

HERE'S "THE INSIDE" ON CENTERS

(as we see it)

We're still using liquid centers* in Titleist and Bedford Acushnet Golf Balls. We will probably continue to do so for some time to come. When, as and if we change the construction, we will let you know.

We're not blind to the fact that some of the first-grade balls of other manufacturers do not have liquid centers. We have experimented with other centers, too — but to date we have found *no substitute* which, either in our opinion or by actual test, measures up to the present Acushnet construction. So far as we are able to determine, it's still tops for distance . . . for long life . . . for uniformity . . . for balance . . . for feel.

We are not playing ostrich. Our eyes and ears are open and receptive to all suggested improvements. We *will* try out and *do* try out anything. We are always looking for ways to make Acushnets even better than they are. Our laboratories are busy every working day of the year studying, testing and evaluating new materials and constructions, but—

In 1947, more Acushnets were sold than ever before. More Acushnet Titleists were played in the "Big Money" tournaments than any other brand. More money winners in these tournaments played the Acushnet than any other brand.

Don't you agree with us that such a record is conclusive evidence that our continued use of the liquid center construction is justified? Acushnet Process Company, New Bedford, Massachusetts.

*We do not consider that a ball has a liquid center unless the center is at least 50% liquid.

Acushnet
GOLF BALLS



MAKING *the* SWING

By
HERB GRAFFIS



THE GOLF NEWS IN BRIEF

No need to get excited about stories of wrangling on the tournament circuit. . . They're mainly signs of growing pains. . . The boys now are in a \$600,000 yearly business and are not accustomed to it.

Despite the flare-ups, pro golf is sport of the purest ray serene compared to such cases as the college football expose at San Francisco. . . Branch Rickey's very loose use of the facts when he was pretending to be The Great Emancipator in the Jackie Robinson case. . . Another exhibition of pro boxing as the filthiest racket of the foulest characters in the Sam Baroudi killing at Chicago. . . Amateur boxing's continued performance in taking kids, most of whom are none too bright anyway, and scrambling their brains for gate money. . . The Olympics fouled up by pro hockey players masquerading as amateurs.

Pro golf is correcting its comparatively minor arguments in firm, frank fashion now because of the impartially tough policy being enforced by George Schneider, chmn., PGA Tournament bureau. . . A more candid press policy has been adopted as a change from the practice of the PGA

of sticking its head in the trap sand and its rump up in the air when all has not been serene.

Lawson Little's resignation as chmn., Rules committee of the PGA, following a controversy at Harlingen about winter local rules, undoubtedly will crystallize a trend toward PGA observance of USGA rules. . . Miserable playing conditions on some winter tournament courses makes play difficult. . . Little, holder of the unequalled record of four U. S. and British national amateur titles consecutively, possibly recalled the time before he was a pro and thought pros were masters of difficult conditions of play.

Public reaction to the PGA softening of rules has been a loss of interest in low scores. . . Scores under 65 don't mean much to the public anymore. . . Controversy about pros filing teeth into the faces of their iron clubs makes the public laugh. . . A guy who can't stop a shot with a regulation-faced club on the soft greens that generally prevail today is in the big time by mistake. . . The silly part of the club-face filing is that most of the fellows who do it could play the required shots with regulation clubs. . . The average golfer doesn't need a tooth-faced iron. . . He's never up to the pin anyway.

Public reaction probably will influence the PGA to abandon its 16 club rule and adopt the USGA limit of 14 clubs. . . The public figures that if amateurs can play good golf in their championships with 14 clubs the pros who are specialists in the work ought to be able to do the same. . . Especially when any 14 clubs can be chosen for the bag.

The Argentinians have been making a lot of friends and developing noticeably on the winter circuit. . . When they don't win they don't cry. . . Curious thing about the two pros who have been disciplined by the PGA for introducing punches into debates. . . Both of them are soft-spoken, easy-going fellows and had promising amateur boxing

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records but were smart enough to get out of that field. . . It doesn't seem to have been wise to provoke them into physical encounter.

You can look for things to be smoother and under more positive control on the pro tournament circuit from now on. . . Schneider has determined to enforce all the rules with all the contestants. . . He believes that supplying all the facts concerning controversies to the press will have public opinion backing him. . . He's convinced it's the only thing to do in protecting the tournament big business.

Joseph Esherick, Cedarbrook GC, re-elected pres., Golf Assn. of Philadelphia. . . Members of the association's 62 clubs subscribed for 5,018 handicap cards in 1947. . . Expect to issue 7000 cards this year. . . GA of Philadelphia adopts USGA course rating system. . . Sikeston, Mo., course lease renewed by Junior Chamber of Commerce. . . Carrington (N.D.) GC to build new clubhouse.

Les Bennett, Ft. Douglas GC, new pres., Utah GA. . . Utah \$12,500 Open will be played at Ft. Douglas Aug. 26-29. . . Dick Peebles, San Antonio (Tex.) Express sports editor, suggests Texas Open at San Antonio be switched from uncertain winter weather to spring when Houston Open and Ft. Worth Invitation events are played. . .

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Aerify Greens this Spring

Spring is the time to prepare putting greens for the hot season ahead. If compact soil and shallow rooting are conditions to be overcome, the use of the **Fairway-Green Aerifier** will be of value. Deep cultivation with the Aerifier will loosen the soil permitting water to drain down through the green, if internal drainage is adequate. Loose, well-drained soil is the best medium for root growth.

Spring applications of phosphate will be more effective after aerifying. Phosphorus is the element that roots need, and should be placed down in the root zone.

The Aerifier can be used with either 1" or 1/2" diameter spoons. Either size will cultivate to a maximum depth of 5 inches. Both sizes are shaped the same, curved to enter and leave sod without tearing. Spoons are easily interchangeable.

If soil is essentially good, it may be sufficient just to loosen it by cultivation with the 1/2" diameter spoons. Cultivation helps to maintain

a good soil structure. The thin soil cores can be broken up to serve as a light top-dressing. Surface will be no more disturbed than if green had merely been top-dressed.

When soil is too fine-textured, a more thorough renovation job with 1" diameter spoons may be desirable. Soil cores should be raked off the green, and then a good top-dressing mixture can be worked down into the holes.

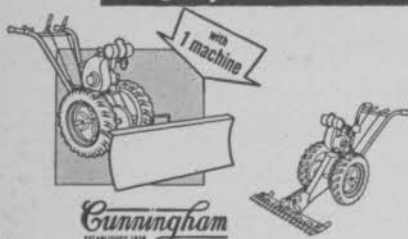
Aerifying, applying materials and raking off or breaking up soil plugs can generally be accomplished in less than an hour per green.

*Ask your dealer for complete information about the Fairway-Green Aerifier.
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USGA mailed 78,000 copies of the Rules of Golf in 1947. . . It was largest distribution in USGA history. . . Fewer than 200 decisions were requested of and made by USGA Rules committee last year.

Interested group headed by Arch Kaplan considering building tee course near Sacramento, Calif. . . Bonner McMillion, sports columnist, Dallas (Tex.) Times-Herald, says Texas annual turf conferences are credited by Dallas municipal course greenkeepers and pros as providing them with tremendously valuable information they'll use in rebuilding the city's antiquated and badly worn public courses.

Orangeburg (SC) CC in membership drive and enlarging facilities. . . \$20,000 fire at Atlantic City (N.J.) CC. . . Barney Shannon new pro at El Monte (Utah) CC. . . Provo, Utah, golfers ask city to increase over-crowded muni course from 9 to 18. . . Price, Utah, considering building course. . . Very good sign for golf is the game's coverage with lively writing in small town newspapers in south and southwest.

Fine tribute to home club pros paid by John Arthur Brown, pres., US Seniors' GA. . . Brown said: "I want to express my profound respect for the home club pro who runs his shop, knows his membership, teaches those who need his help and, in

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many cases, guides the green committee in the upkeep of the course. This type of pro is a credit to the game. We are fortunate to have him."

Kearny Park G&CC, Emmetsburg, Ia., to build new clubhouse. . . Clyde Johnson, operator of Park Rapids (Minn.) GC, remodeling course and clubhouse. . . Fees on Denver's 4 many courses increased. . . Now all Denver many course revenue goes into fund for golf only instead of into general park fund as formerly. . . Increases will be spent for improvement of courses.

White Lakes, last remaining public course at Topeka, Ks., to be converted to private club. . . American Legion considering building public course at Topeka. . . Harold Mathisen, Decatur (Ill.) CC pro, in indoor school at local department store says this winter's golf interest indicates record summer.

"Rules evenings" seem to have caught on judging from calendars of clubs GOLF-DOM has received. . . Members get together after dinner early in season to listen to rules reading, explanation and demonstration by pros. . . Discussion at such affairs we've attended has been lively and attendance has been good. . . The session helps build up the pro as an authority.

Walter Kozak returning to pro golf at Pomonok CC (NY Met. dist.) with Walter

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This Golf Club has as fine Bermuda grass fairways as any in the South. Turf was produced with Milorganite, the finest fertilizer for Bermuda grass—and Milarsenite, for crab grass control. Grass had been thin and full of crab grass; now it is a dense carpet of pure Bermuda grass. Milorganite and Milarsenite will do the same at any other Southern course.



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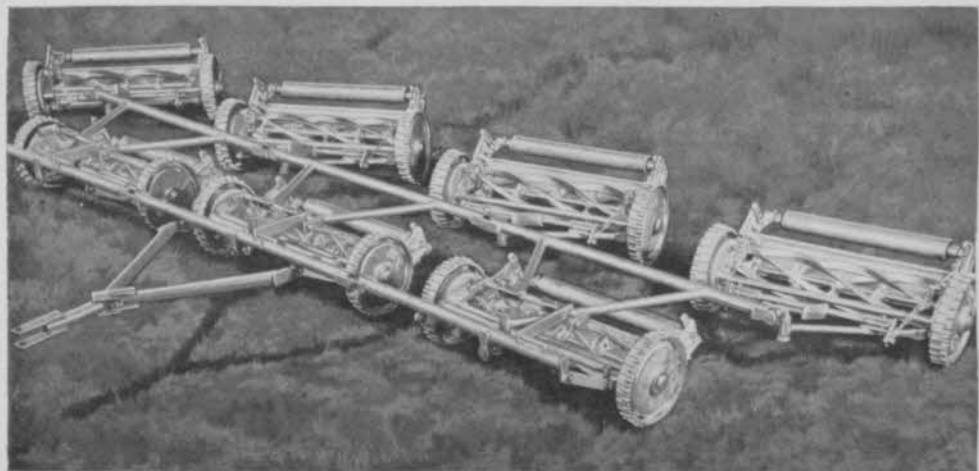
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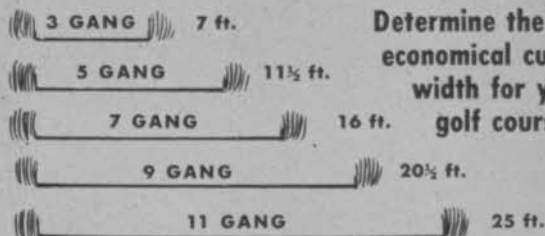
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CC (muny) San Francisco, elected pres.,
Northern California Publinox league. . .
Gordon S. Park, club champion at Glen
Ridge CC (NY Met. dist.) is son-in-law of
Jack Fox, pro at Glen Ridge. . . Park mar-
ried Jack's daughter, Catherine, also a
golfing star.

Mgr. James E. Baker, his wife, their
children, Jean, 16 and James, Jr., 14, and
Mrs. Baker's mother, Mrs. Carrie E. Lyn-
dall, were burned to death Feb. 1 when fire
destroyed clubhouse of the Caroline CC,
Raleigh, N.C. . . Fire occurred early in the
morning during a heavy snowstorm. . .
Robert P. Henry, 77, owner of Maple Crest
fee course (Chicago dist.) died of a heart
attack late in January.

Doylestown CC (Philadelphia dist.) buys
property on which its 9-hole course has
been for 31 years. . . Manhattan (Ks.) CC
out of debt for first time. . . Plans enlarging
clubhouse. . . Elmcrest CC, Cedar Rapids,
Ia., to have new clubhouse, swimming pool
and course alterations. . . Dodge City (Ks.)
CC spending \$30,000 for course and club-
house improvements. . . Mingo CC, Wil-
liamson, W. Va., remodeling clubhouse and
pro shop. . . Clear Lake CC, between Web-
ster and Seabrook, Tex., spending \$150,000
on clubhouse and swimming pool.



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