

## Why don't you give him a lift to town, while you're at it?

Because, that's just where you're sending him!

When you feature rejects, X-outs, cheap balls and off-brands, you're teaching your members to look for price, not quality — and when it comes to price, the downtown stores will whip you every time.

If you don't think your members know this, take a look at the balls that get pulled out of one of your water hazards some day. It'll shock you.

You say your members demand this stuff! Don't sell yourself short. If a man respects you enough to ask your advice about his swing, he'll listen to what you have to say about equipment.

Sell Quality. Sell the competitive edge that comes with Titleist length and consistency.

When your players start thinking about "which ball is best?" rather than "which ball is cheapest?" — they'll play better golf and you'll sell more balls.

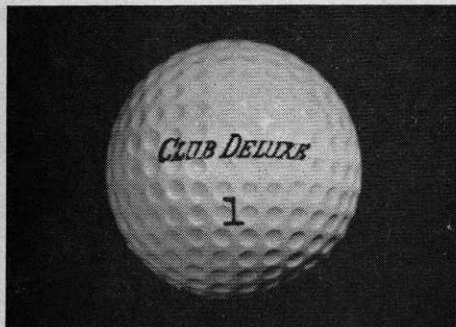
Remember, Acushnet is the *only* golf ball manufacturer who does not make a competing store line. When they want Titleists, they've got to come to you!



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Sold thru golf course pro shops only

# Two Profit-Makers From McLaughlin



A lively, moderate compression, touch, conventional construction ball. A practical ball for the average golfer. The best, urethane enamel and a finish clear coat.

Available with your course name and you can increase your profits because you can get full mark-up.

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## **Range, Miniature, Pro Shop Golf Balls**

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## **Want to Save On Range Balls?**

Have your culls rebuilt the McLAUGHLIN way. Exclusive process gives them same durability as new range balls. Covers and paint the same as our new range balls.

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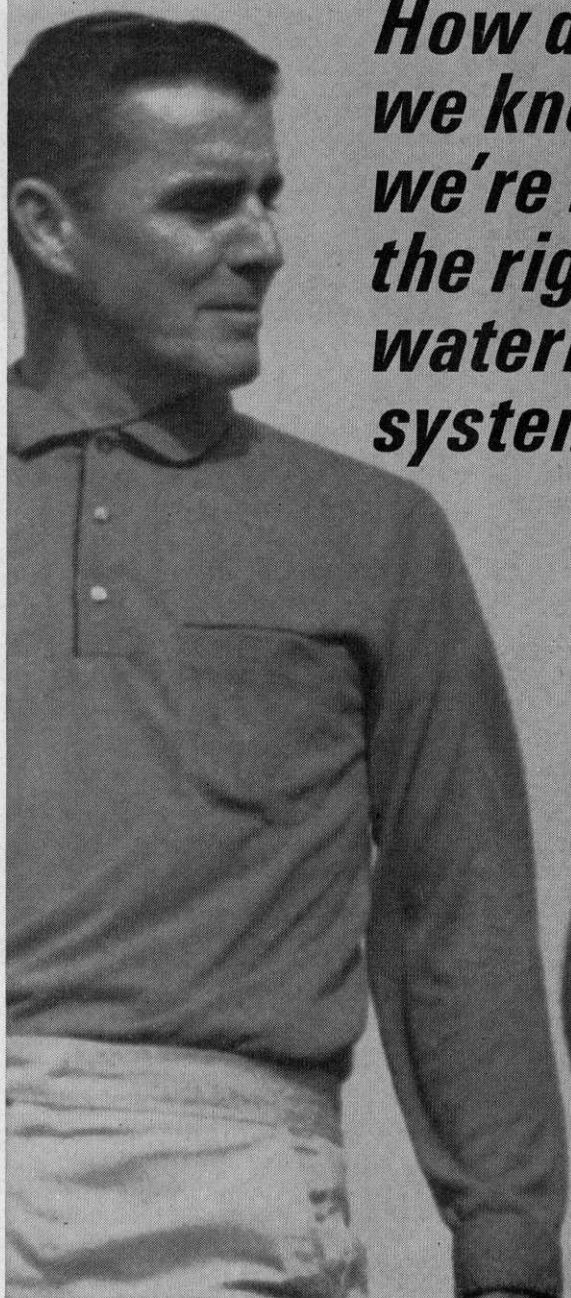
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second most important investment...*

***How do  
we know  
we're buying  
the right  
watering  
system?***





## Choose Cast Iron Pipe

*...and be sure!*

Hard to believe? Not when you know cast iron pipe. It is the perfect material for golf course watering systems.

First of all, it goes in quickly and easily and is so tough that breakage is practically nonexistent. Once in, cast iron pipe stays in. Hazards such as water shock caused by sprinklers and equipment loads don't even faze it. Cast iron pipe doesn't absorb water and therefore the pipe can't freeze or deteriorate.

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Cast iron pipe is the only right material for your watering system. Specify cast iron pipe—and be sure.



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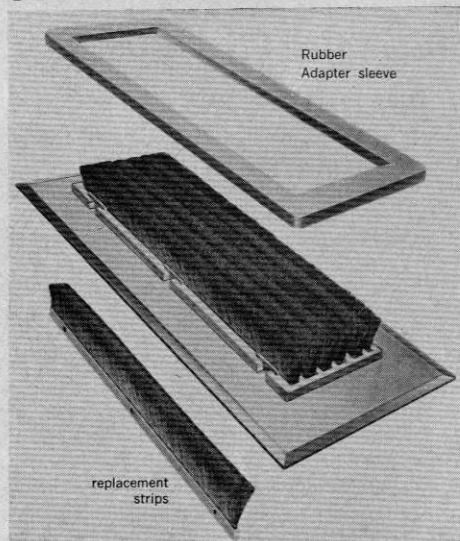
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Name of Course \_\_\_\_\_

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# SENSATIONAL! NEW!



## Flexi-Mat's DELUXE RUBBER BASE TURF KING GOLF MAT BRUSH

(With Hi-Impact Long lasting Polypropylene Bristles)

1. The new Deluxe Turf King rubber base polypropylene brush is designed for indoor and outdoor use (Pat. Pend.) Non-skid bottom surface prevents brush from slipping while in play and protects expensive floors from scratching and marring.
2. Weatherproof.
3. Designed to allow easy installation of replacement strips.
4. Sizes: 5" x 20" (to fit 5" x 20" mat opening).
5. Rubber Adapter Sleeve allows 5" x 20" brush to fit 6½" x 22" mat opening.

**DURABLE, RESILIENT REPLACEMENT STRIPS** to fit 5" x 20" or 6½" x 22" Deluxe rubber base brush. (ONE SIZE STRIP FITS BOTH BRUSHES).

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# GOLFDOM

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VOL. 41. NO. 5

MAY 1967

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# CUSHMAN TURF- TRUCKSTER



## with new hydraulic dump body

*Now the 18-hp Cushman Turf-Truckster becomes a miniature dump truck for use everywhere on the course!*

Think what you can do with this new all-purpose vehicle:

- carry and dump dirt or sand or gravel anywhere on the course!
- top-dress greens accurately, smoothly and quickly!
- gravel paths!
- replenish sand traps!

The oversize bed holds and dumps a big 1,000-pound payload. Specially-designed tailgate controls dumping accurately. Dump box is raised and lowered by big hydraulic lifting cylinder, which is operated by the driver without leaving his seat.

Hydraulic cylinder is operated by Turf-Truckster engine through special power take-off. When not in use as a dump, Cushman Turf-Truckster can be used to haul men and materials anywhere on the golf course. Big bed holds two green mowers with plenty of room to spare.

Specially-designed tailgate opens at the top in the conventional manner, and also swings from the top for dumping, at the touch of a lever near the driver's seat. The tailgate can also be removed entirely and made into a personnel seat across the dump body. Thus the vehicle can comfortably carry three men plus equipment anywhere on the golf course.

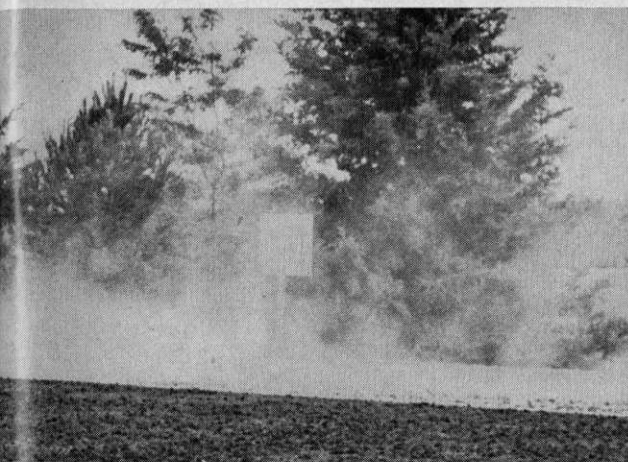
Ask your Cushman Distributor for a free demonstration of this newest Cushman Turf vehicle!

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Top dressing a golf green with calcine clay. Cushman Dump Body lays an even layer of the top dressing material; drag can be attached behind vehicle if desired. Tailgate opening is adjusted for controlled spreading. Wide 9.50 x 8 Terra Tires on the rear protect the turf.



Graveling a walk  
Controlled tailgate  
gives smooth  
distribution of gravel.

Replenishing sand in a sand trap (below). Turf-Truckster drives everywhere on the golf course without danger to turf





# Swinging around golf

By **HERB GRAFFIS**

News of the Golf World in brief



Nature had the fairway rye growing too fast and the wind drying greens slick made for bellyaching by Masters players who weren't scoring well . . . Naturally, no complaints by those who had low scores although everybody played the same course . . . Several News Bulletins issued by Masters' Chairman **Clifford Roberts** referred to course conditions . . . Greens mowing was a 3/16 inch in practice rounds and at 5/32 during the tournament . . . Same tournament length as last year . . . Thursday, April 6, first day of Masters, fairway mowers were set at 1/2 inch and each fairway and green was mowed twice (the custom at the Masters) . . .

Despite the cross-mowing, hot weather had the fairways growing so rapidly superintendent **John Graves** set mowers at 3/8 inch ("reluctantly" because he was afraid of scalping areas, said Roberts in Bulletin No. 11) . . . Nobody connected with the Masters had heard of fairways being mowed that close. However, Graves was pleased with the results and cross-mowing at that length was continued on Saturday and Sunday.

Roberts, in News Bulletin No. 2, referred to major alterations such as a bunker on the second hole and one on the 18th . . . He said, "We believe length alone is not the way to provide a good test of golfing ability. Our preference has always been to permit unusually skillful play to be rewarded by unusually good scores." . . . **Ben Hogan's** brilliant 66 Saturday against a par of 72 on the 6,980 yard course certain-

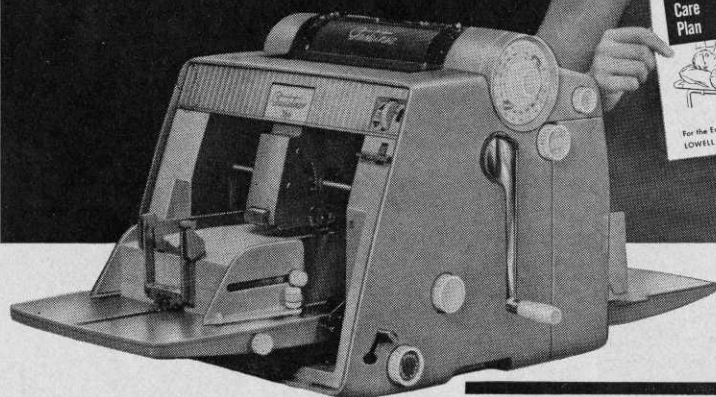
ly was most "unusually skillful play." . . .

**Marshall E. Farnham** who retired, three years ago after more than 30 years as superintendent, Philadelphia CC., and who was president GCSA in 1946 and 1947 and served as an official of Philadelphia area and other golf turf organizations, died March 31 of cancer . . . He was an admirable, outstanding personality and a practical scientist of immense influence and value in golf . . . Many superintendents have said Farnham was the supt. primarily responsible for developing understanding and cooperation between the men in charge of the courses and the Green Section and other agronomy specialists . . . He was a helpful, kindly friend of highest quality . . . A veteran member of his club several years ago well expressed the rating of Farnham by those who knew him. "The ideal country club would be one with its members nearly up to the standard of Marshall Farnham as a man and in his work."

**Southern Seniors GA** in its 36th annual report lists 52 clubs at which SSGA events have been played during the 18 years **Chester I. Williams** has been the organization's secretary . . . Three-time British Open Champion **Henry Cotton** relates that when **Robert Simpson** was pro at the Dalhousie GC, Carnoustie, Scotland, in 1883, he was paid approximately 75 cents for an 18-hole playing lesson and out of that had to pay his caddie about 15 cents . . . When Cotton became pro at Langley Park Club in England in 1923 his lesson fee was about

continued on page 12

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we used to send out  
to the printer...!'*




*Now...I do it all on my*

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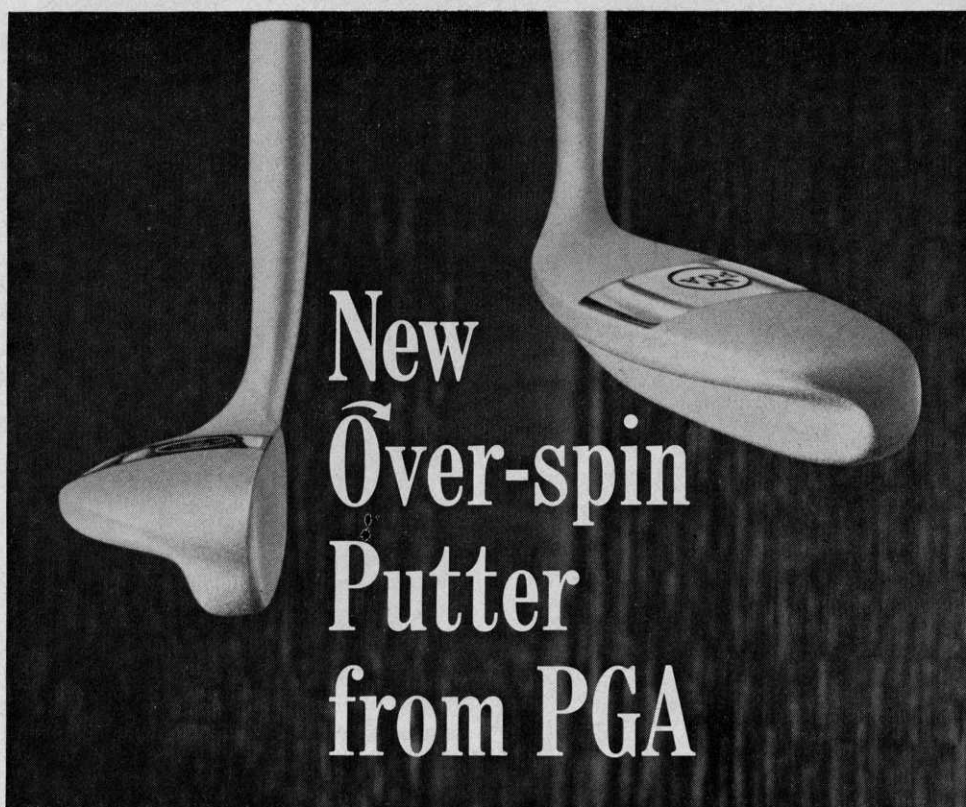
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**A new concept in design puts the weight above center\* to create maximum overspin.**

Never short . . . always up and in. That's what maximum overspin on the ball can do for your putting game. PGA golf club designers developed this new putter to give you a maximum overspin that "puts legs on your ball." Notice how they've shifted the weight of the head *above center*. This gives your ball forward rotation or overspin. And it's over-


spin that wheels your ball up to the cup and in. It's the first really new concept in putter design in many years. And only PGA has it. New Overspin Putter has top grade leather grip. Satin chrome finish. Equipped with alligator vinyl putter cover. About \$16. Ask your golf professional to show you the New Overspin Putter from PGA.

\* PATENT PENDING



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