

**We also cover  
you. In 3 ways.**

**Exclusive  
sales policy,**

**Fast service,**

**Complete  
line.**

**COVER #1: our sales policy.** It covers you fully. That's because we sell through golf course pro shops *only*. (Not discount stores. Not downtown sporting goods stores.) So your customers find Acushnet head covers in only one place. *Your place.*

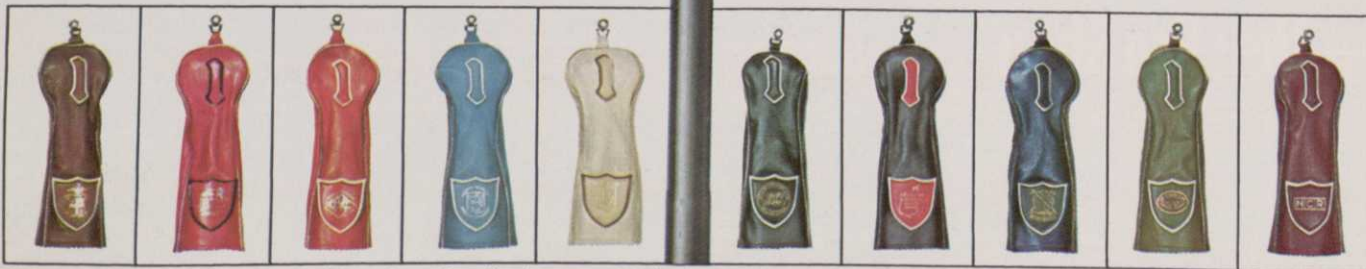
**COVER #2: our service.** It covers you quickly. When you order, *we deliver fast*. You don't have to over-stock to protect yourself. And you complete your sales fast.

**COVER #3. our line.** It covers you completely. Our

cover line's deep (big color choice in every style). And it's broad (from inexpensive tackle twill covers to \$13.50 top-grain leather sets). So you deal with only one supplier. And your customers never find "the same thing downtown, at a lower

price" — because Acushnet sells through golf course pro shops *only*. (Remember Cover #1: our sales policy.) Acushnet Process Sales Company, New Bedford, Massachusetts 02742.

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Sold thru golf course pro shops only



Shown: Our CR line in choice of 10 colors. Retail price, set of 4, \$13.50.

For more information circle number 131 on card



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- + 2. A Custom-Tailored Program developed Exclusively for Golf Courses
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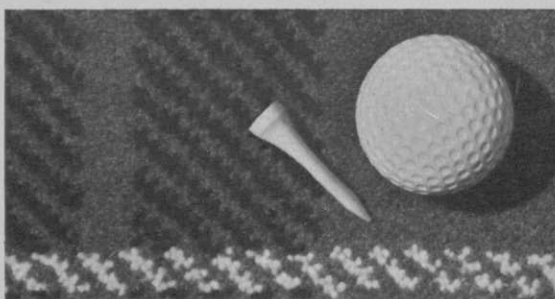
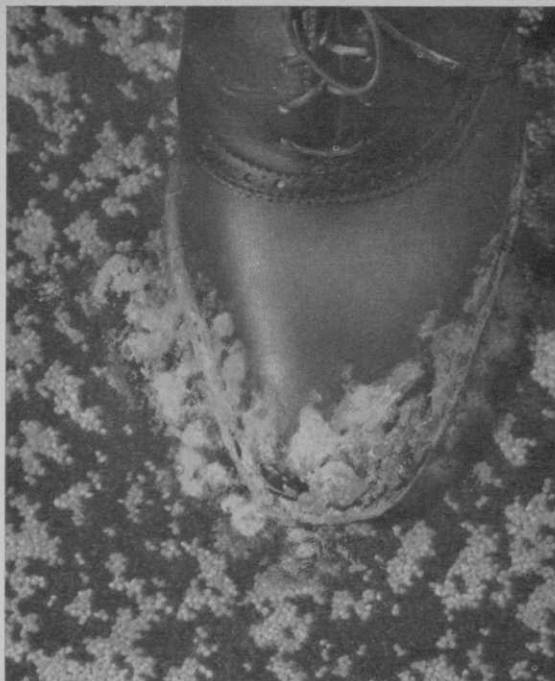
**"I went Ford because  
I wanted the best  
for my new  
Rehoboth Club course,"**





says Harry J. Shock, owner of the new 18-hole championship course in Rehoboth, Mass. ■ "My greenskeeper, my assistant greenskeeper, as well as the contractor who built my course, assured me that Ford was the best I could buy. So we bought three units; a Ford 2000, a 3000, and a 2110 LCG (low-center-of-gravity)." ■ Tom Mello, assistant greenskeeper, added, "From past experience, I knew that Fords were efficient and dependable. For example, we mow all 18 fairways in about 7 hours, using the LCG with the 7-gang reel mower. We do this on less than half a tank of fuel. ■ We also operate a 4-gang reel mower, a fertilizer spreader, and a 5-foot Ford rotary cutter with our Ford tractors. We prefer Ford. They are comfortable and easy to operate. I should add that the service provided by our Ford tractor dealer is excellent." ■ If you want the best for your golf course, see your Ford tractor dealer. ■ Ford Tractor, 2500 East Maple Road, Birmingham, Michigan 48012.

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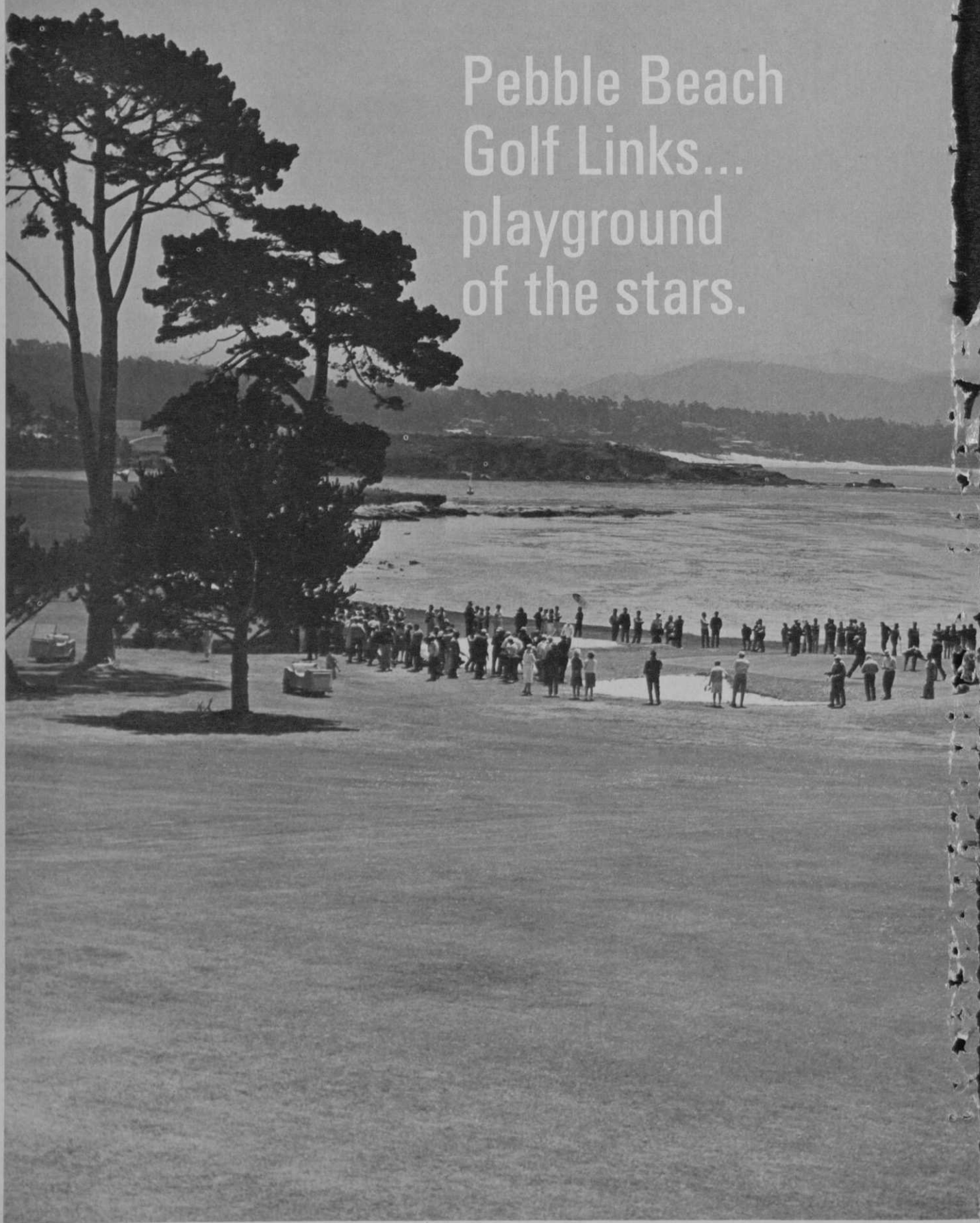
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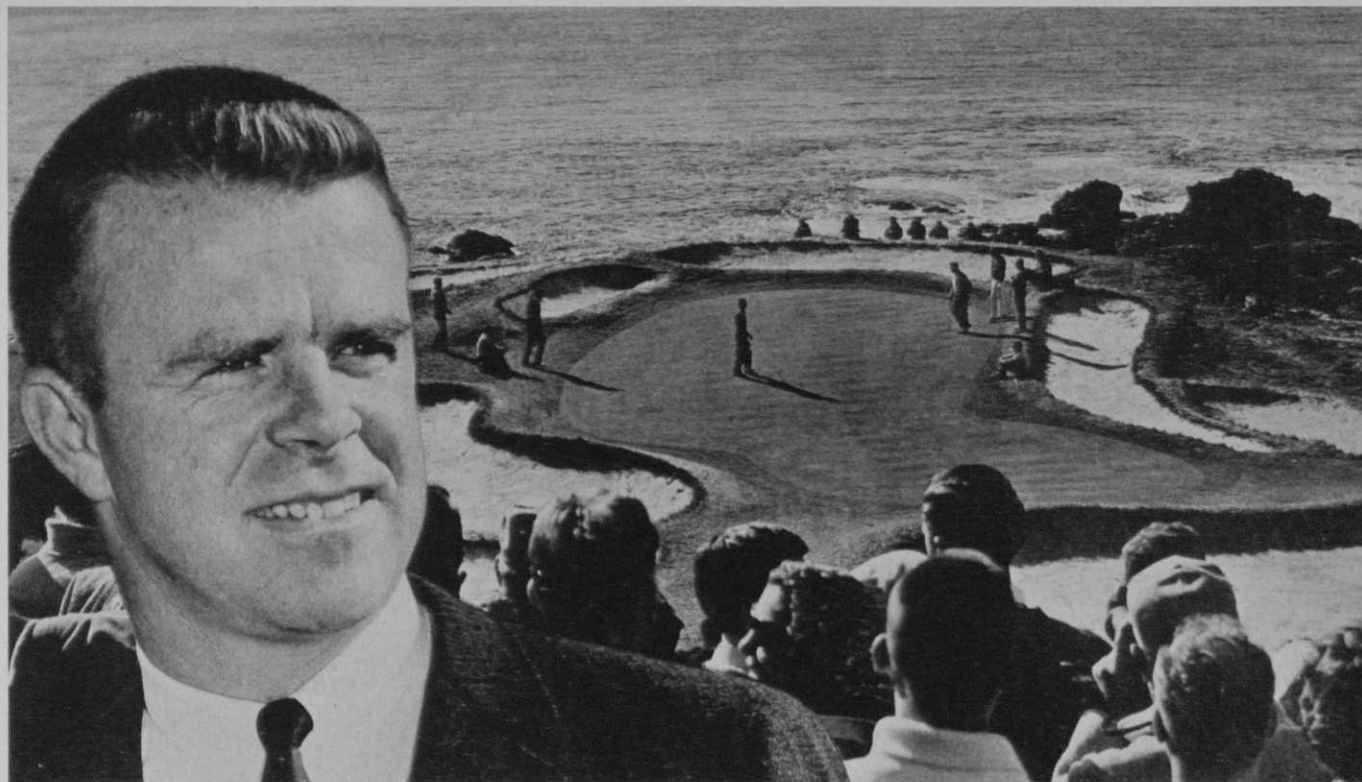
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TIPS FROM A SUPERINTENDENT  
#3 OF A SERIES

# Pebble Beach Golf Links... playground of the stars.





BY ROGER LARSON, Superintendent, Pebble Beach, Spyglass Hill, and Del Monte Golf Courses (Owned by the Del Monte Properties Co.)

This is the week of the big one. The annual Bing Crosby Tournament here at Pebble Beach. The participants have been arriving all week, going through the course, getting reacquainted.

Most have been here before, of course. Arnold Palmer, Jack Nicklaus, Billy Casper and the rest of the really great golf pros. They like to check the land, refamiliarize themselves with the terrain, the grasses, the traps, the roughs.

This course doesn't change much, year to year. It's kept in tournament condition at all times. However, we do spend eight to ten months making sure it will be in perfect shape for this event, and for the State Amateur.

The Crosby is televised each year, so two-thirds of the TV cables are permanently installed, with the remaining third put in each time. The camera crews and technicians have been here for several days now, getting things ready for the big weekend.

Handling the huge gallery of forty to fifty thousand people is a tremendous job. The grass takes a great deal of punishment, and it has to be repaired. But this is a very popular event, and it draws the crowds. They love to watch celebrities like Bing Crosby, Ray Bolger, Jim Backus, and especially when Dean Martin and Phil Harris get together and clown around.

On the big day, a number of factors affect the game, especially the wind.

Here at the ocean's edge, the wind can be powerful. It has even pulled the sand out of the traps at times. The trees we have, live oaks, cypress and Monterey Pine, aren't enough to cut the wind.

The weather is always a factor, but it is usually very reliable. We've had only three postponements since 1941, when the first Crosby took place here. From the end of November through the end of March, it's the rainy season. We need practically no irrigation during this period. But from April to November, all we get is an occasional freak shower, so we're pretty dependent upon our irrigation system.

We recently did some expansion on it. The cast iron mains, installed in 1918, were in excellent condition. Most were left where they were; others were moved to new locations. They looked as good as new. Our records showed that, for the fifty years of service, we've had only two small leaks. Considering the fact that the system is used more or less continuously for eight months out of the year, I'd say that's an outstanding job.

And the grasses depend on it.

We use seaside bent on the greens, poa annua, fescue and ryes on the fairways, poa annua and native grasses on the roughs. The sandy loam retains moisture well, and I'd say we have no particular problems with growing things here. We use fertilizer in monthly applications, as needed.

It's been a bit cool the past day or so. Windy. And raining. One of those three postponements I mentioned was caused by snow. But that was a freak. One in a million. With all these people, with all this equipment here, it won't happen this year. I hope.

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For more information circle number 234 on card





# COOL

Check out the Gran Cushman for '68. It's cool-city all the way.

That clean, lean, slick, sleek styling is nothing but uptown. It almost makes you want to leave your regular car garaged. (But then the Gran Cushman is half sports car.)

Don't get the idea this is just another pretty-boy golf car, though. The rough and rugged all-steel body will take all the punishment you care to give it. (Built in bumpers and side protection plates.)

The Gran Cushman inside, is like luxury. More

room than you've ever seen in any golf car. Individual, adjustable waterproof buckets that rival your favorite armchair. A handsome sports console-mounted stick shift to bring out the beast in you. Deck-to-deck carpeting. Lush, man! And a sports car steering wheel that replaces the tiller bar forever. It's all standard with the Cushman GC.

And what a ride. Smoooth. Thank the beefier, low-slung 3-point rubber suspension between the power frame and main frame. This baby floats through turns, up hills, down hills, with super-ease, super-safety, super-stability. Cool!

# GRAN



# CUSHMAN

Cushman Motors, 1028 N. 21st St., Lincoln, Nebraska