ACUSHNET PRO-GRAM

AP73 DL PD NEW BEDFORD, MASS. JUNE 1

THE $64 QUESTION

WHY? -- FOR YEARS IN THE BIG MONEY TOURNAMENTS HAVE MORE

PLAYERS USED THE TITLEIST THAN ANY OTHER GOLF BALL?

ANS. -- PLAYERS KNOW THROUGH ACTUAL EXPERIENCE IN COMPETITION

WHAT THE TITLEIST BALL WILL DO.

ACUSHNET PROCESS COMPANY
NEW BEDFORD, MASS.
Two of Walter Hagen's old pals heard he was in Columbus during the PGA championship. They started to look for him at midnight Saturday night. They discovered Walter had gone to bed and was sleeping soundly. That's the really sensational scoop of the PGA tournament. Walter looked better at Columbus than he did a year ago although he'd just recovered from a week's illness.

Newspaper stories rapping Hogan for not showing in PGA between Palm Beach and Motor City tournaments might have been avoided. Early letter-writing or wiring would have prevented any misunderstanding. Locke's jams in the U.S. were mainly because he didn't state his case in writing well before misunderstandings could develop. Some of the boys just don't understand that. Others protected themselves against crowded tournament and exhibition schedules by clearing themselves by letter or wire far in advance so nobody can put the players on the spot for what the players didn't say.

In Hogan's case he may have been letting himself in for too much, going for the Palm Beach tournament right after the National Open with its extra round. But he was making good on his word to Jug McSpaden and Elmer Ward. The PGA sandwiched in between the Palm Beach and Detroit's Motor City Open might have put Ben in a black box.

Some top MDs have told me there's a big risk of Ben going too strong despite the mastery of surgical work and the fighting heart that got Hogan back in business. It's only my guess that Hogan didn't get the huge accident settlement some stories have mentioned. And I haven't had the combination of good reporting and bad manners to ask Ben what he got. So I have a hunch that Ben may have a pretty strong reason for getting all the money he can from golf while he can get it. That's probably what any of the rest of us would do. But it's too bad the situation wasn't explained explicitly to all concerned with the PGA championship. One has to say for Ben that he's got a lot of things keeping him busy now when more rest would be better for him. The story for the movie of Hogan's career isn't smoothed out in acceptable form yet.

L. B. Ieley, pres., Wilson Sporting Goods Co., in a Chicago hotel due for a major operation. There's a fellow who has been giving himself to making golf business better and everybody in the business end of the game is pulling for his complete and quick recovery. Akron (O.) District GA issuing series of 12 mailing cards to announce district's events, educate in local and USGA rules and in the etiquette of golf. Ads on fronts of cards defray production and mailing expense.

Illinois Women's Golf Assn. got out interesting and ad-filled program for its 17th annual invitation state amateur championship. How the girls can muscle the ads into a program. But not as strong as men did on the Motor City Open program at Detroit. It had more than $40,000 in advertising. For sweet charity's sake.

Western G&CC, Detroit, holding its second annual Women's 4-Ball invitation, July 27-30. Field limited to 96 players.

Paul Hahn, pro at Kings County CC, Hanford, Calif., taking summer teaching job at Riverwood GC, Dundee, Ore. Northern Calif. Open will be played for $2500 at 54 holes at Kings County CC, Sept. 28-30. Stockton, Calif., new munny 18 ready for play early summer, 1951, according to Ray Wilson, top pros, car in charge of Stockton's present 9-hole munny course. New course designed by Jack Fleming, supt., San Francisco public courses.

Newspaper story out of Cleveland, O., about ground ice and sulphate of ammonia to be used on Cleveland stadium ball park to keep grass green in summer is ice company press agent's dream. Military Air Transport 4-men teams from 6 U.S. Bases to play for continental championship at Sonoma (Calif.), CC, July 17-19. Lt. Col. William W. Jones and Capt. Mike Hunter, latter once a Pebble Beach caddy, directing the event. Winners will fly to Hickam Air Force Base, Hawaii, for MATS world championship July 25-27.

For Your Most Particular Members

Even your most exacting member will break into smiles when you put a Kenneth Smith club in his hands. He'll sense its "sweet feel" with his first swing. And when you tell him that we hand-make Kenneth Smith clubs to fit his natural swing, that every Kenneth Smith club in a set is scientifically matched and identically swing-balanced; and that no other clubs are so made and so balanced — well, friend you've sold another set of Kenneth Smith clubs.

Pros: Write for new booklet that helps you sell Kenneth Smith clubs.

Give Your Members Better Service with

KEN SHOP SUPPLIES

Golf Club Lacquer, Adhesives, Form-a-Coat, Grip Conditioner, Buffing and Bench Supplies, Official and Lorthymic Scales, Stain & All Shop Supplies

Write for handy Supply Order Form

Kenneth Smith GOLF CLUBS
Hand made to fit You
BOX 41, KANSAS CITY 10, MO.


Peninsula GC, Long Beach, Wash., owned by E. E. Edmunds, managed by Paul Yerkes, opens in July. . . Navajo Fields CC (Chicago dist.) bought by Martin Blaine, Oak Park, Ill. . . Jack Valentine opens pitch and putt course at Colorado Springs, Colo. . . Course designed by C. D. Wagstaff Co. . . Walter Keller suggests via Bob Tonge in Los Angeles Herald-Express that congested public courses might ease strain by playing sixsomes. . . Keller said playing in a sixsome in a pro-amateur at Wilshire the course was played in 4 hours 20 minutes.

Lee Mounser building 9-hole fee course on his property at Elma, Wash. . . Portsmouth, Va., preparing for construction of new muny course. . . Engineers GC (N.Y. Met. dist.) may return to private club status. . . John Brennan says syndicate of Willow Brook members is interested in buying Engineers in case school is constructed on present Willow Brook layout. . . 18-hole course contemplated for Westmoreland 4000-acre real estate development southwest of Houston, Tex., business district.

Champaign-Urbana, Ill. planning $100,000 public course. . . Wealthy veteran sportsmen start campaign off with sub-
BEAT HIGH HOSE BILLS

with EMERALD CORD hose built with RAYON

It pays to specify long-lasting EMERALD Cord—Goodyear’s super-quality hose for country club and estate use. Available in 25-, 50- and 100-foot lengths, coupled with nickel-plated fittings, in 5/8”, 3/4” and 1” sizes—at your dealer’s. It outlasts any other hose you can buy.

Top Quality at a Lower Price WINGFOOT GARDEN HOSE

Tested at 12 times average city water pressure. Won’t kink, snarl or “fight” its users. Extremely flexible and lightweight.

Here’s Why EMERALD CORD Means Lowest-Cost Hose Service

PROTECTS GREENS—Rounded rib cover of emerald green won’t scuff, cut or mark greens.

HIGHEST QUALITY—backed by Goodyear’s long experience in building hose for every kind of service.

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GOOD YEAR

THE GREATEST NAME IN RUBBER
Insure the beauty and health of your fairways and greens — keep them well sprinkled. We have an excellent line of sprinklers and hose to offer you. Stop in and see us or write for our catalog.

GEORGE A. DAVIS, Inc.
5460 NORTHWEST HIGHWAY, CHICAGO, ILLINOIS

Chet Keeley, for twenty years the successful and genial Pro-Manager of the University of Notre Dame Golf Course, supervises the hollow-tining of his greens. After studying other methods of aerification Mr. Keeley's choice is the hollow-tining method with the Ferguson Night Crawler.

By FERGUSON & SONS • Turf Products Division • EAU CLAIRE, MICHIGAN

THE FERGUSON NIGHT CRAWLER

--- Green Aerifying Machine ---

FAST • EFFICIENT • ECONOMICAL

Complete hollow-tining at the time cultivation is most needed is now possible. The Night Crawler gives complete penetration regardless of compacted conditions left by driving spring rains and heavy early season play.

Eighteen hole courses can be completely hollow-tined in two days without extra help with less surface disturbance than is normally caused by top dressing. Greens are taken out of play only during actual processing and clean-up which amounts to less than one hour.

Plugs removed may be used as stolons for starting a nursery or for compost if given time to decompose.

Have your golf supply house arrange a demonstration on your grounds.

PATENT PENDING

Golfdom
fan grcenskeeper ha e found that
chemical egetation control i quicker,
more thorough, and costs less than
mechanical mowing—and they have
learned to rely on Dow for high quality
weed, brush and grass killers. Dow
offers a complete line—EIGHT different
formulations—to meet specific mainte-
nance needs. See your golf supply
distributor or write to Dow for literature.

A partial list of Dow weed and grass killers:

ESTERON 44: A powerful weed killer especially effective against annual and perennial
weeds, including white clover.

2-4 DOW WEED KILLER, FORMULA 40: A 2,4-D amine weed killer, Formula 40 is deadly
against broad-leaf weeds. An effective, all-purpose weed killer for turf use.

DOW GENERAL WEED KILLER: Designed specifically to control weeds, grass and ugly
vegetation in spots where mowing is difficult—a “chemical mower.”

ESTERON BRUSH KILLER: This No. 1 brush killer controls stubborn brush, brambles,
poison oak, poison ivy and woody growths which narrow your fairways.

DOW SODIUM TCA 90%: Spray unwanted grasses with this new Dow grass control agent.
Effective control of Johnson, quack, Bermuda, and other grasses.

Cut maintenance costs with
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WEED AND GRASS KILLERS • INSECTICIDES • FUNGICIDES
SEED PROTECTANT • PLANT GROWTH REGULATORS
GRAIN AND SOIL FUMIGANTS • WOOD PRESERVATIVE
 profits come from sales

For more sales and better profits show the line that features modern design... that offers top play and travel convenience... that fits the market in all price groups... that stands for more value to three generations of golfers. For all these selling advantages... show Tufhorse golf bags.

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club managers hail

LEXOL® LEATHER CONDITIONER

Regular applications of LEXOL keep leather furniture looking clean, rich, mellow. Prevent leather from cracking. In the locker room, members appreciate LEXOL care for preserving shoes, luggage, and other leather articles. Pro Shops profit (as much as 900%) by selling monthly LEXOL treatments for bags at $1.00 each (one gallon treats 30 bags).

When you get your LEXOL, get an extra quart or gallon for your House Manager and the Locker Room. They will appreciate this service on your part.

THE MARTIN DENNIS COMPANY

A Division of DIAMOND ALKALI COMPANY
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More and more golf course superintendents recognize that once a year aerification isn't enough. Compaction of the surface soil takes place quickly under golf course conditions of usage. Large amounts of rain in the spring and early summer increase the problem. The shallow-rooted turf which results from compaction cannot survive adverse summer weather. Turf wilts quickly in hot weather when water does not penetrate deeply enough. Aerification is needed to keep the soil open, to improve water penetration and encourage deeper rooting.

**Layers Stop Roots Too**
A uniform soil texture is needed if roots are to grow. Layers stop the movement of water through the soil; root growth stops at the layer. Frequent watering is needed to maintain the shallow roots above the layer, and the soggy surface soil aggravates the disease problem.

Roots will penetrate the layer where the Aerifier spoons puncture it. And through regular aerification layers gradually can be broken up.

**Aerify When Needed**
The improved operation of the Aerifier with Flexi-press® makes it possible to aerify whenever it is needed. Grass may survive poor physical soil conditions when weather is favorable, but when adverse summer weather sets in, the turf suffers. Don't wait until turf goes out. Aerify as soon as poor soil conditions are noticed.

Some golf course superintendents follow a program of regular aerification, once a month, through the summer season. Others keep a check on soil conditions and aerify whenever it is needed.

Use the Aerifier to help grass survive summer weather. Aerified turf needs less water, disease is reduced so maintenance is more economical too.
Golfers are happiest when they're swinging!

EDERER GOLF NETS

Close by the first tee will keep them swinging — whether its instruction, practice, warming up or waiting their turn on crowded days. Encourage better play with

THE EDERER "INVINCIBLE"

"Invincible" — the full size Ederer golf net is the standard throughout golfdom for outdoor or indoor instruction and practice. Hundreds of clubs and pros have found the "Invincible" one of their most popular and profitable features in developing better and happier players.

THE EDERER "PORTABLE"

Sturdy, compact, lightweight — handles the full range of iron and wood shots. Ideal for limited space practice, indoor or outdoor. Folds into a compact unit 3 ft. x 6½ ft. x 5 in. Weighs 25 lbs. with backdrop.

Write for folder and price list.

R. J. EDERER COMPANY
Invincible Sports Nets
Home Office: 140 Orleans St. • Chicago

... Rough was mowed 4 inches high 6 feet in from fairway and after that it was wild like rough used to be. ... 2, 4D kept weeds out of the tall rough. ... Balls could be found but they had to be played back onto the fairway instead of batted long ahead as on most tournament circuit courses. ... The scores showed the difference. ... Some of the newer stars just didn't know how to read a course with tough rough. ... Hogan and Mangrum played it with good judgment. ... Strange thing was that even the fellows who were in the rough plenty didn't squawk much.

Joe Valentine, Merion’s supt., was right in saying, “The Merion course won the Open.” ... PGA didn’t want the Scioto rough as long as rough was at Merion but Scioto’s rough was heavier than usually experienced. ... More rough means smarter golfers. ... And more ball sales. ... Pros should be for it. ... Private club players who have pride in their course should be for it too. ... Without rough that’s part of the test many good courses are just about like public courses where heavy traffic has to be put fast over the layout.

Rough should have an effect on golf ball legislative nervousness. ... The longer the sluggers hit the ball the deeper they get into the rough. ... One of the stars can combine length with accuracy with complete confidence. ... Hogan played smart at

GOLF GRIP ENSEMBLE

PERM A GRIP

Made from natural rubber, cork, cotton and rayon flock. The sensational new wrap-on grip that enables you to produce the size and shape grip you want without the use of an underlining. Red or Black .................. $ .60 each

EASY GRIP

A slip-on grip made from the same material as Perm A Grip. Red, Green, Brown or Black .................. $ .60 each

TO COMPLETE THE ENSEMBLE

Perm A Grip Cement .................. $ 1.00 pint
Fiber End Caps, Countersunk hole .25 doz.
Phillips Screws No. 7, 3/4” Brass 1.50 gross
Plastic Film Tape, Black 1/2” wide, 36 yards long .................. 1.68 roll

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