

We're not
in the Santa Claus business



The golf ball business seems to be getting something like

We don't believe in this sort of thing. We don't believe it's good for the Pro or for the manufacturer.

It is not and never will be fair to the majority. It is economically unsound for all.

Instead, we offer you the finest balls we know how to make — the finest balls we have ever made in all price brackets. You have only to drive the new D. T. Titleist once to prove that it has no equal — to understand why it is the first choice of so many Pros playing the Big Money Tournaments.

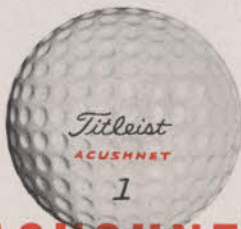
We offer you *complete* protection from outside competition. *Every* ball made in our plant is sold through the Pro Shop.

We offer you a national advertising campaign running eight months of the year, reaching well over *five million homes*, plus advertising material for you to use.

If you're looking for good golf balls, well advertised, we have 'em.

Acushnet Process Company, New Bedford, Massachusetts.

N. B. This advertisement censored, as shown above, by request.



ACUSHNET
GOLF BALLS

Sold the world over through Pro Shops only

MAKING *the* SWING

By
HERB GRAFFIS



THE GOLF NEWS IN BRIEF

Goodall tournament provided first network television golf program . . . More television instruction programs appearing . . . Johnny Revolta and Jimmy Hines on 13 week, half-hour weekly, teaching program for WGN-TV, Chicago . . . Joe Novak made an usual series of films for television program use last fall, prior to his election as PGA pres. . . . Johnny Farrell, Harold Sargent and "Jug" McSpaden also on television programs.

Finger Lakes Greenkeepers' Assn. elect as 1949 officers: Pres., Edward Smith, Hornell (NY) CC; VP, Delbert Dewey, Canandaigua (NY) CC; Sec.-treas., Wilbur H. Stone, Elmire (NY) CC . . . May 10 meeting at Ontario (NY) CC, included inspection of five new greens built by Gkpr. Isaac Bucyk . . . James Reid, Jack Ling and Wilbur Stone talked on what they'd seen in course maintenance in the south last winter.

May practically finished biggest competitive schedule US high school golf ever has seen . . . There should be some way for district golf associations and PGA sections continuing competition of these high school teams during summer vacation . . . New 9-hole course at Lake Herman, Madison, S.D. . . . J. H. Lammers, pres. . . . 9-hole course being built at Prineville, Ore. . . . Wabash (Ind.) CC remodeling clubhouse and building pro shop . . . Considerable improvement in small town courses this year as result of members' pitching in and doing the work.

Golf instruction books selling big . . . Strong advertising campaigns in magazines and newspapers are boosting the new Mangrum and Revolta books . . . Hogan and Nelson books continue to sell well . . . Sales also are good on "Golf Clinic," book authored by Wilson's pro staff members and on Jim Ferrier's new opus.

Tom Talbot, pro, made golf manager (pro-gkpr.) at Hillcrest CC (KC, Mo.). . . . Augie Nordone, LaFayette CC pro, Syracuse, N.Y., named "Athlete of the Week" by Syracuse Herald-American . . . Augie got a new suit along with the honor . . . Bellevue GC, Melrose, Mass., now 50 years old . . . Eight dates already set for women's major events in Florida early in 1950.

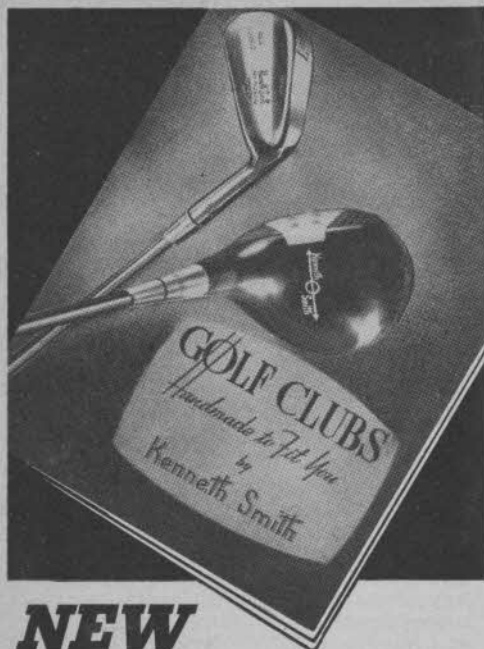
John Arrowood, supt., Hickory Hills CC, Springfield, Mo., says club boards would approve more 2, 4-D programs if they realized weed elimination economy in less mowing and lower fertilizer cost as weeds take up a lot of plant food that should be available only for grass . . . Excelsior Springs, Mo., to buy privately owned course for \$85,000 and spend \$20,000 on improvements.

Fall and winter bids for American pros to visit Venezuela, Mexico, Philippines, Hawaii, South America, Canada, Australia, and Cuba, together with absence of USA Ryder Cup team, promise shortage of gallery-attracting talent for some American tournaments . . . Warren Cantril now pro at Cree Meadows CC, Ruidoso, N.M.

Don't forget that entries for the second annual USGA junior championship close at USGA offices, 73 E. 57 St., NYC 22, July 5 . . . Entry fee, \$3 . . . Championship at Congressional CC, Washington, DC, July 27-30 . . . George Schneider, PGA tournament bureau head, subject of Sports Magazine July story, "Czar of the Links."

U.S. Junior Chamber of Commerce is proving the same strong force in extending golf course establishment that it long has been in promoting tournament golf . . . Jaycees spark-plugged new muni course at Springfield, Ill., designed by Robert Bruce Harris . . . Jaycees with Great Falls, Mont., park board, building muni course, with Jaycees raising good part of needed money . . . Jenkins County American Legion post opens 9-hole public course at Millen, Ga.

Dick Clarkson who's been in US pro golf 47 years, leaves Cherokee CC, Knoxville, Tenn., to return to Carnoustie for the rest of the course . . . Dick was asst. to Alex Smith, Willie Anderson and Laurie Auchterlonie before he turned pro at Springhaven CC, Chester, Pa. . . . After that he served as pro at Rockford, Ill. for four years, then at Northland, Duluth, for 20 years, and at Cherokee for the past 15 years . . . He was one of the great artists in clubmaking, a fine teacher, and one of the grandest guys any of us ever met . . . He's been responsible for development of a lot of excellent pro talent . . . Among them is Garnett Neil who's been his asst. at Cherokee and now takes over the pro



NEW FREE BOOK

AND

Fitting Chart TELL HOW

my woods and irons are accurately designed for you to fit your natural swing. Thirty years of successful custom club making for over fifty thousand top amateurs, Pros, Hollywood stars, and other particular golfers all over the world.

PROS: Write for this new book and also handy order blank for

KEN SHOP
SUPPLIES

Kenneth Smith
GOLF CLUBS
Hand made to fit You

BOX 41, KANSAS CITY 10, MO.

CUSTOM CLUBMAKER FOR 30 YEARS

job . . . Mrs. Clarkson who came from Scotland in 1915 to marry Dick, returns to the old homestead with him.

Canby (Minn.) GC renovates course . . . Elliott C. Stauffer shot 156 yd. 16th at Churchill Valley CC (Pittsburgh dist.) in aces morning and afternoon rounds, May 1 . . . He's a 10 handicap man . . . He used a 6 iron, swinging it per lesson he'd recently taken from Churchill pro, Wally Simpson . . . George Bolesta signed as asst. by Allen Wyman, pro, Danville (Ill.) CC . . . Myron (Bud) Hodapp and wife to operate Sunnyside CC, Glasgow, Mont.

Max Marston, 56, died May 7 at Old Lyme, Conn. of a heart attack, after an illness of three weeks . . . He won the 1923 National Amateur at Flossmoor CC (Chicago dist.), was runner-up to George T. Dunlap, Jr. in the 1933 National Amateur at Kenwood CC (Cincinnati dist.) and played on four Walker Cup teams . . . He won many major amateur events in the Philadelphia dist. . . He is survived by his widow and his son, Max, Jr.

The most serious and biggest blind spot in golf development is revealed in the May issue of Lowe & Campbell's magazine "The Coach." . . . In a list of 65 summer coaching schools only one (the University of Iowa) lists golf as a subject . . . Yet high

A Money Saver

FOR CLUB MANAGERS

LEXOL LEATHER CONDITIONER

For your leather furniture, in the locker room for members' shoes, luggage, etc. and in the Pro Shop, LEXOL Leather Conditioner will repay its small cost many times over.

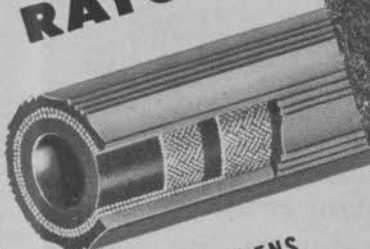


Your Pro gets LEXOL from Wilson at the special price of \$3 per gallon. Have him get one for your furniture, one for the locker room boys and one for the Pro Shop to treat leather bags.

THE MARTIN DENNIS COMPANY
Dept. J Newark 4, N. J.

Ends green gouging

EMERALD CORD hose built with RAYON



BETTER GREENS PROTECTION

—Its rounded-rib, emerald green cover won't scuff or gouge greens.

LONGER LIFE

—Two rayon cord reinforcements give it greater strength, pull resistance; cover is sun- and abrasion-resisting.

FINER QUALITY

—Because of years of Goodyear experience in building all types of hose for every kind of service.

EMERALD CORD—the super-quality hose for country club and estate use—comes in 25-, 50-, and 100-ft. lengths, coupled with special nickel-plated fittings. In sizes $\frac{5}{8}$ ", $\frac{3}{4}$ " and 1"—at your dealer's now.

FOR HIGH QUALITY AT LOWER COST—WINGFOOT GARDEN HOSE
Tested to withstand 12 times average city water pressure. Won't kink or snarl—
extremely flexible, lightweight, long-lasting. Ask for further details at your dealer's.

GOOD YEAR

THE GREATEST NAME IN RUBBER

Emerald Cord, Wingfoot—T.M.'s The Goodyear Tire & Rubber Company

PHILLIPS



SIZE

1" Diameter



FITS

Regular
Receptacle

The Swing is to the

LARGER BASE

- WILL NOT TILT or Break Through Sole.
- KEEPS THE SPIKE ERECT.
- PREVENTS OUTER SOLE from Rolling.
- WEATHER TIGHT—RUST PROOF.

(White Plated or Black Finish)

WILL NOT TURN BY THE THREADS

F. C. PHILLIPS, INC.
STOUGHTON, MASS.

school, college and university coaches who attend these 65, and other, summer coaching schools frequently are golf enthusiasts and easily could be lined up as very valuable aids in the extension of golf . . . PGA sections and manufacturers' playing pro staffs should tie in with these summer coaching schools . . . The number of the summer coaching schools, the attendance and the character of programs indicate that the PGA teaching and educational programs have a long way to go before they catch up with the university and high school coaching programs in other sports . . . The great response to the National Golf Foundation promotion work in high school golf, getting school officials, golf pros and clubs together plainly shows urgent need for PGA getting on the job at these summer coaching schools.

Al (Chappie) Chapman, signed as pro-mgr., Tomahawk Lake CC, Deadwood, S.D. . . . Press-radio "Wide Open" championship on No. 3 course at Medinah CC, conducted May 6 by Tom King and Mark Cox as pre-view for fellows who'll cover this year's National Open . . . Charles Whitcombe, Arthur Havers, Alf Padgham and Richard Burton to pick British Ryder Cup team . . . Gerald Dearie, formerly supt., named gen. mgr. Edgewater GC, Chicago

Pros., Managers...Here's a Fast Profit Item!

"SPORTS-CLOTH"

A HANDY, HAND TOWEL
EVERY GOLFER NEEDS

SNAPS ON BAG OR BELT



- Keeps Hands, Clubs, Ball Dry and Clean
- Always On Hand—Ready for use
- Sells and Resells—Fast!
- Attractively Packaged In Cello-Wrapped Threesome

Retail Price 3 for \$1.00
YOUR PROFIT... \$1.75 on 4 Packs

TEE TOWELS—Also Available

Full 18" x 20" size hemmed for extra strength and with large grommet in one corner. Order by name—TEE TOWEL—only \$2.75 per doz.

Geo. McArthur & Sons, Inc.
Baraboo, Wis.

"Fine Textiles Since 1885"

Geo. McArthur & Sons, Inc.
Baraboo, Wisconsin

Send me dozen Sports-Cloths (Packed 3
Send me more information () per Pack)
Price \$2.25 per dozen.
Send me dozen Tee Towels.

Name

Club

Address

City State

... Albert Stoudt, who was asst. gkpr. at Edgewater before and after World War II service, now gkpr. . . . Bob MacDonald, Edgewater's pro, has done great job in arranging a tiny pro shop attractively to show big stock . . . Bill Entwhistle, Sr., for 30 years as pro at Bellevue CC, Syracuse, now at Tuscarora which has been revived as private club . . . His son, Bill, Jr., has been coaching the Christian Brothers college team to championship in the Central NY area.

George "Shirt" May, promoter of the Chicago Tam O'Shanter top prize money tournaments, successfully relieved of his appendix in an emergency operation . . . NY State Turf Assn., Al Schardt, Box 42, Lakeview, N.Y., sec., in membership campaign . . . Dues are \$5 a year . . . Western NY, Finger Lakes, NY-Conn., and North-eastern NY greenkeepers assns. which are associated with the NY State Turf Assn. all held May regional meetings that contributed more to good course maintenance than club members and officials realize.

Dick Walpole, mgr., Oakland (Calif.) East Bay Regional Park Dist. and who operates the Tilden munny course says in 1933, the first year Tilden was played, it grossed \$33,000 and the Regional Parks net was \$10,000 . . . Last year Tilden

"Arland's" latest
**Miniature Golf
 Courses . . .**
are Chicago's finest
at Lincoln and McCormick Blvd.

Arland Miniature Courses are noted for their minimum maintenance and maximum player appeal.

Over 50 "Arland" Miniature Golf Courses have been built during the past two years embracing every state east of the Mississippi.

For complete details write:

"Arland"

Builder & Designer of America's Finest
**Miniature Golf Courses
 and Driving Ranges**

444 Brooklyn Ave., New Hyde Park, N. Y.

CASH IN ON THIS

**big
 SELLER!**



**New Sensation
 In Walking Ease
 for Golfers!**

**Dr. Scholl's
 Rite-Poise**
TRADE MARK
FOOT CUSHION

Like Walking on Compressed Air — Millions of Sealed Air Cells. Gives Wonderful Relief from Tired, Tender Feet, Callouses, Pain, Burning on Bottom of Feet, Sore Heels

Soft as the softest sponge, this marvelous air-circulating invention of Dr. Scholl's cushions bony prominences and joint projections...eases body load on nerves and arteries . . . absorbs pressure on corns, callouses, bunions . . . supports arch. Worn in any men's or women's sport, work or dress shoes. Made of foam rubber with specially developed self-conforming top material. Wonderful value at \$2.00 pair retail. To display Dr. Scholl's RITE-POISE Foot Cushions is to sell them! Display card furnished. Write for prices and literature.

THE SCHOLL MFG. CO., Inc.

213 West Schiller St., Chicago 10, Ill.
 62 West 14th St., New York 11, N. Y.

A TOOLSHOP IN YOUR HAND

Valuable around pro shop and for clubhouse repairs.



There's only one genuine Handee. Smooth, steady power at your fingertips to grind, drill, polish, rout, engrave, cut, carve, sand, saw, etc.

HANDEE TOOL OF 1001 USES

The efficient Handee works on metal, alloy, plastic, wood, horn, bone, glass, etc. 25,000 r.p.m. AC or DC. Easy to handle. Weighs only 12 ozs. **GET THE HANDEE KIT.** A handsome, new wood case with Handee tool and a complete assortment of 40 accessories. Complete, \$27.50. Handee only, with 7 accessories, \$20.50. Get it at stores everywhere. If they can't supply you we'll send it postpaid. Satisfaction Guaranteed!

Free — New 52-page Manual.

CHICAGO WHEEL & MFG. CO.
1101 W. Monroe St., Dept. G, Chicago 7, Ill.

grossed \$55,000 and increased operating costs kept the net at \$10,000 . . . Six-hole course at Danville (Ill.) Veterans hospital, built by Chicago District (Golf Assn.) Charities, Inc., to be dedicated June 16.

Robert Trent Jones, playing with Pres. Stevens, VP Conway and Pro Johnny Farrell, made Baltusrol's fourth hole with his tee shot . . . Jones recently had redesigned the hole . . . The new design must be O.K.

Alderwood CC, Portland, Ore. course to be remodeled by architect A. Vernon Macan, Victoria, B.C. . . . Enlargement of Portland airport necessitates Alderwood revamping . . . Golf Masters, an RKO Sportscope film in regular and slow motion and featuring pro stars, compiled by Joe Walsh, recently released for picture theatre showings . . . Genter (Bud) Dahl, Evans Caddy Scholar at Northwestern U, is graduating this June from Medill School of Journalism, with two awards . . . The former Lakewood CC (Cleveland dist.) caddy will get Harrington citation as Medill's outstanding graduate student and Bastin award as highest ranking student scholastically . . . Dahl's written a couple of pieces for GOLFDOM.

"Fairways" monthly magazine of Virginia CC, Long Beach, Calif., edited by Art Lockhart, one of the liveliest of club pub-

"PRO CARE" for all Golf Clubs!

NEW . . . PRACTICAL

BAG PAK
PAT. APPL'D FOR

Heavy canvas holder for any number of clubs — fits any bag — instantly and permanently installed.

Individual full length pockets for each club.

Prevents excessive shaft and end wear. Keeps shafts clean — separates club heads — assists caddy replace clubs carefully in bag and in permanent rotation. Minimizes losing clubs.

Designed and manufactured by a professional.

Bill Wotherspoon,
Southern Hills pro says:

"Nine out of ten of our players are enthusiastic about BAG PAK — it's really great!"



Manufactured by
HUGH BANCROFT, INC.
P. O. Box 949 Tulsa, Oklahoma

Order from your pro golf shop
or direct from manufacturer

BAG PAK
PAT. APPL'D FOR

Designed and Manufactured by a Pro
For Every Golfer

WHY YOU'LL BE
"Always Ahead"
 WITH **KROYDON CLUBS**

● "Always Ahead" is more than just a slogan . . . it's the story of Kroydon Clubs. For Kroydon has been first again and again in golf club design and development . . . first and *only* manufacturer today making *complete* golf clubs . . . first to create individually registered *matched sets* . . . first to harden soles of irons — *nick-proof* irons are exclusive with Kroydon.

Sell these exclusive Kroydon features

THE
KROYDON COMPANY

MAPLEWOOD, NEW JERSEY

● **ANGLE-LOCK SHAFTS FOR WOODS . . .**
 ● Angle-Lock construction eliminates set screws that cause most cracked hosels and heads. Shaft is firmly anchored to head, cannot possibly turn.



● **RHYTHMIC HY-POWER & HY-TEST SHAFTS . . .** *Hy-Power steel shaft* for irons . . . duplicates the shape, feel and action of a hickory shaft.

● *Hy-Test shaft* for woods has graceful taper from grip to club head. Fluted for proper flex . . . maximum power.



● **MUSCLE-BACK IRONS . . .** The Kroydon Muscle-Back shape concentrates the greatest thickness and weight directly behind the hitting area . . . gives more power and distance with least effort. Write for 1949 catalogue and prices.



lications . . . Among other features publicized in Fairways are Birthday Greetings to members, club service of theater tickets, etc., and compact character sketches of members . . . Joe Matthews, 65, who started as caddy at Fairview CC, (NY Met. dist.) held several pro posts and had been with Mission Hills CC (KC dist.) for 28 years, died recently of a heart attack.

Industrial League which hopes to have 20 teams now competing in San Francisco East Bay area . . . Two sets of tees on par 3 holes of Medinah CC No. 3 course going to make 1949 National Open's last two rounds tough from the longer tees . . . All bushes and fir trees on Medinah No. 3 have been pruned one foot from the ground to allow chance for a shot . . . Midwest Assn. GC Supts. members volunteer for supervision of greens during play of the Open at Medinah.

Beloit (Ks.) CC building clubhouse . . . Panama Tourist commission working on a \$10,000 Open for 1950 . . . Jim Hickman, publicity man for Brazos Brook (Canal Zone) CC getting good publicity for events played this year in the Canal area . . . Elks lodge of Cristobal sponsors annual juniors' tournament for the Zone kids . . . Midlothian CC (Chicago dist.) held its 45th annual invitation "Derby" last month.

TIRE MATS

1—Driving Tees

Driving Range and Public Course Operators . . . here we believe is the finest tee made from tires. Designed to specifications of well-known pros, these mats are functionally ideal, reversible, and virtually everlasting. Immediate delivery. Sizes 42"x60" and 48"x60". Also special sizes.

2—Floor Mats

Tire Floor-Mats in long runners and special sizes for locker room, grills, entrances, and shower rooms. Pay for themselves by saving floors, spikes, and preventing accidents. Low prices due to high production.

Prices and information available upon request.

MERCHANTS TIRE COMPANY

2710 Washington Blvd.
 St. Louis 3, Mo.

Turf-Tex

SURFACING

MINIATURE GOLF

Wide selection of permanent
colors

**RESILIENT • FIRM
COLOR • CHARM**

Easy maintenance • Dustless
Quick draining • Uniform
Time tested • Proven results

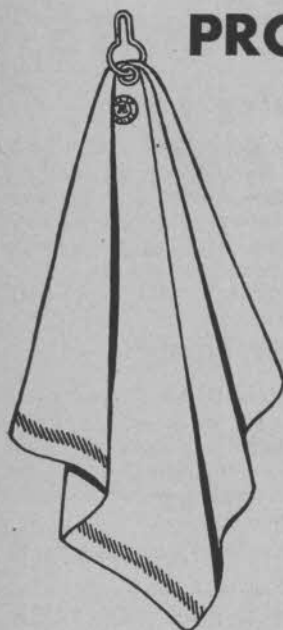
Write for details

BAYPORT INDUSTRIES
1357 Sedgwick, Chicago 10, Ill.

Pleasant idea at San Gabriel (Calif.) CC is 12 page "La Memoria" souvenir booklet illustrating holes of the course . . . It gives guests pictorial reminder of the 50-year-old club's interest and hospitality . . . Arthur Langton, son of San Gabriel's widely known veteran greenkeeper, made the photographs for the booklet.

Unusual theft at Warren Valley CC (Detroit dist.) when sod was stolen from fifth green . . . Apparently experts did the job as the turf was neatly lifted . . . Pros hoping they'll soon be able to get woods and irons for juniors . . . Either for sale or rental . . . Lot of kids now starting in class lessons prior to teen age and it's difficult to get clubs for them . . . Some pros are merely sawing off shafts of old clubs, putting grips on them and at least supplying the youngsters with clubs of right length . . . Parents hesitating to spend much money for even five or six-club sets for the rapidly growing kids.

Scotty Chisholm fully recovered from operations for cataracts . . . That's great news . . . Many a cheerful evening many of us have had with Scotty saying, "Here's lookin' at ye, laddie." . . . Chicago Women's District GA appropriates \$500 for underwriting costs of textbooks for Western GA Evans Caddy scholars . . . MacGregor Golf,



PROS — *Here's a service that every player needs and will buy*

.. a service that sells itself — means a good initial sale profit with a continuous follow-thru income for years.

HANDI GOLF TOWEL CLUB

It's this simple to operate:

By purchasing a HANDI towel from you for 35c, your players become members of your Handi Golf Towel club. From then on, they can turn in their HANDI towel to you any time they wish and receive a clean one for 10c.

Ask the pros who have HANDI GOLF TOWEL CLUBS. They'll tell you that they are immediate successes—a good-will builder, as well as good and continuous source of pro shop income. Saves damage and theft of club towels.

Handi Towels are strong, durable, yet soft and absorbent. 16 in. x 20 in., reinforced edges . . . with grommet and clasp.

Write for complete details of the Handi Golf Towel Club plan now being used by pros at many leading clubs.

HANDI GOLF TOWEL CLUB — 1315 S. Wabash Ave., Chicago 5, Ill.