

Let's talk about Golf Balls for a moment...



No one has claimed as yet that he has made a golf ball that can't be hooked, sliced, lost or stolen... but those are about the only characteristics that have not been beaten to death by enthusiastic promotion.

We've heard about "longer balls"... "truer balls"... "sweeter click"... "faster off the tee"... "tougher"... and so on and so on.

We've had this center and that center; this cover and that cover; this paint and that paint; this winding and that winding. All of them hush-hush... top secret; all of them, according to their sponsors, the last word in manufacturing magic.

And we've had endorsements! Brothers have we had endorsements! This Pro and that Pro play the X ball *from choice* (implied). This ball won the Mulligatawny Open. That ball was directly responsible (again implied) for Joe Doaks' 391-yard drive!

Well, all right! Golf balls have been improved... no doubt about that and far be it from us to depreciate experimental research. We do a lot of it ourselves, all the time, every day. We doubt whether there's been a new idea on golf ball materials or constructions during the past ten years that we have not looked into and tried and tested. But here's our report on the subject as of now.

To date we have found no center which is as satisfactory as the liquid center we are using.*

To date we have found no thread anywhere near the equal of our own Dynamite Thread — nor any method of winding as good as our own "True-Circle" method.

To date we have found no covering material equal to the carefully selected type of balata we use.

This doesn't mean we are satisfied... far from it. We keep right on trying. Our 1950 Titleists, Finalists, Bedfords, Green Rays and Pinnacles are better than the balls that bore these famous names last year... according to the thousands who are playing them.

We want you to know these things because it's easy to be hypnotized by prefabricated five-syllable words. When we have something new that is really worth shouting about... like Dynamite Thread... we'll shout!

And you can believe us!

Acushnet Process Company, New Bedford, Mass.

ACUSHNET

GOLF BALLS

SOLD THE WORLD OVER THROUGH PRO SHOPS ONLY

* We do not consider that a ball has a liquid center unless the center is at least 50% liquid.

MAKING *the* SWING

By
HERB GRAFFIS



THE GOLF NEWS IN BRIEF

Don't blow your top on the latest family fracas within the PGA. . . Papers will make it out as a conflict between the ball players and the home club pros. . . Both are in golf to make money and friends and to help the game grow. . . They've got no real fight. . . Just misunderstandings. . . When they all learn what the score is and get the gas off their stomachs they'll be playmates together again. . . There are two main sources of bad publicity and wrangles within the PGA. . . One is too many secret meetings. . . They're damn foolishness. . . No group in sports has less to hide and more to present as basis of extensive publicity than the PGA. . . But the Iron Curtain publicity policy so long employed by the PGA is hard to eliminate. . . The other cause of PGA jams is failure to have detailed financial statements of PGA operations, including the Tournament bureau, supplied to each member. . . An organization in big business with 2800 stockholders and partners that doesn't acquaint its personnel with its full financial story is a cinch to have headaches.

Whatever mistakes the PGA home club pros or tournament players may make would only be those inevitable in a growing big business. . . Nothing reflecting on personalities. . . And probably amazingly few mistakes. . . So why let the public get the idea that a Donnybrook is sure to range at certain intervals within the organization? . . . If all the pros had all the facts there'd never be any teeing off with a saloon swing. . . The "public relations" problems you hear the boys talk about as a PGA need would be very easily solved by informing each PGA member of the association's business matters.

No other pro sport shows better relations between newspaper and radio men and the pros than such relations in pro golf. . . But when the relations get on a national basis and the PGA follows the pattern of going underground on whatever's doing that's

news the result too often has been to present the organization unfavorably. . . That's a rough deal for PGA officials who are giving able, conscientious service to the association nationally and sectionally. . . For this work they spend their own time and money. . . And it can't be said that they are paid richly in gratitude.

The playing pros when they had their representatives on a PGA committee soon got enough problems and pains to be fed up. . . Well, they'll just have to have some of their group get back on a committee sweating again. . . Looks like club officials could tip the PGA to one cure for a headache. . . When a member is bellyaching in high G about the condition of the course smart officials make the fellow green-chairman. . . That cures him. . . Cruel punishment but it always works.

Biggest man in golf these days is Maynard G. (Scotty) Fessenden, former Western GA and Chicago District GA pres. and ex-chmn. PGA Advisory committee. . . He's swelled up in proper pride and joy celebrating the arrival of Scotty, Jr., who weighed in March 22 at 6 lbs. 12 oz., at Passavant hospital, Chicago. . . Mama, the enchanting Thalia, is as proud as Papa but not nearly as noisy. . . The kid is. . . He's Daddy's own boy. . . His first words were, "Be sure I get the tab."

Elizabeth Manor GC, Portsmouth, Va., to open play on its 18 about July 1. . . Construction to start soon on new club's clubhouse. . . Top O'Scott GC, formerly City View, Portland, Ore., bought by H. L. Osborn and others. . . Osborn will manage it. . . 800 young pine trees destroyed by fire at Berwick (Pa.) GC. . . Greenkeepers Club of New England's April meeting at Waltham (Mass.) Field Station is association's annual dealer meeting with dealer representatives as principal speakers.

Hail the queen. . . Susan Elizabeth born March 22 to reign over Papa Frank and Mama Adaline and brother Arthur Henderson. . . Papa is owner, Ferncliffe GC, West Caldwell, N.J. . .

Florida Greenkeeping Supts. Assn. at Palm Beach Biltmore hotel, May 21-23. . . Everglades Experiment Station invites supts. and club officials to see planting and fertilizer effects on 9 different greens at CC of Everglades, aerifying fairways, chemical weed control and greens mole drainage. . . Roy Grinnell leaves Pine Needles GC, Southern Pines, N.C., to take pro job at Colonial Mills course, Clarksville, Va.

George Fazio gets Woodmont CC (Washington dist.) job. . . Woodmont's new plant at Rockville, Md., one of nation's best. . . Club has 650 members. . . Lester Rice wrote swell yarn about Helen Hicks in NY Journal-American. . . Helen's

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teaching at Jack Redmond golf school. . . Jack was featured on Ed Sullivan's television show March 26. . . Charles T. Jackson, 68, member of Edgewater CC (Chicago dist.) has played every week-end for past 8 years at Edgewater. . . Vic East played a round with Jackson on snow covered course. . . Ernie Shulze and Cline Nichols operating Mt. Prospect (Ill.) CC on lease.

University of N.C. second nine designed by George Cobb now under construction. . . 17 acres made on University of New Mexico course last year. . . Smiley Quick signed as pro by Livingston (Mont.) CC. . . Cleveland, O. pros started home season early playing Feb. 15. . . Busy schedule arranged for Cleveland district pros. . . Match between teams of district pros and amateurs to be a season highlight.

Golf Course Guide, describing about 1800 U.S. and 200 courses, compiled by Anthony Merrill, to be published by Thomas Y. Crowell Co., 432 Fourth Ave., New York, in May. . . Price will be \$3.50. . . March meeting of Middle Atlantic Greenkeepers Assn. at Farmington CC, Charlottesville, Va., Chas. Schalestock, supt. . . Charley put on a demonstration of high speed aerification. . . Bill Lynch, asst. pro, Crestmont CC, West Orange, N.J., in 5th year teaching classes at

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Weequahic Adult school, Newark, N.J.

Lloyd Lynch and wife Frances now in management spot at Wichita (Ks.) CC. . . New Wichita clubhouse, one of midwest's finest, being pushed for completion in late summer. . . Henry T. Islieb signed as supt., Glen Ridge (N.J.) CC. . . Jack Van Vaalen now supt., Mt. Tabor (N.J.) CC. . . Ed Garvey, former Toro salesman, now supt., Mountain View GC, New City, Rockland Co., N.Y. . . . Jersey greenkeepers lamenting passing of Jacob Sweisberger, supt., Saddle River (N.J.) CC who died recently of heart failure. . . He was a No. 1 man in his field and a fine warm personality. . . He is survived by two brothers in course supt. work; Wm., supt. at Ridgewood CC and Ed of Knickerbocker CC, Tenafly, N.J.

Ray Gafford goes to Northwood CC, Dallas, as pro. . . Terry Malon to Cape Fear CC, Wilmington, N.C., as pro. . . Rumor Snead going to Nippersink Lodge resort northwest of Chicago exploded when Sam wanted bankable money instead of newspaper talk about cash. . . Tam O'Shanter CC (Chicago dist.) installing telephones on every tee for tournament scoring and members' use.

Mildred Babe Didrikson Zaharias winner by wide margin in Associated Press poll on greatest female athlete of past 50

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A few ounces of CRAG Turf Fungicide applied now—you only need 3 oz. per 1,000 sq. ft. of turf—will save many dollars in costly repairs in June, July, and August. So start now to keep turf diseases from destroying your course this season—order a supply of CRAG Turf Fungicide from your dealer—or write today to our Consumer Products Department.

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years back on her game. . . Prof. Thomas Donaldson Armour brought her golf back to good health with a few treatments on the Boca Raton lesson tee. . . Riviera CC, Miami, Fla. team won Bahamas CC invitation 4-Ball from field of 49 teams, 5 from south Florida.

Snead names Pinehurst No. 2 as "best all-around course." . . . Then, in order Sam likes Southern Hills CC, Tulsa; Augusta (Ga.) National CC, Bob o'Link GC (Chicago dist.) and Cascades GC, Hot Springs, Va. . . . George Aulbach hires Carl Rystad as his asst. at Amarillo (Tex.) CC. . . Amarillo's play average for 1949 was 47 per day. . . Joe Devany, Mich. PGA pres., has been conducting classes at Downtown YMCA, Detroit and doing a weekly clinic on television. . . Frank Walsh hires Al Besselink as an asst. at Red Run GC (Detroit dist.). . . Warren Orlick, Monroe (Mich.) CC pro recently made pro-mgr. . . Warren also opening his own range in Monroe.

Veteran Chester Horton's been visiting his brother Elijah in St. Petersburg, Fla. . . . Chester's 69 now and plays close to par, alternating right- and left-handed shots. . . As a teacher Chester developed a lot of stars. . . Vic Ghezzi lauded for nice work as American "Ambassador of Good Will" while appearing in Guatemala

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This Year

USE THE AERIFIER*

"We aerified greens in late April (1949) and our greens were in better condition last summer than ever before."

*Gene Root, Pro.
Lakewood CC, Colorado*

"We are using the Aerifier to make grass roots penetrate through sand layers in greens."

*Sam Zook, Supt.
Pendleton CC, Oregon*



"Last year my greens came through beautifully. I used the Aerifier on them once a month."

*Mavor S. Boyd
Hilands GC, Montana*

Less water needed than ever before—greens held the ball better—less fertilizer wasted through runoff—deeper roots—less trouble with disease—winter-damaged greens brought back through aerification—water penetration improved on localized dry areas on fairways—those are some of the improvements reported by superintendents who used the Aerifier last year.

Use the Aerifier this spring to encourage close-knit bermuda turf. Use it on bentgrass to get the roots down. The Aerifier brings soil to the surface for top-dressing—permits new materials to be worked down into the holes. For better turf and more economical maintenance during the coming season, use the Aerifier as soon as soil conditions will permit.

Greater convenience—cleaner operation—

less disturbance to the surface—those are some of the improvements on the Aerifier. The self-powered G-L model Aerifier provides maximum speed and ease of handling for aerification of greens and tees. Rapid operation of the tractor-drawn F-G model Aerifier is practical for aerification of fairways and other large open turf areas. Hydraulic pump can be mounted on the tractor within easy reach of the operator. Both models are equipped with Flexi-press® to reduce surface disturbance to an absolute minimum. In spite of shallow-roots or moist soil, Flexi-press holds the turf down right to the edge of the hole made by the Aerifier spoon. Surface is easier to clean up because soil cores are partially crumbled as they pass through the wire spiral of Flexi-press. For better than ever aerification this spring—or all through the playing season—use the Aerifier with Flexi-press.

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West Point, Pa.

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April, 1950

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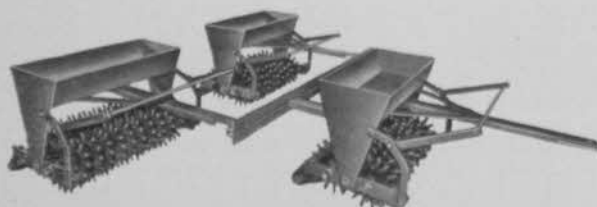
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events. . . Some clubs adopting the Palm Beach type of round robin play on club event programs this summer. . . It makes an interesting event, combining match and medal play features. . . If you want information on how it's run write Harold (Jug) McSpaden, Palm Beach Co., 200 Fifth Ave., New York City.

Emil Mashie, supt., Onwentsia Club (Chicago dist.) winner of several national Greenkeeping Supts. championships became a winner again March 1. . . Mrs. Mashie presented him with an 8½ lb. son. . . NGS Executive committee presented retiring pres. Carl A. Bretzlaff with wrist watch in appreciation of a big job well done. . . Usual excellent reference work is latest annual year book of Southern Golf Assn.

National Greenkeeping Supts. Assn. will hold its 1952 Turf Conference and Equipment Exhibit at Columbus, O. . . Matt Bezek now supt., Southmoor CC (Chicago dist.). . . Rowland B. Armacost, formerly pro-gkpr., Wahconah CC, Dalton, Mass. resigns to start Berkshire Lawn & Landscape Co., Dalton. . . Wm. V. Kingdon, 910 E. Kessler Blvd., Indianapolis 20, Ind., sec.-treas., Western Seniors' GA contacting pros for names and addresses of amateurs over 50 eligible to membership in rapidly growing new organization.

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