That's a question you hear all over the place nowadays. Players ask it of each other. So do you pros. So, believe it or not, do some of our good competitors who make golf balls.

It's significant — and very pleasing to us — that our ball has become a standard by which other balls are judged.

It means that our efforts to produce the finest golf ball in the world are being recognized.

It means that our constant endeavor to produce an ever better and better ball is paying off.

And, of course, the proof of Titleist's superiority shows up in the pro shop sales and on the golf course.

For eight consecutive years now more pros and amateurs have played Titleist in big time competition than any other ball.

Give the players what they want and you'll sell more — and more — and more. Acushnet Process Sales Co., New Bedford, Massachusetts.

ACUSHNET GOLF BALLS
Sold the World Over Through Golf Course Pro Shops Only
British Walker Cup team plans to play the U.S. standard ball in Walker Cup matches at Minikahda Club, Minneapolis, Aug. 30-31 . . . Ridge CC (Chicago dist.) Supt. Floyd Sander completing $95,000 program on new watering system and new equipment building . . . Riverbend CC, being built in southwestern suburban area of Houston, Tex., features a drawing of its planned combination pro shop and 19th hole in its advertising for members . . . Riverbend course expected to be in play this fall.

Dom Como, brother of singer, Perry, opens Como Club with 9-hole par-3 lighted course in suburban Houston, Tex. . . . Mahlon Demaret is pro . . . When Houston (Tex.) CC moved to its new course and clubhouse early this year, its old plant was taken over by Houston GC which sells memberships for $25 plus tax per quarter and charges members green fees of $2 weekdays and $3, Saturdays, Sundays and holidays . . . Lew Nash, formerly pro at Sunset Grove CC, Orange, Tex., is gen. mrg. and pro at Houston GC . . . Monte Demaret is his asst.

Babe Didrikson Zaharias Memorial Cancer Fund, University Station, Galveston, Tex., planning big fund raising nationwide campaign in many sports this summer . . . Expects to have fund raising activities at hundreds of golf clubs . . . Asks that clubs participating in the campaign write the Fund’s board of directors at Galveston headquarters for approval certificate thus protecting the fund against the operations of irresponsible operators.

Art Doering selected from among big list of applicants to be pro at Pittsburgh (Pa.) Field Club . . . Paul Hahn turned in another great series of performances in providing the top feature at the first Golf Show in New York . . . Fred McDermot, veteran pro at Columbia CC, Chevy Chase, Md., and winner of 1908 US National Open, visiting his old home at North Berwick, Scotland, and other overseas spots late this summer . . . Trip is a gift from his members who rate Freddie the greatest of all the pros.

There’s no getting away from it, the Masters is by a long way the classiest of all golf tournaments . . . It’s staged on one of the most beautiful courses in the world and usually just when the spring flowers are coming in . . . The Masters probably is the best moneymaker, net profit considered, of all the big tournaments even without the program racket, parking charges and fancy prices for food and drink that are served at many convenient stands on the course.

When Hogan and Middlecoff were among those eliminated as the field for the third and fourth day rounds was cut to 40, there were predictions of a big drop in the Masters galleries for the last two days . . . The Saturday and Sunday galleries were among the largest in the tournament’s history . . . There were 61 press and wireless reporters covering the Masters . . . That’s more than there usually are...
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available as complete unit or as individual parts.

Ball washer • Club rest and plaque mounting bracket • Club rest only • Plaque for club rest or ground setting • Tilting refuse container • Portable base for 2" pipe • Aluminum spherical tee markers • Plastic spherical tee markers • G B W (Golf ball washer) detergent

Extruded aluminum flag pole available in anodized natural color or in baked enamel colors • Numbered hole flags with wire swivels • Cup hole cutter with exclusive lever action plug extractor • Cup made of diecast aluminum (dichromated) • Cup setter

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at the National Open . . . This year's Masters, the first in which the field was cut, was unique in having more reporters than contestants in the last two days . . . The starting field was 101.

When Bing Crosby, Chris Dunphy, Phil Harris, Dick Snideman and Joe Dyer were at the Armed Forces course at Augusta playing an exhibition before the Masters began, it was the first time the club's pro, Mickey Gallagher, and Dunphy had met since 1922 when they played with Pres. Harding and A. D. Lasker at the Augusta CC.

Jack Burke's first round 71 (one under) at the Masters is what U.S. military personnel in many countries will be shooting against on International Golf Day on courses near where the GIs are stationed . . . The day is for the benefit of the Military Police Assn.

Up to the time the Masters field was cut this year, Horton Smith had played every round in the tournament since it started in 1934 . . . Horton won the first Masters with 284 . . . Jock Hutchison and Fred McLeod played their first round of the Masters in 2 hours and 26 minutes . . . Jock will be 74 June 6 . . . He scored

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Cast iron pipe is easily tapped for sprinkler outlets. Sizes from 2 inches. Write: Cast Iron Pipe Research Association, Thos. F. Wolfe, Managing Director, Suite 3440, Prudential Plaza, Chicago 1, Ill.

Golden Valley Golf Club, Minneapolis, Minn.
Roy W. Nelson, Superintendent.

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The Standard Material for Underground Mains

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As turfgrass specialists, we can supply all your needs in first-quality, re-cleaned seed—either pure, or mixed to your special formula.

NEW! MODEL 400
SIMPLEX
Lawnmower Sharpener

Many Exclusive Features . . .
The NEW SIMPLEX is the fastest, most accurate straight-line lawnmower grinder ever built . . . gives you all these advantages:

- Grinds all mowers—reel type, rotary, hand or power, any size.
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- Grinding head feeds both horizontally and vertically, turns 90° for bed knives.
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- Rugged, long life construction and many other features.

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39-44-83 . . . Fred got an 88 . . . He's just had his 75th birthday.

Ben Hogan can get a lot of arguments against his statement at Augusta that the good putters don't stand up long in championship careers . . . PGA Championship sectional qualifying rounds May 20 . . . Championship at Miami Valley GC, Dayton, O., July 17-21.

Pretty Diane Sargent, daughter of East Lake CC pro, Harold, and the charming Mary, was named one of Atlanta's three "Golfers of the Year" at the annual banquet of the Atlanta Golf Assn. . . . Diane won the city's Girls' Championship . . . Her grand-daddy, George, won the US Open in 1909 and the Canadian Open in 1912.

Jimmy Mann of Golf World won the 4th annual Golf Writers' championship played at Dunes Golf & Beach Club, Myrtle Beach, S.C., with a 5-over, 77 . . . Tom Davison, Houston (Tex.) Post was second with 78 and defending champion, Des Sullivan of Newark (N.J.) Evening News was 3rd with 81 . . . The tournament, conducted by Jimmy D'Angelo, Dunes pro, and his hospitable members, continued to grow with 33 golf writers and
"My few untreated tees lost turf during the dry spell in June—soil was dry and hard—AQUA-GRO treated tees were perfect, green, soft and moist 15 inches down."—CHET WENDER, Supt. Plainfield C. C., Plainfield, N. J.

"My experiences last summer have thoroughly convinced me that AQUA-GRO has an important place in maintaining fine putting green turf."—JIM HAINES, Supt. Denver C. C., Denver Colo.

"I was never more surprised when I found the dry spots remained green, and that there was hardly any run-off of water... the greens absorbed the water within 10 to 15 minutes after continuous watering, or a heavy shower."—NICK FLORIO, Supt. Somerset Hills C. C., Bernardville, N. J.

After one full treatment with AQUA-GRO the green was soft enough that we could now water it infrequently, and our troubles disappeared."—RAY SCHURTZ, Scioto Country Club, Columbus, Ohio

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Rid Turf of Insects
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For turf use—Kills Japanese beetles, chinch-bugs and other insects. Dilute in up to 400 parts of water.

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S.S. WEED KILLER
Soil Sterilant—Speedy killer of all types of weeds. Keeps parking lots, drives, walks, gutters clear. Spray or sprinkle. Dilute in up to 40 parts of water.

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Selective—Attacks weeds only. Rids turf of undesirable growth without injuring good grass. Non-poisonous. One gallon to 3 acres. Dilute in up to 400 parts of water and spray.

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Chemically treated grain. Exterminates moles, gophers, prairie dogs, field mice and other pests. Place in holes or nesting areas.

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the wives of 11 of them being present this year on the usual date, the Monday before the Masters . . . A sensational aquatic performance by Bob (Moby Dick) Drum of the Pittsburgh Press added to the merri- ment of the program put on at Myrtle Beach . . . Sullivan won the draw from Dan Jenkins of Fort Worth Press for low net, 71, by the Calloway system.

Des Sullivan was re-elected pres., Golf Writers' Assn. of America, at the organization's annual meeting, held during the Masters . . . Also re-elected were John Walter, Detroit News, 1st vp; Bob Drum, Pittsburgh Press, 2d vp; Charles Barthlett, Chicago Tribune, secy.-treas.; Lincoln Werden, New York Times, chmn., of the board . . . There were 39 of the GWA's 248 members at the Masters . . . Matters discussed and tabled for later action by committee included the association's sponsorship of a golf record book, reviving or replacing the "Official Golf Guide" published in 1948, and prizes offered by Burke Golf Co. for golf writing . . . Jimmy D'Angelo, pro at Dunes Golf & Beach Club, Myrtle Beach, S.C., voted a GWA honorary membership for his work in establishing the highly popular annual Golf Writers' tournament.

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Roughs need not be play-slowing "jungles" when they are so easily maintained at such low cost... with an International Cub Lo-Boy tractor. Equipped with mounted rotary or hammer-knife mower, you can mow grass and weeds to a height of one to eight inches, mulching the clippings as you mow. In the fall, mulch leaves on the fairways. You'll save up to $1,000 in buying a Cub Lo-Boy, compared with larger tractors, for endless golf-course maintenance chores. No other tractor offers such utility, such handling ease, such dependability, at such low cost. See your IH Dealer now!

Utility unlimited! Your International Cub Lo-Boy is easily equipped with every type of equipment you need to cut grounds maintenance man-hour costs.

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Larry Robinson, N.Y. World-Telegram & Sun veteran golf writer, laid up with heart attack... Bud Werring of Eglin Field (Fla.) GC and Jimmy Thomson of Spaldings to go on 25 day tour of Armed Forces' bases abroad, giving golf demonstrations and group lessons.

Augusta put on a big parade, beauty queen contest and all the other doings, as part of Masters Week celebration... The tournament really has outgrown the town but the locals try their best despite shortage of hotel and motel accomodations and restaurants.

Cary Middlecoff to be pro at Samuel Friedland's $1,500,000 Diplomat CC that Robert (Red) Lawrence is building at Hollywood, Fla.... Club expected to open in December... Nolan Wathen, formerly asst. to Walt Harris at Ft. Douglas GC, Salt Lake City, named pro at Postel (Ida.) CC.

Norman Cameron from West Bend (Wis.) CC succeeds the late George Calderwood as pro at South Hills CC, Fond du Lac, Wis.... Elmer Burleton is the club's supt.... Dick Knight now pro at California CC (LA dist.)... Talk about adding 9 holes to Portland, Me., Riverside muny course, to care for demand...