

TRADEMARK



We thank you and every other pro in America for helping to make 1959 the greatest Titleist year of them all. We

offer you our best wishes for continued prosperity and success in 1960. Acushnet Process Sales Co., New Bedford, Mass.



# SWINGING AROUND GOLF

NEWS OF THE GOLF  
WORLD IN BRIEF



By HERB GRAFFIS

Last year Golfdom and Golfing magazines had nine inquiries for the name of the maker of a gold putter — Tiffany & Co. now is making them . . . Plenty of times a rusty old putter has been worth more than the \$1,475 Tiffany is asking for a gold-headed job . . . Indian Wells CC, Palm Springs, Calif. has a unique, clever scorecard . . . Indian Wells pro, Eddie Susalla, would be the bright guy to have a card like this that golfers will send home. It will advertise the course . . . Eddie and Jimmy Hines were together at Thunderbird before Susalla came to Indian Wells and Jimmy became vp of the super-fabulous Eldorado at Palm Springs and Eddie came with Desi Arnaz, Milt Hicks, Bill Worthing and other fabulously loaded (financially) parties at colossally fabulous Palm Springs . . . We didn't just rush into those adjectives, either.

Susalla has his name on the scorecard along with the names of Buddy Porter and Danny Forlani, his assistants . . . They are billed as "Associate Professionals" . . . Great kids and they can sell and make the customers love to spend money . . . Danny is a protege of "Denver" Caudill, a modest expert who is said by pros to be one of the greatest merchandising and service backstops a pro could have . . . Denver's at River Forest in Elmhurst, Ill. . . In-

teresting, practical and profitable layout of the Indian Wells pro shop with the front of the shop being the display room and a neat, thoughtfully laid-out stockroom in the back where the customers can be fitted from a large stock without the distractions that usually interfere with buying and selling in the front end.

These pro shops in the Palm Springs area have come a long way and in the right direction since the days that George Howard and his staff were welcoming golfers at the O'Donnell course . . . The affability, good manners and professional competence of George, pioneer of Palm Springs winter golf, proved to be tremendous factors in bringing golfers and their money into the territory.

Good manners in the pro shops mean millions of dollars in a territory like this where there already are a dozen courses in a narrow valley of about 144,000 acres that is the only winter resort on the west coast . . . And more courses are building . . . Riviera Hotel 9-hole, Par 30 course on 40 acres, where Dale Andreason will be pro, is going to be most unusual and, of course, "fabulous."

A real estate authority told me that the graciousness and good judgment of Ed Vines and his assistant, Ross Nickel (both

## GOLFDOM

34th Year

January, 1960

Those big numerals on the front cover herald the beginning of a new decade which promises to be more expansive golfwise than the 1950-59 era. Using a combination of crystal ball and slide rule, persons who make a specialty of looking into the future, foresee these things for the end of 1969: Golf courses in the U.S. — 7,500; Number of golfers — nearly 7,000,000; Rounds played per year — at least 110,000,000; Total equipment apparel and accessories sales — in excess of \$400,000,00. All these figures are projected on the basis of gains made in the last 10 years.

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### SPIKE BRUSH



Constructed of quality, long-wearing, non-corrosive materials throughout. The anodized aluminum base contains the brush which has a hard plastic back and long-wearing nylon bristles. Cleans shoes and spikes without injury to either.

WRITE FOR CATALOG

**PAR AIDE PRODUCTS COMPANY**  
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at Northmoor, Chicago dist. in summer) have been appreciable factors in the great popularity of the beautiful Bermuda Dunes club and its surrounding real estate . . . Claude Harmon, in his first winter at Thunderbird, has "Dutch" Hood, Eddie Merrins and other able kids who have the manners of genuine gentlemen sportsmen on his staff.

At Eldorado, Johnny Dawson and Jimmy Hines have a pro staff headed by the canny and pleasant Bill Adkins, another guy whose nice manners melt out money . . . Bill may be credited with having a lot to do with women's golf styles, especially on shoes . . . Evie Bowen, Kip's wife, who with Joyce, became one of the world's celebrated designers of women's shoes, has created a new golf shoe for women that she calls "Eldorado" because of what Bill and his staff have done to help women golfers get smartly outfitted . . . Wives of pros who were at the Ryder Cup matches at Eldorado say that Mrs. Bowen could teach pro shop staffs so much about selling to women that pros wouldn't be wondering why feminine play is so far ahead of women's buying in pro shops.

Olin Dutra is overdue as a PGA Hall of Fame luminary . . . California pros are not

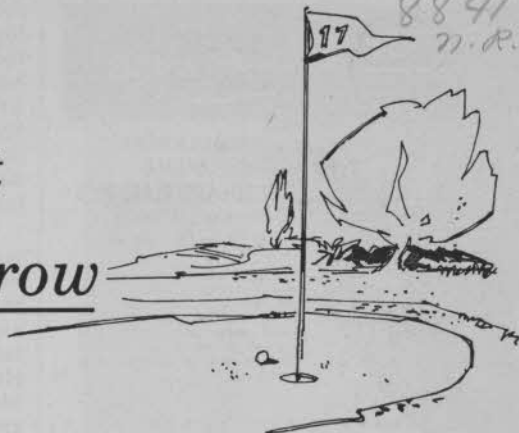
## SAVE TIME AND MONEY use a Scotts Spreader



**O M SCOTT & SONS**

**Marysville, Ohio**

What about  
tomorrow  
costs?



The next time you consider pipe for an irrigation system, take a long, hard look at what your *tomorrow* costs may be.

You save nothing on your water system when you select "just-adequate," inexpensive pipe—and then end up digging your fairway and repairing it frequently. That's why so many courses choose cast iron pipe—they know it will perform practically service-free for at least a century.

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Cast Iron Pipe Research Association, Thos. F. Wolfe, Managing Director, 3440 Prudential Plaza, Chicago 1, Ill.



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available in  
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Lewis Flagpoles always remain straight, won't rust, rot, kink, and are unaffected by weather. These feather-light poles are permanently molded in white and striped with a red or black epoxy plastic.

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NOW, With Long-Wearing Nylon Brushes

Pro and duffer alike appreciate the really clean balls washed with the Lewis Washer. Tamper-proof, weather resistant, durable, and low cost.



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too happy about the delay in voting in the big caballero who is one of the few to win the US Open and the PGA the same year and a flock of other championships . . . Tranquil sight at Eldorado CC prior to the Ryder Cup matches was Sam Snead fishing at eventide in the ponds that border greens near the clubhouse . . . Ponds are stocked but Sam didn't score with the fish.

Bob Irvine, supt., Phoenix (Ariz.) CC, was a tree surgeon on the Davey staff before he got into course maintenance work at Tulsa years ago . . . That tree surgery experience of Bob's is among many of his talents that are paying off for the Phoenix club . . . Phoenix area supts. say Bob and his asst., son Allan, have done wonders in grooming the Phoenix course.

Arizona is a showplace of the course building and maintenance work of a celebrated team of father and sons, the Snyders . . . Art, the father of a grand family, is supt. at Paradise Valley at Phoenix where he has graduated his sons and now has Harold Stodola, a fine supt. in his own right, as his aide-de-camp . . . Son Jack, a graduate landscape architect and seasoned in course building and maintenance, is an architect, now on a course job at Pinetop,

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Country Club**



*"Cheap insurance for healthy growth"*

## **"During 1959 we've Had More Play and Better Turf Than Ever Before!"**

*Long Island Superintendent summarizes the performance  
of Aqua-GRO in one of the harshest years in Turf history*

**By JOE SYLVESTER**

At North Hempstead we once had all the turf problems that about 85 per cent of the superintendents have had this year on Long Island. In a moment I'll tell you how we apply Aqua-GRO, but first let me state that the excellent turf on the course is the result of an expenditure of less than \$450 annually for Aqua-GRO. It is the cheapest insurance for growing healthy turf that I've found in my 43 years experience. We apply sufficient Aqua-GRO throughout the season to keep the turf growing under low soil moisture tensions. Under adverse weather conditions during the summer of 1959 Aqua-GRO made the difference. For the past three years since using Aqua-GRO disease has been less prevalent. We have had no brown patch, no wilt, and I no longer syringe.

**Aqua-GRO PROGRAM:** In early May we mix one gallon of Aqua-GRO per one hundred gallons of water and spray the tees, greens, approaches, and high spots on the fairways. When we start our fungicide program we combine in every one hundred gallons of water 8 ounces Aqua-GRO, 1 lb. Calo-Clor, 3 lbs. Tersan, and 6 lbs. Sulfate Ammonia or other soluble fertilizer. We apply this mix according to

the conditions of the turf. Normally once a week but as high as 3 to 4 times a week this past summer.

**Aqua-GRO HISTORY:** Prior to the use of Aqua-GRO the bent would get sick, the poa annua would go out and we'd have nothing. The first grass to come back in the fall was the poa annua, and it seemed to be taking over more and more. With the constant use of Aqua-GRO the situation has reversed itself. Our old greens are a mixture of poa annua, South German, Seaside, and Colonial Bent. The poa is not passing out entirely, but the bent patches are getting bigger. We have four greens rebuilt with C 1 and C 19 taken from nursery stock. However, the old greens which are predominately poa annua have been in excellent condition these last three years, and if anything are improving.

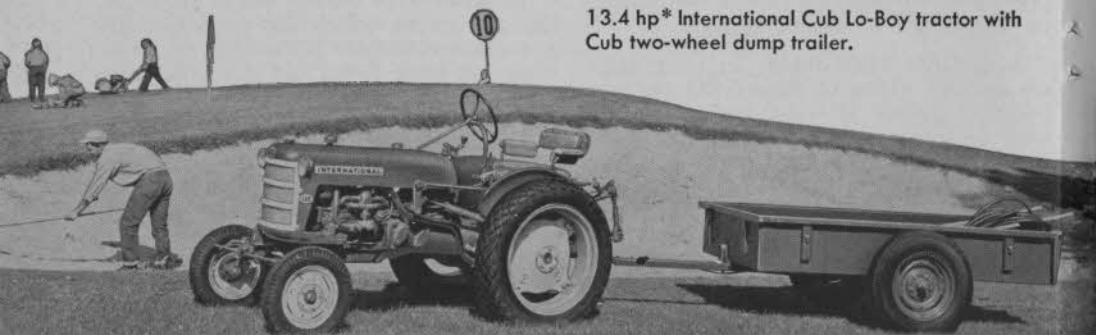
The members don't feel that we need go into any further C1 and C19 renovation. With more play this year than ever before, in a season that was harsh on turf, we have seen no evidence of wear or wilt or disease. Aqua-GRO makes the difference.



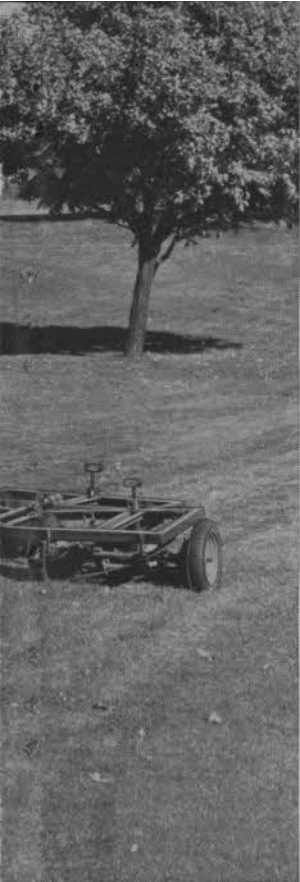
38.5 hp\* International 240 Utility tractor with 7-gang reel mower.

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1960 budget bigger!**

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13.4 hp\* International Cub Lo-Boy tractor with Cub two-wheel dump trailer.



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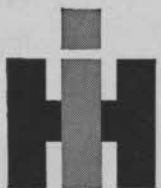
38.5 hp\* International 240 Utility tractor with International Wagner loader.

costing up to \$1,000 more. For heavy-duty, there is the 61 hp\* "460"... smooth 6-cylinder power that is unusually efficient and economical. The versatile 38.5 hp\* "240" is ideal for 5 or 7-gang mowing—and for many other jobs as well. Your course hilly? Then see the 45 hp\* "340" with Torque Amplifier drive! Your operators boost pull-

power, on-the-go, without shifting—protect turf against scuffing from spinning wheels. International's balanced power-weight ratio adds stability on grades, yet provides turf-protecting pressure on front and rear wheels. If you prefer Diesel economy, see the new, low-cost, 35 hp B-275.

*\*Maximum flywheel hp at standard conditions.*

**And now! A budget-slashing, low-cost, 35 hp Diesel**—the new B-275! Visit your IH dealer—see why job-matched Internationals make your best buy, both power-wise and price-wise. For name of your IH dealer and catalog write International Harvester Co., Dept. G-1, P. O. Box 7333, Chicago 80, Illinois.



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Superintendent's work around Phoenix is no place for a fellow who is shy of energy and savvy . . . The season is 12 months long . . . 7 days a week . . . Up before the sun begins broiling . . . Restoring hard-used equipment during summer letdown when temperature is 120 is way in which a supt. eases up.

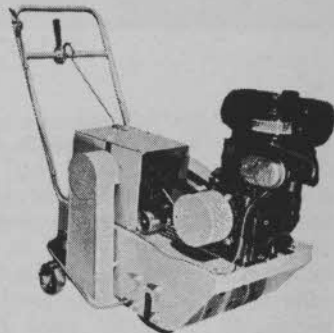
Art Snyder has a border of 328 Bermuda between his bent greens and common Bermuda fairways . . . Says this buffer strip invades the bent only 18 inches every two years . . . he used to be constantly fighting invasion of common Bermuda which would grow at the rate of several feet a year unless checked . . . Paradise Valley course beauty is enhanced by saguro trees, a giant cactus . . . This is only course in the world with such trees.

Art Snyder, sr., is an energetic veteran who entered course maintenance in the Pittsburgh district where he was a teammate of "Dutch" Loeffler at Oakmont . . . Art maintains wonderfully pleasant working spirit at Paradise Valley with Gen. Mgr. Wm. J. Hodges and pro Kenny Kier that there was in the glorious days at Oak-

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