

D.T.

THE LAST WORD IN GOLF BALL CONSTRUCTION

THIS IS IT! . . . the golf sensation of 1949! . . . an entirely new and different type of thread and construction that gives the 1949 Titleist such distance, click, feel and control as we have never packed into a golf ball before!

We call it D. T. . . short for "Dynamite Thread," so nicknamed not by us, but by those who have played the new Titleist. This super-velvety thread, wound over Acushnet's clear liquid center by Acushnet's new and exclusive "True-Circle" method, has proved by hundreds of competitive tests that, for all-around performance, the new Titleist is in a class by itself.

You will find the D. T. Titleist the fastest ball you have ever hit. You will find that it gives you superior shot control regardless of wind or weather. You will find that it is tougher than any high velocity ball you have ever played.

This is not phony nor fancy, but fact. Believe us, the D. T. Titleist is the best golf ball we have ever made, the best golf ball we have ever seen . . . and we've been making and looking at golf balls for 17 years.

We are telling you Pros all about this now. We're starting to tell the general public about it through a series of powerful advertisements running in *The Saturday Evening*

Post and *Time* beginning this month. We predict for the D. T. Titleist, and for the Pros who sell it, a tremendous success during the next twelve months.

Acushnet Process Company, New Bedford, Massachusetts.

ACUSHNET

GOLF BALLS

Sold the world over through Pro Shops on



MAKING *the* SWING

By
HERB GRAFFIS



THE GOLF NEWS IN BRIEF

Maynard G. (Scotty) Fessenden, pres., Western G.A., reports . . . Western begins its 50th year with biggest membership in its history . . . Member club increase in 1948 was 41% over 1947 . . . Individual memberships up 16.4% . . . Western Open to be played at Kellar, St. Paul, June 16-19. . . . Western Amateur at Bellerive, St. Louis, week of Sept. 19.

Detroit District GA 1948 annual report shows following figures for 22 18-hole member clubs . . . Fairway acreage, 1414 . . . Greens acreage 116 . . . High course budget \$36,000 . . . Low course budget \$12,000 . . . Average course budget, \$22,700 . . . Total course maintenance of the 22 clubs in 1948, \$500,619.

Feelers are being put out from Japan and the U. S. on having Jap golfers make some of the American tournaments. . . . Probably too early for that while the memories of the Bataan and Marine survivors are still painful. . . . Wait until we all have forgotten our kids who were tortured and butchered and then invite the Japs over to enjoy the loving, forgiving embraces of Christian sportsmen and American prize money. . . . That time will come soon enough.

George S. May puts some new ideas into effect at Tam o' Shanter this year . . . First; no more committees except women's golf committee . . . Activities of the club now entirely in hands of directors and executive personnel . . . Increasing caddy fees to attract older boys . . . Caddies between 14 and 16 hired only if they have work certificates signed by parents . . . Waitresses now writing on back of food tickets exact time order was placed . . . Elapsed time between filing and filling of food order printed on food tickets by Calculagraph by food checker.

Wonder what congressional minimum wage legislation will do to caddy fees? . . . Dave Downey, veteran club manager, retires from Springfield (Mass.) Memorial munny club because of ill health . . . Des Moines (Ia.) Register sports section has illustrated piece on comedy golf outfit of Frank Donovan, Clover Hills CC pro . . . Willis Foland, formerly at North Shore CC and Tam O' Shanter CC (both Chicago dist.) now is asst. to Harold Sargent, East Lake CC, Atlanta, Ga. pro.

Gray's Harbor G&CC, Aberdeen, Wash., pro shop and equipment destroyed in \$40,000 fire . . . Del Rio CC, San Antonio, Tex., in new clubhouse . . . Maurice Panneton now mgr., Glens Falls (NY)CC . . . Dayton GC, Aurora, Mo., 9 hole course, closed since 1941, reopens this spring under management of Herbert Welch . . . The course was designed by Horton Smith.

Willowick fee course (Cleveland dist.) formerly managed by late Capt Chas. Clarke, leased to Grange, Jr., Art and Gordon Alves, sons of late Grange Alves, Sr., widely known pro . . . Grange, Jr., also operated Willoughby course in Cleveland district . . . Alves' lease contingent on possible sale of property for subdividing.

Joe Novak given big testimonial dinner by members of Bel-Air club where he's been pro for 21 years, and by Southern California newspapermen and golf officials . . . gave its newly elected pres. of PGA a watch as expression of its high regard for "A great and genial fellow."

Country club proposed on 200 acre Jacob Graves estate near Lexington, Ky. . . . Tommy Wright, new pro at Ridgefield CC, Kingsport, Tenn. . . . Always plenty of stories about golf clubhouses burning but seldom a yarn about a course burning. . . . However, Cushing (Okla.) CC 9 hole course burned late last year in high-flamed blaze destroying all trees and fences but being checked at the clubhouse.

Sherwood-at-Natick (Mass.) CC clubhouse damaged by \$20,000 fire. . . . Same club had \$50,000 fire last August. . . . Owensboro (Ky.) CC buys more land and will increase from 9 to 18 holes. . . . Expansion to cost \$55,000. . . . State buys Montana State U course at Missoula, for \$30,000. . . . Annandale (Minn.) CC new 9-hole course to open this spring.

Jimmy Johnson conducting winter school at 210 State St., Detroit. . . . Eldon Biggs is new pro at Saginaw (Mich.) CC, succeeding Don Soper. . . . Lou Powers, Michigan PGA publicity chmn., keeping papers supplied with notes of Michigan pros on tournament cir-

*For More Effective
and Economical*
TURF MAINTENANCE
Seed and Fertilize in
ONE OPERATION



By utilizing MILORGANITE—natural organic fertilizer—as a carrier for grass seed, mixing the two together in properly balanced ratio (about 5 lbs. of seed to 40 lbs. of MILORGANITE under average conditions)—you can *seed and fertilize*, all in one operation.

Aside from the saving in time and labor that this represents, it also insures more uniform distribution of seed. The MILORGANITE gives grass an earlier, healthier start, and sustains growth throughout the season.



MILORGANITE is also the best carrier for applying 2,4-D, DDT, chlordane, etc., for controlling weeds, grubs, chinch bugs, ants and other pests.

Write to our Turf Service Bureau for detailed data pertaining to this newest method of Turf Maintenance. For best results, fertilize with MILORGANITE.

THE SEWERAGE COMMISSION
MILWAUKEE • WISCONSIN

cuit and in southern jobs and vacations. . . . Quite a Michigan PGA delegation wintering at Sarasota Bay (Fla.) CC where Clyde Kelly is pro and Hal Whittington, asst. . . . Among the other Michiganders at Sarasota Bay are Eddie Kirk, Bill Wright, Ernie Sabaragic and Don Soper.

Jim Fogerty, vp of Eastern Mo. PGA sends a schedule of the section's events that assures a lot of golf interest and pro publicity. . . . Calendar starts with a dinner March 3 at which club presidents, press, radio and television men will be pro guests. . . . President, pro-ladies, pro-seniors, pro-junior (with each pro playing with 3 of his juniors), caddy championships at each club and a big pro-am event are on the Eastern Missouri PGA 1949 docket. . . . Section-wide blind bogeys in spring and fall in which the pros put up \$500 in merchandise prizes will bring in \$1500 profit which the pros will spend in supplying golf equipment to veterans' hospital at Jefferson Barracks.

Eastern Mizou pros this year also will begin competition for what's probably the costliest sectional pro championship perpetual trophy. . . . It's a \$1000 trophy Fred Evans

John **BEAN GOLF SPRAYERS**



GIVE THOROUGH COVERAGE FASTER

When you equip with John Bean sprayers and special 20 nozzle weed booms, ridding fairways, roughs, greens and fences of weeds is a fast, easy, one-man job. The John Bean weed boom delivers a coarse driving spray with a minimum of "drift," in controlled volume for your own spraying practice. John Bean sprayers are sturdy and reliable and are available in an output range of 4 to 60 gallons per minute. Write for the name of your nearby John Bean Dealer.

JOHN BEAN SPRAY BOOMS are ideal for spraying turf chemicals. Separate feed lines deliver equalized amounts of material to the right, left and center boom. Boom wings fold back to avoid obstacles, or for traveling and drag markers indicate areas that have been sprayed.

JOHN BEAN

Division of Food Machinery and Chemical Corporation

LANSING 4, MICHIGAN

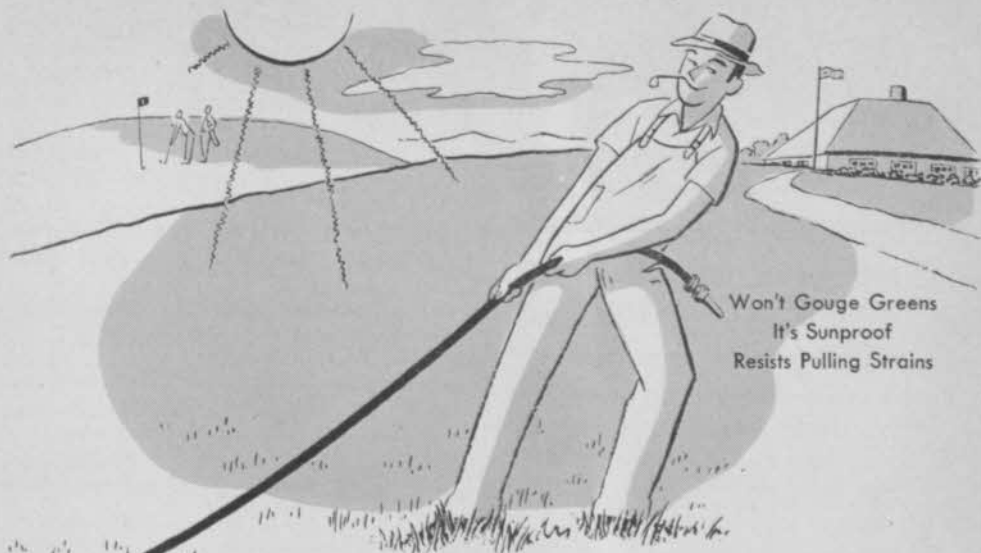


COMPLETE RANGE OF TYPES AND CAPACITIES TO FIT YOUR NEEDS

TRUCK MOUNTED OR POWER TAKE-OFF. Your choice of engine powered or power take-off models to suit your needs and equipment.

BIG OUTPUT RANGE. John Bean sprayers deliver from 4 to 60 gallons per minute at 10 to 800 pounds pressure, depending on the model selected.

FIRE PROTECTION. For emergency control of grass or building fires, John Bean high pressure sprayers are ideal stand-by units.



Won't Gouge Greens
It's Sunproof
Resists Pulling Strains

Rayon's one reason why the finest hose for clubs is the New Emerald Cord

EMERALD CORD—built with rayon—is the super-quality hose for lowest-cost country-club and estate service. Here's why:

Finer Quality—resulting from years of Goodyear experience in building all kinds of hose for every type of service.

Protects Greens Better—the rounded-rib cover of EMERALD CORD hose is especially designed to prevent scuffing or tearing up of greens.

Lasts Longer—reinforcement with wiry rayon cords provides more tough-

ness—greater strength—resistance to pulling and dragging strains.

In the long run, EMERALD CORD will outlast any other hose. Its many extra years of service make this your thriftiest buy.

This famous hose, with its attractive green, sun-and-abrasion-resistant cover and extra-strong rayon-reinforced body, comes in 25-, 50- and 100-foot lengths, coupled with special heavy-duty nickel-plated fittings, in sizes $\frac{5}{8}$ ", $\frac{3}{4}$ " and 1". Order EMERALD CORD from your dealer now.

GOOD YEAR

THE GREATEST NAME IN RUBBER

Emerald Cord—T.M. The Goodyear Tire & Rubber Company



LIQUID LUSTRE GOLF BALL WASH

**NO FUSS, NO MUSS
NO WASTE, NO ODOR**

*The player's favorite
The Greenkeeper's choice*

Save money with Liquid Lustre, because you need so little, and it lasts so long. One tablespoonful per ball washer every two or three days is all you need. Just add water when it gets low.

\$3.25 per gal. in 5 gal. cans

\$3.50 per gal.

D.B.A. Products Co.

Dept. GD3

Deerfield, Ill.

has presented. . . . Each year's winner and runner-up will get silver platters. . . . The championship will be played at 36 holes with 18 played Sunday afternoon May 15 and the final 18 the next Sunday at Norwood CC.

. . . . An open match play event, four promoters' tournaments, a pro-assistants and a pro-green chairman tournament are among other Eastern Missouri events for the year.

. . . Prize list is fat.

Charley Harter, pro at Hillcrest CC, (Indianapolis, Ind.) resigning March 1 to accept new job. . . . Tommy Vaughn of nearby Pleasant Run GC to take over Harter's job. . . . Vaughn broke into golf teaching ranks as asst. pro at Pleasant Run and moved to South Grove (Indianapolis dist.) as pro in 1937, returning to PR in 1938 as pro.

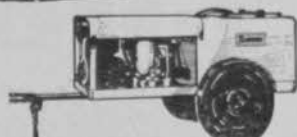
Noel Epperson, 15 years pro at Wawasee GC, Syracuse, Ind., new pro at Broadmoor CC, Indianapolis. . . . Epperson succeeds late Geo. Soutar who was pro at Broadmoor for 25 years until his death last Oct. . . . Harold H. Wolcott, recently of Pick Hotel, Baton

Nine states don't list 1948 junior boy champions. . . . Probably failure to report

MORE *than a "one-job" sprayer!*

You can spray anything anyway you want to with a Hardie Golf Sprayer. Every Hardie embodies the ability to apply a variety of materials in a variety of ways. Hardie special booms and guns, and conversion devices, give a wide range of performance to the Hardie for

both high and low pressure spraying of greens, fairways, trees, shrubs, buildings. Write for catalog. The Hardie Mfg. Company, Hudson, Mich., Los Angeles, Calif., Portland, Oregon. Clarence W. Lewis & Son, Ltd., Grimsby, Ont., Export Dept., Detroit 26, Mich.



Hardie
Dependable Sprayers



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

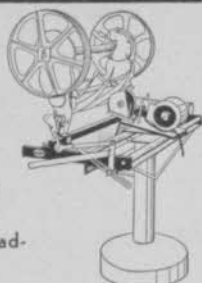
"We need the Aerifier to overcome the layered condition on the greens and tees."
Harrell Butler, Pro-Supt., Oklahoma City G & CC, Oklahoma

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

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.

accounts for some omissions as states not naming kid titleholders are California, Idaho, Kansas, Michigan, Montana, Ohio, Pennsylvania, South Dakota, Vermont. . . . No list of state girl junior champions is compiled. . . . PGA junior promotion campaign headed by George Lake calls for more accent on girls' golf. . . . Too many of those beautiful little girls who play golf in their teens don't graduate into the star class. . . . Love's awakening distracts them.

Bob Hudson is nursing the idea to promote a tremendous international tournament to be held in U. S. . . . Bob wants pros, amateurs and sports writers to come from all golfing countries. . . . He aspires to make it a great friendly session of the world's top golfers to remind everybody fun is more desirable than war. . . . The idea's still in formative stage. . . . With the multi-millionaire Portland grocery boy putting same genius, effort and money he's devoted to his other highly successful golf promotes Bob may give golf an event unparalleled in sports except by Olympic games.

Lloyd Mangrum has made four aces. . . . PGA championships set thru 1951. . . . Eddie Duino, San Jose (Calif.) CC pro, estimates he has given 34,000 lessons during his 17 years as pro. . . . Wonder what pro has given most lessons during his career?

British Golf Ball Manufacturers' conference



PREPARE YOUR TOP DRESSING with a ROYER

When preparing top dressing for your greens, use a Royer Compost Shredder-Mixer. Shovel all the necessary ingredients into the hopper and the Royer will blend them perfectly . . . culling out sticks, lumps, stones and other trash, automatically . . . and discharging directly into truck or barrow. You'll be surprised at the time you save . . . and the high quality of material. Royers available in many sizes. The Model K shown here handles 3-6 cubic yards per hour. Write for Bulletin 46.



PIONEER BUILDERS OF COMPOST SHREDDERS

ROYER FOUNDRY & MACHINE CO.

171 PRINGLE ST., KINGSTON, PA.

KILL WEEDS

IN LARGE TURF AREAS

at far less cost than former weed-eradication methods
HAVE BEAUTIFUL, WEED-FREE TURF WITH

**AGRICULTURAL
WEED-NO-MORE**
TRADE MARK

A Proven Ester Formulation of 2,4-D

GOES ON FAST

—treats 7
to 15 acres per hour.

GOES FAR

—use only 1 to
2 pints per acre in only 5
gallons or less of water.

Highly Effective! Authorities have found that the ester forms of 2,4-D used in Agricultural Weed-No-More penetrate weed leaves within 5 minutes or less, then begin to work instantly.

Saves Time and Money! Using the new Weed-No-More spraying method developed and proved by Sherwin-Williams Research, one man can spray as many as 100 acres in a single day.

Easy to Apply! Agricultural Weed-No-More is effectively applied to large turf areas with a simple, low-cost spraying attachment quickly assembled and mounted on a tractor, Jeep, or truck. Pump can be driven by power take-off or a small gas engine. Hand sprayers can be used for small areas. One to 2 pints of Weed-No-More in only 5 gallons or less of water per acre kills dande-



lion, plantains, buckhorn, and other turf weeds.

For full information phone your supply dealer or write direct to Agricultural Chemicals Division, 1277 Midland Building, Cleveland 1, Ohio.

NEW MOVIE TELLS ALL

Committees and boards interested in large areas of weed-free turf should see the new, full-color, 16mm sound film "Agriculture's New Conquest." It tells the full story of weed control with 2,4-D in its most effective form. To arrange for a showing, consult your dealer or write direct to Agricultural Chemicals Division, 1277 Midland Building, Cleveland 1, Ohio.

Acme White Lead & Color Works, Detroit • The Lowe Brothers Co., Dayton
The Sherwin-Williams Co., Cleveland



PRODUCT OF SHERWIN-WILLIAMS RESEARCH

**IT TAKES SO LITTLE
and it PAYS SO MUCH
AT EVERY
TEE!**



**LEWIS
GOLF BALL
WASHERS**

Ask your GOLF SUPPLY DEALER

in determining national distribution plan for limited supply of golf balls considers pros have priority right over other sales outlets. . . . Hillcrest CC (Kansas City dist.) magazine tells how Wolf Rimann, present mgr., when pro of the club in 1934, bought club stock, took charge of club operations and put on a solid basis a club that was about ready to fold. . . . Rimann's work at Hillcrest has been a stand-out performance by a real pro businessman.

We have a hunch that someday young Jackson Bradley is going to catch fire. . . . He's an in-and-outer now but when he's playing "in" he looks as good as any of them. . . . Spalding ball with which Willie Turnesa won 1948 National Amateur and which brought \$1000 from Udo Reinach for Memphis Cancer Fund drive promoted by George Treadwell, will go into USGA museum.

Dick Metz is best big game hunter among pros. . . . United Fruit Co. employees to construct course in Central America. . . . Henry Cotton's motion pictures of 1948 British Open with his running comment and his golf "information please" program on his tours make a top evening's entertainment. . . . Plenty of money for American pros in evening golf program of that type.

Congratulations to Canadian PGA on its attractive and informative year book and its monthly "Chip Shots" official bulletin

How You can Have SMOOTHER GREENS, THICKER TURF THIS YEAR

Specify the use of HYPER-HUMUS in preparing and reconditioning all greens. Applied according to formula it will improve any type of soil, show immediate results, and benefits will last up to 20 years.

Genuine HYPER-HUMUS

1. Is cultivated and processed
2. Will help control brown patch
3. Regulates moisture and air
4. Is teeming with essential soil bacteria
5. Has no weed seeds, insect larvae

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



Write us for helpful Free Literature. If your dealer can't supply HYPER-HUMUS order direct.