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JACKET GOLF BALL

.....with its CORE

constructed of the finest Latex rubber thread, wound by experts using the latest high tension winding machinery.



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Withstands 212 degrees of heat without damage . . . Unaffected by continuous exposure to hottest sun . . . Tougher and gives more distance than any ball on the market of equal compression . . . Has a fine click and will stay round longer.

The Yello Jacket will stand the strongest washing solutions . . . and wash white in a jiffy!

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NORTHERN BALL CO.

3441 N. Claremont Ave.
CHICAGO 18, ILL.

Place Cups and Tees — and Merion's Ready for Open

Joe Valentine, veteran supt. of Merion GC, and Arnold Gerstell, official of the 1950 National Open club since about the time Wm. Penn cut loose of the title to the property, don't believe in drastically changing a course for a major championship. It's either a championship course, or it isn't, the Gerstell-Valentine team maintains.

So Merion for the Open is "a seasoned golf course brought to maturity with a sustained regard for the traditions of the game — a course neither fallen into fossilization, nor fictitiously glamorized," says Arnold. The course will measure 6,694 yds. Some of its more than 100 traps will have new sand. The rough will be about three inches high for five feet in from the fairways, then be mowed to five inch height. But there won't be noticeable change from the way Merion was when Jones completed his Grand Slam in 1930 or when Olin Dutra won with 293 in 1934. Each year there are little touches added to Merion's perfection and some planting for backgrounds is done now and then, but as far as making special effort to groom the course for the Open Joe says there is little done except outline water hazards and set the cups and tee markers.

Merion's greens and fairways are considered highest standard by course maintenance authorities and they're fellows who think of the player before, but with, the grass. The scoring this year should give some indication of the faster standard of the field as well as probably reflect the constant improvement in turf conditions.

Program advertising and advance ticket sales probably will have \$50,000 raised before the first man tees off in the top USGA affair and the daily ticket customers begin streaming through the gates.

The course is Valentine's baby. He started with the Merion Cricket Club in 1907, pushing a mower. Joe, Italian-born, came to the U.S. when he was 19 and began working in a bank, handling foreign money orders and steamship passages. The bank paid Joe \$5 a week. He liked outdoor work better. He went to work on Merion's east course when building began in 1911. March 1, 1912 he was put in charge of the course. Joe was one of the early ones to get into a lot of books to learn about golf course maintenance. His colleagues in greenkeeping consider him one of their stand-out combinations of a course-taught and reading- and listening-taught golf course supt.

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