

*Are you tired of paying for the sleigh ride?*

**Back in 1935**, things were pretty tough for the Golf Pro. Top-grade balls, then priced to sell at 75¢ retail in the Pro Shop, could be bought (and *were being bought* by the thousand) downtown for 59¢ and even lower.

The Pros of that era yelled bloody murder and justly so. Business was being diverted from their counters and nothing was done about it until August 1935 when . . .

*Acushnet came up with its Pro-only policy, to give the Pro complete protection against all outside competition on every Acushnet ball at every price.*

But everybody wanted to get into the act. One by one, other manufacturers saw business drifting away from them and began announcing "Pro-only" policies.

To be sure, these policies did and still do promise the Pro an exclusive "name line" of balls, but these manufacturers continue to sell similar balls under different names outside the Pro Shop.

Many Pros have seen through this, so several manufacturers, we are told, in order to get Pros to push their balls, are offering a selected few a dozen or two free balls a month.

Now we ask you — what sort of business is

this? What sort of people do these manufacturers think Golf Pros are? Is this supporting the Pro? Is it protecting the Pro? We say such policies are simply taking the Pro for a sleigh-ride, *for which he pays!* . . . pays in lost sales made to his members through outside retailers.

Are you for this sort of thing or do you string along with us in the belief that an *exclusive Pro policy*, meaning *all balls, at all prices, through the Pro Shop only* and with retail profits for the Pro *only*, is the best thing for your business and deserves your whole-hearted support?

Acushnet Process Company, New Bedford, Mass.



**ACUSHNET**  
*GOLF BALLS*

Sold the world over through Pro Shops only

# MAKING *the* SWING

By  
HERB GRAFFIS



## THE GOLF NEWS IN BRIEF

Greenkeepers are not alone in worrying about shortage of promising young men coming into the profession. . . . Pros say it's difficult to get assistants who want to really learn the business. . . . Majority of applicants for assistant jobs want to be paid for having an opportunity to spend most of the time on their own games. . . . PGA Tournament bureau working up series of "B" tournaments with \$5,000 and up purses to get players not on invitation tourney lists and offset six week's absence of Ryder cup players.

Ryder Cup American pros probably will play in three British tournaments in addition to cup matches while they're in England. . . . Joe Novak, new pres., PGA, working hard with his associates on plans for pros developing star amateur competition. . . . George Lake, head of PGA junior program, to coordinate pros' junior development with junior championships of USGA, Western GA, Women's Western GA, U. S. Junior Chamber of Commerce, National Caddy Assn. and Hearst newspapers. . . . Idea is to get pros to enlist entries and train their proteges for these competitions.

Frank Stranahan has won more major tournaments than total tournament victories of all other members of 1947 Walker Cup U. S. team. . . . Peter Hay, beloved veteran pro at Pebble Beach scheduled for gallstone operation late in January. . . . Hay was a star performer on Harry Wismer's broadcasts of the Bing Crosby tournament.

Randolph Scott, movie notable, is green chmn., Bel Air CC. . . . Greenkeepers in southern California wondering if they'll have some unique trouble on their courses as aftermath of snows, freezing and "most unusual" January weather. . . . Faces were red and not from the chilly blasts in Los Angeles when Angelenos heard that golfers after comfortable rounds in Boston, New York, Chicago and elsewhere in the midwest and northeast came in from their rounds to

hear clubhouse radios sounding off about snow and sleet falling on LA Open Jan. 9.

Wolleston GC had field of 188 in its New Year's day tournament. . . . Jim Ukalka, Hawaiian amateur who recently turned pro at Hilo club, showing signs on the winter circuit of becoming one of the star performers. . . . George Low, first pres., PGA, still laid up with a broken hip at his home in Clearwater, Fla. . . . George is 78.

Arthur Lacey, brother of Charley, showing the lads on the tournament circuit a new sartorial note in his slacks with cuffs that can be turned under and buttoned around the ankles or higher in plus-four manner, when the going is wet. . . . Arthur also had a compact weatherproof nylon jacket that looked smart. . . . Both are products of Flight's of London. . . . The Lacey brother's father, Arthur, Sr., organized the world's first greenkeepers' association in 1910. . . . Arthur, Sr. died of bombshock in London, Jan. 1944.

Ben Hogan is to be the cover picture man on the third Official Golf Guide to be issued by A. S. Barnes & Co., 44th and 6th Ave., NYC, April 1. . . . Fred Corcoran is editor. . . . Joe Mozel, Larry Lamberger, Ted Longworth and Eddie Hogan, Pacific Northwest pros, took a few days off to go for steelhead trout. . . . The boys claim this finny native of their territory is the world's wildest, fightingest fish.

Bryan Winter, pres., Winter-Dobson Co., Dallas, Tex., makers of golf playing equipment, died Jan. 16, victim of an automobile accident at Stamford, Tex. . . . Winter formerly was one of the headliners of the Texas amateur corps.

Among added starters which made Bing Crosby's party following his tournament on Monterey peninsula courses by a long way the best of the golf frolics was Jimmy Durante and his accomplices and Pat Patrick, a genuine comic who used to be a caddy at Cedar Rapids, Ia. . . . Jimmy Demaret sang "How Lucky You Are" which he dedicated to Ben Hogan. . . . Bing sang a clever parody on Buttons and Bows. . . . Crosby wrote the parody as illustrating the experience of Jackie Burke on the tournament circuit. . . . One of its lines ran "I break par with quite a few blows but I wind up with buttons and bows." . . . Charley Kimmel, ranking artist of the scoreboard-keepers, scored with members of Crosby's radio orchestra as well as with Bing's guests by his number on his one-string cigarbox violin.

There were more than 1050 requests for invitations to Bing's tournament. . . . That's the trouble with being one of the country's most popular guys and holding a tournament. . . . Only 196 could be accommodated. . . . Although Maurie Luxford had the field moving smoothly and fast, with exception of one tedious foursome, some players couldn't

SEND FOR 1949 DAVIS  
CATALOG *Now!*



**GEORGE A. DAVIS, Inc.**

5440 Northwest Highway, Chicago 30, Ill.

finish before dark. . . . One wealthy amateur gave his pro partner a \$1,000 check although the team didn't finish in the prize list. . . . Next year the Crosby tournament field probably will be cut, to Bing's distress, because it's now too big for play on three tough courses.

Jackie Burke claims his club, Metropolis CC (NY Met dist.), puts on finest and most complete annual event for entertainment of hospitalized veterans. . . . The boys are brought in ambulances to Metropolis and royally entertained. . . . Since Maurie Luxford became a director of the Western GA, number of California clubs belonging to the Western has increased from 3 to 43.

Medinah CC to have illustrated lessons by leading entries as a feature of its National Open program. . . . This gives the Open souvenir program considerable added value as a golf instruction book. . . . We suggested some time ago that PGA tournament bureau supply illustrations and script of the clinic sessions as material for tournament programs. . . . Tournament program circulation isn't what it used to be and sales of programs at tournaments are sagging so much advertisers are reluctant to kick in. . . . A tournament idea that the gallery likes is the white

## Golf looks to **BUCKNER**

for the newest in watering equipment

For more than 30 years Buckner engineers have concentrated on developing specialized watering equipment to meet golf's varied and exacting needs.

Buckner knows golf's watering requirements from long experience in research, engineering and service. When you specify BUCKNER you are selecting the last word in advanced engineering and precision construction. From the smallest unit to the completely equipped system Buckner has the right answer. A representative will gladly discuss your watering plans with you.



THE PERFECT CURTAIN OF WATER  
SYMBOL OF DEPENDABLE COVERAGE

*Special Representatives:*

7658 CALUMET AVE., CHICAGO 19, ILL.  
7280 MELROSE AVE., LOS ANGELES, CALIF.

**BUCKNER MFG. CO.**  
FRESNO, CALIF.



## For better turf everywhere

Aerifiers are now being used in 43 of the 48 states. Aerifiers are used on fairways, greens and tees. Are used on light soil and heavy soil. On bentgrass, blue-grass and Bermuda turf. Wherever turf is grown, there is a need for the Aerifier.

Good soil structure isn't a permanent condition. Regular cultivation is needed to maintain it. Level surfaces are more easily maintained with the Aerifier. Redistribution of soil corrects corrugated fairways. Smaller diameter spoons bring up enough soil to top-dress a green.

The use of the Aerifier to break up the organic layer of grass stems and roots is necessary for most turf. The Aerifier also helps to distribute desirable grasses over the fairways.

## The AERIFIER\*

Use of the Aerifier enables water, fertilizer and lime to get down into the soil. The loosened soil makes a good seedbed. Small areas may be perforated with the Aerifier before planting stolons.

Greenkeeping Superintendents throughout the country report to us the many different uses they find for the Aerifier. For regular maintenance and for special jobs—use the Aerifier.

\*Patent Pending

Write to us for the name of your dealer.

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

*"Increased water holding capacity of aerified soil is an important consideration for us."*  
J. L. Haines, Greenkeeping Supt., Denver CC, Colorado

*"The Aerifier is the only implement that really loosens soil beneath the surface."*  
Joe Ball, Greenkeeping Supt., Chartiers Heights CC, Pennsylvania

*"The aerified greens are the best they have ever been during my tenure at this club."*  
Philip Cassidy, Greenkeeping Supt., Weston GC, Massachusetts

*"We need the Aerifier to overcome the layered condition on the greens and tees."*  
Harrell Butler, Pro-Supt., Oklahoma City G & CC, Oklahoma

*"Aerifier is ideal for fall seeding of ryegrass—and spring cultivation of Bermuda turf."*  
T. M. Baumgardner, Vice President, Sea Island Company, Georgia



## LIQUID LUSTRE GOLF BALL WASH

Do away with gritty cleaning powders, forget your struggles with untidy detergents and soaps. Liquid-Lustre is easily dispensed, will not make a messy overflow, never develops offensive odors. Cleans balls quickly, safely, and easily.

### NEW LOW PRICE

\$3.50 per single gal.    \$3.25 per gal.  
in 5 gal. cans

### D.B.A. Products Co.

Dept. GD3

Deerfield, Ill.

line across the fairways 250 yds. from the tees which Long Beach introduced.

Eight pounds and one ounce of Arthur Frank Henderson recently arrived in the Frank K. Henderson family at West Caldwell, N. J. . . . Big Frank owns the Ferncliffe G.C. . . . Ottumwa (Ia.) C.C. in midst of \$300,000 improvement program. . . . Lakewood C.C., Denver, Colo., clubhouse destroyed by \$300,000 fire. . . . To be rebuilt with insurance money, mainly. . . . Frank Madden goes to Normanside C.C., Albany, N. Y. as pro.

W. A. Bivin's column on editorial page of High Point (N. C.) paper quotes Charles F. Carroll, High Point supt. of schools, commending local Blair Park municipal pro Al Gerring for Al's effective work in preventing juvenile delinquency by getting youngsters interested in golf. . . . Al has four sons and two daughters, ranging from six months to 12 years in age. . . . All the Gerring kids except the baby, Margaret, have their own clubs and practice balls. . . . Danny Gerring, 9, and brother Bobby, 8, were contestants in the recent Donald J. Ross memorial junior tournament sponsored by the Pinehurst (N. C.) Junior Chamber of Commerce.

One of the best businessmen pros is War-

# TURF that Speaks for Itself!

## MILORGANITE

### Turf Fertilizer

## MARCHES ON!

FIRST—in the United States and Canada

THEN—Mexico

NOW—Hawaii

Golf Clubs use more MILORGANITE than any other fertilizer. Soil Testing Laboratory and Turf Service Bureau available upon request. For further information write —

THE SEWERAGE COMMISSION

P.O. Box 2079. Milwaukee, Wis.

GOLF CLUBS  
USE MORE

# MILORGANITE

THAN ANY  
OTHER FERTILIZER



**GOLF  
BALL**

## PICKER-UPPER

NEW and IMPROVED FOR 1949

1. REINFORCED BOXES.
2. IMPROVED DISC PROCESS FOR LONGER WEAR.
3. IMPROVED LIDS.
4. RUBBER CUSHION TO ELIMINATE RATTLES.

Savings mean profits. With the Picker-Upper you get savings that you would not have thought possible . . . savings in time, labor, worry and ball investment that will immediately and substantially increase your operating profits.

Cleaning a swath 9 ft. wide at a speed of 8 miles an hour the Picker-Upper gathers up golf balls with effortless efficiency . . . it gets 'em all and deposits them in a hopper ready for speedy replacement at the tees.

The Picker-Upper quickly pays for itself for its savings begin the moment it goes into operation. It brings quick relief to high labor costs and worries . . . to back-fence theft . . . to needlessly high ball investment and deterioration.

The finest rubber tees made are now available.

*Write for Literature and Prices.*

# FONKEN Manufacturing Co.

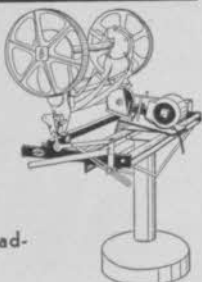
435 W. Palmer

GLENDAL 4, CALIF.

## MODERN LAWN MOWER SHARPENER

- Increase Productivity
  - Speed-up Maintenance
- DELIVERY NOW!**

**12** reasons why THE MODERN LAWN MOWER SHARPENER is being used as standard equipment at leading clubs.



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 edger 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)  
1/3 H.P. MOTORS — 60 CYCLE — \$21.50  
Send for Free Bulletin No. 16A

MODERN MANUFACTURING COMPANY  
160 N. FAIR OAKS AVE. • PASADENA 1, CALIF.

ren Orlick, Monroe (Mich.) G&CC. . . . Warren took a hell of a beating as a combat soldier in the war but it didn't hurt his brains any. . . . He got a good story in local sport pages offering to alter grips on any clubs violating the USGA ruling which went into effect Jan. 1. . . . Warren charged only for materials needed. . . . As a result of this publicity Warren again reminded his members he's always on the job for them. . . . And he sold some putters.

Dr. G. S. Weever, Lakewood CC, Dallas, Tex. holes his tee shot on Lakewood's ninth hole while shooting his age; 39-39-78. . . . The Doctor used an Acushnet Titleist. . . . He started golf when he was 40 and has played 500 courses. . . . Twelve 3s on Chick Harbert's record-breaking 62 at Miami Springs (Fla.) CC during Miami Open. . . . Roomie La Parl signs as pro at Battle Creek (Mich.) CC. . . . Ed Vines goes from San Francisco CC to Northmoor CC (Chicago dist.) as pro.

Richmond (Calif.) GC thinking about bidding for PGA championship in 1952. . . . Construction begun on new Woodmont CC course adjoining Congressional airport near Washington, D. C. Al Tull is architect.

## THICKER, SMOOTHER, GREENS

with

# Hyper-Humus

### THE NATURAL SOIL CONDITIONER

HYPER-HUMUS is cultivated and processed humus at its very best. Used regularly on many of the finest courses in the country, it assures smoother greens, thicker turf, and also helps control brown patch.

### Genuine HYPER-HUMUS is:

1. Uniform in quality
2. Packed with beneficial bacteria
3. A regulator of moisture and air
4. Free of weed seeds, insect larvae
5. Unusually long lasting

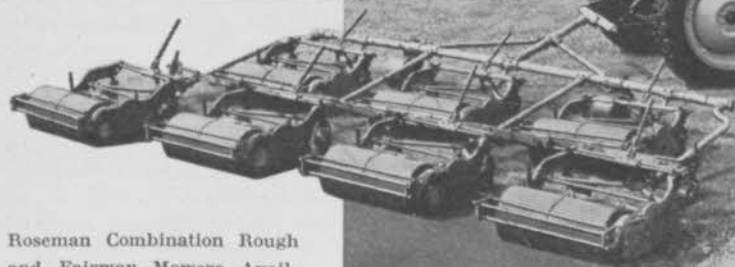
HYPER-HUMUS CO.  
BOX G, NEWTON, N. J.

Hyper-Humus

Write us for formula and full information on your soil problems. Ask about quotations and deliveries.



**IMPROVE FAIRWAYS**  
*as you mow*  
**AT NO EXTRA COST**



Roseman Combination Rough and Fairway Mowers Available in 3, 5 and 7 gangs.



Roughs and roadside mowing of clubhouse drives speeded up with ROSEMAN Gang Mowers. Appearances improved, costs reduced. ROSEMAN Roller-action develops thick low-growing turf, overcomes wash-outs and gullying.

Roseman Hollow Roller-drive combination rough and fairway mowers will prove of definite benefit to your course.

The light rolling action of Roseman Hollow Roller Mowers improves fairway playing surfaces with each mowing.

Have you ever "improved" a lie by gently pressing around the ball with your foot? That same gentle "improving" action is applied to your entire course each time you mow with Roseman Hollow Roller Mowers.

Tufts of grass and other irregularities are gently leveled.

Surface runners and nodes of Centipede, St. Augustine, Bermuda, Bent and other grasses are kept in close contact with the soil where they have the opportunity to promote a thicker, denser turf growth.

**Roseman Mower Corp.**

Evanston, Ill.

U. S. A.

Phone UNiversity 4-1842



FAIRWAY MOWING

ROUGH MOWING

Showing how the Roseman All-purpose Mower converts from a fairway gang to a rough gang. Just flip the lever.

LESS THAN 60 SECONDS TO CONVERT 5-GANG

Write or Phone For  
 Descriptive Folder

**ROSEMAN**  **MOWERS**



... Pro syndicate figuring on rehabilitating abandoned Castlewood GC (San Francisco dist.)

George Soutar, pro at Broadmoor CC, Indianapolis, and one of the grandest of the Scotch-born veterans who built American golf, died at Methodist hospital, Indianapolis, Oct. 1. . . . George had suffered a heart attack about 3 weeks prior to his death but apparently had recovered. . . . He died after the second attack which occurred the night of his demise. . . . His wife and two sons were in Dundee on a visit when George died. . . . He'd been at Broadmoor 26 years, coming there from Muncie, Ind. . . . The Broadmoor club had just given him a year's leave with pay to rebuild his health. . . . He'd intended to sail on the Queen Mary around Dec. 1 and to enjoy next summer driving around Scotland. . . . His two sons were American combat veterans of World War II. . . . George was quite an athlete in his youth, being a member of the same famed soccer team on which his pal in Indiana golf, Jimmy Lawson, played.

Those of us in the big towns are reminded not to get uppity and smug when we get around and see progress made since

PLAN ON  
**LEWIS  
WASHERS**  
AT EVERY  
TEE

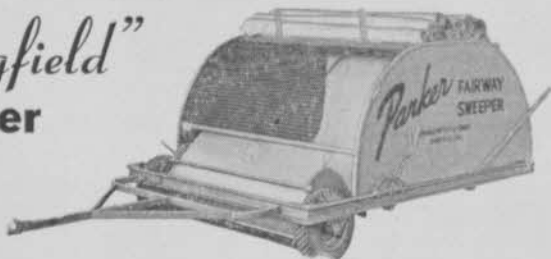


**LEWIS  
GOLF BALL  
WASHERS**

Ask your  
GOLF SUPPLY DEALER

## Parker "Springfield" fairway sweeper

A must for every golf course for early Spring cleanup. Economically collects and bails Winter accumulation of sticks, twigs, leaves, and trash from large areas. Controls spread of dandelion, buckhorn, and other obnoxious weeds. Useful every month of the year. Write for details.



Has 47 inch sweeping width. Will collect and bail 500 bushels of leaves per hour.

*The Parker*  
**GREENS-GROOM**

This triple-purpose unit affords efficient, quick means for giving putting greens a better appearance and playing surface with a minimum of time and labor.



Parker "Springfield" Greens-Groom with wire brushes spreads top dressing uniformly around grass roots with less labor than hand matting.

Greens-Groom efficiently removes crabgrass runners, worm casts, etc. Cleans up brown spot, assists aeration, and promotes even cutting.

Parker Pattern & Foundry Co., 175 Bechtel Ave., Springfield, Ohio.

"The original name in lawn sweeping."