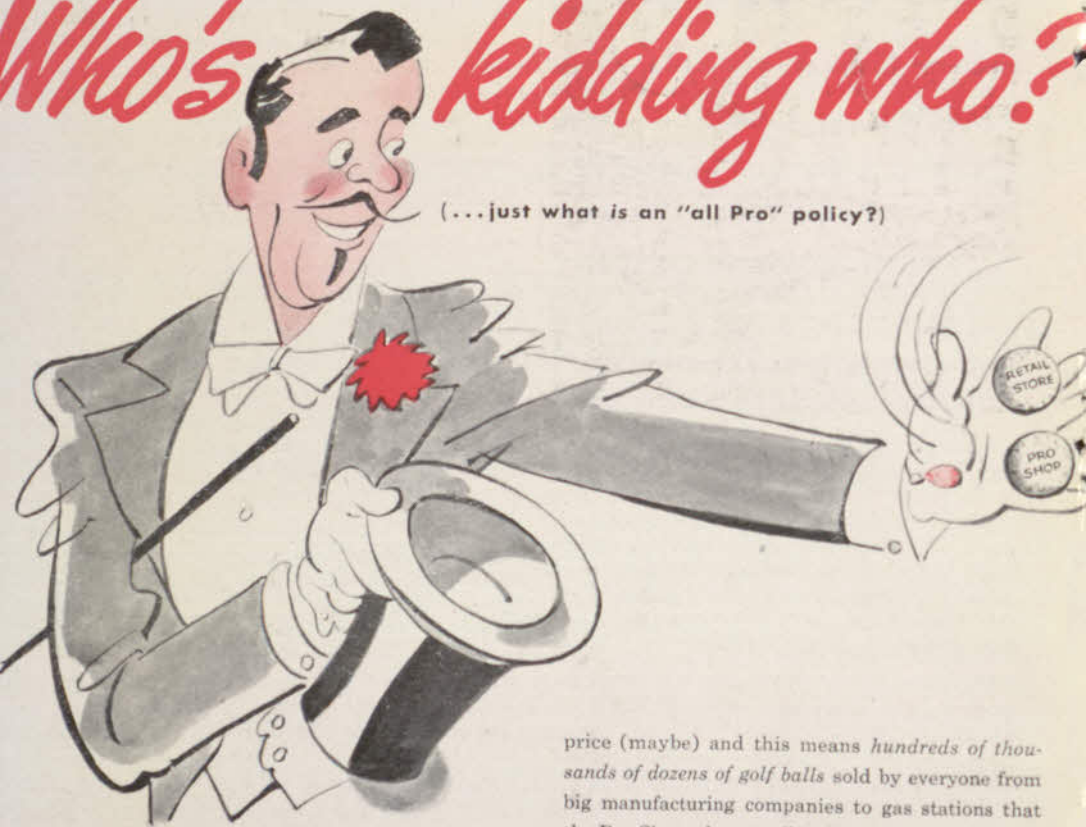


Who's kidding who?

(...just what is an "all Pro" policy?)



In 1935 Acushnet inaugurated its "through Pro Shops only" policy. That policy, as we stated then and as we have restated many times since, means that all balls made by us are sold through Pro Shops; that there is no competition on Acushnets from any outside source; that you are the exclusive Acushnet representative wherever you are located.

We adopted this policy because we felt and still feel that the Pro, not the "corner store," is the man who should profit by the sale of golf balls.

Now we ask you, does this sort of sales policy deserve your support or does it! No other manufacturer has such a policy. No other manufacturer has done so much for so long, so sincerely for the Pro.

Yes, other manufacturers have what they call "exclusive Pro Shop policies." What they mean is that they sell the Pro Shop a certain ball under a certain brand name...but, under another name, they sell the same ball to the downtown store at the same

price (maybe) and this means hundreds of thousands of dozens of golf balls sold by everyone from big manufacturing companies to gas stations that the Pro Shops do not sell and do not get a profit on.

We could increase Acushnet sales many times over by following the same practice, but we still believe the Pro deserves our support and protection and that we, in turn, deserve his.

We repeat "who's kidding who" on this through-the-Pro-only idea?...and we ask, isn't it about time to call a spade a spade and cut out the kidding?

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

USGA to establish national girls' championship. . . . Women's Western junior being revived this year. . . . Western GA to offer "package" of entertaining golf educational program along with its Bing Crosby and Bob Hope movie on the Western's caddy scholarships. . . . "Scotty" Fessenden underwriting the Crosby-Hope production with Bing and Bob contributing their services.

Frank Stranahan in winning 1948 Mexican amateur title by 8 and 7 victory over Chuck Kocsis at Club Campestre de Churubusco became first to hold three national amateur titles in a year. . . . Visiting Yanquis report Al Espinosa doing a grand job of operating the top Mexican club. . . . Our fellows also say promising young Mexican boy and girl golfers are being developed.

Fred Daly in his eight weeks away from Ulster playing in England won more than equivalent of \$8,000. . . . Good, even by U. S. purse standards. . . . Between competitions he traveled 25,000 miles to play in charity events. . . . He finished second to Cotton in 1948 British Open and for a second consecutive year won British match play title. . . . Laurie Ayton, who acquired foundation of his golf while his father was pro at Evanston CC (Chicago dist.), named by Tom Scott, editor, *Golf Illustrated*, London, as British younger player who can break through to international victories if he eliminates wildness off the tee.

Walker Cup matches to be played in the east this year at club that can house the visiting amateurs. . . . Idea is to reduce expenses. . . . International amateur matches costly but essential to maintain keen competitive interest and reward. . . . For first time in history British amateur will be played in Ireland when this year's amateur

will be staged at Portmarnock.

One night recently I read printed transcripts of former PGA annual meetings which were circulated among members and press prior to PGA adoption of Iron Curtain publicity policy. . . . Looked from that material like the PGA would be wise to restore attention on home club pro problems in its deliberations instead of on politics and tournament circuit. . . . Local sections operate profitably on this basis. . . . Clinic at the annual national PGA meeting is a step in the right direction.

Ever know that Ed Goeckel, Wilson special sales representative, is one of the all time greats of sports? . . . In indoor baseball, the fore-runner of softball, Ed struck out about 10,000 batters during his 500 games and lost fewer than 50 games. . . . Charley Sommer, mgr., Portland (Ore.) GC during its major golf events, new mgr., Portland Press club.

Club Managers' Assn. of America 26th chapter, the Penn-York, organized at Binghamton, N. Y. meeting. . . . Ed Lyons, mgr., Elmira (N. Y.) CC is Penn-York sec.-treas. . . . George S. May host to 1,256 at Tam o' Shanter CC (Chicago dist.) election night. . . . George didn't lose any of his "Grand Canyon at Sunset" shirts on account of his club's biggest party. . . . He'd bet on Truman.

Granville Hollenbeck, mgr., Cherry Hill CC, Denver, elected pres., Mile High chapter CMAA. . . . The Coach, Lowe and Campbell and Horace Partridge magazine edited by M. H. Miller for college and high school coaches, observing its 25th anniversary. . . . Official top money winner on tournament circuit and exhibitions, etc., this year undoubtedly the Internal Revenue dept. . . . The tax man nosed out both Hogan and Lloyd Mangrum, each of whom probably grossed around \$60,000 but with plenty heavy expenses for their touring.

Fritz Hall, one of Bob Barnett's staff at Indian Creek, CC, Miami Beach, Fla., made his first ace in his 32 years of golf. . . . Fritz hoked his tee shot on the Normandy Isle GC 165 yd. 13th. . . . Sam Glassman, Macon, (Ga.) Telegraph and News sports editor, lauds Hugh Moore, Macon's Bowden munny course chief in a column telling of Moore's transformation of Bowden in the three years he's been on the job. . . . In Sept. 1945, just before Moore took over the course operating receipts were \$153.60. . . . For Oct. 1948 receipts were \$1,810.80.

Hermon B. Shute, 70, veteran and widely known pro, and father of Denny, died early

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in November at Dayton, O., following a two weeks illness. . . . Dr. Robert Dyer, prominent Chicago physician and surgeon and known to many professionals for his valuable educational work in explaining the anatomical and psychological bases of golf instruction, succumbed to a heart attack in Chicago, October 29. . . . Stewart Maiden, 62, Carnoustie-born pro who taught Bobby Jones, Alexa Stirling and other amateur stars while he was pro at East Lake CC, Atlanta, died at Emory hospital, Atlanta, Nov. 4. . . . He'd been paralyzed and unconscious for three weeks from a stroke. . . . "Kiltie" was one of the pioneers who helped make American golf with his genius and his personality. . . . He was pro at St. Louis and New York when he wasn't at Atlanta. . . . At time of his death he held the pro post at Atlanta's new Peachtree GC.

Ryder Cup matches at Ganton, Eng., Sept. 16 and 17 will have gallery fee of \$3. . . . That's twice as much as in 1937, when latest Ryder cup matches were played in England. . . . Jim Ferrier has been drawing big galleries on his Australian tour and has played fine golf. . . . Shinzo Adachi of Adachi-Kensetsu Co., Ltd., Tokyo, golf course contractors, advises GOLFDOM, "owing to the

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The new Whirlwind Grassking cuts tall weeds and chops them up in one operation. Whisks away troublesome buckhorn. Does an excellent job on lawns, under shrubbery, along fences, walks. "Whirlwind" Trade Mark Reg. U.S. Pat. Off.

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a finer, more complete line of
power mowing equipment

MOVE PROMISES BETTER MOWERS AT LOWEST COST

The merger of the Whirlwind Corporation with Toro will bring a new standard of quality at lowest possible prices to the buyer of mowing equipment.

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MOWER SPECIALISTS

Toro for more than 25 years and "Whirlwind" for 17 years have specialized in mowing equipment and accessories. You know you're getting the best when you buy Toro or Whirlwind.

MINNEAPOLIS, MINN. It was announced recently that the Toro Manufacturing Corporation of Minneapolis, makers of Toro power and hand mowing equipment, has acquired the name and physical assets of the Whirlwind Corporation, Milwaukee, pioneers and leading manufacturers of the popular Whirlwind rotary type power mower. Whirlwind will be operated as a subsidiary of Toro.

The new Toro-Whirlwind line, the combined output of the two plants, now gives



mowing equipment buyers assurance of obtaining the correct mower for every purpose. A complete variety of all sizes and types will be available through the one organization, with service and parts facilities coordinated for speed and dependability. Count on Toro-Whirlwind for advice and help in every mower problem on every mowing job.

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"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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keen craze for golf among occupation forces in this country, such famous courses as Hodogaya, Koganei, Kasumigaseki, etc., are crowded every day with 300-350 players." . . . Adachi-Kensetsu to construct new courses at Kyoto, Kawasaki and Yokosuka and are "expecting prosperity as well as before the war."

Some notes C. L. Hornung picked up during an Iowa-Nebraska swing: Highland CC, Omaha, building \$150,000 clubhouse, remodeling course and adding swimming pool. . . . Highland's pro, Henry Williams, group lessons to women and junior have been strong factor in club's lively progress. . . . Elmcreech CC, Cedar Rapids, Ia. pro Charley Burchart says new clubhouse and pool will be ready for spring opening. . . . Wm. Schuchart, Happy Hollow CC, Omaha, pro, says course is being lengthened to championship distance, fairways are being revamped and new greens and tees for play early this year, have been built. . . . Algona (Ia.) CC rebuilding clubhouse replacing one burned down early last year. . . . Ft. Madison (Ia.) CC building new clubhouse. . . . Pro Irving McDonald at Webster City (Ia.) CC reports after highly successful 1948 season clubhouse and course have had a "face-lifting."

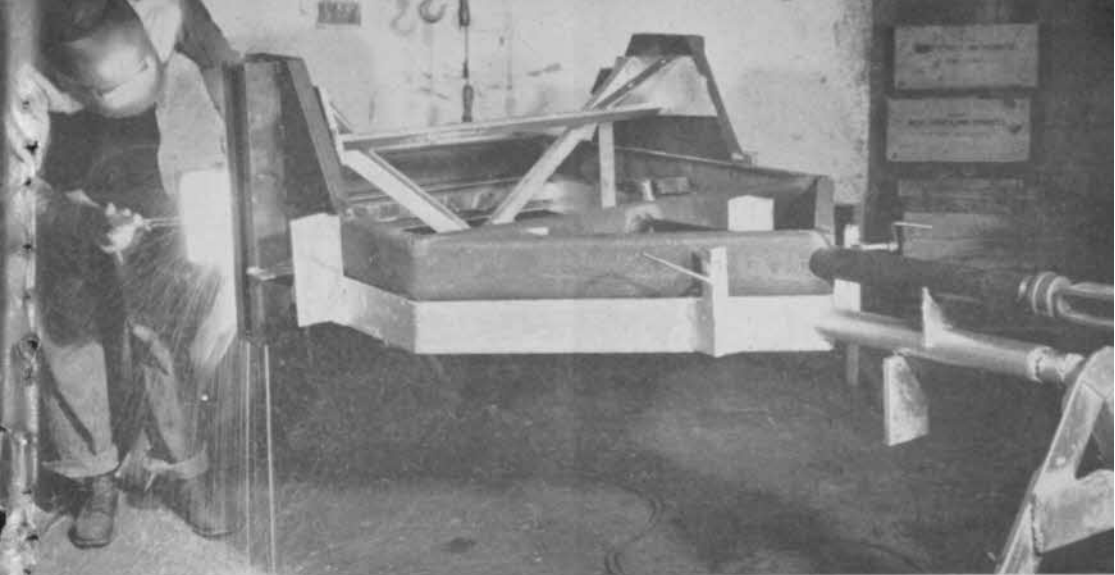


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The entire 895 pounds of Aerifier are made for satisfactory performance. Discs mounted individually on the shaft eliminate tearing when turns are made. Steel strips between the discs rest upon the turf to prevent lifting of shallow rooted grass. Hollow spoons are perfectly shaped to re-

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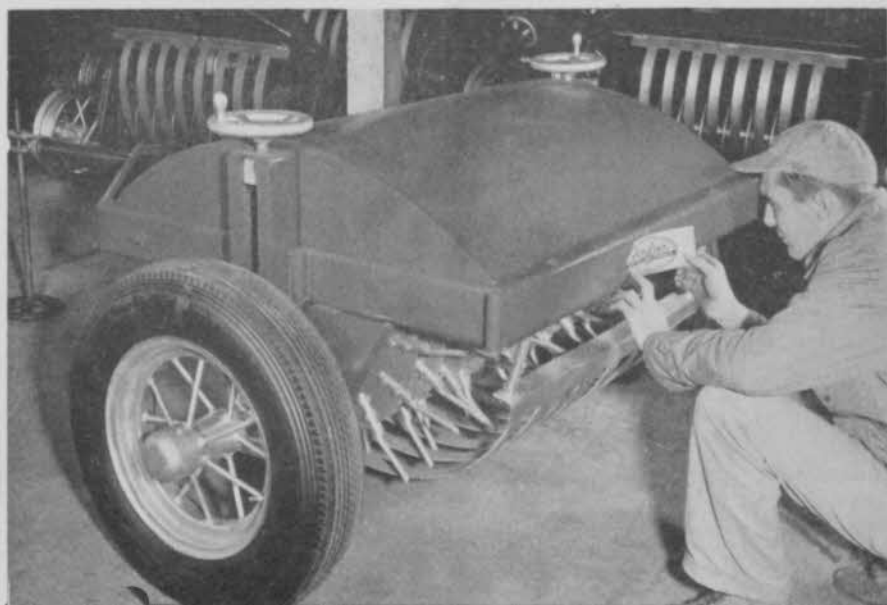
Over 400 Aerifiers were produced in 1948. We aim for higher production in '49 so we may promptly supply everyone who needs an Aerifier. Increased production is not a matter of beg or borrow — just of steel. But regardless of production problems, you may be sure that the usual careful workmanship will go into your Aerifier from the time the raw steel is sheared until our shop superintendent makes the final inspection.

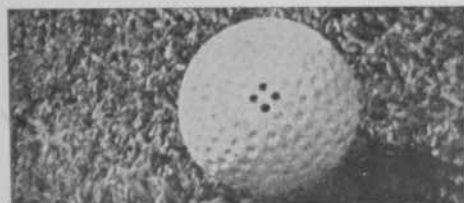
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Bob Pollock, veteran Philadelphia dist. supt., says that best thing greenkeepers can do to bring their organizations closer to greenchairmen is to explain course management problems, work schedule improvements, time sheets and reports in general in joint meetings with officials. . . . Bob maintains—and he's right—that agronomy problems of turf development are too specialized to be clear to officials but management problems that are similar to those in manufacturing plants are understood and appreciated. . . . Pollock says labor management and economy at golf courses makes a showing that will favorably impress any official who knows anything about industrial plant operation.

Pres. Frank M. Whiston, Chicago District GA, called luncheon meeting of local amateur and pro association, state association, men and women's Western associations and press to arrange non-conflicting golf schedule for 1949. . . . Albert Boaze, formerly asst., Greensboro (N. C.) CC, now at Farmville CC as pro. . . . Joe Zarhardt, Sedgefield (N. C.) pro, a recent benedict.

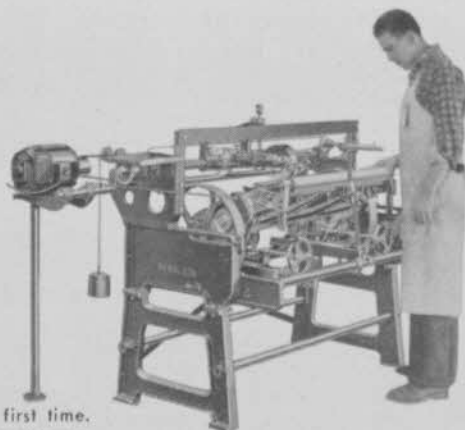
Stamford, Conn., considering purchase of bankrupt Hubbard Heights GC as municipal course. . . . Ted Bickel, sr., elected for

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second term as pres., Philadelphia section, PGA. . . . Ed Dudley says 1949 PGA championship at Richmond sold for \$30,000, 1950 PGA at Columbus, O., for \$40,000 and 1951 tournament at club not named, for \$45,000. . . . Joseph (Bud) Lewis, pro, Manufacturers G&CC (Philadelphia dist.) at winter job at Havana (Cuba) CC.

Augie Nordone, honored at testimonial dinner for his 14 years at LaFayette CC, Syracuse, N. Y. . . . New Alva (Okla.) G&CC opening. . . . Devou Fields, Covington, Ky., many course and clubhouse being improved. . . . Glendoveer GC, Portland, Ore., to open new \$125,000 clubhouse this spring. . . . Miss Joan Hammond, former New South Wales champion and famed singer, has offered to visit Australia at her own expense for concert tour to raise fund for sending Australian women's team to Britain next year.

Willard G. Wilkerson, golf architect, 5415 Kalaniana'ole highway, Honolulu, Hawaii, is building another 9 holes at Mid Pacific CC, Lanikai; a new course at Ft. Shafter GC and a new 18 hole many course for County of Hawaii at Hilo. . . . Wilkie has two more course on the boards. . . . He says that in addition to the regularly organized clubs in

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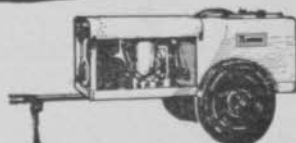
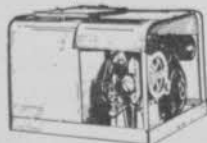
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**LEWIS
GOLF BALL
WASHERS**

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Oahu there are 14 organized clubs of from 50 to 350 members, without golfing facilities. . . . These orphan clubs are permitted tournament play on the existing courses. . . . Wilkerson also reports that a boom in Hawaiian golf is in evidence in the course equipment and supply business of L. M. Fishel's Honolulu Seed Co.

Among course maintenance research projects that will be watched especially close this winter is the snowmold work for which the USGA Green section granted \$300 to New England Turf Assn. . . . Ward Cornwell, supt., Lochmoor club (Detroit dist.) praised and thanked for excellent work in course conditioning by club's green chmn., Horace McConnell, and others, at dinner finale of Lochmoor's invitation tournament.

Bernard Darwin, chmn., Royal and Ancient Rules committee, says R&A rules revision may be accomplished in 1949. . . . Present rules, drawn up by 1930 committee, required four years. . . . R&A committee now has been working two years on the revision. . . . Committee is divided on whether penalty for lost, unplayable or out of bounds ball should be distance only or stroke and distance. . . . R&A to run British Boys' championship. . . .

Parker "Springfield" fairway sweeper

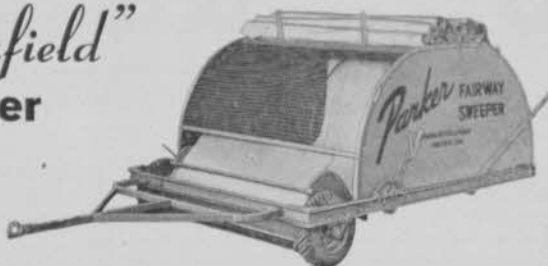
A must for every golf course for early Spring cleanup. Economically collects and bails Winter accumulation of sticks, twigs, leaves, and trash from large areas. Controls spread of dandelion, buckhorn, and other obnoxious weeds. Useful every month of the year. Write for details or . . .

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