

ACUSHNET PRO-GRAM

ACUSHNET GOLF BALLS
GIVE YOU MORE INFO
EXPERIENCE AND CRAFT
BALL

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BALL

AP73 DL PD NEW BEDFORD, MASS. JUNE 1
TO THE PRO

THE \$64 QUESTION

WHY? -- FOR YEARS IN THE BIG MONEY TOURNAMENTS HAVE MORE
PLAYERS USED THE TITLEIST THAN ANY OTHER GOLF BALL?

ANS: -- PLAYERS KNOW THROUGH ACTUAL EXPERIENCE IN COMPETITION
WHAT THE TITLEIST BALL WILL DO.

ACUSHNET PROCESS COMPANY
NEW BEDFORD, MASS.

MAKING *the* SWING

By
HERB GRAFFIS

THE GOLF NEWS IN BRIEF



Two of Walter Hagen's old pals heard he was in Columbus during the PGA championship. . . They started to look for him at midnight Saturday night. . . They discovered Walter had gone to bed and was sleeping soundly. . . That's the really sensational scoop of the PGA tournament. . . Walter looked better at Columbus than he did a year ago although he'd just recovered from a week's illness.

Newspaper stories rapping Hogan for not showing in PGA between Palm Beach and Motor City tournaments might have been avoided. . . Early letter-writing or wiring would have prevented any misunderstanding. . . Locke's jams in the U.S. were mainly because he didn't state his case in writing well before misunderstandings could develop. . . Some of the boys just don't understand that. . . Others protect themselves against crowded tournament and exhibition schedules by clearing themselves by letter or wire far in advance so nobody can put the players on the spot for what the players didn't say.

In Hogan's case he may have been letting himself in for too much, going for the Palm Beach tournament right after the National Open with its extra round. . . But he was making good on his word to Jug McSpaden and Elmer Ward. . . The PGA sandwiched in between the Palm Beach and Detroit's Motor City Open might have put Ben in a black box.

Some top MDs have told me there's a big risk of Ben going too strong despite the masterly surgical work and the fighting heart that got Hogan back in business. . . It's only my guess that Hogan didn't get the huge accident settlement some stories have mentioned. . . And I haven't had the combination of good reporting and bad manners to ask Ben what he got. . . So I have a hunch that Ben may have a pretty strong reason for getting all the money he can from golf while he can get

it. . . That's probably what any of the rest of us would do. . . But it's too bad the situation wasn't explained explicitly to all concerned with the PGA championship. . . One has to say for Ben that he's got a lot of things keeping him busy now when more rest would be better for him. . . The story for the movie of Hogan's career isn't smoothed out in acceptable form yet.

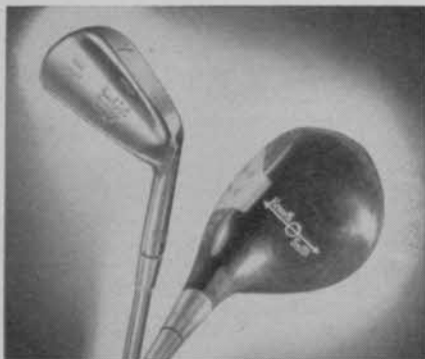
L. B. Icely, pres., Wilson Sporting Goods Co., in a Chicago hospital due for a major operation. . . There's a fellow who has been giving himself to making golf business better and everybody in the business end of the game is pulling for his complete and quick recovery. . . Akron (O.) District GA issuing series of 12 mailing cards to announce district's events, educate in local and USGA rules and in the etiquette of golf. . . Ads on fronts of cards defray production and mailing expense.

Illinois Women's Golf Assn. got out interesting and ad-filled program for its 17th annual invitation state amateur championship. . . How the girls can muscle the ads into a program. . . But not as strong as men did on the Motor City Open program at Detroit. . . It had more than \$40,000 in advertising. . . For sweet charity's sake. . . Western G&CC, Detroit, holding its second annual Women's 4-Ball invitation, July 27-30. . . Field limited to 96 players.

Paul Hahn, pro at Kings County CC, Hanford, Calif., taking summer teaching job at Riverwood GC, Dundee, Ore. . . Northern Calif. Open will be played for \$2500 at 54 holes at Kings County CC, Sept. 28-30. . . Stockton, Calif., new munny 18 ready for play early summer, 1951, according to Ralph (Pop) Ransom, pro in charge of Stockton's present 9-hole munny course. . . New course designed by Jack Fleming, supt., San Francisco public courses.

Newspaper story out of Cleveland, O., about ground ice and sulphate of ammonia to be used on Cleveland stadium ball park to keep grass green in summer is ice company press agent's dream. . . Military Air Transport 4-men teams from 6 U.S. Bases to play for continental championship at Sonoma (Calif.) CC July 17-19. . . Lt. Col. William W. Jones and Capt. Mike Hunter, latter once a Pebble Beach caddy, directing the event. . . Winners will fly to Hickam Air Force Base, Hawaii, for MATS world championship July 25-27.

N.Y. syndicate leases Pine Needles course and clubhouse in Pinehurst, N.C. area and will operate with C. Brook Wallace as mgr. and Clarence Doser, Scarsdale (N.Y.) CC pro as pro from Oct. 15 to May 1. . . Herb Moran, formerly mgr., Maplewood (N.J.) CC and before that, gkpr., Sleepy Hollow GC (N.Y. Met. dist.), new gen. mgr., Canoebrook CC, Summit, N.J. . . John H. Melady, long associated with Stump and



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Even your most exacting member will break into smiles when you put a Kenneth Smith club in his hands. He'll sense its "sweet feel" with his first swing. And when you tell him that we hand-make Kenneth Smith clubs to fit his natural swing, that every Kenneth Smith club in a set is scientifically matched and identically swing-balanced; and that no other clubs are so made and so balanced — well, friend you've sold another set of Kenneth Smith clubs.

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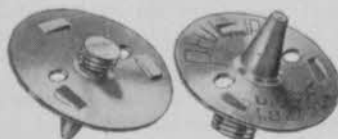
Walter Co., writing a book, "Dictionary of Nature," on flora and fauna.

Peninsula GC, Long Beach, Wash., owned by E. E. Edmunds, managed by Paul Yerkes, opens in July. . . Navajo Fields CC (Chicago dist.) bought by Martin Blaine, Oak Park, Ill. . . Jack Valentine opens pitch and putt course at Colorado Springs, Colo. . . Course designed by C. D. Wagstaff Co. . . Walter Keller suggests via Bob Tonge in Los Angeles Herald-Express that congested public courses might ease strain by playing sixsomes. . . Keller said playing in a sixsome in a pro-amateur at Wilshire the course was played in 4 hours 20 minutes.

Lee Mouncer building 9-hole fee course on his property at Elma, Wash. . . Portsmouth, Va., preparing for construction of new munny course. . . Engineers GC (N.Y. Met. dist.) may return to private club status. . . John Brennan says syndicate of Willow Brook members is interested in buying Engineers in case school is constructed on present Willow Brook layout. . . 18-hole course contemplated for Westmoreland 4000-acre real estate development southwest of Houston, Tex., business district.

Champaign-Urbana, Ill. planning \$100,000 public course. . . Wealthy veteran sportsmen start campaign off with sub-

PHILLIPS CAM LOCK



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STOUGHTON, MASS.



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Top Quality at a Lower Price WINGFOOT GARDEN HOSE

Tested at 12 times average city water pressure. Won't kink, snarl or "fight" its users. Extremely flexible and lightweight.

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PROTECTS GREENS—Rounded rib cover of emerald green won't scuff, cut or mark greens.

HIGHEST QUALITY—backed by Goodyear's long experience in building hose for every kind of service.

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GOOD YEAR

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Insure the beauty and health of your fairways and greens—keep them well sprinkled. We have an excellent line of sprinklers and hose to offer you. Stop in and see us or write for our catalog.

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stantial gifts. . . Jaycees conducting campaign to raise \$50,000. . . Forest preserve commission contributes \$10,000. . . Robert Bruce Harris designing course. . . Richland GC, Nashville, Tenn., begins construction of \$250,000 clubhouse. . . New clubhouse built by Kennecott Copper Corp. for Hurley (N.M.) GC. . . Rangeley Lakes CC, Rangeley, Me., bought by Amory M. Houghton, Jr. . . Robert J. Strauss, supervisor Cincinnati public courses, studying possibility of building 9 hole course at Lunken airport playfield.

Veterans' Administration extends Coral Gables, Fla., lease 3 years on Biltmore course. . . Golf course to be built at Meyers Station resort, Lake Tahoe, Calif. . . Monacan Hills 9-hole course at Richmond, Va., operated by Jim Reynolds, opens. . . R. J. McManus, asst. supt. of parks for New York City, in charge of golf courses and tennis courses, tells Allentown, Pa., city officials that many golf receipts are a major factor in the upkeep of all park facilities.

Ridgeway CC, Memphis, Tenn., adding 9 holes to have 18-hole course. . . Suffolk, Va., hiring director of public golf. . . Du Pont nylon plant employees' 9-hole course, Lynwood GC, at Martinsville, Va., now has \$100,000 clubhouse contributed by company. . . Du Pont employees did most of

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FERGUSON**

NIGHT CRAWLER

----- Green Aerifying Machine -----

FAST • EFFICIENT • ECONOMICAL

Complete hollow-tining at the time cultivation is most needed is now possible. The Night Crawler gives complete penetration regardless of compacted conditions left by driving spring rains and heavy early season play.

Eighteen hole courses can be completely hollow-tined in two days without extra help with less surface disturbance than is normally caused by top dressing. Greens are taken out of play only during actual processing and clean-up which amounts to less than one hour.

Plugs removed may be used as stolons for starting a nursery or for compost if given time to decompose.

Have your golf supply house arrange a demonstration on your grounds.

Plugs are easily removed, sweep surface and it's ready for play.



PATENT PENDING



Chet Keeley, for twenty years the successful and genial Pro-Manager of the University of Notre Dame Golf Course, supervises the hollow-tining of his greens. After studying other methods of aerification Mr. Keeley's choice is the hollow-tining method with the Ferguson Night Crawler.

By FERGUSON & SONS

Turf Products
Division

EAU CLAIRE, MICHIGAN



Your Weed Control Budget will stand up and cheer!

Many greenskeepers have found that chemical vegetation control is quicker, more thorough, and *costs less* than mechanical mowing—and they have learned to rely on Dow for high quality

weed, brush and grass killers. Dow offers a complete line—EIGHT different formulations—to meet specific maintenance needs. See your golf supply distributor or write to Dow for literature.

A partial list of Dow weed and grass killers:

ESTERON 44: A powerful weed killer especially effective against annual and perennial weeds, including white clover.

2-4 DOW WEED KILLER, FORMULA 40: A 2,4-D amine weed killer, Formula 40 is deadly against broad-leaf weeds. An effective, all-purpose weed killer for turf use.

DOW GENERAL WEED KILLER: Designed specifically to control weeds, grass and ugly vegetation in spots where mowing is difficult—a "chemical mower."

ESTERON BRUSH KILLER: This No. 1 brush killer controls stubborn brush, brambles, poison oak, poison ivy and woody growths which narrow your fairways.

DOW SODIUM TCA 90%: Spray unwanted grasses with this new Dow grass control agent. Effective control of Johnson, quack, Bermuda, and other grasses.

Cut maintenance costs with

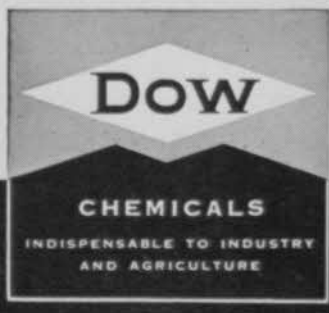
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work in building the course... Timpanogos GC, Provo, Utah, opens new 18 holes... Wendell (Tuck) Hoover is gpkr., and Jimmy Thompson, pro.

Biggest field (168) in Illinois Seniors' GA played in 27th Spring tournament at Edgewater GC (Chicago dist.)... Armed Forces GC, Fort Jackson, S.C., put on successful First Annual Invitation tournament, June 24-25... Pro Mike Serino conducted the event... Harry Kaseberg, now in fourth year as pro at University of Michigan course, Ann Arbor, Mich., has management of new Golf Service Building added to his well-handled job... New building has fine pro shop, lounge, snack bar, men and women's locker-rooms and sleeping quarters for football squad upstairs... Mrs. Kaseberg on job with Harry.

Durham, N.C., to have 1951 National Junior Chamber of Commerce junior championship... More than 20,000 youngsters under 19 played in qualifying rounds in 46 states for this year's Jaycees' national junior tournament at Ames, Ia., Iowa State College course.

Put it in your book that rough now has returned as an essential feature of a real championship course... Merion is responsible for that... Play in the National Open showed that the rough sifted the men from the boys as true championship contenders.

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Regular applications of LEXOL keep leather furniture looking clean, rich, mellow. Prevent leather from cracking. In the locker room, members appreciate LEXOL care for preserving shoes, luggage, and other leather articles. Pro Shops profit (as much as 900%) by selling monthly LEXOL treatments for bags at \$1.00 each (one gallon treats 30 bags).

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Whenever Aerification Is Needed

use the **AERIFIER***

More and more golf course superintendents recognize that once a year aerification isn't enough. Compaction of the surface soil takes place quickly under golf course conditions of usage. Large amounts of rain in the spring and early summer increase the problem.

The shallow-rooted turf which results from compaction cannot survive adverse summer weather. Turf wilts quickly in hot weather when water does not penetrate deeply enough. Aerification is needed to keep the soil open, to improve water penetration and encourage deeper rooting.

Layers Stop Roots Too

A uniform soil texture is needed if roots are to grow. Layers stop the movement of water through the soil; root growth stops at the layer. Frequent watering is needed to maintain the shallow roots above the layer, and the soggy surface soil aggravates the disease problem.

Roots will penetrate the layer where the Aerifier spoons puncture it. And through regular aerification layers gradually can be broken up.

Aerify When Needed

The improved operation of the Aerifier with Flexi-press* makes it possible to aerify whenever it is needed. Grass may survive poor physical soil conditions when weather is favorable, but when adverse summer weather sets in, the turf suffers. Don't wait until turf goes out. Aerify as soon as poor soil conditions are noticed.

Some golf course superintendents follow a program of regular aerification, once a month, through the summer season. Others keep a check on soil conditions and aerify whenever it is needed.

Use the Aerifier to help grass survive summer weather. Aerified turf needs less water, disease is reduced so maintenance is more economical too.

West Point Lawn Products

West Point, Pa.

*Reg. U. S. Pat. Off.
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July, 1950

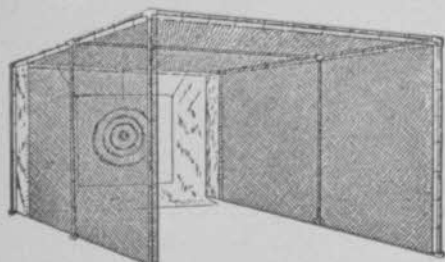
Golfers are happiest
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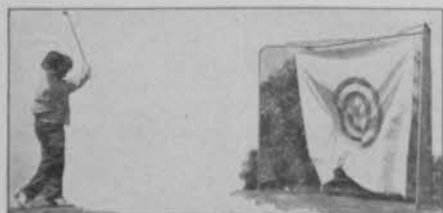
will keep them swinging — whether its
instruction, practice, warming up or
waiting their turn on crowded days.
Encourage better play with

THE EDERER "INVINCIBLE"



"Invincible" — the full size Ederer golf net is the standard throughout golfdom for outdoor or indoor instruction and practice. Hundreds of clubs and pros have found the "Invincible" one of their most popular and profitable features in developing better and happier players.

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Sturdy, compact, lightweight—handles the full range of iron and wood shots. Ideal for limited space practice, indoor or outdoor. Folds into a compact unit 3 ft. x 6½ ft. x 5 in. Weighs 23 lbs. with backdrop.

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... Rough was mowed 4 inches high 6 feet in from fairway and after that it was wild like rough used to be. ... 2, 4D kept weeds out of the tall rough. ... Balls could be found but they had to be played back onto the fairway instead of batted long ahead as on most tournament circuit courses. ... The scores showed the difference. ... Some of the newer stars just didn't know how to read a course with tough rough. ... Hogan and Mangrum played it with good judgment. ... Strange thing was that even the fellows who were in the rough plenty didn't squawk much.

Joe Valentine, Merion's supt., was right in saying, "The Merion course won the Open." ... PGA didn't want the Scioto rough as long as rough was at Merion but Scioto's rough was heavier than usually experienced. ... More rough means smarter golfers. ... And more ball sales. ... Pros should be for it. ... Private club players who have pride in their course should be for it too. ... Without rough that's part of the test many good courses are just about like public courses where heavy traffic has to be put fast over the layout.

Rough should have an effect on golf ball legislative nervousness. ... The longer the sluggers hit the ball the deeper they get into the rough. ... One of the stars can combine length with accuracy with complete confidence. ... Hogan played smart at

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PERM A GRIP

Made from natural rubber, cork, cotton and rayon flock. The sensational new wrap-on grip that enables you to produce the size and shape grip you want without the use of an underlisting. Red or Black \$60 each

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A slip-on grip made from the same material as Perm A Grip. Red, Green, Brown or Black \$60 each

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Fiber End Caps, Countersunk hole .25 doz.
Phillips Screws No. 7, ¾" Brass 1.50 gross
Plastic Film Tape, Black
½" wide, 36 yards long 1.68 roll

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