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Merry Christmas! . . . to you all.

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GOLF BALLS

Acushnet Process Company, New Bedford, Massachusetts

MAKING *the* SWING

By
HERB GRAFFIS



THE GOLF NEWS IN BRIEF

Tournament pros have no license to condemn greenkeepers for bumpy greens as long as pros continue their present habit of picking the ball out of the cup. . . Most of them lean over with their weight propped on the toes of their putters. . . That presses little holes near the cup. . . Those holes deflect putts. . . Especially the tricky putts inside three feet. . . If a caddy held the pin of a flagpole on a green he'd get scolded but the pros' habit of jabbing the toes of their putters into the greens is at least equally injurious to the smoothness of a green. . . It's something for the PGA Tournament bureau to bring to the attention of the boys. . . By the way, you've got to hand it to George Schneider as Tournament bureau head for straightening out that situation. . . Now the players all know where they stand and that no favoritism is being shown. . . Better starting times for the stars is because of the demand of the people who put up the money for the tournaments, not because of the Tournament bureau.

Western Open now is just behind the National Open in Ryder Cup point rating. . . Maynard G. (Scotty) Fessenden has revised the Western Open and amateur so they're again major events. . . It has cost Scotty a barrel of entertainment dough, time and energy, but's been a great thing for golf. . . Western Open at Buffalo with \$15,000 prize money and \$10,000 for the Evans scholarship fund cost the Adam & Co. some money. . . Gate might have been bigger with more extensive arrangements for advance ticket sale. . . Mike Parco, Buffalo driving range pro, leading the first two rounds, would have helped gallery draw if the gate had been under \$3.60. . . Tournament promoters now have to consider that people with \$3.60 are private club members who have seen plenty of stars in tournaments and can take a tournament

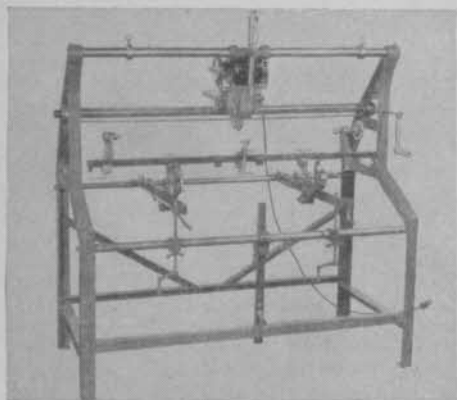
or leave it alone. . . It's the fee course and golf range players at \$1 per head who are going to account for big galleries.

Tom Utterback of Richmond was at the Western Open getting ideas for the 1949 PGA championship which he and his pals will stage. . . Tours of historic spots around Richmond are one of the features Tom plans for wives of players, galleryites and writers. . . Chick Evans is using 48 inch shafts on his woods and long shafts on irons and putters by advice of his oculist. . . Chick sure can handle those long clubs well except in a high wind. . . Fred Dowd, Western GA director, said at Brookfield CC during Western Open that 1949 Western Amateur will be played at Bellerive CC, near St. Louis, the second week in July.

Funny thing at the Western Open was Walter Hagen, Sr., rebuking Walter, Jr. for taking an 80. . . "I never took one in a championship in my life," said Walter, Sr. . . Just for the hell of it we've been looking through the USGA Open records to check. . . In the fourth round of the 1923 National Open Walter, Sr. took 86. . . In the fourth round in 1927 he took 81. . . In the second round in 1929 he took 81. . . In the fourth round in 1930 he took an 80. . . You shouldn't have taken that boy behind the woodshed, Pop. { . . . Walter is all for the idea of having his biography written. . . He likes the title "I've Met A Million People." . . . Bob Harlow will do the book if he can get Walter cornered long enough to yield necessary material for what should be a great tale of interest and entertainment.

Ben Hogan's book "Power Golf" is ranging from 5th to 15th among non-fiction best sellers in book stores of major cities. . . Maternity note—A lady cat, husband unknown, selected a golf bag in storage at shop of Billy Burke, Country Club of Cleveland, O., pro, and added five kittens to the shop stock. . . Louise Suggs visited the Western Open getting acquainted with pros. . . Sister Suggs has started on exhibition and summer school for MacGregor. . . British PGA has decided to allow amateurs to compete in their tournaments next year. . . Hogan-Oliver play-off for Western Open title drew about 3,000 Monday morning, Aug. 2.

One night of the Western Open Ben Hogan went to Mike Parco's driving range for a practice session. . . Word of Hogan's presence spread rapidly and brought Mike a large crowd of spectators and customers. . . Jimmy Demaret going fishing next month for vacation. . . Walter Hagen says the late George Eastman, Kodak magnate, called him "the best caddy in the world."



"We have run our Grinder 9 years without a repair part" says a famous Club.

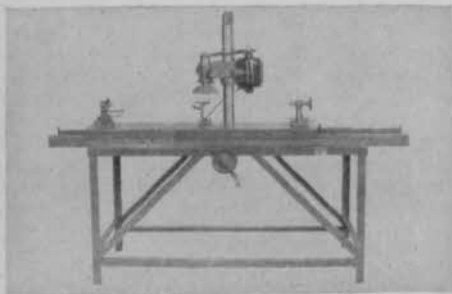
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GRAHAM MFG. CO. 10 Bridge Street
E. Greenwich, R.I.

Lloyd Mangrum's \$22,500 prize money in the George S. May tournament was highest figure ever earned in golf play. . . The Soldier Boy won \$5,000 as All-American leader. . . Plus bonus of \$5,000 for being leading money winner of the year. . . Plus \$2500 for 63 setting course record. . . Plus \$10,000 for winning "world's professional championship" staged by May, after play-off with Sneed and Harrison. . . Lawson Little won \$500 and Porky Oliver \$250 from May on bets on putts on the 18th green.

May's "world's professional championships" didn't have Hogan in the field. . . Ben and George didn't get together on terms. . . Hogan, first winner of U. S. Open, U. S. PGA and Western Open titles in one year, is in a tax bracket that makes a rest look very good. . . Hogan's absence apparently didn't cut down the \$1 gate which seemed to be larger through the week on a cash basis than when May was "papering the house." . . . Monday play-off for "world's pro championship" drew probably an actual count of 7500. . . Charley Bartlett, Chicago Tribune golf writer, suspected that at least a third of those present at the play-off "never had seen a big-time fairway contest."

Have to hand it to May for discovering

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At last—a 100% soluble liquid fertilizer that will help you keep those greens and fairways in better shape, with less work, the year around.

Yes sir, "Na-Churs" Liquid Fertilizer is based on a recommended formula as developed by The Ohio State University, and it contains the proper nutrients necessary for producing and maintaining greener, thicker, healthier turf.

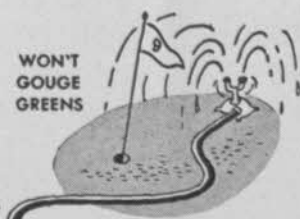
"Na-Churs" is easy to apply; saves time, money and labor, and can be applied with your present equipment. Leading golf courses, the country over, are using this proven liquid fertilizer. Write Dept. E today for full information and introductory offer.

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COMPANY Marion, Ohio**

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**built with Rayon is the finest hose yet
for clubs and estates**

COMPARE it with any other hose yet developed for country-club and estate use and you'll agree—Goodyear's famous Emerald Cord is three-ways better:



1. LONGER WEAR

—two-braid reinforcement with rayon cords gives Emerald Cord incomparable toughness and stamina—helps it resist shocks and tow-rope action.

2. BETTER PROTECTION FOR GREENS

—its rounded-rib cover is especially designed to avoid scuffing or tearing up of greens and lawns.

3. FINER QUALITY

—the result of years of Goodyear experience in making all kinds of hose for every type of service.

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that private club members weren't enthusiastic about any tournaments except National Open and PGA. . . And that public course players and golf range customers wouldn't pay gallery prices as high as seats to a first class theatrical presentation. . . Tam O'Shanter's a flat course that allows only those in the first row to see shots but the newcomers to tournament golf attracted by May are willing to stampede and shove to get in the first row. . . Pinkerton marshals at May's circus didn't control crowds as they did at Augusta National.

Skip Alexander didn't wear a number at Tam. . . Skip, from the Carolinas, sah, was paired with a Negro contestant in one round. . . It was a laugh to Skip but made some Negroes in the field and gallery sore thinking Skip was paired with one of their race as punishment for not having numerals pinned on him. . . Negro golfers commenting on having to pay much larger entry fee in proportion to prize money in Joe Louis tournament than is customary in tournaments conducted by whites.

George S. May has been offered \$1,500,000 for Tam O'Shanter. . . And turned it down. . . George has set his 1949 dates as Aug. 8-11. . . Henry Cotton will come

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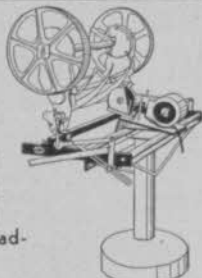
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Send for Free Bulletin No. 16A

MODERN MANUFACTURING COMPANY
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over for exhibitions and tournaments this fall. . . Wisconsin Gkprs. Assn. and Midwest Assn. of Golf Course Supts. will hold joint meeting at Waterford Woods CC, Waterford, Wis., Sept. 20. . . Roger Legg Treat, born July 31 to Mr. and Mrs. Leonard Kim Treat. . . Roger's Pop is with Arthur D. Peterson Co., N.Y., course equipment and supply house. . . Carlton E. Treat, supt., Montclair (N.J.) GC is a grand-daddy of the new arrival.

No doubt now of the American tournament circuit proving itself valuable as a conditioner and training school for foreign pros as well as the Yanks. . . Henry Cotton after his American trip won the British Open stroking the ball better than he did in his 1934 and 1937 triumphs, according to those who saw his performances or studied action pictures. . . Roberto de Vicenzo's triumph in the North British Rubber 5,000 guineas Open reflected lessons he learned last winter in the American finishing school. . . Dai Rees, a keenly observant student of American technique while he was here for winter tournaments and Ryder cup matches, recently won the Irish Open at Portmarnock. . . Portmarnock is the longest course in Britain or Ireland. . . It's 7,208 yds.

British golf clubs already busy trying

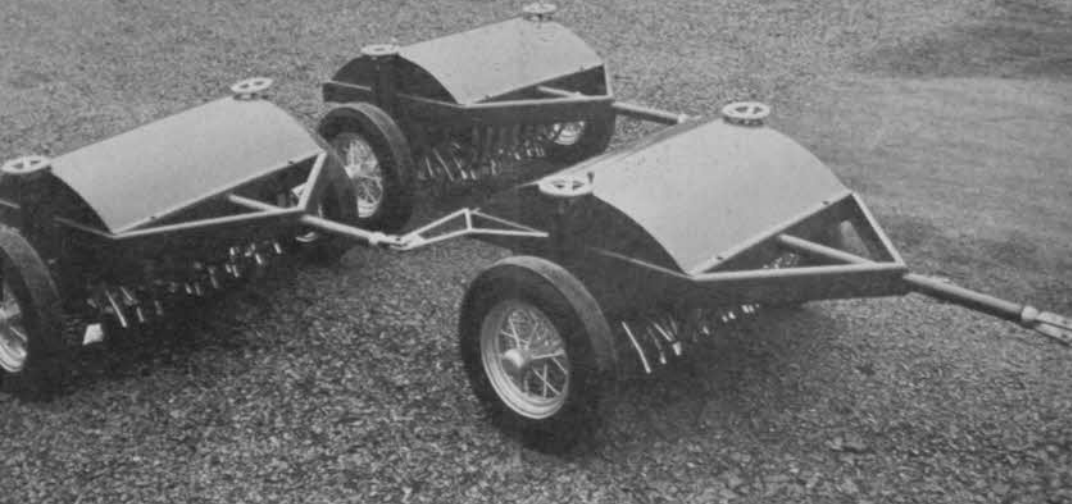
15th hole on the No. 4 course, Olympia Fields Country Club, Olympia Fields, Ill.

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Velvetgreen is the \$64 answer to unsatisfactory turf conditions stemming from undernourishment. Its better-balanced formula supplies the complete feeding that grass needs to make a tough, resilient turf. Regular feedings with Velvetgreen help fairways and greens to develop and maintain a dense, weed-free sod. Try it on your course this fall. Velvetgreen . . . the finest plant food produced by Armour in over 50 years of experience.



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This Fall

use the Aerifier

(PATENT PENDING)

If compact soil is a condition to be overcome on your golf course, use the Aerifier to loosen the soil. The Aerifier removes soil cores, leaving space for adjacent soil to expand. There is a resilient feel to aerified turf.

If shallow rooted turf is a condition to be overcome, use the Aerifier before applying fertilizer. Plant foods can get down into the soil, encouraging deeper root growth.

If a mat of plant residues prevents adequate water penetration, use the Aerifier to break through the matted grass. Numerous loose-walled cavities permit water to seep into surrounding soil.

The Aerifiers Triplex Gang, units equipped with inch diameter spoons, provides for rapid aerification of fairways. Any unit of the gang may be detached and used as a separate machine for aerifying smaller areas. A Greens Assembly, equipped with half inch diameter spoons, may be obtained to fit any of the units of the gang. If desired, one or more units of the gang may be equipped with hydraulic lift for convenience in aerifying greens.

Use the Aeri-Linx dragmat to break up soil cores brought up by the Aerifier.

If you intend to reseed into existing turf, use the Aerifier to prepare a seedbed. Soil cores can be crushed to provide a light covering for the seed.

If you plan to introduce new strains of creeping bent, use the Aerifier to perforate ground before sprigging in stolons. If there is poor soil in greens, use the Aerifier to remove soil cores. Materials of proper texture can be worked down into the holes.

If layers of sand or humus stop root growth, use the Aerifier to break up the layers and distribute the materials more evenly.

Ask your dealer for additional information. Or, write to:

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There's a dependable Myers Water System that will supply plenty of water at low cost for your needs—for watering fairways and greens; spraying weeds; for locker and shower rooms, complete water service in clubhouse and other buildings. See your Myers dealer and inspect the wide range of *Ejecto* and *Plunger* Types. Capacities up to 4500 gallons per hour; pressures up to 250 pounds. Write for catalog.



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Dept. K-184, Ashland, Ohio

to raise money for sending a Walker cup team over here next year. . . If the expense money can't be secured the matches will be cancelled, says *Golf Illustrated*. . . Bob Lyon who writes a sprightly golf column "Blastin' Out" covering LA suburban areas, says new courses are in prospect at Burbank and Torrance. . . Lyon says Gomer Sims and Cece Hollingsworth are leasing land for a public course at Alondra park, Torrance, Calif.

Pete Bullis, MacGregor salesman, got an ace on the 163 yd. third at Lake CC, Crystal Lake, Ill., July 17. . . Pete was playing with Jack Sherwood, pro; Stan Tanan and Fritz Franz, Tulane golf and football player. . . Now I suppose Pete wants to be switched from peddling to be a member of MacGregor's advisory squad. . . George Dawson, Chicago district mgr. for Spalding, and Fritz Witzel of Spalding's NY office, took time off between sales meetings at Chicopee to win the Longmeadow CC 4-ball championship.

Kebo Valley GC, Bar Harbor, Me., celebrating its 60th year. . . Shirley Liscomb, pro-gkpr, son of the man who laid out the course, has been with the club 42 years. . . Last year the club elected Shirley to membership. . . We've seldom heard a club president praise a greenkeeper like

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NOW is the TIME to Insure Finer Greens, Better Fairways

Give your courses the proper fall treatment with HYPER-HUMUS. Insures thick lasting turf next spring. HYPER-HUMUS promotes growth, regulates moisture, and helps control brown patch by maintaining healthy roots.

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