . . . Course to be feature of big real estate project of Blanchard and Calhoun, Augusta, Ga. . . Bud Geoghegan, Crestmont (N.J.) CC pro, again teaching spring evening classes at Clifton, N. J. high school as part of Clifton Recreation dept. program . . . Vic Conte, new pro at the recently organized Chestnut Ridge CC, Baltimore, Md., and his asst., Herb Thomas, introduced to members at "Opening Night" dinner.

Despite unusually chilly weather, some

Florida courses got heavy play in January and February . . . Fellows who might have gone fishing if the weather had been warm enough for fish, and fisherman, went to the courses . . . Joe Kirkwood, sr., started with his trick shots at N. Y. Mirror's Outdoor Exposition . . . Jack Oliver, pro at Engineers' CC (N. Y. Met. dist.) gave a golf clinic and advice at the net at the Mirror

show.

The 160 new courses opened for play last year was biggest increase of any year since the mid-20s . . . When the over 300 courses now being built are opened for play the net gain (minus courses bought for real estate projects) will bring total of U. S. courses higher than previous record figure of 5800 in 1930 . . . By the end of this year there probably will be about 5700 courses actively in the U.S.

North East, Pa., to have new course as part of Lakeview Developments residential and park project . . . Hidden Valley CC 18-hole, semi-private course near Friedensburg, Pa., owned by Wm. Jones, Pottsville, and designed by James Harrison, to open next month . . . Dick Hinkle will be pro . . . Expect to start building Monroe G&CC, 9-hole course at Covington, Ga., soon.

During discussion of purchase of Indian Hill CC by Newington, Conn., it was brought out that if Indian Hill site were sold for private development and

Front
Cover

A surprise visitor at the GCSA convention in Washington was Vice President Dick Nixon who dropped in at the Shoreham Hotel to get acquainted with superintendents at the reception preceding the annual banquet. There to greet him was Bob Williams (left), the GCSA's new president, and L. R. Shields, head of the Mid-Atlantic arm of the superintendents' organization, which was host to the conventioners. Although the vice president's stay was brief, he got acquainted with quite a quorum of greenmasters and general opinion was that he is a pretty affable sort of a guy.

Photo: Capitol Photo Service

Golfdom is published monthly except Nov. and Dec. at Rochelle, Ill. Acceptance under Section 34.64, P.L.&R. Authorized. Please address all advertising & editorial correspondence to GOLFDOM, 407 S. Dearborn St., Chicago 5.

MORE *one-putt* **GREENS**

WITH ARMOUR

Vertagreen®



Greens that are fed with VERTAGREEN look better, play better, stand up better. VERTAGREEN helps develop even growth and smoother turf. It produces deeper root systems that better withstand long stretches of dry, hot weather. Greenskeepers at leading golf clubs use and recommend VERTAGREEN. Order VERTAGREEN now from your dealer.

ARMOUR
FERTILIZER WORKS
GENERAL OFFICE
ATLANTA, GEORGIA

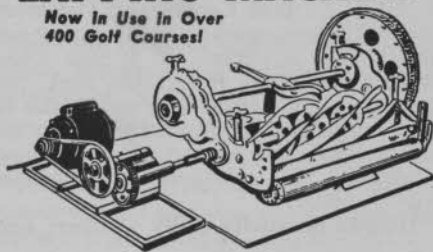
used for home building, a new school building costing \$1,000,000 would have to be built to service the area . . . Arthur C. Brooks, co-operator of Pine Ridge CC, is new pres., Cleveland District Golf Assn. . . . The Cleveland association has 27 member clubs . . . It is sponsoring new junior tournaments for boys and girls this summer.

Second 9 of Huntsville (Ala.) muni course expected to be in play in late summer says Pro K. V. Estes . . . Glen Gibbon buys Santa Rosa (Calif.) G&CC 9-hole course and will operate it as Flamingo G&CC (semi-private) . . . Gibbon will be pro . . . Santa Rosa G&CC is moving to its new 18-hole club five miles west of Santa Rosa.

Lots of comment at superintendents' convention about the courses recently built or being built as features of real estate projects . . . Some of the courses show fine design and construction and others are cheap jobs that will be difficult and expensive to maintain in playable condition . . . Golf courses are proving to be powerful selling points in big, high class residential deals and the course maintenance experts think the home buy-

Atlas Lawn Mower **LAPPING MACHINE**

Now In Use In Over
400 Golf Courses!



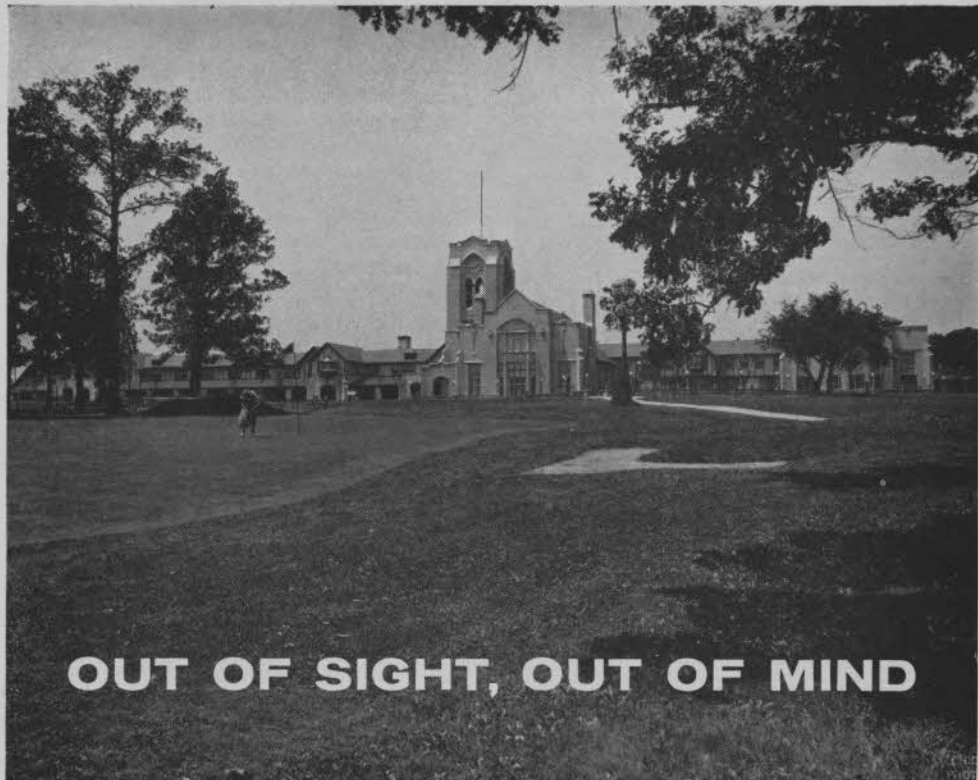
A compact, light-weight machine for lapping all models of Hand, Power and Gang Mowers! May be easily used on work bench or floor, eliminating the lifting of heavy mowers. The simple height adjustment for the reel shaft may be used from 4 1/2" to 10 1/2". Equipped with several attachments to fit different reel shafts. Metal blocks for rollers. Steel stands to support the mower.

FULLY GUARANTEED

List Price, Without Motor **\$39.00**
List Price, With Motor **\$61.50**

Write for Bulletin.

Atlas Lawn Equipment Co.
9629 Olive Street Road, St. Louis 24, Missouri



OUT OF SIGHT, OUT OF MIND

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

You can relax when your fairways are irrigated by cast iron pipe. You know playing conditions will be tops all season long. There'll be no replacements, very little maintenance expense. Cast iron pipe is built to last. Therefore, your first cost is your

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, Suite 3440, Prudential Plaza, Chicago 1, Ill.

CAST IRON PIPE

The Standard Material



® for Underground Mains

CUT LABOR COSTS

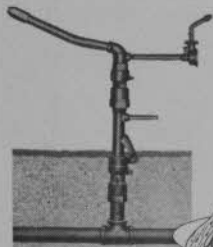
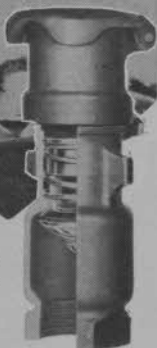
with

BUCKNER

Quick-Coupling

VALVES

Labor costs reduced to a minimum. Easy to handle, self-closing, grit-proof Quick-Coupling valves provide fast turf watering with hose or sprinkler. Out of sight for beauty and mower protection.



TURF KING SPRINKLERS

Positive low cost penetration. Turf King sprinklers provide maximum efficient coverage over large turf areas. Dependable rotation. Bearings are sand-proof.



MANUFACTURING CO., INC.

1615 Blackstone Ave. P. O. Box 232 Fresno 8, Calif.

ers ought to look into what they may be getting in the course deals.

Frank Eckels plans to build 9-hole semi-private course at Oakland, Ia. . . . Watonga, Okla., to have new 9-hole course built at Roman Nose state park . . . Clarence Shafer, Atchison (Ks.) public recreation director, heads group planning to build public course . . . Robert Sullivan, developer of Hidden Valley subdivision near Boca Raton, Fla., opening Hidden Valley course.

Second Mohawk public park course at Tulsa, Okla., to open this spring . . . Belair G&CC, with 18 hole course, to be opened in spring, 1959, on former Belair estate near Washington, D. C. . . . Tacoma, Wash., to have new public course . . . Discuss building of course at Willard, O. . . . Olympia (Wash.) C&GC starts building its second 9.

Formal opening of Paradise CC, Crystal River, Fla., 18, designed and built by Mark Mahannah, with Chick Harbert as golf director, got big publicity coverage . . . Sports writers called course and location most beautiful of south's new clubs . . . Lots around course selling well with Vic Ghezzi and Frank Strana-

NEW! MODEL 400 SIMPLEX Lawnmower Sharpener

Many Exclusive Features . . .

The NEW SIMPLEX is the fastest, most accurate straight-line lawnmower grinder ever built . . . gives you all these advantages:

- Grinds all mowers—reel type, rotary, hand or power, any size.
- No dis-assembly needed, gas and oil remain in engine, support bar rotates.
- Grinding head feeds both horizontally and vertically, turns 90° for bed knives.
- Fast, positive adjustments, 4-point support on steel base with leveling screws.
- Rugged, long life construction and many other features.



Get the facts on the new
SIMPLEX 400 before you buy
any sharpener.
Send for FREE brochure today

The Fate-Root-Heath Company

Dept. G-3 • Plymouth, Ohio

The Thrifty Way to Good Grounds Maintenance . . .



JOHN DEERE UTILITY TRACTORS

THE day-to-day chores of modern golf course maintenance call for a tractor that is dependable, versatile, and low in cost all the way around—and that's the description that fits the John Deere Tractor perfectly.

John Deere Tractors have a reputation as "naturals" for golf courses for many reasons. First of all, they are low in initial cost, low in fuel consumption, and economical to maintain and service. Yet, for all these thrift advantages, John Deere has the power to handle all of the drawn and integral tools required for your many maintenance jobs. It's easy to drive . . . extremely maneuverable . . . comfortable to ride. "Live" Touch-o-matic hydraulic power and standard 3-point hitch are regular equipment. Available, too, is a complete line of working equipment. Get the complete story on the John Deere Industrial Tractors and Equipment from your John Deere industrial dealer. In the meantime, fill out the coupon below for further information.



Available in two power sizes, the 30-horsepower "420" and the 21-horsepower "320"—John Deere Utility Tractors are sure-footed and stable on hillsides and extremely maneuverable in tight quarters making them the ideal tractors for mowing with either drawn or integral, reel- or cutter-bar mowers. Both tractors handle easily many other tools, including power hole diggers, post drivers, plows, disks, planters, rakes, and rollers.



SEND FOR FREE LITERATURE
JOHN DEERE INDUSTRIAL DIVISION
Moline, Ill. • Dept. H-65

Please send free literature on John Deere Utility Tractors.

Name _____
Address _____
City _____
State _____

**HERE'S
HOW GREENS
HOLD COLOR
ALL SEASON...**



Beautiful practice green at Harrisburg Country Club, Harrisburg, Pa. Nicholas Cassa (inset), Supt. of that well-known club, says:

"BETTER COLOR...STRONGER ROOT GROWTH ...LESS WEEDS" "For several years AGRICO and AGRINITE have solved my fertilizer problem here at Harrisburg. It's the outstanding results AGRICO Country Club Fertilizers have made on our turf, that have been a source of pride to me and the members of our club.

"By using AGRICO Country Club through the proportioner, throughout the summer months, our greens hold their color all season. The constant rate of growth throughout the year, on greens, tees, and fairways prove to me that AGRICO Country Club and AGRINITE are the best fertilizers by far!"

ORDER NOW!

Be sure you have the best, use AGRICO Country Club and AGRINITE, the 100% Natural Organic Fertilizer. See your AGRICO Dealer, or write to The American Agricultural Chemical Co., 50 Church St., New York 7, N. Y.

AGRICO®

America's Premier Golf Course Fertilizer

AGRINITE®

the Better, 100% Natural Organic Fertilizer

han among those buying them.

Rod W. Barber, jr., from Victoria CC, Riverside, Calif., to supt. post at Los Alamitos GC, Long Beach, Calif. . . . He is son of supt. at Los Coyotes CC who, for 20 years, was at Virginia CC, Long Beach . . . When Vp Richard Nixon came to Shoreham hotel, Washington, to pass in review before supts. his visit brought him together with his schoolmate at Whittier college, George Lanphear . . . George, supt. at Knollwood CC, Los Angeles, got his AB degree at Whittier.

London (Ont.) Hunt Club moving to new 27-hole course at scenic site overlooking Thames river . . . Course designed by Robert Trent Jones . . . George McKenzie who retired after 28 years as supt. at St. David's GC (Philadelphia dist.) confined by illness to his home, Upper Golf rd., Wayne, Pa. He certainly would appreciate letters or cards from his old friends.

New course at Caracas, Venezuela, Dick Wilson designed for Senor San Roman, famed as "mountain mover of South America," is said to be fastest moving big job of course building ever done . . . Supt. Lee, in charge of construction, says that the new layout, with Bermuda fairways and greens of Tiftgreen 328 over-

Add New Beauty and Health to Your Course with

SKINNER

"tee-to-green" irrigation



— Your assurance of a well played—well liked—easily maintained course. Skinner irrigation equipment for golf courses, individual units or complete "tee-to-green" systems, have been the choice of superintendents of the world's best courses.



The SKINNER Irrigation Company

415 Water Street, Troy, Ohio

THREE OUTSTANDING ROLLERS FOR TURF MAINTENANCE

3-SECTION ROLLER

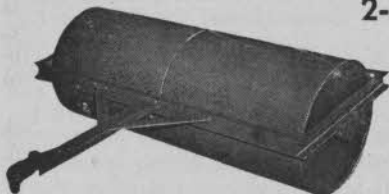
Shipping weight, 480 lbs.

An 80 inch roller with full oscillation for all sections. Water ballast 12-gauge welded steel rollers with rounded edges. Sand and dirt resistant alemite equipped hardwood bearings. Filled weight 600 lbs. per section. Frame of heavy welded steel construction complete with ball type hitch and mud scrapers. Painted rust resistant dark green.

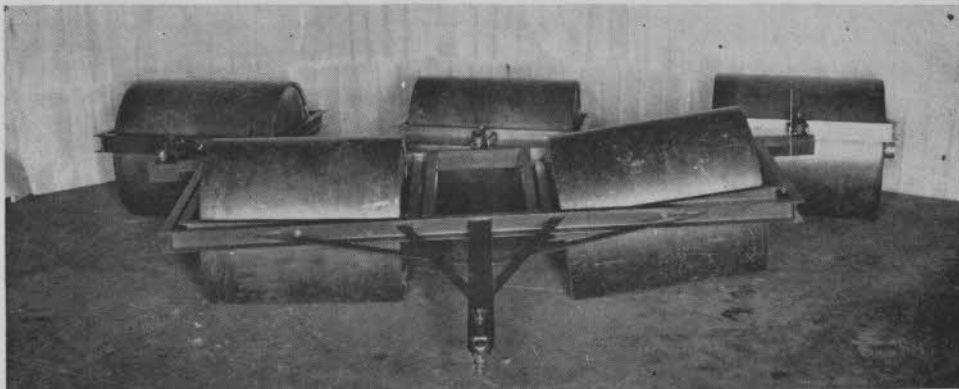


2-SECTION ROLLER

A compact easily stored five foot water ballast roller of simple rugged construction. Welded and tested 12 gauge steel rolls with rounded edges. Grease fitting equipped, replaceable hardwood bearings. Welded steel frame complete with ball type hitch and mud scrapers. Filled weight 1200 lbs. Painted rust resistant green. Shipping weight 325 lbs.



FIVE-SECTION ROLLER FOR TURF MAINTENANCE



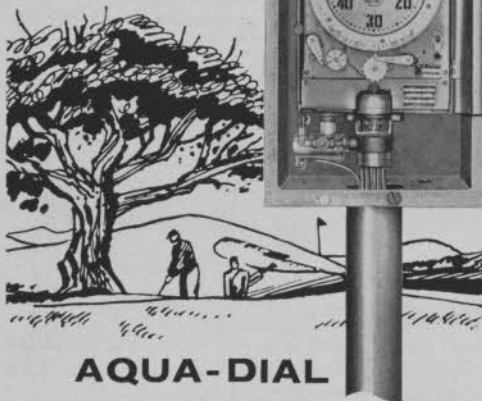
The five-section model covers a 132 inch swath with full oscillation for all sections. Heavy-duty channel steel welded constructed frame connects all sections. Complete with ball type hitch and mudscrapers. Bearings are oil-impregnated, hard maple wood bushings. Standard alemite fittings for greasing. Rollers are formed of 12-gauge steel. Edges are rolled, preventing tracking and turf ripping on the turns. Filled weight 600 lbs. per section. All units are easy to drain and store. Painted rust-resistant dark green. Shipping weight 945 lbs.

ALSO AVAILABLE FOR FAST, CLEAN-PLUG AERIFYING — THE NIGHT CRAWLER

Ferguson Night Crawler replacement parts available for all models from 1950 through 1957.

Write for nearest dealer's name or write us direct — Immediate shipment

BERRIEN TOOL & DIE CO. Eau Claire, Michigan



AQUA-DIAL
solves your
watering problems

AQUA-DIAL automatically controls your entire turf sprinkling system. Once installed and set according to your watering schedules, this competent instrument directs all of the sprinkling, day and night, of your entire golf course, no matter how complex your schedule may be. Greens, fairways, hilltops, slopes, moist low ground, even the roughs and shrubbery get individual water care *without personal supervision!*

AQUA-DIAL is engineered to the highest golf course standards. This outstanding unit can be set to operate indefinitely . . . yet schedules can be altered in minutes to meet changing climates or turf conditions. Aqua-Dial is dependable . . . and, it's *unconditionally guaranteed!*

To learn more about Aqua-Dial . . . the finest in automatic sprinkler controls . . . write:

AQUA-DIAL
Automatic Lawn Sprinkler Controls

P.O. Box 518, Newport Beach 5, California

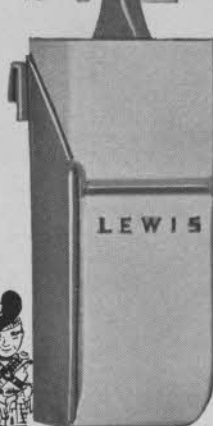
seeded with bent, will be in top condition for International Golf Assn. worldwide pro championships this fall.

Wm. H. Johnson, former pres., Golf Course Supts. Assn., is busy with design and construction work on six courses . . . Among Bill's current jobs are a private 18 and a semi-private 18 at Mojave, Calif., 18 for Circle J Ranch CC, Newhall, Calif., new 18s at Palm Springs, Phoenix and Denver and an 18-hole, par 3 course at West Covina, Calif. . . . Mrs. Grant Bennett, wife of Florence (S. C.) CC pro, is new president, Women's Carolina Golf Assn.

Chuck Maddox of Maddox Construction Co., Rankin, Ill., building second 9 at Glengarry CC, Toledo, O., to plans of Robert Bruce Harris . . . Marcus List is supt. . . . Ungodly cold weather and heavy snows in large part of the nation have stopped a lot of construction and alteration work on courses, but supts. believe the weather might be a good thing for courses because it's killing some pests and will aerate and wet soil when thaws come.

Al Linkogel, Creve Coeur, Mo., supt., equipment designer and turf nurseryman extends his versatility by designing and

NEW



Now available
 with nylon
 brushes!

Tough, weather-resistant plastic coated finish . . . inside and out. "Magic action paddle" spins ball for perfect cleaning. Complete tee ensemble available.



CONTAINER DEVELOPMENT CORP.
WATERTOWN, WISCONSIN

