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GO AGAIN!



# ACUSHNET PRO-GRAM

IN THE MAJORITY OF GOLF CLUBS  
IN THIS COUNTRY ACUSHNET  
BALLS OUTSELL ANY OTHER  
BRAND THIS PERFORMANCE FOR  
ACUSHNETS IS STILL UNMATCHED

BALL  
TYPE  
EACH BY  
PAGES TWO

DL64PD NEW BEDFORD MASS FEB. 1  
TO THE GOLF PROFESSIONAL

FOR 1948, BIGGEST ACUSHNET ADVERTISING CAMPAIGN EVER! ACUSHNET'S FABULOUS  
FOURSOME TEES OFF APRIL 19TH. AGAIN THEY WILL PLAY TO A GALLERY OF WELL OVER  
6 MILLION GOLFERS VIA THE PAGES OF THE SATURDAY EVENING POST AND COLLIER'S  
THROUGHOUT THE SUMMER SEASON. AND MORE! - A SPECIAL CAMPAIGN IN TIME AND  
GOLFING STARTS IN MARCH TO CARRY THE NEW ACUSHNET MESSAGE "A SPECIAL TYPE  
BALL FOR EACH TYPE OF PLAYER" TO SEVERAL MILLION MORE READERS THROUGHOUT  
THE YEAR. CALENDARS AGAIN, TOO. NEWSPAPER ADVERTISING AT EVERY BIG MONEY  
TOURNAMENT. AND COUNTER CARDS. AND MATCH BOOKS TO GIVE YOUR MEMBERS.  
IT'S THE MOST POWERFUL PROGRAM WE'VE EVER RUN TO SELL ACUSHNETS. GET ON  
BOARD WITH IT FOR THE BIGGEST SALES SEASON IN HISTORY.

ACUSHNET PROCESS COMPANY  
NEW BEDFORD MASS



SOLD THE WORLD OVER THROUGH PRO SHOPS ONLY

# MAKING *the* SWING

By  
HERB GRAFFIS



## THE GOLF NEWS IN BRIEF

Charge of Henry Longhurst, former Cambridge university golf captain, that Americans are abandoning basic rules of golf is denied by Isaac Grainger, USGA sec., and Ed Dudley, pres., PGA. . . Grainger pointed out that USGA insistence on rules of golf being observed is strongly approved and supported by most American regional golf bodies. . . Dudley said that barring easing of the rules by pro O.K. of 16 instead of 14 clubs as legal limit and PGA abolition of stymie in its match play pro play follows USGA rules. . . Dudley said weather conditions during Ryder Cup matches at Portland and conditions of winter tournament play have accounted for pros relaxing rules "but there is no intention on our part deliberately to violate the rules of golf." . . . Dudley also said PGA "is doing everything in our power" to compel use of clubs with legal face markings.

Shepard Barnes, new pres., Metropolitan (N.Y.) GA told delegates at the 50th meeting of the association the body is "trying to have clubs cut down on Calcutta sweep-

stakes and is trying to stamp out semi-professionalism." . . . Barnes also urged that such practices as teeing up be abandoned. . . Big field desiring to play in Bing Crosby's annual tournament has necessitated qualifying play. . . The Groaner's grand party is for his friends but there are far more of those than any course could handle. . . Some fellows don't realize that the Crosby tournament is a private guest affair with enforced limitations on the size of the field.

County Board of Supervisors considering buying for public course 165 acres of Midwick course (LA dist.) that hasn't been subdivided for homes. . . . Estherville, Ia., munny course bought by group of citizens and will be run as a private club. . . 20th Century-Fox considering scripts for Babe Zaharias series of shorts. . . The Babe has been drawing crowds to sportsmens shows in Chicago, Boston and New York. . . She'll play exhibitions in Florida after mid-February.

A. Herman Stump, Green Spring Valley Hunt Club, new pres., Maryland State GA. . . . Orangeburg (S.C.) CC in \$25,000 improvement program. . . Newton (Ks.) has converted its 9 greens to grass. . . Forrest City (Ark.) CC opened. . . Although only 9 holes now are playable new Peachtree GC course at Atlanta already is being talked and written about as a great layout. . . There's hope that the Peachtree course may bring to Atlanta its first National Open championship.

Some veterans are figuring on Jimmy Demaret having the temperament to keep at the top of the heap for a long time. . . Jimmy doesn't tear himself to pieces inside when he blows one. . . He came close to laughing and night-owling himself out of the league when he was a promising youngster. . . . That wise and charming young lady, Mrs. Demaret, helped Jimmy to get in gear on making a serious career of tournament golf without heavy

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J. B. McGovern, Associate, Wynnewood, Penna.



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nervous tension. . . That attire that makes Jimmy look like a rainbow that's hit policy is an expression of the Demaret psychology. . . The rest of the guys may go around acting like professional pall-bearers but Jim is as gay and gaudy as head man at the Darktown Strutters' Ball. . . The customers, most of whom play golf for fun, enjoy that.

Women's tournament golf would be pepped up and made more popular by more application of the Demaret psychology. . . It probably would help the games of several of the girls. . . A reason women's golf doesn't draw is that galleries don't hanker to see nice young girls act so damn grim you'd think they were in Custer's Last Stand instead of playing a competitive game.

John M. Brennan explains that golf courses have 18 holes because a fifth of Scotch contains just 18 1/2-ounce drinks. . . Jack Ryerson, who has played on 750 courses, says Portland, Ore., with 400,000 population and 23 courses, is one of the world's most golf-minded cities. . . Pauline Betz, 4-time women's national tennis champion, is aspiring to golf titles. . . She's being coached by Jimmy Dale.

Model NCB-2. Electric; portable.

## "SLICE" MAINTENANCE COSTS WITH A ROYER COMPOST SHREDDER-MIXER

Cut labor costs—only one or two men shovelling composting materials into hopper can prepare all the compost needed. Save steps—free men for more productive work. Stretch compost farther—Royerated compost spreads evenly, holds moisture longer; yields nutritive elements more readily.

The Royer Compost Shredder-Mixer removes equipment-damaging trash, shreds compost to uniform pea size, aerates, discharges open, fluffy compost under adjustable sweep. Send for Bulletin 46.



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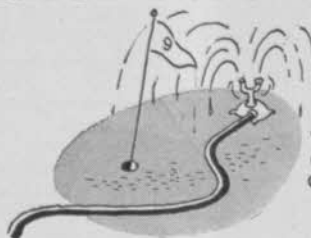
171 PRINGLE ST., KINGSTON, PA.

**It's 3-up  
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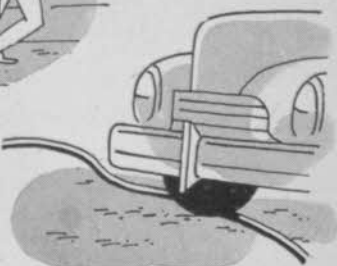


STANDS  
ABUSE

**the New**



WON'T  
GOUGE  
GREENS



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**1. Finer Quality**—The result of years of Goodyear experience in manufacturing all kinds of hose for every type of service.

**2. Better Greens Protection**—Its rounded-rib cover is especially designed to avoid scuffing or tearing up of greens.

**3. Longer Wear**—Reinforced

with wiry rayon cords that provide incomparable toughness, stamina and resistance to pulling strains.

The new Emerald Cord is by far the longest-wearing country-club hose Goodyear has ever built. Its many extra years of service make it your thriftiest buy in the long run.

This famous hose in the attractive green cover comes in 50- and 100-foot lengths, coupled, in sizes  $\frac{3}{4}$ " and 1". Order Emerald Cord now from your dealer.



Emerald Cord—T.M. The Goodyear Tire & Rubber Company

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GOLF COURSE MIXTURES**

Good turf, more than anything else, draws golfers to your course. Peter Henderson has had years of invaluable experience in the development of special formulas to get the best possible results under all conditions. We offer these mixtures as the finest available.

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## Peter Henderson & Co.

DEPT. 65

35 CORTLANDT ST., NEW YORK 7, N. Y.

Long Island GA to institute a William D. Richardson memorial tournament this year honoring veteran golf writer of N.Y. Times who died in 1947. . . Bob Hudson would like to get 1950 National Open for Portland, Ore. . . . Junior Chamber of Commerce of U.S. will continue its national junior golf championship notwithstanding USGA decision to establish a national junior championship. . . Build-up of junior competition plus growth of intercollegiate golf championship could revive major public interest in amateur golf competition. . . Pros need that for long range protection of their business.

Even with early season in Florida being on the chilly side some funny looking molls are wearing shorts on courses. . . That may be a warning of comical sights to come on northern courses this summer. . . However, the curious pratts and cartoon legs of females in shorts is no more a violation of good taste in golfing attire than the sight presented by shaggy-legged aire-dale-chested males in shorts on golf courses.

Reggie Myles, Walnut Hills GC, Lansing, Mich., pro, this winter made first visit in 20 years back home to Nonifeth, Scotland. . . . On the Queen Mary going over with Reggie were Fred Daly and Arthur Lees.

## THE PARTICULAR UNIT FOR PARING COSTS!



# 12

REASONS WHY  
THE MODERN  
LAWN MOWER  
SHARPENER  
IS BEING USED  
AS STANDARD  
EQUIPMENT AT  
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Check these features. 1. Sharpens all reel type power and hand mowers in from ten to twenty minutes without dismantling. 2. Sharpens to extreme ends of both left and right twist reel blades. 3. 5-inch edge to 36-inch power mower capacity. 4. Handle, wheels, roller and motor remain in place when sharpening is in process. 5. Bed knife is sharpened in same brackets that hold mower in grinding position. 6. No extra attachments required. 7. One lever puts mower or bed knife in grinding position. 8. 100% steel construction. 9. Grinding head rides on five sealed ball bearing races. 10. Small, compact, easy to operate. 11. Sharpens wood chisels, joiner knife and planer blades without extra attachments. 12. The Modern Lawn Mower Sharpener pays for itself in a matter of months.

PRICE \$241.50 (less motor)

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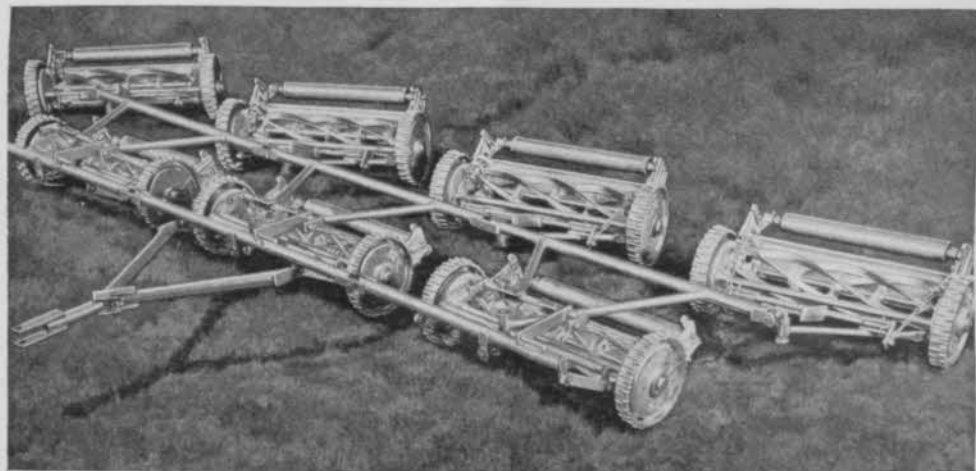
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# TAKE IT EASY!

That's good advice whether  
you're playing a course, or

# MOWING A COURSE!



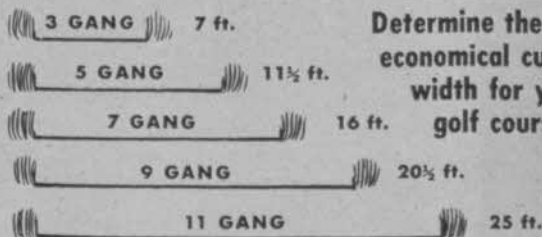
## USE IDEAL'S NEW TUBULAR GANG MOWER WITH "NEW BULLDOG" CUTTERS

You can stay within your budget and still "take it easy" when mowing your fairways — and keep the turf in better condition. Lower costs are possible with Ideal's New Tubular Gang Mower with "New Bulldog" cutters. You have the advantage of much wider cuts — you can haul more mowing units with the same motive power formerly used, as all excess frame weight has been eliminated. Easier to maneuver — less trimming around trees and traps — gangs available for cutting 7' to 25' widths. Specially designed for golf course mowing.

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The reliable Ideal "Greensmower" is famous for producing greens surfaces so perfect that the correctly aimed putt drops in.

Your Ideal Dealer will be glad to discuss the advantages of Ideal's Golf Course Equipment.



Determine the most  
economical cutting  
width for your  
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# "MILORGANIZED" TURF GROWS BETTER LOOKS BETTER

Fairways, greens and tees fertilized consistently with MILORGANITE, the natural organic nitrogen plant food, are distinguished by rich, deep green color, uniform texture and a healthy, closely knit root system. "MILORGANIZED" turf resists disease and withstands many of the climatic rigors to which less sturdy turf succumbs.

These are reasons why Golf Clubs use more MILORGANITE than any other commercial fertilizer. Our Soil Testing Laboratory and Turf Service Bureau are available to you upon request.



**THE SEWERAGE COMMISSION**  
MILWAUKEE • WISCONSIN

... Will Fyffe, 62, famed Scotch comedian, died following a fall from a window of his hotel at St. Andrews.

Al Laney has been writing a swell series in the NY Herald-Tribune on Metropolitan District club champions. . . . It's an idea pros should push to sports departments in other cities. . . Al, by the way, wrote the recently published book on the Paris Herald which is one of the most interesting newspaper books to come out lately.

Pros are doing a lot of business this winter reconditioning members' clubs. . . . Outstanding jobs being done by Charley Penna at Beverly CC, Chicago and Harry C. Boyer, Losantiville CC, Cincinnati. . . The fellows say that instead of reducing interest in buying new clubs it peps up members' interest in new equipment. . . Fair winter income in the job. . . Tough winter is to get good shop men for the job.

British Ryder Cup players gained average of seven pounds weight per man first 10 days in USA. . . The boys who are back on the austerity rations have lost that weight by now. . . French devaluation of the franc is going to bring wines and brandies into clubs. . . Strange that wines

## Plan to Aerify Greens this Spring



### NOW AVAILABLE

Half inch diameter spoons to fit the Fairway-Green Aerifier are ready for prompt shipment. The small diameter spoons remove thin soil plugs to any depth from one to five inches. Soil plugs can be broken up with a steel mat pulled in the opposite direction from which aerifying was done. With the Aerifier, top-dressing and loosening soil in greens can be accomplished in one operation. Disturbance to

the playing surface is no greater than that caused by top-dressing.

The one inch and the half inch diameter spoons are easily and quickly interchanged. Use the large spoons for improvement of turf on fairways and tees and for renovation of greens. Small diameter spoons are for loosening soil in greens.

Ask your dealer for complete information about the Fairway-Green Aerifier. Or, write to:

*West Point Lawn Products, West Point, Pa.*

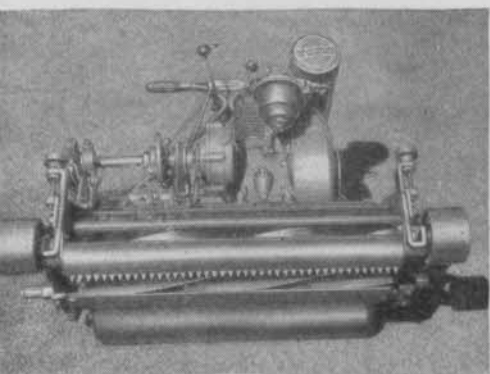
# Tops in the field...the 1948 TORO POWER GREENSMOWER



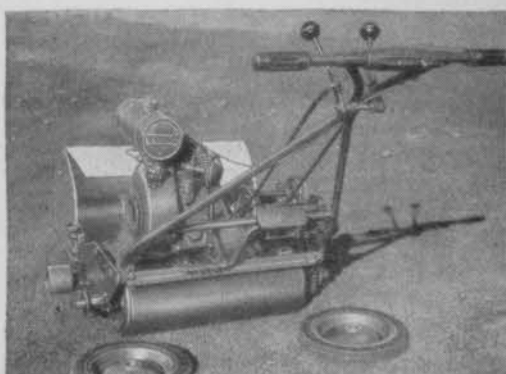
**MOWING.** Get behind the *Toro Power Greensmower* and you'll see instantly why it's fast becoming the choice of able superintendents. *Light! Simple! Strong! Speedy!* And with a *high-speed reel*, it does a marvelous mowing job.



**TRANSPORTING.** No other mower gives you this simple *powered* transporting device. Just slide the rubber-tired wheels onto the drive axle, push the clips and head for the next green. You bet it saves time... and effort too! *It's yours at no extra cost.*



**COMBING.** Remove nap from greens daily while you cut. An easily attached comb or brush will reach down and lift each creeper so that it's clipped at the correct height. This *Toro* improvement keeps greens in the *finest possible condition!*



**SERVICING.** Drop-out reel and drive rollers, plus few wearing parts and *extremely simple construction* save hours of overhaul time—make definite savings in upkeep. Be money ahead with a *Toro Power Greensmower.* *It's tops in the field!*

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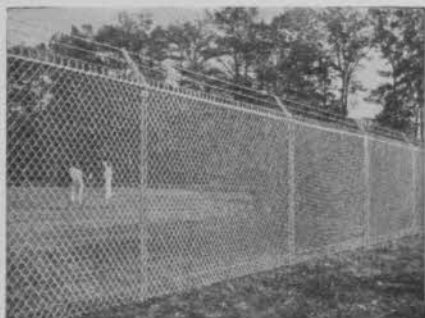
February, 1948



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with seltzer never have caught on stronger for summer drink at golf clubs. . . Makes a swell, mild, refreshing and cooling drink. . . . Wine merchandising has missed a bet by being geared to the saloon racket type of promotion instead of using the influence of country club class.

• Dennis J. Lavender, four-time Texas amateur champion and veteran of wartime Navy sea-duty, has been appointed golf coach at U.S. Military Academy at West Point. . . . Army's great new course, designed by Robert Trent Jones, is nearing completion. . . Sam Snead has signed as resident pro at Green Briar's courses at White Sulphur Springs. . . Contract allows Sam to play in four tournaments between April and December. . . Chicago District GA took in more than \$9000 for handicap cards in 1947.

Perry Maxwell to design and build new Austin (Tex.) CC course. . . Maxwell says excellent site allows for putting in one of his great jobs. . . Tip-off on demand for sports goods was MacGregor-Goldsmith had overtime of about 64,000 man-hours last year trying to catch up on orders. . . Additional production equipment is easing the strain this year. . . Golf clubs are going for television sets in metropolitan districts. . . Helps evening business.

## Golf looks to BUCKNER for modern watering equipment



**THE PERFECT CURTAIN OF WATER**

25 years of specialized engineering in golf course irrigation assures the proper equipment to meet every maintenance requirement.

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