

Are you going to buck
this kind of competition again
in 1950?

... Last year the cut-price ball
business in "downtown retail"
stores increased to unprecedented proportions.
In some areas it was worse than others, but ev-
erywhere it was pretty bad, and while we're no
prophets of gloom, we don't foresee any great
change for 1950.

Remember two things...

First, every ball sold this way means a sale you
don't get in your Pro Shop.

Second, when you sell Acushnet Golf Balls, you
don't have this kind of competition for your mem-
bers' dollars because there are no Acushnet balls
offered in "downtown stores" or retailed any
other place outside your shop.

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



Club managers say clergymen often are very profitable members although dues are nil or very low . . . The pastors steer wedding parties to the clubs and there's good profit in those affairs . . . The father of the bride usually goes broke anyway, so why shouldn't the club take his money? . . . Robert Bruce Harris, golf architect, author of article in *The American City* magazine; "Needed—More Municipal Golf Courses." . . . Louisville, Ky., Fargo, N. D., Pekin, Ill., and Springfield, Ill., cited as active in munny golf development.

Many effective Christmas gift advertising campaigns conducted by pros last month . . . Several pros reported that by staying on the job and pushing for gift sales they made December billing second or third biggest month of the year . . . They got out of their shops and called on the trade.

Devaluation of pound worrying British about increased cost of sending Curtis, Walker and Ryder cup teams to U. S. . . . Curtis team comes for women's matches at Buffalo this year . . . British aren't the only ones who've been discussing expense of trans-Atlantic matches . . . At PGA 1949 annual meeting delegates growled about unnecessary expense of latest American Ryder Cup trip when PGA kitty was suffering from the shorts.

British are laughing about Dai Rees being World Champion of 1949 . . . Dai beat Johnny Palmer who won George May's World Champion title . . . Roy Bronsdon, Greenwich (Conn.) CC pro, signs for winter at Mt. Plymouth GC, Sorrento, Fla. . . . Cary Middlecoff signed as travelling pro Ormond Beach (Fla.) CC . . . Or is Doc travelling as a signing pro?

This business of "carrying the sandwich" by registering at tournaments from

free courses that want advertising is good work for name pros.

University of North Carolina opens first 9 of proposed 18 hole Finlay course at Chapel Hill, N. C. . . . Ed Kenney, formerly with Old Town club, Winston-Salem, N. C. is pro . . . Second 9 to be completed this spring . . . Art Wall, Pennsylvania State amateur champion, turns pro . . . Hall has made 28 aces . . . Harold C. Ridgely, Gary (Ind.) CC pro, leases New Smyrna Beach (Fla.) munny 12-hole course for 5 years.

Sam Snead named "Official PGA Golfer of Year" in poll of sportswriters and broadcasters . . . Figures not given in PGA release on the voting . . . Sam's official scoring average in 1948-49 tournaments up to start of 1949-50 winter tour, was 69.49 . . . That won Sam \$30,893.83 . . . Mangrum second with 69.80 . . . Middlecoff ranked high with 69.92 average and \$24,604.57 . . . Middlecoff wasn't considered in PGA voting due to the National Open champion not being a PGA member.

Scotty Chisholm's 72nd birthday celebrated at Ojai, Calif. . . . The laddie from Inverness is in great condition again . . . His eye operations were highly successful . . . Tilden Regional Park driving range opened Aug. 1, 1949, at Tilden course of East Bay park district in San Francisco area, grossed \$4,500 first 2 months in operation . . . The range cost \$20,000 says Mgr. Dick Walpole of Park District . . . Budd Clarke is range pro . . . Earl D. Nagel is pro at Tilden course . . . Walpole brought Earl there from Ingleside GC, San Francisco, when the Tilden course was opened in 1937.

British PGA writes PGA of America about "embarrassment" caused British organization by American Ryder Cup players not playing in Daily Telegraph tournament after being present at the draw . . . Newspaper sponsorship of big money tournaments means the publicity heat is on when tourney arrangements are upset . . . British PGA also writes American organization about Locke suspension . . . Charles H. Ward for second consecutive year got British PGA award of Harry Vardon trophy . . . His winning average in 1949 was 70.77 for 40 rounds.

By the way, when is the PGA of America going to change the name of its annual pro scoring award to honor an American pro?

Some very funny stuff in "Jake's Journal" issued by Ridgewood (N.J.) CC and distributed at party marking George Jacobus' 35 years as the club's pro . . . George was kidded by experts in editorial matter and ads . . . Feature stories were "Thirty Five Years on the Gravy Train"

"MILORGANIZED" TURF GROWS BETTER LOOKS BETTER

Fairways, greens and tees fertilized consistently with MILORGANITE, the natural organic nitrogen plant food, are distinguished by rich, deep green color, uniform texture and a healthy, closely knit root system. "MILORGANIZED" turf resists disease and withstands many of the climatic rigors to which less sturdy turf succumbs.

These are reasons why Golf Clubs use more MILORGANITE than any other commercial fertilizer. Our Soil Testing Laboratory and Turf Service Bureau are available to you upon request.



THE SEWERAGE COMMISSION
MILWAUKEE • WISCONSIN

and "How I Got My Ulcers." . . . Wiffy Cox given 52d birthday party by his members at Congressional CC (Washington DC dist.) . . . Sam Snead given big party by Ed Lawless, Greenbrier manager, with fancy guests and press invited.

Kenneth C. Murray, Royal Montreal GC elected pres., Canadian PGA . . . Ken is son of the late Charley who was pro at Royal Montreal 34 years . . . Willie Lamb, Lambton GC, Toronto, elected CPGA vp . . . Houghton, Mich., to open 9 hole course this spring . . . Robert Trent Jones, architect, and O. S. Baker, supt. on job of remodelling Ponte Vedra (Fla.) course made speed and economy record with extensive use of newest in earth-handling equipment.

Editorial in Ontarion (Calif.) Observer gives great boost to munny course sponsored by Kiwanis club as great civic improvement because of its beauty, recreation value, financial soundness and community advertising value . . . Observer says city without good municipal course is "living in the past" and "has difficulty in getting industry because it doesn't appeal as a place for people to live."

University of Illinois course designed by C. D. Wagstaff to open this spring . . . Wagstaff did a fine job in handling flat

keep your mowers rolling—their bed knives razor-sharp

with a

Grinder You can afford



Attention Golf Clubs, Parks, Cemeteries!

Whether or not you do your own grinding, you can avoid delays and increase the service life of every mower with the Model 50 Bench Grinder. Reels can be lapped in several times between complete grinding jobs when the bed knives are kept properly ground on the Model 50. The price? Hard to believe . . . but true! Never has a machine like the Model 50 come anywhere near this low cost. Perfect companion to the famous **PEERLESS MOWER SHARPENER**. Write today for descriptive bulletin.

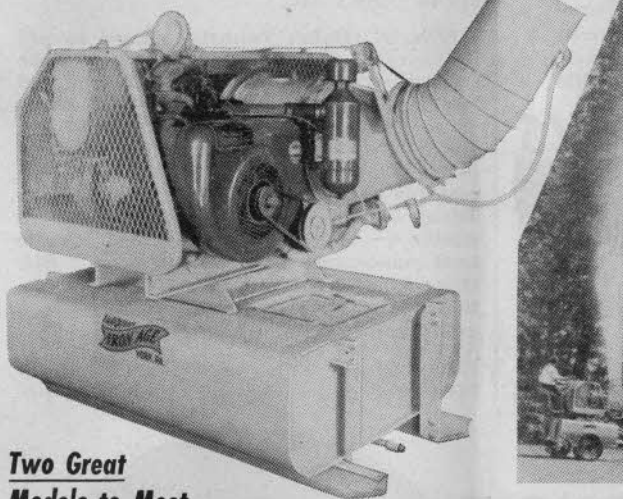
MODEL 50, ABOVE . . . \$125.00 F.O.B. Plymouth, Ohio

THE FATE-ROOT-HEATH COMPANY — Dept. D-1, Plymouth, Ohio

The Fate-Root-Heath Co. will introduce the new Model 300 Ideal Lawnmower Sharpener at this years Greenkeepers Show. Be sure to visit Booth No. 9 while in Boston.

IRON AGE MIST SPRAYER*

**Gives You Complete
Penetration at
Lower Cost!**



**Two Great
Models to Meet
Every Pest Control Need!**

Model 125 SUPER MIST

- 22 h.p. 4 cyl. Wisconsin engine
- 90-125 mph air blast
- 87% efficient axis flow fan
- Handles water and all mixes
- Turret rotates 360°—direction of air blast fully controlled
- Adaptable for small trucks
- Comfortable spring seat for operator
- Can be used as trailer by attaching draw bar and axle

Model 40 MIST SPRAYER ➔

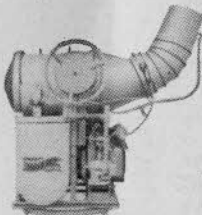
Same features as Model 125. Compact and lightweight. 2 cyl., 10 h.p. Onan engine. Hartzell fan delivers 6500 cu. ft. air per minute at 90 to 100 mph velocity. Light enough to be mounted on small truck, jeep or boat.

***FARQUHAR IRON AGE MIST SPRAYER**
Successor to "Orchardair," formerly manufactured by Greenfield Sprayer Co., Greenfield, Mass.



YOU get greater efficiency in the use of power, materials, labor and equipment with these new, lightweight Farquhar Iron Age Mist Sprayers! Powerful, solid cast aluminum axis flow fan operates at 87% efficiency, delivers 6,000 to 11,000 cubic feet of air per minute at *half throttle*. This means extra savings on fuel and maintenance! New, efficient spray jets meter exactly the right amount of mix to the air flow, conserve your mixtures. Powerful 90-125 mph air blast insures full penetration without defoliating, gets all the spray where it's needed without waste. Spray jets can be changed in 30 seconds for proper gallons per hour or correct droplet size for the job to be done. Complete misting of concentrate, either in oil or water, is attained by injecting mix into center of high velocity air stream, minimizing tendency of droplets to merge. Get the facts on Farquhar today—prove to yourself that Iron Age Mist Sprayers *out-perform* any other mist sprayer on the market! Write for complete free information to:

A. B. FARQUHAR COMPANY, 3527-J Duke St., York, Pennsylvania.



Farquhar
IRON AGE

YORK, PA.

POTATO AND VEGETABLE PLANTERS • TRANSPLANTERS
SPRAYERS • DUSTERS • POTATO DIGGERS • WEEDERS
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PLANT AND SPRAY THE IRON AGE WAY

WORM KILLER
FOR PEST-FREE GREENS

ONE TREATMENT

... GIVES
ALL-SEASON
CONTROL!

Easiest worm killer to use. Worms usually die in soil, eliminating messy removal from surface, as with certain previous worm killers. TAT WORM KILLER is a free-flowing powder which may be sprayed on in water, used as dust, or applied with spreader in sand, fertilizer, or compost. Ask your supply house!

O. E. LINCK CO., INC.
Clifton, N. J.

Warehouse Stocks maintained,
Bekins Warehouse, Sioux City, Iowa



land and using earth from water hole excavations to make interesting greens elevations . . . University of Illinois aspires to be host to National Intercollegiate, Western Junior and U. S. Junior Chamber of Commerce national championships.

Huntington Beach, Calif., leases 9 hole course to Robert M. Marshall who will add 9 holes to course . . . Indian Lake GC, Escanaba, Mich., building clubhouse . . . Clinton, Okla., to have new 9-hole grass green course, probably abandoning present 9-hole sand green course . . . Frank Turcotte starting 25th year as gpkr., Skowhegan (Me.) GC.

Mildred (Babe) Zaharias signed as pro at Skycrest CC (Chicago dist.) . . . Babe will have two men assistants. . . She told Skycrest Pres. Gene Dyer she'd make very few exhibition and tournament appearances away from Skycrest this year . . . Pete Souter operating pro shop concessions at Bayshore and Normandy Isle, Miami Beach (Fla.) muni courses this winter . . . Gerald Kelley will handle food concessions at the courses . . . Bob Hope is new director Western GA . . . Bob has given Western lot of help in its caddy scholarship campaign.

Pat Markovitch, as Northern Calif. PGA pres. and Richmond (Calif.) GC pro

MORE *Live* STOLONS with a **ROYER** COMPOST MACHINE

Creeping bent sod is pulled apart gently when shredded in a Royer. It is not "chopped" . . . or cut into lengths too small to take root. Royerated stolons produce healthy root growth in record time. And greenskeepers save on expenses, too, because sod can be Royer-shredded in about 1/3 the time required for other methods.

Write us for full particulars and ask for Bulletin 46, describing all models of Royer machines for golf course use. America's leading courses have found the Royer invaluable for preparing compost sand-humus-fertilizer mixtures for top dressing greens. Get full information now.

Donald Strand, Superintendent at Westmoreland C. C. of Wilmette, Ill., inspecting sod to be shredded in his M-2 Royer Compost Machine . . . which he also uses for mixing top dressing.



ROYER FOUNDRY & MACHINE CO.

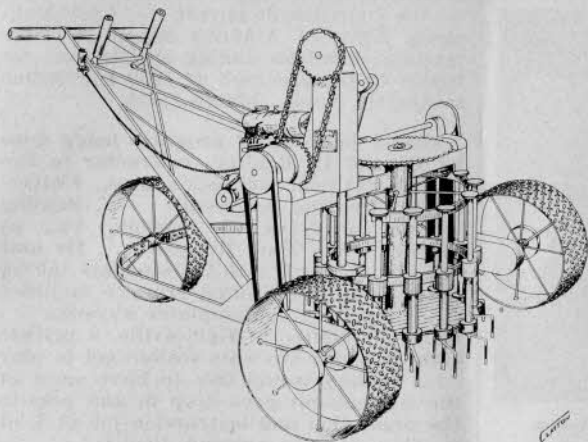
171 PRINGLE ST., KINGSTON, PA.

Fergusons
Present the

Night Crawler

Green Aerifying Machine

Fast -- Efficient -- Economical



The Night-Crawler takes out definite plugs of earth 3 to 5 inches deep, spaced from $2\frac{3}{4}$ to $5\frac{1}{2}$ inches or 16 to 18 holes per square foot at the rate of 36,000 per hour. This fast, smoothly operating, positive mechanical action moves forward at a steady walking speed and will save many days each year on your greens.

Heavy die-cast and welded steel construction. $2\frac{1}{2}$ HP Briggs & Stratton engine.

Production rate unlimited.

Dealer inquiries invited.

Price on application.

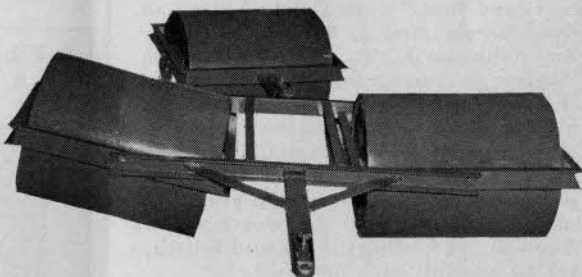
FOR BETTER GREENS — THE NIGHT-CRAWLER

By

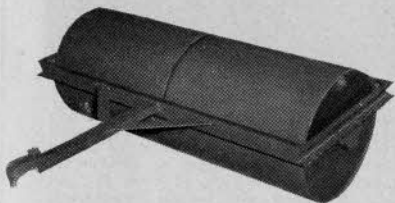
FERGUSON & SONS
EAU CLAIRE, MICHIGAN

3-SECTION ROLLER

An 80 inch roller with full oscillation for all sections. Water ballast 12 gauge welded steel rollers with slightly rounded edges. Sand and dirt resistant alemite equipped hardwood bearings. Filled weight 600 lbs. per section. Frame of heavy welded steel construction complete with ball type hitch and mud scrapers. Painted rust resistant dark green. Shipping weight 480 lbs.



\$195.00 F.O.B. FACTORY



\$145.00 F.O.B. FACTORY

2-SECTION ROLLER

A compact easily stored five foot water ballast roller of simple rugged construction. Welded and tested 12 gauge steel rolls will stand many years of turf use. Grease fitting equipped, replaceable hardwood bearings. Welded steel frame complete with ball type hitch and mud scrapers. Filled weight 1200 lbs. Painted rust resistant green. Shipping weight 325 lbs.

Mfg. By FERGUSON & SONS
EAU CLAIRE, MICHIGAN

WRITE FOR NEAREST DEALER'S NAME OR WRITE US DIRECT.

"AGRICO-FERTILIZED TURF IS STRONGER, HEALTHIER"



—Say CALVIN STUTZMAN (right) Greenkeeper
[and J. B. KYLE (left) Manager, Sunnehanna
Country Club, Johnstown, Pa.

"WE have used AGRICO COUNTRY CLUB FERTILIZER for 7 years and it keeps our greens and fairways in excellent condition," write Calvin Stutzman, Greenkeeper, and J. B. Kyle, Manager, Sunnehanna C. C., Johnstown, Pa. "Agrico gives us an even, healthy growth of grass which is less susceptible to fungi attacks—since fertilizing with Agrico we have cut our use of fungicide one-half. To every greenkeeper who wants a championship course—one which stands up under hard play and dry weather—we recommend feeding greens and fairways spring and fall with Agrico."

Order AGRICO now—it's America's premier Golf Course Fertilizer. Ask your regular supplier, phone nearest A. A. C. Sales



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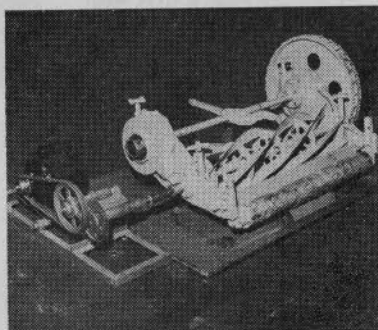
AGRICO
COUNTRY CLUB
FERTILIZER

went after name pros for Northern Calif. Open by advising that \$2500 event would be made \$5000 if five of the leading 10 money-winners entered . . . Third of profit of tournament was promised in addition to the \$5000 if a stronger field showed . . . Pat's been trying to correct Northern Calif. status as the weak spot on the tournament circuit . . . Club Managers Assn. of America has been circularizing members asking suggestions for topics to be discussed at 1950 convention in Seattle, Wash., March 12-15.

Grand job on golf program being done by Conrad H. Rehling, instructor in Required Physical Education dept., University of Florida, Gainesville . . . Rehling worked in Navy at Norfolk, Va., as teacher under Paul Runyan . . . He now has 750 of the U's 10,500 students taking instruction with limited practice facilities . . . University contemplates a course . . . Only one course in Gainesville, a private club on which students seldom get to play . . . Rehling would like to have some of the tournament pros drop in and help in the promotion and instruction job at U of F when they're passing thru.

George Knox, veteran pro at Calumet CC (Chicago dist.) says his member Harold Warner took movies of almost every participant in club events last summer . . .

ATLAS LAWN MOWER LAPPING MACHINE



A compact, light-weight machine for lapping all models of Hand, Power and Gang Mowers! May be easily used on work bench or floor, eliminating the lifting of heavy mowers. The simple height adjustment for the reel shaft may be used from 4 1/2" to 10 3/4". Equipped with several attachments to fit different reel shafts. Metal blocks for rollers. Steel stands to support the mower.

List Price, With Motor . . . \$58.50

List Price, Without Motor . . . 39.00

Write for Bulletin.

Atlas Lawn Equipment Co.

9761 Olive Street Road

St. Louis 24, Missouri

Announcing... **the LEWIS Golf Club CLEANING MACHINE**

Push a button and revolving brushes clean golf clubs in seconds instead of the usual long time required by the hand rubbing and scrubbing method.

Pro shops will welcome this new machine for its time and energy saving feature. All the better clubs will want to offer it as an entirely new service to members.

Sturdily built, the LEWIS Golf Club Cleaning Machine will give dependable service for many years.

Originally designed and used by outstanding Canadian pros, it is available now for the first time in America.



**KEEPS
CLUBS
CLEAN**

Ask for a demonstration at your Golf Course Equipment Dealer, or write for complete information.

**G. B. LEWIS
COMPANY**

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WATERTOWN • WISCONSIN

"QUALITY" POLES

Buy STANDARD Golf Course EQUIPMENT

"GOLF BALL" WASHERS

"ONE-PIECE" PUTTING CUPS

"TRUE-VUE" FAST COLOR FLAGS

4

"CUTS-TRUE" HOLE CUTTERS

Write for Bulletin "50" showing the complete and fully guaranteed Standard Line.

STANDARD MFG. CO.
Box G., Cedar Falls, Ia.

Films were shown at club parties and were always strong attraction . . . Grand job being done by California pros in instruction and conducting competitions at veterans' hospitals . . . Helen Lengfeld, American Women's Voluntary Services Western representative is pushing the current program . . . Helen's San Francisco "The Golfer" magazine (name changed from The California Golfer) hopes to finance the program.

Four Chicago Park District courses in 1949 beat 1948 total of 230,000 rounds . . . Asheville, N. C. again operating muni course which American Legion had on lease . . . Paul Bell, pro at Rock Island (Ill.) Arsenal GC back at winter job at Naples (Fla.) Beach & GC . . . Irish Golf says talent shown in boys' and girls' championships last year in Ireland gives promise of fine international class in a few years . . . M. G. (Scotty) Fessenden toastmaster at Kansas City GA "Gof-fer" dinner honoring Sam Snead and Frank Stranahan as leading pro and amateur of 1949 . . . Fessenden who's been trying to get out of golf duties, was re-elected pres., Bob o'Link GC (Chicago dist.)

Jackson, Miss., new 18 hole muni open . . . Old muni course to be used for other purposes . . . Allen-



Well-groomed, championship courses, at low cost, are yours with ROSEMAN Hollow Roller-drive gang mowers. Permits close cutting of creeping bent fairways without scalping. Ask for a demonstration on your course. Write today.

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