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We know that some of our good competitor friends do express their appreciation of your efforts in this way . . . and if they choose to buy your good will in this fashion, that's their business. We just don't do it, that's all.

We do offer you (and hope you will accept) three things.

1. *The best golf balls* we know how to make in every price grade . . . Titleist, Finalist, Bedford, Green Ray and Pinnacle.

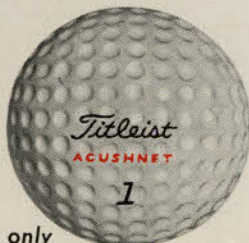
In 1949, D. T. Titleists outsold any and every other brand in the majority of clubs in every part of the country, as well as being the way-out-in-front favorite of the

Big Money Tournament Pros. And the 1950 D. T. Titleist is *even better* than the 1949 ball . . . improved compression, harder to cut.

2. *Complete protection* against all retail store and cut-price competition on every Acushnet ball bearing the Acushnet name.
3. *National Advertising* carrying the story of Acushnet and *boosting the Pro Shop* to 5,355,025 men and women in all parts of the country month in and month out.

We offer these three assets in the sincere belief that they are the most useful and valuable things a manufacturer can provide for the betterment of your business. We hope you agree . . . and will accept them. Acushnet Process Co., New Bedford, Mass.

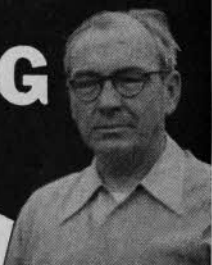
ACUSHNET
GOLF BALLS



Sold the world over through Pro Shops only

MAKING *the* SWING

By
HERB GRAFFIS



THE GOLF NEWS IN BRIEF

Hogan's return sure gave gates at LA Open and Bing Crosby's invitation a boost to record volumes. . . LA affair even before probably beat 1948 National Open at Riviera in numbers. . . Play-off in usual "unusual" weather had big gallery but only about a G apiece for Hogan and Snead due to many galleryites being cuffed. . . LA Junior Jaycees got 50% of play-off gate. . . Snead and Hogan split the other 50%. . . Riviera on the play-off with wet ground preventing any roll played longer than any other course on which a championship competition has been staged. . . Course is about 7020 for normal championship play.

About as miraculous to insiders as Hogan's comeback was Snead's holing of long putts on 71st and 72d holes to tie Hogan. . . Hogan was in and the pressure was on Sam. . . Snead forever disposed of the hunch he gets the yips in the stretch. . . He's now a headier golfer than he's ever been. . . Since he's stopped putting so wristy and gone at it more in the Mangrum straight-arm manner Sam acts like he has a chance of holing them all. . . Even the 2-footers. . . Willie Hunter says Hogan still is the greatest he's ever seen at reading greens. . . Willie considers Harry Vardon the best golfer he ever saw, but like the rest of the judges Willie is willing to concede that anybody who says golf ever has seen a better swing than Snead's is in for plenty of argument.

Far more words filed with Western Union at Riviera than on any other golf event except a few National Opens. . . Not that anybody gives a damn but the reporters had to muscle through the mud and crowds while the radio guys and some photogs got very classy and comfortable truck and jeep transportation to butt the gallery out of the way. . . Charley Bartlett, Golf Writers' Assn., putting in a beef to tournament officials about that. . .

At LA the difference between working facilities provided for newspaper men and for the radio and movies was emphasized by jeep convoys of the customary collection of Hollywood show-offs. . . Jeeps were loaded with some movie and radio hams and a bevy of broads whose interest in golf is limited to barely knowing which end of the caddy to hold.

Hogan gave evidence of favoring his injuries and tiring toward the end. . . Play-off was especially tedious as big gallery kept players going at an average of 12 minutes for each hole played. . . Ben'll be back in same fine shape for 18 holes per day if he doesn't overdo. . . No change in his swing. . . Some pros say Hogan's normally fine hand action is even more pronounced since his injury. . . They attribute this to subconsciously easing his leg and body work.

Hogan's differences with the news photogs was amiably settled in a press room conference after the first round at LA when Ben was followed by an army shooting at all times and from all angles. . . Each guy figured he might get the Shot of the Year by catching Ben collapsing after making his own shot. . . That put even the steel-nerved Hogan under the most severe psychological strain borne by any golf tournament contestant. . . George Schneider, PGA tournament mgr., did a smart thing in getting headlines into the press room for interviews after each round instead of letting reporters with quick deadlines chase the boys through the lockerroom and practically into the showers for copy. . . Schneider now handling exhibition booking for most of the pro stars with 10% fee for PGA. . . Nelson still handling his own booking at Fairway Ranch, Roanoke, Tex.

Bing Crosby's tournament produced a record \$32,000 for boy's club buildings and activities on Monterey peninsula, Sister Kenny fund, and Evans scholarships. . . Bing picked up a \$25,000 tab for expenses. . . His party, as might be expected, was the classic of all invitation affairs. . . Russ Newland, Charley Bartlett and Herb Graffis for their companion serfs in the Golf Writers' Assn. presented Bing with the Bill Richardson memorial trophy as The Man Who'd Done the Most for Golf in 1949. . . Dick Tufts, USGA championship committee chmn. was runner-up in the voting. . . That's a bright sign of great improvement in relations between USGA and the newspaper gentry.

Maury Luxford did the usual grand job of conducting the Crosby affair. . . That's a difficult job to handle. . . Field must be kept down by facilities available. . . Bing's the kind of a guy who wants to invite everybody he knows and you



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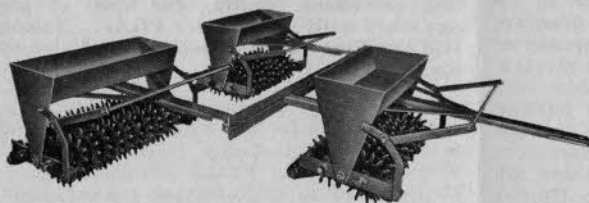
O. M. Scott & SONS CO.
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couldn't get them all on 500 courses in a day. . . As it was, play the first two days couldn't be finished in daylight.

Del Monte virtually reeking with good health and high spirits again now that the Lawson Littles' four kids have recovered from the mumps which Santa Claus gave them. . . Peter Hay, the Aberdonian Grandee in fine physical condition again. . . Peter went on a diet and lost 65 pounds after his operation. . . Never saw another like Peter for single-voiced handling a gallery with geniality but authority and savvy. . . Peter's done for the Monterey peninsula what the late Donald Ross did for Pinehurst in establishing a great golf resort. . . It's always a delight to thousands to see the cheery Peter, one of the great gentlemen of the game.

And speaking of the Old Guard, at LA, Scotty Chisholm was attired in his kilts, the plaid, etc., and doing a superb job of announcing. . . Scotty always is a colorful and informative feature of that show. . . He looks better now than he did 20 years ago. . . His eye operation was highly successful. . . The only liquor, other than tea, he's taking now is eye-wash. . . And in his eyes. . . Scotty, my lad, if you and I had poured into the Atlantic the libations we've had together the Big Mo never would have run aground.

How to Keep Greens **GREEN**—Use the OHIO SPIKE DISC CULTIVATOR



No. 40 with Tractor Hitch

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No. 18—One section of the No. 40 with tractor hitch.

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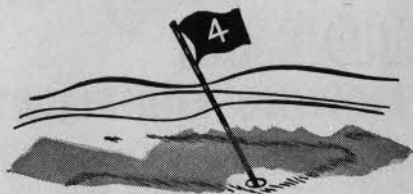
HAVE thick, rich, healthy grass all summer. Aerate the soil — and cultivate it at the same time — with an Ohio Spike Disc Cultivator. Use it before you re-seed or apply fertilizer, lime or top dressing. The spikes make little pockets for seed or fertilizer to settle into and not get blown or washed away. Use this cultivator to loosen sod hardened by summer heat, and to form moisture-retaining mulch. Easy to operate, sure in results. When not in use, discs are easily raised out of the way, as in wheeling over walks and floors.

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Start now to protect your seed beds from *damping-off*. Seed beds treated with 3 oz. of CRAG Turf Fungicide per 1,000 sq. ft. and seeded with a mixture of 100 lb. of seed and 1 lb. of fungicide are effectively protected against damping off, and will produce stronger, healthier turf.

This spring and throughout the playing season, regular applications of 3 oz. of CRAG Turf Fungicide per 1,000 sq. ft. of green or fairway help prevent *dollar spot*, *pink patch*, and *green scum*, at a cost of only 26 cents per application.

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February, 1950

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Greenskeepers say it is impossible to mix top dressings of black dirt, sand and commercial fertilizers by hand as uniformly as you can in a Royer. Two or three men shovel the various components into the hopper at the same time and the combing belt of the Royer automatically shreds and blends them together . . . culling out small stones, twigs and other trash. The resultant mixture is granulated to pea size or smaller and is ready for direct application to greens, with little or no interference to normal play on the course. The entire job can be done in one-fourth to one-eighth the time required by hand screening . . . an important advantage for busy greenskeepers. A Royer fits into any plan for progressive greens improvement. Write for full information. Ask for Bulletin 46.

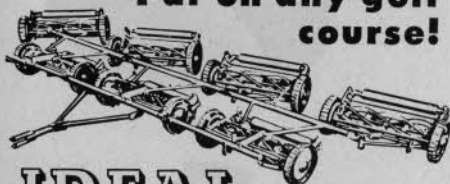


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Tom Scott, editor of *Golf Illustrated*, London, learns "with no small amount of horror" that 160 clubs have no professional at all. . . Carolina Hotel, Pinehurst, N.C., which has housed more famous pro and amateur golfers than any other hotel in the U.S. having its 50th anniversary. . . Dave Hendry and wife spent Christmas back in Bonnie Dundee.

Mexican Golf Assn. bewildered by USGA discouraging American stars from playing in Mexican Amateur championship. . . Have made polite request to see if USGA will go along in Mexican association's efforts to inspire young golfers by allowing them to see the Yank stars in action. . . Question of Mexicans' honor by getting hospitality tangled with USGA amateur status regulations also puzzles Mexican sportsmen. . . Top officials of Mexican association too diplomatic to bluntly declare themselves but Mexican club officials and members, many of whom are Americans, say "democracy" of USGA policy as evident in Mexican Amateur championship case has practical result of restricting American star amateur entries to Frank Stranahan. . . Mexicans fond of Frank but they want more of the top class. . . Texas amateurs, seeing Mexican golf booming, think USGA might well give favorable consideration to Mexico in in-

Par on any golf course!



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18, 22, 24 and 31" cutting widths. 18 years of proven leadership. Write for free literature.

SUCTION LIFT pulls matted grass up into high-speed blade. Chops clippings into fine mulch.

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LOW MAINTENANCE COST

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ternational golf relations. . . Especially in view of heavy cash cost of Walker Cup matches which now are so one-sided the affairs are merely junkets.

Minnesota Toro with "Ade" Bennett as head man, host to Minnesota Greenkeepers' Assn., Jan. 11. . . Minnesota supts. and University of Minnesota agricultural school staff planning valuable program for state's greenkeeping short course, Hotel Lowry, St. Paul, March 8-9-10. . . Frank Goldthwaite, pres., Texas Turf Assn., started getting Lone Star state's greenkeepers together in 1933. . . That state's courses certainly show marvelous results of the 16 years cooperative work of men responsible for course condition.

Billy Bell, architect, having a lot of family history made recently. . . Son Francis marries Eva Dell Appleburn at Pasadena and daughter Margery (Mrs. P. S. Callahan) presents Billy with a grandson. . . LA Open wasn't only homecoming for Hogan. . . Harry Cooper, back from Hawaii and doing a great job at Lakeside GC (LA dist.), did well after a bad start in the tourney. . . Paul Runyan also back in pro work, taking over Annandale. . . Paul will enter National Open and PGA. . . Aileen Covington new publisher of Golf Life of Los Angeles and doing a

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PINK PATCH**

Two years of research and country-wide tests prove CADMINATE the best preventive-and-cure:

A **true** cadmium compound • **Safe** — does not damage or discolor turf
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½-oz. packets prevent waste; also in bulk • **Very economical** — just ½ ounce
protects 1000 sq. ft. a full month; same dosage repeated two or three times
at five- to seven-day intervals will quickly cure badly damaged areas.

PREVENTION PAYS! Protect your greens all season with
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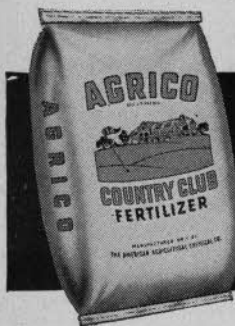


Hackensack Golf Club, Oradell, N. J.

"DURING many years as greenkeeper, I have made numerous experiments with different types of fertilizer and have come to the conclusion that a well-balanced fertilizer is best for turf growth," writes Bernard Roth, greenkeeper, Hackensack Golf Club, Oradell, N. J. "The plant food contained in your AGRICO COUNTRY CLUB Fertilizer is in just the proper proportion to produce rich, strong, green turf. Agrico helps make a stronger root growth than is the case when the turf is fed with one plant food element. Agrico has everything required to feed our greens and fairways."

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"Turf Management on Golf Courses," the USGA Green Section's manual of golf course maintenance, is in the printers' hands. . . H. B. Musser of Penn State, editor of the book, did a historic and valuable job in his own research and writing and in coordinating the capacities of an editorial board of authorities. . . Book to be published this summer. . . A. S. Barnes & Co., NYC, to issue soon "My Greatest Day in Golf" edited by Darsie L. Darsie, veteran golf writer of Los Angeles Herald Express, and "Golf Illustrated" by Patty Berg. . . Darsie's book contains stories from 52 noted American players. . . Dope from British notables got in too late for inclusion in first edition. . . Patty's book is a development of her first book which was the best seller of books written by women golfers. . . The Darsie book will retail for \$3 and the Berg opus for \$1.50.

70 boys participated in second annual Donald J. Ross Junior tournament at Pinehurst (N.C.) CC. . . Ken Worthington, 17-year-old New Bern, N.C. high school athlete, won with 70 for the first time he'd ever played Pinehurst No. 2. . . A great score for anyone. . . It'd be grand for golf and sportsmanship if many clubs

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