

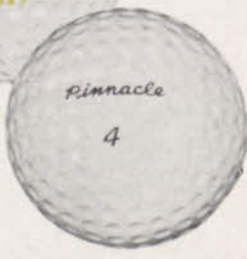


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IN THIS COUNTRY ACUSHNET
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BRAND. THIS PREFERENCE FOR
ACUSHNET IS STILL GROWING.

DL64PD NEW BEDFORD, MASS. APRIL 1
TO THE PRO
IN ALL P.G.A. SPONSORED TOURNAMENTS BEGINNING LAST DECEMBER
AS FOLLOWS: THE ORLANDO OPEN, THE MIAMI OPEN, THE LOS ANGELES
OPEN, THE BING CROSBY, THE RICHMOND OPEN, THE PHOENIX OPEN
AND THE TUCSON OPEN, MORE CONTESTANTS AND MORE MONEY
WINNERS PLAYED THE TITLEIST THAN ANY OTHER BALL.



SOLD THE WORLD OVER THROUGH PRO SHOPS ONLY

MAKING *the* SWING

By
HERB GRAFFIS



THE GOLF NEWS IN BRIEF

Ban Lifted On Construction Clubhouse, Course Facilities

It will be of especial interest to those who have held up planned construction of clubhouse and golf facilities and to those who are anticipating construction to learn that the Housing and Rent Control Act of 1948 which became public law April 1 permits the construction or building of facilities to be used for amusement or recreational purposes without restriction. Repeal of Sec. 2, Section 1 (b) of the 1947 Act kills out of the present Act certain language which previously placed control of such construction with the Housing Expediter.

Carolina section PGA plea for a commissioner of pro golf was caused by alarm that home club pros' public relations might be embarrassed by tournament circuit controversies. . . Carolina pros suggested a "dollar-a-year" man. . . They know PGA finances wouldn't allow hiring of a commissioner at a baseball salary. . . PGA already has unpaid advisory committee of businessmen amateur golfers. . . It has no

authority to control tournament players. . . Tournament players have to devise their own methods of self-control and discipline.

Despite extensive newspaper criticism of tournament circuit unpleasantness none of the incidents have been as rough and ready as dozens seen in major league baseball during a season. . . Tournament players, stung by the blasts, have been playing more according to USGA rules lately. . . Rules violations were at the base of most of the controversies. . . Decision of stars not to appear at some places on the tournament circuit is within the rights of players who are not guaranteed income from the tournaments. . . What isn't generally considered in the tournament circuit picture is that expenses have been inflated more than prize money.

Outcome of the newspaper censure is bound to be that playing pros are going to study and observe rules more carefully. . . That includes rules on marking of clubfaces. . . Generally past practice has been to be governed by what a few players may do in altering their clubfaces from legal standards. . . Some talk heard at tournaments late in March to suspend from PGA-sponsored tournament play for one year any player guilty of wilful violation of clubface marking rules. . . Chances are there'll be strong support for move at next PGA annual meeting to reduce PGA club limit of 16 to USGA limit of 14. . . Home club pros report that members are questioning tournament pros' need of more clubs than the inexpert amateur is legally allowed. . . Gossip of manufacturers' objection to 14 club ruling is without foundation. . . The 14 clubs can be any 14 of many in a manufacturer's line. . . Manufacturers would be delighted to settle for every amateur having full outfit of 14 clubs. . . Amateurs in the aggregate buy far more clubs for personal use than professionals do.

Bright side of the troubled winter in tournament golf is that the circuit got far more newspaper publicity than ever before.

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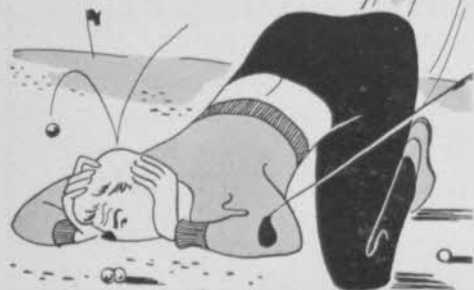
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These concentrates are formulated for—

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- Amazingly low price.

Strengths can be adjusted for effective control of weeds without killing useful grasses and clover. Crabgrass, too, is definitely controlled by early spring spraying. For further information ask your dealer or write to American Chemical Paint Co., Ambler, Pa.

FREE Ask for our Golf Bulletin. Full details of latest findings on 2.4D in fairway and rough.

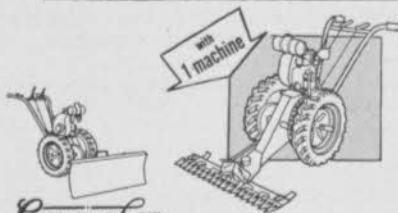


Advisory commission appointed by Utica (N.Y.) Park Board to promote satisfactory operation of many course complaining in newspapers that Park Board won't act on recommendations. . . Ben Hogan says it cost him \$20,000 to win \$25,000 last year. . . The \$25,000 didn't include income from sidelines that resulted from his golfing fame. . . Top over-all prize in golf considering appearance guaranties, testimonials, etc., still is National Open by a long way. . . Some talk about a few prominent pros not entering the National Open unless prize money is increased. . . Open prize money totals \$10,000. . . First prize is \$2,000. . . Last year special play-off prize of \$1,000 was divided equally between Worsham and Sneed. . . USGA share of 1947 National Open gate was \$18,873. . . Open and amateur broadcasting rights brought USGA \$15,000. . . Green section expenses of USGA last year were \$34,459. . . Walker Cup team expenses were \$15,632. . . This year there'll be the Curtis Cup expenses and already far bigger demand for Green Section services than USGA budget will handle. . . USGA excess of income over expense in 1947 was \$9,391.

Swell piece Doyle Beard had on Jack Burke, Jr., Metropolis CC (NY Met dist.) 25-year-old pro, in Houston Chronicle. . . Made old-timers feel good to know the kid

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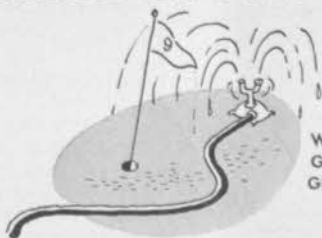
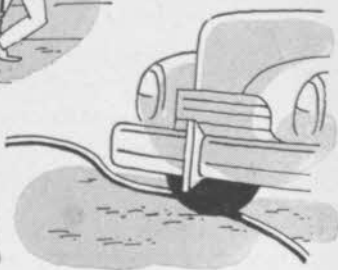
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WEST NEWTON 65, MASS.

is coming along in the footsteps of his late and beloved daddy who was one of the finest. . . Rochester, N.Y., pros did a Grade A job of conducting a clinic for the public as a spring warm-up.

Horton Smith in Wilton Garrison's Sports Parade column, Charlotte (N.C.) Observer, says more promotion would increase golf 25%. . . Horton advocates pushing rental of clubs and balls to beginners at public courses and more demonstration "clinics." . . . Bobby Locke lost 11 pounds during his ptomaine poisoning seige late in March. . . Then in the first round he played after recovering went 4 under par on Pinehurst's tough No. 2 course.

Braeburn CC, Houston, Tex., enlarging clubhouse. . . Glenn Teal added as asst. to pro staff at Charlotte (N.C.) CC. . . Work begun on new 9-hole course and clubhouse at Frankfort, Ky. . . . Best golf tournament promotion job in the country is done by Cliff Roberts in putting on the Masters at Augusta National GC. . . Smart promotion has paid off in financing improvements making the Augusta course and clubhouse one of the most attractive golf plants in the world.

Engineers' GC (NY Met. dist.) to revert to private club status after more than 10 years as daily-fee. . . Despite big increases in operating costs and demands for high

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standards many course fees over the country aren't showing many increases. . . Public courses are jammed and surplus is giving privately owned daily-fee courses good start, weather permitting, on the season. . . Donald Ross, sage of Pinehurst, says that play of amateurs on the golf capital's three courses is slower than it used to be.

Pasadena (Calif.) County Board of Supervisors to construct public golf range. . . Wichita, Ks. golfers buying old Westlink site for new private Rolling Hills CC. . . Chmn. Sut Alexander of Charlotte (N.C.) Open tournament says \$10,000 event will not be scheduled for next year unless PGA can guarantee appearance of more headliners. . . Some boys showed up at Columbia, S.C. expecting to play in a \$10,000 Open April 1-4. . . The event had been cancelled months ago.

Houston (Tex.) GA has discussed asking women pro stars to compete in Houston Open next February. . . Our guess is that best of the women pros wouldn't get enough prize money in competition with the men stars to keep the girls in hairpin money. . . Carrollton (Mo.) GC building new clubhouse. . . Loss \$60,000 in burning of Naperville CC (Chicago dist.) clubhouse. . . Joplin (Mo.) Twin Hills G&CC begins work on \$84,000 clubhouse.

Committee appointed to select site for Sacramento, Calif., new many course. . .

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Overbrook GC (Philadelphia dist.) sold and will be subdivided. . . La Mesa G&CC, San Diego, Calif., bought by syndicate headed by Robt. Harvey. . . Improvements to La Mesa plant are planned. . . Emporia (Ks.) CC pays off mortgage and is out of debt for first time since club was founded in 1911.

Huntingburg GC, Jasper, Ind., which opened 9-hole course last fall, is to construct attractive clubhouse this summer. . . Pella (Ia.) G&CC to build new clubhouse. . . Lyle Christiancy new mgr., Kimball (Neb.) CC. . . A. R. (Al) Emery named supt., Salt Lake City muni courses. . . Glenridge, S.D. to reopen Irene course. . . Denton (Tex.) CC to have new clubhouse. . . Wm. Gordon planning championship 18 holes for new club near Baltimore, Md. . . Organizers are members of Hillendale CC which has been refused long-term lease. . . Charley Betschler selected as pro for new club which as yet is unnamed.

Eddie Lawson is new pro at Cascades CC, Bloomington, Ind. . . Tipton, Ind., muni course adding to clubhouse. . . Brentwood muni course at Jacksonville, Fla., was so badly flooded prior to delayed start of \$10,000 tourney, a sign on course prohibiting play "in bathing suits, trunks or nude above waist" was very much in order. . .

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