

When golf professionals got two dollars an hour for lessons, and . . . When pro shops carried only the basics of golf equipment which were balls, clubs, bags, and tees.

Times have sure changed. Today's pro shop is a modern merchandising center. Besides the additional basics of gloves, headcovers and putters, there is no end to the list of incidental items being sold in pro shops.

Sure, a broad line of incidental golfing accessories can mean extra volume for you. But, don't forget that the primary reason for your pro shop's existence is still the fact that you are the man to come to for top-quality golf equipment and competent professional advice.

Today, just as in the old days, your operation depends on selling the basics of golf equipment. Protect your future with the products that protect you.

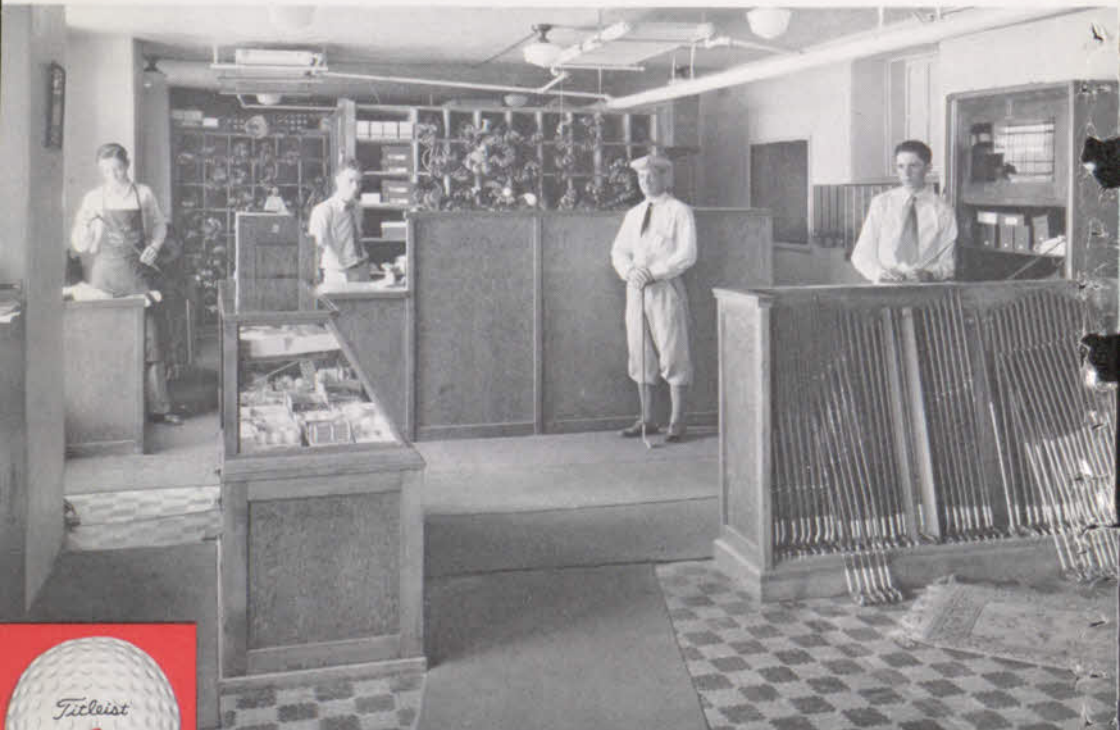
Acushnet is the **ONLY** golf ball manufacturer who gives you complete protection, and has done so for more than twenty-five years. Acushnet has no store line. Titleists are not sold downtown under another name. All Acushnet products are sold through golf course pro shops only.

Add to all this the fact that Titleist is unquestionably the best ball—the tour favorite now for thirteen straight years.

So get your players in the Titleist habit. It's the prestige ball, you get the full profit, and they've got to come into your shop to buy it.

They might even buy a new putter while they're there.

**WERE  
YOU  
AROUND  
WHEN ...**



**ACUSHNET GOLF BALLS**

SOLD THE WORLD OVER THRU GOLF COURSE PRO SHOPS ONLY

# SWINGING AROUND GOLF

NEWS OF THE GOLF  
WORLD IN BRIEF



By HERB GRAFFIS

Architects of some of the new municipal course clubhouses deserve a lot of credit for designing attractive and functional buildings . . . Some of the efficient ideas fitted to the new conditions are in new public course clubhouses, such as at LaFortune in Tulsa and Triggs Memorial in Providence . . . Not long ago people were afraid to build good clubhouses for public and semi-public course players, figuring that many of these players were slobs and would ruin the facilities provided for them and the decent and desirable golfers . . . There is still a lot of education in clubhouse and course tidiness needed by some elements.

Whether or not clubhouse design will again burden golfers with heavy costs of unnecessary, inadequate and obsolete buildings and equipment probably will depend on architects having more foresight than club officials . . . One new clubhouse that seems to us to have a future is that which Robert F. Blake designed for Pine Tree CC, Boynton, Fla. . . . The course there, of Dick Wilson design, has won from Ben Hogan praise as one of the greatest layouts Ben has ever played . . . Variations in the characters of Pine Tree's par 3 holes and the way in which they seem to "just happen" as part of the terrain, have received a great deal of favorable comment . . . The way in which Blake laid out the golf car storage and service space in relation to Ray Raynor's pro shop, the first tee and 18th green is especially interesting and practical.

**Design and location of golf car and bag**

cart facilities in relation to pro shop, lock-rooms, first tee and 18th green are new problems in clubhouse architecture . . . If you have seen these problems solved exceptionally well at new or old clubhouses, please tip me off . . . I'm trying to get this information for a new book

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## FRONT COVER

If a big, yawning body of water unnerves you, you haven't any business playing No. 9 at Point O' Woods CC in Benton Harbor, Mich. It takes a 205 yard drive to land on the green from the tee in the foreground. Back of that large tree on the right, though, is an auxiliary tee for the timid. It's only 145 from tee to green there. Robert Trent Jones designed the Point O' Woods course, which was opened in 1958. Pro shop is directly behind traps at the right of No. 9 and the clubhouse is behind the tree on the right.

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the National Golf Foundation is to publish on pro shop design.

Albany (N.Y.) CC in Court of Claims battle with state of New York is asking \$5.3 million after rejecting state's offer of \$2.1 million for property to be used for school . . . Area not actually used for school building purposes is to be sold for commercial use . . . In hearing before Joliet (Ill.) Park District commissioners concerning golfers' request for third public course at Joliet, it was noted that 72,000 rounds were played on Joliet's two public

## Maintain turf easier...3 ways!

### SOD-MASTER BANTAM SOD CUTTER

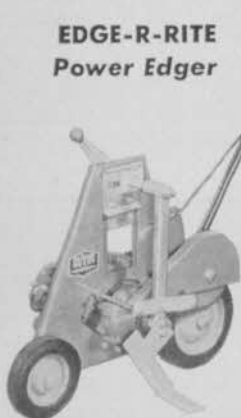
Cuts up to 125 feet of sod per minute.

Single control adjusts depth and angle of cut.

Exclusive cutting action cuts all types of turf cleaner, faster, easier with less operator fatigue.



### EDGE-R-RITE Power Edger



All-new design edges sand traps, walks, driveways cleaner, faster, and safer.

Single locking lever controls depth and angle of cut of oscillating vertical cutting blade.

Positive traction drive.

### METE-R-MATIC

Powered Top Dresser



Accurately spreads top dressing just as you want it. One man can now do the work of three, top dressing golf course greens and other fine cultured grasses. Just load the hopper, adjust the metering gate, and the METE-R-MATIC does all the work. Spreads high moisture top dressing as well as dry materials.

SEND FOR BROCHURES.

# SOD-MASTER

3456 No. Washington Avenue  
Minneapolis 12, Minnesota

courses last year and 60,000 attended the park district's annual chrysanthemum show last fall.

Discussing Los Angeles County's plans for financing six new county courses at cost of \$6,745,740, reference was made to sound investment value of public courses in investment portfolio of the County Employees Retirement Assn. . . . Sensible white and colored golfers in south puzzled and disgusted by latest powerplay of desegregationists in insisting on mixed foursomes of whites and Negro golfers at public courses . . . PGA championship at Aronimink CC, Philadelphia, July 19-21, has advance ticket sales of more than \$200,000 sold primarily by club members . . . Gives you an idea of the potential of Christmas gift pro shop sales.

Spring shows, demonstrations and public instruction sessions conducted by several PGA sections drew well this spring, especially in Chicago and Philadelphia . . . Newspaper advertising of cut-price clubs, balls and bags was strong at time of the shows . . . Some pros who are good businessmen are wondering if the shows have promoted cut-price store sales considerably more than pro shop sales . . .

## Lewis Line



### ✓ NEW LEWIS WASHER

✓ Proven Paddle Action

✓ Wear Resistant—cast aluminum alloy case, nylon brushes

✓ Maintenance-Free

✓ Economically Priced

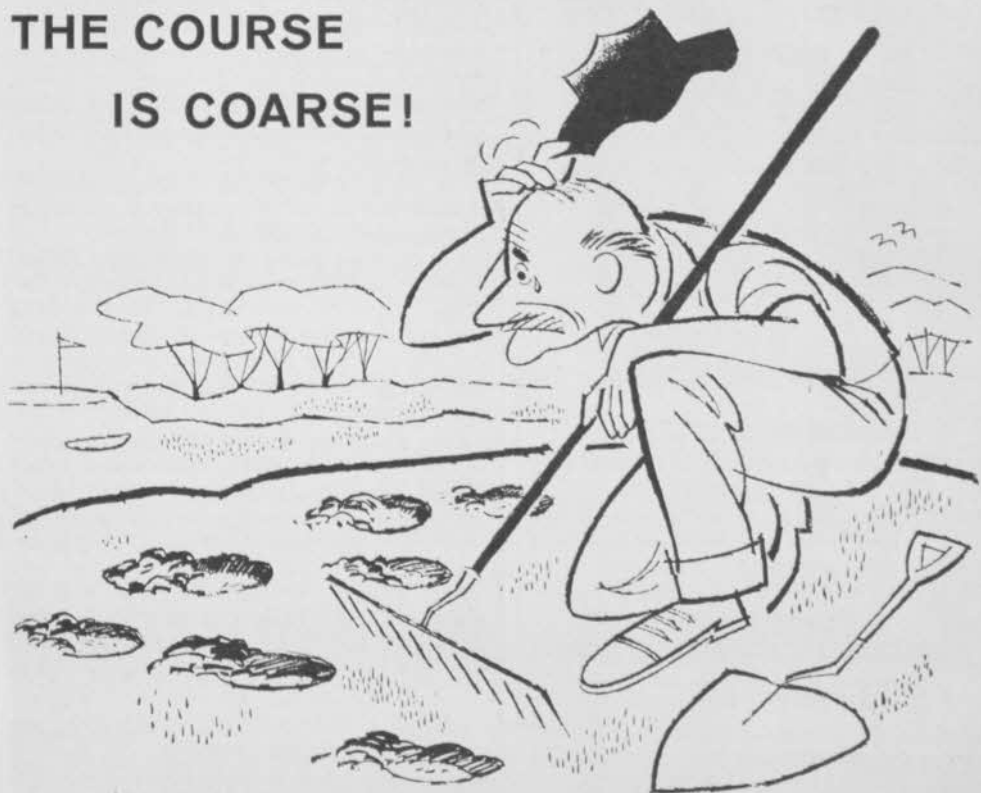
✓ "Piggy-Back"! New Lewis washers can be dual-mounted

✓ NEW CATALOG—describes complete Lewis Line.

Send for it today!

CONTAINER DEVELOPMENT CORP.  
MONROE STREET • WATERTOWN, WISCONSIN

# OF COURSE THE COURSE IS COARSE!



It happens every time the water supply system is inadequate. Repairs must be made; crater-like holes mar the appearance of the course.

Courses that install cast iron pipe don't experience these costly annoyances.

Because of its innate ruggedness, cast iron pipe can withstand overhead loads, internal water hammer and unfavorable soil conditions better than any other pipe.

Once installed, cast iron pipe rarely needs attention. It will deliver an uninterrupted flow of water for more than a century.

## Send for new free booklet—Golf Course Irrigation

Here are 20 pages of helpful information on latest methods of course sprinkling. "Must" reading for everyone planning a new water system or replacement of present facilities. Ask for your copy today!



CAST IRON PIPE RESEARCH ASSOCIATION  
Thos. F. Wolfe, Managing Director, 3440 Prudential Plaza, Chicago 1, Illinois



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### HIRAM F. GODWIN & SON

22366 Grand River Ave., Detroit 19, Mich.  
A Reliable Source of Supply Since 1920

Carmel CC, Charlotte, N.C., building third 9 . . . Ellis Maples is the architect . . . Carmel will be Charlotte's only course with 27 holes . . . Last year Carmel's 500 members accounted for nearly 50,000 rounds.

Sure thing already that 1962 will show new record high of courses adding 9 holes to existing (usually 9-hole) layouts . . . Last six months of last year showed 14 additional 9s or 18s added to existing courses and 22 under construction . . . In numerous cases building the added holes means a lot of new headaches for course supts. . . They have to handle construction jobs without neglecting regular maintenance . . . Bookkeeping is a chore, too, as new construction costs must be segregated for tax accounting.

San Francisco Public Utilities Commission leasing 140 acres near Sunol, Alameda county, to a bidder who will build 18-hole course at minimum cost of \$200,000 plus \$100,000 clubhouse and lease land for 23 years with two 10-year renewal options . . . Anyway that's part of what the commission wants . . . It now gets \$1400 yearly from leasing the land for crops . . . Bad winter retarded con-

GREATER VERSATILITY — THAT MEANS BIGGER PROFIT FOR YOU!

## NEW IDEAL MODEL 900 SHARPENER

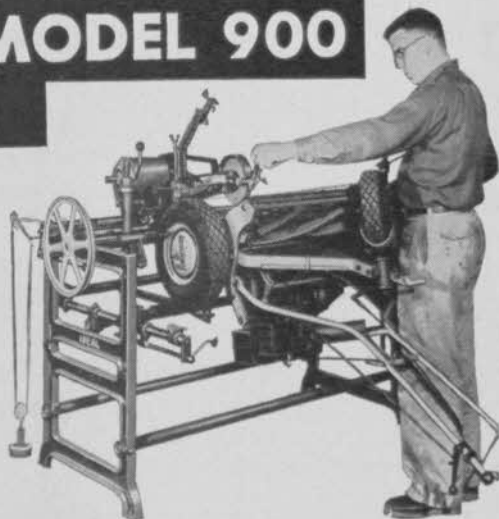
*Grinds Largest To Smallest  
Reel-Type Lawnmowers*

NEW IDEAL MODEL 900 sharpens everything from the smallest edger to the largest fairway or power unit. Heavy-duty machine precision grinds either by "straight-line" or "hook" methods to give you extra versatility, bigger volume.

OUTSTANDING FEATURES INCLUDE: ½ h.p. motor, gravity-type feed, 6-inch grinding wheel, simple screw-type adjustments. With reconditioner, tool tray and bed-knife grinding bar.

### TWO-WAY GRINDING OPTION

Get Full Details Today On New Model 900 Sharpener



## THE FATE-ROOT-HEATH COMPANY

Dept. G-5

• PLYMOUTH, OHIO



## New International® 404 Lo-Boy Safe mowing on steep going!

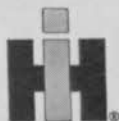
Low silhouette and proper weight distribution give the 47 hp\* International 404 Lo-Boy unusual stability. Operator can work safely on slopes as great as 40 degrees, allowing mowing in areas too steep for conventional tractors and equipment.

**Eight forward speeds** with optional dual range transmission give a working speed always just right for every kind of mowing condition. At any speed, balanced power-weight ratio protects turf—

keeps tires from scuffing tender grass on grades or under heavy pull.

*\*Maximum engine horsepower at standard conditions*

Protect your operators . . . lick tough mowing jobs at low cost. Test the International 404 Lo-Boy at your IH dealer, soon.



**INTERNATIONAL HARVESTER**



## DAVIS WEED KILLERS

Weed problems are varied and complex. There are specific chemicals for different weeds. We have the materials, also the experience to help you. Write us for information, prices and recommendations.

*George A. Davis Inc.*

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struction of the 18-hole par 60 (9 holes are illuminated) course and double-decked, covered, heated and illuminated 102-tee range being built on grounds of Arlington Park race track in northwest suburban Chicago . . . Mrs. Majorie Everett, daughter of the late Ben Lindheimer, horse track design and management genius, inherits her father's sound business imagination . . . She plans the golf facilities so as to extend Arlington Park's earnings past the 73 day racing season . . . Bowling lanes and motel also are in prospect.

Talk about making the new PGA layout at Palm Beach Gardens, Fla., the scene of the PGA championship will have to be followed by a lot of top grade business thinking . . . Moving the PGA championship to Florida would mean a fall or winter date . . . Ticket selling, tincup rattling and sandbagging for program ads are jobs PGA members don't want . . . Maybe a PGA annual championship on the tough old basis of match play could be staged on the new 18s of the PGA . . . Such long and risky competition at what the PGA could offer in Florida in the winter may not be attractive to an all-star field.

# INTRODUCING



*Scotts*<sup>®</sup>

**NEW 8 FOOT  
PROFESSIONAL SPREADER**

Here's the new Ford 722 Heavy Duty loader on the Ford 801 tractor. Rugged, economical tractor power combined with the versatility of this loader makes a dependable, stable rig that will get in and out of tight spots easily.




## Ford Lowers the Boom on Loader Costs

*One lift arm instead of two cuts costs ... goes on and off the tractor faster, easier ... gives plenty of strength ... improves visibility*

Every now and then a new product comes along that causes the comment, "Now that makes sense, it's just what we've been waiting for." The new Ford 722 loader is such a product. One rugged lift arm instead of two cuts costs—makes it easier to put on and take off the tractor. Yet it has the strength of conventional loaders in its class—1000 lbs. capacity to full height. Visibility is improved over all loaders. There are no heavy frames or supports between you and the work. In just a few minutes your tractor is free for other jobs. The 722 has its own self-contained

independent hydraulic system, complete with its own pump. The big lift cylinder as well as the dump cylinder is controlled comfortably from the tractor seat. Loading cycle is fast and smooth. Parallel lift means less spilling, loads stay level through full lift height.

See your Ford dealer for complete details on the new 722 Heavy Duty loader. We feel confident you'll like the idea—and the low cost.

PRODUCTS OF  MOTOR COMPANY

# FORD

FOR 101 INDUSTRIAL JOBS



# NOW, TORO PRESENTS A GOLF CAR

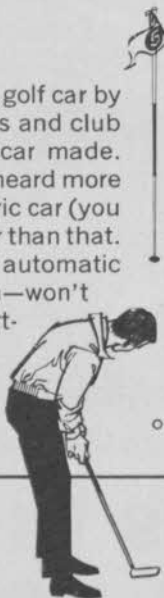
## So quiet you can hear a putt drop

The unique new Golfmaster† golf car by Toro is a boon to both golfers and club operators. It's the quietest car made. The gasoline model can't be heard more than 10 feet away. The electric car (you have a choice) is even quieter than that.

It's amazingly safe; has an automatic brake and automatic clutch—won't spin wheels even when starting on a 48% grade. It's more comfortable than a car and

far easier to operate. Anyone can learn to run it in just 30 seconds.

The club can practically forget maintenance worries. The "Golfmaster," in actual use tests, had far less downtime than any other golf car on the market. Goes 72 holes *easily* without refueling. And *no turf damage*. The wheels and weight are distributed so that the machine exerts less pressure per sq. in. than a 175 lb. man.



**Silent . . . dependable partner** for both golfer and club. Rust resistant body lasts for years and provides plenty of room for comfort. Fun to run and practically foolproof. Its popularity with golfers and its almost unbelievably low upkeep make it a sure money-maker for any club.

