

You, the golf professional, are recognized as the reputable authority on golf matters; the specialist. And, over the years, your pro shop has come to be known as the place to buy first-class, top quality golf merchandise.

Your players have been coming to you for advice about their swing and their game. In addition, they seek your advice about the equipment they use. They also come to you to buy this equipment. This puts you in the unique and enviable position of a merchant as well as a counselor.

Now that you are performing this dual role, remember your reputation as a top golf professional is equally dependent upon the quality of the stock in your golf shop. Be sure that the quality of the merchandise you sell measures up to the quality and integrity of your advice and counsel.

# Quality is your watchword

Therefore, you can and should insist upon a high standard of quality from all manufacturers of golf equipment, including golf balls.

Your customers who pay the full retail price for a golf ball are entitled to their money's worth. A "fine old name" is not enough.

It must be backed up by top quality materials and manufacture.

Similarly, special deals usually fall short. These "deals" on lesser known brands, involving premiums, bonuses, discounts and bakers' dozens are often offered as a substitute for quality.

At Acushnet *quality is our byword*. We know that we must furnish you with a golf ball which you can recommend with confidence. This can only be done by our insistence on making Titleist the highest quality golf ball on the market.

Check this yourself. Compare the quality of the Titleist with any other golf ball made — for distance, for uniformity, for consistency and for acceptability among top golfers and among your customers.

And remember . . . this unique Titleist is yours alone to sell.

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TRADEMARK

# SWINGING AROUND GOLF

## NEWS OF THE GOLF WORLD IN BRIEF



By HERB GRAFFIS

George M. Sloan, wealthy tile company executive, has purchased the Golden Acres GC in Roselle, Ill., about 30 miles west of Chicago . . . He's planning big things for the 27 hole course, including a return of a Tam O'Shanter type tournament to the Chicago area . . . John Markel has joined the pro staff of the Berkshire CC, Reading, Pa., as an assistant . . . A fine amateur golfer for the last 20 years, he will work for Harry Markel, who has been Berkshire's headmaster since 1930 . . . The U. S. Dept. of Agriculture will hold its annual field day, Aug. 1, in Beltsville, Md., according to Felix Juska . . . David Cavanaugh has been appointed editor of the Mid-Atlantic GCSA's 'NewsLetter' . . . This year's Indianapolis 500 Festival Open tournament (May 24-28) will be sandwiched between the final days of qualifying for the 500-mile race and the big race itself.

The palatial new clubhouse of Palo Alto Hills CC, Palo Alto, Calif., scheduled to be opened in mid-May, may have the opening moved up by about two weeks . . . Workmen got the jump on the project early in the game and didn't lose their lead . . . Chicago Dist. GA has recommended to its member clubs that they conduct all tournaments under the USGA rules in 1961 . . . A couple years ago the CDGA gave moral support to the Southern Calif. GA that wanted a change in the out-of-bounds rule, but went along with the USGA regulations . . . Construction recently started on an 18-hole, 4,200 yd. private course in Allentown, Pa. . . Paul Weiss is supervising its construction . . . Holes will range from 100 to 300 yds.

Brunswick (Me.) GC planning 9-hole addition . . . Three or four holes will be built at a time . . . The architect is Geoffrey Cornish . . . Cross Creek CC, near

Titusville, Pa., which opened first 9 last spring, expects to have second 9 ready in April or May . . . There is a 22-unit motel adjoining the club and guests automatically get golfing privileges . . . John Graham now is supt. of Willow Oaks CC, Richmond, Va., succeeding Fred Sappenfield, who is supervising construction of a course in Virginia Beach . . . George Wingo recently appointed supt. of Meadow Brook CC in Richmond.

Gene Hamm, architect of Durham, N. C., has been keeping as busy as any de-

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## FRONT COVER

Palm tree with curvature of the trunk is convenient bench for Ocean Reef CC players who watch Bob Toski tee off on eighth hole. Bob is golfing director at Ocean Reef, which is located at North Key Largo, Fla., about 60 miles south of Miami.

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signer in the business in the last six or eight months . . . He has revamped the Green Valley course in Fayetteville, N. C., installed 13 traps at Sedgefield in Greensboro and finished a Par 3 for the Burlington Industries, also in Greensboro . . . He also designed the back 9 for Wild Wood CC, Raleigh, and it will be in play this spring . . . Other Hamm jobs: new greens for back 9 at Tuscaroro CC, Danville, Va., and a new second 9 for Forest Park CC, Martinsville, Va. . . Hamm is connected with Garland Jones Co., Raleigh, and together, they're specializing in building or converting greens to 328.

Addressing the annual meeting of the Maryland State Golf Assn. at Chevy Chase CC, Sen. John Marshall Butler predicted that by 2000, people will be on a 28-hour

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**SHREDS ALL MATERIALS.** Efficient design of shredding rotors provides instant and positive shredding and mixing of all soils and organic materials, wet or dry, including sod, compost and peat.

**TROUBLE-FREE OPERATION.** The new design of the Lindig Model L-40 Shredder, pictured above, is particularly desirable for golf course construction and maintenance work. LINDIG 4-in-1 ECONOMY enables you to feed, shred, screen (if desired), and load . . . all in one operation. Large hoppers will accommodate the average front-end loader, positive conveyor feed will deliver up to 40 cubic yards per hour. Top dressing is completely blended to a fine uniform texture for application when building and maintaining golf greens, lawns, roadside areas, and approaches.

**MODEL TO MEET YOUR NEEDS.** Capacities range from 3 to over 100 cu. yds. per hr. Added versatility is provided with optional screening attachments for most minute soil preparation and removal of stones and other foreign objects. Gasoline or electric power units.



MODEL B

Large, free flowing hopper on hand-fed models provide fast, even flow of materials to shredding rotor. Convenient discharge to 10 ft. onto pile, bench, wheelbarrow or low trailer. Capacities 3 to 14 cu. yds. per hr.

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week and it won't be much of a trick to play a leisurely 18 holes after working hours . . . He said they'll also have twice as much money to spend but didn't make clear whether it would be before or after taxes . . . \$550,000 being spent on new clubhouse at Midland Hills CC in St. Paul.

Frank Sprogel ought to get stars in his crown for the job he has done for the PGA in the past few months . . . The PGA National course was in the best condition ever for the Seniors . . . Comparatively few complaints and that's miraculous . . . Part of the credit is due, perhaps, to having the Seniors PGA championship a week later than in former years and part of the improvement is due to the front 9 greens rebuilt by Bob Simmons to the plans of Dick Wilson . . . But the big percentage of hurrahs should go to Sprogel as pro-supt. of the place . . . Frank had a staunch, smart comrade as chairman of the course committee, Paul Erath of the Laurel Valley GC, Ligonier, Pa.

Sprogel also was responsible for the big show in the two tents filled with golf merchandise, mainly apparel and accessories, and cars . . . We got a real thrill out of having senior pros, who helped



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## WHEN THEY NEED A SAND WEDGE ON THE FAIRWAYS . . .

. . . then you aren't keeping your course "golfable."

What keeps the golfers coming to your course?

Usually, smart, green fairways; carpet-like greens, and a pleasant challenge keep the golfers coming.

Those green fairways and smooth greens come easy when your irrigation system is cast iron pipe. Cast iron pipe delivers an uninterrupted flow of water for over a century . . . keeps courses golfable year after year.

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And that keeps the golfers coming, too.

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GOLFDOM in the early days when the going was tough, tell us at Dunedin that the tent show was the result of the years and years of editorial campaigning by Golfdom to get pros to recognize and develop their merchandising abilities and opportunities.

The Seniors tournament has started to draw galleries . . . Someday it will be a TV attraction . . . The last round pairing of the winner, Paul Runyan with Jimmy Demaret and Bill Goldbeck provided exciting golf . . . Runyan is a more orthodox swinger than he used to be . . . He is longer, too . . . Quite a little discussion about whether the new swing or a better ball accounted for Little Poison's hitting farther than he did in 1934 and 1938 when he was winning PGA championships and other tournaments . . . But it was Runyan's short game that again paid off . . . His recovery from a bunker to the right of the 15th green to within ins. of the hole and his 12 ft. putt for a birdie deuce on the 16th nailed down the Seniors' title for him.

Ronald Teacher is raising the prize money from \$15,000 to \$25,000 for the PGA Seniors in 1962 . . . With the Teach-

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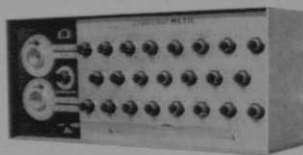
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The wide variety of sprinkler equipment, valves, and controls, takes care of every situation. The powerful gear driven Turbo-jet rotary sprinkler, waters fairways, tees, greens, and other large open turf areas. There is a choice of pop-up spray heads to suit any small lawn area — any budget. Matching shrub heads water flower and shrub beds.

Weather-matic controls provide all the advantages and cost savings of automation with new *plus* features. New electronic variable controls provide infinitely variable timing from 0 to 60 minutes for each individual station. You water when the course is out of use and you water just the right amount. You save water, have better turf, and eliminate most of your labor costs for watering. Completely electronic systems eliminate hydraulic control tubes with its problems of freezing, kinking, leaking, and bursting.



The new Electronic Variable Control provides complete versatility for large installations. Manual, semi-automatic, or completely automatic operation with automatic programming on a 14-day cycle allows watering any day or days, any hour of the day or night. Controls with 11, 17 or 23 stations, with outdoor weatherproofing housings, are available in either wall mount or pedestal style.

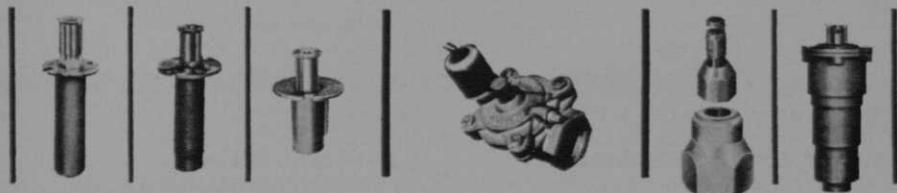


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Newton, New Jersey

er purse and the big roll that Jack Harkins of First Flight Co. puts up in sponsoring the Quarter Century Club and PGA club championships just before and immediately following Senior Week, an aging gentleman with young clubs can lift considerable of his vacation money at Dunedin.

Jack Ryan's administration was a success in every way for the senior pros . . . He set a tough par for his successor, Ralph Beach, and his cabinet, to beat . . . The women's auxiliary also had its busiest program during Senior Week . . . The social formalities hit their peak with the annual banquet at which Bill Wotherpoon, as mc, kept the party moving merrily and swiftly . . . The dinner was preceded by a fashion show and cocktail party smartly put on by Kip and Evie Bowen alongside the Ft. Harrison pool.

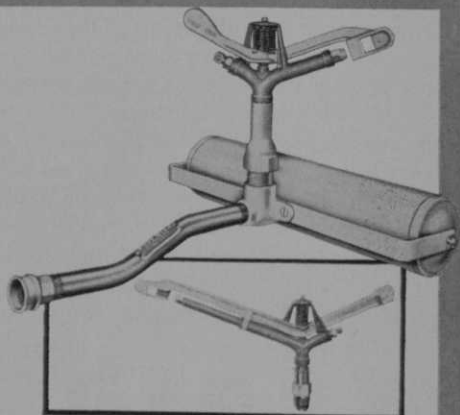
Pros at Dunedin were shown an architect's drawing of the proposed new clubhouse for the PGA course . . . One certainly is needed although neat housekeeping has improved the present clubhouse and grounds . . . Still the clubhouse and pro shop is about the worst job, architecturally, you can imagine at a place sup-

## FROM **RAIN BIRD** ...a new concept in greens watering

TURF BIRD Mod. 707S is designed for the pin-point coverage required for greens. Rust-proof aluminum construction makes it a "Lightweight," but it delivers "Heavyweight" performance. . . . Uniform coverage up to 150 ft. in diameter.

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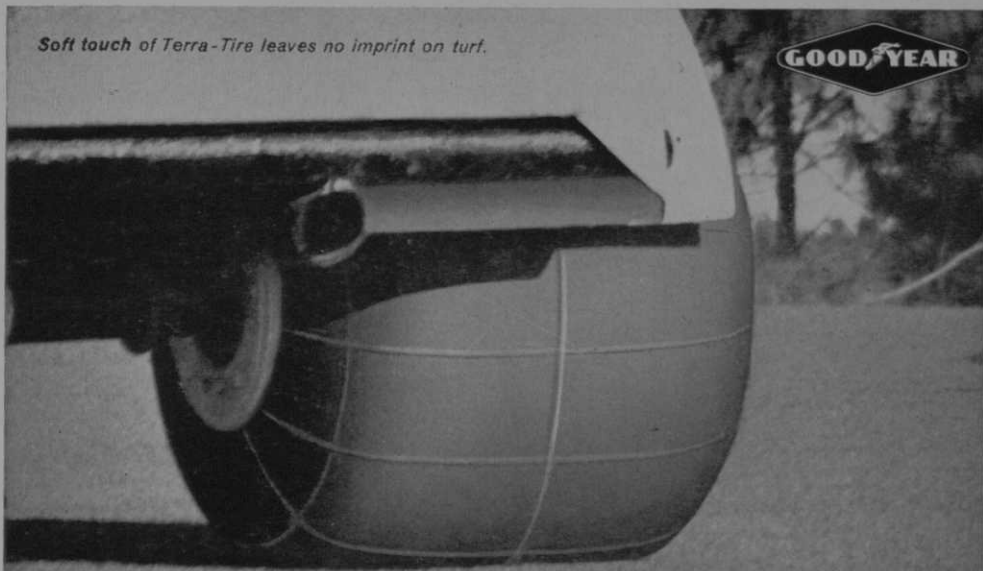
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*Soft touch of Terra-Tire leaves no imprint on turf.*



*Clubs are swinging  
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**TERRA-TIRES!**



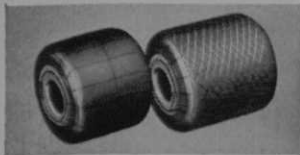
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**Secret** is their flat, wide, smooth tread teamed with extremely low inflation pressure (as low as 3 psi). Add near-zero rolling resistance and you can see why Terra-Tires "float" over the tenderest grass without bruising a blade! In fact, a man walking exerts greater pressure!

**Protect your course** by making sure every cart you buy, or permit to operate, rolls on Terra-Tires by Goodyear.

**Players will be on your side**—they'll praise the "go-anywhere" mobility that Terra-Tires provide.

**You'll do even better** by your club by specifying Terra-Tires for **all** wheeled equipment—utility cars, trailers, tractors. Write for details on company letterhead to The Goodyear Tire & Rubber Company, Aviation Products Division, Dept. C-1732, Akron 16, Ohio



**A word to cart-builders:** Ask for details on the way to modify your cart to build in the extra sales appeal and mobility of Terra-Tires. They're available with smooth or shallow-lug tread.

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Chip-Cal keeps golf courses free of crabgrass by killing the seedling plants.

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Up to five years' effectiveness reported. Follow-up treatments to maintain maximum control require only half rate.

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Early spring treatment stops crabgrass seedlings; fall application is equally effective to prevent crabgrass the following year.

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posed to present a picture of pro business . . . The planned new clubhouse is conventional and attractive.

In our opinion clubhouse architects are years late in discovering the practicality, distinction and charm of outdoor food and drink service at country clubs . . . The architects go for windowbox design at places where terraces and patios, correctly landscaped, would present an achievement of true genius . . . The architect of a clubhouse for a Florida club, that will have one of the state's great courses, comes up with a design that looks like something done while doodling in a telephone booth . . . The man is hailed as a great guy in designing roofs but in this case, the best roof for a considerable part of a delightful clubhouse is the good Lord.

John Bricker, Republican candidate for mayor of Canton, O., advocates a municipal golf course in one of his campaign planks . . . Ralph F. Knudsen's 700 yd., 9-hole Par 3 course at SE 14th and County Line is the first of this type of course in Des Moines, Ia. . . It got a good start

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